



National Tracking Poll #200553
May 14-17, 2020

Crosstabulation Results

Methodology:

This poll was conducted between May 14-May 17, 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_1: Which option best describes your familiarity with each of the following TV and movie streaming subscription services? Netflix	9
2	Table HR1_2: Which option best describes your familiarity with each of the following TV and movie streaming subscription services? Amazon Prime Video	15
3	Table HR1_3: Which option best describes your familiarity with each of the following TV and movie streaming subscription services? CBS All Access	21
4	Table HR1_4: Which option best describes your familiarity with each of the following TV and movie streaming subscription services? ESPN+	27
5	Table HR1_5: Which option best describes your familiarity with each of the following TV and movie streaming subscription services? HBO Now	33
6	Table HR1_6: Which option best describes your familiarity with each of the following TV and movie streaming subscription services? Hulu	39
7	Table HR1_7: Which option best describes your familiarity with each of the following TV and movie streaming subscription services? Showtime	45
8	Table HR1_8: Which option best describes your familiarity with each of the following TV and movie streaming subscription services? Starz	51
9	Table HR1_9: Which option best describes your familiarity with each of the following TV and movie streaming subscription services? Apple TV+	57
10	Table HR1_10: Which option best describes your familiarity with each of the following TV and movie streaming subscription services? Disney+	63
11	Table HR1_11: Which option best describes your familiarity with each of the following TV and movie streaming subscription services? YouTube TV	69
12	Table HR1_12: Which option best describes your familiarity with each of the following TV and movie streaming subscription services? Sling Orange TV, with live TV	75
13	Table HR1_13: Which option best describes your familiarity with each of the following TV and movie streaming subscription services? Sling Blue TV, with live TV	81
14	Table HR1_14: Which option best describes your familiarity with each of the following TV and movie streaming subscription services? Philo, with live TV	87
15	Table HR1_15: Which option best describes your familiarity with each of the following TV and movie streaming subscription services? Hulu Live TV	93
16	Table HR1_16: Which option best describes your familiarity with each of the following TV and movie streaming subscription services? Fubo TV	99
17	Table HR1_17: Which option best describes your familiarity with each of the following TV and movie streaming subscription services? DirecTV Now	105

18	Table HR1_18: Which option best describes your familiarity with each of the following TV and movie streaming subscription services? AT&T WatchTV	111
19	Table HR2_1: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features? Discounted membership to other streaming services	117
20	Table HR2_2: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features? Multiple membership options for different prices .	122
21	Table HR2_3: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features? Ad-free membership options	127
22	Table HR2_4: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features? Discounted membership options that include ads	132
23	Table HR2_5: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features? Rare or hard to find content	137
24	Table HR2_6: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features? New content added on a daily basis	142
25	Table HR2_7: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features? New content added on a weekly basis	147
26	Table HR2_8: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features? New content added on a monthly basis	152
27	Table HR2_9: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features? The option to bundle different streaming services under one account	157
28	Table HR2_10: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features? Content your friends and family recommend . .	162
29	Table HR2_11: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features? Critically acclaimed content	167
30	Table HR3: As you may know, HBO Max launches on May 27. How likely are you to subscribe to the streaming service?	172
31	Table HR4_1NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply. Friends	177
32	Table HR4_2NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply. The Big Bang Theory	182
33	Table HR4_3NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply. Game of Thrones	187

34	Table HR4_4NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply. <i>Sesame Street</i>	192
35	Table HR4_5NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply. <i>Gossip Girl</i>	197
36	Table HR4_6NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply. <i>The Lord of the Rings</i>	202
37	Table HR4_7NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply. DC Extended Universe movies, such as 'Wonder Woman' and 'Aquaman'	207
38	Table HR4_8NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply. Animated films such as 'Spirited Away' and 'My Neighbor Totoro'	212
39	Table HR4_9NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply. <i>Doctor Who</i>	217
40	Table HR4_10NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply. <i>The Fresh Prince of Bel-Air</i>	222
41	Table HR4_11NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply. <i>The Office</i>	227
42	Table HR4_12NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply. <i>Seinfeld</i>	232
43	Table HR4_13NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply. <i>Family Guy</i>	237
44	Table HR4_14NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply. Marvel Movies, including 'The Avengers'	242
45	Table HR4_15NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply. <i>Stranger Things</i>	247
46	Table HR4_16NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply. <i>The Mandalorian</i>	252

47	Table HR4_17NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply. <i>The Fast and the Furious Movies</i>	257
48	Table HR4_18NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply. <i>The Harry Potter Movies</i>	262
49	Table HR4_19NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply. <i>None of the above</i>	267
50	Table HR5_1: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max? <i>'Friends'</i>	272
51	Table HR5_2: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max? <i>'The Big Bang Theory'</i>	277
52	Table HR5_3: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max? <i>'Game of Thrones'</i>	282
53	Table HR5_4: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max? <i>'Sesame Street'</i>	287
54	Table HR5_5: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max? <i>'Gossip Girl'</i>	292
55	Table HR5_6: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max? <i>'The Lord of the Rings'</i>	297
56	Table HR5_7: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max? <i>DC Extended Universe movies, such as 'Wonder Woman' and 'Aquaman'</i>	302
57	Table HR5_8: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max? <i>Animated films such as 'Spirited Away' and 'My Neighbor Totoro'</i>	307
58	Table HR5_9: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max? <i>'Doctor Who'</i>	312
59	Table HR5_10: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max? <i>'The Fresh Prince of Bel-Air'</i>	317

60	Table HR5_11: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max? Original upcoming HBO Max TV shows	322
61	Table HR6_1: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max? HBO	327
62	Table HR6_2: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max? TBS	332
63	Table HR6_3: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max? TNT	337
64	Table HR6_4: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max? The CW Network	342
65	Table HR6_5: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max? CNN	347
66	Table HR6_6: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max? truTV	352
67	Table HR6_7: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max? Turner Classic Movies	357
68	Table HR6_8: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max? Cartoon Network	362
69	Table HR6_9: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max? Crunchyroll	367
70	Table HR6_10: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max? Adult Swim	372
71	Table HR6_11: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max? DC Comics	377
72	Table HR6_12: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max? Warner Bros.	382

73	Table HR6_13: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max? New Line Cinema	387
74	Table HR6_14: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max? Rooster Teeth	392
75	Table HR6_15: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max? Looney Toons	397
76	Table HR7_1: AT&T, the holding company for HBO Max, has indicated there are also plans for HBO Max to eventually include the following content. Knowing this, are you more or less likely to subscribe to HBO Max? Unique live sports and premium sports	402
77	Table HR7_2: AT&T, the holding company for HBO Max, has indicated there are also plans for HBO Max to eventually include the following content. Knowing this, are you more or less likely to subscribe to HBO Max? News programming	407
78	Table HR8: As you may know, the TV show 'Friends' left Netflix on Dec. 31, 2019. Which of the following best describes your current situation?	412
79	Table HR9: Sometimes in surveys like this, people change their minds. As you know, HBO Max launches on May 27 and costs \$14.99 per month. Comparatively, Netflix's basic subscription costs \$8.99 per month and Hulu's basic subscription costs \$5.99 per month. Knowing what you know now, how likely are you to subscribe to the streaming service?	418
80	Table HR10_1: Do you agree or disagree with the following statements? I would purchase a specific product if it included a free lifetime subscription to a streaming service.	423
81	Table HR10_2: Do you agree or disagree with the following statements? Free streaming services should be family friendly, where all content is rated G or PG because children could potentially access the content.	428
82	Table HR10_3: Do you agree or disagree with the following statements? There are not enough TV streaming service options.	433
83	Table HR10_4: Do you agree or disagree with the following statements? There are not enough music streaming service options.	438
84	Table HR10_5: Do you agree or disagree with the following statements? There are not enough movie streaming service options.	443
85	Table HR10_6: Do you agree or disagree with the following statements? There are not enough combined TV and movie streaming services	448
86	Table HR10_7: Do you agree or disagree with the following statements? There are too many options when it comes to streaming services.	453
87	Table HR10_8: Do you agree or disagree with the following statements? There are not enough options when it comes to streaming devices like smart TVs or streaming media devices	458

88	Table HRdem1_1: <i>How often do you watch or stream the following? TV shows</i>	463
89	Table HRdem1_2: <i>How often do you watch or stream the following? Movies</i>	469
90	Table HRdem1_3: <i>How often do you watch or stream the following? Sporting events</i>	475
91	Table HRdem2_1: <i>Do you, or anyone in your household, subscribe to the following? Cable television</i>	481
92	Table HRdem2_2: <i>Do you, or anyone in your household, subscribe to the following? Satellite television</i>	486
93	Table HRdem2_3: <i>Do you, or anyone in your household, subscribe to the following? Streaming service(s)</i>	491
94	Table HRdem3_1: <i>In general, what kind of fan do you consider yourself of the following? Film</i>	496
95	Table HRdem3_2: <i>In general, what kind of fan do you consider yourself of the following? Television</i>	501
96	Table HRdem3_3: <i>In general, what kind of fan do you consider yourself of the following? Music</i>	506
97	Table HRdem3_4: <i>In general, what kind of fan do you consider yourself of the following? Fashion</i>	511
98	Summary Statistics of Survey Respondent Demographics	516

Crosstabulation Results by Respondent Demographics

Table HR1_1: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Netflix

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	52%	(1152)	8%	(179)	11%	(235)	25%	(552)	4%	(81)	2200
Gender: Male	52%	(557)	6%	(68)	11%	(114)	26%	(275)	4%	(48)	1062
Gender: Female	52%	(595)	10%	(112)	11%	(121)	24%	(276)	3%	(34)	1138
Age: 18-34	68%	(448)	10%	(68)	7%	(49)	9%	(62)	4%	(29)	655
Age: 35-44	60%	(214)	7%	(24)	14%	(49)	16%	(57)	4%	(13)	358
Age: 45-64	45%	(337)	9%	(66)	11%	(85)	31%	(236)	4%	(27)	751
Age: 65+	35%	(154)	5%	(21)	12%	(52)	45%	(197)	3%	(12)	436
GenZers: 1997-2012	70%	(205)	8%	(24)	5%	(15)	11%	(31)	6%	(17)	292
Millennials: 1981-1996	65%	(352)	10%	(54)	11%	(61)	11%	(60)	3%	(18)	545
GenXers: 1965-1980	54%	(296)	7%	(39)	11%	(59)	24%	(132)	3%	(19)	545
Baby Boomers: 1946-1964	39%	(282)	8%	(60)	12%	(87)	37%	(264)	3%	(24)	716
PID: Dem (no lean)	59%	(462)	8%	(65)	10%	(77)	22%	(170)	2%	(15)	789
PID: Ind (no lean)	52%	(409)	8%	(61)	11%	(85)	25%	(198)	4%	(32)	784
PID: Rep (no lean)	45%	(282)	8%	(53)	12%	(73)	29%	(184)	5%	(34)	627
PID/Gender: Dem Men	59%	(210)	6%	(22)	11%	(37)	22%	(77)	2%	(8)	354
PID/Gender: Dem Women	58%	(252)	10%	(44)	9%	(40)	21%	(93)	2%	(7)	435
PID/Gender: Ind Men	52%	(204)	7%	(29)	10%	(38)	26%	(102)	6%	(23)	396
PID/Gender: Ind Women	53%	(205)	8%	(32)	12%	(47)	25%	(96)	2%	(9)	389
PID/Gender: Rep Men	46%	(143)	5%	(17)	12%	(39)	31%	(96)	5%	(17)	312
PID/Gender: Rep Women	44%	(139)	12%	(36)	11%	(35)	28%	(88)	5%	(17)	315
Ideo: Liberal (1-3)	61%	(386)	8%	(49)	9%	(55)	19%	(121)	3%	(19)	631
Ideo: Moderate (4)	53%	(326)	8%	(48)	12%	(75)	24%	(146)	3%	(19)	613
Ideo: Conservative (5-7)	46%	(321)	8%	(56)	11%	(75)	32%	(220)	3%	(20)	691
Educ: < College	50%	(753)	9%	(133)	12%	(178)	25%	(381)	4%	(68)	1512
Educ: Bachelors degree	57%	(253)	7%	(30)	9%	(40)	25%	(112)	2%	(8)	444
Educ: Post-grad	60%	(146)	7%	(16)	7%	(17)	24%	(59)	2%	(6)	244

Continued on next page

Table HR1_1: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Netflix

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	52%	(1152)	8%	(179)	11%	(235)	25%	(552)	4%	(81)	2200
Income: Under 50k	46%	(546)	8%	(98)	12%	(146)	29%	(344)	4%	(52)	1186
Income: 50k-100k	55%	(394)	8%	(57)	11%	(75)	23%	(164)	3%	(21)	711
Income: 100k+	70%	(213)	8%	(24)	5%	(14)	15%	(44)	3%	(8)	303
Ethnicity: White	52%	(895)	8%	(140)	10%	(174)	26%	(448)	4%	(65)	1722
Ethnicity: Hispanic	69%	(241)	7%	(25)	8%	(29)	8%	(28)	8%	(27)	349
Ethnicity: Afr. Am.	55%	(151)	8%	(21)	14%	(39)	21%	(57)	3%	(7)	274
Ethnicity: Other	52%	(106)	9%	(18)	11%	(22)	23%	(47)	5%	(10)	204
All Christian	51%	(530)	7%	(74)	10%	(108)	29%	(300)	3%	(34)	1046
All Non-Christian	54%	(64)	3%	(3)	15%	(18)	19%	(23)	9%	(10)	119
Atheist	60%	(55)	11%	(10)	9%	(8)	17%	(16)	3%	(2)	91
Agnostic/Nothing in particular	53%	(503)	10%	(93)	11%	(100)	23%	(213)	4%	(35)	944
Religious Non-Protestant/Catholic	56%	(80)	4%	(5)	15%	(21)	19%	(27)	7%	(10)	144
Evangelical	48%	(277)	8%	(48)	13%	(73)	27%	(153)	4%	(23)	573
Non-Evangelical	52%	(437)	8%	(65)	9%	(73)	29%	(243)	3%	(23)	841
Community: Urban	56%	(298)	6%	(34)	12%	(66)	22%	(116)	4%	(20)	533
Community: Suburban	53%	(559)	9%	(100)	10%	(107)	24%	(254)	3%	(32)	1053
Community: Rural	48%	(295)	7%	(46)	10%	(62)	30%	(182)	5%	(30)	614
Employ: Private Sector	60%	(389)	6%	(42)	10%	(65)	22%	(144)	2%	(12)	652
Employ: Government	63%	(80)	12%	(16)	7%	(8)	15%	(19)	4%	(4)	127
Employ: Self-Employed	52%	(82)	5%	(9)	12%	(19)	24%	(38)	6%	(10)	157
Employ: Homemaker	56%	(77)	7%	(9)	18%	(24)	13%	(18)	7%	(9)	138
Employ: Retired	36%	(174)	6%	(30)	12%	(59)	43%	(209)	3%	(14)	485
Employ: Unemployed	53%	(174)	11%	(35)	12%	(40)	19%	(62)	4%	(15)	325
Employ: Other	39%	(64)	15%	(25)	7%	(11)	29%	(47)	10%	(16)	163
Military HH: Yes	47%	(184)	9%	(34)	9%	(36)	30%	(116)	5%	(20)	391
Military HH: No	54%	(968)	8%	(145)	11%	(199)	24%	(435)	3%	(61)	1809
RD/WT: Right Direction	46%	(339)	8%	(57)	11%	(82)	28%	(207)	7%	(48)	733
RD/WT: Wrong Track	55%	(814)	8%	(122)	10%	(153)	24%	(345)	2%	(33)	1467

Continued on next page

Table HR1_1: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Netflix

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	52%	(1152)	8%	(179)	11%	(235)	25%	(552)	4%	(81)	2200
Trump Job Approve	48%	(425)	8%	(74)	11%	(98)	27%	(241)	4%	(39)	876
Trump Job Disapprove	56%	(687)	8%	(96)	11%	(130)	23%	(287)	3%	(33)	1233
Trump Job Strongly Approve	43%	(207)	8%	(39)	11%	(54)	33%	(159)	6%	(28)	488
Trump Job Somewhat Approve	56%	(217)	9%	(34)	11%	(44)	21%	(82)	3%	(11)	388
Trump Job Somewhat Disapprove	57%	(165)	10%	(29)	8%	(25)	22%	(65)	3%	(7)	291
Trump Job Strongly Disapprove	55%	(522)	7%	(68)	11%	(105)	24%	(222)	3%	(26)	942
Favorable of Trump	48%	(402)	8%	(67)	12%	(99)	28%	(237)	3%	(29)	833
Unfavorable of Trump	56%	(687)	9%	(105)	10%	(121)	23%	(286)	2%	(21)	1220
Very Favorable of Trump	44%	(218)	7%	(34)	12%	(61)	32%	(162)	5%	(25)	500
Somewhat Favorable of Trump	55%	(184)	10%	(33)	12%	(38)	22%	(74)	1%	(4)	333
Somewhat Unfavorable of Trump	52%	(107)	11%	(22)	11%	(22)	23%	(48)	3%	(7)	206
Very Unfavorable of Trump	57%	(580)	8%	(83)	10%	(99)	23%	(238)	1%	(14)	1014
#1 Issue: Economy	54%	(415)	9%	(67)	10%	(80)	25%	(192)	2%	(18)	772
#1 Issue: Security	48%	(122)	6%	(15)	11%	(27)	31%	(80)	5%	(11)	255
#1 Issue: Health Care	56%	(239)	7%	(31)	10%	(44)	24%	(102)	2%	(10)	425
#1 Issue: Medicare / Social Security	38%	(114)	7%	(20)	14%	(42)	36%	(108)	6%	(17)	301
#1 Issue: Women's Issues	66%	(62)	9%	(9)	5%	(4)	8%	(8)	12%	(11)	94
#1 Issue: Education	66%	(79)	15%	(18)	5%	(6)	13%	(15)	1%	(2)	120
#1 Issue: Energy	59%	(52)	13%	(11)	13%	(12)	11%	(10)	4%	(4)	88
#1 Issue: Other	48%	(70)	6%	(9)	14%	(20)	26%	(37)	6%	(8)	144
2018 House Vote: Democrat	56%	(417)	7%	(54)	10%	(77)	24%	(176)	2%	(17)	741
2018 House Vote: Republican	46%	(284)	8%	(49)	11%	(67)	30%	(186)	5%	(29)	615
2018 House Vote: Someone else	38%	(31)	12%	(10)	18%	(15)	27%	(22)	5%	(4)	83
2016 Vote: Hillary Clinton	55%	(368)	8%	(50)	10%	(70)	24%	(161)	2%	(16)	666
2016 Vote: Donald Trump	45%	(303)	9%	(58)	11%	(75)	31%	(213)	4%	(28)	678
2016 Vote: Other	48%	(79)	12%	(19)	15%	(25)	24%	(39)	1%	(1)	163
2016 Vote: Didn't Vote	58%	(400)	7%	(51)	9%	(65)	20%	(138)	5%	(36)	690

Continued on next page

Table HR1_1: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Netflix

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	52%	(1152)	8%	(179)	11%	(235)	25%	(552)	4%	(81)	2200
Voted in 2014: Yes	50%	(645)	9%	(109)	10%	(133)	28%	(360)	2%	(31)	1278
Voted in 2014: No	55%	(507)	8%	(70)	11%	(102)	21%	(192)	6%	(51)	922
2012 Vote: Barack Obama	53%	(441)	9%	(74)	11%	(88)	26%	(214)	2%	(16)	834
2012 Vote: Mitt Romney	42%	(207)	8%	(39)	11%	(56)	35%	(172)	5%	(23)	497
2012 Vote: Other	51%	(44)	7%	(6)	14%	(12)	27%	(23)	—	(0)	86
2012 Vote: Didn't Vote	59%	(459)	8%	(60)	10%	(79)	18%	(142)	5%	(42)	781
4-Region: Northeast	54%	(211)	9%	(33)	8%	(30)	26%	(103)	4%	(16)	394
4-Region: Midwest	46%	(212)	8%	(36)	13%	(59)	30%	(140)	3%	(15)	462
4-Region: South	51%	(424)	8%	(68)	13%	(107)	24%	(197)	3%	(28)	824
4-Region: West	59%	(305)	8%	(42)	8%	(39)	21%	(112)	4%	(22)	520
Watch TV: Every day	58%	(618)	9%	(100)	10%	(112)	21%	(222)	2%	(19)	1071
Watch TV: Several times per week	59%	(292)	8%	(42)	8%	(41)	23%	(112)	1%	(6)	492
Watch TV: About once per week	60%	(109)	5%	(8)	11%	(20)	19%	(35)	6%	(11)	184
Watch TV: Several times per month	40%	(47)	9%	(11)	16%	(19)	29%	(34)	5%	(6)	116
Watch TV: About once per month	57%	(29)	6%	(3)	11%	(5)	24%	(12)	2%	(1)	51
Watch TV: Less often than once per month	33%	(28)	6%	(5)	19%	(16)	36%	(30)	6%	(5)	82
Watch TV: Never	15%	(30)	5%	(10)	11%	(22)	53%	(108)	17%	(34)	204
Watch Movies: Every day	74%	(289)	6%	(25)	7%	(27)	11%	(43)	1%	(6)	390
Watch Movies: Several times per week	62%	(360)	10%	(56)	12%	(67)	16%	(90)	1%	(4)	577
Watch Movies: About once per week	60%	(204)	9%	(30)	11%	(37)	19%	(64)	1%	(4)	338
Watch Movies: Several times per month	53%	(132)	10%	(26)	11%	(28)	24%	(61)	1%	(3)	250
Watch Movies: About once per month	37%	(77)	9%	(18)	10%	(21)	39%	(82)	5%	(11)	209
Watch Movies: Less often than once per month	30%	(67)	6%	(14)	15%	(34)	41%	(91)	7%	(16)	221
Watch Movies: Never	11%	(24)	5%	(10)	10%	(22)	56%	(120)	18%	(39)	215

Continued on next page

Table HR1_1: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Netflix

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	52%	(1152)	8%	(179)	11%	(235)	25%	(552)	4%	(81)	2200
Watch Sporting Events: Every day	66%	(77)	10%	(11)	8%	(9)	15%	(17)	2%	(2)	115
Watch Sporting Events: Several times per week	60%	(151)	11%	(27)	9%	(22)	21%	(53)	—	(0)	253
Watch Sporting Events: About once per week	54%	(119)	7%	(16)	14%	(31)	23%	(50)	1%	(2)	219
Watch Sporting Events: Several times per month	67%	(135)	6%	(12)	7%	(15)	18%	(36)	1%	(3)	200
Watch Sporting Events: About once per month	48%	(79)	8%	(13)	13%	(22)	29%	(48)	3%	(4)	166
Watch Sporting Events: Less often than once per month	57%	(228)	11%	(46)	10%	(42)	20%	(80)	2%	(6)	403
Watch Sporting Events: Never	43%	(363)	6%	(55)	11%	(95)	32%	(268)	8%	(64)	844
Cable TV: Currently subscribe	53%	(536)	9%	(92)	9%	(93)	26%	(263)	4%	(36)	1020
Cable TV: Subscribed in past	59%	(422)	9%	(64)	15%	(106)	17%	(123)	1%	(6)	721
Cable TV: Never subscribed	42%	(194)	5%	(24)	8%	(36)	36%	(166)	9%	(39)	459
Satellite TV: Currently subscribe	51%	(237)	8%	(38)	10%	(46)	26%	(121)	4%	(20)	462
Satellite TV: Subscribed in past	58%	(355)	9%	(56)	15%	(94)	16%	(98)	2%	(14)	618
Satellite TV: Never subscribed	50%	(560)	8%	(86)	8%	(95)	30%	(333)	4%	(47)	1121
Streaming Services: Currently subscribe	71%	(966)	10%	(134)	7%	(100)	11%	(147)	2%	(22)	1369
Streaming Services: Subscribed in past	34%	(75)	9%	(19)	37%	(80)	13%	(28)	7%	(15)	217
Streaming Services: Never subscribed	18%	(111)	4%	(26)	9%	(55)	61%	(377)	7%	(45)	614
Film: An avid fan	67%	(459)	7%	(45)	11%	(72)	13%	(92)	3%	(17)	685
Film: A casual fan	48%	(602)	10%	(120)	11%	(133)	28%	(354)	3%	(34)	1242
Film: Not a fan	34%	(92)	5%	(14)	11%	(30)	39%	(106)	11%	(30)	272
Television: An avid fan	58%	(555)	8%	(78)	9%	(83)	22%	(216)	3%	(30)	961
Television: A casual fan	51%	(541)	8%	(90)	12%	(126)	26%	(275)	3%	(34)	1067
Television: Not a fan	33%	(56)	6%	(11)	15%	(26)	36%	(61)	10%	(18)	172
Music: An avid fan	59%	(602)	10%	(100)	11%	(115)	17%	(177)	3%	(27)	1021
Music: A casual fan	49%	(500)	7%	(73)	10%	(104)	31%	(319)	3%	(35)	1031
Music: Not a fan	34%	(50)	4%	(6)	11%	(17)	38%	(56)	13%	(19)	147
Fashion: An avid fan	67%	(188)	8%	(21)	10%	(29)	11%	(30)	4%	(12)	280
Fashion: A casual fan	53%	(486)	9%	(85)	11%	(100)	24%	(214)	3%	(24)	909
Fashion: Not a fan	47%	(478)	7%	(73)	11%	(107)	31%	(309)	4%	(45)	1011

Continued on next page

Table HR1_1: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Netflix

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	52%	(1152)	8%	(179)	11%	(235)	25%	(552)	4%	(81)	2200
Parents	56%	(555)	9%	(87)	10%	(101)	21%	(207)	4%	(38)	989
Current Netflix Subscribers	100%	(1152)	—	(0)	—	(0)	—	(0)	—	(0)	1152
Current HBO Now Subscribers	82%	(155)	7%	(12)	4%	(8)	6%	(11)	1%	(2)	188
Current Disney+ Subscribers	88%	(471)	3%	(17)	5%	(26)	4%	(22)	—	(3)	539

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

Table HR1_2: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Amazon Prime Video

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	39% (855)	7% (152)	8% (185)	39% (848)	7% (160)	2200
Gender: Male	39% (417)	6% (61)	9% (94)	39% (410)	8% (80)	1062
Gender: Female	38% (438)	8% (91)	8% (92)	38% (438)	7% (79)	1138
Age: 18-34	39% (257)	10% (66)	11% (72)	30% (198)	10% (63)	655
Age: 35-44	47% (167)	7% (26)	10% (35)	29% (105)	7% (24)	358
Age: 45-64	38% (283)	6% (44)	8% (57)	43% (322)	6% (45)	751
Age: 65+	34% (148)	4% (16)	5% (21)	51% (223)	6% (28)	436
GenZers: 1997-2012	33% (96)	12% (34)	12% (34)	33% (97)	10% (30)	292
Millennials: 1981-1996	46% (249)	8% (43)	10% (57)	28% (152)	8% (44)	545
GenXers: 1965-1980	43% (232)	7% (37)	9% (47)	35% (191)	7% (38)	545
Baby Boomers: 1946-1964	37% (264)	5% (34)	6% (44)	47% (336)	5% (38)	716
PID: Dem (no lean)	40% (319)	6% (49)	8% (60)	40% (316)	6% (44)	789
PID: Ind (no lean)	39% (304)	7% (58)	10% (77)	36% (284)	8% (61)	784
PID: Rep (no lean)	37% (232)	7% (45)	8% (48)	39% (247)	9% (54)	627
PID/Gender: Dem Men	39% (140)	5% (16)	9% (32)	40% (143)	6% (23)	354
PID/Gender: Dem Women	41% (180)	8% (33)	6% (28)	40% (173)	5% (21)	435
PID/Gender: Ind Men	41% (163)	6% (23)	9% (35)	36% (141)	8% (33)	396
PID/Gender: Ind Women	36% (141)	9% (35)	11% (42)	37% (143)	7% (28)	389
PID/Gender: Rep Men	37% (115)	7% (21)	9% (27)	40% (125)	8% (24)	312
PID/Gender: Rep Women	37% (117)	8% (24)	7% (22)	39% (122)	10% (30)	315
Ideo: Liberal (1-3)	45% (286)	8% (52)	7% (47)	33% (206)	6% (40)	631
Ideo: Moderate (4)	38% (236)	7% (41)	10% (64)	38% (232)	7% (40)	613
Ideo: Conservative (5-7)	40% (277)	5% (32)	8% (55)	42% (292)	5% (37)	691
Educ: < College	35% (529)	7% (106)	9% (135)	40% (609)	9% (134)	1512
Educ: Bachelors degree	45% (199)	8% (35)	8% (34)	36% (159)	4% (17)	444
Educ: Post-grad	52% (128)	5% (11)	7% (17)	33% (80)	3% (9)	244
Income: Under 50k	31% (369)	6% (65)	10% (120)	44% (520)	9% (112)	1186
Income: 50k-100k	43% (305)	8% (59)	8% (56)	35% (252)	5% (39)	711
Income: 100k+	60% (181)	9% (28)	3% (10)	25% (76)	3% (9)	303

Continued on next page

Table HR1_2: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Amazon Prime Video

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	39% (855)	7% (152)	8% (185)	39% (848)	7% (160)	2200
Ethnicity: White	40% (690)	7% (114)	8% (131)	39% (670)	7% (118)	1722
Ethnicity: Hispanic	38% (133)	12% (42)	9% (30)	31% (107)	11% (38)	349
Ethnicity: Afr. Am.	39% (107)	6% (16)	12% (32)	36% (99)	7% (19)	274
Ethnicity: Other	28% (58)	11% (22)	11% (22)	39% (79)	11% (23)	204
All Christian	39% (413)	6% (58)	7% (77)	41% (424)	7% (74)	1046
All Non-Christian	42% (50)	6% (7)	7% (8)	31% (37)	15% (18)	119
Atheist	42% (38)	6% (6)	8% (8)	39% (35)	5% (5)	91
Agnostic/Nothing in particular	38% (355)	9% (81)	10% (93)	37% (352)	7% (63)	944
Religious Non-Protestant/Catholic	44% (63)	5% (8)	6% (9)	32% (46)	12% (18)	144
Evangelical	35% (203)	7% (39)	10% (56)	41% (233)	7% (43)	573
Non-Evangelical	39% (324)	6% (47)	8% (71)	41% (342)	7% (58)	841
Community: Urban	40% (215)	6% (34)	9% (49)	36% (189)	9% (46)	533
Community: Suburban	40% (421)	8% (84)	9% (91)	38% (396)	6% (60)	1053
Community: Rural	36% (219)	6% (35)	7% (45)	43% (262)	9% (53)	614
Employ: Private Sector	47% (303)	7% (46)	9% (61)	33% (215)	4% (26)	652
Employ: Government	47% (60)	6% (8)	10% (12)	28% (36)	9% (12)	127
Employ: Self-Employed	36% (57)	6% (10)	10% (16)	35% (55)	12% (19)	157
Employ: Homemaker	34% (47)	9% (13)	11% (15)	33% (46)	13% (17)	138
Employ: Retired	35% (168)	3% (17)	6% (27)	50% (243)	6% (30)	485
Employ: Unemployed	32% (103)	9% (28)	10% (34)	42% (137)	7% (23)	325
Employ: Other	32% (53)	6% (9)	4% (7)	42% (68)	16% (26)	163
Military HH: Yes	35% (138)	6% (24)	10% (39)	41% (159)	8% (32)	391
Military HH: No	40% (717)	7% (128)	8% (146)	38% (689)	7% (128)	1809
RD/WT: Right Direction	36% (266)	8% (58)	7% (54)	38% (280)	10% (74)	733
RD/WT: Wrong Track	40% (589)	6% (94)	9% (131)	39% (568)	6% (86)	1467
Trump Job Approve	38% (330)	7% (64)	8% (69)	39% (345)	8% (67)	876
Trump Job Disapprove	41% (502)	6% (74)	9% (109)	38% (472)	6% (75)	1233

Continued on next page

Table HR1_2: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Amazon Prime Video

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	39% (855)	7% (152)	8% (185)	39% (848)	7% (160)	2200
Trump Job Strongly Approve	40% (197)	5% (22)	8% (37)	40% (193)	8% (38)	488
Trump Job Somewhat Approve	34% (133)	11% (42)	8% (32)	39% (152)	7% (29)	388
Trump Job Somewhat Disapprove	41% (119)	4% (12)	10% (28)	38% (110)	8% (22)	291
Trump Job Strongly Disapprove	41% (383)	7% (62)	9% (81)	39% (363)	6% (53)	942
Favorable of Trump	40% (334)	6% (52)	9% (73)	39% (327)	6% (48)	833
Unfavorable of Trump	40% (494)	7% (82)	9% (106)	38% (469)	6% (70)	1220
Very Favorable of Trump	40% (200)	4% (22)	9% (43)	40% (200)	7% (35)	500
Somewhat Favorable of Trump	40% (133)	9% (30)	9% (29)	38% (127)	4% (13)	333
Somewhat Unfavorable of Trump	37% (77)	6% (13)	11% (23)	38% (78)	7% (15)	206
Very Unfavorable of Trump	41% (417)	7% (70)	8% (83)	39% (391)	5% (54)	1014
#1 Issue: Economy	40% (312)	7% (56)	10% (74)	37% (284)	6% (46)	772
#1 Issue: Security	37% (94)	3% (7)	9% (23)	43% (110)	9% (22)	255
#1 Issue: Health Care	44% (187)	6% (27)	7% (29)	37% (157)	6% (25)	425
#1 Issue: Medicare / Social Security	32% (97)	3% (10)	9% (26)	47% (141)	9% (27)	301
#1 Issue: Women's Issues	44% (42)	12% (11)	4% (3)	26% (24)	15% (14)	94
#1 Issue: Education	39% (47)	12% (14)	8% (10)	35% (43)	5% (6)	120
#1 Issue: Energy	44% (39)	14% (13)	6% (5)	27% (24)	8% (7)	88
#1 Issue: Other	27% (38)	9% (13)	11% (15)	45% (64)	9% (12)	144
2018 House Vote: Democrat	46% (340)	5% (39)	7% (54)	36% (268)	5% (40)	741
2018 House Vote: Republican	40% (247)	6% (39)	7% (41)	40% (243)	7% (45)	615
2018 House Vote: Someone else	31% (26)	14% (12)	9% (7)	36% (30)	10% (8)	83
2016 Vote: Hillary Clinton	45% (300)	6% (40)	8% (54)	36% (237)	5% (36)	666
2016 Vote: Donald Trump	39% (264)	6% (43)	8% (52)	41% (276)	6% (43)	678
2016 Vote: Other	45% (74)	9% (15)	8% (12)	33% (54)	5% (8)	163
2016 Vote: Didn't Vote	31% (216)	8% (54)	10% (67)	41% (280)	11% (73)	690
Voted in 2014: Yes	42% (535)	6% (72)	8% (96)	39% (504)	5% (70)	1278
Voted in 2014: No	35% (320)	9% (80)	10% (89)	37% (343)	10% (90)	922

Continued on next page

Table HR1_2: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Amazon Prime Video

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	39% (855)	7% (152)	8% (185)	39% (848)	7% (160)	2200
2012 Vote: Barack Obama	40% (338)	7% (58)	8% (67)	39% (325)	6% (47)	834
2012 Vote: Mitt Romney	42% (208)	4% (21)	7% (33)	41% (202)	7% (33)	497
2012 Vote: Other	45% (39)	8% (7)	8% (7)	37% (32)	1% (1)	86
2012 Vote: Didn't Vote	34% (269)	9% (67)	10% (78)	37% (289)	10% (79)	781
4-Region: Northeast	40% (157)	8% (32)	9% (35)	36% (141)	7% (28)	394
4-Region: Midwest	38% (174)	7% (32)	6% (29)	43% (197)	7% (30)	462
4-Region: South	39% (322)	6% (47)	10% (82)	39% (320)	6% (53)	824
4-Region: West	39% (202)	8% (41)	8% (39)	36% (189)	9% (48)	520
Watch TV: Every day	43% (457)	6% (68)	7% (78)	38% (412)	5% (57)	1071
Watch TV: Several times per week	42% (209)	9% (44)	10% (50)	35% (172)	4% (18)	492
Watch TV: About once per week	40% (73)	10% (18)	8% (15)	32% (59)	10% (19)	184
Watch TV: Several times per month	39% (45)	5% (6)	11% (13)	40% (46)	5% (6)	116
Watch TV: About once per month	33% (17)	15% (8)	14% (7)	34% (17)	3% (2)	51
Watch TV: Less often than once per month	34% (28)	3% (2)	13% (11)	41% (33)	10% (8)	82
Watch TV: Never	13% (26)	4% (7)	6% (13)	53% (108)	24% (49)	204
Watch Movies: Every day	48% (189)	7% (27)	6% (25)	32% (123)	7% (26)	390
Watch Movies: Several times per week	46% (269)	8% (44)	10% (60)	33% (188)	3% (17)	577
Watch Movies: About once per week	40% (137)	9% (32)	9% (32)	36% (121)	5% (17)	338
Watch Movies: Several times per month	44% (111)	8% (20)	9% (22)	33% (84)	5% (13)	250
Watch Movies: About once per month	34% (72)	5% (10)	11% (24)	42% (87)	8% (16)	209
Watch Movies: Less often than once per month	26% (57)	6% (13)	6% (14)	53% (116)	9% (21)	221
Watch Movies: Never	10% (21)	3% (6)	4% (9)	60% (129)	23% (50)	215

Continued on next page

Table HR1_2: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Amazon Prime Video

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	39% (855)	7% (152)	8% (185)	39% (848)	7% (160)	2200
Watch Sporting Events: Every day	54% (62)	5% (6)	4% (5)	32% (37)	4% (5)	115
Watch Sporting Events: Several times per week	41% (103)	8% (20)	10% (26)	39% (99)	2% (5)	253
Watch Sporting Events: About once per week	37% (81)	9% (19)	8% (17)	42% (92)	4% (9)	219
Watch Sporting Events: Several times per month	49% (99)	10% (20)	10% (20)	27% (54)	3% (7)	200
Watch Sporting Events: About once per month	37% (61)	9% (14)	7% (12)	40% (66)	8% (13)	166
Watch Sporting Events: Less often than once per month	43% (172)	7% (27)	11% (46)	36% (146)	3% (12)	403
Watch Sporting Events: Never	33% (276)	5% (46)	7% (59)	42% (353)	13% (109)	844
Cable TV: Currently subscribe	41% (417)	6% (60)	8% (81)	38% (390)	7% (71)	1020
Cable TV: Subscribed in past	41% (294)	8% (57)	11% (80)	35% (253)	5% (36)	721
Cable TV: Never subscribed	31% (144)	8% (35)	5% (24)	44% (204)	11% (52)	459
Satellite TV: Currently subscribe	36% (165)	5% (25)	7% (31)	46% (212)	6% (29)	462
Satellite TV: Subscribed in past	42% (260)	10% (63)	11% (71)	31% (193)	5% (30)	618
Satellite TV: Never subscribed	38% (430)	6% (64)	7% (83)	39% (442)	9% (101)	1121
Streaming Services: Currently subscribe	53% (726)	8% (104)	8% (113)	27% (373)	4% (52)	1369
Streaming Services: Subscribed in past	16% (35)	11% (24)	19% (41)	45% (98)	9% (20)	217
Streaming Services: Never subscribed	15% (93)	4% (24)	5% (32)	61% (377)	14% (88)	614
Film: An avid fan	48% (328)	7% (48)	8% (58)	29% (198)	8% (55)	685
Film: A casual fan	37% (458)	7% (92)	10% (118)	41% (509)	5% (65)	1242
Film: Not a fan	26% (70)	4% (12)	3% (9)	52% (141)	15% (40)	272
Television: An avid fan	42% (407)	8% (75)	6% (62)	36% (346)	7% (71)	961
Television: A casual fan	38% (404)	6% (68)	10% (110)	39% (421)	6% (64)	1067
Television: Not a fan	25% (44)	5% (9)	8% (13)	47% (81)	14% (24)	172
Music: An avid fan	43% (442)	7% (72)	10% (97)	35% (356)	5% (54)	1021
Music: A casual fan	37% (378)	7% (74)	8% (80)	41% (427)	7% (73)	1031
Music: Not a fan	24% (35)	4% (6)	6% (8)	44% (64)	23% (33)	147
Fashion: An avid fan	47% (130)	6% (16)	9% (24)	30% (83)	9% (26)	280
Fashion: A casual fan	40% (367)	8% (74)	9% (79)	36% (329)	7% (60)	909
Fashion: Not a fan	35% (358)	6% (63)	8% (82)	43% (435)	7% (74)	1011

Continued on next page

Table HR1_2: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Amazon Prime Video

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	39% (855)	7% (152)	8% (185)	39% (848)	7% (160)	2200
Parents	42% (420)	7% (73)	8% (75)	36% (359)	6% (63)	989
Current Netflix Subscribers	55% (637)	7% (82)	8% (87)	26% (298)	4% (49)	1152
Current HBO Now Subscribers	74% (140)	12% (22)	2% (3)	8% (15)	4% (8)	188
Current Disney+ Subscribers	60% (325)	8% (43)	7% (39)	20% (105)	5% (25)	539

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

Table HR1_3: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
CBS All Access

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	6%	(134)	2%	(43)	7%	(154)	67%	(1476)	18%	(392)	2200
Gender: Male	7%	(75)	2%	(23)	8%	(81)	67%	(714)	16%	(169)	1062
Gender: Female	5%	(60)	2%	(20)	6%	(73)	67%	(762)	20%	(223)	1138
Age: 18-34	5%	(31)	3%	(22)	9%	(56)	57%	(373)	27%	(174)	655
Age: 35-44	7%	(25)	3%	(12)	8%	(29)	65%	(232)	17%	(59)	358
Age: 45-64	7%	(53)	1%	(7)	6%	(47)	74%	(555)	12%	(90)	751
Age: 65+	6%	(26)	1%	(2)	5%	(23)	72%	(316)	16%	(69)	436
GenZers: 1997-2012	4%	(12)	4%	(12)	9%	(27)	52%	(152)	30%	(89)	292
Millennials: 1981-1996	5%	(28)	3%	(17)	8%	(45)	62%	(337)	22%	(118)	545
GenXers: 1965-1980	8%	(46)	1%	(6)	7%	(40)	71%	(384)	12%	(68)	545
Baby Boomers: 1946-1964	7%	(47)	1%	(7)	6%	(40)	73%	(521)	14%	(100)	716
PID: Dem (no lean)	7%	(53)	2%	(13)	8%	(64)	67%	(532)	16%	(127)	789
PID: Ind (no lean)	4%	(32)	2%	(19)	6%	(46)	68%	(535)	19%	(152)	784
PID: Rep (no lean)	8%	(50)	2%	(11)	7%	(44)	65%	(410)	18%	(113)	627
PID/Gender: Dem Men	7%	(25)	2%	(8)	8%	(27)	68%	(241)	15%	(54)	354
PID/Gender: Dem Women	7%	(28)	1%	(5)	9%	(38)	67%	(291)	17%	(73)	435
PID/Gender: Ind Men	5%	(20)	2%	(8)	7%	(27)	67%	(266)	19%	(75)	396
PID/Gender: Ind Women	3%	(11)	3%	(12)	5%	(19)	69%	(269)	20%	(77)	389
PID/Gender: Rep Men	9%	(30)	2%	(8)	9%	(28)	66%	(207)	13%	(40)	312
PID/Gender: Rep Women	6%	(20)	1%	(3)	5%	(16)	64%	(202)	23%	(73)	315
Ideo: Liberal (1-3)	7%	(41)	2%	(15)	8%	(52)	68%	(430)	15%	(93)	631
Ideo: Moderate (4)	8%	(47)	2%	(10)	8%	(49)	68%	(414)	15%	(93)	613
Ideo: Conservative (5-7)	6%	(41)	2%	(13)	6%	(40)	71%	(492)	15%	(106)	691
Educ: < College	5%	(81)	2%	(29)	7%	(101)	65%	(983)	21%	(318)	1512
Educ: Bachelors degree	6%	(29)	2%	(7)	8%	(35)	72%	(321)	12%	(52)	444
Educ: Post-grad	10%	(24)	3%	(7)	7%	(18)	71%	(172)	9%	(22)	244
Income: Under 50k	4%	(52)	2%	(23)	6%	(71)	68%	(808)	20%	(232)	1186
Income: 50k-100k	7%	(51)	2%	(13)	8%	(59)	67%	(474)	16%	(113)	711
Income: 100k+	10%	(31)	2%	(6)	8%	(25)	64%	(194)	16%	(47)	303

Continued on next page

Table HR1_3: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
CBS All Access

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	6%	(134)	2%	(43)	7%	(154)	67%	(1476)	18%	(392)	2200
Ethnicity: White	7%	(116)	2%	(27)	6%	(110)	68%	(1170)	17%	(299)	1722
Ethnicity: Hispanic	4%	(16)	3%	(12)	7%	(25)	55%	(194)	30%	(103)	349
Ethnicity: Afr. Am.	4%	(12)	4%	(11)	12%	(32)	68%	(186)	12%	(33)	274
Ethnicity: Other	3%	(6)	2%	(5)	6%	(13)	59%	(120)	29%	(60)	204
All Christian	6%	(66)	1%	(8)	7%	(69)	69%	(724)	17%	(179)	1046
All Non-Christian	11%	(13)	8%	(10)	10%	(12)	46%	(54)	24%	(29)	119
Atheist	8%	(7)	3%	(3)	9%	(9)	69%	(63)	11%	(10)	91
Agnostic/Nothing in particular	5%	(47)	2%	(23)	7%	(65)	67%	(635)	18%	(174)	944
Religious Non-Protestant/Catholic	12%	(17)	7%	(11)	9%	(13)	46%	(67)	25%	(36)	144
Evangelical	6%	(36)	1%	(8)	8%	(43)	65%	(372)	20%	(113)	573
Non-Evangelical	6%	(47)	1%	(9)	6%	(51)	71%	(601)	16%	(134)	841
Community: Urban	7%	(37)	3%	(14)	9%	(46)	66%	(353)	16%	(84)	533
Community: Suburban	6%	(67)	2%	(19)	8%	(80)	67%	(708)	17%	(178)	1053
Community: Rural	5%	(31)	2%	(10)	5%	(28)	68%	(415)	21%	(130)	614
Employ: Private Sector	7%	(47)	3%	(16)	10%	(66)	69%	(447)	12%	(76)	652
Employ: Government	6%	(7)	4%	(6)	6%	(7)	63%	(80)	21%	(27)	127
Employ: Self-Employed	7%	(11)	3%	(5)	8%	(12)	64%	(100)	18%	(28)	157
Employ: Homemaker	3%	(4)	—	(1)	5%	(7)	70%	(97)	22%	(30)	138
Employ: Retired	7%	(35)	1%	(4)	4%	(21)	74%	(357)	14%	(68)	485
Employ: Unemployed	4%	(14)	3%	(9)	8%	(27)	62%	(200)	23%	(75)	325
Employ: Other	5%	(8)	—	(0)	5%	(8)	56%	(92)	34%	(55)	163
Military HH: Yes	7%	(27)	2%	(6)	8%	(32)	65%	(255)	18%	(71)	391
Military HH: No	6%	(107)	2%	(37)	7%	(122)	68%	(1221)	18%	(321)	1809
RD/WT: Right Direction	6%	(47)	2%	(14)	7%	(49)	65%	(474)	20%	(149)	733
RD/WT: Wrong Track	6%	(87)	2%	(29)	7%	(105)	68%	(1002)	17%	(243)	1467
Trump Job Approve	6%	(57)	2%	(16)	7%	(63)	66%	(577)	19%	(163)	876
Trump Job Disapprove	6%	(74)	2%	(20)	7%	(87)	70%	(859)	16%	(192)	1233

Continued on next page

Table HR1_3: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
CBS All Access

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	6%	(134)	2%	(43)	7%	(154)	67%	(1476)	18%	(392)	2200
Trump Job Strongly Approve	9%	(42)	2%	(10)	6%	(28)	65%	(317)	19%	(91)	488
Trump Job Somewhat Approve	4%	(15)	1%	(6)	9%	(36)	67%	(260)	19%	(72)	388
Trump Job Somewhat Disapprove	6%	(18)	1%	(4)	4%	(11)	63%	(184)	25%	(74)	291
Trump Job Strongly Disapprove	6%	(57)	2%	(16)	8%	(76)	72%	(675)	13%	(118)	942
Favorable of Trump	7%	(56)	1%	(12)	6%	(54)	69%	(579)	16%	(132)	833
Unfavorable of Trump	6%	(74)	2%	(27)	8%	(95)	69%	(837)	15%	(187)	1220
Very Favorable of Trump	7%	(36)	2%	(11)	6%	(32)	66%	(328)	19%	(93)	500
Somewhat Favorable of Trump	6%	(20)	—	(1)	7%	(22)	75%	(251)	12%	(39)	333
Somewhat Unfavorable of Trump	6%	(13)	5%	(11)	7%	(14)	62%	(128)	20%	(41)	206
Very Unfavorable of Trump	6%	(61)	2%	(17)	8%	(81)	70%	(709)	14%	(146)	1014
#1 Issue: Economy	6%	(47)	2%	(18)	7%	(54)	70%	(541)	14%	(111)	772
#1 Issue: Security	7%	(17)	2%	(6)	7%	(18)	59%	(151)	25%	(64)	255
#1 Issue: Health Care	6%	(26)	—	(2)	7%	(29)	74%	(314)	13%	(54)	425
#1 Issue: Medicare / Social Security	7%	(22)	3%	(8)	5%	(16)	66%	(200)	18%	(55)	301
#1 Issue: Women’s Issues	4%	(4)	1%	(1)	8%	(7)	51%	(48)	35%	(33)	94
#1 Issue: Education	4%	(5)	4%	(5)	7%	(8)	55%	(66)	30%	(36)	120
#1 Issue: Energy	7%	(6)	1%	(1)	17%	(15)	64%	(56)	10%	(9)	88
#1 Issue: Other	4%	(5)	2%	(2)	5%	(7)	69%	(100)	20%	(29)	144
2018 House Vote: Democrat	6%	(47)	2%	(15)	8%	(58)	71%	(528)	13%	(94)	741
2018 House Vote: Republican	8%	(52)	2%	(11)	7%	(41)	67%	(413)	16%	(98)	615
2018 House Vote: Someone else	1%	(1)	—	(0)	13%	(10)	65%	(54)	21%	(17)	83
2016 Vote: Hillary Clinton	7%	(47)	2%	(11)	8%	(56)	71%	(472)	12%	(81)	666
2016 Vote: Donald Trump	7%	(46)	2%	(11)	6%	(44)	70%	(474)	15%	(103)	678
2016 Vote: Other	7%	(11)	—	(1)	6%	(11)	73%	(120)	13%	(21)	163
2016 Vote: Didn’t Vote	4%	(30)	3%	(20)	6%	(45)	59%	(410)	27%	(186)	690
Voted in 2014: Yes	7%	(88)	1%	(17)	7%	(89)	71%	(907)	14%	(177)	1278
Voted in 2014: No	5%	(46)	3%	(26)	7%	(65)	62%	(570)	23%	(215)	922

Continued on next page

Table HR1_3: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
CBS All Access

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	6%	(134)	2%	(43)	7%	(154)	67%	(1476)	18%	(392)	2200
2012 Vote: Barack Obama	7%	(58)	1%	(9)	8%	(67)	70%	(582)	14%	(118)	834
2012 Vote: Mitt Romney	7%	(33)	1%	(5)	5%	(26)	73%	(363)	14%	(70)	497
2012 Vote: Other	8%	(6)	1%	(1)	7%	(6)	69%	(59)	16%	(14)	86
2012 Vote: Didn't Vote	5%	(36)	3%	(27)	7%	(56)	60%	(473)	24%	(190)	781
4-Region: Northeast	6%	(22)	1%	(5)	6%	(24)	69%	(273)	18%	(69)	394
4-Region: Midwest	5%	(24)	2%	(8)	8%	(36)	70%	(324)	15%	(70)	462
4-Region: South	4%	(37)	3%	(21)	7%	(59)	70%	(575)	16%	(133)	824
4-Region: West	10%	(51)	2%	(9)	7%	(36)	59%	(305)	23%	(120)	520
Watch TV: Every day	9%	(98)	1%	(15)	7%	(80)	68%	(729)	14%	(150)	1071
Watch TV: Several times per week	2%	(12)	2%	(12)	9%	(47)	69%	(339)	17%	(84)	492
Watch TV: About once per week	7%	(13)	6%	(11)	2%	(4)	59%	(109)	26%	(47)	184
Watch TV: Several times per month	1%	(1)	3%	(3)	11%	(12)	68%	(79)	17%	(19)	116
Watch TV: About once per month	3%	(2)	2%	(1)	7%	(4)	80%	(41)	8%	(4)	51
Watch TV: Less often than once per month	3%	(2)	2%	(1)	5%	(4)	69%	(57)	21%	(18)	82
Watch TV: Never	3%	(6)	—	(0)	2%	(4)	61%	(123)	34%	(70)	204
Watch Movies: Every day	10%	(38)	1%	(5)	10%	(37)	61%	(238)	18%	(71)	390
Watch Movies: Several times per week	5%	(28)	3%	(20)	10%	(60)	68%	(391)	14%	(78)	577
Watch Movies: About once per week	8%	(26)	1%	(4)	5%	(18)	68%	(229)	18%	(61)	338
Watch Movies: Several times per month	8%	(19)	2%	(5)	6%	(15)	70%	(174)	15%	(36)	250
Watch Movies: About once per month	6%	(13)	3%	(6)	5%	(11)	72%	(150)	14%	(29)	209
Watch Movies: Less often than once per month	2%	(5)	1%	(2)	3%	(7)	74%	(164)	20%	(43)	221
Watch Movies: Never	3%	(5)	—	(0)	3%	(6)	60%	(130)	34%	(74)	215

Continued on next page

Table HR1_3: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
CBS All Access

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	6%	(134)	2%	(43)	7%	(154)	67%	(1476)	18%	(392)	2200
Watch Sporting Events: Every day	17%	(20)	6%	(7)	12%	(14)	58%	(66)	7%	(8)	115
Watch Sporting Events: Several times per week	9%	(23)	2%	(6)	14%	(36)	63%	(159)	11%	(29)	253
Watch Sporting Events: About once per week	5%	(11)	3%	(7)	8%	(17)	73%	(159)	11%	(24)	219
Watch Sporting Events: Several times per month	5%	(9)	3%	(6)	12%	(25)	64%	(128)	17%	(33)	200
Watch Sporting Events: About once per month	10%	(17)	3%	(5)	4%	(6)	66%	(110)	17%	(27)	166
Watch Sporting Events: Less often than once per month	5%	(22)	1%	(4)	6%	(25)	75%	(302)	12%	(50)	403
Watch Sporting Events: Never	4%	(32)	1%	(8)	4%	(33)	65%	(551)	26%	(220)	844
Cable TV: Currently subscribe	6%	(58)	2%	(22)	7%	(70)	71%	(723)	14%	(147)	1020
Cable TV: Subscribed in past	8%	(59)	2%	(12)	9%	(62)	66%	(476)	16%	(112)	721
Cable TV: Never subscribed	4%	(17)	2%	(9)	5%	(23)	60%	(277)	29%	(133)	459
Satellite TV: Currently subscribe	6%	(27)	3%	(14)	8%	(38)	65%	(298)	18%	(85)	462
Satellite TV: Subscribed in past	6%	(38)	2%	(15)	10%	(60)	68%	(419)	14%	(85)	618
Satellite TV: Never subscribed	6%	(70)	1%	(14)	5%	(56)	68%	(759)	20%	(222)	1121
Streaming Services: Currently subscribe	8%	(112)	2%	(24)	8%	(112)	67%	(913)	15%	(208)	1369
Streaming Services: Subscribed in past	4%	(9)	3%	(7)	12%	(26)	59%	(128)	21%	(46)	217
Streaming Services: Never subscribed	2%	(13)	2%	(12)	3%	(16)	71%	(435)	22%	(137)	614
Film: An avid fan	7%	(50)	2%	(11)	9%	(59)	66%	(453)	16%	(112)	685
Film: A casual fan	6%	(72)	2%	(24)	7%	(87)	69%	(860)	16%	(200)	1242
Film: Not a fan	5%	(13)	3%	(8)	3%	(8)	60%	(163)	29%	(80)	272
Television: An avid fan	8%	(77)	2%	(18)	7%	(70)	69%	(659)	14%	(138)	961
Television: A casual fan	5%	(51)	2%	(23)	7%	(78)	66%	(706)	20%	(209)	1067
Television: Not a fan	4%	(6)	1%	(3)	4%	(7)	65%	(111)	26%	(45)	172
Music: An avid fan	7%	(73)	2%	(16)	8%	(87)	66%	(671)	17%	(175)	1021
Music: A casual fan	5%	(56)	2%	(23)	6%	(59)	70%	(723)	16%	(170)	1031
Music: Not a fan	4%	(5)	3%	(4)	6%	(8)	56%	(83)	32%	(47)	147
Fashion: An avid fan	10%	(28)	4%	(11)	10%	(29)	56%	(158)	19%	(54)	280
Fashion: A casual fan	6%	(55)	2%	(20)	8%	(74)	67%	(608)	17%	(152)	909
Fashion: Not a fan	5%	(51)	1%	(12)	5%	(51)	70%	(711)	18%	(187)	1011

Continued on next page

Table HR1_3: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
CBS All Access

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	6%	(134)	2%	(43)	7%	(154)	67%	(1476)	18%	(392)	2200
Parents	7%	(68)	2%	(20)	7%	(69)	66%	(654)	18%	(178)	989
Current Netflix Subscribers	8%	(97)	2%	(19)	9%	(100)	63%	(729)	18%	(206)	1152
Current HBO Now Subscribers	26%	(49)	5%	(9)	14%	(26)	44%	(83)	11%	(21)	188
Current Disney+ Subscribers	12%	(63)	2%	(13)	12%	(66)	56%	(304)	17%	(93)	539

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

Table HR1_4: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
ESPN+

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	7% (157)	2% (50)	7% (147)	70% (1550)	13% (296)	2200
Gender: Male	10% (107)	3% (29)	8% (83)	67% (712)	12% (131)	1062
Gender: Female	4% (50)	2% (20)	6% (65)	74% (838)	15% (165)	1138
Age: 18-34	8% (50)	5% (31)	8% (52)	62% (409)	17% (112)	655
Age: 35-44	13% (47)	1% (4)	8% (29)	65% (234)	12% (43)	358
Age: 45-64	6% (47)	2% (13)	6% (48)	74% (554)	12% (90)	751
Age: 65+	3% (14)	— (1)	4% (18)	81% (352)	11% (50)	436
GenZers: 1997-2012	6% (18)	4% (11)	6% (18)	65% (188)	20% (57)	292
Millennials: 1981-1996	10% (55)	4% (23)	9% (49)	62% (338)	15% (81)	545
GenXers: 1965-1980	10% (53)	2% (12)	7% (41)	70% (383)	10% (56)	545
Baby Boomers: 1946-1964	4% (30)	1% (4)	5% (37)	77% (552)	13% (93)	716
PID: Dem (no lean)	7% (55)	2% (19)	7% (56)	72% (565)	12% (94)	789
PID: Ind (no lean)	7% (52)	2% (15)	6% (47)	72% (562)	14% (109)	784
PID: Rep (no lean)	8% (50)	2% (15)	7% (45)	67% (423)	15% (94)	627
PID/Gender: Dem Men	8% (29)	4% (13)	8% (29)	70% (247)	10% (37)	354
PID/Gender: Dem Women	6% (26)	2% (7)	6% (27)	73% (318)	13% (57)	435
PID/Gender: Ind Men	10% (40)	2% (7)	6% (24)	69% (271)	13% (53)	396
PID/Gender: Ind Women	3% (12)	2% (8)	6% (22)	75% (291)	14% (56)	389
PID/Gender: Rep Men	12% (37)	3% (10)	9% (29)	62% (194)	13% (42)	312
PID/Gender: Rep Women	4% (13)	2% (5)	5% (16)	73% (229)	17% (52)	315
Ideo: Liberal (1-3)	7% (42)	3% (20)	6% (37)	72% (452)	13% (80)	631
Ideo: Moderate (4)	9% (53)	3% (16)	6% (39)	71% (438)	11% (68)	613
Ideo: Conservative (5-7)	8% (52)	1% (8)	8% (53)	73% (506)	10% (72)	691
Educ: < College	6% (89)	2% (32)	6% (94)	71% (1068)	15% (229)	1512
Educ: Bachelors degree	9% (41)	2% (10)	7% (33)	70% (313)	11% (47)	444
Educ: Post-grad	11% (27)	3% (8)	8% (21)	69% (168)	8% (20)	244
Income: Under 50k	4% (48)	3% (30)	6% (70)	73% (865)	14% (172)	1186
Income: 50k-100k	11% (75)	2% (11)	7% (47)	68% (481)	13% (96)	711
Income: 100k+	11% (34)	3% (8)	10% (30)	67% (203)	10% (29)	303

Continued on next page

Table HR1_4: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
ESPN+

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	7%	(157)	2%	(50)	7%	(147)	70%	(1550)	13%	(296)	2200
Ethnicity: White	7%	(118)	2%	(30)	6%	(105)	72%	(1235)	14%	(233)	1722
Ethnicity: Hispanic	8%	(29)	4%	(15)	7%	(24)	61%	(214)	19%	(68)	349
Ethnicity: Afr. Am.	10%	(28)	5%	(14)	9%	(25)	64%	(176)	11%	(31)	274
Ethnicity: Other	5%	(10)	2%	(5)	9%	(18)	68%	(139)	16%	(32)	204
All Christian	8%	(79)	2%	(16)	6%	(66)	73%	(761)	12%	(125)	1046
All Non-Christian	11%	(13)	1%	(1)	8%	(10)	58%	(70)	21%	(25)	119
Atheist	6%	(6)	1%	(1)	8%	(7)	74%	(68)	10%	(10)	91
Agnostic/Nothing in particular	6%	(60)	3%	(31)	7%	(65)	69%	(651)	14%	(137)	944
Religious Non-Protestant/Catholic	11%	(16)	1%	(1)	8%	(12)	58%	(84)	21%	(30)	144
Evangelical	7%	(41)	2%	(10)	9%	(51)	68%	(389)	14%	(82)	573
Non-Evangelical	7%	(57)	2%	(16)	5%	(43)	75%	(633)	11%	(93)	841
Community: Urban	9%	(49)	3%	(17)	9%	(46)	64%	(339)	15%	(82)	533
Community: Suburban	7%	(75)	2%	(21)	7%	(72)	72%	(757)	12%	(128)	1053
Community: Rural	5%	(33)	2%	(11)	5%	(30)	74%	(453)	14%	(87)	614
Employ: Private Sector	11%	(69)	2%	(15)	8%	(55)	70%	(454)	9%	(58)	652
Employ: Government	11%	(14)	2%	(3)	9%	(11)	61%	(77)	18%	(23)	127
Employ: Self-Employed	11%	(17)	6%	(10)	6%	(10)	63%	(99)	13%	(21)	157
Employ: Homemaker	6%	(8)	2%	(2)	4%	(6)	70%	(97)	18%	(25)	138
Employ: Retired	3%	(17)	—	(1)	4%	(19)	80%	(390)	12%	(58)	485
Employ: Unemployed	4%	(14)	3%	(10)	9%	(29)	70%	(227)	14%	(45)	325
Employ: Other	4%	(7)	2%	(4)	7%	(12)	64%	(104)	22%	(36)	163
Military HH: Yes	6%	(25)	2%	(7)	8%	(30)	72%	(281)	12%	(49)	391
Military HH: No	7%	(133)	2%	(42)	7%	(118)	70%	(1268)	14%	(247)	1809
RD/WT: Right Direction	8%	(59)	3%	(21)	7%	(49)	67%	(493)	15%	(111)	733
RD/WT: Wrong Track	7%	(98)	2%	(28)	7%	(98)	72%	(1056)	13%	(185)	1467
Trump Job Approve	9%	(77)	3%	(23)	7%	(61)	68%	(594)	14%	(122)	876
Trump Job Disapprove	6%	(74)	2%	(25)	7%	(80)	73%	(899)	12%	(154)	1233

Continued on next page

Table HR1_4: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
ESPN+

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	7%	(157)	2%	(50)	7%	(147)	70%	(1550)	13%	(296)	2200
Trump Job Strongly Approve	10%	(47)	2%	(12)	7%	(33)	66%	(324)	15%	(72)	488
Trump Job Somewhat Approve	8%	(29)	3%	(11)	7%	(28)	69%	(270)	13%	(51)	388
Trump Job Somewhat Disapprove	6%	(16)	2%	(6)	9%	(25)	71%	(205)	13%	(38)	291
Trump Job Strongly Disapprove	6%	(58)	2%	(19)	6%	(55)	74%	(694)	12%	(116)	942
Favorable of Trump	9%	(78)	2%	(18)	7%	(62)	69%	(571)	13%	(105)	833
Unfavorable of Trump	6%	(70)	2%	(28)	6%	(74)	74%	(906)	12%	(142)	1220
Very Favorable of Trump	10%	(48)	2%	(9)	7%	(33)	67%	(336)	15%	(74)	500
Somewhat Favorable of Trump	9%	(30)	3%	(9)	9%	(29)	70%	(235)	9%	(31)	333
Somewhat Unfavorable of Trump	6%	(12)	4%	(8)	8%	(17)	72%	(149)	9%	(19)	206
Very Unfavorable of Trump	6%	(58)	2%	(20)	6%	(56)	75%	(757)	12%	(122)	1014
#1 Issue: Economy	8%	(64)	3%	(23)	8%	(65)	72%	(553)	9%	(67)	772
#1 Issue: Security	6%	(15)	1%	(2)	9%	(23)	67%	(172)	17%	(43)	255
#1 Issue: Health Care	7%	(30)	1%	(4)	5%	(20)	76%	(325)	11%	(46)	425
#1 Issue: Medicare / Social Security	6%	(17)	1%	(3)	4%	(12)	73%	(219)	17%	(52)	301
#1 Issue: Women's Issues	8%	(7)	4%	(4)	2%	(2)	55%	(52)	31%	(29)	94
#1 Issue: Education	7%	(8)	4%	(5)	7%	(8)	63%	(76)	19%	(22)	120
#1 Issue: Energy	9%	(8)	9%	(8)	8%	(7)	53%	(46)	21%	(19)	88
#1 Issue: Other	5%	(8)	1%	(1)	8%	(11)	73%	(105)	13%	(19)	144
2018 House Vote: Democrat	8%	(62)	2%	(16)	6%	(47)	71%	(529)	12%	(87)	741
2018 House Vote: Republican	9%	(57)	2%	(14)	7%	(42)	68%	(421)	13%	(81)	615
2018 House Vote: Someone else	10%	(8)	3%	(2)	9%	(8)	60%	(50)	18%	(15)	83
2016 Vote: Hillary Clinton	8%	(53)	3%	(17)	7%	(49)	71%	(474)	11%	(73)	666
2016 Vote: Donald Trump	9%	(61)	1%	(8)	7%	(49)	70%	(476)	12%	(84)	678
2016 Vote: Other	7%	(11)	—	(1)	9%	(14)	75%	(122)	9%	(15)	163
2016 Vote: Didn't Vote	5%	(32)	3%	(23)	5%	(35)	69%	(475)	18%	(125)	690
Voted in 2014: Yes	9%	(109)	2%	(25)	7%	(93)	72%	(919)	10%	(131)	1278
Voted in 2014: No	5%	(48)	3%	(24)	6%	(54)	68%	(631)	18%	(165)	922

Continued on next page

Table HR1_4: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
ESPN+

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	7%	(157)	2%	(50)	7%	(147)	70%	(1550)	13%	(296)	2200
2012 Vote: Barack Obama	9%	(77)	2%	(16)	7%	(62)	71%	(593)	10%	(85)	834
2012 Vote: Mitt Romney	6%	(28)	1%	(7)	7%	(36)	75%	(372)	11%	(54)	497
2012 Vote: Other	16%	(14)	1%	(1)	8%	(7)	66%	(57)	9%	(8)	86
2012 Vote: Didn't Vote	5%	(39)	3%	(26)	5%	(42)	67%	(526)	19%	(149)	781
4-Region: Northeast	7%	(28)	3%	(12)	6%	(23)	69%	(273)	15%	(58)	394
4-Region: Midwest	10%	(47)	2%	(10)	7%	(31)	67%	(309)	14%	(65)	462
4-Region: South	6%	(52)	2%	(21)	6%	(49)	73%	(603)	12%	(99)	824
4-Region: West	6%	(30)	1%	(7)	9%	(45)	70%	(364)	14%	(74)	520
Watch TV: Every day	10%	(104)	1%	(16)	7%	(70)	71%	(756)	12%	(126)	1071
Watch TV: Several times per week	6%	(29)	2%	(10)	9%	(45)	71%	(351)	12%	(57)	492
Watch TV: About once per week	9%	(17)	7%	(13)	6%	(10)	64%	(117)	14%	(27)	184
Watch TV: Several times per month	2%	(3)	2%	(2)	7%	(8)	71%	(82)	17%	(20)	116
Watch TV: About once per month	4%	(2)	7%	(4)	4%	(2)	78%	(40)	7%	(4)	51
Watch TV: Less often than once per month	2%	(2)	3%	(3)	5%	(4)	69%	(57)	21%	(17)	82
Watch TV: Never	1%	(2)	1%	(2)	4%	(7)	72%	(146)	23%	(46)	204
Watch Movies: Every day	16%	(61)	4%	(15)	7%	(28)	61%	(238)	12%	(48)	390
Watch Movies: Several times per week	7%	(41)	3%	(15)	9%	(50)	73%	(421)	9%	(51)	577
Watch Movies: About once per week	8%	(26)	2%	(8)	8%	(29)	67%	(226)	15%	(50)	338
Watch Movies: Several times per month	4%	(11)	1%	(3)	8%	(20)	75%	(188)	11%	(28)	250
Watch Movies: About once per month	5%	(10)	1%	(3)	4%	(8)	78%	(162)	12%	(25)	209
Watch Movies: Less often than once per month	4%	(9)	1%	(2)	3%	(7)	75%	(165)	17%	(38)	221
Watch Movies: Never	—	(0)	2%	(4)	2%	(5)	69%	(149)	26%	(57)	215

Continued on next page

Table HR1_4: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
ESPN+

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	7%	(157)	2%	(50)	7%	(147)	70%	(1550)	13%	(296)	2200
Watch Sporting Events: Every day	31%	(36)	6%	(6)	12%	(14)	45%	(52)	6%	(7)	115
Watch Sporting Events: Several times per week	17%	(44)	4%	(9)	13%	(34)	61%	(155)	4%	(11)	253
Watch Sporting Events: About once per week	9%	(19)	5%	(11)	9%	(21)	71%	(156)	5%	(12)	219
Watch Sporting Events: Several times per month	9%	(19)	3%	(6)	12%	(24)	66%	(133)	9%	(19)	200
Watch Sporting Events: About once per month	6%	(10)	1%	(2)	5%	(9)	70%	(116)	18%	(29)	166
Watch Sporting Events: Less often than once per month	5%	(20)	2%	(10)	6%	(24)	78%	(316)	8%	(33)	403
Watch Sporting Events: Never	1%	(10)	1%	(5)	3%	(23)	74%	(622)	22%	(184)	844
Cable TV: Currently subscribe	9%	(87)	2%	(22)	6%	(65)	70%	(717)	13%	(128)	1020
Cable TV: Subscribed in past	7%	(47)	3%	(21)	9%	(64)	72%	(520)	9%	(68)	721
Cable TV: Never subscribed	5%	(22)	1%	(6)	4%	(18)	68%	(312)	22%	(101)	459
Satellite TV: Currently subscribe	9%	(43)	4%	(18)	8%	(36)	66%	(306)	13%	(60)	462
Satellite TV: Subscribed in past	7%	(46)	3%	(18)	11%	(67)	67%	(414)	12%	(73)	618
Satellite TV: Never subscribed	6%	(69)	1%	(14)	4%	(45)	74%	(830)	15%	(163)	1121
Streaming Services: Currently subscribe	10%	(137)	2%	(29)	7%	(100)	70%	(955)	11%	(148)	1369
Streaming Services: Subscribed in past	3%	(7)	6%	(13)	12%	(25)	62%	(134)	17%	(38)	217
Streaming Services: Never subscribed	2%	(13)	1%	(7)	4%	(23)	75%	(461)	18%	(110)	614
Film: An avid fan	12%	(80)	2%	(16)	7%	(49)	67%	(462)	11%	(78)	685
Film: A casual fan	6%	(73)	2%	(23)	7%	(93)	73%	(902)	12%	(151)	1242
Film: Not a fan	2%	(4)	4%	(10)	2%	(5)	68%	(185)	25%	(68)	272
Television: An avid fan	9%	(90)	2%	(15)	6%	(62)	70%	(673)	13%	(121)	961
Television: A casual fan	6%	(66)	3%	(28)	7%	(80)	71%	(758)	13%	(135)	1067
Television: Not a fan	—	(1)	4%	(6)	3%	(5)	69%	(118)	24%	(41)	172
Music: An avid fan	9%	(94)	2%	(22)	7%	(75)	70%	(713)	11%	(117)	1021
Music: A casual fan	6%	(62)	2%	(22)	6%	(66)	73%	(751)	13%	(130)	1031
Music: Not a fan	1%	(2)	4%	(5)	4%	(6)	58%	(86)	33%	(49)	147
Fashion: An avid fan	13%	(35)	4%	(10)	10%	(29)	57%	(161)	16%	(45)	280
Fashion: A casual fan	8%	(75)	3%	(25)	7%	(67)	70%	(640)	11%	(101)	909
Fashion: Not a fan	5%	(47)	1%	(15)	5%	(51)	74%	(749)	15%	(150)	1011

Continued on next page

Table HR1_4: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
ESPN+

Demographic			I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	7%	(157)	2%	(50)	7%	(147)	70%	(1550)	13%	(296)	2200
Parents	10%	(101)	2%	(21)	7%	(72)	68%	(669)	13%	(126)	989
Current Netflix Subscribers	10%	(117)	2%	(23)	8%	(93)	68%	(778)	12%	(141)	1152
Current HBO Now Subscribers	28%	(52)	6%	(12)	8%	(15)	49%	(91)	10%	(18)	188
Current Disney+ Subscribers	19%	(105)	2%	(9)	9%	(51)	59%	(317)	11%	(57)	539

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

Table HR1_5: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
HBO Now

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	9% (188)	2% (52)	13% (290)	64% (1418)	11% (253)	2200
Gender: Male	10% (103)	3% (30)	14% (145)	63% (669)	11% (115)	1062
Gender: Female	7% (85)	2% (21)	13% (145)	66% (750)	12% (138)	1138
Age: 18-34	10% (65)	6% (38)	13% (88)	59% (385)	12% (79)	655
Age: 35-44	14% (52)	2% (9)	14% (51)	57% (205)	11% (41)	358
Age: 45-64	7% (51)	1% (5)	14% (105)	68% (511)	11% (80)	751
Age: 65+	5% (20)	— (0)	11% (46)	73% (318)	12% (53)	436
GenZers: 1997-2012	8% (24)	7% (20)	14% (40)	59% (172)	12% (35)	292
Millennials: 1981-1996	12% (64)	4% (23)	15% (82)	57% (309)	12% (67)	545
GenXers: 1965-1980	11% (60)	1% (6)	13% (69)	65% (357)	10% (52)	545
Baby Boomers: 1946-1964	5% (36)	— (2)	13% (91)	70% (499)	12% (89)	716
PID: Dem (no lean)	10% (77)	2% (17)	15% (118)	62% (491)	11% (86)	789
PID: Ind (no lean)	7% (55)	3% (23)	11% (89)	67% (527)	12% (90)	784
PID: Rep (no lean)	9% (56)	2% (12)	13% (82)	64% (400)	12% (76)	627
PID/Gender: Dem Men	10% (37)	2% (8)	17% (61)	60% (213)	10% (35)	354
PID/Gender: Dem Women	9% (40)	2% (9)	13% (57)	64% (278)	12% (51)	435
PID/Gender: Ind Men	8% (32)	3% (11)	13% (52)	65% (257)	11% (43)	396
PID/Gender: Ind Women	6% (23)	3% (12)	9% (37)	70% (271)	12% (47)	389
PID/Gender: Rep Men	11% (34)	4% (11)	10% (31)	64% (199)	12% (37)	312
PID/Gender: Rep Women	7% (22)	— (1)	16% (51)	64% (201)	13% (40)	315
Ideo: Liberal (1-3)	11% (68)	5% (31)	16% (99)	58% (369)	10% (64)	631
Ideo: Moderate (4)	8% (52)	2% (12)	11% (69)	67% (411)	11% (70)	613
Ideo: Conservative (5-7)	8% (57)	1% (8)	13% (89)	68% (472)	9% (65)	691
Educ: < College	7% (107)	2% (34)	13% (191)	65% (979)	13% (201)	1512
Educ: Bachelors degree	10% (44)	3% (12)	15% (68)	65% (286)	7% (33)	444
Educ: Post-grad	15% (37)	2% (5)	13% (31)	63% (153)	8% (18)	244
Income: Under 50k	5% (58)	2% (24)	11% (127)	70% (827)	13% (150)	1186
Income: 50k-100k	11% (78)	3% (20)	14% (103)	60% (428)	12% (83)	711
Income: 100k+	17% (52)	3% (8)	20% (60)	54% (163)	7% (20)	303

Continued on next page

Table HR1_5: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?

HBO Now

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	9%	(188)	2%	(52)	13%	(290)	64%	(1418)	11%	(253)	2200
Ethnicity: White	8%	(144)	2%	(34)	13%	(227)	66%	(1128)	11%	(188)	1722
Ethnicity: Hispanic	10%	(34)	3%	(11)	16%	(56)	58%	(201)	13%	(46)	349
Ethnicity: Afr. Am.	9%	(24)	6%	(16)	12%	(34)	60%	(166)	13%	(35)	274
Ethnicity: Other	10%	(20)	1%	(1)	14%	(29)	61%	(125)	14%	(29)	204
All Christian	9%	(95)	1%	(15)	12%	(124)	66%	(694)	11%	(118)	1046
All Non-Christian	15%	(18)	2%	(2)	20%	(24)	49%	(58)	14%	(17)	119
Atheist	8%	(8)	4%	(4)	18%	(16)	60%	(55)	10%	(9)	91
Agnostic/Nothing in particular	7%	(67)	3%	(31)	13%	(125)	65%	(611)	12%	(109)	944
Religious Non-Protestant/Catholic	15%	(21)	1%	(2)	18%	(26)	51%	(74)	15%	(22)	144
Evangelical	6%	(35)	2%	(11)	16%	(90)	64%	(368)	12%	(69)	573
Non-Evangelical	9%	(80)	1%	(13)	11%	(94)	67%	(568)	10%	(88)	841
Community: Urban	11%	(61)	3%	(17)	14%	(75)	59%	(315)	12%	(66)	533
Community: Suburban	9%	(96)	2%	(22)	15%	(154)	64%	(669)	11%	(112)	1053
Community: Rural	5%	(32)	2%	(12)	10%	(61)	71%	(435)	12%	(75)	614
Employ: Private Sector	10%	(67)	4%	(23)	15%	(95)	62%	(406)	9%	(60)	652
Employ: Government	13%	(16)	5%	(7)	14%	(17)	55%	(70)	13%	(16)	127
Employ: Self-Employed	13%	(20)	1%	(2)	20%	(31)	60%	(94)	6%	(10)	157
Employ: Homemaker	8%	(11)	—	(1)	10%	(14)	66%	(92)	15%	(21)	138
Employ: Retired	5%	(22)	—	(1)	11%	(51)	74%	(358)	11%	(52)	485
Employ: Unemployed	6%	(20)	3%	(8)	13%	(43)	67%	(216)	12%	(38)	325
Employ: Other	7%	(12)	1%	(2)	13%	(21)	56%	(92)	22%	(36)	163
Military HH: Yes	10%	(37)	2%	(7)	16%	(61)	62%	(244)	11%	(42)	391
Military HH: No	8%	(151)	2%	(44)	13%	(228)	65%	(1174)	12%	(211)	1809
RD/WT: Right Direction	10%	(70)	2%	(15)	13%	(93)	62%	(458)	13%	(97)	733
RD/WT: Wrong Track	8%	(118)	2%	(36)	13%	(197)	65%	(961)	11%	(155)	1467
Trump Job Approve	9%	(80)	2%	(19)	14%	(121)	63%	(548)	12%	(107)	876
Trump Job Disapprove	8%	(104)	2%	(30)	13%	(156)	66%	(812)	11%	(130)	1233

Continued on next page

Table HR1_5: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
HBO Now

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	9%	(188)	2%	(52)	13%	(290)	64%	(1418)	11%	(253)	2200
Trump Job Strongly Approve	9%	(44)	3%	(13)	13%	(62)	63%	(305)	13%	(63)	488
Trump Job Somewhat Approve	10%	(37)	2%	(6)	15%	(59)	62%	(243)	11%	(44)	388
Trump Job Somewhat Disapprove	7%	(22)	2%	(6)	13%	(39)	63%	(184)	14%	(40)	291
Trump Job Strongly Disapprove	9%	(83)	2%	(23)	12%	(117)	67%	(628)	10%	(90)	942
Favorable of Trump	9%	(75)	2%	(18)	14%	(116)	64%	(537)	11%	(88)	833
Unfavorable of Trump	9%	(105)	2%	(29)	14%	(166)	65%	(792)	11%	(129)	1220
Very Favorable of Trump	10%	(48)	3%	(13)	14%	(68)	63%	(314)	11%	(56)	500
Somewhat Favorable of Trump	8%	(27)	1%	(4)	14%	(48)	67%	(223)	9%	(31)	333
Somewhat Unfavorable of Trump	8%	(17)	1%	(2)	22%	(45)	55%	(114)	13%	(27)	206
Very Unfavorable of Trump	9%	(87)	3%	(26)	12%	(121)	67%	(678)	10%	(102)	1014
#1 Issue: Economy	10%	(74)	3%	(24)	14%	(108)	65%	(499)	9%	(67)	772
#1 Issue: Security	8%	(20)	—	(1)	18%	(45)	60%	(153)	14%	(36)	255
#1 Issue: Health Care	6%	(26)	2%	(9)	11%	(48)	72%	(305)	9%	(38)	425
#1 Issue: Medicare / Social Security	5%	(15)	1%	(3)	12%	(35)	68%	(204)	14%	(44)	301
#1 Issue: Women's Issues	11%	(10)	8%	(7)	8%	(8)	50%	(47)	23%	(22)	94
#1 Issue: Education	13%	(16)	2%	(2)	24%	(29)	51%	(61)	10%	(12)	120
#1 Issue: Energy	17%	(15)	4%	(3)	9%	(8)	55%	(48)	15%	(13)	88
#1 Issue: Other	8%	(11)	1%	(2)	7%	(9)	70%	(100)	14%	(21)	144
2018 House Vote: Democrat	10%	(74)	2%	(17)	15%	(110)	64%	(473)	9%	(68)	741
2018 House Vote: Republican	10%	(62)	2%	(15)	13%	(79)	63%	(388)	11%	(70)	615
2018 House Vote: Someone else	2%	(2)	3%	(2)	14%	(12)	63%	(52)	18%	(15)	83
2016 Vote: Hillary Clinton	10%	(69)	2%	(13)	14%	(91)	63%	(423)	11%	(70)	666
2016 Vote: Donald Trump	8%	(55)	1%	(10)	14%	(92)	67%	(451)	10%	(70)	678
2016 Vote: Other	9%	(14)	2%	(4)	14%	(23)	66%	(107)	10%	(16)	163
2016 Vote: Didn't Vote	7%	(49)	4%	(25)	12%	(84)	63%	(436)	14%	(96)	690
Voted in 2014: Yes	9%	(121)	2%	(22)	14%	(184)	64%	(824)	10%	(127)	1278
Voted in 2014: No	7%	(67)	3%	(30)	11%	(105)	64%	(594)	14%	(126)	922

Continued on next page

Table HR1_5: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
HBO Now

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	9%	(188)	2%	(52)	13%	(290)	64%	(1418)	11%	(253)	2200
2012 Vote: Barack Obama	10%	(80)	2%	(19)	15%	(125)	64%	(530)	10%	(79)	834
2012 Vote: Mitt Romney	7%	(36)	—	(2)	11%	(56)	71%	(354)	10%	(49)	497
2012 Vote: Other	9%	(8)	1%	(1)	20%	(17)	58%	(49)	12%	(10)	86
2012 Vote: Didn't Vote	8%	(62)	4%	(29)	12%	(92)	62%	(484)	15%	(115)	781
4-Region: Northeast	11%	(43)	3%	(11)	11%	(43)	65%	(254)	11%	(43)	394
4-Region: Midwest	8%	(35)	2%	(9)	11%	(50)	67%	(310)	13%	(58)	462
4-Region: South	7%	(55)	3%	(22)	14%	(114)	67%	(553)	10%	(80)	824
4-Region: West	11%	(56)	2%	(10)	16%	(82)	58%	(301)	14%	(71)	520
Watch TV: Every day	11%	(117)	2%	(24)	14%	(145)	64%	(687)	9%	(98)	1071
Watch TV: Several times per week	7%	(34)	2%	(12)	18%	(90)	63%	(310)	9%	(47)	492
Watch TV: About once per week	11%	(21)	6%	(10)	9%	(16)	60%	(110)	14%	(26)	184
Watch TV: Several times per month	4%	(5)	2%	(2)	10%	(11)	72%	(83)	13%	(15)	116
Watch TV: About once per month	5%	(2)	3%	(1)	20%	(10)	65%	(33)	8%	(4)	51
Watch TV: Less often than once per month	1%	(1)	4%	(3)	9%	(7)	67%	(55)	20%	(16)	82
Watch TV: Never	3%	(7)	—	(0)	5%	(10)	69%	(140)	23%	(47)	204
Watch Movies: Every day	18%	(68)	2%	(10)	15%	(60)	55%	(215)	9%	(37)	390
Watch Movies: Several times per week	11%	(62)	4%	(22)	17%	(97)	63%	(361)	6%	(36)	577
Watch Movies: About once per week	8%	(28)	2%	(8)	15%	(51)	63%	(213)	11%	(39)	338
Watch Movies: Several times per month	5%	(12)	2%	(4)	13%	(33)	73%	(182)	8%	(19)	250
Watch Movies: About once per month	5%	(11)	2%	(5)	9%	(19)	68%	(143)	15%	(31)	209
Watch Movies: Less often than once per month	1%	(3)	—	(1)	9%	(20)	74%	(163)	15%	(34)	221
Watch Movies: Never	2%	(4)	1%	(2)	5%	(10)	65%	(141)	27%	(58)	215

Continued on next page

Table HR1_5: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?

HBO Now

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	9%	(188)	2%	(52)	13%	(290)	64%	(1418)	11%	(253)	2200
Watch Sporting Events: Every day	29%	(33)	4%	(5)	11%	(13)	51%	(59)	4%	(5)	115
Watch Sporting Events: Several times per week	12%	(30)	2%	(6)	19%	(47)	63%	(159)	5%	(11)	253
Watch Sporting Events: About once per week	12%	(26)	3%	(6)	16%	(35)	62%	(136)	7%	(16)	219
Watch Sporting Events: Several times per month	9%	(17)	4%	(8)	21%	(41)	57%	(114)	10%	(21)	200
Watch Sporting Events: About once per month	8%	(14)	3%	(5)	9%	(16)	68%	(112)	11%	(19)	166
Watch Sporting Events: Less often than once per month	8%	(30)	3%	(10)	12%	(47)	68%	(275)	10%	(40)	403
Watch Sporting Events: Never	4%	(37)	1%	(11)	11%	(90)	67%	(565)	17%	(141)	844
Cable TV: Currently subscribe	10%	(100)	3%	(30)	12%	(121)	64%	(655)	11%	(113)	1020
Cable TV: Subscribed in past	9%	(66)	2%	(15)	18%	(130)	62%	(446)	9%	(64)	721
Cable TV: Never subscribed	5%	(22)	1%	(7)	8%	(39)	69%	(317)	16%	(75)	459
Satellite TV: Currently subscribe	9%	(43)	3%	(12)	15%	(71)	61%	(281)	12%	(56)	462
Satellite TV: Subscribed in past	11%	(66)	3%	(20)	17%	(103)	60%	(370)	9%	(57)	618
Satellite TV: Never subscribed	7%	(79)	2%	(19)	10%	(115)	68%	(767)	12%	(140)	1121
Streaming Services: Currently subscribe	11%	(155)	3%	(37)	14%	(196)	64%	(877)	8%	(104)	1369
Streaming Services: Subscribed in past	6%	(13)	4%	(9)	20%	(42)	53%	(116)	17%	(38)	217
Streaming Services: Never subscribed	3%	(20)	1%	(6)	8%	(52)	69%	(426)	18%	(111)	614
Film: An avid fan	15%	(100)	3%	(22)	16%	(109)	58%	(397)	8%	(57)	685
Film: A casual fan	7%	(84)	2%	(26)	13%	(164)	68%	(839)	10%	(130)	1242
Film: Not a fan	2%	(5)	1%	(4)	6%	(16)	67%	(182)	24%	(66)	272
Television: An avid fan	11%	(109)	2%	(20)	14%	(130)	62%	(596)	11%	(106)	961
Television: A casual fan	7%	(73)	2%	(26)	14%	(152)	66%	(703)	11%	(113)	1067
Television: Not a fan	3%	(6)	3%	(5)	4%	(7)	70%	(119)	20%	(34)	172
Music: An avid fan	11%	(115)	3%	(31)	15%	(152)	61%	(623)	10%	(100)	1021
Music: A casual fan	6%	(66)	2%	(17)	13%	(130)	68%	(705)	11%	(113)	1031
Music: Not a fan	4%	(6)	2%	(3)	5%	(8)	61%	(90)	27%	(40)	147
Fashion: An avid fan	17%	(47)	3%	(10)	15%	(43)	51%	(144)	13%	(37)	280
Fashion: A casual fan	10%	(92)	3%	(24)	15%	(135)	63%	(569)	10%	(88)	909
Fashion: Not a fan	5%	(49)	2%	(18)	11%	(112)	70%	(705)	13%	(128)	1011

Continued on next page

Table HR1_5: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
HBO Now

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	9%	(188)	2%	(52)	13%	(290)	64%	(1418)	11%	(253)	2200
Parents	11%	(108)	2%	(19)	14%	(135)	62%	(613)	12%	(114)	989
Current Netflix Subscribers	13%	(155)	3%	(30)	16%	(190)	59%	(680)	8%	(98)	1152
Current HBO Now Subscribers	100%	(188)	—	(0)	—	(0)	—	(0)	—	(0)	188
Current Disney+ Subscribers	20%	(109)	3%	(16)	17%	(94)	52%	(283)	7%	(38)	539

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

Table HR1_6: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Hulu

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	30% (661)	6% (136)	12% (275)	45% (991)	6% (137)	2200
Gender: Male	29% (309)	5% (50)	12% (129)	47% (497)	7% (77)	1062
Gender: Female	31% (352)	8% (86)	13% (146)	43% (494)	5% (60)	1138
Age: 18-34	43% (280)	9% (57)	15% (98)	26% (173)	7% (47)	655
Age: 35-44	40% (143)	6% (23)	16% (58)	31% (112)	6% (22)	358
Age: 45-64	23% (176)	6% (43)	11% (81)	54% (407)	6% (43)	751
Age: 65+	14% (61)	3% (13)	9% (37)	69% (300)	6% (25)	436
GenZers: 1997-2012	39% (114)	10% (29)	15% (43)	28% (82)	8% (23)	292
Millennials: 1981-1996	42% (231)	8% (42)	16% (87)	27% (148)	7% (38)	545
GenXers: 1965-1980	34% (187)	5% (28)	12% (65)	44% (238)	5% (27)	545
Baby Boomers: 1946-1964	17% (123)	5% (36)	11% (75)	61% (439)	6% (42)	716
PID: Dem (no lean)	33% (261)	7% (53)	14% (110)	42% (330)	4% (35)	789
PID: Ind (no lean)	30% (237)	6% (50)	12% (97)	45% (353)	6% (47)	784
PID: Rep (no lean)	26% (163)	5% (33)	11% (68)	49% (308)	9% (55)	627
PID/Gender: Dem Men	32% (115)	5% (19)	13% (47)	44% (155)	5% (17)	354
PID/Gender: Dem Women	33% (146)	8% (34)	14% (63)	40% (175)	4% (18)	435
PID/Gender: Ind Men	29% (116)	4% (17)	11% (45)	48% (190)	7% (27)	396
PID/Gender: Ind Women	31% (121)	8% (33)	13% (52)	42% (164)	5% (20)	389
PID/Gender: Rep Men	25% (78)	4% (14)	12% (36)	49% (152)	10% (33)	312
PID/Gender: Rep Women	27% (85)	6% (19)	10% (32)	50% (156)	7% (23)	315
Ideo: Liberal (1-3)	33% (209)	8% (50)	13% (79)	40% (250)	7% (43)	631
Ideo: Moderate (4)	32% (195)	5% (30)	13% (80)	45% (278)	5% (31)	613
Ideo: Conservative (5-7)	25% (173)	6% (40)	11% (79)	54% (373)	4% (27)	691
Educ: < College	29% (433)	6% (98)	13% (203)	44% (667)	7% (112)	1512
Educ: Bachelors degree	32% (144)	6% (28)	10% (45)	47% (210)	4% (16)	444
Educ: Post-grad	34% (84)	4% (10)	11% (26)	47% (115)	4% (9)	244
Income: Under 50k	29% (345)	5% (65)	12% (148)	45% (539)	8% (90)	1186
Income: 50k-100k	29% (206)	7% (50)	12% (88)	47% (331)	5% (36)	711
Income: 100k+	36% (109)	7% (22)	13% (39)	40% (122)	4% (11)	303

Continued on next page

Table HR1_6: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Hulu

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	30%	(661)	6%	(136)	12%	(275)	45%	(991)	6%	(137)	2200
Ethnicity: White	30%	(518)	6%	(104)	12%	(201)	46%	(790)	6%	(108)	1722
Ethnicity: Hispanic	35%	(123)	6%	(23)	16%	(54)	30%	(106)	13%	(44)	349
Ethnicity: Afr. Am.	35%	(96)	5%	(14)	18%	(50)	37%	(102)	5%	(13)	274
Ethnicity: Other	23%	(47)	9%	(18)	12%	(24)	49%	(99)	8%	(16)	204
All Christian	29%	(306)	4%	(46)	11%	(118)	50%	(523)	5%	(53)	1046
All Non-Christian	24%	(28)	8%	(9)	18%	(21)	40%	(47)	11%	(13)	119
Atheist	26%	(24)	8%	(8)	13%	(12)	48%	(44)	4%	(3)	91
Agnostic/Nothing in particular	32%	(302)	8%	(73)	13%	(123)	40%	(377)	7%	(68)	944
Religious Non-Protestant/Catholic	26%	(37)	8%	(11)	19%	(27)	39%	(56)	9%	(13)	144
Evangelical	31%	(176)	7%	(38)	10%	(60)	45%	(260)	7%	(39)	573
Non-Evangelical	31%	(259)	5%	(43)	12%	(99)	48%	(402)	5%	(39)	841
Community: Urban	34%	(183)	7%	(36)	14%	(77)	39%	(208)	6%	(30)	533
Community: Suburban	30%	(311)	6%	(59)	12%	(129)	47%	(497)	5%	(58)	1053
Community: Rural	27%	(167)	7%	(42)	11%	(69)	47%	(287)	8%	(50)	614
Employ: Private Sector	38%	(250)	6%	(36)	11%	(75)	40%	(259)	5%	(31)	652
Employ: Government	32%	(40)	11%	(14)	18%	(23)	33%	(43)	6%	(7)	127
Employ: Self-Employed	29%	(46)	3%	(4)	18%	(29)	41%	(65)	9%	(13)	157
Employ: Homemaker	33%	(46)	5%	(8)	12%	(16)	40%	(55)	10%	(14)	138
Employ: Retired	14%	(68)	4%	(18)	8%	(41)	69%	(334)	5%	(25)	485
Employ: Unemployed	33%	(107)	8%	(27)	14%	(47)	38%	(123)	6%	(21)	325
Employ: Other	26%	(43)	8%	(13)	11%	(18)	42%	(69)	12%	(20)	163
Military HH: Yes	28%	(108)	6%	(25)	13%	(50)	47%	(182)	7%	(27)	391
Military HH: No	31%	(553)	6%	(111)	12%	(225)	45%	(809)	6%	(110)	1809
RD/WT: Right Direction	27%	(197)	6%	(41)	11%	(78)	47%	(348)	9%	(69)	733
RD/WT: Wrong Track	32%	(463)	6%	(95)	13%	(197)	44%	(644)	5%	(68)	1467
Trump Job Approve	29%	(255)	6%	(49)	11%	(93)	47%	(415)	7%	(64)	876
Trump Job Disapprove	31%	(380)	6%	(74)	14%	(170)	45%	(549)	5%	(58)	1233

Continued on next page

Table HR1_6: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Hulu

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	30% (661)	6% (136)	12% (275)	45% (991)	6% (137)	2200
Trump Job Strongly Approve	28% (137)	5% (27)	11% (54)	46% (226)	9% (44)	488
Trump Job Somewhat Approve	31% (119)	6% (23)	10% (39)	48% (188)	5% (20)	388
Trump Job Somewhat Disapprove	31% (90)	5% (14)	18% (51)	42% (123)	5% (14)	291
Trump Job Strongly Disapprove	31% (291)	6% (61)	13% (119)	45% (427)	5% (45)	942
Favorable of Trump	29% (246)	6% (50)	11% (90)	48% (398)	6% (49)	833
Unfavorable of Trump	31% (382)	6% (75)	14% (177)	44% (534)	4% (52)	1220
Very Favorable of Trump	28% (139)	6% (28)	13% (63)	47% (236)	7% (33)	500
Somewhat Favorable of Trump	32% (106)	7% (22)	8% (27)	49% (162)	5% (16)	333
Somewhat Unfavorable of Trump	30% (62)	5% (11)	19% (38)	42% (86)	4% (9)	206
Very Unfavorable of Trump	32% (320)	6% (65)	14% (138)	44% (448)	4% (43)	1014
#1 Issue: Economy	31% (238)	6% (49)	13% (103)	46% (352)	4% (30)	772
#1 Issue: Security	26% (66)	5% (12)	11% (28)	52% (132)	7% (18)	255
#1 Issue: Health Care	33% (140)	6% (26)	12% (51)	45% (191)	4% (18)	425
#1 Issue: Medicare / Social Security	23% (68)	6% (17)	11% (33)	50% (151)	11% (33)	301
#1 Issue: Women's Issues	39% (36)	5% (5)	14% (13)	27% (26)	14% (14)	94
#1 Issue: Education	33% (40)	10% (12)	12% (14)	38% (45)	7% (9)	120
#1 Issue: Energy	33% (29)	10% (8)	12% (10)	36% (32)	9% (8)	88
#1 Issue: Other	31% (44)	4% (6)	15% (22)	44% (63)	6% (9)	144
2018 House Vote: Democrat	32% (236)	6% (43)	12% (90)	45% (332)	5% (40)	741
2018 House Vote: Republican	26% (162)	6% (35)	11% (67)	50% (309)	7% (43)	615
2018 House Vote: Someone else	26% (22)	11% (9)	12% (10)	44% (36)	7% (6)	83
2016 Vote: Hillary Clinton	31% (206)	6% (38)	13% (84)	45% (301)	6% (38)	666
2016 Vote: Donald Trump	27% (184)	5% (36)	11% (74)	51% (345)	6% (39)	678
2016 Vote: Other	31% (51)	8% (13)	8% (14)	49% (80)	3% (6)	163
2016 Vote: Didn't Vote	32% (219)	7% (49)	15% (103)	38% (265)	8% (55)	690
Voted in 2014: Yes	28% (353)	5% (69)	11% (144)	51% (647)	5% (65)	1278
Voted in 2014: No	33% (308)	7% (67)	14% (131)	37% (344)	8% (73)	922

Continued on next page

Table HR1_6: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Hulu

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	30% (661)	6% (136)	12% (275)	45% (991)	6% (137)	2200
2012 Vote: Barack Obama	30% (252)	6% (46)	12% (98)	48% (398)	5% (40)	834
2012 Vote: Mitt Romney	23% (115)	5% (25)	12% (59)	54% (267)	6% (31)	497
2012 Vote: Other	37% (31)	6% (5)	11% (9)	46% (39)	1% (1)	86
2012 Vote: Didn't Vote	33% (260)	8% (60)	14% (108)	37% (287)	8% (66)	781
4-Region: Northeast	25% (100)	5% (19)	12% (46)	50% (196)	8% (32)	394
4-Region: Midwest	32% (147)	7% (30)	9% (43)	49% (225)	4% (17)	462
4-Region: South	30% (251)	7% (57)	14% (112)	42% (345)	7% (58)	824
4-Region: West	31% (162)	6% (29)	14% (74)	43% (225)	6% (30)	520
Watch TV: Every day	36% (385)	6% (66)	12% (130)	43% (456)	3% (34)	1071
Watch TV: Several times per week	33% (161)	7% (32)	14% (68)	42% (206)	5% (25)	492
Watch TV: About once per week	26% (48)	7% (14)	13% (24)	45% (83)	8% (15)	184
Watch TV: Several times per month	25% (29)	10% (12)	15% (17)	43% (49)	8% (9)	116
Watch TV: About once per month	24% (12)	8% (4)	15% (7)	47% (24)	6% (3)	51
Watch TV: Less often than once per month	11% (9)	7% (6)	23% (19)	51% (42)	8% (7)	82
Watch TV: Never	8% (16)	1% (3)	5% (10)	64% (131)	22% (45)	204
Watch Movies: Every day	44% (173)	6% (24)	18% (69)	28% (108)	4% (16)	390
Watch Movies: Several times per week	36% (206)	7% (42)	16% (93)	40% (229)	1% (8)	577
Watch Movies: About once per week	34% (116)	6% (22)	12% (40)	43% (145)	4% (15)	338
Watch Movies: Several times per month	27% (67)	7% (16)	9% (22)	52% (130)	6% (15)	250
Watch Movies: About once per month	22% (47)	10% (21)	9% (19)	51% (107)	7% (15)	209
Watch Movies: Less often than once per month	16% (36)	4% (9)	11% (24)	60% (134)	8% (19)	221
Watch Movies: Never	8% (16)	1% (2)	4% (8)	65% (139)	23% (49)	215

Continued on next page

Table HR1_6: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Hulu

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	30% (661)	6% (136)	12% (275)	45% (991)	6% (137)	2200
Watch Sporting Events: Every day	40% (46)	4% (4)	16% (19)	36% (42)	4% (5)	115
Watch Sporting Events: Several times per week	35% (87)	6% (14)	12% (30)	47% (120)	— (1)	253
Watch Sporting Events: About once per week	30% (66)	9% (20)	8% (18)	46% (101)	6% (14)	219
Watch Sporting Events: Several times per month	36% (73)	6% (12)	15% (30)	37% (74)	6% (11)	200
Watch Sporting Events: About once per month	30% (49)	8% (13)	10% (17)	49% (81)	4% (7)	166
Watch Sporting Events: Less often than once per month	34% (139)	8% (31)	16% (65)	39% (159)	2% (10)	403
Watch Sporting Events: Never	24% (201)	5% (42)	11% (96)	49% (415)	11% (90)	844
Cable TV: Currently subscribe	27% (279)	6% (59)	11% (108)	49% (502)	7% (71)	1020
Cable TV: Subscribed in past	36% (261)	8% (56)	17% (120)	37% (269)	2% (14)	721
Cable TV: Never subscribed	26% (120)	4% (20)	10% (47)	48% (220)	11% (52)	459
Satellite TV: Currently subscribe	26% (121)	5% (22)	13% (58)	49% (227)	7% (34)	462
Satellite TV: Subscribed in past	38% (235)	10% (61)	15% (90)	33% (203)	4% (27)	618
Satellite TV: Never subscribed	27% (305)	5% (53)	11% (127)	50% (561)	7% (76)	1121
Streaming Services: Currently subscribe	42% (572)	8% (103)	13% (183)	35% (473)	3% (38)	1369
Streaming Services: Subscribed in past	14% (30)	6% (14)	25% (53)	43% (93)	13% (28)	217
Streaming Services: Never subscribed	10% (59)	3% (20)	6% (38)	69% (426)	12% (71)	614
Film: An avid fan	41% (282)	5% (36)	14% (96)	35% (237)	5% (34)	685
Film: A casual fan	27% (331)	7% (91)	12% (149)	49% (605)	5% (66)	1242
Film: Not a fan	18% (48)	3% (8)	11% (29)	55% (149)	14% (38)	272
Television: An avid fan	34% (330)	6% (56)	11% (103)	44% (421)	5% (50)	961
Television: A casual fan	28% (300)	7% (75)	14% (148)	45% (481)	6% (63)	1067
Television: Not a fan	18% (31)	3% (5)	14% (23)	52% (89)	14% (23)	172
Music: An avid fan	37% (379)	6% (61)	15% (153)	38% (385)	4% (43)	1021
Music: A casual fan	25% (259)	7% (68)	11% (113)	52% (535)	6% (57)	1031
Music: Not a fan	16% (23)	5% (7)	6% (9)	48% (71)	25% (37)	147
Fashion: An avid fan	39% (110)	7% (20)	14% (39)	31% (87)	8% (23)	280
Fashion: A casual fan	34% (308)	7% (64)	13% (115)	42% (380)	5% (42)	909
Fashion: Not a fan	24% (243)	5% (52)	12% (120)	52% (524)	7% (71)	1011

Continued on next page

Table HR1_6: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Hulu

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	30%	(661)	6%	(136)	12%	(275)	45%	(991)	6%	(137)	2200
Parents	32%	(317)	6%	(57)	14%	(134)	42%	(417)	6%	(64)	989
Current Netflix Subscribers	48%	(548)	5%	(56)	14%	(164)	30%	(345)	3%	(39)	1152
Current HBO Now Subscribers	66%	(124)	7%	(13)	4%	(7)	20%	(38)	3%	(5)	188
Current Disney+ Subscribers	64%	(347)	5%	(28)	12%	(67)	14%	(78)	4%	(19)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

Table HR1_7: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Showtime

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	10%	(226)	2%	(46)	21%	(454)	57%	(1252)	10%	(223)	2200
Gender: Male	12%	(127)	3%	(27)	22%	(229)	53%	(563)	11%	(115)	1062
Gender: Female	9%	(99)	2%	(18)	20%	(224)	61%	(689)	9%	(108)	1138
Age: 18-34	9%	(60)	3%	(20)	15%	(98)	56%	(368)	17%	(109)	655
Age: 35-44	13%	(45)	3%	(10)	21%	(75)	54%	(194)	10%	(34)	358
Age: 45-64	11%	(84)	2%	(14)	24%	(181)	56%	(422)	7%	(50)	751
Age: 65+	8%	(37)	—	(2)	23%	(100)	61%	(268)	7%	(30)	436
GenZers: 1997-2012	8%	(23)	1%	(3)	17%	(49)	55%	(161)	19%	(56)	292
Millennials: 1981-1996	10%	(56)	4%	(24)	16%	(85)	57%	(309)	13%	(71)	545
GenXers: 1965-1980	14%	(77)	2%	(10)	24%	(131)	53%	(287)	7%	(39)	545
Baby Boomers: 1946-1964	8%	(61)	1%	(8)	24%	(169)	60%	(428)	7%	(50)	716
PID: Dem (no lean)	13%	(104)	2%	(16)	24%	(191)	52%	(411)	9%	(67)	789
PID: Ind (no lean)	8%	(64)	2%	(17)	19%	(146)	60%	(473)	11%	(84)	784
PID: Rep (no lean)	9%	(58)	2%	(13)	19%	(117)	59%	(368)	11%	(71)	627
PID/Gender: Dem Men	15%	(52)	2%	(8)	27%	(95)	46%	(165)	10%	(35)	354
PID/Gender: Dem Women	12%	(51)	2%	(9)	22%	(96)	57%	(247)	7%	(32)	435
PID/Gender: Ind Men	10%	(38)	2%	(9)	20%	(78)	57%	(225)	12%	(46)	396
PID/Gender: Ind Women	7%	(26)	2%	(8)	17%	(68)	64%	(248)	10%	(39)	389
PID/Gender: Rep Men	12%	(37)	4%	(11)	18%	(56)	56%	(174)	11%	(35)	312
PID/Gender: Rep Women	7%	(21)	1%	(2)	19%	(61)	62%	(194)	12%	(36)	315
Ideo: Liberal (1-3)	13%	(82)	3%	(18)	24%	(154)	51%	(323)	9%	(54)	631
Ideo: Moderate (4)	10%	(63)	2%	(12)	21%	(130)	58%	(356)	8%	(51)	613
Ideo: Conservative (5-7)	9%	(60)	1%	(9)	19%	(131)	63%	(435)	8%	(57)	691
Educ: < College	9%	(136)	2%	(25)	20%	(308)	57%	(859)	12%	(184)	1512
Educ: Bachelors degree	12%	(52)	3%	(13)	21%	(94)	59%	(261)	5%	(24)	444
Educ: Post-grad	16%	(38)	3%	(8)	21%	(51)	54%	(132)	6%	(15)	244
Income: Under 50k	8%	(94)	2%	(22)	18%	(218)	60%	(711)	12%	(141)	1186
Income: 50k-100k	11%	(75)	3%	(20)	22%	(156)	56%	(398)	9%	(62)	711
Income: 100k+	19%	(57)	1%	(4)	26%	(79)	47%	(143)	6%	(20)	303

Continued on next page

Table HR1_7: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Showtime

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	10%	(226)	2%	(46)	21%	(454)	57%	(1252)	10%	(223)	2200
Ethnicity: White	10%	(169)	2%	(28)	20%	(347)	59%	(1008)	10%	(170)	1722
Ethnicity: Hispanic	12%	(40)	2%	(8)	20%	(69)	51%	(179)	15%	(53)	349
Ethnicity: Afr. Am.	16%	(43)	6%	(16)	25%	(67)	47%	(129)	7%	(19)	274
Ethnicity: Other	7%	(13)	1%	(2)	20%	(40)	56%	(115)	17%	(34)	204
All Christian	10%	(109)	2%	(18)	20%	(209)	60%	(624)	8%	(85)	1046
All Non-Christian	17%	(20)	5%	(6)	23%	(27)	35%	(42)	19%	(23)	119
Atheist	12%	(11)	5%	(4)	20%	(19)	59%	(54)	4%	(4)	91
Agnostic/Nothing in particular	9%	(85)	2%	(17)	21%	(198)	56%	(532)	12%	(111)	944
Religious Non-Protestant/Catholic	16%	(22)	4%	(6)	21%	(30)	40%	(58)	19%	(27)	144
Evangelical	8%	(48)	2%	(10)	23%	(132)	57%	(326)	10%	(59)	573
Non-Evangelical	11%	(94)	2%	(14)	20%	(170)	60%	(501)	7%	(62)	841
Community: Urban	14%	(73)	4%	(19)	19%	(104)	52%	(278)	11%	(60)	533
Community: Suburban	10%	(102)	1%	(13)	23%	(242)	57%	(602)	9%	(92)	1053
Community: Rural	8%	(50)	2%	(13)	18%	(108)	61%	(372)	11%	(71)	614
Employ: Private Sector	12%	(77)	3%	(16)	21%	(138)	58%	(380)	6%	(40)	652
Employ: Government	10%	(13)	5%	(6)	24%	(30)	45%	(57)	16%	(20)	127
Employ: Self-Employed	12%	(20)	1%	(2)	21%	(33)	55%	(86)	11%	(17)	157
Employ: Homemaker	7%	(10)	2%	(2)	15%	(21)	63%	(87)	13%	(18)	138
Employ: Retired	9%	(42)	—	(2)	23%	(110)	63%	(304)	6%	(27)	485
Employ: Unemployed	11%	(36)	3%	(9)	24%	(80)	49%	(159)	13%	(42)	325
Employ: Other	10%	(16)	3%	(5)	16%	(26)	50%	(81)	22%	(36)	163
Military HH: Yes	13%	(52)	2%	(8)	25%	(96)	52%	(204)	8%	(32)	391
Military HH: No	10%	(174)	2%	(38)	20%	(358)	58%	(1048)	11%	(191)	1809
RD/WT: Right Direction	9%	(68)	2%	(17)	19%	(138)	57%	(415)	13%	(95)	733
RD/WT: Wrong Track	11%	(158)	2%	(29)	22%	(316)	57%	(837)	9%	(128)	1467
Trump Job Approve	9%	(75)	3%	(22)	20%	(173)	59%	(517)	10%	(88)	876
Trump Job Disapprove	12%	(148)	2%	(20)	22%	(271)	55%	(682)	9%	(112)	1233

Continued on next page

Table HR1_7: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Showtime

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	10%	(226)	2%	(46)	21%	(454)	57%	(1252)	10%	(223)	2200
Trump Job Strongly Approve	9%	(44)	3%	(13)	20%	(97)	58%	(281)	11%	(53)	488
Trump Job Somewhat Approve	8%	(31)	3%	(10)	20%	(76)	61%	(236)	9%	(35)	388
Trump Job Somewhat Disapprove	8%	(24)	2%	(6)	23%	(67)	55%	(160)	12%	(35)	291
Trump Job Strongly Disapprove	13%	(124)	2%	(15)	22%	(204)	55%	(522)	8%	(77)	942
Favorable of Trump	9%	(78)	2%	(18)	21%	(175)	60%	(496)	8%	(66)	833
Unfavorable of Trump	12%	(143)	2%	(25)	22%	(268)	56%	(684)	8%	(101)	1220
Very Favorable of Trump	10%	(50)	2%	(11)	21%	(105)	58%	(291)	9%	(44)	500
Somewhat Favorable of Trump	8%	(27)	2%	(7)	21%	(70)	62%	(206)	7%	(23)	333
Somewhat Unfavorable of Trump	9%	(18)	3%	(7)	26%	(53)	52%	(108)	10%	(20)	206
Very Unfavorable of Trump	12%	(124)	2%	(18)	21%	(214)	57%	(576)	8%	(81)	1014
#1 Issue: Economy	10%	(81)	3%	(20)	22%	(170)	58%	(449)	7%	(52)	772
#1 Issue: Security	11%	(28)	1%	(3)	20%	(50)	59%	(152)	9%	(22)	255
#1 Issue: Health Care	12%	(49)	3%	(12)	18%	(77)	58%	(245)	10%	(41)	425
#1 Issue: Medicare / Social Security	10%	(31)	1%	(3)	22%	(67)	55%	(165)	12%	(36)	301
#1 Issue: Women's Issues	6%	(6)	3%	(3)	18%	(17)	52%	(49)	22%	(20)	94
#1 Issue: Education	7%	(8)	2%	(2)	30%	(36)	50%	(61)	10%	(12)	120
#1 Issue: Energy	11%	(10)	1%	(1)	19%	(17)	51%	(45)	17%	(15)	88
#1 Issue: Other	9%	(13)	—	(1)	14%	(20)	60%	(86)	17%	(24)	144
2018 House Vote: Democrat	15%	(109)	2%	(17)	25%	(186)	50%	(368)	8%	(60)	741
2018 House Vote: Republican	10%	(62)	3%	(18)	20%	(121)	59%	(365)	8%	(49)	615
2018 House Vote: Someone else	9%	(7)	5%	(4)	16%	(13)	56%	(46)	15%	(12)	83
2016 Vote: Hillary Clinton	15%	(98)	2%	(15)	25%	(169)	50%	(334)	8%	(50)	666
2016 Vote: Donald Trump	9%	(62)	2%	(11)	19%	(131)	62%	(422)	8%	(51)	678
2016 Vote: Other	9%	(14)	4%	(6)	21%	(35)	60%	(98)	6%	(11)	163
2016 Vote: Didn't Vote	7%	(52)	2%	(14)	17%	(119)	57%	(396)	16%	(110)	690
Voted in 2014: Yes	12%	(154)	2%	(27)	24%	(306)	55%	(709)	6%	(82)	1278
Voted in 2014: No	8%	(72)	2%	(18)	16%	(148)	59%	(543)	15%	(141)	922

Continued on next page

Table HR1_7: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Showtime

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	10%	(226)	2%	(46)	21%	(454)	57%	(1252)	10%	(223)	2200
2012 Vote: Barack Obama	14%	(115)	3%	(21)	25%	(212)	52%	(434)	6%	(52)	834
2012 Vote: Mitt Romney	9%	(43)	1%	(7)	19%	(95)	64%	(319)	6%	(32)	497
2012 Vote: Other	12%	(11)	2%	(2)	23%	(20)	53%	(45)	10%	(9)	86
2012 Vote: Didn't Vote	7%	(57)	2%	(16)	16%	(126)	58%	(453)	17%	(130)	781
4-Region: Northeast	13%	(53)	2%	(7)	17%	(67)	56%	(222)	12%	(45)	394
4-Region: Midwest	9%	(41)	2%	(10)	20%	(94)	60%	(277)	9%	(42)	462
4-Region: South	8%	(66)	2%	(16)	22%	(183)	59%	(487)	9%	(72)	824
4-Region: West	13%	(66)	3%	(14)	21%	(110)	51%	(266)	12%	(64)	520
Watch TV: Every day	13%	(136)	2%	(22)	22%	(233)	56%	(603)	7%	(77)	1071
Watch TV: Several times per week	10%	(47)	2%	(9)	24%	(119)	56%	(277)	8%	(40)	492
Watch TV: About once per week	9%	(16)	6%	(11)	14%	(26)	58%	(107)	13%	(24)	184
Watch TV: Several times per month	6%	(7)	1%	(1)	20%	(23)	58%	(67)	16%	(18)	116
Watch TV: About once per month	3%	(2)	4%	(2)	14%	(7)	72%	(37)	7%	(4)	51
Watch TV: Less often than once per month	5%	(4)	—	(0)	30%	(24)	53%	(44)	12%	(10)	82
Watch TV: Never	7%	(13)	—	(1)	10%	(21)	58%	(118)	25%	(50)	204
Watch Movies: Every day	17%	(66)	2%	(9)	20%	(78)	49%	(189)	12%	(47)	390
Watch Movies: Several times per week	15%	(87)	2%	(9)	26%	(152)	51%	(297)	6%	(32)	577
Watch Movies: About once per week	8%	(27)	4%	(13)	20%	(69)	58%	(197)	9%	(31)	338
Watch Movies: Several times per month	5%	(14)	4%	(11)	25%	(63)	60%	(149)	6%	(14)	250
Watch Movies: About once per month	5%	(10)	1%	(1)	17%	(36)	67%	(140)	10%	(22)	209
Watch Movies: Less often than once per month	5%	(10)	—	(0)	16%	(36)	69%	(154)	9%	(21)	221
Watch Movies: Never	5%	(12)	1%	(3)	9%	(19)	59%	(126)	26%	(55)	215

Continued on next page

Table HR1_7: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Showtime

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	10%	(226)	2%	(46)	21%	(454)	57%	(1252)	10%	(223)	2200
Watch Sporting Events: Every day	28%	(33)	1%	(1)	22%	(26)	37%	(42)	12%	(14)	115
Watch Sporting Events: Several times per week	18%	(45)	5%	(11)	28%	(70)	46%	(116)	4%	(10)	253
Watch Sporting Events: About once per week	11%	(24)	5%	(12)	25%	(55)	55%	(120)	4%	(8)	219
Watch Sporting Events: Several times per month	10%	(21)	3%	(7)	32%	(65)	45%	(90)	9%	(18)	200
Watch Sporting Events: About once per month	11%	(18)	1%	(2)	15%	(25)	66%	(109)	8%	(12)	166
Watch Sporting Events: Less often than once per month	9%	(35)	1%	(6)	20%	(82)	64%	(258)	5%	(22)	403
Watch Sporting Events: Never	6%	(50)	1%	(8)	16%	(131)	61%	(517)	16%	(138)	844
Cable TV: Currently subscribe	15%	(157)	2%	(19)	22%	(225)	52%	(528)	9%	(91)	1020
Cable TV: Subscribed in past	7%	(49)	3%	(24)	25%	(180)	58%	(419)	7%	(49)	721
Cable TV: Never subscribed	4%	(20)	1%	(3)	11%	(48)	66%	(305)	18%	(83)	459
Satellite TV: Currently subscribe	10%	(47)	2%	(10)	23%	(106)	52%	(242)	12%	(57)	462
Satellite TV: Subscribed in past	10%	(59)	3%	(20)	27%	(165)	53%	(330)	7%	(44)	618
Satellite TV: Never subscribed	11%	(120)	1%	(16)	16%	(183)	61%	(680)	11%	(122)	1121
Streaming Services: Currently subscribe	13%	(184)	2%	(24)	22%	(299)	55%	(755)	8%	(107)	1369
Streaming Services: Subscribed in past	7%	(14)	6%	(13)	27%	(59)	46%	(100)	14%	(31)	217
Streaming Services: Never subscribed	4%	(27)	1%	(9)	16%	(96)	65%	(398)	14%	(84)	614
Film: An avid fan	15%	(102)	2%	(14)	24%	(163)	48%	(330)	11%	(76)	685
Film: A casual fan	9%	(116)	2%	(29)	21%	(261)	60%	(746)	7%	(90)	1242
Film: Not a fan	3%	(7)	1%	(3)	11%	(30)	65%	(176)	21%	(56)	272
Television: An avid fan	13%	(128)	2%	(24)	24%	(227)	52%	(499)	9%	(84)	961
Television: A casual fan	9%	(93)	2%	(19)	19%	(206)	61%	(652)	9%	(98)	1067
Television: Not a fan	3%	(6)	2%	(3)	12%	(21)	59%	(101)	24%	(41)	172
Music: An avid fan	13%	(130)	3%	(28)	23%	(230)	53%	(537)	9%	(95)	1021
Music: A casual fan	8%	(88)	1%	(13)	20%	(209)	61%	(630)	9%	(92)	1031
Music: Not a fan	6%	(8)	3%	(4)	10%	(15)	58%	(85)	24%	(35)	147
Fashion: An avid fan	20%	(55)	4%	(10)	23%	(65)	39%	(108)	15%	(41)	280
Fashion: A casual fan	12%	(107)	3%	(23)	22%	(199)	55%	(503)	8%	(77)	909
Fashion: Not a fan	6%	(64)	1%	(12)	19%	(190)	63%	(641)	10%	(105)	1011

Continued on next page

Table HR1_7: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Showtime

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	10%	(226)	2%	(46)	21%	(454)	57%	(1252)	10%	(223)	2200
Parents	12%	(116)	2%	(24)	22%	(218)	55%	(539)	9%	(92)	989
Current Netflix Subscribers	14%	(157)	1%	(16)	23%	(261)	53%	(612)	9%	(106)	1152
Current HBO Now Subscribers	48%	(91)	3%	(5)	17%	(32)	25%	(47)	7%	(13)	188
Current Disney+ Subscribers	17%	(89)	2%	(9)	23%	(124)	49%	(263)	10%	(54)	539

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

Table HR1_8: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Starz

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	9% (198)	2% (39)	18% (385)	61% (1338)	11% (240)	2200
Gender: Male	10% (107)	3% (30)	18% (190)	58% (620)	11% (114)	1062
Gender: Female	8% (90)	1% (9)	17% (195)	63% (718)	11% (126)	1138
Age: 18-34	7% (49)	2% (14)	14% (89)	60% (394)	17% (110)	655
Age: 35-44	15% (52)	3% (11)	16% (59)	57% (204)	9% (32)	358
Age: 45-64	8% (59)	2% (12)	21% (158)	61% (460)	8% (63)	751
Age: 65+	9% (38)	1% (2)	18% (80)	64% (281)	8% (35)	436
GenZers: 1997-2012	8% (23)	1% (4)	13% (38)	58% (168)	20% (59)	292
Millennials: 1981-1996	9% (49)	3% (16)	15% (80)	61% (332)	13% (69)	545
GenXers: 1965-1980	11% (58)	2% (11)	20% (110)	58% (316)	9% (49)	545
Baby Boomers: 1946-1964	9% (62)	1% (7)	20% (145)	62% (445)	8% (58)	716
PID: Dem (no lean)	10% (81)	2% (15)	18% (145)	58% (461)	11% (86)	789
PID: Ind (no lean)	6% (50)	2% (16)	17% (134)	65% (507)	10% (78)	784
PID: Rep (no lean)	11% (67)	1% (8)	17% (107)	59% (369)	12% (76)	627
PID/Gender: Dem Men	12% (44)	4% (13)	18% (65)	55% (194)	11% (38)	354
PID/Gender: Dem Women	9% (37)	1% (3)	18% (80)	61% (267)	11% (48)	435
PID/Gender: Ind Men	6% (26)	3% (10)	17% (67)	63% (251)	11% (42)	396
PID/Gender: Ind Women	6% (24)	1% (5)	17% (67)	66% (257)	9% (36)	389
PID/Gender: Rep Men	12% (38)	2% (7)	19% (58)	56% (175)	11% (34)	312
PID/Gender: Rep Women	9% (29)	— (1)	15% (49)	62% (194)	13% (42)	315
Ideo: Liberal (1-3)	10% (64)	3% (18)	21% (134)	55% (345)	11% (70)	631
Ideo: Moderate (4)	9% (53)	2% (10)	15% (91)	66% (405)	9% (55)	613
Ideo: Conservative (5-7)	9% (62)	1% (9)	18% (123)	63% (435)	9% (63)	691
Educ: < College	9% (132)	1% (22)	17% (260)	60% (909)	13% (190)	1512
Educ: Bachelors degree	7% (32)	3% (11)	20% (88)	63% (280)	7% (32)	444
Educ: Post-grad	14% (33)	2% (6)	16% (38)	61% (149)	7% (18)	244
Income: Under 50k	8% (92)	1% (17)	15% (176)	65% (769)	11% (132)	1186
Income: 50k-100k	8% (60)	2% (15)	21% (146)	58% (410)	11% (80)	711
Income: 100k+	15% (45)	2% (7)	21% (63)	52% (159)	9% (28)	303

Continued on next page

Table HR1_8: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?

Starz

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	9%	(198)	2%	(39)	18%	(385)	61%	(1338)	11%	(240)	2200
Ethnicity: White	8%	(144)	1%	(22)	17%	(297)	62%	(1076)	11%	(183)	1722
Ethnicity: Hispanic	10%	(35)	2%	(7)	18%	(62)	55%	(193)	15%	(52)	349
Ethnicity: Afr. Am.	16%	(44)	5%	(14)	21%	(58)	50%	(138)	8%	(21)	274
Ethnicity: Other	5%	(10)	2%	(3)	15%	(30)	61%	(125)	18%	(36)	204
All Christian	9%	(97)	2%	(20)	17%	(175)	63%	(661)	9%	(94)	1046
All Non-Christian	10%	(12)	6%	(7)	21%	(25)	44%	(53)	19%	(22)	119
Atheist	4%	(4)	2%	(2)	20%	(18)	67%	(61)	7%	(6)	91
Agnostic/Nothing in particular	9%	(85)	1%	(10)	18%	(167)	60%	(564)	12%	(118)	944
Religious Non-Protestant/Catholic	9%	(13)	7%	(10)	20%	(29)	48%	(69)	16%	(23)	144
Evangelical	10%	(55)	1%	(8)	19%	(109)	60%	(343)	10%	(57)	573
Non-Evangelical	9%	(77)	1%	(10)	16%	(132)	65%	(545)	9%	(77)	841
Community: Urban	12%	(65)	3%	(16)	17%	(91)	54%	(288)	14%	(72)	533
Community: Suburban	8%	(87)	1%	(15)	19%	(196)	62%	(652)	10%	(103)	1053
Community: Rural	7%	(46)	1%	(7)	16%	(99)	65%	(398)	11%	(65)	614
Employ: Private Sector	12%	(76)	2%	(15)	17%	(110)	61%	(397)	8%	(54)	652
Employ: Government	9%	(12)	2%	(3)	21%	(27)	53%	(67)	14%	(18)	127
Employ: Self-Employed	10%	(16)	2%	(3)	18%	(28)	58%	(91)	11%	(18)	157
Employ: Homemaker	3%	(4)	2%	(3)	11%	(15)	69%	(95)	16%	(22)	138
Employ: Retired	9%	(42)	—	(1)	19%	(94)	66%	(319)	6%	(29)	485
Employ: Unemployed	8%	(28)	2%	(8)	20%	(63)	58%	(189)	12%	(37)	325
Employ: Other	7%	(12)	3%	(4)	20%	(33)	54%	(87)	17%	(27)	163
Military HH: Yes	10%	(38)	4%	(15)	19%	(74)	59%	(230)	9%	(35)	391
Military HH: No	9%	(160)	1%	(24)	17%	(311)	61%	(1109)	11%	(205)	1809
RD/WT: Right Direction	10%	(70)	2%	(17)	18%	(134)	56%	(410)	14%	(101)	733
RD/WT: Wrong Track	9%	(127)	1%	(21)	17%	(251)	63%	(928)	9%	(139)	1467
Trump Job Approve	9%	(82)	2%	(16)	17%	(151)	61%	(530)	11%	(97)	876
Trump Job Disapprove	9%	(114)	2%	(19)	18%	(226)	61%	(750)	10%	(124)	1233

Continued on next page

Table HR1_8: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Starz

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	9%	(198)	2%	(39)	18%	(385)	61%	(1338)	11%	(240)	2200
Trump Job Strongly Approve	10%	(49)	1%	(7)	18%	(87)	60%	(294)	10%	(49)	488
Trump Job Somewhat Approve	8%	(32)	2%	(9)	16%	(63)	61%	(236)	12%	(48)	388
Trump Job Somewhat Disapprove	7%	(21)	1%	(3)	20%	(57)	59%	(172)	13%	(37)	291
Trump Job Strongly Disapprove	10%	(92)	2%	(16)	18%	(169)	61%	(578)	9%	(86)	942
Favorable of Trump	10%	(86)	2%	(16)	18%	(147)	61%	(506)	9%	(78)	833
Unfavorable of Trump	9%	(106)	2%	(22)	19%	(226)	62%	(752)	9%	(114)	1220
Very Favorable of Trump	12%	(59)	1%	(7)	18%	(88)	61%	(303)	8%	(42)	500
Somewhat Favorable of Trump	8%	(27)	3%	(9)	18%	(59)	61%	(202)	11%	(36)	333
Somewhat Unfavorable of Trump	7%	(14)	4%	(8)	21%	(42)	57%	(118)	11%	(23)	206
Very Unfavorable of Trump	9%	(92)	1%	(14)	18%	(184)	62%	(634)	9%	(90)	1014
#1 Issue: Economy	8%	(64)	2%	(12)	18%	(142)	63%	(488)	9%	(66)	772
#1 Issue: Security	12%	(31)	2%	(4)	13%	(33)	63%	(161)	10%	(27)	255
#1 Issue: Health Care	11%	(46)	2%	(10)	18%	(78)	60%	(256)	8%	(35)	425
#1 Issue: Medicare / Social Security	9%	(27)	3%	(8)	21%	(62)	54%	(162)	14%	(42)	301
#1 Issue: Women's Issues	5%	(5)	1%	(1)	14%	(13)	54%	(51)	27%	(25)	94
#1 Issue: Education	7%	(9)	1%	(2)	19%	(23)	62%	(75)	10%	(13)	120
#1 Issue: Energy	9%	(8)	1%	(1)	16%	(14)	56%	(49)	18%	(15)	88
#1 Issue: Other	6%	(9)	—	(0)	15%	(21)	67%	(96)	12%	(17)	144
2018 House Vote: Democrat	11%	(83)	3%	(19)	20%	(148)	57%	(424)	9%	(67)	741
2018 House Vote: Republican	10%	(62)	2%	(10)	17%	(104)	62%	(380)	10%	(58)	615
2018 House Vote: Someone else	9%	(8)	2%	(1)	23%	(19)	50%	(41)	17%	(14)	83
2016 Vote: Hillary Clinton	10%	(67)	2%	(12)	21%	(137)	58%	(387)	9%	(62)	666
2016 Vote: Donald Trump	9%	(63)	2%	(11)	18%	(120)	62%	(419)	9%	(64)	678
2016 Vote: Other	7%	(12)	1%	(2)	17%	(28)	68%	(111)	6%	(10)	163
2016 Vote: Didn't Vote	8%	(55)	2%	(13)	14%	(100)	61%	(419)	15%	(104)	690
Voted in 2014: Yes	10%	(134)	2%	(21)	20%	(254)	60%	(769)	8%	(100)	1278
Voted in 2014: No	7%	(64)	2%	(18)	14%	(131)	62%	(569)	15%	(140)	922

Continued on next page

Table HR1_8: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?

Starz

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	9%	(198)	2%	(39)	18%	(385)	61%	(1338)	11%	(240)	2200
2012 Vote: Barack Obama	10%	(87)	2%	(18)	21%	(175)	58%	(486)	8%	(67)	834
2012 Vote: Mitt Romney	9%	(44)	1%	(3)	18%	(87)	65%	(323)	8%	(40)	497
2012 Vote: Other	9%	(8)	2%	(2)	23%	(20)	53%	(45)	12%	(11)	86
2012 Vote: Didn't Vote	8%	(59)	2%	(16)	13%	(102)	62%	(483)	16%	(122)	781
4-Region: Northeast	12%	(46)	2%	(9)	15%	(60)	60%	(237)	11%	(43)	394
4-Region: Midwest	6%	(26)	1%	(6)	19%	(88)	62%	(289)	11%	(53)	462
4-Region: South	9%	(73)	1%	(12)	18%	(145)	62%	(513)	10%	(82)	824
4-Region: West	10%	(54)	2%	(12)	18%	(92)	58%	(299)	12%	(63)	520
Watch TV: Every day	10%	(111)	2%	(18)	19%	(204)	62%	(664)	7%	(74)	1071
Watch TV: Several times per week	10%	(49)	2%	(10)	17%	(85)	61%	(301)	10%	(48)	492
Watch TV: About once per week	9%	(16)	4%	(8)	12%	(22)	61%	(112)	14%	(25)	184
Watch TV: Several times per month	5%	(6)	2%	(2)	17%	(19)	57%	(66)	19%	(22)	116
Watch TV: About once per month	3%	(2)	—	(0)	20%	(10)	57%	(29)	19%	(10)	51
Watch TV: Less often than once per month	2%	(1)	2%	(1)	27%	(22)	58%	(48)	11%	(9)	82
Watch TV: Never	6%	(13)	—	(0)	11%	(22)	58%	(118)	25%	(51)	204
Watch Movies: Every day	18%	(69)	2%	(8)	19%	(73)	52%	(203)	9%	(36)	390
Watch Movies: Several times per week	10%	(56)	2%	(14)	22%	(130)	60%	(348)	5%	(30)	577
Watch Movies: About once per week	9%	(31)	3%	(8)	15%	(52)	62%	(210)	11%	(37)	338
Watch Movies: Several times per month	8%	(20)	2%	(5)	18%	(45)	63%	(156)	9%	(23)	250
Watch Movies: About once per month	4%	(9)	—	(0)	16%	(33)	66%	(138)	14%	(29)	209
Watch Movies: Less often than once per month	1%	(3)	1%	(3)	15%	(33)	70%	(156)	12%	(27)	221
Watch Movies: Never	4%	(9)	—	(0)	9%	(20)	59%	(127)	27%	(58)	215

Continued on next page

Table HR1_8: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?

Starz

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	9%	(198)	2%	(39)	18%	(385)	61%	(1338)	11%	(240)	2200
Watch Sporting Events: Every day	21%	(25)	4%	(5)	24%	(27)	40%	(47)	11%	(12)	115
Watch Sporting Events: Several times per week	14%	(35)	4%	(10)	22%	(56)	57%	(144)	3%	(8)	253
Watch Sporting Events: About once per week	10%	(23)	5%	(10)	23%	(49)	56%	(123)	6%	(13)	219
Watch Sporting Events: Several times per month	9%	(18)	3%	(5)	18%	(36)	54%	(109)	16%	(32)	200
Watch Sporting Events: About once per month	7%	(12)	2%	(3)	17%	(28)	63%	(105)	10%	(17)	166
Watch Sporting Events: Less often than once per month	7%	(30)	1%	(4)	19%	(76)	65%	(260)	8%	(32)	403
Watch Sporting Events: Never	7%	(55)	—	(1)	13%	(112)	65%	(550)	15%	(125)	844
Cable TV: Currently subscribe	13%	(130)	1%	(11)	18%	(183)	59%	(599)	10%	(97)	1020
Cable TV: Subscribed in past	6%	(41)	3%	(24)	22%	(157)	62%	(450)	7%	(50)	721
Cable TV: Never subscribed	6%	(27)	1%	(5)	10%	(46)	63%	(289)	20%	(93)	459
Satellite TV: Currently subscribe	10%	(46)	1%	(4)	22%	(100)	55%	(254)	13%	(58)	462
Satellite TV: Subscribed in past	10%	(59)	3%	(17)	24%	(145)	56%	(345)	8%	(52)	618
Satellite TV: Never subscribed	8%	(93)	2%	(18)	12%	(140)	66%	(739)	12%	(130)	1121
Streaming Services: Currently subscribe	11%	(149)	2%	(25)	19%	(263)	60%	(827)	8%	(106)	1369
Streaming Services: Subscribed in past	11%	(23)	4%	(9)	22%	(48)	51%	(110)	13%	(27)	217
Streaming Services: Never subscribed	4%	(26)	1%	(5)	12%	(75)	65%	(401)	17%	(107)	614
Film: An avid fan	13%	(90)	1%	(9)	22%	(154)	54%	(370)	9%	(62)	685
Film: A casual fan	8%	(98)	2%	(25)	16%	(202)	65%	(804)	9%	(114)	1242
Film: Not a fan	4%	(10)	2%	(5)	11%	(29)	60%	(165)	23%	(64)	272
Television: An avid fan	13%	(123)	2%	(17)	21%	(204)	56%	(537)	8%	(80)	961
Television: A casual fan	7%	(70)	2%	(21)	15%	(164)	65%	(695)	11%	(116)	1067
Television: Not a fan	3%	(5)	1%	(1)	10%	(17)	62%	(106)	25%	(43)	172
Music: An avid fan	12%	(120)	2%	(24)	19%	(195)	58%	(589)	9%	(93)	1021
Music: A casual fan	7%	(69)	1%	(14)	17%	(175)	65%	(665)	11%	(109)	1031
Music: Not a fan	6%	(9)	1%	(2)	11%	(16)	57%	(83)	26%	(38)	147
Fashion: An avid fan	19%	(54)	4%	(11)	20%	(55)	44%	(124)	13%	(36)	280
Fashion: A casual fan	10%	(87)	2%	(18)	19%	(175)	59%	(535)	10%	(94)	909
Fashion: Not a fan	6%	(57)	1%	(9)	15%	(155)	67%	(680)	11%	(110)	1011

Continued on next page

Table HR1_8: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?

Starz

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	9%	(198)	2%	(39)	18%	(385)	61%	(1338)	11%	(240)	2200
Parents	10%	(95)	2%	(23)	19%	(191)	59%	(580)	10%	(101)	989
Current Netflix Subscribers	12%	(135)	2%	(22)	19%	(222)	58%	(670)	9%	(104)	1152
Current HBO Now Subscribers	35%	(67)	4%	(7)	20%	(38)	33%	(62)	7%	(14)	188
Current Disney+ Subscribers	14%	(78)	2%	(10)	22%	(117)	53%	(287)	9%	(47)	539

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

Table HR1_9: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Apple TV+

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	7% (157)	2% (36)	4% (87)	73% (1613)	14% (308)	2200
Gender: Male	8% (84)	2% (18)	4% (46)	73% (770)	14% (143)	1062
Gender: Female	6% (73)	2% (18)	4% (41)	74% (843)	14% (164)	1138
Age: 18-34	10% (66)	3% (23)	6% (40)	64% (421)	16% (105)	655
Age: 35-44	11% (38)	3% (10)	6% (23)	69% (246)	11% (41)	358
Age: 45-64	6% (44)	— (1)	2% (14)	79% (593)	13% (98)	751
Age: 65+	2% (9)	— (2)	2% (10)	81% (352)	15% (63)	436
GenZers: 1997-2012	11% (33)	3% (8)	5% (16)	63% (183)	18% (52)	292
Millennials: 1981-1996	10% (52)	4% (22)	7% (36)	65% (357)	14% (79)	545
GenXers: 1965-1980	9% (48)	— (2)	4% (22)	75% (410)	11% (62)	545
Baby Boomers: 1946-1964	3% (22)	— (1)	2% (11)	81% (583)	14% (99)	716
PID: Dem (no lean)	7% (58)	2% (18)	4% (35)	75% (593)	11% (85)	789
PID: Ind (no lean)	7% (56)	1% (10)	4% (28)	73% (577)	14% (114)	784
PID: Rep (no lean)	7% (43)	1% (7)	4% (23)	71% (444)	17% (109)	627
PID/Gender: Dem Men	8% (29)	2% (8)	5% (17)	74% (261)	11% (40)	354
PID/Gender: Dem Women	7% (29)	2% (11)	4% (18)	76% (332)	10% (45)	435
PID/Gender: Ind Men	7% (29)	2% (7)	3% (11)	74% (293)	14% (56)	396
PID/Gender: Ind Women	7% (27)	1% (3)	4% (17)	73% (284)	15% (58)	389
PID/Gender: Rep Men	8% (26)	1% (3)	6% (18)	69% (217)	15% (48)	312
PID/Gender: Rep Women	5% (17)	1% (4)	2% (5)	72% (227)	19% (61)	315
Ideo: Liberal (1-3)	9% (56)	3% (17)	6% (37)	72% (453)	11% (69)	631
Ideo: Moderate (4)	8% (47)	1% (9)	3% (21)	75% (460)	12% (76)	613
Ideo: Conservative (5-7)	7% (45)	1% (6)	3% (22)	77% (532)	12% (86)	691
Educ: < College	5% (83)	2% (25)	4% (57)	73% (1101)	16% (246)	1512
Educ: Bachelors degree	10% (43)	1% (5)	4% (19)	76% (336)	9% (41)	444
Educ: Post-grad	13% (31)	2% (6)	4% (10)	72% (176)	8% (21)	244
Income: Under 50k	4% (51)	2% (21)	4% (49)	74% (873)	16% (192)	1186
Income: 50k-100k	8% (58)	1% (10)	3% (21)	75% (531)	13% (91)	711
Income: 100k+	16% (47)	1% (4)	6% (17)	69% (210)	8% (25)	303

Continued on next page

Table HR1_9: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Apple TV+

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	7%	(157)	2%	(36)	4%	(87)	73%	(1613)	14%	(308)	2200
Ethnicity: White	6%	(110)	1%	(22)	3%	(58)	75%	(1295)	14%	(236)	1722
Ethnicity: Hispanic	8%	(29)	4%	(13)	5%	(16)	65%	(226)	19%	(66)	349
Ethnicity: Afr. Am.	9%	(25)	2%	(6)	5%	(15)	68%	(188)	15%	(41)	274
Ethnicity: Other	11%	(22)	4%	(8)	7%	(13)	64%	(130)	15%	(30)	204
All Christian	7%	(69)	2%	(19)	4%	(39)	75%	(786)	13%	(133)	1046
All Non-Christian	15%	(18)	4%	(4)	7%	(8)	54%	(64)	20%	(24)	119
Atheist	8%	(7)	2%	(2)	13%	(11)	71%	(65)	7%	(6)	91
Agnostic/Nothing in particular	7%	(63)	1%	(11)	3%	(28)	74%	(697)	15%	(144)	944
Religious Non-Protestant/Catholic	14%	(20)	3%	(4)	6%	(9)	55%	(80)	21%	(31)	144
Evangelical	6%	(35)	3%	(15)	4%	(22)	72%	(413)	16%	(89)	573
Non-Evangelical	6%	(50)	1%	(11)	3%	(27)	79%	(662)	11%	(92)	841
Community: Urban	11%	(57)	2%	(10)	5%	(28)	68%	(364)	14%	(75)	533
Community: Suburban	7%	(79)	2%	(19)	4%	(42)	75%	(787)	12%	(126)	1053
Community: Rural	3%	(21)	1%	(7)	3%	(17)	75%	(463)	17%	(106)	614
Employ: Private Sector	9%	(61)	2%	(14)	5%	(29)	74%	(483)	10%	(65)	652
Employ: Government	11%	(14)	2%	(2)	5%	(7)	65%	(83)	17%	(21)	127
Employ: Self-Employed	7%	(12)	3%	(5)	6%	(9)	68%	(107)	15%	(24)	157
Employ: Homemaker	8%	(10)	—	(0)	5%	(6)	71%	(97)	17%	(24)	138
Employ: Retired	3%	(15)	—	(1)	2%	(11)	82%	(396)	13%	(62)	485
Employ: Unemployed	8%	(25)	2%	(6)	4%	(14)	69%	(226)	17%	(54)	325
Employ: Other	4%	(6)	2%	(3)	2%	(3)	70%	(114)	23%	(37)	163
Military HH: Yes	8%	(29)	2%	(7)	5%	(18)	74%	(288)	13%	(49)	391
Military HH: No	7%	(127)	2%	(29)	4%	(69)	73%	(1325)	14%	(259)	1809
RD/WT: Right Direction	7%	(53)	2%	(17)	4%	(31)	70%	(514)	16%	(119)	733
RD/WT: Wrong Track	7%	(104)	1%	(18)	4%	(56)	75%	(1100)	13%	(189)	1467
Trump Job Approve	6%	(55)	2%	(18)	4%	(38)	72%	(627)	16%	(138)	876
Trump Job Disapprove	7%	(91)	1%	(15)	3%	(40)	76%	(941)	12%	(145)	1233

Continued on next page

Table HR1_9: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Apple TV+

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	7%	(157)	2%	(36)	4%	(87)	73%	(1613)	14%	(308)	2200
Trump Job Strongly Approve	7%	(34)	2%	(12)	4%	(19)	70%	(343)	16%	(79)	488
Trump Job Somewhat Approve	5%	(20)	2%	(6)	5%	(19)	73%	(284)	15%	(58)	388
Trump Job Somewhat Disapprove	5%	(14)	1%	(2)	4%	(10)	76%	(222)	15%	(43)	291
Trump Job Strongly Disapprove	8%	(77)	1%	(13)	3%	(30)	76%	(720)	11%	(103)	942
Favorable of Trump	6%	(48)	2%	(15)	4%	(35)	74%	(618)	14%	(117)	833
Unfavorable of Trump	8%	(99)	1%	(18)	4%	(44)	76%	(929)	11%	(131)	1220
Very Favorable of Trump	6%	(30)	2%	(10)	5%	(23)	71%	(356)	16%	(82)	500
Somewhat Favorable of Trump	5%	(18)	2%	(6)	4%	(12)	79%	(262)	11%	(35)	333
Somewhat Unfavorable of Trump	9%	(19)	2%	(5)	5%	(11)	69%	(142)	14%	(30)	206
Very Unfavorable of Trump	8%	(80)	1%	(13)	3%	(33)	78%	(787)	10%	(101)	1014
#1 Issue: Economy	8%	(62)	2%	(12)	5%	(39)	75%	(576)	11%	(83)	772
#1 Issue: Security	5%	(14)	2%	(6)	2%	(5)	69%	(177)	21%	(53)	255
#1 Issue: Health Care	7%	(28)	1%	(5)	3%	(13)	79%	(336)	10%	(43)	425
#1 Issue: Medicare / Social Security	3%	(8)	—	(1)	5%	(15)	73%	(219)	19%	(57)	301
#1 Issue: Women's Issues	7%	(6)	4%	(4)	1%	(1)	69%	(65)	19%	(17)	94
#1 Issue: Education	11%	(14)	4%	(5)	6%	(7)	62%	(75)	17%	(20)	120
#1 Issue: Energy	17%	(15)	2%	(2)	4%	(3)	62%	(54)	16%	(14)	88
#1 Issue: Other	7%	(10)	—	(1)	2%	(3)	77%	(111)	14%	(20)	144
2018 House Vote: Democrat	8%	(57)	3%	(20)	4%	(31)	75%	(554)	11%	(79)	741
2018 House Vote: Republican	7%	(46)	1%	(8)	4%	(27)	72%	(445)	15%	(89)	615
2018 House Vote: Someone else	9%	(8)	—	(0)	4%	(3)	69%	(57)	18%	(15)	83
2016 Vote: Hillary Clinton	9%	(57)	2%	(13)	4%	(25)	75%	(502)	10%	(69)	666
2016 Vote: Donald Trump	6%	(40)	1%	(10)	4%	(25)	76%	(515)	13%	(89)	678
2016 Vote: Other	6%	(10)	1%	(2)	3%	(5)	78%	(128)	11%	(18)	163
2016 Vote: Didn't Vote	7%	(50)	2%	(11)	5%	(31)	68%	(466)	19%	(132)	690
Voted in 2014: Yes	7%	(89)	2%	(24)	3%	(44)	77%	(979)	11%	(142)	1278
Voted in 2014: No	7%	(68)	1%	(12)	5%	(42)	69%	(634)	18%	(166)	922

Continued on next page

Table HR1_9: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Apple TV+

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	7%	(157)	2%	(36)	4%	(87)	73%	(1613)	14%	(308)	2200
2012 Vote: Barack Obama	8%	(64)	2%	(19)	4%	(34)	75%	(627)	11%	(90)	834
2012 Vote: Mitt Romney	5%	(26)	1%	(5)	2%	(12)	78%	(390)	13%	(65)	497
2012 Vote: Other	9%	(8)	1%	(1)	1%	(1)	80%	(68)	9%	(8)	86
2012 Vote: Didn't Vote	8%	(59)	2%	(12)	5%	(40)	67%	(526)	19%	(145)	781
4-Region: Northeast	9%	(35)	2%	(6)	4%	(14)	72%	(283)	14%	(56)	394
4-Region: Midwest	7%	(34)	1%	(5)	3%	(16)	75%	(347)	13%	(61)	462
4-Region: South	5%	(42)	2%	(16)	4%	(32)	75%	(619)	14%	(114)	824
4-Region: West	9%	(46)	2%	(9)	5%	(24)	70%	(364)	15%	(77)	520
Watch TV: Every day	8%	(86)	1%	(14)	4%	(44)	76%	(818)	10%	(109)	1071
Watch TV: Several times per week	7%	(32)	3%	(16)	3%	(17)	73%	(359)	14%	(68)	492
Watch TV: About once per week	13%	(23)	1%	(1)	5%	(9)	65%	(120)	17%	(31)	184
Watch TV: Several times per month	7%	(8)	3%	(4)	7%	(8)	68%	(79)	15%	(17)	116
Watch TV: About once per month	5%	(2)	2%	(1)	3%	(1)	74%	(38)	17%	(8)	51
Watch TV: Less often than once per month	—	(0)	—	(0)	4%	(3)	74%	(61)	21%	(17)	82
Watch TV: Never	2%	(5)	—	(0)	2%	(4)	68%	(139)	28%	(57)	204
Watch Movies: Every day	15%	(57)	2%	(8)	7%	(27)	63%	(244)	14%	(54)	390
Watch Movies: Several times per week	8%	(46)	2%	(13)	3%	(20)	79%	(455)	7%	(43)	577
Watch Movies: About once per week	5%	(18)	2%	(5)	4%	(14)	77%	(260)	12%	(41)	338
Watch Movies: Several times per month	6%	(14)	1%	(2)	5%	(12)	78%	(194)	11%	(28)	250
Watch Movies: About once per month	6%	(13)	2%	(4)	3%	(6)	71%	(149)	18%	(37)	209
Watch Movies: Less often than once per month	3%	(6)	1%	(3)	3%	(6)	75%	(166)	18%	(40)	221
Watch Movies: Never	1%	(3)	—	(0)	1%	(2)	67%	(144)	31%	(66)	215

Continued on next page

Table HR1_9: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Apple TV+

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	7%	(157)	2%	(36)	4%	(87)	73%	(1613)	14%	(308)	2200
Watch Sporting Events: Every day	25%	(29)	1%	(1)	9%	(11)	54%	(62)	10%	(12)	115
Watch Sporting Events: Several times per week	11%	(28)	3%	(7)	4%	(10)	76%	(192)	6%	(16)	253
Watch Sporting Events: About once per week	8%	(18)	4%	(8)	5%	(11)	73%	(159)	11%	(23)	219
Watch Sporting Events: Several times per month	10%	(19)	2%	(4)	7%	(14)	67%	(134)	15%	(29)	200
Watch Sporting Events: About once per month	5%	(9)	2%	(4)	2%	(3)	78%	(130)	12%	(20)	166
Watch Sporting Events: Less often than once per month	7%	(28)	2%	(8)	3%	(13)	81%	(326)	7%	(28)	403
Watch Sporting Events: Never	3%	(25)	—	(4)	3%	(26)	72%	(610)	21%	(178)	844
Cable TV: Currently subscribe	8%	(77)	1%	(14)	4%	(43)	73%	(746)	14%	(139)	1020
Cable TV: Subscribed in past	7%	(52)	2%	(13)	4%	(29)	77%	(552)	10%	(74)	721
Cable TV: Never subscribed	6%	(28)	2%	(8)	3%	(15)	69%	(315)	21%	(94)	459
Satellite TV: Currently subscribe	8%	(39)	2%	(8)	7%	(31)	70%	(324)	13%	(61)	462
Satellite TV: Subscribed in past	9%	(55)	2%	(11)	5%	(32)	72%	(447)	12%	(74)	618
Satellite TV: Never subscribed	6%	(63)	2%	(18)	2%	(24)	75%	(843)	15%	(173)	1121
Streaming Services: Currently subscribe	9%	(123)	1%	(17)	4%	(54)	76%	(1038)	10%	(137)	1369
Streaming Services: Subscribed in past	9%	(20)	6%	(13)	10%	(21)	59%	(127)	17%	(36)	217
Streaming Services: Never subscribed	2%	(14)	1%	(6)	2%	(11)	73%	(448)	22%	(134)	614
Film: An avid fan	9%	(62)	2%	(13)	5%	(34)	72%	(493)	12%	(83)	685
Film: A casual fan	7%	(83)	2%	(20)	4%	(44)	76%	(941)	12%	(155)	1242
Film: Not a fan	4%	(12)	1%	(2)	3%	(9)	66%	(179)	25%	(69)	272
Television: An avid fan	8%	(73)	2%	(17)	3%	(28)	75%	(721)	13%	(122)	961
Television: A casual fan	7%	(72)	2%	(19)	5%	(50)	73%	(776)	14%	(150)	1067
Television: Not a fan	7%	(12)	—	(0)	5%	(8)	68%	(116)	21%	(36)	172
Music: An avid fan	8%	(80)	2%	(21)	5%	(50)	74%	(751)	12%	(119)	1021
Music: A casual fan	7%	(71)	1%	(15)	3%	(30)	75%	(776)	14%	(139)	1031
Music: Not a fan	3%	(5)	—	(1)	4%	(6)	58%	(86)	34%	(50)	147
Fashion: An avid fan	15%	(43)	4%	(12)	5%	(15)	60%	(169)	15%	(41)	280
Fashion: A casual fan	8%	(70)	2%	(16)	5%	(47)	74%	(671)	11%	(104)	909
Fashion: Not a fan	4%	(44)	1%	(7)	2%	(24)	77%	(774)	16%	(162)	1011

Continued on next page

Table HR1_9: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Apple TV+

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	7%	(157)	2%	(36)	4%	(87)	73%	(1613)	14%	(308)	2200
Parents	8%	(79)	2%	(22)	5%	(45)	73%	(718)	13%	(125)	989
Current Netflix Subscribers	11%	(125)	2%	(19)	5%	(55)	72%	(826)	11%	(128)	1152
Current HBO Now Subscribers	29%	(54)	5%	(10)	7%	(13)	51%	(96)	8%	(15)	188
Current Disney+ Subscribers	18%	(95)	2%	(10)	6%	(33)	65%	(352)	9%	(49)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

Table HR1_10: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Disney+

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	24% (539)	5% (120)	5% (120)	58% (1270)	7% (151)	2200
Gender: Male	25% (261)	4% (46)	5% (55)	59% (622)	7% (78)	1062
Gender: Female	24% (278)	7% (74)	6% (65)	57% (648)	6% (74)	1138
Age: 18-34	37% (242)	9% (61)	8% (50)	39% (259)	7% (44)	655
Age: 35-44	37% (132)	4% (15)	5% (17)	48% (172)	6% (21)	358
Age: 45-64	18% (135)	5% (41)	5% (37)	64% (481)	8% (57)	751
Age: 65+	7% (29)	1% (4)	4% (16)	82% (358)	7% (30)	436
GenZers: 1997-2012	32% (92)	14% (40)	7% (20)	43% (126)	4% (13)	292
Millennials: 1981-1996	40% (217)	6% (30)	7% (38)	40% (219)	7% (41)	545
GenXers: 1965-1980	30% (161)	4% (20)	6% (33)	54% (293)	7% (37)	545
Baby Boomers: 1946-1964	9% (66)	4% (30)	4% (27)	76% (543)	7% (51)	716
PID: Dem (no lean)	26% (206)	6% (50)	5% (37)	58% (454)	5% (42)	789
PID: Ind (no lean)	24% (190)	5% (39)	7% (53)	58% (457)	6% (46)	784
PID: Rep (no lean)	23% (143)	5% (31)	5% (30)	57% (360)	10% (63)	627
PID/Gender: Dem Men	25% (89)	5% (17)	5% (18)	59% (208)	6% (22)	354
PID/Gender: Dem Women	27% (116)	8% (33)	4% (19)	56% (245)	5% (20)	435
PID/Gender: Ind Men	25% (98)	4% (17)	7% (26)	58% (230)	6% (24)	396
PID/Gender: Ind Women	23% (91)	6% (22)	7% (27)	58% (226)	6% (23)	389
PID/Gender: Rep Men	23% (73)	4% (12)	4% (12)	59% (183)	10% (32)	312
PID/Gender: Rep Women	22% (70)	6% (19)	6% (18)	56% (176)	10% (31)	315
Ideo: Liberal (1-3)	26% (162)	6% (38)	6% (40)	57% (358)	5% (34)	631
Ideo: Moderate (4)	25% (156)	5% (33)	6% (34)	58% (353)	6% (37)	613
Ideo: Conservative (5-7)	23% (157)	4% (29)	4% (29)	62% (430)	7% (46)	691
Educ: < College	23% (351)	6% (86)	6% (93)	57% (864)	8% (117)	1512
Educ: Bachelors degree	26% (116)	6% (28)	4% (17)	59% (261)	5% (22)	444
Educ: Post-grad	30% (72)	2% (6)	4% (9)	59% (145)	5% (12)	244
Income: Under 50k	21% (251)	5% (54)	6% (75)	61% (720)	7% (86)	1186
Income: 50k-100k	26% (186)	6% (43)	5% (35)	56% (399)	7% (48)	711
Income: 100k+	34% (102)	8% (23)	3% (10)	50% (151)	5% (17)	303

Continued on next page

Table HR1_10: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Disney+

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	24% (539)	5% (120)	5% (120)	58% (1270)	7% (151)	2200
Ethnicity: White	24% (418)	5% (84)	5% (92)	59% (1013)	7% (114)	1722
Ethnicity: Hispanic	39% (136)	9% (30)	5% (16)	38% (134)	9% (33)	349
Ethnicity: Afr. Am.	22% (61)	6% (17)	5% (13)	58% (159)	8% (23)	274
Ethnicity: Other	29% (59)	9% (19)	7% (15)	48% (97)	7% (14)	204
All Christian	25% (266)	5% (48)	4% (37)	61% (633)	6% (62)	1046
All Non-Christian	22% (26)	9% (11)	4% (4)	52% (61)	14% (17)	119
Atheist	21% (19)	10% (9)	4% (4)	61% (56)	4% (4)	91
Agnostic/Nothing in particular	24% (228)	6% (53)	8% (74)	55% (519)	7% (69)	944
Religious Non-Protestant/Catholic	26% (38)	8% (11)	3% (5)	51% (74)	12% (17)	144
Evangelical	25% (142)	4% (25)	5% (31)	56% (322)	9% (52)	573
Non-Evangelical	25% (209)	5% (43)	4% (35)	61% (514)	5% (40)	841
Community: Urban	26% (141)	5% (29)	7% (36)	55% (292)	7% (36)	533
Community: Suburban	24% (254)	6% (63)	5% (51)	59% (619)	6% (64)	1053
Community: Rural	23% (143)	5% (28)	5% (33)	58% (359)	8% (51)	614
Employ: Private Sector	32% (206)	4% (27)	5% (34)	53% (348)	5% (35)	652
Employ: Government	40% (51)	6% (8)	2% (3)	41% (52)	10% (13)	127
Employ: Self-Employed	20% (31)	8% (13)	7% (11)	56% (88)	9% (14)	157
Employ: Homemaker	32% (44)	3% (4)	4% (6)	53% (73)	8% (11)	138
Employ: Retired	9% (42)	3% (14)	4% (18)	78% (379)	7% (32)	485
Employ: Unemployed	25% (81)	5% (16)	9% (31)	55% (178)	6% (20)	325
Employ: Other	18% (29)	8% (13)	5% (8)	55% (90)	14% (23)	163
Military HH: Yes	20% (79)	6% (24)	6% (23)	61% (238)	7% (28)	391
Military HH: No	25% (460)	5% (97)	5% (96)	57% (1032)	7% (124)	1809
RD/WT: Right Direction	23% (167)	6% (46)	5% (38)	56% (410)	10% (73)	733
RD/WT: Wrong Track	25% (371)	5% (75)	6% (82)	59% (860)	5% (78)	1467
Trump Job Approve	23% (204)	6% (50)	5% (47)	58% (504)	8% (72)	876
Trump Job Disapprove	25% (303)	5% (66)	6% (70)	59% (728)	5% (66)	1233

Continued on next page

Table HR1_10: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Disney+

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	24% (539)	5% (120)	5% (120)	58% (1270)	7% (151)	2200
Trump Job Strongly Approve	20% (97)	4% (21)	6% (30)	59% (286)	11% (54)	488
Trump Job Somewhat Approve	28% (107)	7% (29)	4% (17)	56% (218)	5% (18)	388
Trump Job Somewhat Disapprove	29% (83)	7% (19)	6% (16)	53% (154)	6% (18)	291
Trump Job Strongly Disapprove	23% (220)	5% (47)	6% (53)	61% (574)	5% (48)	942
Favorable of Trump	23% (193)	5% (43)	6% (47)	58% (486)	8% (64)	833
Unfavorable of Trump	25% (311)	5% (64)	5% (65)	59% (723)	5% (58)	1220
Very Favorable of Trump	21% (103)	4% (22)	6% (29)	59% (295)	10% (50)	500
Somewhat Favorable of Trump	27% (89)	6% (21)	6% (18)	57% (191)	4% (14)	333
Somewhat Unfavorable of Trump	25% (52)	7% (15)	8% (16)	55% (113)	5% (10)	206
Very Unfavorable of Trump	26% (259)	5% (48)	5% (49)	60% (610)	5% (48)	1014
#1 Issue: Economy	26% (204)	4% (32)	7% (52)	58% (448)	5% (36)	772
#1 Issue: Security	19% (50)	8% (20)	5% (13)	58% (148)	9% (24)	255
#1 Issue: Health Care	27% (114)	4% (16)	3% (13)	61% (260)	5% (23)	425
#1 Issue: Medicare / Social Security	12% (38)	4% (12)	8% (25)	64% (194)	11% (33)	301
#1 Issue: Women's Issues	43% (41)	11% (11)	3% (3)	27% (25)	16% (15)	94
#1 Issue: Education	29% (35)	14% (17)	4% (5)	47% (56)	5% (6)	120
#1 Issue: Energy	31% (27)	12% (10)	1% (1)	50% (44)	5% (5)	88
#1 Issue: Other	21% (30)	2% (2)	6% (8)	65% (94)	7% (10)	144
2018 House Vote: Democrat	25% (186)	6% (42)	4% (32)	59% (441)	6% (41)	741
2018 House Vote: Republican	24% (148)	5% (30)	4% (23)	59% (362)	9% (53)	615
2018 House Vote: Someone else	21% (17)	8% (6)	14% (12)	52% (43)	5% (4)	83
2016 Vote: Hillary Clinton	24% (163)	4% (26)	4% (29)	61% (408)	6% (40)	666
2016 Vote: Donald Trump	23% (157)	4% (29)	5% (32)	60% (406)	8% (54)	678
2016 Vote: Other	23% (37)	5% (8)	5% (9)	65% (106)	3% (4)	163
2016 Vote: Didn't Vote	26% (180)	8% (58)	7% (50)	51% (349)	8% (53)	690
Voted in 2014: Yes	24% (303)	5% (61)	4% (54)	61% (781)	6% (80)	1278
Voted in 2014: No	26% (236)	6% (59)	7% (66)	53% (489)	8% (72)	922

Continued on next page

Table HR1_10: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Disney+

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	24% (539)	5% (120)	5% (120)	58% (1270)	7% (151)	2200
2012 Vote: Barack Obama	25% (210)	5% (38)	5% (38)	60% (504)	5% (43)	834
2012 Vote: Mitt Romney	19% (96)	4% (20)	3% (16)	65% (322)	9% (44)	497
2012 Vote: Other	26% (22)	4% (3)	4% (4)	64% (55)	3% (2)	86
2012 Vote: Didn't Vote	27% (210)	8% (59)	8% (63)	50% (387)	8% (62)	781
4-Region: Northeast	22% (88)	4% (16)	6% (24)	61% (238)	7% (26)	394
4-Region: Midwest	23% (106)	4% (18)	6% (29)	61% (284)	6% (26)	462
4-Region: South	24% (195)	7% (57)	6% (47)	57% (466)	7% (59)	824
4-Region: West	29% (149)	6% (29)	4% (20)	54% (282)	8% (40)	520
Watch TV: Every day	28% (298)	5% (54)	5% (51)	57% (611)	5% (59)	1071
Watch TV: Several times per week	26% (129)	7% (34)	5% (26)	58% (285)	4% (19)	492
Watch TV: About once per week	29% (53)	7% (13)	6% (12)	49% (90)	9% (16)	184
Watch TV: Several times per month	23% (27)	4% (4)	15% (18)	55% (64)	3% (3)	116
Watch TV: About once per month	19% (10)	5% (3)	9% (5)	61% (31)	6% (3)	51
Watch TV: Less often than once per month	13% (11)	5% (4)	3% (2)	67% (56)	12% (10)	82
Watch TV: Never	6% (12)	4% (8)	4% (7)	66% (134)	21% (42)	204
Watch Movies: Every day	41% (159)	6% (24)	8% (30)	40% (154)	6% (22)	390
Watch Movies: Several times per week	29% (170)	5% (31)	7% (38)	55% (319)	3% (20)	577
Watch Movies: About once per week	24% (82)	5% (18)	4% (12)	62% (211)	4% (15)	338
Watch Movies: Several times per month	22% (54)	8% (19)	8% (19)	60% (149)	3% (8)	250
Watch Movies: About once per month	20% (41)	4% (8)	3% (7)	66% (137)	8% (16)	209
Watch Movies: Less often than once per month	10% (21)	3% (8)	4% (9)	73% (162)	10% (22)	221
Watch Movies: Never	5% (12)	6% (12)	3% (6)	64% (137)	23% (48)	215

Continued on next page

Table HR1_10: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Disney+

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	24% (539)	5% (120)	5% (120)	58% (1270)	7% (151)	2200
Watch Sporting Events: Every day	45% (52)	— (0)	3% (4)	47% (54)	4% (5)	115
Watch Sporting Events: Several times per week	30% (76)	6% (15)	8% (19)	54% (137)	2% (6)	253
Watch Sporting Events: About once per week	24% (53)	10% (21)	2% (4)	59% (128)	6% (13)	219
Watch Sporting Events: Several times per month	34% (68)	5% (11)	11% (23)	47% (95)	2% (4)	200
Watch Sporting Events: About once per month	23% (39)	2% (4)	5% (9)	65% (109)	4% (6)	166
Watch Sporting Events: Less often than once per month	25% (99)	8% (33)	6% (26)	58% (234)	3% (12)	403
Watch Sporting Events: Never	18% (152)	4% (37)	4% (36)	61% (513)	12% (105)	844
Cable TV: Currently subscribe	23% (236)	5% (51)	6% (57)	59% (601)	7% (75)	1020
Cable TV: Subscribed in past	27% (191)	7% (50)	7% (48)	56% (407)	4% (25)	721
Cable TV: Never subscribed	24% (112)	4% (19)	3% (15)	57% (262)	11% (51)	459
Satellite TV: Currently subscribe	23% (108)	5% (23)	5% (22)	59% (271)	8% (37)	462
Satellite TV: Subscribed in past	30% (188)	7% (46)	6% (37)	53% (325)	4% (22)	618
Satellite TV: Never subscribed	22% (243)	5% (51)	5% (61)	60% (674)	8% (92)	1121
Streaming Services: Currently subscribe	33% (449)	7% (89)	5% (75)	51% (703)	4% (53)	1369
Streaming Services: Subscribed in past	16% (35)	8% (17)	10% (22)	57% (123)	9% (21)	217
Streaming Services: Never subscribed	9% (55)	2% (14)	4% (23)	72% (444)	13% (78)	614
Film: An avid fan	35% (238)	4% (31)	5% (37)	49% (337)	6% (43)	685
Film: A casual fan	21% (257)	6% (80)	5% (68)	62% (775)	5% (63)	1242
Film: Not a fan	16% (43)	4% (10)	5% (15)	58% (159)	17% (46)	272
Television: An avid fan	26% (247)	5% (51)	5% (51)	57% (543)	7% (69)	961
Television: A casual fan	25% (271)	6% (63)	6% (63)	57% (613)	5% (57)	1067
Television: Not a fan	12% (21)	3% (6)	4% (6)	66% (114)	14% (25)	172
Music: An avid fan	28% (289)	6% (58)	6% (66)	53% (543)	6% (65)	1021
Music: A casual fan	23% (234)	5% (52)	5% (48)	63% (645)	5% (52)	1031
Music: Not a fan	11% (16)	7% (10)	4% (6)	55% (81)	23% (34)	147
Fashion: An avid fan	30% (84)	8% (22)	7% (19)	45% (127)	10% (27)	280
Fashion: A casual fan	28% (252)	6% (52)	6% (52)	56% (506)	5% (46)	909
Fashion: Not a fan	20% (202)	5% (46)	5% (48)	63% (637)	8% (77)	1011

Continued on next page

Table HR1_10: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Disney+

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	24% (539)	5% (120)	5% (120)	58% (1270)	7% (151)	2200
Parents	30% (297)	5% (53)	5% (52)	52% (518)	7% (69)	989
Current Netflix Subscribers	41% (471)	4% (48)	6% (70)	45% (520)	4% (43)	1152
Current HBO Now Subscribers	58% (109)	5% (10)	7% (14)	27% (52)	2% (4)	188
Current Disney+ Subscribers	100% (539)	— (0)	— (0)	— (0)	— (0)	539

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

Table HR1_11: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
YouTube TV

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	13% (278)	2% (49)	7% (150)	68% (1499)	10% (224)	2200
Gender: Male	14% (145)	2% (24)	8% (87)	66% (703)	10% (103)	1062
Gender: Female	12% (133)	2% (25)	6% (63)	70% (796)	11% (121)	1138
Age: 18-34	17% (115)	3% (21)	10% (66)	58% (380)	11% (74)	655
Age: 35-44	19% (67)	3% (12)	9% (32)	60% (216)	9% (31)	358
Age: 45-64	8% (63)	1% (10)	5% (40)	75% (566)	10% (71)	751
Age: 65+	8% (33)	1% (6)	3% (13)	77% (337)	11% (47)	436
GenZers: 1997-2012	16% (47)	2% (7)	12% (36)	59% (173)	10% (29)	292
Millennials: 1981-1996	18% (99)	4% (22)	8% (43)	58% (316)	12% (66)	545
GenXers: 1965-1980	14% (74)	2% (9)	8% (45)	69% (377)	7% (40)	545
Baby Boomers: 1946-1964	8% (58)	2% (11)	3% (23)	77% (549)	10% (75)	716
PID: Dem (no lean)	12% (96)	1% (11)	7% (58)	70% (553)	9% (71)	789
PID: Ind (no lean)	11% (87)	2% (15)	6% (48)	70% (553)	10% (81)	784
PID: Rep (no lean)	15% (95)	4% (22)	7% (45)	63% (394)	11% (71)	627
PID/Gender: Dem Men	13% (45)	2% (8)	7% (26)	68% (241)	10% (34)	354
PID/Gender: Dem Women	12% (51)	1% (3)	7% (32)	72% (311)	9% (37)	435
PID/Gender: Ind Men	12% (48)	2% (8)	7% (29)	69% (273)	10% (38)	396
PID/Gender: Ind Women	10% (39)	2% (7)	5% (19)	72% (280)	11% (43)	389
PID/Gender: Rep Men	17% (52)	3% (8)	10% (33)	61% (189)	10% (30)	312
PID/Gender: Rep Women	13% (42)	5% (14)	4% (12)	65% (205)	13% (41)	315
Ideo: Liberal (1-3)	13% (84)	3% (16)	7% (45)	69% (437)	8% (50)	631
Ideo: Moderate (4)	13% (82)	3% (15)	6% (36)	69% (423)	9% (57)	613
Ideo: Conservative (5-7)	11% (76)	2% (11)	6% (45)	71% (494)	9% (65)	691
Educ: < College	13% (196)	2% (33)	7% (105)	67% (1007)	11% (172)	1512
Educ: Bachelors degree	11% (48)	2% (10)	7% (30)	74% (327)	6% (29)	444
Educ: Post-grad	14% (34)	3% (7)	6% (15)	68% (165)	10% (23)	244
Income: Under 50k	11% (133)	2% (30)	7% (79)	68% (804)	12% (140)	1186
Income: 50k-100k	12% (87)	1% (10)	7% (53)	70% (501)	9% (61)	711
Income: 100k+	19% (59)	3% (9)	6% (18)	64% (195)	7% (22)	303

Continued on next page

Table HR1_11: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
YouTube TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	13%	(278)	2%	(49)	7%	(150)	68%	(1499)	10%	(224)	2200
Ethnicity: White	12%	(202)	2%	(40)	6%	(103)	70%	(1204)	10%	(173)	1722
Ethnicity: Hispanic	18%	(63)	1%	(3)	11%	(39)	58%	(202)	12%	(42)	349
Ethnicity: Afr. Am.	17%	(46)	2%	(6)	9%	(23)	61%	(168)	11%	(31)	274
Ethnicity: Other	15%	(30)	1%	(3)	12%	(24)	63%	(128)	9%	(19)	204
All Christian	11%	(116)	2%	(21)	6%	(61)	72%	(750)	9%	(99)	1046
All Non-Christian	19%	(23)	2%	(2)	8%	(10)	55%	(66)	16%	(19)	119
Atheist	15%	(14)	3%	(2)	13%	(12)	62%	(57)	7%	(6)	91
Agnostic/Nothing in particular	13%	(126)	3%	(24)	7%	(67)	66%	(627)	11%	(100)	944
Religious Non-Protestant/Catholic	18%	(26)	2%	(3)	7%	(10)	57%	(82)	16%	(23)	144
Evangelical	15%	(86)	3%	(17)	7%	(38)	64%	(367)	11%	(65)	573
Non-Evangelical	10%	(80)	2%	(13)	6%	(54)	74%	(621)	9%	(74)	841
Community: Urban	14%	(73)	3%	(14)	8%	(44)	65%	(348)	10%	(53)	533
Community: Suburban	11%	(118)	2%	(22)	7%	(77)	71%	(744)	9%	(92)	1053
Community: Rural	14%	(87)	2%	(13)	5%	(29)	66%	(407)	13%	(78)	614
Employ: Private Sector	15%	(98)	2%	(13)	8%	(52)	69%	(450)	6%	(39)	652
Employ: Government	18%	(23)	3%	(4)	11%	(14)	54%	(69)	13%	(17)	127
Employ: Self-Employed	17%	(26)	2%	(4)	6%	(10)	64%	(100)	11%	(18)	157
Employ: Homemaker	13%	(17)	4%	(5)	6%	(8)	65%	(90)	13%	(18)	138
Employ: Retired	6%	(30)	1%	(6)	3%	(13)	78%	(376)	12%	(59)	485
Employ: Unemployed	11%	(36)	3%	(9)	8%	(26)	67%	(217)	11%	(37)	325
Employ: Other	19%	(31)	1%	(2)	4%	(7)	61%	(99)	15%	(24)	163
Military HH: Yes	13%	(52)	3%	(12)	6%	(24)	66%	(260)	11%	(44)	391
Military HH: No	13%	(226)	2%	(37)	7%	(127)	69%	(1240)	10%	(180)	1809
RD/WT: Right Direction	14%	(105)	3%	(19)	7%	(51)	63%	(463)	13%	(96)	733
RD/WT: Wrong Track	12%	(173)	2%	(30)	7%	(99)	71%	(1036)	9%	(128)	1467
Trump Job Approve	15%	(132)	4%	(32)	7%	(59)	63%	(549)	12%	(104)	876
Trump Job Disapprove	10%	(129)	1%	(16)	7%	(88)	73%	(899)	8%	(102)	1233

Continued on next page

Table HR1_11: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
YouTube TV

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	13% (278)	2% (49)	7% (150)	68% (1499)	10% (224)	2200
Trump Job Strongly Approve	17% (84)	4% (18)	5% (27)	61% (299)	12% (59)	488
Trump Job Somewhat Approve	12% (48)	4% (14)	8% (32)	64% (249)	12% (45)	388
Trump Job Somewhat Disapprove	14% (40)	2% (6)	8% (22)	66% (193)	10% (30)	291
Trump Job Strongly Disapprove	9% (89)	1% (10)	7% (66)	75% (706)	8% (71)	942
Favorable of Trump	16% (132)	3% (26)	6% (54)	64% (535)	10% (86)	833
Unfavorable of Trump	11% (131)	2% (21)	7% (87)	73% (889)	8% (92)	1220
Very Favorable of Trump	17% (86)	4% (21)	6% (30)	61% (305)	12% (58)	500
Somewhat Favorable of Trump	14% (46)	1% (5)	7% (24)	69% (230)	9% (29)	333
Somewhat Unfavorable of Trump	14% (29)	3% (7)	7% (14)	69% (143)	7% (14)	206
Very Unfavorable of Trump	10% (102)	1% (14)	7% (74)	74% (746)	8% (78)	1014
#1 Issue: Economy	16% (126)	3% (20)	8% (63)	66% (512)	7% (51)	772
#1 Issue: Security	12% (31)	2% (5)	8% (19)	66% (168)	13% (33)	255
#1 Issue: Health Care	9% (37)	2% (9)	3% (13)	78% (331)	9% (36)	425
#1 Issue: Medicare / Social Security	10% (29)	2% (6)	5% (16)	67% (201)	17% (50)	301
#1 Issue: Women's Issues	8% (7)	3% (3)	12% (12)	60% (56)	18% (16)	94
#1 Issue: Education	18% (21)	— (0)	6% (7)	65% (78)	12% (14)	120
#1 Issue: Energy	15% (13)	5% (5)	13% (11)	58% (51)	9% (8)	88
#1 Issue: Other	10% (14)	2% (3)	6% (9)	72% (103)	10% (15)	144
2018 House Vote: Democrat	11% (80)	2% (14)	7% (51)	71% (529)	9% (68)	741
2018 House Vote: Republican	15% (89)	3% (19)	6% (38)	66% (403)	11% (65)	615
2018 House Vote: Someone else	8% (6)	3% (2)	12% (10)	68% (57)	10% (8)	83
2016 Vote: Hillary Clinton	12% (78)	2% (12)	6% (43)	72% (478)	8% (57)	666
2016 Vote: Donald Trump	13% (88)	3% (21)	6% (41)	67% (456)	11% (71)	678
2016 Vote: Other	8% (13)	1% (2)	6% (10)	77% (126)	8% (13)	163
2016 Vote: Didn't Vote	14% (99)	2% (14)	8% (56)	64% (439)	12% (82)	690
Voted in 2014: Yes	12% (152)	2% (30)	6% (77)	71% (906)	9% (114)	1278
Voted in 2014: No	14% (126)	2% (19)	8% (74)	64% (594)	12% (110)	922

Continued on next page

Table HR1_11: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?

YouTube TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	13%	(278)	2%	(49)	7%	(150)	68%	(1499)	10%	(224)	2200
2012 Vote: Barack Obama	12%	(97)	2%	(19)	7%	(56)	71%	(588)	9%	(74)	834
2012 Vote: Mitt Romney	11%	(56)	2%	(12)	4%	(22)	72%	(357)	10%	(50)	497
2012 Vote: Other	13%	(11)	2%	(1)	7%	(6)	71%	(61)	8%	(7)	86
2012 Vote: Didn't Vote	15%	(114)	2%	(16)	8%	(66)	63%	(493)	12%	(92)	781
4-Region: Northeast	10%	(41)	1%	(6)	6%	(25)	72%	(283)	10%	(39)	394
4-Region: Midwest	10%	(44)	2%	(9)	7%	(33)	71%	(328)	10%	(48)	462
4-Region: South	14%	(113)	2%	(20)	7%	(54)	67%	(551)	11%	(87)	824
4-Region: West	15%	(80)	3%	(14)	7%	(38)	65%	(337)	10%	(50)	520
Watch TV: Every day	14%	(154)	2%	(19)	6%	(68)	69%	(739)	8%	(91)	1071
Watch TV: Several times per week	14%	(69)	2%	(12)	8%	(39)	69%	(339)	7%	(34)	492
Watch TV: About once per week	14%	(26)	5%	(8)	7%	(13)	64%	(118)	11%	(19)	184
Watch TV: Several times per month	9%	(11)	4%	(5)	6%	(7)	72%	(83)	9%	(11)	116
Watch TV: About once per month	10%	(5)	3%	(1)	22%	(11)	61%	(31)	5%	(3)	51
Watch TV: Less often than once per month	4%	(3)	1%	(1)	9%	(7)	68%	(56)	18%	(15)	82
Watch TV: Never	5%	(10)	2%	(3)	2%	(5)	66%	(134)	25%	(51)	204
Watch Movies: Every day	25%	(99)	2%	(8)	8%	(32)	55%	(213)	10%	(37)	390
Watch Movies: Several times per week	14%	(80)	2%	(10)	8%	(48)	71%	(410)	5%	(30)	577
Watch Movies: About once per week	12%	(40)	3%	(10)	7%	(24)	70%	(237)	8%	(27)	338
Watch Movies: Several times per month	8%	(21)	4%	(10)	6%	(15)	77%	(192)	5%	(11)	250
Watch Movies: About once per month	8%	(17)	2%	(4)	6%	(12)	69%	(144)	15%	(31)	209
Watch Movies: Less often than once per month	6%	(13)	1%	(2)	5%	(11)	73%	(162)	15%	(34)	221
Watch Movies: Never	3%	(7)	3%	(6)	4%	(8)	65%	(141)	25%	(53)	215

Continued on next page

Table HR1_11: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?

YouTube TV

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	13% (278)	2% (49)	7% (150)	68% (1499)	10% (224)	2200
Watch Sporting Events: Every day	36% (41)	1% (1)	8% (9)	49% (56)	7% (8)	115
Watch Sporting Events: Several times per week	14% (36)	4% (11)	11% (28)	64% (161)	7% (17)	253
Watch Sporting Events: About once per week	19% (41)	3% (7)	10% (21)	65% (143)	3% (7)	219
Watch Sporting Events: Several times per month	20% (41)	3% (5)	11% (23)	59% (119)	7% (13)	200
Watch Sporting Events: About once per month	12% (19)	4% (6)	10% (16)	69% (114)	6% (11)	166
Watch Sporting Events: Less often than once per month	9% (35)	2% (10)	4% (17)	79% (318)	6% (23)	403
Watch Sporting Events: Never	8% (64)	1% (10)	4% (36)	70% (589)	17% (145)	844
Cable TV: Currently subscribe	11% (110)	2% (20)	6% (65)	71% (719)	10% (106)	1020
Cable TV: Subscribed in past	15% (108)	3% (21)	8% (61)	67% (484)	6% (46)	721
Cable TV: Never subscribed	13% (61)	2% (7)	5% (24)	64% (296)	16% (72)	459
Satellite TV: Currently subscribe	15% (71)	3% (13)	6% (28)	62% (288)	13% (62)	462
Satellite TV: Subscribed in past	15% (95)	3% (17)	11% (69)	65% (399)	6% (38)	618
Satellite TV: Never subscribed	10% (112)	2% (19)	5% (53)	73% (813)	11% (124)	1121
Streaming Services: Currently subscribe	14% (196)	2% (23)	8% (103)	69% (950)	7% (97)	1369
Streaming Services: Subscribed in past	18% (38)	4% (9)	12% (27)	54% (117)	12% (26)	217
Streaming Services: Never subscribed	7% (43)	3% (16)	3% (20)	71% (433)	16% (101)	614
Film: An avid fan	16% (108)	4% (25)	8% (57)	63% (433)	9% (62)	685
Film: A casual fan	12% (148)	1% (17)	7% (86)	71% (887)	8% (105)	1242
Film: Not a fan	8% (23)	2% (7)	3% (7)	66% (180)	21% (56)	272
Television: An avid fan	15% (141)	2% (23)	6% (61)	67% (640)	10% (97)	961
Television: A casual fan	11% (122)	2% (23)	7% (79)	70% (743)	9% (99)	1067
Television: Not a fan	9% (15)	2% (3)	6% (10)	67% (116)	16% (28)	172
Music: An avid fan	16% (159)	3% (26)	7% (76)	66% (673)	8% (86)	1021
Music: A casual fan	11% (109)	2% (18)	6% (66)	71% (735)	10% (103)	1031
Music: Not a fan	7% (10)	3% (4)	5% (7)	62% (92)	23% (34)	147
Fashion: An avid fan	19% (54)	4% (11)	12% (33)	52% (145)	13% (36)	280
Fashion: A casual fan	15% (133)	3% (26)	7% (64)	66% (602)	9% (84)	909
Fashion: Not a fan	9% (90)	1% (12)	5% (53)	74% (752)	10% (104)	1011

Continued on next page

Table HR1_11: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
YouTube TV

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	13% (278)	2% (49)	7% (150)	68% (1499)	10% (224)	2200
Parents	15% (152)	3% (27)	6% (57)	66% (648)	11% (105)	989
Current Netflix Subscribers	18% (205)	2% (18)	8% (95)	65% (750)	7% (84)	1152
Current HBO Now Subscribers	35% (67)	6% (11)	8% (15)	44% (83)	6% (12)	188
Current Disney+ Subscribers	24% (129)	1% (6)	10% (52)	58% (311)	7% (40)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

Table HR1_12: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Sling Orange TV, with live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	2%	(46)	1%	(25)	5%	(119)	47%	(1043)	44%	(966)	2200
Gender: Male	3%	(29)	1%	(15)	7%	(71)	49%	(523)	40%	(424)	1062
Gender: Female	2%	(18)	1%	(10)	4%	(47)	46%	(520)	48%	(542)	1138
Age: 18-34	3%	(22)	3%	(18)	7%	(44)	39%	(255)	48%	(316)	655
Age: 35-44	3%	(9)	2%	(6)	6%	(23)	49%	(176)	40%	(144)	358
Age: 45-64	2%	(11)	—	(2)	5%	(39)	50%	(373)	43%	(325)	751
Age: 65+	1%	(4)	—	(0)	3%	(13)	55%	(238)	41%	(181)	436
GenZers: 1997-2012	4%	(12)	2%	(5)	3%	(9)	36%	(104)	55%	(161)	292
Millennials: 1981-1996	2%	(13)	3%	(15)	8%	(45)	44%	(241)	43%	(232)	545
GenXers: 1965-1980	3%	(16)	1%	(5)	8%	(41)	48%	(263)	40%	(219)	545
Baby Boomers: 1946-1964	1%	(6)	—	(1)	3%	(21)	53%	(380)	43%	(308)	716
PID: Dem (no lean)	3%	(25)	1%	(9)	5%	(36)	47%	(371)	44%	(347)	789
PID: Ind (no lean)	1%	(10)	1%	(6)	6%	(51)	45%	(350)	47%	(368)	784
PID: Rep (no lean)	2%	(12)	2%	(10)	5%	(32)	51%	(322)	40%	(252)	627
PID/Gender: Dem Men	5%	(16)	1%	(5)	6%	(20)	47%	(165)	42%	(148)	354
PID/Gender: Dem Women	2%	(9)	1%	(5)	4%	(16)	47%	(206)	46%	(199)	435
PID/Gender: Ind Men	1%	(5)	1%	(4)	7%	(29)	47%	(187)	43%	(170)	396
PID/Gender: Ind Women	1%	(5)	1%	(3)	5%	(21)	42%	(163)	51%	(197)	389
PID/Gender: Rep Men	2%	(7)	2%	(7)	7%	(22)	55%	(171)	34%	(105)	312
PID/Gender: Rep Women	1%	(4)	1%	(3)	3%	(10)	48%	(151)	47%	(146)	315
Ideo: Liberal (1-3)	3%	(19)	2%	(10)	6%	(40)	45%	(281)	45%	(282)	631
Ideo: Moderate (4)	2%	(12)	1%	(5)	6%	(38)	48%	(295)	43%	(263)	613
Ideo: Conservative (5-7)	2%	(13)	1%	(7)	4%	(31)	53%	(365)	40%	(275)	691
Educ: < College	2%	(26)	1%	(15)	5%	(77)	47%	(705)	46%	(690)	1512
Educ: Bachelors degree	3%	(12)	1%	(6)	5%	(23)	50%	(223)	40%	(179)	444
Educ: Post-grad	3%	(8)	2%	(5)	8%	(18)	47%	(115)	40%	(98)	244
Income: Under 50k	2%	(24)	1%	(13)	6%	(69)	44%	(526)	47%	(554)	1186
Income: 50k-100k	2%	(13)	1%	(9)	5%	(32)	52%	(368)	41%	(288)	711
Income: 100k+	3%	(9)	1%	(3)	6%	(18)	49%	(149)	41%	(124)	303

Continued on next page

Table HR1_12: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Sling Orange TV, with live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	2%	(46)	1%	(25)	5%	(119)	47%	(1043)	44%	(966)	2200
Ethnicity: White	2%	(38)	1%	(18)	5%	(80)	47%	(810)	45%	(776)	1722
Ethnicity: Hispanic	4%	(13)	1%	(5)	4%	(13)	40%	(141)	51%	(177)	349
Ethnicity: Afr. Am.	2%	(4)	2%	(4)	8%	(23)	51%	(140)	38%	(103)	274
Ethnicity: Other	2%	(4)	1%	(3)	8%	(16)	46%	(94)	43%	(87)	204
All Christian	2%	(20)	1%	(8)	5%	(51)	51%	(530)	42%	(436)	1046
All Non-Christian	4%	(4)	2%	(3)	9%	(11)	46%	(54)	39%	(47)	119
Atheist	6%	(6)	7%	(6)	6%	(5)	44%	(40)	38%	(34)	91
Agnostic/Nothing in particular	2%	(17)	1%	(9)	5%	(51)	44%	(419)	48%	(448)	944
Religious Non-Protestant/Catholic	3%	(4)	3%	(5)	9%	(12)	43%	(62)	42%	(61)	144
Evangelical	2%	(14)	1%	(5)	4%	(25)	50%	(288)	42%	(242)	573
Non-Evangelical	1%	(12)	—	(3)	5%	(45)	50%	(421)	43%	(360)	841
Community: Urban	2%	(12)	1%	(7)	8%	(41)	50%	(267)	39%	(207)	533
Community: Suburban	2%	(21)	1%	(14)	5%	(54)	47%	(495)	44%	(468)	1053
Community: Rural	2%	(13)	1%	(5)	4%	(24)	46%	(281)	47%	(291)	614
Employ: Private Sector	3%	(18)	1%	(7)	7%	(46)	52%	(340)	37%	(240)	652
Employ: Government	3%	(3)	4%	(5)	9%	(12)	40%	(50)	45%	(57)	127
Employ: Self-Employed	5%	(7)	—	(0)	7%	(12)	46%	(72)	42%	(66)	157
Employ: Homemaker	3%	(4)	4%	(6)	3%	(4)	47%	(64)	43%	(60)	138
Employ: Retired	1%	(4)	—	(0)	3%	(15)	55%	(267)	41%	(199)	485
Employ: Unemployed	2%	(5)	2%	(7)	6%	(21)	38%	(124)	52%	(168)	325
Employ: Other	1%	(1)	—	(0)	3%	(4)	37%	(61)	59%	(97)	163
Military HH: Yes	3%	(11)	2%	(8)	8%	(33)	46%	(180)	41%	(160)	391
Military HH: No	2%	(36)	1%	(17)	5%	(86)	48%	(864)	45%	(806)	1809
RD/WT: Right Direction	2%	(14)	2%	(16)	6%	(46)	49%	(356)	41%	(300)	733
RD/WT: Wrong Track	2%	(32)	1%	(9)	5%	(72)	47%	(688)	45%	(666)	1467
Trump Job Approve	2%	(20)	1%	(12)	7%	(60)	47%	(409)	43%	(375)	876
Trump Job Disapprove	2%	(26)	1%	(12)	4%	(51)	49%	(599)	44%	(544)	1233

Continued on next page

Table HR1_12: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Sling Orange TV, with live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	2%	(46)	1%	(25)	5%	(119)	47%	(1043)	44%	(966)	2200
Trump Job Strongly Approve	3%	(16)	2%	(8)	7%	(32)	48%	(232)	41%	(200)	488
Trump Job Somewhat Approve	1%	(4)	1%	(5)	7%	(28)	45%	(177)	45%	(175)	388
Trump Job Somewhat Disapprove	2%	(6)	—	(0)	2%	(7)	44%	(129)	51%	(148)	291
Trump Job Strongly Disapprove	2%	(20)	1%	(11)	5%	(44)	50%	(469)	42%	(396)	942
Favorable of Trump	3%	(21)	1%	(8)	6%	(51)	48%	(400)	42%	(353)	833
Unfavorable of Trump	2%	(25)	1%	(13)	5%	(57)	49%	(595)	43%	(530)	1220
Very Favorable of Trump	3%	(16)	1%	(7)	6%	(28)	48%	(238)	42%	(212)	500
Somewhat Favorable of Trump	1%	(5)	—	(1)	7%	(23)	49%	(162)	42%	(141)	333
Somewhat Unfavorable of Trump	2%	(4)	3%	(7)	5%	(10)	47%	(97)	42%	(87)	206
Very Unfavorable of Trump	2%	(21)	1%	(6)	5%	(46)	49%	(498)	44%	(443)	1014
#1 Issue: Economy	2%	(17)	1%	(9)	7%	(53)	48%	(373)	41%	(319)	772
#1 Issue: Security	3%	(9)	1%	(1)	7%	(18)	48%	(123)	41%	(105)	255
#1 Issue: Health Care	2%	(7)	1%	(5)	4%	(17)	53%	(226)	40%	(170)	425
#1 Issue: Medicare / Social Security	1%	(3)	—	(0)	4%	(11)	50%	(150)	46%	(137)	301
#1 Issue: Women's Issues	6%	(5)	1%	(1)	3%	(2)	26%	(24)	65%	(61)	94
#1 Issue: Education	1%	(1)	1%	(2)	5%	(6)	43%	(52)	49%	(59)	120
#1 Issue: Energy	4%	(4)	7%	(6)	4%	(3)	48%	(42)	37%	(32)	88
#1 Issue: Other	—	(1)	—	(0)	6%	(8)	36%	(52)	57%	(83)	144
2018 House Vote: Democrat	3%	(20)	1%	(11)	6%	(41)	49%	(361)	42%	(309)	741
2018 House Vote: Republican	2%	(14)	2%	(10)	6%	(35)	53%	(326)	37%	(230)	615
2018 House Vote: Someone else	1%	(1)	5%	(4)	9%	(7)	49%	(41)	37%	(31)	83
2016 Vote: Hillary Clinton	3%	(22)	1%	(7)	5%	(33)	48%	(322)	42%	(281)	666
2016 Vote: Donald Trump	3%	(18)	1%	(9)	6%	(40)	51%	(348)	39%	(263)	678
2016 Vote: Other	1%	(2)	1%	(2)	6%	(10)	47%	(77)	44%	(72)	163
2016 Vote: Didn't Vote	1%	(4)	1%	(7)	5%	(36)	43%	(295)	50%	(348)	690
Voted in 2014: Yes	3%	(41)	1%	(14)	5%	(66)	49%	(632)	41%	(525)	1278
Voted in 2014: No	1%	(5)	1%	(12)	6%	(53)	45%	(411)	48%	(441)	922

Continued on next page

Table HR1_12: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Sling Orange TV, with live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	2%	(46)	1%	(25)	5%	(119)	47%	(1043)	44%	(966)	2200
2012 Vote: Barack Obama	4%	(31)	1%	(4)	6%	(49)	49%	(408)	41%	(341)	834
2012 Vote: Mitt Romney	1%	(6)	1%	(3)	5%	(26)	50%	(250)	43%	(212)	497
2012 Vote: Other	3%	(2)	5%	(5)	2%	(1)	45%	(38)	45%	(39)	86
2012 Vote: Didn't Vote	1%	(6)	2%	(13)	5%	(42)	44%	(345)	48%	(374)	781
4-Region: Northeast	2%	(9)	1%	(3)	2%	(9)	52%	(206)	42%	(167)	394
4-Region: Midwest	2%	(8)	2%	(8)	6%	(30)	50%	(233)	40%	(184)	462
4-Region: South	2%	(15)	1%	(6)	6%	(53)	48%	(394)	43%	(356)	824
4-Region: West	3%	(15)	2%	(9)	5%	(26)	41%	(211)	50%	(259)	520
Watch TV: Every day	3%	(30)	1%	(9)	5%	(52)	50%	(533)	42%	(448)	1071
Watch TV: Several times per week	1%	(6)	1%	(4)	6%	(29)	48%	(238)	44%	(215)	492
Watch TV: About once per week	1%	(2)	3%	(6)	8%	(15)	41%	(76)	46%	(85)	184
Watch TV: Several times per month	1%	(2)	—	(0)	8%	(9)	51%	(59)	40%	(46)	116
Watch TV: About once per month	5%	(3)	3%	(2)	7%	(4)	36%	(18)	48%	(24)	51
Watch TV: Less often than once per month	—	(0)	3%	(2)	4%	(3)	44%	(36)	50%	(41)	82
Watch TV: Never	2%	(4)	1%	(3)	3%	(7)	41%	(83)	52%	(107)	204
Watch Movies: Every day	3%	(13)	1%	(4)	7%	(27)	47%	(184)	41%	(161)	390
Watch Movies: Several times per week	2%	(14)	1%	(4)	5%	(29)	50%	(291)	41%	(239)	577
Watch Movies: About once per week	2%	(7)	2%	(7)	7%	(25)	45%	(152)	44%	(147)	338
Watch Movies: Several times per month	1%	(3)	2%	(5)	7%	(16)	45%	(113)	45%	(112)	250
Watch Movies: About once per month	2%	(4)	—	(0)	4%	(9)	52%	(109)	42%	(87)	209
Watch Movies: Less often than once per month	2%	(4)	—	(0)	2%	(5)	46%	(101)	50%	(112)	221
Watch Movies: Never	1%	(1)	2%	(5)	3%	(7)	43%	(93)	51%	(109)	215

Continued on next page

Table HR1_12: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Sling Orange TV, with live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	2%	(46)	1%	(25)	5%	(119)	47%	(1043)	44%	(966)	2200
Watch Sporting Events: Every day	6%	(7)	4%	(4)	8%	(9)	53%	(61)	30%	(34)	115
Watch Sporting Events: Several times per week	6%	(14)	2%	(4)	6%	(16)	53%	(133)	34%	(85)	253
Watch Sporting Events: About once per week	1%	(1)	3%	(7)	7%	(14)	54%	(118)	36%	(78)	219
Watch Sporting Events: Several times per month	1%	(2)	1%	(1)	11%	(23)	47%	(94)	40%	(80)	200
Watch Sporting Events: About once per month	5%	(8)	—	(0)	5%	(9)	44%	(73)	46%	(76)	166
Watch Sporting Events: Less often than once per month	1%	(5)	1%	(3)	5%	(19)	48%	(192)	46%	(184)	403
Watch Sporting Events: Never	1%	(9)	1%	(6)	3%	(28)	44%	(372)	51%	(428)	844
Cable TV: Currently subscribe	2%	(23)	1%	(9)	4%	(44)	50%	(515)	42%	(428)	1020
Cable TV: Subscribed in past	2%	(16)	2%	(13)	9%	(61)	43%	(310)	44%	(320)	721
Cable TV: Never subscribed	2%	(7)	1%	(3)	3%	(13)	48%	(219)	47%	(218)	459
Satellite TV: Currently subscribe	4%	(16)	3%	(13)	5%	(21)	50%	(231)	39%	(181)	462
Satellite TV: Subscribed in past	2%	(10)	1%	(7)	10%	(59)	44%	(271)	44%	(270)	618
Satellite TV: Never subscribed	2%	(20)	—	(5)	3%	(38)	48%	(542)	46%	(515)	1121
Streaming Services: Currently subscribe	3%	(36)	1%	(7)	6%	(79)	49%	(666)	42%	(580)	1369
Streaming Services: Subscribed in past	1%	(3)	6%	(14)	10%	(23)	35%	(77)	46%	(101)	217
Streaming Services: Never subscribed	1%	(7)	1%	(4)	3%	(17)	49%	(301)	46%	(285)	614
Film: An avid fan	3%	(19)	2%	(11)	6%	(39)	46%	(314)	44%	(303)	685
Film: A casual fan	2%	(26)	1%	(12)	5%	(67)	49%	(610)	43%	(528)	1242
Film: Not a fan	1%	(2)	1%	(3)	5%	(12)	44%	(120)	50%	(135)	272
Television: An avid fan	3%	(26)	1%	(9)	4%	(43)	48%	(464)	44%	(420)	961
Television: A casual fan	2%	(16)	1%	(14)	7%	(70)	48%	(512)	43%	(455)	1067
Television: Not a fan	2%	(4)	1%	(2)	3%	(6)	40%	(68)	53%	(92)	172
Music: An avid fan	3%	(29)	1%	(11)	6%	(57)	46%	(470)	44%	(454)	1021
Music: A casual fan	2%	(17)	1%	(9)	5%	(52)	50%	(512)	43%	(441)	1031
Music: Not a fan	—	(0)	3%	(5)	6%	(9)	42%	(62)	48%	(71)	147
Fashion: An avid fan	4%	(12)	3%	(7)	10%	(28)	44%	(124)	39%	(109)	280
Fashion: A casual fan	2%	(22)	2%	(14)	6%	(52)	46%	(416)	45%	(405)	909
Fashion: Not a fan	1%	(12)	—	(4)	4%	(38)	50%	(504)	45%	(452)	1011

Continued on next page

Table HR1_12: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Sling Orange TV, with live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	2%	(46)	1%	(25)	5%	(119)	47%	(1043)	44%	(966)	2200
Parents	2%	(21)	1%	(13)	5%	(54)	48%	(471)	43%	(430)	989
Current Netflix Subscribers	3%	(36)	1%	(11)	6%	(75)	46%	(529)	43%	(501)	1152
Current HBO Now Subscribers	9%	(16)	4%	(7)	10%	(19)	43%	(80)	35%	(65)	188
Current Disney+ Subscribers	5%	(25)	1%	(7)	7%	(38)	44%	(235)	43%	(234)	539

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

Table HR1_13: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Sling Blue TV, with live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	3%	(74)	1%	(25)	5%	(104)	49%	(1086)	41%	(911)	2200
Gender: Male	4%	(44)	2%	(19)	6%	(65)	52%	(551)	36%	(384)	1062
Gender: Female	3%	(30)	1%	(6)	3%	(39)	47%	(536)	46%	(527)	1138
Age: 18-34	5%	(34)	2%	(14)	6%	(38)	40%	(265)	46%	(304)	655
Age: 35-44	4%	(13)	2%	(6)	6%	(22)	50%	(179)	38%	(137)	358
Age: 45-64	3%	(20)	—	(2)	5%	(34)	52%	(390)	41%	(305)	751
Age: 65+	1%	(6)	1%	(2)	2%	(9)	58%	(252)	38%	(166)	436
GenZers: 1997-2012	7%	(20)	2%	(5)	5%	(14)	39%	(113)	48%	(140)	292
Millennials: 1981-1996	3%	(16)	2%	(13)	6%	(31)	45%	(245)	44%	(241)	545
GenXers: 1965-1980	4%	(24)	1%	(3)	8%	(44)	51%	(279)	36%	(195)	545
Baby Boomers: 1946-1964	2%	(14)	—	(3)	2%	(13)	54%	(388)	41%	(297)	716
PID: Dem (no lean)	3%	(26)	1%	(7)	4%	(33)	51%	(399)	41%	(323)	789
PID: Ind (no lean)	3%	(26)	1%	(7)	5%	(36)	47%	(369)	44%	(346)	784
PID: Rep (no lean)	3%	(21)	2%	(10)	5%	(34)	51%	(319)	39%	(241)	627
PID/Gender: Dem Men	4%	(13)	2%	(7)	5%	(18)	56%	(199)	33%	(118)	354
PID/Gender: Dem Women	3%	(13)	—	(1)	4%	(15)	46%	(200)	47%	(206)	435
PID/Gender: Ind Men	4%	(17)	1%	(3)	5%	(20)	48%	(189)	42%	(166)	396
PID/Gender: Ind Women	2%	(9)	1%	(4)	4%	(16)	46%	(179)	46%	(180)	389
PID/Gender: Rep Men	4%	(14)	3%	(9)	9%	(27)	52%	(163)	32%	(100)	312
PID/Gender: Rep Women	2%	(8)	—	(1)	2%	(8)	50%	(157)	45%	(142)	315
Ideo: Liberal (1-3)	4%	(23)	1%	(8)	6%	(41)	48%	(303)	41%	(258)	631
Ideo: Moderate (4)	4%	(25)	1%	(7)	5%	(30)	51%	(315)	39%	(237)	613
Ideo: Conservative (5-7)	3%	(23)	1%	(7)	4%	(27)	52%	(363)	39%	(271)	691
Educ: < College	3%	(46)	1%	(14)	4%	(63)	48%	(730)	44%	(659)	1512
Educ: Bachelors degree	4%	(16)	2%	(7)	6%	(26)	54%	(238)	36%	(158)	444
Educ: Post-grad	5%	(12)	2%	(4)	6%	(15)	49%	(119)	39%	(95)	244
Income: Under 50k	3%	(37)	1%	(15)	4%	(51)	48%	(568)	44%	(516)	1186
Income: 50k-100k	3%	(24)	1%	(7)	6%	(40)	50%	(358)	40%	(282)	711
Income: 100k+	4%	(13)	1%	(3)	4%	(13)	53%	(161)	37%	(113)	303

Continued on next page

Table HR1_13: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Sling Blue TV, with live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	3%	(74)	1%	(25)	5%	(104)	49%	(1086)	41%	(911)	2200
Ethnicity: White	3%	(51)	1%	(14)	4%	(71)	50%	(868)	42%	(718)	1722
Ethnicity: Hispanic	5%	(17)	2%	(7)	4%	(15)	44%	(154)	45%	(156)	349
Ethnicity: Afr. Am.	5%	(14)	2%	(7)	7%	(19)	47%	(128)	39%	(107)	274
Ethnicity: Other	4%	(9)	2%	(4)	7%	(14)	45%	(91)	42%	(87)	204
All Christian	3%	(31)	1%	(10)	4%	(37)	53%	(553)	40%	(415)	1046
All Non-Christian	6%	(7)	2%	(3)	11%	(13)	44%	(53)	37%	(44)	119
Atheist	6%	(6)	3%	(2)	7%	(6)	51%	(47)	33%	(31)	91
Agnostic/Nothing in particular	3%	(30)	1%	(9)	5%	(48)	46%	(434)	45%	(422)	944
Religious Non-Protestant/Catholic	5%	(7)	3%	(5)	9%	(13)	44%	(63)	39%	(56)	144
Evangelical	4%	(22)	1%	(7)	6%	(34)	48%	(276)	41%	(235)	573
Non-Evangelical	2%	(20)	1%	(6)	3%	(25)	54%	(455)	40%	(335)	841
Community: Urban	3%	(18)	2%	(9)	7%	(39)	50%	(266)	38%	(201)	533
Community: Suburban	3%	(32)	1%	(14)	4%	(39)	49%	(519)	43%	(448)	1053
Community: Rural	4%	(23)	—	(2)	4%	(25)	49%	(301)	43%	(263)	614
Employ: Private Sector	5%	(30)	1%	(7)	6%	(42)	53%	(344)	35%	(229)	652
Employ: Government	8%	(11)	3%	(4)	5%	(6)	46%	(58)	38%	(49)	127
Employ: Self-Employed	4%	(6)	2%	(4)	9%	(13)	52%	(81)	34%	(53)	157
Employ: Homemaker	2%	(3)	1%	(2)	2%	(3)	46%	(63)	49%	(68)	138
Employ: Retired	2%	(8)	—	(2)	2%	(9)	57%	(275)	39%	(191)	485
Employ: Unemployed	3%	(11)	1%	(2)	6%	(21)	44%	(142)	46%	(149)	325
Employ: Other	—	(1)	1%	(1)	3%	(5)	40%	(65)	56%	(91)	163
Military HH: Yes	4%	(16)	2%	(7)	5%	(19)	55%	(216)	34%	(134)	391
Military HH: No	3%	(57)	1%	(18)	5%	(84)	48%	(871)	43%	(778)	1809
RD/WT: Right Direction	4%	(28)	2%	(12)	6%	(42)	50%	(365)	39%	(286)	733
RD/WT: Wrong Track	3%	(46)	1%	(13)	4%	(62)	49%	(721)	43%	(625)	1467
Trump Job Approve	4%	(36)	2%	(15)	6%	(48)	50%	(435)	39%	(342)	876
Trump Job Disapprove	3%	(35)	1%	(8)	4%	(50)	50%	(614)	43%	(526)	1233

Continued on next page

Table HR1_13: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Sling Blue TV, with live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	3%	(74)	1%	(25)	5%	(104)	49%	(1086)	41%	(911)	2200
Trump Job Strongly Approve	5%	(27)	2%	(9)	5%	(27)	48%	(236)	39%	(189)	488
Trump Job Somewhat Approve	2%	(9)	2%	(6)	6%	(22)	51%	(198)	39%	(153)	388
Trump Job Somewhat Disapprove	3%	(8)	1%	(2)	2%	(6)	48%	(140)	46%	(135)	291
Trump Job Strongly Disapprove	3%	(27)	1%	(5)	5%	(44)	50%	(474)	42%	(391)	942
Favorable of Trump	4%	(32)	2%	(13)	5%	(45)	51%	(425)	38%	(317)	833
Unfavorable of Trump	3%	(40)	1%	(8)	4%	(54)	49%	(597)	43%	(521)	1220
Very Favorable of Trump	4%	(22)	2%	(10)	5%	(26)	48%	(238)	41%	(204)	500
Somewhat Favorable of Trump	3%	(10)	1%	(3)	6%	(19)	56%	(187)	34%	(114)	333
Somewhat Unfavorable of Trump	3%	(6)	2%	(4)	6%	(12)	49%	(101)	41%	(84)	206
Very Unfavorable of Trump	3%	(34)	—	(5)	4%	(42)	49%	(496)	43%	(437)	1014
#1 Issue: Economy	3%	(27)	1%	(9)	6%	(43)	52%	(399)	38%	(294)	772
#1 Issue: Security	7%	(19)	1%	(3)	5%	(12)	49%	(125)	38%	(97)	255
#1 Issue: Health Care	3%	(11)	1%	(3)	3%	(13)	53%	(226)	40%	(172)	425
#1 Issue: Medicare / Social Security	2%	(5)	1%	(3)	2%	(7)	54%	(162)	41%	(124)	301
#1 Issue: Women's Issues	3%	(3)	1%	(1)	4%	(3)	31%	(29)	61%	(58)	94
#1 Issue: Education	4%	(4)	2%	(2)	8%	(9)	41%	(50)	46%	(55)	120
#1 Issue: Energy	3%	(3)	2%	(2)	11%	(9)	43%	(37)	41%	(36)	88
#1 Issue: Other	1%	(1)	—	(1)	5%	(7)	41%	(59)	53%	(76)	144
2018 House Vote: Democrat	2%	(18)	1%	(10)	4%	(31)	51%	(375)	41%	(307)	741
2018 House Vote: Republican	5%	(29)	1%	(8)	6%	(38)	54%	(332)	34%	(208)	615
2018 House Vote: Someone else	1%	(1)	4%	(3)	5%	(4)	45%	(38)	44%	(37)	83
2016 Vote: Hillary Clinton	4%	(24)	1%	(8)	4%	(27)	51%	(338)	41%	(270)	666
2016 Vote: Donald Trump	4%	(29)	2%	(10)	5%	(33)	54%	(364)	36%	(242)	678
2016 Vote: Other	2%	(4)	2%	(3)	8%	(13)	43%	(71)	45%	(73)	163
2016 Vote: Didn't Vote	3%	(17)	—	(3)	4%	(31)	45%	(314)	47%	(325)	690
Voted in 2014: Yes	4%	(47)	1%	(15)	5%	(58)	52%	(660)	39%	(498)	1278
Voted in 2014: No	3%	(26)	1%	(10)	5%	(46)	46%	(427)	45%	(414)	922

Continued on next page

Table HR1_13: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Sling Blue TV, with live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	3%	(74)	1%	(25)	5%	(104)	49%	(1086)	41%	(911)	2200
2012 Vote: Barack Obama	4%	(30)	1%	(10)	4%	(35)	52%	(432)	39%	(327)	834
2012 Vote: Mitt Romney	4%	(18)	—	(1)	5%	(25)	51%	(252)	40%	(201)	497
2012 Vote: Other	1%	(1)	4%	(4)	3%	(2)	47%	(40)	45%	(38)	86
2012 Vote: Didn't Vote	3%	(25)	1%	(10)	5%	(39)	46%	(362)	44%	(345)	781
4-Region: Northeast	4%	(16)	1%	(2)	4%	(15)	55%	(216)	37%	(145)	394
4-Region: Midwest	2%	(9)	2%	(9)	4%	(20)	51%	(234)	41%	(190)	462
4-Region: South	3%	(22)	1%	(8)	6%	(53)	49%	(407)	40%	(334)	824
4-Region: West	5%	(27)	1%	(5)	3%	(16)	44%	(230)	47%	(242)	520
Watch TV: Every day	4%	(42)	1%	(6)	5%	(53)	51%	(543)	40%	(427)	1071
Watch TV: Several times per week	2%	(11)	1%	(4)	5%	(27)	52%	(254)	40%	(196)	492
Watch TV: About once per week	6%	(11)	3%	(6)	5%	(9)	47%	(86)	40%	(73)	184
Watch TV: Several times per month	2%	(2)	3%	(3)	9%	(10)	49%	(57)	37%	(43)	116
Watch TV: About once per month	5%	(3)	5%	(3)	4%	(2)	39%	(20)	46%	(23)	51
Watch TV: Less often than once per month	—	(0)	3%	(2)	1%	(1)	49%	(41)	47%	(38)	82
Watch TV: Never	3%	(5)	—	(0)	1%	(3)	42%	(85)	54%	(110)	204
Watch Movies: Every day	4%	(16)	1%	(2)	5%	(21)	52%	(202)	38%	(148)	390
Watch Movies: Several times per week	4%	(21)	1%	(4)	5%	(30)	53%	(303)	38%	(220)	577
Watch Movies: About once per week	3%	(10)	3%	(9)	6%	(19)	46%	(156)	42%	(143)	338
Watch Movies: Several times per month	4%	(11)	1%	(3)	6%	(15)	51%	(128)	37%	(93)	250
Watch Movies: About once per month	3%	(7)	1%	(2)	4%	(9)	52%	(109)	39%	(82)	209
Watch Movies: Less often than once per month	3%	(7)	2%	(4)	3%	(6)	39%	(86)	53%	(118)	221
Watch Movies: Never	1%	(2)	—	(0)	2%	(3)	47%	(102)	50%	(108)	215

Continued on next page

Table HR1_13: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Sling Blue TV, with live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	3%	(74)	1%	(25)	5%	(104)	49%	(1086)	41%	(911)	2200
Watch Sporting Events: Every day	10%	(12)	3%	(3)	8%	(10)	52%	(60)	27%	(31)	115
Watch Sporting Events: Several times per week	5%	(12)	2%	(5)	5%	(14)	54%	(137)	34%	(85)	253
Watch Sporting Events: About once per week	3%	(6)	3%	(6)	6%	(14)	54%	(118)	34%	(75)	219
Watch Sporting Events: Several times per month	2%	(4)	1%	(2)	10%	(20)	48%	(96)	39%	(78)	200
Watch Sporting Events: About once per month	6%	(10)	—	(0)	5%	(8)	55%	(91)	34%	(57)	166
Watch Sporting Events: Less often than once per month	3%	(13)	2%	(8)	3%	(14)	50%	(199)	42%	(169)	403
Watch Sporting Events: Never	2%	(17)	—	(0)	3%	(25)	46%	(385)	49%	(416)	844
Cable TV: Currently subscribe	3%	(29)	1%	(12)	3%	(35)	50%	(509)	43%	(434)	1020
Cable TV: Subscribed in past	5%	(34)	1%	(9)	7%	(51)	50%	(363)	37%	(264)	721
Cable TV: Never subscribed	2%	(11)	1%	(4)	4%	(17)	47%	(214)	46%	(213)	459
Satellite TV: Currently subscribe	5%	(21)	2%	(10)	5%	(22)	52%	(240)	36%	(168)	462
Satellite TV: Subscribed in past	4%	(24)	1%	(6)	8%	(48)	47%	(289)	41%	(251)	618
Satellite TV: Never subscribed	3%	(29)	1%	(9)	3%	(34)	50%	(557)	44%	(492)	1121
Streaming Services: Currently subscribe	4%	(55)	1%	(13)	5%	(69)	50%	(688)	40%	(545)	1369
Streaming Services: Subscribed in past	3%	(7)	3%	(7)	9%	(20)	43%	(94)	41%	(89)	217
Streaming Services: Never subscribed	2%	(12)	1%	(5)	2%	(14)	50%	(305)	45%	(278)	614
Film: An avid fan	3%	(23)	1%	(6)	6%	(41)	49%	(338)	40%	(276)	685
Film: A casual fan	4%	(45)	1%	(17)	4%	(53)	51%	(630)	40%	(498)	1242
Film: Not a fan	2%	(6)	—	(1)	4%	(10)	43%	(118)	51%	(138)	272
Television: An avid fan	3%	(31)	1%	(8)	4%	(43)	51%	(492)	40%	(388)	961
Television: A casual fan	3%	(33)	1%	(13)	5%	(57)	49%	(528)	41%	(436)	1067
Television: Not a fan	6%	(10)	2%	(3)	2%	(4)	39%	(67)	51%	(88)	172
Music: An avid fan	4%	(39)	1%	(11)	6%	(58)	48%	(494)	41%	(420)	1021
Music: A casual fan	3%	(29)	1%	(10)	4%	(43)	52%	(537)	40%	(412)	1031
Music: Not a fan	4%	(5)	3%	(4)	2%	(2)	38%	(56)	54%	(80)	147
Fashion: An avid fan	8%	(21)	1%	(2)	7%	(19)	45%	(126)	40%	(111)	280
Fashion: A casual fan	3%	(27)	2%	(18)	5%	(43)	49%	(443)	42%	(377)	909
Fashion: Not a fan	3%	(26)	—	(4)	4%	(41)	51%	(518)	42%	(423)	1011

Continued on next page

Table HR1_13: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Sling Blue TV, with live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	3%	(74)	1%	(25)	5%	(104)	49%	(1086)	41%	(911)	2200
Parents	3%	(34)	1%	(11)	5%	(54)	49%	(488)	41%	(401)	989
Current Netflix Subscribers	5%	(53)	1%	(13)	5%	(62)	49%	(567)	40%	(457)	1152
Current HBO Now Subscribers	11%	(21)	3%	(6)	9%	(17)	40%	(75)	37%	(69)	188
Current Disney+ Subscribers	7%	(38)	1%	(7)	7%	(38)	45%	(244)	39%	(212)	539

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

Table HR1_14: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Philo, with live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	2%	(38)	1%	(23)	3%	(63)	34%	(759)	60%	(1317)	2200
Gender: Male	2%	(20)	2%	(17)	4%	(40)	39%	(416)	54%	(570)	1062
Gender: Female	2%	(19)	—	(6)	2%	(24)	30%	(343)	66%	(747)	1138
Age: 18-34	3%	(19)	2%	(15)	3%	(23)	30%	(195)	62%	(403)	655
Age: 35-44	2%	(5)	1%	(5)	5%	(17)	37%	(132)	55%	(198)	358
Age: 45-64	2%	(13)	—	(1)	3%	(22)	36%	(267)	60%	(448)	751
Age: 65+	—	(1)	—	(1)	—	(2)	38%	(165)	61%	(268)	436
GenZers: 1997-2012	2%	(5)	2%	(5)	3%	(9)	27%	(79)	66%	(193)	292
Millennials: 1981-1996	3%	(17)	2%	(13)	4%	(22)	34%	(186)	57%	(308)	545
GenXers: 1965-1980	2%	(11)	1%	(3)	5%	(29)	34%	(184)	58%	(318)	545
Baby Boomers: 1946-1964	1%	(5)	—	(0)	1%	(5)	38%	(272)	61%	(434)	716
PID: Dem (no lean)	2%	(17)	1%	(6)	2%	(20)	35%	(276)	60%	(471)	789
PID: Ind (no lean)	1%	(10)	1%	(8)	2%	(17)	33%	(256)	63%	(493)	784
PID: Rep (no lean)	2%	(11)	1%	(9)	4%	(27)	36%	(227)	56%	(353)	627
PID/Gender: Dem Men	2%	(6)	1%	(5)	3%	(11)	42%	(149)	52%	(184)	354
PID/Gender: Dem Women	2%	(11)	—	(1)	2%	(9)	29%	(127)	66%	(287)	435
PID/Gender: Ind Men	1%	(6)	1%	(6)	2%	(8)	37%	(146)	58%	(230)	396
PID/Gender: Ind Women	1%	(4)	1%	(2)	2%	(9)	28%	(110)	68%	(263)	389
PID/Gender: Rep Men	2%	(8)	2%	(6)	7%	(21)	39%	(121)	50%	(156)	312
PID/Gender: Rep Women	1%	(4)	1%	(3)	2%	(6)	34%	(105)	63%	(197)	315
Ideo: Liberal (1-3)	2%	(13)	1%	(8)	3%	(21)	34%	(216)	59%	(373)	631
Ideo: Moderate (4)	2%	(14)	1%	(6)	3%	(19)	36%	(219)	58%	(354)	613
Ideo: Conservative (5-7)	1%	(8)	1%	(4)	3%	(21)	36%	(252)	59%	(407)	691
Educ: < College	2%	(25)	1%	(16)	2%	(36)	34%	(515)	61%	(920)	1512
Educ: Bachelors degree	2%	(8)	1%	(2)	4%	(20)	34%	(150)	59%	(264)	444
Educ: Post-grad	2%	(5)	2%	(4)	3%	(7)	39%	(95)	54%	(133)	244
Income: Under 50k	2%	(25)	1%	(11)	3%	(31)	36%	(429)	58%	(691)	1186
Income: 50k-100k	1%	(8)	1%	(8)	3%	(24)	32%	(229)	62%	(442)	711
Income: 100k+	2%	(5)	1%	(4)	3%	(9)	34%	(102)	61%	(183)	303

Continued on next page

Table HR1_14: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Philo, with live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	2%	(38)	1%	(23)	3%	(63)	34%	(759)	60%	(1317)	2200
Ethnicity: White	1%	(25)	1%	(14)	2%	(41)	34%	(590)	61%	(1052)	1722
Ethnicity: Hispanic	3%	(9)	1%	(2)	3%	(10)	31%	(107)	63%	(221)	349
Ethnicity: Afr. Am.	4%	(11)	2%	(5)	4%	(10)	40%	(109)	51%	(140)	274
Ethnicity: Other	2%	(3)	2%	(4)	6%	(12)	30%	(60)	61%	(125)	204
All Christian	1%	(16)	1%	(6)	2%	(26)	36%	(380)	59%	(618)	1046
All Non-Christian	2%	(3)	3%	(4)	9%	(11)	30%	(36)	55%	(66)	119
Atheist	1%	(1)	2%	(2)	3%	(3)	32%	(29)	63%	(57)	91
Agnostic/Nothing in particular	2%	(19)	1%	(11)	3%	(24)	33%	(314)	61%	(575)	944
Religious Non-Protestant/Catholic	2%	(3)	4%	(6)	7%	(11)	29%	(42)	58%	(83)	144
Evangelical	2%	(11)	1%	(4)	4%	(20)	36%	(209)	58%	(330)	573
Non-Evangelical	2%	(17)	—	(4)	2%	(17)	34%	(283)	62%	(520)	841
Community: Urban	3%	(16)	1%	(5)	4%	(23)	37%	(195)	55%	(295)	533
Community: Suburban	1%	(16)	1%	(14)	2%	(26)	32%	(340)	62%	(657)	1053
Community: Rural	1%	(7)	1%	(4)	2%	(15)	36%	(223)	59%	(365)	614
Employ: Private Sector	2%	(12)	1%	(10)	4%	(29)	38%	(249)	54%	(352)	652
Employ: Government	4%	(5)	2%	(3)	4%	(5)	38%	(48)	52%	(66)	127
Employ: Self-Employed	6%	(9)	—	(0)	3%	(5)	39%	(61)	52%	(81)	157
Employ: Homemaker	2%	(2)	2%	(2)	3%	(4)	28%	(39)	66%	(91)	138
Employ: Retired	1%	(5)	—	(1)	—	(2)	38%	(182)	61%	(295)	485
Employ: Unemployed	1%	(3)	1%	(3)	3%	(9)	30%	(99)	65%	(212)	325
Employ: Other	1%	(1)	—	(0)	2%	(3)	32%	(52)	66%	(107)	163
Military HH: Yes	2%	(6)	2%	(9)	2%	(9)	36%	(140)	58%	(226)	391
Military HH: No	2%	(32)	1%	(13)	3%	(54)	34%	(618)	60%	(1090)	1809
RD/WT: Right Direction	2%	(16)	2%	(13)	4%	(29)	34%	(247)	58%	(429)	733
RD/WT: Wrong Track	2%	(22)	1%	(10)	2%	(35)	35%	(512)	61%	(888)	1467
Trump Job Approve	2%	(17)	2%	(16)	4%	(35)	35%	(304)	58%	(504)	876
Trump Job Disapprove	2%	(19)	1%	(6)	2%	(26)	34%	(425)	61%	(757)	1233

Continued on next page

Table HR1_14: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Philo, with live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	2%	(38)	1%	(23)	3%	(63)	34%	(759)	60%	(1317)	2200
Trump Job Strongly Approve	2%	(10)	2%	(10)	5%	(26)	34%	(165)	57%	(276)	488
Trump Job Somewhat Approve	2%	(7)	1%	(6)	2%	(9)	36%	(139)	59%	(227)	388
Trump Job Somewhat Disapprove	1%	(2)	—	(0)	2%	(6)	29%	(84)	68%	(198)	291
Trump Job Strongly Disapprove	2%	(17)	1%	(6)	2%	(19)	36%	(341)	59%	(558)	942
Favorable of Trump	2%	(18)	1%	(9)	4%	(33)	36%	(296)	57%	(478)	833
Unfavorable of Trump	1%	(17)	1%	(14)	2%	(25)	34%	(413)	62%	(752)	1220
Very Favorable of Trump	2%	(9)	2%	(8)	5%	(25)	34%	(168)	58%	(289)	500
Somewhat Favorable of Trump	3%	(9)	—	(1)	2%	(7)	38%	(128)	57%	(189)	333
Somewhat Unfavorable of Trump	—	(1)	5%	(9)	2%	(4)	30%	(61)	63%	(130)	206
Very Unfavorable of Trump	2%	(16)	—	(4)	2%	(21)	35%	(352)	61%	(621)	1014
#1 Issue: Economy	2%	(16)	1%	(8)	3%	(26)	36%	(279)	57%	(444)	772
#1 Issue: Security	1%	(4)	1%	(3)	3%	(8)	33%	(84)	61%	(156)	255
#1 Issue: Health Care	2%	(7)	—	(2)	2%	(6)	39%	(165)	58%	(245)	425
#1 Issue: Medicare / Social Security	1%	(4)	—	(0)	2%	(7)	33%	(101)	63%	(190)	301
#1 Issue: Women's Issues	—	(0)	4%	(4)	5%	(5)	18%	(17)	72%	(68)	94
#1 Issue: Education	1%	(1)	2%	(3)	3%	(4)	29%	(35)	65%	(78)	120
#1 Issue: Energy	7%	(6)	3%	(3)	3%	(3)	34%	(30)	53%	(46)	88
#1 Issue: Other	1%	(1)	—	(0)	4%	(6)	33%	(47)	62%	(90)	144
2018 House Vote: Democrat	2%	(17)	1%	(9)	3%	(19)	35%	(261)	59%	(436)	741
2018 House Vote: Republican	2%	(10)	1%	(9)	5%	(29)	35%	(218)	57%	(349)	615
2018 House Vote: Someone else	3%	(2)	—	(0)	3%	(3)	45%	(37)	49%	(41)	83
2016 Vote: Hillary Clinton	3%	(17)	—	(2)	3%	(18)	36%	(242)	58%	(387)	666
2016 Vote: Donald Trump	2%	(10)	1%	(9)	4%	(27)	37%	(253)	56%	(379)	678
2016 Vote: Other	1%	(1)	—	(0)	3%	(4)	36%	(58)	61%	(100)	163
2016 Vote: Didn't Vote	1%	(10)	2%	(12)	2%	(14)	30%	(206)	65%	(449)	690
Voted in 2014: Yes	2%	(24)	1%	(11)	3%	(40)	35%	(449)	59%	(755)	1278
Voted in 2014: No	2%	(15)	1%	(12)	3%	(24)	34%	(310)	61%	(562)	922

Continued on next page

Table HR1_14: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Philo, with live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	2%	(38)	1%	(23)	3%	(63)	34%	(759)	60%	(1317)	2200
2012 Vote: Barack Obama	2%	(20)	1%	(7)	2%	(21)	35%	(295)	59%	(491)	834
2012 Vote: Mitt Romney	1%	(6)	—	(2)	4%	(18)	36%	(179)	59%	(292)	497
2012 Vote: Other	1%	(1)	2%	(2)	4%	(4)	33%	(29)	59%	(50)	86
2012 Vote: Didn't Vote	1%	(11)	1%	(12)	3%	(21)	33%	(256)	62%	(482)	781
4-Region: Northeast	3%	(11)	1%	(3)	3%	(12)	35%	(139)	58%	(230)	394
4-Region: Midwest	1%	(3)	2%	(7)	3%	(14)	38%	(174)	57%	(264)	462
4-Region: South	2%	(16)	1%	(11)	3%	(25)	35%	(289)	59%	(484)	824
4-Region: West	2%	(9)	—	(2)	2%	(13)	30%	(157)	65%	(339)	520
Watch TV: Every day	3%	(28)	—	(5)	3%	(36)	37%	(395)	57%	(608)	1071
Watch TV: Several times per week	1%	(3)	2%	(9)	2%	(9)	33%	(164)	62%	(306)	492
Watch TV: About once per week	3%	(6)	3%	(5)	5%	(9)	28%	(51)	62%	(113)	184
Watch TV: Several times per month	—	(0)	1%	(1)	3%	(4)	32%	(38)	63%	(73)	116
Watch TV: About once per month	1%	(1)	—	(0)	7%	(4)	22%	(11)	69%	(35)	51
Watch TV: Less often than once per month	—	(0)	—	(0)	2%	(2)	40%	(33)	58%	(48)	82
Watch TV: Never	—	(1)	1%	(2)	—	(0)	33%	(68)	65%	(133)	204
Watch Movies: Every day	4%	(16)	—	(2)	6%	(23)	35%	(138)	54%	(211)	390
Watch Movies: Several times per week	1%	(7)	2%	(11)	2%	(12)	41%	(237)	54%	(311)	577
Watch Movies: About once per week	2%	(7)	1%	(5)	4%	(13)	28%	(95)	64%	(217)	338
Watch Movies: Several times per month	1%	(2)	—	(0)	3%	(7)	34%	(85)	62%	(155)	250
Watch Movies: About once per month	1%	(3)	1%	(3)	2%	(4)	31%	(65)	64%	(134)	209
Watch Movies: Less often than once per month	1%	(2)	—	(0)	2%	(4)	30%	(67)	67%	(148)	221
Watch Movies: Never	—	(0)	1%	(2)	—	(1)	34%	(72)	65%	(140)	215

Continued on next page

Table HR1_14: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Philo, with live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	2%	(38)	1%	(23)	3%	(63)	34%	(759)	60%	(1317)	2200
Watch Sporting Events: Every day	5%	(6)	5%	(6)	8%	(9)	37%	(42)	45%	(52)	115
Watch Sporting Events: Several times per week	2%	(5)	2%	(5)	6%	(15)	42%	(106)	48%	(122)	253
Watch Sporting Events: About once per week	2%	(5)	2%	(5)	4%	(8)	47%	(102)	45%	(99)	219
Watch Sporting Events: Several times per month	1%	(1)	1%	(2)	5%	(10)	29%	(58)	65%	(129)	200
Watch Sporting Events: About once per month	2%	(4)	—	(0)	6%	(9)	41%	(68)	51%	(85)	166
Watch Sporting Events: Less often than once per month	2%	(6)	1%	(2)	1%	(6)	32%	(131)	64%	(258)	403
Watch Sporting Events: Never	1%	(10)	—	(3)	1%	(7)	30%	(252)	68%	(572)	844
Cable TV: Currently subscribe	1%	(14)	1%	(8)	3%	(27)	35%	(359)	60%	(612)	1020
Cable TV: Subscribed in past	2%	(12)	2%	(12)	4%	(26)	34%	(242)	59%	(428)	721
Cable TV: Never subscribed	3%	(12)	1%	(3)	2%	(10)	34%	(157)	60%	(277)	459
Satellite TV: Currently subscribe	1%	(5)	1%	(6)	4%	(19)	40%	(187)	53%	(244)	462
Satellite TV: Subscribed in past	3%	(19)	2%	(11)	3%	(21)	31%	(190)	61%	(377)	618
Satellite TV: Never subscribed	1%	(14)	1%	(6)	2%	(23)	34%	(382)	62%	(696)	1121
Streaming Services: Currently subscribe	2%	(26)	—	(6)	3%	(36)	36%	(491)	59%	(810)	1369
Streaming Services: Subscribed in past	3%	(6)	4%	(9)	8%	(18)	28%	(61)	57%	(123)	217
Streaming Services: Never subscribed	1%	(7)	1%	(7)	1%	(9)	34%	(206)	63%	(384)	614
Film: An avid fan	3%	(18)	1%	(7)	5%	(32)	37%	(251)	55%	(378)	685
Film: A casual fan	1%	(18)	1%	(13)	2%	(30)	34%	(424)	61%	(758)	1242
Film: Not a fan	1%	(3)	1%	(3)	1%	(2)	31%	(85)	66%	(181)	272
Television: An avid fan	2%	(21)	1%	(5)	3%	(31)	35%	(333)	59%	(571)	961
Television: A casual fan	1%	(15)	1%	(14)	3%	(30)	35%	(372)	60%	(635)	1067
Television: Not a fan	1%	(2)	2%	(3)	1%	(2)	32%	(54)	65%	(111)	172
Music: An avid fan	3%	(29)	1%	(6)	4%	(37)	36%	(367)	57%	(582)	1021
Music: A casual fan	1%	(9)	1%	(13)	2%	(24)	33%	(342)	62%	(643)	1031
Music: Not a fan	—	(0)	2%	(3)	2%	(2)	34%	(51)	62%	(92)	147
Fashion: An avid fan	4%	(11)	1%	(3)	6%	(16)	34%	(96)	55%	(153)	280
Fashion: A casual fan	2%	(18)	1%	(13)	4%	(34)	34%	(308)	59%	(536)	909
Fashion: Not a fan	1%	(9)	1%	(6)	1%	(13)	35%	(355)	62%	(627)	1011

Continued on next page

Table HR1_14: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Philo, with live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	2%	(38)	1%	(23)	3%	(63)	34%	(759)	60%	(1317)	2200
Parents	2%	(22)	1%	(14)	3%	(32)	34%	(335)	59%	(586)	989
Current Netflix Subscribers	2%	(26)	1%	(7)	3%	(35)	34%	(388)	61%	(697)	1152
Current HBO Now Subscribers	5%	(10)	4%	(7)	10%	(18)	30%	(56)	51%	(96)	188
Current Disney+ Subscribers	4%	(22)	1%	(6)	5%	(27)	33%	(176)	57%	(307)	539

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

Table HR1_15: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Hulu Live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	10%	(214)	2%	(47)	8%	(165)	65%	(1435)	15%	(339)	2200
Gender: Male	11%	(112)	2%	(18)	9%	(92)	64%	(677)	15%	(163)	1062
Gender: Female	9%	(103)	2%	(28)	6%	(73)	67%	(759)	15%	(176)	1138
Age: 18-34	13%	(86)	3%	(19)	9%	(57)	58%	(380)	17%	(112)	655
Age: 35-44	14%	(52)	2%	(7)	11%	(40)	58%	(209)	14%	(51)	358
Age: 45-64	7%	(52)	2%	(14)	7%	(49)	71%	(533)	14%	(103)	751
Age: 65+	5%	(24)	2%	(7)	5%	(20)	72%	(313)	17%	(72)	436
GenZers: 1997-2012	12%	(34)	2%	(6)	10%	(28)	58%	(169)	19%	(54)	292
Millennials: 1981-1996	14%	(75)	3%	(15)	9%	(50)	60%	(325)	15%	(81)	545
GenXers: 1965-1980	11%	(62)	2%	(12)	9%	(48)	64%	(347)	14%	(75)	545
Baby Boomers: 1946-1964	6%	(42)	2%	(12)	5%	(34)	72%	(518)	15%	(110)	716
PID: Dem (no lean)	10%	(82)	2%	(16)	9%	(67)	66%	(519)	13%	(104)	789
PID: Ind (no lean)	8%	(67)	2%	(15)	9%	(67)	66%	(515)	15%	(121)	784
PID: Rep (no lean)	10%	(65)	2%	(15)	5%	(31)	64%	(401)	18%	(114)	627
PID/Gender: Dem Men	10%	(37)	1%	(5)	10%	(36)	65%	(229)	13%	(47)	354
PID/Gender: Dem Women	11%	(46)	3%	(11)	7%	(31)	67%	(290)	13%	(57)	435
PID/Gender: Ind Men	10%	(39)	2%	(7)	10%	(39)	64%	(253)	14%	(57)	396
PID/Gender: Ind Women	7%	(27)	2%	(8)	7%	(28)	67%	(262)	16%	(64)	389
PID/Gender: Rep Men	11%	(36)	2%	(6)	5%	(16)	62%	(195)	19%	(59)	312
PID/Gender: Rep Women	9%	(29)	3%	(9)	5%	(14)	66%	(207)	18%	(55)	315
Ideo: Liberal (1-3)	12%	(77)	2%	(10)	7%	(43)	65%	(407)	15%	(94)	631
Ideo: Moderate (4)	8%	(46)	3%	(17)	11%	(65)	66%	(404)	13%	(81)	613
Ideo: Conservative (5-7)	10%	(68)	2%	(12)	5%	(37)	68%	(470)	15%	(104)	691
Educ: < College	9%	(141)	2%	(33)	8%	(127)	64%	(961)	17%	(251)	1512
Educ: Bachelors degree	9%	(42)	2%	(9)	5%	(23)	70%	(311)	13%	(59)	444
Educ: Post-grad	13%	(31)	2%	(5)	6%	(15)	67%	(164)	12%	(29)	244
Income: Under 50k	9%	(107)	2%	(24)	8%	(91)	64%	(764)	17%	(201)	1186
Income: 50k-100k	10%	(73)	2%	(11)	7%	(51)	68%	(481)	13%	(95)	711
Income: 100k+	11%	(34)	4%	(11)	8%	(24)	63%	(191)	14%	(43)	303

Continued on next page

Table HR1_15: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Hulu Live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	10%	(214)	2%	(47)	8%	(165)	65%	(1435)	15%	(339)	2200
Ethnicity: White	10%	(180)	2%	(38)	7%	(120)	65%	(1126)	15%	(258)	1722
Ethnicity: Hispanic	8%	(26)	2%	(8)	10%	(34)	64%	(223)	17%	(58)	349
Ethnicity: Afr. Am.	8%	(23)	2%	(4)	9%	(24)	68%	(187)	14%	(37)	274
Ethnicity: Other	6%	(11)	2%	(4)	11%	(22)	60%	(122)	22%	(44)	204
All Christian	10%	(105)	2%	(18)	7%	(68)	67%	(698)	15%	(158)	1046
All Non-Christian	11%	(13)	3%	(4)	8%	(10)	53%	(63)	25%	(29)	119
Atheist	9%	(8)	2%	(2)	8%	(7)	68%	(62)	14%	(12)	91
Agnostic/Nothing in particular	9%	(88)	3%	(24)	9%	(81)	65%	(612)	15%	(139)	944
Religious Non-Protestant/Catholic	11%	(16)	3%	(5)	7%	(11)	56%	(80)	22%	(32)	144
Evangelical	12%	(67)	2%	(14)	7%	(40)	62%	(357)	17%	(95)	573
Non-Evangelical	10%	(83)	1%	(11)	6%	(52)	69%	(583)	13%	(112)	841
Community: Urban	12%	(65)	2%	(11)	10%	(51)	62%	(331)	14%	(75)	533
Community: Suburban	8%	(85)	2%	(22)	8%	(83)	66%	(695)	16%	(167)	1053
Community: Rural	10%	(64)	2%	(13)	5%	(31)	67%	(409)	16%	(97)	614
Employ: Private Sector	11%	(73)	2%	(14)	9%	(59)	66%	(432)	11%	(73)	652
Employ: Government	15%	(19)	3%	(4)	5%	(6)	53%	(68)	24%	(31)	127
Employ: Self-Employed	12%	(19)	5%	(8)	10%	(16)	58%	(91)	15%	(23)	157
Employ: Homemaker	11%	(15)	2%	(2)	6%	(9)	62%	(85)	19%	(27)	138
Employ: Retired	4%	(22)	1%	(6)	5%	(23)	73%	(355)	16%	(80)	485
Employ: Unemployed	8%	(25)	2%	(6)	9%	(28)	67%	(219)	14%	(47)	325
Employ: Other	13%	(22)	2%	(3)	8%	(12)	57%	(92)	20%	(33)	163
Military HH: Yes	12%	(46)	4%	(15)	8%	(32)	63%	(245)	13%	(53)	391
Military HH: No	9%	(168)	2%	(31)	7%	(134)	66%	(1190)	16%	(286)	1809
RD/WT: Right Direction	11%	(84)	2%	(16)	7%	(52)	61%	(445)	19%	(136)	733
RD/WT: Wrong Track	9%	(130)	2%	(31)	8%	(113)	68%	(990)	14%	(203)	1467
Trump Job Approve	11%	(100)	3%	(30)	7%	(59)	63%	(552)	15%	(135)	876
Trump Job Disapprove	8%	(105)	1%	(16)	8%	(101)	68%	(834)	14%	(178)	1233

Continued on next page

Table HR1_15: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Hulu Live TV

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	10% (214)	2% (47)	8% (165)	65% (1435)	15% (339)	2200
Trump Job Strongly Approve	10% (48)	2% (11)	7% (35)	63% (308)	17% (85)	488
Trump Job Somewhat Approve	13% (52)	5% (19)	6% (24)	63% (243)	13% (51)	388
Trump Job Somewhat Disapprove	11% (31)	2% (6)	9% (26)	62% (180)	16% (48)	291
Trump Job Strongly Disapprove	8% (74)	1% (10)	8% (75)	69% (654)	14% (130)	942
Favorable of Trump	12% (102)	3% (26)	7% (58)	63% (526)	15% (121)	833
Unfavorable of Trump	9% (108)	2% (19)	8% (98)	68% (828)	14% (167)	1220
Very Favorable of Trump	11% (57)	2% (11)	7% (36)	62% (310)	17% (85)	500
Somewhat Favorable of Trump	14% (45)	4% (15)	6% (21)	65% (216)	11% (36)	333
Somewhat Unfavorable of Trump	13% (26)	4% (8)	9% (18)	62% (127)	13% (27)	206
Very Unfavorable of Trump	8% (82)	1% (11)	8% (80)	69% (701)	14% (140)	1014
#1 Issue: Economy	11% (83)	2% (18)	9% (70)	66% (513)	11% (88)	772
#1 Issue: Security	9% (23)	2% (6)	10% (26)	58% (148)	20% (52)	255
#1 Issue: Health Care	9% (40)	1% (3)	5% (23)	72% (305)	13% (55)	425
#1 Issue: Medicare / Social Security	10% (30)	2% (5)	7% (21)	60% (182)	21% (64)	301
#1 Issue: Women's Issues	13% (12)	2% (1)	5% (5)	58% (55)	22% (21)	94
#1 Issue: Education	6% (8)	7% (9)	7% (8)	64% (77)	15% (18)	120
#1 Issue: Energy	10% (9)	3% (3)	10% (8)	62% (54)	15% (14)	88
#1 Issue: Other	7% (9)	2% (2)	3% (4)	70% (100)	19% (27)	144
2018 House Vote: Democrat	10% (75)	2% (13)	8% (61)	66% (491)	14% (102)	741
2018 House Vote: Republican	11% (68)	3% (18)	6% (35)	64% (394)	16% (100)	615
2018 House Vote: Someone else	6% (5)	3% (3)	6% (5)	57% (48)	28% (23)	83
2016 Vote: Hillary Clinton	8% (56)	1% (8)	9% (62)	67% (445)	14% (95)	666
2016 Vote: Donald Trump	10% (69)	3% (17)	5% (37)	66% (447)	16% (108)	678
2016 Vote: Other	11% (18)	3% (4)	6% (9)	68% (112)	13% (21)	163
2016 Vote: Didn't Vote	10% (71)	2% (17)	8% (57)	62% (431)	17% (115)	690
Voted in 2014: Yes	9% (119)	2% (27)	7% (90)	67% (856)	15% (186)	1278
Voted in 2014: No	10% (96)	2% (19)	8% (75)	63% (579)	17% (153)	922

Continued on next page

Table HR1_15: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Hulu Live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	10%	(214)	2%	(47)	8%	(165)	65%	(1435)	15%	(339)	2200
2012 Vote: Barack Obama	10%	(82)	1%	(11)	9%	(74)	67%	(561)	13%	(105)	834
2012 Vote: Mitt Romney	7%	(37)	3%	(14)	5%	(25)	69%	(343)	16%	(79)	497
2012 Vote: Other	16%	(13)	2%	(1)	5%	(4)	58%	(50)	20%	(17)	86
2012 Vote: Didn't Vote	10%	(81)	3%	(20)	8%	(62)	62%	(481)	18%	(138)	781
4-Region: Northeast	7%	(27)	1%	(4)	6%	(24)	72%	(282)	14%	(56)	394
4-Region: Midwest	10%	(48)	1%	(7)	7%	(32)	68%	(312)	14%	(64)	462
4-Region: South	11%	(90)	3%	(23)	8%	(62)	64%	(524)	15%	(125)	824
4-Region: West	9%	(49)	2%	(13)	9%	(47)	61%	(317)	18%	(94)	520
Watch TV: Every day	12%	(129)	2%	(19)	7%	(78)	66%	(709)	13%	(136)	1071
Watch TV: Several times per week	10%	(48)	2%	(11)	9%	(42)	67%	(332)	12%	(59)	492
Watch TV: About once per week	10%	(19)	3%	(6)	8%	(15)	62%	(114)	16%	(30)	184
Watch TV: Several times per month	12%	(14)	3%	(3)	7%	(8)	59%	(68)	18%	(21)	116
Watch TV: About once per month	4%	(2)	4%	(2)	12%	(6)	67%	(34)	15%	(7)	51
Watch TV: Less often than once per month	1%	(1)	4%	(3)	10%	(8)	63%	(52)	22%	(18)	82
Watch TV: Never	—	(1)	1%	(2)	4%	(8)	62%	(126)	33%	(67)	204
Watch Movies: Every day	18%	(69)	3%	(11)	13%	(50)	56%	(218)	11%	(42)	390
Watch Movies: Several times per week	11%	(63)	2%	(11)	10%	(56)	68%	(393)	9%	(54)	577
Watch Movies: About once per week	11%	(38)	2%	(7)	6%	(20)	65%	(221)	16%	(53)	338
Watch Movies: Several times per month	7%	(18)	3%	(7)	4%	(11)	72%	(181)	13%	(33)	250
Watch Movies: About once per month	7%	(14)	1%	(3)	5%	(10)	71%	(147)	16%	(34)	209
Watch Movies: Less often than once per month	5%	(11)	2%	(5)	6%	(13)	66%	(146)	21%	(46)	221
Watch Movies: Never	—	(1)	1%	(2)	3%	(6)	60%	(129)	36%	(77)	215

Continued on next page

Table HR1_15: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Hulu Live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	10%	(214)	2%	(47)	8%	(165)	65%	(1435)	15%	(339)	2200
Watch Sporting Events: Every day	26%	(30)	1%	(1)	7%	(8)	55%	(64)	11%	(13)	115
Watch Sporting Events: Several times per week	12%	(30)	3%	(8)	11%	(27)	68%	(171)	7%	(17)	253
Watch Sporting Events: About once per week	11%	(25)	1%	(2)	5%	(12)	68%	(149)	14%	(31)	219
Watch Sporting Events: Several times per month	17%	(34)	3%	(6)	14%	(27)	54%	(109)	12%	(25)	200
Watch Sporting Events: About once per month	10%	(16)	2%	(3)	8%	(13)	64%	(106)	17%	(28)	166
Watch Sporting Events: Less often than once per month	9%	(35)	4%	(14)	8%	(32)	70%	(280)	10%	(41)	403
Watch Sporting Events: Never	5%	(44)	1%	(13)	6%	(47)	66%	(555)	22%	(185)	844
Cable TV: Currently subscribe	8%	(86)	1%	(14)	7%	(67)	68%	(694)	16%	(159)	1020
Cable TV: Subscribed in past	13%	(95)	4%	(28)	11%	(76)	61%	(443)	11%	(79)	721
Cable TV: Never subscribed	7%	(34)	1%	(4)	5%	(22)	65%	(298)	22%	(101)	459
Satellite TV: Currently subscribe	10%	(47)	2%	(8)	6%	(29)	65%	(298)	17%	(80)	462
Satellite TV: Subscribed in past	16%	(100)	3%	(21)	11%	(70)	59%	(361)	11%	(65)	618
Satellite TV: Never subscribed	6%	(66)	2%	(18)	6%	(67)	69%	(776)	17%	(194)	1121
Streaming Services: Currently subscribe	13%	(180)	2%	(31)	8%	(111)	66%	(902)	11%	(144)	1369
Streaming Services: Subscribed in past	6%	(14)	2%	(5)	17%	(38)	51%	(112)	23%	(49)	217
Streaming Services: Never subscribed	3%	(20)	2%	(11)	3%	(16)	69%	(421)	24%	(145)	614
Film: An avid fan	15%	(100)	2%	(11)	9%	(65)	62%	(426)	12%	(84)	685
Film: A casual fan	8%	(103)	2%	(30)	7%	(91)	68%	(847)	14%	(171)	1242
Film: Not a fan	4%	(12)	2%	(6)	3%	(9)	59%	(162)	31%	(84)	272
Television: An avid fan	12%	(116)	2%	(18)	7%	(67)	66%	(631)	13%	(130)	961
Television: A casual fan	8%	(90)	2%	(25)	9%	(95)	66%	(701)	15%	(155)	1067
Television: Not a fan	5%	(8)	2%	(3)	2%	(4)	60%	(102)	31%	(54)	172
Music: An avid fan	13%	(128)	3%	(27)	9%	(87)	64%	(649)	13%	(131)	1021
Music: A casual fan	8%	(78)	2%	(16)	7%	(73)	69%	(710)	15%	(154)	1031
Music: Not a fan	6%	(9)	2%	(3)	4%	(5)	51%	(76)	37%	(54)	147
Fashion: An avid fan	21%	(58)	4%	(12)	7%	(19)	53%	(148)	15%	(43)	280
Fashion: A casual fan	11%	(100)	3%	(24)	8%	(76)	64%	(581)	14%	(127)	909
Fashion: Not a fan	5%	(55)	1%	(10)	7%	(70)	70%	(707)	17%	(169)	1011

Continued on next page

Table HR1_15: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Hulu Live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	10%	(214)	2%	(47)	8%	(165)	65%	(1435)	15%	(339)	2200
Parents	13%	(125)	3%	(30)	7%	(69)	62%	(615)	15%	(149)	989
Current Netflix Subscribers	15%	(177)	2%	(26)	10%	(110)	62%	(711)	11%	(128)	1152
Current HBO Now Subscribers	35%	(65)	4%	(8)	12%	(23)	40%	(76)	9%	(17)	188
Current Disney+ Subscribers	22%	(118)	2%	(9)	11%	(59)	55%	(298)	10%	(55)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

Table HR1_16: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Fubo TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	1%	(27)	1%	(18)	3%	(66)	42%	(925)	53%	(1165)	2200
Gender: Male	2%	(20)	1%	(14)	4%	(42)	46%	(491)	47%	(495)	1062
Gender: Female	1%	(7)	—	(4)	2%	(24)	38%	(433)	59%	(670)	1138
Age: 18-34	2%	(11)	2%	(12)	5%	(31)	37%	(242)	55%	(359)	655
Age: 35-44	3%	(10)	1%	(4)	5%	(17)	41%	(148)	50%	(178)	358
Age: 45-64	1%	(6)	—	(1)	1%	(10)	46%	(342)	52%	(392)	751
Age: 65+	—	(0)	—	(0)	2%	(8)	44%	(193)	54%	(236)	436
GenZers: 1997-2012	2%	(6)	1%	(3)	5%	(16)	31%	(91)	60%	(176)	292
Millennials: 1981-1996	2%	(11)	2%	(11)	4%	(23)	41%	(225)	50%	(275)	545
GenXers: 1965-1980	1%	(8)	1%	(5)	3%	(16)	45%	(247)	49%	(268)	545
Baby Boomers: 1946-1964	—	(2)	—	(0)	1%	(10)	44%	(312)	55%	(392)	716
PID: Dem (no lean)	1%	(11)	1%	(7)	4%	(29)	41%	(321)	53%	(421)	789
PID: Ind (no lean)	1%	(9)	1%	(5)	3%	(22)	42%	(327)	54%	(421)	784
PID: Rep (no lean)	1%	(6)	1%	(7)	2%	(15)	44%	(277)	51%	(322)	627
PID/Gender: Dem Men	2%	(7)	1%	(5)	5%	(19)	46%	(162)	45%	(160)	354
PID/Gender: Dem Women	1%	(4)	—	(2)	2%	(10)	36%	(158)	60%	(261)	435
PID/Gender: Ind Men	2%	(7)	1%	(3)	3%	(12)	47%	(184)	48%	(190)	396
PID/Gender: Ind Women	1%	(3)	1%	(2)	2%	(10)	37%	(143)	59%	(231)	389
PID/Gender: Rep Men	2%	(6)	2%	(7)	3%	(10)	46%	(145)	46%	(145)	312
PID/Gender: Rep Women	—	(1)	—	(0)	2%	(5)	42%	(132)	56%	(177)	315
Ideo: Liberal (1-3)	2%	(12)	1%	(6)	3%	(19)	38%	(242)	56%	(352)	631
Ideo: Moderate (4)	1%	(8)	1%	(8)	3%	(18)	47%	(287)	48%	(292)	613
Ideo: Conservative (5-7)	1%	(6)	1%	(4)	3%	(18)	44%	(307)	51%	(355)	691
Educ: < College	1%	(19)	1%	(12)	3%	(46)	40%	(605)	55%	(830)	1512
Educ: Bachelors degree	1%	(3)	—	(0)	3%	(15)	49%	(216)	47%	(210)	444
Educ: Post-grad	2%	(4)	2%	(6)	2%	(5)	43%	(104)	51%	(125)	244
Income: Under 50k	1%	(16)	1%	(10)	3%	(39)	43%	(506)	52%	(615)	1186
Income: 50k-100k	1%	(4)	1%	(5)	2%	(15)	42%	(302)	54%	(386)	711
Income: 100k+	2%	(6)	1%	(3)	4%	(12)	39%	(117)	54%	(164)	303

Continued on next page

Table HR1_16: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Fubo TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	1%	(27)	1%	(18)	3%	(66)	42%	(925)	53%	(1165)	2200
Ethnicity: White	1%	(16)	1%	(13)	2%	(42)	42%	(730)	53%	(921)	1722
Ethnicity: Hispanic	1%	(4)	1%	(3)	5%	(17)	36%	(127)	57%	(199)	349
Ethnicity: Afr. Am.	3%	(7)	1%	(2)	6%	(15)	44%	(120)	47%	(129)	274
Ethnicity: Other	2%	(3)	1%	(3)	4%	(8)	37%	(75)	56%	(115)	204
All Christian	1%	(9)	1%	(7)	3%	(26)	44%	(463)	52%	(540)	1046
All Non-Christian	5%	(6)	3%	(3)	7%	(8)	37%	(45)	48%	(57)	119
Atheist	—	(0)	1%	(1)	8%	(7)	40%	(37)	51%	(47)	91
Agnostic/Nothing in particular	1%	(12)	1%	(7)	3%	(24)	40%	(380)	55%	(521)	944
Religious Non-Protestant/Catholic	6%	(8)	2%	(3)	6%	(8)	34%	(49)	52%	(75)	144
Evangelical	1%	(7)	1%	(6)	4%	(22)	43%	(249)	51%	(290)	573
Non-Evangelical	1%	(6)	—	(4)	2%	(14)	44%	(367)	54%	(451)	841
Community: Urban	2%	(11)	1%	(8)	4%	(19)	43%	(231)	50%	(265)	533
Community: Suburban	1%	(12)	1%	(8)	3%	(31)	42%	(446)	53%	(556)	1053
Community: Rural	1%	(4)	—	(2)	3%	(16)	40%	(248)	56%	(344)	614
Employ: Private Sector	1%	(8)	1%	(6)	4%	(26)	46%	(301)	48%	(311)	652
Employ: Government	3%	(3)	2%	(2)	4%	(6)	40%	(50)	52%	(66)	127
Employ: Self-Employed	1%	(2)	1%	(1)	3%	(5)	48%	(76)	47%	(73)	157
Employ: Homemaker	—	(0)	3%	(3)	3%	(4)	41%	(57)	54%	(75)	138
Employ: Retired	—	(2)	—	(0)	2%	(9)	45%	(218)	53%	(256)	485
Employ: Unemployed	1%	(4)	1%	(2)	3%	(11)	41%	(133)	54%	(175)	325
Employ: Other	2%	(3)	—	(0)	3%	(4)	26%	(43)	69%	(113)	163
Military HH: Yes	2%	(6)	2%	(6)	3%	(12)	44%	(172)	50%	(195)	391
Military HH: No	1%	(21)	1%	(12)	3%	(53)	42%	(753)	54%	(970)	1809
RD/WT: Right Direction	1%	(8)	1%	(10)	4%	(30)	43%	(314)	51%	(371)	733
RD/WT: Wrong Track	1%	(19)	1%	(8)	2%	(35)	42%	(611)	54%	(794)	1467
Trump Job Approve	1%	(13)	2%	(13)	3%	(25)	43%	(374)	51%	(450)	876
Trump Job Disapprove	1%	(11)	—	(4)	3%	(35)	42%	(513)	54%	(668)	1233

Continued on next page

Table HR1_16: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Fubo TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	1%	(27)	1%	(18)	3%	(66)	42%	(925)	53%	(1165)	2200
Trump Job Strongly Approve	2%	(9)	2%	(8)	3%	(14)	41%	(202)	52%	(255)	488
Trump Job Somewhat Approve	1%	(4)	1%	(5)	3%	(12)	44%	(172)	50%	(195)	388
Trump Job Somewhat Disapprove	—	(1)	—	(0)	1%	(3)	42%	(121)	57%	(165)	291
Trump Job Strongly Disapprove	1%	(11)	—	(4)	3%	(32)	42%	(392)	53%	(503)	942
Favorable of Trump	2%	(13)	1%	(9)	3%	(23)	43%	(362)	51%	(426)	833
Unfavorable of Trump	1%	(11)	—	(6)	3%	(36)	42%	(514)	54%	(654)	1220
Very Favorable of Trump	2%	(9)	1%	(6)	2%	(12)	41%	(207)	53%	(266)	500
Somewhat Favorable of Trump	1%	(4)	1%	(2)	3%	(11)	46%	(155)	48%	(161)	333
Somewhat Unfavorable of Trump	1%	(3)	2%	(4)	4%	(8)	42%	(87)	51%	(104)	206
Very Unfavorable of Trump	1%	(8)	—	(2)	3%	(28)	42%	(427)	54%	(549)	1014
#1 Issue: Economy	2%	(13)	1%	(11)	2%	(14)	46%	(356)	49%	(378)	772
#1 Issue: Security	1%	(1)	—	(1)	7%	(17)	40%	(103)	52%	(133)	255
#1 Issue: Health Care	1%	(4)	1%	(4)	1%	(3)	50%	(214)	47%	(201)	425
#1 Issue: Medicare / Social Security	1%	(2)	—	(0)	6%	(17)	36%	(110)	57%	(172)	301
#1 Issue: Women's Issues	2%	(2)	2%	(1)	1%	(1)	22%	(21)	73%	(69)	94
#1 Issue: Education	3%	(3)	—	(1)	2%	(3)	30%	(37)	64%	(77)	120
#1 Issue: Energy	2%	(2)	—	(0)	6%	(5)	47%	(41)	46%	(40)	88
#1 Issue: Other	—	(0)	—	(0)	3%	(5)	31%	(44)	66%	(95)	144
2018 House Vote: Democrat	2%	(13)	1%	(6)	3%	(23)	42%	(308)	53%	(392)	741
2018 House Vote: Republican	1%	(6)	1%	(8)	3%	(17)	45%	(275)	50%	(310)	615
2018 House Vote: Someone else	2%	(2)	—	(0)	6%	(5)	34%	(28)	57%	(47)	83
2016 Vote: Hillary Clinton	2%	(10)	1%	(6)	3%	(23)	39%	(263)	55%	(365)	666
2016 Vote: Donald Trump	1%	(9)	1%	(9)	2%	(13)	47%	(319)	48%	(328)	678
2016 Vote: Other	1%	(1)	—	(0)	1%	(2)	47%	(77)	51%	(83)	163
2016 Vote: Didn't Vote	1%	(7)	—	(3)	4%	(28)	38%	(264)	56%	(389)	690
Voted in 2014: Yes	1%	(16)	1%	(9)	3%	(33)	42%	(534)	54%	(686)	1278
Voted in 2014: No	1%	(10)	1%	(9)	4%	(33)	42%	(391)	52%	(479)	922

Continued on next page

Table HR1_16: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Fubo TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	1%	(27)	1%	(18)	3%	(66)	42%	(925)	53%	(1165)	2200
2012 Vote: Barack Obama	2%	(16)	1%	(5)	3%	(27)	41%	(340)	54%	(447)	834
2012 Vote: Mitt Romney	—	(1)	1%	(3)	1%	(7)	46%	(229)	52%	(258)	497
2012 Vote: Other	2%	(2)	—	(0)	1%	(1)	47%	(40)	50%	(43)	86
2012 Vote: Didn't Vote	1%	(9)	1%	(10)	4%	(32)	40%	(315)	53%	(416)	781
4-Region: Northeast	2%	(8)	1%	(3)	2%	(9)	46%	(181)	49%	(193)	394
4-Region: Midwest	1%	(5)	1%	(4)	2%	(8)	46%	(212)	50%	(233)	462
4-Region: South	1%	(9)	1%	(6)	3%	(23)	42%	(349)	53%	(437)	824
4-Region: West	1%	(5)	1%	(5)	5%	(26)	35%	(183)	58%	(301)	520
Watch TV: Every day	1%	(14)	1%	(8)	3%	(35)	44%	(472)	51%	(542)	1071
Watch TV: Several times per week	1%	(7)	—	(1)	3%	(15)	43%	(210)	53%	(259)	492
Watch TV: About once per week	2%	(4)	4%	(6)	3%	(5)	34%	(62)	57%	(106)	184
Watch TV: Several times per month	2%	(2)	2%	(2)	4%	(4)	45%	(52)	48%	(55)	116
Watch TV: About once per month	—	(0)	—	(0)	1%	(1)	40%	(20)	59%	(30)	51
Watch TV: Less often than once per month	—	(0)	—	(0)	3%	(2)	42%	(35)	55%	(45)	82
Watch TV: Never	—	(0)	—	(0)	2%	(3)	36%	(72)	63%	(128)	204
Watch Movies: Every day	3%	(14)	1%	(5)	4%	(18)	37%	(146)	53%	(208)	390
Watch Movies: Several times per week	1%	(5)	1%	(6)	4%	(21)	50%	(288)	45%	(258)	577
Watch Movies: About once per week	1%	(4)	1%	(5)	2%	(8)	41%	(138)	54%	(184)	338
Watch Movies: Several times per month	1%	(2)	1%	(2)	2%	(6)	43%	(106)	53%	(134)	250
Watch Movies: About once per month	2%	(3)	—	(0)	2%	(5)	38%	(80)	58%	(120)	209
Watch Movies: Less often than once per month	—	(0)	—	(0)	1%	(3)	40%	(89)	58%	(129)	221
Watch Movies: Never	—	(0)	—	(0)	2%	(5)	36%	(77)	62%	(133)	215

Continued on next page

Table HR1_16: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Fubo TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	1%	(27)	1%	(18)	3%	(66)	42%	(925)	53%	(1165)	2200
Watch Sporting Events: Every day	6%	(7)	2%	(2)	6%	(7)	49%	(57)	37%	(42)	115
Watch Sporting Events: Several times per week	2%	(4)	2%	(6)	5%	(13)	56%	(142)	35%	(89)	253
Watch Sporting Events: About once per week	—	(1)	3%	(7)	5%	(11)	48%	(106)	43%	(95)	219
Watch Sporting Events: Several times per month	1%	(2)	1%	(2)	7%	(14)	41%	(82)	50%	(101)	200
Watch Sporting Events: About once per month	1%	(1)	—	(0)	2%	(4)	38%	(63)	59%	(98)	166
Watch Sporting Events: Less often than once per month	2%	(8)	—	(0)	1%	(6)	43%	(174)	53%	(215)	403
Watch Sporting Events: Never	—	(4)	—	(2)	1%	(12)	36%	(301)	62%	(525)	844
Cable TV: Currently subscribe	1%	(11)	1%	(8)	3%	(29)	43%	(435)	53%	(537)	1020
Cable TV: Subscribed in past	1%	(10)	1%	(8)	4%	(27)	43%	(313)	50%	(364)	721
Cable TV: Never subscribed	1%	(6)	—	(2)	2%	(10)	38%	(177)	57%	(264)	459
Satellite TV: Currently subscribe	1%	(3)	2%	(9)	5%	(22)	45%	(207)	48%	(221)	462
Satellite TV: Subscribed in past	2%	(11)	1%	(4)	4%	(26)	41%	(253)	52%	(323)	618
Satellite TV: Never subscribed	1%	(13)	—	(6)	2%	(18)	41%	(464)	55%	(621)	1121
Streaming Services: Currently subscribe	1%	(17)	1%	(7)	3%	(39)	45%	(614)	51%	(693)	1369
Streaming Services: Subscribed in past	3%	(7)	3%	(6)	8%	(17)	32%	(70)	54%	(118)	217
Streaming Services: Never subscribed	1%	(3)	1%	(5)	2%	(10)	39%	(241)	58%	(354)	614
Film: An avid fan	2%	(12)	1%	(9)	3%	(23)	45%	(306)	49%	(335)	685
Film: A casual fan	1%	(12)	1%	(7)	3%	(36)	42%	(517)	54%	(670)	1242
Film: Not a fan	1%	(3)	—	(1)	3%	(7)	37%	(101)	59%	(160)	272
Television: An avid fan	1%	(12)	1%	(6)	3%	(28)	45%	(431)	50%	(484)	961
Television: A casual fan	1%	(12)	1%	(11)	3%	(35)	41%	(432)	54%	(577)	1067
Television: Not a fan	2%	(3)	1%	(2)	2%	(3)	36%	(61)	60%	(103)	172
Music: An avid fan	1%	(15)	1%	(12)	3%	(33)	44%	(445)	50%	(515)	1021
Music: A casual fan	1%	(11)	1%	(5)	2%	(25)	42%	(429)	54%	(560)	1031
Music: Not a fan	—	(0)	—	(0)	5%	(8)	34%	(50)	61%	(89)	147
Fashion: An avid fan	4%	(11)	3%	(7)	5%	(14)	41%	(114)	48%	(133)	280
Fashion: A casual fan	1%	(8)	1%	(9)	3%	(28)	41%	(376)	54%	(488)	909
Fashion: Not a fan	1%	(8)	—	(1)	2%	(24)	43%	(434)	54%	(544)	1011

Continued on next page

Table HR1_16: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?

Fubo TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	1%	(27)	1%	(18)	3%	(66)	42%	(925)	53%	(1165)	2200
Parents	1%	(14)	1%	(13)	3%	(31)	43%	(428)	51%	(503)	989
Current Netflix Subscribers	2%	(19)	1%	(6)	3%	(38)	41%	(476)	53%	(614)	1152
Current HBO Now Subscribers	5%	(9)	3%	(5)	6%	(12)	34%	(64)	52%	(97)	188
Current Disney+ Subscribers	3%	(18)	1%	(7)	5%	(25)	42%	(226)	49%	(263)	539

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

Table HR1_17: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
DirecTV Now

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	5%	(113)	1%	(26)	12%	(272)	65%	(1426)	16%	(363)	2200
Gender: Male	6%	(67)	2%	(18)	13%	(134)	63%	(672)	16%	(171)	1062
Gender: Female	4%	(47)	1%	(8)	12%	(138)	66%	(754)	17%	(192)	1138
Age: 18-34	6%	(38)	2%	(16)	12%	(80)	57%	(376)	22%	(145)	655
Age: 35-44	9%	(33)	1%	(5)	15%	(54)	58%	(209)	16%	(56)	358
Age: 45-64	4%	(32)	1%	(5)	13%	(96)	69%	(518)	13%	(99)	751
Age: 65+	2%	(10)	—	(0)	9%	(41)	74%	(323)	14%	(62)	436
GenZers: 1997-2012	4%	(13)	3%	(10)	15%	(43)	53%	(156)	24%	(70)	292
Millennials: 1981-1996	7%	(40)	1%	(7)	11%	(62)	61%	(331)	19%	(105)	545
GenXers: 1965-1980	7%	(39)	1%	(4)	14%	(76)	64%	(351)	14%	(75)	545
Baby Boomers: 1946-1964	3%	(20)	1%	(4)	12%	(87)	71%	(508)	14%	(97)	716
PID: Dem (no lean)	5%	(37)	1%	(11)	14%	(108)	67%	(529)	13%	(104)	789
PID: Ind (no lean)	5%	(38)	1%	(7)	12%	(94)	63%	(496)	19%	(148)	784
PID: Rep (no lean)	6%	(38)	1%	(8)	11%	(70)	64%	(400)	18%	(111)	627
PID/Gender: Dem Men	5%	(18)	2%	(6)	14%	(49)	66%	(234)	13%	(47)	354
PID/Gender: Dem Women	4%	(19)	1%	(5)	14%	(59)	68%	(295)	13%	(57)	435
PID/Gender: Ind Men	7%	(27)	2%	(7)	12%	(46)	62%	(247)	17%	(69)	396
PID/Gender: Ind Women	3%	(11)	—	(0)	12%	(48)	64%	(250)	20%	(80)	389
PID/Gender: Rep Men	7%	(21)	2%	(6)	13%	(39)	61%	(191)	18%	(55)	312
PID/Gender: Rep Women	5%	(17)	1%	(2)	10%	(31)	66%	(209)	18%	(56)	315
Ideo: Liberal (1-3)	5%	(35)	2%	(13)	12%	(74)	64%	(407)	16%	(103)	631
Ideo: Moderate (4)	7%	(41)	1%	(6)	13%	(82)	64%	(391)	15%	(95)	613
Ideo: Conservative (5-7)	4%	(27)	1%	(4)	12%	(81)	71%	(494)	12%	(86)	691
Educ: < College	5%	(69)	1%	(18)	13%	(199)	63%	(951)	18%	(276)	1512
Educ: Bachelors degree	6%	(27)	1%	(4)	10%	(46)	71%	(314)	12%	(53)	444
Educ: Post-grad	7%	(18)	2%	(4)	11%	(27)	66%	(161)	14%	(34)	244
Income: Under 50k	4%	(47)	1%	(15)	13%	(152)	64%	(760)	18%	(212)	1186
Income: 50k-100k	6%	(43)	1%	(4)	11%	(78)	67%	(475)	16%	(110)	711
Income: 100k+	8%	(23)	2%	(6)	14%	(43)	63%	(190)	13%	(40)	303

Continued on next page

Table HR1_17: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
DirecTV Now

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	5%	(113)	1%	(26)	12%	(272)	65%	(1426)	16%	(363)	2200
Ethnicity: White	5%	(80)	1%	(13)	12%	(212)	65%	(1124)	17%	(293)	1722
Ethnicity: Hispanic	8%	(28)	2%	(7)	14%	(50)	55%	(194)	20%	(71)	349
Ethnicity: Afr. Am.	8%	(21)	4%	(11)	12%	(33)	63%	(174)	13%	(35)	274
Ethnicity: Other	6%	(12)	1%	(2)	13%	(27)	63%	(128)	17%	(34)	204
All Christian	5%	(50)	1%	(7)	11%	(117)	69%	(727)	14%	(145)	1046
All Non-Christian	6%	(8)	3%	(3)	14%	(16)	53%	(63)	24%	(29)	119
Atheist	8%	(8)	3%	(2)	12%	(11)	61%	(56)	16%	(15)	91
Agnostic/Nothing in particular	5%	(48)	1%	(13)	14%	(128)	61%	(580)	18%	(174)	944
Religious Non-Protestant/Catholic	7%	(10)	2%	(3)	13%	(18)	54%	(77)	24%	(35)	144
Evangelical	6%	(37)	1%	(7)	15%	(87)	62%	(355)	15%	(88)	573
Non-Evangelical	4%	(36)	1%	(9)	11%	(91)	69%	(584)	14%	(121)	841
Community: Urban	8%	(41)	1%	(6)	10%	(52)	64%	(339)	18%	(95)	533
Community: Suburban	5%	(48)	1%	(8)	13%	(141)	66%	(691)	16%	(165)	1053
Community: Rural	4%	(25)	2%	(11)	13%	(80)	64%	(395)	17%	(102)	614
Employ: Private Sector	7%	(46)	2%	(10)	12%	(79)	67%	(435)	13%	(81)	652
Employ: Government	6%	(7)	4%	(5)	12%	(16)	58%	(73)	20%	(26)	127
Employ: Self-Employed	9%	(14)	2%	(3)	13%	(21)	57%	(90)	19%	(29)	157
Employ: Homemaker	5%	(6)	1%	(1)	8%	(11)	67%	(92)	20%	(28)	138
Employ: Retired	3%	(12)	—	(1)	10%	(50)	73%	(355)	14%	(67)	485
Employ: Unemployed	4%	(14)	—	(0)	12%	(38)	63%	(206)	21%	(67)	325
Employ: Other	4%	(7)	2%	(3)	19%	(31)	52%	(86)	23%	(37)	163
Military HH: Yes	5%	(19)	1%	(5)	15%	(60)	66%	(259)	13%	(49)	391
Military HH: No	5%	(95)	1%	(21)	12%	(212)	65%	(1167)	17%	(314)	1809
RD/WT: Right Direction	8%	(55)	1%	(8)	13%	(96)	60%	(443)	18%	(131)	733
RD/WT: Wrong Track	4%	(58)	1%	(18)	12%	(176)	67%	(983)	16%	(232)	1467
Trump Job Approve	7%	(60)	1%	(11)	14%	(122)	61%	(534)	17%	(148)	876
Trump Job Disapprove	4%	(48)	1%	(12)	12%	(142)	68%	(841)	15%	(189)	1233

Continued on next page

Table HR1_17: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
DirecTV Now

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	5%	(113)	1%	(26)	12%	(272)	65%	(1426)	16%	(363)	2200
Trump Job Strongly Approve	9%	(44)	1%	(6)	13%	(64)	61%	(295)	16%	(79)	488
Trump Job Somewhat Approve	4%	(17)	1%	(5)	15%	(59)	62%	(239)	18%	(69)	388
Trump Job Somewhat Disapprove	3%	(9)	2%	(4)	17%	(51)	65%	(188)	13%	(39)	291
Trump Job Strongly Disapprove	4%	(39)	1%	(8)	10%	(92)	69%	(653)	16%	(151)	942
Favorable of Trump	6%	(51)	1%	(8)	14%	(117)	64%	(530)	15%	(128)	833
Unfavorable of Trump	4%	(52)	1%	(17)	12%	(151)	67%	(822)	15%	(178)	1220
Very Favorable of Trump	8%	(40)	1%	(5)	13%	(65)	62%	(308)	16%	(81)	500
Somewhat Favorable of Trump	3%	(11)	1%	(2)	15%	(51)	66%	(222)	14%	(47)	333
Somewhat Unfavorable of Trump	3%	(7)	1%	(3)	22%	(46)	64%	(131)	9%	(19)	206
Very Unfavorable of Trump	4%	(45)	1%	(15)	10%	(105)	68%	(691)	16%	(158)	1014
#1 Issue: Economy	7%	(55)	2%	(12)	13%	(100)	64%	(496)	14%	(108)	772
#1 Issue: Security	5%	(12)	—	(1)	11%	(28)	66%	(168)	19%	(48)	255
#1 Issue: Health Care	4%	(16)	—	(1)	7%	(29)	75%	(319)	14%	(60)	425
#1 Issue: Medicare / Social Security	2%	(7)	3%	(8)	15%	(47)	60%	(182)	19%	(58)	301
#1 Issue: Women's Issues	3%	(3)	3%	(3)	18%	(17)	47%	(44)	29%	(27)	94
#1 Issue: Education	11%	(13)	—	(0)	20%	(24)	53%	(64)	16%	(19)	120
#1 Issue: Energy	7%	(6)	1%	(1)	9%	(8)	68%	(60)	14%	(12)	88
#1 Issue: Other	1%	(1)	—	(0)	14%	(20)	65%	(93)	21%	(30)	144
2018 House Vote: Democrat	6%	(41)	2%	(12)	11%	(85)	67%	(498)	14%	(105)	741
2018 House Vote: Republican	7%	(43)	1%	(7)	12%	(74)	65%	(398)	15%	(93)	615
2018 House Vote: Someone else	9%	(7)	2%	(1)	20%	(17)	48%	(40)	21%	(18)	83
2016 Vote: Hillary Clinton	6%	(42)	1%	(8)	9%	(57)	69%	(458)	15%	(101)	666
2016 Vote: Donald Trump	6%	(41)	1%	(7)	13%	(90)	66%	(450)	13%	(90)	678
2016 Vote: Other	3%	(5)	—	(1)	15%	(25)	67%	(110)	14%	(23)	163
2016 Vote: Didn't Vote	4%	(26)	1%	(10)	15%	(100)	59%	(407)	21%	(148)	690
Voted in 2014: Yes	6%	(75)	1%	(14)	12%	(153)	68%	(865)	13%	(171)	1278
Voted in 2014: No	4%	(39)	1%	(12)	13%	(120)	61%	(560)	21%	(192)	922

Continued on next page

Table HR1_17: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
DirecTV Now

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	5%	(113)	1%	(26)	12%	(272)	65%	(1426)	16%	(363)	2200
2012 Vote: Barack Obama	6%	(51)	1%	(10)	11%	(93)	67%	(560)	14%	(120)	834
2012 Vote: Mitt Romney	4%	(21)	1%	(3)	11%	(55)	71%	(351)	14%	(67)	497
2012 Vote: Other	8%	(7)	1%	(1)	19%	(17)	65%	(56)	7%	(6)	86
2012 Vote: Didn't Vote	4%	(34)	1%	(12)	14%	(108)	59%	(458)	22%	(169)	781
4-Region: Northeast	5%	(20)	1%	(3)	8%	(33)	69%	(272)	17%	(65)	394
4-Region: Midwest	5%	(25)	—	(2)	11%	(50)	66%	(306)	17%	(80)	462
4-Region: South	5%	(42)	2%	(16)	13%	(104)	65%	(538)	15%	(124)	824
4-Region: West	5%	(27)	1%	(5)	16%	(85)	59%	(309)	18%	(94)	520
Watch TV: Every day	5%	(54)	1%	(8)	12%	(126)	68%	(730)	14%	(152)	1071
Watch TV: Several times per week	4%	(22)	2%	(8)	15%	(74)	64%	(317)	14%	(70)	492
Watch TV: About once per week	9%	(16)	3%	(5)	13%	(23)	53%	(97)	23%	(42)	184
Watch TV: Several times per month	8%	(9)	1%	(1)	13%	(15)	57%	(66)	21%	(24)	116
Watch TV: About once per month	3%	(2)	2%	(1)	19%	(10)	67%	(34)	9%	(4)	51
Watch TV: Less often than once per month	4%	(4)	2%	(2)	13%	(11)	60%	(50)	20%	(17)	82
Watch TV: Never	4%	(7)	—	(0)	6%	(13)	64%	(131)	26%	(52)	204
Watch Movies: Every day	9%	(36)	—	(1)	14%	(54)	59%	(228)	18%	(71)	390
Watch Movies: Several times per week	4%	(23)	2%	(10)	14%	(80)	70%	(402)	11%	(62)	577
Watch Movies: About once per week	6%	(19)	—	(2)	14%	(48)	63%	(212)	17%	(57)	338
Watch Movies: Several times per month	7%	(17)	1%	(2)	16%	(39)	62%	(154)	15%	(38)	250
Watch Movies: About once per month	2%	(5)	3%	(6)	12%	(25)	66%	(139)	17%	(35)	209
Watch Movies: Less often than once per month	3%	(8)	1%	(2)	8%	(17)	69%	(153)	19%	(41)	221
Watch Movies: Never	3%	(7)	1%	(3)	5%	(10)	64%	(137)	27%	(59)	215

Continued on next page

Table HR1_17: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
DirecTV Now

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	5%	(113)	1%	(26)	12%	(272)	65%	(1426)	16%	(363)	2200
Watch Sporting Events: Every day	17%	(20)	2%	(2)	15%	(18)	54%	(62)	11%	(13)	115
Watch Sporting Events: Several times per week	6%	(16)	1%	(4)	15%	(38)	66%	(167)	11%	(28)	253
Watch Sporting Events: About once per week	6%	(13)	2%	(4)	15%	(34)	67%	(148)	9%	(20)	219
Watch Sporting Events: Several times per month	8%	(15)	2%	(3)	20%	(39)	57%	(115)	14%	(28)	200
Watch Sporting Events: About once per month	4%	(6)	2%	(4)	14%	(24)	67%	(111)	13%	(22)	166
Watch Sporting Events: Less often than once per month	5%	(18)	1%	(5)	13%	(51)	68%	(274)	14%	(55)	403
Watch Sporting Events: Never	3%	(25)	—	(4)	8%	(69)	65%	(549)	23%	(196)	844
Cable TV: Currently subscribe	4%	(45)	2%	(16)	9%	(91)	69%	(701)	16%	(166)	1020
Cable TV: Subscribed in past	5%	(37)	1%	(6)	20%	(148)	60%	(432)	14%	(99)	721
Cable TV: Never subscribed	7%	(32)	1%	(3)	7%	(33)	64%	(293)	21%	(98)	459
Satellite TV: Currently subscribe	14%	(64)	1%	(7)	11%	(50)	58%	(270)	15%	(71)	462
Satellite TV: Subscribed in past	4%	(26)	2%	(12)	26%	(160)	54%	(336)	13%	(83)	618
Satellite TV: Never subscribed	2%	(23)	1%	(7)	6%	(63)	73%	(820)	19%	(208)	1121
Streaming Services: Currently subscribe	5%	(65)	1%	(12)	13%	(184)	67%	(912)	14%	(196)	1369
Streaming Services: Subscribed in past	7%	(16)	4%	(9)	15%	(32)	57%	(123)	17%	(37)	217
Streaming Services: Never subscribed	5%	(33)	1%	(5)	9%	(56)	64%	(390)	21%	(130)	614
Film: An avid fan	6%	(43)	1%	(7)	15%	(100)	63%	(430)	15%	(104)	685
Film: A casual fan	5%	(62)	1%	(17)	12%	(149)	67%	(834)	15%	(180)	1242
Film: Not a fan	3%	(9)	1%	(1)	8%	(23)	59%	(161)	29%	(78)	272
Television: An avid fan	5%	(51)	1%	(14)	13%	(122)	67%	(640)	14%	(134)	961
Television: A casual fan	5%	(56)	1%	(12)	12%	(132)	64%	(683)	17%	(184)	1067
Television: Not a fan	4%	(6)	—	(0)	10%	(18)	60%	(103)	26%	(45)	172
Music: An avid fan	6%	(64)	1%	(12)	14%	(142)	64%	(651)	15%	(153)	1021
Music: A casual fan	4%	(41)	1%	(12)	12%	(120)	67%	(696)	16%	(163)	1031
Music: Not a fan	6%	(8)	2%	(3)	7%	(10)	53%	(79)	32%	(47)	147
Fashion: An avid fan	12%	(33)	2%	(7)	17%	(47)	52%	(146)	17%	(47)	280
Fashion: A casual fan	5%	(48)	1%	(11)	14%	(129)	63%	(577)	16%	(144)	909
Fashion: Not a fan	3%	(32)	1%	(8)	10%	(96)	69%	(703)	17%	(172)	1011

Continued on next page

Table HR1_17: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?

DirecTV Now

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	5%	(113)	1%	(26)	12%	(272)	65%	(1426)	16%	(363)	2200
Parents	7%	(71)	1%	(14)	14%	(139)	63%	(622)	14%	(142)	989
Current Netflix Subscribers	7%	(81)	1%	(8)	14%	(163)	63%	(726)	15%	(174)	1152
Current HBO Now Subscribers	24%	(45)	1%	(1)	17%	(31)	48%	(91)	10%	(19)	188
Current Disney+ Subscribers	10%	(53)	2%	(10)	16%	(84)	59%	(316)	14%	(76)	539

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

Table HR1_18: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
AT&T WatchTV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	2%	(53)	1%	(28)	4%	(91)	54%	(1181)	39%	(848)	2200
Gender: Male	3%	(33)	2%	(21)	4%	(48)	58%	(617)	32%	(342)	1062
Gender: Female	2%	(20)	1%	(7)	4%	(43)	49%	(563)	44%	(506)	1138
Age: 18-34	3%	(22)	3%	(20)	8%	(50)	47%	(306)	39%	(257)	655
Age: 35-44	4%	(14)	1%	(5)	4%	(15)	47%	(168)	43%	(155)	358
Age: 45-64	2%	(15)	—	(3)	2%	(18)	58%	(434)	37%	(281)	751
Age: 65+	—	(2)	—	(0)	2%	(8)	62%	(272)	35%	(155)	436
GenZers: 1997-2012	4%	(11)	1%	(2)	11%	(31)	47%	(138)	38%	(110)	292
Millennials: 1981-1996	3%	(16)	4%	(21)	5%	(27)	47%	(254)	42%	(227)	545
GenXers: 1965-1980	4%	(21)	1%	(4)	3%	(18)	53%	(290)	39%	(213)	545
Baby Boomers: 1946-1964	1%	(4)	—	(2)	2%	(13)	60%	(428)	38%	(269)	716
PID: Dem (no lean)	3%	(25)	1%	(11)	4%	(29)	56%	(442)	36%	(283)	789
PID: Ind (no lean)	1%	(12)	1%	(9)	5%	(37)	51%	(402)	41%	(325)	784
PID: Rep (no lean)	3%	(16)	1%	(8)	4%	(25)	54%	(336)	38%	(240)	627
PID/Gender: Dem Men	4%	(14)	2%	(7)	3%	(11)	62%	(218)	29%	(104)	354
PID/Gender: Dem Women	2%	(10)	1%	(3)	4%	(18)	52%	(225)	41%	(179)	435
PID/Gender: Ind Men	1%	(5)	2%	(8)	5%	(21)	55%	(218)	36%	(144)	396
PID/Gender: Ind Women	2%	(7)	—	(2)	4%	(16)	47%	(184)	47%	(181)	389
PID/Gender: Rep Men	5%	(14)	2%	(6)	5%	(16)	58%	(181)	30%	(95)	312
PID/Gender: Rep Women	1%	(2)	1%	(2)	3%	(9)	49%	(155)	46%	(146)	315
Ideo: Liberal (1-3)	3%	(18)	2%	(10)	6%	(36)	53%	(333)	37%	(234)	631
Ideo: Moderate (4)	3%	(17)	1%	(9)	4%	(24)	56%	(342)	36%	(222)	613
Ideo: Conservative (5-7)	2%	(11)	1%	(5)	4%	(25)	57%	(394)	37%	(256)	691
Educ: < College	2%	(30)	1%	(16)	5%	(69)	53%	(799)	40%	(598)	1512
Educ: Bachelors degree	2%	(8)	1%	(7)	3%	(15)	55%	(243)	38%	(171)	444
Educ: Post-grad	6%	(15)	2%	(6)	3%	(7)	57%	(138)	32%	(79)	244
Income: Under 50k	2%	(18)	1%	(14)	4%	(50)	53%	(626)	40%	(478)	1186
Income: 50k-100k	3%	(18)	1%	(10)	4%	(27)	53%	(379)	39%	(276)	711
Income: 100k+	5%	(16)	1%	(4)	4%	(13)	58%	(176)	31%	(94)	303

Continued on next page

Table HR1_18: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
AT&T WatchTV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	2%	(53)	1%	(28)	4%	(91)	54%	(1181)	39%	(848)	2200
Ethnicity: White	3%	(45)	1%	(17)	3%	(54)	54%	(930)	39%	(676)	1722
Ethnicity: Hispanic	5%	(19)	1%	(5)	7%	(25)	45%	(157)	41%	(144)	349
Ethnicity: Afr. Am.	2%	(5)	3%	(9)	7%	(18)	57%	(155)	32%	(87)	274
Ethnicity: Other	1%	(3)	1%	(2)	9%	(19)	47%	(96)	41%	(85)	204
All Christian	2%	(23)	1%	(9)	3%	(33)	57%	(596)	37%	(385)	1046
All Non-Christian	6%	(7)	2%	(2)	9%	(11)	50%	(59)	33%	(40)	119
Atheist	3%	(3)	3%	(3)	7%	(7)	40%	(37)	46%	(42)	91
Agnostic/Nothing in particular	2%	(21)	1%	(14)	4%	(40)	52%	(488)	40%	(382)	944
Religious Non-Protestant/Catholic	7%	(11)	2%	(2)	8%	(11)	47%	(68)	36%	(52)	144
Evangelical	2%	(10)	1%	(8)	5%	(29)	54%	(311)	37%	(215)	573
Non-Evangelical	2%	(19)	1%	(7)	3%	(24)	57%	(478)	37%	(313)	841
Community: Urban	4%	(22)	2%	(11)	5%	(27)	54%	(287)	35%	(186)	533
Community: Suburban	2%	(23)	1%	(12)	5%	(47)	54%	(572)	38%	(398)	1053
Community: Rural	1%	(8)	1%	(5)	3%	(16)	52%	(321)	43%	(264)	614
Employ: Private Sector	4%	(23)	2%	(10)	5%	(31)	56%	(366)	34%	(221)	652
Employ: Government	4%	(5)	3%	(3)	6%	(8)	45%	(57)	43%	(54)	127
Employ: Self-Employed	3%	(5)	3%	(5)	6%	(9)	60%	(93)	29%	(45)	157
Employ: Homemaker	2%	(3)	2%	(2)	3%	(4)	48%	(66)	46%	(64)	138
Employ: Retired	1%	(4)	—	(1)	1%	(7)	61%	(294)	37%	(179)	485
Employ: Unemployed	1%	(5)	2%	(5)	5%	(17)	49%	(159)	43%	(139)	325
Employ: Other	—	(1)	1%	(2)	1%	(2)	46%	(76)	51%	(82)	163
Military HH: Yes	2%	(9)	2%	(9)	4%	(15)	59%	(232)	33%	(128)	391
Military HH: No	2%	(44)	1%	(20)	4%	(76)	52%	(949)	40%	(720)	1809
RD/WT: Right Direction	3%	(23)	2%	(12)	4%	(30)	53%	(392)	38%	(277)	733
RD/WT: Wrong Track	2%	(30)	1%	(16)	4%	(60)	54%	(789)	39%	(571)	1467
Trump Job Approve	3%	(29)	2%	(18)	4%	(39)	52%	(457)	38%	(333)	876
Trump Job Disapprove	2%	(20)	1%	(10)	4%	(45)	56%	(692)	38%	(465)	1233

Continued on next page

Table HR1_18: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
AT&T WatchTV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	2%	(53)	1%	(28)	4%	(91)	54%	(1181)	39%	(848)	2200
Trump Job Strongly Approve	3%	(15)	2%	(10)	4%	(19)	50%	(244)	41%	(199)	488
Trump Job Somewhat Approve	4%	(14)	2%	(8)	5%	(20)	55%	(213)	35%	(134)	388
Trump Job Somewhat Disapprove	1%	(4)	—	(1)	1%	(4)	53%	(155)	44%	(127)	291
Trump Job Strongly Disapprove	2%	(16)	1%	(9)	4%	(42)	57%	(538)	36%	(338)	942
Favorable of Trump	4%	(30)	1%	(9)	5%	(38)	53%	(439)	38%	(316)	833
Unfavorable of Trump	2%	(18)	1%	(16)	4%	(46)	55%	(675)	38%	(465)	1220
Very Favorable of Trump	3%	(14)	1%	(7)	4%	(22)	50%	(248)	42%	(209)	500
Somewhat Favorable of Trump	5%	(16)	1%	(3)	5%	(17)	57%	(190)	32%	(107)	333
Somewhat Unfavorable of Trump	1%	(2)	3%	(6)	2%	(5)	53%	(109)	41%	(84)	206
Very Unfavorable of Trump	2%	(16)	1%	(11)	4%	(41)	56%	(566)	37%	(380)	1014
#1 Issue: Economy	2%	(12)	2%	(15)	5%	(41)	54%	(413)	38%	(291)	772
#1 Issue: Security	2%	(5)	—	(1)	4%	(11)	58%	(147)	36%	(91)	255
#1 Issue: Health Care	2%	(8)	1%	(4)	2%	(10)	56%	(239)	38%	(163)	425
#1 Issue: Medicare / Social Security	1%	(4)	1%	(2)	4%	(12)	56%	(168)	39%	(116)	301
#1 Issue: Women's Issues	2%	(2)	2%	(2)	5%	(4)	44%	(41)	47%	(45)	94
#1 Issue: Education	8%	(9)	—	(0)	3%	(3)	56%	(67)	34%	(41)	120
#1 Issue: Energy	11%	(10)	4%	(3)	6%	(5)	46%	(40)	33%	(29)	88
#1 Issue: Other	1%	(2)	1%	(1)	3%	(4)	45%	(65)	50%	(72)	144
2018 House Vote: Democrat	3%	(20)	1%	(9)	3%	(24)	55%	(408)	38%	(280)	741
2018 House Vote: Republican	3%	(18)	2%	(10)	5%	(30)	56%	(342)	35%	(214)	615
2018 House Vote: Someone else	1%	(1)	3%	(2)	5%	(4)	50%	(41)	41%	(34)	83
2016 Vote: Hillary Clinton	2%	(11)	1%	(7)	3%	(21)	56%	(371)	38%	(256)	666
2016 Vote: Donald Trump	3%	(19)	1%	(7)	4%	(27)	55%	(374)	37%	(250)	678
2016 Vote: Other	3%	(4)	1%	(2)	3%	(5)	56%	(92)	36%	(59)	163
2016 Vote: Didn't Vote	3%	(19)	2%	(12)	5%	(37)	49%	(342)	41%	(281)	690
Voted in 2014: Yes	3%	(32)	1%	(13)	3%	(41)	56%	(711)	38%	(480)	1278
Voted in 2014: No	2%	(20)	2%	(16)	5%	(49)	51%	(470)	40%	(368)	922

Continued on next page

Table HR1_18: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
AT&T WatchTV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	2%	(53)	1%	(28)	4%	(91)	54%	(1181)	39%	(848)	2200
2012 Vote: Barack Obama	2%	(14)	1%	(10)	3%	(27)	56%	(470)	37%	(312)	834
2012 Vote: Mitt Romney	2%	(9)	—	(2)	2%	(11)	56%	(278)	40%	(197)	497
2012 Vote: Other	10%	(8)	2%	(2)	2%	(2)	45%	(39)	41%	(35)	86
2012 Vote: Didn't Vote	3%	(22)	2%	(14)	6%	(51)	50%	(391)	39%	(303)	781
4-Region: Northeast	2%	(7)	1%	(4)	2%	(9)	58%	(226)	38%	(148)	394
4-Region: Midwest	2%	(9)	1%	(5)	4%	(17)	57%	(262)	37%	(169)	462
4-Region: South	3%	(27)	2%	(13)	6%	(46)	54%	(442)	36%	(297)	824
4-Region: West	2%	(11)	1%	(6)	4%	(18)	48%	(250)	45%	(235)	520
Watch TV: Every day	3%	(32)	1%	(11)	3%	(32)	57%	(607)	36%	(389)	1071
Watch TV: Several times per week	2%	(10)	1%	(6)	5%	(23)	52%	(254)	41%	(200)	492
Watch TV: About once per week	4%	(7)	2%	(4)	9%	(16)	48%	(88)	38%	(69)	184
Watch TV: Several times per month	1%	(1)	2%	(3)	6%	(7)	54%	(62)	37%	(43)	116
Watch TV: About once per month	3%	(2)	5%	(3)	11%	(6)	48%	(24)	32%	(17)	51
Watch TV: Less often than once per month	1%	(1)	—	(0)	5%	(4)	45%	(37)	49%	(41)	82
Watch TV: Never	—	(1)	1%	(2)	1%	(3)	53%	(109)	44%	(89)	204
Watch Movies: Every day	6%	(22)	2%	(7)	4%	(17)	54%	(212)	34%	(133)	390
Watch Movies: Several times per week	2%	(13)	2%	(11)	4%	(26)	58%	(335)	33%	(193)	577
Watch Movies: About once per week	3%	(9)	1%	(3)	6%	(19)	47%	(158)	44%	(149)	338
Watch Movies: Several times per month	1%	(2)	2%	(4)	2%	(6)	58%	(145)	37%	(93)	250
Watch Movies: About once per month	2%	(5)	1%	(1)	3%	(7)	52%	(108)	42%	(87)	209
Watch Movies: Less often than once per month	1%	(2)	—	(0)	4%	(10)	49%	(108)	46%	(101)	221
Watch Movies: Never	—	(0)	1%	(2)	3%	(6)	53%	(114)	43%	(92)	215

Continued on next page

Table HR1_18: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
AT&T WatchTV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	2%	(53)	1%	(28)	4%	(91)	54%	(1181)	39%	(848)	2200
Watch Sporting Events: Every day	11%	(12)	6%	(7)	6%	(7)	52%	(60)	26%	(29)	115
Watch Sporting Events: Several times per week	5%	(13)	2%	(5)	5%	(12)	67%	(169)	22%	(55)	253
Watch Sporting Events: About once per week	3%	(7)	1%	(3)	5%	(12)	61%	(134)	28%	(62)	219
Watch Sporting Events: Several times per month	3%	(5)	2%	(5)	7%	(14)	51%	(103)	37%	(74)	200
Watch Sporting Events: About once per month	2%	(3)	1%	(1)	7%	(12)	53%	(87)	38%	(63)	166
Watch Sporting Events: Less often than once per month	2%	(10)	1%	(4)	5%	(19)	54%	(219)	38%	(151)	403
Watch Sporting Events: Never	—	(4)	—	(3)	2%	(15)	48%	(408)	49%	(413)	844
Cable TV: Currently subscribe	2%	(24)	1%	(14)	4%	(37)	55%	(564)	37%	(381)	1020
Cable TV: Subscribed in past	3%	(19)	1%	(11)	6%	(42)	54%	(387)	36%	(262)	721
Cable TV: Never subscribed	2%	(10)	1%	(3)	3%	(12)	50%	(230)	45%	(205)	459
Satellite TV: Currently subscribe	4%	(21)	3%	(13)	5%	(22)	56%	(258)	32%	(149)	462
Satellite TV: Subscribed in past	3%	(19)	2%	(10)	7%	(45)	52%	(319)	36%	(224)	618
Satellite TV: Never subscribed	1%	(13)	—	(5)	2%	(24)	54%	(604)	42%	(474)	1121
Streaming Services: Currently subscribe	3%	(35)	1%	(17)	4%	(51)	55%	(755)	37%	(511)	1369
Streaming Services: Subscribed in past	4%	(8)	3%	(8)	9%	(19)	47%	(102)	37%	(80)	217
Streaming Services: Never subscribed	2%	(10)	1%	(3)	3%	(21)	53%	(323)	42%	(257)	614
Film: An avid fan	4%	(30)	1%	(9)	5%	(37)	57%	(388)	32%	(221)	685
Film: A casual fan	1%	(17)	1%	(16)	4%	(45)	54%	(673)	39%	(490)	1242
Film: Not a fan	2%	(5)	1%	(3)	3%	(8)	44%	(120)	50%	(137)	272
Television: An avid fan	3%	(31)	1%	(14)	4%	(36)	57%	(543)	35%	(338)	961
Television: A casual fan	2%	(22)	1%	(12)	5%	(49)	54%	(574)	38%	(410)	1067
Television: Not a fan	—	(0)	1%	(2)	3%	(5)	37%	(64)	58%	(100)	172
Music: An avid fan	3%	(33)	2%	(16)	5%	(48)	53%	(540)	38%	(384)	1021
Music: A casual fan	2%	(20)	1%	(10)	3%	(36)	55%	(572)	38%	(394)	1031
Music: Not a fan	—	(0)	2%	(3)	4%	(7)	47%	(69)	47%	(69)	147
Fashion: An avid fan	8%	(23)	4%	(10)	5%	(14)	51%	(144)	32%	(89)	280
Fashion: A casual fan	3%	(24)	1%	(12)	6%	(57)	51%	(465)	38%	(350)	909
Fashion: Not a fan	1%	(6)	1%	(6)	2%	(19)	57%	(571)	40%	(409)	1011

Continued on next page

Table HR1_18: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
AT&T WatchTV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	2%	(53)	1%	(28)	4%	(91)	54%	(1181)	39%	(848)	2200
Parents	4%	(35)	2%	(17)	4%	(37)	52%	(513)	39%	(387)	989
Current Netflix Subscribers	4%	(45)	1%	(10)	4%	(49)	54%	(618)	37%	(430)	1152
Current HBO Now Subscribers	11%	(20)	5%	(10)	7%	(13)	49%	(92)	28%	(53)	188
Current Disney+ Subscribers	6%	(35)	1%	(5)	6%	(33)	49%	(263)	38%	(203)	539

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

Table HR2_1: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Discounted membership to other streaming services

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	23%	(500)	30%	(662)	11%	(249)	17%	(376)	19%	(414)	2200
Gender: Male	23%	(246)	31%	(327)	12%	(125)	17%	(184)	17%	(181)	1062
Gender: Female	22%	(255)	29%	(335)	11%	(124)	17%	(192)	20%	(233)	1138
Age: 18-34	33%	(218)	33%	(213)	10%	(68)	9%	(58)	15%	(98)	655
Age: 35-44	33%	(119)	31%	(109)	9%	(32)	10%	(35)	17%	(62)	358
Age: 45-64	18%	(134)	30%	(225)	11%	(86)	19%	(145)	21%	(161)	751
Age: 65+	7%	(30)	26%	(114)	14%	(62)	31%	(137)	21%	(93)	436
GenZers: 1997-2012	34%	(100)	33%	(97)	10%	(28)	7%	(21)	16%	(46)	292
Millennials: 1981-1996	33%	(177)	31%	(170)	11%	(57)	11%	(59)	15%	(82)	545
GenXers: 1965-1980	28%	(151)	31%	(169)	10%	(56)	12%	(66)	19%	(103)	545
Baby Boomers: 1946-1964	10%	(68)	29%	(206)	12%	(87)	26%	(189)	23%	(165)	716
PID: Dem (no lean)	24%	(191)	32%	(254)	11%	(91)	16%	(124)	16%	(130)	789
PID: Ind (no lean)	22%	(175)	32%	(251)	9%	(72)	15%	(117)	22%	(169)	784
PID: Rep (no lean)	21%	(135)	25%	(156)	14%	(86)	22%	(135)	18%	(115)	627
PID/Gender: Dem Men	25%	(88)	31%	(110)	14%	(48)	17%	(60)	14%	(48)	354
PID/Gender: Dem Women	24%	(103)	33%	(145)	10%	(42)	15%	(64)	19%	(81)	435
PID/Gender: Ind Men	22%	(88)	35%	(137)	8%	(33)	14%	(56)	21%	(81)	396
PID/Gender: Ind Women	22%	(87)	29%	(114)	10%	(39)	16%	(61)	23%	(88)	389
PID/Gender: Rep Men	22%	(70)	25%	(80)	14%	(44)	22%	(68)	17%	(52)	312
PID/Gender: Rep Women	21%	(65)	24%	(76)	13%	(42)	21%	(67)	20%	(63)	315
Ideo: Liberal (1-3)	22%	(140)	36%	(227)	11%	(67)	16%	(98)	16%	(99)	631
Ideo: Moderate (4)	26%	(160)	32%	(194)	12%	(74)	14%	(87)	16%	(98)	613
Ideo: Conservative (5-7)	21%	(145)	27%	(184)	12%	(84)	22%	(155)	18%	(124)	691
Educ: < College	22%	(330)	28%	(425)	11%	(161)	18%	(272)	21%	(323)	1512
Educ: Bachelors degree	25%	(112)	34%	(149)	13%	(57)	16%	(71)	12%	(55)	444
Educ: Post-grad	24%	(58)	36%	(87)	12%	(30)	13%	(32)	15%	(37)	244
Income: Under 50k	21%	(246)	28%	(335)	10%	(121)	20%	(243)	20%	(242)	1186
Income: 50k-100k	23%	(166)	31%	(220)	13%	(92)	15%	(109)	17%	(124)	711
Income: 100k+	29%	(88)	35%	(107)	12%	(36)	8%	(24)	16%	(48)	303
Ethnicity: White	22%	(377)	31%	(535)	11%	(193)	17%	(297)	19%	(320)	1722

Continued on next page

Table HR2_1: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
Discounted membership to other streaming services

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	23%	(500)	30%	(662)	11%	(249)	17%	(376)	19%	(414)	2200
Ethnicity: Hispanic	31%	(109)	33%	(117)	7%	(26)	8%	(30)	19%	(68)	349
Ethnicity: Afr. Am.	28%	(76)	30%	(83)	10%	(27)	14%	(39)	18%	(49)	274
Ethnicity: Other	23%	(47)	21%	(43)	14%	(29)	19%	(40)	22%	(45)	204
All Christian	20%	(214)	33%	(340)	12%	(124)	19%	(200)	16%	(168)	1046
All Non-Christian	15%	(18)	32%	(39)	13%	(15)	23%	(28)	16%	(19)	119
Atheist	33%	(30)	27%	(25)	14%	(13)	12%	(11)	14%	(13)	91
Agnostic/Nothing in particular	25%	(237)	27%	(258)	10%	(97)	14%	(137)	23%	(215)	944
Religious Non-Protestant/Catholic	19%	(28)	31%	(44)	12%	(17)	20%	(29)	18%	(25)	144
Evangelical	23%	(129)	28%	(159)	11%	(64)	18%	(103)	20%	(117)	573
Non-Evangelical	21%	(177)	33%	(277)	12%	(99)	19%	(159)	15%	(130)	841
Community: Urban	27%	(143)	27%	(146)	12%	(62)	17%	(89)	17%	(93)	533
Community: Suburban	22%	(235)	32%	(338)	12%	(125)	18%	(185)	16%	(171)	1053
Community: Rural	20%	(122)	29%	(178)	10%	(62)	17%	(102)	24%	(150)	614
Employ: Private Sector	27%	(173)	33%	(212)	12%	(78)	15%	(99)	14%	(89)	652
Employ: Government	20%	(25)	36%	(46)	13%	(17)	11%	(14)	20%	(26)	127
Employ: Self-Employed	32%	(51)	27%	(42)	9%	(15)	14%	(22)	17%	(27)	157
Employ: Homemaker	22%	(30)	29%	(40)	16%	(22)	16%	(23)	17%	(24)	138
Employ: Retired	8%	(36)	26%	(128)	14%	(67)	31%	(150)	22%	(104)	485
Employ: Unemployed	30%	(97)	29%	(95)	7%	(24)	12%	(38)	22%	(71)	325
Employ: Other	22%	(36)	22%	(35)	8%	(13)	12%	(20)	36%	(59)	163
Military HH: Yes	18%	(70)	30%	(118)	15%	(59)	20%	(79)	17%	(65)	391
Military HH: No	24%	(430)	30%	(543)	10%	(190)	16%	(297)	19%	(349)	1809
RD/WT: Right Direction	20%	(148)	26%	(188)	12%	(87)	21%	(155)	21%	(155)	733
RD/WT: Wrong Track	24%	(352)	32%	(473)	11%	(161)	15%	(221)	18%	(259)	1467
Trump Job Approve	22%	(195)	27%	(239)	12%	(108)	20%	(173)	18%	(161)	876
Trump Job Disapprove	23%	(288)	33%	(402)	11%	(133)	15%	(189)	18%	(220)	1233

Continued on next page

Table HR2_1: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
Discounted membership to other streaming services

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	23%	(500)	30%	(662)	11%	(249)	17%	(376)	19%	(414)	2200
Trump Job Strongly Approve	19%	(92)	25%	(120)	14%	(68)	24%	(116)	19%	(92)	488
Trump Job Somewhat Approve	27%	(103)	30%	(118)	10%	(41)	15%	(56)	18%	(70)	388
Trump Job Somewhat Disapprove	23%	(68)	35%	(101)	12%	(36)	9%	(26)	21%	(61)	291
Trump Job Strongly Disapprove	23%	(221)	32%	(301)	10%	(97)	17%	(163)	17%	(160)	942
Favorable of Trump	22%	(181)	29%	(240)	12%	(101)	21%	(172)	17%	(138)	833
Unfavorable of Trump	24%	(298)	32%	(396)	11%	(138)	15%	(184)	17%	(204)	1220
Very Favorable of Trump	21%	(105)	24%	(121)	15%	(73)	22%	(112)	18%	(89)	500
Somewhat Favorable of Trump	23%	(76)	36%	(119)	8%	(28)	18%	(60)	15%	(50)	333
Somewhat Unfavorable of Trump	22%	(46)	35%	(73)	14%	(29)	9%	(19)	19%	(39)	206
Very Unfavorable of Trump	25%	(252)	32%	(323)	11%	(108)	16%	(165)	16%	(165)	1014
#1 Issue: Economy	28%	(217)	32%	(247)	10%	(78)	15%	(116)	15%	(115)	772
#1 Issue: Security	18%	(47)	28%	(71)	12%	(30)	19%	(48)	23%	(59)	255
#1 Issue: Health Care	26%	(109)	30%	(127)	12%	(49)	14%	(61)	19%	(80)	425
#1 Issue: Medicare / Social Security	10%	(32)	26%	(80)	10%	(29)	30%	(91)	23%	(70)	301
#1 Issue: Women's Issues	30%	(28)	34%	(32)	11%	(11)	9%	(8)	16%	(15)	94
#1 Issue: Education	25%	(30)	31%	(37)	11%	(14)	5%	(7)	27%	(33)	120
#1 Issue: Energy	18%	(16)	34%	(30)	25%	(22)	9%	(8)	14%	(12)	88
#1 Issue: Other	15%	(21)	26%	(38)	11%	(16)	26%	(37)	22%	(32)	144
2018 House Vote: Democrat	23%	(173)	33%	(247)	11%	(83)	16%	(121)	16%	(118)	741
2018 House Vote: Republican	20%	(123)	28%	(174)	14%	(86)	22%	(135)	16%	(97)	615
2018 House Vote: Someone else	17%	(14)	25%	(21)	6%	(5)	22%	(18)	29%	(24)	83
2016 Vote: Hillary Clinton	23%	(154)	31%	(208)	12%	(78)	17%	(112)	17%	(114)	666
2016 Vote: Donald Trump	19%	(131)	29%	(199)	14%	(94)	20%	(136)	18%	(119)	678
2016 Vote: Other	22%	(36)	38%	(62)	9%	(15)	15%	(24)	15%	(25)	163
2016 Vote: Didn't Vote	26%	(179)	28%	(191)	9%	(62)	15%	(104)	23%	(155)	690
Voted in 2014: Yes	22%	(277)	29%	(376)	13%	(160)	19%	(237)	18%	(227)	1278
Voted in 2014: No	24%	(223)	31%	(286)	10%	(88)	15%	(138)	20%	(187)	922

Continued on next page

Table HR2_1: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
Discounted membership to other streaming services

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	23%	(500)	30%	(662)	11%	(249)	17%	(376)	19%	(414)	2200
2012 Vote: Barack Obama	24%	(200)	29%	(245)	11%	(94)	17%	(140)	19%	(155)	834
2012 Vote: Mitt Romney	17%	(86)	31%	(156)	13%	(67)	22%	(111)	16%	(78)	497
2012 Vote: Other	19%	(17)	29%	(25)	8%	(7)	24%	(20)	19%	(17)	86
2012 Vote: Didn't Vote	25%	(197)	30%	(235)	10%	(81)	13%	(105)	21%	(164)	781
4-Region: Northeast	20%	(78)	34%	(134)	11%	(45)	16%	(62)	19%	(74)	394
4-Region: Midwest	23%	(107)	27%	(126)	11%	(52)	20%	(93)	18%	(84)	462
4-Region: South	23%	(186)	30%	(247)	12%	(95)	17%	(137)	19%	(159)	824
4-Region: West	25%	(129)	30%	(155)	11%	(56)	16%	(83)	19%	(97)	520
Watch TV: Every day	27%	(294)	31%	(332)	10%	(111)	15%	(162)	16%	(172)	1071
Watch TV: Several times per week	22%	(108)	38%	(188)	12%	(57)	14%	(67)	15%	(72)	492
Watch TV: About once per week	23%	(42)	30%	(55)	10%	(18)	18%	(33)	20%	(36)	184
Watch TV: Several times per month	19%	(22)	28%	(32)	19%	(21)	19%	(22)	16%	(18)	116
Watch TV: About once per month	19%	(10)	30%	(15)	11%	(6)	20%	(10)	20%	(10)	51
Watch TV: Less often than once per month	8%	(7)	22%	(18)	19%	(16)	29%	(24)	22%	(18)	82
Watch TV: Never	9%	(17)	10%	(21)	10%	(20)	28%	(57)	43%	(88)	204
Watch Movies: Every day	38%	(150)	27%	(104)	8%	(32)	9%	(36)	18%	(68)	390
Watch Movies: Several times per week	26%	(148)	37%	(216)	10%	(56)	13%	(76)	14%	(82)	577
Watch Movies: About once per week	24%	(81)	39%	(130)	14%	(47)	10%	(33)	14%	(46)	338
Watch Movies: Several times per month	19%	(48)	36%	(89)	15%	(37)	14%	(36)	16%	(40)	250
Watch Movies: About once per month	16%	(33)	28%	(59)	12%	(24)	25%	(52)	19%	(40)	209
Watch Movies: Less often than once per month	12%	(26)	18%	(40)	18%	(39)	30%	(67)	22%	(50)	221
Watch Movies: Never	6%	(14)	11%	(23)	6%	(14)	35%	(76)	41%	(88)	215
Watch Sporting Events: Every day	46%	(54)	19%	(22)	13%	(15)	7%	(8)	14%	(16)	115
Watch Sporting Events: Several times per week	28%	(70)	36%	(91)	11%	(29)	15%	(38)	10%	(25)	253
Watch Sporting Events: About once per week	20%	(44)	39%	(84)	11%	(24)	17%	(37)	13%	(29)	219
Watch Sporting Events: Several times per month	29%	(59)	30%	(60)	12%	(25)	11%	(22)	17%	(34)	200
Watch Sporting Events: About once per month	24%	(40)	32%	(54)	12%	(19)	21%	(35)	11%	(18)	166
Watch Sporting Events: Less often than once per month	22%	(87)	35%	(143)	12%	(50)	16%	(65)	14%	(58)	403
Watch Sporting Events: Never	17%	(146)	25%	(207)	10%	(88)	20%	(169)	28%	(234)	844

Continued on next page

Table HR2_1: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Discounted membership to other streaming services

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	23%	(500)	30%	(662)	11%	(249)	17%	(376)	19%	(414)	2200
Cable TV: Currently subscribe	21%	(217)	31%	(317)	12%	(123)	16%	(168)	19%	(195)	1020
Cable TV: Subscribed in past	28%	(201)	35%	(249)	11%	(77)	13%	(96)	13%	(97)	721
Cable TV: Never subscribed	18%	(82)	21%	(96)	11%	(49)	24%	(111)	27%	(122)	459
Satellite TV: Currently subscribe	25%	(116)	26%	(121)	12%	(57)	17%	(77)	20%	(91)	462
Satellite TV: Subscribed in past	27%	(168)	37%	(230)	11%	(66)	11%	(66)	14%	(87)	618
Satellite TV: Never subscribed	19%	(216)	28%	(311)	11%	(125)	21%	(233)	21%	(236)	1121
Streaming Services: Currently subscribe	31%	(424)	38%	(516)	10%	(139)	7%	(97)	14%	(192)	1369
Streaming Services: Subscribed in past	14%	(31)	22%	(47)	17%	(37)	18%	(38)	29%	(64)	217
Streaming Services: Never subscribed	7%	(45)	16%	(98)	12%	(73)	39%	(240)	26%	(158)	614
Film: An avid fan	35%	(240)	31%	(210)	8%	(56)	11%	(79)	15%	(101)	685
Film: A casual fan	19%	(230)	33%	(410)	13%	(164)	18%	(220)	18%	(218)	1242
Film: Not a fan	11%	(30)	15%	(41)	10%	(29)	28%	(77)	35%	(96)	272
Television: An avid fan	28%	(270)	31%	(302)	9%	(85)	15%	(148)	16%	(156)	961
Television: A casual fan	20%	(210)	31%	(330)	13%	(144)	17%	(183)	19%	(199)	1067
Television: Not a fan	12%	(20)	17%	(29)	12%	(20)	26%	(44)	34%	(59)	172
Music: An avid fan	31%	(312)	32%	(324)	9%	(96)	12%	(125)	16%	(164)	1021
Music: A casual fan	17%	(175)	30%	(309)	12%	(126)	20%	(211)	20%	(210)	1031
Music: Not a fan	9%	(14)	19%	(28)	18%	(26)	27%	(39)	27%	(40)	147
Fashion: An avid fan	38%	(106)	26%	(72)	7%	(21)	10%	(27)	19%	(54)	280
Fashion: A casual fan	24%	(218)	32%	(293)	13%	(114)	14%	(129)	17%	(155)	909
Fashion: Not a fan	17%	(176)	29%	(297)	11%	(114)	22%	(219)	20%	(205)	1011
Parents	24%	(240)	30%	(298)	11%	(109)	15%	(145)	20%	(197)	989
Current Netflix Subscribers	34%	(394)	36%	(415)	9%	(99)	7%	(78)	14%	(167)	1152
Current HBO Now Subscribers	49%	(91)	32%	(59)	9%	(17)	5%	(10)	6%	(11)	188
Current Disney+ Subscribers	45%	(240)	35%	(190)	7%	(39)	3%	(19)	9%	(51)	539

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

Table HR2_2: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Multiple membership options for different prices

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	21%	(454)	28%	(625)	12%	(261)	18%	(396)	21%	(465)	2200
Gender: Male	20%	(208)	30%	(315)	11%	(122)	19%	(204)	20%	(214)	1062
Gender: Female	22%	(246)	27%	(310)	12%	(139)	17%	(192)	22%	(251)	1138
Age: 18-34	31%	(202)	25%	(165)	13%	(88)	11%	(74)	19%	(125)	655
Age: 35-44	29%	(104)	33%	(120)	9%	(33)	11%	(38)	18%	(63)	358
Age: 45-64	15%	(112)	31%	(236)	11%	(82)	19%	(141)	24%	(178)	751
Age: 65+	8%	(36)	24%	(103)	13%	(57)	33%	(142)	22%	(98)	436
GenZers: 1997-2012	31%	(89)	24%	(70)	14%	(40)	14%	(41)	18%	(52)	292
Millennials: 1981-1996	31%	(166)	28%	(152)	13%	(69)	11%	(59)	18%	(99)	545
GenXers: 1965-1980	22%	(122)	35%	(192)	9%	(50)	13%	(69)	20%	(111)	545
Baby Boomers: 1946-1964	10%	(74)	27%	(191)	12%	(85)	26%	(187)	25%	(179)	716
PID: Dem (no lean)	23%	(182)	28%	(222)	12%	(99)	18%	(139)	19%	(148)	789
PID: Ind (no lean)	19%	(148)	31%	(244)	11%	(84)	15%	(117)	24%	(191)	784
PID: Rep (no lean)	20%	(124)	25%	(158)	13%	(79)	22%	(140)	20%	(125)	627
PID/Gender: Dem Men	24%	(84)	28%	(100)	13%	(46)	20%	(70)	15%	(53)	354
PID/Gender: Dem Women	22%	(98)	28%	(122)	12%	(52)	16%	(68)	22%	(95)	435
PID/Gender: Ind Men	16%	(65)	34%	(134)	9%	(36)	15%	(58)	26%	(103)	396
PID/Gender: Ind Women	21%	(83)	28%	(110)	12%	(48)	15%	(59)	23%	(89)	389
PID/Gender: Rep Men	19%	(59)	26%	(80)	13%	(40)	24%	(76)	18%	(58)	312
PID/Gender: Rep Women	21%	(65)	25%	(78)	12%	(39)	21%	(64)	21%	(68)	315
Ideo: Liberal (1-3)	22%	(138)	31%	(198)	13%	(79)	17%	(106)	17%	(110)	631
Ideo: Moderate (4)	22%	(132)	30%	(182)	13%	(79)	15%	(95)	21%	(126)	613
Ideo: Conservative (5-7)	17%	(121)	29%	(200)	11%	(78)	23%	(159)	19%	(134)	691
Educ: < College	20%	(302)	25%	(373)	12%	(186)	19%	(292)	24%	(359)	1512
Educ: Bachelors degree	21%	(95)	37%	(165)	10%	(47)	16%	(71)	15%	(66)	444
Educ: Post-grad	23%	(57)	35%	(86)	12%	(28)	14%	(33)	16%	(40)	244
Income: Under 50k	18%	(210)	25%	(301)	12%	(146)	21%	(246)	24%	(283)	1186
Income: 50k-100k	24%	(168)	30%	(212)	11%	(81)	17%	(122)	18%	(127)	711
Income: 100k+	25%	(76)	37%	(111)	11%	(34)	9%	(27)	18%	(55)	303
Ethnicity: White	20%	(347)	29%	(502)	12%	(208)	18%	(315)	20%	(349)	1722

Continued on next page

Table HR2_2: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
Multiple membership options for different prices

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	21%	(454)	28%	(625)	12%	(261)	18%	(396)	21%	(465)	2200
Ethnicity: Hispanic	26%	(90)	27%	(95)	12%	(41)	14%	(48)	22%	(76)	349
Ethnicity: Afr. Am.	25%	(68)	26%	(72)	12%	(32)	16%	(43)	22%	(59)	274
Ethnicity: Other	19%	(39)	25%	(51)	10%	(21)	18%	(38)	27%	(56)	204
All Christian	18%	(189)	31%	(326)	13%	(131)	20%	(210)	18%	(191)	1046
All Non-Christian	28%	(33)	20%	(24)	14%	(16)	21%	(25)	17%	(20)	119
Atheist	18%	(17)	38%	(35)	15%	(13)	13%	(12)	16%	(15)	91
Agnostic/Nothing in particular	23%	(216)	25%	(240)	11%	(100)	16%	(148)	25%	(239)	944
Religious Non-Protestant/Catholic	29%	(42)	20%	(29)	12%	(18)	19%	(27)	19%	(28)	144
Evangelical	19%	(106)	29%	(164)	11%	(64)	18%	(103)	24%	(135)	573
Non-Evangelical	21%	(174)	30%	(251)	12%	(98)	21%	(176)	17%	(142)	841
Community: Urban	22%	(115)	28%	(151)	13%	(71)	19%	(102)	18%	(94)	533
Community: Suburban	22%	(232)	29%	(306)	11%	(112)	18%	(190)	20%	(212)	1053
Community: Rural	17%	(106)	27%	(167)	13%	(78)	17%	(103)	26%	(159)	614
Employ: Private Sector	24%	(154)	34%	(220)	11%	(71)	17%	(111)	15%	(96)	652
Employ: Government	23%	(29)	29%	(37)	11%	(15)	13%	(17)	23%	(29)	127
Employ: Self-Employed	24%	(37)	29%	(45)	17%	(27)	10%	(16)	20%	(31)	157
Employ: Homemaker	26%	(36)	32%	(45)	7%	(10)	16%	(22)	19%	(26)	138
Employ: Retired	8%	(38)	25%	(119)	13%	(64)	31%	(150)	24%	(114)	485
Employ: Unemployed	24%	(79)	29%	(94)	8%	(27)	12%	(39)	27%	(87)	325
Employ: Other	16%	(25)	16%	(26)	15%	(25)	13%	(20)	41%	(66)	163
Military HH: Yes	17%	(66)	32%	(127)	12%	(45)	21%	(84)	18%	(70)	391
Military HH: No	21%	(389)	28%	(498)	12%	(216)	17%	(312)	22%	(395)	1809
RD/WT: Right Direction	17%	(123)	26%	(192)	13%	(95)	22%	(158)	23%	(166)	733
RD/WT: Wrong Track	23%	(331)	29%	(433)	11%	(166)	16%	(238)	20%	(299)	1467
Trump Job Approve	20%	(178)	27%	(239)	12%	(106)	21%	(181)	20%	(173)	876
Trump Job Disapprove	21%	(258)	30%	(373)	11%	(141)	16%	(202)	21%	(258)	1233

Continued on next page

Table HR2_2: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Multiple membership options for different prices

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	21%	(454)	28%	(625)	12%	(261)	18%	(396)	21%	(465)	2200
Trump Job Strongly Approve	17%	(84)	25%	(121)	13%	(62)	24%	(116)	21%	(104)	488
Trump Job Somewhat Approve	24%	(94)	30%	(118)	11%	(44)	17%	(64)	18%	(69)	388
Trump Job Somewhat Disapprove	20%	(59)	32%	(93)	14%	(40)	10%	(29)	24%	(70)	291
Trump Job Strongly Disapprove	21%	(199)	30%	(280)	11%	(102)	18%	(172)	20%	(188)	942
Favorable of Trump	21%	(173)	28%	(235)	12%	(96)	22%	(180)	18%	(149)	833
Unfavorable of Trump	22%	(266)	30%	(369)	12%	(142)	17%	(205)	20%	(238)	1220
Very Favorable of Trump	20%	(100)	25%	(127)	13%	(63)	23%	(113)	20%	(98)	500
Somewhat Favorable of Trump	22%	(73)	33%	(108)	10%	(34)	20%	(68)	15%	(50)	333
Somewhat Unfavorable of Trump	19%	(38)	35%	(72)	17%	(34)	9%	(19)	21%	(43)	206
Very Unfavorable of Trump	22%	(227)	29%	(297)	11%	(108)	18%	(186)	19%	(195)	1014
#1 Issue: Economy	26%	(197)	32%	(246)	10%	(80)	16%	(122)	17%	(128)	772
#1 Issue: Security	15%	(39)	24%	(60)	15%	(39)	22%	(57)	23%	(60)	255
#1 Issue: Health Care	19%	(80)	33%	(141)	12%	(53)	14%	(60)	22%	(92)	425
#1 Issue: Medicare / Social Security	13%	(38)	22%	(66)	12%	(35)	27%	(83)	26%	(80)	301
#1 Issue: Women's Issues	30%	(28)	22%	(21)	13%	(12)	15%	(14)	20%	(19)	94
#1 Issue: Education	31%	(38)	22%	(26)	10%	(12)	6%	(7)	31%	(38)	120
#1 Issue: Energy	19%	(17)	31%	(27)	13%	(11)	22%	(20)	15%	(13)	88
#1 Issue: Other	12%	(18)	26%	(38)	13%	(19)	23%	(33)	25%	(36)	144
2018 House Vote: Democrat	23%	(170)	31%	(229)	11%	(79)	17%	(126)	19%	(138)	741
2018 House Vote: Republican	20%	(122)	30%	(183)	12%	(74)	23%	(139)	16%	(96)	615
2018 House Vote: Someone else	14%	(11)	22%	(19)	12%	(10)	18%	(15)	34%	(28)	83
2016 Vote: Hillary Clinton	20%	(136)	32%	(212)	11%	(74)	17%	(112)	20%	(132)	666
2016 Vote: Donald Trump	19%	(130)	29%	(196)	12%	(83)	22%	(146)	18%	(123)	678
2016 Vote: Other	18%	(30)	39%	(63)	10%	(16)	15%	(24)	19%	(31)	163
2016 Vote: Didn't Vote	23%	(159)	22%	(152)	13%	(88)	16%	(113)	26%	(178)	690
Voted in 2014: Yes	19%	(247)	30%	(382)	12%	(155)	19%	(245)	19%	(249)	1278
Voted in 2014: No	22%	(207)	26%	(243)	12%	(106)	16%	(151)	23%	(216)	922

Continued on next page

Table HR2_2: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
Multiple membership options for different prices

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	21%	(454)	28%	(625)	12%	(261)	18%	(396)	21%	(465)	2200
2012 Vote: Barack Obama	20%	(167)	30%	(248)	12%	(103)	17%	(144)	21%	(172)	834
2012 Vote: Mitt Romney	19%	(94)	30%	(148)	11%	(56)	22%	(110)	18%	(89)	497
2012 Vote: Other	12%	(10)	38%	(33)	11%	(9)	19%	(16)	21%	(18)	86
2012 Vote: Didn't Vote	23%	(182)	25%	(195)	12%	(92)	16%	(126)	24%	(186)	781
4-Region: Northeast	21%	(84)	29%	(114)	13%	(51)	19%	(75)	18%	(69)	394
4-Region: Midwest	18%	(83)	31%	(144)	14%	(63)	18%	(83)	19%	(89)	462
4-Region: South	22%	(178)	28%	(228)	10%	(86)	18%	(151)	22%	(182)	824
4-Region: West	21%	(109)	27%	(138)	12%	(62)	17%	(86)	24%	(125)	520
Watch TV: Every day	26%	(274)	28%	(295)	13%	(137)	15%	(164)	19%	(201)	1071
Watch TV: Several times per week	18%	(87)	41%	(200)	9%	(46)	16%	(78)	17%	(82)	492
Watch TV: About once per week	24%	(43)	25%	(45)	15%	(27)	20%	(36)	17%	(32)	184
Watch TV: Several times per month	17%	(20)	27%	(31)	15%	(18)	20%	(23)	20%	(23)	116
Watch TV: About once per month	23%	(12)	26%	(13)	10%	(5)	16%	(8)	25%	(13)	51
Watch TV: Less often than once per month	5%	(4)	16%	(13)	18%	(15)	30%	(25)	31%	(25)	82
Watch TV: Never	6%	(13)	13%	(26)	7%	(14)	30%	(61)	44%	(89)	204
Watch Movies: Every day	35%	(136)	24%	(94)	11%	(44)	9%	(36)	20%	(80)	390
Watch Movies: Several times per week	22%	(129)	36%	(206)	14%	(83)	13%	(74)	15%	(86)	577
Watch Movies: About once per week	21%	(70)	36%	(121)	14%	(48)	13%	(44)	17%	(56)	338
Watch Movies: Several times per month	18%	(44)	32%	(81)	16%	(41)	17%	(43)	17%	(41)	250
Watch Movies: About once per month	18%	(38)	28%	(58)	6%	(13)	25%	(53)	23%	(47)	209
Watch Movies: Less often than once per month	10%	(23)	20%	(44)	10%	(22)	32%	(72)	28%	(61)	221
Watch Movies: Never	7%	(14)	10%	(22)	5%	(11)	35%	(74)	43%	(93)	215
Watch Sporting Events: Every day	31%	(36)	27%	(32)	13%	(15)	12%	(13)	17%	(19)	115
Watch Sporting Events: Several times per week	27%	(69)	30%	(75)	11%	(28)	16%	(39)	16%	(42)	253
Watch Sporting Events: About once per week	24%	(51)	35%	(78)	12%	(27)	16%	(35)	13%	(27)	219
Watch Sporting Events: Several times per month	28%	(55)	30%	(60)	15%	(30)	14%	(27)	14%	(27)	200
Watch Sporting Events: About once per month	13%	(22)	37%	(61)	16%	(27)	23%	(37)	11%	(19)	166
Watch Sporting Events: Less often than once per month	21%	(84)	33%	(132)	13%	(53)	16%	(66)	17%	(67)	403
Watch Sporting Events: Never	16%	(136)	22%	(187)	10%	(81)	21%	(176)	31%	(263)	844

Continued on next page

Table HR2_2: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Multiple membership options for different prices

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	21%	(454)	28%	(625)	12%	(261)	18%	(396)	21%	(465)	2200
Cable TV: Currently subscribe	21%	(213)	30%	(302)	11%	(110)	18%	(186)	20%	(208)	1020
Cable TV: Subscribed in past	22%	(158)	33%	(239)	14%	(101)	12%	(88)	19%	(134)	721
Cable TV: Never subscribed	18%	(83)	18%	(83)	11%	(50)	27%	(122)	27%	(122)	459
Satellite TV: Currently subscribe	25%	(118)	25%	(114)	8%	(35)	19%	(89)	23%	(106)	462
Satellite TV: Subscribed in past	23%	(143)	34%	(210)	14%	(87)	11%	(69)	17%	(108)	618
Satellite TV: Never subscribed	17%	(193)	27%	(300)	12%	(138)	21%	(238)	22%	(251)	1121
Streaming Services: Currently subscribe	27%	(375)	35%	(476)	11%	(148)	10%	(131)	17%	(239)	1369
Streaming Services: Subscribed in past	15%	(33)	22%	(49)	17%	(36)	15%	(33)	30%	(66)	217
Streaming Services: Never subscribed	7%	(45)	16%	(100)	13%	(77)	38%	(232)	26%	(160)	614
Film: An avid fan	31%	(211)	31%	(215)	9%	(65)	11%	(77)	17%	(117)	685
Film: A casual fan	17%	(216)	30%	(368)	13%	(164)	20%	(245)	20%	(249)	1242
Film: Not a fan	10%	(27)	15%	(41)	12%	(32)	27%	(74)	36%	(98)	272
Television: An avid fan	25%	(241)	29%	(279)	11%	(108)	17%	(159)	18%	(174)	961
Television: A casual fan	18%	(197)	29%	(309)	13%	(138)	18%	(195)	21%	(228)	1067
Television: Not a fan	10%	(17)	21%	(37)	9%	(15)	24%	(41)	36%	(62)	172
Music: An avid fan	28%	(287)	29%	(301)	10%	(103)	13%	(130)	20%	(200)	1021
Music: A casual fan	15%	(155)	29%	(294)	14%	(141)	22%	(227)	21%	(214)	1031
Music: Not a fan	8%	(12)	20%	(29)	11%	(16)	27%	(39)	34%	(50)	147
Fashion: An avid fan	36%	(102)	23%	(64)	9%	(24)	13%	(37)	19%	(52)	280
Fashion: A casual fan	22%	(197)	31%	(281)	14%	(128)	14%	(125)	20%	(178)	909
Fashion: Not a fan	15%	(155)	28%	(280)	11%	(109)	23%	(234)	23%	(234)	1011
Parents	22%	(221)	30%	(295)	11%	(107)	16%	(156)	21%	(210)	989
Current Netflix Subscribers	31%	(352)	33%	(380)	11%	(126)	9%	(104)	16%	(190)	1152
Current HBO Now Subscribers	46%	(86)	28%	(52)	12%	(22)	4%	(7)	10%	(20)	188
Current Disney+ Subscribers	39%	(210)	33%	(178)	9%	(47)	9%	(46)	11%	(58)	539

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

Table HR2_3: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
Ad-free membership options

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	26%	(562)	27%	(592)	12%	(274)	16%	(357)	19%	(415)	2200
Gender: Male	26%	(279)	28%	(293)	13%	(136)	17%	(181)	16%	(173)	1062
Gender: Female	25%	(283)	26%	(299)	12%	(138)	15%	(176)	21%	(242)	1138
Age: 18-34	36%	(234)	30%	(194)	10%	(65)	9%	(59)	16%	(103)	655
Age: 35-44	37%	(134)	24%	(87)	12%	(44)	8%	(29)	18%	(64)	358
Age: 45-64	19%	(140)	29%	(215)	13%	(98)	19%	(140)	21%	(158)	751
Age: 65+	12%	(54)	22%	(96)	16%	(68)	30%	(129)	20%	(89)	436
GenZers: 1997-2012	36%	(105)	30%	(86)	10%	(29)	7%	(21)	17%	(50)	292
Millennials: 1981-1996	38%	(205)	28%	(153)	11%	(58)	10%	(52)	14%	(78)	545
GenXers: 1965-1980	26%	(144)	27%	(145)	12%	(67)	13%	(69)	22%	(120)	545
Baby Boomers: 1946-1964	14%	(101)	26%	(189)	14%	(100)	25%	(179)	20%	(147)	716
PID: Dem (no lean)	29%	(228)	28%	(217)	13%	(100)	13%	(105)	18%	(139)	789
PID: Ind (no lean)	25%	(194)	28%	(219)	11%	(87)	15%	(119)	21%	(166)	784
PID: Rep (no lean)	22%	(140)	25%	(156)	14%	(88)	21%	(133)	17%	(110)	627
PID/Gender: Dem Men	29%	(103)	28%	(99)	16%	(55)	14%	(48)	14%	(49)	354
PID/Gender: Dem Women	29%	(125)	27%	(118)	10%	(44)	13%	(57)	21%	(91)	435
PID/Gender: Ind Men	25%	(99)	29%	(115)	9%	(37)	17%	(66)	20%	(79)	396
PID/Gender: Ind Women	24%	(95)	27%	(104)	13%	(49)	14%	(53)	22%	(87)	389
PID/Gender: Rep Men	25%	(78)	25%	(79)	14%	(43)	21%	(67)	15%	(46)	312
PID/Gender: Rep Women	20%	(63)	24%	(77)	14%	(45)	21%	(66)	20%	(64)	315
Ideo: Liberal (1-3)	26%	(164)	31%	(195)	13%	(80)	14%	(87)	17%	(106)	631
Ideo: Moderate (4)	27%	(168)	28%	(169)	13%	(82)	13%	(82)	18%	(113)	613
Ideo: Conservative (5-7)	24%	(166)	25%	(176)	13%	(89)	22%	(152)	16%	(108)	691
Educ: < College	24%	(359)	26%	(397)	12%	(186)	17%	(254)	21%	(315)	1512
Educ: Bachelors degree	30%	(131)	28%	(124)	13%	(56)	16%	(69)	14%	(64)	444
Educ: Post-grad	29%	(71)	29%	(72)	13%	(32)	14%	(33)	15%	(36)	244
Income: Under 50k	23%	(272)	26%	(303)	12%	(139)	18%	(219)	21%	(253)	1186
Income: 50k-100k	27%	(192)	27%	(195)	13%	(94)	15%	(110)	17%	(120)	711
Income: 100k+	32%	(98)	31%	(94)	13%	(40)	9%	(28)	14%	(42)	303
Ethnicity: White	25%	(432)	28%	(476)	12%	(211)	17%	(287)	18%	(316)	1722

Continued on next page

Table HR2_3: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
Ad-free membership options

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	26%	(562)	27%	(592)	12%	(274)	16%	(357)	19%	(415)	2200
Ethnicity: Hispanic	40%	(138)	25%	(89)	10%	(34)	7%	(25)	18%	(64)	349
Ethnicity: Afr. Am.	31%	(85)	21%	(57)	16%	(43)	14%	(38)	19%	(51)	274
Ethnicity: Other	22%	(45)	29%	(59)	10%	(20)	16%	(32)	24%	(48)	204
All Christian	23%	(241)	29%	(304)	13%	(133)	18%	(189)	17%	(178)	1046
All Non-Christian	29%	(34)	21%	(24)	15%	(18)	19%	(23)	16%	(20)	119
Atheist	30%	(27)	34%	(31)	15%	(13)	8%	(8)	14%	(12)	91
Agnostic/Nothing in particular	27%	(259)	25%	(233)	12%	(109)	15%	(138)	22%	(205)	944
Religious Non-Protestant/Catholic	29%	(41)	22%	(32)	13%	(19)	18%	(26)	18%	(26)	144
Evangelical	23%	(130)	27%	(155)	15%	(83)	16%	(91)	20%	(114)	573
Non-Evangelical	25%	(212)	28%	(235)	12%	(99)	19%	(156)	17%	(139)	841
Community: Urban	29%	(153)	24%	(125)	14%	(73)	15%	(80)	19%	(102)	533
Community: Suburban	26%	(274)	29%	(309)	13%	(133)	17%	(177)	15%	(161)	1053
Community: Rural	22%	(134)	26%	(158)	11%	(69)	16%	(100)	25%	(153)	614
Employ: Private Sector	31%	(201)	29%	(186)	12%	(77)	15%	(95)	14%	(92)	652
Employ: Government	27%	(35)	29%	(37)	11%	(15)	14%	(18)	18%	(23)	127
Employ: Self-Employed	31%	(49)	27%	(42)	13%	(20)	12%	(19)	17%	(26)	157
Employ: Homemaker	20%	(27)	34%	(47)	16%	(22)	14%	(20)	16%	(23)	138
Employ: Retired	14%	(67)	21%	(102)	15%	(74)	28%	(137)	22%	(105)	485
Employ: Unemployed	27%	(86)	30%	(96)	10%	(34)	11%	(35)	23%	(74)	325
Employ: Other	21%	(35)	17%	(27)	12%	(20)	14%	(22)	36%	(59)	163
Military HH: Yes	18%	(70)	30%	(118)	15%	(57)	21%	(81)	17%	(66)	391
Military HH: No	27%	(492)	26%	(474)	12%	(217)	15%	(276)	19%	(349)	1809
RD/WT: Right Direction	21%	(151)	26%	(189)	13%	(98)	22%	(159)	19%	(136)	733
RD/WT: Wrong Track	28%	(411)	27%	(403)	12%	(176)	13%	(197)	19%	(279)	1467
Trump Job Approve	25%	(215)	26%	(230)	13%	(112)	19%	(169)	17%	(151)	876
Trump Job Disapprove	27%	(332)	28%	(349)	12%	(151)	14%	(174)	18%	(227)	1233

Continued on next page

Table HR2_3: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
Ad-free membership options

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	26%	(562)	27%	(592)	12%	(274)	16%	(357)	19%	(415)	2200
Trump Job Strongly Approve	21%	(102)	24%	(117)	15%	(76)	23%	(113)	16%	(80)	488
Trump Job Somewhat Approve	29%	(113)	29%	(113)	9%	(36)	14%	(56)	18%	(71)	388
Trump Job Somewhat Disapprove	29%	(84)	30%	(87)	14%	(42)	8%	(22)	19%	(56)	291
Trump Job Strongly Disapprove	26%	(249)	28%	(262)	12%	(109)	16%	(151)	18%	(170)	942
Favorable of Trump	25%	(207)	27%	(222)	12%	(103)	21%	(171)	16%	(130)	833
Unfavorable of Trump	27%	(331)	29%	(351)	13%	(153)	14%	(172)	17%	(213)	1220
Very Favorable of Trump	24%	(119)	24%	(122)	14%	(71)	22%	(110)	16%	(78)	500
Somewhat Favorable of Trump	26%	(87)	30%	(101)	10%	(32)	18%	(61)	16%	(52)	333
Somewhat Unfavorable of Trump	26%	(54)	33%	(67)	17%	(36)	8%	(16)	16%	(33)	206
Very Unfavorable of Trump	27%	(277)	28%	(284)	12%	(117)	15%	(156)	18%	(180)	1014
#1 Issue: Economy	29%	(223)	29%	(224)	14%	(108)	13%	(101)	15%	(116)	772
#1 Issue: Security	23%	(58)	26%	(66)	12%	(31)	22%	(56)	17%	(44)	255
#1 Issue: Health Care	27%	(113)	29%	(124)	11%	(48)	11%	(47)	22%	(94)	425
#1 Issue: Medicare / Social Security	18%	(55)	17%	(53)	12%	(35)	26%	(78)	27%	(81)	301
#1 Issue: Women's Issues	29%	(27)	29%	(27)	10%	(10)	12%	(11)	20%	(19)	94
#1 Issue: Education	36%	(43)	24%	(28)	14%	(17)	10%	(12)	17%	(20)	120
#1 Issue: Energy	19%	(16)	41%	(36)	13%	(11)	19%	(17)	8%	(7)	88
#1 Issue: Other	18%	(27)	23%	(34)	10%	(15)	24%	(35)	24%	(34)	144
2018 House Vote: Democrat	27%	(198)	29%	(216)	12%	(88)	14%	(103)	19%	(137)	741
2018 House Vote: Republican	22%	(136)	27%	(167)	14%	(84)	22%	(138)	14%	(89)	615
2018 House Vote: Someone else	27%	(23)	21%	(17)	14%	(11)	16%	(13)	22%	(19)	83
2016 Vote: Hillary Clinton	25%	(167)	28%	(189)	14%	(90)	14%	(96)	19%	(124)	666
2016 Vote: Donald Trump	22%	(150)	28%	(189)	14%	(92)	21%	(139)	16%	(107)	678
2016 Vote: Other	26%	(43)	31%	(50)	11%	(18)	13%	(22)	19%	(31)	163
2016 Vote: Didn't Vote	29%	(202)	24%	(163)	11%	(74)	14%	(100)	22%	(152)	690
Voted in 2014: Yes	23%	(297)	28%	(358)	14%	(177)	18%	(224)	17%	(222)	1278
Voted in 2014: No	29%	(265)	25%	(234)	11%	(97)	14%	(133)	21%	(193)	922

Continued on next page

Table HR2_3: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
Ad-free membership options

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	26%	(562)	27%	(592)	12%	(274)	16%	(357)	19%	(415)	2200
2012 Vote: Barack Obama	25%	(207)	27%	(227)	14%	(119)	15%	(129)	18%	(152)	834
2012 Vote: Mitt Romney	21%	(105)	27%	(136)	12%	(59)	23%	(115)	17%	(83)	497
2012 Vote: Other	24%	(20)	26%	(22)	17%	(14)	16%	(14)	17%	(15)	86
2012 Vote: Didn't Vote	29%	(228)	27%	(207)	10%	(81)	13%	(99)	21%	(165)	781
4-Region: Northeast	21%	(82)	30%	(118)	14%	(55)	17%	(68)	18%	(71)	394
4-Region: Midwest	24%	(113)	28%	(132)	12%	(54)	19%	(87)	17%	(77)	462
4-Region: South	26%	(218)	24%	(200)	13%	(105)	17%	(136)	20%	(165)	824
4-Region: West	29%	(149)	27%	(143)	11%	(60)	13%	(65)	20%	(103)	520
Watch TV: Every day	29%	(313)	26%	(281)	13%	(138)	15%	(156)	17%	(184)	1071
Watch TV: Several times per week	27%	(133)	34%	(169)	10%	(48)	13%	(65)	16%	(77)	492
Watch TV: About once per week	25%	(47)	33%	(60)	12%	(22)	17%	(31)	13%	(25)	184
Watch TV: Several times per month	25%	(28)	22%	(26)	17%	(20)	16%	(18)	20%	(23)	116
Watch TV: About once per month	25%	(13)	37%	(19)	11%	(6)	8%	(4)	20%	(10)	51
Watch TV: Less often than once per month	20%	(16)	15%	(12)	23%	(19)	24%	(20)	19%	(16)	82
Watch TV: Never	6%	(12)	12%	(25)	11%	(22)	31%	(64)	40%	(81)	204
Watch Movies: Every day	43%	(168)	20%	(77)	11%	(41)	8%	(33)	18%	(70)	390
Watch Movies: Several times per week	29%	(165)	36%	(207)	12%	(71)	10%	(55)	14%	(78)	577
Watch Movies: About once per week	28%	(95)	31%	(106)	17%	(59)	12%	(39)	12%	(39)	338
Watch Movies: Several times per month	20%	(51)	30%	(74)	15%	(36)	16%	(39)	20%	(49)	250
Watch Movies: About once per month	17%	(36)	30%	(63)	10%	(21)	24%	(49)	19%	(39)	209
Watch Movies: Less often than once per month	15%	(34)	20%	(45)	13%	(28)	28%	(63)	24%	(52)	221
Watch Movies: Never	6%	(13)	9%	(19)	8%	(17)	36%	(78)	41%	(87)	215
Watch Sporting Events: Every day	39%	(45)	19%	(22)	13%	(15)	12%	(14)	17%	(20)	115
Watch Sporting Events: Several times per week	32%	(80)	32%	(82)	16%	(39)	11%	(28)	10%	(24)	253
Watch Sporting Events: About once per week	28%	(62)	33%	(72)	14%	(31)	15%	(33)	10%	(21)	219
Watch Sporting Events: Several times per month	35%	(70)	22%	(44)	14%	(28)	14%	(27)	16%	(31)	200
Watch Sporting Events: About once per month	24%	(40)	32%	(53)	15%	(25)	16%	(27)	13%	(21)	166
Watch Sporting Events: Less often than once per month	23%	(92)	35%	(142)	10%	(40)	15%	(62)	17%	(66)	403
Watch Sporting Events: Never	21%	(175)	21%	(176)	11%	(96)	20%	(166)	27%	(231)	844

Continued on next page

Table HR2_3: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
Ad-free membership options

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	26%	(562)	27%	(592)	12%	(274)	16%	(357)	19%	(415)	2200
Cable TV: Currently subscribe	25%	(256)	29%	(292)	12%	(118)	16%	(166)	18%	(188)	1020
Cable TV: Subscribed in past	29%	(212)	30%	(219)	15%	(106)	11%	(78)	14%	(104)	721
Cable TV: Never subscribed	20%	(94)	18%	(81)	11%	(50)	25%	(113)	27%	(122)	459
Satellite TV: Currently subscribe	29%	(134)	24%	(110)	13%	(59)	16%	(73)	19%	(86)	462
Satellite TV: Subscribed in past	30%	(187)	32%	(200)	12%	(75)	11%	(69)	14%	(86)	618
Satellite TV: Never subscribed	22%	(241)	25%	(281)	12%	(140)	19%	(215)	22%	(243)	1121
Streaming Services: Currently subscribe	35%	(474)	34%	(463)	11%	(149)	7%	(89)	14%	(193)	1369
Streaming Services: Subscribed in past	13%	(28)	19%	(42)	23%	(49)	20%	(43)	25%	(54)	217
Streaming Services: Never subscribed	10%	(59)	14%	(87)	12%	(75)	37%	(225)	27%	(168)	614
Film: An avid fan	39%	(268)	26%	(179)	12%	(80)	10%	(68)	13%	(89)	685
Film: A casual fan	20%	(248)	30%	(376)	13%	(158)	18%	(218)	19%	(242)	1242
Film: Not a fan	17%	(46)	13%	(36)	13%	(36)	26%	(70)	31%	(84)	272
Television: An avid fan	31%	(297)	28%	(268)	10%	(98)	15%	(144)	16%	(155)	961
Television: A casual fan	23%	(243)	28%	(296)	14%	(145)	17%	(177)	19%	(206)	1067
Television: Not a fan	13%	(22)	16%	(28)	18%	(32)	21%	(36)	32%	(54)	172
Music: An avid fan	35%	(361)	26%	(263)	11%	(113)	12%	(118)	16%	(166)	1021
Music: A casual fan	18%	(183)	30%	(307)	14%	(142)	19%	(197)	20%	(202)	1031
Music: Not a fan	12%	(18)	15%	(22)	13%	(19)	28%	(42)	32%	(47)	147
Fashion: An avid fan	43%	(119)	23%	(66)	6%	(17)	11%	(32)	16%	(46)	280
Fashion: A casual fan	28%	(259)	26%	(240)	15%	(138)	12%	(108)	18%	(165)	909
Fashion: Not a fan	18%	(184)	28%	(286)	12%	(119)	22%	(217)	20%	(205)	1011
Parents	27%	(265)	27%	(265)	12%	(123)	15%	(151)	19%	(185)	989
Current Netflix Subscribers	38%	(434)	31%	(355)	11%	(126)	7%	(79)	14%	(158)	1152
Current HBO Now Subscribers	49%	(93)	30%	(56)	8%	(14)	5%	(9)	8%	(15)	188
Current Disney+ Subscribers	44%	(237)	30%	(163)	8%	(45)	6%	(34)	11%	(59)	539

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

Table HR2_4: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Discounted membership options that include ads

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	13%	(291)	27%	(603)	19%	(419)	21%	(467)	19%	(419)	2200
Gender: Male	13%	(133)	28%	(301)	20%	(207)	22%	(235)	17%	(186)	1062
Gender: Female	14%	(158)	27%	(302)	19%	(211)	20%	(232)	21%	(234)	1138
Age: 18-34	19%	(126)	32%	(210)	19%	(124)	14%	(92)	16%	(104)	655
Age: 35-44	16%	(57)	32%	(113)	18%	(65)	14%	(51)	20%	(71)	358
Age: 45-64	12%	(90)	26%	(196)	18%	(134)	22%	(167)	22%	(164)	751
Age: 65+	4%	(18)	19%	(84)	22%	(96)	36%	(158)	18%	(80)	436
GenZers: 1997-2012	16%	(45)	34%	(99)	20%	(58)	14%	(40)	17%	(49)	292
Millennials: 1981-1996	20%	(111)	30%	(164)	18%	(100)	15%	(83)	16%	(87)	545
GenXers: 1965-1980	15%	(84)	29%	(159)	17%	(95)	16%	(85)	22%	(121)	545
Baby Boomers: 1946-1964	7%	(50)	23%	(163)	20%	(143)	30%	(215)	20%	(145)	716
PID: Dem (no lean)	14%	(107)	29%	(231)	21%	(166)	19%	(153)	17%	(132)	789
PID: Ind (no lean)	13%	(104)	27%	(212)	18%	(145)	19%	(150)	22%	(174)	784
PID: Rep (no lean)	13%	(80)	26%	(160)	17%	(108)	26%	(165)	18%	(113)	627
PID/Gender: Dem Men	10%	(36)	31%	(111)	25%	(88)	21%	(75)	13%	(45)	354
PID/Gender: Dem Women	16%	(71)	27%	(119)	18%	(78)	18%	(78)	20%	(88)	435
PID/Gender: Ind Men	13%	(52)	26%	(103)	18%	(73)	20%	(79)	23%	(89)	396
PID/Gender: Ind Women	14%	(53)	28%	(109)	19%	(72)	18%	(70)	22%	(85)	389
PID/Gender: Rep Men	15%	(46)	28%	(87)	15%	(47)	26%	(81)	17%	(52)	312
PID/Gender: Rep Women	11%	(34)	23%	(74)	19%	(61)	27%	(84)	19%	(61)	315
Ideo: Liberal (1-3)	14%	(90)	32%	(199)	21%	(133)	18%	(113)	15%	(96)	631
Ideo: Moderate (4)	15%	(91)	28%	(174)	19%	(118)	20%	(122)	18%	(109)	613
Ideo: Conservative (5-7)	11%	(78)	26%	(181)	19%	(130)	27%	(185)	17%	(117)	691
Educ: < College	12%	(185)	26%	(388)	19%	(288)	22%	(328)	21%	(323)	1512
Educ: Bachelors degree	14%	(63)	30%	(134)	21%	(95)	20%	(89)	14%	(62)	444
Educ: Post-grad	18%	(43)	33%	(81)	15%	(36)	21%	(50)	14%	(34)	244
Income: Under 50k	12%	(142)	24%	(290)	17%	(206)	24%	(284)	22%	(263)	1186
Income: 50k-100k	15%	(107)	30%	(217)	20%	(144)	18%	(131)	16%	(113)	711
Income: 100k+	14%	(42)	32%	(96)	23%	(69)	17%	(52)	14%	(44)	303
Ethnicity: White	12%	(213)	28%	(488)	19%	(331)	22%	(375)	18%	(316)	1722

Continued on next page

Table HR2_4: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Discounted membership options that include ads

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	13%	(291)	27%	(603)	19%	(419)	21%	(467)	19%	(419)	2200
Ethnicity: Hispanic	15%	(51)	31%	(107)	19%	(68)	16%	(58)	19%	(66)	349
Ethnicity: Afr. Am.	17%	(47)	26%	(72)	20%	(55)	16%	(44)	20%	(56)	274
Ethnicity: Other	16%	(32)	21%	(43)	16%	(33)	24%	(48)	23%	(48)	204
All Christian	12%	(121)	30%	(309)	19%	(201)	23%	(244)	16%	(172)	1046
All Non-Christian	12%	(14)	29%	(35)	17%	(20)	28%	(33)	15%	(18)	119
Atheist	19%	(17)	28%	(26)	22%	(21)	14%	(13)	17%	(15)	91
Agnostic/Nothing in particular	15%	(140)	25%	(234)	19%	(178)	19%	(178)	23%	(214)	944
Religious Non-Protestant/Catholic	13%	(19)	30%	(43)	16%	(23)	24%	(35)	17%	(25)	144
Evangelical	15%	(87)	23%	(129)	20%	(117)	22%	(128)	20%	(112)	573
Non-Evangelical	12%	(101)	31%	(264)	17%	(143)	23%	(197)	16%	(136)	841
Community: Urban	17%	(90)	29%	(157)	18%	(97)	18%	(96)	17%	(93)	533
Community: Suburban	13%	(137)	27%	(288)	21%	(217)	23%	(238)	16%	(173)	1053
Community: Rural	10%	(64)	26%	(159)	17%	(104)	22%	(133)	25%	(153)	614
Employ: Private Sector	15%	(100)	32%	(208)	18%	(117)	21%	(134)	14%	(93)	652
Employ: Government	12%	(15)	39%	(49)	15%	(19)	15%	(19)	20%	(25)	127
Employ: Self-Employed	16%	(25)	24%	(37)	20%	(31)	21%	(33)	20%	(31)	157
Employ: Homemaker	16%	(23)	30%	(42)	14%	(19)	19%	(27)	20%	(28)	138
Employ: Retired	6%	(29)	19%	(92)	21%	(103)	35%	(171)	19%	(90)	485
Employ: Unemployed	16%	(51)	25%	(82)	19%	(62)	14%	(45)	26%	(85)	325
Employ: Other	14%	(24)	14%	(22)	25%	(41)	13%	(21)	34%	(55)	163
Military HH: Yes	13%	(52)	27%	(105)	19%	(76)	25%	(98)	15%	(60)	391
Military HH: No	13%	(240)	28%	(498)	19%	(343)	20%	(369)	20%	(359)	1809
RD/WT: Right Direction	12%	(91)	25%	(184)	17%	(124)	25%	(185)	20%	(150)	733
RD/WT: Wrong Track	14%	(200)	29%	(419)	20%	(295)	19%	(282)	18%	(270)	1467
Trump Job Approve	14%	(121)	28%	(247)	17%	(152)	24%	(210)	17%	(146)	876
Trump Job Disapprove	13%	(161)	28%	(339)	21%	(254)	19%	(235)	20%	(244)	1233

Continued on next page

Table HR2_4: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Discounted membership options that include ads

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	13%	(291)	27%	(603)	19%	(419)	21%	(467)	19%	(419)	2200
Trump Job Strongly Approve	12%	(60)	24%	(117)	18%	(88)	28%	(135)	18%	(88)	488
Trump Job Somewhat Approve	16%	(61)	34%	(130)	16%	(64)	19%	(75)	15%	(59)	388
Trump Job Somewhat Disapprove	11%	(32)	30%	(88)	26%	(74)	14%	(42)	19%	(54)	291
Trump Job Strongly Disapprove	14%	(128)	27%	(251)	19%	(180)	21%	(194)	20%	(189)	942
Favorable of Trump	14%	(118)	28%	(237)	17%	(143)	25%	(207)	15%	(128)	833
Unfavorable of Trump	13%	(162)	29%	(352)	21%	(257)	19%	(228)	18%	(221)	1220
Very Favorable of Trump	14%	(70)	24%	(118)	18%	(90)	27%	(137)	17%	(85)	500
Somewhat Favorable of Trump	14%	(48)	36%	(119)	16%	(53)	21%	(71)	13%	(42)	333
Somewhat Unfavorable of Trump	13%	(27)	31%	(65)	26%	(54)	14%	(29)	15%	(31)	206
Very Unfavorable of Trump	13%	(135)	28%	(287)	20%	(202)	20%	(199)	19%	(190)	1014
#1 Issue: Economy	18%	(136)	30%	(232)	17%	(134)	18%	(135)	17%	(134)	772
#1 Issue: Security	8%	(20)	25%	(64)	17%	(44)	31%	(78)	19%	(49)	255
#1 Issue: Health Care	11%	(48)	29%	(125)	21%	(91)	18%	(76)	20%	(85)	425
#1 Issue: Medicare / Social Security	8%	(24)	20%	(60)	20%	(59)	28%	(85)	24%	(73)	301
#1 Issue: Women's Issues	17%	(16)	35%	(32)	17%	(16)	16%	(15)	15%	(14)	94
#1 Issue: Education	17%	(20)	24%	(29)	24%	(29)	16%	(19)	19%	(23)	120
#1 Issue: Energy	12%	(10)	35%	(30)	22%	(19)	23%	(20)	8%	(7)	88
#1 Issue: Other	11%	(15)	21%	(30)	19%	(27)	26%	(37)	24%	(34)	144
2018 House Vote: Democrat	15%	(114)	30%	(219)	20%	(149)	18%	(136)	17%	(123)	741
2018 House Vote: Republican	13%	(78)	29%	(176)	17%	(104)	27%	(166)	15%	(91)	615
2018 House Vote: Someone else	8%	(7)	17%	(14)	18%	(15)	29%	(24)	27%	(23)	83
2016 Vote: Hillary Clinton	13%	(87)	25%	(170)	22%	(150)	20%	(131)	19%	(129)	666
2016 Vote: Donald Trump	13%	(86)	28%	(189)	18%	(119)	25%	(172)	17%	(112)	678
2016 Vote: Other	15%	(24)	35%	(57)	14%	(23)	19%	(30)	18%	(30)	163
2016 Vote: Didn't Vote	14%	(95)	27%	(186)	18%	(127)	19%	(134)	21%	(148)	690
Voted in 2014: Yes	14%	(176)	26%	(334)	20%	(254)	23%	(290)	17%	(223)	1278
Voted in 2014: No	13%	(115)	29%	(269)	18%	(165)	19%	(177)	21%	(196)	922

Continued on next page

Table HR2_4: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Discounted membership options that include ads

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	13%	(291)	27%	(603)	19%	(419)	21%	(467)	19%	(419)	2200
2012 Vote: Barack Obama	15%	(121)	27%	(222)	20%	(169)	20%	(165)	19%	(156)	834
2012 Vote: Mitt Romney	11%	(54)	26%	(129)	19%	(93)	28%	(138)	17%	(83)	497
2012 Vote: Other	11%	(9)	30%	(26)	18%	(16)	22%	(19)	18%	(15)	86
2012 Vote: Didn't Vote	13%	(105)	29%	(225)	18%	(141)	19%	(145)	21%	(164)	781
4-Region: Northeast	12%	(48)	31%	(122)	20%	(77)	20%	(78)	17%	(68)	394
4-Region: Midwest	13%	(59)	27%	(127)	17%	(78)	24%	(110)	19%	(89)	462
4-Region: South	14%	(117)	28%	(230)	18%	(147)	21%	(169)	19%	(161)	824
4-Region: West	13%	(67)	24%	(124)	22%	(117)	21%	(110)	20%	(102)	520
Watch TV: Every day	16%	(173)	30%	(317)	18%	(195)	19%	(203)	17%	(183)	1071
Watch TV: Several times per week	12%	(59)	34%	(166)	20%	(97)	19%	(94)	16%	(78)	492
Watch TV: About once per week	12%	(22)	27%	(50)	23%	(42)	24%	(43)	15%	(27)	184
Watch TV: Several times per month	15%	(17)	24%	(28)	20%	(23)	26%	(30)	15%	(17)	116
Watch TV: About once per month	11%	(6)	29%	(15)	25%	(13)	10%	(5)	25%	(13)	51
Watch TV: Less often than once per month	4%	(3)	13%	(11)	27%	(22)	35%	(29)	22%	(18)	82
Watch TV: Never	6%	(12)	9%	(17)	13%	(27)	31%	(62)	41%	(84)	204
Watch Movies: Every day	25%	(99)	28%	(108)	13%	(51)	15%	(59)	19%	(73)	390
Watch Movies: Several times per week	12%	(71)	34%	(199)	23%	(130)	15%	(89)	15%	(88)	577
Watch Movies: About once per week	11%	(36)	34%	(115)	27%	(93)	16%	(54)	12%	(40)	338
Watch Movies: Several times per month	14%	(35)	29%	(73)	22%	(54)	20%	(49)	15%	(38)	250
Watch Movies: About once per month	9%	(18)	26%	(54)	13%	(26)	31%	(64)	22%	(46)	209
Watch Movies: Less often than once per month	8%	(17)	18%	(40)	17%	(37)	35%	(79)	22%	(48)	221
Watch Movies: Never	6%	(13)	6%	(14)	13%	(28)	35%	(74)	40%	(85)	215
Watch Sporting Events: Every day	20%	(23)	30%	(35)	22%	(25)	15%	(17)	14%	(16)	115
Watch Sporting Events: Several times per week	16%	(40)	36%	(91)	19%	(48)	20%	(51)	9%	(24)	253
Watch Sporting Events: About once per week	12%	(27)	33%	(72)	23%	(49)	20%	(44)	12%	(26)	219
Watch Sporting Events: Several times per month	16%	(32)	34%	(67)	22%	(44)	16%	(32)	13%	(25)	200
Watch Sporting Events: About once per month	10%	(17)	34%	(56)	22%	(36)	25%	(41)	10%	(16)	166
Watch Sporting Events: Less often than once per month	15%	(59)	29%	(116)	21%	(86)	20%	(82)	15%	(61)	403
Watch Sporting Events: Never	11%	(94)	20%	(166)	16%	(131)	24%	(200)	30%	(252)	844

Continued on next page

Table HR2_4: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Discounted membership options that include ads

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	13%	(291)	27%	(603)	19%	(419)	21%	(467)	19%	(419)	2200
Cable TV: Currently subscribe	13%	(136)	29%	(293)	19%	(197)	20%	(204)	19%	(191)	1020
Cable TV: Subscribed in past	13%	(93)	32%	(227)	21%	(154)	19%	(140)	15%	(107)	721
Cable TV: Never subscribed	14%	(63)	18%	(83)	15%	(68)	27%	(124)	26%	(121)	459
Satellite TV: Currently subscribe	16%	(72)	22%	(104)	18%	(82)	24%	(111)	20%	(93)	462
Satellite TV: Subscribed in past	16%	(96)	34%	(210)	20%	(126)	16%	(97)	14%	(89)	618
Satellite TV: Never subscribed	11%	(123)	26%	(290)	19%	(210)	23%	(260)	21%	(237)	1121
Streaming Services: Currently subscribe	17%	(234)	35%	(477)	21%	(281)	12%	(169)	15%	(206)	1369
Streaming Services: Subscribed in past	10%	(22)	23%	(50)	18%	(40)	21%	(46)	27%	(58)	217
Streaming Services: Never subscribed	6%	(35)	12%	(76)	16%	(97)	41%	(251)	25%	(155)	614
Film: An avid fan	20%	(139)	29%	(197)	20%	(135)	16%	(110)	15%	(104)	685
Film: A casual fan	11%	(136)	29%	(365)	19%	(240)	22%	(273)	18%	(228)	1242
Film: Not a fan	6%	(16)	15%	(40)	16%	(44)	31%	(84)	32%	(87)	272
Television: An avid fan	17%	(159)	30%	(291)	18%	(170)	20%	(193)	15%	(148)	961
Television: A casual fan	11%	(121)	27%	(283)	20%	(217)	21%	(226)	21%	(220)	1067
Television: Not a fan	7%	(12)	17%	(29)	18%	(31)	28%	(48)	30%	(52)	172
Music: An avid fan	17%	(175)	29%	(300)	20%	(202)	17%	(176)	17%	(169)	1021
Music: A casual fan	10%	(107)	27%	(274)	19%	(194)	24%	(249)	20%	(206)	1031
Music: Not a fan	6%	(9)	20%	(29)	15%	(22)	29%	(42)	30%	(44)	147
Fashion: An avid fan	26%	(73)	25%	(70)	15%	(43)	14%	(40)	19%	(53)	280
Fashion: A casual fan	13%	(118)	31%	(278)	21%	(191)	18%	(162)	17%	(159)	909
Fashion: Not a fan	10%	(100)	25%	(254)	18%	(184)	26%	(265)	20%	(207)	1011
Parents	15%	(143)	27%	(269)	21%	(203)	19%	(187)	19%	(186)	989
Current Netflix Subscribers	18%	(209)	35%	(402)	19%	(216)	13%	(154)	15%	(172)	1152
Current HBO Now Subscribers	28%	(53)	42%	(78)	13%	(24)	9%	(16)	9%	(16)	188
Current Disney+ Subscribers	24%	(130)	37%	(197)	18%	(96)	10%	(52)	12%	(63)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

Table HR2_5: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
Rare or hard to find content

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	22%	(483)	28%	(614)	13%	(282)	18%	(387)	20%	(434)	2200
Gender: Male	24%	(252)	27%	(290)	13%	(142)	18%	(191)	18%	(187)	1062
Gender: Female	20%	(230)	28%	(324)	12%	(140)	17%	(196)	22%	(248)	1138
Age: 18-34	36%	(239)	28%	(181)	10%	(64)	11%	(71)	15%	(101)	655
Age: 35-44	28%	(99)	30%	(109)	11%	(38)	10%	(35)	21%	(76)	358
Age: 45-64	15%	(116)	30%	(227)	14%	(102)	20%	(147)	21%	(159)	751
Age: 65+	7%	(29)	22%	(98)	18%	(77)	31%	(135)	22%	(98)	436
GenZers: 1997-2012	37%	(107)	25%	(74)	13%	(37)	11%	(32)	14%	(42)	292
Millennials: 1981-1996	33%	(178)	32%	(172)	8%	(43)	10%	(56)	17%	(95)	545
GenXers: 1965-1980	23%	(126)	28%	(154)	13%	(73)	15%	(82)	20%	(109)	545
Baby Boomers: 1946-1964	9%	(66)	28%	(199)	15%	(104)	25%	(177)	24%	(170)	716
PID: Dem (no lean)	26%	(203)	29%	(228)	14%	(108)	15%	(120)	17%	(131)	789
PID: Ind (no lean)	22%	(173)	29%	(226)	11%	(84)	15%	(121)	23%	(181)	784
PID: Rep (no lean)	17%	(107)	26%	(160)	14%	(91)	23%	(147)	19%	(122)	627
PID/Gender: Dem Men	29%	(104)	26%	(90)	15%	(52)	17%	(61)	13%	(47)	354
PID/Gender: Dem Women	23%	(99)	32%	(138)	13%	(56)	13%	(59)	19%	(84)	435
PID/Gender: Ind Men	23%	(89)	29%	(114)	12%	(46)	15%	(58)	22%	(89)	396
PID/Gender: Ind Women	22%	(84)	29%	(111)	10%	(38)	16%	(63)	24%	(93)	389
PID/Gender: Rep Men	19%	(60)	27%	(85)	14%	(44)	23%	(72)	16%	(51)	312
PID/Gender: Rep Women	15%	(47)	24%	(75)	15%	(46)	24%	(74)	23%	(71)	315
Ideo: Liberal (1-3)	25%	(157)	31%	(198)	14%	(91)	14%	(89)	15%	(97)	631
Ideo: Moderate (4)	24%	(145)	30%	(184)	13%	(83)	15%	(91)	18%	(111)	613
Ideo: Conservative (5-7)	17%	(117)	26%	(180)	13%	(93)	24%	(167)	20%	(135)	691
Educ: < College	22%	(327)	27%	(402)	13%	(189)	18%	(273)	21%	(321)	1512
Educ: Bachelors degree	22%	(98)	28%	(126)	15%	(65)	19%	(82)	16%	(72)	444
Educ: Post-grad	24%	(58)	35%	(85)	11%	(28)	13%	(33)	17%	(41)	244
Income: Under 50k	21%	(251)	27%	(324)	11%	(135)	19%	(228)	21%	(248)	1186
Income: 50k-100k	24%	(173)	26%	(186)	12%	(86)	18%	(126)	20%	(139)	711
Income: 100k+	19%	(58)	34%	(104)	20%	(61)	11%	(33)	16%	(48)	303
Ethnicity: White	21%	(361)	29%	(500)	12%	(214)	18%	(309)	20%	(338)	1722

Continued on next page

Table HR2_5: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
Rare or hard to find content

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	22%	(483)	28%	(614)	13%	(282)	18%	(387)	20%	(434)	2200
Ethnicity: Hispanic	39%	(136)	23%	(81)	13%	(46)	11%	(40)	13%	(47)	349
Ethnicity: Afr. Am.	29%	(80)	23%	(64)	14%	(39)	14%	(38)	19%	(53)	274
Ethnicity: Other	20%	(42)	24%	(50)	14%	(28)	20%	(40)	21%	(44)	204
All Christian	19%	(199)	27%	(278)	16%	(167)	20%	(209)	18%	(194)	1046
All Non-Christian	18%	(22)	27%	(32)	15%	(18)	20%	(24)	19%	(23)	119
Atheist	25%	(23)	39%	(36)	9%	(8)	12%	(11)	14%	(13)	91
Agnostic/Nothing in particular	25%	(239)	28%	(268)	9%	(88)	15%	(143)	22%	(205)	944
Religious Non-Protestant/Catholic	19%	(27)	28%	(40)	15%	(22)	18%	(26)	21%	(30)	144
Evangelical	20%	(116)	27%	(154)	15%	(88)	17%	(96)	21%	(120)	573
Non-Evangelical	21%	(178)	27%	(226)	13%	(112)	21%	(177)	18%	(149)	841
Community: Urban	26%	(140)	28%	(150)	12%	(66)	16%	(83)	18%	(95)	533
Community: Suburban	21%	(224)	29%	(308)	14%	(149)	18%	(194)	17%	(177)	1053
Community: Rural	19%	(119)	25%	(156)	11%	(66)	18%	(110)	27%	(163)	614
Employ: Private Sector	25%	(166)	31%	(203)	12%	(80)	16%	(104)	15%	(99)	652
Employ: Government	21%	(27)	30%	(38)	15%	(19)	12%	(15)	22%	(28)	127
Employ: Self-Employed	27%	(43)	33%	(51)	8%	(12)	14%	(22)	18%	(28)	157
Employ: Homemaker	21%	(29)	26%	(36)	14%	(19)	16%	(23)	23%	(32)	138
Employ: Retired	8%	(38)	24%	(119)	16%	(80)	30%	(143)	22%	(105)	485
Employ: Unemployed	28%	(90)	28%	(92)	8%	(25)	12%	(40)	24%	(78)	325
Employ: Other	18%	(30)	21%	(34)	13%	(22)	16%	(26)	32%	(51)	163
Military HH: Yes	21%	(82)	28%	(110)	10%	(37)	22%	(85)	20%	(77)	391
Military HH: No	22%	(401)	28%	(504)	14%	(245)	17%	(302)	20%	(357)	1809
RD/WT: Right Direction	17%	(127)	26%	(188)	14%	(102)	21%	(157)	22%	(159)	733
RD/WT: Wrong Track	24%	(356)	29%	(425)	12%	(180)	16%	(230)	19%	(275)	1467
Trump Job Approve	19%	(168)	28%	(244)	13%	(112)	20%	(179)	20%	(173)	876
Trump Job Disapprove	25%	(302)	28%	(351)	12%	(152)	16%	(192)	19%	(236)	1233

Continued on next page

Table HR2_5: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Rare or hard to find content

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	22%	(483)	28%	(614)	13%	(282)	18%	(387)	20%	(434)	2200
Trump Job Strongly Approve	15%	(73)	25%	(124)	14%	(68)	24%	(118)	21%	(105)	488
Trump Job Somewhat Approve	25%	(95)	31%	(120)	11%	(44)	16%	(61)	18%	(68)	388
Trump Job Somewhat Disapprove	23%	(68)	31%	(91)	13%	(38)	12%	(35)	21%	(60)	291
Trump Job Strongly Disapprove	25%	(234)	28%	(260)	12%	(114)	17%	(157)	19%	(176)	942
Favorable of Trump	19%	(155)	29%	(239)	13%	(108)	21%	(179)	18%	(152)	833
Unfavorable of Trump	25%	(303)	29%	(355)	13%	(159)	16%	(191)	17%	(212)	1220
Very Favorable of Trump	18%	(88)	25%	(126)	14%	(68)	23%	(116)	20%	(102)	500
Somewhat Favorable of Trump	20%	(67)	34%	(113)	12%	(39)	19%	(63)	15%	(50)	333
Somewhat Unfavorable of Trump	21%	(43)	35%	(72)	17%	(36)	12%	(25)	15%	(31)	206
Very Unfavorable of Trump	26%	(260)	28%	(283)	12%	(123)	16%	(167)	18%	(181)	1014
#1 Issue: Economy	25%	(193)	30%	(232)	12%	(94)	15%	(120)	17%	(133)	772
#1 Issue: Security	15%	(39)	25%	(65)	13%	(33)	23%	(59)	23%	(60)	255
#1 Issue: Health Care	25%	(107)	27%	(115)	11%	(47)	16%	(66)	21%	(89)	425
#1 Issue: Medicare / Social Security	12%	(38)	23%	(69)	13%	(38)	27%	(80)	25%	(76)	301
#1 Issue: Women's Issues	25%	(24)	37%	(35)	8%	(8)	14%	(14)	15%	(14)	94
#1 Issue: Education	27%	(32)	23%	(28)	23%	(28)	6%	(7)	21%	(25)	120
#1 Issue: Energy	25%	(22)	27%	(24)	24%	(21)	16%	(14)	8%	(7)	88
#1 Issue: Other	20%	(28)	31%	(45)	9%	(13)	19%	(28)	21%	(30)	144
2018 House Vote: Democrat	24%	(181)	31%	(232)	11%	(85)	16%	(116)	17%	(129)	741
2018 House Vote: Republican	17%	(102)	27%	(164)	15%	(92)	24%	(145)	18%	(111)	615
2018 House Vote: Someone else	14%	(12)	27%	(22)	14%	(11)	15%	(13)	30%	(25)	83
2016 Vote: Hillary Clinton	24%	(159)	29%	(194)	13%	(83)	15%	(103)	19%	(127)	666
2016 Vote: Donald Trump	17%	(116)	28%	(193)	14%	(95)	21%	(144)	19%	(130)	678
2016 Vote: Other	21%	(35)	35%	(58)	9%	(15)	15%	(25)	19%	(30)	163
2016 Vote: Didn't Vote	25%	(173)	24%	(167)	13%	(88)	17%	(116)	21%	(145)	690
Voted in 2014: Yes	20%	(259)	28%	(359)	14%	(179)	19%	(237)	19%	(243)	1278
Voted in 2014: No	24%	(224)	28%	(255)	11%	(103)	16%	(150)	21%	(191)	922

Continued on next page

Table HR2_5: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
Rare or hard to find content

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	22%	(483)	28%	(614)	13%	(282)	18%	(387)	20%	(434)	2200
2012 Vote: Barack Obama	23%	(192)	29%	(242)	13%	(109)	16%	(133)	19%	(157)	834
2012 Vote: Mitt Romney	15%	(75)	27%	(132)	15%	(76)	25%	(123)	18%	(91)	497
2012 Vote: Other	23%	(20)	30%	(26)	9%	(8)	20%	(17)	18%	(15)	86
2012 Vote: Didn't Vote	25%	(195)	27%	(214)	11%	(89)	15%	(114)	22%	(170)	781
4-Region: Northeast	20%	(79)	31%	(121)	12%	(49)	17%	(68)	19%	(76)	394
4-Region: Midwest	19%	(86)	31%	(144)	11%	(53)	19%	(90)	19%	(89)	462
4-Region: South	22%	(179)	26%	(213)	13%	(109)	19%	(156)	20%	(168)	824
4-Region: West	27%	(138)	26%	(136)	14%	(71)	14%	(74)	19%	(101)	520
Watch TV: Every day	25%	(264)	28%	(302)	15%	(160)	15%	(163)	17%	(182)	1071
Watch TV: Several times per week	23%	(111)	35%	(172)	9%	(44)	16%	(80)	17%	(86)	492
Watch TV: About once per week	27%	(50)	29%	(54)	11%	(21)	17%	(31)	15%	(28)	184
Watch TV: Several times per month	22%	(25)	30%	(35)	15%	(17)	18%	(20)	15%	(18)	116
Watch TV: About once per month	19%	(10)	27%	(14)	7%	(3)	18%	(9)	29%	(15)	51
Watch TV: Less often than once per month	8%	(7)	20%	(17)	18%	(15)	29%	(24)	25%	(20)	82
Watch TV: Never	8%	(16)	10%	(21)	11%	(22)	29%	(60)	42%	(86)	204
Watch Movies: Every day	36%	(139)	25%	(96)	12%	(48)	11%	(43)	16%	(64)	390
Watch Movies: Several times per week	28%	(163)	33%	(188)	12%	(70)	12%	(72)	15%	(84)	577
Watch Movies: About once per week	20%	(68)	36%	(121)	17%	(57)	12%	(40)	15%	(51)	338
Watch Movies: Several times per month	19%	(47)	33%	(82)	17%	(43)	16%	(40)	15%	(37)	250
Watch Movies: About once per month	15%	(31)	30%	(63)	9%	(19)	21%	(45)	24%	(50)	209
Watch Movies: Less often than once per month	9%	(20)	20%	(44)	11%	(24)	35%	(77)	25%	(56)	221
Watch Movies: Never	6%	(14)	9%	(19)	9%	(20)	33%	(70)	43%	(92)	215
Watch Sporting Events: Every day	33%	(38)	24%	(28)	14%	(16)	15%	(17)	14%	(17)	115
Watch Sporting Events: Several times per week	27%	(67)	30%	(75)	15%	(37)	17%	(42)	12%	(31)	253
Watch Sporting Events: About once per week	23%	(51)	28%	(61)	20%	(44)	18%	(39)	11%	(24)	219
Watch Sporting Events: Several times per month	29%	(58)	30%	(59)	18%	(36)	11%	(21)	13%	(25)	200
Watch Sporting Events: About once per month	17%	(29)	36%	(60)	12%	(21)	20%	(34)	14%	(23)	166
Watch Sporting Events: Less often than once per month	20%	(81)	34%	(136)	12%	(48)	17%	(69)	17%	(69)	403
Watch Sporting Events: Never	19%	(159)	23%	(195)	10%	(81)	20%	(165)	29%	(245)	844

Continued on next page

Table HR2_5: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Rare or hard to find content

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	22%	(483)	28%	(614)	13%	(282)	18%	(387)	20%	(434)	2200
Cable TV: Currently subscribe	21%	(212)	29%	(294)	14%	(142)	16%	(168)	20%	(204)	1020
Cable TV: Subscribed in past	26%	(190)	31%	(222)	14%	(99)	14%	(104)	15%	(106)	721
Cable TV: Never subscribed	18%	(81)	21%	(98)	9%	(41)	25%	(116)	27%	(124)	459
Satellite TV: Currently subscribe	24%	(111)	24%	(111)	13%	(60)	19%	(88)	20%	(93)	462
Satellite TV: Subscribed in past	27%	(169)	33%	(206)	15%	(93)	11%	(69)	13%	(80)	618
Satellite TV: Never subscribed	18%	(203)	27%	(297)	11%	(128)	21%	(230)	23%	(261)	1121
Streaming Services: Currently subscribe	29%	(396)	34%	(470)	12%	(158)	10%	(132)	16%	(213)	1369
Streaming Services: Subscribed in past	17%	(38)	22%	(48)	24%	(51)	14%	(30)	23%	(49)	217
Streaming Services: Never subscribed	8%	(48)	16%	(96)	12%	(73)	37%	(225)	28%	(171)	614
Film: An avid fan	36%	(247)	27%	(185)	11%	(75)	11%	(78)	15%	(101)	685
Film: A casual fan	17%	(209)	31%	(381)	14%	(178)	19%	(233)	19%	(240)	1242
Film: Not a fan	10%	(27)	17%	(47)	11%	(29)	28%	(76)	34%	(93)	272
Television: An avid fan	26%	(253)	28%	(267)	13%	(130)	16%	(153)	17%	(159)	961
Television: A casual fan	19%	(207)	31%	(326)	12%	(131)	18%	(190)	20%	(213)	1067
Television: Not a fan	14%	(23)	12%	(21)	13%	(22)	26%	(44)	36%	(62)	172
Music: An avid fan	30%	(307)	30%	(307)	10%	(98)	14%	(138)	17%	(171)	1021
Music: A casual fan	16%	(161)	28%	(284)	16%	(163)	21%	(212)	21%	(212)	1031
Music: Not a fan	10%	(15)	16%	(23)	14%	(21)	26%	(38)	35%	(51)	147
Fashion: An avid fan	38%	(107)	24%	(67)	9%	(24)	10%	(28)	19%	(54)	280
Fashion: A casual fan	22%	(198)	31%	(280)	14%	(126)	15%	(138)	18%	(167)	909
Fashion: Not a fan	18%	(178)	26%	(267)	13%	(132)	22%	(221)	21%	(213)	1011
Parents	23%	(223)	28%	(277)	13%	(126)	16%	(159)	21%	(204)	989
Current Netflix Subscribers	33%	(377)	30%	(349)	13%	(147)	9%	(102)	15%	(177)	1152
Current HBO Now Subscribers	44%	(83)	28%	(53)	14%	(26)	6%	(11)	8%	(16)	188
Current Disney+ Subscribers	42%	(225)	30%	(163)	10%	(53)	7%	(37)	11%	(61)	539

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

Table HR2_6: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
New content added on a daily basis

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	23%	(508)	27%	(603)	12%	(254)	17%	(379)	21%	(457)	2200
Gender: Male	24%	(250)	29%	(306)	11%	(116)	17%	(184)	19%	(205)	1062
Gender: Female	23%	(258)	26%	(297)	12%	(138)	17%	(195)	22%	(251)	1138
Age: 18-34	34%	(224)	29%	(190)	9%	(56)	10%	(67)	18%	(118)	655
Age: 35-44	30%	(109)	30%	(108)	11%	(39)	9%	(33)	19%	(70)	358
Age: 45-64	19%	(144)	27%	(199)	12%	(92)	19%	(143)	23%	(173)	751
Age: 65+	7%	(31)	24%	(106)	15%	(67)	31%	(135)	22%	(97)	436
GenZers: 1997-2012	40%	(115)	28%	(81)	10%	(28)	6%	(18)	17%	(49)	292
Millennials: 1981-1996	31%	(169)	29%	(160)	9%	(50)	13%	(69)	18%	(97)	545
GenXers: 1965-1980	24%	(131)	31%	(169)	11%	(58)	12%	(67)	22%	(120)	545
Baby Boomers: 1946-1964	13%	(90)	25%	(176)	13%	(97)	26%	(185)	23%	(168)	716
PID: Dem (no lean)	26%	(208)	28%	(218)	13%	(99)	15%	(122)	18%	(142)	789
PID: Ind (no lean)	21%	(167)	29%	(226)	10%	(78)	15%	(114)	25%	(199)	784
PID: Rep (no lean)	21%	(133)	25%	(158)	12%	(77)	23%	(142)	19%	(116)	627
PID/Gender: Dem Men	26%	(92)	29%	(101)	14%	(49)	17%	(59)	15%	(54)	354
PID/Gender: Dem Women	27%	(115)	27%	(117)	12%	(50)	15%	(64)	20%	(88)	435
PID/Gender: Ind Men	22%	(88)	31%	(124)	7%	(28)	15%	(57)	25%	(98)	396
PID/Gender: Ind Women	20%	(79)	26%	(102)	13%	(50)	15%	(57)	26%	(101)	389
PID/Gender: Rep Men	22%	(69)	26%	(81)	12%	(39)	22%	(68)	17%	(54)	312
PID/Gender: Rep Women	20%	(64)	24%	(77)	12%	(38)	23%	(74)	20%	(62)	315
Ideo: Liberal (1-3)	21%	(136)	35%	(223)	11%	(69)	15%	(94)	17%	(110)	631
Ideo: Moderate (4)	28%	(173)	25%	(154)	12%	(76)	14%	(85)	20%	(126)	613
Ideo: Conservative (5-7)	19%	(129)	27%	(185)	13%	(89)	23%	(161)	19%	(128)	691
Educ: < College	24%	(356)	26%	(398)	10%	(154)	18%	(266)	22%	(337)	1512
Educ: Bachelors degree	21%	(94)	29%	(129)	15%	(65)	18%	(82)	17%	(75)	444
Educ: Post-grad	23%	(57)	31%	(76)	14%	(35)	13%	(31)	18%	(45)	244
Income: Under 50k	23%	(267)	24%	(280)	10%	(119)	20%	(233)	24%	(286)	1186
Income: 50k-100k	23%	(167)	30%	(216)	12%	(84)	17%	(118)	18%	(126)	711
Income: 100k+	24%	(74)	35%	(106)	17%	(51)	9%	(28)	15%	(44)	303
Ethnicity: White	23%	(393)	28%	(487)	11%	(195)	18%	(302)	20%	(345)	1722

Continued on next page

Table HR2_6: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
New content added on a daily basis

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	23%	(508)	27%	(603)	12%	(254)	17%	(379)	21%	(457)	2200
Ethnicity: Hispanic	34%	(120)	30%	(104)	12%	(41)	6%	(20)	18%	(64)	349
Ethnicity: Afr. Am.	25%	(68)	24%	(66)	14%	(38)	16%	(43)	21%	(59)	274
Ethnicity: Other	23%	(47)	24%	(49)	10%	(20)	17%	(34)	26%	(53)	204
All Christian	22%	(231)	26%	(275)	14%	(150)	19%	(196)	19%	(195)	1046
All Non-Christian	17%	(20)	27%	(32)	14%	(16)	24%	(28)	18%	(22)	119
Atheist	33%	(30)	25%	(23)	11%	(10)	11%	(10)	20%	(19)	91
Agnostic/Nothing in particular	24%	(227)	29%	(272)	8%	(77)	15%	(145)	23%	(222)	944
Religious Non-Protestant/Catholic	19%	(27)	23%	(33)	15%	(22)	22%	(32)	21%	(30)	144
Evangelical	22%	(129)	27%	(155)	13%	(74)	17%	(97)	21%	(119)	573
Non-Evangelical	23%	(193)	26%	(221)	12%	(101)	19%	(164)	19%	(162)	841
Community: Urban	28%	(151)	26%	(139)	11%	(58)	16%	(86)	19%	(100)	533
Community: Suburban	22%	(231)	29%	(309)	13%	(135)	18%	(187)	18%	(190)	1053
Community: Rural	21%	(126)	25%	(155)	10%	(61)	17%	(106)	27%	(167)	614
Employ: Private Sector	26%	(166)	30%	(197)	12%	(76)	16%	(107)	16%	(104)	652
Employ: Government	18%	(23)	37%	(47)	14%	(17)	10%	(13)	21%	(27)	127
Employ: Self-Employed	30%	(48)	29%	(45)	9%	(14)	14%	(23)	17%	(27)	157
Employ: Homemaker	20%	(27)	29%	(40)	11%	(15)	17%	(23)	24%	(33)	138
Employ: Retired	10%	(50)	22%	(108)	15%	(71)	30%	(146)	23%	(110)	485
Employ: Unemployed	30%	(97)	26%	(85)	7%	(22)	12%	(39)	25%	(82)	325
Employ: Other	22%	(35)	21%	(34)	11%	(19)	12%	(19)	34%	(56)	163
Military HH: Yes	20%	(78)	27%	(105)	12%	(45)	22%	(88)	19%	(75)	391
Military HH: No	24%	(430)	28%	(497)	12%	(209)	16%	(291)	21%	(382)	1809
RD/WT: Right Direction	20%	(145)	25%	(185)	12%	(87)	22%	(159)	22%	(158)	733
RD/WT: Wrong Track	25%	(363)	28%	(418)	11%	(167)	15%	(220)	20%	(299)	1467
Trump Job Approve	23%	(197)	28%	(242)	11%	(96)	21%	(180)	18%	(160)	876
Trump Job Disapprove	24%	(298)	28%	(339)	12%	(149)	15%	(186)	21%	(261)	1233

Continued on next page

Table HR2_6: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
New content added on a daily basis

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	23%	(508)	27%	(603)	12%	(254)	17%	(379)	21%	(457)	2200
Trump Job Strongly Approve	17%	(84)	24%	(119)	12%	(60)	26%	(126)	20%	(98)	488
Trump Job Somewhat Approve	29%	(113)	32%	(123)	9%	(36)	14%	(54)	16%	(62)	388
Trump Job Somewhat Disapprove	28%	(81)	28%	(83)	13%	(36)	9%	(25)	23%	(66)	291
Trump Job Strongly Disapprove	23%	(217)	27%	(257)	12%	(113)	17%	(161)	21%	(195)	942
Favorable of Trump	23%	(188)	28%	(231)	11%	(93)	21%	(178)	17%	(142)	833
Unfavorable of Trump	25%	(300)	28%	(347)	12%	(147)	15%	(184)	20%	(242)	1220
Very Favorable of Trump	20%	(99)	25%	(126)	11%	(56)	24%	(122)	19%	(97)	500
Somewhat Favorable of Trump	27%	(90)	32%	(105)	11%	(37)	17%	(56)	14%	(46)	333
Somewhat Unfavorable of Trump	25%	(52)	31%	(63)	16%	(33)	9%	(18)	19%	(39)	206
Very Unfavorable of Trump	24%	(247)	28%	(285)	11%	(114)	16%	(166)	20%	(203)	1014
#1 Issue: Economy	28%	(213)	28%	(218)	11%	(87)	15%	(115)	18%	(138)	772
#1 Issue: Security	19%	(47)	27%	(70)	10%	(26)	20%	(51)	24%	(61)	255
#1 Issue: Health Care	24%	(103)	29%	(123)	10%	(43)	15%	(62)	22%	(95)	425
#1 Issue: Medicare / Social Security	13%	(39)	22%	(67)	12%	(36)	27%	(80)	26%	(79)	301
#1 Issue: Women's Issues	28%	(26)	31%	(29)	11%	(10)	12%	(11)	18%	(17)	94
#1 Issue: Education	32%	(39)	29%	(35)	12%	(14)	8%	(9)	19%	(23)	120
#1 Issue: Energy	15%	(13)	40%	(35)	20%	(18)	14%	(13)	11%	(9)	88
#1 Issue: Other	19%	(27)	18%	(26)	13%	(19)	26%	(37)	24%	(35)	144
2018 House Vote: Democrat	24%	(179)	28%	(210)	11%	(81)	18%	(130)	19%	(142)	741
2018 House Vote: Republican	18%	(112)	27%	(168)	13%	(83)	23%	(141)	18%	(112)	615
2018 House Vote: Someone else	12%	(10)	23%	(19)	16%	(13)	16%	(13)	33%	(27)	83
2016 Vote: Hillary Clinton	23%	(155)	26%	(175)	13%	(85)	16%	(110)	21%	(142)	666
2016 Vote: Donald Trump	20%	(136)	29%	(194)	11%	(74)	21%	(146)	19%	(127)	678
2016 Vote: Other	21%	(34)	30%	(48)	14%	(24)	13%	(21)	22%	(36)	163
2016 Vote: Didn't Vote	26%	(182)	27%	(184)	10%	(71)	15%	(102)	22%	(150)	690
Voted in 2014: Yes	21%	(273)	26%	(336)	13%	(170)	19%	(242)	20%	(256)	1278
Voted in 2014: No	25%	(235)	29%	(267)	9%	(83)	15%	(136)	22%	(201)	922

Continued on next page

Table HR2_6: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
New content added on a daily basis

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	23%	(508)	27%	(603)	12%	(254)	17%	(379)	21%	(457)	2200
2012 Vote: Barack Obama	24%	(199)	26%	(218)	13%	(105)	17%	(140)	21%	(171)	834
2012 Vote: Mitt Romney	16%	(80)	27%	(132)	15%	(73)	23%	(113)	20%	(98)	497
2012 Vote: Other	17%	(14)	31%	(26)	8%	(7)	22%	(19)	22%	(19)	86
2012 Vote: Didn't Vote	27%	(212)	29%	(225)	9%	(69)	14%	(107)	22%	(168)	781
4-Region: Northeast	21%	(85)	30%	(120)	10%	(39)	18%	(71)	20%	(79)	394
4-Region: Midwest	19%	(86)	29%	(136)	13%	(61)	18%	(85)	20%	(93)	462
4-Region: South	25%	(203)	27%	(219)	11%	(88)	18%	(145)	21%	(169)	824
4-Region: West	26%	(134)	24%	(127)	13%	(66)	15%	(78)	22%	(115)	520
Watch TV: Every day	26%	(281)	28%	(301)	12%	(132)	15%	(161)	18%	(197)	1071
Watch TV: Several times per week	26%	(126)	34%	(168)	9%	(44)	15%	(74)	16%	(80)	492
Watch TV: About once per week	25%	(46)	29%	(53)	9%	(17)	20%	(37)	16%	(30)	184
Watch TV: Several times per month	22%	(26)	26%	(31)	10%	(12)	20%	(23)	21%	(24)	116
Watch TV: About once per month	19%	(10)	29%	(15)	14%	(7)	8%	(4)	30%	(16)	51
Watch TV: Less often than once per month	8%	(7)	16%	(13)	26%	(21)	25%	(20)	25%	(20)	82
Watch TV: Never	6%	(13)	10%	(21)	10%	(21)	29%	(59)	44%	(90)	204
Watch Movies: Every day	42%	(162)	24%	(93)	8%	(30)	8%	(31)	19%	(74)	390
Watch Movies: Several times per week	28%	(162)	35%	(202)	11%	(63)	12%	(68)	14%	(84)	577
Watch Movies: About once per week	23%	(78)	33%	(113)	15%	(51)	13%	(45)	15%	(52)	338
Watch Movies: Several times per month	16%	(41)	34%	(86)	15%	(37)	14%	(36)	20%	(50)	250
Watch Movies: About once per month	12%	(26)	27%	(56)	13%	(27)	27%	(55)	22%	(45)	209
Watch Movies: Less often than once per month	10%	(23)	19%	(41)	14%	(30)	29%	(64)	28%	(62)	221
Watch Movies: Never	8%	(16)	6%	(13)	8%	(17)	37%	(80)	42%	(90)	215
Watch Sporting Events: Every day	38%	(44)	20%	(23)	12%	(13)	12%	(14)	19%	(22)	115
Watch Sporting Events: Several times per week	27%	(68)	32%	(81)	13%	(33)	14%	(35)	14%	(36)	253
Watch Sporting Events: About once per week	24%	(51)	32%	(70)	15%	(33)	15%	(33)	14%	(31)	219
Watch Sporting Events: Several times per month	34%	(69)	28%	(56)	11%	(22)	14%	(27)	13%	(26)	200
Watch Sporting Events: About once per month	21%	(35)	29%	(49)	16%	(27)	20%	(34)	13%	(22)	166
Watch Sporting Events: Less often than once per month	23%	(91)	35%	(141)	10%	(42)	17%	(67)	15%	(62)	403
Watch Sporting Events: Never	18%	(150)	22%	(182)	10%	(85)	20%	(169)	31%	(258)	844

Continued on next page

Table HR2_6: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
New content added on a daily basis

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	23%	(508)	27%	(603)	12%	(254)	17%	(379)	21%	(457)	2200
Cable TV: Currently subscribe	22%	(228)	29%	(301)	10%	(107)	17%	(176)	20%	(208)	1020
Cable TV: Subscribed in past	28%	(203)	29%	(207)	14%	(103)	13%	(93)	16%	(115)	721
Cable TV: Never subscribed	17%	(76)	21%	(95)	10%	(44)	24%	(110)	29%	(134)	459
Satellite TV: Currently subscribe	24%	(110)	26%	(118)	12%	(57)	18%	(81)	21%	(95)	462
Satellite TV: Subscribed in past	26%	(163)	34%	(210)	12%	(76)	11%	(67)	16%	(102)	618
Satellite TV: Never subscribed	21%	(235)	25%	(275)	11%	(120)	21%	(231)	23%	(260)	1121
Streaming Services: Currently subscribe	31%	(421)	35%	(479)	11%	(144)	7%	(102)	16%	(223)	1369
Streaming Services: Subscribed in past	16%	(34)	18%	(39)	20%	(44)	20%	(42)	26%	(57)	217
Streaming Services: Never subscribed	8%	(52)	14%	(84)	11%	(66)	38%	(235)	29%	(177)	614
Film: An avid fan	35%	(239)	30%	(208)	10%	(68)	10%	(70)	15%	(100)	685
Film: A casual fan	19%	(233)	29%	(355)	13%	(163)	18%	(229)	21%	(262)	1242
Film: Not a fan	13%	(36)	14%	(39)	8%	(23)	29%	(80)	35%	(94)	272
Television: An avid fan	27%	(262)	30%	(290)	11%	(101)	15%	(143)	17%	(166)	961
Television: A casual fan	21%	(224)	28%	(297)	12%	(129)	18%	(193)	21%	(224)	1067
Television: Not a fan	13%	(22)	9%	(16)	14%	(24)	25%	(43)	39%	(67)	172
Music: An avid fan	30%	(305)	30%	(305)	11%	(109)	12%	(124)	18%	(179)	1021
Music: A casual fan	18%	(186)	27%	(281)	12%	(122)	21%	(212)	22%	(231)	1031
Music: Not a fan	12%	(18)	12%	(17)	15%	(23)	29%	(43)	32%	(47)	147
Fashion: An avid fan	40%	(113)	24%	(66)	7%	(19)	11%	(31)	18%	(51)	280
Fashion: A casual fan	25%	(229)	30%	(270)	12%	(112)	14%	(129)	19%	(169)	909
Fashion: Not a fan	16%	(166)	26%	(267)	12%	(123)	22%	(218)	23%	(237)	1011
Parents	24%	(234)	29%	(282)	12%	(119)	16%	(158)	20%	(195)	989
Current Netflix Subscribers	33%	(386)	33%	(382)	10%	(111)	7%	(85)	16%	(188)	1152
Current HBO Now Subscribers	39%	(72)	41%	(76)	11%	(21)	2%	(4)	7%	(14)	188
Current Disney+ Subscribers	41%	(223)	33%	(177)	9%	(46)	5%	(28)	12%	(65)	539

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

Table HR2_7: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
New content added on a weekly basis

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	21%	(463)	31%	(685)	12%	(265)	16%	(346)	20%	(441)	2200
Gender: Male	21%	(218)	33%	(347)	12%	(124)	16%	(169)	19%	(204)	1062
Gender: Female	21%	(245)	30%	(337)	12%	(141)	16%	(178)	21%	(238)	1138
Age: 18-34	32%	(212)	32%	(213)	12%	(80)	5%	(33)	18%	(118)	655
Age: 35-44	28%	(99)	37%	(134)	9%	(34)	8%	(28)	18%	(63)	358
Age: 45-64	16%	(121)	31%	(234)	11%	(83)	20%	(149)	22%	(164)	751
Age: 65+	7%	(30)	24%	(104)	16%	(69)	31%	(137)	22%	(96)	436
GenZers: 1997-2012	34%	(98)	31%	(91)	13%	(38)	3%	(8)	19%	(57)	292
Millennials: 1981-1996	30%	(166)	36%	(195)	11%	(59)	7%	(40)	16%	(86)	545
GenXers: 1965-1980	21%	(114)	35%	(188)	10%	(57)	13%	(72)	21%	(113)	545
Baby Boomers: 1946-1964	12%	(83)	27%	(195)	12%	(89)	26%	(185)	23%	(164)	716
PID: Dem (no lean)	24%	(189)	32%	(250)	13%	(99)	14%	(108)	18%	(144)	789
PID: Ind (no lean)	20%	(160)	33%	(255)	10%	(78)	13%	(104)	24%	(187)	784
PID: Rep (no lean)	18%	(113)	29%	(180)	14%	(89)	21%	(134)	18%	(111)	627
PID/Gender: Dem Men	25%	(89)	31%	(110)	12%	(44)	14%	(51)	17%	(60)	354
PID/Gender: Dem Women	23%	(100)	32%	(140)	13%	(54)	13%	(56)	19%	(84)	435
PID/Gender: Ind Men	18%	(73)	37%	(148)	8%	(30)	13%	(51)	24%	(94)	396
PID/Gender: Ind Women	23%	(88)	28%	(108)	12%	(48)	14%	(53)	24%	(92)	389
PID/Gender: Rep Men	18%	(57)	29%	(90)	16%	(50)	21%	(66)	16%	(49)	312
PID/Gender: Rep Women	18%	(57)	28%	(90)	12%	(39)	22%	(68)	20%	(61)	315
Ideo: Liberal (1-3)	23%	(143)	35%	(220)	13%	(83)	12%	(77)	17%	(108)	631
Ideo: Moderate (4)	24%	(145)	32%	(196)	11%	(68)	14%	(86)	19%	(117)	613
Ideo: Conservative (5-7)	16%	(114)	30%	(207)	13%	(90)	22%	(153)	18%	(127)	691
Educ: < College	22%	(327)	29%	(442)	11%	(171)	16%	(237)	22%	(335)	1512
Educ: Bachelors degree	19%	(85)	34%	(152)	14%	(64)	17%	(74)	15%	(69)	444
Educ: Post-grad	21%	(51)	37%	(91)	12%	(30)	14%	(35)	16%	(38)	244
Income: Under 50k	20%	(232)	29%	(345)	11%	(133)	18%	(213)	22%	(263)	1186
Income: 50k-100k	21%	(153)	31%	(223)	14%	(101)	15%	(109)	18%	(126)	711
Income: 100k+	26%	(78)	39%	(117)	10%	(32)	8%	(25)	17%	(52)	303
Ethnicity: White	21%	(364)	31%	(541)	11%	(195)	17%	(287)	19%	(336)	1722

Continued on next page

Table HR2_7: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
New content added on a weekly basis

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	21%	(463)	31%	(685)	12%	(265)	16%	(346)	20%	(441)	2200
Ethnicity: Hispanic	30%	(106)	32%	(111)	11%	(38)	6%	(21)	21%	(73)	349
Ethnicity: Afr. Am.	22%	(60)	32%	(88)	14%	(39)	13%	(35)	19%	(51)	274
Ethnicity: Other	19%	(38)	27%	(56)	15%	(31)	12%	(24)	27%	(54)	204
All Christian	19%	(202)	31%	(325)	14%	(142)	18%	(187)	18%	(190)	1046
All Non-Christian	18%	(21)	27%	(32)	18%	(21)	21%	(25)	17%	(20)	119
Atheist	26%	(24)	37%	(33)	13%	(11)	7%	(6)	17%	(16)	91
Agnostic/Nothing in particular	23%	(216)	31%	(294)	10%	(90)	14%	(128)	23%	(215)	944
Religious Non-Protestant/Catholic	19%	(27)	27%	(39)	17%	(24)	19%	(27)	19%	(27)	144
Evangelical	20%	(115)	31%	(179)	11%	(62)	16%	(91)	22%	(127)	573
Non-Evangelical	21%	(176)	31%	(257)	13%	(113)	18%	(151)	17%	(145)	841
Community: Urban	22%	(119)	31%	(167)	14%	(74)	14%	(72)	19%	(100)	533
Community: Suburban	22%	(226)	33%	(344)	11%	(118)	17%	(177)	18%	(186)	1053
Community: Rural	19%	(117)	28%	(173)	12%	(73)	16%	(97)	25%	(155)	614
Employ: Private Sector	23%	(151)	35%	(229)	12%	(80)	13%	(86)	16%	(106)	652
Employ: Government	24%	(30)	33%	(42)	15%	(19)	9%	(12)	19%	(24)	127
Employ: Self-Employed	26%	(41)	34%	(54)	9%	(14)	15%	(24)	15%	(23)	157
Employ: Homemaker	22%	(30)	31%	(43)	15%	(20)	12%	(16)	21%	(28)	138
Employ: Retired	10%	(47)	23%	(114)	14%	(68)	31%	(148)	22%	(108)	485
Employ: Unemployed	22%	(70)	36%	(117)	8%	(27)	10%	(32)	24%	(78)	325
Employ: Other	21%	(34)	21%	(35)	9%	(14)	14%	(23)	35%	(58)	163
Military HH: Yes	19%	(73)	32%	(126)	11%	(44)	20%	(78)	18%	(69)	391
Military HH: No	22%	(389)	31%	(558)	12%	(221)	15%	(268)	21%	(372)	1809
RD/WT: Right Direction	19%	(136)	29%	(212)	12%	(89)	20%	(144)	21%	(153)	733
RD/WT: Wrong Track	22%	(327)	32%	(473)	12%	(176)	14%	(202)	20%	(288)	1467
Trump Job Approve	20%	(178)	31%	(270)	11%	(99)	20%	(174)	18%	(154)	876
Trump Job Disapprove	22%	(271)	32%	(396)	12%	(154)	13%	(162)	20%	(250)	1233

Continued on next page

Table HR2_7: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
New content added on a weekly basis

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	21%	(463)	31%	(685)	12%	(265)	16%	(346)	20%	(441)	2200
Trump Job Strongly Approve	17%	(85)	27%	(130)	13%	(61)	25%	(121)	19%	(91)	488
Trump Job Somewhat Approve	24%	(94)	36%	(140)	10%	(38)	14%	(53)	16%	(63)	388
Trump Job Somewhat Disapprove	23%	(68)	34%	(99)	13%	(39)	8%	(22)	22%	(63)	291
Trump Job Strongly Disapprove	22%	(204)	31%	(296)	12%	(115)	15%	(139)	20%	(187)	942
Favorable of Trump	20%	(171)	31%	(260)	11%	(90)	21%	(174)	17%	(138)	833
Unfavorable of Trump	23%	(275)	33%	(400)	13%	(160)	13%	(155)	19%	(230)	1220
Very Favorable of Trump	19%	(96)	27%	(137)	11%	(57)	23%	(117)	19%	(93)	500
Somewhat Favorable of Trump	22%	(74)	37%	(123)	10%	(33)	17%	(57)	14%	(45)	333
Somewhat Unfavorable of Trump	17%	(36)	42%	(87)	14%	(29)	9%	(18)	18%	(36)	206
Very Unfavorable of Trump	24%	(239)	31%	(314)	13%	(131)	14%	(137)	19%	(194)	1014
#1 Issue: Economy	24%	(186)	35%	(271)	10%	(81)	13%	(104)	17%	(130)	772
#1 Issue: Security	21%	(53)	27%	(68)	12%	(31)	20%	(52)	20%	(52)	255
#1 Issue: Health Care	20%	(85)	34%	(143)	12%	(51)	12%	(51)	22%	(94)	425
#1 Issue: Medicare / Social Security	15%	(46)	20%	(61)	13%	(40)	25%	(76)	26%	(79)	301
#1 Issue: Women's Issues	26%	(25)	40%	(38)	11%	(11)	9%	(9)	13%	(13)	94
#1 Issue: Education	23%	(27)	30%	(36)	11%	(14)	11%	(13)	25%	(30)	120
#1 Issue: Energy	19%	(16)	38%	(33)	24%	(21)	11%	(10)	9%	(8)	88
#1 Issue: Other	18%	(25)	24%	(34)	12%	(17)	22%	(31)	25%	(36)	144
2018 House Vote: Democrat	23%	(173)	34%	(253)	11%	(84)	14%	(103)	17%	(129)	741
2018 House Vote: Republican	16%	(100)	31%	(191)	14%	(84)	22%	(134)	17%	(106)	615
2018 House Vote: Someone else	13%	(11)	23%	(19)	12%	(10)	18%	(15)	35%	(29)	83
2016 Vote: Hillary Clinton	22%	(144)	32%	(211)	14%	(91)	15%	(98)	18%	(123)	666
2016 Vote: Donald Trump	18%	(124)	31%	(212)	12%	(81)	20%	(138)	18%	(123)	678
2016 Vote: Other	16%	(27)	39%	(63)	11%	(18)	15%	(24)	19%	(31)	163
2016 Vote: Didn't Vote	24%	(168)	29%	(197)	11%	(75)	12%	(86)	24%	(163)	690
Voted in 2014: Yes	19%	(244)	31%	(398)	13%	(164)	18%	(233)	19%	(238)	1278
Voted in 2014: No	24%	(218)	31%	(286)	11%	(101)	12%	(114)	22%	(203)	922

Continued on next page

Table HR2_7: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
New content added on a weekly basis

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	21%	(463)	31%	(685)	12%	(265)	16%	(346)	20%	(441)	2200
2012 Vote: Barack Obama	22%	(185)	32%	(263)	12%	(98)	15%	(126)	19%	(162)	834
2012 Vote: Mitt Romney	16%	(78)	31%	(153)	14%	(67)	23%	(113)	17%	(86)	497
2012 Vote: Other	14%	(12)	36%	(31)	11%	(9)	19%	(16)	20%	(17)	86
2012 Vote: Didn't Vote	24%	(187)	30%	(237)	12%	(90)	12%	(92)	23%	(176)	781
4-Region: Northeast	18%	(72)	34%	(135)	14%	(56)	14%	(56)	19%	(74)	394
4-Region: Midwest	18%	(84)	32%	(149)	11%	(49)	19%	(86)	20%	(93)	462
4-Region: South	24%	(195)	29%	(238)	11%	(92)	17%	(139)	19%	(160)	824
4-Region: West	21%	(111)	31%	(162)	13%	(67)	13%	(65)	22%	(114)	520
Watch TV: Every day	26%	(277)	31%	(328)	12%	(132)	13%	(144)	18%	(191)	1071
Watch TV: Several times per week	22%	(107)	39%	(194)	9%	(46)	14%	(67)	16%	(78)	492
Watch TV: About once per week	18%	(32)	38%	(70)	11%	(21)	18%	(33)	15%	(27)	184
Watch TV: Several times per month	20%	(23)	32%	(37)	17%	(19)	17%	(20)	13%	(16)	116
Watch TV: About once per month	15%	(8)	24%	(12)	17%	(9)	10%	(5)	33%	(17)	51
Watch TV: Less often than once per month	7%	(6)	22%	(19)	24%	(20)	24%	(20)	22%	(19)	82
Watch TV: Never	5%	(10)	12%	(24)	9%	(18)	28%	(58)	46%	(94)	204
Watch Movies: Every day	37%	(145)	29%	(111)	9%	(37)	8%	(30)	17%	(66)	390
Watch Movies: Several times per week	28%	(161)	37%	(213)	10%	(57)	11%	(61)	15%	(85)	577
Watch Movies: About once per week	19%	(65)	40%	(136)	14%	(47)	11%	(37)	16%	(53)	338
Watch Movies: Several times per month	14%	(34)	39%	(96)	18%	(46)	13%	(32)	17%	(41)	250
Watch Movies: About once per month	13%	(28)	30%	(62)	11%	(23)	23%	(49)	23%	(48)	209
Watch Movies: Less often than once per month	9%	(21)	20%	(44)	17%	(37)	29%	(64)	25%	(56)	221
Watch Movies: Never	4%	(8)	11%	(23)	9%	(19)	34%	(73)	43%	(92)	215
Watch Sporting Events: Every day	33%	(38)	25%	(29)	13%	(15)	11%	(12)	18%	(21)	115
Watch Sporting Events: Several times per week	27%	(68)	34%	(87)	12%	(30)	12%	(30)	15%	(38)	253
Watch Sporting Events: About once per week	15%	(33)	40%	(88)	17%	(36)	17%	(36)	11%	(25)	219
Watch Sporting Events: Several times per month	30%	(60)	34%	(69)	16%	(32)	8%	(16)	12%	(24)	200
Watch Sporting Events: About once per month	21%	(35)	34%	(56)	17%	(28)	17%	(28)	12%	(19)	166
Watch Sporting Events: Less often than once per month	21%	(83)	37%	(148)	9%	(37)	18%	(71)	16%	(63)	403
Watch Sporting Events: Never	17%	(145)	25%	(208)	10%	(87)	18%	(154)	30%	(250)	844

Continued on next page

Table HR2_7: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
New content added on a weekly basis

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	21%	(463)	31%	(685)	12%	(265)	16%	(346)	20%	(441)	2200
Cable TV: Currently subscribe	21%	(210)	32%	(326)	13%	(128)	15%	(157)	19%	(199)	1020
Cable TV: Subscribed in past	24%	(174)	36%	(256)	12%	(88)	11%	(81)	17%	(121)	721
Cable TV: Never subscribed	17%	(78)	22%	(103)	11%	(48)	24%	(108)	26%	(121)	459
Satellite TV: Currently subscribe	26%	(118)	27%	(126)	10%	(45)	17%	(79)	20%	(94)	462
Satellite TV: Subscribed in past	22%	(139)	39%	(241)	14%	(87)	9%	(59)	15%	(93)	618
Satellite TV: Never subscribed	18%	(206)	28%	(318)	12%	(133)	19%	(209)	23%	(255)	1121
Streaming Services: Currently subscribe	29%	(396)	39%	(528)	11%	(146)	7%	(89)	15%	(210)	1369
Streaming Services: Subscribed in past	9%	(20)	27%	(59)	20%	(43)	14%	(31)	30%	(64)	217
Streaming Services: Never subscribed	8%	(47)	16%	(98)	12%	(77)	37%	(226)	27%	(166)	614
Film: An avid fan	32%	(222)	35%	(238)	10%	(65)	9%	(61)	14%	(99)	685
Film: A casual fan	17%	(212)	32%	(402)	14%	(168)	17%	(215)	20%	(246)	1242
Film: Not a fan	11%	(29)	17%	(45)	12%	(32)	26%	(70)	35%	(96)	272
Television: An avid fan	26%	(254)	32%	(310)	10%	(97)	14%	(136)	17%	(165)	961
Television: A casual fan	18%	(189)	32%	(344)	14%	(147)	16%	(175)	20%	(212)	1067
Television: Not a fan	11%	(20)	18%	(31)	12%	(21)	21%	(35)	38%	(65)	172
Music: An avid fan	27%	(279)	35%	(360)	9%	(95)	11%	(115)	17%	(172)	1021
Music: A casual fan	17%	(175)	29%	(295)	14%	(144)	19%	(195)	22%	(223)	1031
Music: Not a fan	6%	(9)	20%	(29)	18%	(26)	25%	(37)	31%	(46)	147
Fashion: An avid fan	34%	(95)	31%	(86)	8%	(21)	10%	(29)	17%	(48)	280
Fashion: A casual fan	24%	(214)	32%	(295)	14%	(126)	12%	(108)	18%	(165)	909
Fashion: Not a fan	15%	(153)	30%	(304)	12%	(118)	21%	(209)	23%	(228)	1011
Parents	23%	(229)	31%	(308)	12%	(121)	15%	(144)	19%	(186)	989
Current Netflix Subscribers	31%	(362)	37%	(422)	10%	(120)	5%	(62)	16%	(187)	1152
Current HBO Now Subscribers	41%	(77)	41%	(78)	8%	(14)	2%	(3)	9%	(16)	188
Current Disney+ Subscribers	38%	(205)	38%	(204)	10%	(53)	3%	(14)	12%	(63)	539

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

Table HR2_8: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
New content added on a monthly basis

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	18%	(396)	31%	(687)	14%	(303)	17%	(381)	20%	(434)	2200
Gender: Male	18%	(191)	32%	(340)	15%	(154)	17%	(182)	18%	(194)	1062
Gender: Female	18%	(205)	30%	(346)	13%	(148)	17%	(199)	21%	(240)	1138
Age: 18-34	30%	(199)	30%	(200)	13%	(85)	10%	(63)	16%	(108)	655
Age: 35-44	21%	(74)	34%	(123)	14%	(50)	10%	(36)	21%	(75)	358
Age: 45-64	13%	(95)	34%	(253)	14%	(105)	19%	(139)	21%	(158)	751
Age: 65+	6%	(27)	25%	(111)	14%	(62)	33%	(142)	22%	(94)	436
GenZers: 1997-2012	35%	(103)	26%	(76)	14%	(42)	8%	(23)	17%	(48)	292
Millennials: 1981-1996	24%	(133)	35%	(192)	13%	(71)	12%	(63)	16%	(87)	545
GenXers: 1965-1980	18%	(95)	34%	(186)	14%	(74)	12%	(67)	22%	(122)	545
Baby Boomers: 1946-1964	9%	(62)	31%	(219)	13%	(96)	26%	(185)	22%	(155)	716
PID: Dem (no lean)	20%	(161)	33%	(257)	15%	(116)	15%	(115)	18%	(140)	789
PID: Ind (no lean)	16%	(125)	33%	(258)	13%	(100)	15%	(120)	23%	(181)	784
PID: Rep (no lean)	17%	(109)	27%	(171)	14%	(87)	23%	(146)	18%	(113)	627
PID/Gender: Dem Men	22%	(77)	30%	(108)	17%	(60)	17%	(59)	14%	(50)	354
PID/Gender: Dem Women	19%	(84)	34%	(149)	13%	(56)	13%	(56)	21%	(90)	435
PID/Gender: Ind Men	14%	(54)	35%	(139)	14%	(56)	14%	(55)	23%	(91)	396
PID/Gender: Ind Women	18%	(71)	31%	(119)	11%	(44)	17%	(65)	23%	(91)	389
PID/Gender: Rep Men	19%	(60)	30%	(93)	12%	(38)	22%	(68)	17%	(53)	312
PID/Gender: Rep Women	16%	(49)	25%	(78)	16%	(49)	25%	(78)	19%	(60)	315
Ideo: Liberal (1-3)	20%	(125)	36%	(225)	15%	(94)	15%	(92)	15%	(95)	631
Ideo: Moderate (4)	18%	(110)	34%	(210)	15%	(90)	14%	(83)	19%	(119)	613
Ideo: Conservative (5-7)	15%	(101)	30%	(210)	13%	(90)	24%	(165)	18%	(125)	691
Educ: < College	18%	(270)	29%	(443)	13%	(202)	18%	(266)	22%	(331)	1512
Educ: Bachelors degree	18%	(81)	34%	(152)	15%	(68)	18%	(81)	14%	(64)	444
Educ: Post-grad	18%	(45)	38%	(92)	13%	(33)	14%	(35)	16%	(40)	244
Income: Under 50k	17%	(197)	28%	(332)	13%	(158)	20%	(234)	22%	(265)	1186
Income: 50k-100k	19%	(137)	32%	(231)	14%	(97)	17%	(120)	18%	(126)	711
Income: 100k+	20%	(61)	41%	(124)	16%	(48)	9%	(27)	14%	(43)	303
Ethnicity: White	18%	(306)	32%	(557)	13%	(218)	18%	(312)	19%	(328)	1722

Continued on next page

Table HR2_8: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
New content added on a monthly basis

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	18%	(396)	31%	(687)	14%	(303)	17%	(381)	20%	(434)	2200
Ethnicity: Hispanic	28%	(98)	33%	(117)	11%	(39)	8%	(30)	19%	(67)	349
Ethnicity: Afr. Am.	20%	(56)	27%	(75)	19%	(52)	14%	(38)	20%	(54)	274
Ethnicity: Other	16%	(33)	27%	(55)	16%	(32)	15%	(31)	26%	(52)	204
All Christian	17%	(178)	32%	(332)	16%	(164)	19%	(198)	17%	(174)	1046
All Non-Christian	10%	(12)	32%	(38)	18%	(21)	20%	(24)	19%	(23)	119
Atheist	20%	(18)	35%	(32)	18%	(16)	11%	(10)	16%	(15)	91
Agnostic/Nothing in particular	20%	(187)	30%	(284)	11%	(101)	16%	(149)	24%	(222)	944
Religious Non-Protestant/Catholic	13%	(19)	29%	(42)	17%	(25)	18%	(26)	22%	(32)	144
Evangelical	18%	(101)	29%	(165)	17%	(96)	17%	(98)	20%	(114)	573
Non-Evangelical	18%	(149)	33%	(279)	12%	(105)	20%	(168)	17%	(141)	841
Community: Urban	21%	(114)	27%	(143)	17%	(88)	16%	(86)	19%	(102)	533
Community: Suburban	17%	(178)	36%	(376)	13%	(135)	18%	(190)	16%	(173)	1053
Community: Rural	17%	(103)	27%	(168)	13%	(79)	17%	(105)	26%	(159)	614
Employ: Private Sector	22%	(143)	35%	(227)	13%	(86)	16%	(103)	14%	(93)	652
Employ: Government	14%	(18)	36%	(46)	16%	(21)	10%	(13)	23%	(29)	127
Employ: Self-Employed	20%	(32)	35%	(55)	13%	(21)	13%	(21)	18%	(28)	157
Employ: Homemaker	20%	(28)	32%	(45)	14%	(19)	14%	(20)	19%	(27)	138
Employ: Retired	7%	(33)	25%	(123)	15%	(75)	31%	(151)	21%	(104)	485
Employ: Unemployed	16%	(54)	33%	(108)	10%	(34)	14%	(45)	26%	(84)	325
Employ: Other	12%	(20)	24%	(38)	18%	(30)	13%	(21)	33%	(54)	163
Military HH: Yes	16%	(64)	31%	(121)	14%	(56)	21%	(82)	18%	(69)	391
Military HH: No	18%	(332)	31%	(566)	14%	(247)	17%	(299)	20%	(365)	1809
RD/WT: Right Direction	17%	(125)	28%	(205)	13%	(98)	22%	(160)	20%	(145)	733
RD/WT: Wrong Track	18%	(271)	33%	(482)	14%	(204)	15%	(221)	20%	(289)	1467
Trump Job Approve	18%	(157)	29%	(255)	14%	(127)	21%	(183)	18%	(155)	876
Trump Job Disapprove	18%	(227)	34%	(418)	13%	(157)	15%	(187)	20%	(244)	1233

Continued on next page

Table HR2_8: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
New content added on a monthly basis

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	18%	(396)	31%	(687)	14%	(303)	17%	(381)	20%	(434)	2200
Trump Job Strongly Approve	15%	(72)	26%	(127)	16%	(78)	24%	(118)	19%	(93)	488
Trump Job Somewhat Approve	22%	(85)	33%	(128)	13%	(49)	17%	(64)	16%	(62)	388
Trump Job Somewhat Disapprove	18%	(52)	37%	(107)	17%	(50)	9%	(26)	19%	(55)	291
Trump Job Strongly Disapprove	19%	(175)	33%	(310)	11%	(107)	17%	(161)	20%	(188)	942
Favorable of Trump	19%	(155)	29%	(245)	14%	(118)	21%	(178)	16%	(137)	833
Unfavorable of Trump	19%	(227)	34%	(418)	13%	(162)	15%	(189)	18%	(223)	1220
Very Favorable of Trump	18%	(89)	26%	(129)	15%	(76)	23%	(115)	18%	(91)	500
Somewhat Favorable of Trump	20%	(67)	35%	(116)	13%	(42)	19%	(64)	14%	(45)	333
Somewhat Unfavorable of Trump	11%	(23)	43%	(89)	21%	(42)	10%	(21)	15%	(31)	206
Very Unfavorable of Trump	20%	(205)	32%	(330)	12%	(120)	17%	(168)	19%	(192)	1014
#1 Issue: Economy	20%	(153)	34%	(260)	14%	(104)	15%	(114)	18%	(141)	772
#1 Issue: Security	13%	(34)	32%	(81)	14%	(37)	20%	(50)	21%	(54)	255
#1 Issue: Health Care	18%	(78)	32%	(137)	13%	(57)	16%	(70)	20%	(83)	425
#1 Issue: Medicare / Social Security	11%	(33)	26%	(77)	11%	(34)	26%	(80)	26%	(77)	301
#1 Issue: Women's Issues	28%	(26)	34%	(32)	10%	(9)	12%	(11)	16%	(15)	94
#1 Issue: Education	20%	(24)	26%	(32)	27%	(32)	6%	(7)	21%	(25)	120
#1 Issue: Energy	35%	(30)	29%	(25)	9%	(8)	18%	(16)	9%	(8)	88
#1 Issue: Other	11%	(16)	29%	(42)	14%	(20)	24%	(34)	22%	(31)	144
2018 House Vote: Democrat	19%	(140)	36%	(265)	13%	(99)	16%	(115)	16%	(122)	741
2018 House Vote: Republican	16%	(97)	30%	(183)	14%	(86)	23%	(144)	17%	(106)	615
2018 House Vote: Someone else	11%	(9)	22%	(19)	17%	(14)	17%	(14)	33%	(27)	83
2016 Vote: Hillary Clinton	18%	(119)	34%	(228)	14%	(95)	15%	(102)	18%	(123)	666
2016 Vote: Donald Trump	15%	(103)	31%	(213)	14%	(92)	22%	(151)	18%	(119)	678
2016 Vote: Other	11%	(18)	41%	(68)	12%	(19)	14%	(23)	22%	(36)	163
2016 Vote: Didn't Vote	23%	(157)	26%	(176)	14%	(98)	15%	(104)	23%	(156)	690
Voted in 2014: Yes	16%	(205)	33%	(416)	14%	(179)	19%	(240)	19%	(237)	1278
Voted in 2014: No	21%	(191)	29%	(270)	13%	(123)	15%	(141)	21%	(197)	922

Continued on next page

Table HR2_8: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
New content added on a monthly basis

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	18%	(396)	31%	(687)	14%	(303)	17%	(381)	20%	(434)	2200
2012 Vote: Barack Obama	18%	(150)	33%	(278)	14%	(118)	16%	(136)	18%	(152)	834
2012 Vote: Mitt Romney	12%	(61)	32%	(159)	15%	(72)	24%	(120)	17%	(85)	497
2012 Vote: Other	12%	(10)	35%	(30)	10%	(9)	21%	(18)	22%	(19)	86
2012 Vote: Didn't Vote	22%	(174)	28%	(220)	13%	(104)	14%	(107)	23%	(177)	781
4-Region: Northeast	14%	(54)	34%	(136)	15%	(60)	16%	(65)	20%	(79)	394
4-Region: Midwest	16%	(74)	33%	(155)	12%	(57)	20%	(91)	18%	(85)	462
4-Region: South	20%	(168)	30%	(243)	13%	(108)	18%	(145)	19%	(160)	824
4-Region: West	19%	(99)	29%	(153)	15%	(77)	16%	(81)	21%	(109)	520
Watch TV: Every day	21%	(226)	32%	(346)	15%	(158)	15%	(164)	17%	(178)	1071
Watch TV: Several times per week	18%	(88)	42%	(207)	12%	(61)	14%	(67)	14%	(70)	492
Watch TV: About once per week	18%	(33)	27%	(50)	14%	(25)	21%	(38)	20%	(37)	184
Watch TV: Several times per month	19%	(21)	27%	(32)	22%	(25)	19%	(22)	14%	(16)	116
Watch TV: About once per month	20%	(10)	27%	(14)	11%	(6)	10%	(5)	32%	(16)	51
Watch TV: Less often than once per month	8%	(7)	20%	(16)	14%	(12)	33%	(28)	24%	(20)	82
Watch TV: Never	5%	(10)	11%	(23)	8%	(16)	28%	(58)	48%	(97)	204
Watch Movies: Every day	30%	(118)	28%	(111)	11%	(42)	11%	(42)	20%	(77)	390
Watch Movies: Several times per week	21%	(123)	39%	(226)	15%	(86)	11%	(61)	14%	(81)	577
Watch Movies: About once per week	18%	(60)	39%	(132)	19%	(63)	11%	(39)	13%	(44)	338
Watch Movies: Several times per month	15%	(38)	39%	(98)	15%	(38)	14%	(36)	16%	(39)	250
Watch Movies: About once per month	11%	(23)	30%	(64)	13%	(27)	26%	(54)	19%	(40)	209
Watch Movies: Less often than once per month	9%	(19)	20%	(45)	14%	(32)	32%	(71)	25%	(55)	221
Watch Movies: Never	7%	(14)	5%	(11)	7%	(14)	36%	(78)	45%	(97)	215
Watch Sporting Events: Every day	35%	(40)	22%	(26)	14%	(16)	11%	(13)	18%	(21)	115
Watch Sporting Events: Several times per week	22%	(55)	34%	(86)	19%	(47)	15%	(39)	10%	(26)	253
Watch Sporting Events: About once per week	16%	(36)	40%	(87)	16%	(36)	15%	(33)	12%	(27)	219
Watch Sporting Events: Several times per month	26%	(53)	37%	(74)	12%	(25)	9%	(19)	15%	(30)	200
Watch Sporting Events: About once per month	16%	(27)	39%	(65)	12%	(20)	20%	(33)	13%	(21)	166
Watch Sporting Events: Less often than once per month	17%	(68)	35%	(142)	15%	(59)	17%	(69)	16%	(64)	403
Watch Sporting Events: Never	14%	(117)	24%	(207)	12%	(100)	21%	(176)	29%	(245)	844

Continued on next page

Table HR2_8: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
New content added on a monthly basis

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	18%	(396)	31%	(687)	14%	(303)	17%	(381)	20%	(434)	2200
Cable TV: Currently subscribe	16%	(165)	33%	(340)	14%	(138)	17%	(174)	20%	(203)	1020
Cable TV: Subscribed in past	21%	(148)	37%	(265)	14%	(103)	13%	(95)	15%	(111)	721
Cable TV: Never subscribed	18%	(82)	18%	(82)	13%	(62)	25%	(113)	26%	(121)	459
Satellite TV: Currently subscribe	19%	(86)	30%	(141)	12%	(54)	21%	(95)	19%	(87)	462
Satellite TV: Subscribed in past	23%	(139)	36%	(223)	16%	(97)	10%	(64)	15%	(95)	618
Satellite TV: Never subscribed	15%	(171)	29%	(324)	14%	(152)	20%	(222)	23%	(253)	1121
Streaming Services: Currently subscribe	24%	(334)	39%	(539)	13%	(173)	8%	(116)	15%	(207)	1369
Streaming Services: Subscribed in past	12%	(27)	23%	(49)	20%	(43)	17%	(37)	28%	(61)	217
Streaming Services: Never subscribed	6%	(35)	16%	(98)	14%	(86)	37%	(228)	27%	(166)	614
Film: An avid fan	27%	(183)	35%	(242)	14%	(95)	10%	(66)	15%	(99)	685
Film: A casual fan	15%	(186)	33%	(413)	14%	(174)	19%	(232)	19%	(237)	1242
Film: Not a fan	10%	(27)	12%	(32)	12%	(33)	31%	(83)	36%	(98)	272
Television: An avid fan	23%	(216)	34%	(323)	12%	(116)	15%	(143)	17%	(162)	961
Television: A casual fan	16%	(166)	31%	(335)	16%	(172)	18%	(193)	19%	(201)	1067
Television: Not a fan	8%	(14)	16%	(28)	8%	(14)	26%	(45)	42%	(71)	172
Music: An avid fan	24%	(245)	34%	(344)	13%	(135)	12%	(127)	17%	(171)	1021
Music: A casual fan	14%	(142)	31%	(316)	14%	(145)	20%	(211)	21%	(217)	1031
Music: Not a fan	5%	(8)	18%	(27)	15%	(22)	30%	(44)	32%	(47)	147
Fashion: An avid fan	31%	(88)	27%	(75)	13%	(36)	11%	(32)	18%	(49)	280
Fashion: A casual fan	18%	(164)	35%	(314)	15%	(135)	14%	(127)	19%	(169)	909
Fashion: Not a fan	14%	(144)	29%	(298)	13%	(131)	22%	(222)	21%	(216)	1011
Parents	19%	(188)	32%	(317)	14%	(137)	15%	(151)	20%	(196)	989
Current Netflix Subscribers	27%	(311)	38%	(442)	12%	(144)	7%	(82)	15%	(173)	1152
Current HBO Now Subscribers	34%	(64)	37%	(69)	16%	(29)	5%	(9)	9%	(17)	188
Current Disney+ Subscribers	36%	(195)	38%	(204)	11%	(60)	3%	(18)	11%	(61)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

Table HR2_9: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
The option to bundle different streaming services under one account

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	24%	(537)	28%	(612)	12%	(254)	17%	(373)	19%	(424)	2200
Gender: Male	23%	(243)	29%	(310)	12%	(132)	18%	(187)	18%	(190)	1062
Gender: Female	26%	(293)	27%	(303)	11%	(122)	16%	(187)	21%	(234)	1138
Age: 18-34	34%	(225)	28%	(182)	12%	(80)	9%	(61)	16%	(108)	655
Age: 35-44	32%	(114)	31%	(110)	10%	(35)	9%	(33)	18%	(66)	358
Age: 45-64	21%	(156)	28%	(209)	12%	(87)	19%	(143)	21%	(156)	751
Age: 65+	10%	(42)	26%	(112)	12%	(52)	31%	(136)	22%	(94)	436
GenZers: 1997-2012	36%	(106)	25%	(72)	15%	(43)	9%	(25)	16%	(46)	292
Millennials: 1981-1996	33%	(180)	30%	(163)	10%	(54)	10%	(56)	17%	(92)	545
GenXers: 1965-1980	28%	(154)	30%	(164)	10%	(55)	12%	(64)	20%	(107)	545
Baby Boomers: 1946-1964	13%	(91)	27%	(197)	11%	(80)	26%	(189)	22%	(160)	716
PID: Dem (no lean)	27%	(217)	28%	(220)	13%	(105)	15%	(121)	16%	(126)	789
PID: Ind (no lean)	25%	(198)	28%	(222)	8%	(61)	15%	(118)	24%	(186)	784
PID: Rep (no lean)	19%	(122)	27%	(171)	14%	(87)	21%	(135)	18%	(112)	627
PID/Gender: Dem Men	26%	(91)	28%	(98)	17%	(61)	17%	(59)	13%	(45)	354
PID/Gender: Dem Women	29%	(125)	28%	(122)	10%	(44)	14%	(62)	19%	(82)	435
PID/Gender: Ind Men	24%	(96)	31%	(124)	6%	(22)	15%	(58)	24%	(95)	396
PID/Gender: Ind Women	26%	(102)	25%	(98)	10%	(39)	15%	(60)	23%	(91)	389
PID/Gender: Rep Men	18%	(56)	28%	(87)	16%	(49)	22%	(69)	16%	(51)	312
PID/Gender: Rep Women	21%	(66)	27%	(83)	12%	(38)	21%	(65)	20%	(62)	315
Ideo: Liberal (1-3)	27%	(169)	29%	(184)	14%	(88)	16%	(98)	15%	(92)	631
Ideo: Moderate (4)	27%	(163)	33%	(201)	11%	(69)	12%	(76)	17%	(105)	613
Ideo: Conservative (5-7)	22%	(149)	26%	(180)	11%	(77)	23%	(161)	18%	(124)	691
Educ: < College	24%	(359)	25%	(377)	12%	(186)	18%	(265)	21%	(325)	1512
Educ: Bachelors degree	24%	(108)	35%	(154)	10%	(46)	17%	(75)	14%	(60)	444
Educ: Post-grad	28%	(69)	33%	(81)	9%	(21)	14%	(33)	16%	(39)	244
Income: Under 50k	22%	(258)	24%	(290)	12%	(137)	20%	(235)	22%	(266)	1186
Income: 50k-100k	26%	(183)	30%	(215)	11%	(82)	16%	(111)	17%	(119)	711
Income: 100k+	31%	(95)	35%	(107)	11%	(35)	9%	(27)	13%	(39)	303
Ethnicity: White	24%	(408)	29%	(503)	11%	(197)	17%	(293)	19%	(321)	1722

Continued on next page

Table HR2_9: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
The option to bundle different streaming services under one account

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	24%	(537)	28%	(612)	12%	(254)	17%	(373)	19%	(424)	2200
Ethnicity: Hispanic	33%	(114)	24%	(82)	14%	(49)	9%	(31)	21%	(73)	349
Ethnicity: Afr. Am.	30%	(83)	21%	(58)	14%	(39)	15%	(41)	20%	(54)	274
Ethnicity: Other	22%	(46)	25%	(52)	9%	(18)	19%	(39)	24%	(49)	204
All Christian	23%	(235)	30%	(312)	14%	(141)	18%	(190)	16%	(168)	1046
All Non-Christian	22%	(26)	26%	(31)	9%	(11)	23%	(27)	20%	(24)	119
Atheist	31%	(28)	33%	(30)	13%	(12)	12%	(11)	11%	(10)	91
Agnostic/Nothing in particular	26%	(247)	25%	(239)	10%	(90)	15%	(145)	24%	(222)	944
Religious Non-Protestant/Catholic	24%	(34)	26%	(37)	10%	(15)	20%	(29)	20%	(30)	144
Evangelical	25%	(146)	25%	(142)	13%	(73)	17%	(96)	20%	(116)	573
Non-Evangelical	25%	(208)	28%	(239)	12%	(99)	19%	(160)	16%	(135)	841
Community: Urban	26%	(140)	26%	(141)	14%	(74)	16%	(85)	17%	(93)	533
Community: Suburban	25%	(258)	30%	(318)	11%	(113)	18%	(187)	17%	(176)	1053
Community: Rural	23%	(139)	25%	(153)	11%	(67)	16%	(100)	25%	(155)	614
Employ: Private Sector	30%	(193)	31%	(203)	9%	(56)	15%	(99)	15%	(100)	652
Employ: Government	28%	(35)	24%	(30)	18%	(22)	10%	(13)	21%	(27)	127
Employ: Self-Employed	28%	(45)	28%	(43)	11%	(17)	15%	(24)	18%	(28)	157
Employ: Homemaker	23%	(31)	29%	(39)	13%	(18)	16%	(22)	20%	(27)	138
Employ: Retired	11%	(52)	25%	(122)	13%	(63)	30%	(144)	22%	(105)	485
Employ: Unemployed	26%	(86)	28%	(91)	11%	(34)	12%	(39)	23%	(75)	325
Employ: Other	23%	(37)	19%	(31)	14%	(23)	12%	(20)	31%	(51)	163
Military HH: Yes	20%	(79)	30%	(119)	11%	(42)	23%	(92)	15%	(60)	391
Military HH: No	25%	(458)	27%	(494)	12%	(211)	16%	(282)	20%	(364)	1809
RD/WT: Right Direction	19%	(142)	26%	(191)	12%	(90)	21%	(155)	21%	(156)	733
RD/WT: Wrong Track	27%	(395)	29%	(421)	11%	(164)	15%	(218)	18%	(268)	1467
Trump Job Approve	22%	(196)	27%	(240)	11%	(98)	20%	(175)	19%	(166)	876
Trump Job Disapprove	26%	(321)	29%	(357)	12%	(143)	15%	(186)	18%	(226)	1233

Continued on next page

Table HR2_9: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
The option to bundle different streaming services under one account

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	24%	(537)	28%	(612)	12%	(254)	17%	(373)	19%	(424)	2200
Trump Job Strongly Approve	18%	(90)	27%	(131)	11%	(52)	25%	(120)	19%	(94)	488
Trump Job Somewhat Approve	27%	(106)	28%	(109)	12%	(46)	14%	(55)	19%	(72)	388
Trump Job Somewhat Disapprove	25%	(72)	38%	(110)	11%	(31)	9%	(25)	18%	(52)	291
Trump Job Strongly Disapprove	26%	(249)	26%	(247)	12%	(112)	17%	(160)	18%	(174)	942
Favorable of Trump	23%	(196)	28%	(234)	10%	(86)	21%	(174)	17%	(144)	833
Unfavorable of Trump	26%	(320)	29%	(359)	12%	(150)	15%	(182)	17%	(210)	1220
Very Favorable of Trump	22%	(110)	26%	(132)	10%	(51)	24%	(119)	18%	(88)	500
Somewhat Favorable of Trump	26%	(86)	31%	(102)	10%	(35)	16%	(55)	17%	(56)	333
Somewhat Unfavorable of Trump	25%	(51)	36%	(75)	15%	(31)	9%	(18)	15%	(31)	206
Very Unfavorable of Trump	26%	(268)	28%	(284)	12%	(120)	16%	(164)	18%	(178)	1014
#1 Issue: Economy	30%	(232)	31%	(243)	9%	(71)	14%	(109)	15%	(118)	772
#1 Issue: Security	18%	(47)	26%	(67)	14%	(35)	20%	(50)	22%	(56)	255
#1 Issue: Health Care	24%	(102)	29%	(122)	13%	(55)	14%	(61)	20%	(85)	425
#1 Issue: Medicare / Social Security	16%	(48)	19%	(56)	13%	(38)	27%	(81)	26%	(77)	301
#1 Issue: Women's Issues	29%	(27)	33%	(31)	8%	(8)	12%	(11)	18%	(17)	94
#1 Issue: Education	30%	(36)	30%	(36)	12%	(14)	7%	(8)	22%	(26)	120
#1 Issue: Energy	19%	(17)	28%	(25)	22%	(20)	16%	(14)	14%	(12)	88
#1 Issue: Other	19%	(28)	22%	(32)	9%	(13)	27%	(39)	22%	(32)	144
2018 House Vote: Democrat	27%	(197)	30%	(222)	12%	(87)	15%	(111)	17%	(124)	741
2018 House Vote: Republican	22%	(132)	28%	(173)	11%	(67)	23%	(139)	17%	(103)	615
2018 House Vote: Someone else	20%	(17)	17%	(14)	10%	(8)	23%	(19)	30%	(25)	83
2016 Vote: Hillary Clinton	26%	(173)	27%	(179)	12%	(83)	15%	(103)	19%	(128)	666
2016 Vote: Donald Trump	21%	(143)	29%	(200)	10%	(67)	21%	(145)	18%	(123)	678
2016 Vote: Other	29%	(48)	35%	(57)	9%	(14)	12%	(20)	15%	(24)	163
2016 Vote: Didn't Vote	25%	(172)	25%	(176)	13%	(89)	15%	(105)	21%	(148)	690
Voted in 2014: Yes	24%	(312)	28%	(354)	12%	(149)	18%	(234)	18%	(229)	1278
Voted in 2014: No	24%	(224)	28%	(259)	11%	(105)	15%	(139)	21%	(195)	922

Continued on next page

Table HR2_9: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
The option to bundle different streaming services under one account

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	24% (537)	28% (612)	12% (254)	17% (373)	19% (424)	2200
2012 Vote: Barack Obama	27% (225)	27% (223)	12% (98)	16% (130)	19% (157)	834
2012 Vote: Mitt Romney	19% (95)	30% (152)	11% (55)	23% (116)	16% (80)	497
2012 Vote: Other	25% (22)	27% (23)	9% (8)	22% (19)	17% (14)	86
2012 Vote: Didn't Vote	25% (193)	27% (215)	12% (92)	14% (108)	22% (172)	781
4-Region: Northeast	22% (86)	32% (124)	13% (51)	15% (58)	19% (74)	394
4-Region: Midwest	25% (115)	27% (124)	12% (55)	18% (84)	18% (84)	462
4-Region: South	25% (207)	27% (221)	11% (89)	17% (144)	20% (164)	824
4-Region: West	25% (128)	28% (143)	11% (58)	17% (87)	20% (103)	520
Watch TV: Every day	30% (318)	29% (308)	12% (130)	14% (151)	15% (164)	1071
Watch TV: Several times per week	25% (121)	35% (173)	9% (44)	15% (75)	16% (80)	492
Watch TV: About once per week	23% (42)	24% (44)	14% (26)	18% (33)	21% (38)	184
Watch TV: Several times per month	20% (23)	31% (36)	15% (18)	17% (19)	17% (20)	116
Watch TV: About once per month	20% (10)	37% (19)	4% (2)	18% (9)	21% (11)	51
Watch TV: Less often than once per month	10% (8)	14% (11)	20% (17)	31% (25)	26% (21)	82
Watch TV: Never	7% (14)	10% (21)	9% (18)	30% (60)	44% (91)	204
Watch Movies: Every day	38% (149)	24% (93)	8% (32)	10% (39)	20% (77)	390
Watch Movies: Several times per week	30% (170)	33% (192)	12% (70)	11% (66)	14% (79)	577
Watch Movies: About once per week	24% (80)	38% (130)	14% (48)	12% (40)	12% (39)	338
Watch Movies: Several times per month	22% (55)	33% (81)	15% (36)	11% (27)	20% (51)	250
Watch Movies: About once per month	15% (32)	25% (51)	15% (32)	25% (53)	19% (40)	209
Watch Movies: Less often than once per month	16% (36)	18% (41)	10% (21)	33% (72)	23% (52)	221
Watch Movies: Never	7% (15)	11% (24)	6% (13)	36% (77)	40% (86)	215
Watch Sporting Events: Every day	31% (35)	30% (35)	7% (8)	11% (13)	21% (24)	115
Watch Sporting Events: Several times per week	32% (80)	31% (79)	11% (29)	15% (39)	10% (26)	253
Watch Sporting Events: About once per week	29% (64)	26% (57)	13% (28)	20% (43)	12% (27)	219
Watch Sporting Events: Several times per month	31% (62)	32% (63)	16% (32)	8% (16)	14% (28)	200
Watch Sporting Events: About once per month	21% (35)	30% (50)	17% (29)	18% (30)	13% (21)	166
Watch Sporting Events: Less often than once per month	27% (107)	32% (128)	11% (44)	15% (61)	16% (63)	403
Watch Sporting Events: Never	18% (153)	24% (200)	10% (85)	20% (171)	28% (236)	844

Continued on next page

Table HR2_9: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
The option to bundle different streaming services under one account

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Not very likely to purchase	Not at all likely to purchase	Don't know / No opinion	Total N
Adults	24% (537)	28% (612)	12% (254)	17% (373)	19% (424)	2200
Cable TV: Currently subscribe	23% (237)	30% (305)	11% (117)	18% (178)	18% (182)	1020
Cable TV: Subscribed in past	29% (210)	31% (225)	13% (94)	12% (85)	15% (106)	721
Cable TV: Never subscribed	19% (89)	18% (82)	9% (43)	24% (110)	29% (135)	459
Satellite TV: Currently subscribe	26% (121)	27% (123)	11% (52)	17% (80)	19% (86)	462
Satellite TV: Subscribed in past	29% (180)	33% (206)	12% (76)	10% (61)	15% (94)	618
Satellite TV: Never subscribed	21% (236)	25% (283)	11% (126)	21% (232)	22% (244)	1121
Streaming Services: Currently subscribe	33% (452)	35% (473)	10% (136)	7% (101)	15% (206)	1369
Streaming Services: Subscribed in past	14% (30)	21% (46)	20% (44)	17% (38)	27% (59)	217
Streaming Services: Never subscribed	9% (54)	15% (93)	12% (74)	38% (235)	26% (158)	614
Film: An avid fan	35% (241)	30% (207)	10% (66)	10% (71)	15% (99)	685
Film: A casual fan	22% (268)	29% (365)	12% (155)	19% (233)	18% (221)	1242
Film: Not a fan	10% (27)	15% (40)	12% (32)	26% (70)	38% (103)	272
Television: An avid fan	29% (282)	30% (289)	11% (104)	14% (137)	16% (149)	961
Television: A casual fan	22% (235)	28% (296)	13% (134)	18% (195)	19% (207)	1067
Television: Not a fan	11% (19)	16% (28)	9% (16)	24% (41)	40% (68)	172
Music: An avid fan	32% (329)	29% (295)	10% (102)	12% (125)	17% (171)	1021
Music: A casual fan	19% (198)	28% (285)	13% (133)	20% (211)	20% (204)	1031
Music: Not a fan	7% (10)	22% (32)	12% (18)	26% (38)	33% (49)	147
Fashion: An avid fan	38% (107)	28% (80)	6% (16)	11% (30)	17% (47)	280
Fashion: A casual fan	28% (251)	29% (264)	12% (113)	13% (120)	18% (161)	909
Fashion: Not a fan	18% (178)	27% (269)	12% (125)	22% (223)	21% (216)	1011
Parents	27% (263)	29% (283)	10% (102)	15% (146)	20% (194)	989
Current Netflix Subscribers	35% (402)	33% (385)	11% (123)	6% (72)	15% (170)	1152
Current HBO Now Subscribers	51% (95)	34% (63)	4% (8)	3% (6)	8% (15)	188
Current Disney+ Subscribers	45% (241)	31% (166)	9% (50)	4% (21)	11% (61)	539

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

Table HR2_10: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Content your friends and family recommend

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	16%	(351)	31%	(675)	14%	(316)	17%	(381)	22%	(477)	2200
Gender: Male	15%	(161)	31%	(325)	15%	(160)	18%	(196)	21%	(221)	1062
Gender: Female	17%	(191)	31%	(350)	14%	(156)	16%	(185)	22%	(256)	1138
Age: 18-34	28%	(181)	33%	(217)	13%	(82)	10%	(65)	17%	(109)	655
Age: 35-44	22%	(79)	38%	(137)	10%	(37)	11%	(38)	19%	(67)	358
Age: 45-64	10%	(76)	29%	(217)	16%	(120)	19%	(143)	26%	(195)	751
Age: 65+	3%	(15)	24%	(104)	18%	(77)	31%	(134)	24%	(106)	436
GenZers: 1997-2012	33%	(96)	33%	(96)	10%	(30)	9%	(25)	15%	(45)	292
Millennials: 1981-1996	23%	(126)	35%	(192)	14%	(74)	11%	(60)	17%	(93)	545
GenXers: 1965-1980	16%	(86)	32%	(173)	13%	(72)	14%	(76)	25%	(138)	545
Baby Boomers: 1946-1964	6%	(42)	26%	(188)	17%	(124)	26%	(183)	25%	(179)	716
PID: Dem (no lean)	19%	(147)	32%	(252)	16%	(130)	15%	(121)	18%	(140)	789
PID: Ind (no lean)	14%	(113)	32%	(248)	12%	(98)	16%	(128)	25%	(198)	784
PID: Rep (no lean)	15%	(92)	28%	(176)	14%	(88)	21%	(132)	22%	(139)	627
PID/Gender: Dem Men	17%	(61)	31%	(110)	19%	(67)	19%	(67)	14%	(50)	354
PID/Gender: Dem Women	20%	(86)	33%	(142)	15%	(63)	12%	(54)	21%	(90)	435
PID/Gender: Ind Men	14%	(54)	32%	(127)	14%	(55)	15%	(58)	26%	(102)	396
PID/Gender: Ind Women	15%	(58)	31%	(121)	11%	(43)	18%	(70)	25%	(97)	389
PID/Gender: Rep Men	15%	(46)	28%	(88)	12%	(38)	23%	(71)	22%	(70)	312
PID/Gender: Rep Women	15%	(46)	28%	(88)	16%	(50)	20%	(61)	22%	(69)	315
Ideo: Liberal (1-3)	17%	(104)	35%	(222)	16%	(100)	14%	(89)	18%	(115)	631
Ideo: Moderate (4)	15%	(94)	34%	(208)	15%	(93)	16%	(101)	19%	(118)	613
Ideo: Conservative (5-7)	17%	(116)	25%	(174)	14%	(99)	22%	(155)	21%	(147)	691
Educ: < College	16%	(235)	29%	(439)	14%	(211)	18%	(272)	24%	(356)	1512
Educ: Bachelors degree	17%	(76)	33%	(145)	16%	(71)	17%	(75)	17%	(78)	444
Educ: Post-grad	17%	(41)	37%	(91)	14%	(34)	14%	(35)	18%	(44)	244
Income: Under 50k	14%	(163)	30%	(351)	14%	(165)	19%	(225)	24%	(282)	1186
Income: 50k-100k	17%	(119)	31%	(218)	15%	(106)	18%	(126)	20%	(142)	711
Income: 100k+	23%	(68)	35%	(107)	15%	(45)	10%	(29)	18%	(53)	303
Ethnicity: White	15%	(253)	31%	(529)	15%	(257)	18%	(304)	22%	(379)	1722

Continued on next page

Table HR2_10: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Content your friends and family recommend

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	16%	(351)	31%	(675)	14%	(316)	17%	(381)	22%	(477)	2200
Ethnicity: Hispanic	27%	(95)	34%	(120)	9%	(31)	10%	(35)	20%	(69)	349
Ethnicity: Afr. Am.	20%	(54)	33%	(91)	14%	(37)	15%	(42)	18%	(50)	274
Ethnicity: Other	22%	(45)	27%	(55)	11%	(22)	17%	(35)	23%	(48)	204
All Christian	15%	(157)	30%	(313)	15%	(160)	19%	(202)	20%	(213)	1046
All Non-Christian	20%	(23)	26%	(31)	16%	(19)	21%	(25)	18%	(21)	119
Atheist	16%	(15)	32%	(29)	20%	(19)	12%	(11)	19%	(18)	91
Agnostic/Nothing in particular	17%	(156)	32%	(303)	13%	(118)	15%	(143)	24%	(224)	944
Religious Non-Protestant/Catholic	21%	(30)	25%	(36)	14%	(20)	19%	(27)	22%	(31)	144
Evangelical	17%	(99)	32%	(181)	14%	(82)	14%	(81)	23%	(130)	573
Non-Evangelical	15%	(124)	31%	(261)	14%	(114)	22%	(183)	19%	(160)	841
Community: Urban	19%	(101)	30%	(161)	16%	(83)	16%	(84)	20%	(104)	533
Community: Suburban	15%	(163)	33%	(344)	14%	(149)	18%	(193)	19%	(204)	1053
Community: Rural	14%	(87)	28%	(170)	14%	(84)	17%	(105)	28%	(169)	614
Employ: Private Sector	18%	(116)	35%	(228)	12%	(76)	17%	(112)	18%	(119)	652
Employ: Government	13%	(16)	39%	(49)	16%	(20)	11%	(13)	23%	(29)	127
Employ: Self-Employed	13%	(21)	32%	(50)	22%	(34)	15%	(24)	18%	(28)	157
Employ: Homemaker	18%	(25)	28%	(39)	17%	(24)	18%	(25)	19%	(26)	138
Employ: Retired	5%	(24)	25%	(120)	17%	(85)	28%	(137)	25%	(119)	485
Employ: Unemployed	19%	(63)	33%	(108)	10%	(33)	11%	(37)	26%	(84)	325
Employ: Other	14%	(23)	21%	(35)	15%	(25)	14%	(23)	36%	(58)	163
Military HH: Yes	15%	(58)	29%	(113)	17%	(65)	20%	(80)	20%	(76)	391
Military HH: No	16%	(294)	31%	(563)	14%	(251)	17%	(301)	22%	(400)	1809
RD/WT: Right Direction	13%	(96)	27%	(200)	14%	(105)	21%	(153)	24%	(179)	733
RD/WT: Wrong Track	17%	(255)	32%	(476)	14%	(211)	16%	(228)	20%	(298)	1467
Trump Job Approve	16%	(140)	29%	(254)	15%	(128)	20%	(175)	20%	(179)	876
Trump Job Disapprove	16%	(199)	33%	(403)	14%	(177)	16%	(192)	21%	(261)	1233

Continued on next page

Table HR2_10: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Content your friends and family recommend

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	16%	(351)	31%	(675)	14%	(316)	17%	(381)	22%	(477)	2200
Trump Job Strongly Approve	14%	(71)	23%	(114)	14%	(67)	25%	(120)	24%	(116)	488
Trump Job Somewhat Approve	18%	(70)	36%	(140)	16%	(61)	14%	(55)	16%	(63)	388
Trump Job Somewhat Disapprove	15%	(44)	29%	(85)	20%	(58)	13%	(38)	23%	(66)	291
Trump Job Strongly Disapprove	16%	(155)	34%	(318)	13%	(119)	16%	(154)	21%	(195)	942
Favorable of Trump	16%	(131)	29%	(240)	14%	(119)	21%	(176)	20%	(167)	833
Unfavorable of Trump	17%	(209)	33%	(405)	15%	(182)	16%	(190)	19%	(235)	1220
Very Favorable of Trump	16%	(80)	25%	(123)	13%	(66)	24%	(118)	23%	(113)	500
Somewhat Favorable of Trump	16%	(52)	35%	(116)	16%	(52)	17%	(58)	16%	(55)	333
Somewhat Unfavorable of Trump	17%	(35)	33%	(67)	23%	(48)	11%	(23)	16%	(34)	206
Very Unfavorable of Trump	17%	(175)	33%	(337)	13%	(134)	16%	(167)	20%	(201)	1014
#1 Issue: Economy	18%	(136)	35%	(271)	13%	(103)	15%	(114)	19%	(147)	772
#1 Issue: Security	14%	(35)	25%	(63)	16%	(42)	20%	(51)	25%	(65)	255
#1 Issue: Health Care	18%	(78)	33%	(140)	12%	(52)	16%	(66)	21%	(88)	425
#1 Issue: Medicare / Social Security	6%	(18)	24%	(73)	15%	(46)	26%	(77)	29%	(87)	301
#1 Issue: Women's Issues	30%	(29)	28%	(26)	11%	(10)	14%	(13)	17%	(16)	94
#1 Issue: Education	17%	(20)	38%	(45)	23%	(27)	7%	(8)	16%	(20)	120
#1 Issue: Energy	23%	(20)	31%	(27)	16%	(14)	15%	(13)	16%	(14)	88
#1 Issue: Other	11%	(16)	20%	(29)	14%	(21)	26%	(38)	28%	(40)	144
2018 House Vote: Democrat	16%	(121)	34%	(253)	14%	(104)	16%	(121)	19%	(142)	741
2018 House Vote: Republican	13%	(81)	29%	(178)	15%	(95)	23%	(141)	19%	(119)	615
2018 House Vote: Someone else	9%	(8)	28%	(23)	11%	(9)	16%	(13)	37%	(31)	83
2016 Vote: Hillary Clinton	15%	(99)	33%	(219)	15%	(98)	16%	(105)	22%	(145)	666
2016 Vote: Donald Trump	13%	(90)	30%	(203)	15%	(103)	21%	(145)	20%	(136)	678
2016 Vote: Other	14%	(23)	33%	(53)	17%	(27)	15%	(24)	22%	(36)	163
2016 Vote: Didn't Vote	20%	(139)	29%	(200)	13%	(87)	15%	(106)	23%	(158)	690
Voted in 2014: Yes	13%	(168)	31%	(391)	16%	(204)	19%	(243)	21%	(271)	1278
Voted in 2014: No	20%	(183)	31%	(284)	12%	(112)	15%	(138)	22%	(206)	922

Continued on next page

Table HR2_10: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Content your friends and family recommend

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	16%	(351)	31%	(675)	14%	(316)	17%	(381)	22%	(477)	2200
2012 Vote: Barack Obama	14%	(121)	32%	(270)	15%	(129)	17%	(140)	21%	(175)	834
2012 Vote: Mitt Romney	10%	(52)	29%	(143)	15%	(75)	24%	(119)	22%	(109)	497
2012 Vote: Other	11%	(9)	36%	(31)	21%	(18)	13%	(11)	19%	(16)	86
2012 Vote: Didn't Vote	21%	(168)	30%	(232)	12%	(94)	14%	(111)	23%	(177)	781
4-Region: Northeast	12%	(48)	31%	(123)	16%	(64)	17%	(67)	23%	(90)	394
4-Region: Midwest	15%	(67)	34%	(159)	13%	(60)	20%	(94)	18%	(82)	462
4-Region: South	18%	(151)	30%	(251)	13%	(106)	17%	(139)	22%	(178)	824
4-Region: West	16%	(85)	27%	(142)	17%	(86)	16%	(81)	24%	(126)	520
Watch TV: Every day	20%	(216)	31%	(328)	15%	(163)	15%	(157)	19%	(208)	1071
Watch TV: Several times per week	17%	(85)	37%	(181)	12%	(60)	16%	(77)	18%	(89)	492
Watch TV: About once per week	11%	(19)	39%	(72)	14%	(26)	20%	(36)	17%	(30)	184
Watch TV: Several times per month	16%	(18)	27%	(31)	17%	(20)	22%	(26)	18%	(21)	116
Watch TV: About once per month	14%	(7)	35%	(18)	11%	(6)	9%	(4)	31%	(16)	51
Watch TV: Less often than once per month	5%	(4)	24%	(20)	22%	(18)	28%	(23)	22%	(18)	82
Watch TV: Never	1%	(2)	13%	(26)	12%	(24)	28%	(58)	46%	(95)	204
Watch Movies: Every day	32%	(123)	28%	(108)	11%	(42)	10%	(40)	19%	(76)	390
Watch Movies: Several times per week	17%	(96)	38%	(217)	16%	(91)	13%	(75)	17%	(99)	577
Watch Movies: About once per week	19%	(64)	37%	(126)	17%	(59)	10%	(34)	17%	(57)	338
Watch Movies: Several times per month	11%	(27)	35%	(87)	17%	(42)	17%	(43)	21%	(52)	250
Watch Movies: About once per month	10%	(21)	27%	(57)	14%	(28)	24%	(50)	25%	(51)	209
Watch Movies: Less often than once per month	6%	(14)	22%	(50)	18%	(40)	29%	(63)	25%	(55)	221
Watch Movies: Never	3%	(6)	14%	(31)	7%	(14)	35%	(75)	41%	(88)	215
Watch Sporting Events: Every day	32%	(37)	25%	(29)	14%	(16)	13%	(15)	16%	(19)	115
Watch Sporting Events: Several times per week	21%	(53)	35%	(87)	18%	(44)	13%	(32)	15%	(37)	253
Watch Sporting Events: About once per week	15%	(34)	37%	(82)	13%	(28)	20%	(44)	14%	(31)	219
Watch Sporting Events: Several times per month	20%	(40)	32%	(64)	18%	(37)	15%	(29)	15%	(30)	200
Watch Sporting Events: About once per month	14%	(23)	41%	(68)	16%	(26)	18%	(29)	12%	(19)	166
Watch Sporting Events: Less often than once per month	15%	(60)	35%	(140)	16%	(63)	16%	(66)	18%	(74)	403
Watch Sporting Events: Never	12%	(105)	24%	(205)	12%	(101)	20%	(166)	32%	(267)	844

Continued on next page

Table HR2_10: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Content your friends and family recommend

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	16%	(351)	31%	(675)	14%	(316)	17%	(381)	22%	(477)	2200
Cable TV: Currently subscribe	16%	(167)	32%	(326)	13%	(136)	17%	(177)	21%	(214)	1020
Cable TV: Subscribed in past	17%	(120)	35%	(250)	18%	(132)	12%	(86)	18%	(132)	721
Cable TV: Never subscribed	14%	(64)	22%	(99)	10%	(48)	26%	(118)	28%	(130)	459
Satellite TV: Currently subscribe	22%	(104)	27%	(123)	15%	(70)	16%	(73)	20%	(92)	462
Satellite TV: Subscribed in past	18%	(112)	38%	(236)	16%	(96)	10%	(64)	18%	(109)	618
Satellite TV: Never subscribed	12%	(135)	28%	(316)	13%	(150)	22%	(244)	25%	(275)	1121
Streaming Services: Currently subscribe	21%	(294)	37%	(507)	14%	(191)	9%	(123)	19%	(255)	1369
Streaming Services: Subscribed in past	9%	(20)	27%	(58)	22%	(47)	15%	(32)	27%	(59)	217
Streaming Services: Never subscribed	6%	(37)	18%	(110)	13%	(77)	37%	(226)	27%	(163)	614
Film: An avid fan	27%	(185)	32%	(218)	12%	(85)	12%	(79)	17%	(117)	685
Film: A casual fan	11%	(142)	33%	(404)	16%	(195)	18%	(228)	22%	(274)	1242
Film: Not a fan	9%	(24)	20%	(53)	13%	(36)	27%	(74)	31%	(85)	272
Television: An avid fan	20%	(194)	32%	(311)	14%	(137)	15%	(142)	18%	(177)	961
Television: A casual fan	14%	(147)	31%	(336)	14%	(152)	19%	(200)	22%	(231)	1067
Television: Not a fan	6%	(10)	16%	(28)	15%	(26)	23%	(39)	40%	(68)	172
Music: An avid fan	23%	(231)	32%	(329)	13%	(136)	13%	(131)	19%	(194)	1021
Music: A casual fan	11%	(110)	30%	(314)	15%	(159)	20%	(206)	23%	(242)	1031
Music: Not a fan	7%	(10)	22%	(32)	14%	(21)	29%	(43)	28%	(41)	147
Fashion: An avid fan	33%	(92)	30%	(84)	10%	(27)	10%	(27)	18%	(50)	280
Fashion: A casual fan	17%	(158)	34%	(305)	15%	(140)	14%	(127)	20%	(177)	909
Fashion: Not a fan	10%	(101)	28%	(285)	15%	(149)	22%	(227)	25%	(250)	1011
Parents	17%	(166)	33%	(324)	13%	(132)	15%	(153)	22%	(213)	989
Current Netflix Subscribers	25%	(286)	35%	(406)	14%	(156)	8%	(96)	18%	(209)	1152
Current HBO Now Subscribers	35%	(66)	41%	(77)	11%	(21)	5%	(9)	9%	(16)	188
Current Disney+ Subscribers	33%	(180)	34%	(184)	10%	(56)	7%	(38)	15%	(80)	539

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

Table HR2_11: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
Critically acclaimed content

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	17%	(380)	28%	(605)	15%	(321)	17%	(385)	23%	(508)	2200
Gender: Male	22%	(232)	27%	(286)	14%	(149)	18%	(188)	20%	(207)	1062
Gender: Female	13%	(149)	28%	(320)	15%	(172)	17%	(197)	26%	(301)	1138
Age: 18-34	31%	(204)	27%	(180)	13%	(83)	8%	(56)	20%	(133)	655
Age: 35-44	18%	(65)	35%	(124)	16%	(59)	10%	(34)	21%	(75)	358
Age: 45-64	11%	(81)	27%	(205)	15%	(113)	20%	(154)	26%	(199)	751
Age: 65+	7%	(31)	22%	(96)	15%	(67)	32%	(141)	23%	(101)	436
GenZers: 1997-2012	31%	(90)	28%	(82)	15%	(45)	7%	(21)	18%	(53)	292
Millennials: 1981-1996	28%	(151)	29%	(160)	11%	(62)	10%	(55)	21%	(117)	545
GenXers: 1965-1980	14%	(77)	29%	(160)	17%	(90)	15%	(79)	25%	(138)	545
Baby Boomers: 1946-1964	8%	(60)	26%	(187)	14%	(103)	26%	(189)	25%	(178)	716
PID: Dem (no lean)	19%	(152)	32%	(250)	15%	(122)	14%	(114)	19%	(151)	789
PID: Ind (no lean)	17%	(133)	27%	(213)	13%	(102)	15%	(118)	28%	(219)	784
PID: Rep (no lean)	15%	(95)	23%	(142)	16%	(98)	24%	(153)	22%	(138)	627
PID/Gender: Dem Men	25%	(88)	29%	(104)	16%	(56)	16%	(56)	14%	(50)	354
PID/Gender: Dem Women	15%	(64)	33%	(146)	15%	(66)	13%	(58)	23%	(101)	435
PID/Gender: Ind Men	21%	(83)	29%	(113)	12%	(46)	14%	(55)	25%	(98)	396
PID/Gender: Ind Women	13%	(50)	26%	(100)	14%	(55)	16%	(62)	31%	(121)	389
PID/Gender: Rep Men	19%	(60)	22%	(69)	15%	(47)	25%	(77)	19%	(59)	312
PID/Gender: Rep Women	11%	(34)	23%	(74)	16%	(51)	24%	(76)	25%	(80)	315
Ideo: Liberal (1-3)	19%	(123)	33%	(210)	15%	(92)	15%	(98)	17%	(108)	631
Ideo: Moderate (4)	20%	(124)	30%	(184)	15%	(90)	14%	(88)	21%	(127)	613
Ideo: Conservative (5-7)	14%	(100)	24%	(163)	15%	(107)	24%	(163)	23%	(158)	691
Educ: < College	16%	(243)	24%	(370)	16%	(236)	18%	(275)	26%	(388)	1512
Educ: Bachelors degree	20%	(87)	33%	(147)	13%	(59)	17%	(74)	17%	(76)	444
Educ: Post-grad	21%	(51)	36%	(88)	11%	(26)	14%	(35)	18%	(44)	244
Income: Under 50k	16%	(193)	24%	(284)	15%	(173)	20%	(239)	25%	(297)	1186
Income: 50k-100k	18%	(131)	30%	(211)	15%	(104)	16%	(115)	21%	(149)	711
Income: 100k+	18%	(56)	36%	(110)	14%	(44)	10%	(31)	21%	(63)	303
Ethnicity: White	17%	(298)	28%	(479)	14%	(244)	18%	(316)	22%	(385)	1722

Continued on next page

Table HR2_11: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
Critically acclaimed content

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	17%	(380)	28%	(605)	15%	(321)	17%	(385)	23%	(508)	2200
Ethnicity: Hispanic	32%	(112)	24%	(84)	14%	(50)	9%	(30)	21%	(73)	349
Ethnicity: Afr. Am.	17%	(48)	29%	(79)	15%	(41)	11%	(31)	28%	(76)	274
Ethnicity: Other	17%	(34)	24%	(48)	18%	(37)	19%	(38)	23%	(47)	204
All Christian	16%	(163)	28%	(296)	16%	(164)	20%	(204)	21%	(218)	1046
All Non-Christian	20%	(24)	24%	(28)	16%	(19)	22%	(26)	18%	(22)	119
Atheist	26%	(24)	34%	(31)	17%	(16)	11%	(10)	12%	(11)	91
Agnostic/Nothing in particular	18%	(169)	26%	(250)	13%	(122)	15%	(144)	27%	(258)	944
Religious Non-Protestant/Catholic	21%	(31)	23%	(33)	15%	(21)	19%	(28)	22%	(31)	144
Evangelical	14%	(81)	25%	(145)	19%	(107)	18%	(102)	24%	(138)	573
Non-Evangelical	16%	(136)	30%	(251)	13%	(108)	20%	(166)	21%	(181)	841
Community: Urban	20%	(108)	27%	(145)	16%	(87)	15%	(82)	21%	(111)	533
Community: Suburban	17%	(179)	31%	(323)	13%	(140)	18%	(191)	21%	(219)	1053
Community: Rural	15%	(93)	22%	(137)	15%	(93)	18%	(112)	29%	(178)	614
Employ: Private Sector	22%	(142)	31%	(204)	13%	(83)	18%	(117)	16%	(105)	652
Employ: Government	18%	(24)	27%	(35)	13%	(16)	14%	(18)	28%	(35)	127
Employ: Self-Employed	25%	(39)	29%	(45)	16%	(25)	12%	(20)	18%	(29)	157
Employ: Homemaker	10%	(14)	21%	(30)	22%	(31)	18%	(24)	29%	(40)	138
Employ: Retired	7%	(36)	23%	(111)	16%	(79)	29%	(143)	24%	(116)	485
Employ: Unemployed	19%	(63)	27%	(89)	11%	(36)	11%	(35)	31%	(102)	325
Employ: Other	12%	(19)	21%	(34)	15%	(25)	13%	(21)	40%	(65)	163
Military HH: Yes	15%	(57)	28%	(109)	14%	(53)	24%	(94)	20%	(79)	391
Military HH: No	18%	(324)	27%	(496)	15%	(268)	16%	(291)	24%	(429)	1809
RD/WT: Right Direction	15%	(113)	22%	(162)	15%	(107)	23%	(166)	25%	(185)	733
RD/WT: Wrong Track	18%	(268)	30%	(443)	15%	(214)	15%	(219)	22%	(324)	1467
Trump Job Approve	17%	(145)	24%	(214)	16%	(141)	21%	(186)	22%	(190)	876
Trump Job Disapprove	19%	(229)	31%	(381)	13%	(161)	15%	(184)	23%	(278)	1233

Continued on next page

Table HR2_11: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Critically acclaimed content

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	17%	(380)	28%	(605)	15%	(321)	17%	(385)	23%	(508)	2200
Trump Job Strongly Approve	14%	(69)	19%	(93)	17%	(83)	26%	(129)	23%	(113)	488
Trump Job Somewhat Approve	20%	(76)	31%	(120)	15%	(58)	15%	(58)	20%	(77)	388
Trump Job Somewhat Disapprove	16%	(48)	32%	(94)	14%	(42)	10%	(28)	27%	(79)	291
Trump Job Strongly Disapprove	19%	(181)	31%	(288)	13%	(119)	17%	(156)	21%	(198)	942
Favorable of Trump	16%	(135)	25%	(205)	16%	(130)	23%	(189)	21%	(174)	833
Unfavorable of Trump	19%	(233)	31%	(384)	14%	(172)	15%	(184)	20%	(247)	1220
Very Favorable of Trump	17%	(86)	18%	(90)	16%	(79)	25%	(127)	23%	(117)	500
Somewhat Favorable of Trump	15%	(50)	34%	(115)	15%	(50)	18%	(62)	17%	(57)	333
Somewhat Unfavorable of Trump	16%	(34)	30%	(62)	21%	(43)	10%	(22)	22%	(45)	206
Very Unfavorable of Trump	20%	(199)	32%	(321)	13%	(129)	16%	(162)	20%	(202)	1014
#1 Issue: Economy	19%	(150)	29%	(227)	15%	(117)	16%	(125)	20%	(153)	772
#1 Issue: Security	18%	(46)	18%	(45)	16%	(41)	22%	(55)	26%	(67)	255
#1 Issue: Health Care	18%	(76)	32%	(135)	14%	(61)	13%	(56)	23%	(97)	425
#1 Issue: Medicare / Social Security	11%	(34)	22%	(66)	13%	(40)	27%	(80)	27%	(81)	301
#1 Issue: Women's Issues	20%	(19)	32%	(31)	12%	(11)	9%	(9)	27%	(25)	94
#1 Issue: Education	18%	(21)	34%	(41)	20%	(24)	7%	(8)	21%	(26)	120
#1 Issue: Energy	26%	(23)	32%	(28)	11%	(10)	20%	(17)	11%	(10)	88
#1 Issue: Other	8%	(12)	22%	(32)	12%	(17)	24%	(35)	34%	(49)	144
2018 House Vote: Democrat	19%	(137)	34%	(254)	12%	(91)	15%	(111)	20%	(148)	741
2018 House Vote: Republican	15%	(94)	23%	(143)	16%	(97)	26%	(162)	19%	(118)	615
2018 House Vote: Someone else	7%	(6)	25%	(21)	16%	(14)	19%	(16)	32%	(27)	83
2016 Vote: Hillary Clinton	19%	(126)	30%	(200)	14%	(96)	16%	(106)	21%	(138)	666
2016 Vote: Donald Trump	14%	(95)	26%	(175)	15%	(101)	23%	(156)	22%	(151)	678
2016 Vote: Other	14%	(24)	34%	(56)	16%	(27)	14%	(22)	21%	(35)	163
2016 Vote: Didn't Vote	20%	(135)	25%	(174)	14%	(98)	15%	(101)	27%	(183)	690
Voted in 2014: Yes	15%	(197)	29%	(373)	15%	(194)	19%	(247)	21%	(267)	1278
Voted in 2014: No	20%	(183)	25%	(233)	14%	(127)	15%	(138)	26%	(241)	922

Continued on next page

Table HR2_11: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
Critically acclaimed content

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	17%	(380)	28%	(605)	15%	(321)	17%	(385)	23%	(508)	2200
2012 Vote: Barack Obama	17%	(142)	31%	(260)	14%	(121)	16%	(135)	21%	(175)	834
2012 Vote: Mitt Romney	11%	(57)	26%	(127)	16%	(81)	25%	(124)	22%	(109)	497
2012 Vote: Other	15%	(13)	29%	(25)	12%	(11)	20%	(17)	23%	(20)	86
2012 Vote: Didn't Vote	21%	(166)	25%	(193)	14%	(109)	14%	(109)	26%	(204)	781
4-Region: Northeast	15%	(60)	32%	(125)	12%	(46)	18%	(71)	23%	(91)	394
4-Region: Midwest	16%	(73)	27%	(123)	16%	(74)	20%	(90)	22%	(101)	462
4-Region: South	17%	(144)	26%	(217)	15%	(122)	18%	(146)	24%	(195)	824
4-Region: West	20%	(104)	27%	(140)	15%	(78)	15%	(78)	23%	(121)	520
Watch TV: Every day	20%	(216)	28%	(298)	16%	(170)	14%	(155)	22%	(232)	1071
Watch TV: Several times per week	16%	(77)	39%	(191)	11%	(55)	15%	(76)	19%	(94)	492
Watch TV: About once per week	22%	(40)	23%	(43)	19%	(36)	19%	(34)	17%	(31)	184
Watch TV: Several times per month	21%	(24)	26%	(30)	13%	(15)	22%	(25)	18%	(21)	116
Watch TV: About once per month	15%	(8)	18%	(9)	21%	(11)	10%	(5)	36%	(18)	51
Watch TV: Less often than once per month	6%	(5)	16%	(13)	20%	(17)	30%	(25)	28%	(23)	82
Watch TV: Never	5%	(11)	10%	(21)	9%	(18)	32%	(65)	44%	(89)	204
Watch Movies: Every day	29%	(114)	25%	(99)	15%	(58)	9%	(34)	22%	(85)	390
Watch Movies: Several times per week	22%	(124)	34%	(194)	15%	(86)	11%	(63)	19%	(110)	577
Watch Movies: About once per week	18%	(60)	36%	(121)	21%	(70)	11%	(37)	15%	(50)	338
Watch Movies: Several times per month	12%	(31)	37%	(91)	15%	(38)	18%	(45)	18%	(45)	250
Watch Movies: About once per month	8%	(17)	28%	(58)	11%	(23)	25%	(52)	28%	(59)	209
Watch Movies: Less often than once per month	10%	(21)	13%	(28)	16%	(35)	33%	(73)	29%	(64)	221
Watch Movies: Never	6%	(13)	7%	(15)	5%	(12)	38%	(81)	44%	(94)	215
Watch Sporting Events: Every day	33%	(38)	24%	(27)	15%	(18)	8%	(10)	19%	(22)	115
Watch Sporting Events: Several times per week	21%	(52)	32%	(82)	17%	(42)	15%	(37)	16%	(40)	253
Watch Sporting Events: About once per week	16%	(35)	38%	(83)	15%	(34)	16%	(35)	15%	(32)	219
Watch Sporting Events: Several times per month	24%	(49)	32%	(64)	15%	(30)	17%	(34)	12%	(24)	200
Watch Sporting Events: About once per month	20%	(33)	30%	(49)	14%	(24)	23%	(37)	14%	(23)	166
Watch Sporting Events: Less often than once per month	15%	(61)	34%	(138)	16%	(65)	14%	(56)	21%	(83)	403
Watch Sporting Events: Never	13%	(112)	19%	(163)	13%	(109)	21%	(176)	34%	(283)	844

Continued on next page

Table HR2_11: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Critically acclaimed content

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Not very likely to purchase		Not at all likely to purchase		Don't know / No opinion		Total N
Adults	17%	(380)	28%	(605)	15%	(321)	17%	(385)	23%	(508)	2200
Cable TV: Currently subscribe	17%	(172)	30%	(306)	14%	(143)	17%	(176)	22%	(224)	1020
Cable TV: Subscribed in past	19%	(135)	31%	(223)	17%	(122)	13%	(97)	20%	(144)	721
Cable TV: Never subscribed	16%	(74)	17%	(77)	12%	(56)	24%	(112)	31%	(140)	459
Satellite TV: Currently subscribe	20%	(94)	24%	(109)	15%	(68)	18%	(84)	23%	(107)	462
Satellite TV: Subscribed in past	19%	(116)	33%	(203)	18%	(109)	12%	(74)	19%	(116)	618
Satellite TV: Never subscribed	15%	(170)	26%	(294)	13%	(144)	20%	(228)	25%	(285)	1121
Streaming Services: Currently subscribe	22%	(306)	36%	(495)	14%	(185)	8%	(110)	20%	(273)	1369
Streaming Services: Subscribed in past	16%	(34)	13%	(29)	25%	(55)	19%	(41)	27%	(58)	217
Streaming Services: Never subscribed	7%	(40)	13%	(82)	13%	(81)	38%	(234)	29%	(177)	614
Film: An avid fan	31%	(211)	28%	(195)	14%	(94)	10%	(68)	17%	(118)	685
Film: A casual fan	12%	(146)	31%	(383)	15%	(185)	19%	(239)	23%	(290)	1242
Film: Not a fan	9%	(24)	10%	(28)	16%	(42)	29%	(78)	37%	(101)	272
Television: An avid fan	22%	(214)	30%	(285)	13%	(128)	15%	(140)	20%	(195)	961
Television: A casual fan	14%	(153)	28%	(298)	15%	(163)	19%	(203)	23%	(251)	1067
Television: Not a fan	8%	(13)	13%	(23)	18%	(31)	24%	(42)	37%	(63)	172
Music: An avid fan	23%	(238)	30%	(303)	14%	(145)	12%	(123)	21%	(212)	1021
Music: A casual fan	12%	(129)	27%	(281)	15%	(155)	21%	(219)	24%	(248)	1031
Music: Not a fan	9%	(13)	14%	(21)	14%	(21)	29%	(43)	33%	(49)	147
Fashion: An avid fan	26%	(72)	26%	(72)	14%	(39)	10%	(28)	25%	(69)	280
Fashion: A casual fan	18%	(166)	32%	(293)	16%	(143)	14%	(123)	20%	(184)	909
Fashion: Not a fan	14%	(143)	24%	(240)	14%	(139)	23%	(235)	25%	(255)	1011
Parents	17%	(164)	29%	(289)	14%	(142)	16%	(159)	24%	(234)	989
Current Netflix Subscribers	26%	(298)	34%	(386)	14%	(160)	7%	(82)	20%	(226)	1152
Current HBO Now Subscribers	35%	(66)	38%	(71)	8%	(15)	5%	(10)	14%	(26)	188
Current Disney+ Subscribers	31%	(168)	34%	(184)	11%	(58)	6%	(34)	18%	(94)	539

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

Table HR3: As you may know, HBO Max launches on May 27. How likely are you to subscribe to the streaming service?

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	5%	(106)	11%	(233)	15%	(338)	51%	(1123)	18%	(401)	2200
Gender: Male	7%	(72)	13%	(139)	16%	(170)	47%	(497)	17%	(184)	1062
Gender: Female	3%	(34)	8%	(94)	15%	(167)	55%	(626)	19%	(216)	1138
Age: 18-34	7%	(49)	18%	(116)	16%	(107)	39%	(256)	19%	(127)	655
Age: 35-44	8%	(29)	18%	(63)	13%	(48)	39%	(139)	22%	(79)	358
Age: 45-64	3%	(22)	6%	(42)	17%	(126)	57%	(429)	18%	(132)	751
Age: 65+	1%	(6)	3%	(12)	13%	(57)	68%	(299)	14%	(62)	436
GenZers: 1997-2012	6%	(17)	13%	(37)	21%	(61)	41%	(120)	19%	(57)	292
Millennials: 1981-1996	9%	(51)	20%	(110)	11%	(61)	38%	(208)	21%	(115)	545
GenXers: 1965-1980	5%	(30)	9%	(50)	16%	(89)	49%	(267)	20%	(108)	545
Baby Boomers: 1946-1964	1%	(7)	5%	(35)	17%	(118)	63%	(448)	15%	(108)	716
PID: Dem (no lean)	6%	(44)	12%	(92)	16%	(128)	49%	(384)	18%	(141)	789
PID: Ind (no lean)	4%	(30)	10%	(76)	15%	(121)	51%	(400)	20%	(157)	784
PID: Rep (no lean)	5%	(32)	10%	(65)	14%	(89)	54%	(339)	16%	(103)	627
PID/Gender: Dem Men	8%	(29)	15%	(54)	19%	(66)	41%	(146)	16%	(58)	354
PID/Gender: Dem Women	3%	(15)	9%	(38)	14%	(62)	55%	(238)	19%	(82)	435
PID/Gender: Ind Men	5%	(21)	10%	(39)	13%	(53)	50%	(197)	21%	(85)	396
PID/Gender: Ind Women	2%	(9)	10%	(37)	17%	(67)	52%	(203)	19%	(72)	389
PID/Gender: Rep Men	7%	(21)	15%	(45)	16%	(51)	49%	(153)	13%	(41)	312
PID/Gender: Rep Women	3%	(10)	6%	(19)	12%	(38)	59%	(185)	20%	(62)	315
Ideo: Liberal (1-3)	7%	(42)	14%	(88)	17%	(107)	47%	(295)	16%	(100)	631
Ideo: Moderate (4)	5%	(32)	10%	(62)	18%	(111)	51%	(312)	16%	(96)	613
Ideo: Conservative (5-7)	3%	(23)	9%	(60)	14%	(97)	60%	(412)	14%	(100)	691
Educ: < College	4%	(58)	10%	(156)	14%	(219)	51%	(777)	20%	(302)	1512
Educ: Bachelors degree	5%	(22)	11%	(50)	17%	(76)	52%	(231)	14%	(64)	444
Educ: Post-grad	10%	(26)	11%	(27)	17%	(42)	47%	(115)	14%	(35)	244
Income: Under 50k	4%	(42)	10%	(115)	12%	(143)	55%	(648)	20%	(238)	1186
Income: 50k-100k	6%	(44)	11%	(79)	18%	(127)	50%	(353)	15%	(107)	711
Income: 100k+	6%	(19)	13%	(39)	22%	(67)	40%	(122)	18%	(55)	303
Ethnicity: White	4%	(77)	9%	(161)	16%	(270)	54%	(923)	17%	(291)	1722
Ethnicity: Hispanic	9%	(30)	14%	(49)	19%	(66)	39%	(138)	19%	(67)	349
Ethnicity: Afr. Am.	7%	(20)	17%	(47)	15%	(40)	39%	(107)	22%	(61)	274

Continued on next page

Table HR3: As you may know, HBO Max launches on May 27. How likely are you to subscribe to the streaming service?

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	5%	(106)	11%	(233)	15%	(338)	51%	(1123)	18%	(401)	2200
Ethnicity: Other	4%	(9)	12%	(25)	14%	(28)	46%	(93)	24%	(49)	204
All Christian	4%	(42)	9%	(97)	17%	(179)	56%	(582)	14%	(147)	1046
All Non-Christian	20%	(24)	8%	(10)	12%	(15)	39%	(46)	20%	(24)	119
Atheist	10%	(9)	11%	(10)	15%	(13)	56%	(51)	9%	(8)	91
Agnostic/Nothing in particular	3%	(31)	12%	(116)	14%	(131)	47%	(444)	23%	(221)	944
Religious Non-Protestant/Catholic	17%	(24)	7%	(10)	12%	(17)	44%	(63)	21%	(30)	144
Evangelical	5%	(29)	11%	(64)	13%	(77)	52%	(297)	19%	(106)	573
Non-Evangelical	3%	(28)	10%	(87)	17%	(140)	53%	(450)	16%	(137)	841
Community: Urban	9%	(50)	13%	(71)	18%	(95)	42%	(222)	18%	(95)	533
Community: Suburban	4%	(42)	10%	(109)	16%	(173)	53%	(553)	17%	(175)	1053
Community: Rural	2%	(13)	9%	(53)	11%	(69)	57%	(349)	21%	(130)	614
Employ: Private Sector	7%	(47)	12%	(79)	17%	(109)	49%	(317)	15%	(100)	652
Employ: Government	9%	(12)	15%	(19)	20%	(26)	42%	(53)	14%	(18)	127
Employ: Self-Employed	6%	(10)	18%	(28)	9%	(14)	45%	(70)	22%	(35)	157
Employ: Homemaker	5%	(7)	10%	(14)	10%	(14)	57%	(79)	18%	(25)	138
Employ: Retired	2%	(8)	3%	(15)	14%	(68)	68%	(332)	13%	(63)	485
Employ: Unemployed	3%	(11)	14%	(45)	16%	(51)	42%	(136)	25%	(82)	325
Employ: Other	4%	(6)	9%	(15)	16%	(26)	38%	(63)	33%	(53)	163
Military HH: Yes	5%	(18)	10%	(39)	13%	(50)	52%	(205)	20%	(80)	391
Military HH: No	5%	(87)	11%	(194)	16%	(288)	51%	(919)	18%	(321)	1809
RD/WT: Right Direction	6%	(48)	11%	(81)	14%	(103)	49%	(361)	19%	(140)	733
RD/WT: Wrong Track	4%	(58)	10%	(152)	16%	(234)	52%	(762)	18%	(260)	1467
Trump Job Approve	6%	(54)	11%	(100)	15%	(134)	50%	(442)	17%	(145)	876
Trump Job Disapprove	4%	(48)	10%	(128)	15%	(190)	53%	(648)	18%	(218)	1233
Trump Job Strongly Approve	7%	(33)	10%	(46)	13%	(64)	55%	(268)	16%	(76)	488
Trump Job Somewhat Approve	5%	(21)	14%	(53)	18%	(70)	45%	(174)	18%	(69)	388
Trump Job Somewhat Disapprove	3%	(8)	9%	(27)	19%	(56)	53%	(153)	16%	(46)	291
Trump Job Strongly Disapprove	4%	(40)	11%	(102)	14%	(134)	53%	(495)	18%	(171)	942
Favorable of Trump	6%	(51)	10%	(87)	15%	(125)	52%	(434)	16%	(136)	833
Unfavorable of Trump	4%	(47)	11%	(132)	16%	(194)	53%	(644)	17%	(204)	1220

Continued on next page

Table HR3: As you may know, HBO Max launches on May 27. How likely are you to subscribe to the streaming service?

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	5%	(106)	11%	(233)	15%	(338)	51%	(1123)	18%	(401)	2200
Very Favorable of Trump	7%	(37)	9%	(47)	12%	(62)	54%	(272)	16%	(81)	500
Somewhat Favorable of Trump	4%	(15)	12%	(39)	19%	(63)	49%	(162)	16%	(54)	333
Somewhat Unfavorable of Trump	4%	(9)	15%	(31)	24%	(49)	43%	(89)	13%	(27)	206
Very Unfavorable of Trump	4%	(38)	10%	(101)	14%	(145)	55%	(555)	17%	(177)	1014
#1 Issue: Economy	5%	(38)	14%	(106)	15%	(113)	48%	(368)	19%	(147)	772
#1 Issue: Security	6%	(16)	6%	(16)	15%	(39)	59%	(150)	13%	(34)	255
#1 Issue: Health Care	5%	(22)	12%	(49)	15%	(65)	52%	(222)	16%	(67)	425
#1 Issue: Medicare / Social Security	3%	(9)	8%	(25)	15%	(46)	51%	(155)	22%	(67)	301
#1 Issue: Women's Issues	8%	(7)	9%	(9)	13%	(13)	53%	(50)	16%	(15)	94
#1 Issue: Education	6%	(7)	11%	(14)	20%	(24)	45%	(54)	18%	(21)	120
#1 Issue: Energy	3%	(3)	14%	(12)	27%	(24)	41%	(36)	14%	(12)	88
#1 Issue: Other	2%	(3)	1%	(2)	9%	(13)	61%	(88)	26%	(38)	144
2018 House Vote: Democrat	6%	(43)	12%	(86)	16%	(116)	50%	(373)	17%	(123)	741
2018 House Vote: Republican	6%	(37)	10%	(62)	14%	(89)	54%	(332)	15%	(95)	615
2018 House Vote: Someone else	2%	(2)	5%	(4)	13%	(10)	54%	(45)	27%	(22)	83
2016 Vote: Hillary Clinton	6%	(41)	10%	(68)	13%	(88)	53%	(351)	18%	(118)	666
2016 Vote: Donald Trump	5%	(36)	8%	(55)	15%	(101)	53%	(361)	18%	(124)	678
2016 Vote: Other	3%	(5)	11%	(17)	14%	(22)	60%	(99)	12%	(20)	163
2016 Vote: Didn't Vote	3%	(23)	13%	(92)	18%	(126)	45%	(311)	20%	(138)	690
Voted in 2014: Yes	5%	(64)	8%	(105)	14%	(177)	56%	(711)	17%	(220)	1278
Voted in 2014: No	5%	(42)	14%	(128)	17%	(160)	45%	(412)	20%	(180)	922
2012 Vote: Barack Obama	5%	(43)	9%	(74)	14%	(119)	51%	(427)	20%	(170)	834
2012 Vote: Mitt Romney	4%	(20)	6%	(31)	15%	(73)	60%	(298)	15%	(76)	497
2012 Vote: Other	6%	(5)	11%	(10)	12%	(10)	58%	(50)	13%	(11)	86
2012 Vote: Didn't Vote	5%	(37)	15%	(119)	17%	(134)	44%	(347)	18%	(143)	781
4-Region: Northeast	9%	(34)	9%	(35)	19%	(73)	47%	(184)	17%	(67)	394
4-Region: Midwest	4%	(20)	8%	(37)	13%	(60)	57%	(265)	17%	(80)	462
4-Region: South	4%	(32)	12%	(101)	14%	(113)	50%	(415)	20%	(163)	824
4-Region: West	4%	(19)	12%	(61)	18%	(91)	50%	(259)	17%	(90)	520

Continued on next page

Table HR3: As you may know, HBO Max launches on May 27. How likely are you to subscribe to the streaming service?

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	5%	(106)	11%	(233)	15%	(338)	51%	(1123)	18%	(401)	2200
Watch TV: Every day	6%	(66)	11%	(121)	16%	(171)	48%	(518)	18%	(194)	1071
Watch TV: Several times per week	3%	(14)	13%	(66)	19%	(93)	46%	(228)	18%	(91)	492
Watch TV: About once per week	4%	(7)	9%	(16)	14%	(25)	58%	(107)	15%	(28)	184
Watch TV: Several times per month	7%	(8)	12%	(14)	19%	(22)	50%	(57)	12%	(14)	116
Watch TV: About once per month	9%	(5)	4%	(2)	18%	(9)	45%	(23)	25%	(13)	51
Watch TV: Less often than once per month	4%	(4)	10%	(9)	5%	(4)	64%	(53)	16%	(13)	82
Watch TV: Never	1%	(2)	2%	(4)	6%	(13)	67%	(137)	24%	(48)	204
Watch Movies: Every day	13%	(49)	17%	(68)	14%	(53)	34%	(133)	22%	(86)	390
Watch Movies: Several times per week	4%	(22)	15%	(84)	19%	(108)	44%	(251)	19%	(112)	577
Watch Movies: About once per week	5%	(16)	9%	(31)	21%	(70)	50%	(169)	15%	(51)	338
Watch Movies: Several times per month	2%	(5)	8%	(20)	20%	(49)	56%	(140)	14%	(36)	250
Watch Movies: About once per month	2%	(3)	7%	(14)	12%	(25)	62%	(128)	18%	(38)	209
Watch Movies: Less often than once per month	4%	(9)	3%	(7)	8%	(18)	71%	(158)	14%	(30)	221
Watch Movies: Never	1%	(2)	4%	(9)	7%	(14)	67%	(143)	22%	(46)	215
Watch Sporting Events: Every day	19%	(22)	21%	(25)	13%	(15)	26%	(30)	21%	(24)	115
Watch Sporting Events: Several times per week	10%	(26)	18%	(45)	20%	(51)	35%	(89)	16%	(42)	253
Watch Sporting Events: About once per week	3%	(6)	18%	(40)	19%	(41)	42%	(91)	19%	(41)	219
Watch Sporting Events: Several times per month	6%	(12)	16%	(33)	26%	(52)	39%	(78)	13%	(25)	200
Watch Sporting Events: About once per month	4%	(6)	11%	(18)	22%	(36)	45%	(74)	19%	(32)	166
Watch Sporting Events: Less often than once per month	3%	(11)	8%	(34)	14%	(56)	60%	(244)	14%	(58)	403
Watch Sporting Events: Never	3%	(22)	5%	(39)	10%	(86)	61%	(518)	21%	(179)	844
Cable TV: Currently subscribe	5%	(48)	12%	(126)	17%	(169)	49%	(502)	17%	(175)	1020
Cable TV: Subscribed in past	4%	(30)	9%	(66)	18%	(127)	49%	(354)	20%	(143)	721
Cable TV: Never subscribed	6%	(27)	9%	(41)	9%	(42)	58%	(267)	18%	(82)	459
Satellite TV: Currently subscribe	8%	(36)	13%	(59)	13%	(61)	50%	(230)	16%	(75)	462
Satellite TV: Subscribed in past	4%	(27)	13%	(79)	20%	(125)	43%	(266)	19%	(120)	618
Satellite TV: Never subscribed	4%	(42)	8%	(94)	14%	(151)	56%	(627)	18%	(206)	1121
Streaming Services: Currently subscribe	6%	(76)	12%	(166)	18%	(243)	46%	(629)	19%	(255)	1369
Streaming Services: Subscribed in past	5%	(11)	14%	(30)	17%	(36)	43%	(93)	22%	(47)	217
Streaming Services: Never subscribed	3%	(19)	6%	(37)	10%	(59)	65%	(402)	16%	(98)	614

Continued on next page

Table HR3: As you may know, HBO Max launches on May 27. How likely are you to subscribe to the streaming service?

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	5%	(106)	11%	(233)	15%	(338)	51%	(1123)	18%	(401)	2200
Film: An avid fan	9%	(59)	19%	(128)	14%	(96)	39%	(269)	19%	(133)	685
Film: A casual fan	3%	(43)	7%	(89)	17%	(215)	55%	(679)	17%	(216)	1242
Film: Not a fan	2%	(4)	6%	(16)	10%	(26)	64%	(175)	19%	(51)	272
Television: An avid fan	7%	(63)	14%	(131)	17%	(165)	45%	(428)	18%	(174)	961
Television: A casual fan	3%	(36)	8%	(90)	16%	(166)	55%	(587)	18%	(188)	1067
Television: Not a fan	4%	(6)	7%	(11)	4%	(7)	63%	(108)	22%	(39)	172
Music: An avid fan	7%	(72)	14%	(146)	17%	(173)	43%	(438)	19%	(193)	1021
Music: A casual fan	3%	(26)	8%	(84)	15%	(155)	57%	(592)	17%	(173)	1031
Music: Not a fan	5%	(7)	2%	(3)	6%	(9)	63%	(93)	24%	(35)	147
Fashion: An avid fan	15%	(41)	22%	(61)	15%	(41)	33%	(91)	16%	(45)	280
Fashion: A casual fan	5%	(47)	12%	(110)	18%	(159)	45%	(407)	21%	(186)	909
Fashion: Not a fan	2%	(18)	6%	(62)	14%	(137)	62%	(626)	17%	(169)	1011
Parents	6%	(55)	12%	(123)	15%	(146)	49%	(487)	18%	(178)	989
Current Netflix Subscribers	7%	(76)	14%	(161)	18%	(213)	43%	(498)	18%	(204)	1152
Current HBO Now Subscribers	25%	(48)	31%	(58)	12%	(23)	13%	(25)	18%	(34)	188
Current Disney+ Subscribers	10%	(54)	18%	(98)	18%	(97)	37%	(200)	17%	(90)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

Table HR4_1NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.

Friends

Demographic	Selected		Not Selected		Total N
Adults	13%	(279)	87%	(1921)	2200
Gender: Male	13%	(135)	87%	(927)	1062
Gender: Female	13%	(144)	87%	(994)	1138
Age: 18-34	17%	(113)	83%	(542)	655
Age: 35-44	14%	(51)	86%	(307)	358
Age: 45-64	12%	(87)	88%	(664)	751
Age: 65+	7%	(28)	93%	(408)	436
GenZers: 1997-2012	19%	(56)	81%	(236)	292
Millennials: 1981-1996	16%	(87)	84%	(458)	545
GenXers: 1965-1980	11%	(58)	89%	(487)	545
Baby Boomers: 1946-1964	10%	(71)	90%	(645)	716
PID: Dem (no lean)	14%	(107)	86%	(682)	789
PID: Ind (no lean)	11%	(86)	89%	(698)	784
PID: Rep (no lean)	14%	(86)	86%	(541)	627
PID/Gender: Dem Men	13%	(45)	87%	(309)	354
PID/Gender: Dem Women	14%	(62)	86%	(373)	435
PID/Gender: Ind Men	11%	(44)	89%	(352)	396
PID/Gender: Ind Women	11%	(43)	89%	(346)	389
PID/Gender: Rep Men	15%	(46)	85%	(266)	312
PID/Gender: Rep Women	13%	(40)	87%	(274)	315
Ideo: Liberal (1-3)	17%	(105)	83%	(526)	631
Ideo: Moderate (4)	13%	(79)	87%	(534)	613
Ideo: Conservative (5-7)	10%	(70)	90%	(621)	691
Educ: < College	12%	(175)	88%	(1337)	1512
Educ: Bachelors degree	14%	(63)	86%	(381)	444
Educ: Post-grad	17%	(41)	83%	(203)	244
Income: Under 50k	11%	(135)	89%	(1051)	1186
Income: 50k-100k	13%	(89)	87%	(622)	711
Income: 100k+	18%	(54)	82%	(249)	303
Ethnicity: White	13%	(220)	87%	(1502)	1722
Ethnicity: Hispanic	15%	(52)	85%	(297)	349

Continued on next page

Table HR4_1NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
Friends

Demographic	Selected		Not Selected		Total N
Adults	13%	(279)	87%	(1921)	2200
Ethnicity: Afr. Am.	11%	(29)	89%	(245)	274
Ethnicity: Other	15%	(30)	85%	(174)	204
All Christian	15%	(154)	85%	(893)	1046
All Non-Christian	10%	(12)	90%	(107)	119
Atheist	12%	(11)	88%	(81)	91
Agnostic/Nothing in particular	11%	(103)	89%	(841)	944
Religious Non-Protestant/Catholic	11%	(16)	89%	(128)	144
Evangelical	10%	(57)	90%	(517)	573
Non-Evangelical	15%	(127)	85%	(714)	841
Community: Urban	16%	(86)	84%	(447)	533
Community: Suburban	14%	(143)	86%	(909)	1053
Community: Rural	8%	(50)	92%	(564)	614
Employ: Private Sector	13%	(87)	87%	(565)	652
Employ: Government	16%	(20)	84%	(107)	127
Employ: Self-Employed	14%	(22)	86%	(135)	157
Employ: Homemaker	7%	(10)	93%	(128)	138
Employ: Retired	8%	(40)	92%	(446)	485
Employ: Unemployed	19%	(61)	81%	(264)	325
Employ: Other	7%	(11)	93%	(152)	163
Military HH: Yes	9%	(36)	91%	(356)	391
Military HH: No	13%	(243)	87%	(1565)	1809
RD/WT: Right Direction	14%	(102)	86%	(631)	733
RD/WT: Wrong Track	12%	(177)	88%	(1290)	1467
Trump Job Approve	14%	(119)	86%	(757)	876
Trump Job Disapprove	12%	(150)	88%	(1082)	1233
Trump Job Strongly Approve	13%	(63)	87%	(425)	488
Trump Job Somewhat Approve	14%	(56)	86%	(332)	388
Trump Job Somewhat Disapprove	12%	(34)	88%	(257)	291
Trump Job Strongly Disapprove	12%	(116)	88%	(825)	942

Continued on next page

Table HR4_1NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.

Friends

Demographic	Selected		Not Selected		Total N
Adults	13%	(279)	87%	(1921)	2200
Favorable of Trump	13%	(112)	87%	(721)	833
Unfavorable of Trump	13%	(155)	87%	(1065)	1220
Very Favorable of Trump	13%	(63)	87%	(437)	500
Somewhat Favorable of Trump	15%	(49)	85%	(284)	333
Somewhat Unfavorable of Trump	13%	(26)	87%	(180)	206
Very Unfavorable of Trump	13%	(130)	87%	(885)	1014
#1 Issue: Economy	13%	(102)	87%	(670)	772
#1 Issue: Security	9%	(24)	91%	(232)	255
#1 Issue: Health Care	15%	(64)	85%	(362)	425
#1 Issue: Medicare / Social Security	6%	(20)	94%	(282)	301
#1 Issue: Women's Issues	17%	(16)	83%	(78)	94
#1 Issue: Education	19%	(23)	81%	(97)	120
#1 Issue: Energy	22%	(20)	78%	(68)	88
#1 Issue: Other	8%	(11)	92%	(132)	144
2018 House Vote: Democrat	13%	(98)	87%	(644)	741
2018 House Vote: Republican	14%	(85)	86%	(530)	615
2018 House Vote: Someone else	12%	(10)	88%	(73)	83
2016 Vote: Hillary Clinton	12%	(80)	88%	(586)	666
2016 Vote: Donald Trump	13%	(91)	87%	(586)	678
2016 Vote: Other	13%	(21)	87%	(143)	163
2016 Vote: Didn't Vote	13%	(87)	87%	(603)	690
Voted in 2014: Yes	12%	(155)	88%	(1123)	1278
Voted in 2014: No	13%	(124)	87%	(798)	922
2012 Vote: Barack Obama	12%	(101)	88%	(733)	834
2012 Vote: Mitt Romney	12%	(58)	88%	(440)	497
2012 Vote: Other	11%	(10)	89%	(76)	86
2012 Vote: Didn't Vote	14%	(110)	86%	(671)	781

Continued on next page

Table HR4_1NET: *To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.*

Friends

Demographic	Selected		Not Selected		Total N
Adults	13%	(279)	87%	(1921)	2200
4-Region: Northeast	13%	(49)	87%	(344)	394
4-Region: Midwest	15%	(71)	85%	(392)	462
4-Region: South	13%	(105)	87%	(719)	824
4-Region: West	10%	(54)	90%	(466)	520
Watch TV: Every day	15%	(166)	85%	(906)	1071
Watch TV: Several times per week	13%	(64)	87%	(429)	492
Watch TV: About once per week	13%	(24)	87%	(160)	184
Watch TV: Several times per month	8%	(9)	92%	(107)	116
Watch TV: About once per month	13%	(7)	87%	(45)	51
Watch TV: Less often than once per month	6%	(5)	94%	(77)	82
Watch TV: Never	3%	(5)	97%	(198)	204
Watch Movies: Every day	15%	(60)	85%	(330)	390
Watch Movies: Several times per week	14%	(83)	86%	(494)	577
Watch Movies: About once per week	11%	(39)	89%	(300)	338
Watch Movies: Several times per month	14%	(36)	86%	(214)	250
Watch Movies: About once per month	17%	(35)	83%	(174)	209
Watch Movies: Less often than once per month	9%	(19)	91%	(202)	221
Watch Movies: Never	3%	(7)	97%	(208)	215
Watch Sporting Events: Every day	20%	(23)	80%	(92)	115
Watch Sporting Events: Several times per week	18%	(46)	82%	(207)	253
Watch Sporting Events: About once per week	15%	(33)	85%	(185)	219
Watch Sporting Events: Several times per month	16%	(31)	84%	(169)	200
Watch Sporting Events: About once per month	5%	(8)	95%	(158)	166
Watch Sporting Events: Less often than once per month	16%	(64)	84%	(339)	403
Watch Sporting Events: Never	9%	(72)	91%	(772)	844
Cable TV: Currently subscribe	13%	(131)	87%	(889)	1020
Cable TV: Subscribed in past	13%	(93)	87%	(627)	721
Cable TV: Never subscribed	12%	(55)	88%	(405)	459

Continued on next page

Table HR4_1NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
Friends

Demographic	Selected		Not Selected		Total N
Adults	13%	(279)	87%	(1921)	2200
Satellite TV: Currently subscribe	14%	(65)	86%	(397)	462
Satellite TV: Subscribed in past	14%	(89)	86%	(529)	618
Satellite TV: Never subscribed	11%	(125)	89%	(995)	1121
Streaming Services: Currently subscribe	16%	(214)	84%	(1155)	1369
Streaming Services: Subscribed in past	9%	(20)	91%	(197)	217
Streaming Services: Never subscribed	7%	(45)	93%	(569)	614
Film: An avid fan	15%	(103)	85%	(582)	685
Film: A casual fan	12%	(150)	88%	(1092)	1242
Film: Not a fan	9%	(25)	91%	(247)	272
Television: An avid fan	15%	(148)	85%	(813)	961
Television: A casual fan	11%	(121)	89%	(946)	1067
Television: Not a fan	6%	(10)	94%	(162)	172
Music: An avid fan	15%	(154)	85%	(867)	1021
Music: A casual fan	11%	(115)	89%	(916)	1031
Music: Not a fan	7%	(10)	93%	(137)	147
Fashion: An avid fan	15%	(42)	85%	(238)	280
Fashion: A casual fan	15%	(135)	85%	(774)	909
Fashion: Not a fan	10%	(102)	90%	(909)	1011
Parents	12%	(121)	88%	(868)	989
Current Netflix Subscribers	15%	(169)	85%	(983)	1152
Current HBO Now Subscribers	17%	(32)	83%	(156)	188
Current Disney+ Subscribers	18%	(98)	82%	(440)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

Table HR4_2NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.

The Big Bang Theory

Demographic	Selected		Not Selected		Total N
Adults	12%	(261)	88%	(1939)	2200
Gender: Male	14%	(148)	86%	(914)	1062
Gender: Female	10%	(113)	90%	(1026)	1138
Age: 18-34	17%	(110)	83%	(545)	655
Age: 35-44	11%	(39)	89%	(318)	358
Age: 45-64	10%	(76)	90%	(675)	751
Age: 65+	8%	(36)	92%	(401)	436
GenZers: 1997-2012	20%	(59)	80%	(232)	292
Millennials: 1981-1996	13%	(71)	87%	(474)	545
GenXers: 1965-1980	10%	(54)	90%	(491)	545
Baby Boomers: 1946-1964	10%	(71)	90%	(645)	716
PID: Dem (no lean)	14%	(109)	86%	(680)	789
PID: Ind (no lean)	10%	(81)	90%	(703)	784
PID: Rep (no lean)	11%	(70)	89%	(557)	627
PID/Gender: Dem Men	18%	(63)	82%	(291)	354
PID/Gender: Dem Women	11%	(47)	89%	(388)	435
PID/Gender: Ind Men	12%	(47)	88%	(349)	396
PID/Gender: Ind Women	9%	(34)	91%	(355)	389
PID/Gender: Rep Men	12%	(38)	88%	(274)	312
PID/Gender: Rep Women	10%	(32)	90%	(283)	315
Ideo: Liberal (1-3)	16%	(98)	84%	(533)	631
Ideo: Moderate (4)	12%	(76)	88%	(538)	613
Ideo: Conservative (5-7)	8%	(56)	92%	(635)	691
Educ: < College	12%	(176)	88%	(1336)	1512
Educ: Bachelors degree	12%	(53)	88%	(391)	444
Educ: Post-grad	13%	(32)	87%	(212)	244
Income: Under 50k	12%	(147)	88%	(1039)	1186
Income: 50k-100k	10%	(71)	90%	(640)	711
Income: 100k+	14%	(43)	86%	(260)	303
Ethnicity: White	12%	(201)	88%	(1521)	1722
Ethnicity: Hispanic	16%	(55)	84%	(294)	349

Continued on next page

Table HR4_2NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
The Big Bang Theory

Demographic	Selected		Not Selected		Total N
Adults	12%	(261)	88%	(1939)	2200
Ethnicity: Afr. Am.	12%	(33)	88%	(242)	274
Ethnicity: Other	13%	(27)	87%	(177)	204
All Christian	12%	(128)	88%	(918)	1046
All Non-Christian	10%	(12)	90%	(107)	119
Atheist	12%	(11)	88%	(81)	91
Agnostic/Nothing in particular	12%	(110)	88%	(833)	944
Religious Non-Protestant/Catholic	8%	(12)	92%	(132)	144
Evangelical	10%	(59)	90%	(515)	573
Non-Evangelical	14%	(117)	86%	(724)	841
Community: Urban	16%	(85)	84%	(449)	533
Community: Suburban	11%	(114)	89%	(939)	1053
Community: Rural	10%	(62)	90%	(552)	614
Employ: Private Sector	13%	(84)	87%	(567)	652
Employ: Government	9%	(12)	91%	(115)	127
Employ: Self-Employed	14%	(22)	86%	(135)	157
Employ: Homemaker	10%	(14)	90%	(124)	138
Employ: Retired	9%	(41)	91%	(444)	485
Employ: Unemployed	14%	(46)	86%	(280)	325
Employ: Other	7%	(12)	93%	(151)	163
Military HH: Yes	13%	(52)	87%	(339)	391
Military HH: No	12%	(208)	88%	(1600)	1809
RD/WT: Right Direction	13%	(95)	87%	(638)	733
RD/WT: Wrong Track	11%	(165)	89%	(1301)	1467
Trump Job Approve	14%	(124)	86%	(752)	876
Trump Job Disapprove	10%	(129)	90%	(1103)	1233
Trump Job Strongly Approve	13%	(65)	87%	(423)	488
Trump Job Somewhat Approve	15%	(60)	85%	(329)	388
Trump Job Somewhat Disapprove	7%	(22)	93%	(269)	291
Trump Job Strongly Disapprove	11%	(108)	89%	(834)	942

Continued on next page

Table HR4_2NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
The Big Bang Theory

Demographic	Selected		Not Selected		Total N
Adults	12%	(261)	88%	(1939)	2200
Favorable of Trump	13%	(111)	87%	(722)	833
Unfavorable of Trump	11%	(136)	89%	(1084)	1220
Very Favorable of Trump	13%	(63)	87%	(436)	500
Somewhat Favorable of Trump	14%	(48)	86%	(286)	333
Somewhat Unfavorable of Trump	8%	(17)	92%	(189)	206
Very Unfavorable of Trump	12%	(119)	88%	(896)	1014
#1 Issue: Economy	12%	(90)	88%	(682)	772
#1 Issue: Security	10%	(25)	90%	(230)	255
#1 Issue: Health Care	14%	(60)	86%	(365)	425
#1 Issue: Medicare / Social Security	10%	(30)	90%	(272)	301
#1 Issue: Women's Issues	15%	(14)	85%	(80)	94
#1 Issue: Education	16%	(19)	84%	(101)	120
#1 Issue: Energy	18%	(16)	82%	(72)	88
#1 Issue: Other	5%	(6)	95%	(137)	144
2018 House Vote: Democrat	14%	(103)	86%	(639)	741
2018 House Vote: Republican	12%	(75)	88%	(540)	615
2018 House Vote: Someone else	5%	(4)	95%	(79)	83
2016 Vote: Hillary Clinton	11%	(71)	89%	(595)	666
2016 Vote: Donald Trump	12%	(78)	88%	(600)	678
2016 Vote: Other	8%	(14)	92%	(150)	163
2016 Vote: Didn't Vote	14%	(98)	86%	(593)	690
Voted in 2014: Yes	11%	(144)	89%	(1133)	1278
Voted in 2014: No	13%	(116)	87%	(806)	922
2012 Vote: Barack Obama	11%	(92)	89%	(742)	834
2012 Vote: Mitt Romney	10%	(50)	90%	(448)	497
2012 Vote: Other	12%	(10)	88%	(76)	86
2012 Vote: Didn't Vote	14%	(109)	86%	(673)	781

Continued on next page

Table HR4_2NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
The Big Bang Theory

Demographic	Selected		Not Selected		Total N
Adults	12%	(261)	88%	(1939)	2200
4-Region: Northeast	11%	(43)	89%	(350)	394
4-Region: Midwest	12%	(54)	88%	(408)	462
4-Region: South	13%	(108)	87%	(716)	824
4-Region: West	11%	(55)	89%	(465)	520
Watch TV: Every day	14%	(152)	86%	(919)	1071
Watch TV: Several times per week	13%	(62)	87%	(431)	492
Watch TV: About once per week	8%	(15)	92%	(168)	184
Watch TV: Several times per month	9%	(11)	91%	(105)	116
Watch TV: About once per month	3%	(2)	97%	(49)	51
Watch TV: Less often than once per month	6%	(5)	94%	(77)	82
Watch TV: Never	7%	(14)	93%	(190)	204
Watch Movies: Every day	18%	(68)	82%	(321)	390
Watch Movies: Several times per week	12%	(71)	88%	(507)	577
Watch Movies: About once per week	13%	(44)	87%	(294)	338
Watch Movies: Several times per month	9%	(22)	91%	(228)	250
Watch Movies: About once per month	12%	(24)	88%	(184)	209
Watch Movies: Less often than once per month	8%	(18)	92%	(204)	221
Watch Movies: Never	6%	(14)	94%	(201)	215
Watch Sporting Events: Every day	18%	(21)	82%	(94)	115
Watch Sporting Events: Several times per week	19%	(48)	81%	(205)	253
Watch Sporting Events: About once per week	15%	(33)	85%	(186)	219
Watch Sporting Events: Several times per month	13%	(27)	87%	(174)	200
Watch Sporting Events: About once per month	11%	(18)	89%	(148)	166
Watch Sporting Events: Less often than once per month	10%	(41)	90%	(362)	403
Watch Sporting Events: Never	9%	(72)	91%	(771)	844
Cable TV: Currently subscribe	13%	(131)	87%	(888)	1020
Cable TV: Subscribed in past	12%	(89)	88%	(632)	721
Cable TV: Never subscribed	9%	(40)	91%	(420)	459

Continued on next page

Table HR4_2NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
The Big Bang Theory

Demographic	Selected		Not Selected		Total N
Adults	12%	(261)	88%	(1939)	2200
Satellite TV: Currently subscribe	14%	(63)	86%	(399)	462
Satellite TV: Subscribed in past	13%	(83)	87%	(534)	618
Satellite TV: Never subscribed	10%	(114)	90%	(1006)	1121
Streaming Services: Currently subscribe	14%	(187)	86%	(1182)	1369
Streaming Services: Subscribed in past	8%	(18)	92%	(199)	217
Streaming Services: Never subscribed	9%	(56)	91%	(558)	614
Film: An avid fan	17%	(114)	83%	(571)	685
Film: A casual fan	10%	(123)	90%	(1119)	1242
Film: Not a fan	9%	(24)	91%	(249)	272
Television: An avid fan	16%	(155)	84%	(807)	961
Television: A casual fan	9%	(96)	91%	(971)	1067
Television: Not a fan	6%	(10)	94%	(162)	172
Music: An avid fan	15%	(151)	85%	(870)	1021
Music: A casual fan	10%	(102)	90%	(929)	1031
Music: Not a fan	5%	(8)	95%	(140)	147
Fashion: An avid fan	19%	(52)	81%	(228)	280
Fashion: A casual fan	11%	(101)	89%	(808)	909
Fashion: Not a fan	11%	(107)	89%	(904)	1011
Parents	12%	(115)	88%	(873)	989
Current Netflix Subscribers	14%	(156)	86%	(996)	1152
Current HBO Now Subscribers	16%	(30)	84%	(158)	188
Current Disney+ Subscribers	16%	(87)	84%	(451)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

Table HR4_3NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.

Game of Thrones

Demographic	Selected		Not Selected		Total N
Adults	24%	(519)	76%	(1681)	2200
Gender: Male	28%	(297)	72%	(765)	1062
Gender: Female	20%	(222)	80%	(916)	1138
Age: 18-34	27%	(179)	73%	(476)	655
Age: 35-44	29%	(105)	71%	(252)	358
Age: 45-64	23%	(170)	77%	(581)	751
Age: 65+	15%	(65)	85%	(372)	436
GenZers: 1997-2012	28%	(82)	72%	(210)	292
Millennials: 1981-1996	28%	(151)	72%	(394)	545
GenXers: 1965-1980	26%	(141)	74%	(403)	545
Baby Boomers: 1946-1964	19%	(133)	81%	(583)	716
PID: Dem (no lean)	25%	(194)	75%	(595)	789
PID: Ind (no lean)	23%	(181)	77%	(603)	784
PID: Rep (no lean)	23%	(144)	77%	(483)	627
PID/Gender: Dem Men	26%	(92)	74%	(262)	354
PID/Gender: Dem Women	23%	(102)	77%	(333)	435
PID/Gender: Ind Men	29%	(116)	71%	(280)	396
PID/Gender: Ind Women	17%	(65)	83%	(324)	389
PID/Gender: Rep Men	28%	(89)	72%	(224)	312
PID/Gender: Rep Women	18%	(55)	82%	(259)	315
Ideo: Liberal (1-3)	27%	(169)	73%	(462)	631
Ideo: Moderate (4)	25%	(156)	75%	(458)	613
Ideo: Conservative (5-7)	22%	(154)	78%	(538)	691
Educ: < College	23%	(341)	77%	(1171)	1512
Educ: Bachelors degree	24%	(108)	76%	(335)	444
Educ: Post-grad	28%	(69)	72%	(175)	244
Income: Under 50k	21%	(252)	79%	(934)	1186
Income: 50k-100k	26%	(183)	74%	(528)	711
Income: 100k+	28%	(84)	72%	(219)	303
Ethnicity: White	23%	(398)	77%	(1324)	1722
Ethnicity: Hispanic	29%	(102)	71%	(248)	349

Continued on next page

Table HR4_3NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.

Game of Thrones

Demographic	Selected		Not Selected		Total N
Adults	24%	(519)	76%	(1681)	2200
Ethnicity: Afr. Am.	24%	(65)	76%	(210)	274
Ethnicity: Other	27%	(56)	73%	(148)	204
All Christian	25%	(259)	75%	(787)	1046
All Non-Christian	18%	(22)	82%	(97)	119
Atheist	32%	(29)	68%	(62)	91
Agnostic/Nothing in particular	22%	(209)	78%	(735)	944
Religious Non-Protestant/Catholic	18%	(26)	82%	(118)	144
Evangelical	24%	(135)	76%	(438)	573
Non-Evangelical	23%	(196)	77%	(646)	841
Community: Urban	26%	(139)	74%	(394)	533
Community: Suburban	24%	(250)	76%	(803)	1053
Community: Rural	21%	(129)	79%	(485)	614
Employ: Private Sector	30%	(198)	70%	(453)	652
Employ: Government	22%	(28)	78%	(99)	127
Employ: Self-Employed	28%	(44)	72%	(113)	157
Employ: Homemaker	18%	(25)	82%	(113)	138
Employ: Retired	15%	(74)	85%	(411)	485
Employ: Unemployed	25%	(82)	75%	(243)	325
Employ: Other	13%	(21)	87%	(142)	163
Military HH: Yes	21%	(81)	79%	(310)	391
Military HH: No	24%	(437)	76%	(1371)	1809
RD/WT: Right Direction	21%	(152)	79%	(581)	733
RD/WT: Wrong Track	25%	(367)	75%	(1100)	1467
Trump Job Approve	24%	(207)	76%	(669)	876
Trump Job Disapprove	24%	(291)	76%	(942)	1233
Trump Job Strongly Approve	21%	(101)	79%	(387)	488
Trump Job Somewhat Approve	27%	(106)	73%	(282)	388
Trump Job Somewhat Disapprove	25%	(72)	75%	(219)	291
Trump Job Strongly Disapprove	23%	(219)	77%	(723)	942

Continued on next page

Table HR4_3NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
Game of Thrones

Demographic	Selected		Not Selected		Total N
Adults	24%	(519)	76%	(1681)	2200
Favorable of Trump	25%	(205)	75%	(629)	833
Unfavorable of Trump	24%	(297)	76%	(923)	1220
Very Favorable of Trump	22%	(110)	78%	(390)	500
Somewhat Favorable of Trump	28%	(95)	72%	(238)	333
Somewhat Unfavorable of Trump	25%	(51)	75%	(154)	206
Very Unfavorable of Trump	24%	(246)	76%	(768)	1014
#1 Issue: Economy	24%	(182)	76%	(591)	772
#1 Issue: Security	25%	(64)	75%	(191)	255
#1 Issue: Health Care	24%	(102)	76%	(323)	425
#1 Issue: Medicare / Social Security	17%	(52)	83%	(249)	301
#1 Issue: Women's Issues	22%	(21)	78%	(73)	94
#1 Issue: Education	30%	(35)	70%	(85)	120
#1 Issue: Energy	33%	(29)	67%	(58)	88
#1 Issue: Other	23%	(33)	77%	(111)	144
2018 House Vote: Democrat	24%	(177)	76%	(565)	741
2018 House Vote: Republican	24%	(146)	76%	(469)	615
2018 House Vote: Someone else	15%	(12)	85%	(71)	83
2016 Vote: Hillary Clinton	25%	(167)	75%	(499)	666
2016 Vote: Donald Trump	24%	(160)	76%	(518)	678
2016 Vote: Other	21%	(34)	79%	(130)	163
2016 Vote: Didn't Vote	23%	(157)	77%	(533)	690
Voted in 2014: Yes	24%	(308)	76%	(969)	1278
Voted in 2014: No	23%	(210)	77%	(712)	922
2012 Vote: Barack Obama	24%	(202)	76%	(632)	834
2012 Vote: Mitt Romney	21%	(104)	79%	(393)	497
2012 Vote: Other	26%	(22)	74%	(64)	86
2012 Vote: Didn't Vote	24%	(188)	76%	(593)	781

Continued on next page

Table HR4_3NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.

Game of Thrones

Demographic	Selected		Not Selected		Total N
Adults	24%	(519)	76%	(1681)	2200
4-Region: Northeast	25%	(98)	75%	(295)	394
4-Region: Midwest	24%	(109)	76%	(354)	462
4-Region: South	24%	(194)	76%	(630)	824
4-Region: West	23%	(118)	77%	(402)	520
Watch TV: Every day	27%	(294)	73%	(777)	1071
Watch TV: Several times per week	25%	(124)	75%	(369)	492
Watch TV: About once per week	26%	(47)	74%	(137)	184
Watch TV: Several times per month	20%	(23)	80%	(93)	116
Watch TV: About once per month	15%	(8)	85%	(43)	51
Watch TV: Less often than once per month	7%	(6)	93%	(76)	82
Watch TV: Never	9%	(17)	91%	(186)	204
Watch Movies: Every day	32%	(123)	68%	(266)	390
Watch Movies: Several times per week	31%	(182)	69%	(396)	577
Watch Movies: About once per week	22%	(74)	78%	(264)	338
Watch Movies: Several times per month	22%	(55)	78%	(195)	250
Watch Movies: About once per month	20%	(41)	80%	(167)	209
Watch Movies: Less often than once per month	13%	(28)	87%	(194)	221
Watch Movies: Never	7%	(15)	93%	(200)	215
Watch Sporting Events: Every day	29%	(34)	71%	(82)	115
Watch Sporting Events: Several times per week	34%	(85)	66%	(168)	253
Watch Sporting Events: About once per week	32%	(70)	68%	(149)	219
Watch Sporting Events: Several times per month	32%	(64)	68%	(136)	200
Watch Sporting Events: About once per month	21%	(35)	79%	(131)	166
Watch Sporting Events: Less often than once per month	26%	(107)	74%	(296)	403
Watch Sporting Events: Never	15%	(124)	85%	(720)	844
Cable TV: Currently subscribe	22%	(220)	78%	(800)	1020
Cable TV: Subscribed in past	27%	(195)	73%	(526)	721
Cable TV: Never subscribed	23%	(104)	77%	(355)	459

Continued on next page

Table HR4_3NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
Game of Thrones

Demographic	Selected		Not Selected		Total N
Adults	24%	(519)	76%	(1681)	2200
Satellite TV: Currently subscribe	28%	(127)	72%	(335)	462
Satellite TV: Subscribed in past	26%	(160)	74%	(458)	618
Satellite TV: Never subscribed	21%	(232)	79%	(889)	1121
Streaming Services: Currently subscribe	28%	(382)	72%	(987)	1369
Streaming Services: Subscribed in past	21%	(46)	79%	(171)	217
Streaming Services: Never subscribed	15%	(91)	85%	(523)	614
Film: An avid fan	32%	(221)	68%	(464)	685
Film: A casual fan	22%	(275)	78%	(968)	1242
Film: Not a fan	8%	(23)	92%	(249)	272
Television: An avid fan	28%	(271)	72%	(691)	961
Television: A casual fan	21%	(224)	79%	(843)	1067
Television: Not a fan	14%	(24)	86%	(148)	172
Music: An avid fan	28%	(282)	72%	(739)	1021
Music: A casual fan	21%	(220)	79%	(812)	1031
Music: Not a fan	12%	(17)	88%	(130)	147
Fashion: An avid fan	28%	(77)	72%	(203)	280
Fashion: A casual fan	25%	(227)	75%	(682)	909
Fashion: Not a fan	21%	(215)	79%	(797)	1011
Parents	25%	(246)	75%	(742)	989
Current Netflix Subscribers	29%	(338)	71%	(814)	1152
Current HBO Now Subscribers	35%	(66)	65%	(122)	188
Current Disney+ Subscribers	35%	(187)	65%	(352)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

Table HR4_4NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.

Sesame Street

Demographic	Selected		Not Selected		Total N
Adults	8%	(176)	92%	(2024)	2200
Gender: Male	9%	(95)	91%	(967)	1062
Gender: Female	7%	(80)	93%	(1058)	1138
Age: 18-34	11%	(69)	89%	(586)	655
Age: 35-44	11%	(38)	89%	(320)	358
Age: 45-64	7%	(54)	93%	(697)	751
Age: 65+	3%	(15)	97%	(421)	436
GenZers: 1997-2012	11%	(32)	89%	(260)	292
Millennials: 1981-1996	10%	(56)	90%	(489)	545
GenXers: 1965-1980	8%	(44)	92%	(500)	545
Baby Boomers: 1946-1964	6%	(41)	94%	(676)	716
PID: Dem (no lean)	11%	(90)	89%	(699)	789
PID: Ind (no lean)	7%	(52)	93%	(732)	784
PID: Rep (no lean)	5%	(34)	95%	(593)	627
PID/Gender: Dem Men	13%	(44)	87%	(310)	354
PID/Gender: Dem Women	10%	(45)	90%	(389)	435
PID/Gender: Ind Men	7%	(27)	93%	(368)	396
PID/Gender: Ind Women	6%	(25)	94%	(364)	389
PID/Gender: Rep Men	8%	(24)	92%	(288)	312
PID/Gender: Rep Women	3%	(10)	97%	(304)	315
Ideo: Liberal (1-3)	11%	(68)	89%	(563)	631
Ideo: Moderate (4)	10%	(59)	90%	(555)	613
Ideo: Conservative (5-7)	5%	(33)	95%	(659)	691
Educ: < College	7%	(106)	93%	(1406)	1512
Educ: Bachelors degree	9%	(40)	91%	(404)	444
Educ: Post-grad	12%	(29)	88%	(215)	244
Income: Under 50k	8%	(94)	92%	(1092)	1186
Income: 50k-100k	8%	(56)	92%	(655)	711
Income: 100k+	8%	(26)	92%	(277)	303
Ethnicity: White	7%	(125)	93%	(1597)	1722
Ethnicity: Hispanic	11%	(38)	89%	(311)	349

Continued on next page

Table HR4_4NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.

Sesame Street

Demographic	Selected		Not Selected		Total N
Adults	8%	(176)	92%	(2024)	2200
Ethnicity: Afr. Am.	12%	(32)	88%	(242)	274
Ethnicity: Other	9%	(18)	91%	(186)	204
All Christian	9%	(98)	91%	(949)	1046
All Non-Christian	7%	(8)	93%	(111)	119
Atheist	7%	(6)	93%	(85)	91
Agnostic/Nothing in particular	7%	(64)	93%	(880)	944
Religious Non-Protestant/Catholic	6%	(9)	94%	(135)	144
Evangelical	6%	(36)	94%	(537)	573
Non-Evangelical	10%	(81)	90%	(760)	841
Community: Urban	9%	(50)	91%	(483)	533
Community: Suburban	9%	(94)	91%	(959)	1053
Community: Rural	5%	(31)	95%	(583)	614
Employ: Private Sector	9%	(56)	91%	(596)	652
Employ: Government	13%	(16)	87%	(111)	127
Employ: Self-Employed	8%	(13)	92%	(144)	157
Employ: Homemaker	7%	(10)	93%	(129)	138
Employ: Retired	4%	(22)	96%	(464)	485
Employ: Unemployed	12%	(40)	88%	(285)	325
Employ: Other	2%	(4)	98%	(159)	163
Military HH: Yes	6%	(22)	94%	(369)	391
Military HH: No	8%	(153)	92%	(1656)	1809
RD/WT: Right Direction	6%	(45)	94%	(688)	733
RD/WT: Wrong Track	9%	(131)	91%	(1336)	1467
Trump Job Approve	7%	(59)	93%	(817)	876
Trump Job Disapprove	9%	(109)	91%	(1124)	1233
Trump Job Strongly Approve	6%	(27)	94%	(460)	488
Trump Job Somewhat Approve	8%	(32)	92%	(357)	388
Trump Job Somewhat Disapprove	7%	(20)	93%	(271)	291
Trump Job Strongly Disapprove	9%	(89)	91%	(853)	942

Continued on next page

Table HR4_4NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
Sesame Street

Demographic	Selected		Not Selected		Total N
Adults	8%	(176)	92%	(2024)	2200
Favorable of Trump	6%	(50)	94%	(783)	833
Unfavorable of Trump	9%	(110)	91%	(1110)	1220
Very Favorable of Trump	5%	(26)	95%	(474)	500
Somewhat Favorable of Trump	7%	(25)	93%	(308)	333
Somewhat Unfavorable of Trump	8%	(16)	92%	(189)	206
Very Unfavorable of Trump	9%	(94)	91%	(921)	1014
#1 Issue: Economy	7%	(51)	93%	(721)	772
#1 Issue: Security	8%	(21)	92%	(234)	255
#1 Issue: Health Care	11%	(47)	89%	(378)	425
#1 Issue: Medicare / Social Security	5%	(14)	95%	(288)	301
#1 Issue: Women's Issues	5%	(5)	95%	(89)	94
#1 Issue: Education	16%	(19)	84%	(101)	120
#1 Issue: Energy	11%	(10)	89%	(78)	88
#1 Issue: Other	6%	(9)	94%	(135)	144
2018 House Vote: Democrat	12%	(86)	88%	(655)	741
2018 House Vote: Republican	7%	(40)	93%	(575)	615
2018 House Vote: Someone else	4%	(3)	96%	(80)	83
2016 Vote: Hillary Clinton	9%	(62)	91%	(604)	666
2016 Vote: Donald Trump	7%	(48)	93%	(630)	678
2016 Vote: Other	10%	(16)	90%	(147)	163
2016 Vote: Didn't Vote	7%	(49)	93%	(641)	690
Voted in 2014: Yes	8%	(103)	92%	(1175)	1278
Voted in 2014: No	8%	(73)	92%	(849)	922
2012 Vote: Barack Obama	10%	(83)	90%	(751)	834
2012 Vote: Mitt Romney	6%	(27)	94%	(470)	497
2012 Vote: Other	5%	(5)	95%	(81)	86
2012 Vote: Didn't Vote	8%	(61)	92%	(721)	781

Continued on next page

Table HR4_4NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
Sesame Street

Demographic	Selected		Not Selected		Total N
Adults	8%	(176)	92%	(2024)	2200
4-Region: Northeast	9%	(34)	91%	(359)	394
4-Region: Midwest	8%	(39)	92%	(423)	462
4-Region: South	6%	(53)	94%	(771)	824
4-Region: West	10%	(49)	90%	(470)	520
Watch TV: Every day	10%	(103)	90%	(968)	1071
Watch TV: Several times per week	9%	(45)	91%	(447)	492
Watch TV: About once per week	7%	(13)	93%	(171)	184
Watch TV: Several times per month	3%	(3)	97%	(112)	116
Watch TV: About once per month	1%	(1)	99%	(50)	51
Watch TV: Less often than once per month	3%	(2)	97%	(80)	82
Watch TV: Never	4%	(8)	96%	(196)	204
Watch Movies: Every day	11%	(43)	89%	(347)	390
Watch Movies: Several times per week	10%	(55)	90%	(522)	577
Watch Movies: About once per week	8%	(28)	92%	(310)	338
Watch Movies: Several times per month	5%	(13)	95%	(237)	250
Watch Movies: About once per month	8%	(16)	92%	(192)	209
Watch Movies: Less often than once per month	5%	(11)	95%	(211)	221
Watch Movies: Never	4%	(9)	96%	(205)	215
Watch Sporting Events: Every day	10%	(11)	90%	(104)	115
Watch Sporting Events: Several times per week	10%	(25)	90%	(228)	253
Watch Sporting Events: About once per week	13%	(28)	87%	(191)	219
Watch Sporting Events: Several times per month	11%	(22)	89%	(178)	200
Watch Sporting Events: About once per month	8%	(14)	92%	(152)	166
Watch Sporting Events: Less often than once per month	7%	(30)	93%	(373)	403
Watch Sporting Events: Never	5%	(46)	95%	(798)	844
Cable TV: Currently subscribe	7%	(72)	93%	(947)	1020
Cable TV: Subscribed in past	9%	(67)	91%	(654)	721
Cable TV: Never subscribed	8%	(37)	92%	(423)	459

Continued on next page

Table HR4_4NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.

Sesame Street

Demographic	Selected		Not Selected		Total N
Adults	8%	(176)	92%	(2024)	2200
Satellite TV: Currently subscribe	8%	(37)	92%	(425)	462
Satellite TV: Subscribed in past	9%	(53)	91%	(565)	618
Satellite TV: Never subscribed	8%	(86)	92%	(1035)	1121
Streaming Services: Currently subscribe	9%	(128)	91%	(1241)	1369
Streaming Services: Subscribed in past	5%	(11)	95%	(206)	217
Streaming Services: Never subscribed	6%	(37)	94%	(577)	614
Film: An avid fan	10%	(70)	90%	(615)	685
Film: A casual fan	8%	(96)	92%	(1147)	1242
Film: Not a fan	4%	(10)	96%	(263)	272
Television: An avid fan	10%	(97)	90%	(864)	961
Television: A casual fan	7%	(75)	93%	(992)	1067
Television: Not a fan	2%	(4)	98%	(168)	172
Music: An avid fan	9%	(92)	91%	(929)	1021
Music: A casual fan	7%	(75)	93%	(956)	1031
Music: Not a fan	6%	(8)	94%	(139)	147
Fashion: An avid fan	9%	(25)	91%	(255)	280
Fashion: A casual fan	8%	(74)	92%	(835)	909
Fashion: Not a fan	8%	(77)	92%	(935)	1011
Parents	6%	(64)	94%	(925)	989
Current Netflix Subscribers	9%	(107)	91%	(1045)	1152
Current HBO Now Subscribers	14%	(27)	86%	(161)	188
Current Disney+ Subscribers	12%	(64)	88%	(474)	539

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

Table HR4_5NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
Gossip Girl

Demographic	Selected		Not Selected		Total N
Adults	5%	(104)	95%	(2096)	2200
Gender: Male	5%	(49)	95%	(1013)	1062
Gender: Female	5%	(54)	95%	(1084)	1138
Age: 18-34	8%	(50)	92%	(605)	655
Age: 35-44	3%	(12)	97%	(345)	358
Age: 45-64	5%	(35)	95%	(716)	751
Age: 65+	1%	(7)	99%	(430)	436
GenZers: 1997-2012	10%	(30)	90%	(262)	292
Millennials: 1981-1996	4%	(24)	96%	(521)	545
GenXers: 1965-1980	3%	(16)	97%	(529)	545
Baby Boomers: 1946-1964	5%	(32)	95%	(684)	716
PID: Dem (no lean)	6%	(45)	94%	(744)	789
PID: Ind (no lean)	3%	(21)	97%	(763)	784
PID: Rep (no lean)	6%	(37)	94%	(590)	627
PID/Gender: Dem Men	6%	(20)	94%	(334)	354
PID/Gender: Dem Women	6%	(25)	94%	(410)	435
PID/Gender: Ind Men	2%	(9)	98%	(387)	396
PID/Gender: Ind Women	3%	(13)	97%	(376)	389
PID/Gender: Rep Men	7%	(20)	93%	(292)	312
PID/Gender: Rep Women	5%	(17)	95%	(298)	315
Ideo: Liberal (1-3)	6%	(37)	94%	(594)	631
Ideo: Moderate (4)	5%	(28)	95%	(585)	613
Ideo: Conservative (5-7)	4%	(27)	96%	(665)	691
Educ: < College	4%	(68)	96%	(1444)	1512
Educ: Bachelors degree	4%	(20)	96%	(424)	444
Educ: Post-grad	7%	(16)	93%	(228)	244
Income: Under 50k	4%	(49)	96%	(1137)	1186
Income: 50k-100k	5%	(34)	95%	(677)	711
Income: 100k+	7%	(21)	93%	(282)	303
Ethnicity: White	4%	(75)	96%	(1646)	1722
Ethnicity: Hispanic	4%	(15)	96%	(334)	349

Continued on next page

Table HR4_5NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.

Gossip Girl

Demographic	Selected		Not Selected		Total N
Adults	5%	(104)	95%	(2096)	2200
Ethnicity: Afr. Am.	6%	(16)	94%	(259)	274
Ethnicity: Other	6%	(13)	94%	(191)	204
All Christian	5%	(57)	95%	(990)	1046
All Non-Christian	6%	(8)	94%	(111)	119
Atheist	4%	(4)	96%	(88)	91
Agnostic/Nothing in particular	4%	(36)	96%	(908)	944
Religious Non-Protestant/Catholic	6%	(8)	94%	(136)	144
Evangelical	4%	(21)	96%	(553)	573
Non-Evangelical	6%	(49)	94%	(792)	841
Community: Urban	7%	(40)	93%	(494)	533
Community: Suburban	4%	(45)	96%	(1008)	1053
Community: Rural	3%	(19)	97%	(595)	614
Employ: Private Sector	4%	(29)	96%	(622)	652
Employ: Government	5%	(7)	95%	(121)	127
Employ: Self-Employed	6%	(10)	94%	(147)	157
Employ: Homemaker	2%	(2)	98%	(136)	138
Employ: Retired	4%	(19)	96%	(467)	485
Employ: Unemployed	5%	(16)	95%	(309)	325
Employ: Other	3%	(5)	97%	(158)	163
Military HH: Yes	6%	(25)	94%	(366)	391
Military HH: No	4%	(78)	96%	(1730)	1809
RD/WT: Right Direction	5%	(39)	95%	(694)	733
RD/WT: Wrong Track	4%	(65)	96%	(1402)	1467
Trump Job Approve	5%	(45)	95%	(831)	876
Trump Job Disapprove	4%	(50)	96%	(1182)	1233
Trump Job Strongly Approve	5%	(26)	95%	(462)	488
Trump Job Somewhat Approve	5%	(19)	95%	(369)	388
Trump Job Somewhat Disapprove	4%	(13)	96%	(278)	291
Trump Job Strongly Disapprove	4%	(38)	96%	(904)	942

Continued on next page

Table HR4_5NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
Gossip Girl

Demographic	Selected		Not Selected		Total N
Adults	5%	(104)	95%	(2096)	2200
Favorable of Trump	5%	(41)	95%	(792)	833
Unfavorable of Trump	4%	(55)	96%	(1165)	1220
Very Favorable of Trump	6%	(29)	94%	(471)	500
Somewhat Favorable of Trump	4%	(12)	96%	(321)	333
Somewhat Unfavorable of Trump	2%	(5)	98%	(201)	206
Very Unfavorable of Trump	5%	(50)	95%	(965)	1014
#1 Issue: Economy	4%	(29)	96%	(743)	772
#1 Issue: Security	3%	(9)	97%	(247)	255
#1 Issue: Health Care	6%	(25)	94%	(400)	425
#1 Issue: Medicare / Social Security	4%	(11)	96%	(290)	301
#1 Issue: Women's Issues	11%	(11)	89%	(83)	94
#1 Issue: Education	8%	(9)	92%	(111)	120
#1 Issue: Energy	5%	(4)	95%	(83)	88
#1 Issue: Other	3%	(4)	97%	(139)	144
2018 House Vote: Democrat	5%	(36)	95%	(705)	741
2018 House Vote: Republican	5%	(32)	95%	(583)	615
2018 House Vote: Someone else	3%	(3)	97%	(80)	83
2016 Vote: Hillary Clinton	5%	(32)	95%	(635)	666
2016 Vote: Donald Trump	5%	(31)	95%	(647)	678
2016 Vote: Other	3%	(5)	97%	(158)	163
2016 Vote: Didn't Vote	5%	(36)	95%	(655)	690
Voted in 2014: Yes	5%	(60)	95%	(1218)	1278
Voted in 2014: No	5%	(44)	95%	(878)	922
2012 Vote: Barack Obama	5%	(39)	95%	(794)	834
2012 Vote: Mitt Romney	4%	(22)	96%	(476)	497
2012 Vote: Other	4%	(3)	96%	(82)	86
2012 Vote: Didn't Vote	5%	(39)	95%	(742)	781

Continued on next page

Table HR4_5NET: *To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.*

Gossip Girl

Demographic	Selected		Not Selected		Total N
Adults	5%	(104)	95%	(2096)	2200
4-Region: Northeast	5%	(20)	95%	(374)	394
4-Region: Midwest	5%	(24)	95%	(438)	462
4-Region: South	5%	(38)	95%	(786)	824
4-Region: West	4%	(21)	96%	(499)	520
Watch TV: Every day	6%	(63)	94%	(1008)	1071
Watch TV: Several times per week	4%	(22)	96%	(471)	492
Watch TV: About once per week	3%	(5)	97%	(178)	184
Watch TV: Several times per month	5%	(6)	95%	(110)	116
Watch TV: About once per month	4%	(2)	96%	(49)	51
Watch TV: Less often than once per month	2%	(2)	98%	(81)	82
Watch TV: Never	2%	(4)	98%	(200)	204
Watch Movies: Every day	7%	(26)	93%	(364)	390
Watch Movies: Several times per week	6%	(32)	94%	(546)	577
Watch Movies: About once per week	4%	(14)	96%	(324)	338
Watch Movies: Several times per month	4%	(9)	96%	(241)	250
Watch Movies: About once per month	5%	(11)	95%	(198)	209
Watch Movies: Less often than once per month	4%	(9)	96%	(213)	221
Watch Movies: Never	1%	(3)	99%	(212)	215
Watch Sporting Events: Every day	9%	(11)	91%	(105)	115
Watch Sporting Events: Several times per week	4%	(11)	96%	(242)	253
Watch Sporting Events: About once per week	8%	(17)	92%	(202)	219
Watch Sporting Events: Several times per month	3%	(7)	97%	(194)	200
Watch Sporting Events: About once per month	5%	(9)	95%	(158)	166
Watch Sporting Events: Less often than once per month	5%	(22)	95%	(381)	403
Watch Sporting Events: Never	3%	(28)	97%	(816)	844
Cable TV: Currently subscribe	5%	(50)	95%	(970)	1020
Cable TV: Subscribed in past	5%	(33)	95%	(688)	721
Cable TV: Never subscribed	5%	(21)	95%	(438)	459

Continued on next page

Table HR4_5NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
Gossip Girl

Demographic	Selected		Not Selected		Total N
Adults	5%	(104)	95%	(2096)	2200
Satellite TV: Currently subscribe	6%	(27)	94%	(435)	462
Satellite TV: Subscribed in past	6%	(37)	94%	(581)	618
Satellite TV: Never subscribed	4%	(40)	96%	(1081)	1121
Streaming Services: Currently subscribe	6%	(78)	94%	(1291)	1369
Streaming Services: Subscribed in past	5%	(11)	95%	(206)	217
Streaming Services: Never subscribed	2%	(14)	98%	(600)	614
Film: An avid fan	7%	(47)	93%	(638)	685
Film: A casual fan	4%	(50)	96%	(1192)	1242
Film: Not a fan	2%	(6)	98%	(266)	272
Television: An avid fan	6%	(55)	94%	(906)	961
Television: A casual fan	4%	(46)	96%	(1021)	1067
Television: Not a fan	2%	(3)	98%	(169)	172
Music: An avid fan	7%	(73)	93%	(948)	1021
Music: A casual fan	3%	(26)	97%	(1005)	1031
Music: Not a fan	3%	(4)	97%	(143)	147
Fashion: An avid fan	9%	(25)	91%	(255)	280
Fashion: A casual fan	5%	(48)	95%	(861)	909
Fashion: Not a fan	3%	(31)	97%	(980)	1011
Parents	4%	(43)	96%	(946)	989
Current Netflix Subscribers	6%	(65)	94%	(1087)	1152
Current HBO Now Subscribers	10%	(18)	90%	(170)	188
Current Disney+ Subscribers	8%	(41)	92%	(497)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

Table HR4_6NET: *To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.*
The Lord of the Rings

Demographic	Selected		Not Selected		Total N
Adults	13%	(284)	87%	(1916)	2200
Gender: Male	15%	(163)	85%	(898)	1062
Gender: Female	11%	(121)	89%	(1018)	1138
Age: 18-34	16%	(102)	84%	(553)	655
Age: 35-44	14%	(50)	86%	(307)	358
Age: 45-64	13%	(95)	87%	(656)	751
Age: 65+	8%	(36)	92%	(400)	436
GenZers: 1997-2012	15%	(44)	85%	(247)	292
Millennials: 1981-1996	14%	(75)	86%	(470)	545
GenXers: 1965-1980	17%	(91)	83%	(454)	545
Baby Boomers: 1946-1964	9%	(67)	91%	(650)	716
PID: Dem (no lean)	14%	(107)	86%	(682)	789
PID: Ind (no lean)	12%	(95)	88%	(689)	784
PID: Rep (no lean)	13%	(81)	87%	(545)	627
PID/Gender: Dem Men	16%	(56)	84%	(298)	354
PID/Gender: Dem Women	12%	(51)	88%	(384)	435
PID/Gender: Ind Men	13%	(53)	87%	(343)	396
PID/Gender: Ind Women	11%	(42)	89%	(346)	389
PID/Gender: Rep Men	17%	(54)	83%	(258)	312
PID/Gender: Rep Women	9%	(27)	91%	(287)	315
Ideo: Liberal (1-3)	14%	(89)	86%	(542)	631
Ideo: Moderate (4)	15%	(95)	85%	(519)	613
Ideo: Conservative (5-7)	11%	(75)	89%	(616)	691
Educ: < College	12%	(189)	88%	(1324)	1512
Educ: Bachelors degree	14%	(63)	86%	(381)	444
Educ: Post-grad	13%	(32)	87%	(212)	244
Income: Under 50k	12%	(144)	88%	(1042)	1186
Income: 50k-100k	14%	(100)	86%	(611)	711
Income: 100k+	13%	(40)	87%	(263)	303
Ethnicity: White	11%	(194)	89%	(1527)	1722
Ethnicity: Hispanic	16%	(55)	84%	(295)	349

Continued on next page

Table HR4_6NET: *To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.*
The Lord of the Rings

Demographic	Selected		Not Selected		Total N
Adults	13%	(284)	87%	(1916)	2200
Ethnicity: Afr. Am.	21%	(57)	79%	(217)	274
Ethnicity: Other	16%	(32)	84%	(172)	204
All Christian	12%	(130)	88%	(917)	1046
All Non-Christian	16%	(19)	84%	(100)	119
Atheist	16%	(15)	84%	(77)	91
Agnostic/Nothing in particular	13%	(120)	87%	(823)	944
Religious Non-Protestant/Catholic	14%	(21)	86%	(123)	144
Evangelical	12%	(71)	88%	(502)	573
Non-Evangelical	13%	(111)	87%	(731)	841
Community: Urban	16%	(84)	84%	(449)	533
Community: Suburban	13%	(132)	87%	(920)	1053
Community: Rural	11%	(68)	89%	(546)	614
Employ: Private Sector	15%	(96)	85%	(555)	652
Employ: Government	17%	(21)	83%	(106)	127
Employ: Self-Employed	21%	(33)	79%	(124)	157
Employ: Homemaker	8%	(11)	92%	(127)	138
Employ: Retired	8%	(38)	92%	(447)	485
Employ: Unemployed	16%	(52)	84%	(273)	325
Employ: Other	7%	(11)	93%	(152)	163
Military HH: Yes	13%	(51)	87%	(340)	391
Military HH: No	13%	(233)	87%	(1576)	1809
RD/WT: Right Direction	13%	(97)	87%	(636)	733
RD/WT: Wrong Track	13%	(187)	87%	(1280)	1467
Trump Job Approve	14%	(125)	86%	(751)	876
Trump Job Disapprove	12%	(144)	88%	(1088)	1233
Trump Job Strongly Approve	13%	(65)	87%	(423)	488
Trump Job Somewhat Approve	15%	(60)	85%	(329)	388
Trump Job Somewhat Disapprove	11%	(31)	89%	(260)	291
Trump Job Strongly Disapprove	12%	(113)	88%	(829)	942

Continued on next page

Table HR4_6NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
The Lord of the Rings

Demographic	Selected		Not Selected		Total N
Adults	13%	(284)	87%	(1916)	2200
Favorable of Trump	15%	(124)	85%	(709)	833
Unfavorable of Trump	12%	(151)	88%	(1069)	1220
Very Favorable of Trump	14%	(69)	86%	(431)	500
Somewhat Favorable of Trump	17%	(55)	83%	(278)	333
Somewhat Unfavorable of Trump	11%	(23)	89%	(183)	206
Very Unfavorable of Trump	13%	(128)	87%	(886)	1014
#1 Issue: Economy	13%	(102)	87%	(671)	772
#1 Issue: Security	16%	(40)	84%	(216)	255
#1 Issue: Health Care	14%	(61)	86%	(365)	425
#1 Issue: Medicare / Social Security	8%	(24)	92%	(278)	301
#1 Issue: Women's Issues	10%	(10)	90%	(84)	94
#1 Issue: Education	18%	(22)	82%	(98)	120
#1 Issue: Energy	12%	(10)	88%	(77)	88
#1 Issue: Other	11%	(16)	89%	(128)	144
2018 House Vote: Democrat	14%	(106)	86%	(636)	741
2018 House Vote: Republican	12%	(74)	88%	(541)	615
2018 House Vote: Someone else	15%	(13)	85%	(70)	83
2016 Vote: Hillary Clinton	13%	(83)	87%	(583)	666
2016 Vote: Donald Trump	13%	(86)	87%	(592)	678
2016 Vote: Other	15%	(24)	85%	(139)	163
2016 Vote: Didn't Vote	13%	(91)	87%	(600)	690
Voted in 2014: Yes	13%	(167)	87%	(1111)	1278
Voted in 2014: No	13%	(117)	87%	(805)	922
2012 Vote: Barack Obama	13%	(110)	87%	(723)	834
2012 Vote: Mitt Romney	11%	(54)	89%	(443)	497
2012 Vote: Other	11%	(9)	89%	(76)	86
2012 Vote: Didn't Vote	14%	(110)	86%	(671)	781

Continued on next page

Table HR4_6NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
The Lord of the Rings

Demographic	Selected		Not Selected		Total N
Adults	13%	(284)	87%	(1916)	2200
4-Region: Northeast	13%	(49)	87%	(344)	394
4-Region: Midwest	12%	(57)	88%	(405)	462
4-Region: South	14%	(116)	86%	(708)	824
4-Region: West	12%	(62)	88%	(458)	520
Watch TV: Every day	16%	(169)	84%	(902)	1071
Watch TV: Several times per week	12%	(60)	88%	(432)	492
Watch TV: About once per week	13%	(23)	87%	(160)	184
Watch TV: Several times per month	12%	(14)	88%	(102)	116
Watch TV: About once per month	14%	(7)	86%	(44)	51
Watch TV: Less often than once per month	4%	(3)	96%	(79)	82
Watch TV: Never	3%	(7)	97%	(197)	204
Watch Movies: Every day	21%	(81)	79%	(308)	390
Watch Movies: Several times per week	15%	(89)	85%	(489)	577
Watch Movies: About once per week	10%	(34)	90%	(304)	338
Watch Movies: Several times per month	8%	(20)	92%	(230)	250
Watch Movies: About once per month	16%	(33)	84%	(176)	209
Watch Movies: Less often than once per month	9%	(19)	91%	(202)	221
Watch Movies: Never	4%	(8)	96%	(206)	215
Watch Sporting Events: Every day	26%	(31)	74%	(85)	115
Watch Sporting Events: Several times per week	16%	(41)	84%	(212)	253
Watch Sporting Events: About once per week	15%	(33)	85%	(186)	219
Watch Sporting Events: Several times per month	12%	(24)	88%	(177)	200
Watch Sporting Events: About once per month	15%	(25)	85%	(141)	166
Watch Sporting Events: Less often than once per month	14%	(57)	86%	(345)	403
Watch Sporting Events: Never	9%	(73)	91%	(771)	844
Cable TV: Currently subscribe	14%	(138)	86%	(882)	1020
Cable TV: Subscribed in past	14%	(102)	86%	(619)	721
Cable TV: Never subscribed	10%	(44)	90%	(415)	459

Continued on next page

Table HR4_6NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
The Lord of the Rings

Demographic	Selected		Not Selected		Total N
Adults	13%	(284)	87%	(1916)	2200
Satellite TV: Currently subscribe	13%	(61)	87%	(401)	462
Satellite TV: Subscribed in past	16%	(98)	84%	(520)	618
Satellite TV: Never subscribed	11%	(125)	89%	(996)	1121
Streaming Services: Currently subscribe	15%	(204)	85%	(1165)	1369
Streaming Services: Subscribed in past	12%	(25)	88%	(192)	217
Streaming Services: Never subscribed	9%	(55)	91%	(559)	614
Film: An avid fan	19%	(131)	81%	(554)	685
Film: A casual fan	11%	(140)	89%	(1102)	1242
Film: Not a fan	5%	(13)	95%	(260)	272
Television: An avid fan	17%	(159)	83%	(803)	961
Television: A casual fan	11%	(113)	89%	(953)	1067
Television: Not a fan	7%	(12)	93%	(160)	172
Music: An avid fan	18%	(179)	82%	(842)	1021
Music: A casual fan	9%	(98)	91%	(933)	1031
Music: Not a fan	5%	(7)	95%	(141)	147
Fashion: An avid fan	20%	(55)	80%	(225)	280
Fashion: A casual fan	15%	(138)	85%	(771)	909
Fashion: Not a fan	9%	(91)	91%	(921)	1011
Parents	15%	(145)	85%	(844)	989
Current Netflix Subscribers	14%	(166)	86%	(986)	1152
Current HBO Now Subscribers	24%	(45)	76%	(143)	188
Current Disney+ Subscribers	19%	(102)	81%	(437)	539

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

Table HR4_7NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
DC Extended Universe movies, such as 'Wonder Woman' and 'Aquaman'

Demographic	Selected		Not Selected		Total N
Adults	12%	(259)	88%	(1941)	2200
Gender: Male	14%	(149)	86%	(912)	1062
Gender: Female	10%	(110)	90%	(1029)	1138
Age: 18-34	14%	(91)	86%	(564)	655
Age: 35-44	16%	(57)	84%	(301)	358
Age: 45-64	10%	(79)	90%	(672)	751
Age: 65+	7%	(32)	93%	(404)	436
GenZers: 1997-2012	11%	(32)	89%	(259)	292
Millennials: 1981-1996	16%	(87)	84%	(458)	545
GenXers: 1965-1980	12%	(65)	88%	(479)	545
Baby Boomers: 1946-1964	9%	(66)	91%	(650)	716
PID: Dem (no lean)	14%	(112)	86%	(677)	789
PID: Ind (no lean)	10%	(82)	90%	(703)	784
PID: Rep (no lean)	10%	(65)	90%	(561)	627
PID/Gender: Dem Men	17%	(62)	83%	(292)	354
PID/Gender: Dem Women	12%	(50)	88%	(384)	435
PID/Gender: Ind Men	12%	(48)	88%	(348)	396
PID/Gender: Ind Women	9%	(34)	91%	(355)	389
PID/Gender: Rep Men	13%	(40)	87%	(272)	312
PID/Gender: Rep Women	8%	(25)	92%	(289)	315
Ideo: Liberal (1-3)	15%	(97)	85%	(534)	631
Ideo: Moderate (4)	12%	(74)	88%	(540)	613
Ideo: Conservative (5-7)	10%	(71)	90%	(621)	691
Educ: < College	11%	(169)	89%	(1343)	1512
Educ: Bachelors degree	13%	(58)	87%	(386)	444
Educ: Post-grad	13%	(32)	87%	(212)	244
Income: Under 50k	11%	(136)	89%	(1050)	1186
Income: 50k-100k	12%	(88)	88%	(623)	711
Income: 100k+	12%	(35)	88%	(268)	303
Ethnicity: White	11%	(184)	89%	(1538)	1722
Ethnicity: Hispanic	11%	(39)	89%	(311)	349

Continued on next page

Table HR4_7NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.

DC Extended Universe movies, such as 'Wonder Woman' and 'Aquaman'

Demographic	Selected		Not Selected		Total N
Adults	12%	(259)	88%	(1941)	2200
Ethnicity: Afr. Am.	17%	(48)	83%	(227)	274
Ethnicity: Other	14%	(28)	86%	(176)	204
All Christian	12%	(129)	88%	(917)	1046
All Non-Christian	12%	(14)	88%	(104)	119
Atheist	8%	(7)	92%	(85)	91
Agnostic/Nothing in particular	11%	(108)	89%	(835)	944
Religious Non-Protestant/Catholic	10%	(15)	90%	(129)	144
Evangelical	11%	(63)	89%	(511)	573
Non-Evangelical	13%	(112)	87%	(730)	841
Community: Urban	14%	(75)	86%	(458)	533
Community: Suburban	12%	(127)	88%	(925)	1053
Community: Rural	9%	(57)	91%	(557)	614
Employ: Private Sector	13%	(87)	87%	(564)	652
Employ: Government	19%	(24)	81%	(104)	127
Employ: Self-Employed	15%	(24)	85%	(133)	157
Employ: Homemaker	7%	(10)	93%	(128)	138
Employ: Retired	9%	(42)	91%	(444)	485
Employ: Unemployed	15%	(47)	85%	(278)	325
Employ: Other	6%	(9)	94%	(154)	163
Military HH: Yes	12%	(47)	88%	(345)	391
Military HH: No	12%	(212)	88%	(1596)	1809
RD/WT: Right Direction	13%	(94)	87%	(639)	733
RD/WT: Wrong Track	11%	(165)	89%	(1302)	1467
Trump Job Approve	12%	(106)	88%	(770)	876
Trump Job Disapprove	11%	(138)	89%	(1094)	1233
Trump Job Strongly Approve	13%	(61)	87%	(427)	488
Trump Job Somewhat Approve	11%	(45)	89%	(344)	388
Trump Job Somewhat Disapprove	10%	(30)	90%	(261)	291
Trump Job Strongly Disapprove	12%	(108)	88%	(833)	942

Continued on next page

Table HR4_7NET: *To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.*
DC Extended Universe movies, such as 'Wonder Woman' and 'Aquaman'

Demographic	Selected		Not Selected		Total N
Adults	12%	(259)	88%	(1941)	2200
Favorable of Trump	13%	(105)	87%	(728)	833
Unfavorable of Trump	12%	(149)	88%	(1071)	1220
Very Favorable of Trump	12%	(60)	88%	(440)	500
Somewhat Favorable of Trump	14%	(45)	86%	(288)	333
Somewhat Unfavorable of Trump	12%	(24)	88%	(182)	206
Very Unfavorable of Trump	12%	(125)	88%	(889)	1014
#1 Issue: Economy	12%	(94)	88%	(678)	772
#1 Issue: Security	12%	(31)	88%	(224)	255
#1 Issue: Health Care	14%	(60)	86%	(365)	425
#1 Issue: Medicare / Social Security	10%	(29)	90%	(273)	301
#1 Issue: Women's Issues	9%	(8)	91%	(86)	94
#1 Issue: Education	13%	(16)	87%	(104)	120
#1 Issue: Energy	10%	(9)	90%	(79)	88
#1 Issue: Other	8%	(11)	92%	(132)	144
2018 House Vote: Democrat	15%	(110)	85%	(632)	741
2018 House Vote: Republican	10%	(60)	90%	(555)	615
2018 House Vote: Someone else	15%	(12)	85%	(71)	83
2016 Vote: Hillary Clinton	14%	(95)	86%	(571)	666
2016 Vote: Donald Trump	11%	(77)	89%	(600)	678
2016 Vote: Other	12%	(20)	88%	(143)	163
2016 Vote: Didn't Vote	10%	(66)	90%	(624)	690
Voted in 2014: Yes	12%	(160)	88%	(1118)	1278
Voted in 2014: No	11%	(99)	89%	(823)	922
2012 Vote: Barack Obama	14%	(117)	86%	(717)	834
2012 Vote: Mitt Romney	10%	(51)	90%	(446)	497
2012 Vote: Other	10%	(8)	90%	(77)	86
2012 Vote: Didn't Vote	11%	(83)	89%	(698)	781

Continued on next page

Table HR4_7NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.

DC Extended Universe movies, such as 'Wonder Woman' and 'Aquaman'

Demographic	Selected		Not Selected		Total N
Adults	12%	(259)	88%	(1941)	2200
4-Region: Northeast	15%	(59)	85%	(335)	394
4-Region: Midwest	10%	(47)	90%	(415)	462
4-Region: South	13%	(104)	87%	(720)	824
4-Region: West	9%	(49)	91%	(471)	520
Watch TV: Every day	14%	(153)	86%	(918)	1071
Watch TV: Several times per week	12%	(59)	88%	(434)	492
Watch TV: About once per week	9%	(17)	91%	(167)	184
Watch TV: Several times per month	7%	(8)	93%	(107)	116
Watch TV: About once per month	5%	(2)	95%	(49)	51
Watch TV: Less often than once per month	10%	(8)	90%	(74)	82
Watch TV: Never	6%	(12)	94%	(192)	204
Watch Movies: Every day	18%	(69)	82%	(321)	390
Watch Movies: Several times per week	16%	(90)	84%	(487)	577
Watch Movies: About once per week	7%	(24)	93%	(314)	338
Watch Movies: Several times per month	12%	(30)	88%	(220)	250
Watch Movies: About once per month	11%	(23)	89%	(186)	209
Watch Movies: Less often than once per month	7%	(16)	93%	(206)	221
Watch Movies: Never	4%	(8)	96%	(207)	215
Watch Sporting Events: Every day	27%	(32)	73%	(84)	115
Watch Sporting Events: Several times per week	12%	(31)	88%	(222)	253
Watch Sporting Events: About once per week	17%	(38)	83%	(181)	219
Watch Sporting Events: Several times per month	10%	(20)	90%	(180)	200
Watch Sporting Events: About once per month	12%	(19)	88%	(147)	166
Watch Sporting Events: Less often than once per month	13%	(52)	87%	(351)	403
Watch Sporting Events: Never	8%	(67)	92%	(776)	844
Cable TV: Currently subscribe	13%	(132)	87%	(888)	1020
Cable TV: Subscribed in past	12%	(83)	88%	(638)	721
Cable TV: Never subscribed	10%	(44)	90%	(415)	459

Continued on next page

Table HR4_7NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
DC Extended Universe movies, such as 'Wonder Woman' and 'Aquaman'

Demographic	Selected		Not Selected		Total N
Adults	12%	(259)	88%	(1941)	2200
Satellite TV: Currently subscribe	12%	(55)	88%	(407)	462
Satellite TV: Subscribed in past	15%	(90)	85%	(527)	618
Satellite TV: Never subscribed	10%	(114)	90%	(1007)	1121
Streaming Services: Currently subscribe	14%	(191)	86%	(1178)	1369
Streaming Services: Subscribed in past	11%	(24)	89%	(193)	217
Streaming Services: Never subscribed	7%	(43)	93%	(571)	614
Film: An avid fan	20%	(135)	80%	(550)	685
Film: A casual fan	9%	(116)	91%	(1127)	1242
Film: Not a fan	3%	(9)	97%	(264)	272
Television: An avid fan	17%	(160)	83%	(802)	961
Television: A casual fan	9%	(91)	91%	(976)	1067
Television: Not a fan	5%	(9)	95%	(163)	172
Music: An avid fan	15%	(156)	85%	(866)	1021
Music: A casual fan	9%	(93)	91%	(938)	1031
Music: Not a fan	7%	(10)	93%	(137)	147
Fashion: An avid fan	16%	(43)	84%	(237)	280
Fashion: A casual fan	13%	(121)	87%	(788)	909
Fashion: Not a fan	9%	(95)	91%	(917)	1011
Parents	12%	(114)	88%	(874)	989
Current Netflix Subscribers	14%	(158)	86%	(995)	1152
Current HBO Now Subscribers	22%	(42)	78%	(146)	188
Current Disney+ Subscribers	22%	(119)	78%	(419)	539

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

Table HR4_8NET: *To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.*
Animated films such as 'Spirited Away' and 'My Neighbor Totoro'

Demographic	Selected		Not Selected		Total N
Adults	8%	(168)	92%	(2032)	2200
Gender: Male	9%	(91)	91%	(971)	1062
Gender: Female	7%	(77)	93%	(1061)	1138
Age: 18-34	10%	(67)	90%	(588)	655
Age: 35-44	9%	(31)	91%	(327)	358
Age: 45-64	7%	(50)	93%	(700)	751
Age: 65+	5%	(20)	95%	(416)	436
GenZers: 1997-2012	11%	(33)	89%	(259)	292
Millennials: 1981-1996	9%	(48)	91%	(497)	545
GenXers: 1965-1980	8%	(41)	92%	(504)	545
Baby Boomers: 1946-1964	6%	(41)	94%	(675)	716
PID: Dem (no lean)	8%	(66)	92%	(723)	789
PID: Ind (no lean)	7%	(55)	93%	(730)	784
PID: Rep (no lean)	8%	(47)	92%	(580)	627
PID/Gender: Dem Men	10%	(34)	90%	(320)	354
PID/Gender: Dem Women	7%	(32)	93%	(403)	435
PID/Gender: Ind Men	7%	(28)	93%	(368)	396
PID/Gender: Ind Women	7%	(27)	93%	(362)	389
PID/Gender: Rep Men	9%	(29)	91%	(283)	312
PID/Gender: Rep Women	6%	(18)	94%	(296)	315
Ideo: Liberal (1-3)	10%	(62)	90%	(570)	631
Ideo: Moderate (4)	7%	(40)	93%	(573)	613
Ideo: Conservative (5-7)	8%	(52)	92%	(639)	691
Educ: < College	7%	(103)	93%	(1410)	1512
Educ: Bachelors degree	10%	(44)	90%	(400)	444
Educ: Post-grad	9%	(22)	91%	(222)	244
Income: Under 50k	8%	(91)	92%	(1095)	1186
Income: 50k-100k	8%	(54)	92%	(657)	711
Income: 100k+	8%	(23)	92%	(280)	303
Ethnicity: White	8%	(130)	92%	(1592)	1722
Ethnicity: Hispanic	9%	(33)	91%	(316)	349

Continued on next page

Table HR4_8NET: *To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.*
Animated films such as 'Spirited Away' and 'My Neighbor Totoro'

Demographic	Selected		Not Selected		Total N
Adults	8%	(168)	92%	(2032)	2200
Ethnicity: Afr. Am.	9%	(24)	91%	(250)	274
Ethnicity: Other	7%	(14)	93%	(190)	204
All Christian	8%	(80)	92%	(966)	1046
All Non-Christian	10%	(12)	90%	(107)	119
Atheist	9%	(8)	91%	(83)	91
Agnostic/Nothing in particular	7%	(68)	93%	(875)	944
Religious Non-Protestant/Catholic	8%	(12)	92%	(132)	144
Evangelical	7%	(41)	93%	(532)	573
Non-Evangelical	8%	(69)	92%	(772)	841
Community: Urban	11%	(58)	89%	(475)	533
Community: Suburban	7%	(74)	93%	(979)	1053
Community: Rural	6%	(37)	94%	(577)	614
Employ: Private Sector	8%	(55)	92%	(597)	652
Employ: Government	9%	(11)	91%	(116)	127
Employ: Self-Employed	10%	(16)	90%	(141)	157
Employ: Homemaker	5%	(7)	95%	(131)	138
Employ: Retired	6%	(28)	94%	(457)	485
Employ: Unemployed	7%	(23)	93%	(303)	325
Employ: Other	3%	(5)	97%	(158)	163
Military HH: Yes	9%	(35)	91%	(356)	391
Military HH: No	7%	(133)	93%	(1676)	1809
RD/WT: Right Direction	8%	(61)	92%	(673)	733
RD/WT: Wrong Track	7%	(108)	93%	(1359)	1467
Trump Job Approve	7%	(66)	93%	(810)	876
Trump Job Disapprove	8%	(97)	92%	(1136)	1233
Trump Job Strongly Approve	8%	(40)	92%	(447)	488
Trump Job Somewhat Approve	7%	(25)	93%	(363)	388
Trump Job Somewhat Disapprove	7%	(20)	93%	(271)	291
Trump Job Strongly Disapprove	8%	(77)	92%	(865)	942

Continued on next page

Table HR4_8NET: *To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.*
Animated films such as 'Spirited Away' and 'My Neighbor Totoro'

Demographic	Selected		Not Selected		Total N
Adults	8%	(168)	92%	(2032)	2200
Favorable of Trump	7%	(62)	93%	(772)	833
Unfavorable of Trump	8%	(99)	92%	(1121)	1220
Very Favorable of Trump	7%	(35)	93%	(465)	500
Somewhat Favorable of Trump	8%	(27)	92%	(307)	333
Somewhat Unfavorable of Trump	6%	(12)	94%	(194)	206
Very Unfavorable of Trump	9%	(87)	91%	(927)	1014
#1 Issue: Economy	8%	(62)	92%	(711)	772
#1 Issue: Security	9%	(23)	91%	(232)	255
#1 Issue: Health Care	8%	(35)	92%	(390)	425
#1 Issue: Medicare / Social Security	5%	(16)	95%	(285)	301
#1 Issue: Women's Issues	4%	(4)	96%	(90)	94
#1 Issue: Education	7%	(9)	93%	(111)	120
#1 Issue: Energy	13%	(11)	87%	(76)	88
#1 Issue: Other	5%	(8)	95%	(136)	144
2018 House Vote: Democrat	8%	(61)	92%	(680)	741
2018 House Vote: Republican	8%	(48)	92%	(567)	615
2018 House Vote: Someone else	9%	(8)	91%	(75)	83
2016 Vote: Hillary Clinton	7%	(49)	93%	(618)	666
2016 Vote: Donald Trump	8%	(51)	92%	(627)	678
2016 Vote: Other	9%	(14)	91%	(150)	163
2016 Vote: Didn't Vote	8%	(54)	92%	(636)	690
Voted in 2014: Yes	8%	(98)	92%	(1180)	1278
Voted in 2014: No	8%	(70)	92%	(852)	922
2012 Vote: Barack Obama	9%	(74)	91%	(760)	834
2012 Vote: Mitt Romney	7%	(34)	93%	(463)	497
2012 Vote: Other	3%	(3)	97%	(83)	86
2012 Vote: Didn't Vote	7%	(57)	93%	(724)	781

Continued on next page

Table HR4_8NET: *To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.*
Animated films such as 'Spirited Away' and 'My Neighbor Totoro'

Demographic	Selected		Not Selected		Total N
Adults	8%	(168)	92%	(2032)	2200
4-Region: Northeast	6%	(24)	94%	(369)	394
4-Region: Midwest	8%	(36)	92%	(427)	462
4-Region: South	8%	(67)	92%	(757)	824
4-Region: West	8%	(41)	92%	(479)	520
Watch TV: Every day	9%	(101)	91%	(970)	1071
Watch TV: Several times per week	7%	(35)	93%	(457)	492
Watch TV: About once per week	6%	(11)	94%	(172)	184
Watch TV: Several times per month	5%	(5)	95%	(110)	116
Watch TV: About once per month	13%	(7)	87%	(45)	51
Watch TV: Less often than once per month	5%	(4)	95%	(78)	82
Watch TV: Never	2%	(5)	98%	(199)	204
Watch Movies: Every day	11%	(43)	89%	(347)	390
Watch Movies: Several times per week	11%	(62)	89%	(516)	577
Watch Movies: About once per week	6%	(20)	94%	(318)	338
Watch Movies: Several times per month	5%	(13)	95%	(237)	250
Watch Movies: About once per month	7%	(14)	93%	(195)	209
Watch Movies: Less often than once per month	4%	(8)	96%	(213)	221
Watch Movies: Never	4%	(8)	96%	(207)	215
Watch Sporting Events: Every day	16%	(19)	84%	(96)	115
Watch Sporting Events: Several times per week	9%	(23)	91%	(230)	253
Watch Sporting Events: About once per week	8%	(18)	92%	(201)	219
Watch Sporting Events: Several times per month	8%	(15)	92%	(185)	200
Watch Sporting Events: About once per month	7%	(11)	93%	(155)	166
Watch Sporting Events: Less often than once per month	8%	(32)	92%	(371)	403
Watch Sporting Events: Never	6%	(50)	94%	(793)	844
Cable TV: Currently subscribe	7%	(69)	93%	(951)	1020
Cable TV: Subscribed in past	8%	(60)	92%	(661)	721
Cable TV: Never subscribed	8%	(39)	92%	(420)	459

Continued on next page

Table HR4_8NET: *To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.*
Animated films such as 'Spirited Away' and 'My Neighbor Totoro'

Demographic	Selected		Not Selected		Total N
Adults	8%	(168)	92%	(2032)	2200
Satellite TV: Currently subscribe	9%	(41)	91%	(421)	462
Satellite TV: Subscribed in past	9%	(57)	91%	(561)	618
Satellite TV: Never subscribed	6%	(70)	94%	(1050)	1121
Streaming Services: Currently subscribe	9%	(122)	91%	(1247)	1369
Streaming Services: Subscribed in past	7%	(15)	93%	(202)	217
Streaming Services: Never subscribed	5%	(32)	95%	(582)	614
Film: An avid fan	11%	(76)	89%	(609)	685
Film: A casual fan	7%	(85)	93%	(1158)	1242
Film: Not a fan	3%	(8)	97%	(265)	272
Television: An avid fan	10%	(92)	90%	(869)	961
Television: A casual fan	7%	(72)	93%	(994)	1067
Television: Not a fan	2%	(4)	98%	(168)	172
Music: An avid fan	9%	(93)	91%	(928)	1021
Music: A casual fan	7%	(68)	93%	(964)	1031
Music: Not a fan	5%	(7)	95%	(140)	147
Fashion: An avid fan	11%	(31)	89%	(249)	280
Fashion: A casual fan	9%	(78)	91%	(830)	909
Fashion: Not a fan	6%	(59)	94%	(952)	1011
Parents	8%	(82)	92%	(906)	989
Current Netflix Subscribers	10%	(111)	90%	(1041)	1152
Current HBO Now Subscribers	17%	(33)	83%	(155)	188
Current Disney+ Subscribers	12%	(66)	88%	(473)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

Table HR4_9NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.

Doctor Who

Demographic	Selected		Not Selected		Total N
Adults	9%	(195)	91%	(2005)	2200
Gender: Male	10%	(110)	90%	(952)	1062
Gender: Female	7%	(85)	93%	(1053)	1138
Age: 18-34	14%	(91)	86%	(564)	655
Age: 35-44	9%	(32)	91%	(326)	358
Age: 45-64	8%	(57)	92%	(694)	751
Age: 65+	3%	(15)	97%	(422)	436
GenZers: 1997-2012	16%	(47)	84%	(245)	292
Millennials: 1981-1996	11%	(58)	89%	(487)	545
GenXers: 1965-1980	8%	(42)	92%	(503)	545
Baby Boomers: 1946-1964	6%	(45)	94%	(671)	716
PID: Dem (no lean)	11%	(91)	89%	(698)	789
PID: Ind (no lean)	6%	(50)	94%	(735)	784
PID: Rep (no lean)	9%	(55)	91%	(572)	627
PID/Gender: Dem Men	15%	(53)	85%	(301)	354
PID/Gender: Dem Women	9%	(38)	91%	(397)	435
PID/Gender: Ind Men	7%	(26)	93%	(369)	396
PID/Gender: Ind Women	6%	(24)	94%	(365)	389
PID/Gender: Rep Men	10%	(31)	90%	(281)	312
PID/Gender: Rep Women	7%	(24)	93%	(291)	315
Ideo: Liberal (1-3)	12%	(76)	88%	(556)	631
Ideo: Moderate (4)	9%	(55)	91%	(559)	613
Ideo: Conservative (5-7)	7%	(46)	93%	(645)	691
Educ: < College	9%	(139)	91%	(1374)	1512
Educ: Bachelors degree	8%	(37)	92%	(407)	444
Educ: Post-grad	8%	(20)	92%	(224)	244
Income: Under 50k	9%	(108)	91%	(1078)	1186
Income: 50k-100k	8%	(59)	92%	(652)	711
Income: 100k+	9%	(28)	91%	(275)	303
Ethnicity: White	8%	(144)	92%	(1578)	1722
Ethnicity: Hispanic	17%	(61)	83%	(288)	349

Continued on next page

Table HR4_9NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.

Doctor Who

Demographic	Selected		Not Selected		Total N
Adults	9%	(195)	91%	(2005)	2200
Ethnicity: Afr. Am.	9%	(24)	91%	(250)	274
Ethnicity: Other	13%	(27)	87%	(177)	204
All Christian	9%	(96)	91%	(951)	1046
All Non-Christian	14%	(16)	86%	(103)	119
Atheist	8%	(7)	92%	(84)	91
Agnostic/Nothing in particular	8%	(76)	92%	(868)	944
Religious Non-Protestant/Catholic	11%	(16)	89%	(128)	144
Evangelical	7%	(43)	93%	(530)	573
Non-Evangelical	9%	(78)	91%	(764)	841
Community: Urban	11%	(61)	89%	(473)	533
Community: Suburban	9%	(94)	91%	(959)	1053
Community: Rural	7%	(41)	93%	(573)	614
Employ: Private Sector	10%	(65)	90%	(587)	652
Employ: Government	10%	(13)	90%	(114)	127
Employ: Self-Employed	16%	(26)	84%	(131)	157
Employ: Homemaker	7%	(9)	93%	(129)	138
Employ: Retired	5%	(24)	95%	(461)	485
Employ: Unemployed	9%	(29)	91%	(296)	325
Employ: Other	4%	(6)	96%	(157)	163
Military HH: Yes	10%	(40)	90%	(352)	391
Military HH: No	9%	(156)	91%	(1653)	1809
RD/WT: Right Direction	9%	(70)	91%	(664)	733
RD/WT: Wrong Track	9%	(126)	91%	(1341)	1467
Trump Job Approve	10%	(85)	90%	(790)	876
Trump Job Disapprove	8%	(97)	92%	(1136)	1233
Trump Job Strongly Approve	9%	(44)	91%	(444)	488
Trump Job Somewhat Approve	11%	(42)	89%	(347)	388
Trump Job Somewhat Disapprove	7%	(20)	93%	(271)	291
Trump Job Strongly Disapprove	8%	(77)	92%	(865)	942

Continued on next page

Table HR4_9NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.

Doctor Who

Demographic	Selected		Not Selected		Total N
Adults	9%	(195)	91%	(2005)	2200
Favorable of Trump	9%	(74)	91%	(759)	833
Unfavorable of Trump	8%	(103)	92%	(1117)	1220
Very Favorable of Trump	9%	(46)	91%	(454)	500
Somewhat Favorable of Trump	8%	(28)	92%	(305)	333
Somewhat Unfavorable of Trump	8%	(16)	92%	(190)	206
Very Unfavorable of Trump	9%	(87)	91%	(927)	1014
#1 Issue: Economy	8%	(59)	92%	(713)	772
#1 Issue: Security	11%	(28)	89%	(227)	255
#1 Issue: Health Care	10%	(43)	90%	(382)	425
#1 Issue: Medicare / Social Security	6%	(19)	94%	(283)	301
#1 Issue: Women's Issues	6%	(6)	94%	(88)	94
#1 Issue: Education	14%	(17)	86%	(103)	120
#1 Issue: Energy	14%	(12)	86%	(76)	88
#1 Issue: Other	7%	(11)	93%	(133)	144
2018 House Vote: Democrat	10%	(73)	90%	(668)	741
2018 House Vote: Republican	8%	(52)	92%	(563)	615
2018 House Vote: Someone else	4%	(4)	96%	(79)	83
2016 Vote: Hillary Clinton	10%	(66)	90%	(600)	666
2016 Vote: Donald Trump	8%	(57)	92%	(621)	678
2016 Vote: Other	5%	(8)	95%	(155)	163
2016 Vote: Didn't Vote	9%	(64)	91%	(626)	690
Voted in 2014: Yes	9%	(117)	91%	(1161)	1278
Voted in 2014: No	8%	(78)	92%	(844)	922
2012 Vote: Barack Obama	9%	(78)	91%	(756)	834
2012 Vote: Mitt Romney	8%	(38)	92%	(460)	497
2012 Vote: Other	4%	(4)	96%	(82)	86
2012 Vote: Didn't Vote	10%	(76)	90%	(705)	781

Continued on next page

Table HR4_9NET: *To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.*

Doctor Who

Demographic	Selected		Not Selected		Total N
Adults	9%	(195)	91%	(2005)	2200
4-Region: Northeast	7%	(29)	93%	(365)	394
4-Region: Midwest	6%	(30)	94%	(432)	462
4-Region: South	10%	(82)	90%	(742)	824
4-Region: West	10%	(54)	90%	(466)	520
Watch TV: Every day	10%	(109)	90%	(962)	1071
Watch TV: Several times per week	8%	(40)	92%	(452)	492
Watch TV: About once per week	9%	(16)	91%	(168)	184
Watch TV: Several times per month	6%	(7)	94%	(108)	116
Watch TV: About once per month	10%	(5)	90%	(46)	51
Watch TV: Less often than once per month	7%	(6)	93%	(77)	82
Watch TV: Never	6%	(12)	94%	(192)	204
Watch Movies: Every day	16%	(62)	84%	(328)	390
Watch Movies: Several times per week	10%	(55)	90%	(523)	577
Watch Movies: About once per week	8%	(26)	92%	(312)	338
Watch Movies: Several times per month	5%	(13)	95%	(236)	250
Watch Movies: About once per month	8%	(17)	92%	(191)	209
Watch Movies: Less often than once per month	6%	(13)	94%	(208)	221
Watch Movies: Never	4%	(9)	96%	(206)	215
Watch Sporting Events: Every day	17%	(20)	83%	(96)	115
Watch Sporting Events: Several times per week	13%	(34)	87%	(219)	253
Watch Sporting Events: About once per week	12%	(26)	88%	(193)	219
Watch Sporting Events: Several times per month	10%	(20)	90%	(181)	200
Watch Sporting Events: About once per month	6%	(10)	94%	(156)	166
Watch Sporting Events: Less often than once per month	8%	(32)	92%	(370)	403
Watch Sporting Events: Never	6%	(54)	94%	(790)	844
Cable TV: Currently subscribe	9%	(88)	91%	(932)	1020
Cable TV: Subscribed in past	9%	(65)	91%	(656)	721
Cable TV: Never subscribed	9%	(42)	91%	(417)	459

Continued on next page

Table HR4_9NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.

Doctor Who

Demographic	Selected		Not Selected		Total N
Adults	9%	(195)	91%	(2005)	2200
Satellite TV: Currently subscribe	11%	(49)	89%	(413)	462
Satellite TV: Subscribed in past	11%	(66)	89%	(552)	618
Satellite TV: Never subscribed	7%	(80)	93%	(1040)	1121
Streaming Services: Currently subscribe	10%	(131)	90%	(1238)	1369
Streaming Services: Subscribed in past	9%	(19)	91%	(198)	217
Streaming Services: Never subscribed	7%	(45)	93%	(569)	614
Film: An avid fan	11%	(76)	89%	(609)	685
Film: A casual fan	9%	(106)	91%	(1137)	1242
Film: Not a fan	5%	(13)	95%	(259)	272
Television: An avid fan	9%	(90)	91%	(871)	961
Television: A casual fan	9%	(92)	91%	(974)	1067
Television: Not a fan	7%	(13)	93%	(159)	172
Music: An avid fan	11%	(112)	89%	(910)	1021
Music: A casual fan	8%	(82)	92%	(949)	1031
Music: Not a fan	1%	(2)	99%	(146)	147
Fashion: An avid fan	13%	(37)	87%	(243)	280
Fashion: A casual fan	10%	(94)	90%	(815)	909
Fashion: Not a fan	6%	(64)	94%	(947)	1011
Parents	10%	(97)	90%	(892)	989
Current Netflix Subscribers	10%	(116)	90%	(1036)	1152
Current HBO Now Subscribers	14%	(27)	86%	(161)	188
Current Disney+ Subscribers	16%	(85)	84%	(454)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

Table HR4_10NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
The Fresh Prince of Bel-Air

Demographic	Selected		Not Selected		Total N
Adults	9%	(196)	91%	(2004)	2200
Gender: Male	10%	(111)	90%	(951)	1062
Gender: Female	7%	(85)	93%	(1053)	1138
Age: 18-34	15%	(96)	85%	(559)	655
Age: 35-44	7%	(25)	93%	(333)	358
Age: 45-64	7%	(55)	93%	(696)	751
Age: 65+	4%	(19)	96%	(417)	436
GenZers: 1997-2012	17%	(50)	83%	(242)	292
Millennials: 1981-1996	11%	(58)	89%	(487)	545
GenXers: 1965-1980	8%	(43)	92%	(501)	545
Baby Boomers: 1946-1964	6%	(42)	94%	(674)	716
PID: Dem (no lean)	10%	(81)	90%	(707)	789
PID: Ind (no lean)	7%	(57)	93%	(728)	784
PID: Rep (no lean)	9%	(58)	91%	(569)	627
PID/Gender: Dem Men	11%	(39)	89%	(315)	354
PID/Gender: Dem Women	10%	(42)	90%	(393)	435
PID/Gender: Ind Men	8%	(32)	92%	(363)	396
PID/Gender: Ind Women	6%	(24)	94%	(364)	389
PID/Gender: Rep Men	13%	(39)	87%	(273)	312
PID/Gender: Rep Women	6%	(18)	94%	(296)	315
Ideo: Liberal (1-3)	10%	(63)	90%	(568)	631
Ideo: Moderate (4)	10%	(59)	90%	(555)	613
Ideo: Conservative (5-7)	8%	(53)	92%	(638)	691
Educ: < College	9%	(131)	91%	(1381)	1512
Educ: Bachelors degree	9%	(42)	91%	(402)	444
Educ: Post-grad	10%	(23)	90%	(221)	244
Income: Under 50k	10%	(116)	90%	(1070)	1186
Income: 50k-100k	8%	(53)	92%	(658)	711
Income: 100k+	9%	(26)	91%	(277)	303
Ethnicity: White	7%	(121)	93%	(1600)	1722
Ethnicity: Hispanic	11%	(39)	89%	(310)	349

Continued on next page

Table HR4_10NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
The Fresh Prince of Bel-Air

Demographic	Selected		Not Selected		Total N
Adults	9%	(196)	91%	(2004)	2200
Ethnicity: Afr. Am.	20%	(55)	80%	(220)	274
Ethnicity: Other	10%	(20)	90%	(184)	204
All Christian	9%	(93)	91%	(953)	1046
All Non-Christian	14%	(16)	86%	(102)	119
Atheist	8%	(8)	92%	(84)	91
Agnostic/Nothing in particular	8%	(79)	92%	(865)	944
Religious Non-Protestant/Catholic	14%	(19)	86%	(125)	144
Evangelical	8%	(46)	92%	(527)	573
Non-Evangelical	9%	(79)	91%	(762)	841
Community: Urban	10%	(55)	90%	(479)	533
Community: Suburban	9%	(95)	91%	(958)	1053
Community: Rural	8%	(47)	92%	(567)	614
Employ: Private Sector	9%	(58)	91%	(594)	652
Employ: Government	15%	(19)	85%	(108)	127
Employ: Self-Employed	11%	(17)	89%	(140)	157
Employ: Homemaker	7%	(10)	93%	(128)	138
Employ: Retired	6%	(30)	94%	(455)	485
Employ: Unemployed	11%	(36)	89%	(289)	325
Employ: Other	5%	(9)	95%	(154)	163
Military HH: Yes	7%	(28)	93%	(363)	391
Military HH: No	9%	(168)	91%	(1641)	1809
RD/WT: Right Direction	10%	(71)	90%	(662)	733
RD/WT: Wrong Track	9%	(125)	91%	(1342)	1467
Trump Job Approve	9%	(79)	91%	(796)	876
Trump Job Disapprove	9%	(108)	91%	(1125)	1233
Trump Job Strongly Approve	9%	(46)	91%	(441)	488
Trump Job Somewhat Approve	9%	(33)	91%	(355)	388
Trump Job Somewhat Disapprove	7%	(20)	93%	(271)	291
Trump Job Strongly Disapprove	9%	(88)	91%	(854)	942

Continued on next page

Table HR4_10NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
The Fresh Prince of Bel-Air

Demographic	Selected		Not Selected		Total N
Adults	9%	(196)	91%	(2004)	2200
Favorable of Trump	9%	(73)	91%	(760)	833
Unfavorable of Trump	9%	(108)	91%	(1112)	1220
Very Favorable of Trump	9%	(46)	91%	(454)	500
Somewhat Favorable of Trump	8%	(27)	92%	(306)	333
Somewhat Unfavorable of Trump	5%	(11)	95%	(195)	206
Very Unfavorable of Trump	10%	(97)	90%	(917)	1014
#1 Issue: Economy	9%	(71)	91%	(702)	772
#1 Issue: Security	8%	(22)	92%	(234)	255
#1 Issue: Health Care	11%	(48)	89%	(377)	425
#1 Issue: Medicare / Social Security	6%	(17)	94%	(285)	301
#1 Issue: Women's Issues	8%	(8)	92%	(86)	94
#1 Issue: Education	15%	(18)	85%	(102)	120
#1 Issue: Energy	4%	(4)	96%	(84)	88
#1 Issue: Other	6%	(8)	94%	(135)	144
2018 House Vote: Democrat	11%	(80)	89%	(662)	741
2018 House Vote: Republican	10%	(61)	90%	(554)	615
2018 House Vote: Someone else	3%	(2)	97%	(81)	83
2016 Vote: Hillary Clinton	9%	(60)	91%	(606)	666
2016 Vote: Donald Trump	7%	(50)	93%	(628)	678
2016 Vote: Other	10%	(16)	90%	(148)	163
2016 Vote: Didn't Vote	10%	(70)	90%	(621)	690
Voted in 2014: Yes	9%	(112)	91%	(1166)	1278
Voted in 2014: No	9%	(83)	91%	(839)	922
2012 Vote: Barack Obama	9%	(76)	91%	(757)	834
2012 Vote: Mitt Romney	9%	(43)	91%	(454)	497
2012 Vote: Other	2%	(1)	98%	(84)	86
2012 Vote: Didn't Vote	10%	(74)	90%	(707)	781

Continued on next page

Table HR4_10NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
The Fresh Prince of Bel-Air

Demographic	Selected		Not Selected		Total N
Adults	9%	(196)	91%	(2004)	2200
4-Region: Northeast	9%	(34)	91%	(359)	394
4-Region: Midwest	7%	(33)	93%	(429)	462
4-Region: South	11%	(89)	89%	(735)	824
4-Region: West	8%	(39)	92%	(481)	520
Watch TV: Every day	11%	(113)	89%	(958)	1071
Watch TV: Several times per week	10%	(48)	90%	(445)	492
Watch TV: About once per week	7%	(14)	93%	(170)	184
Watch TV: Several times per month	3%	(3)	97%	(112)	116
Watch TV: About once per month	—	(0)	100%	(51)	51
Watch TV: Less often than once per month	3%	(3)	97%	(80)	82
Watch TV: Never	7%	(15)	93%	(189)	204
Watch Movies: Every day	14%	(56)	86%	(334)	390
Watch Movies: Several times per week	10%	(59)	90%	(519)	577
Watch Movies: About once per week	6%	(19)	94%	(319)	338
Watch Movies: Several times per month	5%	(13)	95%	(237)	250
Watch Movies: About once per month	13%	(28)	87%	(181)	209
Watch Movies: Less often than once per month	5%	(11)	95%	(210)	221
Watch Movies: Never	5%	(10)	95%	(205)	215
Watch Sporting Events: Every day	22%	(25)	78%	(90)	115
Watch Sporting Events: Several times per week	12%	(31)	88%	(222)	253
Watch Sporting Events: About once per week	7%	(16)	93%	(202)	219
Watch Sporting Events: Several times per month	12%	(25)	88%	(176)	200
Watch Sporting Events: About once per month	4%	(7)	96%	(159)	166
Watch Sporting Events: Less often than once per month	9%	(35)	91%	(368)	403
Watch Sporting Events: Never	7%	(57)	93%	(787)	844
Cable TV: Currently subscribe	10%	(99)	90%	(921)	1020
Cable TV: Subscribed in past	7%	(53)	93%	(668)	721
Cable TV: Never subscribed	10%	(44)	90%	(415)	459

Continued on next page

Table HR4_10NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
The Fresh Prince of Bel-Air

Demographic	Selected		Not Selected		Total N
Adults	9%	(196)	91%	(2004)	2200
Satellite TV: Currently subscribe	10%	(48)	90%	(414)	462
Satellite TV: Subscribed in past	8%	(47)	92%	(570)	618
Satellite TV: Never subscribed	9%	(100)	91%	(1020)	1121
Streaming Services: Currently subscribe	10%	(134)	90%	(1235)	1369
Streaming Services: Subscribed in past	7%	(15)	93%	(202)	217
Streaming Services: Never subscribed	8%	(47)	92%	(567)	614
Film: An avid fan	13%	(87)	87%	(599)	685
Film: A casual fan	8%	(94)	92%	(1148)	1242
Film: Not a fan	5%	(15)	95%	(258)	272
Television: An avid fan	12%	(113)	88%	(848)	961
Television: A casual fan	7%	(75)	93%	(992)	1067
Television: Not a fan	4%	(7)	96%	(164)	172
Music: An avid fan	12%	(124)	88%	(897)	1021
Music: A casual fan	6%	(66)	94%	(965)	1031
Music: Not a fan	3%	(5)	97%	(143)	147
Fashion: An avid fan	16%	(44)	84%	(236)	280
Fashion: A casual fan	11%	(96)	89%	(813)	909
Fashion: Not a fan	6%	(56)	94%	(955)	1011
Parents	8%	(83)	92%	(905)	989
Current Netflix Subscribers	11%	(125)	89%	(1028)	1152
Current HBO Now Subscribers	12%	(22)	88%	(165)	188
Current Disney+ Subscribers	14%	(76)	86%	(462)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

Table HR4_11NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
The Office

Demographic	Selected		Not Selected		Total N
Adults	10%	(216)	90%	(1984)	2200
Gender: Male	10%	(104)	90%	(958)	1062
Gender: Female	10%	(112)	90%	(1026)	1138
Age: 18-34	15%	(97)	85%	(559)	655
Age: 35-44	9%	(34)	91%	(324)	358
Age: 45-64	8%	(61)	92%	(690)	751
Age: 65+	6%	(25)	94%	(411)	436
GenZers: 1997-2012	19%	(56)	81%	(236)	292
Millennials: 1981-1996	10%	(57)	90%	(488)	545
GenXers: 1965-1980	8%	(43)	92%	(502)	545
Baby Boomers: 1946-1964	7%	(52)	93%	(665)	716
PID: Dem (no lean)	12%	(95)	88%	(694)	789
PID: Ind (no lean)	6%	(49)	94%	(735)	784
PID: Rep (no lean)	11%	(72)	89%	(555)	627
PID/Gender: Dem Men	11%	(40)	89%	(314)	354
PID/Gender: Dem Women	13%	(55)	87%	(379)	435
PID/Gender: Ind Men	6%	(24)	94%	(372)	396
PID/Gender: Ind Women	7%	(26)	93%	(363)	389
PID/Gender: Rep Men	13%	(41)	87%	(271)	312
PID/Gender: Rep Women	10%	(31)	90%	(284)	315
Ideo: Liberal (1-3)	14%	(90)	86%	(541)	631
Ideo: Moderate (4)	9%	(58)	91%	(556)	613
Ideo: Conservative (5-7)	7%	(51)	93%	(640)	691
Educ: < College	9%	(141)	91%	(1372)	1512
Educ: Bachelors degree	10%	(46)	90%	(398)	444
Educ: Post-grad	12%	(30)	88%	(214)	244
Income: Under 50k	9%	(109)	91%	(1077)	1186
Income: 50k-100k	10%	(72)	90%	(639)	711
Income: 100k+	12%	(35)	88%	(268)	303
Ethnicity: White	8%	(140)	92%	(1581)	1722
Ethnicity: Hispanic	15%	(51)	85%	(299)	349

Continued on next page

Table HR4_11NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
The Office

Demographic	Selected		Not Selected		Total N
Adults	10%	(216)	90%	(1984)	2200
Ethnicity: Afr. Am.	14%	(38)	86%	(236)	274
Ethnicity: Other	18%	(38)	82%	(166)	204
All Christian	10%	(106)	90%	(940)	1046
All Non-Christian	16%	(19)	84%	(100)	119
Atheist	11%	(10)	89%	(81)	91
Agnostic/Nothing in particular	9%	(81)	91%	(862)	944
Religious Non-Protestant/Catholic	15%	(22)	85%	(122)	144
Evangelical	9%	(52)	91%	(521)	573
Non-Evangelical	9%	(79)	91%	(762)	841
Community: Urban	12%	(66)	88%	(467)	533
Community: Suburban	10%	(101)	90%	(951)	1053
Community: Rural	8%	(49)	92%	(565)	614
Employ: Private Sector	9%	(56)	91%	(596)	652
Employ: Government	15%	(19)	85%	(108)	127
Employ: Self-Employed	12%	(19)	88%	(138)	157
Employ: Homemaker	9%	(12)	91%	(126)	138
Employ: Retired	7%	(32)	93%	(453)	485
Employ: Unemployed	9%	(29)	91%	(296)	325
Employ: Other	8%	(13)	92%	(150)	163
Military HH: Yes	9%	(36)	91%	(355)	391
Military HH: No	10%	(180)	90%	(1629)	1809
RD/WT: Right Direction	11%	(78)	89%	(655)	733
RD/WT: Wrong Track	9%	(138)	91%	(1329)	1467
Trump Job Approve	10%	(91)	90%	(785)	876
Trump Job Disapprove	10%	(121)	90%	(1112)	1233
Trump Job Strongly Approve	10%	(48)	90%	(439)	488
Trump Job Somewhat Approve	11%	(43)	89%	(345)	388
Trump Job Somewhat Disapprove	6%	(18)	94%	(273)	291
Trump Job Strongly Disapprove	11%	(103)	89%	(839)	942

Continued on next page

Table HR4_11NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
The Office

Demographic	Selected		Not Selected		Total N
Adults	10%	(216)	90%	(1984)	2200
Favorable of Trump	11%	(88)	89%	(746)	833
Unfavorable of Trump	10%	(123)	90%	(1097)	1220
Very Favorable of Trump	11%	(53)	89%	(447)	500
Somewhat Favorable of Trump	10%	(35)	90%	(298)	333
Somewhat Unfavorable of Trump	6%	(12)	94%	(194)	206
Very Unfavorable of Trump	11%	(112)	89%	(903)	1014
#1 Issue: Economy	9%	(66)	91%	(706)	772
#1 Issue: Security	12%	(30)	88%	(226)	255
#1 Issue: Health Care	12%	(50)	88%	(375)	425
#1 Issue: Medicare / Social Security	8%	(23)	92%	(278)	301
#1 Issue: Women's Issues	11%	(11)	89%	(83)	94
#1 Issue: Education	9%	(10)	91%	(110)	120
#1 Issue: Energy	20%	(17)	80%	(70)	88
#1 Issue: Other	6%	(8)	94%	(136)	144
2018 House Vote: Democrat	12%	(88)	88%	(654)	741
2018 House Vote: Republican	10%	(62)	90%	(553)	615
2018 House Vote: Someone else	2%	(2)	98%	(81)	83
2016 Vote: Hillary Clinton	11%	(72)	89%	(594)	666
2016 Vote: Donald Trump	10%	(65)	90%	(613)	678
2016 Vote: Other	5%	(9)	95%	(155)	163
2016 Vote: Didn't Vote	10%	(70)	90%	(620)	690
Voted in 2014: Yes	9%	(113)	91%	(1165)	1278
Voted in 2014: No	11%	(103)	89%	(819)	922
2012 Vote: Barack Obama	10%	(80)	90%	(753)	834
2012 Vote: Mitt Romney	8%	(39)	92%	(458)	497
2012 Vote: Other	6%	(5)	94%	(80)	86
2012 Vote: Didn't Vote	12%	(91)	88%	(690)	781

Continued on next page

Table HR4_11NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
The Office

Demographic	Selected		Not Selected		Total N
Adults	10%	(216)	90%	(1984)	2200
4-Region: Northeast	9%	(36)	91%	(358)	394
4-Region: Midwest	10%	(44)	90%	(418)	462
4-Region: South	10%	(85)	90%	(739)	824
4-Region: West	10%	(50)	90%	(470)	520
Watch TV: Every day	11%	(117)	89%	(954)	1071
Watch TV: Several times per week	11%	(54)	89%	(439)	492
Watch TV: About once per week	7%	(13)	93%	(171)	184
Watch TV: Several times per month	7%	(8)	93%	(107)	116
Watch TV: About once per month	12%	(6)	88%	(45)	51
Watch TV: Less often than once per month	4%	(4)	96%	(79)	82
Watch TV: Never	7%	(15)	93%	(189)	204
Watch Movies: Every day	14%	(54)	86%	(336)	390
Watch Movies: Several times per week	11%	(63)	89%	(515)	577
Watch Movies: About once per week	9%	(31)	91%	(307)	338
Watch Movies: Several times per month	7%	(17)	93%	(232)	250
Watch Movies: About once per month	12%	(25)	88%	(183)	209
Watch Movies: Less often than once per month	8%	(17)	92%	(204)	221
Watch Movies: Never	4%	(8)	96%	(207)	215
Watch Sporting Events: Every day	13%	(15)	87%	(100)	115
Watch Sporting Events: Several times per week	10%	(26)	90%	(226)	253
Watch Sporting Events: About once per week	13%	(29)	87%	(190)	219
Watch Sporting Events: Several times per month	15%	(30)	85%	(171)	200
Watch Sporting Events: About once per month	6%	(10)	94%	(156)	166
Watch Sporting Events: Less often than once per month	8%	(34)	92%	(369)	403
Watch Sporting Events: Never	9%	(72)	91%	(771)	844
Cable TV: Currently subscribe	9%	(92)	91%	(928)	1020
Cable TV: Subscribed in past	10%	(72)	90%	(648)	721
Cable TV: Never subscribed	11%	(52)	89%	(407)	459

Continued on next page

Table HR4_11NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
The Office

Demographic	Selected		Not Selected		Total N
Adults	10%	(216)	90%	(1984)	2200
Satellite TV: Currently subscribe	14%	(65)	86%	(397)	462
Satellite TV: Subscribed in past	11%	(71)	89%	(547)	618
Satellite TV: Never subscribed	7%	(81)	93%	(1040)	1121
Streaming Services: Currently subscribe	11%	(155)	89%	(1214)	1369
Streaming Services: Subscribed in past	11%	(23)	89%	(194)	217
Streaming Services: Never subscribed	6%	(38)	94%	(576)	614
Film: An avid fan	14%	(93)	86%	(592)	685
Film: A casual fan	9%	(106)	91%	(1136)	1242
Film: Not a fan	6%	(17)	94%	(256)	272
Television: An avid fan	12%	(113)	88%	(849)	961
Television: A casual fan	8%	(90)	92%	(976)	1067
Television: Not a fan	8%	(13)	92%	(158)	172
Music: An avid fan	13%	(136)	87%	(885)	1021
Music: A casual fan	7%	(75)	93%	(956)	1031
Music: Not a fan	3%	(5)	97%	(142)	147
Fashion: An avid fan	14%	(38)	86%	(242)	280
Fashion: A casual fan	14%	(124)	86%	(784)	909
Fashion: Not a fan	5%	(54)	95%	(958)	1011
Parents	9%	(91)	91%	(897)	989
Current Netflix Subscribers	12%	(143)	88%	(1009)	1152
Current HBO Now Subscribers	15%	(29)	85%	(159)	188
Current Disney+ Subscribers	14%	(76)	86%	(462)	539

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

Table HR4_12NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
Seinfeld

Demographic	Selected		Not Selected		Total N
Adults	9%	(192)	91%	(2008)	2200
Gender: Male	11%	(115)	89%	(947)	1062
Gender: Female	7%	(78)	93%	(1061)	1138
Age: 18-34	12%	(77)	88%	(579)	655
Age: 35-44	6%	(23)	94%	(335)	358
Age: 45-64	8%	(58)	92%	(693)	751
Age: 65+	8%	(35)	92%	(401)	436
GenZers: 1997-2012	13%	(37)	87%	(255)	292
Millennials: 1981-1996	9%	(49)	91%	(496)	545
GenXers: 1965-1980	8%	(42)	92%	(503)	545
Baby Boomers: 1946-1964	7%	(53)	93%	(663)	716
PID: Dem (no lean)	13%	(99)	87%	(690)	789
PID: Ind (no lean)	5%	(42)	95%	(743)	784
PID: Rep (no lean)	8%	(52)	92%	(575)	627
PID/Gender: Dem Men	16%	(56)	84%	(298)	354
PID/Gender: Dem Women	10%	(43)	90%	(392)	435
PID/Gender: Ind Men	7%	(28)	93%	(368)	396
PID/Gender: Ind Women	4%	(14)	96%	(375)	389
PID/Gender: Rep Men	10%	(31)	90%	(281)	312
PID/Gender: Rep Women	7%	(21)	93%	(294)	315
Ideo: Liberal (1-3)	11%	(72)	89%	(559)	631
Ideo: Moderate (4)	9%	(54)	91%	(559)	613
Ideo: Conservative (5-7)	8%	(53)	92%	(638)	691
Educ: < College	8%	(120)	92%	(1392)	1512
Educ: Bachelors degree	12%	(52)	88%	(392)	444
Educ: Post-grad	8%	(20)	92%	(224)	244
Income: Under 50k	8%	(98)	92%	(1088)	1186
Income: 50k-100k	8%	(60)	92%	(651)	711
Income: 100k+	11%	(34)	89%	(269)	303
Ethnicity: White	9%	(149)	91%	(1573)	1722
Ethnicity: Hispanic	13%	(45)	87%	(304)	349

Continued on next page

Table HR4_12NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
Seinfeld

Demographic	Selected		Not Selected		Total N
Adults	9%	(192)	91%	(2008)	2200
Ethnicity: Afr. Am.	11%	(31)	89%	(243)	274
Ethnicity: Other	6%	(12)	94%	(192)	204
All Christian	11%	(111)	89%	(935)	1046
All Non-Christian	10%	(12)	90%	(107)	119
Atheist	12%	(11)	88%	(80)	91
Agnostic/Nothing in particular	6%	(58)	94%	(886)	944
Religious Non-Protestant/Catholic	11%	(16)	89%	(128)	144
Evangelical	8%	(47)	92%	(526)	573
Non-Evangelical	10%	(86)	90%	(755)	841
Community: Urban	12%	(64)	88%	(470)	533
Community: Suburban	9%	(96)	91%	(957)	1053
Community: Rural	5%	(33)	95%	(581)	614
Employ: Private Sector	10%	(64)	90%	(588)	652
Employ: Government	8%	(11)	92%	(117)	127
Employ: Self-Employed	8%	(13)	92%	(144)	157
Employ: Homemaker	5%	(7)	95%	(131)	138
Employ: Retired	8%	(38)	92%	(447)	485
Employ: Unemployed	10%	(34)	90%	(292)	325
Employ: Other	5%	(8)	95%	(156)	163
Military HH: Yes	7%	(25)	93%	(366)	391
Military HH: No	9%	(167)	91%	(1642)	1809
RD/WT: Right Direction	10%	(70)	90%	(663)	733
RD/WT: Wrong Track	8%	(122)	92%	(1344)	1467
Trump Job Approve	9%	(79)	91%	(797)	876
Trump Job Disapprove	9%	(107)	91%	(1126)	1233
Trump Job Strongly Approve	8%	(41)	92%	(446)	488
Trump Job Somewhat Approve	10%	(38)	90%	(351)	388
Trump Job Somewhat Disapprove	6%	(19)	94%	(272)	291
Trump Job Strongly Disapprove	9%	(88)	91%	(854)	942

Continued on next page

Table HR4_12NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
Seinfeld

Demographic	Selected		Not Selected		Total N
Adults	9%	(192)	91%	(2008)	2200
Favorable of Trump	10%	(81)	90%	(752)	833
Unfavorable of Trump	9%	(104)	91%	(1116)	1220
Very Favorable of Trump	9%	(45)	91%	(455)	500
Somewhat Favorable of Trump	11%	(37)	89%	(296)	333
Somewhat Unfavorable of Trump	3%	(6)	97%	(199)	206
Very Unfavorable of Trump	10%	(98)	90%	(917)	1014
#1 Issue: Economy	8%	(60)	92%	(712)	772
#1 Issue: Security	10%	(26)	90%	(230)	255
#1 Issue: Health Care	11%	(48)	89%	(377)	425
#1 Issue: Medicare / Social Security	6%	(18)	94%	(283)	301
#1 Issue: Women's Issues	8%	(8)	92%	(86)	94
#1 Issue: Education	9%	(11)	91%	(109)	120
#1 Issue: Energy	15%	(13)	85%	(75)	88
#1 Issue: Other	6%	(8)	94%	(136)	144
2018 House Vote: Democrat	11%	(82)	89%	(659)	741
2018 House Vote: Republican	9%	(57)	91%	(558)	615
2018 House Vote: Someone else	5%	(5)	95%	(78)	83
2016 Vote: Hillary Clinton	10%	(66)	90%	(601)	666
2016 Vote: Donald Trump	9%	(63)	91%	(615)	678
2016 Vote: Other	8%	(12)	92%	(151)	163
2016 Vote: Didn't Vote	7%	(51)	93%	(639)	690
Voted in 2014: Yes	10%	(128)	90%	(1149)	1278
Voted in 2014: No	7%	(64)	93%	(858)	922
2012 Vote: Barack Obama	11%	(88)	89%	(745)	834
2012 Vote: Mitt Romney	8%	(42)	92%	(455)	497
2012 Vote: Other	12%	(11)	88%	(75)	86
2012 Vote: Didn't Vote	7%	(51)	93%	(730)	781

Continued on next page

Table HR4_12NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
Seinfeld

Demographic	Selected		Not Selected		Total N
Adults	9%	(192)	91%	(2008)	2200
4-Region: Northeast	8%	(32)	92%	(362)	394
4-Region: Midwest	8%	(37)	92%	(425)	462
4-Region: South	9%	(72)	91%	(753)	824
4-Region: West	10%	(52)	90%	(468)	520
Watch TV: Every day	11%	(121)	89%	(950)	1071
Watch TV: Several times per week	8%	(40)	92%	(452)	492
Watch TV: About once per week	7%	(12)	93%	(171)	184
Watch TV: Several times per month	2%	(3)	98%	(113)	116
Watch TV: About once per month	11%	(6)	89%	(46)	51
Watch TV: Less often than once per month	4%	(3)	96%	(79)	82
Watch TV: Never	3%	(7)	97%	(197)	204
Watch Movies: Every day	11%	(45)	89%	(345)	390
Watch Movies: Several times per week	9%	(53)	91%	(524)	577
Watch Movies: About once per week	10%	(32)	90%	(306)	338
Watch Movies: Several times per month	5%	(13)	95%	(237)	250
Watch Movies: About once per month	13%	(27)	87%	(181)	209
Watch Movies: Less often than once per month	6%	(13)	94%	(208)	221
Watch Movies: Never	4%	(9)	96%	(206)	215
Watch Sporting Events: Every day	15%	(17)	85%	(98)	115
Watch Sporting Events: Several times per week	15%	(38)	85%	(215)	253
Watch Sporting Events: About once per week	13%	(28)	87%	(190)	219
Watch Sporting Events: Several times per month	11%	(21)	89%	(179)	200
Watch Sporting Events: About once per month	9%	(16)	91%	(150)	166
Watch Sporting Events: Less often than once per month	6%	(25)	94%	(378)	403
Watch Sporting Events: Never	6%	(47)	94%	(797)	844
Cable TV: Currently subscribe	9%	(95)	91%	(924)	1020
Cable TV: Subscribed in past	9%	(68)	91%	(653)	721
Cable TV: Never subscribed	6%	(29)	94%	(431)	459

Continued on next page

Table HR4_12NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
Seinfeld

Demographic	Selected		Not Selected		Total N
Adults	9%	(192)	91%	(2008)	2200
Satellite TV: Currently subscribe	10%	(46)	90%	(416)	462
Satellite TV: Subscribed in past	11%	(66)	89%	(551)	618
Satellite TV: Never subscribed	7%	(80)	93%	(1040)	1121
Streaming Services: Currently subscribe	11%	(147)	89%	(1222)	1369
Streaming Services: Subscribed in past	6%	(13)	94%	(204)	217
Streaming Services: Never subscribed	5%	(33)	95%	(581)	614
Film: An avid fan	11%	(75)	89%	(610)	685
Film: A casual fan	8%	(102)	92%	(1141)	1242
Film: Not a fan	6%	(15)	94%	(257)	272
Television: An avid fan	12%	(111)	88%	(851)	961
Television: A casual fan	7%	(78)	93%	(989)	1067
Television: Not a fan	2%	(4)	98%	(168)	172
Music: An avid fan	10%	(99)	90%	(922)	1021
Music: A casual fan	8%	(86)	92%	(945)	1031
Music: Not a fan	5%	(7)	95%	(140)	147
Fashion: An avid fan	11%	(31)	89%	(249)	280
Fashion: A casual fan	9%	(82)	91%	(827)	909
Fashion: Not a fan	8%	(80)	92%	(931)	1011
Parents	8%	(82)	92%	(907)	989
Current Netflix Subscribers	11%	(125)	89%	(1027)	1152
Current HBO Now Subscribers	15%	(28)	85%	(160)	188
Current Disney+ Subscribers	14%	(74)	86%	(464)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

Table HR4_13NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.

Family Guy

Demographic	Selected		Not Selected		Total N
Adults	9%	(202)	91%	(1998)	2200
Gender: Male	11%	(113)	89%	(948)	1062
Gender: Female	8%	(89)	92%	(1049)	1138
Age: 18-34	20%	(128)	80%	(527)	655
Age: 35-44	7%	(24)	93%	(334)	358
Age: 45-64	5%	(37)	95%	(714)	751
Age: 65+	3%	(14)	97%	(422)	436
GenZers: 1997-2012	24%	(71)	76%	(221)	292
Millennials: 1981-1996	12%	(68)	88%	(478)	545
GenXers: 1965-1980	5%	(27)	95%	(518)	545
Baby Boomers: 1946-1964	5%	(33)	95%	(683)	716
PID: Dem (no lean)	10%	(83)	90%	(706)	789
PID: Ind (no lean)	8%	(62)	92%	(722)	784
PID: Rep (no lean)	9%	(57)	91%	(569)	627
PID/Gender: Dem Men	11%	(41)	89%	(314)	354
PID/Gender: Dem Women	10%	(42)	90%	(393)	435
PID/Gender: Ind Men	9%	(35)	91%	(361)	396
PID/Gender: Ind Women	7%	(28)	93%	(361)	389
PID/Gender: Rep Men	12%	(38)	88%	(274)	312
PID/Gender: Rep Women	6%	(19)	94%	(295)	315
Ideo: Liberal (1-3)	11%	(67)	89%	(565)	631
Ideo: Moderate (4)	11%	(65)	89%	(548)	613
Ideo: Conservative (5-7)	7%	(51)	93%	(640)	691
Educ: < College	10%	(147)	90%	(1365)	1512
Educ: Bachelors degree	7%	(31)	93%	(412)	444
Educ: Post-grad	10%	(24)	90%	(220)	244
Income: Under 50k	10%	(122)	90%	(1064)	1186
Income: 50k-100k	7%	(52)	93%	(659)	711
Income: 100k+	9%	(28)	91%	(275)	303
Ethnicity: White	8%	(132)	92%	(1590)	1722
Ethnicity: Hispanic	14%	(49)	86%	(300)	349

Continued on next page

Table HR4_13NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.

Family Guy

Demographic	Selected		Not Selected		Total N
Adults	9%	(202)	91%	(1998)	2200
Ethnicity: Afr. Am.	14%	(38)	86%	(236)	274
Ethnicity: Other	16%	(32)	84%	(172)	204
All Christian	9%	(92)	91%	(954)	1046
All Non-Christian	18%	(22)	82%	(97)	119
Atheist	13%	(12)	87%	(79)	91
Agnostic/Nothing in particular	8%	(77)	92%	(867)	944
Religious Non-Protestant/Catholic	18%	(26)	82%	(118)	144
Evangelical	11%	(63)	89%	(510)	573
Non-Evangelical	7%	(60)	93%	(782)	841
Community: Urban	11%	(59)	89%	(475)	533
Community: Suburban	8%	(82)	92%	(971)	1053
Community: Rural	10%	(62)	90%	(552)	614
Employ: Private Sector	9%	(58)	91%	(594)	652
Employ: Government	18%	(23)	82%	(104)	127
Employ: Self-Employed	10%	(16)	90%	(140)	157
Employ: Homemaker	5%	(7)	95%	(132)	138
Employ: Retired	5%	(22)	95%	(463)	485
Employ: Unemployed	13%	(41)	87%	(284)	325
Employ: Other	4%	(7)	96%	(156)	163
Military HH: Yes	8%	(32)	92%	(359)	391
Military HH: No	9%	(171)	91%	(1638)	1809
RD/WT: Right Direction	10%	(73)	90%	(660)	733
RD/WT: Wrong Track	9%	(129)	91%	(1337)	1467
Trump Job Approve	9%	(83)	91%	(793)	876
Trump Job Disapprove	9%	(108)	91%	(1125)	1233
Trump Job Strongly Approve	9%	(43)	91%	(445)	488
Trump Job Somewhat Approve	10%	(40)	90%	(348)	388
Trump Job Somewhat Disapprove	12%	(36)	88%	(255)	291
Trump Job Strongly Disapprove	8%	(72)	92%	(870)	942

Continued on next page

Table HR4_13NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
Family Guy

Demographic	Selected		Not Selected		Total N
Adults	9%	(202)	91%	(1998)	2200
Favorable of Trump	10%	(80)	90%	(753)	833
Unfavorable of Trump	8%	(101)	92%	(1119)	1220
Very Favorable of Trump	10%	(48)	90%	(452)	500
Somewhat Favorable of Trump	10%	(32)	90%	(301)	333
Somewhat Unfavorable of Trump	7%	(15)	93%	(191)	206
Very Unfavorable of Trump	8%	(86)	92%	(929)	1014
#1 Issue: Economy	9%	(70)	91%	(703)	772
#1 Issue: Security	14%	(35)	86%	(220)	255
#1 Issue: Health Care	7%	(29)	93%	(396)	425
#1 Issue: Medicare / Social Security	6%	(17)	94%	(284)	301
#1 Issue: Women's Issues	14%	(13)	86%	(81)	94
#1 Issue: Education	15%	(18)	85%	(102)	120
#1 Issue: Energy	9%	(8)	91%	(80)	88
#1 Issue: Other	9%	(12)	91%	(131)	144
2018 House Vote: Democrat	8%	(62)	92%	(679)	741
2018 House Vote: Republican	9%	(56)	91%	(559)	615
2018 House Vote: Someone else	8%	(6)	92%	(77)	83
2016 Vote: Hillary Clinton	7%	(50)	93%	(617)	666
2016 Vote: Donald Trump	9%	(62)	91%	(615)	678
2016 Vote: Other	4%	(7)	96%	(157)	163
2016 Vote: Didn't Vote	12%	(84)	88%	(607)	690
Voted in 2014: Yes	7%	(89)	93%	(1189)	1278
Voted in 2014: No	12%	(113)	88%	(809)	922
2012 Vote: Barack Obama	8%	(63)	92%	(770)	834
2012 Vote: Mitt Romney	7%	(36)	93%	(462)	497
2012 Vote: Other	5%	(4)	95%	(82)	86
2012 Vote: Didn't Vote	13%	(100)	87%	(682)	781

Continued on next page

Table HR4_13NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.

Family Guy

Demographic	Selected		Not Selected		Total N
Adults	9%	(202)	91%	(1998)	2200
4-Region: Northeast	9%	(34)	91%	(360)	394
4-Region: Midwest	8%	(35)	92%	(427)	462
4-Region: South	11%	(87)	89%	(738)	824
4-Region: West	9%	(47)	91%	(473)	520
Watch TV: Every day	11%	(117)	89%	(954)	1071
Watch TV: Several times per week	7%	(33)	93%	(459)	492
Watch TV: About once per week	10%	(19)	90%	(165)	184
Watch TV: Several times per month	12%	(14)	88%	(102)	116
Watch TV: About once per month	4%	(2)	96%	(49)	51
Watch TV: Less often than once per month	8%	(7)	92%	(75)	82
Watch TV: Never	5%	(10)	95%	(193)	204
Watch Movies: Every day	15%	(58)	85%	(332)	390
Watch Movies: Several times per week	11%	(66)	89%	(511)	577
Watch Movies: About once per week	6%	(20)	94%	(319)	338
Watch Movies: Several times per month	6%	(15)	94%	(235)	250
Watch Movies: About once per month	8%	(17)	92%	(191)	209
Watch Movies: Less often than once per month	6%	(13)	94%	(208)	221
Watch Movies: Never	6%	(13)	94%	(202)	215
Watch Sporting Events: Every day	11%	(13)	89%	(102)	115
Watch Sporting Events: Several times per week	14%	(36)	86%	(217)	253
Watch Sporting Events: About once per week	12%	(26)	88%	(193)	219
Watch Sporting Events: Several times per month	9%	(19)	91%	(182)	200
Watch Sporting Events: About once per month	9%	(15)	91%	(151)	166
Watch Sporting Events: Less often than once per month	8%	(30)	92%	(372)	403
Watch Sporting Events: Never	7%	(63)	93%	(781)	844
Cable TV: Currently subscribe	10%	(107)	90%	(913)	1020
Cable TV: Subscribed in past	7%	(53)	93%	(668)	721
Cable TV: Never subscribed	9%	(43)	91%	(417)	459

Continued on next page

Table HR4_13NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.

Family Guy

Demographic	Selected		Not Selected		Total N
Adults	9%	(202)	91%	(1998)	2200
Satellite TV: Currently subscribe	11%	(50)	89%	(412)	462
Satellite TV: Subscribed in past	13%	(77)	87%	(540)	618
Satellite TV: Never subscribed	7%	(75)	93%	(1045)	1121
Streaming Services: Currently subscribe	10%	(132)	90%	(1237)	1369
Streaming Services: Subscribed in past	12%	(26)	88%	(191)	217
Streaming Services: Never subscribed	7%	(44)	93%	(570)	614
Film: An avid fan	13%	(88)	87%	(597)	685
Film: A casual fan	7%	(82)	93%	(1161)	1242
Film: Not a fan	12%	(33)	88%	(239)	272
Television: An avid fan	9%	(88)	91%	(873)	961
Television: A casual fan	10%	(103)	90%	(964)	1067
Television: Not a fan	6%	(11)	94%	(161)	172
Music: An avid fan	12%	(119)	88%	(903)	1021
Music: A casual fan	7%	(73)	93%	(958)	1031
Music: Not a fan	7%	(10)	93%	(137)	147
Fashion: An avid fan	16%	(44)	84%	(236)	280
Fashion: A casual fan	11%	(99)	89%	(810)	909
Fashion: Not a fan	6%	(60)	94%	(952)	1011
Parents	9%	(87)	91%	(902)	989
Current Netflix Subscribers	11%	(125)	89%	(1027)	1152
Current HBO Now Subscribers	10%	(20)	90%	(168)	188
Current Disney+ Subscribers	15%	(81)	85%	(458)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

Table HR4_14NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
Marvel Movies, including 'The Avengers'

Demographic	Selected		Not Selected		Total N
Adults	13%	(290)	87%	(1910)	2200
Gender: Male	15%	(160)	85%	(902)	1062
Gender: Female	11%	(130)	89%	(1008)	1138
Age: 18-34	16%	(106)	84%	(549)	655
Age: 35-44	17%	(60)	83%	(298)	358
Age: 45-64	10%	(76)	90%	(675)	751
Age: 65+	11%	(47)	89%	(389)	436
GenZers: 1997-2012	19%	(56)	81%	(236)	292
Millennials: 1981-1996	14%	(78)	86%	(468)	545
GenXers: 1965-1980	13%	(69)	87%	(476)	545
Baby Boomers: 1946-1964	10%	(71)	90%	(646)	716
PID: Dem (no lean)	14%	(108)	86%	(681)	789
PID: Ind (no lean)	13%	(100)	87%	(685)	784
PID: Rep (no lean)	13%	(82)	87%	(545)	627
PID/Gender: Dem Men	17%	(61)	83%	(293)	354
PID/Gender: Dem Women	11%	(47)	89%	(387)	435
PID/Gender: Ind Men	12%	(49)	88%	(347)	396
PID/Gender: Ind Women	13%	(51)	87%	(338)	389
PID/Gender: Rep Men	16%	(51)	84%	(261)	312
PID/Gender: Rep Women	10%	(31)	90%	(283)	315
Ideo: Liberal (1-3)	15%	(96)	85%	(535)	631
Ideo: Moderate (4)	14%	(88)	86%	(526)	613
Ideo: Conservative (5-7)	11%	(74)	89%	(617)	691
Educ: < College	13%	(203)	87%	(1309)	1512
Educ: Bachelors degree	11%	(51)	89%	(393)	444
Educ: Post-grad	15%	(36)	85%	(208)	244
Income: Under 50k	14%	(162)	86%	(1024)	1186
Income: 50k-100k	12%	(89)	88%	(622)	711
Income: 100k+	13%	(39)	87%	(264)	303
Ethnicity: White	12%	(209)	88%	(1513)	1722
Ethnicity: Hispanic	15%	(53)	85%	(296)	349

Continued on next page

Table HR4_14NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
Marvel Movies, including 'The Avengers'

Demographic	Selected		Not Selected		Total N
Adults	13%	(290)	87%	(1910)	2200
Ethnicity: Afr. Am.	18%	(49)	82%	(225)	274
Ethnicity: Other	15%	(31)	85%	(173)	204
All Christian	14%	(150)	86%	(897)	1046
All Non-Christian	12%	(14)	88%	(105)	119
Atheist	9%	(8)	91%	(84)	91
Agnostic/Nothing in particular	13%	(119)	87%	(825)	944
Religious Non-Protestant/Catholic	10%	(14)	90%	(130)	144
Evangelical	14%	(79)	86%	(494)	573
Non-Evangelical	15%	(124)	85%	(717)	841
Community: Urban	18%	(97)	82%	(436)	533
Community: Suburban	11%	(119)	89%	(933)	1053
Community: Rural	12%	(73)	88%	(541)	614
Employ: Private Sector	14%	(92)	86%	(559)	652
Employ: Government	15%	(19)	85%	(108)	127
Employ: Self-Employed	16%	(26)	84%	(131)	157
Employ: Homemaker	11%	(15)	89%	(123)	138
Employ: Retired	10%	(51)	90%	(434)	485
Employ: Unemployed	13%	(41)	87%	(284)	325
Employ: Other	11%	(18)	89%	(145)	163
Military HH: Yes	14%	(56)	86%	(335)	391
Military HH: No	13%	(234)	87%	(1575)	1809
RD/WT: Right Direction	14%	(106)	86%	(628)	733
RD/WT: Wrong Track	13%	(184)	87%	(1282)	1467
Trump Job Approve	15%	(131)	85%	(745)	876
Trump Job Disapprove	11%	(140)	89%	(1092)	1233
Trump Job Strongly Approve	15%	(73)	85%	(415)	488
Trump Job Somewhat Approve	15%	(59)	85%	(330)	388
Trump Job Somewhat Disapprove	13%	(38)	87%	(253)	291
Trump Job Strongly Disapprove	11%	(103)	89%	(839)	942

Continued on next page

Table HR4_14NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
Marvel Movies, including 'The Avengers'

Demographic	Selected		Not Selected		Total N
Adults	13%	(290)	87%	(1910)	2200
Favorable of Trump	14%	(120)	86%	(713)	833
Unfavorable of Trump	13%	(156)	87%	(1064)	1220
Very Favorable of Trump	13%	(66)	87%	(434)	500
Somewhat Favorable of Trump	16%	(54)	84%	(279)	333
Somewhat Unfavorable of Trump	16%	(33)	84%	(173)	206
Very Unfavorable of Trump	12%	(123)	88%	(891)	1014
#1 Issue: Economy	14%	(107)	86%	(666)	772
#1 Issue: Security	15%	(38)	85%	(217)	255
#1 Issue: Health Care	12%	(50)	88%	(375)	425
#1 Issue: Medicare / Social Security	11%	(34)	89%	(268)	301
#1 Issue: Women's Issues	9%	(8)	91%	(86)	94
#1 Issue: Education	19%	(23)	81%	(97)	120
#1 Issue: Energy	15%	(13)	85%	(75)	88
#1 Issue: Other	12%	(17)	88%	(127)	144
2018 House Vote: Democrat	14%	(106)	86%	(635)	741
2018 House Vote: Republican	12%	(72)	88%	(543)	615
2018 House Vote: Someone else	12%	(10)	88%	(73)	83
2016 Vote: Hillary Clinton	15%	(97)	85%	(569)	666
2016 Vote: Donald Trump	13%	(89)	87%	(589)	678
2016 Vote: Other	9%	(14)	91%	(150)	163
2016 Vote: Didn't Vote	13%	(90)	87%	(600)	690
Voted in 2014: Yes	14%	(174)	86%	(1104)	1278
Voted in 2014: No	13%	(116)	87%	(806)	922
2012 Vote: Barack Obama	15%	(124)	85%	(709)	834
2012 Vote: Mitt Romney	12%	(61)	88%	(436)	497
2012 Vote: Other	5%	(4)	95%	(81)	86
2012 Vote: Didn't Vote	13%	(100)	87%	(681)	781

Continued on next page

Table HR4_14NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
Marvel Movies, including 'The Avengers'

Demographic	Selected		Not Selected		Total N
Adults	13%	(290)	87%	(1910)	2200
4-Region: Northeast	12%	(48)	88%	(346)	394
4-Region: Midwest	11%	(52)	89%	(410)	462
4-Region: South	16%	(130)	84%	(694)	824
4-Region: West	12%	(61)	88%	(459)	520
Watch TV: Every day	15%	(162)	85%	(909)	1071
Watch TV: Several times per week	15%	(75)	85%	(417)	492
Watch TV: About once per week	9%	(17)	91%	(167)	184
Watch TV: Several times per month	11%	(12)	89%	(103)	116
Watch TV: About once per month	12%	(6)	88%	(45)	51
Watch TV: Less often than once per month	8%	(7)	92%	(76)	82
Watch TV: Never	5%	(10)	95%	(193)	204
Watch Movies: Every day	20%	(76)	80%	(314)	390
Watch Movies: Several times per week	16%	(90)	84%	(488)	577
Watch Movies: About once per week	12%	(41)	88%	(298)	338
Watch Movies: Several times per month	9%	(21)	91%	(229)	250
Watch Movies: About once per month	15%	(31)	85%	(178)	209
Watch Movies: Less often than once per month	10%	(22)	90%	(199)	221
Watch Movies: Never	4%	(9)	96%	(206)	215
Watch Sporting Events: Every day	25%	(29)	75%	(87)	115
Watch Sporting Events: Several times per week	18%	(47)	82%	(206)	253
Watch Sporting Events: About once per week	16%	(35)	84%	(183)	219
Watch Sporting Events: Several times per month	19%	(39)	81%	(161)	200
Watch Sporting Events: About once per month	14%	(23)	86%	(143)	166
Watch Sporting Events: Less often than once per month	12%	(49)	88%	(354)	403
Watch Sporting Events: Never	8%	(69)	92%	(775)	844
Cable TV: Currently subscribe	14%	(146)	86%	(874)	1020
Cable TV: Subscribed in past	12%	(87)	88%	(634)	721
Cable TV: Never subscribed	12%	(57)	88%	(402)	459

Continued on next page

Table HR4_14NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
Marvel Movies, including 'The Avengers'

Demographic	Selected		Not Selected		Total N
Adults	13%	(290)	87%	(1910)	2200
Satellite TV: Currently subscribe	18%	(83)	82%	(379)	462
Satellite TV: Subscribed in past	16%	(98)	84%	(519)	618
Satellite TV: Never subscribed	10%	(109)	90%	(1012)	1121
Streaming Services: Currently subscribe	14%	(188)	86%	(1181)	1369
Streaming Services: Subscribed in past	15%	(32)	85%	(185)	217
Streaming Services: Never subscribed	11%	(70)	89%	(544)	614
Film: An avid fan	19%	(128)	81%	(557)	685
Film: A casual fan	12%	(147)	88%	(1095)	1242
Film: Not a fan	5%	(15)	95%	(257)	272
Television: An avid fan	16%	(152)	84%	(810)	961
Television: A casual fan	12%	(131)	88%	(936)	1067
Television: Not a fan	4%	(7)	96%	(164)	172
Music: An avid fan	16%	(166)	84%	(855)	1021
Music: A casual fan	11%	(113)	89%	(918)	1031
Music: Not a fan	7%	(10)	93%	(137)	147
Fashion: An avid fan	21%	(58)	79%	(222)	280
Fashion: A casual fan	16%	(144)	84%	(765)	909
Fashion: Not a fan	9%	(89)	91%	(922)	1011
Parents	13%	(132)	87%	(857)	989
Current Netflix Subscribers	15%	(174)	85%	(978)	1152
Current HBO Now Subscribers	16%	(30)	84%	(158)	188
Current Disney+ Subscribers	19%	(103)	81%	(435)	539

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

Table HR4_15NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.

Stranger Things

Demographic	Selected		Not Selected		Total N
Adults	9%	(188)	91%	(2012)	2200
Gender: Male	9%	(97)	91%	(965)	1062
Gender: Female	8%	(92)	92%	(1047)	1138
Age: 18-34	12%	(80)	88%	(575)	655
Age: 35-44	10%	(35)	90%	(323)	358
Age: 45-64	8%	(60)	92%	(691)	751
Age: 65+	3%	(14)	97%	(423)	436
GenZers: 1997-2012	14%	(40)	86%	(252)	292
Millennials: 1981-1996	10%	(55)	90%	(490)	545
GenXers: 1965-1980	8%	(43)	92%	(502)	545
Baby Boomers: 1946-1964	7%	(48)	93%	(668)	716
PID: Dem (no lean)	9%	(70)	91%	(719)	789
PID: Ind (no lean)	8%	(63)	92%	(721)	784
PID: Rep (no lean)	9%	(55)	91%	(571)	627
PID/Gender: Dem Men	9%	(32)	91%	(322)	354
PID/Gender: Dem Women	9%	(38)	91%	(397)	435
PID/Gender: Ind Men	8%	(33)	92%	(363)	396
PID/Gender: Ind Women	8%	(30)	92%	(358)	389
PID/Gender: Rep Men	10%	(32)	90%	(280)	312
PID/Gender: Rep Women	7%	(23)	93%	(291)	315
Ideo: Liberal (1-3)	12%	(76)	88%	(555)	631
Ideo: Moderate (4)	7%	(42)	93%	(571)	613
Ideo: Conservative (5-7)	7%	(49)	93%	(643)	691
Educ: < College	9%	(133)	91%	(1379)	1512
Educ: Bachelors degree	7%	(31)	93%	(413)	444
Educ: Post-grad	10%	(24)	90%	(220)	244
Income: Under 50k	9%	(107)	91%	(1079)	1186
Income: 50k-100k	7%	(50)	93%	(661)	711
Income: 100k+	10%	(31)	90%	(272)	303
Ethnicity: White	8%	(137)	92%	(1584)	1722
Ethnicity: Hispanic	11%	(38)	89%	(312)	349

Continued on next page

Table HR4_15NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
Stranger Things

Demographic	Selected		Not Selected		Total N
Adults	9%	(188)	91%	(2012)	2200
Ethnicity: Afr. Am.	11%	(31)	89%	(244)	274
Ethnicity: Other	10%	(20)	90%	(184)	204
All Christian	8%	(88)	92%	(959)	1046
All Non-Christian	8%	(10)	92%	(109)	119
Atheist	8%	(7)	92%	(84)	91
Agnostic/Nothing in particular	9%	(84)	91%	(860)	944
Religious Non-Protestant/Catholic	11%	(15)	89%	(129)	144
Evangelical	10%	(57)	90%	(517)	573
Non-Evangelical	8%	(64)	92%	(777)	841
Community: Urban	10%	(56)	90%	(478)	533
Community: Suburban	8%	(83)	92%	(969)	1053
Community: Rural	8%	(49)	92%	(565)	614
Employ: Private Sector	9%	(60)	91%	(592)	652
Employ: Government	12%	(15)	88%	(112)	127
Employ: Self-Employed	13%	(21)	87%	(136)	157
Employ: Homemaker	8%	(11)	92%	(127)	138
Employ: Retired	4%	(22)	96%	(464)	485
Employ: Unemployed	9%	(29)	91%	(296)	325
Employ: Other	6%	(10)	94%	(153)	163
Military HH: Yes	11%	(43)	89%	(349)	391
Military HH: No	8%	(145)	92%	(1663)	1809
RD/WT: Right Direction	10%	(72)	90%	(661)	733
RD/WT: Wrong Track	8%	(116)	92%	(1350)	1467
Trump Job Approve	10%	(83)	90%	(793)	876
Trump Job Disapprove	7%	(91)	93%	(1142)	1233
Trump Job Strongly Approve	9%	(46)	91%	(442)	488
Trump Job Somewhat Approve	10%	(38)	90%	(350)	388
Trump Job Somewhat Disapprove	9%	(25)	91%	(266)	291
Trump Job Strongly Disapprove	7%	(65)	93%	(876)	942

Continued on next page

Table HR4_15NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
Stranger Things

Demographic	Selected		Not Selected		Total N
Adults	9%	(188)	91%	(2012)	2200
Favorable of Trump	10%	(80)	90%	(753)	833
Unfavorable of Trump	8%	(97)	92%	(1124)	1220
Very Favorable of Trump	10%	(51)	90%	(449)	500
Somewhat Favorable of Trump	9%	(29)	91%	(304)	333
Somewhat Unfavorable of Trump	10%	(20)	90%	(185)	206
Very Unfavorable of Trump	8%	(76)	92%	(938)	1014
#1 Issue: Economy	8%	(65)	92%	(708)	772
#1 Issue: Security	7%	(18)	93%	(238)	255
#1 Issue: Health Care	9%	(37)	91%	(388)	425
#1 Issue: Medicare / Social Security	9%	(28)	91%	(274)	301
#1 Issue: Women's Issues	5%	(5)	95%	(89)	94
#1 Issue: Education	16%	(19)	84%	(101)	120
#1 Issue: Energy	10%	(9)	90%	(78)	88
#1 Issue: Other	5%	(8)	95%	(136)	144
2018 House Vote: Democrat	7%	(55)	93%	(687)	741
2018 House Vote: Republican	9%	(54)	91%	(560)	615
2018 House Vote: Someone else	3%	(2)	97%	(81)	83
2016 Vote: Hillary Clinton	8%	(51)	92%	(615)	666
2016 Vote: Donald Trump	9%	(60)	91%	(618)	678
2016 Vote: Other	7%	(11)	93%	(152)	163
2016 Vote: Didn't Vote	10%	(66)	90%	(624)	690
Voted in 2014: Yes	8%	(101)	92%	(1177)	1278
Voted in 2014: No	9%	(88)	91%	(835)	922
2012 Vote: Barack Obama	9%	(71)	91%	(762)	834
2012 Vote: Mitt Romney	6%	(29)	94%	(469)	497
2012 Vote: Other	13%	(11)	87%	(75)	86
2012 Vote: Didn't Vote	10%	(77)	90%	(704)	781

Continued on next page

Table HR4_15NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
Stranger Things

Demographic	Selected		Not Selected		Total N
Adults	9%	(188)	91%	(2012)	2200
4-Region: Northeast	7%	(29)	93%	(364)	394
4-Region: Midwest	9%	(41)	91%	(422)	462
4-Region: South	9%	(72)	91%	(753)	824
4-Region: West	9%	(47)	91%	(473)	520
Watch TV: Every day	9%	(95)	91%	(976)	1071
Watch TV: Several times per week	9%	(43)	91%	(449)	492
Watch TV: About once per week	11%	(21)	89%	(163)	184
Watch TV: Several times per month	5%	(6)	95%	(109)	116
Watch TV: About once per month	8%	(4)	92%	(47)	51
Watch TV: Less often than once per month	7%	(6)	93%	(77)	82
Watch TV: Never	6%	(13)	94%	(191)	204
Watch Movies: Every day	12%	(48)	88%	(342)	390
Watch Movies: Several times per week	10%	(60)	90%	(518)	577
Watch Movies: About once per week	7%	(25)	93%	(314)	338
Watch Movies: Several times per month	6%	(15)	94%	(235)	250
Watch Movies: About once per month	10%	(22)	90%	(187)	209
Watch Movies: Less often than once per month	6%	(12)	94%	(209)	221
Watch Movies: Never	3%	(7)	97%	(208)	215
Watch Sporting Events: Every day	11%	(13)	89%	(103)	115
Watch Sporting Events: Several times per week	14%	(34)	86%	(219)	253
Watch Sporting Events: About once per week	11%	(24)	89%	(195)	219
Watch Sporting Events: Several times per month	6%	(12)	94%	(188)	200
Watch Sporting Events: About once per month	8%	(14)	92%	(152)	166
Watch Sporting Events: Less often than once per month	10%	(40)	90%	(363)	403
Watch Sporting Events: Never	6%	(51)	94%	(792)	844
Cable TV: Currently subscribe	8%	(85)	92%	(934)	1020
Cable TV: Subscribed in past	8%	(60)	92%	(661)	721
Cable TV: Never subscribed	9%	(43)	91%	(416)	459

Continued on next page

Table HR4_15NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
Stranger Things

Demographic	Selected		Not Selected		Total N
Adults	9%	(188)	91%	(2012)	2200
Satellite TV: Currently subscribe	11%	(50)	89%	(412)	462
Satellite TV: Subscribed in past	11%	(65)	89%	(552)	618
Satellite TV: Never subscribed	7%	(73)	93%	(1047)	1121
Streaming Services: Currently subscribe	9%	(128)	91%	(1241)	1369
Streaming Services: Subscribed in past	10%	(22)	90%	(195)	217
Streaming Services: Never subscribed	6%	(38)	94%	(576)	614
Film: An avid fan	12%	(83)	88%	(602)	685
Film: A casual fan	7%	(85)	93%	(1157)	1242
Film: Not a fan	7%	(20)	93%	(253)	272
Television: An avid fan	9%	(91)	91%	(870)	961
Television: A casual fan	8%	(89)	92%	(977)	1067
Television: Not a fan	5%	(8)	95%	(164)	172
Music: An avid fan	12%	(118)	88%	(903)	1021
Music: A casual fan	6%	(65)	94%	(966)	1031
Music: Not a fan	3%	(5)	97%	(143)	147
Fashion: An avid fan	17%	(47)	83%	(233)	280
Fashion: A casual fan	11%	(99)	89%	(810)	909
Fashion: Not a fan	4%	(42)	96%	(970)	1011
Parents	11%	(107)	89%	(881)	989
Current Netflix Subscribers	10%	(119)	90%	(1033)	1152
Current HBO Now Subscribers	17%	(31)	83%	(157)	188
Current Disney+ Subscribers	11%	(61)	89%	(478)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsultintelligence.com).

Table HR4_16NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
The Mandalorian

Demographic	Selected		Not Selected		Total N
Adults	5%	(109)	95%	(2091)	2200
Gender: Male	6%	(64)	94%	(998)	1062
Gender: Female	4%	(46)	96%	(1092)	1138
Age: 18-34	6%	(42)	94%	(613)	655
Age: 35-44	7%	(26)	93%	(331)	358
Age: 45-64	4%	(30)	96%	(721)	751
Age: 65+	2%	(11)	98%	(426)	436
GenZers: 1997-2012	9%	(26)	91%	(266)	292
Millennials: 1981-1996	5%	(27)	95%	(519)	545
GenXers: 1965-1980	4%	(23)	96%	(522)	545
Baby Boomers: 1946-1964	4%	(30)	96%	(686)	716
PID: Dem (no lean)	5%	(37)	95%	(752)	789
PID: Ind (no lean)	5%	(42)	95%	(742)	784
PID: Rep (no lean)	5%	(30)	95%	(596)	627
PID/Gender: Dem Men	6%	(21)	94%	(334)	354
PID/Gender: Dem Women	4%	(16)	96%	(419)	435
PID/Gender: Ind Men	6%	(25)	94%	(370)	396
PID/Gender: Ind Women	4%	(17)	96%	(372)	389
PID/Gender: Rep Men	6%	(18)	94%	(294)	312
PID/Gender: Rep Women	4%	(13)	96%	(302)	315
Ideo: Liberal (1-3)	6%	(35)	94%	(596)	631
Ideo: Moderate (4)	4%	(25)	96%	(589)	613
Ideo: Conservative (5-7)	5%	(35)	95%	(656)	691
Educ: < College	5%	(78)	95%	(1434)	1512
Educ: Bachelors degree	4%	(17)	96%	(427)	444
Educ: Post-grad	6%	(15)	94%	(229)	244
Income: Under 50k	5%	(65)	95%	(1121)	1186
Income: 50k-100k	4%	(27)	96%	(684)	711
Income: 100k+	6%	(18)	94%	(286)	303
Ethnicity: White	5%	(78)	95%	(1644)	1722
Ethnicity: Hispanic	6%	(22)	94%	(328)	349

Continued on next page

Table HR4_16NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
The Mandalorian

Demographic	Selected		Not Selected		Total N
Adults	5%	(109)	95%	(2091)	2200
Ethnicity: Afr. Am.	5%	(13)	95%	(261)	274
Ethnicity: Other	9%	(18)	91%	(186)	204
All Christian	6%	(61)	94%	(985)	1046
All Non-Christian	4%	(5)	96%	(114)	119
Atheist	4%	(4)	96%	(88)	91
Agnostic/Nothing in particular	4%	(40)	96%	(904)	944
Religious Non-Protestant/Catholic	4%	(6)	96%	(138)	144
Evangelical	5%	(28)	95%	(546)	573
Non-Evangelical	6%	(47)	94%	(794)	841
Community: Urban	6%	(31)	94%	(503)	533
Community: Suburban	5%	(48)	95%	(1004)	1053
Community: Rural	5%	(31)	95%	(583)	614
Employ: Private Sector	6%	(39)	94%	(612)	652
Employ: Government	4%	(5)	96%	(123)	127
Employ: Self-Employed	8%	(12)	92%	(145)	157
Employ: Homemaker	6%	(8)	94%	(130)	138
Employ: Retired	3%	(13)	97%	(473)	485
Employ: Unemployed	6%	(19)	94%	(306)	325
Employ: Other	2%	(4)	98%	(159)	163
Military HH: Yes	7%	(26)	93%	(365)	391
Military HH: No	5%	(83)	95%	(1726)	1809
RD/WT: Right Direction	6%	(42)	94%	(691)	733
RD/WT: Wrong Track	5%	(67)	95%	(1400)	1467
Trump Job Approve	6%	(56)	94%	(820)	876
Trump Job Disapprove	4%	(47)	96%	(1185)	1233
Trump Job Strongly Approve	7%	(33)	93%	(455)	488
Trump Job Somewhat Approve	6%	(24)	94%	(365)	388
Trump Job Somewhat Disapprove	4%	(13)	96%	(278)	291
Trump Job Strongly Disapprove	4%	(34)	96%	(907)	942

Continued on next page

Table HR4_16NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
The Mandalorian

Demographic	Selected		Not Selected		Total N
Adults	5%	(109)	95%	(2091)	2200
Favorable of Trump	6%	(50)	94%	(783)	833
Unfavorable of Trump	5%	(56)	95%	(1164)	1220
Very Favorable of Trump	7%	(33)	93%	(467)	500
Somewhat Favorable of Trump	5%	(17)	95%	(316)	333
Somewhat Unfavorable of Trump	6%	(13)	94%	(192)	206
Very Unfavorable of Trump	4%	(43)	96%	(971)	1014
#1 Issue: Economy	6%	(43)	94%	(730)	772
#1 Issue: Security	5%	(13)	95%	(242)	255
#1 Issue: Health Care	6%	(25)	94%	(401)	425
#1 Issue: Medicare / Social Security	4%	(11)	96%	(291)	301
#1 Issue: Women's Issues	3%	(3)	97%	(91)	94
#1 Issue: Education	4%	(5)	96%	(115)	120
#1 Issue: Energy	5%	(5)	95%	(83)	88
#1 Issue: Other	4%	(5)	96%	(138)	144
2018 House Vote: Democrat	6%	(42)	94%	(700)	741
2018 House Vote: Republican	5%	(31)	95%	(584)	615
2018 House Vote: Someone else	5%	(4)	95%	(79)	83
2016 Vote: Hillary Clinton	5%	(35)	95%	(631)	666
2016 Vote: Donald Trump	6%	(37)	94%	(640)	678
2016 Vote: Other	4%	(7)	96%	(157)	163
2016 Vote: Didn't Vote	4%	(30)	96%	(660)	690
Voted in 2014: Yes	5%	(61)	95%	(1217)	1278
Voted in 2014: No	5%	(48)	95%	(874)	922
2012 Vote: Barack Obama	5%	(39)	95%	(794)	834
2012 Vote: Mitt Romney	5%	(25)	95%	(473)	497
2012 Vote: Other	4%	(4)	96%	(82)	86
2012 Vote: Didn't Vote	5%	(42)	95%	(740)	781

Continued on next page

Table HR4_16NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
The Mandalorian

Demographic	Selected		Not Selected		Total N
Adults	5%	(109)	95%	(2091)	2200
4-Region: Northeast	5%	(18)	95%	(376)	394
4-Region: Midwest	5%	(22)	95%	(440)	462
4-Region: South	5%	(39)	95%	(786)	824
4-Region: West	6%	(31)	94%	(489)	520
Watch TV: Every day	6%	(59)	94%	(1012)	1071
Watch TV: Several times per week	5%	(27)	95%	(465)	492
Watch TV: About once per week	2%	(4)	98%	(179)	184
Watch TV: Several times per month	6%	(6)	94%	(109)	116
Watch TV: About once per month	2%	(1)	98%	(50)	51
Watch TV: Less often than once per month	5%	(4)	95%	(78)	82
Watch TV: Never	3%	(7)	97%	(197)	204
Watch Movies: Every day	8%	(32)	92%	(358)	390
Watch Movies: Several times per week	6%	(37)	94%	(540)	577
Watch Movies: About once per week	3%	(8)	97%	(330)	338
Watch Movies: Several times per month	3%	(8)	97%	(242)	250
Watch Movies: About once per month	3%	(7)	97%	(202)	209
Watch Movies: Less often than once per month	5%	(11)	95%	(210)	221
Watch Movies: Never	3%	(6)	97%	(209)	215
Watch Sporting Events: Every day	6%	(7)	94%	(109)	115
Watch Sporting Events: Several times per week	11%	(27)	89%	(225)	253
Watch Sporting Events: About once per week	6%	(14)	94%	(205)	219
Watch Sporting Events: Several times per month	3%	(7)	97%	(194)	200
Watch Sporting Events: About once per month	4%	(6)	96%	(160)	166
Watch Sporting Events: Less often than once per month	6%	(24)	94%	(379)	403
Watch Sporting Events: Never	3%	(25)	97%	(819)	844
Cable TV: Currently subscribe	6%	(58)	94%	(962)	1020
Cable TV: Subscribed in past	5%	(33)	95%	(688)	721
Cable TV: Never subscribed	4%	(19)	96%	(440)	459

Continued on next page

Table HR4_16NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
The Mandalorian

Demographic	Selected		Not Selected		Total N
Adults	5%	(109)	95%	(2091)	2200
Satellite TV: Currently subscribe	5%	(22)	95%	(440)	462
Satellite TV: Subscribed in past	6%	(36)	94%	(582)	618
Satellite TV: Never subscribed	5%	(51)	95%	(1070)	1121
Streaming Services: Currently subscribe	5%	(63)	95%	(1306)	1369
Streaming Services: Subscribed in past	6%	(13)	94%	(203)	217
Streaming Services: Never subscribed	5%	(32)	95%	(582)	614
Film: An avid fan	10%	(65)	90%	(620)	685
Film: A casual fan	3%	(38)	97%	(1204)	1242
Film: Not a fan	2%	(6)	98%	(266)	272
Television: An avid fan	6%	(62)	94%	(900)	961
Television: A casual fan	4%	(45)	96%	(1022)	1067
Television: Not a fan	2%	(3)	98%	(169)	172
Music: An avid fan	7%	(72)	93%	(949)	1021
Music: A casual fan	3%	(35)	97%	(996)	1031
Music: Not a fan	1%	(2)	99%	(145)	147
Fashion: An avid fan	9%	(24)	91%	(256)	280
Fashion: A casual fan	6%	(59)	94%	(850)	909
Fashion: Not a fan	3%	(27)	97%	(985)	1011
Parents	6%	(57)	94%	(931)	989
Current Netflix Subscribers	5%	(55)	95%	(1098)	1152
Current HBO Now Subscribers	10%	(18)	90%	(170)	188
Current Disney+ Subscribers	7%	(35)	93%	(503)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

Table HR4_17NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
The Fast and the Furious Movies

Demographic	Selected		Not Selected		Total N
Adults	14%	(302)	86%	(1898)	2200
Gender: Male	15%	(160)	85%	(902)	1062
Gender: Female	12%	(142)	88%	(996)	1138
Age: 18-34	15%	(97)	85%	(558)	655
Age: 35-44	20%	(71)	80%	(287)	358
Age: 45-64	13%	(95)	87%	(656)	751
Age: 65+	9%	(39)	91%	(397)	436
GenZers: 1997-2012	13%	(36)	87%	(255)	292
Millennials: 1981-1996	17%	(94)	83%	(451)	545
GenXers: 1965-1980	16%	(87)	84%	(457)	545
Baby Boomers: 1946-1964	10%	(74)	90%	(642)	716
PID: Dem (no lean)	15%	(115)	85%	(674)	789
PID: Ind (no lean)	14%	(111)	86%	(674)	784
PID: Rep (no lean)	12%	(76)	88%	(550)	627
PID/Gender: Dem Men	16%	(56)	84%	(298)	354
PID/Gender: Dem Women	14%	(59)	86%	(376)	435
PID/Gender: Ind Men	16%	(62)	84%	(334)	396
PID/Gender: Ind Women	13%	(49)	87%	(340)	389
PID/Gender: Rep Men	14%	(42)	86%	(270)	312
PID/Gender: Rep Women	11%	(34)	89%	(280)	315
Ideo: Liberal (1-3)	14%	(91)	86%	(540)	631
Ideo: Moderate (4)	14%	(87)	86%	(527)	613
Ideo: Conservative (5-7)	12%	(84)	88%	(607)	691
Educ: < College	14%	(205)	86%	(1307)	1512
Educ: Bachelors degree	14%	(61)	86%	(383)	444
Educ: Post-grad	15%	(36)	85%	(208)	244
Income: Under 50k	14%	(165)	86%	(1021)	1186
Income: 50k-100k	13%	(94)	87%	(617)	711
Income: 100k+	14%	(43)	86%	(260)	303
Ethnicity: White	12%	(210)	88%	(1512)	1722
Ethnicity: Hispanic	12%	(42)	88%	(308)	349

Continued on next page

Table HR4_17NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
The Fast and the Furious Movies

Demographic	Selected		Not Selected		Total N
Adults	14%	(302)	86%	(1898)	2200
Ethnicity: Afr. Am.	23%	(62)	77%	(212)	274
Ethnicity: Other	15%	(30)	85%	(174)	204
All Christian	13%	(140)	87%	(907)	1046
All Non-Christian	13%	(15)	87%	(104)	119
Atheist	13%	(11)	87%	(80)	91
Agnostic/Nothing in particular	14%	(136)	86%	(808)	944
Religious Non-Protestant/Catholic	13%	(19)	87%	(125)	144
Evangelical	13%	(76)	87%	(497)	573
Non-Evangelical	14%	(119)	86%	(723)	841
Community: Urban	18%	(96)	82%	(438)	533
Community: Suburban	12%	(125)	88%	(927)	1053
Community: Rural	13%	(81)	87%	(533)	614
Employ: Private Sector	14%	(90)	86%	(561)	652
Employ: Government	20%	(25)	80%	(102)	127
Employ: Self-Employed	19%	(29)	81%	(128)	157
Employ: Homemaker	9%	(13)	91%	(125)	138
Employ: Retired	10%	(47)	90%	(439)	485
Employ: Unemployed	19%	(60)	81%	(265)	325
Employ: Other	11%	(18)	89%	(145)	163
Military HH: Yes	14%	(54)	86%	(337)	391
Military HH: No	14%	(248)	86%	(1561)	1809
RD/WT: Right Direction	14%	(100)	86%	(633)	733
RD/WT: Wrong Track	14%	(202)	86%	(1265)	1467
Trump Job Approve	14%	(122)	86%	(754)	876
Trump Job Disapprove	13%	(163)	87%	(1069)	1233
Trump Job Strongly Approve	13%	(62)	87%	(425)	488
Trump Job Somewhat Approve	15%	(59)	85%	(329)	388
Trump Job Somewhat Disapprove	14%	(42)	86%	(249)	291
Trump Job Strongly Disapprove	13%	(122)	87%	(820)	942

Continued on next page

Table HR4_17NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
The Fast and the Furious Movies

Demographic	Selected		Not Selected		Total N
Adults	14%	(302)	86%	(1898)	2200
Favorable of Trump	14%	(113)	86%	(720)	833
Unfavorable of Trump	14%	(173)	86%	(1047)	1220
Very Favorable of Trump	12%	(60)	88%	(440)	500
Somewhat Favorable of Trump	16%	(53)	84%	(281)	333
Somewhat Unfavorable of Trump	13%	(26)	87%	(180)	206
Very Unfavorable of Trump	14%	(147)	86%	(868)	1014
#1 Issue: Economy	15%	(112)	85%	(660)	772
#1 Issue: Security	11%	(27)	89%	(228)	255
#1 Issue: Health Care	13%	(54)	87%	(372)	425
#1 Issue: Medicare / Social Security	14%	(42)	86%	(259)	301
#1 Issue: Women's Issues	13%	(12)	87%	(82)	94
#1 Issue: Education	25%	(30)	75%	(91)	120
#1 Issue: Energy	12%	(10)	88%	(78)	88
#1 Issue: Other	10%	(15)	90%	(129)	144
2018 House Vote: Democrat	14%	(104)	86%	(637)	741
2018 House Vote: Republican	13%	(77)	87%	(538)	615
2018 House Vote: Someone else	15%	(12)	85%	(71)	83
2016 Vote: Hillary Clinton	14%	(91)	86%	(576)	666
2016 Vote: Donald Trump	13%	(87)	87%	(591)	678
2016 Vote: Other	12%	(19)	88%	(145)	163
2016 Vote: Didn't Vote	15%	(106)	85%	(585)	690
Voted in 2014: Yes	14%	(173)	86%	(1105)	1278
Voted in 2014: No	14%	(129)	86%	(793)	922
2012 Vote: Barack Obama	15%	(126)	85%	(708)	834
2012 Vote: Mitt Romney	11%	(55)	89%	(443)	497
2012 Vote: Other	13%	(11)	87%	(74)	86
2012 Vote: Didn't Vote	14%	(110)	86%	(671)	781

Continued on next page

Table HR4_17NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
The Fast and the Furious Movies

Demographic	Selected		Not Selected		Total N
Adults	14%	(302)	86%	(1898)	2200
4-Region: Northeast	14%	(54)	86%	(339)	394
4-Region: Midwest	12%	(56)	88%	(407)	462
4-Region: South	16%	(128)	84%	(696)	824
4-Region: West	12%	(63)	88%	(457)	520
Watch TV: Every day	16%	(173)	84%	(898)	1071
Watch TV: Several times per week	14%	(69)	86%	(423)	492
Watch TV: About once per week	15%	(27)	85%	(157)	184
Watch TV: Several times per month	11%	(13)	89%	(103)	116
Watch TV: About once per month	8%	(4)	92%	(47)	51
Watch TV: Less often than once per month	10%	(8)	90%	(74)	82
Watch TV: Never	4%	(8)	96%	(196)	204
Watch Movies: Every day	24%	(93)	76%	(296)	390
Watch Movies: Several times per week	16%	(92)	84%	(485)	577
Watch Movies: About once per week	9%	(30)	91%	(309)	338
Watch Movies: Several times per month	10%	(24)	90%	(225)	250
Watch Movies: About once per month	15%	(31)	85%	(177)	209
Watch Movies: Less often than once per month	10%	(22)	90%	(200)	221
Watch Movies: Never	4%	(9)	96%	(205)	215
Watch Sporting Events: Every day	28%	(32)	72%	(83)	115
Watch Sporting Events: Several times per week	18%	(46)	82%	(207)	253
Watch Sporting Events: About once per week	18%	(38)	82%	(180)	219
Watch Sporting Events: Several times per month	12%	(25)	88%	(176)	200
Watch Sporting Events: About once per month	15%	(25)	85%	(141)	166
Watch Sporting Events: Less often than once per month	13%	(53)	87%	(349)	403
Watch Sporting Events: Never	10%	(82)	90%	(761)	844
Cable TV: Currently subscribe	14%	(144)	86%	(876)	1020
Cable TV: Subscribed in past	14%	(100)	86%	(621)	721
Cable TV: Never subscribed	13%	(58)	87%	(402)	459

Continued on next page

Table HR4_17NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
The Fast and the Furious Movies

Demographic	Selected		Not Selected		Total N
Adults	14%	(302)	86%	(1898)	2200
Satellite TV: Currently subscribe	16%	(73)	84%	(389)	462
Satellite TV: Subscribed in past	15%	(95)	85%	(523)	618
Satellite TV: Never subscribed	12%	(135)	88%	(986)	1121
Streaming Services: Currently subscribe	15%	(205)	85%	(1164)	1369
Streaming Services: Subscribed in past	10%	(22)	90%	(195)	217
Streaming Services: Never subscribed	12%	(75)	88%	(539)	614
Film: An avid fan	21%	(140)	79%	(545)	685
Film: A casual fan	11%	(134)	89%	(1108)	1242
Film: Not a fan	10%	(27)	90%	(245)	272
Television: An avid fan	17%	(160)	83%	(802)	961
Television: A casual fan	12%	(127)	88%	(939)	1067
Television: Not a fan	8%	(15)	92%	(157)	172
Music: An avid fan	18%	(183)	82%	(838)	1021
Music: A casual fan	10%	(106)	90%	(925)	1031
Music: Not a fan	9%	(13)	91%	(135)	147
Fashion: An avid fan	22%	(62)	78%	(218)	280
Fashion: A casual fan	15%	(137)	85%	(772)	909
Fashion: Not a fan	10%	(103)	90%	(909)	1011
Parents	15%	(151)	85%	(837)	989
Current Netflix Subscribers	16%	(179)	84%	(973)	1152
Current HBO Now Subscribers	22%	(41)	78%	(147)	188
Current Disney+ Subscribers	20%	(109)	80%	(430)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

Table HR4_18NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
The Harry Potter Movies

Demographic	Selected		Not Selected		Total N
Adults	14%	(303)	86%	(1897)	2200
Gender: Male	15%	(163)	85%	(899)	1062
Gender: Female	12%	(141)	88%	(997)	1138
Age: 18-34	19%	(127)	81%	(528)	655
Age: 35-44	16%	(59)	84%	(299)	358
Age: 45-64	11%	(84)	89%	(667)	751
Age: 65+	8%	(34)	92%	(403)	436
GenZers: 1997-2012	21%	(61)	79%	(231)	292
Millennials: 1981-1996	17%	(90)	83%	(455)	545
GenXers: 1965-1980	14%	(78)	86%	(467)	545
Baby Boomers: 1946-1964	9%	(67)	91%	(649)	716
PID: Dem (no lean)	16%	(125)	84%	(664)	789
PID: Ind (no lean)	13%	(104)	87%	(680)	784
PID: Rep (no lean)	12%	(74)	88%	(553)	627
PID/Gender: Dem Men	18%	(65)	82%	(289)	354
PID/Gender: Dem Women	14%	(60)	86%	(375)	435
PID/Gender: Ind Men	14%	(54)	86%	(341)	396
PID/Gender: Ind Women	13%	(50)	87%	(339)	389
PID/Gender: Rep Men	14%	(43)	86%	(269)	312
PID/Gender: Rep Women	10%	(31)	90%	(284)	315
Ideo: Liberal (1-3)	16%	(101)	84%	(531)	631
Ideo: Moderate (4)	15%	(93)	85%	(520)	613
Ideo: Conservative (5-7)	11%	(74)	89%	(618)	691
Educ: < College	14%	(206)	86%	(1306)	1512
Educ: Bachelors degree	14%	(64)	86%	(380)	444
Educ: Post-grad	14%	(33)	86%	(211)	244
Income: Under 50k	14%	(167)	86%	(1019)	1186
Income: 50k-100k	14%	(103)	86%	(608)	711
Income: 100k+	11%	(34)	89%	(269)	303
Ethnicity: White	12%	(214)	88%	(1507)	1722
Ethnicity: Hispanic	21%	(72)	79%	(277)	349

Continued on next page

Table HR4_18NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
The Harry Potter Movies

Demographic	Selected		Not Selected		Total N
Adults	14%	(303)	86%	(1897)	2200
Ethnicity: Afr. Am.	20%	(54)	80%	(221)	274
Ethnicity: Other	17%	(35)	83%	(169)	204
All Christian	15%	(159)	85%	(887)	1046
All Non-Christian	10%	(12)	90%	(107)	119
Atheist	11%	(10)	89%	(81)	91
Agnostic/Nothing in particular	13%	(121)	87%	(822)	944
Religious Non-Protestant/Catholic	10%	(14)	90%	(130)	144
Evangelical	12%	(67)	88%	(506)	573
Non-Evangelical	16%	(134)	84%	(708)	841
Community: Urban	18%	(94)	82%	(439)	533
Community: Suburban	13%	(135)	87%	(918)	1053
Community: Rural	12%	(74)	88%	(540)	614
Employ: Private Sector	16%	(107)	84%	(544)	652
Employ: Government	13%	(16)	87%	(111)	127
Employ: Self-Employed	16%	(25)	84%	(132)	157
Employ: Homemaker	8%	(11)	92%	(127)	138
Employ: Retired	9%	(43)	91%	(442)	485
Employ: Unemployed	16%	(52)	84%	(273)	325
Employ: Other	10%	(16)	90%	(148)	163
Military HH: Yes	14%	(56)	86%	(335)	391
Military HH: No	14%	(248)	86%	(1561)	1809
RD/WT: Right Direction	12%	(92)	88%	(642)	733
RD/WT: Wrong Track	14%	(212)	86%	(1255)	1467
Trump Job Approve	13%	(116)	87%	(760)	876
Trump Job Disapprove	14%	(168)	86%	(1065)	1233
Trump Job Strongly Approve	14%	(66)	86%	(421)	488
Trump Job Somewhat Approve	13%	(50)	87%	(339)	388
Trump Job Somewhat Disapprove	15%	(43)	85%	(247)	291
Trump Job Strongly Disapprove	13%	(124)	87%	(817)	942

Continued on next page

Table HR4_18NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
The Harry Potter Movies

Demographic	Selected		Not Selected		Total N
Adults	14%	(303)	86%	(1897)	2200
Favorable of Trump	13%	(110)	87%	(723)	833
Unfavorable of Trump	14%	(167)	86%	(1053)	1220
Very Favorable of Trump	13%	(64)	87%	(436)	500
Somewhat Favorable of Trump	14%	(46)	86%	(287)	333
Somewhat Unfavorable of Trump	13%	(26)	87%	(180)	206
Very Unfavorable of Trump	14%	(141)	86%	(873)	1014
#1 Issue: Economy	14%	(107)	86%	(666)	772
#1 Issue: Security	12%	(31)	88%	(225)	255
#1 Issue: Health Care	15%	(62)	85%	(363)	425
#1 Issue: Medicare / Social Security	9%	(26)	91%	(275)	301
#1 Issue: Women's Issues	19%	(18)	81%	(76)	94
#1 Issue: Education	23%	(27)	77%	(93)	120
#1 Issue: Energy	21%	(18)	79%	(69)	88
#1 Issue: Other	10%	(15)	90%	(129)	144
2018 House Vote: Democrat	15%	(112)	85%	(630)	741
2018 House Vote: Republican	12%	(72)	88%	(543)	615
2018 House Vote: Someone else	15%	(12)	85%	(71)	83
2016 Vote: Hillary Clinton	15%	(98)	85%	(569)	666
2016 Vote: Donald Trump	12%	(85)	88%	(593)	678
2016 Vote: Other	11%	(18)	89%	(145)	163
2016 Vote: Didn't Vote	15%	(103)	85%	(587)	690
Voted in 2014: Yes	14%	(177)	86%	(1101)	1278
Voted in 2014: No	14%	(127)	86%	(796)	922
2012 Vote: Barack Obama	14%	(116)	86%	(718)	834
2012 Vote: Mitt Romney	12%	(58)	88%	(439)	497
2012 Vote: Other	11%	(9)	89%	(77)	86
2012 Vote: Didn't Vote	15%	(120)	85%	(661)	781

Continued on next page

Table HR4_18NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
The Harry Potter Movies

Demographic	Selected		Not Selected		Total N
Adults	14%	(303)	86%	(1897)	2200
4-Region: Northeast	12%	(47)	88%	(347)	394
4-Region: Midwest	15%	(70)	85%	(392)	462
4-Region: South	15%	(120)	85%	(704)	824
4-Region: West	13%	(67)	87%	(453)	520
Watch TV: Every day	18%	(188)	82%	(883)	1071
Watch TV: Several times per week	12%	(60)	88%	(433)	492
Watch TV: About once per week	12%	(21)	88%	(162)	184
Watch TV: Several times per month	10%	(11)	90%	(104)	116
Watch TV: About once per month	10%	(5)	90%	(46)	51
Watch TV: Less often than once per month	7%	(6)	93%	(77)	82
Watch TV: Never	6%	(12)	94%	(192)	204
Watch Movies: Every day	22%	(86)	78%	(304)	390
Watch Movies: Several times per week	18%	(106)	82%	(472)	577
Watch Movies: About once per week	12%	(39)	88%	(299)	338
Watch Movies: Several times per month	7%	(17)	93%	(233)	250
Watch Movies: About once per month	13%	(28)	87%	(181)	209
Watch Movies: Less often than once per month	9%	(19)	91%	(202)	221
Watch Movies: Never	4%	(9)	96%	(206)	215
Watch Sporting Events: Every day	21%	(25)	79%	(91)	115
Watch Sporting Events: Several times per week	22%	(56)	78%	(196)	253
Watch Sporting Events: About once per week	18%	(40)	82%	(179)	219
Watch Sporting Events: Several times per month	14%	(28)	86%	(172)	200
Watch Sporting Events: About once per month	16%	(26)	84%	(140)	166
Watch Sporting Events: Less often than once per month	15%	(61)	85%	(342)	403
Watch Sporting Events: Never	8%	(67)	92%	(777)	844
Cable TV: Currently subscribe	14%	(141)	86%	(879)	1020
Cable TV: Subscribed in past	15%	(109)	85%	(612)	721
Cable TV: Never subscribed	12%	(53)	88%	(406)	459

Continued on next page

Table HR4_18NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
The Harry Potter Movies

Demographic	Selected		Not Selected		Total N
Adults	14%	(303)	86%	(1897)	2200
Satellite TV: Currently subscribe	16%	(74)	84%	(388)	462
Satellite TV: Subscribed in past	18%	(111)	82%	(506)	618
Satellite TV: Never subscribed	11%	(118)	89%	(1002)	1121
Streaming Services: Currently subscribe	15%	(204)	85%	(1165)	1369
Streaming Services: Subscribed in past	17%	(36)	83%	(181)	217
Streaming Services: Never subscribed	10%	(63)	90%	(551)	614
Film: An avid fan	21%	(141)	79%	(544)	685
Film: A casual fan	12%	(146)	88%	(1097)	1242
Film: Not a fan	6%	(16)	94%	(256)	272
Television: An avid fan	17%	(162)	83%	(800)	961
Television: A casual fan	12%	(129)	88%	(938)	1067
Television: Not a fan	8%	(13)	92%	(158)	172
Music: An avid fan	17%	(178)	83%	(843)	1021
Music: A casual fan	11%	(116)	89%	(915)	1031
Music: Not a fan	6%	(9)	94%	(138)	147
Fashion: An avid fan	24%	(66)	76%	(214)	280
Fashion: A casual fan	15%	(134)	85%	(774)	909
Fashion: Not a fan	10%	(103)	90%	(908)	1011
Parents	13%	(129)	87%	(859)	989
Current Netflix Subscribers	17%	(192)	83%	(960)	1152
Current HBO Now Subscribers	20%	(38)	80%	(150)	188
Current Disney+ Subscribers	22%	(119)	78%	(420)	539

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

Table HR4_19NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
None of the above

Demographic	Selected		Not Selected		Total N
Adults	52%	(1146)	48%	(1054)	2200
Gender: Male	48%	(506)	52%	(555)	1062
Gender: Female	56%	(640)	44%	(499)	1138
Age: 18-34	37%	(240)	63%	(416)	655
Age: 35-44	42%	(152)	58%	(206)	358
Age: 45-64	59%	(446)	41%	(305)	751
Age: 65+	71%	(309)	29%	(128)	436
GenZers: 1997-2012	36%	(106)	64%	(185)	292
Millennials: 1981-1996	39%	(210)	61%	(335)	545
GenXers: 1965-1980	51%	(280)	49%	(265)	545
Baby Boomers: 1946-1964	67%	(480)	33%	(236)	716
PID: Dem (no lean)	47%	(375)	53%	(414)	789
PID: Ind (no lean)	55%	(430)	45%	(355)	784
PID: Rep (no lean)	55%	(342)	45%	(285)	627
PID/Gender: Dem Men	44%	(157)	56%	(197)	354
PID/Gender: Dem Women	50%	(218)	50%	(217)	435
PID/Gender: Ind Men	50%	(199)	50%	(196)	396
PID/Gender: Ind Women	59%	(230)	41%	(159)	389
PID/Gender: Rep Men	48%	(150)	52%	(162)	312
PID/Gender: Rep Women	61%	(191)	39%	(123)	315
Ideo: Liberal (1-3)	41%	(261)	59%	(370)	631
Ideo: Moderate (4)	52%	(318)	48%	(295)	613
Ideo: Conservative (5-7)	59%	(410)	41%	(281)	691
Educ: < College	53%	(799)	47%	(713)	1512
Educ: Bachelors degree	51%	(226)	49%	(218)	444
Educ: Post-grad	50%	(121)	50%	(123)	244
Income: Under 50k	53%	(634)	47%	(552)	1186
Income: 50k-100k	51%	(361)	49%	(350)	711
Income: 100k+	50%	(151)	50%	(152)	303
Ethnicity: White	55%	(954)	45%	(768)	1722
Ethnicity: Hispanic	40%	(138)	60%	(211)	349

Continued on next page

Table HR4_19NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
None of the above

Demographic	Selected		Not Selected		Total N
Adults	52%	(1146)	48%	(1054)	2200
Ethnicity: Afr. Am.	38%	(105)	62%	(169)	274
Ethnicity: Other	43%	(88)	57%	(116)	204
All Christian	51%	(537)	49%	(509)	1046
All Non-Christian	44%	(53)	56%	(66)	119
Atheist	39%	(36)	61%	(56)	91
Agnostic/Nothing in particular	55%	(521)	45%	(423)	944
Religious Non-Protestant/Catholic	45%	(65)	55%	(79)	144
Evangelical	54%	(309)	46%	(264)	573
Non-Evangelical	52%	(441)	48%	(400)	841
Community: Urban	42%	(222)	58%	(311)	533
Community: Suburban	53%	(562)	47%	(490)	1053
Community: Rural	59%	(361)	41%	(253)	614
Employ: Private Sector	46%	(302)	54%	(350)	652
Employ: Government	43%	(55)	57%	(73)	127
Employ: Self-Employed	45%	(70)	55%	(87)	157
Employ: Homemaker	61%	(84)	39%	(54)	138
Employ: Retired	68%	(330)	32%	(155)	485
Employ: Unemployed	47%	(153)	53%	(172)	325
Employ: Other	63%	(103)	37%	(60)	163
Military HH: Yes	57%	(224)	43%	(167)	391
Military HH: No	51%	(922)	49%	(887)	1809
RD/WT: Right Direction	55%	(404)	45%	(329)	733
RD/WT: Wrong Track	51%	(742)	49%	(725)	1467
Trump Job Approve	53%	(466)	47%	(410)	876
Trump Job Disapprove	51%	(625)	49%	(607)	1233
Trump Job Strongly Approve	56%	(273)	44%	(214)	488
Trump Job Somewhat Approve	50%	(193)	50%	(195)	388
Trump Job Somewhat Disapprove	50%	(146)	50%	(145)	291
Trump Job Strongly Disapprove	51%	(479)	49%	(463)	942

Continued on next page

Table HR4_19NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
None of the above

Demographic	Selected		Not Selected		Total N
Adults	52%	(1146)	48%	(1054)	2200
Favorable of Trump	54%	(453)	46%	(380)	833
Unfavorable of Trump	50%	(609)	50%	(612)	1220
Very Favorable of Trump	58%	(290)	42%	(210)	500
Somewhat Favorable of Trump	49%	(163)	51%	(170)	333
Somewhat Unfavorable of Trump	49%	(101)	51%	(105)	206
Very Unfavorable of Trump	50%	(507)	50%	(507)	1014
#1 Issue: Economy	50%	(384)	50%	(388)	772
#1 Issue: Security	55%	(141)	45%	(114)	255
#1 Issue: Health Care	50%	(214)	50%	(212)	425
#1 Issue: Medicare / Social Security	62%	(186)	38%	(116)	301
#1 Issue: Women's Issues	43%	(40)	57%	(54)	94
#1 Issue: Education	42%	(51)	58%	(69)	120
#1 Issue: Energy	39%	(34)	61%	(53)	88
#1 Issue: Other	67%	(96)	33%	(48)	144
2018 House Vote: Democrat	47%	(346)	53%	(395)	741
2018 House Vote: Republican	56%	(342)	44%	(273)	615
2018 House Vote: Someone else	61%	(51)	39%	(32)	83
2016 Vote: Hillary Clinton	49%	(325)	51%	(341)	666
2016 Vote: Donald Trump	56%	(378)	44%	(300)	678
2016 Vote: Other	52%	(86)	48%	(78)	163
2016 Vote: Didn't Vote	52%	(356)	48%	(334)	690
Voted in 2014: Yes	53%	(683)	47%	(595)	1278
Voted in 2014: No	50%	(463)	50%	(459)	922
2012 Vote: Barack Obama	52%	(429)	48%	(404)	834
2012 Vote: Mitt Romney	61%	(302)	39%	(195)	497
2012 Vote: Other	51%	(44)	49%	(42)	86
2012 Vote: Didn't Vote	47%	(371)	53%	(411)	781

Continued on next page

Table HR4_19NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
None of the above

Demographic	Selected		Not Selected		Total N
Adults	52%	(1146)	48%	(1054)	2200
4-Region: Northeast	50%	(198)	50%	(196)	394
4-Region: Midwest	53%	(246)	47%	(217)	462
4-Region: South	51%	(419)	49%	(405)	824
4-Region: West	54%	(283)	46%	(237)	520
Watch TV: Every day	48%	(509)	52%	(562)	1071
Watch TV: Several times per week	51%	(251)	49%	(242)	492
Watch TV: About once per week	49%	(90)	51%	(94)	184
Watch TV: Several times per month	53%	(61)	47%	(54)	116
Watch TV: About once per month	52%	(27)	48%	(24)	51
Watch TV: Less often than once per month	72%	(60)	28%	(23)	82
Watch TV: Never	73%	(149)	27%	(55)	204
Watch Movies: Every day	38%	(147)	62%	(242)	390
Watch Movies: Several times per week	46%	(266)	54%	(311)	577
Watch Movies: About once per week	52%	(176)	48%	(163)	338
Watch Movies: Several times per month	53%	(133)	47%	(117)	250
Watch Movies: About once per month	53%	(110)	47%	(99)	209
Watch Movies: Less often than once per month	69%	(154)	31%	(68)	221
Watch Movies: Never	75%	(160)	25%	(55)	215
Watch Sporting Events: Every day	33%	(38)	67%	(77)	115
Watch Sporting Events: Several times per week	38%	(97)	62%	(156)	253
Watch Sporting Events: About once per week	45%	(98)	55%	(121)	219
Watch Sporting Events: Several times per month	38%	(76)	62%	(124)	200
Watch Sporting Events: About once per month	50%	(83)	50%	(83)	166
Watch Sporting Events: Less often than once per month	51%	(207)	49%	(196)	403
Watch Sporting Events: Never	65%	(547)	35%	(297)	844
Cable TV: Currently subscribe	51%	(516)	49%	(504)	1020
Cable TV: Subscribed in past	52%	(378)	48%	(342)	721
Cable TV: Never subscribed	55%	(252)	45%	(208)	459

Continued on next page

Table HR4_19NET: To the best of your knowledge, which of the following TV shows and movies will be available on HBO Max when it launches May 27? Please select all that apply.
None of the above

Demographic	Selected		Not Selected		Total N
Adults	52%	(1146)	48%	(1054)	2200
Satellite TV: Currently subscribe	46%	(212)	54%	(250)	462
Satellite TV: Subscribed in past	46%	(287)	54%	(331)	618
Satellite TV: Never subscribed	58%	(647)	42%	(473)	1121
Streaming Services: Currently subscribe	46%	(635)	54%	(734)	1369
Streaming Services: Subscribed in past	50%	(108)	50%	(109)	217
Streaming Services: Never subscribed	66%	(404)	34%	(210)	614
Film: An avid fan	40%	(272)	60%	(414)	685
Film: A casual fan	55%	(689)	45%	(554)	1242
Film: Not a fan	68%	(186)	32%	(87)	272
Television: An avid fan	46%	(438)	54%	(523)	961
Television: A casual fan	56%	(596)	44%	(471)	1067
Television: Not a fan	65%	(112)	35%	(60)	172
Music: An avid fan	45%	(459)	55%	(563)	1021
Music: A casual fan	57%	(591)	43%	(440)	1031
Music: Not a fan	65%	(96)	35%	(51)	147
Fashion: An avid fan	37%	(103)	63%	(177)	280
Fashion: A casual fan	46%	(415)	54%	(494)	909
Fashion: Not a fan	62%	(628)	38%	(383)	1011
Parents	51%	(503)	49%	(486)	989
Current Netflix Subscribers	44%	(509)	56%	(643)	1152
Current HBO Now Subscribers	34%	(64)	66%	(124)	188
Current Disney+ Subscribers	33%	(178)	67%	(361)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

Table HR5_1: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'Friends'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (177)	13% (282)	33% (723)	7% (162)	18% (399)	21% (457)	2200
Gender: Male	8% (83)	12% (129)	33% (350)	10% (104)	18% (190)	19% (206)	1062
Gender: Female	8% (94)	13% (153)	33% (373)	5% (58)	18% (209)	22% (251)	1138
Age: 18-34	15% (100)	17% (114)	28% (181)	8% (54)	13% (87)	18% (120)	655
Age: 35-44	10% (36)	19% (69)	34% (123)	6% (22)	12% (43)	18% (64)	358
Age: 45-64	5% (37)	11% (81)	37% (274)	7% (50)	19% (145)	22% (164)	751
Age: 65+	1% (5)	4% (19)	33% (145)	8% (36)	28% (123)	25% (109)	436
GenZers: 1997-2012	16% (47)	18% (53)	20% (58)	10% (31)	17% (51)	18% (53)	292
Millennials: 1981-1996	13% (73)	17% (91)	34% (188)	6% (34)	11% (58)	19% (101)	545
GenXers: 1965-1980	7% (37)	16% (87)	36% (197)	8% (42)	14% (75)	20% (107)	545
Baby Boomers: 1946-1964	3% (20)	7% (50)	34% (242)	7% (48)	26% (185)	24% (170)	716
PID: Dem (no lean)	9% (69)	15% (115)	34% (267)	7% (59)	18% (143)	17% (136)	789
PID: Ind (no lean)	7% (55)	12% (91)	35% (272)	8% (64)	17% (136)	21% (167)	784
PID: Rep (no lean)	9% (53)	12% (77)	29% (184)	6% (39)	19% (119)	25% (155)	627
PID/Gender: Dem Men	8% (28)	15% (53)	36% (126)	9% (33)	16% (57)	16% (58)	354
PID/Gender: Dem Women	9% (41)	14% (62)	32% (141)	6% (26)	20% (87)	18% (78)	435
PID/Gender: Ind Men	6% (24)	11% (42)	33% (130)	11% (45)	18% (71)	21% (84)	396
PID/Gender: Ind Women	8% (31)	13% (49)	37% (142)	5% (19)	17% (65)	21% (83)	389
PID/Gender: Rep Men	10% (31)	11% (35)	30% (94)	8% (25)	20% (62)	21% (64)	312
PID/Gender: Rep Women	7% (22)	13% (42)	29% (90)	4% (13)	18% (57)	29% (90)	315
Ideo: Liberal (1-3)	10% (65)	13% (84)	37% (233)	7% (46)	18% (115)	14% (88)	631
Ideo: Moderate (4)	8% (50)	14% (86)	36% (220)	9% (54)	17% (105)	16% (99)	613
Ideo: Conservative (5-7)	6% (43)	11% (78)	31% (214)	7% (50)	21% (148)	23% (158)	691
Educ: < College	8% (118)	12% (176)	30% (454)	8% (115)	20% (301)	23% (348)	1512
Educ: Bachelors degree	7% (32)	15% (67)	41% (182)	7% (29)	15% (65)	16% (69)	444
Educ: Post-grad	11% (28)	16% (39)	36% (87)	7% (18)	13% (32)	16% (40)	244
Income: Under 50k	7% (88)	10% (119)	33% (387)	7% (85)	20% (243)	22% (264)	1186
Income: 50k-100k	8% (55)	15% (106)	33% (237)	9% (61)	16% (115)	19% (137)	711
Income: 100k+	11% (34)	19% (57)	33% (99)	5% (16)	14% (41)	19% (56)	303
Ethnicity: White	8% (136)	14% (235)	34% (584)	6% (107)	18% (305)	21% (355)	1722

Continued on next page

Table HR5_1: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'Friends'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (177)	13% (282)	33% (723)	7% (162)	18% (399)	21% (457)	2200
Ethnicity: Hispanic	13% (46)	17% (59)	28% (98)	6% (22)	11% (38)	24% (85)	349
Ethnicity: Afr. Am.	9% (25)	6% (17)	28% (77)	12% (34)	26% (71)	18% (50)	274
Ethnicity: Other	8% (15)	15% (31)	30% (61)	10% (21)	11% (23)	25% (52)	204
All Christian	7% (78)	13% (136)	35% (366)	7% (74)	19% (200)	18% (192)	1046
All Non-Christian	12% (14)	15% (18)	30% (35)	6% (7)	18% (21)	20% (24)	119
Atheist	6% (6)	10% (9)	46% (42)	11% (10)	10% (9)	17% (16)	91
Agnostic/Nothing in particular	8% (79)	13% (120)	30% (279)	7% (71)	18% (169)	24% (225)	944
Religious Non-Protestant/Catholic	10% (14)	13% (18)	29% (42)	6% (9)	19% (28)	24% (34)	144
Evangelical	8% (46)	13% (73)	31% (179)	6% (34)	20% (116)	22% (127)	573
Non-Evangelical	7% (60)	14% (115)	36% (301)	7% (61)	18% (150)	18% (154)	841
Community: Urban	11% (60)	13% (71)	33% (175)	6% (33)	17% (88)	20% (106)	533
Community: Suburban	7% (76)	15% (154)	33% (344)	8% (82)	19% (205)	18% (193)	1053
Community: Rural	7% (41)	9% (57)	33% (203)	8% (48)	17% (106)	26% (159)	614
Employ: Private Sector	10% (66)	17% (109)	37% (241)	8% (54)	14% (91)	14% (90)	652
Employ: Government	13% (16)	20% (26)	28% (36)	4% (5)	19% (24)	17% (21)	127
Employ: Self-Employed	14% (21)	11% (17)	29% (46)	8% (13)	23% (36)	14% (22)	157
Employ: Homemaker	2% (3)	15% (21)	32% (44)	6% (8)	22% (31)	22% (30)	138
Employ: Retired	1% (7)	4% (19)	34% (163)	8% (38)	27% (130)	26% (128)	485
Employ: Unemployed	8% (27)	12% (41)	34% (110)	8% (26)	11% (35)	26% (86)	325
Employ: Other	5% (9)	11% (18)	29% (48)	3% (5)	15% (25)	36% (59)	163
Military HH: Yes	6% (22)	10% (39)	33% (129)	7% (27)	24% (92)	21% (81)	391
Military HH: No	9% (155)	13% (243)	33% (594)	7% (135)	17% (306)	21% (376)	1809
RD/WT: Right Direction	9% (64)	12% (89)	29% (216)	7% (53)	17% (124)	26% (187)	733
RD/WT: Wrong Track	8% (114)	13% (193)	35% (506)	7% (109)	19% (275)	18% (269)	1467
Trump Job Approve	9% (81)	12% (107)	30% (264)	8% (69)	18% (154)	23% (201)	876
Trump Job Disapprove	8% (94)	13% (160)	35% (435)	8% (93)	19% (231)	18% (220)	1233

Continued on next page

Table HR5_1: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'Friends'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (177)	13% (282)	33% (723)	7% (162)	18% (399)	21% (457)	2200
Trump Job Strongly Approve	6% (31)	10% (49)	28% (137)	7% (32)	21% (105)	27% (133)	488
Trump Job Somewhat Approve	13% (50)	15% (57)	33% (128)	9% (36)	13% (49)	18% (68)	388
Trump Job Somewhat Disapprove	8% (24)	18% (51)	35% (102)	7% (20)	14% (41)	18% (53)	291
Trump Job Strongly Disapprove	7% (70)	12% (109)	35% (333)	8% (73)	20% (189)	18% (167)	942
Favorable of Trump	9% (74)	12% (101)	31% (258)	7% (56)	19% (157)	22% (187)	833
Unfavorable of Trump	7% (89)	14% (169)	35% (432)	8% (99)	18% (222)	17% (209)	1220
Very Favorable of Trump	8% (41)	10% (51)	26% (129)	7% (36)	21% (106)	27% (137)	500
Somewhat Favorable of Trump	10% (33)	15% (50)	39% (129)	6% (21)	15% (51)	15% (50)	333
Somewhat Unfavorable of Trump	8% (16)	19% (38)	33% (68)	9% (18)	12% (24)	20% (42)	206
Very Unfavorable of Trump	7% (73)	13% (131)	36% (364)	8% (82)	20% (198)	16% (167)	1014
#1 Issue: Economy	8% (64)	14% (106)	34% (263)	10% (75)	16% (125)	18% (139)	772
#1 Issue: Security	8% (21)	12% (32)	29% (74)	7% (18)	23% (60)	20% (51)	255
#1 Issue: Health Care	7% (31)	13% (56)	39% (164)	5% (22)	16% (69)	19% (83)	425
#1 Issue: Medicare / Social Security	4% (11)	7% (22)	30% (92)	6% (18)	24% (73)	28% (85)	301
#1 Issue: Women's Issues	12% (12)	22% (20)	27% (25)	6% (6)	11% (10)	22% (21)	94
#1 Issue: Education	15% (18)	16% (20)	26% (31)	— (0)	21% (25)	23% (27)	120
#1 Issue: Energy	17% (15)	14% (12)	37% (33)	5% (4)	10% (9)	17% (15)	88
#1 Issue: Other	4% (6)	10% (14)	29% (41)	13% (18)	20% (28)	25% (36)	144
2018 House Vote: Democrat	7% (54)	12% (92)	38% (279)	8% (56)	20% (151)	15% (109)	741
2018 House Vote: Republican	7% (42)	11% (71)	32% (196)	7% (41)	21% (127)	22% (138)	615
2018 House Vote: Someone else	8% (6)	11% (9)	19% (15)	13% (11)	25% (21)	25% (20)	83
2016 Vote: Hillary Clinton	7% (44)	13% (89)	37% (244)	8% (52)	19% (127)	16% (110)	666
2016 Vote: Donald Trump	7% (46)	12% (78)	32% (217)	6% (43)	20% (136)	23% (158)	678
2016 Vote: Other	8% (14)	13% (21)	37% (60)	9% (14)	20% (33)	13% (21)	163
2016 Vote: Didn't Vote	11% (74)	14% (94)	29% (200)	8% (52)	15% (102)	24% (168)	690
Voted in 2014: Yes	5% (69)	12% (155)	35% (446)	7% (95)	21% (263)	20% (249)	1278
Voted in 2014: No	12% (108)	14% (127)	30% (276)	7% (67)	15% (136)	23% (208)	922

Continued on next page

Table HR5_1: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'Friends'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (177)	13% (282)	33% (723)	7% (162)	18% (399)	21% (457)	2200
2012 Vote: Barack Obama	6% (53)	13% (106)	35% (295)	8% (64)	19% (157)	19% (159)	834
2012 Vote: Mitt Romney	5% (24)	11% (53)	33% (166)	6% (28)	23% (112)	23% (113)	497
2012 Vote: Other	4% (3)	12% (10)	38% (33)	14% (12)	18% (15)	15% (13)	86
2012 Vote: Didn't Vote	12% (96)	14% (113)	29% (227)	7% (58)	15% (114)	22% (172)	781
4-Region: Northeast	10% (41)	13% (50)	32% (127)	7% (27)	16% (61)	22% (87)	394
4-Region: Midwest	6% (26)	11% (50)	36% (166)	8% (37)	20% (94)	19% (89)	462
4-Region: South	9% (75)	13% (104)	30% (249)	7% (58)	20% (165)	21% (174)	824
4-Region: West	7% (36)	15% (78)	35% (180)	8% (40)	15% (79)	21% (107)	520
Watch TV: Every day	11% (113)	15% (162)	33% (357)	6% (69)	19% (198)	16% (171)	1071
Watch TV: Several times per week	8% (38)	14% (70)	35% (172)	9% (44)	16% (80)	18% (89)	492
Watch TV: About once per week	7% (13)	13% (24)	34% (62)	12% (22)	12% (21)	23% (42)	184
Watch TV: Several times per month	5% (6)	14% (16)	33% (39)	12% (14)	21% (24)	15% (18)	116
Watch TV: About once per month	5% (2)	4% (2)	35% (18)	6% (3)	20% (10)	31% (16)	51
Watch TV: Less often than once per month	4% (3)	3% (3)	28% (23)	6% (5)	28% (23)	32% (26)	82
Watch TV: Never	1% (2)	3% (6)	26% (52)	3% (6)	21% (42)	47% (95)	204
Watch Movies: Every day	17% (65)	14% (56)	28% (110)	6% (22)	18% (72)	17% (66)	390
Watch Movies: Several times per week	9% (51)	15% (84)	36% (209)	7% (43)	15% (87)	18% (104)	577
Watch Movies: About once per week	6% (22)	19% (63)	36% (122)	7% (25)	14% (48)	17% (58)	338
Watch Movies: Several times per month	7% (18)	16% (41)	31% (77)	10% (24)	20% (49)	16% (41)	250
Watch Movies: About once per month	3% (6)	9% (18)	36% (75)	10% (22)	22% (46)	20% (42)	209
Watch Movies: Less often than once per month	4% (8)	6% (14)	38% (84)	9% (19)	21% (47)	22% (49)	221
Watch Movies: Never	4% (8)	3% (6)	22% (46)	4% (8)	23% (50)	45% (97)	215
Watch Sporting Events: Every day	22% (25)	17% (20)	35% (40)	7% (8)	9% (10)	11% (12)	115
Watch Sporting Events: Several times per week	6% (15)	24% (61)	34% (87)	9% (22)	11% (28)	16% (40)	253
Watch Sporting Events: About once per week	11% (23)	19% (41)	29% (63)	10% (21)	18% (39)	14% (31)	219
Watch Sporting Events: Several times per month	15% (31)	13% (26)	32% (63)	10% (21)	18% (36)	12% (24)	200
Watch Sporting Events: About once per month	5% (8)	11% (18)	33% (56)	11% (18)	25% (42)	15% (25)	166
Watch Sporting Events: Less often than once per month	8% (32)	15% (62)	37% (147)	5% (22)	18% (72)	17% (68)	403
Watch Sporting Events: Never	5% (43)	6% (54)	32% (266)	6% (51)	20% (173)	31% (258)	844

Continued on next page

Table HR5_1: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'Friends'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (177)	13% (282)	33% (723)	7% (162)	18% (399)	21% (457)	2200
Cable TV: Currently subscribe	8% (77)	13% (136)	34% (346)	8% (84)	19% (198)	17% (178)	1020
Cable TV: Subscribed in past	8% (58)	15% (105)	35% (255)	8% (60)	16% (118)	17% (125)	721
Cable TV: Never subscribed	9% (42)	9% (41)	26% (122)	4% (18)	18% (83)	33% (154)	459
Satellite TV: Currently subscribe	10% (45)	15% (72)	31% (145)	6% (26)	18% (82)	20% (93)	462
Satellite TV: Subscribed in past	8% (52)	16% (96)	34% (209)	8% (49)	18% (109)	17% (102)	618
Satellite TV: Never subscribed	7% (80)	10% (115)	33% (368)	8% (87)	19% (208)	23% (262)	1121
Streaming Services: Currently subscribe	10% (143)	16% (223)	34% (468)	8% (107)	16% (220)	15% (208)	1369
Streaming Services: Subscribed in past	4% (8)	11% (23)	23% (50)	10% (21)	24% (52)	29% (63)	217
Streaming Services: Never subscribed	4% (27)	6% (37)	33% (204)	6% (34)	21% (126)	30% (186)	614
Film: An avid fan	14% (98)	15% (101)	29% (199)	7% (51)	17% (119)	17% (117)	685
Film: A casual fan	5% (67)	13% (165)	36% (448)	8% (99)	18% (229)	19% (235)	1242
Film: Not a fan	4% (12)	6% (17)	28% (75)	4% (12)	19% (51)	39% (105)	272
Television: An avid fan	11% (105)	14% (137)	32% (312)	5% (50)	19% (183)	18% (174)	961
Television: A casual fan	6% (67)	12% (129)	34% (361)	9% (97)	18% (191)	21% (222)	1067
Television: Not a fan	3% (5)	10% (17)	29% (50)	9% (15)	14% (24)	35% (60)	172
Music: An avid fan	11% (112)	17% (172)	29% (297)	7% (68)	17% (175)	19% (198)	1021
Music: A casual fan	6% (63)	10% (103)	37% (383)	8% (86)	19% (194)	20% (203)	1031
Music: Not a fan	2% (3)	5% (8)	29% (42)	6% (8)	20% (29)	38% (56)	147
Fashion: An avid fan	22% (62)	19% (53)	17% (47)	6% (18)	15% (41)	21% (59)	280
Fashion: A casual fan	8% (72)	14% (123)	35% (317)	8% (68)	18% (168)	18% (160)	909
Fashion: Not a fan	4% (44)	10% (106)	35% (358)	8% (76)	19% (189)	24% (238)	1011
Parents	8% (81)	15% (146)	34% (335)	5% (53)	17% (163)	21% (210)	989
Current Netflix Subscribers	12% (135)	17% (198)	33% (376)	8% (97)	15% (175)	15% (171)	1152
Current HBO Now Subscribers	20% (37)	25% (47)	26% (49)	10% (19)	10% (19)	9% (17)	188
Current Disney+ Subscribers	16% (87)	19% (104)	35% (191)	8% (44)	11% (57)	10% (56)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://morningconsult.com).

Table HR5_2: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'The Big Bang Theory'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (167)	13% (294)	33% (736)	7% (163)	17% (363)	22% (477)	2200
Gender: Male	8% (84)	14% (147)	35% (367)	10% (108)	13% (139)	20% (216)	1062
Gender: Female	7% (82)	13% (147)	32% (368)	5% (55)	20% (224)	23% (262)	1138
Age: 18-34	13% (82)	16% (104)	29% (193)	8% (49)	14% (93)	20% (134)	655
Age: 35-44	10% (36)	18% (66)	32% (114)	6% (20)	12% (43)	22% (78)	358
Age: 45-64	6% (42)	12% (91)	38% (283)	7% (53)	18% (132)	20% (149)	751
Age: 65+	1% (6)	8% (33)	33% (145)	9% (40)	22% (96)	27% (116)	436
GenZers: 1997-2012	11% (32)	14% (41)	27% (79)	11% (33)	17% (50)	20% (58)	292
Millennials: 1981-1996	12% (65)	17% (95)	31% (170)	6% (33)	13% (70)	21% (114)	545
GenXers: 1965-1980	9% (50)	16% (89)	37% (201)	4% (24)	12% (66)	21% (114)	545
Baby Boomers: 1946-1964	3% (19)	9% (65)	35% (253)	9% (64)	21% (152)	23% (163)	716
PID: Dem (no lean)	8% (66)	13% (99)	35% (278)	9% (70)	17% (134)	18% (142)	789
PID: Ind (no lean)	7% (53)	13% (105)	34% (270)	7% (56)	15% (121)	23% (180)	784
PID: Rep (no lean)	8% (48)	14% (90)	30% (188)	6% (37)	17% (108)	25% (155)	627
PID/Gender: Dem Men	10% (35)	13% (47)	36% (126)	13% (45)	12% (43)	17% (59)	354
PID/Gender: Dem Women	7% (31)	12% (52)	35% (152)	6% (24)	21% (92)	19% (84)	435
PID/Gender: Ind Men	6% (26)	13% (51)	36% (141)	10% (39)	12% (49)	23% (90)	396
PID/Gender: Ind Women	7% (27)	14% (54)	33% (129)	5% (18)	18% (72)	23% (90)	389
PID/Gender: Rep Men	8% (24)	16% (49)	32% (101)	8% (24)	15% (48)	21% (67)	312
PID/Gender: Rep Women	8% (24)	13% (41)	28% (88)	4% (13)	19% (60)	28% (88)	315
Ideo: Liberal (1-3)	7% (44)	14% (89)	38% (239)	10% (62)	16% (101)	15% (96)	631
Ideo: Moderate (4)	10% (63)	13% (77)	35% (216)	8% (48)	16% (96)	19% (114)	613
Ideo: Conservative (5-7)	5% (36)	13% (93)	34% (233)	6% (40)	19% (134)	23% (156)	691
Educ: < College	8% (117)	12% (189)	29% (442)	8% (118)	19% (281)	24% (365)	1512
Educ: Bachelors degree	6% (27)	14% (61)	44% (196)	7% (33)	12% (55)	16% (72)	444
Educ: Post-grad	10% (23)	18% (44)	40% (97)	5% (12)	11% (27)	16% (40)	244
Income: Under 50k	8% (90)	13% (152)	30% (360)	7% (84)	19% (225)	23% (274)	1186
Income: 50k-100k	7% (48)	13% (93)	36% (258)	7% (53)	15% (105)	22% (155)	711
Income: 100k+	9% (28)	16% (50)	39% (118)	9% (26)	11% (33)	16% (48)	303
Ethnicity: White	7% (126)	14% (238)	35% (600)	7% (116)	16% (269)	22% (373)	1722

Continued on next page

Table HR5_2: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'The Big Bang Theory'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (167)	13% (294)	33% (736)	7% (163)	17% (363)	22% (477)	2200
Ethnicity: Hispanic	10% (35)	12% (43)	33% (117)	7% (23)	11% (38)	27% (93)	349
Ethnicity: Afr. Am.	10% (28)	8% (21)	26% (70)	11% (30)	25% (69)	20% (56)	274
Ethnicity: Other	6% (13)	17% (35)	32% (66)	8% (16)	12% (25)	24% (48)	204
All Christian	6% (65)	13% (140)	37% (383)	7% (78)	17% (179)	19% (202)	1046
All Non-Christian	9% (10)	15% (17)	30% (35)	10% (12)	17% (20)	20% (24)	119
Atheist	7% (6)	16% (15)	42% (38)	11% (10)	7% (6)	18% (16)	91
Agnostic/Nothing in particular	9% (85)	13% (122)	30% (280)	7% (63)	17% (158)	25% (235)	944
Religious Non-Protestant/Catholic	7% (11)	13% (19)	29% (41)	10% (14)	19% (27)	22% (32)	144
Evangelical	9% (54)	15% (83)	30% (171)	8% (46)	17% (95)	22% (125)	573
Non-Evangelical	5% (42)	14% (117)	37% (307)	6% (55)	17% (146)	21% (174)	841
Community: Urban	12% (62)	13% (68)	34% (180)	7% (35)	16% (87)	19% (102)	533
Community: Suburban	6% (65)	14% (150)	34% (357)	8% (84)	18% (185)	20% (211)	1053
Community: Rural	7% (40)	12% (76)	32% (200)	7% (43)	15% (91)	27% (164)	614
Employ: Private Sector	11% (69)	15% (100)	41% (268)	7% (45)	13% (82)	13% (88)	652
Employ: Government	5% (7)	15% (19)	33% (43)	8% (11)	14% (18)	24% (31)	127
Employ: Self-Employed	12% (19)	17% (26)	30% (46)	5% (9)	16% (25)	20% (32)	157
Employ: Homemaker	7% (9)	20% (27)	31% (43)	3% (4)	18% (25)	21% (29)	138
Employ: Retired	2% (10)	9% (42)	32% (153)	10% (47)	22% (108)	26% (126)	485
Employ: Unemployed	9% (29)	11% (36)	29% (94)	6% (21)	16% (53)	28% (92)	325
Employ: Other	7% (11)	11% (18)	26% (42)	6% (9)	15% (25)	35% (57)	163
Military HH: Yes	6% (24)	16% (63)	31% (123)	8% (33)	16% (61)	22% (87)	391
Military HH: No	8% (142)	13% (232)	34% (613)	7% (130)	17% (302)	22% (390)	1809
RD/WT: Right Direction	7% (52)	14% (104)	30% (222)	6% (47)	15% (113)	27% (196)	733
RD/WT: Wrong Track	8% (115)	13% (190)	35% (514)	8% (116)	17% (250)	19% (281)	1467
Trump Job Approve	9% (80)	14% (121)	32% (282)	6% (55)	15% (134)	23% (203)	876
Trump Job Disapprove	7% (83)	13% (157)	35% (431)	9% (106)	17% (213)	20% (243)	1233

Continued on next page

Table HR5_2: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'The Big Bang Theory'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (167)	13% (294)	33% (736)	7% (163)	17% (363)	22% (477)	2200
Trump Job Strongly Approve	7% (36)	12% (60)	29% (142)	6% (29)	19% (90)	27% (131)	488
Trump Job Somewhat Approve	11% (44)	16% (62)	36% (141)	7% (26)	11% (44)	18% (72)	388
Trump Job Somewhat Disapprove	7% (19)	15% (44)	31% (89)	13% (37)	18% (53)	17% (48)	291
Trump Job Strongly Disapprove	7% (63)	12% (113)	36% (342)	7% (68)	17% (160)	21% (195)	942
Favorable of Trump	9% (73)	15% (123)	32% (268)	6% (50)	16% (132)	22% (187)	833
Unfavorable of Trump	6% (79)	13% (158)	36% (443)	9% (106)	17% (211)	18% (222)	1220
Very Favorable of Trump	9% (44)	13% (67)	27% (137)	6% (30)	17% (87)	27% (134)	500
Somewhat Favorable of Trump	9% (29)	17% (56)	39% (131)	6% (20)	13% (44)	16% (53)	333
Somewhat Unfavorable of Trump	7% (15)	16% (34)	32% (67)	15% (30)	14% (29)	15% (32)	206
Very Unfavorable of Trump	6% (65)	12% (125)	37% (377)	7% (76)	18% (182)	19% (191)	1014
#1 Issue: Economy	8% (63)	16% (124)	35% (271)	7% (53)	14% (110)	20% (151)	772
#1 Issue: Security	8% (22)	11% (28)	31% (80)	6% (16)	19% (50)	24% (60)	255
#1 Issue: Health Care	6% (27)	12% (51)	39% (166)	5% (23)	17% (73)	20% (85)	425
#1 Issue: Medicare / Social Security	4% (11)	13% (39)	24% (73)	10% (32)	19% (56)	30% (91)	301
#1 Issue: Women's Issues	8% (8)	11% (10)	33% (31)	11% (10)	13% (13)	24% (23)	94
#1 Issue: Education	19% (23)	14% (17)	27% (32)	9% (11)	20% (24)	12% (15)	120
#1 Issue: Energy	11% (9)	18% (16)	40% (35)	5% (4)	11% (9)	16% (14)	88
#1 Issue: Other	3% (5)	7% (9)	33% (48)	10% (14)	20% (29)	27% (38)	144
2018 House Vote: Democrat	7% (54)	12% (90)	37% (276)	9% (66)	17% (129)	17% (127)	741
2018 House Vote: Republican	7% (44)	13% (83)	35% (215)	5% (29)	17% (104)	23% (141)	615
2018 House Vote: Someone else	5% (5)	8% (7)	30% (25)	5% (4)	28% (23)	24% (20)	83
2016 Vote: Hillary Clinton	8% (51)	11% (74)	38% (253)	9% (57)	16% (108)	19% (124)	666
2016 Vote: Donald Trump	7% (46)	14% (96)	33% (226)	6% (42)	15% (105)	24% (163)	678
2016 Vote: Other	7% (11)	13% (21)	44% (72)	2% (4)	16% (27)	18% (29)	163
2016 Vote: Didn't Vote	9% (59)	15% (103)	27% (184)	9% (60)	18% (124)	23% (161)	690
Voted in 2014: Yes	7% (89)	13% (160)	37% (467)	7% (95)	17% (217)	20% (250)	1278
Voted in 2014: No	8% (78)	15% (134)	29% (268)	7% (68)	16% (146)	25% (227)	922

Continued on next page

Table HR5_2: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'The Big Bang Theory'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (167)	13% (294)	33% (736)	7% (163)	17% (363)	22% (477)	2200
2012 Vote: Barack Obama	7% (57)	12% (99)	37% (311)	8% (70)	16% (135)	19% (161)	834
2012 Vote: Mitt Romney	5% (27)	13% (67)	36% (177)	5% (26)	16% (81)	24% (119)	497
2012 Vote: Other	4% (4)	14% (12)	35% (30)	9% (7)	18% (16)	20% (17)	86
2012 Vote: Didn't Vote	10% (80)	15% (115)	28% (215)	8% (60)	17% (131)	23% (181)	781
4-Region: Northeast	7% (29)	12% (47)	34% (132)	7% (28)	18% (70)	22% (88)	394
4-Region: Midwest	5% (22)	13% (59)	36% (167)	8% (37)	16% (76)	22% (102)	462
4-Region: South	9% (76)	15% (120)	30% (243)	8% (65)	18% (146)	21% (174)	824
4-Region: West	8% (40)	13% (69)	37% (193)	6% (33)	14% (72)	22% (114)	520
Watch TV: Every day	10% (111)	14% (150)	35% (374)	7% (76)	17% (182)	17% (178)	1071
Watch TV: Several times per week	7% (32)	15% (75)	36% (176)	8% (40)	14% (69)	20% (100)	492
Watch TV: About once per week	7% (13)	12% (23)	32% (59)	9% (17)	17% (31)	22% (41)	184
Watch TV: Several times per month	3% (3)	19% (22)	32% (37)	11% (12)	12% (14)	23% (27)	116
Watch TV: About once per month	1% (1)	12% (6)	29% (15)	3% (2)	23% (12)	31% (16)	51
Watch TV: Less often than once per month	4% (4)	6% (5)	32% (27)	2% (2)	28% (23)	27% (22)	82
Watch TV: Never	1% (2)	6% (13)	23% (48)	7% (13)	17% (34)	46% (93)	204
Watch Movies: Every day	17% (68)	15% (59)	26% (102)	4% (16)	20% (78)	17% (67)	390
Watch Movies: Several times per week	9% (51)	15% (86)	36% (208)	7% (43)	14% (78)	19% (111)	577
Watch Movies: About once per week	5% (17)	18% (62)	37% (125)	13% (43)	11% (38)	16% (54)	338
Watch Movies: Several times per month	5% (12)	13% (33)	36% (89)	8% (21)	17% (43)	21% (52)	250
Watch Movies: About once per month	2% (3)	12% (24)	39% (81)	10% (21)	17% (36)	21% (44)	209
Watch Movies: Less often than once per month	5% (11)	8% (17)	40% (89)	4% (9)	20% (44)	23% (51)	221
Watch Movies: Never	3% (6)	6% (12)	20% (42)	4% (10)	22% (47)	46% (98)	215
Watch Sporting Events: Every day	21% (25)	12% (13)	35% (40)	13% (14)	9% (11)	11% (12)	115
Watch Sporting Events: Several times per week	12% (30)	17% (44)	35% (89)	10% (25)	13% (32)	13% (34)	253
Watch Sporting Events: About once per week	9% (21)	17% (38)	31% (68)	11% (24)	15% (34)	16% (34)	219
Watch Sporting Events: Several times per month	8% (16)	14% (27)	40% (81)	10% (20)	10% (21)	18% (35)	200
Watch Sporting Events: About once per month	4% (7)	14% (23)	34% (56)	11% (17)	17% (28)	21% (35)	166
Watch Sporting Events: Less often than once per month	7% (26)	17% (67)	38% (153)	6% (24)	17% (69)	16% (64)	403
Watch Sporting Events: Never	5% (42)	10% (82)	29% (248)	5% (39)	20% (170)	31% (263)	844

Continued on next page

Table HR5_2: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'The Big Bang Theory'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (167)	13% (294)	33% (736)	7% (163)	17% (363)	22% (477)	2200
Cable TV: Currently subscribe	8% (84)	12% (125)	35% (356)	8% (82)	18% (181)	19% (192)	1020
Cable TV: Subscribed in past	7% (50)	16% (115)	35% (255)	8% (61)	15% (109)	18% (131)	721
Cable TV: Never subscribed	7% (33)	12% (54)	27% (125)	4% (20)	16% (74)	34% (154)	459
Satellite TV: Currently subscribe	11% (52)	13% (62)	31% (142)	6% (25)	17% (79)	22% (101)	462
Satellite TV: Subscribed in past	8% (51)	15% (96)	35% (219)	8% (52)	16% (98)	16% (102)	618
Satellite TV: Never subscribed	6% (64)	12% (136)	33% (375)	8% (85)	17% (186)	24% (274)	1121
Streaming Services: Currently subscribe	10% (134)	16% (223)	35% (484)	7% (90)	16% (217)	16% (222)	1369
Streaming Services: Subscribed in past	3% (6)	10% (21)	27% (58)	16% (34)	17% (37)	28% (60)	217
Streaming Services: Never subscribed	4% (27)	8% (50)	32% (194)	6% (38)	18% (110)	32% (195)	614
Film: An avid fan	12% (85)	15% (100)	33% (224)	8% (53)	15% (101)	18% (123)	685
Film: A casual fan	6% (73)	13% (165)	35% (438)	9% (106)	17% (213)	20% (247)	1242
Film: Not a fan	3% (10)	11% (29)	27% (74)	1% (4)	18% (50)	39% (107)	272
Television: An avid fan	10% (92)	13% (121)	33% (318)	7% (71)	18% (175)	19% (184)	961
Television: A casual fan	7% (72)	14% (148)	35% (369)	8% (87)	15% (157)	22% (233)	1067
Television: Not a fan	1% (2)	14% (24)	29% (49)	3% (4)	18% (31)	35% (60)	172
Music: An avid fan	10% (99)	16% (162)	31% (317)	7% (70)	17% (171)	20% (203)	1021
Music: A casual fan	6% (64)	12% (120)	36% (375)	8% (87)	16% (168)	21% (217)	1031
Music: Not a fan	3% (4)	8% (12)	30% (44)	4% (6)	16% (24)	39% (58)	147
Fashion: An avid fan	18% (51)	14% (39)	25% (70)	6% (17)	17% (48)	20% (55)	280
Fashion: A casual fan	7% (67)	14% (126)	33% (302)	8% (77)	18% (162)	19% (175)	909
Fashion: Not a fan	5% (49)	13% (129)	36% (363)	7% (69)	15% (154)	24% (247)	1011
Parents	8% (80)	17% (165)	33% (326)	6% (56)	15% (150)	21% (212)	989
Current Netflix Subscribers	11% (122)	16% (185)	34% (395)	8% (93)	15% (178)	16% (179)	1152
Current HBO Now Subscribers	19% (36)	19% (36)	29% (55)	9% (18)	10% (19)	13% (24)	188
Current Disney+ Subscribers	15% (79)	19% (103)	35% (187)	9% (48)	10% (53)	13% (69)	539

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

Table HR5_3: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'Game of Thrones'

Demographic	Much more likely		Somewhat more likely		Neither more or less likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	10%	(212)	13%	(282)	32%	(705)	6%	(131)	16%	(356)	23%	(513)	2200
Gender: Male	12%	(127)	14%	(153)	34%	(362)	6%	(69)	12%	(129)	21%	(222)	1062
Gender: Female	8%	(86)	11%	(129)	30%	(343)	6%	(63)	20%	(227)	26%	(291)	1138
Age: 18-34	16%	(106)	16%	(105)	28%	(185)	5%	(30)	11%	(73)	24%	(155)	655
Age: 35-44	15%	(53)	17%	(60)	32%	(115)	6%	(22)	10%	(36)	20%	(71)	358
Age: 45-64	6%	(45)	11%	(79)	35%	(261)	6%	(44)	19%	(142)	24%	(180)	751
Age: 65+	2%	(9)	9%	(38)	33%	(144)	8%	(35)	24%	(104)	24%	(107)	436
GenZers: 1997-2012	17%	(50)	13%	(39)	25%	(72)	6%	(17)	12%	(35)	27%	(79)	292
Millennials: 1981-1996	15%	(80)	17%	(93)	31%	(172)	5%	(26)	11%	(60)	21%	(116)	545
GenXers: 1965-1980	11%	(60)	14%	(75)	34%	(184)	5%	(27)	13%	(72)	23%	(127)	545
Baby Boomers: 1946-1964	3%	(22)	10%	(72)	34%	(241)	8%	(54)	22%	(160)	23%	(168)	716
PID: Dem (no lean)	12%	(92)	13%	(105)	33%	(260)	5%	(42)	16%	(123)	21%	(167)	789
PID: Ind (no lean)	9%	(72)	15%	(114)	31%	(247)	6%	(47)	15%	(117)	24%	(187)	784
PID: Rep (no lean)	8%	(49)	10%	(63)	32%	(198)	7%	(42)	19%	(116)	25%	(159)	627
PID/Gender: Dem Men	14%	(49)	15%	(53)	35%	(123)	6%	(21)	11%	(40)	19%	(68)	354
PID/Gender: Dem Women	10%	(43)	12%	(52)	32%	(138)	5%	(21)	19%	(82)	23%	(99)	435
PID/Gender: Ind Men	11%	(44)	17%	(65)	33%	(131)	7%	(26)	11%	(42)	22%	(87)	396
PID/Gender: Ind Women	7%	(28)	12%	(48)	30%	(115)	5%	(21)	19%	(75)	26%	(100)	389
PID/Gender: Rep Men	11%	(34)	11%	(35)	35%	(108)	7%	(21)	15%	(46)	22%	(68)	312
PID/Gender: Rep Women	4%	(14)	9%	(29)	29%	(90)	7%	(21)	22%	(70)	29%	(91)	315
Ideo: Liberal (1-3)	12%	(77)	15%	(97)	36%	(228)	6%	(37)	13%	(79)	18%	(113)	631
Ideo: Moderate (4)	11%	(70)	15%	(94)	33%	(203)	5%	(30)	16%	(99)	19%	(116)	613
Ideo: Conservative (5-7)	7%	(49)	11%	(75)	32%	(219)	7%	(47)	20%	(138)	24%	(163)	691
Educ: < College	9%	(129)	11%	(169)	29%	(445)	7%	(102)	18%	(267)	27%	(401)	1512
Educ: Bachelors degree	10%	(42)	16%	(69)	40%	(178)	5%	(22)	14%	(62)	16%	(70)	444
Educ: Post-grad	17%	(41)	18%	(44)	34%	(82)	3%	(8)	11%	(27)	17%	(42)	244
Income: Under 50k	8%	(98)	11%	(132)	31%	(364)	6%	(71)	19%	(222)	25%	(299)	1186
Income: 50k-100k	9%	(67)	14%	(100)	34%	(239)	7%	(52)	15%	(104)	21%	(150)	711
Income: 100k+	16%	(48)	17%	(51)	34%	(102)	3%	(8)	10%	(29)	21%	(65)	303
Ethnicity: White	9%	(155)	13%	(230)	33%	(570)	6%	(98)	16%	(272)	23%	(398)	1722

Continued on next page

Table HR5_3: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'Game of Thrones'

Demographic	Much more likely		Somewhat more likely		Neither more or less likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	10%	(212)	13%	(282)	32%	(705)	6%	(131)	16%	(356)	23%	(513)	2200
Ethnicity: Hispanic	15%	(51)	14%	(48)	29%	(102)	4%	(12)	7%	(23)	32%	(113)	349
Ethnicity: Afr. Am.	13%	(36)	10%	(28)	26%	(73)	8%	(22)	22%	(62)	20%	(55)	274
Ethnicity: Other	11%	(22)	12%	(25)	31%	(63)	6%	(12)	11%	(23)	29%	(60)	204
All Christian	10%	(101)	12%	(124)	34%	(352)	7%	(74)	18%	(186)	20%	(210)	1046
All Non-Christian	13%	(16)	10%	(12)	33%	(39)	4%	(5)	13%	(15)	26%	(31)	119
Atheist	14%	(13)	16%	(15)	39%	(36)	5%	(5)	5%	(5)	21%	(20)	91
Agnostic/Nothing in particular	9%	(83)	14%	(131)	30%	(278)	5%	(47)	16%	(150)	27%	(253)	944
Religious Non-Protestant/Catholic	11%	(16)	8%	(12)	31%	(44)	7%	(10)	16%	(23)	27%	(39)	144
Evangelical	11%	(64)	11%	(63)	29%	(164)	5%	(31)	19%	(109)	25%	(141)	573
Non-Evangelical	8%	(67)	14%	(117)	35%	(291)	6%	(53)	17%	(141)	21%	(173)	841
Community: Urban	13%	(69)	14%	(75)	30%	(159)	6%	(31)	15%	(79)	23%	(121)	533
Community: Suburban	10%	(107)	13%	(138)	33%	(347)	6%	(65)	17%	(178)	21%	(219)	1053
Community: Rural	6%	(37)	11%	(70)	32%	(199)	6%	(36)	16%	(99)	28%	(173)	614
Employ: Private Sector	14%	(89)	16%	(102)	37%	(238)	5%	(32)	13%	(82)	16%	(107)	652
Employ: Government	14%	(17)	12%	(16)	30%	(38)	5%	(6)	15%	(19)	25%	(31)	127
Employ: Self-Employed	12%	(19)	12%	(19)	33%	(52)	10%	(15)	16%	(25)	17%	(27)	157
Employ: Homemaker	10%	(14)	9%	(12)	28%	(39)	3%	(4)	23%	(31)	27%	(38)	138
Employ: Retired	2%	(9)	8%	(40)	32%	(156)	8%	(40)	23%	(114)	26%	(126)	485
Employ: Unemployed	8%	(25)	15%	(48)	30%	(99)	7%	(24)	15%	(48)	25%	(81)	325
Employ: Other	7%	(11)	11%	(18)	27%	(44)	2%	(3)	15%	(24)	38%	(63)	163
Military HH: Yes	9%	(36)	14%	(54)	30%	(117)	8%	(33)	16%	(61)	23%	(91)	391
Military HH: No	10%	(177)	13%	(228)	33%	(588)	5%	(99)	16%	(295)	23%	(422)	1809
RD/WT: Right Direction	10%	(73)	13%	(94)	30%	(219)	6%	(42)	15%	(112)	26%	(193)	733
RD/WT: Wrong Track	9%	(139)	13%	(188)	33%	(486)	6%	(89)	17%	(244)	22%	(320)	1467
Trump Job Approve	10%	(84)	12%	(107)	30%	(266)	8%	(66)	16%	(143)	24%	(211)	876
Trump Job Disapprove	10%	(125)	13%	(166)	34%	(419)	5%	(61)	16%	(196)	22%	(265)	1233

Continued on next page

Table HR5_3: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'Game of Thrones'

Demographic	Much more likely		Somewhat more likely		Neither more or less likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	10%	(212)	13%	(282)	32%	(705)	6%	(131)	16%	(356)	23%	(513)	2200
Trump Job Strongly Approve	8%	(39)	12%	(57)	27%	(133)	6%	(30)	19%	(95)	28%	(134)	488
Trump Job Somewhat Approve	12%	(45)	13%	(50)	34%	(133)	9%	(36)	12%	(48)	20%	(77)	388
Trump Job Somewhat Disapprove	9%	(26)	12%	(34)	37%	(109)	5%	(15)	15%	(43)	22%	(64)	291
Trump Job Strongly Disapprove	10%	(99)	14%	(132)	33%	(310)	5%	(46)	16%	(153)	21%	(202)	942
Favorable of Trump	10%	(81)	13%	(105)	30%	(250)	7%	(56)	17%	(143)	24%	(198)	833
Unfavorable of Trump	10%	(123)	14%	(165)	35%	(427)	5%	(61)	16%	(196)	20%	(248)	1220
Very Favorable of Trump	9%	(45)	11%	(56)	27%	(134)	7%	(33)	19%	(94)	28%	(138)	500
Somewhat Favorable of Trump	11%	(36)	15%	(49)	35%	(117)	7%	(23)	15%	(49)	18%	(59)	333
Somewhat Unfavorable of Trump	7%	(14)	14%	(29)	36%	(75)	7%	(15)	13%	(26)	22%	(46)	206
Very Unfavorable of Trump	11%	(109)	13%	(136)	35%	(352)	5%	(46)	17%	(169)	20%	(202)	1014
#1 Issue: Economy	8%	(65)	14%	(107)	35%	(270)	7%	(53)	15%	(116)	21%	(162)	772
#1 Issue: Security	12%	(30)	13%	(34)	28%	(72)	7%	(18)	18%	(46)	21%	(55)	255
#1 Issue: Health Care	13%	(54)	14%	(58)	37%	(159)	3%	(14)	12%	(53)	21%	(88)	425
#1 Issue: Medicare / Social Security	5%	(14)	8%	(24)	26%	(78)	7%	(22)	22%	(68)	32%	(97)	301
#1 Issue: Women's Issues	15%	(15)	10%	(9)	28%	(27)	3%	(3)	17%	(16)	26%	(25)	94
#1 Issue: Education	12%	(14)	10%	(12)	29%	(35)	4%	(5)	16%	(19)	29%	(35)	120
#1 Issue: Energy	12%	(11)	23%	(20)	31%	(27)	7%	(6)	9%	(8)	19%	(17)	88
#1 Issue: Other	8%	(11)	13%	(18)	25%	(36)	8%	(11)	22%	(31)	25%	(36)	144
2018 House Vote: Democrat	11%	(81)	14%	(100)	36%	(269)	7%	(49)	15%	(113)	17%	(129)	741
2018 House Vote: Republican	9%	(55)	13%	(77)	32%	(196)	5%	(33)	18%	(112)	23%	(142)	615
2018 House Vote: Someone else	3%	(2)	9%	(8)	30%	(25)	7%	(6)	27%	(22)	24%	(20)	83
2016 Vote: Hillary Clinton	10%	(69)	13%	(89)	35%	(235)	6%	(43)	14%	(97)	20%	(134)	666
2016 Vote: Donald Trump	8%	(56)	12%	(79)	32%	(219)	6%	(44)	18%	(119)	24%	(162)	678
2016 Vote: Other	8%	(13)	16%	(26)	41%	(66)	3%	(4)	19%	(31)	14%	(23)	163
2016 Vote: Didn't Vote	11%	(75)	13%	(88)	27%	(184)	6%	(40)	16%	(110)	28%	(193)	690
Voted in 2014: Yes	9%	(114)	12%	(159)	35%	(441)	6%	(81)	17%	(213)	21%	(269)	1278
Voted in 2014: No	11%	(98)	13%	(123)	29%	(264)	5%	(51)	16%	(143)	26%	(244)	922

Continued on next page

Table HR5_3: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'Game of Thrones'

Demographic	Much more likely		Somewhat more likely		Neither more or less likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	10%	(212)	13%	(282)	32%	(705)	6%	(131)	16%	(356)	23%	(513)	2200
2012 Vote: Barack Obama	10%	(85)	13%	(107)	35%	(292)	6%	(53)	14%	(118)	21%	(177)	834
2012 Vote: Mitt Romney	7%	(34)	11%	(55)	33%	(162)	5%	(26)	21%	(105)	23%	(116)	497
2012 Vote: Other	5%	(4)	19%	(16)	34%	(29)	10%	(8)	18%	(15)	15%	(12)	86
2012 Vote: Didn't Vote	11%	(89)	13%	(104)	28%	(220)	6%	(44)	15%	(118)	26%	(207)	781
4-Region: Northeast	11%	(43)	15%	(59)	31%	(124)	7%	(26)	12%	(49)	24%	(93)	394
4-Region: Midwest	7%	(34)	12%	(55)	33%	(151)	8%	(35)	19%	(86)	22%	(101)	462
4-Region: South	9%	(74)	13%	(107)	31%	(256)	6%	(47)	18%	(145)	24%	(196)	824
4-Region: West	12%	(62)	12%	(61)	33%	(174)	4%	(23)	15%	(76)	24%	(124)	520
Watch TV: Every day	12%	(131)	13%	(141)	33%	(350)	7%	(70)	16%	(175)	19%	(204)	1071
Watch TV: Several times per week	10%	(47)	17%	(82)	34%	(169)	6%	(28)	14%	(71)	20%	(96)	492
Watch TV: About once per week	11%	(21)	13%	(24)	30%	(55)	8%	(14)	15%	(28)	23%	(42)	184
Watch TV: Several times per month	6%	(7)	14%	(17)	37%	(43)	4%	(5)	12%	(14)	26%	(30)	116
Watch TV: About once per month	3%	(1)	16%	(8)	25%	(13)	8%	(4)	15%	(7)	34%	(18)	51
Watch TV: Less often than once per month	3%	(2)	3%	(2)	28%	(23)	5%	(4)	28%	(23)	33%	(27)	82
Watch TV: Never	1%	(2)	4%	(8)	26%	(52)	4%	(7)	19%	(38)	47%	(95)	204
Watch Movies: Every day	20%	(79)	14%	(53)	28%	(111)	5%	(20)	14%	(54)	19%	(73)	390
Watch Movies: Several times per week	13%	(76)	16%	(90)	33%	(190)	5%	(30)	14%	(81)	19%	(110)	577
Watch Movies: About once per week	9%	(29)	17%	(57)	37%	(126)	8%	(27)	11%	(38)	18%	(61)	338
Watch Movies: Several times per month	3%	(7)	15%	(36)	37%	(92)	7%	(19)	14%	(36)	24%	(60)	250
Watch Movies: About once per month	4%	(8)	10%	(21)	36%	(76)	7%	(15)	20%	(41)	23%	(48)	209
Watch Movies: Less often than once per month	5%	(12)	5%	(10)	32%	(70)	5%	(10)	27%	(59)	27%	(60)	221
Watch Movies: Never	—	(0)	7%	(14)	19%	(41)	5%	(10)	22%	(48)	47%	(101)	215
Watch Sporting Events: Every day	26%	(30)	17%	(19)	31%	(36)	7%	(8)	7%	(9)	11%	(13)	115
Watch Sporting Events: Several times per week	16%	(41)	17%	(42)	36%	(92)	6%	(15)	10%	(26)	15%	(38)	253
Watch Sporting Events: About once per week	13%	(29)	16%	(36)	29%	(64)	10%	(21)	15%	(32)	17%	(36)	219
Watch Sporting Events: Several times per month	12%	(24)	19%	(39)	35%	(70)	4%	(8)	12%	(25)	17%	(35)	200
Watch Sporting Events: About once per month	4%	(7)	14%	(23)	34%	(56)	10%	(16)	20%	(34)	19%	(31)	166
Watch Sporting Events: Less often than once per month	7%	(29)	14%	(55)	39%	(157)	5%	(21)	16%	(63)	19%	(77)	403
Watch Sporting Events: Never	6%	(52)	8%	(69)	27%	(230)	5%	(42)	20%	(168)	34%	(283)	844

Continued on next page

Table HR5_3: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'Game of Thrones'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (212)	13% (282)	32% (705)	6% (131)	16% (356)	23% (513)	2200
Cable TV: Currently subscribe	11% (107)	11% (112)	36% (366)	6% (64)	16% (168)	20% (203)	1020
Cable TV: Subscribed in past	10% (69)	16% (115)	31% (226)	8% (56)	15% (105)	21% (149)	721
Cable TV: Never subscribed	8% (36)	12% (55)	25% (113)	2% (11)	18% (83)	35% (161)	459
Satellite TV: Currently subscribe	14% (66)	15% (70)	25% (113)	6% (26)	18% (83)	22% (103)	462
Satellite TV: Subscribed in past	11% (67)	16% (101)	35% (214)	6% (39)	12% (76)	19% (120)	618
Satellite TV: Never subscribed	7% (79)	10% (111)	34% (377)	6% (66)	18% (197)	26% (290)	1121
Streaming Services: Currently subscribe	13% (178)	15% (212)	34% (465)	5% (71)	14% (187)	19% (256)	1369
Streaming Services: Subscribed in past	7% (14)	11% (23)	24% (52)	9% (19)	18% (38)	32% (70)	217
Streaming Services: Never subscribed	3% (20)	8% (47)	31% (188)	7% (41)	21% (131)	30% (187)	614
Film: An avid fan	17% (118)	17% (116)	31% (212)	5% (35)	11% (78)	18% (126)	685
Film: A casual fan	7% (87)	12% (152)	34% (425)	7% (82)	18% (218)	22% (277)	1242
Film: Not a fan	3% (7)	5% (13)	25% (68)	5% (14)	22% (60)	40% (109)	272
Television: An avid fan	13% (121)	14% (137)	31% (295)	6% (54)	17% (167)	20% (188)	961
Television: A casual fan	8% (86)	13% (137)	34% (359)	7% (70)	15% (164)	23% (250)	1067
Television: Not a fan	3% (6)	5% (9)	30% (51)	4% (7)	15% (26)	43% (75)	172
Music: An avid fan	14% (144)	13% (136)	29% (300)	6% (59)	16% (161)	22% (222)	1021
Music: A casual fan	6% (63)	14% (142)	35% (366)	5% (55)	17% (175)	22% (230)	1031
Music: Not a fan	3% (5)	3% (5)	27% (39)	12% (17)	14% (20)	41% (61)	147
Fashion: An avid fan	20% (55)	11% (32)	25% (70)	6% (16)	16% (45)	22% (62)	280
Fashion: A casual fan	11% (97)	14% (125)	33% (302)	6% (55)	16% (149)	20% (182)	909
Fashion: Not a fan	6% (61)	12% (125)	33% (333)	6% (61)	16% (162)	27% (269)	1011
Parents	11% (107)	14% (140)	32% (318)	5% (49)	16% (159)	22% (216)	989
Current Netflix Subscribers	15% (173)	18% (202)	31% (359)	6% (67)	13% (149)	18% (202)	1152
Current HBO Now Subscribers	33% (62)	19% (36)	25% (47)	4% (8)	6% (12)	12% (23)	188
Current Disney+ Subscribers	19% (105)	19% (104)	34% (182)	5% (28)	9% (48)	13% (72)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://morningconsult.com).

Table HR5_4: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'Sesame Street'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	3% (77)	7% (158)	36% (802)	7% (161)	21% (457)	25% (545)	2200
Gender: Male	4% (44)	6% (62)	39% (415)	8% (82)	19% (203)	24% (257)	1062
Gender: Female	3% (33)	8% (96)	34% (387)	7% (79)	22% (255)	25% (288)	1138
Age: 18-34	6% (37)	12% (77)	34% (224)	8% (50)	14% (93)	27% (174)	655
Age: 35-44	5% (19)	13% (46)	38% (137)	7% (25)	14% (49)	23% (82)	358
Age: 45-64	2% (18)	3% (26)	40% (299)	7% (52)	24% (183)	23% (174)	751
Age: 65+	1% (3)	2% (9)	33% (143)	8% (34)	31% (133)	26% (114)	436
GenZers: 1997-2012	5% (14)	12% (35)	30% (87)	9% (27)	18% (52)	26% (76)	292
Millennials: 1981-1996	5% (28)	12% (66)	38% (210)	6% (33)	12% (67)	26% (142)	545
GenXers: 1965-1980	5% (27)	7% (40)	38% (209)	8% (45)	17% (95)	24% (129)	545
Baby Boomers: 1946-1964	1% (8)	2% (17)	36% (258)	7% (53)	29% (210)	24% (171)	716
PID: Dem (no lean)	4% (35)	7% (59)	38% (299)	7% (53)	22% (170)	22% (172)	789
PID: Ind (no lean)	3% (20)	8% (63)	36% (282)	9% (68)	19% (147)	26% (206)	784
PID: Rep (no lean)	3% (21)	6% (36)	35% (222)	6% (40)	22% (140)	27% (167)	627
PID/Gender: Dem Men	6% (22)	4% (15)	41% (145)	7% (26)	20% (72)	21% (74)	354
PID/Gender: Dem Women	3% (14)	10% (44)	35% (154)	6% (27)	23% (98)	23% (98)	435
PID/Gender: Ind Men	2% (7)	6% (25)	38% (152)	8% (33)	18% (70)	27% (108)	396
PID/Gender: Ind Women	3% (13)	10% (38)	33% (130)	9% (34)	20% (77)	25% (97)	389
PID/Gender: Rep Men	5% (14)	7% (21)	38% (118)	7% (23)	19% (61)	24% (75)	312
PID/Gender: Rep Women	2% (7)	5% (15)	33% (104)	6% (17)	25% (79)	29% (93)	315
Ideo: Liberal (1-3)	4% (27)	9% (54)	42% (267)	7% (45)	20% (126)	18% (111)	631
Ideo: Moderate (4)	4% (23)	9% (52)	37% (226)	8% (50)	21% (131)	21% (131)	613
Ideo: Conservative (5-7)	2% (15)	4% (28)	35% (244)	8% (54)	24% (165)	27% (185)	691
Educ: < College	3% (42)	7% (104)	33% (498)	8% (117)	22% (334)	28% (417)	1512
Educ: Bachelors degree	5% (20)	6% (28)	44% (196)	7% (31)	20% (87)	18% (82)	444
Educ: Post-grad	6% (15)	10% (25)	45% (109)	5% (13)	15% (37)	19% (46)	244
Income: Under 50k	3% (32)	7% (77)	35% (411)	6% (77)	23% (271)	27% (318)	1186
Income: 50k-100k	4% (27)	8% (58)	38% (267)	9% (68)	17% (123)	24% (168)	711
Income: 100k+	6% (18)	7% (22)	41% (124)	5% (17)	21% (64)	19% (59)	303
Ethnicity: White	3% (49)	6% (99)	38% (653)	7% (126)	21% (367)	25% (428)	1722

Continued on next page

Table HR5_4: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'Sesame Street'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	3% (77)	7% (158)	36% (802)	7% (161)	21% (457)	25% (545)	2200
Ethnicity: Hispanic	6% (21)	12% (41)	35% (124)	6% (23)	12% (42)	28% (99)	349
Ethnicity: Afr. Am.	9% (24)	12% (34)	28% (78)	5% (12)	24% (65)	22% (61)	274
Ethnicity: Other	2% (5)	12% (24)	35% (71)	11% (23)	13% (26)	27% (56)	204
All Christian	3% (35)	7% (71)	38% (398)	7% (77)	24% (249)	21% (216)	1046
All Non-Christian	6% (7)	13% (15)	29% (35)	6% (7)	19% (22)	27% (32)	119
Atheist	7% (6)	1% (1)	48% (43)	13% (12)	12% (11)	19% (18)	91
Agnostic/Nothing in particular	3% (28)	7% (70)	35% (326)	7% (65)	19% (175)	30% (279)	944
Religious Non-Protestant/Catholic	5% (7)	11% (16)	28% (40)	7% (10)	20% (29)	29% (41)	144
Evangelical	5% (26)	8% (43)	34% (192)	7% (43)	21% (122)	26% (147)	573
Non-Evangelical	3% (22)	7% (61)	37% (313)	8% (64)	23% (196)	22% (185)	841
Community: Urban	6% (34)	9% (46)	35% (186)	5% (25)	21% (110)	25% (133)	533
Community: Suburban	3% (30)	8% (88)	37% (388)	8% (86)	23% (240)	21% (220)	1053
Community: Rural	2% (13)	4% (24)	37% (228)	8% (50)	18% (108)	31% (192)	614
Employ: Private Sector	5% (33)	8% (51)	44% (289)	7% (47)	18% (115)	18% (116)	652
Employ: Government	6% (7)	6% (7)	29% (37)	13% (16)	15% (20)	31% (39)	127
Employ: Self-Employed	4% (7)	7% (11)	38% (59)	12% (18)	23% (36)	16% (25)	157
Employ: Homemaker	2% (3)	12% (16)	33% (46)	5% (7)	24% (33)	24% (33)	138
Employ: Retired	1% (7)	2% (11)	34% (163)	6% (31)	29% (139)	27% (133)	485
Employ: Unemployed	3% (10)	11% (35)	36% (118)	6% (20)	14% (45)	30% (98)	325
Employ: Other	4% (6)	4% (7)	26% (43)	5% (9)	23% (37)	38% (61)	163
Military HH: Yes	3% (11)	6% (25)	35% (137)	8% (30)	23% (92)	25% (97)	391
Military HH: No	4% (66)	7% (133)	37% (665)	7% (130)	20% (366)	25% (448)	1809
RD/WT: Right Direction	4% (29)	6% (41)	33% (244)	8% (57)	21% (156)	28% (207)	733
RD/WT: Wrong Track	3% (48)	8% (117)	38% (558)	7% (104)	21% (302)	23% (338)	1467
Trump Job Approve	4% (35)	6% (56)	36% (312)	8% (74)	20% (175)	26% (224)	876
Trump Job Disapprove	3% (40)	7% (89)	38% (465)	7% (85)	22% (266)	23% (287)	1233

Continued on next page

Table HR5_4: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'Sesame Street'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	3% (77)	7% (158)	36% (802)	7% (161)	21% (457)	25% (545)	2200
Trump Job Strongly Approve	4% (17)	5% (25)	29% (142)	8% (41)	24% (116)	30% (147)	488
Trump Job Somewhat Approve	5% (18)	8% (31)	44% (170)	9% (34)	15% (59)	20% (77)	388
Trump Job Somewhat Disapprove	1% (4)	7% (22)	36% (105)	11% (31)	21% (60)	24% (69)	291
Trump Job Strongly Disapprove	4% (37)	7% (67)	38% (360)	6% (55)	22% (206)	23% (218)	942
Favorable of Trump	3% (29)	5% (45)	36% (300)	8% (65)	22% (184)	25% (210)	833
Unfavorable of Trump	3% (41)	8% (95)	38% (464)	7% (89)	21% (262)	22% (269)	1220
Very Favorable of Trump	4% (20)	4% (22)	31% (153)	7% (37)	25% (123)	29% (144)	500
Somewhat Favorable of Trump	3% (9)	7% (23)	44% (147)	8% (28)	18% (61)	20% (66)	333
Somewhat Unfavorable of Trump	3% (6)	8% (16)	37% (77)	13% (26)	17% (35)	22% (46)	206
Very Unfavorable of Trump	3% (35)	8% (79)	38% (387)	6% (63)	22% (227)	22% (223)	1014
#1 Issue: Economy	4% (32)	10% (74)	37% (287)	7% (57)	20% (155)	22% (167)	772
#1 Issue: Security	2% (6)	5% (12)	33% (84)	12% (30)	25% (63)	24% (61)	255
#1 Issue: Health Care	4% (18)	5% (23)	44% (189)	6% (24)	16% (68)	24% (103)	425
#1 Issue: Medicare / Social Security	2% (7)	3% (10)	27% (82)	8% (25)	25% (76)	34% (102)	301
#1 Issue: Women's Issues	3% (3)	9% (9)	31% (29)	10% (10)	13% (13)	33% (31)	94
#1 Issue: Education	6% (7)	12% (14)	39% (47)	2% (2)	25% (30)	17% (20)	120
#1 Issue: Energy	4% (3)	14% (12)	43% (38)	4% (4)	15% (13)	21% (18)	88
#1 Issue: Other	1% (1)	2% (4)	33% (48)	6% (9)	28% (40)	29% (42)	144
2018 House Vote: Democrat	4% (32)	7% (54)	38% (280)	7% (51)	23% (171)	21% (155)	741
2018 House Vote: Republican	4% (24)	6% (37)	38% (235)	6% (35)	23% (140)	23% (144)	615
2018 House Vote: Someone else	5% (4)	8% (6)	29% (24)	6% (5)	27% (22)	25% (21)	83
2016 Vote: Hillary Clinton	4% (28)	6% (42)	40% (263)	7% (46)	21% (140)	22% (148)	666
2016 Vote: Donald Trump	3% (20)	6% (39)	37% (248)	7% (50)	21% (145)	26% (176)	678
2016 Vote: Other	2% (3)	6% (10)	44% (72)	7% (11)	21% (34)	20% (33)	163
2016 Vote: Didn't Vote	4% (26)	10% (66)	31% (217)	8% (54)	20% (139)	27% (188)	690
Voted in 2014: Yes	4% (48)	5% (67)	39% (496)	7% (88)	23% (294)	22% (285)	1278
Voted in 2014: No	3% (29)	10% (90)	33% (306)	8% (73)	18% (164)	28% (260)	922

Continued on next page

Table HR5_4: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?

'Sesame Street'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	3% (77)	7% (158)	36% (802)	7% (161)	21% (457)	25% (545)	2200
2012 Vote: Barack Obama	4% (35)	6% (51)	40% (331)	7% (60)	20% (166)	23% (190)	834
2012 Vote: Mitt Romney	2% (10)	5% (27)	35% (175)	7% (33)	27% (133)	24% (120)	497
2012 Vote: Other	4% (4)	1% (1)	42% (36)	5% (4)	24% (20)	24% (21)	86
2012 Vote: Didn't Vote	4% (28)	10% (79)	33% (259)	8% (63)	18% (138)	27% (214)	781
4-Region: Northeast	3% (13)	9% (36)	36% (143)	8% (32)	18% (73)	24% (96)	394
4-Region: Midwest	3% (16)	7% (31)	36% (167)	7% (33)	22% (100)	25% (115)	462
4-Region: South	3% (27)	7% (57)	36% (295)	7% (60)	22% (179)	25% (206)	824
4-Region: West	4% (21)	6% (34)	38% (197)	7% (35)	20% (106)	25% (128)	520
Watch TV: Every day	5% (56)	7% (70)	38% (405)	6% (64)	24% (257)	21% (220)	1071
Watch TV: Several times per week	2% (11)	8% (39)	41% (203)	10% (48)	17% (85)	22% (107)	492
Watch TV: About once per week	1% (1)	16% (29)	33% (60)	11% (20)	15% (27)	25% (46)	184
Watch TV: Several times per month	2% (3)	7% (9)	33% (38)	12% (14)	14% (16)	31% (36)	116
Watch TV: About once per month	1% (1)	— (0)	29% (15)	14% (7)	23% (12)	32% (16)	51
Watch TV: Less often than once per month	4% (3)	10% (9)	29% (24)	4% (3)	19% (15)	34% (28)	82
Watch TV: Never	1% (2)	1% (2)	28% (58)	3% (5)	23% (46)	45% (91)	204
Watch Movies: Every day	10% (39)	10% (40)	34% (134)	5% (19)	20% (77)	21% (82)	390
Watch Movies: Several times per week	4% (23)	9% (52)	37% (214)	10% (58)	17% (97)	23% (134)	577
Watch Movies: About once per week	1% (5)	7% (23)	45% (154)	7% (25)	22% (74)	17% (57)	338
Watch Movies: Several times per month	1% (2)	6% (16)	40% (100)	10% (24)	18% (44)	25% (63)	250
Watch Movies: About once per month	2% (3)	4% (9)	37% (76)	7% (14)	26% (55)	24% (51)	209
Watch Movies: Less often than once per month	2% (5)	7% (14)	34% (76)	7% (16)	25% (55)	24% (54)	221
Watch Movies: Never	— (0)	2% (4)	22% (48)	2% (5)	26% (55)	48% (103)	215
Watch Sporting Events: Every day	17% (19)	10% (12)	33% (38)	8% (10)	17% (19)	15% (17)	115
Watch Sporting Events: Several times per week	5% (14)	14% (35)	41% (104)	5% (14)	17% (42)	18% (44)	253
Watch Sporting Events: About once per week	4% (8)	10% (23)	35% (77)	12% (27)	20% (43)	19% (41)	219
Watch Sporting Events: Several times per month	6% (12)	7% (14)	42% (83)	6% (12)	19% (39)	20% (40)	200
Watch Sporting Events: About once per month	— (1)	3% (5)	42% (70)	9% (14)	26% (44)	20% (33)	166
Watch Sporting Events: Less often than once per month	2% (8)	7% (27)	43% (172)	9% (37)	20% (80)	20% (79)	403
Watch Sporting Events: Never	2% (15)	5% (42)	31% (258)	6% (47)	23% (190)	35% (291)	844

Continued on next page

Table HR5_4: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'Sesame Street'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	3% (77)	7% (158)	36% (802)	7% (161)	21% (457)	25% (545)	2200
Cable TV: Currently subscribe	4% (40)	8% (81)	37% (376)	7% (75)	22% (225)	22% (222)	1020
Cable TV: Subscribed in past	3% (19)	6% (46)	43% (310)	9% (61)	19% (139)	20% (146)	721
Cable TV: Never subscribed	4% (18)	7% (31)	25% (116)	5% (24)	20% (94)	38% (176)	459
Satellite TV: Currently subscribe	4% (20)	10% (44)	32% (147)	5% (25)	23% (107)	26% (118)	462
Satellite TV: Subscribed in past	4% (24)	7% (41)	42% (259)	9% (53)	19% (117)	20% (125)	618
Satellite TV: Never subscribed	3% (33)	7% (73)	35% (396)	7% (83)	21% (234)	27% (301)	1121
Streaming Services: Currently subscribe	4% (55)	9% (117)	40% (554)	8% (110)	18% (253)	20% (280)	1369
Streaming Services: Subscribed in past	3% (7)	9% (19)	26% (57)	8% (17)	25% (53)	30% (64)	217
Streaming Services: Never subscribed	2% (15)	4% (22)	31% (192)	6% (34)	25% (151)	33% (201)	614
Film: An avid fan	7% (47)	7% (51)	38% (257)	8% (54)	19% (129)	21% (147)	685
Film: A casual fan	2% (29)	7% (87)	38% (472)	8% (95)	21% (267)	24% (293)	1242
Film: Not a fan	1% (1)	7% (20)	27% (73)	4% (12)	22% (61)	39% (105)	272
Television: An avid fan	6% (56)	7% (63)	35% (340)	7% (71)	23% (222)	22% (209)	961
Television: A casual fan	2% (21)	7% (78)	39% (411)	7% (79)	19% (208)	25% (271)	1067
Television: Not a fan	— (0)	9% (16)	30% (52)	7% (12)	16% (27)	38% (65)	172
Music: An avid fan	6% (60)	9% (95)	36% (368)	6% (58)	20% (200)	24% (240)	1021
Music: A casual fan	2% (16)	5% (54)	38% (390)	9% (93)	23% (232)	24% (246)	1031
Music: Not a fan	1% (1)	6% (9)	30% (45)	6% (9)	17% (25)	40% (58)	147
Fashion: An avid fan	10% (27)	15% (43)	28% (77)	5% (15)	19% (52)	24% (66)	280
Fashion: A casual fan	5% (45)	7% (63)	37% (341)	9% (83)	20% (183)	21% (195)	909
Fashion: Not a fan	1% (5)	5% (52)	38% (385)	6% (63)	22% (222)	28% (284)	1011
Parents	5% (47)	9% (93)	35% (348)	8% (75)	19% (190)	24% (237)	989
Current Netflix Subscribers	5% (59)	10% (113)	38% (438)	8% (92)	20% (229)	19% (221)	1152
Current HBO Now Subscribers	16% (31)	14% (26)	31% (57)	10% (19)	16% (30)	13% (25)	188
Current Disney+ Subscribers	8% (44)	11% (60)	40% (215)	7% (40)	17% (90)	17% (91)	539

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

Table HR5_5: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'Gossip Girl'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	3% (77)	5% (114)	35% (768)	9% (203)	21% (469)	26% (570)	2200
Gender: Male	2% (23)	5% (49)	37% (391)	12% (128)	20% (217)	24% (254)	1062
Gender: Female	5% (54)	6% (65)	33% (376)	7% (75)	22% (252)	28% (315)	1138
Age: 18-34	9% (57)	10% (63)	33% (219)	9% (57)	13% (88)	26% (170)	655
Age: 35-44	4% (14)	8% (29)	37% (131)	9% (32)	16% (59)	26% (93)	358
Age: 45-64	1% (6)	2% (18)	37% (278)	10% (73)	25% (191)	25% (186)	751
Age: 65+	— (0)	1% (4)	32% (140)	9% (41)	30% (131)	28% (121)	436
GenZers: 1997-2012	11% (31)	12% (35)	28% (80)	12% (34)	12% (36)	26% (75)	292
Millennials: 1981-1996	6% (33)	7% (40)	38% (205)	8% (43)	15% (81)	26% (143)	545
GenXers: 1965-1980	2% (9)	6% (30)	37% (203)	8% (44)	20% (110)	27% (147)	545
Baby Boomers: 1946-1964	— (3)	1% (8)	34% (246)	10% (73)	29% (210)	25% (176)	716
PID: Dem (no lean)	5% (37)	5% (42)	37% (295)	9% (67)	21% (170)	23% (179)	789
PID: Ind (no lean)	3% (20)	6% (44)	34% (266)	11% (88)	20% (156)	27% (210)	784
PID: Rep (no lean)	3% (20)	4% (27)	33% (207)	8% (48)	23% (144)	29% (181)	627
PID/Gender: Dem Men	3% (10)	4% (13)	41% (146)	11% (40)	21% (74)	20% (72)	354
PID/Gender: Dem Women	6% (27)	7% (29)	34% (149)	6% (28)	22% (96)	24% (106)	435
PID/Gender: Ind Men	1% (3)	5% (21)	34% (133)	15% (57)	20% (79)	26% (102)	396
PID/Gender: Ind Women	4% (17)	6% (24)	34% (133)	8% (31)	20% (77)	28% (107)	389
PID/Gender: Rep Men	3% (10)	5% (15)	36% (112)	10% (31)	21% (64)	26% (80)	312
PID/Gender: Rep Women	3% (10)	4% (12)	30% (94)	5% (17)	25% (80)	32% (102)	315
Ideo: Liberal (1-3)	5% (33)	6% (37)	41% (259)	9% (54)	20% (129)	19% (119)	631
Ideo: Moderate (4)	4% (24)	5% (32)	37% (224)	11% (70)	22% (136)	21% (128)	613
Ideo: Conservative (5-7)	2% (12)	3% (23)	35% (240)	8% (55)	24% (169)	28% (192)	691
Educ: < College	3% (43)	5% (82)	31% (471)	10% (148)	22% (335)	29% (433)	1512
Educ: Bachelors degree	5% (23)	3% (16)	43% (190)	8% (37)	20% (91)	20% (87)	444
Educ: Post-grad	4% (10)	7% (16)	44% (106)	8% (19)	18% (43)	20% (49)	244
Income: Under 50k	3% (32)	5% (55)	33% (388)	9% (109)	23% (268)	28% (333)	1186
Income: 50k-100k	4% (27)	6% (41)	37% (262)	10% (68)	19% (137)	25% (175)	711
Income: 100k+	6% (17)	6% (17)	39% (118)	9% (26)	21% (63)	20% (61)	303
Ethnicity: White	3% (50)	5% (85)	36% (620)	9% (155)	21% (366)	26% (446)	1722

Continued on next page

Table HR5_5: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'Gossip Girl'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	3% (77)	5% (114)	35% (768)	9% (203)	21% (469)	26% (570)	2200
Ethnicity: Hispanic	7% (25)	9% (31)	31% (108)	8% (27)	12% (43)	33% (117)	349
Ethnicity: Afr. Am.	6% (16)	4% (12)	30% (83)	11% (31)	26% (70)	23% (64)	274
Ethnicity: Other	6% (11)	8% (17)	32% (65)	8% (17)	16% (33)	30% (60)	204
All Christian	4% (38)	4% (43)	37% (391)	9% (98)	23% (240)	23% (236)	1046
All Non-Christian	7% (8)	10% (11)	31% (37)	8% (9)	19% (22)	26% (31)	119
Atheist	5% (5)	5% (5)	46% (42)	12% (11)	10% (9)	21% (19)	91
Agnostic/Nothing in particular	3% (26)	6% (54)	32% (297)	9% (85)	21% (197)	30% (284)	944
Religious Non-Protestant/Catholic	6% (8)	8% (12)	30% (43)	7% (10)	20% (29)	29% (42)	144
Evangelical	3% (15)	5% (29)	33% (188)	10% (56)	22% (127)	28% (158)	573
Non-Evangelical	3% (28)	5% (40)	37% (308)	9% (77)	23% (193)	23% (196)	841
Community: Urban	6% (32)	7% (38)	32% (170)	8% (42)	20% (105)	28% (147)	533
Community: Suburban	3% (34)	5% (54)	36% (376)	10% (108)	24% (247)	22% (232)	1053
Community: Rural	2% (11)	4% (22)	36% (221)	9% (53)	19% (116)	31% (191)	614
Employ: Private Sector	5% (30)	5% (35)	43% (278)	10% (67)	18% (116)	19% (125)	652
Employ: Government	3% (4)	8% (10)	35% (44)	5% (7)	22% (28)	27% (34)	127
Employ: Self-Employed	3% (4)	9% (15)	30% (47)	15% (23)	21% (34)	22% (34)	157
Employ: Homemaker	4% (5)	6% (8)	32% (45)	10% (13)	26% (36)	23% (32)	138
Employ: Retired	1% (3)	1% (6)	31% (150)	9% (45)	30% (143)	28% (137)	485
Employ: Unemployed	4% (13)	6% (20)	33% (107)	11% (34)	15% (47)	32% (104)	325
Employ: Other	1% (1)	3% (6)	27% (44)	2% (4)	25% (42)	41% (66)	163
Military HH: Yes	3% (11)	7% (26)	33% (128)	10% (38)	22% (88)	26% (101)	391
Military HH: No	4% (66)	5% (88)	35% (640)	9% (165)	21% (381)	26% (468)	1809
RD/WT: Right Direction	4% (31)	5% (39)	33% (240)	9% (69)	20% (144)	29% (210)	733
RD/WT: Wrong Track	3% (46)	5% (75)	36% (527)	9% (134)	22% (325)	24% (359)	1467
Trump Job Approve	3% (29)	5% (45)	36% (313)	9% (82)	20% (177)	26% (230)	876
Trump Job Disapprove	4% (46)	5% (62)	36% (439)	9% (112)	22% (273)	24% (301)	1233

Continued on next page

Table HR5_5: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'Gossip Girl'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	3% (77)	5% (114)	35% (768)	9% (203)	21% (469)	26% (570)	2200
Trump Job Strongly Approve	3% (13)	4% (20)	33% (162)	7% (35)	24% (116)	29% (142)	488
Trump Job Somewhat Approve	4% (16)	6% (25)	39% (151)	12% (48)	16% (61)	22% (87)	388
Trump Job Somewhat Disapprove	3% (10)	7% (22)	35% (102)	9% (27)	24% (69)	21% (61)	291
Trump Job Strongly Disapprove	4% (36)	4% (40)	36% (337)	9% (85)	22% (204)	25% (240)	942
Favorable of Trump	3% (27)	5% (39)	35% (295)	9% (71)	21% (177)	27% (224)	833
Unfavorable of Trump	3% (41)	6% (68)	37% (447)	9% (114)	22% (269)	23% (281)	1220
Very Favorable of Trump	4% (19)	4% (21)	32% (158)	7% (36)	23% (114)	30% (152)	500
Somewhat Favorable of Trump	3% (8)	5% (18)	41% (137)	11% (35)	19% (63)	22% (72)	333
Somewhat Unfavorable of Trump	3% (7)	6% (12)	33% (69)	16% (32)	20% (41)	22% (45)	206
Very Unfavorable of Trump	3% (35)	5% (55)	37% (378)	8% (82)	22% (228)	23% (236)	1014
#1 Issue: Economy	3% (21)	6% (45)	37% (286)	9% (72)	21% (166)	24% (183)	772
#1 Issue: Security	3% (8)	2% (5)	34% (86)	11% (29)	25% (63)	25% (64)	255
#1 Issue: Health Care	3% (12)	5% (21)	40% (170)	7% (28)	18% (78)	27% (117)	425
#1 Issue: Medicare / Social Security	2% (6)	3% (8)	28% (84)	10% (31)	25% (74)	32% (97)	301
#1 Issue: Women's Issues	14% (14)	12% (11)	24% (23)	14% (13)	10% (10)	26% (24)	94
#1 Issue: Education	8% (10)	10% (12)	26% (31)	6% (7)	25% (30)	26% (31)	120
#1 Issue: Energy	6% (5)	12% (11)	43% (37)	8% (7)	13% (12)	17% (15)	88
#1 Issue: Other	1% (1)	1% (2)	35% (51)	11% (16)	25% (36)	27% (38)	144
2018 House Vote: Democrat	3% (25)	5% (38)	39% (286)	9% (66)	23% (173)	21% (155)	741
2018 House Vote: Republican	3% (17)	4% (27)	35% (216)	9% (55)	24% (145)	25% (155)	615
2018 House Vote: Someone else	5% (4)	5% (4)	26% (22)	9% (8)	29% (24)	27% (22)	83
2016 Vote: Hillary Clinton	3% (17)	4% (28)	38% (255)	10% (65)	22% (146)	23% (155)	666
2016 Vote: Donald Trump	3% (19)	4% (29)	35% (235)	9% (62)	22% (146)	27% (186)	678
2016 Vote: Other	2% (3)	2% (4)	37% (61)	11% (18)	31% (50)	17% (27)	163
2016 Vote: Didn't Vote	5% (37)	8% (54)	31% (216)	8% (58)	18% (126)	29% (200)	690
Voted in 2014: Yes	2% (29)	4% (47)	37% (469)	9% (115)	25% (321)	23% (297)	1278
Voted in 2014: No	5% (48)	7% (66)	32% (299)	10% (88)	16% (148)	30% (273)	922

Continued on next page

Table HR5_5: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'Gossip Girl'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	3% (77)	5% (114)	35% (768)	9% (203)	21% (469)	26% (570)	2200
2012 Vote: Barack Obama	2% (20)	4% (30)	37% (311)	10% (87)	23% (192)	23% (195)	834
2012 Vote: Mitt Romney	1% (6)	3% (14)	37% (183)	6% (31)	26% (132)	27% (132)	497
2012 Vote: Other	5% (4)	5% (4)	39% (33)	10% (9)	23% (20)	18% (15)	86
2012 Vote: Didn't Vote	6% (47)	8% (66)	30% (238)	10% (77)	16% (126)	29% (227)	781
4-Region: Northeast	4% (17)	5% (18)	35% (136)	11% (41)	19% (74)	27% (107)	394
4-Region: Midwest	2% (11)	4% (18)	37% (171)	10% (44)	23% (106)	24% (113)	462
4-Region: South	4% (32)	5% (43)	33% (272)	9% (72)	22% (182)	27% (223)	824
4-Region: West	3% (17)	7% (34)	36% (189)	9% (45)	21% (108)	24% (126)	520
Watch TV: Every day	4% (45)	6% (60)	37% (392)	8% (89)	24% (255)	22% (230)	1071
Watch TV: Several times per week	2% (12)	4% (20)	37% (183)	13% (62)	19% (92)	25% (124)	492
Watch TV: About once per week	5% (10)	11% (20)	38% (69)	8% (15)	16% (29)	22% (40)	184
Watch TV: Several times per month	3% (4)	6% (7)	35% (41)	13% (15)	17% (20)	25% (29)	116
Watch TV: About once per month	2% (1)	5% (3)	31% (16)	12% (6)	22% (11)	28% (14)	51
Watch TV: Less often than once per month	6% (5)	— (0)	21% (17)	6% (5)	30% (25)	37% (31)	82
Watch TV: Never	— (0)	2% (5)	24% (50)	5% (10)	18% (38)	50% (102)	204
Watch Movies: Every day	9% (34)	10% (37)	32% (125)	6% (24)	20% (80)	23% (90)	390
Watch Movies: Several times per week	3% (17)	5% (32)	40% (230)	10% (55)	17% (100)	25% (144)	577
Watch Movies: About once per week	4% (12)	5% (17)	44% (148)	8% (26)	21% (71)	19% (64)	338
Watch Movies: Several times per month	2% (4)	4% (11)	36% (90)	12% (31)	21% (51)	25% (63)	250
Watch Movies: About once per month	1% (1)	4% (9)	33% (68)	14% (29)	25% (52)	24% (49)	209
Watch Movies: Less often than once per month	3% (6)	1% (3)	30% (67)	12% (27)	28% (61)	26% (57)	221
Watch Movies: Never	1% (3)	3% (6)	19% (40)	5% (11)	25% (53)	48% (102)	215
Watch Sporting Events: Every day	11% (12)	7% (8)	38% (44)	9% (11)	19% (22)	16% (18)	115
Watch Sporting Events: Several times per week	5% (12)	11% (27)	39% (100)	10% (25)	18% (46)	17% (42)	253
Watch Sporting Events: About once per week	4% (9)	4% (10)	39% (86)	13% (28)	21% (45)	19% (42)	219
Watch Sporting Events: Several times per month	4% (9)	5% (9)	40% (81)	12% (23)	19% (38)	20% (41)	200
Watch Sporting Events: About once per month	3% (4)	3% (4)	38% (63)	15% (24)	24% (39)	18% (31)	166
Watch Sporting Events: Less often than once per month	4% (16)	7% (30)	38% (155)	8% (33)	20% (82)	22% (87)	403
Watch Sporting Events: Never	2% (14)	3% (25)	28% (239)	7% (59)	23% (197)	37% (310)	844

Continued on next page

Table HR5_5: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'Gossip Girl'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	3% (77)	5% (114)	35% (768)	9% (203)	21% (469)	26% (570)	2200
Cable TV: Currently subscribe	4% (42)	5% (47)	36% (364)	9% (94)	23% (233)	23% (240)	1020
Cable TV: Subscribed in past	3% (18)	6% (43)	40% (285)	10% (74)	20% (142)	22% (157)	721
Cable TV: Never subscribed	4% (17)	5% (23)	26% (118)	7% (34)	20% (93)	38% (173)	459
Satellite TV: Currently subscribe	6% (28)	7% (33)	33% (153)	6% (28)	24% (109)	24% (110)	462
Satellite TV: Subscribed in past	4% (24)	6% (34)	38% (235)	11% (70)	19% (119)	22% (135)	618
Satellite TV: Never subscribed	2% (25)	4% (46)	34% (380)	9% (105)	21% (240)	29% (325)	1121
Streaming Services: Currently subscribe	4% (54)	7% (90)	39% (528)	10% (133)	19% (264)	22% (302)	1369
Streaming Services: Subscribed in past	4% (10)	6% (12)	24% (52)	9% (20)	24% (53)	33% (71)	217
Streaming Services: Never subscribed	2% (13)	2% (12)	31% (189)	8% (50)	25% (153)	32% (197)	614
Film: An avid fan	5% (35)	8% (53)	37% (256)	10% (71)	17% (113)	23% (156)	685
Film: A casual fan	2% (30)	4% (47)	36% (447)	9% (112)	24% (300)	25% (306)	1242
Film: Not a fan	4% (11)	5% (14)	24% (64)	7% (20)	20% (56)	40% (108)	272
Television: An avid fan	5% (47)	5% (50)	36% (346)	8% (79)	23% (220)	23% (220)	961
Television: A casual fan	2% (26)	5% (57)	34% (365)	11% (116)	21% (220)	26% (282)	1067
Television: Not a fan	2% (4)	4% (8)	33% (57)	5% (8)	17% (28)	39% (67)	172
Music: An avid fan	6% (60)	8% (78)	33% (337)	9% (91)	19% (194)	26% (261)	1021
Music: A casual fan	1% (12)	3% (31)	37% (386)	10% (101)	24% (250)	24% (251)	1031
Music: Not a fan	3% (5)	3% (4)	31% (45)	8% (11)	16% (24)	39% (58)	147
Fashion: An avid fan	16% (44)	15% (43)	24% (66)	5% (15)	14% (39)	26% (73)	280
Fashion: A casual fan	3% (25)	6% (51)	38% (349)	9% (81)	21% (195)	23% (207)	909
Fashion: Not a fan	1% (7)	2% (20)	35% (352)	11% (107)	23% (235)	29% (290)	1011
Parents	4% (37)	6% (63)	34% (339)	8% (81)	22% (216)	26% (253)	989
Current Netflix Subscribers	6% (66)	7% (86)	36% (409)	10% (115)	20% (228)	21% (247)	1152
Current HBO Now Subscribers	10% (20)	16% (30)	36% (68)	8% (16)	14% (27)	15% (28)	188
Current Disney+ Subscribers	8% (43)	9% (48)	38% (207)	11% (57)	16% (85)	18% (98)	539

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

Table HR5_6: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'The Lord of the Rings'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (162)	12% (265)	35% (770)	6% (128)	17% (380)	23% (495)	2200
Gender: Male	9% (95)	14% (147)	37% (398)	5% (53)	14% (153)	20% (216)	1062
Gender: Female	6% (66)	10% (119)	33% (372)	7% (75)	20% (227)	25% (280)	1138
Age: 18-34	13% (88)	15% (96)	31% (200)	8% (55)	11% (70)	22% (146)	655
Age: 35-44	8% (30)	18% (65)	35% (125)	5% (16)	12% (41)	23% (81)	358
Age: 45-64	5% (35)	10% (79)	38% (289)	4% (29)	21% (160)	21% (159)	751
Age: 65+	2% (9)	6% (26)	36% (155)	6% (28)	25% (108)	25% (110)	436
GenZers: 1997-2012	13% (38)	14% (40)	29% (84)	7% (20)	13% (37)	25% (73)	292
Millennials: 1981-1996	11% (60)	16% (89)	33% (180)	8% (43)	10% (57)	21% (116)	545
GenXers: 1965-1980	8% (43)	15% (84)	35% (193)	4% (20)	15% (81)	23% (123)	545
Baby Boomers: 1946-1964	3% (21)	7% (47)	39% (278)	5% (37)	24% (174)	22% (158)	716
PID: Dem (no lean)	8% (66)	13% (100)	35% (279)	5% (41)	19% (152)	19% (151)	789
PID: Ind (no lean)	9% (67)	12% (95)	36% (283)	5% (41)	14% (109)	24% (189)	784
PID: Rep (no lean)	5% (28)	11% (71)	33% (207)	7% (46)	19% (119)	25% (156)	627
PID/Gender: Dem Men	12% (44)	16% (56)	37% (130)	4% (13)	17% (60)	15% (52)	354
PID/Gender: Dem Women	5% (22)	10% (44)	34% (149)	6% (28)	21% (92)	23% (100)	435
PID/Gender: Ind Men	8% (32)	13% (53)	39% (153)	5% (19)	10% (41)	24% (97)	396
PID/Gender: Ind Women	9% (35)	11% (41)	34% (131)	6% (22)	17% (68)	24% (92)	389
PID/Gender: Rep Men	6% (19)	12% (38)	37% (115)	7% (21)	16% (51)	22% (67)	312
PID/Gender: Rep Women	3% (9)	11% (33)	29% (92)	8% (24)	21% (67)	28% (88)	315
Ideo: Liberal (1-3)	10% (61)	15% (96)	38% (237)	6% (40)	17% (105)	15% (92)	631
Ideo: Moderate (4)	8% (51)	14% (88)	37% (224)	5% (29)	17% (102)	20% (120)	613
Ideo: Conservative (5-7)	5% (34)	9% (63)	36% (250)	6% (42)	20% (135)	24% (166)	691
Educ: < College	7% (108)	10% (151)	32% (488)	7% (101)	19% (282)	25% (383)	1512
Educ: Bachelors degree	7% (31)	15% (66)	43% (193)	4% (19)	14% (62)	16% (73)	444
Educ: Post-grad	9% (23)	20% (49)	37% (89)	4% (9)	15% (35)	16% (39)	244
Income: Under 50k	7% (79)	11% (126)	33% (393)	6% (74)	18% (218)	25% (295)	1186
Income: 50k-100k	7% (52)	14% (98)	36% (256)	6% (40)	17% (120)	20% (144)	711
Income: 100k+	10% (30)	14% (41)	40% (120)	5% (15)	14% (41)	18% (56)	303
Ethnicity: White	6% (109)	12% (209)	36% (627)	6% (96)	17% (290)	23% (390)	1722

Continued on next page

Table HR5_6: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'The Lord of the Rings'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (162)	12% (265)	35% (770)	6% (128)	17% (380)	23% (495)	2200
Ethnicity: Hispanic	10% (35)	16% (56)	32% (112)	4% (13)	11% (39)	27% (94)	349
Ethnicity: Afr. Am.	13% (36)	9% (26)	29% (78)	7% (18)	23% (62)	20% (54)	274
Ethnicity: Other	8% (17)	15% (30)	31% (64)	7% (15)	14% (28)	25% (51)	204
All Christian	6% (65)	12% (123)	37% (391)	6% (60)	19% (198)	20% (210)	1046
All Non-Christian	12% (14)	15% (18)	34% (41)	2% (3)	17% (21)	20% (23)	119
Atheist	13% (12)	15% (14)	45% (41)	8% (7)	1% (1)	17% (16)	91
Agnostic/Nothing in particular	8% (71)	12% (111)	31% (296)	6% (59)	17% (160)	26% (246)	944
Religious Non-Protestant/Catholic	10% (14)	14% (20)	31% (45)	4% (6)	18% (26)	23% (34)	144
Evangelical	8% (44)	14% (80)	30% (170)	6% (35)	20% (113)	23% (132)	573
Non-Evangelical	6% (47)	11% (95)	38% (320)	6% (49)	18% (148)	22% (183)	841
Community: Urban	9% (50)	14% (74)	34% (181)	5% (24)	16% (83)	23% (121)	533
Community: Suburban	7% (73)	12% (121)	37% (388)	7% (72)	19% (195)	19% (203)	1053
Community: Rural	6% (39)	11% (70)	33% (200)	5% (31)	17% (102)	28% (171)	614
Employ: Private Sector	11% (70)	15% (100)	40% (260)	5% (32)	14% (89)	15% (100)	652
Employ: Government	14% (18)	15% (19)	30% (38)	8% (10)	15% (18)	19% (24)	127
Employ: Self-Employed	8% (12)	20% (32)	29% (45)	8% (13)	17% (26)	18% (29)	157
Employ: Homemaker	11% (15)	8% (11)	33% (46)	5% (7)	19% (26)	24% (33)	138
Employ: Retired	2% (9)	5% (24)	36% (175)	6% (30)	25% (119)	26% (127)	485
Employ: Unemployed	6% (18)	14% (45)	33% (106)	5% (18)	13% (42)	30% (96)	325
Employ: Other	2% (3)	9% (15)	29% (47)	3% (5)	24% (38)	34% (55)	163
Military HH: Yes	7% (27)	14% (56)	31% (120)	7% (29)	18% (70)	23% (90)	391
Military HH: No	7% (135)	12% (210)	36% (650)	5% (99)	17% (310)	22% (406)	1809
RD/WT: Right Direction	7% (49)	12% (86)	32% (236)	6% (46)	17% (123)	26% (193)	733
RD/WT: Wrong Track	8% (113)	12% (179)	36% (534)	6% (82)	18% (257)	21% (303)	1467
Trump Job Approve	7% (59)	12% (105)	34% (298)	7% (65)	17% (150)	23% (198)	876
Trump Job Disapprove	8% (93)	12% (153)	36% (450)	4% (55)	17% (215)	22% (266)	1233

Continued on next page

Table HR5_6: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'The Lord of the Rings'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (162)	12% (265)	35% (770)	6% (128)	17% (380)	23% (495)	2200
Trump Job Strongly Approve	5% (26)	12% (57)	30% (144)	7% (35)	20% (100)	26% (126)	488
Trump Job Somewhat Approve	8% (33)	12% (48)	40% (154)	8% (31)	13% (50)	19% (72)	388
Trump Job Somewhat Disapprove	8% (23)	12% (35)	41% (119)	5% (15)	13% (38)	21% (60)	291
Trump Job Strongly Disapprove	7% (70)	13% (118)	35% (331)	4% (40)	19% (177)	22% (206)	942
Favorable of Trump	6% (53)	13% (106)	33% (279)	7% (59)	18% (153)	22% (183)	833
Unfavorable of Trump	7% (91)	12% (145)	38% (466)	5% (60)	17% (211)	20% (247)	1220
Very Favorable of Trump	7% (34)	11% (57)	29% (143)	7% (37)	19% (96)	27% (133)	500
Somewhat Favorable of Trump	6% (19)	15% (49)	41% (136)	7% (22)	17% (57)	15% (51)	333
Somewhat Unfavorable of Trump	9% (19)	14% (29)	40% (82)	7% (14)	11% (23)	19% (39)	206
Very Unfavorable of Trump	7% (72)	11% (116)	38% (384)	5% (46)	19% (188)	21% (208)	1014
#1 Issue: Economy	8% (59)	12% (96)	37% (288)	6% (49)	15% (118)	21% (163)	772
#1 Issue: Security	7% (17)	10% (26)	37% (94)	4% (10)	21% (53)	22% (57)	255
#1 Issue: Health Care	8% (33)	15% (63)	38% (163)	3% (14)	15% (63)	21% (91)	425
#1 Issue: Medicare / Social Security	4% (13)	7% (21)	24% (73)	8% (24)	25% (75)	32% (96)	301
#1 Issue: Women's Issues	6% (6)	14% (13)	29% (27)	13% (12)	8% (8)	30% (28)	94
#1 Issue: Education	10% (12)	21% (25)	29% (35)	5% (6)	24% (29)	11% (13)	120
#1 Issue: Energy	17% (15)	16% (14)	41% (36)	3% (3)	7% (6)	15% (13)	88
#1 Issue: Other	5% (7)	6% (8)	37% (53)	8% (11)	21% (29)	24% (34)	144
2018 House Vote: Democrat	9% (65)	12% (91)	39% (285)	4% (31)	19% (144)	17% (125)	741
2018 House Vote: Republican	5% (33)	12% (71)	35% (215)	7% (42)	19% (117)	22% (136)	615
2018 House Vote: Someone else	5% (4)	14% (12)	36% (30)	3% (3)	15% (13)	26% (22)	83
2016 Vote: Hillary Clinton	8% (52)	14% (91)	37% (247)	4% (27)	18% (120)	19% (128)	666
2016 Vote: Donald Trump	5% (35)	11% (75)	35% (236)	8% (53)	18% (120)	24% (159)	678
2016 Vote: Other	6% (10)	18% (29)	41% (68)	1% (2)	16% (27)	17% (28)	163
2016 Vote: Didn't Vote	9% (65)	10% (70)	32% (219)	7% (45)	16% (113)	26% (179)	690
Voted in 2014: Yes	6% (77)	13% (160)	36% (466)	5% (66)	20% (254)	20% (255)	1278
Voted in 2014: No	9% (84)	11% (105)	33% (304)	7% (62)	14% (126)	26% (240)	922

Continued on next page

Table HR5_6: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'The Lord of the Rings'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (162)	12% (265)	35% (770)	6% (128)	17% (380)	23% (495)	2200
2012 Vote: Barack Obama	6% (50)	12% (98)	38% (319)	4% (35)	19% (161)	20% (171)	834
2012 Vote: Mitt Romney	6% (29)	12% (60)	35% (176)	6% (29)	19% (94)	22% (110)	497
2012 Vote: Other	3% (3)	13% (11)	34% (29)	8% (6)	22% (19)	20% (17)	86
2012 Vote: Didn't Vote	10% (80)	12% (95)	31% (244)	7% (58)	14% (107)	25% (198)	781
4-Region: Northeast	7% (29)	14% (53)	37% (146)	5% (21)	14% (53)	23% (92)	394
4-Region: Midwest	6% (27)	12% (53)	35% (161)	6% (26)	20% (94)	22% (101)	462
4-Region: South	8% (67)	11% (90)	33% (269)	8% (69)	18% (148)	22% (182)	824
4-Region: West	7% (39)	13% (68)	37% (194)	2% (12)	16% (85)	23% (121)	520
Watch TV: Every day	10% (105)	11% (121)	37% (394)	5% (58)	20% (211)	17% (181)	1071
Watch TV: Several times per week	7% (32)	18% (89)	34% (169)	6% (30)	14% (68)	21% (104)	492
Watch TV: About once per week	7% (12)	16% (29)	33% (61)	10% (18)	12% (22)	23% (42)	184
Watch TV: Several times per month	5% (5)	9% (10)	43% (50)	6% (7)	8% (9)	29% (33)	116
Watch TV: About once per month	3% (2)	9% (4)	24% (12)	10% (5)	25% (13)	29% (15)	51
Watch TV: Less often than once per month	5% (4)	4% (4)	33% (27)	6% (5)	22% (18)	29% (24)	82
Watch TV: Never	— (1)	4% (9)	27% (56)	2% (5)	19% (38)	47% (96)	204
Watch Movies: Every day	14% (56)	15% (60)	32% (124)	6% (24)	16% (62)	16% (64)	390
Watch Movies: Several times per week	11% (61)	15% (86)	36% (210)	5% (29)	15% (84)	19% (107)	577
Watch Movies: About once per week	4% (15)	16% (54)	39% (133)	8% (27)	15% (50)	17% (59)	338
Watch Movies: Several times per month	3% (7)	10% (26)	41% (101)	5% (12)	16% (39)	26% (65)	250
Watch Movies: About once per month	4% (9)	9% (19)	38% (79)	9% (18)	19% (40)	21% (45)	209
Watch Movies: Less often than once per month	4% (8)	5% (12)	35% (78)	7% (14)	26% (58)	23% (52)	221
Watch Movies: Never	3% (6)	4% (9)	21% (45)	2% (3)	22% (48)	48% (104)	215
Watch Sporting Events: Every day	23% (27)	13% (15)	34% (39)	8% (9)	11% (13)	11% (13)	115
Watch Sporting Events: Several times per week	10% (26)	20% (50)	36% (92)	4% (10)	15% (37)	15% (37)	253
Watch Sporting Events: About once per week	11% (24)	17% (37)	33% (71)	11% (23)	13% (29)	16% (35)	219
Watch Sporting Events: Several times per month	10% (21)	14% (28)	39% (78)	5% (10)	14% (29)	18% (36)	200
Watch Sporting Events: About once per month	4% (7)	9% (16)	41% (69)	6% (10)	21% (35)	18% (30)	166
Watch Sporting Events: Less often than once per month	5% (19)	15% (58)	38% (152)	8% (33)	17% (70)	17% (70)	403
Watch Sporting Events: Never	4% (37)	7% (61)	32% (269)	4% (34)	20% (166)	33% (276)	844

Continued on next page

Table HR5_6: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'The Lord of the Rings'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (162)	12% (265)	35% (770)	6% (128)	17% (380)	23% (495)	2200
Cable TV: Currently subscribe	8% (82)	12% (121)	36% (370)	6% (65)	18% (179)	20% (202)	1020
Cable TV: Subscribed in past	7% (53)	13% (95)	38% (273)	6% (45)	16% (118)	19% (138)	721
Cable TV: Never subscribed	6% (27)	11% (50)	28% (127)	4% (18)	18% (83)	34% (155)	459
Satellite TV: Currently subscribe	9% (43)	13% (61)	27% (125)	8% (36)	21% (97)	22% (102)	462
Satellite TV: Subscribed in past	8% (48)	14% (89)	40% (250)	5% (34)	14% (88)	18% (109)	618
Satellite TV: Never subscribed	6% (71)	10% (116)	35% (395)	5% (59)	17% (195)	25% (285)	1121
Streaming Services: Currently subscribe	8% (112)	14% (198)	39% (528)	6% (75)	15% (200)	19% (255)	1369
Streaming Services: Subscribed in past	7% (15)	8% (18)	26% (57)	9% (19)	22% (47)	29% (62)	217
Streaming Services: Never subscribed	6% (35)	8% (49)	30% (185)	6% (34)	22% (133)	29% (178)	614
Film: An avid fan	14% (95)	15% (102)	35% (237)	6% (38)	14% (96)	17% (116)	685
Film: A casual fan	5% (62)	12% (146)	37% (465)	6% (78)	18% (228)	21% (263)	1242
Film: Not a fan	2% (5)	6% (17)	25% (68)	4% (11)	20% (55)	43% (116)	272
Television: An avid fan	10% (95)	13% (127)	34% (328)	5% (49)	19% (184)	18% (178)	961
Television: A casual fan	6% (62)	12% (127)	37% (393)	6% (68)	16% (170)	23% (246)	1067
Television: Not a fan	2% (4)	6% (11)	28% (49)	7% (11)	15% (26)	42% (71)	172
Music: An avid fan	11% (110)	13% (131)	33% (341)	6% (57)	16% (168)	21% (215)	1021
Music: A casual fan	4% (46)	12% (124)	37% (386)	6% (61)	18% (189)	22% (225)	1031
Music: Not a fan	4% (6)	7% (11)	29% (43)	7% (11)	15% (23)	37% (55)	147
Fashion: An avid fan	14% (38)	14% (40)	26% (72)	7% (18)	17% (47)	23% (65)	280
Fashion: A casual fan	9% (79)	12% (106)	36% (326)	7% (62)	18% (162)	19% (174)	909
Fashion: Not a fan	4% (45)	12% (119)	37% (371)	5% (48)	17% (171)	25% (257)	1011
Parents	8% (77)	13% (127)	35% (345)	6% (58)	17% (165)	22% (216)	989
Current Netflix Subscribers	10% (116)	16% (179)	36% (416)	6% (64)	15% (175)	17% (202)	1152
Current HBO Now Subscribers	24% (45)	19% (35)	30% (57)	6% (11)	9% (16)	13% (24)	188
Current Disney+ Subscribers	14% (78)	19% (101)	37% (200)	8% (41)	9% (49)	13% (71)	539

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

Table HR5_7: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
DC Extended Universe movies, such as 'Wonder Woman' and 'Aquaman'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (198)	17% (381)	31% (687)	5% (119)	15% (327)	22% (488)	2200
Gender: Male	10% (110)	19% (204)	32% (339)	6% (68)	12% (131)	20% (208)	1062
Gender: Female	8% (88)	16% (177)	31% (348)	4% (51)	17% (195)	25% (279)	1138
Age: 18-34	16% (104)	24% (154)	27% (175)	4% (28)	7% (49)	22% (145)	655
Age: 35-44	13% (46)	23% (82)	30% (106)	3% (12)	10% (36)	21% (76)	358
Age: 45-64	6% (43)	15% (116)	34% (257)	7% (53)	17% (127)	21% (155)	751
Age: 65+	1% (6)	7% (29)	34% (149)	6% (26)	26% (115)	26% (112)	436
GenZers: 1997-2012	16% (48)	25% (72)	24% (71)	5% (14)	8% (22)	22% (65)	292
Millennials: 1981-1996	14% (77)	23% (123)	29% (160)	4% (20)	9% (47)	22% (118)	545
GenXers: 1965-1980	10% (53)	19% (103)	32% (177)	6% (34)	12% (63)	21% (114)	545
Baby Boomers: 1946-1964	3% (20)	11% (82)	34% (241)	6% (46)	23% (165)	23% (163)	716
PID: Dem (no lean)	10% (79)	19% (150)	32% (251)	6% (49)	14% (114)	18% (145)	789
PID: Ind (no lean)	8% (63)	19% (152)	32% (252)	5% (40)	13% (103)	22% (175)	784
PID: Rep (no lean)	9% (56)	13% (79)	29% (184)	5% (30)	18% (111)	27% (167)	627
PID/Gender: Dem Men	11% (40)	20% (71)	34% (120)	9% (31)	12% (43)	14% (50)	354
PID/Gender: Dem Women	9% (39)	18% (79)	30% (132)	4% (19)	16% (71)	22% (95)	435
PID/Gender: Ind Men	8% (31)	22% (87)	32% (126)	5% (19)	12% (46)	22% (88)	396
PID/Gender: Ind Women	8% (32)	17% (65)	32% (126)	6% (22)	15% (57)	22% (87)	389
PID/Gender: Rep Men	13% (40)	15% (47)	30% (93)	6% (19)	14% (43)	23% (70)	312
PID/Gender: Rep Women	5% (16)	10% (33)	29% (90)	3% (11)	21% (68)	31% (97)	315
Ideo: Liberal (1-3)	11% (72)	20% (127)	35% (220)	7% (43)	12% (77)	15% (93)	631
Ideo: Moderate (4)	9% (54)	19% (118)	33% (205)	6% (38)	14% (86)	18% (113)	613
Ideo: Conservative (5-7)	7% (48)	15% (106)	31% (212)	4% (27)	19% (130)	24% (169)	691
Educ: < College	8% (126)	17% (258)	29% (434)	5% (81)	16% (239)	25% (373)	1512
Educ: Bachelors degree	9% (41)	18% (81)	37% (164)	6% (25)	14% (60)	16% (73)	444
Educ: Post-grad	13% (31)	17% (43)	36% (89)	5% (12)	11% (27)	17% (42)	244
Income: Under 50k	8% (100)	15% (179)	30% (357)	6% (70)	16% (193)	24% (288)	1186
Income: 50k-100k	8% (59)	19% (137)	33% (232)	5% (33)	15% (105)	20% (145)	711
Income: 100k+	13% (40)	22% (66)	32% (98)	5% (17)	10% (29)	18% (54)	303
Ethnicity: White	8% (133)	17% (288)	33% (565)	5% (91)	15% (257)	22% (387)	1722

Continued on next page

Table HR5_7: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
DC Extended Universe movies, such as 'Wonder Woman' and 'Aquaman'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (198)	17% (381)	31% (687)	5% (119)	15% (327)	22% (488)	2200
Ethnicity: Hispanic	10% (35)	32% (111)	19% (67)	7% (25)	7% (26)	25% (87)	349
Ethnicity: Afr. Am.	16% (43)	17% (48)	26% (70)	6% (16)	17% (47)	19% (51)	274
Ethnicity: Other	11% (23)	22% (46)	25% (51)	6% (12)	11% (22)	24% (50)	204
All Christian	7% (77)	17% (173)	33% (344)	5% (54)	18% (192)	20% (206)	1046
All Non-Christian	19% (22)	18% (21)	25% (30)	4% (4)	10% (12)	24% (29)	119
Atheist	9% (8)	16% (14)	38% (35)	12% (11)	7% (6)	18% (16)	91
Agnostic/Nothing in particular	10% (91)	18% (172)	29% (278)	5% (49)	12% (117)	25% (236)	944
Religious Non-Protestant/Catholic	16% (23)	17% (25)	26% (38)	4% (5)	10% (15)	27% (38)	144
Evangelical	11% (63)	17% (96)	27% (155)	5% (27)	18% (102)	23% (130)	573
Non-Evangelical	6% (51)	19% (156)	33% (276)	5% (38)	17% (146)	21% (174)	841
Community: Urban	12% (66)	22% (118)	26% (140)	5% (26)	12% (66)	22% (117)	533
Community: Suburban	8% (86)	16% (172)	33% (348)	6% (63)	17% (178)	20% (206)	1053
Community: Rural	8% (46)	15% (91)	32% (199)	5% (30)	14% (83)	27% (165)	614
Employ: Private Sector	12% (75)	21% (136)	35% (230)	5% (35)	12% (78)	15% (98)	652
Employ: Government	10% (12)	27% (35)	27% (34)	4% (5)	10% (12)	22% (29)	127
Employ: Self-Employed	18% (28)	21% (33)	26% (41)	6% (10)	12% (19)	16% (25)	157
Employ: Homemaker	9% (13)	18% (25)	30% (41)	3% (4)	17% (24)	23% (32)	138
Employ: Retired	2% (7)	8% (40)	34% (164)	5% (26)	25% (119)	26% (128)	485
Employ: Unemployed	8% (26)	16% (52)	30% (99)	6% (20)	10% (32)	29% (95)	325
Employ: Other	6% (10)	12% (19)	23% (38)	9% (14)	16% (26)	34% (55)	163
Military HH: Yes	8% (32)	17% (66)	28% (111)	6% (22)	18% (71)	23% (89)	391
Military HH: No	9% (167)	17% (315)	32% (576)	5% (97)	14% (256)	22% (398)	1809
RD/WT: Right Direction	9% (65)	16% (117)	30% (218)	4% (26)	15% (107)	27% (201)	733
RD/WT: Wrong Track	9% (134)	18% (264)	32% (469)	6% (93)	15% (220)	20% (287)	1467
Trump Job Approve	10% (86)	16% (139)	31% (269)	5% (41)	16% (139)	23% (201)	876
Trump Job Disapprove	8% (101)	19% (229)	32% (400)	6% (76)	14% (175)	20% (251)	1233

Continued on next page

Table HR5_7: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
DC Extended Universe movies, such as 'Wonder Woman' and 'Aquaman'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (198)	17% (381)	31% (687)	5% (119)	15% (327)	22% (488)	2200
Trump Job Strongly Approve	10% (48)	12% (60)	28% (137)	4% (21)	17% (84)	28% (137)	488
Trump Job Somewhat Approve	10% (38)	20% (79)	34% (131)	5% (21)	14% (55)	16% (64)	388
Trump Job Somewhat Disapprove	7% (20)	23% (68)	31% (90)	8% (23)	10% (28)	21% (61)	291
Trump Job Strongly Disapprove	9% (80)	17% (161)	33% (310)	6% (53)	16% (147)	20% (191)	942
Favorable of Trump	10% (80)	16% (130)	30% (250)	5% (38)	17% (144)	23% (192)	833
Unfavorable of Trump	9% (107)	19% (228)	34% (411)	6% (74)	14% (172)	19% (229)	1220
Very Favorable of Trump	10% (51)	11% (56)	28% (138)	5% (23)	18% (92)	28% (140)	500
Somewhat Favorable of Trump	9% (29)	22% (74)	34% (113)	4% (15)	16% (52)	15% (51)	333
Somewhat Unfavorable of Trump	9% (18)	21% (43)	33% (68)	10% (21)	8% (16)	19% (39)	206
Very Unfavorable of Trump	9% (89)	18% (185)	34% (343)	5% (52)	15% (156)	19% (190)	1014
#1 Issue: Economy	10% (76)	20% (157)	32% (246)	5% (41)	13% (100)	20% (153)	772
#1 Issue: Security	8% (20)	20% (51)	29% (73)	4% (10)	17% (42)	23% (59)	255
#1 Issue: Health Care	9% (39)	16% (68)	37% (157)	5% (20)	12% (53)	21% (88)	425
#1 Issue: Medicare / Social Security	5% (15)	10% (30)	28% (83)	6% (17)	22% (65)	30% (91)	301
#1 Issue: Women's Issues	18% (17)	22% (21)	23% (21)	5% (4)	7% (6)	26% (24)	94
#1 Issue: Education	16% (19)	16% (20)	26% (32)	13% (15)	14% (16)	15% (18)	120
#1 Issue: Energy	8% (7)	24% (21)	31% (27)	8% (7)	11% (10)	18% (16)	88
#1 Issue: Other	4% (6)	10% (15)	33% (48)	2% (3)	24% (34)	26% (38)	144
2018 House Vote: Democrat	8% (62)	19% (138)	34% (249)	6% (46)	16% (117)	18% (130)	741
2018 House Vote: Republican	8% (51)	15% (91)	33% (201)	4% (26)	16% (98)	24% (148)	615
2018 House Vote: Someone else	11% (9)	12% (10)	24% (20)	6% (5)	18% (15)	29% (24)	83
2016 Vote: Hillary Clinton	9% (57)	17% (116)	34% (228)	7% (43)	15% (100)	18% (122)	666
2016 Vote: Donald Trump	8% (51)	16% (108)	31% (210)	5% (33)	15% (104)	25% (171)	678
2016 Vote: Other	9% (15)	26% (42)	32% (52)	2% (3)	17% (27)	14% (23)	163
2016 Vote: Didn't Vote	11% (75)	17% (114)	29% (197)	6% (39)	14% (95)	25% (169)	690
Voted in 2014: Yes	8% (100)	16% (206)	33% (417)	7% (83)	17% (212)	20% (259)	1278
Voted in 2014: No	11% (98)	19% (175)	29% (269)	4% (36)	12% (115)	25% (229)	922

Continued on next page

Table HR5_7: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
DC Extended Universe movies, such as 'Wonder Woman' and 'Aquaman'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (198)	17% (381)	31% (687)	5% (119)	15% (327)	22% (488)	2200
2012 Vote: Barack Obama	7% (60)	18% (149)	33% (275)	7% (59)	15% (122)	20% (168)	834
2012 Vote: Mitt Romney	7% (37)	13% (65)	32% (161)	4% (20)	19% (94)	24% (120)	497
2012 Vote: Other	8% (6)	24% (20)	33% (28)	4% (4)	17% (15)	15% (13)	86
2012 Vote: Didn't Vote	12% (95)	19% (147)	28% (222)	5% (36)	12% (96)	24% (187)	781
4-Region: Northeast	9% (35)	20% (79)	31% (121)	6% (24)	13% (51)	21% (83)	394
4-Region: Midwest	8% (36)	13% (61)	33% (154)	6% (28)	18% (81)	22% (102)	462
4-Region: South	11% (87)	17% (144)	30% (249)	5% (38)	15% (120)	23% (186)	824
4-Region: West	8% (41)	19% (97)	31% (163)	6% (29)	14% (74)	22% (117)	520
Watch TV: Every day	11% (122)	18% (194)	32% (345)	5% (54)	16% (167)	18% (190)	1071
Watch TV: Several times per week	10% (48)	19% (93)	32% (160)	5% (26)	14% (70)	19% (95)	492
Watch TV: About once per week	9% (16)	26% (47)	27% (50)	7% (12)	11% (21)	20% (38)	184
Watch TV: Several times per month	4% (5)	15% (17)	35% (40)	9% (10)	13% (15)	25% (29)	116
Watch TV: About once per month	3% (2)	27% (14)	33% (17)	2% (1)	12% (6)	22% (11)	51
Watch TV: Less often than once per month	5% (4)	11% (9)	25% (20)	8% (6)	19% (16)	33% (27)	82
Watch TV: Never	1% (3)	3% (7)	27% (55)	5% (10)	15% (31)	48% (98)	204
Watch Movies: Every day	21% (82)	22% (87)	24% (95)	4% (15)	12% (45)	17% (66)	390
Watch Movies: Several times per week	10% (60)	21% (122)	32% (186)	6% (33)	12% (69)	19% (108)	577
Watch Movies: About once per week	7% (23)	16% (56)	36% (120)	8% (28)	14% (49)	19% (63)	338
Watch Movies: Several times per month	3% (7)	24% (60)	32% (81)	5% (13)	16% (40)	19% (48)	250
Watch Movies: About once per month	6% (13)	11% (23)	40% (83)	5% (10)	16% (33)	22% (46)	209
Watch Movies: Less often than once per month	5% (11)	10% (22)	36% (80)	3% (7)	23% (51)	23% (50)	221
Watch Movies: Never	1% (3)	5% (11)	19% (42)	6% (12)	19% (41)	50% (107)	215
Watch Sporting Events: Every day	23% (26)	25% (29)	29% (33)	4% (4)	9% (11)	11% (12)	115
Watch Sporting Events: Several times per week	16% (40)	24% (60)	33% (84)	8% (19)	6% (14)	14% (36)	253
Watch Sporting Events: About once per week	12% (26)	21% (47)	31% (67)	8% (17)	14% (30)	15% (32)	219
Watch Sporting Events: Several times per month	9% (17)	20% (40)	31% (62)	8% (15)	19% (38)	13% (27)	200
Watch Sporting Events: About once per month	6% (11)	17% (28)	38% (62)	7% (11)	17% (28)	16% (26)	166
Watch Sporting Events: Less often than once per month	8% (33)	18% (71)	36% (144)	5% (20)	16% (64)	18% (71)	403
Watch Sporting Events: Never	5% (45)	13% (106)	28% (233)	4% (33)	17% (143)	34% (283)	844

Continued on next page

Table HR5_7: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
DC Extended Universe movies, such as 'Wonder Woman' and 'Aquaman'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (198)	17% (381)	31% (687)	5% (119)	15% (327)	22% (488)	2200
Cable TV: Currently subscribe	10% (102)	19% (194)	31% (321)	6% (60)	15% (156)	18% (187)	1020
Cable TV: Subscribed in past	7% (53)	19% (140)	34% (248)	7% (48)	14% (101)	18% (130)	721
Cable TV: Never subscribed	9% (43)	10% (47)	26% (118)	2% (11)	15% (70)	37% (171)	459
Satellite TV: Currently subscribe	12% (55)	17% (79)	29% (135)	5% (22)	16% (73)	21% (98)	462
Satellite TV: Subscribed in past	10% (61)	22% (136)	32% (198)	7% (45)	12% (73)	17% (105)	618
Satellite TV: Never subscribed	7% (82)	15% (167)	32% (354)	5% (52)	16% (181)	25% (285)	1121
Streaming Services: Currently subscribe	11% (156)	21% (293)	32% (437)	6% (76)	12% (164)	18% (243)	1369
Streaming Services: Subscribed in past	8% (17)	17% (36)	21% (46)	13% (28)	14% (31)	27% (59)	217
Streaming Services: Never subscribed	4% (26)	8% (51)	33% (204)	3% (15)	22% (133)	30% (185)	614
Film: An avid fan	18% (121)	22% (153)	26% (181)	5% (35)	11% (75)	18% (121)	685
Film: A casual fan	6% (72)	16% (203)	35% (441)	6% (72)	16% (197)	21% (258)	1242
Film: Not a fan	2% (5)	9% (26)	24% (65)	5% (13)	20% (55)	40% (109)	272
Television: An avid fan	13% (125)	17% (168)	30% (285)	5% (49)	17% (159)	18% (176)	961
Television: A casual fan	6% (69)	18% (193)	32% (345)	6% (65)	14% (147)	23% (247)	1067
Television: Not a fan	3% (4)	12% (20)	33% (56)	3% (4)	12% (21)	38% (65)	172
Music: An avid fan	14% (141)	19% (191)	28% (287)	6% (57)	14% (143)	20% (203)	1021
Music: A casual fan	5% (52)	17% (179)	35% (360)	5% (50)	16% (161)	22% (229)	1031
Music: Not a fan	4% (5)	7% (11)	27% (40)	8% (13)	16% (23)	38% (56)	147
Fashion: An avid fan	22% (61)	16% (46)	20% (57)	5% (15)	14% (40)	22% (61)	280
Fashion: A casual fan	10% (89)	18% (168)	32% (294)	5% (48)	15% (133)	19% (177)	909
Fashion: Not a fan	5% (48)	17% (168)	33% (336)	6% (56)	15% (155)	25% (249)	1011
Parents	10% (98)	18% (177)	29% (292)	5% (48)	16% (154)	22% (219)	989
Current Netflix Subscribers	13% (152)	24% (275)	29% (336)	5% (62)	12% (137)	17% (192)	1152
Current HBO Now Subscribers	22% (41)	31% (58)	20% (38)	4% (8)	9% (17)	14% (26)	188
Current Disney+ Subscribers	19% (101)	31% (168)	26% (139)	3% (16)	7% (40)	14% (75)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

Table HR5_8: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
Animated films such as 'Spirited Away' and 'My Neighbor Totoro'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (137)	8% (177)	34% (749)	7% (146)	19% (409)	26% (582)	2200
Gender: Male	6% (67)	7% (77)	37% (390)	8% (83)	18% (189)	24% (256)	1062
Gender: Female	6% (71)	9% (99)	32% (359)	6% (63)	19% (220)	29% (326)	1138
Age: 18-34	14% (89)	13% (84)	31% (201)	7% (43)	12% (80)	24% (158)	655
Age: 35-44	8% (28)	12% (43)	35% (124)	6% (23)	14% (51)	25% (89)	358
Age: 45-64	2% (19)	5% (41)	38% (285)	6% (48)	20% (151)	28% (207)	751
Age: 65+	— (1)	2% (9)	32% (139)	7% (32)	29% (127)	29% (128)	436
GenZers: 1997-2012	16% (47)	12% (34)	26% (76)	7% (20)	17% (49)	22% (65)	292
Millennials: 1981-1996	11% (61)	13% (71)	33% (181)	7% (36)	11% (60)	25% (136)	545
GenXers: 1965-1980	5% (25)	8% (45)	37% (203)	7% (39)	15% (84)	27% (150)	545
Baby Boomers: 1946-1964	1% (5)	4% (27)	36% (255)	6% (44)	26% (183)	28% (202)	716
PID: Dem (no lean)	8% (64)	10% (81)	34% (265)	7% (52)	18% (143)	23% (184)	789
PID: Ind (no lean)	6% (47)	8% (60)	35% (278)	7% (58)	16% (129)	27% (212)	784
PID: Rep (no lean)	4% (27)	6% (36)	33% (205)	6% (36)	22% (137)	30% (186)	627
PID/Gender: Dem Men	9% (31)	11% (37)	37% (131)	7% (26)	16% (57)	20% (71)	354
PID/Gender: Dem Women	7% (33)	10% (43)	31% (135)	6% (26)	20% (86)	26% (113)	435
PID/Gender: Ind Men	5% (20)	6% (24)	37% (147)	9% (34)	17% (68)	26% (103)	396
PID/Gender: Ind Women	7% (27)	9% (36)	34% (131)	6% (25)	16% (61)	28% (109)	389
PID/Gender: Rep Men	5% (15)	5% (16)	36% (112)	7% (23)	20% (64)	26% (82)	312
PID/Gender: Rep Women	4% (11)	6% (20)	30% (93)	4% (13)	23% (73)	33% (105)	315
Ideo: Liberal (1-3)	9% (59)	11% (69)	36% (228)	8% (48)	17% (109)	19% (118)	631
Ideo: Moderate (4)	8% (47)	9% (56)	35% (215)	9% (54)	17% (105)	22% (137)	613
Ideo: Conservative (5-7)	3% (20)	5% (33)	35% (245)	5% (34)	23% (156)	29% (204)	691
Educ: < College	6% (90)	8% (120)	31% (463)	6% (95)	20% (304)	29% (441)	1512
Educ: Bachelors degree	6% (25)	8% (35)	42% (188)	8% (33)	16% (71)	21% (91)	444
Educ: Post-grad	9% (23)	9% (21)	40% (98)	7% (18)	14% (34)	21% (50)	244
Income: Under 50k	6% (71)	7% (82)	33% (394)	6% (67)	21% (246)	27% (325)	1186
Income: 50k-100k	7% (47)	9% (63)	34% (238)	8% (59)	17% (120)	26% (184)	711
Income: 100k+	6% (19)	10% (31)	38% (116)	7% (21)	14% (44)	24% (72)	303
Ethnicity: White	5% (87)	7% (127)	35% (604)	6% (110)	19% (332)	27% (462)	1722

Continued on next page

Table HR5_8: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
Animated films such as 'Spirited Away' and 'My Neighbor Totoro'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (137)	8% (177)	34% (749)	7% (146)	19% (409)	26% (582)	2200
Ethnicity: Hispanic	11% (37)	16% (57)	30% (103)	3% (11)	10% (36)	30% (106)	349
Ethnicity: Afr. Am.	10% (27)	7% (20)	30% (83)	8% (22)	23% (62)	22% (61)	274
Ethnicity: Other	12% (24)	15% (30)	30% (62)	7% (15)	8% (15)	29% (58)	204
All Christian	5% (54)	7% (69)	36% (378)	7% (72)	21% (215)	25% (258)	1046
All Non-Christian	11% (13)	7% (9)	31% (36)	8% (10)	19% (22)	24% (28)	119
Atheist	11% (10)	6% (5)	39% (36)	13% (12)	10% (9)	22% (20)	91
Agnostic/Nothing in particular	6% (60)	10% (93)	32% (299)	6% (53)	17% (163)	29% (275)	944
Religious Non-Protestant/Catholic	9% (13)	7% (10)	29% (42)	8% (12)	20% (28)	27% (39)	144
Evangelical	6% (37)	6% (32)	34% (193)	5% (30)	19% (107)	30% (175)	573
Non-Evangelical	5% (43)	8% (69)	35% (294)	7% (58)	21% (174)	24% (204)	841
Community: Urban	12% (61)	10% (54)	30% (162)	6% (31)	16% (87)	26% (138)	533
Community: Suburban	6% (58)	8% (89)	35% (370)	8% (83)	19% (204)	24% (248)	1053
Community: Rural	3% (18)	5% (33)	35% (216)	5% (32)	19% (119)	32% (196)	614
Employ: Private Sector	7% (49)	8% (50)	44% (287)	6% (42)	15% (97)	19% (127)	652
Employ: Government	5% (6)	9% (11)	32% (41)	10% (13)	19% (24)	26% (33)	127
Employ: Self-Employed	7% (11)	10% (15)	32% (50)	10% (16)	20% (31)	21% (33)	157
Employ: Homemaker	7% (10)	11% (15)	32% (44)	6% (9)	16% (22)	28% (39)	138
Employ: Retired	1% (4)	3% (14)	30% (148)	7% (34)	28% (134)	31% (152)	485
Employ: Unemployed	6% (20)	13% (43)	30% (97)	6% (20)	13% (41)	32% (104)	325
Employ: Other	4% (7)	2% (3)	28% (46)	2% (3)	23% (37)	41% (66)	163
Military HH: Yes	7% (29)	7% (29)	28% (111)	8% (33)	19% (76)	29% (114)	391
Military HH: No	6% (109)	8% (148)	35% (637)	6% (114)	18% (333)	26% (468)	1809
RD/WT: Right Direction	6% (42)	6% (44)	32% (237)	6% (47)	19% (141)	30% (222)	733
RD/WT: Wrong Track	6% (95)	9% (132)	35% (512)	7% (100)	18% (268)	25% (360)	1467
Trump Job Approve	5% (48)	7% (59)	34% (296)	6% (56)	19% (170)	28% (247)	876
Trump Job Disapprove	7% (87)	9% (111)	35% (428)	7% (85)	18% (223)	24% (299)	1233

Continued on next page

Table HR5_8: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
Animated films such as 'Spirited Away' and 'My Neighbor Totoro'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (137)	8% (177)	34% (749)	7% (146)	19% (409)	26% (582)	2200
Trump Job Strongly Approve	5% (25)	7% (34)	30% (145)	6% (29)	22% (105)	31% (149)	488
Trump Job Somewhat Approve	6% (22)	6% (24)	39% (151)	7% (27)	17% (65)	25% (98)	388
Trump Job Somewhat Disapprove	6% (16)	11% (32)	34% (98)	10% (29)	14% (41)	25% (74)	291
Trump Job Strongly Disapprove	7% (70)	8% (80)	35% (330)	6% (55)	19% (182)	24% (225)	942
Favorable of Trump	6% (50)	6% (54)	34% (282)	6% (52)	20% (165)	28% (232)	833
Unfavorable of Trump	7% (83)	9% (115)	36% (433)	7% (87)	18% (222)	23% (280)	1220
Very Favorable of Trump	7% (34)	6% (32)	28% (140)	7% (33)	21% (104)	32% (158)	500
Somewhat Favorable of Trump	5% (16)	7% (22)	42% (141)	6% (19)	18% (61)	22% (74)	333
Somewhat Unfavorable of Trump	4% (9)	11% (22)	35% (73)	11% (22)	13% (26)	26% (54)	206
Very Unfavorable of Trump	7% (74)	9% (92)	36% (361)	6% (64)	19% (196)	22% (226)	1014
#1 Issue: Economy	6% (45)	10% (74)	37% (285)	7% (57)	18% (136)	23% (174)	772
#1 Issue: Security	5% (13)	6% (16)	32% (83)	4% (11)	25% (65)	26% (67)	255
#1 Issue: Health Care	9% (36)	10% (41)	36% (155)	5% (22)	15% (63)	26% (109)	425
#1 Issue: Medicare / Social Security	2% (6)	3% (8)	27% (82)	7% (22)	24% (73)	37% (111)	301
#1 Issue: Women's Issues	10% (9)	11% (11)	23% (22)	13% (12)	14% (13)	29% (28)	94
#1 Issue: Education	9% (11)	9% (11)	36% (43)	7% (8)	11% (13)	29% (35)	120
#1 Issue: Energy	11% (10)	9% (8)	36% (32)	7% (6)	13% (11)	24% (21)	88
#1 Issue: Other	5% (7)	5% (7)	34% (48)	6% (9)	24% (35)	26% (37)	144
2018 House Vote: Democrat	7% (50)	10% (74)	36% (265)	7% (50)	20% (145)	21% (158)	741
2018 House Vote: Republican	5% (31)	5% (28)	37% (226)	5% (31)	21% (129)	28% (170)	615
2018 House Vote: Someone else	2% (2)	6% (5)	32% (26)	8% (7)	23% (19)	29% (24)	83
2016 Vote: Hillary Clinton	6% (37)	9% (62)	37% (248)	7% (49)	17% (111)	24% (160)	666
2016 Vote: Donald Trump	5% (31)	6% (39)	35% (238)	6% (39)	20% (139)	28% (193)	678
2016 Vote: Other	6% (10)	10% (17)	37% (61)	5% (8)	22% (36)	19% (31)	163
2016 Vote: Didn't Vote	9% (59)	9% (59)	29% (202)	7% (50)	18% (123)	29% (197)	690
Voted in 2014: Yes	5% (67)	7% (87)	37% (468)	6% (81)	20% (261)	25% (314)	1278
Voted in 2014: No	8% (70)	10% (90)	30% (281)	7% (65)	16% (148)	29% (268)	922

Continued on next page

Table HR5_8: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
Animated films such as 'Spirited Away' and 'My Neighbor Totoro'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (137)	8% (177)	34% (749)	7% (146)	19% (409)	26% (582)	2200
2012 Vote: Barack Obama	6% (49)	8% (64)	38% (317)	7% (61)	17% (139)	24% (202)	834
2012 Vote: Mitt Romney	3% (17)	6% (30)	34% (167)	5% (25)	24% (117)	29% (142)	497
2012 Vote: Other	4% (4)	5% (5)	42% (36)	5% (4)	23% (20)	21% (18)	86
2012 Vote: Didn't Vote	9% (68)	10% (78)	29% (226)	7% (56)	17% (133)	28% (220)	781
4-Region: Northeast	6% (23)	9% (34)	34% (135)	8% (30)	17% (65)	27% (107)	394
4-Region: Midwest	7% (32)	5% (24)	34% (158)	8% (38)	19% (90)	26% (119)	462
4-Region: South	5% (42)	9% (73)	32% (267)	6% (53)	20% (169)	27% (221)	824
4-Region: West	8% (41)	9% (45)	36% (190)	5% (25)	16% (85)	26% (134)	520
Watch TV: Every day	7% (76)	7% (79)	37% (395)	7% (73)	19% (208)	23% (241)	1071
Watch TV: Several times per week	5% (22)	12% (61)	33% (165)	8% (40)	16% (78)	26% (126)	492
Watch TV: About once per week	7% (13)	10% (18)	35% (64)	7% (13)	17% (31)	24% (44)	184
Watch TV: Several times per month	7% (8)	6% (6)	31% (36)	7% (8)	21% (25)	28% (32)	116
Watch TV: About once per month	13% (6)	12% (6)	31% (16)	4% (2)	14% (7)	26% (13)	51
Watch TV: Less often than once per month	9% (7)	3% (3)	24% (19)	5% (4)	26% (22)	33% (27)	82
Watch TV: Never	2% (4)	2% (3)	27% (54)	3% (6)	19% (39)	48% (97)	204
Watch Movies: Every day	16% (62)	10% (40)	30% (118)	6% (21)	16% (63)	22% (85)	390
Watch Movies: Several times per week	5% (29)	11% (62)	37% (212)	9% (51)	15% (86)	24% (138)	577
Watch Movies: About once per week	5% (17)	7% (25)	40% (137)	9% (30)	16% (55)	22% (74)	338
Watch Movies: Several times per month	3% (8)	9% (22)	35% (88)	5% (13)	21% (52)	26% (66)	250
Watch Movies: About once per month	3% (6)	7% (15)	35% (74)	7% (15)	22% (46)	25% (53)	209
Watch Movies: Less often than once per month	6% (14)	4% (9)	34% (75)	5% (11)	25% (55)	26% (57)	221
Watch Movies: Never	— (1)	2% (3)	21% (45)	2% (4)	24% (52)	51% (109)	215
Watch Sporting Events: Every day	16% (18)	13% (15)	34% (39)	9% (10)	20% (23)	9% (10)	115
Watch Sporting Events: Several times per week	10% (24)	10% (26)	39% (98)	8% (20)	11% (28)	22% (56)	253
Watch Sporting Events: About once per week	2% (5)	10% (22)	38% (82)	11% (23)	19% (42)	20% (45)	219
Watch Sporting Events: Several times per month	8% (15)	11% (22)	33% (66)	7% (14)	20% (39)	22% (44)	200
Watch Sporting Events: About once per month	4% (6)	3% (5)	41% (68)	11% (18)	21% (36)	20% (33)	166
Watch Sporting Events: Less often than once per month	6% (25)	8% (33)	38% (152)	7% (27)	18% (73)	23% (93)	403
Watch Sporting Events: Never	5% (43)	6% (53)	29% (243)	4% (35)	20% (168)	36% (301)	844

Continued on next page

Table HR5_8: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
Animated films such as 'Spirited Away' and 'My Neighbor Totoro'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (137)	8% (177)	34% (749)	7% (146)	19% (409)	26% (582)	2200
Cable TV: Currently subscribe	6% (58)	7% (75)	37% (374)	7% (76)	20% (205)	23% (232)	1020
Cable TV: Subscribed in past	6% (45)	10% (70)	37% (269)	7% (49)	17% (120)	23% (169)	721
Cable TV: Never subscribed	7% (34)	7% (32)	23% (106)	5% (22)	18% (84)	40% (182)	459
Satellite TV: Currently subscribe	8% (39)	8% (37)	31% (142)	5% (25)	19% (86)	29% (132)	462
Satellite TV: Subscribed in past	7% (42)	10% (59)	38% (233)	8% (47)	17% (106)	21% (130)	618
Satellite TV: Never subscribed	5% (56)	7% (80)	33% (373)	7% (75)	19% (217)	29% (321)	1121
Streaming Services: Currently subscribe	8% (113)	10% (135)	37% (509)	7% (92)	15% (210)	23% (310)	1369
Streaming Services: Subscribed in past	4% (9)	10% (21)	25% (54)	10% (23)	21% (46)	30% (65)	217
Streaming Services: Never subscribed	3% (16)	3% (21)	30% (185)	5% (32)	25% (153)	34% (207)	614
Film: An avid fan	11% (75)	11% (77)	33% (224)	7% (49)	16% (111)	22% (149)	685
Film: A casual fan	5% (60)	7% (90)	36% (452)	7% (85)	19% (237)	26% (318)	1242
Film: Not a fan	1% (2)	4% (10)	27% (73)	4% (12)	22% (60)	42% (115)	272
Television: An avid fan	8% (76)	9% (84)	34% (325)	7% (65)	20% (190)	23% (221)	961
Television: A casual fan	5% (58)	8% (80)	35% (371)	7% (73)	18% (194)	27% (291)	1067
Television: Not a fan	2% (4)	7% (12)	31% (53)	4% (8)	15% (25)	41% (71)	172
Music: An avid fan	9% (92)	10% (107)	31% (320)	6% (63)	17% (177)	26% (263)	1021
Music: A casual fan	4% (44)	6% (60)	38% (389)	7% (73)	20% (209)	25% (256)	1031
Music: Not a fan	1% (1)	7% (10)	27% (40)	7% (10)	16% (23)	43% (63)	147
Fashion: An avid fan	14% (40)	13% (36)	23% (65)	8% (22)	17% (48)	25% (69)	280
Fashion: A casual fan	7% (66)	9% (79)	36% (328)	7% (61)	18% (165)	23% (210)	909
Fashion: Not a fan	3% (31)	6% (62)	35% (355)	6% (64)	19% (196)	30% (303)	1011
Parents	6% (60)	8% (82)	35% (343)	5% (50)	18% (179)	28% (275)	989
Current Netflix Subscribers	10% (111)	11% (122)	35% (399)	7% (82)	15% (179)	23% (260)	1152
Current HBO Now Subscribers	22% (41)	15% (29)	23% (44)	10% (19)	10% (19)	19% (36)	188
Current Disney+ Subscribers	12% (67)	13% (72)	36% (193)	7% (39)	12% (64)	19% (104)	539

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

Table HR5_9: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'Doctor Who'

Demographic	Much more likely		Somewhat more likely		Neither more or less likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	5%	(112)	11%	(232)	35%	(768)	8%	(169)	18%	(385)	24%	(535)	2200
Gender: Male	6%	(63)	12%	(124)	36%	(383)	9%	(96)	15%	(156)	23%	(239)	1062
Gender: Female	4%	(49)	9%	(108)	34%	(385)	6%	(73)	20%	(229)	26%	(295)	1138
Age: 18-34	8%	(53)	13%	(84)	32%	(207)	11%	(71)	13%	(83)	24%	(157)	655
Age: 35-44	7%	(25)	15%	(52)	36%	(128)	6%	(23)	10%	(34)	26%	(94)	358
Age: 45-64	3%	(26)	10%	(76)	38%	(288)	6%	(49)	20%	(148)	22%	(164)	751
Age: 65+	2%	(7)	4%	(19)	33%	(144)	6%	(27)	27%	(119)	27%	(120)	436
GenZers: 1997-2012	8%	(23)	15%	(44)	28%	(82)	13%	(37)	13%	(39)	23%	(67)	292
Millennials: 1981-1996	7%	(37)	12%	(66)	35%	(189)	8%	(45)	12%	(63)	26%	(144)	545
GenXers: 1965-1980	6%	(31)	13%	(72)	38%	(205)	6%	(33)	14%	(77)	23%	(127)	545
Baby Boomers: 1946-1964	3%	(20)	7%	(48)	36%	(256)	7%	(48)	25%	(176)	24%	(169)	716
PID: Dem (no lean)	6%	(46)	13%	(105)	34%	(269)	9%	(68)	17%	(137)	21%	(164)	789
PID: Ind (no lean)	5%	(38)	11%	(85)	36%	(286)	7%	(55)	16%	(122)	25%	(199)	784
PID: Rep (no lean)	4%	(28)	7%	(41)	34%	(214)	7%	(46)	20%	(126)	27%	(172)	627
PID/Gender: Dem Men	8%	(28)	14%	(48)	37%	(131)	10%	(36)	13%	(47)	18%	(64)	354
PID/Gender: Dem Women	4%	(18)	13%	(57)	32%	(138)	7%	(32)	21%	(90)	23%	(100)	435
PID/Gender: Ind Men	4%	(16)	12%	(47)	37%	(147)	9%	(35)	13%	(51)	25%	(100)	396
PID/Gender: Ind Women	6%	(22)	10%	(38)	36%	(138)	5%	(20)	18%	(71)	25%	(99)	389
PID/Gender: Rep Men	6%	(19)	9%	(29)	34%	(105)	8%	(26)	19%	(58)	24%	(75)	312
PID/Gender: Rep Women	3%	(8)	4%	(12)	35%	(109)	7%	(20)	22%	(68)	31%	(97)	315
Ideo: Liberal (1-3)	7%	(45)	14%	(91)	36%	(227)	9%	(58)	16%	(101)	17%	(110)	631
Ideo: Moderate (4)	5%	(28)	13%	(79)	37%	(228)	9%	(56)	16%	(98)	20%	(124)	613
Ideo: Conservative (5-7)	3%	(24)	7%	(46)	36%	(250)	7%	(46)	21%	(143)	26%	(182)	691
Educ: < College	4%	(67)	9%	(143)	32%	(483)	8%	(123)	19%	(295)	27%	(401)	1512
Educ: Bachelors degree	6%	(25)	11%	(48)	45%	(199)	6%	(28)	13%	(59)	19%	(86)	444
Educ: Post-grad	8%	(20)	16%	(40)	35%	(86)	8%	(18)	13%	(32)	20%	(48)	244
Income: Under 50k	5%	(55)	9%	(104)	33%	(397)	8%	(93)	20%	(233)	26%	(304)	1186
Income: 50k-100k	5%	(34)	12%	(83)	36%	(259)	8%	(54)	16%	(112)	24%	(169)	711
Income: 100k+	7%	(22)	15%	(45)	37%	(112)	7%	(22)	13%	(40)	21%	(62)	303
Ethnicity: White	5%	(85)	10%	(178)	36%	(625)	7%	(122)	17%	(300)	24%	(410)	1722

Continued on next page

Table HR5_9: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'Doctor Who'

Demographic	Much more likely		Somewhat more likely		Neither more or less likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	5%	(112)	11%	(232)	35%	(768)	8%	(169)	18%	(385)	24%	(535)	2200
Ethnicity: Hispanic	5%	(18)	17%	(60)	30%	(106)	7%	(24)	11%	(39)	29%	(102)	349
Ethnicity: Afr. Am.	6%	(15)	8%	(22)	29%	(78)	11%	(30)	22%	(59)	25%	(69)	274
Ethnicity: Other	5%	(11)	15%	(32)	31%	(64)	8%	(16)	12%	(25)	27%	(56)	204
All Christian	5%	(51)	8%	(83)	37%	(391)	8%	(88)	20%	(212)	21%	(221)	1046
All Non-Christian	9%	(11)	14%	(16)	24%	(29)	6%	(7)	17%	(21)	30%	(35)	119
Atheist	12%	(11)	13%	(12)	44%	(40)	6%	(6)	4%	(4)	20%	(18)	91
Agnostic/Nothing in particular	4%	(38)	13%	(120)	33%	(307)	7%	(69)	16%	(148)	28%	(260)	944
Religious Non-Protestant/Catholic	8%	(12)	13%	(18)	24%	(34)	6%	(9)	19%	(27)	31%	(44)	144
Evangelical	4%	(25)	10%	(56)	34%	(196)	5%	(28)	21%	(121)	26%	(148)	573
Non-Evangelical	4%	(36)	9%	(73)	37%	(311)	10%	(82)	18%	(155)	22%	(185)	841
Community: Urban	7%	(37)	12%	(66)	30%	(159)	8%	(45)	16%	(84)	27%	(142)	533
Community: Suburban	5%	(54)	11%	(118)	37%	(387)	7%	(79)	19%	(197)	21%	(218)	1053
Community: Rural	3%	(21)	8%	(47)	36%	(222)	7%	(45)	17%	(104)	28%	(174)	614
Employ: Private Sector	7%	(46)	12%	(80)	42%	(276)	7%	(48)	14%	(88)	17%	(113)	652
Employ: Government	5%	(7)	15%	(19)	28%	(36)	8%	(11)	13%	(17)	30%	(39)	127
Employ: Self-Employed	6%	(9)	13%	(20)	35%	(54)	11%	(18)	15%	(24)	20%	(31)	157
Employ: Homemaker	4%	(6)	11%	(15)	32%	(45)	5%	(7)	24%	(34)	24%	(33)	138
Employ: Retired	2%	(8)	5%	(26)	32%	(157)	7%	(33)	25%	(121)	29%	(141)	485
Employ: Unemployed	6%	(19)	10%	(31)	36%	(116)	8%	(27)	12%	(38)	29%	(95)	325
Employ: Other	4%	(6)	9%	(15)	26%	(43)	3%	(5)	26%	(42)	32%	(52)	163
Military HH: Yes	5%	(19)	11%	(44)	35%	(139)	6%	(24)	21%	(82)	22%	(84)	391
Military HH: No	5%	(92)	10%	(188)	35%	(629)	8%	(145)	17%	(303)	25%	(450)	1809
RD/WT: Right Direction	5%	(36)	10%	(73)	33%	(241)	8%	(56)	17%	(122)	28%	(205)	733
RD/WT: Wrong Track	5%	(75)	11%	(159)	36%	(527)	8%	(113)	18%	(263)	22%	(330)	1467
Trump Job Approve	6%	(49)	9%	(82)	35%	(304)	7%	(63)	18%	(159)	25%	(219)	876
Trump Job Disapprove	5%	(62)	11%	(138)	36%	(444)	8%	(102)	17%	(210)	22%	(276)	1233

Continued on next page

Table HR5_9: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'Doctor Who'

Demographic	Much more likely		Somewhat more likely		Neither more or less likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	5%	(112)	11%	(232)	35%	(768)	8%	(169)	18%	(385)	24%	(535)	2200
Trump Job Strongly Approve	4%	(20)	8%	(37)	32%	(154)	7%	(34)	21%	(100)	29%	(143)	488
Trump Job Somewhat Approve	8%	(29)	12%	(45)	39%	(150)	8%	(29)	15%	(59)	19%	(76)	388
Trump Job Somewhat Disapprove	4%	(13)	14%	(41)	37%	(109)	9%	(25)	16%	(48)	19%	(56)	291
Trump Job Strongly Disapprove	5%	(49)	10%	(97)	36%	(335)	8%	(78)	17%	(162)	23%	(220)	942
Favorable of Trump	5%	(41)	10%	(84)	34%	(282)	7%	(57)	18%	(154)	26%	(215)	833
Unfavorable of Trump	5%	(66)	11%	(129)	38%	(459)	8%	(95)	18%	(215)	21%	(257)	1220
Very Favorable of Trump	5%	(25)	8%	(40)	30%	(152)	7%	(34)	20%	(99)	30%	(150)	500
Somewhat Favorable of Trump	5%	(16)	13%	(43)	39%	(130)	7%	(23)	16%	(55)	20%	(65)	333
Somewhat Unfavorable of Trump	5%	(11)	13%	(26)	40%	(82)	7%	(15)	17%	(34)	18%	(38)	206
Very Unfavorable of Trump	5%	(55)	10%	(103)	37%	(376)	8%	(80)	18%	(181)	22%	(219)	1014
#1 Issue: Economy	6%	(44)	10%	(74)	39%	(298)	8%	(59)	16%	(124)	22%	(173)	772
#1 Issue: Security	4%	(10)	8%	(21)	34%	(88)	8%	(21)	22%	(56)	24%	(60)	255
#1 Issue: Health Care	5%	(23)	12%	(52)	37%	(159)	7%	(30)	14%	(61)	24%	(100)	425
#1 Issue: Medicare / Social Security	3%	(8)	6%	(17)	28%	(85)	7%	(21)	24%	(73)	33%	(98)	301
#1 Issue: Women's Issues	7%	(7)	12%	(11)	25%	(24)	16%	(15)	9%	(8)	31%	(29)	94
#1 Issue: Education	7%	(8)	24%	(29)	32%	(38)	3%	(4)	19%	(23)	15%	(18)	120
#1 Issue: Energy	5%	(5)	20%	(18)	30%	(26)	13%	(12)	14%	(12)	17%	(15)	88
#1 Issue: Other	5%	(8)	7%	(10)	34%	(49)	6%	(8)	19%	(28)	29%	(41)	144
2018 House Vote: Democrat	7%	(51)	12%	(89)	35%	(261)	9%	(64)	17%	(128)	20%	(148)	741
2018 House Vote: Republican	5%	(29)	9%	(54)	37%	(225)	7%	(41)	19%	(116)	25%	(151)	615
2018 House Vote: Someone else	1%	(0)	12%	(10)	32%	(26)	4%	(3)	26%	(21)	27%	(22)	83
2016 Vote: Hillary Clinton	6%	(41)	12%	(78)	37%	(250)	8%	(51)	16%	(105)	21%	(140)	666
2016 Vote: Donald Trump	5%	(34)	9%	(58)	35%	(236)	7%	(47)	18%	(124)	26%	(178)	678
2016 Vote: Other	3%	(5)	12%	(20)	45%	(74)	3%	(5)	17%	(27)	20%	(32)	163
2016 Vote: Didn't Vote	5%	(32)	11%	(75)	30%	(207)	9%	(65)	19%	(128)	27%	(184)	690
Voted in 2014: Yes	5%	(68)	11%	(136)	37%	(468)	7%	(86)	19%	(241)	22%	(278)	1278
Voted in 2014: No	5%	(44)	10%	(95)	33%	(300)	9%	(83)	16%	(144)	28%	(257)	922

Continued on next page

Table HR5_9: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'Doctor Who'

Demographic	Much more likely		Somewhat more likely		Neither more or less likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	5%	(112)	11%	(232)	35%	(768)	8%	(169)	18%	(385)	24%	(535)	2200
2012 Vote: Barack Obama	6%	(46)	11%	(90)	38%	(313)	8%	(66)	17%	(141)	21%	(178)	834
2012 Vote: Mitt Romney	4%	(18)	9%	(43)	36%	(178)	6%	(27)	20%	(102)	26%	(129)	497
2012 Vote: Other	4%	(4)	5%	(4)	44%	(38)	5%	(4)	18%	(15)	23%	(20)	86
2012 Vote: Didn't Vote	6%	(44)	12%	(95)	30%	(237)	9%	(72)	16%	(127)	27%	(207)	781
4-Region: Northeast	6%	(23)	13%	(50)	32%	(127)	8%	(31)	16%	(61)	26%	(100)	394
4-Region: Midwest	2%	(11)	8%	(37)	39%	(182)	8%	(39)	18%	(83)	24%	(110)	462
4-Region: South	5%	(41)	11%	(89)	33%	(274)	7%	(61)	19%	(153)	25%	(207)	824
4-Region: West	7%	(37)	11%	(55)	35%	(184)	7%	(38)	17%	(88)	23%	(118)	520
Watch TV: Every day	7%	(72)	11%	(119)	36%	(387)	8%	(85)	18%	(195)	20%	(214)	1071
Watch TV: Several times per week	5%	(23)	11%	(53)	39%	(192)	9%	(43)	14%	(67)	23%	(114)	492
Watch TV: About once per week	6%	(12)	15%	(28)	30%	(55)	11%	(20)	12%	(22)	26%	(47)	184
Watch TV: Several times per month	1%	(2)	10%	(11)	38%	(44)	6%	(7)	18%	(21)	27%	(31)	116
Watch TV: About once per month	3%	(2)	16%	(8)	20%	(10)	8%	(4)	27%	(14)	27%	(14)	51
Watch TV: Less often than once per month	3%	(2)	3%	(3)	31%	(26)	6%	(5)	25%	(21)	32%	(27)	82
Watch TV: Never	—	(0)	4%	(9)	27%	(54)	3%	(6)	23%	(46)	43%	(89)	204
Watch Movies: Every day	13%	(50)	14%	(56)	28%	(110)	7%	(29)	17%	(67)	20%	(77)	390
Watch Movies: Several times per week	5%	(27)	12%	(69)	40%	(230)	8%	(46)	13%	(74)	23%	(131)	577
Watch Movies: About once per week	4%	(13)	13%	(44)	38%	(128)	11%	(36)	16%	(53)	19%	(64)	338
Watch Movies: Several times per month	2%	(5)	11%	(27)	38%	(96)	9%	(23)	16%	(41)	23%	(58)	250
Watch Movies: About once per month	3%	(6)	6%	(12)	38%	(80)	8%	(17)	21%	(44)	24%	(51)	209
Watch Movies: Less often than once per month	3%	(6)	6%	(12)	37%	(82)	5%	(11)	23%	(52)	26%	(58)	221
Watch Movies: Never	2%	(5)	5%	(11)	19%	(41)	3%	(7)	25%	(55)	45%	(96)	215
Watch Sporting Events: Every day	22%	(26)	13%	(15)	32%	(37)	6%	(7)	12%	(14)	15%	(17)	115
Watch Sporting Events: Several times per week	5%	(12)	15%	(37)	43%	(109)	9%	(23)	11%	(29)	17%	(42)	253
Watch Sporting Events: About once per week	8%	(18)	8%	(18)	36%	(78)	13%	(29)	14%	(30)	21%	(45)	219
Watch Sporting Events: Several times per month	6%	(12)	17%	(34)	35%	(71)	8%	(16)	17%	(34)	17%	(35)	200
Watch Sporting Events: About once per month	4%	(6)	8%	(12)	35%	(59)	14%	(23)	23%	(39)	16%	(27)	166
Watch Sporting Events: Less often than once per month	4%	(15)	12%	(49)	41%	(166)	8%	(32)	15%	(60)	20%	(80)	403
Watch Sporting Events: Never	3%	(22)	8%	(66)	29%	(248)	4%	(38)	21%	(180)	34%	(290)	844

Continued on next page

Table HR5_9: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'Doctor Who'

Demographic	Much more likely		Somewhat more likely		Neither more or less likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	5%	(112)	11%	(232)	35%	(768)	8%	(169)	18%	(385)	24%	(535)	2200
Cable TV: Currently subscribe	5%	(56)	11%	(109)	36%	(369)	8%	(80)	18%	(184)	22%	(223)	1020
Cable TV: Subscribed in past	5%	(39)	10%	(74)	39%	(281)	10%	(72)	16%	(116)	19%	(139)	721
Cable TV: Never subscribed	4%	(17)	11%	(49)	26%	(118)	4%	(17)	19%	(85)	38%	(173)	459
Satellite TV: Currently subscribe	7%	(30)	10%	(47)	34%	(155)	8%	(35)	18%	(85)	24%	(110)	462
Satellite TV: Subscribed in past	5%	(30)	14%	(86)	37%	(231)	9%	(58)	14%	(89)	20%	(124)	618
Satellite TV: Never subscribed	5%	(51)	9%	(100)	34%	(382)	7%	(76)	19%	(211)	27%	(301)	1121
Streaming Services: Currently subscribe	7%	(91)	13%	(174)	38%	(525)	8%	(108)	14%	(188)	21%	(282)	1369
Streaming Services: Subscribed in past	4%	(9)	8%	(18)	24%	(53)	9%	(20)	28%	(61)	26%	(56)	217
Streaming Services: Never subscribed	2%	(12)	6%	(40)	31%	(189)	7%	(41)	22%	(137)	32%	(196)	614
Film: An avid fan	8%	(53)	15%	(102)	36%	(245)	7%	(51)	14%	(98)	20%	(137)	685
Film: A casual fan	4%	(52)	10%	(120)	37%	(457)	8%	(103)	18%	(227)	23%	(283)	1242
Film: Not a fan	2%	(6)	3%	(9)	24%	(66)	6%	(16)	22%	(60)	42%	(115)	272
Television: An avid fan	7%	(64)	12%	(111)	34%	(327)	9%	(89)	18%	(170)	21%	(200)	961
Television: A casual fan	4%	(45)	10%	(105)	36%	(389)	7%	(74)	17%	(183)	25%	(270)	1067
Television: Not a fan	2%	(3)	9%	(16)	30%	(51)	3%	(6)	18%	(32)	38%	(65)	172
Music: An avid fan	7%	(67)	13%	(129)	34%	(346)	8%	(83)	15%	(158)	23%	(238)	1021
Music: A casual fan	4%	(39)	10%	(101)	36%	(373)	8%	(80)	19%	(198)	23%	(241)	1031
Music: Not a fan	3%	(5)	1%	(1)	34%	(50)	4%	(6)	20%	(30)	38%	(56)	147
Fashion: An avid fan	8%	(21)	16%	(46)	27%	(74)	7%	(19)	17%	(46)	26%	(73)	280
Fashion: A casual fan	6%	(54)	10%	(93)	37%	(334)	9%	(79)	17%	(150)	22%	(198)	909
Fashion: Not a fan	4%	(37)	9%	(92)	36%	(360)	7%	(71)	19%	(189)	26%	(263)	1011
Parents	5%	(50)	13%	(129)	35%	(346)	6%	(58)	17%	(173)	24%	(234)	989
Current Netflix Subscribers	8%	(91)	14%	(161)	35%	(406)	8%	(96)	15%	(172)	20%	(227)	1152
Current HBO Now Subscribers	21%	(39)	15%	(29)	30%	(56)	9%	(16)	10%	(19)	16%	(29)	188
Current Disney+ Subscribers	11%	(60)	18%	(95)	36%	(195)	7%	(40)	11%	(58)	17%	(90)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

Table HR5_10: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'The Fresh Prince of Bel-Air'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (179)	12% (273)	35% (768)	7% (157)	15% (338)	22% (485)	2200
Gender: Male	9% (93)	12% (124)	36% (383)	9% (91)	14% (149)	21% (222)	1062
Gender: Female	8% (86)	13% (149)	34% (385)	6% (66)	17% (189)	23% (263)	1138
Age: 18-34	18% (120)	21% (137)	30% (195)	6% (37)	6% (38)	19% (127)	655
Age: 35-44	9% (32)	19% (68)	38% (135)	7% (23)	7% (27)	21% (73)	358
Age: 45-64	3% (25)	8% (59)	40% (298)	8% (61)	20% (147)	22% (162)	751
Age: 65+	— (2)	2% (10)	32% (140)	8% (36)	29% (126)	28% (122)	436
GenZers: 1997-2012	18% (53)	22% (64)	24% (69)	8% (24)	7% (20)	21% (61)	292
Millennials: 1981-1996	15% (85)	20% (111)	35% (192)	5% (27)	6% (31)	18% (98)	545
GenXers: 1965-1980	6% (33)	12% (68)	40% (217)	7% (36)	12% (65)	23% (127)	545
Baby Boomers: 1946-1964	1% (9)	4% (28)	35% (253)	9% (64)	26% (189)	24% (173)	716
PID: Dem (no lean)	10% (78)	16% (125)	34% (270)	8% (64)	14% (113)	18% (139)	789
PID: Ind (no lean)	9% (67)	10% (80)	37% (294)	7% (56)	13% (102)	24% (186)	784
PID: Rep (no lean)	5% (33)	11% (68)	33% (204)	6% (37)	20% (124)	26% (160)	627
PID/Gender: Dem Men	12% (43)	16% (57)	34% (121)	12% (41)	11% (41)	15% (52)	354
PID/Gender: Dem Women	8% (36)	16% (68)	34% (149)	5% (23)	17% (72)	20% (87)	435
PID/Gender: Ind Men	8% (32)	9% (34)	40% (157)	7% (29)	11% (45)	25% (100)	396
PID/Gender: Ind Women	9% (35)	12% (46)	35% (137)	7% (27)	15% (57)	22% (86)	389
PID/Gender: Rep Men	6% (19)	11% (33)	34% (105)	7% (21)	20% (63)	23% (71)	312
PID/Gender: Rep Women	5% (14)	11% (35)	32% (99)	5% (16)	19% (60)	28% (89)	315
Ideo: Liberal (1-3)	12% (73)	15% (97)	37% (235)	8% (48)	13% (84)	15% (94)	631
Ideo: Moderate (4)	8% (52)	12% (76)	39% (237)	7% (46)	15% (89)	18% (113)	613
Ideo: Conservative (5-7)	4% (26)	9% (63)	35% (240)	7% (49)	21% (146)	24% (168)	691
Educ: < College	9% (132)	12% (178)	31% (476)	7% (111)	17% (250)	24% (366)	1512
Educ: Bachelors degree	6% (28)	13% (59)	44% (193)	6% (27)	14% (60)	17% (76)	444
Educ: Post-grad	8% (19)	15% (36)	40% (99)	8% (19)	11% (28)	18% (44)	244
Income: Under 50k	9% (106)	12% (138)	32% (384)	8% (90)	17% (196)	23% (271)	1186
Income: 50k-100k	7% (46)	12% (88)	38% (274)	7% (50)	14% (98)	22% (155)	711
Income: 100k+	9% (26)	15% (46)	36% (110)	6% (18)	14% (43)	19% (59)	303
Ethnicity: White	5% (94)	12% (208)	36% (625)	7% (122)	16% (282)	23% (391)	1722

Continued on next page

Table HR5_10: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'The Fresh Prince of Bel-Air'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (179)	12% (273)	35% (768)	7% (157)	15% (338)	22% (485)	2200
Ethnicity: Hispanic	13% (47)	19% (65)	30% (105)	4% (13)	11% (37)	24% (82)	349
Ethnicity: Afr. Am.	24% (64)	13% (35)	26% (73)	9% (24)	14% (37)	15% (40)	274
Ethnicity: Other	10% (20)	15% (30)	35% (71)	5% (11)	9% (18)	26% (54)	204
All Christian	6% (59)	12% (127)	37% (384)	7% (71)	19% (201)	20% (204)	1046
All Non-Christian	14% (17)	16% (19)	32% (38)	8% (10)	13% (15)	17% (20)	119
Atheist	11% (10)	8% (7)	44% (40)	13% (12)	6% (5)	19% (17)	91
Agnostic/Nothing in particular	10% (94)	13% (120)	32% (306)	7% (64)	12% (117)	26% (243)	944
Religious Non-Protestant/Catholic	11% (17)	13% (19)	32% (45)	9% (12)	14% (20)	21% (31)	144
Evangelical	9% (51)	13% (74)	33% (189)	5% (29)	18% (101)	22% (129)	573
Non-Evangelical	6% (48)	13% (113)	36% (304)	8% (64)	17% (141)	20% (171)	841
Community: Urban	12% (65)	16% (86)	30% (162)	7% (39)	13% (70)	21% (112)	533
Community: Suburban	7% (74)	12% (128)	36% (382)	8% (83)	17% (184)	19% (202)	1053
Community: Rural	7% (40)	10% (59)	37% (224)	6% (35)	14% (84)	28% (171)	614
Employ: Private Sector	9% (61)	12% (80)	44% (286)	7% (44)	12% (80)	15% (101)	652
Employ: Government	18% (23)	19% (25)	29% (37)	4% (5)	13% (17)	17% (21)	127
Employ: Self-Employed	12% (19)	11% (17)	30% (47)	12% (19)	20% (32)	15% (23)	157
Employ: Homemaker	5% (7)	17% (24)	31% (43)	9% (12)	16% (22)	21% (29)	138
Employ: Retired	1% (4)	3% (13)	34% (165)	8% (38)	26% (126)	29% (139)	485
Employ: Unemployed	11% (36)	16% (51)	32% (104)	8% (25)	7% (24)	26% (86)	325
Employ: Other	5% (8)	15% (24)	26% (43)	3% (4)	17% (27)	35% (57)	163
Military HH: Yes	4% (17)	11% (42)	34% (132)	8% (31)	20% (79)	23% (91)	391
Military HH: No	9% (161)	13% (231)	35% (637)	7% (126)	14% (259)	22% (394)	1809
RD/WT: Right Direction	6% (45)	11% (79)	32% (238)	8% (56)	16% (118)	27% (197)	733
RD/WT: Wrong Track	9% (134)	13% (193)	36% (530)	7% (101)	15% (220)	20% (288)	1467
Trump Job Approve	6% (54)	11% (96)	34% (301)	7% (62)	17% (153)	24% (209)	876
Trump Job Disapprove	9% (116)	13% (160)	36% (443)	7% (92)	14% (178)	20% (244)	1233

Continued on next page

Table HR5_10: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'The Fresh Prince of Bel-Air'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (179)	12% (273)	35% (768)	7% (157)	15% (338)	22% (485)	2200
Trump Job Strongly Approve	4% (22)	10% (48)	31% (152)	6% (29)	20% (98)	28% (138)	488
Trump Job Somewhat Approve	8% (33)	12% (48)	38% (149)	8% (32)	14% (55)	18% (71)	388
Trump Job Somewhat Disapprove	10% (28)	20% (58)	33% (96)	7% (21)	12% (36)	18% (51)	291
Trump Job Strongly Disapprove	9% (87)	11% (102)	37% (347)	7% (70)	15% (142)	21% (193)	942
Favorable of Trump	6% (48)	10% (87)	34% (285)	7% (60)	19% (155)	24% (198)	833
Unfavorable of Trump	9% (114)	13% (165)	37% (453)	8% (93)	14% (173)	18% (222)	1220
Very Favorable of Trump	6% (28)	9% (45)	31% (154)	7% (34)	20% (98)	28% (141)	500
Somewhat Favorable of Trump	6% (21)	12% (41)	39% (131)	8% (26)	17% (57)	17% (57)	333
Somewhat Unfavorable of Trump	7% (14)	23% (47)	35% (73)	9% (18)	11% (23)	16% (32)	206
Very Unfavorable of Trump	10% (101)	12% (118)	37% (380)	7% (76)	15% (151)	19% (190)	1014
#1 Issue: Economy	9% (70)	13% (98)	38% (296)	8% (59)	14% (105)	19% (145)	772
#1 Issue: Security	9% (24)	10% (27)	32% (82)	5% (14)	22% (55)	21% (54)	255
#1 Issue: Health Care	8% (34)	11% (47)	40% (168)	6% (24)	14% (58)	22% (93)	425
#1 Issue: Medicare / Social Security	4% (13)	7% (22)	30% (90)	8% (23)	20% (59)	31% (94)	301
#1 Issue: Women's Issues	12% (12)	21% (19)	32% (30)	6% (5)	3% (2)	27% (25)	94
#1 Issue: Education	17% (20)	23% (27)	21% (25)	6% (7)	19% (23)	14% (17)	120
#1 Issue: Energy	4% (3)	20% (18)	32% (28)	16% (14)	9% (8)	19% (17)	88
#1 Issue: Other	2% (3)	10% (15)	34% (48)	7% (10)	19% (28)	27% (39)	144
2018 House Vote: Democrat	8% (60)	13% (96)	38% (282)	8% (62)	16% (120)	16% (122)	741
2018 House Vote: Republican	4% (26)	10% (60)	35% (215)	7% (43)	20% (121)	24% (149)	615
2018 House Vote: Someone else	9% (8)	8% (7)	32% (26)	10% (8)	18% (15)	23% (19)	83
2016 Vote: Hillary Clinton	9% (57)	10% (69)	39% (261)	9% (61)	15% (99)	18% (119)	666
2016 Vote: Donald Trump	3% (18)	11% (72)	35% (237)	8% (52)	19% (126)	25% (172)	678
2016 Vote: Other	10% (16)	12% (19)	37% (60)	5% (9)	18% (30)	18% (30)	163
2016 Vote: Didn't Vote	13% (87)	16% (113)	30% (209)	5% (35)	12% (83)	24% (163)	690
Voted in 2014: Yes	6% (74)	9% (120)	38% (484)	7% (95)	20% (249)	20% (255)	1278
Voted in 2014: No	11% (105)	17% (152)	31% (284)	7% (62)	10% (88)	25% (230)	922

Continued on next page

Table HR5_10: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'The Fresh Prince of Bel-Air'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (179)	12% (273)	35% (768)	7% (157)	15% (338)	22% (485)	2200
2012 Vote: Barack Obama	8% (64)	11% (92)	38% (320)	8% (66)	16% (129)	19% (162)	834
2012 Vote: Mitt Romney	3% (15)	7% (35)	35% (174)	7% (37)	23% (116)	24% (120)	497
2012 Vote: Other	5% (4)	7% (6)	46% (39)	3% (3)	16% (13)	23% (20)	86
2012 Vote: Didn't Vote	12% (95)	18% (139)	30% (233)	7% (51)	10% (79)	24% (184)	781
4-Region: Northeast	10% (41)	13% (50)	33% (132)	7% (28)	13% (51)	23% (92)	394
4-Region: Midwest	5% (22)	11% (51)	39% (178)	8% (37)	16% (73)	22% (101)	462
4-Region: South	9% (75)	13% (109)	33% (269)	7% (54)	17% (140)	21% (176)	824
4-Region: West	8% (41)	12% (62)	36% (189)	7% (38)	14% (73)	22% (116)	520
Watch TV: Every day	10% (112)	14% (146)	36% (382)	7% (73)	17% (181)	17% (177)	1071
Watch TV: Several times per week	6% (28)	13% (65)	38% (186)	8% (39)	14% (67)	22% (106)	492
Watch TV: About once per week	13% (23)	16% (29)	34% (62)	6% (10)	10% (18)	22% (41)	184
Watch TV: Several times per month	5% (6)	10% (11)	42% (49)	15% (17)	7% (8)	21% (25)	116
Watch TV: About once per month	7% (4)	13% (7)	23% (12)	7% (4)	16% (8)	33% (17)	51
Watch TV: Less often than once per month	6% (5)	4% (3)	30% (25)	7% (6)	23% (19)	30% (24)	82
Watch TV: Never	1% (1)	5% (11)	26% (53)	4% (8)	18% (36)	46% (94)	204
Watch Movies: Every day	19% (73)	18% (68)	28% (111)	4% (16)	14% (53)	18% (69)	390
Watch Movies: Several times per week	10% (55)	13% (77)	38% (219)	7% (41)	14% (79)	18% (106)	577
Watch Movies: About once per week	5% (18)	18% (60)	39% (131)	10% (35)	11% (38)	17% (56)	338
Watch Movies: Several times per month	2% (5)	15% (37)	40% (99)	6% (16)	16% (40)	21% (53)	250
Watch Movies: About once per month	4% (8)	6% (13)	40% (84)	10% (20)	18% (38)	22% (45)	209
Watch Movies: Less often than once per month	6% (13)	7% (15)	36% (80)	8% (17)	20% (45)	23% (52)	221
Watch Movies: Never	3% (6)	1% (3)	21% (45)	5% (11)	21% (45)	49% (105)	215
Watch Sporting Events: Every day	20% (23)	14% (16)	38% (44)	10% (11)	9% (10)	9% (10)	115
Watch Sporting Events: Several times per week	12% (30)	21% (52)	37% (94)	4% (9)	12% (30)	15% (38)	253
Watch Sporting Events: About once per week	8% (18)	19% (42)	33% (71)	11% (24)	13% (28)	17% (36)	219
Watch Sporting Events: Several times per month	11% (22)	15% (30)	38% (75)	9% (18)	12% (24)	16% (32)	200
Watch Sporting Events: About once per month	5% (9)	11% (19)	38% (64)	9% (15)	18% (30)	18% (29)	166
Watch Sporting Events: Less often than once per month	6% (24)	13% (54)	37% (148)	10% (39)	17% (67)	18% (72)	403
Watch Sporting Events: Never	6% (53)	7% (59)	32% (271)	5% (42)	18% (150)	32% (268)	844

Continued on next page

Table HR5_10: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
'The Fresh Prince of Bel-Air'

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (179)	12% (273)	35% (768)	7% (157)	15% (338)	22% (485)	2200
Cable TV: Currently subscribe	9% (95)	11% (110)	37% (381)	8% (80)	16% (160)	19% (193)	1020
Cable TV: Subscribed in past	6% (45)	15% (109)	38% (272)	8% (56)	15% (106)	18% (133)	721
Cable TV: Never subscribed	8% (39)	12% (53)	25% (115)	5% (21)	16% (72)	35% (159)	459
Satellite TV: Currently subscribe	9% (40)	14% (67)	30% (139)	7% (31)	19% (87)	21% (98)	462
Satellite TV: Subscribed in past	10% (60)	14% (86)	37% (227)	9% (55)	12% (75)	19% (115)	618
Satellite TV: Never subscribed	7% (79)	11% (119)	36% (402)	6% (71)	16% (176)	24% (273)	1121
Streaming Services: Currently subscribe	10% (132)	15% (203)	37% (500)	7% (101)	14% (189)	18% (244)	1369
Streaming Services: Subscribed in past	9% (19)	11% (24)	29% (63)	10% (21)	16% (34)	26% (57)	217
Streaming Services: Never subscribed	5% (28)	7% (46)	33% (206)	6% (35)	19% (115)	30% (184)	614
Film: An avid fan	13% (91)	16% (108)	34% (233)	7% (50)	13% (86)	17% (116)	685
Film: A casual fan	6% (70)	12% (147)	37% (461)	7% (90)	17% (206)	22% (268)	1242
Film: Not a fan	6% (18)	6% (17)	27% (74)	6% (16)	17% (46)	37% (101)	272
Television: An avid fan	10% (98)	14% (138)	32% (311)	8% (72)	17% (164)	18% (178)	961
Television: A casual fan	7% (72)	11% (116)	38% (408)	7% (73)	14% (153)	23% (244)	1067
Television: Not a fan	5% (9)	11% (19)	29% (49)	7% (12)	12% (20)	37% (63)	172
Music: An avid fan	12% (124)	16% (161)	33% (338)	6% (63)	14% (140)	19% (196)	1021
Music: A casual fan	5% (51)	10% (101)	38% (392)	7% (76)	17% (175)	23% (236)	1031
Music: Not a fan	3% (4)	7% (10)	26% (38)	13% (19)	16% (23)	36% (54)	147
Fashion: An avid fan	23% (65)	20% (57)	20% (56)	5% (15)	11% (30)	20% (57)	280
Fashion: A casual fan	8% (74)	13% (119)	37% (339)	8% (70)	15% (136)	19% (170)	909
Fashion: Not a fan	4% (39)	10% (97)	37% (373)	7% (72)	17% (171)	26% (259)	1011
Parents	7% (71)	14% (137)	35% (342)	6% (62)	16% (163)	22% (213)	989
Current Netflix Subscribers	12% (138)	16% (182)	36% (417)	7% (83)	12% (143)	16% (190)	1152
Current HBO Now Subscribers	19% (37)	22% (42)	29% (55)	7% (14)	9% (17)	13% (24)	188
Current Disney+ Subscribers	16% (86)	20% (105)	37% (201)	6% (31)	7% (40)	14% (76)	539

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

Table HR5_11: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
Original upcoming HBO Max TV shows

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (167)	17% (367)	34% (756)	5% (105)	11% (251)	25% (553)	2200
Gender: Male	9% (101)	20% (209)	34% (365)	4% (46)	11% (114)	21% (228)	1062
Gender: Female	6% (67)	14% (158)	34% (391)	5% (60)	12% (137)	29% (325)	1138
Age: 18-34	12% (78)	19% (126)	30% (198)	5% (30)	8% (50)	26% (174)	655
Age: 35-44	11% (38)	21% (75)	35% (127)	5% (18)	6% (23)	22% (78)	358
Age: 45-64	5% (37)	16% (119)	37% (280)	5% (41)	13% (95)	24% (179)	751
Age: 65+	4% (15)	11% (48)	35% (151)	4% (17)	19% (83)	28% (122)	436
GenZers: 1997-2012	13% (37)	19% (54)	28% (81)	6% (16)	8% (23)	27% (80)	292
Millennials: 1981-1996	11% (58)	22% (122)	32% (174)	3% (17)	8% (43)	24% (131)	545
GenXers: 1965-1980	9% (48)	16% (87)	37% (201)	7% (40)	7% (37)	24% (131)	545
Baby Boomers: 1946-1964	3% (24)	14% (103)	36% (256)	3% (24)	17% (124)	26% (186)	716
PID: Dem (no lean)	8% (66)	20% (157)	34% (270)	4% (34)	12% (96)	21% (166)	789
PID: Ind (no lean)	8% (59)	17% (134)	35% (277)	5% (36)	8% (66)	27% (212)	784
PID: Rep (no lean)	7% (42)	12% (76)	33% (208)	6% (35)	14% (90)	28% (175)	627
PID/Gender: Dem Men	10% (37)	23% (82)	34% (122)	4% (16)	12% (42)	16% (55)	354
PID/Gender: Dem Women	7% (30)	17% (75)	34% (148)	4% (18)	12% (53)	25% (110)	435
PID/Gender: Ind Men	9% (37)	19% (76)	34% (136)	4% (16)	8% (33)	25% (98)	396
PID/Gender: Ind Women	6% (22)	15% (58)	36% (141)	5% (21)	8% (33)	29% (113)	389
PID/Gender: Rep Men	9% (27)	16% (51)	34% (107)	5% (14)	12% (39)	24% (74)	312
PID/Gender: Rep Women	5% (15)	8% (25)	32% (101)	7% (21)	16% (51)	32% (101)	315
Ideo: Liberal (1-3)	10% (62)	24% (151)	35% (220)	4% (25)	10% (64)	17% (110)	631
Ideo: Moderate (4)	9% (56)	18% (108)	36% (222)	5% (31)	10% (64)	21% (131)	613
Ideo: Conservative (5-7)	5% (35)	13% (89)	36% (249)	5% (37)	14% (97)	27% (183)	691
Educ: < College	6% (90)	16% (246)	32% (485)	5% (70)	13% (193)	28% (429)	1512
Educ: Bachelors degree	10% (43)	16% (69)	42% (187)	6% (26)	8% (38)	18% (81)	444
Educ: Post-grad	14% (35)	21% (52)	34% (83)	4% (9)	9% (21)	18% (43)	244
Income: Under 50k	6% (73)	14% (160)	36% (421)	5% (54)	13% (158)	27% (319)	1186
Income: 50k-100k	8% (58)	20% (140)	33% (237)	5% (39)	9% (64)	24% (173)	711
Income: 100k+	12% (37)	22% (67)	32% (98)	4% (12)	10% (29)	20% (60)	303
Ethnicity: White	7% (121)	16% (283)	35% (611)	4% (73)	11% (193)	26% (440)	1722

Continued on next page

Table HR5_11: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
Original upcoming HBO Max TV shows

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (167)	17% (367)	34% (756)	5% (105)	11% (251)	25% (553)	2200
Ethnicity: Hispanic	9% (31)	20% (69)	29% (102)	3% (11)	7% (24)	32% (111)	349
Ethnicity: Afr. Am.	11% (31)	18% (49)	29% (78)	7% (18)	15% (41)	21% (58)	274
Ethnicity: Other	8% (16)	17% (35)	33% (67)	7% (14)	9% (18)	27% (55)	204
All Christian	8% (79)	16% (164)	37% (385)	5% (53)	13% (138)	22% (226)	1046
All Non-Christian	8% (9)	21% (25)	33% (40)	5% (6)	15% (18)	18% (21)	119
Atheist	8% (7)	20% (19)	43% (40)	3% (2)	4% (4)	21% (19)	91
Agnostic/Nothing in particular	8% (72)	17% (160)	31% (292)	5% (44)	10% (91)	30% (286)	944
Religious Non-Protestant/Catholic	8% (11)	18% (25)	32% (47)	4% (6)	17% (25)	21% (30)	144
Evangelical	6% (37)	16% (89)	33% (192)	4% (24)	15% (84)	26% (147)	573
Non-Evangelical	8% (70)	17% (144)	36% (301)	4% (37)	12% (98)	23% (192)	841
Community: Urban	11% (60)	21% (110)	27% (142)	5% (24)	10% (55)	27% (142)	533
Community: Suburban	7% (73)	17% (177)	36% (383)	5% (57)	12% (129)	22% (234)	1053
Community: Rural	6% (35)	13% (81)	38% (231)	4% (24)	11% (67)	29% (177)	614
Employ: Private Sector	9% (60)	20% (127)	41% (265)	5% (31)	8% (54)	18% (114)	652
Employ: Government	10% (13)	21% (26)	28% (36)	5% (6)	10% (13)	26% (34)	127
Employ: Self-Employed	11% (18)	23% (36)	31% (49)	5% (8)	12% (18)	17% (27)	157
Employ: Homemaker	5% (7)	13% (18)	28% (39)	8% (11)	18% (25)	28% (38)	138
Employ: Retired	3% (13)	12% (58)	35% (169)	4% (19)	18% (85)	29% (142)	485
Employ: Unemployed	8% (25)	19% (62)	31% (102)	6% (19)	6% (20)	30% (96)	325
Employ: Other	6% (9)	8% (13)	32% (53)	3% (4)	15% (24)	36% (59)	163
Military HH: Yes	9% (34)	14% (57)	34% (134)	5% (21)	13% (51)	24% (94)	391
Military HH: No	7% (134)	17% (311)	34% (622)	5% (85)	11% (200)	25% (458)	1809
RD/WT: Right Direction	8% (58)	13% (97)	33% (240)	6% (41)	12% (85)	29% (211)	733
RD/WT: Wrong Track	7% (109)	18% (271)	35% (516)	4% (64)	11% (166)	23% (341)	1467
Trump Job Approve	8% (72)	14% (124)	34% (302)	5% (43)	12% (104)	26% (231)	876
Trump Job Disapprove	7% (88)	19% (239)	35% (427)	5% (59)	11% (136)	23% (283)	1233

Continued on next page

Table HR5_11: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?

Original upcoming HBO Max TV shows

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (167)	17% (367)	34% (756)	5% (105)	11% (251)	25% (553)	2200
Trump Job Strongly Approve	7% (33)	12% (57)	32% (158)	6% (27)	14% (69)	29% (143)	488
Trump Job Somewhat Approve	10% (39)	17% (67)	37% (144)	4% (15)	9% (35)	23% (88)	388
Trump Job Somewhat Disapprove	7% (20)	20% (59)	36% (106)	5% (13)	10% (30)	22% (63)	291
Trump Job Strongly Disapprove	7% (68)	19% (180)	34% (321)	5% (46)	11% (107)	23% (220)	942
Favorable of Trump	7% (60)	15% (125)	35% (288)	5% (39)	13% (105)	26% (216)	833
Unfavorable of Trump	8% (97)	18% (224)	36% (438)	5% (59)	11% (132)	22% (269)	1220
Very Favorable of Trump	6% (31)	13% (63)	32% (158)	6% (28)	13% (67)	31% (153)	500
Somewhat Favorable of Trump	9% (29)	19% (62)	39% (130)	3% (11)	12% (39)	19% (63)	333
Somewhat Unfavorable of Trump	6% (12)	20% (41)	39% (79)	7% (13)	7% (15)	22% (44)	206
Very Unfavorable of Trump	8% (85)	18% (183)	35% (359)	5% (46)	12% (117)	22% (224)	1014
#1 Issue: Economy	9% (68)	19% (146)	36% (280)	5% (37)	10% (74)	22% (167)	772
#1 Issue: Security	6% (14)	14% (36)	37% (95)	3% (7)	15% (38)	25% (65)	255
#1 Issue: Health Care	6% (24)	19% (82)	36% (151)	5% (23)	9% (39)	25% (105)	425
#1 Issue: Medicare / Social Security	5% (14)	12% (35)	29% (88)	6% (17)	14% (43)	35% (104)	301
#1 Issue: Women's Issues	13% (12)	15% (14)	37% (35)	4% (4)	4% (4)	27% (25)	94
#1 Issue: Education	13% (15)	19% (23)	28% (34)	4% (5)	15% (18)	21% (25)	120
#1 Issue: Energy	13% (11)	21% (18)	27% (24)	7% (6)	11% (10)	21% (19)	88
#1 Issue: Other	5% (7)	8% (12)	34% (49)	4% (6)	19% (27)	30% (43)	144
2018 House Vote: Democrat	9% (66)	20% (147)	36% (269)	5% (36)	11% (82)	19% (141)	741
2018 House Vote: Republican	7% (42)	16% (97)	34% (209)	6% (35)	13% (81)	25% (152)	615
2018 House Vote: Someone else	5% (4)	9% (8)	36% (30)	6% (5)	17% (14)	27% (23)	83
2016 Vote: Hillary Clinton	9% (57)	19% (128)	37% (244)	6% (38)	10% (66)	20% (134)	666
2016 Vote: Donald Trump	7% (45)	15% (102)	34% (234)	5% (36)	12% (84)	26% (178)	678
2016 Vote: Other	5% (8)	24% (39)	35% (57)	4% (7)	13% (21)	19% (32)	163
2016 Vote: Didn't Vote	8% (57)	14% (99)	32% (220)	3% (24)	12% (81)	30% (209)	690
Voted in 2014: Yes	7% (87)	17% (213)	36% (454)	5% (68)	13% (168)	23% (288)	1278
Voted in 2014: No	9% (80)	17% (154)	33% (302)	4% (37)	9% (83)	29% (265)	922

Continued on next page

Table HR5_11: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
Original upcoming HBO Max TV shows

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (167)	17% (367)	34% (756)	5% (105)	11% (251)	25% (553)	2200
2012 Vote: Barack Obama	8% (63)	19% (159)	36% (298)	5% (41)	11% (89)	22% (184)	834
2012 Vote: Mitt Romney	6% (30)	12% (61)	35% (172)	6% (29)	16% (78)	26% (128)	497
2012 Vote: Other	5% (4)	20% (17)	45% (39)	2% (2)	9% (8)	18% (15)	86
2012 Vote: Didn't Vote	9% (71)	17% (129)	32% (247)	4% (34)	10% (76)	29% (225)	781
4-Region: Northeast	10% (39)	20% (80)	30% (120)	5% (21)	9% (37)	25% (97)	394
4-Region: Midwest	5% (25)	15% (71)	37% (171)	6% (26)	12% (57)	24% (112)	462
4-Region: South	7% (62)	16% (132)	34% (281)	5% (39)	11% (93)	26% (218)	824
4-Region: West	8% (42)	16% (85)	35% (184)	4% (20)	12% (64)	24% (125)	520
Watch TV: Every day	10% (107)	19% (209)	34% (369)	4% (46)	12% (133)	19% (207)	1071
Watch TV: Several times per week	7% (33)	17% (85)	38% (187)	5% (24)	8% (39)	25% (125)	492
Watch TV: About once per week	9% (16)	18% (33)	35% (65)	4% (7)	8% (15)	25% (46)	184
Watch TV: Several times per month	4% (5)	14% (16)	38% (44)	7% (8)	10% (11)	27% (31)	116
Watch TV: About once per month	5% (3)	14% (7)	26% (13)	9% (5)	11% (6)	34% (18)	51
Watch TV: Less often than once per month	3% (2)	10% (8)	30% (25)	8% (7)	21% (17)	29% (24)	82
Watch TV: Never	— (1)	5% (9)	27% (54)	4% (8)	15% (30)	50% (101)	204
Watch Movies: Every day	20% (77)	20% (80)	26% (101)	3% (11)	9% (37)	22% (85)	390
Watch Movies: Several times per week	8% (48)	20% (113)	38% (219)	5% (26)	9% (50)	21% (120)	577
Watch Movies: About once per week	5% (18)	21% (73)	41% (137)	4% (15)	10% (32)	19% (64)	338
Watch Movies: Several times per month	2% (5)	21% (52)	34% (85)	7% (18)	12% (29)	24% (59)	250
Watch Movies: About once per month	4% (8)	13% (28)	40% (83)	4% (9)	12% (24)	27% (55)	209
Watch Movies: Less often than once per month	5% (10)	5% (12)	39% (86)	7% (16)	17% (38)	27% (59)	221
Watch Movies: Never	— (1)	5% (10)	20% (44)	5% (10)	19% (40)	51% (110)	215
Watch Sporting Events: Every day	26% (30)	21% (24)	28% (33)	7% (9)	7% (8)	10% (12)	115
Watch Sporting Events: Several times per week	10% (26)	18% (46)	43% (110)	3% (7)	9% (23)	17% (42)	253
Watch Sporting Events: About once per week	6% (13)	26% (57)	34% (75)	9% (20)	7% (16)	17% (37)	219
Watch Sporting Events: Several times per month	16% (33)	18% (37)	34% (68)	5% (9)	10% (20)	17% (34)	200
Watch Sporting Events: About once per month	7% (12)	21% (34)	37% (61)	11% (18)	9% (15)	15% (26)	166
Watch Sporting Events: Less often than once per month	4% (16)	18% (74)	39% (158)	4% (18)	11% (44)	23% (93)	403
Watch Sporting Events: Never	4% (38)	11% (95)	30% (252)	3% (24)	15% (124)	37% (310)	844

Continued on next page

Table HR5_11: As you may know, HBO Max will include the following TV shows and movies when it launches. Knowing this, are you more or less likely to subscribe to HBO Max?
Original upcoming HBO Max TV shows

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (167)	17% (367)	34% (756)	5% (105)	11% (251)	25% (553)	2200
Cable TV: Currently subscribe	9% (89)	17% (175)	35% (361)	5% (52)	12% (119)	22% (224)	1020
Cable TV: Subscribed in past	8% (56)	19% (137)	37% (264)	5% (37)	11% (76)	21% (151)	721
Cable TV: Never subscribed	5% (22)	12% (55)	29% (132)	3% (16)	12% (57)	39% (178)	459
Satellite TV: Currently subscribe	9% (44)	16% (75)	36% (165)	3% (14)	13% (60)	22% (103)	462
Satellite TV: Subscribed in past	10% (62)	20% (121)	35% (219)	6% (36)	9% (54)	20% (125)	618
Satellite TV: Never subscribed	6% (62)	15% (171)	33% (372)	5% (55)	12% (137)	29% (324)	1121
Streaming Services: Currently subscribe	9% (128)	21% (293)	36% (492)	4% (55)	9% (118)	21% (283)	1369
Streaming Services: Subscribed in past	7% (15)	13% (27)	27% (59)	8% (18)	15% (32)	30% (66)	217
Streaming Services: Never subscribed	4% (24)	8% (47)	33% (205)	5% (32)	16% (101)	33% (204)	614
Film: An avid fan	15% (102)	24% (167)	29% (200)	3% (23)	9% (63)	19% (131)	685
Film: A casual fan	5% (59)	15% (186)	39% (484)	5% (66)	12% (149)	24% (299)	1242
Film: Not a fan	2% (7)	5% (14)	26% (72)	6% (17)	15% (40)	45% (123)	272
Television: An avid fan	12% (115)	21% (202)	31% (294)	4% (41)	11% (106)	21% (203)	961
Television: A casual fan	4% (46)	14% (151)	38% (411)	5% (53)	12% (130)	26% (277)	1067
Television: Not a fan	4% (7)	9% (15)	30% (51)	6% (11)	9% (15)	42% (73)	172
Music: An avid fan	11% (115)	19% (199)	32% (327)	4% (43)	10% (104)	23% (233)	1021
Music: A casual fan	5% (47)	15% (155)	38% (388)	5% (49)	13% (132)	25% (260)	1031
Music: Not a fan	3% (5)	10% (14)	28% (41)	9% (13)	10% (15)	40% (60)	147
Fashion: An avid fan	18% (49)	23% (63)	23% (64)	3% (10)	8% (23)	25% (70)	280
Fashion: A casual fan	9% (82)	17% (151)	36% (328)	6% (57)	11% (103)	21% (187)	909
Fashion: Not a fan	4% (36)	15% (153)	36% (364)	4% (39)	12% (125)	29% (295)	1011
Parents	7% (73)	19% (183)	33% (330)	5% (45)	12% (120)	24% (237)	989
Current Netflix Subscribers	12% (134)	23% (262)	33% (380)	4% (45)	10% (113)	19% (219)	1152
Current HBO Now Subscribers	28% (52)	32% (59)	22% (41)	3% (5)	3% (6)	13% (25)	188
Current Disney+ Subscribers	16% (84)	22% (117)	35% (190)	7% (35)	5% (29)	15% (83)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

Table HR6_1: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
HBO

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (282)	21% (465)	31% (677)	5% (100)	10% (229)	20% (448)	2200
Gender: Male	15% (158)	23% (239)	31% (325)	5% (50)	10% (111)	17% (180)	1062
Gender: Female	11% (124)	20% (226)	31% (351)	4% (50)	10% (118)	24% (268)	1138
Age: 18-34	20% (130)	24% (154)	27% (175)	4% (29)	5% (35)	20% (130)	655
Age: 35-44	17% (61)	25% (89)	32% (114)	2% (8)	8% (30)	15% (55)	358
Age: 45-64	9% (69)	20% (152)	35% (259)	5% (39)	11% (82)	20% (149)	751
Age: 65+	5% (20)	16% (70)	29% (128)	5% (23)	19% (82)	26% (113)	436
GenZers: 1997-2012	20% (59)	26% (77)	20% (58)	4% (13)	5% (15)	24% (69)	292
Millennials: 1981-1996	18% (101)	22% (121)	31% (170)	4% (23)	7% (39)	17% (91)	545
GenXers: 1965-1980	14% (75)	23% (125)	34% (184)	4% (19)	8% (43)	18% (98)	545
Baby Boomers: 1946-1964	6% (44)	18% (131)	32% (230)	5% (38)	15% (109)	23% (165)	716
PID: Dem (no lean)	14% (109)	25% (199)	31% (246)	5% (36)	9% (74)	16% (125)	789
PID: Ind (no lean)	13% (101)	21% (167)	32% (248)	3% (27)	8% (65)	22% (176)	784
PID: Rep (no lean)	11% (71)	16% (99)	29% (183)	6% (37)	14% (90)	23% (147)	627
PID/Gender: Dem Men	16% (57)	25% (89)	32% (113)	5% (19)	10% (35)	11% (40)	354
PID/Gender: Dem Women	12% (53)	25% (110)	31% (133)	4% (16)	9% (38)	20% (85)	435
PID/Gender: Ind Men	15% (60)	24% (96)	29% (115)	3% (12)	8% (32)	21% (81)	396
PID/Gender: Ind Women	11% (41)	18% (72)	34% (133)	4% (16)	9% (33)	24% (94)	389
PID/Gender: Rep Men	13% (41)	17% (54)	31% (98)	6% (18)	14% (43)	19% (58)	312
PID/Gender: Rep Women	10% (30)	14% (45)	27% (85)	6% (18)	15% (47)	28% (89)	315
Ideo: Liberal (1-3)	15% (95)	26% (166)	29% (184)	5% (31)	10% (63)	14% (91)	631
Ideo: Moderate (4)	14% (87)	24% (145)	33% (205)	4% (23)	10% (59)	15% (93)	613
Ideo: Conservative (5-7)	10% (70)	18% (121)	31% (216)	5% (37)	13% (87)	23% (160)	691
Educ: < College	11% (170)	20% (305)	30% (451)	5% (73)	11% (171)	23% (341)	1512
Educ: Bachelors degree	14% (62)	22% (96)	36% (160)	4% (16)	8% (37)	17% (73)	444
Educ: Post-grad	21% (50)	26% (64)	27% (66)	4% (10)	9% (21)	14% (33)	244
Income: Under 50k	11% (128)	18% (216)	32% (374)	5% (57)	12% (145)	22% (266)	1186
Income: 50k-100k	14% (98)	23% (164)	31% (222)	4% (28)	9% (65)	19% (134)	711
Income: 100k+	19% (57)	28% (85)	26% (80)	5% (15)	6% (19)	16% (48)	303
Ethnicity: White	12% (209)	21% (370)	31% (537)	4% (77)	10% (176)	20% (353)	1722

Continued on next page

Table HR6_1: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
HBO

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (282)	21% (465)	31% (677)	5% (100)	10% (229)	20% (448)	2200
Ethnicity: Hispanic	14% (47)	27% (95)	27% (94)	3% (12)	7% (25)	22% (76)	349
Ethnicity: Afr. Am.	17% (45)	19% (52)	31% (84)	5% (14)	13% (36)	16% (43)	274
Ethnicity: Other	13% (27)	21% (43)	27% (56)	4% (8)	8% (17)	26% (52)	204
All Christian	13% (135)	19% (196)	32% (338)	5% (57)	13% (131)	18% (189)	1046
All Non-Christian	17% (20)	22% (26)	26% (31)	4% (4)	14% (17)	17% (21)	119
Atheist	10% (9)	30% (27)	38% (35)	6% (5)	1% (1)	15% (14)	91
Agnostic/Nothing in particular	12% (117)	23% (216)	29% (273)	4% (33)	8% (80)	24% (224)	944
Religious Non-Protestant/Catholic	14% (20)	18% (26)	28% (41)	5% (6)	15% (22)	20% (29)	144
Evangelical	14% (80)	18% (101)	30% (175)	5% (27)	14% (78)	20% (113)	573
Non-Evangelical	13% (106)	22% (187)	31% (259)	5% (41)	11% (89)	19% (160)	841
Community: Urban	17% (93)	24% (127)	25% (135)	3% (14)	11% (57)	20% (108)	533
Community: Suburban	14% (143)	21% (220)	32% (336)	6% (62)	11% (112)	17% (180)	1053
Community: Rural	7% (45)	19% (119)	34% (206)	4% (24)	10% (60)	26% (161)	614
Employ: Private Sector	15% (100)	23% (149)	35% (228)	4% (29)	9% (62)	13% (84)	652
Employ: Government	15% (19)	22% (28)	32% (40)	3% (4)	9% (12)	19% (24)	127
Employ: Self-Employed	16% (25)	20% (31)	36% (57)	3% (5)	12% (20)	12% (19)	157
Employ: Homemaker	12% (16)	14% (19)	34% (46)	4% (6)	10% (14)	27% (37)	138
Employ: Retired	5% (25)	18% (88)	29% (140)	5% (26)	16% (75)	27% (130)	485
Employ: Unemployed	17% (54)	24% (79)	28% (91)	5% (15)	7% (24)	19% (62)	325
Employ: Other	9% (15)	18% (29)	25% (41)	5% (8)	10% (17)	33% (53)	163
Military HH: Yes	10% (39)	20% (78)	32% (126)	4% (16)	12% (45)	22% (87)	391
Military HH: No	13% (243)	21% (387)	30% (551)	5% (84)	10% (184)	20% (361)	1809
RD/WT: Right Direction	12% (84)	19% (141)	28% (208)	5% (39)	12% (86)	24% (175)	733
RD/WT: Wrong Track	13% (197)	22% (325)	32% (469)	4% (61)	10% (143)	19% (273)	1467
Trump Job Approve	12% (108)	18% (160)	31% (269)	6% (51)	11% (97)	22% (192)	876
Trump Job Disapprove	14% (166)	23% (287)	31% (387)	4% (46)	10% (123)	18% (224)	1233

Continued on next page

Table HR6_1: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
HBO

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (282)	21% (465)	31% (677)	5% (100)	10% (229)	20% (448)	2200
Trump Job Strongly Approve	11% (53)	15% (74)	29% (142)	6% (31)	13% (61)	26% (127)	488
Trump Job Somewhat Approve	14% (55)	22% (86)	33% (127)	5% (21)	9% (35)	17% (65)	388
Trump Job Somewhat Disapprove	13% (38)	23% (68)	32% (93)	6% (18)	7% (19)	19% (54)	291
Trump Job Strongly Disapprove	14% (128)	23% (219)	31% (294)	3% (28)	11% (103)	18% (170)	942
Favorable of Trump	12% (102)	19% (155)	31% (255)	6% (48)	12% (97)	21% (176)	833
Unfavorable of Trump	14% (170)	24% (289)	32% (388)	4% (47)	10% (117)	17% (209)	1220
Very Favorable of Trump	12% (61)	15% (75)	29% (145)	5% (24)	12% (60)	27% (135)	500
Somewhat Favorable of Trump	12% (41)	24% (80)	33% (110)	7% (24)	11% (37)	12% (41)	333
Somewhat Unfavorable of Trump	13% (27)	26% (53)	31% (63)	8% (16)	7% (15)	16% (33)	206
Very Unfavorable of Trump	14% (143)	23% (236)	32% (325)	3% (31)	10% (103)	17% (177)	1014
#1 Issue: Economy	14% (106)	23% (174)	33% (258)	4% (32)	9% (69)	17% (133)	772
#1 Issue: Security	14% (35)	16% (42)	30% (77)	5% (13)	14% (36)	21% (53)	255
#1 Issue: Health Care	13% (55)	23% (99)	35% (150)	3% (14)	7% (30)	18% (77)	425
#1 Issue: Medicare / Social Security	9% (26)	17% (51)	23% (71)	4% (13)	17% (50)	30% (90)	301
#1 Issue: Women's Issues	15% (14)	28% (27)	19% (18)	6% (6)	4% (4)	27% (26)	94
#1 Issue: Education	13% (16)	25% (30)	34% (41)	8% (10)	8% (9)	12% (15)	120
#1 Issue: Energy	19% (17)	29% (25)	21% (18)	2% (2)	14% (12)	15% (13)	88
#1 Issue: Other	8% (12)	12% (18)	31% (44)	7% (10)	13% (19)	29% (42)	144
2018 House Vote: Democrat	14% (102)	27% (198)	30% (224)	4% (30)	11% (84)	14% (104)	741
2018 House Vote: Republican	10% (60)	20% (121)	31% (191)	4% (28)	14% (83)	21% (131)	615
2018 House Vote: Someone else	18% (15)	15% (13)	27% (23)	3% (2)	19% (16)	18% (15)	83
2016 Vote: Hillary Clinton	14% (92)	25% (167)	33% (217)	4% (24)	11% (70)	15% (97)	666
2016 Vote: Donald Trump	11% (74)	18% (125)	32% (214)	5% (32)	12% (83)	22% (150)	678
2016 Vote: Other	15% (25)	20% (33)	33% (54)	2% (3)	13% (21)	17% (27)	163
2016 Vote: Didn't Vote	13% (92)	20% (140)	28% (191)	6% (40)	8% (55)	25% (172)	690
Voted in 2014: Yes	12% (149)	22% (282)	32% (406)	4% (57)	12% (151)	18% (232)	1278
Voted in 2014: No	14% (133)	20% (183)	29% (270)	5% (43)	8% (78)	23% (215)	922

Continued on next page

Table HR6_1: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
HBO

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (282)	21% (465)	31% (677)	5% (100)	10% (229)	20% (448)	2200
2012 Vote: Barack Obama	13% (110)	25% (209)	31% (261)	4% (35)	10% (83)	16% (135)	834
2012 Vote: Mitt Romney	10% (48)	16% (79)	32% (160)	5% (26)	14% (69)	23% (114)	497
2012 Vote: Other	7% (6)	23% (20)	34% (29)	3% (3)	11% (9)	22% (19)	86
2012 Vote: Didn't Vote	15% (117)	20% (157)	29% (225)	5% (36)	9% (67)	23% (180)	781
4-Region: Northeast	15% (57)	19% (76)	31% (121)	5% (18)	11% (44)	20% (78)	394
4-Region: Midwest	9% (42)	21% (96)	33% (154)	4% (19)	12% (55)	21% (97)	462
4-Region: South	14% (117)	20% (162)	30% (248)	6% (46)	10% (81)	21% (171)	824
4-Region: West	13% (66)	25% (132)	30% (154)	3% (17)	10% (49)	19% (101)	520
Watch TV: Every day	17% (178)	23% (248)	29% (311)	6% (63)	10% (111)	15% (160)	1071
Watch TV: Several times per week	13% (65)	23% (115)	33% (163)	3% (12)	10% (49)	18% (88)	492
Watch TV: About once per week	10% (19)	21% (39)	39% (71)	3% (6)	7% (13)	20% (36)	184
Watch TV: Several times per month	5% (6)	25% (29)	34% (40)	5% (6)	12% (14)	18% (20)	116
Watch TV: About once per month	4% (2)	16% (8)	32% (16)	1% (1)	8% (4)	39% (20)	51
Watch TV: Less often than once per month	11% (9)	13% (11)	25% (20)	3% (2)	18% (14)	30% (25)	82
Watch TV: Never	1% (2)	8% (15)	27% (55)	4% (9)	11% (23)	49% (99)	204
Watch Movies: Every day	27% (103)	22% (86)	23% (91)	5% (21)	9% (37)	13% (52)	390
Watch Movies: Several times per week	17% (98)	26% (151)	31% (179)	4% (21)	6% (34)	16% (94)	577
Watch Movies: About once per week	8% (27)	28% (95)	36% (122)	6% (21)	7% (25)	14% (49)	338
Watch Movies: Several times per month	9% (22)	23% (58)	32% (80)	4% (10)	13% (32)	19% (49)	250
Watch Movies: About once per month	8% (16)	17% (35)	37% (78)	2% (4)	16% (34)	20% (42)	209
Watch Movies: Less often than once per month	6% (12)	10% (22)	39% (85)	4% (9)	18% (40)	24% (53)	221
Watch Movies: Never	2% (3)	9% (20)	19% (41)	7% (14)	12% (27)	51% (109)	215
Watch Sporting Events: Every day	33% (38)	22% (25)	27% (31)	6% (7)	6% (6)	7% (8)	115
Watch Sporting Events: Several times per week	21% (53)	30% (76)	26% (66)	6% (15)	9% (22)	8% (21)	253
Watch Sporting Events: About once per week	19% (40)	25% (54)	32% (69)	7% (16)	8% (17)	10% (22)	219
Watch Sporting Events: Several times per month	15% (30)	25% (50)	26% (53)	7% (14)	10% (19)	17% (35)	200
Watch Sporting Events: About once per month	6% (10)	30% (49)	32% (54)	5% (8)	14% (23)	13% (22)	166
Watch Sporting Events: Less often than once per month	10% (41)	21% (86)	35% (143)	4% (16)	10% (42)	19% (75)	403
Watch Sporting Events: Never	8% (68)	15% (125)	31% (261)	3% (24)	12% (100)	31% (264)	844

Continued on next page

Table HR6_1: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
HBO

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (282)	21% (465)	31% (677)	5% (100)	10% (229)	20% (448)	2200
Cable TV: Currently subscribe	16% (162)	22% (221)	31% (319)	5% (49)	10% (100)	16% (168)	1020
Cable TV: Subscribed in past	11% (83)	24% (172)	32% (233)	5% (37)	10% (70)	17% (125)	721
Cable TV: Never subscribed	8% (37)	16% (72)	27% (125)	3% (13)	13% (59)	34% (154)	459
Satellite TV: Currently subscribe	16% (72)	21% (95)	30% (137)	5% (22)	10% (48)	19% (87)	462
Satellite TV: Subscribed in past	14% (87)	25% (153)	32% (197)	5% (30)	9% (54)	16% (97)	618
Satellite TV: Never subscribed	11% (123)	19% (217)	31% (342)	4% (48)	11% (127)	24% (264)	1121
Streaming Services: Currently subscribe	16% (213)	25% (343)	32% (436)	4% (48)	8% (116)	16% (213)	1369
Streaming Services: Subscribed in past	11% (25)	15% (34)	27% (59)	11% (23)	9% (20)	26% (56)	217
Streaming Services: Never subscribed	7% (44)	14% (88)	30% (181)	5% (29)	15% (92)	29% (179)	614
Film: An avid fan	24% (166)	24% (164)	27% (185)	5% (33)	6% (43)	14% (93)	685
Film: A casual fan	9% (106)	22% (278)	34% (423)	4% (52)	11% (138)	20% (245)	1242
Film: Not a fan	3% (9)	8% (23)	25% (69)	5% (15)	17% (48)	40% (109)	272
Television: An avid fan	18% (178)	24% (229)	27% (261)	5% (48)	9% (90)	16% (156)	961
Television: A casual fan	9% (96)	20% (214)	34% (366)	4% (44)	11% (123)	21% (224)	1067
Television: Not a fan	4% (7)	13% (22)	29% (50)	5% (8)	10% (17)	40% (68)	172
Music: An avid fan	18% (187)	23% (233)	29% (294)	4% (44)	9% (94)	17% (170)	1021
Music: A casual fan	8% (87)	21% (216)	33% (341)	5% (47)	11% (117)	22% (224)	1031
Music: Not a fan	5% (8)	12% (17)	28% (42)	6% (8)	12% (18)	37% (54)	147
Fashion: An avid fan	25% (69)	22% (63)	20% (57)	5% (15)	9% (26)	18% (49)	280
Fashion: A casual fan	14% (130)	22% (204)	31% (278)	5% (41)	10% (94)	18% (161)	909
Fashion: Not a fan	8% (82)	20% (198)	34% (341)	4% (44)	11% (109)	23% (237)	1011
Parents	12% (123)	22% (213)	31% (309)	4% (44)	10% (103)	20% (197)	989
Current Netflix Subscribers	19% (219)	26% (295)	28% (320)	5% (57)	8% (93)	15% (168)	1152
Current HBO Now Subscribers	42% (79)	29% (55)	14% (27)	1% (2)	4% (7)	9% (17)	188
Current Disney+ Subscribers	24% (131)	25% (137)	28% (152)	4% (21)	6% (35)	12% (63)	539

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

Table HR6_2: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?

TBS

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (135)	15% (336)	37% (808)	5% (104)	12% (256)	26% (561)	2200
Gender: Male	7% (77)	18% (187)	37% (395)	6% (66)	10% (110)	21% (227)	1062
Gender: Female	5% (58)	13% (149)	36% (412)	3% (38)	13% (146)	29% (334)	1138
Age: 18-34	9% (57)	14% (92)	35% (233)	5% (30)	10% (65)	27% (179)	655
Age: 35-44	9% (33)	21% (73)	36% (130)	5% (17)	9% (34)	20% (71)	358
Age: 45-64	5% (35)	16% (123)	38% (284)	5% (38)	12% (93)	24% (179)	751
Age: 65+	2% (10)	11% (48)	37% (161)	4% (20)	15% (64)	30% (132)	436
GenZers: 1997-2012	8% (24)	10% (30)	29% (85)	5% (16)	13% (37)	34% (100)	292
Millennials: 1981-1996	9% (50)	18% (98)	39% (215)	5% (25)	8% (44)	21% (115)	545
GenXers: 1965-1980	7% (39)	20% (109)	37% (202)	5% (27)	9% (48)	22% (120)	545
Baby Boomers: 1946-1964	3% (21)	13% (92)	37% (263)	5% (33)	15% (106)	28% (202)	716
PID: Dem (no lean)	6% (49)	17% (136)	36% (285)	4% (35)	12% (98)	24% (185)	789
PID: Ind (no lean)	5% (40)	14% (111)	40% (317)	5% (38)	10% (77)	26% (202)	784
PID: Rep (no lean)	7% (46)	14% (89)	33% (206)	5% (31)	13% (81)	28% (174)	627
PID/Gender: Dem Men	8% (28)	22% (76)	36% (126)	6% (23)	11% (38)	18% (63)	354
PID/Gender: Dem Women	5% (22)	14% (60)	36% (158)	3% (13)	14% (60)	28% (123)	435
PID/Gender: Ind Men	5% (19)	17% (67)	41% (164)	6% (24)	9% (35)	22% (87)	396
PID/Gender: Ind Women	5% (21)	11% (44)	39% (153)	4% (14)	11% (42)	29% (115)	389
PID/Gender: Rep Men	10% (30)	14% (43)	34% (105)	6% (20)	12% (37)	25% (77)	312
PID/Gender: Rep Women	5% (16)	15% (46)	32% (101)	4% (12)	14% (44)	31% (97)	315
Ideo: Liberal (1-3)	6% (41)	16% (102)	39% (249)	5% (32)	12% (77)	21% (131)	631
Ideo: Moderate (4)	6% (38)	19% (116)	38% (232)	4% (24)	12% (74)	21% (130)	613
Ideo: Conservative (5-7)	5% (37)	15% (101)	36% (252)	6% (40)	12% (81)	26% (181)	691
Educ: < College	5% (82)	14% (218)	34% (509)	5% (70)	13% (200)	29% (434)	1512
Educ: Bachelors degree	8% (35)	16% (69)	44% (196)	5% (23)	8% (35)	19% (86)	444
Educ: Post-grad	7% (18)	20% (50)	42% (102)	5% (11)	9% (21)	17% (42)	244
Income: Under 50k	6% (72)	14% (169)	35% (416)	5% (57)	13% (157)	27% (315)	1186
Income: 50k-100k	6% (44)	15% (110)	38% (273)	5% (35)	9% (66)	26% (184)	711
Income: 100k+	6% (19)	19% (57)	39% (119)	4% (13)	11% (32)	21% (63)	303
Ethnicity: White	6% (98)	15% (253)	39% (663)	4% (75)	11% (181)	26% (452)	1722

Continued on next page

Table HR6_2: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?

TBS

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (135)	15% (336)	37% (808)	5% (104)	12% (256)	26% (561)	2200
Ethnicity: Hispanic	8% (27)	12% (40)	34% (118)	5% (17)	11% (37)	31% (110)	349
Ethnicity: Afr. Am.	11% (31)	19% (52)	30% (82)	5% (15)	17% (48)	17% (48)	274
Ethnicity: Other	3% (6)	16% (32)	31% (63)	7% (14)	13% (27)	30% (62)	204
All Christian	6% (64)	15% (161)	37% (391)	6% (63)	12% (128)	23% (239)	1046
All Non-Christian	7% (8)	14% (16)	33% (39)	7% (8)	15% (18)	25% (29)	119
Atheist	7% (7)	10% (9)	50% (45)	5% (4)	4% (4)	25% (23)	91
Agnostic/Nothing in particular	6% (56)	16% (150)	35% (332)	3% (29)	11% (106)	29% (270)	944
Religious Non-Protestant/Catholic	5% (8)	12% (18)	32% (47)	8% (12)	14% (20)	28% (40)	144
Evangelical	8% (46)	15% (87)	35% (200)	5% (28)	13% (72)	24% (140)	573
Non-Evangelical	5% (44)	17% (140)	38% (320)	6% (47)	11% (97)	23% (194)	841
Community: Urban	8% (43)	19% (100)	35% (185)	4% (23)	10% (56)	24% (127)	533
Community: Suburban	5% (56)	14% (144)	39% (410)	6% (58)	12% (128)	24% (257)	1053
Community: Rural	6% (36)	15% (93)	35% (213)	4% (23)	12% (72)	29% (177)	614
Employ: Private Sector	8% (52)	17% (112)	44% (286)	6% (39)	9% (57)	16% (106)	652
Employ: Government	4% (5)	14% (18)	35% (45)	5% (7)	17% (22)	24% (31)	127
Employ: Self-Employed	11% (17)	15% (23)	35% (55)	5% (8)	14% (21)	20% (32)	157
Employ: Homemaker	7% (9)	14% (19)	36% (50)	1% (2)	11% (16)	31% (43)	138
Employ: Retired	2% (10)	11% (55)	36% (177)	5% (23)	14% (69)	31% (152)	485
Employ: Unemployed	9% (29)	18% (58)	34% (112)	4% (12)	9% (28)	27% (86)	325
Employ: Other	3% (4)	17% (28)	28% (45)	1% (2)	16% (26)	36% (58)	163
Military HH: Yes	6% (22)	18% (69)	32% (126)	4% (17)	12% (47)	28% (110)	391
Military HH: No	6% (113)	15% (267)	38% (681)	5% (87)	12% (209)	25% (451)	1809
RD/WT: Right Direction	6% (42)	15% (106)	34% (248)	5% (36)	12% (87)	29% (214)	733
RD/WT: Wrong Track	6% (93)	16% (230)	38% (560)	5% (68)	12% (169)	24% (347)	1467
Trump Job Approve	6% (55)	15% (132)	37% (322)	5% (46)	11% (94)	26% (227)	876
Trump Job Disapprove	6% (79)	16% (196)	37% (457)	5% (56)	11% (141)	25% (303)	1233

Continued on next page

Table HR6_2: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?

TBS

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (135)	15% (336)	37% (808)	5% (104)	12% (256)	26% (561)	2200
Trump Job Strongly Approve	7% (35)	14% (70)	33% (161)	4% (19)	12% (60)	29% (142)	488
Trump Job Somewhat Approve	5% (20)	16% (62)	41% (160)	7% (27)	9% (34)	22% (85)	388
Trump Job Somewhat Disapprove	6% (18)	17% (50)	35% (101)	5% (14)	10% (28)	27% (80)	291
Trump Job Strongly Disapprove	6% (61)	16% (146)	38% (356)	4% (42)	12% (113)	24% (223)	942
Favorable of Trump	6% (51)	15% (128)	36% (301)	6% (47)	11% (92)	26% (215)	833
Unfavorable of Trump	6% (79)	16% (195)	38% (461)	5% (57)	12% (144)	23% (284)	1220
Very Favorable of Trump	7% (36)	15% (73)	32% (162)	4% (20)	11% (57)	30% (152)	500
Somewhat Favorable of Trump	4% (14)	17% (56)	42% (139)	8% (27)	11% (35)	19% (63)	333
Somewhat Unfavorable of Trump	5% (11)	21% (44)	35% (71)	7% (14)	10% (20)	22% (45)	206
Very Unfavorable of Trump	7% (68)	15% (151)	38% (389)	4% (43)	12% (124)	24% (239)	1014
#1 Issue: Economy	7% (52)	17% (129)	40% (308)	4% (35)	10% (81)	22% (168)	772
#1 Issue: Security	7% (17)	10% (25)	38% (96)	6% (16)	15% (38)	25% (63)	255
#1 Issue: Health Care	5% (23)	19% (81)	41% (173)	5% (20)	9% (40)	21% (89)	425
#1 Issue: Medicare / Social Security	6% (17)	13% (40)	29% (86)	4% (13)	15% (45)	33% (100)	301
#1 Issue: Women's Issues	7% (7)	9% (8)	27% (25)	6% (5)	1% (1)	50% (47)	94
#1 Issue: Education	9% (11)	16% (19)	32% (39)	2% (2)	19% (23)	21% (26)	120
#1 Issue: Energy	4% (3)	19% (17)	39% (34)	8% (7)	7% (6)	24% (21)	88
#1 Issue: Other	3% (4)	11% (16)	32% (47)	4% (6)	15% (22)	34% (48)	144
2018 House Vote: Democrat	6% (47)	18% (130)	39% (289)	5% (36)	12% (90)	20% (150)	741
2018 House Vote: Republican	6% (39)	15% (91)	37% (227)	5% (30)	12% (72)	25% (156)	615
2018 House Vote: Someone else	10% (8)	9% (7)	31% (26)	5% (4)	27% (23)	18% (15)	83
2016 Vote: Hillary Clinton	7% (44)	17% (115)	39% (262)	5% (33)	11% (73)	21% (139)	666
2016 Vote: Donald Trump	6% (39)	16% (105)	38% (261)	5% (35)	10% (69)	25% (169)	678
2016 Vote: Other	7% (12)	17% (27)	41% (68)	5% (8)	12% (19)	19% (30)	163
2016 Vote: Didn't Vote	6% (41)	13% (89)	31% (216)	4% (29)	14% (94)	32% (222)	690
Voted in 2014: Yes	5% (70)	16% (209)	39% (504)	5% (65)	12% (151)	22% (278)	1278
Voted in 2014: No	7% (65)	14% (127)	33% (304)	4% (39)	11% (104)	31% (283)	922

Continued on next page

Table HR6_2: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?

TBS

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (135)	15% (336)	37% (808)	5% (104)	12% (256)	26% (561)	2200
2012 Vote: Barack Obama	7% (56)	16% (135)	41% (339)	5% (45)	12% (99)	19% (161)	834
2012 Vote: Mitt Romney	4% (22)	15% (73)	39% (192)	5% (23)	11% (57)	26% (131)	497
2012 Vote: Other	4% (3)	16% (14)	42% (36)	2% (2)	10% (9)	26% (22)	86
2012 Vote: Didn't Vote	7% (54)	15% (115)	31% (239)	4% (35)	12% (92)	32% (246)	781
4-Region: Northeast	6% (22)	17% (66)	34% (136)	6% (24)	10% (41)	27% (105)	394
4-Region: Midwest	7% (30)	13% (61)	39% (178)	6% (29)	12% (56)	24% (109)	462
4-Region: South	8% (66)	15% (122)	35% (288)	5% (38)	11% (90)	27% (220)	824
4-Region: West	3% (16)	17% (87)	40% (206)	3% (14)	13% (69)	25% (127)	520
Watch TV: Every day	9% (92)	18% (188)	38% (403)	5% (50)	12% (124)	20% (214)	1071
Watch TV: Several times per week	6% (28)	15% (76)	37% (184)	7% (36)	9% (46)	25% (123)	492
Watch TV: About once per week	3% (5)	12% (21)	44% (81)	2% (3)	12% (21)	28% (51)	184
Watch TV: Several times per month	3% (3)	18% (21)	36% (41)	8% (9)	13% (16)	22% (25)	116
Watch TV: About once per month	7% (4)	10% (5)	32% (16)	2% (1)	15% (7)	34% (17)	51
Watch TV: Less often than once per month	2% (1)	12% (10)	33% (28)	3% (2)	16% (13)	34% (28)	82
Watch TV: Never	1% (2)	7% (15)	27% (54)	1% (3)	14% (28)	50% (102)	204
Watch Movies: Every day	14% (56)	16% (61)	30% (118)	4% (16)	14% (54)	22% (85)	390
Watch Movies: Several times per week	7% (39)	21% (119)	39% (224)	5% (30)	6% (37)	22% (129)	577
Watch Movies: About once per week	3% (11)	15% (52)	46% (154)	8% (27)	10% (35)	17% (58)	338
Watch Movies: Several times per month	5% (11)	16% (39)	42% (104)	4% (9)	9% (22)	25% (63)	250
Watch Movies: About once per month	4% (8)	12% (25)	33% (69)	6% (13)	18% (37)	27% (57)	209
Watch Movies: Less often than once per month	3% (8)	9% (19)	42% (93)	3% (6)	17% (37)	26% (58)	221
Watch Movies: Never	1% (1)	10% (21)	21% (46)	1% (3)	15% (33)	51% (110)	215
Watch Sporting Events: Every day	21% (25)	14% (16)	39% (45)	2% (3)	14% (16)	10% (11)	115
Watch Sporting Events: Several times per week	10% (26)	22% (56)	37% (94)	6% (16)	9% (22)	15% (39)	253
Watch Sporting Events: About once per week	9% (20)	20% (43)	39% (85)	8% (17)	11% (24)	13% (29)	219
Watch Sporting Events: Several times per month	7% (13)	22% (44)	39% (77)	7% (14)	8% (16)	18% (36)	200
Watch Sporting Events: About once per month	2% (4)	20% (34)	41% (68)	5% (8)	13% (21)	19% (32)	166
Watch Sporting Events: Less often than once per month	5% (20)	13% (52)	40% (163)	5% (19)	13% (52)	24% (97)	403
Watch Sporting Events: Never	3% (27)	11% (91)	33% (275)	3% (29)	12% (105)	38% (317)	844

Continued on next page

Table HR6_2: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?

TBS

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (135)	15% (336)	37% (808)	5% (104)	12% (256)	26% (561)	2200
Cable TV: Currently subscribe	7% (69)	16% (166)	39% (397)	5% (53)	11% (107)	22% (228)	1020
Cable TV: Subscribed in past	6% (46)	17% (120)	39% (278)	5% (37)	11% (77)	23% (162)	721
Cable TV: Never subscribed	4% (20)	11% (51)	29% (132)	3% (15)	15% (71)	37% (171)	459
Satellite TV: Currently subscribe	8% (38)	17% (80)	36% (166)	4% (17)	13% (62)	21% (98)	462
Satellite TV: Subscribed in past	7% (41)	16% (99)	38% (237)	5% (33)	10% (64)	23% (145)	618
Satellite TV: Never subscribed	5% (56)	14% (157)	36% (405)	5% (55)	12% (130)	28% (318)	1121
Streaming Services: Currently subscribe	7% (101)	17% (233)	40% (543)	5% (71)	9% (124)	22% (297)	1369
Streaming Services: Subscribed in past	5% (12)	15% (33)	27% (58)	4% (9)	18% (38)	31% (67)	217
Streaming Services: Never subscribed	4% (23)	12% (71)	34% (207)	4% (24)	15% (94)	32% (196)	614
Film: An avid fan	12% (84)	19% (129)	34% (233)	5% (37)	9% (65)	20% (138)	685
Film: A casual fan	4% (47)	15% (188)	40% (500)	5% (59)	12% (147)	24% (301)	1242
Film: Not a fan	2% (4)	7% (19)	27% (74)	3% (9)	16% (44)	45% (123)	272
Television: An avid fan	10% (95)	19% (185)	34% (323)	5% (50)	11% (110)	21% (199)	961
Television: A casual fan	4% (38)	12% (133)	41% (439)	5% (53)	11% (117)	27% (287)	1067
Television: Not a fan	1% (2)	11% (19)	27% (46)	1% (1)	17% (29)	44% (75)	172
Music: An avid fan	9% (94)	18% (186)	33% (340)	5% (46)	12% (119)	23% (236)	1021
Music: A casual fan	3% (35)	13% (137)	41% (421)	5% (53)	12% (122)	26% (263)	1031
Music: Not a fan	4% (6)	9% (13)	32% (47)	4% (6)	10% (15)	42% (62)	147
Fashion: An avid fan	17% (49)	16% (45)	25% (70)	4% (10)	11% (30)	27% (76)	280
Fashion: A casual fan	6% (56)	18% (160)	37% (332)	5% (50)	12% (113)	22% (197)	909
Fashion: Not a fan	3% (30)	13% (131)	40% (406)	4% (44)	11% (113)	28% (288)	1011
Parents	7% (69)	18% (177)	36% (359)	4% (42)	11% (107)	24% (236)	989
Current Netflix Subscribers	8% (90)	17% (196)	37% (431)	5% (63)	10% (119)	22% (253)	1152
Current HBO Now Subscribers	15% (28)	29% (55)	29% (55)	3% (6)	8% (16)	15% (28)	188
Current Disney+ Subscribers	11% (61)	17% (92)	40% (216)	5% (26)	9% (46)	18% (97)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

Table HR6_3: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?

TNT

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (143)	17% (368)	35% (781)	6% (127)	11% (247)	24% (535)	2200
Gender: Male	8% (90)	18% (196)	36% (384)	6% (68)	12% (122)	19% (202)	1062
Gender: Female	5% (53)	15% (172)	35% (397)	5% (59)	11% (125)	29% (333)	1138
Age: 18-34	9% (56)	16% (102)	34% (220)	7% (45)	9% (60)	26% (172)	655
Age: 35-44	10% (37)	22% (78)	36% (129)	4% (16)	8% (28)	20% (70)	358
Age: 45-64	5% (39)	17% (130)	37% (277)	5% (38)	12% (94)	23% (173)	751
Age: 65+	2% (11)	13% (57)	35% (155)	6% (27)	15% (66)	28% (120)	436
GenZers: 1997-2012	6% (17)	15% (44)	29% (86)	9% (27)	11% (32)	30% (87)	292
Millennials: 1981-1996	11% (60)	17% (92)	36% (197)	5% (29)	8% (44)	22% (123)	545
GenXers: 1965-1980	8% (42)	21% (116)	38% (206)	4% (23)	8% (43)	21% (114)	545
Baby Boomers: 1946-1964	3% (21)	15% (109)	34% (246)	6% (43)	15% (109)	26% (188)	716
PID: Dem (no lean)	6% (50)	18% (142)	37% (294)	5% (40)	11% (85)	23% (179)	789
PID: Ind (no lean)	5% (43)	17% (132)	36% (282)	7% (52)	10% (80)	25% (197)	784
PID: Rep (no lean)	8% (50)	15% (94)	33% (206)	6% (35)	13% (82)	25% (159)	627
PID/Gender: Dem Men	8% (27)	21% (74)	38% (133)	6% (21)	11% (40)	17% (59)	354
PID/Gender: Dem Women	5% (23)	16% (67)	37% (160)	4% (18)	10% (45)	28% (120)	435
PID/Gender: Ind Men	6% (25)	20% (79)	35% (139)	7% (28)	9% (37)	22% (88)	396
PID/Gender: Ind Women	5% (18)	14% (53)	37% (143)	6% (24)	11% (43)	28% (108)	389
PID/Gender: Rep Men	12% (38)	14% (43)	36% (112)	6% (19)	15% (46)	18% (55)	312
PID/Gender: Rep Women	4% (12)	16% (51)	30% (94)	5% (17)	12% (37)	33% (104)	315
Ideo: Liberal (1-3)	8% (52)	17% (109)	40% (250)	5% (34)	12% (73)	18% (114)	631
Ideo: Moderate (4)	6% (37)	20% (123)	37% (225)	5% (34)	11% (65)	21% (130)	613
Ideo: Conservative (5-7)	5% (37)	15% (106)	36% (247)	7% (45)	12% (83)	25% (174)	691
Educ: < College	6% (96)	16% (242)	33% (493)	6% (91)	12% (187)	27% (404)	1512
Educ: Bachelors degree	5% (24)	16% (73)	44% (196)	6% (25)	9% (38)	20% (88)	444
Educ: Post-grad	9% (23)	22% (53)	37% (91)	4% (10)	9% (23)	18% (44)	244
Income: Under 50k	6% (73)	15% (178)	34% (398)	7% (80)	12% (141)	27% (315)	1186
Income: 50k-100k	7% (49)	18% (128)	38% (267)	5% (33)	10% (72)	23% (162)	711
Income: 100k+	7% (21)	21% (62)	38% (115)	4% (13)	11% (34)	19% (58)	303
Ethnicity: White	6% (104)	16% (278)	38% (649)	5% (89)	10% (179)	24% (422)	1722

Continued on next page

Table HR6_3: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
TNT

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (143)	17% (368)	35% (781)	6% (127)	11% (247)	24% (535)	2200
Ethnicity: Hispanic	8% (30)	17% (60)	31% (107)	7% (24)	10% (33)	27% (96)	349
Ethnicity: Afr. Am.	11% (30)	21% (57)	26% (70)	8% (21)	15% (41)	20% (54)	274
Ethnicity: Other	4% (8)	16% (33)	30% (61)	8% (16)	13% (27)	29% (59)	204
All Christian	6% (59)	17% (179)	37% (383)	6% (63)	13% (136)	22% (226)	1046
All Non-Christian	11% (13)	10% (12)	29% (35)	6% (7)	17% (20)	26% (31)	119
Atheist	6% (6)	13% (12)	50% (46)	4% (3)	2% (1)	25% (23)	91
Agnostic/Nothing in particular	7% (64)	17% (164)	34% (318)	6% (53)	9% (90)	27% (255)	944
Religious Non-Protestant/Catholic	11% (15)	10% (14)	28% (40)	6% (8)	17% (24)	29% (42)	144
Evangelical	8% (46)	18% (103)	33% (187)	7% (39)	12% (69)	23% (130)	573
Non-Evangelical	5% (41)	19% (161)	36% (299)	6% (53)	12% (98)	23% (190)	841
Community: Urban	11% (60)	19% (100)	31% (163)	6% (34)	9% (50)	24% (126)	533
Community: Suburban	5% (51)	17% (183)	38% (397)	5% (55)	12% (131)	22% (235)	1053
Community: Rural	5% (32)	14% (84)	36% (221)	6% (38)	11% (66)	28% (173)	614
Employ: Private Sector	8% (54)	20% (128)	42% (274)	6% (38)	10% (64)	14% (93)	652
Employ: Government	6% (7)	16% (21)	35% (44)	3% (4)	14% (18)	26% (33)	127
Employ: Self-Employed	11% (18)	18% (28)	31% (49)	6% (10)	14% (23)	19% (29)	157
Employ: Homemaker	6% (8)	16% (22)	33% (46)	3% (4)	12% (16)	31% (42)	138
Employ: Retired	2% (11)	13% (64)	35% (171)	6% (31)	14% (67)	29% (142)	485
Employ: Unemployed	10% (32)	18% (60)	31% (101)	7% (23)	6% (21)	27% (89)	325
Employ: Other	3% (5)	14% (23)	29% (47)	4% (6)	14% (23)	37% (60)	163
Military HH: Yes	4% (17)	18% (71)	33% (127)	6% (22)	14% (54)	26% (100)	391
Military HH: No	7% (126)	16% (297)	36% (654)	6% (104)	11% (193)	24% (435)	1809
RD/WT: Right Direction	7% (50)	16% (119)	33% (242)	6% (46)	11% (81)	27% (196)	733
RD/WT: Wrong Track	6% (93)	17% (249)	37% (539)	6% (81)	11% (166)	23% (339)	1467
Trump Job Approve	7% (65)	17% (145)	34% (297)	6% (56)	11% (101)	24% (212)	876
Trump Job Disapprove	6% (74)	17% (206)	37% (458)	6% (69)	11% (132)	24% (293)	1233

Continued on next page

Table HR6_3: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
TNT

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (143)	17% (368)	35% (781)	6% (127)	11% (247)	24% (535)	2200
Trump Job Strongly Approve	7% (36)	15% (75)	31% (152)	6% (29)	12% (59)	28% (136)	488
Trump Job Somewhat Approve	7% (29)	18% (70)	37% (145)	7% (27)	11% (42)	20% (76)	388
Trump Job Somewhat Disapprove	5% (15)	19% (56)	35% (103)	5% (15)	11% (32)	24% (70)	291
Trump Job Strongly Disapprove	6% (59)	16% (151)	38% (355)	6% (54)	11% (100)	24% (223)	942
Favorable of Trump	7% (58)	18% (146)	35% (290)	5% (43)	11% (92)	24% (204)	833
Unfavorable of Trump	6% (79)	16% (199)	38% (458)	6% (74)	11% (138)	22% (273)	1220
Very Favorable of Trump	8% (39)	15% (74)	31% (157)	5% (27)	11% (57)	29% (146)	500
Somewhat Favorable of Trump	6% (19)	22% (72)	40% (132)	5% (17)	11% (35)	17% (58)	333
Somewhat Unfavorable of Trump	8% (15)	21% (43)	36% (75)	6% (12)	11% (23)	18% (37)	206
Very Unfavorable of Trump	6% (63)	15% (156)	38% (383)	6% (62)	11% (114)	23% (236)	1014
#1 Issue: Economy	7% (55)	18% (139)	36% (281)	7% (52)	12% (89)	20% (156)	772
#1 Issue: Security	9% (23)	18% (46)	28% (72)	9% (24)	13% (33)	23% (59)	255
#1 Issue: Health Care	6% (25)	16% (69)	43% (183)	2% (9)	9% (39)	23% (100)	425
#1 Issue: Medicare / Social Security	6% (17)	14% (41)	31% (93)	6% (18)	11% (33)	33% (100)	301
#1 Issue: Women's Issues	6% (6)	12% (12)	26% (24)	10% (9)	4% (4)	42% (39)	94
#1 Issue: Education	5% (6)	23% (28)	36% (43)	3% (4)	16% (19)	17% (21)	120
#1 Issue: Energy	9% (8)	23% (20)	32% (28)	6% (5)	11% (10)	19% (17)	88
#1 Issue: Other	2% (2)	9% (13)	40% (57)	4% (6)	14% (20)	31% (45)	144
2018 House Vote: Democrat	7% (53)	18% (135)	38% (284)	5% (40)	11% (79)	20% (151)	741
2018 House Vote: Republican	6% (39)	15% (94)	38% (233)	4% (26)	13% (81)	23% (142)	615
2018 House Vote: Someone else	10% (9)	19% (15)	23% (19)	8% (7)	20% (16)	20% (17)	83
2016 Vote: Hillary Clinton	7% (47)	18% (122)	38% (253)	6% (38)	10% (64)	21% (142)	666
2016 Vote: Donald Trump	6% (44)	17% (114)	38% (254)	5% (34)	11% (72)	24% (159)	678
2016 Vote: Other	6% (11)	20% (32)	36% (59)	5% (9)	13% (21)	19% (32)	163
2016 Vote: Didn't Vote	6% (42)	14% (98)	31% (213)	7% (46)	13% (90)	29% (202)	690
Voted in 2014: Yes	6% (76)	18% (232)	38% (485)	5% (64)	12% (150)	21% (270)	1278
Voted in 2014: No	7% (66)	15% (136)	32% (296)	7% (62)	11% (97)	29% (265)	922

Continued on next page

Table HR6_3: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?

TNT

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (143)	17% (368)	35% (781)	6% (127)	11% (247)	24% (535)	2200
2012 Vote: Barack Obama	7% (59)	18% (154)	39% (326)	5% (43)	11% (92)	19% (160)	834
2012 Vote: Mitt Romney	4% (19)	15% (76)	38% (189)	6% (31)	12% (59)	25% (123)	497
2012 Vote: Other	5% (4)	18% (16)	34% (29)	3% (3)	13% (11)	27% (23)	86
2012 Vote: Didn't Vote	8% (60)	16% (122)	30% (235)	6% (50)	11% (86)	29% (228)	781
4-Region: Northeast	8% (31)	17% (66)	33% (129)	6% (24)	12% (45)	25% (98)	394
4-Region: Midwest	6% (27)	18% (82)	36% (166)	6% (26)	12% (56)	23% (105)	462
4-Region: South	8% (64)	17% (138)	36% (295)	6% (50)	10% (82)	24% (196)	824
4-Region: West	4% (21)	16% (82)	37% (191)	5% (26)	12% (64)	26% (136)	520
Watch TV: Every day	9% (101)	18% (197)	37% (399)	5% (57)	11% (116)	19% (201)	1071
Watch TV: Several times per week	6% (31)	20% (98)	35% (172)	6% (29)	9% (46)	23% (115)	492
Watch TV: About once per week	2% (4)	14% (26)	35% (64)	9% (17)	12% (22)	28% (51)	184
Watch TV: Several times per month	2% (3)	17% (20)	38% (44)	8% (9)	12% (14)	22% (26)	116
Watch TV: About once per month	2% (1)	17% (9)	29% (15)	— (0)	12% (6)	40% (21)	51
Watch TV: Less often than once per month	1% (0)	10% (8)	30% (24)	8% (6)	19% (16)	33% (27)	82
Watch TV: Never	1% (2)	5% (10)	31% (62)	4% (7)	14% (28)	46% (94)	204
Watch Movies: Every day	17% (66)	19% (72)	26% (102)	6% (22)	11% (44)	21% (83)	390
Watch Movies: Several times per week	6% (34)	23% (135)	37% (213)	6% (33)	8% (44)	20% (117)	577
Watch Movies: About once per week	3% (11)	17% (57)	45% (152)	7% (22)	10% (32)	19% (64)	338
Watch Movies: Several times per month	5% (12)	19% (47)	41% (102)	6% (15)	10% (25)	20% (49)	250
Watch Movies: About once per month	5% (10)	11% (23)	38% (78)	5% (11)	16% (33)	25% (53)	209
Watch Movies: Less often than once per month	3% (7)	8% (17)	38% (84)	6% (14)	17% (37)	28% (63)	221
Watch Movies: Never	1% (1)	7% (16)	23% (49)	5% (10)	15% (32)	49% (106)	215
Watch Sporting Events: Every day	22% (26)	25% (28)	33% (38)	4% (5)	8% (9)	8% (10)	115
Watch Sporting Events: Several times per week	10% (25)	28% (70)	34% (85)	4% (9)	12% (29)	14% (34)	253
Watch Sporting Events: About once per week	10% (21)	20% (44)	39% (85)	8% (17)	8% (17)	16% (34)	219
Watch Sporting Events: Several times per month	10% (19)	20% (40)	35% (70)	9% (19)	10% (20)	16% (32)	200
Watch Sporting Events: About once per month	1% (2)	15% (26)	39% (64)	12% (19)	14% (23)	19% (32)	166
Watch Sporting Events: Less often than once per month	5% (19)	15% (61)	39% (159)	6% (23)	12% (50)	23% (91)	403
Watch Sporting Events: Never	4% (31)	12% (98)	33% (280)	4% (35)	12% (99)	36% (301)	844

Continued on next page

Table HR6_3: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?

TNT

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (143)	17% (368)	35% (781)	6% (127)	11% (247)	24% (535)	2200
Cable TV: Currently subscribe	7% (75)	18% (188)	37% (381)	7% (74)	10% (97)	20% (204)	1020
Cable TV: Subscribed in past	6% (40)	17% (125)	37% (268)	6% (41)	12% (85)	22% (162)	721
Cable TV: Never subscribed	6% (27)	12% (55)	29% (132)	2% (11)	14% (65)	37% (169)	459
Satellite TV: Currently subscribe	9% (40)	20% (93)	31% (144)	5% (22)	13% (59)	22% (103)	462
Satellite TV: Subscribed in past	7% (46)	18% (110)	38% (234)	8% (49)	9% (53)	20% (126)	618
Satellite TV: Never subscribed	5% (56)	15% (164)	36% (403)	5% (56)	12% (135)	27% (306)	1121
Streaming Services: Currently subscribe	7% (101)	19% (263)	38% (520)	5% (75)	9% (126)	21% (285)	1369
Streaming Services: Subscribed in past	6% (13)	15% (32)	26% (56)	9% (20)	15% (33)	29% (63)	217
Streaming Services: Never subscribed	5% (30)	12% (73)	33% (205)	5% (32)	14% (88)	30% (186)	614
Film: An avid fan	13% (86)	22% (151)	31% (213)	5% (35)	10% (71)	19% (129)	685
Film: A casual fan	4% (50)	16% (197)	41% (505)	6% (68)	12% (144)	22% (277)	1242
Film: Not a fan	3% (7)	7% (19)	23% (63)	8% (23)	12% (32)	47% (129)	272
Television: An avid fan	10% (98)	20% (196)	34% (325)	4% (40)	11% (107)	20% (196)	961
Television: A casual fan	4% (44)	14% (153)	37% (400)	8% (81)	12% (123)	25% (266)	1067
Television: Not a fan	— (1)	11% (18)	33% (57)	3% (5)	10% (18)	43% (73)	172
Music: An avid fan	9% (95)	19% (198)	33% (337)	5% (53)	12% (119)	22% (220)	1021
Music: A casual fan	4% (42)	15% (159)	39% (402)	6% (60)	11% (112)	25% (256)	1031
Music: Not a fan	4% (6)	8% (11)	28% (41)	9% (14)	11% (16)	40% (60)	147
Fashion: An avid fan	16% (46)	18% (50)	21% (59)	5% (15)	11% (32)	28% (79)	280
Fashion: A casual fan	6% (59)	19% (169)	36% (331)	6% (53)	12% (105)	21% (192)	909
Fashion: Not a fan	4% (38)	15% (149)	39% (390)	6% (59)	11% (111)	26% (264)	1011
Parents	8% (82)	18% (181)	35% (343)	5% (51)	11% (106)	23% (226)	989
Current Netflix Subscribers	8% (96)	19% (217)	36% (410)	6% (71)	10% (114)	21% (245)	1152
Current HBO Now Subscribers	15% (29)	29% (55)	28% (52)	5% (10)	10% (19)	12% (23)	188
Current Disney+ Subscribers	11% (60)	22% (120)	36% (196)	4% (22)	8% (41)	18% (98)	539

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

Table HR6_4: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
The CW Network

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (133)	14% (315)	36% (794)	6% (130)	12% (266)	26% (561)	2200
Gender: Male	7% (71)	15% (155)	38% (406)	7% (71)	12% (128)	22% (231)	1062
Gender: Female	5% (62)	14% (160)	34% (388)	5% (59)	12% (139)	29% (331)	1138
Age: 18-34	12% (80)	17% (112)	31% (206)	6% (36)	9% (57)	25% (165)	655
Age: 35-44	6% (20)	22% (78)	36% (129)	6% (23)	9% (32)	21% (75)	358
Age: 45-64	4% (27)	13% (94)	41% (305)	6% (45)	12% (90)	25% (190)	751
Age: 65+	1% (6)	7% (32)	35% (154)	6% (26)	20% (87)	30% (132)	436
GenZers: 1997-2012	13% (39)	15% (43)	28% (83)	4% (13)	10% (29)	29% (84)	292
Millennials: 1981-1996	9% (48)	20% (112)	34% (183)	7% (39)	8% (42)	22% (121)	545
GenXers: 1965-1980	6% (34)	16% (89)	40% (220)	5% (27)	9% (48)	23% (126)	545
Baby Boomers: 1946-1964	2% (12)	9% (64)	37% (268)	7% (49)	17% (124)	28% (200)	716
PID: Dem (no lean)	6% (49)	17% (135)	36% (287)	7% (56)	13% (101)	20% (161)	789
PID: Ind (no lean)	6% (46)	13% (105)	37% (293)	5% (37)	10% (82)	28% (222)	784
PID: Rep (no lean)	6% (38)	12% (75)	34% (214)	6% (38)	13% (84)	28% (178)	627
PID/Gender: Dem Men	7% (24)	18% (63)	38% (133)	9% (31)	12% (41)	17% (62)	354
PID/Gender: Dem Women	6% (25)	17% (72)	35% (153)	6% (25)	14% (60)	23% (100)	435
PID/Gender: Ind Men	7% (26)	13% (52)	39% (154)	5% (19)	12% (49)	24% (96)	396
PID/Gender: Ind Women	5% (20)	14% (53)	36% (139)	4% (17)	9% (33)	32% (126)	389
PID/Gender: Rep Men	7% (22)	13% (39)	38% (119)	7% (21)	12% (38)	23% (73)	312
PID/Gender: Rep Women	5% (17)	11% (35)	30% (95)	5% (17)	14% (45)	34% (106)	315
Ideo: Liberal (1-3)	7% (47)	17% (109)	38% (242)	8% (51)	12% (75)	17% (109)	631
Ideo: Moderate (4)	6% (37)	14% (88)	41% (252)	5% (31)	12% (76)	21% (130)	613
Ideo: Conservative (5-7)	5% (33)	13% (89)	34% (236)	6% (43)	14% (95)	28% (195)	691
Educ: < College	5% (81)	14% (212)	34% (511)	5% (77)	13% (203)	28% (428)	1512
Educ: Bachelors degree	7% (31)	13% (58)	43% (191)	7% (33)	10% (43)	20% (88)	444
Educ: Post-grad	9% (21)	18% (45)	38% (92)	8% (20)	8% (20)	19% (46)	244
Income: Under 50k	6% (68)	14% (161)	34% (405)	5% (62)	14% (163)	28% (328)	1186
Income: 50k-100k	6% (41)	15% (108)	38% (267)	7% (49)	11% (75)	24% (171)	711
Income: 100k+	8% (24)	15% (46)	40% (122)	6% (19)	9% (29)	21% (63)	303
Ethnicity: White	5% (90)	14% (236)	38% (656)	6% (95)	11% (197)	26% (447)	1722

Continued on next page

Table HR6_4: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
The CW Network

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (133)	14% (315)	36% (794)	6% (130)	12% (266)	26% (561)	2200
Ethnicity: Hispanic	8% (28)	15% (54)	33% (114)	7% (24)	8% (27)	29% (102)	349
Ethnicity: Afr. Am.	10% (27)	20% (56)	27% (73)	6% (16)	16% (44)	21% (58)	274
Ethnicity: Other	8% (17)	11% (23)	32% (65)	9% (19)	12% (25)	28% (56)	204
All Christian	5% (48)	14% (149)	38% (397)	6% (66)	14% (145)	23% (242)	1046
All Non-Christian	7% (8)	12% (15)	28% (33)	10% (11)	16% (19)	28% (33)	119
Atheist	8% (7)	9% (8)	58% (53)	6% (5)	— (0)	19% (18)	91
Agnostic/Nothing in particular	7% (70)	15% (144)	33% (311)	5% (47)	11% (103)	29% (269)	944
Religious Non-Protestant/Catholic	7% (10)	13% (18)	27% (39)	11% (15)	14% (20)	29% (42)	144
Evangelical	6% (35)	14% (82)	33% (189)	6% (36)	14% (82)	26% (151)	573
Non-Evangelical	5% (42)	15% (123)	37% (314)	6% (50)	13% (110)	24% (203)	841
Community: Urban	9% (47)	18% (95)	33% (174)	4% (21)	11% (58)	26% (139)	533
Community: Suburban	6% (58)	14% (143)	38% (405)	8% (79)	13% (134)	22% (233)	1053
Community: Rural	5% (28)	13% (77)	35% (215)	5% (29)	12% (75)	31% (190)	614
Employ: Private Sector	7% (46)	16% (105)	44% (289)	6% (41)	10% (68)	16% (102)	652
Employ: Government	6% (7)	16% (20)	33% (42)	7% (8)	13% (17)	25% (32)	127
Employ: Self-Employed	9% (15)	12% (19)	33% (51)	8% (12)	15% (24)	23% (36)	157
Employ: Homemaker	5% (7)	12% (17)	28% (39)	8% (11)	15% (21)	31% (43)	138
Employ: Retired	1% (7)	8% (39)	36% (176)	6% (27)	17% (85)	31% (152)	485
Employ: Unemployed	7% (24)	19% (61)	35% (113)	4% (12)	6% (21)	29% (94)	325
Employ: Other	5% (8)	14% (23)	28% (46)	7% (12)	10% (16)	36% (59)	163
Military HH: Yes	5% (20)	15% (57)	32% (124)	5% (19)	16% (61)	28% (109)	391
Military HH: No	6% (113)	14% (258)	37% (670)	6% (111)	11% (205)	25% (452)	1809
RD/WT: Right Direction	6% (45)	13% (98)	33% (243)	6% (48)	12% (87)	29% (213)	733
RD/WT: Wrong Track	6% (89)	15% (217)	38% (551)	6% (83)	12% (179)	24% (348)	1467
Trump Job Approve	7% (57)	13% (115)	35% (305)	6% (52)	12% (107)	27% (239)	876
Trump Job Disapprove	6% (73)	15% (186)	38% (468)	6% (78)	12% (144)	23% (285)	1233

Continued on next page

Table HR6_4: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
The CW Network

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (133)	14% (315)	36% (794)	6% (130)	12% (266)	26% (561)	2200
Trump Job Strongly Approve	6% (28)	12% (60)	32% (157)	6% (31)	12% (60)	31% (152)	488
Trump Job Somewhat Approve	8% (29)	14% (55)	38% (149)	5% (21)	12% (46)	23% (88)	388
Trump Job Somewhat Disapprove	8% (23)	16% (46)	38% (110)	10% (29)	8% (24)	20% (58)	291
Trump Job Strongly Disapprove	5% (49)	15% (140)	38% (357)	5% (49)	13% (119)	24% (227)	942
Favorable of Trump	6% (48)	14% (114)	35% (292)	6% (47)	12% (101)	28% (231)	833
Unfavorable of Trump	6% (79)	14% (176)	39% (470)	6% (79)	13% (154)	22% (263)	1220
Very Favorable of Trump	7% (33)	12% (59)	32% (160)	4% (21)	13% (65)	32% (161)	500
Somewhat Favorable of Trump	5% (15)	17% (55)	40% (132)	8% (25)	11% (36)	21% (69)	333
Somewhat Unfavorable of Trump	11% (23)	16% (33)	36% (74)	12% (24)	10% (22)	15% (31)	206
Very Unfavorable of Trump	6% (56)	14% (142)	39% (397)	5% (54)	13% (132)	23% (233)	1014
#1 Issue: Economy	6% (49)	15% (115)	39% (305)	6% (49)	11% (88)	22% (166)	772
#1 Issue: Security	5% (13)	10% (25)	38% (98)	7% (17)	14% (35)	26% (67)	255
#1 Issue: Health Care	7% (31)	16% (68)	38% (163)	5% (19)	11% (48)	22% (95)	425
#1 Issue: Medicare / Social Security	2% (7)	11% (34)	30% (90)	5% (16)	15% (44)	36% (109)	301
#1 Issue: Women's Issues	10% (10)	17% (16)	33% (31)	4% (3)	4% (4)	31% (30)	94
#1 Issue: Education	10% (12)	18% (22)	28% (34)	12% (14)	8% (9)	24% (29)	120
#1 Issue: Energy	6% (5)	22% (19)	33% (29)	4% (4)	10% (9)	25% (22)	88
#1 Issue: Other	4% (5)	11% (16)	31% (44)	4% (6)	20% (29)	30% (43)	144
2018 House Vote: Democrat	5% (37)	15% (115)	41% (306)	6% (42)	14% (106)	18% (136)	741
2018 House Vote: Republican	6% (36)	13% (81)	36% (220)	6% (35)	13% (79)	27% (163)	615
2018 House Vote: Someone else	4% (3)	11% (9)	29% (24)	7% (6)	23% (19)	26% (21)	83
2016 Vote: Hillary Clinton	4% (26)	15% (100)	41% (271)	6% (39)	14% (95)	20% (135)	666
2016 Vote: Donald Trump	5% (33)	13% (91)	37% (250)	6% (41)	12% (81)	27% (183)	678
2016 Vote: Other	6% (9)	14% (23)	42% (69)	5% (8)	14% (24)	19% (30)	163
2016 Vote: Didn't Vote	9% (66)	15% (100)	29% (203)	6% (42)	10% (67)	31% (212)	690
Voted in 2014: Yes	4% (56)	14% (173)	40% (511)	6% (75)	14% (179)	22% (284)	1278
Voted in 2014: No	8% (77)	15% (143)	31% (283)	6% (55)	9% (87)	30% (278)	922

Continued on next page

Table HR6_4: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
The CW Network

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (133)	14% (315)	36% (794)	6% (130)	12% (266)	26% (561)	2200
2012 Vote: Barack Obama	5% (40)	15% (126)	40% (331)	6% (50)	14% (116)	20% (170)	834
2012 Vote: Mitt Romney	3% (17)	11% (56)	38% (190)	6% (30)	14% (68)	27% (136)	497
2012 Vote: Other	4% (4)	12% (10)	37% (32)	6% (5)	15% (13)	26% (23)	86
2012 Vote: Didn't Vote	9% (72)	16% (123)	31% (239)	6% (45)	9% (70)	30% (232)	781
4-Region: Northeast	5% (19)	16% (61)	37% (145)	6% (25)	10% (39)	27% (105)	394
4-Region: Midwest	5% (24)	14% (65)	38% (173)	5% (24)	13% (60)	25% (116)	462
4-Region: South	7% (62)	16% (129)	32% (267)	6% (49)	12% (102)	26% (216)	824
4-Region: West	5% (28)	11% (60)	40% (209)	6% (32)	13% (67)	24% (125)	520
Watch TV: Every day	8% (88)	18% (192)	37% (400)	6% (59)	12% (132)	19% (200)	1071
Watch TV: Several times per week	5% (23)	15% (75)	38% (188)	6% (32)	9% (46)	26% (129)	492
Watch TV: About once per week	7% (13)	11% (20)	37% (67)	7% (13)	11% (21)	27% (49)	184
Watch TV: Several times per month	5% (5)	10% (12)	30% (35)	10% (12)	16% (18)	28% (33)	116
Watch TV: About once per month	2% (1)	7% (4)	35% (18)	12% (6)	7% (4)	37% (19)	51
Watch TV: Less often than once per month	3% (2)	7% (5)	29% (23)	6% (5)	17% (14)	39% (32)	82
Watch TV: Never	— (0)	3% (7)	30% (62)	2% (3)	15% (31)	49% (100)	204
Watch Movies: Every day	16% (63)	20% (76)	28% (109)	4% (17)	12% (46)	20% (78)	390
Watch Movies: Several times per week	5% (30)	18% (106)	39% (226)	6% (34)	9% (53)	22% (129)	577
Watch Movies: About once per week	5% (17)	17% (58)	40% (135)	10% (35)	8% (28)	20% (66)	338
Watch Movies: Several times per month	4% (10)	13% (32)	42% (106)	4% (9)	13% (32)	24% (60)	250
Watch Movies: About once per month	3% (6)	10% (21)	40% (84)	5% (11)	16% (33)	26% (54)	209
Watch Movies: Less often than once per month	3% (7)	5% (10)	40% (87)	7% (16)	18% (41)	27% (61)	221
Watch Movies: Never	— (0)	6% (12)	22% (47)	4% (8)	16% (34)	53% (114)	215
Watch Sporting Events: Every day	14% (16)	11% (12)	44% (50)	9% (10)	13% (15)	10% (11)	115
Watch Sporting Events: Several times per week	8% (20)	19% (49)	42% (106)	8% (20)	8% (21)	14% (37)	253
Watch Sporting Events: About once per week	8% (18)	16% (36)	38% (83)	11% (25)	8% (18)	18% (39)	219
Watch Sporting Events: Several times per month	7% (13)	16% (32)	37% (74)	7% (14)	10% (19)	24% (48)	200
Watch Sporting Events: About once per month	4% (6)	21% (34)	36% (60)	7% (12)	15% (25)	17% (28)	166
Watch Sporting Events: Less often than once per month	8% (32)	16% (64)	36% (145)	6% (24)	13% (54)	21% (83)	403
Watch Sporting Events: Never	3% (27)	10% (88)	33% (275)	3% (24)	13% (114)	37% (315)	844

Continued on next page

Table HR6_4: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
The CW Network

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (133)	14% (315)	36% (794)	6% (130)	12% (266)	26% (561)	2200
Cable TV: Currently subscribe	7% (72)	14% (148)	38% (391)	7% (71)	12% (125)	21% (214)	1020
Cable TV: Subscribed in past	5% (38)	17% (124)	37% (267)	5% (39)	12% (88)	23% (165)	721
Cable TV: Never subscribed	5% (24)	9% (44)	30% (136)	4% (20)	12% (54)	40% (182)	459
Satellite TV: Currently subscribe	9% (40)	14% (63)	35% (160)	8% (38)	12% (53)	23% (107)	462
Satellite TV: Subscribed in past	7% (45)	17% (104)	37% (230)	6% (40)	11% (70)	21% (129)	618
Satellite TV: Never subscribed	4% (49)	13% (148)	36% (403)	5% (52)	13% (143)	29% (325)	1121
Streaming Services: Currently subscribe	7% (101)	17% (236)	38% (522)	5% (69)	11% (148)	21% (293)	1369
Streaming Services: Subscribed in past	6% (12)	11% (24)	29% (64)	10% (22)	11% (24)	32% (70)	217
Streaming Services: Never subscribed	3% (20)	9% (55)	34% (208)	6% (38)	15% (94)	32% (198)	614
Film: An avid fan	12% (81)	18% (125)	34% (234)	6% (42)	10% (72)	19% (131)	685
Film: A casual fan	4% (46)	15% (180)	39% (489)	6% (69)	13% (156)	24% (302)	1242
Film: Not a fan	2% (6)	4% (10)	26% (71)	7% (19)	14% (38)	47% (128)	272
Television: An avid fan	9% (84)	19% (181)	33% (320)	6% (54)	12% (111)	22% (209)	961
Television: A casual fan	4% (47)	12% (126)	40% (423)	6% (62)	12% (130)	26% (278)	1067
Television: Not a fan	1% (2)	4% (7)	29% (51)	8% (14)	14% (25)	43% (74)	172
Music: An avid fan	9% (96)	17% (176)	34% (346)	5% (56)	11% (113)	23% (234)	1021
Music: A casual fan	3% (35)	13% (131)	39% (403)	6% (64)	13% (130)	26% (268)	1031
Music: Not a fan	1% (2)	5% (8)	30% (45)	7% (10)	16% (24)	40% (60)	147
Fashion: An avid fan	14% (39)	21% (58)	23% (66)	7% (18)	12% (34)	23% (65)	280
Fashion: A casual fan	7% (63)	16% (143)	35% (319)	6% (55)	13% (115)	23% (213)	909
Fashion: Not a fan	3% (31)	11% (114)	40% (409)	6% (56)	12% (118)	28% (283)	1011
Parents	6% (61)	16% (157)	35% (342)	7% (71)	11% (109)	25% (248)	989
Current Netflix Subscribers	8% (97)	18% (210)	36% (415)	6% (68)	10% (116)	21% (247)	1152
Current HBO Now Subscribers	14% (27)	21% (39)	34% (64)	8% (14)	10% (18)	14% (26)	188
Current Disney+ Subscribers	11% (61)	19% (101)	38% (203)	6% (31)	9% (46)	18% (96)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

Table HR6_5: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?

CNN

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (150)	10% (213)	33% (721)	7% (146)	22% (476)	22% (495)	2200
Gender: Male	8% (84)	11% (114)	32% (339)	8% (82)	23% (241)	19% (202)	1062
Gender: Female	6% (66)	9% (99)	34% (382)	6% (63)	21% (235)	26% (293)	1138
Age: 18-34	9% (57)	13% (88)	32% (209)	7% (44)	15% (98)	24% (160)	655
Age: 35-44	8% (28)	12% (42)	37% (132)	8% (28)	15% (55)	20% (72)	358
Age: 45-64	6% (46)	8% (57)	34% (254)	7% (56)	25% (188)	20% (150)	751
Age: 65+	4% (19)	6% (27)	29% (126)	4% (18)	31% (135)	26% (112)	436
GenZers: 1997-2012	9% (27)	15% (45)	27% (79)	7% (20)	16% (46)	26% (75)	292
Millennials: 1981-1996	8% (41)	11% (59)	37% (204)	7% (38)	15% (79)	23% (124)	545
GenXers: 1965-1980	8% (45)	11% (61)	33% (182)	9% (49)	19% (105)	19% (102)	545
Baby Boomers: 1946-1964	5% (33)	6% (44)	32% (229)	4% (31)	30% (212)	23% (168)	716
PID: Dem (no lean)	10% (76)	15% (120)	37% (292)	5% (43)	14% (107)	19% (152)	789
PID: Ind (no lean)	5% (38)	9% (72)	33% (258)	7% (55)	21% (167)	25% (194)	784
PID: Rep (no lean)	6% (36)	3% (21)	27% (171)	8% (48)	32% (202)	24% (148)	627
PID/Gender: Dem Men	12% (42)	17% (61)	37% (132)	6% (22)	13% (45)	15% (53)	354
PID/Gender: Dem Women	8% (34)	14% (59)	37% (160)	5% (21)	14% (62)	23% (99)	435
PID/Gender: Ind Men	4% (17)	11% (42)	31% (121)	9% (36)	23% (89)	23% (90)	396
PID/Gender: Ind Women	5% (21)	8% (30)	35% (137)	5% (18)	20% (78)	27% (104)	389
PID/Gender: Rep Men	8% (25)	4% (11)	27% (86)	8% (24)	34% (107)	19% (58)	312
PID/Gender: Rep Women	4% (11)	3% (10)	27% (85)	7% (23)	30% (95)	29% (90)	315
Ideo: Liberal (1-3)	11% (70)	15% (96)	39% (246)	5% (30)	14% (91)	16% (98)	631
Ideo: Moderate (4)	7% (44)	12% (75)	34% (209)	9% (56)	18% (107)	20% (122)	613
Ideo: Conservative (5-7)	4% (25)	5% (34)	28% (190)	7% (50)	36% (246)	21% (147)	691
Educ: < College	5% (74)	9% (133)	31% (466)	7% (101)	24% (362)	25% (377)	1512
Educ: Bachelors degree	10% (43)	10% (46)	39% (172)	7% (30)	17% (75)	18% (78)	444
Educ: Post-grad	13% (32)	14% (35)	34% (83)	6% (15)	16% (39)	16% (39)	244
Income: Under 50k	5% (55)	10% (123)	31% (367)	7% (77)	22% (263)	25% (301)	1186
Income: 50k-100k	9% (62)	8% (54)	35% (246)	7% (53)	21% (153)	20% (144)	711
Income: 100k+	11% (33)	12% (37)	36% (108)	5% (15)	20% (60)	17% (50)	303
Ethnicity: White	6% (110)	8% (141)	34% (578)	6% (111)	23% (398)	22% (384)	1722

Continued on next page

Table HR6_5: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?

CNN

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (150)	10% (213)	33% (721)	7% (146)	22% (476)	22% (495)	2200
Ethnicity: Hispanic	9% (31)	14% (49)	30% (104)	6% (22)	14% (47)	28% (96)	349
Ethnicity: Afr. Am.	12% (33)	15% (42)	28% (78)	7% (20)	17% (46)	20% (55)	274
Ethnicity: Other	4% (7)	15% (30)	32% (65)	7% (15)	15% (31)	27% (55)	204
All Christian	6% (67)	9% (96)	34% (358)	6% (59)	26% (269)	19% (197)	1046
All Non-Christian	14% (17)	9% (11)	31% (37)	6% (7)	16% (19)	24% (28)	119
Atheist	13% (12)	9% (8)	37% (34)	9% (8)	11% (10)	21% (19)	91
Agnostic/Nothing in particular	6% (54)	10% (97)	31% (292)	8% (72)	19% (177)	27% (251)	944
Religious Non-Protestant/Catholic	12% (17)	8% (12)	31% (45)	5% (7)	17% (25)	27% (39)	144
Evangelical	7% (41)	10% (58)	30% (174)	6% (33)	26% (150)	20% (117)	573
Non-Evangelical	6% (50)	9% (77)	34% (285)	6% (51)	25% (209)	20% (170)	841
Community: Urban	10% (53)	12% (66)	31% (168)	6% (34)	15% (81)	25% (131)	533
Community: Suburban	7% (69)	10% (106)	34% (357)	7% (77)	23% (244)	19% (199)	1053
Community: Rural	4% (27)	7% (42)	32% (196)	6% (35)	24% (150)	27% (164)	614
Employ: Private Sector	10% (65)	10% (64)	38% (246)	9% (62)	20% (133)	13% (83)	652
Employ: Government	13% (16)	6% (8)	34% (44)	6% (7)	15% (19)	26% (33)	127
Employ: Self-Employed	4% (7)	11% (18)	33% (51)	6% (9)	32% (49)	14% (22)	157
Employ: Homemaker	6% (8)	9% (13)	34% (46)	3% (4)	21% (28)	28% (39)	138
Employ: Retired	3% (15)	6% (27)	30% (144)	5% (26)	29% (142)	27% (131)	485
Employ: Unemployed	7% (22)	14% (46)	28% (91)	9% (30)	13% (43)	29% (95)	325
Employ: Other	4% (7)	7% (11)	30% (48)	3% (4)	26% (42)	31% (51)	163
Military HH: Yes	4% (15)	8% (33)	29% (115)	6% (22)	28% (111)	25% (96)	391
Military HH: No	7% (135)	10% (181)	33% (606)	7% (124)	20% (364)	22% (399)	1809
RD/WT: Right Direction	6% (43)	5% (40)	28% (203)	8% (56)	30% (221)	23% (171)	733
RD/WT: Wrong Track	7% (107)	12% (173)	35% (518)	6% (90)	17% (255)	22% (323)	1467
Trump Job Approve	6% (53)	6% (50)	27% (239)	8% (68)	32% (280)	21% (186)	876
Trump Job Disapprove	8% (94)	13% (162)	36% (447)	6% (72)	15% (183)	22% (274)	1233

Continued on next page

Table HR6_5: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
CNN

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (150)	10% (213)	33% (721)	7% (146)	22% (476)	22% (495)	2200
Trump Job Strongly Approve	5% (26)	5% (24)	22% (105)	8% (39)	37% (180)	23% (113)	488
Trump Job Somewhat Approve	7% (27)	7% (25)	35% (134)	8% (29)	26% (100)	19% (73)	388
Trump Job Somewhat Disapprove	3% (8)	14% (41)	36% (105)	8% (24)	16% (47)	23% (67)	291
Trump Job Strongly Disapprove	9% (86)	13% (121)	36% (342)	5% (48)	14% (136)	22% (208)	942
Favorable of Trump	6% (49)	5% (43)	27% (228)	9% (72)	33% (273)	20% (168)	833
Unfavorable of Trump	8% (92)	14% (166)	37% (448)	6% (74)	15% (185)	21% (254)	1220
Very Favorable of Trump	6% (32)	4% (19)	22% (108)	8% (38)	37% (185)	24% (118)	500
Somewhat Favorable of Trump	5% (17)	7% (24)	36% (120)	10% (34)	26% (88)	15% (50)	333
Somewhat Unfavorable of Trump	3% (7)	16% (33)	37% (76)	9% (19)	19% (39)	16% (32)	206
Very Unfavorable of Trump	8% (85)	13% (133)	37% (373)	5% (55)	14% (147)	22% (222)	1014
#1 Issue: Economy	5% (41)	10% (74)	34% (263)	9% (69)	21% (165)	21% (160)	772
#1 Issue: Security	7% (17)	8% (21)	22% (56)	8% (19)	41% (105)	15% (37)	255
#1 Issue: Health Care	8% (34)	12% (52)	37% (159)	5% (22)	15% (66)	22% (92)	425
#1 Issue: Medicare / Social Security	6% (19)	5% (15)	31% (95)	3% (9)	21% (62)	34% (102)	301
#1 Issue: Women's Issues	6% (6)	10% (10)	32% (30)	7% (7)	9% (8)	36% (34)	94
#1 Issue: Education	9% (11)	15% (18)	39% (47)	6% (7)	19% (23)	12% (15)	120
#1 Issue: Energy	16% (14)	16% (14)	32% (28)	5% (4)	15% (13)	16% (14)	88
#1 Issue: Other	5% (8)	7% (10)	30% (42)	6% (8)	23% (34)	29% (41)	144
2018 House Vote: Democrat	10% (73)	13% (98)	40% (294)	5% (37)	15% (112)	17% (128)	741
2018 House Vote: Republican	5% (33)	4% (25)	27% (165)	8% (50)	35% (214)	21% (127)	615
2018 House Vote: Someone else	4% (3)	6% (5)	25% (21)	8% (7)	28% (23)	29% (24)	83
2016 Vote: Hillary Clinton	9% (61)	13% (87)	39% (261)	6% (40)	14% (94)	18% (122)	666
2016 Vote: Donald Trump	6% (38)	5% (31)	29% (193)	8% (53)	32% (214)	22% (149)	678
2016 Vote: Other	3% (5)	11% (17)	39% (64)	6% (10)	22% (36)	19% (31)	163
2016 Vote: Didn't Vote	7% (45)	11% (79)	29% (201)	6% (42)	19% (131)	28% (192)	690
Voted in 2014: Yes	7% (88)	9% (109)	35% (441)	7% (84)	25% (318)	19% (238)	1278
Voted in 2014: No	7% (62)	11% (104)	30% (280)	7% (61)	17% (158)	28% (256)	922

Continued on next page

Table HR6_5: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?

CNN

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (150)	10% (213)	33% (721)	7% (146)	22% (476)	22% (495)	2200
2012 Vote: Barack Obama	9% (77)	11% (93)	38% (317)	7% (54)	18% (147)	17% (146)	834
2012 Vote: Mitt Romney	3% (14)	3% (16)	28% (141)	7% (35)	36% (180)	22% (111)	497
2012 Vote: Other	9% (7)	7% (6)	37% (32)	2% (2)	19% (16)	25% (22)	86
2012 Vote: Didn't Vote	7% (52)	13% (98)	29% (229)	7% (54)	17% (132)	28% (216)	781
4-Region: Northeast	9% (36)	8% (32)	36% (143)	6% (23)	17% (67)	24% (93)	394
4-Region: Midwest	5% (21)	7% (34)	33% (155)	8% (35)	24% (113)	22% (103)	462
4-Region: South	7% (61)	11% (87)	30% (248)	6% (47)	24% (198)	22% (183)	824
4-Region: West	6% (33)	11% (60)	34% (175)	8% (40)	19% (97)	22% (115)	520
Watch TV: Every day	9% (94)	9% (101)	35% (371)	7% (73)	22% (239)	18% (191)	1071
Watch TV: Several times per week	6% (30)	12% (59)	32% (158)	7% (37)	21% (105)	21% (103)	492
Watch TV: About once per week	7% (12)	13% (24)	32% (59)	5% (9)	19% (34)	25% (46)	184
Watch TV: Several times per month	5% (6)	10% (12)	32% (37)	9% (10)	23% (27)	20% (23)	116
Watch TV: About once per month	4% (2)	12% (6)	33% (17)	2% (1)	21% (11)	27% (14)	51
Watch TV: Less often than once per month	6% (5)	4% (4)	27% (22)	5% (4)	25% (20)	33% (27)	82
Watch TV: Never	— (1)	4% (7)	27% (56)	5% (11)	19% (39)	44% (90)	204
Watch Movies: Every day	15% (58)	10% (40)	27% (106)	6% (25)	19% (75)	22% (85)	390
Watch Movies: Several times per week	6% (35)	15% (87)	32% (186)	7% (40)	20% (118)	19% (111)	577
Watch Movies: About once per week	6% (21)	11% (36)	39% (130)	8% (26)	20% (69)	16% (55)	338
Watch Movies: Several times per month	5% (12)	10% (24)	37% (93)	9% (23)	21% (53)	18% (45)	250
Watch Movies: About once per month	4% (9)	5% (11)	37% (77)	5% (11)	28% (59)	20% (42)	209
Watch Movies: Less often than once per month	5% (12)	4% (9)	37% (82)	6% (14)	26% (57)	22% (48)	221
Watch Movies: Never	2% (4)	3% (6)	21% (46)	3% (6)	21% (45)	50% (108)	215
Watch Sporting Events: Every day	23% (27)	8% (9)	30% (34)	14% (16)	15% (18)	10% (11)	115
Watch Sporting Events: Several times per week	8% (21)	15% (39)	32% (81)	8% (20)	23% (58)	13% (33)	253
Watch Sporting Events: About once per week	11% (23)	11% (25)	35% (77)	6% (14)	24% (52)	13% (27)	219
Watch Sporting Events: Several times per month	14% (28)	10% (20)	32% (64)	9% (17)	21% (43)	14% (28)	200
Watch Sporting Events: About once per month	5% (8)	10% (17)	35% (59)	7% (12)	27% (45)	15% (25)	166
Watch Sporting Events: Less often than once per month	5% (21)	13% (51)	39% (156)	6% (24)	19% (76)	19% (75)	403
Watch Sporting Events: Never	3% (22)	6% (53)	29% (249)	5% (42)	22% (184)	35% (294)	844

Continued on next page

Table HR6_5: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?

CNN

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (150)	10% (213)	33% (721)	7% (146)	22% (476)	22% (495)	2200
Cable TV: Currently subscribe	8% (84)	11% (111)	34% (348)	7% (72)	20% (208)	19% (196)	1020
Cable TV: Subscribed in past	5% (37)	11% (77)	35% (252)	8% (55)	23% (162)	19% (138)	721
Cable TV: Never subscribed	6% (29)	5% (25)	26% (120)	4% (19)	23% (105)	35% (160)	459
Satellite TV: Currently subscribe	8% (39)	10% (46)	30% (138)	7% (31)	25% (116)	20% (92)	462
Satellite TV: Subscribed in past	7% (42)	12% (76)	36% (221)	9% (53)	18% (112)	18% (113)	618
Satellite TV: Never subscribed	6% (69)	8% (91)	32% (362)	6% (62)	22% (247)	26% (289)	1121
Streaming Services: Currently subscribe	7% (100)	11% (154)	35% (484)	7% (93)	20% (278)	19% (259)	1369
Streaming Services: Subscribed in past	5% (11)	11% (24)	24% (52)	10% (22)	22% (48)	28% (60)	217
Streaming Services: Never subscribed	6% (38)	6% (34)	30% (185)	5% (31)	24% (150)	29% (175)	614
Film: An avid fan	11% (73)	12% (84)	31% (214)	8% (54)	20% (139)	18% (122)	685
Film: A casual fan	5% (62)	9% (115)	36% (451)	6% (77)	22% (279)	21% (258)	1242
Film: Not a fan	5% (14)	5% (14)	21% (56)	5% (15)	21% (58)	42% (115)	272
Television: An avid fan	10% (93)	11% (102)	32% (308)	7% (67)	21% (200)	20% (192)	961
Television: A casual fan	5% (55)	10% (102)	34% (362)	6% (66)	23% (246)	22% (236)	1067
Television: Not a fan	1% (2)	6% (10)	30% (51)	8% (13)	17% (29)	39% (67)	172
Music: An avid fan	8% (85)	12% (123)	32% (328)	7% (70)	20% (207)	20% (209)	1021
Music: A casual fan	6% (58)	8% (84)	34% (355)	6% (63)	24% (246)	22% (225)	1031
Music: Not a fan	5% (7)	5% (7)	25% (37)	8% (12)	16% (23)	41% (61)	147
Fashion: An avid fan	20% (55)	15% (43)	20% (57)	6% (17)	16% (45)	22% (62)	280
Fashion: A casual fan	6% (59)	12% (105)	35% (320)	7% (63)	20% (183)	20% (179)	909
Fashion: Not a fan	4% (36)	6% (65)	34% (344)	6% (65)	24% (248)	25% (253)	1011
Parents	8% (74)	9% (93)	33% (322)	7% (70)	23% (223)	21% (207)	989
Current Netflix Subscribers	10% (110)	12% (139)	33% (378)	7% (81)	20% (234)	18% (211)	1152
Current HBO Now Subscribers	22% (40)	13% (25)	29% (54)	5% (10)	20% (37)	12% (22)	188
Current Disney+ Subscribers	12% (63)	14% (73)	36% (193)	8% (41)	17% (91)	14% (77)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

Table HR6_6: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
truTV

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (120)	10% (227)	35% (772)	6% (121)	14% (302)	30% (658)	2200
Gender: Male	6% (63)	12% (124)	38% (402)	6% (65)	14% (149)	24% (259)	1062
Gender: Female	5% (57)	9% (102)	33% (370)	5% (56)	13% (153)	35% (400)	1138
Age: 18-34	8% (52)	12% (80)	33% (216)	6% (38)	11% (73)	30% (196)	655
Age: 35-44	8% (28)	13% (48)	35% (124)	6% (20)	13% (47)	25% (91)	358
Age: 45-64	5% (34)	10% (76)	38% (289)	5% (37)	13% (97)	29% (218)	751
Age: 65+	1% (5)	5% (23)	33% (144)	6% (26)	19% (85)	35% (153)	436
GenZers: 1997-2012	5% (15)	12% (34)	30% (87)	6% (18)	14% (41)	33% (96)	292
Millennials: 1981-1996	9% (50)	13% (70)	35% (191)	6% (33)	10% (57)	27% (146)	545
GenXers: 1965-1980	8% (42)	13% (70)	39% (212)	5% (28)	9% (51)	26% (141)	545
Baby Boomers: 1946-1964	2% (12)	7% (49)	34% (244)	5% (38)	18% (130)	34% (244)	716
PID: Dem (no lean)	6% (47)	12% (92)	36% (284)	6% (49)	14% (109)	26% (208)	789
PID: Ind (no lean)	5% (39)	10% (75)	36% (280)	5% (37)	12% (94)	33% (258)	784
PID: Rep (no lean)	5% (33)	10% (60)	33% (208)	6% (35)	16% (99)	31% (192)	627
PID/Gender: Dem Men	7% (23)	14% (50)	36% (128)	8% (29)	15% (54)	20% (70)	354
PID/Gender: Dem Women	5% (24)	10% (41)	36% (157)	5% (20)	13% (56)	32% (137)	435
PID/Gender: Ind Men	5% (20)	11% (42)	39% (154)	5% (20)	13% (51)	28% (109)	396
PID/Gender: Ind Women	5% (20)	9% (33)	32% (126)	5% (18)	11% (43)	38% (149)	389
PID/Gender: Rep Men	6% (20)	10% (32)	38% (120)	5% (16)	14% (45)	25% (79)	312
PID/Gender: Rep Women	4% (14)	9% (28)	28% (88)	6% (18)	17% (54)	36% (113)	315
Ideo: Liberal (1-3)	6% (40)	12% (74)	38% (243)	6% (38)	15% (92)	23% (145)	631
Ideo: Moderate (4)	5% (33)	12% (73)	38% (231)	4% (27)	15% (91)	26% (158)	613
Ideo: Conservative (5-7)	4% (27)	10% (67)	34% (237)	6% (44)	14% (100)	31% (215)	691
Educ: < College	6% (87)	11% (160)	31% (465)	5% (80)	15% (230)	32% (489)	1512
Educ: Bachelors degree	4% (17)	9% (39)	46% (205)	7% (29)	11% (48)	24% (106)	444
Educ: Post-grad	6% (16)	12% (28)	42% (102)	5% (12)	10% (24)	26% (63)	244
Income: Under 50k	6% (73)	10% (117)	32% (381)	5% (58)	15% (180)	32% (378)	1186
Income: 50k-100k	5% (36)	10% (73)	38% (267)	7% (50)	12% (83)	28% (202)	711
Income: 100k+	3% (11)	12% (36)	41% (124)	5% (14)	13% (39)	26% (79)	303
Ethnicity: White	4% (77)	10% (173)	36% (627)	5% (94)	13% (219)	31% (531)	1722

Continued on next page

Table HR6_6: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
truTV

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (120)	10% (227)	35% (772)	6% (121)	14% (302)	30% (658)	2200
Ethnicity: Hispanic	6% (19)	10% (34)	33% (116)	3% (11)	14% (49)	34% (119)	349
Ethnicity: Afr. Am.	13% (34)	11% (31)	32% (88)	5% (13)	20% (54)	20% (54)	274
Ethnicity: Other	4% (8)	11% (22)	28% (57)	7% (14)	15% (30)	36% (73)	204
All Christian	4% (39)	11% (112)	37% (385)	6% (63)	16% (165)	27% (282)	1046
All Non-Christian	7% (8)	7% (8)	34% (41)	3% (4)	21% (25)	28% (34)	119
Atheist	7% (6)	13% (12)	42% (38)	8% (7)	3% (2)	27% (25)	91
Agnostic/Nothing in particular	7% (66)	10% (94)	33% (308)	5% (47)	12% (110)	34% (317)	944
Religious Non-Protestant/Catholic	6% (8)	6% (8)	33% (48)	5% (7)	19% (28)	32% (46)	144
Evangelical	7% (38)	10% (60)	33% (191)	5% (26)	15% (84)	30% (174)	573
Non-Evangelical	4% (34)	12% (98)	36% (304)	6% (49)	14% (121)	28% (235)	841
Community: Urban	7% (37)	11% (58)	34% (180)	6% (30)	13% (72)	29% (156)	533
Community: Suburban	5% (50)	11% (118)	37% (389)	6% (62)	14% (151)	27% (282)	1053
Community: Rural	5% (33)	8% (51)	33% (202)	5% (29)	13% (79)	36% (220)	614
Employ: Private Sector	6% (37)	13% (85)	42% (271)	7% (46)	13% (84)	20% (129)	652
Employ: Government	11% (14)	8% (11)	38% (48)	7% (9)	14% (18)	22% (29)	127
Employ: Self-Employed	9% (14)	12% (18)	29% (45)	6% (9)	20% (31)	25% (39)	157
Employ: Homemaker	7% (9)	9% (13)	30% (42)	5% (7)	11% (15)	38% (53)	138
Employ: Retired	2% (8)	6% (29)	35% (168)	6% (27)	16% (78)	36% (176)	485
Employ: Unemployed	6% (20)	11% (34)	34% (110)	4% (12)	10% (31)	36% (118)	325
Employ: Other	5% (9)	11% (18)	27% (44)	1% (2)	15% (24)	41% (66)	163
Military HH: Yes	3% (13)	10% (39)	33% (129)	6% (23)	15% (58)	33% (128)	391
Military HH: No	6% (107)	10% (187)	36% (643)	5% (98)	13% (244)	29% (530)	1809
RD/WT: Right Direction	4% (33)	11% (84)	32% (237)	5% (37)	14% (106)	32% (237)	733
RD/WT: Wrong Track	6% (87)	10% (143)	36% (535)	6% (84)	13% (196)	29% (422)	1467
Trump Job Approve	5% (43)	11% (97)	34% (298)	5% (47)	15% (129)	30% (261)	876
Trump Job Disapprove	6% (74)	10% (123)	37% (452)	6% (73)	13% (155)	29% (355)	1233

Continued on next page

Table HR6_6: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
truTV

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (120)	10% (227)	35% (772)	6% (121)	14% (302)	30% (658)	2200
Trump Job Strongly Approve	6% (29)	9% (45)	32% (157)	5% (27)	15% (71)	33% (159)	488
Trump Job Somewhat Approve	4% (14)	13% (52)	36% (141)	5% (21)	15% (58)	26% (102)	388
Trump Job Somewhat Disapprove	7% (21)	12% (33)	37% (107)	5% (15)	11% (32)	29% (84)	291
Trump Job Strongly Disapprove	6% (53)	10% (90)	37% (345)	6% (58)	13% (124)	29% (271)	942
Favorable of Trump	5% (43)	12% (96)	34% (285)	5% (44)	15% (122)	29% (244)	833
Unfavorable of Trump	6% (73)	10% (124)	37% (450)	6% (76)	13% (161)	28% (338)	1220
Very Favorable of Trump	6% (30)	9% (47)	32% (160)	5% (25)	14% (70)	34% (168)	500
Somewhat Favorable of Trump	4% (13)	15% (50)	38% (125)	6% (18)	16% (52)	23% (75)	333
Somewhat Unfavorable of Trump	6% (12)	16% (33)	34% (69)	10% (20)	10% (20)	25% (52)	206
Very Unfavorable of Trump	6% (60)	9% (91)	37% (380)	5% (56)	14% (141)	28% (286)	1014
#1 Issue: Economy	8% (59)	12% (92)	37% (288)	6% (47)	13% (100)	24% (186)	772
#1 Issue: Security	6% (16)	9% (23)	34% (87)	5% (12)	19% (49)	27% (69)	255
#1 Issue: Health Care	4% (18)	10% (44)	42% (177)	4% (16)	13% (57)	27% (114)	425
#1 Issue: Medicare / Social Security	3% (9)	7% (22)	27% (80)	7% (20)	15% (45)	42% (126)	301
#1 Issue: Women's Issues	5% (5)	6% (5)	32% (30)	12% (11)	3% (3)	42% (39)	94
#1 Issue: Education	5% (6)	16% (19)	30% (36)	1% (2)	15% (18)	33% (39)	120
#1 Issue: Energy	4% (4)	15% (13)	37% (32)	5% (5)	11% (9)	27% (24)	88
#1 Issue: Other	3% (4)	5% (8)	29% (41)	6% (9)	15% (21)	42% (61)	144
2018 House Vote: Democrat	5% (35)	12% (89)	40% (293)	5% (38)	14% (101)	25% (185)	741
2018 House Vote: Republican	4% (27)	10% (61)	35% (215)	6% (34)	14% (89)	31% (190)	615
2018 House Vote: Someone else	9% (7)	5% (4)	27% (23)	5% (4)	24% (20)	30% (25)	83
2016 Vote: Hillary Clinton	6% (40)	10% (69)	38% (250)	6% (38)	14% (92)	27% (177)	666
2016 Vote: Donald Trump	4% (28)	12% (80)	36% (242)	6% (39)	13% (88)	30% (200)	678
2016 Vote: Other	5% (8)	9% (15)	39% (63)	5% (9)	14% (23)	28% (45)	163
2016 Vote: Didn't Vote	6% (43)	9% (62)	31% (215)	5% (35)	14% (100)	34% (236)	690
Voted in 2014: Yes	5% (58)	10% (129)	37% (467)	5% (70)	15% (194)	28% (360)	1278
Voted in 2014: No	7% (61)	11% (98)	33% (305)	6% (51)	12% (108)	32% (299)	922

Continued on next page

Table HR6_6: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
truTV

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (120)	10% (227)	35% (772)	6% (121)	14% (302)	30% (658)	2200
2012 Vote: Barack Obama	6% (47)	11% (91)	38% (316)	5% (45)	14% (118)	26% (217)	834
2012 Vote: Mitt Romney	3% (14)	9% (45)	33% (166)	6% (29)	17% (82)	32% (160)	497
2012 Vote: Other	9% (7)	7% (6)	33% (28)	6% (5)	13% (11)	32% (27)	86
2012 Vote: Didn't Vote	7% (51)	11% (84)	33% (260)	5% (42)	12% (91)	33% (254)	781
4-Region: Northeast	5% (21)	11% (45)	36% (140)	6% (25)	14% (54)	27% (108)	394
4-Region: Midwest	5% (23)	7% (34)	37% (172)	6% (27)	13% (61)	31% (145)	462
4-Region: South	7% (60)	11% (94)	32% (268)	6% (49)	13% (109)	30% (244)	824
4-Region: West	3% (15)	10% (53)	37% (192)	4% (19)	15% (80)	31% (161)	520
Watch TV: Every day	7% (76)	12% (124)	38% (403)	5% (58)	13% (144)	25% (265)	1071
Watch TV: Several times per week	4% (22)	12% (57)	37% (184)	7% (35)	11% (56)	28% (139)	492
Watch TV: About once per week	3% (6)	8% (15)	33% (61)	5% (10)	18% (34)	32% (59)	184
Watch TV: Several times per month	8% (9)	9% (11)	27% (31)	10% (11)	13% (16)	32% (37)	116
Watch TV: About once per month	4% (2)	4% (2)	29% (15)	2% (1)	23% (12)	38% (20)	51
Watch TV: Less often than once per month	1% (1)	12% (10)	22% (18)	4% (3)	17% (14)	44% (37)	82
Watch TV: Never	2% (5)	4% (8)	30% (60)	1% (2)	13% (27)	50% (102)	204
Watch Movies: Every day	12% (47)	12% (45)	29% (115)	6% (23)	15% (58)	26% (102)	390
Watch Movies: Several times per week	6% (36)	14% (81)	38% (219)	6% (32)	9% (54)	27% (156)	577
Watch Movies: About once per week	4% (12)	12% (39)	43% (145)	8% (27)	10% (35)	23% (79)	338
Watch Movies: Several times per month	3% (8)	9% (23)	36% (90)	6% (14)	15% (39)	30% (76)	250
Watch Movies: About once per month	3% (6)	6% (13)	36% (74)	5% (11)	20% (42)	30% (62)	209
Watch Movies: Less often than once per month	5% (11)	9% (19)	35% (78)	4% (9)	17% (38)	30% (67)	221
Watch Movies: Never	— (0)	3% (6)	24% (51)	2% (4)	18% (38)	54% (116)	215
Watch Sporting Events: Every day	16% (18)	13% (14)	37% (42)	6% (7)	16% (19)	12% (14)	115
Watch Sporting Events: Several times per week	9% (22)	15% (37)	41% (103)	5% (14)	13% (32)	18% (44)	253
Watch Sporting Events: About once per week	3% (7)	16% (35)	38% (84)	10% (22)	12% (25)	21% (46)	219
Watch Sporting Events: Several times per month	6% (12)	10% (20)	40% (81)	7% (14)	12% (23)	25% (50)	200
Watch Sporting Events: About once per month	5% (7)	13% (22)	36% (60)	5% (8)	20% (32)	22% (37)	166
Watch Sporting Events: Less often than once per month	4% (17)	12% (48)	35% (141)	6% (23)	14% (55)	30% (119)	403
Watch Sporting Events: Never	4% (37)	6% (50)	31% (262)	4% (33)	14% (115)	41% (347)	844

Continued on next page

Table HR6_6: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
truTV

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (120)	10% (227)	35% (772)	6% (121)	14% (302)	30% (658)	2200
Cable TV: Currently subscribe	6% (60)	11% (113)	38% (391)	6% (57)	13% (136)	26% (263)	1020
Cable TV: Subscribed in past	6% (45)	11% (81)	36% (257)	7% (47)	14% (98)	27% (193)	721
Cable TV: Never subscribed	3% (15)	7% (32)	27% (124)	4% (17)	15% (69)	44% (202)	459
Satellite TV: Currently subscribe	8% (36)	11% (52)	35% (161)	5% (21)	15% (68)	27% (124)	462
Satellite TV: Subscribed in past	6% (36)	14% (88)	38% (233)	6% (39)	12% (73)	24% (149)	618
Satellite TV: Never subscribed	4% (47)	8% (87)	34% (378)	5% (61)	14% (162)	34% (385)	1121
Streaming Services: Currently subscribe	7% (92)	11% (156)	38% (516)	6% (87)	11% (153)	27% (366)	1369
Streaming Services: Subscribed in past	3% (7)	9% (21)	30% (66)	6% (14)	19% (40)	32% (69)	217
Streaming Services: Never subscribed	3% (20)	8% (51)	31% (190)	3% (20)	18% (110)	36% (223)	614
Film: An avid fan	10% (71)	12% (84)	35% (242)	5% (32)	14% (95)	24% (163)	685
Film: A casual fan	3% (42)	10% (130)	38% (467)	6% (72)	14% (171)	29% (361)	1242
Film: Not a fan	3% (7)	5% (13)	23% (63)	7% (18)	13% (37)	50% (135)	272
Television: An avid fan	9% (86)	11% (106)	35% (337)	5% (43)	14% (135)	26% (253)	961
Television: A casual fan	3% (29)	11% (116)	37% (390)	7% (72)	13% (143)	30% (318)	1067
Television: Not a fan	3% (5)	3% (5)	26% (46)	3% (6)	14% (24)	51% (87)	172
Music: An avid fan	9% (93)	12% (123)	35% (356)	5% (53)	13% (133)	26% (263)	1021
Music: A casual fan	2% (23)	9% (93)	36% (372)	6% (57)	15% (152)	32% (333)	1031
Music: Not a fan	2% (3)	7% (10)	30% (44)	7% (10)	12% (17)	42% (62)	147
Fashion: An avid fan	12% (34)	15% (42)	29% (80)	4% (11)	14% (38)	26% (74)	280
Fashion: A casual fan	6% (58)	10% (93)	36% (330)	6% (57)	14% (132)	26% (239)	909
Fashion: Not a fan	3% (27)	9% (92)	36% (362)	5% (53)	13% (133)	34% (345)	1011
Parents	7% (69)	12% (116)	34% (335)	6% (55)	12% (123)	29% (290)	989
Current Netflix Subscribers	6% (74)	12% (136)	37% (421)	6% (72)	13% (151)	26% (298)	1152
Current HBO Now Subscribers	12% (23)	13% (25)	32% (60)	6% (11)	13% (25)	23% (43)	188
Current Disney+ Subscribers	7% (40)	13% (69)	41% (219)	7% (35)	10% (55)	22% (120)	539

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

Table HR6_7: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Turner Classic Movies

Demographic	Much more likely		Somewhat more likely		Neither more or less likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	7%	(151)	18%	(386)	33%	(734)	6%	(134)	11%	(246)	25%	(550)	2200
Gender: Male	9%	(91)	20%	(209)	33%	(349)	7%	(72)	12%	(126)	20%	(215)	1062
Gender: Female	5%	(60)	16%	(177)	34%	(385)	5%	(62)	11%	(120)	29%	(335)	1138
Age: 18-34	6%	(37)	15%	(98)	34%	(222)	8%	(50)	9%	(60)	29%	(190)	655
Age: 35-44	10%	(36)	16%	(58)	33%	(118)	9%	(32)	10%	(37)	21%	(76)	358
Age: 45-64	7%	(50)	20%	(153)	34%	(258)	5%	(35)	12%	(87)	22%	(168)	751
Age: 65+	6%	(28)	18%	(77)	31%	(136)	4%	(17)	14%	(62)	27%	(116)	436
GenZers: 1997-2012	5%	(14)	11%	(33)	30%	(87)	11%	(33)	10%	(28)	33%	(96)	292
Millennials: 1981-1996	7%	(38)	18%	(96)	36%	(194)	7%	(38)	9%	(47)	24%	(132)	545
GenXers: 1965-1980	9%	(48)	18%	(99)	36%	(195)	6%	(30)	9%	(50)	22%	(122)	545
Baby Boomers: 1946-1964	6%	(44)	20%	(145)	31%	(219)	4%	(28)	14%	(103)	25%	(176)	716
PID: Dem (no lean)	8%	(63)	16%	(127)	35%	(273)	7%	(58)	12%	(96)	22%	(172)	789
PID: Ind (no lean)	5%	(37)	18%	(145)	35%	(277)	5%	(36)	10%	(76)	27%	(214)	784
PID: Rep (no lean)	8%	(51)	18%	(114)	29%	(184)	6%	(41)	12%	(73)	26%	(164)	627
PID/Gender: Dem Men	10%	(37)	19%	(66)	33%	(117)	9%	(31)	13%	(45)	17%	(59)	354
PID/Gender: Dem Women	6%	(26)	14%	(61)	36%	(157)	6%	(27)	12%	(52)	26%	(113)	435
PID/Gender: Ind Men	5%	(21)	21%	(84)	34%	(135)	5%	(19)	11%	(44)	24%	(93)	396
PID/Gender: Ind Women	4%	(16)	16%	(61)	37%	(142)	4%	(17)	8%	(32)	31%	(121)	389
PID/Gender: Rep Men	11%	(33)	19%	(58)	31%	(98)	7%	(22)	12%	(37)	20%	(63)	312
PID/Gender: Rep Women	6%	(18)	18%	(56)	27%	(86)	6%	(18)	12%	(36)	32%	(101)	315
Ideo: Liberal (1-3)	9%	(59)	17%	(109)	35%	(223)	8%	(48)	12%	(78)	18%	(114)	631
Ideo: Moderate (4)	6%	(37)	20%	(122)	36%	(220)	6%	(39)	11%	(67)	21%	(129)	613
Ideo: Conservative (5-7)	7%	(47)	19%	(129)	32%	(224)	5%	(35)	11%	(78)	26%	(179)	691
Educ: < College	5%	(79)	17%	(251)	31%	(469)	7%	(104)	13%	(191)	28%	(418)	1512
Educ: Bachelors degree	9%	(38)	18%	(81)	42%	(184)	4%	(19)	8%	(35)	20%	(87)	444
Educ: Post-grad	14%	(33)	22%	(54)	33%	(81)	4%	(10)	8%	(21)	18%	(45)	244
Income: Under 50k	6%	(66)	16%	(186)	32%	(385)	6%	(72)	13%	(151)	27%	(326)	1186
Income: 50k-100k	8%	(56)	19%	(133)	35%	(247)	7%	(47)	9%	(66)	23%	(162)	711
Income: 100k+	9%	(28)	22%	(66)	34%	(102)	5%	(15)	10%	(30)	21%	(62)	303
Ethnicity: White	6%	(107)	18%	(317)	35%	(605)	5%	(90)	10%	(173)	25%	(430)	1722

Continued on next page

Table HR6_7: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Turner Classic Movies

Demographic	Much more likely		Somewhat more likely		Neither more or less likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	7%	(151)	18%	(386)	33%	(734)	6%	(134)	11%	(246)	25%	(550)	2200
Ethnicity: Hispanic	8%	(29)	17%	(59)	32%	(110)	6%	(22)	9%	(31)	28%	(97)	349
Ethnicity: Afr. Am.	12%	(33)	13%	(36)	26%	(71)	10%	(27)	18%	(48)	22%	(59)	274
Ethnicity: Other	5%	(11)	16%	(33)	28%	(58)	8%	(17)	12%	(25)	30%	(61)	204
All Christian	7%	(77)	19%	(199)	34%	(355)	6%	(64)	12%	(123)	22%	(228)	1046
All Non-Christian	12%	(14)	12%	(14)	28%	(34)	8%	(9)	16%	(19)	24%	(28)	119
Atheist	9%	(8)	11%	(10)	52%	(47)	6%	(6)	1%	(1)	21%	(19)	91
Agnostic/Nothing in particular	6%	(52)	17%	(162)	32%	(298)	6%	(55)	11%	(102)	29%	(275)	944
Religious Non-Protestant/Catholic	11%	(15)	14%	(21)	27%	(38)	8%	(12)	15%	(22)	25%	(36)	144
Evangelical	8%	(44)	19%	(109)	30%	(173)	5%	(29)	13%	(74)	25%	(144)	573
Non-Evangelical	6%	(49)	19%	(161)	34%	(286)	6%	(52)	12%	(103)	23%	(192)	841
Community: Urban	9%	(49)	18%	(98)	31%	(166)	5%	(27)	11%	(61)	25%	(132)	533
Community: Suburban	7%	(75)	18%	(187)	34%	(361)	6%	(67)	11%	(119)	23%	(244)	1053
Community: Rural	4%	(26)	16%	(100)	34%	(207)	7%	(40)	11%	(66)	28%	(175)	614
Employ: Private Sector	9%	(59)	19%	(121)	38%	(247)	8%	(55)	10%	(64)	16%	(106)	652
Employ: Government	8%	(11)	19%	(24)	28%	(35)	6%	(8)	13%	(17)	26%	(33)	127
Employ: Self-Employed	12%	(19)	18%	(28)	37%	(57)	5%	(8)	14%	(22)	15%	(23)	157
Employ: Homemaker	7%	(9)	17%	(24)	29%	(40)	3%	(4)	11%	(15)	34%	(47)	138
Employ: Retired	4%	(22)	19%	(94)	31%	(149)	4%	(20)	13%	(63)	28%	(138)	485
Employ: Unemployed	6%	(20)	18%	(58)	32%	(103)	7%	(22)	7%	(23)	31%	(100)	325
Employ: Other	3%	(5)	14%	(23)	24%	(39)	3%	(6)	18%	(29)	37%	(61)	163
Military HH: Yes	6%	(22)	21%	(83)	27%	(104)	5%	(19)	13%	(53)	28%	(110)	391
Military HH: No	7%	(129)	17%	(302)	35%	(630)	6%	(115)	11%	(193)	24%	(440)	1809
RD/WT: Right Direction	7%	(54)	18%	(130)	29%	(211)	7%	(50)	11%	(81)	28%	(206)	733
RD/WT: Wrong Track	7%	(96)	17%	(256)	36%	(522)	6%	(84)	11%	(165)	23%	(344)	1467
Trump Job Approve	7%	(65)	19%	(167)	31%	(274)	7%	(60)	11%	(94)	25%	(217)	876
Trump Job Disapprove	7%	(83)	17%	(210)	36%	(439)	5%	(66)	11%	(139)	24%	(294)	1233

Continued on next page

Table HR6_7: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Turner Classic Movies

Demographic	Much more likely		Somewhat more likely		Neither more or less likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	7%	(151)	18%	(386)	33%	(734)	6%	(134)	11%	(246)	25%	(550)	2200
Trump Job Strongly Approve	8%	(40)	20%	(96)	24%	(119)	7%	(34)	12%	(60)	28%	(138)	488
Trump Job Somewhat Approve	6%	(25)	18%	(71)	40%	(154)	7%	(26)	9%	(33)	20%	(79)	388
Trump Job Somewhat Disapprove	4%	(12)	19%	(56)	37%	(106)	5%	(15)	10%	(29)	25%	(72)	291
Trump Job Strongly Disapprove	8%	(71)	16%	(154)	35%	(333)	5%	(51)	12%	(110)	24%	(223)	942
Favorable of Trump	8%	(66)	19%	(161)	31%	(261)	7%	(62)	10%	(86)	24%	(197)	833
Unfavorable of Trump	7%	(81)	17%	(202)	36%	(439)	5%	(66)	12%	(147)	23%	(285)	1220
Very Favorable of Trump	10%	(48)	18%	(91)	26%	(128)	7%	(35)	11%	(57)	28%	(141)	500
Somewhat Favorable of Trump	5%	(18)	21%	(70)	40%	(133)	8%	(27)	9%	(29)	17%	(56)	333
Somewhat Unfavorable of Trump	5%	(11)	21%	(44)	34%	(70)	7%	(14)	9%	(18)	23%	(48)	206
Very Unfavorable of Trump	7%	(70)	16%	(158)	36%	(369)	5%	(52)	13%	(128)	23%	(237)	1014
#1 Issue: Economy	6%	(50)	18%	(139)	37%	(283)	6%	(44)	11%	(83)	23%	(174)	772
#1 Issue: Security	7%	(19)	20%	(52)	26%	(68)	10%	(26)	12%	(32)	23%	(59)	255
#1 Issue: Health Care	7%	(31)	19%	(82)	38%	(162)	4%	(17)	10%	(42)	22%	(91)	425
#1 Issue: Medicare / Social Security	8%	(23)	18%	(54)	25%	(75)	6%	(18)	13%	(39)	31%	(93)	301
#1 Issue: Women's Issues	3%	(3)	9%	(9)	32%	(30)	10%	(9)	5%	(5)	41%	(38)	94
#1 Issue: Education	6%	(7)	14%	(17)	35%	(43)	7%	(9)	14%	(16)	24%	(28)	120
#1 Issue: Energy	10%	(9)	17%	(15)	39%	(34)	7%	(6)	8%	(7)	20%	(18)	88
#1 Issue: Other	6%	(9)	13%	(19)	28%	(40)	4%	(5)	15%	(22)	34%	(48)	144
2018 House Vote: Democrat	9%	(65)	19%	(140)	36%	(265)	5%	(39)	12%	(91)	19%	(141)	741
2018 House Vote: Republican	8%	(50)	19%	(117)	31%	(188)	7%	(42)	11%	(67)	24%	(150)	615
2018 House Vote: Someone else	7%	(6)	10%	(8)	29%	(24)	8%	(6)	23%	(19)	24%	(20)	83
2016 Vote: Hillary Clinton	8%	(52)	18%	(118)	36%	(238)	5%	(36)	12%	(80)	21%	(141)	666
2016 Vote: Donald Trump	9%	(58)	19%	(128)	33%	(223)	6%	(42)	9%	(64)	24%	(163)	678
2016 Vote: Other	8%	(13)	26%	(43)	37%	(61)	4%	(6)	11%	(18)	14%	(22)	163
2016 Vote: Didn't Vote	4%	(27)	14%	(96)	31%	(211)	7%	(50)	12%	(84)	32%	(223)	690
Voted in 2014: Yes	8%	(100)	19%	(246)	35%	(442)	6%	(74)	12%	(149)	21%	(266)	1278
Voted in 2014: No	5%	(50)	15%	(140)	32%	(292)	7%	(60)	10%	(97)	31%	(284)	922

Continued on next page

Table HR6_7: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Turner Classic Movies

Demographic	Much more likely		Somewhat more likely		Neither more or less likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	7%	(151)	18%	(386)	33%	(734)	6%	(134)	11%	(246)	25%	(550)	2200
2012 Vote: Barack Obama	9%	(71)	17%	(144)	36%	(298)	6%	(47)	12%	(102)	21%	(172)	834
2012 Vote: Mitt Romney	8%	(37)	21%	(103)	33%	(164)	5%	(24)	11%	(53)	23%	(117)	497
2012 Vote: Other	7%	(6)	19%	(17)	31%	(27)	6%	(5)	15%	(13)	22%	(19)	86
2012 Vote: Didn't Vote	5%	(36)	16%	(122)	31%	(244)	7%	(58)	10%	(79)	31%	(243)	781
4-Region: Northeast	8%	(33)	20%	(80)	30%	(119)	5%	(20)	11%	(42)	25%	(99)	394
4-Region: Midwest	6%	(29)	16%	(73)	36%	(164)	6%	(30)	10%	(46)	26%	(121)	462
4-Region: South	7%	(56)	16%	(133)	33%	(275)	7%	(57)	11%	(92)	26%	(212)	824
4-Region: West	6%	(33)	19%	(100)	34%	(176)	5%	(28)	13%	(66)	23%	(117)	520
Watch TV: Every day	8%	(91)	17%	(181)	35%	(375)	7%	(74)	12%	(130)	21%	(222)	1071
Watch TV: Several times per week	7%	(34)	23%	(111)	34%	(166)	5%	(27)	9%	(44)	23%	(111)	492
Watch TV: About once per week	7%	(13)	21%	(39)	34%	(63)	7%	(12)	9%	(16)	22%	(41)	184
Watch TV: Several times per month	2%	(2)	20%	(24)	34%	(39)	7%	(8)	14%	(16)	24%	(27)	116
Watch TV: About once per month	7%	(4)	11%	(6)	28%	(14)	9%	(4)	11%	(6)	35%	(18)	51
Watch TV: Less often than once per month	4%	(3)	13%	(11)	21%	(17)	4%	(4)	14%	(12)	43%	(35)	82
Watch TV: Never	2%	(4)	7%	(15)	30%	(60)	3%	(5)	11%	(23)	47%	(96)	204
Watch Movies: Every day	15%	(58)	13%	(53)	29%	(114)	7%	(26)	13%	(51)	23%	(89)	390
Watch Movies: Several times per week	9%	(52)	23%	(135)	32%	(183)	6%	(33)	8%	(46)	22%	(129)	577
Watch Movies: About once per week	3%	(12)	20%	(68)	41%	(138)	7%	(25)	10%	(34)	18%	(62)	338
Watch Movies: Several times per month	5%	(14)	24%	(60)	38%	(94)	4%	(9)	10%	(24)	19%	(48)	250
Watch Movies: About once per month	1%	(2)	13%	(28)	37%	(78)	8%	(17)	15%	(31)	26%	(53)	209
Watch Movies: Less often than once per month	5%	(10)	10%	(21)	36%	(81)	5%	(11)	15%	(32)	29%	(65)	221
Watch Movies: Never	1%	(3)	10%	(21)	22%	(46)	6%	(12)	13%	(29)	48%	(103)	215
Watch Sporting Events: Every day	17%	(20)	17%	(19)	37%	(43)	4%	(4)	15%	(17)	11%	(13)	115
Watch Sporting Events: Several times per week	9%	(24)	19%	(47)	35%	(88)	11%	(27)	10%	(25)	16%	(41)	253
Watch Sporting Events: About once per week	13%	(28)	26%	(57)	31%	(67)	11%	(24)	8%	(17)	12%	(27)	219
Watch Sporting Events: Several times per month	11%	(22)	21%	(43)	31%	(63)	9%	(19)	10%	(19)	17%	(34)	200
Watch Sporting Events: About once per month	2%	(3)	22%	(37)	35%	(58)	7%	(12)	15%	(25)	19%	(32)	166
Watch Sporting Events: Less often than once per month	5%	(21)	16%	(64)	38%	(153)	4%	(15)	13%	(53)	24%	(96)	403
Watch Sporting Events: Never	4%	(34)	14%	(119)	31%	(262)	4%	(32)	11%	(91)	36%	(306)	844

Continued on next page

Table HR6_7: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Turner Classic Movies

Demographic	Much more likely		Somewhat more likely		Neither more or less likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	7%	(151)	18%	(386)	33%	(734)	6%	(134)	11%	(246)	25%	(550)	2200
Cable TV: Currently subscribe	8%	(80)	19%	(194)	34%	(346)	7%	(71)	11%	(109)	22%	(221)	1020
Cable TV: Subscribed in past	6%	(46)	19%	(134)	37%	(266)	5%	(38)	11%	(80)	22%	(157)	721
Cable TV: Never subscribed	6%	(25)	13%	(57)	27%	(123)	6%	(25)	12%	(57)	37%	(172)	459
Satellite TV: Currently subscribe	7%	(32)	20%	(91)	30%	(139)	9%	(39)	12%	(57)	22%	(102)	462
Satellite TV: Subscribed in past	8%	(51)	20%	(122)	35%	(215)	7%	(43)	9%	(56)	21%	(131)	618
Satellite TV: Never subscribed	6%	(67)	15%	(173)	34%	(380)	5%	(51)	12%	(133)	28%	(317)	1121
Streaming Services: Currently subscribe	8%	(115)	19%	(257)	36%	(487)	6%	(85)	9%	(128)	22%	(296)	1369
Streaming Services: Subscribed in past	5%	(11)	15%	(32)	26%	(56)	9%	(19)	14%	(31)	31%	(67)	217
Streaming Services: Never subscribed	4%	(24)	16%	(97)	31%	(191)	5%	(29)	14%	(86)	30%	(187)	614
Film: An avid fan	13%	(90)	20%	(138)	30%	(205)	6%	(39)	11%	(78)	20%	(136)	685
Film: A casual fan	4%	(55)	18%	(227)	37%	(460)	6%	(78)	11%	(133)	23%	(290)	1242
Film: Not a fan	2%	(6)	8%	(21)	25%	(69)	6%	(17)	13%	(35)	46%	(124)	272
Television: An avid fan	11%	(105)	19%	(179)	32%	(310)	6%	(55)	11%	(109)	21%	(203)	961
Television: A casual fan	4%	(44)	18%	(191)	35%	(373)	7%	(70)	11%	(119)	25%	(270)	1067
Television: Not a fan	1%	(2)	9%	(16)	30%	(51)	5%	(8)	10%	(18)	44%	(76)	172
Music: An avid fan	8%	(85)	18%	(182)	32%	(329)	6%	(65)	12%	(123)	23%	(238)	1021
Music: A casual fan	6%	(63)	18%	(188)	36%	(370)	6%	(59)	10%	(106)	24%	(245)	1031
Music: Not a fan	2%	(3)	11%	(16)	24%	(35)	6%	(9)	11%	(16)	46%	(67)	147
Fashion: An avid fan	12%	(34)	21%	(60)	23%	(64)	6%	(17)	14%	(39)	23%	(65)	280
Fashion: A casual fan	7%	(63)	18%	(162)	34%	(309)	6%	(59)	11%	(101)	24%	(214)	909
Fashion: Not a fan	5%	(53)	16%	(163)	36%	(361)	6%	(58)	10%	(106)	27%	(271)	1011
Parents	8%	(81)	19%	(189)	33%	(322)	6%	(59)	11%	(106)	24%	(233)	989
Current Netflix Subscribers	8%	(93)	19%	(224)	34%	(391)	6%	(72)	11%	(123)	22%	(250)	1152
Current HBO Now Subscribers	16%	(29)	28%	(52)	28%	(52)	6%	(10)	10%	(19)	14%	(26)	188
Current Disney+ Subscribers	10%	(53)	19%	(101)	38%	(202)	8%	(44)	9%	(46)	17%	(92)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

Table HR6_8: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Cartoon Network

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (260)	16% (351)	33% (727)	5% (106)	14% (299)	21% (458)	2200
Gender: Male	13% (135)	17% (177)	34% (364)	5% (55)	14% (144)	18% (186)	1062
Gender: Female	11% (125)	15% (174)	32% (363)	4% (51)	14% (154)	24% (272)	1138
Age: 18-34	26% (170)	27% (174)	24% (160)	3% (17)	5% (35)	15% (99)	655
Age: 35-44	11% (38)	22% (79)	38% (134)	5% (18)	8% (28)	17% (61)	358
Age: 45-64	7% (50)	11% (83)	38% (286)	6% (45)	15% (116)	23% (172)	751
Age: 65+	1% (3)	3% (14)	34% (147)	6% (26)	27% (120)	29% (127)	436
GenZers: 1997-2012	33% (96)	29% (83)	15% (44)	3% (7)	5% (15)	16% (45)	292
Millennials: 1981-1996	17% (94)	24% (128)	34% (184)	4% (21)	6% (31)	16% (87)	545
GenXers: 1965-1980	9% (47)	18% (96)	39% (211)	5% (25)	10% (54)	20% (112)	545
Baby Boomers: 1946-1964	3% (23)	6% (41)	35% (251)	7% (48)	23% (167)	26% (186)	716
PID: Dem (no lean)	13% (105)	19% (150)	31% (247)	5% (36)	14% (110)	18% (140)	789
PID: Ind (no lean)	12% (92)	18% (141)	35% (278)	3% (26)	11% (84)	21% (163)	784
PID: Rep (no lean)	10% (63)	10% (60)	32% (201)	7% (44)	17% (104)	25% (155)	627
PID/Gender: Dem Men	13% (45)	22% (77)	32% (115)	5% (18)	14% (48)	14% (51)	354
PID/Gender: Dem Women	14% (60)	17% (73)	31% (133)	4% (18)	14% (62)	20% (89)	435
PID/Gender: Ind Men	11% (45)	17% (69)	37% (148)	4% (15)	11% (44)	19% (74)	396
PID/Gender: Ind Women	12% (47)	19% (73)	33% (130)	3% (10)	10% (40)	23% (89)	389
PID/Gender: Rep Men	14% (45)	10% (31)	32% (101)	7% (22)	17% (52)	20% (61)	312
PID/Gender: Rep Women	6% (17)	9% (29)	32% (100)	7% (22)	17% (52)	30% (94)	315
Ideo: Liberal (1-3)	14% (86)	19% (123)	36% (226)	4% (28)	14% (88)	13% (81)	631
Ideo: Moderate (4)	14% (85)	18% (109)	32% (198)	5% (28)	13% (78)	19% (114)	613
Ideo: Conservative (5-7)	7% (49)	10% (72)	35% (244)	7% (45)	17% (115)	24% (166)	691
Educ: < College	13% (199)	17% (253)	29% (445)	4% (62)	14% (217)	22% (337)	1512
Educ: Bachelors degree	7% (33)	15% (65)	41% (183)	7% (30)	12% (54)	18% (80)	444
Educ: Post-grad	12% (28)	14% (33)	41% (99)	6% (14)	11% (28)	17% (42)	244
Income: Under 50k	13% (155)	17% (200)	30% (360)	4% (46)	13% (159)	22% (266)	1186
Income: 50k-100k	10% (70)	13% (95)	38% (269)	6% (44)	13% (93)	20% (140)	711
Income: 100k+	11% (35)	18% (55)	33% (98)	5% (16)	15% (47)	17% (52)	303
Ethnicity: White	10% (165)	14% (240)	35% (603)	5% (89)	14% (247)	22% (378)	1722

Continued on next page

Table HR6_8: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Cartoon Network

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (260)	16% (351)	33% (727)	5% (106)	14% (299)	21% (458)	2200
Ethnicity: Hispanic	20% (69)	30% (104)	20% (70)	2% (9)	8% (26)	20% (71)	349
Ethnicity: Afr. Am.	19% (53)	24% (66)	28% (76)	2% (5)	13% (36)	14% (38)	274
Ethnicity: Other	20% (41)	22% (45)	23% (47)	6% (12)	8% (16)	21% (43)	204
All Christian	8% (85)	15% (152)	35% (361)	6% (58)	17% (182)	20% (207)	1046
All Non-Christian	15% (18)	15% (17)	29% (34)	6% (7)	18% (22)	17% (21)	119
Atheist	15% (14)	10% (9)	46% (42)	5% (5)	5% (5)	18% (17)	91
Agnostic/Nothing in particular	15% (142)	18% (173)	31% (289)	4% (36)	10% (90)	23% (214)	944
Religious Non-Protestant/Catholic	13% (19)	13% (19)	28% (41)	7% (11)	17% (25)	20% (29)	144
Evangelical	12% (69)	15% (86)	31% (180)	4% (21)	16% (92)	22% (125)	573
Non-Evangelical	9% (74)	17% (140)	34% (290)	6% (46)	15% (127)	19% (164)	841
Community: Urban	17% (89)	20% (109)	28% (151)	3% (15)	12% (66)	20% (104)	533
Community: Suburban	10% (108)	16% (169)	34% (359)	6% (67)	16% (167)	17% (184)	1053
Community: Rural	10% (63)	12% (73)	35% (217)	4% (24)	11% (66)	28% (170)	614
Employ: Private Sector	11% (74)	18% (118)	40% (258)	5% (35)	12% (76)	14% (90)	652
Employ: Government	13% (16)	20% (26)	31% (39)	5% (7)	10% (13)	20% (26)	127
Employ: Self-Employed	15% (23)	14% (21)	33% (51)	5% (7)	19% (30)	15% (23)	157
Employ: Homemaker	13% (18)	17% (23)	29% (40)	5% (7)	12% (17)	25% (35)	138
Employ: Retired	2% (9)	4% (20)	34% (166)	6% (29)	23% (113)	30% (148)	485
Employ: Unemployed	15% (50)	23% (75)	29% (95)	4% (12)	6% (19)	23% (74)	325
Employ: Other	13% (20)	15% (24)	28% (45)	1% (1)	15% (24)	29% (48)	163
Military HH: Yes	10% (40)	15% (60)	29% (114)	5% (20)	16% (61)	24% (95)	391
Military HH: No	12% (219)	16% (291)	34% (612)	5% (86)	13% (238)	20% (363)	1809
RD/WT: Right Direction	10% (70)	11% (84)	34% (253)	6% (42)	14% (104)	25% (181)	733
RD/WT: Wrong Track	13% (190)	18% (267)	32% (474)	4% (64)	13% (195)	19% (277)	1467
Trump Job Approve	11% (95)	12% (105)	35% (308)	5% (47)	14% (124)	23% (197)	876
Trump Job Disapprove	12% (150)	18% (225)	33% (402)	5% (58)	13% (163)	19% (235)	1233

Continued on next page

Table HR6_8: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Cartoon Network

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (260)	16% (351)	33% (727)	5% (106)	14% (299)	21% (458)	2200
Trump Job Strongly Approve	8% (40)	8% (40)	35% (170)	5% (27)	17% (82)	26% (129)	488
Trump Job Somewhat Approve	14% (55)	17% (65)	35% (138)	5% (20)	11% (42)	18% (68)	388
Trump Job Somewhat Disapprove	13% (38)	21% (62)	30% (88)	7% (20)	11% (31)	18% (52)	291
Trump Job Strongly Disapprove	12% (111)	17% (163)	33% (314)	4% (38)	14% (132)	19% (183)	942
Favorable of Trump	10% (83)	11% (94)	35% (290)	6% (49)	15% (126)	23% (191)	833
Unfavorable of Trump	13% (156)	18% (220)	34% (412)	5% (57)	13% (160)	18% (215)	1220
Very Favorable of Trump	10% (51)	8% (41)	32% (161)	5% (27)	16% (82)	28% (138)	500
Somewhat Favorable of Trump	10% (32)	16% (53)	39% (130)	6% (22)	13% (44)	16% (53)	333
Somewhat Unfavorable of Trump	11% (23)	24% (50)	30% (62)	9% (19)	10% (22)	15% (31)	206
Very Unfavorable of Trump	13% (132)	17% (170)	35% (351)	4% (38)	14% (139)	18% (184)	1014
#1 Issue: Economy	12% (95)	17% (130)	36% (274)	5% (41)	13% (101)	17% (131)	772
#1 Issue: Security	11% (28)	14% (35)	33% (85)	4% (11)	19% (49)	18% (47)	255
#1 Issue: Health Care	8% (34)	18% (75)	37% (159)	5% (21)	11% (47)	21% (90)	425
#1 Issue: Medicare / Social Security	7% (21)	8% (24)	29% (87)	6% (17)	18% (54)	33% (98)	301
#1 Issue: Women's Issues	21% (20)	17% (16)	26% (24)	4% (4)	5% (4)	27% (25)	94
#1 Issue: Education	20% (24)	27% (33)	25% (30)	3% (4)	12% (14)	13% (15)	120
#1 Issue: Energy	18% (16)	29% (25)	29% (25)	6% (5)	9% (8)	10% (9)	88
#1 Issue: Other	15% (22)	9% (13)	29% (42)	1% (2)	16% (22)	30% (43)	144
2018 House Vote: Democrat	10% (78)	16% (122)	37% (272)	4% (32)	15% (111)	17% (128)	741
2018 House Vote: Republican	8% (47)	9% (53)	37% (227)	6% (36)	17% (106)	24% (147)	615
2018 House Vote: Someone else	10% (8)	19% (15)	27% (22)	4% (3)	25% (21)	17% (14)	83
2016 Vote: Hillary Clinton	10% (69)	14% (96)	38% (250)	4% (28)	15% (99)	19% (124)	666
2016 Vote: Donald Trump	7% (50)	10% (69)	36% (246)	6% (42)	16% (108)	24% (163)	678
2016 Vote: Other	8% (14)	17% (28)	39% (64)	4% (7)	15% (25)	16% (26)	163
2016 Vote: Didn't Vote	18% (127)	23% (157)	24% (167)	4% (29)	10% (66)	21% (144)	690
Voted in 2014: Yes	8% (98)	12% (148)	38% (485)	5% (67)	17% (219)	20% (260)	1278
Voted in 2014: No	18% (162)	22% (203)	26% (241)	4% (39)	9% (80)	21% (198)	922

Continued on next page

Table HR6_8: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Cartoon Network

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (260)	16% (351)	33% (727)	5% (106)	14% (299)	21% (458)	2200
2012 Vote: Barack Obama	9% (77)	15% (123)	37% (312)	4% (36)	16% (132)	18% (153)	834
2012 Vote: Mitt Romney	5% (26)	7% (35)	37% (183)	7% (37)	19% (93)	25% (123)	497
2012 Vote: Other	4% (3)	13% (11)	45% (38)	2% (2)	13% (11)	24% (20)	86
2012 Vote: Didn't Vote	20% (154)	23% (182)	24% (191)	4% (30)	8% (64)	21% (162)	781
4-Region: Northeast	10% (38)	17% (67)	36% (142)	5% (19)	12% (46)	21% (82)	394
4-Region: Midwest	8% (37)	14% (66)	35% (162)	5% (22)	15% (72)	22% (104)	462
4-Region: South	14% (117)	15% (126)	30% (247)	6% (52)	14% (112)	21% (170)	824
4-Region: West	13% (69)	18% (91)	34% (175)	3% (13)	13% (69)	20% (102)	520
Watch TV: Every day	14% (153)	15% (165)	34% (367)	5% (56)	15% (158)	16% (173)	1071
Watch TV: Several times per week	10% (47)	18% (91)	35% (174)	5% (24)	12% (59)	20% (97)	492
Watch TV: About once per week	13% (25)	21% (38)	31% (58)	4% (7)	8% (14)	22% (41)	184
Watch TV: Several times per month	11% (13)	15% (17)	34% (39)	11% (12)	9% (11)	20% (23)	116
Watch TV: About once per month	13% (7)	24% (12)	26% (14)	1% (1)	10% (5)	25% (13)	51
Watch TV: Less often than once per month	12% (10)	11% (9)	22% (18)	3% (3)	20% (16)	33% (27)	82
Watch TV: Never	3% (5)	9% (19)	28% (57)	1% (3)	17% (36)	41% (84)	204
Watch Movies: Every day	25% (98)	16% (61)	26% (101)	4% (15)	11% (44)	18% (71)	390
Watch Movies: Several times per week	13% (78)	19% (110)	36% (207)	6% (32)	10% (55)	17% (96)	577
Watch Movies: About once per week	5% (19)	21% (70)	37% (126)	5% (18)	15% (51)	16% (55)	338
Watch Movies: Several times per month	9% (21)	18% (46)	38% (94)	5% (13)	12% (31)	18% (45)	250
Watch Movies: About once per month	8% (17)	11% (23)	35% (73)	8% (16)	17% (36)	21% (44)	209
Watch Movies: Less often than once per month	8% (19)	9% (20)	36% (81)	3% (6)	20% (44)	24% (52)	221
Watch Movies: Never	4% (9)	10% (21)	21% (45)	3% (6)	18% (38)	44% (95)	215
Watch Sporting Events: Every day	25% (29)	17% (19)	36% (42)	5% (6)	9% (11)	8% (9)	115
Watch Sporting Events: Several times per week	17% (44)	17% (42)	33% (85)	5% (13)	13% (33)	14% (36)	253
Watch Sporting Events: About once per week	8% (18)	18% (39)	42% (91)	8% (18)	13% (28)	11% (25)	219
Watch Sporting Events: Several times per month	17% (35)	20% (41)	37% (74)	4% (9)	10% (19)	12% (23)	200
Watch Sporting Events: About once per month	13% (21)	21% (35)	30% (51)	1% (2)	16% (27)	18% (30)	166
Watch Sporting Events: Less often than once per month	9% (36)	18% (74)	32% (128)	7% (29)	15% (61)	18% (75)	403
Watch Sporting Events: Never	9% (77)	12% (101)	30% (257)	3% (29)	14% (119)	31% (260)	844

Continued on next page

Table HR6_8: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Cartoon Network

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (260)	16% (351)	33% (727)	5% (106)	14% (299)	21% (458)	2200
Cable TV: Currently subscribe	13% (128)	16% (165)	35% (353)	6% (62)	13% (130)	18% (181)	1020
Cable TV: Subscribed in past	12% (84)	17% (123)	34% (247)	5% (35)	14% (99)	18% (133)	721
Cable TV: Never subscribed	10% (47)	14% (62)	28% (127)	2% (9)	15% (70)	31% (145)	459
Satellite TV: Currently subscribe	12% (58)	15% (68)	32% (147)	4% (20)	16% (73)	21% (95)	462
Satellite TV: Subscribed in past	17% (103)	19% (120)	32% (196)	5% (31)	11% (66)	16% (101)	618
Satellite TV: Never subscribed	9% (100)	14% (162)	34% (383)	5% (55)	14% (159)	23% (262)	1121
Streaming Services: Currently subscribe	14% (189)	19% (263)	34% (471)	5% (70)	11% (145)	17% (231)	1369
Streaming Services: Subscribed in past	12% (25)	16% (34)	24% (52)	7% (14)	17% (36)	25% (55)	217
Streaming Services: Never subscribed	7% (45)	9% (53)	33% (203)	3% (21)	19% (118)	28% (173)	614
Film: An avid fan	17% (119)	22% (149)	29% (202)	3% (22)	11% (79)	17% (115)	685
Film: A casual fan	10% (126)	14% (178)	36% (451)	6% (69)	14% (178)	19% (241)	1242
Film: Not a fan	6% (15)	9% (24)	27% (74)	5% (15)	16% (42)	37% (102)	272
Television: An avid fan	13% (122)	18% (175)	32% (303)	4% (42)	15% (143)	18% (176)	961
Television: A casual fan	12% (132)	14% (146)	35% (374)	5% (57)	12% (132)	21% (225)	1067
Television: Not a fan	3% (5)	17% (30)	29% (49)	4% (7)	14% (24)	33% (57)	172
Music: An avid fan	17% (171)	19% (195)	30% (309)	4% (36)	13% (131)	18% (179)	1021
Music: A casual fan	8% (84)	13% (138)	36% (376)	6% (60)	15% (151)	22% (222)	1031
Music: Not a fan	3% (5)	12% (18)	28% (42)	6% (9)	11% (17)	39% (57)	147
Fashion: An avid fan	22% (61)	18% (51)	23% (64)	4% (10)	12% (34)	22% (60)	280
Fashion: A casual fan	13% (122)	18% (161)	33% (295)	5% (46)	14% (123)	18% (161)	909
Fashion: Not a fan	8% (77)	14% (139)	36% (367)	5% (50)	14% (142)	23% (237)	1011
Parents	11% (110)	17% (169)	32% (314)	5% (49)	14% (143)	21% (203)	989
Current Netflix Subscribers	16% (181)	20% (230)	33% (381)	5% (54)	11% (124)	16% (183)	1152
Current HBO Now Subscribers	24% (45)	19% (36)	27% (50)	9% (17)	9% (16)	13% (24)	188
Current Disney+ Subscribers	22% (121)	23% (124)	33% (178)	4% (20)	5% (30)	12% (67)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

Table HR6_9: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Crunchyroll

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (123)	7% (155)	30% (651)	5% (119)	13% (291)	39% (861)	2200
Gender: Male	8% (80)	10% (101)	31% (330)	6% (66)	13% (142)	32% (343)	1062
Gender: Female	4% (43)	5% (54)	28% (321)	5% (53)	13% (149)	46% (518)	1138
Age: 18-34	15% (99)	15% (100)	25% (166)	6% (41)	8% (51)	30% (198)	655
Age: 35-44	4% (15)	8% (28)	33% (118)	4% (16)	12% (43)	38% (138)	358
Age: 45-64	1% (9)	3% (25)	33% (248)	5% (40)	13% (101)	44% (329)	751
Age: 65+	— (1)	— (2)	27% (119)	5% (22)	22% (96)	45% (197)	436
GenZers: 1997-2012	21% (61)	19% (56)	20% (57)	8% (23)	8% (24)	24% (69)	292
Millennials: 1981-1996	9% (47)	11% (60)	30% (163)	6% (31)	9% (47)	36% (198)	545
GenXers: 1965-1980	2% (9)	6% (30)	37% (199)	4% (21)	11% (60)	42% (226)	545
Baby Boomers: 1946-1964	1% (6)	1% (9)	28% (201)	5% (37)	19% (135)	46% (327)	716
PID: Dem (no lean)	6% (51)	9% (68)	30% (240)	5% (42)	13% (100)	37% (289)	789
PID: Ind (no lean)	7% (54)	7% (59)	29% (227)	6% (45)	11% (86)	40% (314)	784
PID: Rep (no lean)	3% (19)	5% (29)	29% (184)	5% (32)	17% (105)	41% (259)	627
PID/Gender: Dem Men	9% (33)	12% (43)	31% (108)	7% (24)	12% (43)	29% (103)	354
PID/Gender: Dem Women	4% (18)	6% (25)	30% (132)	4% (18)	13% (57)	43% (185)	435
PID/Gender: Ind Men	9% (35)	9% (37)	30% (120)	7% (26)	11% (43)	34% (134)	396
PID/Gender: Ind Women	5% (18)	6% (22)	28% (107)	5% (19)	11% (42)	46% (180)	389
PID/Gender: Rep Men	4% (12)	7% (22)	33% (102)	5% (15)	18% (55)	34% (106)	312
PID/Gender: Rep Women	2% (7)	2% (7)	26% (82)	5% (16)	16% (50)	49% (153)	315
Ideo: Liberal (1-3)	6% (41)	9% (59)	32% (201)	7% (45)	13% (79)	33% (207)	631
Ideo: Moderate (4)	7% (41)	9% (56)	30% (185)	6% (37)	13% (78)	35% (217)	613
Ideo: Conservative (5-7)	4% (25)	4% (30)	29% (203)	4% (28)	16% (110)	43% (296)	691
Educ: < College	6% (93)	7% (111)	26% (396)	5% (83)	14% (215)	41% (615)	1512
Educ: Bachelors degree	4% (17)	7% (29)	38% (169)	5% (22)	11% (51)	35% (157)	444
Educ: Post-grad	6% (14)	6% (15)	35% (86)	6% (15)	10% (24)	37% (89)	244
Income: Under 50k	7% (78)	7% (80)	27% (321)	6% (74)	14% (163)	40% (470)	1186
Income: 50k-100k	4% (26)	7% (49)	31% (221)	5% (36)	13% (89)	41% (290)	711
Income: 100k+	6% (19)	9% (26)	36% (109)	3% (9)	13% (38)	33% (101)	303
Ethnicity: White	4% (70)	6% (107)	31% (528)	5% (87)	13% (220)	41% (709)	1722

Continued on next page

Table HR6_9: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Crunchyroll

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (123)	7% (155)	30% (651)	5% (119)	13% (291)	39% (861)	2200
Ethnicity: Hispanic	14% (49)	16% (56)	23% (79)	6% (22)	7% (25)	34% (119)	349
Ethnicity: Afr. Am.	10% (27)	6% (16)	29% (78)	7% (18)	19% (53)	30% (82)	274
Ethnicity: Other	12% (25)	16% (32)	22% (45)	7% (14)	9% (18)	34% (70)	204
All Christian	4% (41)	6% (62)	30% (318)	6% (68)	15% (159)	38% (398)	1046
All Non-Christian	10% (12)	6% (7)	29% (35)	6% (7)	15% (17)	34% (40)	119
Atheist	11% (10)	8% (7)	38% (35)	2% (2)	3% (3)	37% (34)	91
Agnostic/Nothing in particular	6% (61)	8% (78)	28% (264)	4% (42)	12% (111)	41% (389)	944
Religious Non-Protestant/Catholic	8% (12)	5% (7)	26% (37)	6% (8)	15% (22)	40% (57)	144
Evangelical	5% (29)	6% (32)	29% (164)	6% (37)	14% (83)	40% (227)	573
Non-Evangelical	4% (36)	6% (50)	30% (252)	6% (51)	15% (127)	39% (325)	841
Community: Urban	6% (32)	11% (56)	30% (159)	5% (25)	12% (66)	37% (195)	533
Community: Suburban	6% (61)	7% (73)	28% (298)	5% (55)	14% (150)	39% (416)	1053
Community: Rural	5% (31)	4% (26)	32% (194)	6% (39)	12% (74)	41% (250)	614
Employ: Private Sector	6% (42)	9% (58)	34% (222)	7% (42)	12% (79)	32% (208)	652
Employ: Government	9% (11)	8% (10)	32% (40)	2% (3)	14% (18)	36% (45)	127
Employ: Self-Employed	4% (7)	5% (7)	28% (44)	7% (11)	19% (29)	37% (59)	157
Employ: Homemaker	5% (7)	10% (14)	25% (34)	5% (7)	13% (18)	42% (58)	138
Employ: Retired	1% (4)	— (0)	27% (131)	6% (27)	19% (91)	48% (232)	485
Employ: Unemployed	7% (23)	8% (27)	31% (101)	5% (15)	9% (29)	40% (131)	325
Employ: Other	3% (5)	4% (6)	28% (45)	3% (4)	11% (18)	51% (84)	163
Military HH: Yes	5% (19)	8% (31)	25% (100)	5% (19)	16% (61)	41% (160)	391
Military HH: No	6% (104)	7% (124)	30% (552)	6% (100)	13% (229)	39% (701)	1809
RD/WT: Right Direction	4% (29)	6% (43)	30% (220)	6% (44)	14% (100)	41% (298)	733
RD/WT: Wrong Track	6% (94)	8% (112)	29% (431)	5% (75)	13% (191)	38% (563)	1467
Trump Job Approve	4% (39)	6% (52)	29% (258)	6% (52)	14% (126)	40% (348)	876
Trump Job Disapprove	6% (71)	8% (97)	31% (376)	5% (66)	12% (151)	38% (471)	1233

Continued on next page

Table HR6_9: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Crunchyroll

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (123)	7% (155)	30% (651)	5% (119)	13% (291)	39% (861)	2200
Trump Job Strongly Approve	4% (19)	4% (18)	28% (137)	5% (22)	16% (78)	44% (212)	488
Trump Job Somewhat Approve	5% (20)	9% (34)	31% (121)	8% (30)	12% (48)	35% (136)	388
Trump Job Somewhat Disapprove	7% (22)	11% (33)	28% (82)	7% (21)	10% (28)	36% (105)	291
Trump Job Strongly Disapprove	5% (49)	7% (64)	31% (294)	5% (45)	13% (123)	39% (366)	942
Favorable of Trump	4% (32)	5% (44)	29% (243)	5% (43)	16% (129)	41% (342)	833
Unfavorable of Trump	6% (77)	8% (103)	31% (378)	5% (67)	12% (146)	37% (449)	1220
Very Favorable of Trump	4% (22)	4% (20)	27% (133)	5% (24)	16% (80)	44% (220)	500
Somewhat Favorable of Trump	3% (10)	7% (24)	33% (110)	6% (19)	15% (49)	37% (122)	333
Somewhat Unfavorable of Trump	7% (15)	10% (21)	29% (59)	10% (21)	9% (19)	34% (71)	206
Very Unfavorable of Trump	6% (62)	8% (82)	31% (319)	5% (46)	13% (128)	37% (378)	1014
#1 Issue: Economy	5% (37)	7% (55)	33% (252)	6% (46)	14% (108)	36% (275)	772
#1 Issue: Security	7% (18)	4% (11)	27% (70)	6% (15)	18% (46)	37% (95)	255
#1 Issue: Health Care	7% (31)	7% (31)	32% (138)	4% (17)	11% (46)	38% (162)	425
#1 Issue: Medicare / Social Security	2% (6)	4% (12)	23% (69)	7% (21)	17% (50)	48% (144)	301
#1 Issue: Women's Issues	5% (5)	8% (8)	24% (23)	6% (6)	4% (4)	53% (50)	94
#1 Issue: Education	10% (12)	9% (11)	31% (37)	1% (1)	9% (11)	40% (49)	120
#1 Issue: Energy	9% (8)	19% (17)	28% (25)	6% (5)	8% (7)	30% (27)	88
#1 Issue: Other	5% (7)	7% (11)	27% (38)	5% (7)	13% (19)	42% (61)	144
2018 House Vote: Democrat	5% (34)	7% (50)	33% (243)	5% (37)	14% (106)	37% (271)	741
2018 House Vote: Republican	3% (17)	5% (33)	30% (184)	5% (30)	16% (100)	41% (251)	615
2018 House Vote: Someone else	5% (4)	5% (4)	22% (18)	4% (3)	25% (21)	38% (32)	83
2016 Vote: Hillary Clinton	5% (36)	5% (34)	33% (221)	5% (33)	14% (96)	37% (247)	666
2016 Vote: Donald Trump	2% (12)	6% (37)	31% (211)	5% (33)	15% (99)	42% (286)	678
2016 Vote: Other	4% (7)	6% (9)	34% (56)	3% (5)	14% (23)	39% (64)	163
2016 Vote: Didn't Vote	10% (68)	11% (75)	24% (164)	7% (48)	10% (72)	38% (263)	690
Voted in 2014: Yes	4% (49)	4% (51)	32% (403)	5% (58)	16% (203)	40% (514)	1278
Voted in 2014: No	8% (75)	11% (103)	27% (248)	7% (61)	10% (88)	38% (347)	922

Continued on next page

Table HR6_9: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Crunchyroll

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (123)	7% (155)	30% (651)	5% (119)	13% (291)	39% (861)	2200
2012 Vote: Barack Obama	4% (37)	5% (39)	34% (286)	5% (39)	14% (115)	38% (317)	834
2012 Vote: Mitt Romney	2% (9)	3% (13)	29% (145)	4% (22)	17% (85)	45% (224)	497
2012 Vote: Other	5% (4)	6% (5)	30% (26)	3% (2)	16% (14)	40% (34)	86
2012 Vote: Didn't Vote	9% (72)	13% (98)	25% (193)	7% (56)	10% (76)	37% (286)	781
4-Region: Northeast	4% (17)	6% (25)	33% (131)	5% (21)	11% (43)	40% (157)	394
4-Region: Midwest	3% (13)	4% (20)	32% (149)	8% (36)	13% (62)	39% (182)	462
4-Region: South	7% (56)	7% (57)	27% (222)	6% (46)	15% (122)	39% (322)	824
4-Region: West	7% (37)	10% (53)	29% (150)	3% (17)	12% (64)	38% (200)	520
Watch TV: Every day	6% (61)	7% (77)	29% (314)	5% (57)	14% (154)	38% (408)	1071
Watch TV: Several times per week	7% (33)	6% (28)	33% (161)	6% (29)	12% (60)	37% (181)	492
Watch TV: About once per week	8% (14)	10% (19)	32% (58)	9% (17)	11% (20)	30% (55)	184
Watch TV: Several times per month	5% (6)	11% (13)	29% (34)	11% (12)	9% (10)	35% (40)	116
Watch TV: About once per month	13% (7)	16% (8)	20% (10)	3% (1)	10% (5)	38% (20)	51
Watch TV: Less often than once per month	2% (2)	5% (4)	21% (17)	2% (1)	18% (15)	52% (43)	82
Watch TV: Never	— (1)	2% (4)	28% (57)	1% (1)	13% (26)	56% (114)	204
Watch Movies: Every day	10% (39)	6% (22)	26% (102)	7% (26)	16% (61)	36% (140)	390
Watch Movies: Several times per week	8% (46)	7% (43)	31% (181)	7% (38)	8% (48)	38% (221)	577
Watch Movies: About once per week	4% (13)	8% (28)	34% (114)	6% (20)	12% (41)	36% (123)	338
Watch Movies: Several times per month	2% (5)	11% (28)	35% (88)	4% (10)	12% (31)	35% (87)	250
Watch Movies: About once per month	6% (12)	10% (20)	28% (59)	6% (12)	16% (34)	34% (71)	209
Watch Movies: Less often than once per month	2% (5)	5% (11)	29% (64)	4% (9)	19% (42)	41% (92)	221
Watch Movies: Never	2% (3)	2% (4)	20% (43)	2% (5)	16% (34)	59% (126)	215
Watch Sporting Events: Every day	12% (14)	6% (7)	37% (42)	4% (5)	18% (20)	23% (27)	115
Watch Sporting Events: Several times per week	9% (22)	10% (24)	33% (83)	6% (16)	10% (26)	33% (82)	253
Watch Sporting Events: About once per week	6% (12)	9% (21)	30% (65)	6% (14)	15% (32)	35% (76)	219
Watch Sporting Events: Several times per month	7% (14)	10% (19)	35% (70)	9% (17)	12% (23)	28% (56)	200
Watch Sporting Events: About once per month	2% (4)	7% (12)	35% (58)	12% (21)	13% (21)	31% (51)	166
Watch Sporting Events: Less often than once per month	7% (28)	6% (26)	28% (115)	5% (18)	15% (59)	39% (157)	403
Watch Sporting Events: Never	4% (30)	5% (46)	26% (218)	3% (29)	13% (110)	49% (412)	844

Continued on next page

Table HR6_9: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Crunchyroll

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (123)	7% (155)	30% (651)	5% (119)	13% (291)	39% (861)	2200
Cable TV: Currently subscribe	6% (58)	7% (74)	31% (319)	6% (65)	13% (132)	36% (371)	1020
Cable TV: Subscribed in past	6% (44)	8% (55)	30% (218)	5% (39)	12% (88)	38% (277)	721
Cable TV: Never subscribed	5% (21)	6% (26)	25% (114)	3% (15)	15% (71)	46% (212)	459
Satellite TV: Currently subscribe	8% (35)	5% (23)	28% (132)	5% (22)	17% (81)	37% (169)	462
Satellite TV: Subscribed in past	7% (44)	10% (62)	33% (203)	6% (38)	9% (56)	35% (216)	618
Satellite TV: Never subscribed	4% (44)	6% (70)	28% (317)	5% (59)	14% (154)	43% (476)	1121
Streaming Services: Currently subscribe	7% (94)	9% (119)	31% (418)	5% (70)	11% (157)	37% (511)	1369
Streaming Services: Subscribed in past	6% (13)	8% (17)	24% (53)	9% (19)	13% (27)	40% (87)	217
Streaming Services: Never subscribed	3% (16)	3% (18)	29% (180)	5% (30)	17% (107)	43% (263)	614
Film: An avid fan	9% (60)	11% (72)	29% (197)	7% (46)	11% (72)	35% (238)	685
Film: A casual fan	4% (55)	7% (82)	32% (392)	4% (54)	14% (178)	39% (482)	1242
Film: Not a fan	3% (9)	— (1)	23% (62)	7% (19)	15% (41)	52% (141)	272
Television: An avid fan	6% (62)	7% (65)	29% (281)	4% (38)	14% (139)	39% (376)	961
Television: A casual fan	5% (56)	8% (83)	30% (319)	7% (75)	12% (129)	38% (405)	1067
Television: Not a fan	3% (5)	4% (7)	30% (51)	4% (6)	13% (23)	46% (79)	172
Music: An avid fan	7% (75)	9% (91)	27% (277)	5% (52)	13% (132)	39% (395)	1021
Music: A casual fan	4% (44)	6% (61)	32% (333)	5% (54)	14% (144)	38% (394)	1031
Music: Not a fan	3% (4)	2% (3)	28% (41)	9% (13)	10% (15)	49% (72)	147
Fashion: An avid fan	9% (26)	6% (17)	27% (76)	7% (19)	13% (36)	38% (107)	280
Fashion: A casual fan	6% (54)	8% (69)	31% (279)	5% (48)	14% (124)	37% (335)	909
Fashion: Not a fan	4% (43)	7% (69)	29% (296)	5% (52)	13% (131)	41% (419)	1011
Parents	5% (47)	6% (60)	30% (296)	5% (45)	13% (125)	42% (416)	989
Current Netflix Subscribers	9% (101)	9% (99)	30% (340)	6% (72)	12% (137)	35% (403)	1152
Current HBO Now Subscribers	8% (15)	12% (23)	32% (60)	6% (11)	13% (24)	30% (56)	188
Current Disney+ Subscribers	12% (64)	11% (58)	32% (175)	5% (26)	9% (50)	31% (166)	539

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

Table HR6_10: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Adult Swim

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (175)	13% (287)	30% (668)	6% (137)	16% (358)	26% (575)	2200
Gender: Male	10% (104)	17% (175)	31% (331)	6% (66)	14% (151)	22% (235)	1062
Gender: Female	6% (72)	10% (111)	30% (338)	6% (71)	18% (206)	30% (341)	1138
Age: 18-34	20% (132)	22% (143)	25% (167)	4% (29)	8% (51)	20% (133)	655
Age: 35-44	7% (24)	17% (61)	34% (122)	8% (29)	13% (48)	21% (74)	358
Age: 45-64	3% (19)	10% (74)	34% (253)	8% (58)	18% (136)	28% (212)	751
Age: 65+	— (1)	2% (8)	29% (127)	5% (21)	28% (123)	36% (156)	436
GenZers: 1997-2012	25% (73)	21% (62)	21% (62)	6% (18)	6% (17)	20% (58)	292
Millennials: 1981-1996	13% (69)	21% (116)	30% (166)	5% (29)	10% (54)	20% (111)	545
GenXers: 1965-1980	5% (26)	13% (71)	35% (190)	8% (41)	15% (80)	25% (137)	545
Baby Boomers: 1946-1964	1% (6)	5% (37)	30% (217)	6% (45)	24% (174)	33% (237)	716
PID: Dem (no lean)	10% (77)	16% (128)	32% (249)	6% (49)	15% (118)	21% (168)	789
PID: Ind (no lean)	8% (61)	15% (119)	29% (228)	6% (47)	14% (106)	29% (224)	784
PID: Rep (no lean)	6% (38)	6% (39)	31% (192)	7% (41)	21% (133)	29% (183)	627
PID/Gender: Dem Men	12% (43)	21% (75)	30% (107)	6% (22)	14% (49)	17% (59)	354
PID/Gender: Dem Women	8% (34)	12% (54)	33% (142)	6% (27)	16% (70)	25% (109)	435
PID/Gender: Ind Men	8% (33)	19% (76)	31% (123)	5% (19)	12% (46)	25% (98)	396
PID/Gender: Ind Women	7% (28)	11% (43)	27% (104)	7% (28)	16% (61)	32% (126)	389
PID/Gender: Rep Men	9% (28)	8% (24)	32% (100)	8% (26)	18% (57)	25% (77)	312
PID/Gender: Rep Women	3% (10)	5% (15)	29% (92)	5% (15)	24% (76)	34% (106)	315
Ideo: Liberal (1-3)	9% (60)	19% (118)	32% (203)	7% (42)	14% (91)	19% (117)	631
Ideo: Moderate (4)	10% (59)	14% (83)	31% (190)	8% (47)	15% (91)	23% (142)	613
Ideo: Conservative (5-7)	5% (34)	8% (58)	31% (211)	5% (37)	21% (144)	30% (206)	691
Educ: < College	8% (127)	13% (203)	27% (413)	6% (88)	17% (256)	28% (425)	1512
Educ: Bachelors degree	7% (30)	12% (52)	36% (160)	8% (34)	16% (72)	21% (95)	444
Educ: Post-grad	7% (18)	13% (32)	39% (94)	6% (16)	12% (29)	22% (55)	244
Income: Under 50k	9% (108)	14% (163)	28% (332)	6% (67)	16% (186)	28% (330)	1186
Income: 50k-100k	6% (44)	11% (81)	32% (230)	7% (53)	18% (128)	25% (176)	711
Income: 100k+	8% (24)	14% (43)	35% (106)	6% (17)	14% (44)	23% (69)	303
Ethnicity: White	7% (114)	12% (211)	31% (532)	6% (103)	16% (280)	28% (482)	1722

Continued on next page

Table HR6_10: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Adult Swim

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (175)	13% (287)	30% (668)	6% (137)	16% (358)	26% (575)	2200
Ethnicity: Hispanic	15% (54)	19% (67)	25% (88)	7% (24)	7% (24)	26% (93)	349
Ethnicity: Afr. Am.	12% (32)	17% (46)	32% (89)	6% (17)	19% (51)	14% (39)	274
Ethnicity: Other	14% (29)	14% (29)	23% (47)	8% (17)	13% (26)	27% (55)	204
All Christian	6% (67)	11% (110)	32% (331)	6% (67)	19% (204)	26% (268)	1046
All Non-Christian	10% (12)	17% (20)	29% (34)	7% (8)	17% (20)	21% (25)	119
Atheist	9% (8)	14% (13)	45% (41)	5% (5)	3% (3)	24% (22)	91
Agnostic/Nothing in particular	9% (88)	15% (143)	28% (262)	6% (58)	14% (131)	28% (261)	944
Religious Non-Protestant/Catholic	8% (12)	14% (20)	27% (39)	8% (12)	19% (28)	23% (33)	144
Evangelical	6% (34)	11% (61)	29% (166)	6% (36)	20% (114)	28% (163)	573
Non-Evangelical	7% (58)	12% (105)	32% (267)	6% (49)	18% (152)	25% (211)	841
Community: Urban	11% (58)	17% (91)	29% (153)	5% (29)	13% (70)	25% (134)	533
Community: Suburban	8% (86)	12% (128)	31% (326)	7% (72)	18% (194)	24% (248)	1053
Community: Rural	5% (31)	11% (68)	31% (190)	6% (37)	15% (94)	32% (194)	614
Employ: Private Sector	7% (44)	15% (99)	37% (241)	7% (46)	16% (105)	18% (117)	652
Employ: Government	14% (18)	16% (20)	26% (33)	7% (9)	15% (19)	22% (28)	127
Employ: Self-Employed	10% (16)	14% (22)	28% (43)	10% (15)	20% (31)	19% (29)	157
Employ: Homemaker	8% (12)	10% (13)	28% (39)	9% (12)	16% (22)	29% (40)	138
Employ: Retired	1% (4)	4% (19)	30% (144)	6% (29)	24% (117)	36% (172)	485
Employ: Unemployed	11% (35)	20% (64)	26% (85)	4% (14)	10% (33)	29% (93)	325
Employ: Other	6% (10)	11% (19)	27% (44)	1% (2)	13% (21)	41% (67)	163
Military HH: Yes	7% (26)	11% (41)	28% (109)	8% (31)	19% (76)	28% (109)	391
Military HH: No	8% (150)	14% (245)	31% (559)	6% (106)	16% (282)	26% (467)	1809
RD/WT: Right Direction	7% (52)	9% (66)	29% (210)	6% (46)	18% (133)	31% (226)	733
RD/WT: Wrong Track	8% (123)	15% (221)	31% (458)	6% (91)	15% (224)	24% (350)	1467
Trump Job Approve	7% (65)	9% (81)	30% (260)	8% (67)	18% (158)	28% (246)	876
Trump Job Disapprove	8% (101)	15% (187)	31% (388)	6% (68)	15% (184)	25% (304)	1233

Continued on next page

Table HR6_10: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Adult Swim

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (175)	13% (287)	30% (668)	6% (137)	16% (358)	26% (575)	2200
Trump Job Strongly Approve	6% (27)	6% (31)	30% (145)	6% (29)	19% (95)	33% (160)	488
Trump Job Somewhat Approve	10% (37)	13% (50)	30% (115)	10% (37)	16% (63)	22% (86)	388
Trump Job Somewhat Disapprove	10% (28)	18% (53)	28% (80)	5% (16)	12% (36)	27% (78)	291
Trump Job Strongly Disapprove	8% (73)	14% (134)	33% (308)	6% (53)	16% (148)	24% (226)	942
Favorable of Trump	7% (59)	9% (75)	30% (246)	7% (59)	19% (158)	28% (237)	833
Unfavorable of Trump	9% (106)	16% (191)	32% (394)	6% (72)	15% (180)	23% (276)	1220
Very Favorable of Trump	7% (36)	7% (33)	28% (139)	5% (24)	20% (99)	34% (169)	500
Somewhat Favorable of Trump	7% (22)	13% (43)	32% (107)	11% (35)	18% (59)	20% (67)	333
Somewhat Unfavorable of Trump	7% (15)	18% (38)	32% (65)	7% (15)	14% (28)	22% (45)	206
Very Unfavorable of Trump	9% (91)	15% (153)	32% (329)	6% (57)	15% (152)	23% (231)	1014
#1 Issue: Economy	8% (58)	15% (116)	34% (262)	6% (47)	16% (122)	22% (166)	772
#1 Issue: Security	8% (22)	10% (25)	29% (74)	5% (12)	20% (51)	28% (72)	255
#1 Issue: Health Care	8% (32)	15% (62)	34% (143)	5% (22)	15% (65)	24% (102)	425
#1 Issue: Medicare / Social Security	4% (11)	8% (23)	23% (70)	6% (18)	22% (65)	38% (115)	301
#1 Issue: Women's Issues	9% (9)	14% (13)	29% (27)	10% (9)	3% (3)	35% (33)	94
#1 Issue: Education	17% (21)	16% (19)	25% (31)	10% (12)	7% (9)	25% (30)	120
#1 Issue: Energy	18% (16)	17% (15)	26% (23)	9% (8)	17% (14)	13% (12)	88
#1 Issue: Other	5% (7)	10% (14)	27% (39)	7% (10)	20% (29)	32% (46)	144
2018 House Vote: Democrat	7% (53)	16% (120)	33% (245)	6% (42)	17% (126)	21% (156)	741
2018 House Vote: Republican	5% (31)	8% (47)	31% (192)	8% (51)	21% (131)	26% (163)	615
2018 House Vote: Someone else	11% (9)	10% (8)	22% (18)	6% (5)	27% (22)	25% (20)	83
2016 Vote: Hillary Clinton	6% (42)	15% (100)	34% (224)	6% (39)	17% (112)	22% (149)	666
2016 Vote: Donald Trump	5% (31)	8% (57)	31% (213)	7% (51)	19% (127)	29% (198)	678
2016 Vote: Other	8% (13)	14% (23)	31% (51)	5% (8)	20% (33)	21% (34)	163
2016 Vote: Didn't Vote	13% (89)	15% (105)	26% (179)	6% (39)	12% (85)	28% (193)	690
Voted in 2014: Yes	5% (61)	11% (141)	33% (418)	7% (86)	20% (251)	25% (320)	1278
Voted in 2014: No	12% (114)	16% (146)	27% (250)	6% (51)	12% (106)	28% (255)	922

Continued on next page

Table HR6_10: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?

Adult Swim

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (175)	13% (287)	30% (668)	6% (137)	16% (358)	26% (575)	2200
2012 Vote: Barack Obama	6% (52)	15% (126)	34% (287)	6% (47)	16% (135)	22% (187)	834
2012 Vote: Mitt Romney	2% (10)	5% (25)	31% (153)	7% (34)	24% (120)	31% (156)	497
2012 Vote: Other	6% (5)	12% (10)	32% (27)	5% (4)	17% (15)	28% (24)	86
2012 Vote: Didn't Vote	14% (109)	16% (126)	26% (199)	7% (52)	11% (88)	27% (208)	781
4-Region: Northeast	9% (35)	12% (45)	35% (137)	7% (28)	13% (52)	24% (96)	394
4-Region: Midwest	6% (28)	12% (55)	31% (145)	8% (35)	16% (76)	27% (124)	462
4-Region: South	8% (67)	12% (102)	29% (237)	6% (51)	18% (152)	26% (215)	824
4-Region: West	9% (45)	16% (85)	29% (150)	4% (23)	15% (77)	27% (140)	520
Watch TV: Every day	10% (112)	13% (137)	32% (344)	6% (60)	18% (189)	21% (230)	1071
Watch TV: Several times per week	7% (33)	15% (73)	31% (155)	7% (37)	14% (67)	26% (127)	492
Watch TV: About once per week	7% (13)	18% (33)	29% (53)	11% (19)	12% (23)	23% (43)	184
Watch TV: Several times per month	7% (8)	12% (14)	28% (33)	9% (11)	18% (20)	25% (29)	116
Watch TV: About once per month	11% (6)	25% (13)	16% (8)	4% (2)	13% (7)	32% (16)	51
Watch TV: Less often than once per month	5% (4)	9% (7)	22% (18)	8% (6)	26% (22)	31% (26)	82
Watch TV: Never	— (0)	5% (10)	28% (58)	1% (2)	14% (29)	52% (105)	204
Watch Movies: Every day	16% (64)	12% (47)	27% (103)	8% (30)	17% (67)	20% (78)	390
Watch Movies: Several times per week	10% (59)	16% (94)	32% (188)	6% (34)	12% (67)	24% (136)	577
Watch Movies: About once per week	6% (20)	16% (55)	33% (112)	8% (28)	13% (45)	23% (78)	338
Watch Movies: Several times per month	4% (10)	15% (37)	34% (85)	9% (23)	15% (37)	23% (58)	250
Watch Movies: About once per month	6% (13)	11% (24)	32% (67)	3% (7)	22% (47)	25% (52)	209
Watch Movies: Less often than once per month	4% (9)	9% (20)	32% (71)	6% (12)	24% (54)	25% (56)	221
Watch Movies: Never	— (1)	4% (9)	20% (42)	2% (3)	19% (41)	55% (118)	215
Watch Sporting Events: Every day	20% (23)	11% (12)	38% (44)	5% (6)	17% (20)	9% (10)	115
Watch Sporting Events: Several times per week	11% (28)	16% (39)	36% (91)	7% (18)	13% (32)	18% (45)	253
Watch Sporting Events: About once per week	5% (11)	16% (36)	32% (69)	10% (21)	21% (45)	17% (36)	219
Watch Sporting Events: Several times per month	13% (26)	11% (22)	35% (71)	7% (14)	13% (27)	20% (41)	200
Watch Sporting Events: About once per month	8% (13)	25% (42)	25% (41)	7% (11)	15% (25)	20% (34)	166
Watch Sporting Events: Less often than once per month	7% (26)	14% (56)	32% (127)	7% (29)	17% (70)	23% (93)	403
Watch Sporting Events: Never	6% (48)	9% (79)	27% (224)	5% (38)	16% (138)	37% (316)	844

Continued on next page

Table HR6_10: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Adult Swim

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (175)	13% (287)	30% (668)	6% (137)	16% (358)	26% (575)	2200
Cable TV: Currently subscribe	8% (81)	13% (134)	32% (331)	6% (64)	17% (176)	23% (233)	1020
Cable TV: Subscribed in past	9% (67)	15% (109)	31% (221)	7% (48)	15% (110)	23% (165)	721
Cable TV: Never subscribed	6% (27)	9% (43)	25% (116)	5% (25)	16% (71)	38% (177)	459
Satellite TV: Currently subscribe	8% (39)	9% (42)	32% (147)	6% (30)	17% (79)	27% (125)	462
Satellite TV: Subscribed in past	13% (78)	16% (97)	30% (183)	8% (50)	14% (87)	20% (121)	618
Satellite TV: Never subscribed	5% (59)	13% (147)	30% (338)	5% (57)	17% (191)	29% (329)	1121
Streaming Services: Currently subscribe	10% (136)	16% (218)	31% (425)	7% (93)	14% (190)	22% (306)	1369
Streaming Services: Subscribed in past	9% (19)	11% (24)	23% (49)	8% (18)	18% (39)	31% (68)	217
Streaming Services: Never subscribed	3% (20)	7% (44)	32% (193)	4% (26)	21% (129)	33% (202)	614
Film: An avid fan	14% (95)	18% (124)	28% (194)	6% (44)	13% (91)	20% (136)	685
Film: A casual fan	6% (72)	11% (140)	34% (421)	6% (76)	17% (211)	26% (323)	1242
Film: Not a fan	3% (8)	8% (22)	19% (53)	6% (17)	20% (56)	43% (116)	272
Television: An avid fan	10% (95)	14% (135)	29% (282)	6% (54)	17% (161)	24% (235)	961
Television: A casual fan	7% (70)	13% (139)	32% (339)	7% (78)	16% (169)	25% (271)	1067
Television: Not a fan	6% (10)	7% (12)	27% (47)	3% (6)	16% (27)	40% (69)	172
Music: An avid fan	12% (126)	16% (162)	29% (295)	6% (62)	15% (150)	22% (228)	1021
Music: A casual fan	4% (45)	11% (114)	33% (335)	6% (62)	18% (184)	28% (290)	1031
Music: Not a fan	2% (4)	7% (11)	26% (38)	9% (14)	16% (24)	39% (58)	147
Fashion: An avid fan	15% (41)	13% (37)	28% (80)	7% (19)	13% (37)	24% (66)	280
Fashion: A casual fan	9% (82)	15% (133)	31% (277)	7% (61)	17% (151)	23% (205)	909
Fashion: Not a fan	5% (53)	11% (116)	31% (311)	6% (57)	17% (170)	30% (304)	1011
Parents	6% (55)	14% (134)	31% (309)	7% (71)	16% (161)	26% (259)	989
Current Netflix Subscribers	12% (133)	16% (186)	30% (349)	7% (75)	14% (160)	22% (249)	1152
Current HBO Now Subscribers	18% (35)	14% (27)	25% (47)	8% (16)	15% (29)	19% (35)	188
Current Disney+ Subscribers	16% (86)	19% (101)	30% (162)	7% (39)	11% (58)	17% (94)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

Table HR6_11: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
DC Comics

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (233)	16% (342)	32% (701)	5% (117)	14% (314)	22% (493)	2200
Gender: Male	14% (151)	17% (182)	32% (339)	6% (62)	14% (146)	17% (182)	1062
Gender: Female	7% (81)	14% (160)	32% (363)	5% (55)	15% (168)	27% (312)	1138
Age: 18-34	21% (136)	19% (127)	27% (175)	5% (33)	9% (57)	19% (127)	655
Age: 35-44	11% (41)	25% (89)	31% (111)	6% (20)	9% (33)	18% (64)	358
Age: 45-64	6% (47)	14% (106)	36% (271)	5% (40)	15% (111)	23% (176)	751
Age: 65+	2% (8)	4% (19)	33% (144)	6% (24)	26% (114)	29% (126)	436
GenZers: 1997-2012	25% (74)	23% (67)	21% (62)	4% (12)	10% (30)	16% (46)	292
Millennials: 1981-1996	15% (80)	19% (104)	32% (172)	6% (33)	8% (45)	20% (112)	545
GenXers: 1965-1980	10% (56)	20% (109)	35% (192)	4% (21)	10% (53)	21% (114)	545
Baby Boomers: 1946-1964	3% (23)	8% (61)	34% (242)	6% (44)	22% (155)	27% (192)	716
PID: Dem (no lean)	11% (90)	19% (149)	32% (252)	6% (49)	14% (108)	18% (140)	789
PID: Ind (no lean)	11% (84)	15% (121)	33% (263)	4% (29)	12% (94)	25% (194)	784
PID: Rep (no lean)	9% (59)	11% (72)	30% (186)	6% (39)	18% (112)	25% (159)	627
PID/Gender: Dem Men	16% (55)	21% (75)	31% (111)	8% (29)	12% (43)	11% (40)	354
PID/Gender: Dem Women	8% (34)	17% (74)	32% (141)	5% (20)	15% (65)	23% (101)	435
PID/Gender: Ind Men	13% (52)	18% (71)	31% (124)	5% (18)	12% (47)	21% (83)	396
PID/Gender: Ind Women	8% (32)	13% (50)	36% (138)	3% (11)	12% (47)	29% (111)	389
PID/Gender: Rep Men	14% (44)	12% (36)	33% (103)	5% (14)	18% (55)	19% (59)	312
PID/Gender: Rep Women	5% (15)	11% (36)	27% (83)	8% (24)	18% (56)	32% (99)	315
Ideo: Liberal (1-3)	11% (71)	21% (131)	34% (214)	6% (39)	13% (85)	15% (93)	631
Ideo: Moderate (4)	12% (72)	16% (97)	34% (209)	6% (34)	13% (80)	20% (121)	613
Ideo: Conservative (5-7)	9% (60)	12% (83)	31% (215)	5% (32)	18% (127)	25% (174)	691
Educ: < College	11% (166)	15% (232)	29% (432)	5% (81)	15% (229)	25% (371)	1512
Educ: Bachelors degree	9% (41)	14% (64)	42% (184)	5% (21)	12% (55)	18% (79)	444
Educ: Post-grad	10% (25)	19% (46)	35% (85)	6% (15)	12% (30)	18% (43)	244
Income: Under 50k	11% (133)	13% (158)	30% (359)	5% (62)	15% (182)	25% (292)	1186
Income: 50k-100k	10% (70)	17% (120)	34% (238)	6% (40)	14% (97)	21% (147)	711
Income: 100k+	10% (30)	21% (64)	34% (104)	5% (15)	12% (35)	18% (54)	303
Ethnicity: White	9% (149)	14% (246)	34% (586)	5% (92)	14% (249)	23% (400)	1722

Continued on next page

Table HR6_11: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
DC Comics

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (233)	16% (342)	32% (701)	5% (117)	14% (314)	22% (493)	2200
Ethnicity: Hispanic	20% (70)	21% (72)	23% (81)	3% (12)	10% (34)	23% (81)	349
Ethnicity: Afr. Am.	20% (54)	16% (44)	25% (70)	5% (13)	19% (51)	15% (42)	274
Ethnicity: Other	14% (29)	25% (51)	23% (46)	6% (12)	7% (14)	25% (51)	204
All Christian	9% (94)	13% (140)	32% (334)	6% (61)	19% (197)	21% (221)	1046
All Non-Christian	17% (21)	20% (23)	24% (28)	6% (7)	16% (19)	18% (21)	119
Atheist	12% (11)	11% (10)	48% (44)	8% (7)	7% (6)	15% (14)	91
Agnostic/Nothing in particular	11% (107)	18% (168)	31% (295)	4% (42)	10% (93)	25% (238)	944
Religious Non-Protestant/Catholic	15% (21)	17% (25)	24% (34)	6% (9)	17% (25)	21% (30)	144
Evangelical	13% (74)	13% (76)	28% (162)	6% (33)	17% (99)	23% (130)	573
Non-Evangelical	10% (80)	16% (132)	31% (264)	5% (46)	16% (138)	22% (182)	841
Community: Urban	15% (80)	20% (108)	28% (149)	5% (27)	12% (64)	20% (105)	533
Community: Suburban	10% (101)	15% (154)	33% (346)	6% (66)	16% (170)	20% (216)	1053
Community: Rural	8% (52)	13% (80)	34% (206)	4% (24)	13% (80)	28% (173)	614
Employ: Private Sector	11% (72)	20% (128)	35% (228)	8% (50)	12% (77)	15% (97)	652
Employ: Government	12% (15)	21% (26)	30% (38)	3% (4)	15% (19)	19% (25)	127
Employ: Self-Employed	18% (28)	15% (24)	27% (42)	6% (9)	17% (27)	17% (27)	157
Employ: Homemaker	9% (13)	15% (20)	31% (43)	2% (3)	16% (22)	27% (37)	138
Employ: Retired	2% (10)	5% (26)	34% (166)	6% (29)	22% (108)	30% (147)	485
Employ: Unemployed	16% (51)	17% (57)	29% (93)	3% (10)	8% (27)	27% (87)	325
Employ: Other	9% (14)	8% (14)	32% (52)	1% (2)	16% (26)	34% (55)	163
Military HH: Yes	10% (39)	15% (59)	28% (111)	6% (22)	13% (53)	27% (107)	391
Military HH: No	11% (193)	16% (282)	33% (590)	5% (95)	14% (261)	21% (387)	1809
RD/WT: Right Direction	9% (65)	13% (95)	30% (223)	5% (39)	16% (114)	27% (197)	733
RD/WT: Wrong Track	11% (168)	17% (246)	33% (478)	5% (78)	14% (200)	20% (296)	1467
Trump Job Approve	11% (98)	13% (115)	30% (264)	6% (52)	16% (144)	23% (203)	876
Trump Job Disapprove	10% (123)	18% (216)	34% (414)	5% (62)	13% (156)	21% (261)	1233

Continued on next page

Table HR6_11: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?

DC Comics

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (233)	16% (342)	32% (701)	5% (117)	14% (314)	22% (493)	2200
Trump Job Strongly Approve	9% (46)	10% (49)	30% (148)	5% (26)	18% (88)	27% (131)	488
Trump Job Somewhat Approve	14% (53)	17% (66)	30% (117)	7% (25)	15% (56)	18% (72)	388
Trump Job Somewhat Disapprove	8% (24)	21% (61)	33% (95)	6% (17)	11% (31)	22% (63)	291
Trump Job Strongly Disapprove	11% (99)	17% (156)	34% (319)	5% (45)	13% (125)	21% (197)	942
Favorable of Trump	11% (94)	14% (117)	29% (243)	6% (50)	16% (136)	23% (193)	833
Unfavorable of Trump	11% (129)	17% (209)	35% (425)	5% (61)	13% (161)	19% (234)	1220
Very Favorable of Trump	12% (59)	10% (51)	27% (133)	6% (28)	18% (89)	28% (139)	500
Somewhat Favorable of Trump	10% (35)	20% (66)	33% (109)	7% (22)	14% (47)	16% (54)	333
Somewhat Unfavorable of Trump	12% (25)	18% (37)	31% (64)	7% (14)	12% (25)	20% (40)	206
Very Unfavorable of Trump	10% (104)	17% (172)	36% (361)	5% (47)	13% (136)	19% (194)	1014
#1 Issue: Economy	11% (84)	20% (154)	34% (264)	6% (49)	11% (88)	17% (132)	772
#1 Issue: Security	12% (31)	13% (33)	27% (69)	5% (14)	23% (59)	19% (50)	255
#1 Issue: Health Care	10% (45)	14% (59)	37% (157)	4% (18)	13% (53)	22% (94)	425
#1 Issue: Medicare / Social Security	7% (21)	6% (18)	27% (81)	5% (16)	20% (59)	35% (106)	301
#1 Issue: Women's Issues	18% (17)	18% (17)	19% (18)	10% (10)	3% (3)	31% (29)	94
#1 Issue: Education	9% (11)	23% (28)	32% (39)	3% (4)	15% (18)	18% (22)	120
#1 Issue: Energy	17% (15)	25% (22)	24% (21)	7% (6)	8% (7)	19% (17)	88
#1 Issue: Other	7% (10)	8% (11)	36% (52)	1% (1)	19% (27)	30% (44)	144
2018 House Vote: Democrat	11% (78)	16% (122)	36% (264)	6% (43)	14% (107)	17% (128)	741
2018 House Vote: Republican	8% (49)	13% (80)	32% (195)	5% (32)	18% (110)	24% (148)	615
2018 House Vote: Someone else	8% (7)	16% (13)	28% (23)	6% (5)	19% (16)	22% (19)	83
2016 Vote: Hillary Clinton	10% (64)	15% (103)	37% (245)	6% (40)	14% (93)	18% (122)	666
2016 Vote: Donald Trump	9% (59)	13% (85)	32% (219)	5% (36)	16% (108)	25% (171)	678
2016 Vote: Other	8% (14)	18% (29)	40% (65)	4% (6)	14% (22)	17% (27)	163
2016 Vote: Didn't Vote	14% (97)	18% (124)	25% (171)	5% (35)	13% (90)	25% (173)	690
Voted in 2014: Yes	9% (110)	13% (168)	35% (449)	6% (72)	16% (209)	21% (270)	1278
Voted in 2014: No	13% (122)	19% (174)	27% (252)	5% (45)	11% (105)	24% (223)	922

Continued on next page

Table HR6_11: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
DC Comics

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (233)	16% (342)	32% (701)	5% (117)	14% (314)	22% (493)	2200
2012 Vote: Barack Obama	10% (79)	15% (124)	37% (305)	6% (46)	14% (119)	19% (160)	834
2012 Vote: Mitt Romney	7% (34)	9% (47)	34% (169)	5% (26)	19% (97)	25% (125)	497
2012 Vote: Other	4% (4)	26% (22)	29% (25)	3% (2)	14% (12)	24% (21)	86
2012 Vote: Didn't Vote	15% (116)	19% (148)	26% (200)	5% (43)	11% (86)	24% (187)	781
4-Region: Northeast	10% (40)	18% (70)	33% (131)	5% (21)	13% (51)	20% (81)	394
4-Region: Midwest	10% (45)	11% (51)	33% (151)	7% (31)	16% (76)	24% (109)	462
4-Region: South	13% (105)	15% (127)	30% (248)	5% (45)	14% (118)	22% (181)	824
4-Region: West	8% (43)	18% (94)	33% (171)	4% (21)	13% (69)	24% (123)	520
Watch TV: Every day	13% (138)	15% (163)	34% (363)	5% (50)	15% (165)	18% (191)	1071
Watch TV: Several times per week	13% (62)	19% (94)	32% (156)	7% (34)	11% (53)	19% (92)	492
Watch TV: About once per week	8% (15)	23% (41)	27% (50)	4% (8)	14% (26)	23% (43)	184
Watch TV: Several times per month	7% (8)	15% (18)	33% (39)	12% (14)	12% (14)	20% (23)	116
Watch TV: About once per month	6% (3)	20% (10)	26% (13)	2% (1)	13% (7)	32% (16)	51
Watch TV: Less often than once per month	4% (3)	10% (9)	27% (22)	5% (4)	17% (14)	37% (30)	82
Watch TV: Never	2% (3)	3% (6)	29% (58)	3% (6)	16% (33)	47% (96)	204
Watch Movies: Every day	22% (87)	18% (70)	26% (100)	3% (11)	12% (45)	20% (77)	390
Watch Movies: Several times per week	13% (77)	19% (111)	33% (191)	6% (35)	9% (54)	19% (109)	577
Watch Movies: About once per week	8% (26)	17% (59)	36% (123)	8% (27)	14% (46)	17% (57)	338
Watch Movies: Several times per month	5% (13)	20% (51)	34% (86)	4% (11)	17% (43)	19% (46)	250
Watch Movies: About once per month	7% (15)	10% (21)	36% (75)	6% (13)	19% (40)	21% (45)	209
Watch Movies: Less often than once per month	5% (11)	9% (19)	36% (81)	4% (10)	21% (47)	24% (54)	221
Watch Movies: Never	2% (3)	5% (11)	22% (46)	5% (10)	18% (38)	49% (106)	215
Watch Sporting Events: Every day	26% (30)	20% (23)	31% (36)	4% (4)	11% (12)	9% (10)	115
Watch Sporting Events: Several times per week	19% (47)	22% (57)	29% (74)	6% (16)	11% (28)	12% (30)	253
Watch Sporting Events: About once per week	11% (23)	20% (44)	37% (81)	8% (16)	12% (27)	13% (28)	219
Watch Sporting Events: Several times per month	11% (23)	20% (41)	32% (64)	7% (14)	14% (28)	15% (31)	200
Watch Sporting Events: About once per month	8% (13)	16% (27)	29% (49)	4% (7)	24% (40)	19% (31)	166
Watch Sporting Events: Less often than once per month	10% (39)	17% (67)	35% (141)	5% (19)	14% (58)	20% (80)	403
Watch Sporting Events: Never	7% (59)	10% (83)	30% (257)	5% (41)	14% (120)	34% (283)	844

Continued on next page

Table HR6_11: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?

DC Comics

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (233)	16% (342)	32% (701)	5% (117)	14% (314)	22% (493)	2200
Cable TV: Currently subscribe	11% (116)	17% (173)	34% (344)	6% (64)	14% (138)	18% (185)	1020
Cable TV: Subscribed in past	10% (72)	16% (114)	34% (243)	5% (37)	15% (105)	21% (151)	721
Cable TV: Never subscribed	10% (45)	12% (55)	25% (115)	4% (16)	16% (71)	34% (157)	459
Satellite TV: Currently subscribe	11% (51)	14% (63)	32% (147)	4% (20)	18% (83)	21% (98)	462
Satellite TV: Subscribed in past	12% (74)	21% (127)	32% (199)	7% (41)	11% (66)	18% (110)	618
Satellite TV: Never subscribed	10% (107)	13% (151)	32% (356)	5% (56)	15% (165)	25% (285)	1121
Streaming Services: Currently subscribe	13% (182)	19% (260)	34% (461)	5% (73)	10% (144)	18% (249)	1369
Streaming Services: Subscribed in past	7% (14)	17% (36)	24% (52)	8% (17)	18% (38)	27% (59)	217
Streaming Services: Never subscribed	6% (37)	7% (45)	31% (188)	4% (27)	22% (132)	30% (185)	614
Film: An avid fan	23% (157)	18% (122)	28% (189)	3% (23)	13% (88)	16% (107)	685
Film: A casual fan	5% (67)	16% (202)	36% (448)	6% (76)	15% (181)	22% (270)	1242
Film: Not a fan	3% (9)	7% (18)	24% (64)	7% (18)	17% (46)	43% (116)	272
Television: An avid fan	15% (148)	16% (158)	29% (277)	5% (49)	15% (144)	19% (186)	961
Television: A casual fan	8% (80)	15% (164)	35% (371)	6% (63)	14% (152)	22% (237)	1067
Television: Not a fan	3% (4)	12% (20)	31% (53)	3% (5)	11% (19)	41% (70)	172
Music: An avid fan	16% (168)	17% (169)	29% (295)	5% (49)	14% (139)	20% (202)	1021
Music: A casual fan	6% (57)	16% (161)	35% (364)	6% (58)	15% (157)	23% (234)	1031
Music: Not a fan	5% (8)	8% (12)	29% (42)	7% (11)	12% (18)	39% (57)	147
Fashion: An avid fan	18% (51)	20% (56)	22% (63)	4% (11)	14% (38)	22% (61)	280
Fashion: A casual fan	12% (111)	15% (133)	33% (300)	7% (61)	14% (123)	20% (181)	909
Fashion: Not a fan	7% (71)	15% (153)	33% (339)	4% (45)	15% (153)	25% (251)	1011
Parents	11% (107)	17% (169)	30% (298)	5% (47)	14% (143)	23% (225)	989
Current Netflix Subscribers	16% (187)	19% (220)	31% (356)	5% (52)	11% (125)	18% (212)	1152
Current HBO Now Subscribers	24% (45)	22% (42)	23% (44)	5% (10)	11% (21)	14% (26)	188
Current Disney+ Subscribers	23% (125)	23% (125)	27% (146)	5% (24)	6% (35)	15% (83)	539

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

Table HR6_12: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Warner Bros.

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (225)	22% (481)	33% (719)	4% (99)	9% (203)	21% (472)	2200
Gender: Male	11% (121)	24% (253)	33% (350)	5% (49)	9% (100)	18% (189)	1062
Gender: Female	9% (104)	20% (228)	32% (370)	4% (50)	9% (104)	25% (284)	1138
Age: 18-34	19% (125)	29% (191)	24% (156)	6% (41)	4% (26)	18% (117)	655
Age: 35-44	12% (42)	26% (92)	34% (120)	4% (14)	5% (19)	20% (70)	358
Age: 45-64	6% (43)	18% (139)	39% (292)	3% (24)	11% (84)	23% (169)	751
Age: 65+	4% (16)	14% (59)	35% (152)	5% (20)	17% (74)	27% (116)	436
GenZers: 1997-2012	24% (71)	31% (89)	16% (45)	7% (22)	4% (12)	18% (53)	292
Millennials: 1981-1996	13% (71)	28% (151)	31% (168)	5% (28)	5% (27)	18% (100)	545
GenXers: 1965-1980	9% (51)	21% (117)	39% (214)	3% (17)	6% (30)	21% (117)	545
Baby Boomers: 1946-1964	4% (29)	16% (114)	35% (252)	4% (28)	16% (113)	25% (180)	716
PID: Dem (no lean)	13% (99)	22% (176)	33% (258)	5% (39)	10% (78)	18% (139)	789
PID: Ind (no lean)	8% (66)	24% (192)	34% (264)	5% (39)	7% (52)	22% (171)	784
PID: Rep (no lean)	10% (60)	18% (112)	31% (197)	3% (21)	12% (74)	26% (162)	627
PID/Gender: Dem Men	15% (52)	24% (84)	35% (122)	4% (15)	10% (37)	12% (44)	354
PID/Gender: Dem Women	11% (47)	21% (92)	31% (136)	5% (23)	9% (41)	22% (96)	435
PID/Gender: Ind Men	7% (28)	27% (106)	35% (137)	5% (21)	7% (28)	19% (77)	396
PID/Gender: Ind Women	10% (38)	22% (87)	33% (127)	5% (18)	6% (24)	24% (95)	389
PID/Gender: Rep Men	13% (42)	20% (63)	29% (90)	4% (13)	11% (35)	22% (69)	312
PID/Gender: Rep Women	6% (18)	16% (49)	34% (107)	3% (8)	12% (39)	30% (93)	315
Ideo: Liberal (1-3)	13% (84)	22% (139)	35% (224)	5% (32)	10% (62)	14% (91)	631
Ideo: Moderate (4)	10% (60)	25% (156)	33% (204)	4% (26)	9% (53)	19% (114)	613
Ideo: Conservative (5-7)	7% (48)	20% (140)	33% (226)	4% (31)	11% (77)	25% (169)	691
Educ: < College	10% (159)	22% (326)	30% (447)	5% (73)	10% (155)	23% (353)	1512
Educ: Bachelors degree	8% (34)	23% (101)	41% (184)	3% (13)	7% (33)	18% (79)	444
Educ: Post-grad	13% (32)	22% (54)	36% (89)	5% (13)	7% (16)	17% (40)	244
Income: Under 50k	11% (125)	21% (244)	31% (363)	5% (55)	11% (127)	23% (271)	1186
Income: 50k-100k	9% (65)	23% (162)	36% (259)	5% (34)	7% (48)	20% (143)	711
Income: 100k+	12% (35)	25% (75)	32% (98)	3% (9)	9% (28)	19% (58)	303
Ethnicity: White	9% (154)	22% (376)	33% (575)	4% (70)	9% (163)	22% (383)	1722

Continued on next page

Table HR6_12: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Warner Bros.

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (225)	22% (481)	33% (719)	4% (99)	9% (203)	21% (472)	2200
Ethnicity: Hispanic	16% (55)	28% (99)	25% (86)	4% (15)	7% (23)	20% (71)	349
Ethnicity: Afr. Am.	17% (47)	25% (68)	29% (80)	6% (16)	10% (28)	13% (35)	274
Ethnicity: Other	12% (24)	18% (37)	31% (64)	6% (13)	6% (12)	26% (54)	204
All Christian	9% (95)	21% (215)	33% (346)	6% (58)	12% (130)	19% (202)	1046
All Non-Christian	14% (16)	20% (24)	30% (35)	6% (8)	13% (15)	18% (21)	119
Atheist	9% (8)	16% (15)	49% (45)	5% (5)	1% (0)	19% (18)	91
Agnostic/Nothing in particular	11% (105)	24% (227)	31% (293)	3% (28)	6% (58)	25% (232)	944
Religious Non-Protestant/Catholic	12% (17)	18% (26)	29% (42)	7% (11)	13% (19)	21% (31)	144
Evangelical	11% (64)	23% (132)	29% (166)	3% (19)	12% (71)	21% (121)	573
Non-Evangelical	9% (78)	24% (199)	33% (277)	5% (42)	10% (86)	19% (160)	841
Community: Urban	14% (76)	26% (137)	30% (162)	4% (20)	7% (38)	19% (102)	533
Community: Suburban	9% (99)	22% (229)	33% (345)	5% (54)	11% (119)	20% (207)	1053
Community: Rural	8% (50)	19% (116)	35% (213)	4% (25)	8% (47)	27% (164)	614
Employ: Private Sector	10% (68)	25% (161)	37% (241)	4% (28)	8% (52)	16% (101)	652
Employ: Government	7% (9)	23% (29)	33% (42)	10% (13)	8% (10)	19% (25)	127
Employ: Self-Employed	16% (25)	20% (31)	31% (48)	6% (9)	12% (19)	16% (25)	157
Employ: Homemaker	10% (13)	21% (29)	28% (38)	3% (4)	13% (18)	26% (36)	138
Employ: Retired	4% (17)	15% (73)	35% (169)	4% (21)	14% (70)	28% (135)	485
Employ: Unemployed	13% (42)	26% (86)	30% (97)	3% (9)	5% (16)	23% (75)	325
Employ: Other	5% (8)	19% (31)	32% (53)	3% (5)	10% (16)	31% (50)	163
Military HH: Yes	8% (32)	20% (79)	30% (117)	6% (22)	12% (45)	25% (97)	391
Military HH: No	11% (193)	22% (402)	33% (603)	4% (77)	9% (158)	21% (375)	1809
RD/WT: Right Direction	8% (60)	18% (129)	33% (242)	5% (36)	10% (76)	26% (190)	733
RD/WT: Wrong Track	11% (165)	24% (352)	33% (477)	4% (63)	9% (127)	19% (283)	1467
Trump Job Approve	10% (83)	20% (179)	32% (277)	5% (41)	10% (90)	23% (205)	876
Trump Job Disapprove	11% (136)	22% (277)	34% (420)	4% (51)	9% (108)	19% (240)	1233

Continued on next page

Table HR6_12: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Warner Bros.

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (225)	22% (481)	33% (719)	4% (99)	9% (203)	21% (472)	2200
Trump Job Strongly Approve	10% (50)	17% (84)	28% (139)	4% (21)	12% (58)	28% (137)	488
Trump Job Somewhat Approve	9% (34)	25% (95)	36% (138)	5% (20)	8% (32)	18% (68)	388
Trump Job Somewhat Disapprove	10% (30)	28% (81)	31% (91)	5% (14)	7% (22)	18% (54)	291
Trump Job Strongly Disapprove	11% (107)	21% (196)	35% (328)	4% (38)	9% (86)	20% (187)	942
Favorable of Trump	9% (79)	21% (171)	32% (270)	4% (32)	11% (91)	23% (190)	833
Unfavorable of Trump	11% (137)	23% (279)	34% (415)	5% (64)	8% (101)	18% (223)	1220
Very Favorable of Trump	11% (55)	18% (89)	28% (141)	4% (19)	12% (59)	28% (138)	500
Somewhat Favorable of Trump	7% (24)	25% (82)	39% (130)	4% (13)	10% (32)	16% (53)	333
Somewhat Unfavorable of Trump	8% (17)	27% (55)	32% (65)	7% (15)	9% (18)	17% (35)	206
Very Unfavorable of Trump	12% (120)	22% (224)	35% (350)	5% (49)	8% (83)	18% (188)	1014
#1 Issue: Economy	9% (71)	24% (187)	35% (271)	5% (40)	9% (69)	18% (135)	772
#1 Issue: Security	11% (28)	18% (46)	30% (77)	6% (16)	11% (29)	23% (60)	255
#1 Issue: Health Care	11% (46)	23% (96)	37% (156)	3% (14)	7% (30)	19% (83)	425
#1 Issue: Medicare / Social Security	7% (23)	17% (52)	31% (92)	4% (12)	12% (36)	29% (87)	301
#1 Issue: Women's Issues	22% (21)	20% (18)	19% (18)	5% (5)	1% (1)	33% (31)	94
#1 Issue: Education	15% (18)	30% (36)	25% (30)	1% (2)	12% (15)	16% (20)	120
#1 Issue: Energy	8% (7)	35% (31)	29% (25)	5% (4)	7% (6)	17% (15)	88
#1 Issue: Other	8% (11)	11% (16)	35% (51)	4% (5)	13% (18)	29% (42)	144
2018 House Vote: Democrat	11% (78)	22% (163)	37% (273)	4% (31)	10% (74)	16% (121)	741
2018 House Vote: Republican	8% (49)	19% (119)	34% (209)	4% (27)	11% (70)	23% (141)	615
2018 House Vote: Someone else	8% (7)	24% (20)	29% (24)	4% (3)	14% (12)	21% (17)	83
2016 Vote: Hillary Clinton	9% (63)	21% (137)	38% (256)	5% (32)	9% (60)	18% (117)	666
2016 Vote: Donald Trump	8% (52)	20% (137)	34% (232)	4% (28)	11% (71)	23% (158)	678
2016 Vote: Other	8% (13)	25% (41)	38% (62)	3% (4)	10% (17)	16% (26)	163
2016 Vote: Didn't Vote	14% (97)	24% (165)	24% (169)	5% (34)	8% (55)	25% (171)	690
Voted in 2014: Yes	8% (103)	20% (262)	37% (473)	4% (55)	11% (142)	19% (244)	1278
Voted in 2014: No	13% (122)	24% (219)	27% (247)	5% (44)	7% (62)	25% (228)	922

Continued on next page

Table HR6_12: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Warner Bros.

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (225)	22% (481)	33% (719)	4% (99)	9% (203)	21% (472)	2200
2012 Vote: Barack Obama	10% (80)	20% (168)	38% (320)	5% (38)	10% (80)	18% (147)	834
2012 Vote: Mitt Romney	6% (30)	19% (96)	36% (181)	3% (15)	12% (59)	23% (117)	497
2012 Vote: Other	5% (4)	29% (25)	31% (26)	3% (3)	12% (11)	20% (17)	86
2012 Vote: Didn't Vote	14% (111)	25% (192)	24% (190)	5% (43)	7% (54)	25% (192)	781
4-Region: Northeast	12% (46)	20% (77)	36% (141)	4% (14)	8% (32)	21% (84)	394
4-Region: Midwest	9% (40)	22% (102)	33% (151)	5% (22)	10% (46)	22% (101)	462
4-Region: South	11% (88)	23% (193)	30% (248)	4% (36)	10% (80)	22% (179)	824
4-Region: West	10% (51)	21% (109)	34% (178)	5% (27)	9% (45)	21% (109)	520
Watch TV: Every day	14% (146)	23% (251)	33% (350)	4% (39)	10% (103)	17% (182)	1071
Watch TV: Several times per week	9% (47)	24% (120)	35% (171)	5% (22)	8% (39)	19% (94)	492
Watch TV: About once per week	8% (14)	20% (36)	34% (62)	12% (22)	5% (8)	23% (42)	184
Watch TV: Several times per month	5% (5)	25% (29)	35% (41)	5% (6)	12% (14)	18% (20)	116
Watch TV: About once per month	4% (2)	33% (17)	19% (10)	5% (2)	9% (5)	31% (16)	51
Watch TV: Less often than once per month	8% (6)	13% (10)	32% (26)	1% (1)	14% (11)	32% (27)	82
Watch TV: Never	2% (4)	9% (18)	29% (60)	3% (6)	11% (23)	46% (93)	204
Watch Movies: Every day	24% (94)	22% (85)	26% (101)	4% (14)	7% (28)	17% (67)	390
Watch Movies: Several times per week	12% (70)	27% (157)	33% (188)	5% (26)	6% (34)	18% (103)	577
Watch Movies: About once per week	6% (21)	28% (94)	35% (120)	9% (29)	7% (23)	15% (52)	338
Watch Movies: Several times per month	6% (14)	27% (66)	36% (91)	2% (6)	10% (24)	19% (48)	250
Watch Movies: About once per month	5% (10)	13% (27)	39% (81)	6% (12)	13% (28)	24% (50)	209
Watch Movies: Less often than once per month	7% (15)	10% (22)	41% (92)	2% (5)	15% (34)	24% (54)	221
Watch Movies: Never	— (1)	14% (29)	22% (47)	3% (7)	15% (33)	46% (99)	215
Watch Sporting Events: Every day	24% (28)	22% (25)	32% (37)	7% (8)	4% (4)	10% (12)	115
Watch Sporting Events: Several times per week	19% (48)	27% (68)	29% (74)	4% (9)	10% (24)	11% (29)	253
Watch Sporting Events: About once per week	11% (24)	26% (57)	32% (70)	9% (21)	7% (14)	14% (31)	219
Watch Sporting Events: Several times per month	12% (23)	29% (57)	31% (63)	8% (16)	6% (11)	15% (30)	200
Watch Sporting Events: About once per month	4% (6)	29% (48)	32% (52)	6% (9)	12% (20)	18% (29)	166
Watch Sporting Events: Less often than once per month	10% (39)	21% (84)	37% (149)	3% (11)	10% (40)	20% (80)	403
Watch Sporting Events: Never	7% (56)	17% (141)	32% (273)	3% (25)	11% (89)	31% (260)	844

Continued on next page

Table HR6_12: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Warner Bros.

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (225)	22% (481)	33% (719)	4% (99)	9% (203)	21% (472)	2200
Cable TV: Currently subscribe	12% (121)	23% (236)	34% (351)	4% (42)	9% (90)	18% (180)	1020
Cable TV: Subscribed in past	10% (70)	23% (164)	34% (242)	6% (42)	9% (62)	20% (141)	721
Cable TV: Never subscribed	8% (35)	18% (82)	27% (126)	3% (14)	11% (51)	33% (152)	459
Satellite TV: Currently subscribe	12% (57)	20% (92)	33% (153)	3% (16)	12% (55)	20% (90)	462
Satellite TV: Subscribed in past	12% (72)	27% (168)	33% (202)	6% (39)	6% (38)	16% (100)	618
Satellite TV: Never subscribed	9% (97)	20% (221)	33% (365)	4% (44)	10% (111)	25% (283)	1121
Streaming Services: Currently subscribe	12% (170)	26% (352)	35% (474)	4% (51)	6% (83)	17% (239)	1369
Streaming Services: Subscribed in past	9% (20)	20% (44)	24% (53)	11% (25)	11% (24)	24% (52)	217
Streaming Services: Never subscribed	6% (34)	14% (85)	31% (193)	4% (24)	16% (97)	30% (181)	614
Film: An avid fan	19% (130)	26% (178)	27% (185)	5% (33)	8% (55)	15% (104)	685
Film: A casual fan	7% (89)	22% (279)	37% (463)	5% (56)	9% (108)	20% (247)	1242
Film: Not a fan	2% (6)	9% (24)	26% (72)	4% (10)	15% (40)	44% (121)	272
Television: An avid fan	14% (131)	24% (232)	31% (297)	5% (45)	10% (96)	17% (161)	961
Television: A casual fan	8% (90)	21% (229)	35% (374)	5% (50)	9% (92)	22% (232)	1067
Television: Not a fan	3% (4)	12% (20)	28% (49)	2% (4)	9% (15)	46% (80)	172
Music: An avid fan	15% (150)	27% (271)	28% (286)	5% (49)	8% (85)	18% (181)	1021
Music: A casual fan	7% (69)	19% (195)	38% (387)	5% (47)	10% (102)	22% (231)	1031
Music: Not a fan	4% (6)	10% (15)	32% (47)	2% (3)	11% (16)	41% (61)	147
Fashion: An avid fan	24% (67)	21% (59)	20% (57)	6% (17)	9% (25)	19% (54)	280
Fashion: A casual fan	10% (90)	25% (226)	33% (302)	5% (46)	9% (80)	18% (164)	909
Fashion: Not a fan	7% (68)	19% (196)	36% (360)	3% (35)	10% (98)	25% (254)	1011
Parents	9% (88)	23% (227)	33% (326)	4% (42)	10% (94)	21% (211)	989
Current Netflix Subscribers	15% (168)	26% (296)	32% (366)	5% (57)	7% (78)	16% (188)	1152
Current HBO Now Subscribers	25% (47)	24% (45)	24% (45)	11% (20)	5% (9)	12% (22)	188
Current Disney+ Subscribers	18% (99)	27% (145)	31% (167)	7% (35)	3% (18)	14% (74)	539

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

Table HR6_13: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
New Line Cinema

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (134)	13% (279)	35% (775)	5% (102)	12% (266)	29% (644)	2200
Gender: Male	8% (84)	15% (156)	36% (380)	6% (61)	12% (123)	24% (259)	1062
Gender: Female	4% (51)	11% (123)	35% (395)	4% (41)	13% (143)	34% (385)	1138
Age: 18-34	7% (49)	11% (74)	34% (220)	6% (42)	10% (63)	32% (207)	655
Age: 35-44	11% (41)	19% (67)	35% (126)	4% (15)	8% (30)	22% (78)	358
Age: 45-64	5% (36)	13% (97)	37% (281)	4% (31)	13% (96)	28% (210)	751
Age: 65+	2% (9)	9% (41)	34% (148)	3% (14)	18% (77)	34% (149)	436
GenZers: 1997-2012	6% (17)	8% (24)	29% (86)	10% (30)	10% (29)	36% (106)	292
Millennials: 1981-1996	8% (46)	15% (84)	36% (197)	4% (22)	9% (50)	27% (147)	545
GenXers: 1965-1980	9% (49)	17% (90)	37% (202)	4% (24)	10% (53)	23% (126)	545
Baby Boomers: 1946-1964	3% (22)	11% (79)	35% (252)	3% (22)	16% (113)	32% (229)	716
PID: Dem (no lean)	6% (48)	15% (116)	35% (280)	4% (34)	13% (104)	26% (206)	789
PID: Ind (no lean)	6% (46)	13% (100)	36% (284)	5% (36)	9% (71)	32% (248)	784
PID: Rep (no lean)	6% (40)	10% (63)	34% (211)	5% (32)	15% (91)	30% (190)	627
PID/Gender: Dem Men	8% (27)	18% (64)	35% (123)	6% (22)	12% (41)	21% (76)	354
PID/Gender: Dem Women	5% (21)	12% (52)	36% (157)	3% (12)	14% (63)	30% (131)	435
PID/Gender: Ind Men	7% (28)	15% (58)	37% (146)	5% (21)	9% (37)	27% (106)	396
PID/Gender: Ind Women	5% (19)	11% (41)	35% (138)	4% (15)	9% (34)	37% (142)	389
PID/Gender: Rep Men	9% (29)	11% (33)	35% (110)	6% (18)	14% (44)	25% (78)	312
PID/Gender: Rep Women	3% (11)	10% (30)	32% (101)	4% (14)	15% (47)	36% (112)	315
Ideo: Liberal (1-3)	7% (41)	16% (101)	35% (219)	6% (38)	12% (73)	25% (159)	631
Ideo: Moderate (4)	5% (32)	15% (93)	37% (227)	4% (28)	13% (78)	25% (155)	613
Ideo: Conservative (5-7)	6% (45)	10% (72)	37% (254)	4% (27)	12% (85)	30% (209)	691
Educ: < College	6% (96)	11% (170)	32% (486)	5% (78)	14% (207)	31% (475)	1512
Educ: Bachelors degree	4% (20)	15% (65)	45% (198)	4% (17)	8% (34)	25% (109)	444
Educ: Post-grad	7% (18)	18% (44)	37% (91)	3% (6)	10% (25)	25% (60)	244
Income: Under 50k	6% (76)	10% (119)	32% (380)	6% (72)	14% (162)	32% (376)	1186
Income: 50k-100k	5% (38)	15% (109)	39% (274)	3% (22)	10% (71)	28% (197)	711
Income: 100k+	7% (20)	17% (52)	40% (121)	2% (7)	11% (33)	23% (71)	303
Ethnicity: White	5% (90)	12% (210)	37% (631)	4% (72)	11% (192)	31% (527)	1722

Continued on next page

Table HR6_13: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
New Line Cinema

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (134)	13% (279)	35% (775)	5% (102)	12% (266)	29% (644)	2200
Ethnicity: Hispanic	8% (29)	11% (37)	34% (120)	7% (26)	11% (38)	28% (99)	349
Ethnicity: Afr. Am.	12% (34)	15% (41)	28% (78)	7% (19)	17% (46)	20% (56)	274
Ethnicity: Other	5% (11)	14% (28)	32% (65)	5% (11)	14% (28)	30% (62)	204
All Christian	5% (54)	13% (134)	36% (375)	5% (57)	13% (137)	28% (289)	1046
All Non-Christian	7% (8)	12% (14)	31% (37)	5% (6)	18% (21)	28% (33)	119
Atheist	5% (4)	18% (16)	45% (41)	3% (3)	2% (2)	28% (25)	91
Agnostic/Nothing in particular	7% (68)	12% (115)	34% (322)	4% (35)	11% (106)	31% (297)	944
Religious Non-Protestant/Catholic	6% (8)	10% (14)	30% (43)	6% (9)	18% (26)	30% (44)	144
Evangelical	7% (38)	13% (72)	34% (197)	4% (26)	13% (73)	29% (167)	573
Non-Evangelical	5% (41)	14% (115)	35% (297)	5% (45)	13% (109)	28% (234)	841
Community: Urban	9% (45)	16% (87)	29% (157)	5% (29)	11% (57)	30% (158)	533
Community: Suburban	5% (51)	12% (122)	40% (417)	4% (42)	13% (139)	27% (281)	1053
Community: Rural	6% (38)	11% (70)	33% (200)	5% (31)	11% (70)	33% (205)	614
Employ: Private Sector	6% (40)	16% (103)	42% (273)	5% (35)	11% (70)	20% (131)	652
Employ: Government	7% (9)	14% (18)	33% (41)	4% (5)	10% (12)	33% (42)	127
Employ: Self-Employed	13% (21)	14% (22)	29% (46)	10% (16)	18% (27)	16% (24)	157
Employ: Homemaker	5% (8)	12% (16)	33% (46)	4% (5)	12% (17)	34% (47)	138
Employ: Retired	2% (9)	10% (48)	35% (169)	3% (14)	14% (69)	37% (177)	485
Employ: Unemployed	10% (34)	15% (48)	30% (96)	4% (14)	8% (26)	33% (107)	325
Employ: Other	5% (8)	8% (13)	32% (52)	1% (2)	16% (26)	38% (62)	163
Military HH: Yes	4% (16)	13% (50)	33% (129)	3% (13)	15% (59)	32% (125)	391
Military HH: No	7% (118)	13% (229)	36% (646)	5% (89)	11% (208)	29% (519)	1809
RD/WT: Right Direction	6% (45)	11% (79)	33% (245)	5% (36)	13% (96)	32% (233)	733
RD/WT: Wrong Track	6% (90)	14% (201)	36% (530)	4% (66)	12% (170)	28% (411)	1467
Trump Job Approve	6% (56)	13% (112)	35% (307)	5% (41)	13% (110)	29% (250)	876
Trump Job Disapprove	6% (75)	13% (163)	36% (441)	5% (56)	11% (137)	29% (360)	1233

Continued on next page

Table HR6_13: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
New Line Cinema

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (134)	13% (279)	35% (775)	5% (102)	12% (266)	29% (644)	2200
Trump Job Strongly Approve	7% (34)	12% (58)	31% (150)	4% (21)	15% (75)	31% (149)	488
Trump Job Somewhat Approve	6% (22)	14% (54)	40% (157)	5% (20)	9% (35)	26% (101)	388
Trump Job Somewhat Disapprove	6% (17)	13% (39)	35% (103)	4% (12)	11% (31)	31% (89)	291
Trump Job Strongly Disapprove	6% (58)	13% (124)	36% (338)	5% (44)	11% (106)	29% (271)	942
Favorable of Trump	6% (50)	13% (110)	35% (289)	4% (35)	13% (110)	29% (238)	833
Unfavorable of Trump	6% (78)	13% (161)	37% (449)	4% (53)	11% (137)	28% (342)	1220
Very Favorable of Trump	7% (33)	12% (62)	30% (149)	4% (19)	15% (75)	32% (162)	500
Somewhat Favorable of Trump	5% (17)	15% (49)	42% (139)	5% (16)	11% (35)	23% (77)	333
Somewhat Unfavorable of Trump	8% (17)	14% (28)	36% (75)	4% (8)	9% (18)	29% (60)	206
Very Unfavorable of Trump	6% (61)	13% (133)	37% (374)	4% (45)	12% (119)	28% (283)	1014
#1 Issue: Economy	8% (59)	14% (112)	38% (293)	4% (33)	12% (90)	24% (187)	772
#1 Issue: Security	6% (14)	8% (22)	34% (88)	6% (16)	16% (41)	29% (74)	255
#1 Issue: Health Care	8% (32)	15% (62)	39% (164)	3% (13)	8% (33)	28% (120)	425
#1 Issue: Medicare / Social Security	5% (16)	10% (31)	29% (89)	3% (8)	13% (39)	39% (118)	301
#1 Issue: Women's Issues	4% (3)	10% (9)	28% (26)	8% (8)	5% (4)	46% (43)	94
#1 Issue: Education	5% (6)	17% (21)	32% (39)	4% (4)	20% (24)	22% (26)	120
#1 Issue: Energy	2% (2)	17% (15)	31% (27)	16% (14)	11% (10)	23% (20)	88
#1 Issue: Other	2% (2)	5% (8)	34% (50)	4% (5)	17% (25)	38% (55)	144
2018 House Vote: Democrat	6% (47)	17% (125)	36% (267)	4% (33)	12% (86)	25% (184)	741
2018 House Vote: Republican	6% (38)	10% (64)	38% (233)	4% (23)	13% (82)	28% (174)	615
2018 House Vote: Someone else	5% (4)	11% (10)	29% (24)	10% (8)	22% (18)	22% (19)	83
2016 Vote: Hillary Clinton	6% (39)	17% (111)	37% (246)	4% (26)	11% (72)	26% (172)	666
2016 Vote: Donald Trump	6% (41)	12% (78)	37% (252)	5% (31)	12% (84)	28% (191)	678
2016 Vote: Other	6% (9)	16% (26)	39% (64)	3% (5)	10% (16)	26% (43)	163
2016 Vote: Didn't Vote	7% (45)	9% (64)	31% (212)	6% (40)	13% (93)	34% (237)	690
Voted in 2014: Yes	6% (74)	14% (178)	37% (473)	4% (47)	13% (168)	26% (337)	1278
Voted in 2014: No	7% (60)	11% (101)	33% (302)	6% (54)	11% (98)	33% (307)	922

Continued on next page

Table HR6_13: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
New Line Cinema

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (134)	13% (279)	35% (775)	5% (102)	12% (266)	29% (644)	2200
2012 Vote: Barack Obama	5% (46)	16% (136)	38% (316)	3% (29)	12% (97)	25% (211)	834
2012 Vote: Mitt Romney	5% (24)	11% (53)	37% (186)	3% (15)	13% (65)	31% (155)	497
2012 Vote: Other	7% (6)	13% (11)	34% (29)	6% (5)	16% (13)	24% (21)	86
2012 Vote: Didn't Vote	7% (58)	10% (79)	31% (242)	7% (53)	12% (91)	33% (258)	781
4-Region: Northeast	5% (21)	15% (61)	35% (136)	5% (21)	9% (36)	30% (119)	394
4-Region: Midwest	5% (25)	12% (57)	37% (170)	4% (20)	12% (55)	29% (135)	462
4-Region: South	8% (66)	12% (96)	33% (268)	4% (35)	13% (105)	31% (254)	824
4-Region: West	4% (23)	12% (65)	39% (201)	5% (26)	13% (70)	26% (136)	520
Watch TV: Every day	8% (86)	12% (125)	38% (403)	4% (43)	12% (134)	26% (281)	1071
Watch TV: Several times per week	7% (33)	17% (84)	35% (174)	5% (24)	11% (53)	25% (124)	492
Watch TV: About once per week	4% (7)	14% (26)	36% (67)	7% (13)	12% (23)	26% (48)	184
Watch TV: Several times per month	4% (5)	17% (20)	31% (35)	9% (10)	11% (13)	28% (33)	116
Watch TV: About once per month	1% (1)	12% (6)	36% (18)	2% (1)	8% (4)	41% (21)	51
Watch TV: Less often than once per month	3% (2)	14% (12)	22% (18)	8% (7)	16% (13)	37% (31)	82
Watch TV: Never	— (1)	3% (7)	29% (59)	2% (4)	13% (25)	53% (108)	204
Watch Movies: Every day	16% (63)	15% (59)	29% (111)	4% (16)	12% (47)	24% (94)	390
Watch Movies: Several times per week	9% (50)	17% (98)	36% (206)	4% (22)	9% (50)	26% (152)	577
Watch Movies: About once per week	2% (7)	14% (49)	44% (149)	6% (19)	11% (36)	23% (78)	338
Watch Movies: Several times per month	3% (8)	13% (33)	39% (96)	7% (18)	11% (27)	27% (67)	250
Watch Movies: About once per month	1% (3)	9% (18)	39% (81)	5% (10)	15% (31)	31% (65)	209
Watch Movies: Less often than once per month	1% (3)	6% (13)	38% (85)	4% (9)	18% (41)	32% (71)	221
Watch Movies: Never	— (0)	4% (9)	22% (47)	4% (9)	16% (35)	54% (116)	215
Watch Sporting Events: Every day	16% (19)	18% (21)	39% (45)	4% (5)	13% (16)	9% (11)	115
Watch Sporting Events: Several times per week	10% (25)	17% (44)	38% (97)	3% (8)	12% (30)	19% (49)	253
Watch Sporting Events: About once per week	10% (22)	13% (29)	39% (85)	10% (22)	10% (21)	19% (41)	219
Watch Sporting Events: Several times per month	6% (13)	18% (37)	34% (69)	7% (14)	11% (22)	23% (47)	200
Watch Sporting Events: About once per month	1% (2)	13% (21)	40% (66)	10% (17)	13% (21)	24% (40)	166
Watch Sporting Events: Less often than once per month	8% (32)	14% (58)	37% (147)	3% (13)	13% (50)	25% (101)	403
Watch Sporting Events: Never	3% (22)	8% (70)	32% (266)	3% (22)	13% (107)	42% (357)	844

Continued on next page

Table HR6_13: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?

New Line Cinema

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (134)	13% (279)	35% (775)	5% (102)	12% (266)	29% (644)	2200
Cable TV: Currently subscribe	7% (72)	15% (151)	35% (359)	4% (44)	11% (116)	27% (279)	1020
Cable TV: Subscribed in past	5% (35)	12% (87)	40% (287)	5% (36)	12% (90)	26% (187)	721
Cable TV: Never subscribed	6% (28)	9% (41)	28% (129)	5% (22)	13% (61)	39% (178)	459
Satellite TV: Currently subscribe	8% (38)	13% (59)	35% (161)	3% (16)	15% (69)	26% (120)	462
Satellite TV: Subscribed in past	6% (38)	15% (94)	40% (245)	6% (34)	9% (53)	25% (154)	618
Satellite TV: Never subscribed	5% (59)	11% (127)	33% (369)	5% (52)	13% (144)	33% (370)	1121
Streaming Services: Currently subscribe	7% (102)	16% (215)	38% (525)	4% (54)	9% (120)	26% (353)	1369
Streaming Services: Subscribed in past	5% (11)	10% (22)	27% (58)	7% (16)	19% (41)	32% (70)	217
Streaming Services: Never subscribed	4% (22)	7% (43)	31% (192)	5% (32)	17% (105)	36% (220)	614
Film: An avid fan	13% (91)	18% (126)	30% (208)	6% (41)	8% (55)	24% (164)	685
Film: A casual fan	3% (37)	12% (143)	41% (505)	4% (48)	13% (167)	28% (343)	1242
Film: Not a fan	2% (6)	4% (10)	23% (62)	5% (13)	16% (45)	50% (137)	272
Television: An avid fan	10% (92)	15% (148)	33% (314)	4% (40)	11% (110)	27% (257)	961
Television: A casual fan	4% (40)	11% (116)	38% (403)	5% (55)	13% (139)	29% (314)	1067
Television: Not a fan	1% (2)	9% (15)	33% (57)	4% (7)	10% (17)	43% (74)	172
Music: An avid fan	10% (101)	15% (157)	33% (340)	3% (35)	12% (119)	26% (269)	1021
Music: A casual fan	3% (32)	11% (112)	38% (387)	6% (58)	12% (128)	30% (314)	1031
Music: Not a fan	1% (1)	7% (11)	32% (48)	6% (8)	13% (19)	41% (61)	147
Fashion: An avid fan	14% (39)	18% (50)	26% (73)	3% (10)	12% (33)	27% (75)	280
Fashion: A casual fan	7% (63)	15% (133)	35% (315)	4% (41)	12% (112)	27% (244)	909
Fashion: Not a fan	3% (32)	9% (96)	38% (387)	5% (51)	12% (121)	32% (325)	1011
Parents	8% (78)	14% (139)	34% (335)	3% (33)	13% (131)	27% (272)	989
Current Netflix Subscribers	9% (99)	16% (179)	36% (414)	5% (57)	11% (124)	24% (279)	1152
Current HBO Now Subscribers	17% (33)	24% (45)	30% (56)	2% (4)	8% (15)	19% (35)	188
Current Disney+ Subscribers	12% (63)	18% (94)	37% (202)	4% (24)	7% (39)	22% (117)	539

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

Table HR6_14: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Rooster Teeth

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	2% (40)	4% (91)	30% (659)	5% (107)	15% (323)	45% (980)	2200
Gender: Male	3% (30)	7% (69)	31% (333)	6% (64)	15% (162)	38% (403)	1062
Gender: Female	1% (10)	2% (21)	29% (326)	4% (43)	14% (161)	51% (577)	1138
Age: 18-34	5% (30)	7% (45)	33% (218)	5% (30)	10% (68)	41% (266)	655
Age: 35-44	2% (7)	6% (22)	29% (103)	8% (27)	9% (33)	47% (167)	358
Age: 45-64	— (3)	3% (23)	30% (223)	5% (34)	15% (115)	47% (353)	751
Age: 65+	— (0)	— (2)	26% (116)	4% (17)	25% (108)	44% (194)	436
GenZers: 1997-2012	6% (18)	8% (23)	34% (100)	4% (13)	12% (36)	35% (103)	292
Millennials: 1981-1996	3% (14)	7% (36)	31% (169)	6% (34)	9% (52)	44% (240)	545
GenXers: 1965-1980	1% (5)	4% (23)	32% (172)	5% (27)	10% (54)	48% (264)	545
Baby Boomers: 1946-1964	— (2)	1% (8)	26% (189)	4% (31)	21% (150)	47% (335)	716
PID: Dem (no lean)	2% (19)	6% (44)	31% (241)	4% (35)	16% (129)	41% (320)	789
PID: Ind (no lean)	1% (10)	3% (27)	31% (241)	5% (40)	12% (91)	48% (376)	784
PID: Rep (no lean)	2% (11)	3% (20)	28% (177)	5% (32)	16% (103)	45% (284)	627
PID/Gender: Dem Men	4% (14)	9% (30)	31% (108)	6% (23)	16% (58)	34% (120)	354
PID/Gender: Dem Women	1% (5)	3% (14)	31% (133)	3% (12)	16% (71)	46% (200)	435
PID/Gender: Ind Men	1% (5)	6% (24)	32% (127)	6% (23)	13% (50)	42% (166)	396
PID/Gender: Ind Women	1% (4)	1% (3)	29% (113)	4% (17)	11% (42)	54% (210)	389
PID/Gender: Rep Men	3% (10)	5% (15)	31% (98)	6% (18)	17% (55)	37% (117)	312
PID/Gender: Rep Women	— (1)	2% (5)	25% (79)	4% (14)	15% (48)	53% (167)	315
Ideo: Liberal (1-3)	3% (21)	6% (40)	32% (204)	5% (29)	16% (100)	38% (237)	631
Ideo: Moderate (4)	2% (12)	6% (34)	31% (188)	5% (30)	14% (86)	43% (265)	613
Ideo: Conservative (5-7)	1% (7)	2% (15)	30% (205)	6% (38)	16% (113)	45% (313)	691
Educ: < College	2% (24)	4% (59)	27% (415)	5% (73)	16% (246)	46% (695)	1512
Educ: Bachelors degree	2% (8)	4% (20)	36% (160)	6% (25)	11% (48)	41% (183)	444
Educ: Post-grad	3% (8)	5% (12)	34% (84)	4% (10)	12% (29)	42% (102)	244
Income: Under 50k	2% (20)	4% (49)	27% (322)	4% (51)	16% (189)	47% (554)	1186
Income: 50k-100k	2% (13)	4% (25)	32% (230)	6% (42)	12% (88)	44% (314)	711
Income: 100k+	2% (7)	5% (17)	35% (107)	5% (15)	15% (46)	37% (112)	303
Ethnicity: White	2% (26)	4% (70)	30% (523)	5% (83)	13% (225)	46% (793)	1722

Continued on next page

Table HR6_14: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Rooster Teeth

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	2% (40)	4% (91)	30% (659)	5% (107)	15% (323)	45% (980)	2200
Ethnicity: Hispanic	3% (10)	6% (23)	32% (112)	3% (11)	9% (31)	47% (163)	349
Ethnicity: Afr. Am.	4% (11)	3% (8)	29% (80)	6% (16)	26% (71)	32% (88)	274
Ethnicity: Other	1% (2)	6% (12)	28% (56)	4% (8)	13% (27)	48% (99)	204
All Christian	2% (16)	4% (42)	30% (316)	5% (54)	17% (180)	42% (439)	1046
All Non-Christian	3% (3)	9% (11)	29% (34)	6% (7)	20% (24)	33% (40)	119
Atheist	3% (2)	8% (7)	36% (32)	5% (4)	4% (3)	46% (42)	91
Agnostic/Nothing in particular	2% (18)	3% (32)	29% (276)	4% (42)	12% (116)	49% (460)	944
Religious Non-Protestant/Catholic	2% (3)	7% (11)	26% (38)	7% (10)	19% (28)	38% (55)	144
Evangelical	3% (16)	4% (20)	28% (158)	5% (26)	19% (110)	42% (244)	573
Non-Evangelical	1% (9)	4% (31)	31% (261)	5% (43)	15% (129)	44% (368)	841
Community: Urban	3% (14)	5% (25)	30% (158)	5% (25)	15% (79)	43% (231)	533
Community: Suburban	2% (20)	4% (46)	31% (326)	5% (57)	16% (163)	42% (440)	1053
Community: Rural	1% (6)	3% (19)	28% (175)	4% (25)	13% (80)	50% (309)	614
Employ: Private Sector	3% (21)	5% (35)	36% (231)	6% (37)	12% (81)	38% (247)	652
Employ: Government	3% (3)	5% (7)	27% (34)	6% (8)	16% (20)	43% (54)	127
Employ: Self-Employed	2% (3)	4% (6)	29% (46)	7% (11)	16% (25)	42% (65)	157
Employ: Homemaker	— (0)	4% (6)	29% (41)	2% (3)	13% (18)	52% (71)	138
Employ: Retired	1% (3)	1% (3)	26% (127)	4% (18)	21% (102)	48% (231)	485
Employ: Unemployed	1% (3)	6% (18)	27% (88)	5% (15)	10% (32)	52% (169)	325
Employ: Other	1% (2)	2% (4)	24% (39)	2% (4)	15% (24)	55% (89)	163
Military HH: Yes	2% (8)	3% (14)	26% (103)	5% (19)	16% (64)	47% (184)	391
Military HH: No	2% (32)	4% (77)	31% (556)	5% (88)	14% (260)	44% (796)	1809
RD/WT: Right Direction	2% (12)	4% (31)	30% (218)	5% (40)	15% (108)	44% (324)	733
RD/WT: Wrong Track	2% (28)	4% (60)	30% (441)	5% (68)	15% (215)	45% (656)	1467
Trump Job Approve	2% (22)	4% (32)	29% (252)	5% (42)	15% (131)	45% (398)	876
Trump Job Disapprove	1% (18)	5% (57)	31% (386)	5% (63)	14% (178)	43% (531)	1233

Continued on next page

Table HR6_14: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Rooster Teeth

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	2% (40)	4% (91)	30% (659)	5% (107)	15% (323)	45% (980)	2200
Trump Job Strongly Approve	2% (11)	3% (14)	28% (135)	4% (19)	17% (83)	46% (225)	488
Trump Job Somewhat Approve	3% (10)	5% (18)	30% (117)	6% (22)	12% (48)	45% (173)	388
Trump Job Somewhat Disapprove	— (0)	7% (22)	32% (92)	6% (19)	14% (40)	41% (118)	291
Trump Job Strongly Disapprove	2% (17)	4% (36)	31% (294)	5% (44)	15% (138)	44% (413)	942
Favorable of Trump	2% (18)	4% (32)	28% (232)	5% (42)	15% (128)	46% (381)	833
Unfavorable of Trump	2% (22)	5% (56)	31% (383)	5% (60)	15% (180)	43% (519)	1220
Very Favorable of Trump	3% (13)	2% (12)	26% (128)	4% (21)	17% (83)	48% (242)	500
Somewhat Favorable of Trump	2% (5)	6% (20)	31% (103)	6% (21)	14% (45)	42% (139)	333
Somewhat Unfavorable of Trump	2% (5)	6% (12)	28% (57)	9% (18)	15% (31)	41% (84)	206
Very Unfavorable of Trump	2% (17)	4% (44)	32% (326)	4% (42)	15% (149)	43% (435)	1014
#1 Issue: Economy	2% (15)	3% (26)	32% (247)	6% (47)	13% (104)	43% (333)	772
#1 Issue: Security	3% (7)	5% (14)	31% (79)	3% (8)	18% (47)	39% (101)	255
#1 Issue: Health Care	1% (6)	6% (24)	32% (135)	4% (16)	12% (52)	46% (194)	425
#1 Issue: Medicare / Social Security	1% (3)	2% (5)	22% (68)	6% (18)	21% (65)	47% (143)	301
#1 Issue: Women's Issues	2% (2)	2% (2)	30% (28)	5% (5)	7% (7)	55% (51)	94
#1 Issue: Education	3% (3)	7% (9)	29% (35)	4% (5)	16% (19)	41% (49)	120
#1 Issue: Energy	2% (2)	9% (8)	40% (35)	4% (4)	10% (8)	35% (31)	88
#1 Issue: Other	2% (2)	3% (4)	23% (33)	4% (5)	15% (22)	54% (78)	144
2018 House Vote: Democrat	1% (10)	4% (32)	33% (247)	4% (31)	16% (121)	41% (301)	741
2018 House Vote: Republican	2% (12)	4% (23)	29% (176)	4% (27)	17% (102)	45% (275)	615
2018 House Vote: Someone else	— (0)	2% (2)	17% (14)	10% (8)	22% (18)	49% (41)	83
2016 Vote: Hillary Clinton	2% (14)	3% (22)	33% (219)	4% (29)	15% (99)	42% (282)	666
2016 Vote: Donald Trump	1% (9)	4% (26)	29% (197)	5% (37)	15% (105)	45% (304)	678
2016 Vote: Other	— (1)	5% (8)	25% (41)	6% (10)	14% (24)	49% (80)	163
2016 Vote: Didn't Vote	2% (15)	5% (35)	29% (200)	5% (32)	14% (95)	45% (313)	690
Voted in 2014: Yes	2% (24)	3% (37)	30% (387)	5% (58)	17% (214)	44% (557)	1278
Voted in 2014: No	2% (15)	6% (53)	29% (272)	5% (49)	12% (109)	46% (423)	922

Continued on next page

Table HR6_14: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Rooster Teeth

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	2% (40)	4% (91)	30% (659)	5% (107)	15% (323)	45% (980)	2200
2012 Vote: Barack Obama	2% (19)	3% (27)	32% (263)	4% (36)	16% (137)	42% (352)	834
2012 Vote: Mitt Romney	1% (6)	2% (9)	27% (135)	5% (25)	17% (85)	48% (239)	497
2012 Vote: Other	1% (1)	6% (5)	28% (24)	6% (5)	17% (15)	42% (36)	86
2012 Vote: Didn't Vote	2% (14)	6% (50)	30% (235)	5% (41)	11% (87)	45% (353)	781
4-Region: Northeast	1% (3)	6% (25)	29% (115)	6% (25)	13% (52)	44% (174)	394
4-Region: Midwest	1% (3)	3% (12)	32% (149)	6% (30)	15% (69)	43% (199)	462
4-Region: South	3% (22)	3% (25)	28% (227)	5% (38)	15% (125)	47% (387)	824
4-Region: West	2% (12)	5% (28)	32% (167)	3% (15)	15% (77)	42% (220)	520
Watch TV: Every day	2% (23)	4% (41)	32% (342)	5% (52)	16% (173)	41% (441)	1071
Watch TV: Several times per week	2% (9)	4% (21)	29% (145)	6% (28)	11% (56)	47% (232)	492
Watch TV: About once per week	2% (4)	6% (11)	36% (65)	5% (9)	14% (26)	37% (69)	184
Watch TV: Several times per month	— (0)	8% (9)	26% (30)	9% (11)	13% (15)	44% (51)	116
Watch TV: About once per month	6% (3)	5% (3)	30% (15)	1% (1)	15% (8)	42% (22)	51
Watch TV: Less often than once per month	1% (1)	2% (2)	18% (15)	7% (6)	18% (15)	53% (44)	82
Watch TV: Never	— (0)	2% (4)	23% (46)	— (1)	15% (31)	60% (121)	204
Watch Movies: Every day	3% (11)	5% (21)	30% (116)	5% (19)	15% (60)	41% (161)	390
Watch Movies: Several times per week	3% (18)	3% (19)	32% (183)	6% (35)	10% (60)	45% (262)	577
Watch Movies: About once per week	1% (5)	4% (13)	36% (122)	4% (14)	13% (44)	42% (141)	338
Watch Movies: Several times per month	1% (2)	6% (16)	32% (80)	5% (11)	13% (33)	43% (108)	250
Watch Movies: About once per month	1% (2)	6% (13)	27% (56)	4% (9)	21% (44)	40% (84)	209
Watch Movies: Less often than once per month	1% (2)	3% (6)	28% (63)	6% (14)	20% (44)	42% (93)	221
Watch Movies: Never	— (0)	1% (3)	19% (40)	2% (4)	17% (37)	61% (131)	215
Watch Sporting Events: Every day	5% (6)	6% (7)	45% (52)	8% (9)	11% (13)	25% (29)	115
Watch Sporting Events: Several times per week	4% (10)	8% (19)	37% (94)	5% (12)	15% (37)	32% (81)	253
Watch Sporting Events: About once per week	1% (2)	6% (13)	31% (68)	8% (17)	14% (32)	40% (87)	219
Watch Sporting Events: Several times per month	4% (8)	7% (14)	31% (62)	7% (14)	11% (23)	40% (80)	200
Watch Sporting Events: About once per month	2% (3)	— (0)	35% (58)	4% (6)	19% (31)	41% (68)	166
Watch Sporting Events: Less often than once per month	1% (2)	4% (17)	29% (116)	5% (18)	16% (63)	46% (186)	403
Watch Sporting Events: Never	1% (10)	2% (20)	25% (209)	4% (30)	15% (125)	53% (449)	844

Continued on next page

Table HR6_14: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Rooster Teeth

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	2% (40)	4% (91)	30% (659)	5% (107)	15% (323)	45% (980)	2200
Cable TV: Currently subscribe	2% (16)	5% (56)	31% (321)	6% (61)	14% (143)	41% (422)	1020
Cable TV: Subscribed in past	2% (15)	2% (17)	32% (234)	4% (28)	15% (105)	45% (322)	721
Cable TV: Never subscribed	2% (8)	4% (18)	23% (104)	4% (18)	16% (75)	51% (236)	459
Satellite TV: Currently subscribe	5% (21)	4% (19)	30% (138)	5% (22)	19% (88)	38% (174)	462
Satellite TV: Subscribed in past	2% (12)	5% (34)	31% (193)	5% (33)	11% (67)	45% (279)	618
Satellite TV: Never subscribed	1% (6)	3% (38)	29% (327)	5% (53)	15% (168)	47% (528)	1121
Streaming Services: Currently subscribe	2% (29)	5% (63)	32% (440)	5% (68)	12% (160)	44% (608)	1369
Streaming Services: Subscribed in past	2% (4)	6% (14)	22% (48)	5% (11)	19% (41)	46% (99)	217
Streaming Services: Never subscribed	1% (6)	2% (13)	28% (171)	5% (28)	20% (122)	44% (273)	614
Film: An avid fan	3% (19)	6% (40)	32% (219)	5% (32)	14% (97)	41% (278)	685
Film: A casual fan	2% (19)	4% (45)	31% (381)	5% (64)	14% (177)	45% (556)	1242
Film: Not a fan	1% (2)	2% (6)	22% (59)	4% (11)	18% (49)	54% (146)	272
Television: An avid fan	2% (17)	4% (42)	30% (288)	5% (43)	16% (151)	44% (419)	961
Television: A casual fan	2% (19)	4% (45)	30% (323)	6% (60)	14% (154)	44% (466)	1067
Television: Not a fan	2% (4)	2% (4)	28% (48)	2% (4)	11% (18)	55% (95)	172
Music: An avid fan	2% (25)	5% (49)	30% (304)	5% (49)	15% (153)	43% (443)	1021
Music: A casual fan	1% (14)	4% (38)	31% (318)	5% (53)	15% (150)	44% (458)	1031
Music: Not a fan	1% (1)	2% (4)	26% (38)	4% (6)	13% (20)	54% (80)	147
Fashion: An avid fan	4% (12)	6% (16)	29% (82)	4% (12)	15% (42)	41% (116)	280
Fashion: A casual fan	2% (16)	4% (32)	30% (276)	6% (51)	14% (127)	45% (407)	909
Fashion: Not a fan	1% (12)	4% (42)	30% (301)	4% (44)	15% (155)	45% (458)	1011
Parents	1% (11)	4% (42)	30% (293)	5% (48)	14% (138)	46% (456)	989
Current Netflix Subscribers	3% (33)	5% (58)	31% (362)	6% (65)	12% (143)	43% (492)	1152
Current HBO Now Subscribers	3% (6)	5% (10)	33% (61)	9% (16)	11% (21)	39% (74)	188
Current Disney+ Subscribers	4% (20)	6% (34)	36% (192)	5% (27)	9% (51)	40% (214)	539

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

Table HR6_15: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Looney Toons

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (203)	16% (360)	34% (751)	5% (121)	14% (300)	21% (466)	2200
Gender: Male	10% (106)	17% (181)	35% (372)	6% (64)	13% (141)	19% (197)	1062
Gender: Female	9% (97)	16% (178)	33% (379)	5% (56)	14% (159)	24% (268)	1138
Age: 18-34	18% (120)	23% (153)	29% (189)	5% (34)	7% (45)	17% (114)	655
Age: 35-44	9% (32)	20% (70)	38% (137)	6% (21)	9% (34)	18% (63)	358
Age: 45-64	6% (44)	15% (110)	38% (282)	6% (43)	14% (108)	22% (163)	751
Age: 65+	2% (7)	6% (25)	33% (143)	5% (23)	26% (114)	29% (125)	436
GenZers: 1997-2012	21% (61)	28% (82)	22% (63)	6% (19)	6% (18)	17% (48)	292
Millennials: 1981-1996	14% (75)	20% (107)	36% (197)	6% (30)	7% (40)	18% (97)	545
GenXers: 1965-1980	7% (40)	17% (95)	39% (213)	6% (33)	10% (54)	20% (109)	545
Baby Boomers: 1946-1964	4% (27)	10% (71)	33% (239)	5% (33)	23% (162)	26% (184)	716
PID: Dem (no lean)	10% (78)	18% (138)	35% (276)	5% (37)	15% (115)	18% (144)	789
PID: Ind (no lean)	11% (83)	19% (149)	33% (258)	6% (45)	10% (77)	22% (172)	784
PID: Rep (no lean)	7% (42)	12% (72)	35% (217)	6% (39)	17% (107)	24% (149)	627
PID/Gender: Dem Men	10% (35)	18% (65)	35% (126)	5% (16)	16% (55)	16% (58)	354
PID/Gender: Dem Women	10% (43)	17% (74)	35% (151)	5% (20)	14% (60)	20% (87)	435
PID/Gender: Ind Men	10% (40)	20% (81)	34% (133)	6% (23)	10% (39)	20% (80)	396
PID/Gender: Ind Women	11% (42)	17% (68)	32% (126)	6% (22)	10% (38)	24% (93)	389
PID/Gender: Rep Men	10% (31)	11% (36)	37% (114)	8% (25)	15% (46)	19% (60)	312
PID/Gender: Rep Women	4% (12)	12% (37)	33% (103)	4% (14)	19% (61)	28% (89)	315
Ideo: Liberal (1-3)	9% (54)	17% (109)	39% (243)	6% (39)	15% (94)	14% (92)	631
Ideo: Moderate (4)	10% (63)	19% (116)	34% (207)	5% (33)	13% (78)	19% (117)	613
Ideo: Conservative (5-7)	7% (47)	14% (96)	35% (240)	5% (34)	16% (113)	23% (162)	691
Educ: < College	10% (148)	17% (255)	30% (461)	5% (81)	15% (222)	23% (345)	1512
Educ: Bachelors degree	7% (31)	16% (70)	42% (186)	6% (28)	12% (52)	18% (78)	444
Educ: Post-grad	10% (23)	14% (35)	43% (105)	5% (12)	11% (26)	17% (42)	244
Income: Under 50k	10% (119)	17% (198)	31% (367)	6% (66)	14% (169)	23% (267)	1186
Income: 50k-100k	8% (56)	16% (116)	37% (266)	6% (41)	12% (87)	20% (144)	711
Income: 100k+	9% (27)	15% (45)	39% (118)	4% (14)	15% (44)	18% (54)	303
Ethnicity: White	8% (139)	15% (257)	36% (623)	5% (87)	14% (235)	22% (381)	1722

Continued on next page

Table HR6_15: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Looney Toons

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (203)	16% (360)	34% (751)	5% (121)	14% (300)	21% (466)	2200
Ethnicity: Hispanic	16% (57)	23% (81)	25% (88)	4% (16)	9% (33)	21% (75)	349
Ethnicity: Afr. Am.	15% (41)	21% (58)	27% (73)	7% (19)	16% (44)	15% (40)	274
Ethnicity: Other	11% (23)	22% (45)	27% (56)	8% (15)	10% (21)	22% (45)	204
All Christian	8% (79)	15% (157)	35% (364)	6% (64)	17% (180)	19% (203)	1046
All Non-Christian	11% (13)	9% (11)	33% (40)	3% (3)	20% (24)	24% (28)	119
Atheist	8% (7)	11% (10)	51% (47)	5% (5)	5% (4)	19% (18)	91
Agnostic/Nothing in particular	11% (104)	19% (181)	32% (301)	5% (49)	10% (92)	23% (217)	944
Religious Non-Protestant/Catholic	10% (14)	10% (15)	33% (47)	3% (5)	20% (28)	25% (35)	144
Evangelical	11% (62)	17% (100)	29% (169)	6% (32)	15% (87)	21% (123)	573
Non-Evangelical	8% (64)	16% (137)	36% (301)	5% (43)	16% (132)	19% (164)	841
Community: Urban	13% (67)	18% (93)	32% (168)	6% (31)	12% (63)	21% (110)	533
Community: Suburban	9% (90)	16% (168)	35% (370)	6% (64)	15% (158)	19% (202)	1053
Community: Rural	7% (45)	16% (98)	35% (213)	4% (26)	13% (79)	25% (154)	614
Employ: Private Sector	10% (64)	16% (107)	42% (273)	5% (34)	13% (85)	14% (88)	652
Employ: Government	10% (13)	15% (19)	35% (45)	5% (6)	12% (16)	23% (30)	127
Employ: Self-Employed	13% (20)	16% (25)	33% (52)	7% (10)	16% (25)	15% (24)	157
Employ: Homemaker	9% (12)	16% (23)	30% (42)	9% (13)	13% (18)	22% (31)	138
Employ: Retired	2% (12)	8% (38)	33% (161)	4% (18)	23% (109)	30% (146)	485
Employ: Unemployed	14% (47)	22% (73)	27% (87)	6% (18)	6% (20)	25% (80)	325
Employ: Other	7% (11)	16% (26)	32% (51)	5% (8)	13% (22)	28% (46)	163
Military HH: Yes	8% (30)	16% (63)	32% (125)	4% (17)	16% (61)	25% (96)	391
Military HH: No	10% (173)	16% (297)	35% (627)	6% (104)	13% (239)	20% (370)	1809
RD/WT: Right Direction	7% (49)	13% (92)	35% (260)	5% (39)	15% (110)	25% (184)	733
RD/WT: Wrong Track	10% (154)	18% (268)	34% (492)	6% (81)	13% (190)	19% (282)	1467
Trump Job Approve	9% (75)	14% (122)	36% (311)	6% (55)	14% (119)	22% (193)	876
Trump Job Disapprove	9% (113)	18% (220)	34% (418)	5% (63)	14% (168)	20% (250)	1233

Continued on next page

Table HR6_15: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Looney Toons

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (203)	16% (360)	34% (751)	5% (121)	14% (300)	21% (466)	2200
Trump Job Strongly Approve	7% (35)	12% (57)	33% (162)	5% (25)	17% (83)	26% (127)	488
Trump Job Somewhat Approve	10% (40)	17% (65)	39% (150)	8% (30)	9% (37)	17% (66)	388
Trump Job Somewhat Disapprove	7% (20)	27% (79)	27% (78)	6% (17)	12% (34)	22% (63)	291
Trump Job Strongly Disapprove	10% (93)	15% (141)	36% (340)	5% (47)	14% (135)	20% (186)	942
Favorable of Trump	8% (64)	14% (113)	36% (299)	5% (46)	15% (122)	23% (189)	833
Unfavorable of Trump	10% (121)	18% (215)	35% (422)	6% (71)	14% (166)	19% (226)	1220
Very Favorable of Trump	9% (43)	10% (52)	33% (165)	4% (20)	16% (81)	28% (138)	500
Somewhat Favorable of Trump	6% (21)	18% (61)	40% (134)	8% (25)	12% (42)	15% (51)	333
Somewhat Unfavorable of Trump	8% (16)	26% (54)	30% (61)	9% (18)	11% (22)	16% (34)	206
Very Unfavorable of Trump	10% (105)	16% (160)	36% (360)	5% (53)	14% (143)	19% (193)	1014
#1 Issue: Economy	11% (82)	18% (141)	35% (274)	6% (46)	12% (94)	18% (135)	772
#1 Issue: Security	10% (24)	14% (36)	31% (78)	4% (9)	23% (58)	20% (50)	255
#1 Issue: Health Care	6% (27)	15% (62)	42% (181)	6% (24)	12% (50)	19% (81)	425
#1 Issue: Medicare / Social Security	6% (18)	11% (32)	28% (84)	6% (17)	18% (55)	32% (95)	301
#1 Issue: Women's Issues	10% (10)	17% (16)	27% (25)	8% (7)	5% (4)	34% (32)	94
#1 Issue: Education	13% (16)	32% (38)	30% (36)	3% (4)	9% (10)	13% (16)	120
#1 Issue: Energy	15% (13)	19% (16)	32% (28)	11% (9)	8% (7)	16% (14)	88
#1 Issue: Other	8% (11)	13% (19)	32% (45)	3% (5)	15% (21)	29% (42)	144
2018 House Vote: Democrat	9% (67)	14% (103)	39% (290)	5% (40)	15% (110)	18% (133)	741
2018 House Vote: Republican	6% (35)	12% (74)	37% (226)	6% (37)	17% (107)	22% (137)	615
2018 House Vote: Someone else	8% (7)	21% (17)	25% (21)	4% (3)	24% (20)	18% (15)	83
2016 Vote: Hillary Clinton	8% (56)	13% (89)	38% (253)	6% (40)	15% (103)	19% (125)	666
2016 Vote: Donald Trump	6% (39)	13% (91)	37% (247)	6% (41)	15% (99)	24% (160)	678
2016 Vote: Other	9% (15)	15% (24)	42% (68)	3% (5)	16% (26)	16% (26)	163
2016 Vote: Didn't Vote	14% (93)	22% (155)	26% (182)	5% (34)	10% (71)	22% (154)	690
Voted in 2014: Yes	7% (87)	13% (172)	38% (482)	5% (66)	17% (214)	20% (257)	1278
Voted in 2014: No	13% (116)	20% (187)	29% (270)	6% (55)	9% (86)	23% (209)	922

Continued on next page

Table HR6_15: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Looney Toons

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (203)	16% (360)	34% (751)	5% (121)	14% (300)	21% (466)	2200
2012 Vote: Barack Obama	8% (71)	14% (120)	39% (321)	6% (47)	15% (125)	18% (150)	834
2012 Vote: Mitt Romney	6% (28)	12% (62)	35% (174)	5% (24)	18% (91)	24% (119)	497
2012 Vote: Other	2% (2)	10% (8)	42% (36)	7% (6)	15% (12)	24% (20)	86
2012 Vote: Didn't Vote	13% (102)	22% (170)	28% (218)	6% (44)	9% (72)	23% (177)	781
4-Region: Northeast	8% (32)	13% (49)	37% (145)	8% (31)	13% (49)	22% (87)	394
4-Region: Midwest	8% (38)	14% (67)	36% (167)	6% (28)	14% (65)	21% (99)	462
4-Region: South	9% (75)	18% (152)	32% (260)	6% (51)	14% (115)	21% (171)	824
4-Region: West	11% (58)	18% (92)	35% (180)	2% (11)	14% (71)	21% (108)	520
Watch TV: Every day	12% (132)	16% (176)	35% (375)	5% (51)	15% (163)	16% (175)	1071
Watch TV: Several times per week	8% (41)	15% (76)	38% (189)	5% (26)	13% (62)	20% (97)	492
Watch TV: About once per week	10% (19)	19% (36)	32% (59)	6% (11)	10% (18)	23% (42)	184
Watch TV: Several times per month	4% (4)	24% (27)	33% (38)	14% (16)	9% (10)	17% (19)	116
Watch TV: About once per month	2% (1)	33% (17)	19% (10)	7% (3)	14% (7)	26% (13)	51
Watch TV: Less often than once per month	5% (4)	18% (14)	24% (20)	4% (3)	16% (13)	33% (27)	82
Watch TV: Never	1% (2)	7% (13)	30% (60)	5% (10)	13% (27)	45% (92)	204
Watch Movies: Every day	21% (81)	17% (68)	29% (113)	5% (19)	12% (46)	17% (65)	390
Watch Movies: Several times per week	13% (73)	18% (104)	34% (199)	6% (36)	10% (60)	18% (105)	577
Watch Movies: About once per week	5% (17)	17% (58)	42% (143)	5% (16)	15% (51)	16% (54)	338
Watch Movies: Several times per month	3% (7)	23% (57)	37% (92)	7% (18)	13% (32)	18% (44)	250
Watch Movies: About once per month	5% (11)	12% (26)	35% (72)	6% (13)	18% (38)	23% (49)	209
Watch Movies: Less often than once per month	4% (10)	12% (28)	39% (86)	5% (10)	19% (41)	21% (47)	221
Watch Movies: Never	2% (5)	9% (20)	22% (47)	4% (9)	15% (32)	48% (103)	215
Watch Sporting Events: Every day	27% (32)	12% (14)	41% (47)	3% (4)	9% (11)	7% (8)	115
Watch Sporting Events: Several times per week	17% (42)	16% (40)	38% (95)	4% (10)	13% (32)	13% (34)	253
Watch Sporting Events: About once per week	9% (20)	18% (39)	35% (77)	10% (22)	15% (32)	13% (28)	219
Watch Sporting Events: Several times per month	12% (24)	19% (38)	37% (74)	9% (18)	9% (18)	15% (29)	200
Watch Sporting Events: About once per month	4% (6)	27% (45)	30% (50)	5% (8)	19% (31)	15% (26)	166
Watch Sporting Events: Less often than once per month	6% (26)	18% (71)	35% (143)	5% (20)	17% (69)	18% (74)	403
Watch Sporting Events: Never	6% (54)	13% (111)	31% (266)	5% (40)	13% (106)	32% (267)	844

Continued on next page

Table HR6_15: As you may know, HBO Max will include TV shows and movies from WarnerMedia's library. Would the inclusion of TV shows and movies from each of the following brands make you more or less likely to subscribe to HBO Max?
Looney Toons

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (203)	16% (360)	34% (751)	5% (121)	14% (300)	21% (466)	2200
Cable TV: Currently subscribe	9% (95)	17% (173)	35% (360)	6% (63)	14% (146)	18% (182)	1020
Cable TV: Subscribed in past	9% (64)	18% (132)	37% (267)	5% (34)	13% (91)	18% (132)	721
Cable TV: Never subscribed	9% (43)	12% (54)	27% (124)	5% (24)	14% (63)	33% (152)	459
Satellite TV: Currently subscribe	10% (44)	15% (69)	34% (156)	5% (24)	16% (76)	20% (93)	462
Satellite TV: Subscribed in past	11% (71)	22% (136)	34% (208)	6% (38)	11% (66)	16% (99)	618
Satellite TV: Never subscribed	8% (87)	14% (155)	35% (388)	5% (59)	14% (158)	24% (274)	1121
Streaming Services: Currently subscribe	11% (147)	20% (267)	37% (503)	4% (61)	11% (154)	17% (237)	1369
Streaming Services: Subscribed in past	10% (21)	17% (37)	22% (49)	10% (22)	15% (33)	26% (55)	217
Streaming Services: Never subscribed	6% (34)	9% (56)	33% (200)	6% (37)	19% (114)	28% (173)	614
Film: An avid fan	16% (110)	20% (136)	30% (205)	6% (39)	11% (77)	17% (118)	685
Film: A casual fan	7% (82)	16% (195)	38% (473)	6% (69)	14% (180)	20% (243)	1242
Film: Not a fan	4% (10)	10% (28)	27% (73)	5% (13)	16% (44)	38% (105)	272
Television: An avid fan	11% (110)	17% (168)	33% (319)	5% (45)	14% (139)	19% (180)	961
Television: A casual fan	8% (88)	15% (165)	36% (379)	6% (67)	13% (142)	21% (226)	1067
Television: Not a fan	3% (5)	15% (26)	31% (53)	5% (8)	11% (19)	35% (60)	172
Music: An avid fan	14% (141)	20% (208)	29% (297)	5% (51)	13% (134)	19% (189)	1021
Music: A casual fan	5% (56)	14% (140)	40% (410)	6% (61)	14% (145)	21% (219)	1031
Music: Not a fan	4% (6)	8% (11)	30% (44)	6% (9)	14% (21)	39% (57)	147
Fashion: An avid fan	21% (59)	13% (36)	27% (74)	6% (18)	14% (40)	19% (53)	280
Fashion: A casual fan	10% (88)	18% (163)	34% (306)	6% (54)	14% (123)	19% (176)	909
Fashion: Not a fan	6% (56)	16% (160)	37% (371)	5% (49)	14% (137)	23% (237)	1011
Parents	9% (93)	17% (169)	32% (319)	6% (61)	15% (146)	20% (199)	989
Current Netflix Subscribers	13% (153)	19% (214)	35% (404)	5% (54)	12% (138)	16% (188)	1152
Current HBO Now Subscribers	24% (45)	15% (28)	32% (60)	7% (13)	10% (19)	12% (23)	188
Current Disney+ Subscribers	19% (102)	20% (110)	35% (188)	6% (31)	7% (37)	13% (70)	539

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

Table HR7_1: AT&T, the holding company for HBO Max, has indicated there are also plans for HBO Max to eventually include the following content. Knowing this, are you more or less likely to subscribe to HBO Max?
Unique live sports and premium sports

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (226)	15% (325)	30% (658)	5% (112)	18% (392)	22% (486)	2200
Gender: Male	15% (163)	20% (213)	27% (287)	5% (52)	13% (141)	19% (205)	1062
Gender: Female	5% (63)	10% (113)	33% (371)	5% (60)	22% (251)	25% (281)	1138
Age: 18-34	14% (93)	16% (102)	28% (181)	5% (34)	14% (92)	23% (152)	655
Age: 35-44	14% (49)	19% (67)	31% (112)	6% (22)	12% (44)	18% (64)	358
Age: 45-64	10% (73)	14% (102)	32% (240)	5% (39)	18% (137)	21% (160)	751
Age: 65+	3% (12)	12% (54)	29% (125)	4% (17)	27% (119)	25% (111)	436
GenZers: 1997-2012	13% (38)	18% (52)	24% (70)	6% (16)	16% (46)	24% (69)	292
Millennials: 1981-1996	14% (76)	14% (79)	32% (172)	7% (36)	13% (70)	21% (112)	545
GenXers: 1965-1980	12% (65)	17% (95)	32% (175)	5% (26)	14% (75)	20% (110)	545
Baby Boomers: 1946-1964	6% (43)	12% (86)	29% (210)	5% (35)	24% (172)	24% (172)	716
PID: Dem (no lean)	11% (87)	16% (129)	32% (252)	6% (50)	17% (133)	17% (138)	789
PID: Ind (no lean)	8% (65)	15% (119)	29% (228)	4% (29)	19% (151)	24% (192)	784
PID: Rep (no lean)	12% (73)	12% (77)	28% (178)	5% (34)	17% (108)	25% (157)	627
PID/Gender: Dem Men	15% (55)	23% (83)	28% (99)	8% (27)	11% (40)	14% (50)	354
PID/Gender: Dem Women	8% (33)	11% (47)	35% (152)	5% (23)	21% (93)	20% (88)	435
PID/Gender: Ind Men	14% (55)	20% (81)	26% (102)	2% (7)	15% (61)	23% (91)	396
PID/Gender: Ind Women	3% (10)	10% (39)	33% (127)	6% (22)	23% (90)	26% (101)	389
PID/Gender: Rep Men	17% (54)	16% (49)	28% (86)	6% (18)	13% (40)	21% (65)	312
PID/Gender: Rep Women	6% (20)	9% (27)	29% (92)	5% (15)	21% (68)	29% (92)	315
Ideo: Liberal (1-3)	11% (68)	19% (119)	31% (194)	9% (54)	16% (104)	15% (92)	631
Ideo: Moderate (4)	10% (63)	14% (87)	32% (199)	4% (26)	19% (117)	20% (121)	613
Ideo: Conservative (5-7)	11% (77)	14% (96)	30% (207)	4% (27)	18% (124)	23% (161)	691
Educ: < College	9% (139)	13% (191)	28% (422)	6% (88)	20% (303)	24% (370)	1512
Educ: Bachelors degree	12% (51)	20% (88)	35% (154)	4% (18)	13% (56)	17% (77)	444
Educ: Post-grad	15% (36)	19% (46)	34% (82)	3% (7)	13% (33)	16% (40)	244
Income: Under 50k	9% (102)	12% (146)	30% (350)	5% (55)	20% (234)	25% (298)	1186
Income: 50k-100k	11% (75)	17% (119)	30% (215)	5% (38)	17% (120)	20% (145)	711
Income: 100k+	16% (49)	20% (60)	31% (94)	6% (19)	12% (37)	14% (43)	303
Ethnicity: White	10% (169)	14% (249)	31% (535)	5% (82)	18% (303)	22% (384)	1722

Continued on next page

Table HR7_1: AT&T, the holding company for HBO Max, has indicated there are also plans for HBO Max to eventually include the following content. Knowing this, are you more or less likely to subscribe to HBO Max?
Unique live sports and premium sports

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (226)	15% (325)	30% (658)	5% (112)	18% (392)	22% (486)	2200
Ethnicity: Hispanic	13% (46)	18% (63)	28% (98)	4% (15)	12% (42)	24% (85)	349
Ethnicity: Afr. Am.	18% (48)	14% (39)	24% (67)	6% (17)	19% (53)	18% (50)	274
Ethnicity: Other	4% (9)	18% (37)	28% (56)	6% (13)	18% (36)	26% (53)	204
All Christian	10% (109)	17% (177)	30% (319)	5% (53)	19% (196)	18% (193)	1046
All Non-Christian	15% (17)	9% (11)	30% (35)	6% (7)	16% (19)	25% (29)	119
Atheist	14% (13)	10% (9)	41% (37)	6% (5)	13% (12)	16% (15)	91
Agnostic/Nothing in particular	9% (86)	14% (128)	28% (267)	5% (48)	17% (165)	26% (249)	944
Religious Non-Protestant/Catholic	13% (18)	9% (12)	28% (41)	7% (10)	18% (25)	26% (38)	144
Evangelical	13% (73)	16% (89)	27% (156)	5% (30)	20% (112)	20% (114)	573
Non-Evangelical	9% (76)	17% (143)	30% (254)	4% (36)	18% (154)	21% (179)	841
Community: Urban	14% (77)	14% (77)	26% (139)	5% (24)	18% (98)	22% (119)	533
Community: Suburban	9% (95)	16% (174)	32% (333)	6% (60)	18% (186)	20% (206)	1053
Community: Rural	9% (55)	12% (75)	30% (186)	5% (28)	18% (108)	26% (162)	614
Employ: Private Sector	14% (92)	19% (121)	34% (218)	7% (47)	13% (82)	14% (92)	652
Employ: Government	11% (14)	14% (18)	31% (40)	6% (8)	15% (20)	22% (28)	127
Employ: Self-Employed	17% (26)	20% (32)	28% (44)	4% (6)	19% (30)	12% (19)	157
Employ: Homemaker	6% (8)	10% (14)	28% (39)	1% (2)	31% (43)	23% (32)	138
Employ: Retired	4% (20)	11% (54)	28% (135)	3% (15)	26% (127)	27% (133)	485
Employ: Unemployed	9% (30)	16% (53)	30% (97)	4% (12)	11% (36)	30% (98)	325
Employ: Other	10% (16)	8% (13)	23% (38)	6% (10)	19% (31)	34% (55)	163
Military HH: Yes	10% (41)	16% (63)	25% (98)	5% (19)	21% (81)	23% (90)	391
Military HH: No	10% (185)	15% (262)	31% (560)	5% (93)	17% (311)	22% (397)	1809
RD/WT: Right Direction	12% (86)	14% (101)	28% (202)	4% (32)	17% (126)	25% (187)	733
RD/WT: Wrong Track	10% (140)	15% (224)	31% (456)	5% (81)	18% (266)	20% (300)	1467
Trump Job Approve	12% (108)	14% (122)	28% (243)	5% (44)	18% (158)	23% (200)	876
Trump Job Disapprove	9% (110)	16% (196)	32% (391)	6% (68)	17% (214)	21% (253)	1233

Continued on next page

Table HR7_1: AT&T, the holding company for HBO Max, has indicated there are also plans for HBO Max to eventually include the following content. Knowing this, are you more or less likely to subscribe to HBO Max?
Unique live sports and premium sports

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (226)	15% (325)	30% (658)	5% (112)	18% (392)	22% (486)	2200
Trump Job Strongly Approve	11% (55)	14% (67)	24% (119)	4% (20)	20% (96)	27% (131)	488
Trump Job Somewhat Approve	14% (53)	14% (55)	32% (124)	6% (24)	16% (62)	18% (69)	388
Trump Job Somewhat Disapprove	9% (26)	19% (55)	29% (85)	7% (21)	11% (32)	25% (72)	291
Trump Job Strongly Disapprove	9% (84)	15% (141)	32% (306)	5% (47)	19% (182)	19% (182)	942
Favorable of Trump	13% (105)	14% (115)	28% (233)	5% (40)	18% (153)	22% (187)	833
Unfavorable of Trump	9% (111)	16% (192)	33% (400)	6% (68)	18% (219)	19% (229)	1220
Very Favorable of Trump	11% (53)	13% (63)	25% (127)	4% (19)	20% (100)	28% (138)	500
Somewhat Favorable of Trump	16% (52)	16% (52)	32% (106)	6% (22)	16% (53)	15% (48)	333
Somewhat Unfavorable of Trump	11% (23)	19% (40)	29% (59)	9% (19)	13% (27)	18% (38)	206
Very Unfavorable of Trump	9% (88)	15% (152)	34% (341)	5% (50)	19% (192)	19% (191)	1014
#1 Issue: Economy	13% (97)	18% (136)	30% (231)	6% (49)	16% (120)	18% (139)	772
#1 Issue: Security	10% (25)	14% (36)	30% (76)	3% (7)	23% (60)	20% (52)	255
#1 Issue: Health Care	10% (45)	14% (60)	32% (136)	5% (20)	17% (70)	22% (95)	425
#1 Issue: Medicare / Social Security	7% (22)	9% (26)	25% (75)	4% (12)	25% (76)	30% (92)	301
#1 Issue: Women's Issues	11% (10)	11% (10)	33% (31)	6% (5)	7% (7)	32% (30)	94
#1 Issue: Education	8% (9)	20% (24)	33% (40)	9% (10)	9% (11)	21% (25)	120
#1 Issue: Energy	13% (12)	13% (11)	35% (30)	9% (8)	17% (15)	14% (12)	88
#1 Issue: Other	5% (7)	15% (21)	28% (40)	1% (1)	23% (33)	29% (42)	144
2018 House Vote: Democrat	9% (70)	18% (132)	32% (237)	5% (35)	18% (136)	18% (131)	741
2018 House Vote: Republican	12% (71)	14% (88)	28% (174)	4% (27)	20% (121)	22% (133)	615
2018 House Vote: Someone else	13% (10)	5% (4)	30% (25)	1% (1)	26% (21)	25% (21)	83
2016 Vote: Hillary Clinton	9% (60)	16% (105)	34% (227)	5% (34)	18% (117)	18% (123)	666
2016 Vote: Donald Trump	12% (79)	14% (97)	30% (204)	4% (25)	18% (123)	22% (150)	678
2016 Vote: Other	10% (16)	23% (37)	27% (44)	3% (4)	20% (33)	18% (30)	163
2016 Vote: Didn't Vote	10% (71)	12% (86)	27% (184)	7% (49)	17% (118)	26% (182)	690
Voted in 2014: Yes	10% (127)	16% (199)	32% (404)	4% (52)	19% (246)	19% (249)	1278
Voted in 2014: No	11% (99)	14% (126)	28% (255)	7% (60)	16% (145)	26% (237)	922

Continued on next page

Table HR7_1: AT&T, the holding company for HBO Max, has indicated there are also plans for HBO Max to eventually include the following content. Knowing this, are you more or less likely to subscribe to HBO Max?
Unique live sports and premium sports

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (226)	15% (325)	30% (658)	5% (112)	18% (392)	22% (486)	2200
2012 Vote: Barack Obama	11% (92)	16% (132)	32% (266)	5% (42)	18% (153)	18% (149)	834
2012 Vote: Mitt Romney	8% (39)	15% (73)	31% (154)	3% (15)	20% (100)	24% (117)	497
2012 Vote: Other	11% (10)	19% (16)	28% (24)	4% (4)	17% (15)	20% (17)	86
2012 Vote: Didn't Vote	11% (86)	13% (104)	27% (213)	7% (52)	16% (124)	26% (203)	781
4-Region: Northeast	11% (42)	16% (64)	33% (129)	4% (14)	14% (56)	22% (88)	394
4-Region: Midwest	10% (47)	13% (58)	29% (135)	5% (25)	20% (91)	23% (107)	462
4-Region: South	10% (84)	15% (120)	29% (236)	6% (46)	19% (161)	22% (179)	824
4-Region: West	10% (52)	16% (84)	31% (159)	5% (27)	16% (84)	22% (113)	520
Watch TV: Every day	11% (123)	16% (175)	31% (336)	5% (51)	18% (192)	18% (194)	1071
Watch TV: Several times per week	13% (66)	16% (81)	30% (147)	6% (30)	15% (76)	19% (94)	492
Watch TV: About once per week	8% (15)	18% (32)	30% (56)	7% (13)	16% (29)	21% (39)	184
Watch TV: Several times per month	6% (7)	16% (19)	29% (33)	10% (12)	14% (16)	26% (30)	116
Watch TV: About once per month	12% (6)	11% (5)	13% (7)	1% (1)	44% (23)	18% (9)	51
Watch TV: Less often than once per month	5% (4)	9% (8)	24% (19)	5% (4)	28% (23)	29% (24)	82
Watch TV: Never	2% (5)	3% (6)	29% (60)	1% (2)	17% (34)	48% (97)	204
Watch Movies: Every day	18% (69)	17% (65)	25% (96)	5% (21)	16% (62)	19% (76)	390
Watch Movies: Several times per week	13% (76)	18% (102)	31% (179)	5% (27)	17% (96)	17% (97)	577
Watch Movies: About once per week	9% (31)	18% (62)	35% (119)	7% (25)	14% (46)	16% (54)	338
Watch Movies: Several times per month	7% (17)	19% (46)	31% (77)	7% (16)	17% (43)	20% (50)	250
Watch Movies: About once per month	9% (18)	11% (22)	29% (60)	6% (12)	25% (52)	21% (45)	209
Watch Movies: Less often than once per month	4% (9)	10% (21)	36% (81)	3% (6)	23% (52)	24% (53)	221
Watch Movies: Never	2% (5)	3% (7)	22% (47)	2% (5)	19% (40)	52% (111)	215
Watch Sporting Events: Every day	35% (40)	22% (25)	22% (25)	6% (7)	7% (8)	9% (10)	115
Watch Sporting Events: Several times per week	28% (71)	29% (73)	26% (65)	4% (9)	6% (15)	8% (20)	253
Watch Sporting Events: About once per week	17% (37)	28% (62)	32% (69)	6% (13)	7% (16)	10% (22)	219
Watch Sporting Events: Several times per month	11% (22)	29% (58)	27% (53)	8% (16)	10% (20)	15% (31)	200
Watch Sporting Events: About once per month	12% (20)	20% (33)	38% (64)	2% (4)	13% (22)	13% (22)	166
Watch Sporting Events: Less often than once per month	6% (25)	13% (50)	39% (157)	7% (30)	14% (57)	21% (83)	403
Watch Sporting Events: Never	1% (10)	3% (25)	27% (225)	4% (33)	30% (254)	35% (297)	844

Continued on next page

Table HR7_1: AT&T, the holding company for HBO Max, has indicated there are also plans for HBO Max to eventually include the following content. Knowing this, are you more or less likely to subscribe to HBO Max?
Unique live sports and premium sports

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (226)	15% (325)	30% (658)	5% (112)	18% (392)	22% (486)	2200
Cable TV: Currently subscribe	12% (117)	16% (167)	31% (319)	4% (45)	16% (164)	20% (207)	1020
Cable TV: Subscribed in past	10% (69)	18% (127)	32% (228)	5% (38)	20% (145)	16% (112)	721
Cable TV: Never subscribed	9% (39)	7% (31)	24% (112)	6% (29)	18% (82)	36% (167)	459
Satellite TV: Currently subscribe	14% (66)	16% (75)	27% (127)	5% (24)	16% (74)	21% (96)	462
Satellite TV: Subscribed in past	12% (75)	19% (116)	30% (188)	6% (35)	17% (108)	16% (96)	618
Satellite TV: Never subscribed	8% (84)	12% (134)	31% (344)	5% (53)	19% (211)	26% (294)	1121
Streaming Services: Currently subscribe	12% (170)	17% (235)	31% (427)	4% (61)	17% (230)	18% (245)	1369
Streaming Services: Subscribed in past	10% (21)	11% (25)	27% (58)	13% (27)	16% (34)	24% (52)	217
Streaming Services: Never subscribed	6% (35)	11% (65)	28% (173)	4% (24)	21% (128)	31% (189)	614
Film: An avid fan	17% (120)	17% (115)	27% (182)	5% (37)	16% (107)	18% (125)	685
Film: A casual fan	8% (96)	16% (195)	33% (410)	5% (63)	19% (238)	19% (241)	1242
Film: Not a fan	4% (10)	6% (15)	25% (67)	4% (12)	17% (47)	44% (121)	272
Television: An avid fan	14% (137)	15% (146)	31% (296)	5% (49)	16% (157)	18% (177)	961
Television: A casual fan	8% (80)	16% (171)	29% (312)	5% (57)	19% (203)	23% (243)	1067
Television: Not a fan	5% (8)	5% (9)	29% (50)	4% (7)	19% (32)	38% (65)	172
Music: An avid fan	15% (156)	16% (160)	29% (298)	5% (48)	16% (162)	19% (197)	1021
Music: A casual fan	7% (70)	15% (150)	31% (319)	5% (56)	20% (203)	23% (233)	1031
Music: Not a fan	— (0)	11% (16)	28% (41)	5% (8)	18% (26)	38% (56)	147
Fashion: An avid fan	22% (61)	17% (47)	23% (63)	5% (15)	14% (39)	20% (55)	280
Fashion: A casual fan	12% (107)	14% (129)	31% (280)	6% (50)	18% (165)	20% (178)	909
Fashion: Not a fan	6% (58)	15% (150)	31% (315)	5% (47)	19% (188)	25% (253)	1011
Parents	11% (112)	15% (144)	30% (295)	6% (55)	17% (173)	21% (210)	989
Current Netflix Subscribers	13% (154)	18% (205)	30% (350)	6% (70)	16% (183)	17% (190)	1152
Current HBO Now Subscribers	27% (51)	20% (38)	19% (35)	8% (15)	11% (21)	14% (27)	188
Current Disney+ Subscribers	18% (99)	16% (87)	31% (165)	6% (33)	13% (69)	16% (85)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

Table HR7_2: AT&T, the holding company for HBO Max, has indicated there are also plans for HBO Max to eventually include the following content. Knowing this, are you more or less likely to subscribe to HBO Max?
News programming

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (168)	16% (360)	35% (761)	7% (153)	13% (296)	21% (462)	2200
Gender: Male	9% (101)	19% (205)	33% (355)	6% (65)	14% (148)	18% (189)	1062
Gender: Female	6% (67)	14% (156)	36% (406)	8% (88)	13% (148)	24% (273)	1138
Age: 18-34	10% (63)	21% (137)	31% (205)	6% (40)	10% (68)	22% (143)	655
Age: 35-44	10% (37)	17% (62)	37% (133)	11% (41)	8% (27)	16% (58)	358
Age: 45-64	7% (55)	13% (100)	37% (275)	6% (47)	15% (116)	21% (158)	751
Age: 65+	3% (12)	14% (62)	34% (149)	6% (25)	19% (85)	24% (103)	436
GenZers: 1997-2012	6% (19)	26% (76)	27% (79)	6% (17)	12% (34)	23% (67)	292
Millennials: 1981-1996	11% (61)	16% (90)	36% (196)	9% (48)	9% (51)	18% (100)	545
GenXers: 1965-1980	9% (49)	15% (80)	40% (215)	7% (39)	10% (56)	19% (105)	545
Baby Boomers: 1946-1964	5% (36)	13% (93)	33% (239)	6% (44)	19% (136)	23% (168)	716
PID: Dem (no lean)	9% (73)	19% (149)	35% (276)	8% (62)	13% (100)	16% (129)	789
PID: Ind (no lean)	6% (46)	16% (123)	35% (277)	7% (52)	14% (108)	23% (178)	784
PID: Rep (no lean)	8% (48)	14% (88)	33% (208)	6% (39)	14% (88)	25% (155)	627
PID/Gender: Dem Men	11% (39)	26% (91)	30% (108)	7% (24)	13% (45)	13% (47)	354
PID/Gender: Dem Women	8% (35)	13% (58)	39% (168)	9% (38)	12% (54)	19% (82)	435
PID/Gender: Ind Men	7% (29)	17% (67)	36% (142)	5% (21)	14% (56)	20% (80)	396
PID/Gender: Ind Women	4% (17)	14% (55)	35% (136)	8% (31)	13% (52)	25% (98)	389
PID/Gender: Rep Men	11% (33)	15% (46)	34% (106)	6% (19)	15% (47)	20% (61)	312
PID/Gender: Rep Women	5% (15)	13% (42)	33% (102)	6% (19)	13% (42)	30% (93)	315
Ideo: Liberal (1-3)	9% (58)	22% (137)	35% (224)	9% (56)	12% (74)	13% (83)	631
Ideo: Moderate (4)	8% (50)	18% (108)	37% (224)	7% (40)	13% (80)	18% (110)	613
Ideo: Conservative (5-7)	6% (43)	14% (94)	36% (249)	6% (42)	16% (109)	22% (155)	691
Educ: < College	7% (99)	15% (222)	32% (488)	8% (120)	15% (230)	23% (354)	1512
Educ: Bachelors degree	9% (40)	19% (84)	41% (181)	5% (24)	10% (43)	17% (73)	444
Educ: Post-grad	12% (29)	23% (55)	38% (93)	4% (10)	10% (23)	14% (34)	244
Income: Under 50k	7% (80)	16% (192)	32% (378)	7% (86)	14% (171)	24% (279)	1186
Income: 50k-100k	8% (58)	16% (110)	38% (267)	7% (48)	13% (93)	19% (135)	711
Income: 100k+	10% (30)	19% (58)	38% (116)	6% (19)	10% (31)	16% (48)	303
Ethnicity: White	7% (118)	16% (269)	36% (628)	6% (111)	13% (229)	21% (366)	1722

Continued on next page

Table HR7_2: AT&T, the holding company for HBO Max, has indicated there are also plans for HBO Max to eventually include the following content. Knowing this, are you more or less likely to subscribe to HBO Max?
News programming

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (168)	16% (360)	35% (761)	7% (153)	13% (296)	21% (462)	2200
Ethnicity: Hispanic	7% (26)	20% (71)	31% (107)	4% (14)	13% (46)	24% (85)	349
Ethnicity: Afr. Am.	15% (40)	19% (53)	25% (67)	9% (24)	15% (42)	17% (47)	274
Ethnicity: Other	5% (10)	18% (38)	32% (66)	8% (17)	12% (25)	24% (48)	204
All Christian	7% (77)	19% (199)	33% (347)	7% (76)	15% (156)	18% (190)	1046
All Non-Christian	15% (18)	12% (15)	28% (34)	9% (11)	13% (15)	22% (26)	119
Atheist	10% (10)	13% (12)	53% (49)	5% (5)	4% (4)	14% (13)	91
Agnostic/Nothing in particular	7% (63)	14% (135)	35% (331)	6% (61)	13% (121)	25% (233)	944
Religious Non-Protestant/Catholic	13% (18)	12% (18)	27% (39)	9% (13)	15% (21)	24% (35)	144
Evangelical	10% (58)	17% (96)	32% (184)	5% (31)	17% (99)	18% (105)	573
Non-Evangelical	6% (50)	18% (155)	34% (286)	8% (71)	12% (104)	21% (175)	841
Community: Urban	10% (56)	19% (101)	32% (170)	6% (34)	12% (65)	20% (108)	533
Community: Suburban	7% (72)	17% (174)	37% (386)	6% (64)	16% (163)	18% (193)	1053
Community: Rural	6% (40)	14% (86)	33% (205)	9% (55)	11% (68)	26% (161)	614
Employ: Private Sector	10% (68)	18% (116)	38% (247)	10% (62)	11% (75)	13% (83)	652
Employ: Government	9% (11)	15% (19)	34% (44)	9% (11)	10% (13)	22% (28)	127
Employ: Self-Employed	15% (24)	19% (30)	35% (55)	6% (10)	15% (23)	9% (15)	157
Employ: Homemaker	5% (8)	12% (17)	33% (46)	5% (8)	18% (25)	26% (36)	138
Employ: Retired	3% (12)	13% (64)	34% (163)	6% (27)	19% (91)	26% (127)	485
Employ: Unemployed	7% (21)	19% (61)	34% (109)	4% (14)	9% (29)	28% (90)	325
Employ: Other	7% (12)	9% (15)	28% (45)	7% (12)	15% (25)	33% (53)	163
Military HH: Yes	5% (21)	18% (69)	30% (116)	8% (31)	16% (63)	23% (92)	391
Military HH: No	8% (147)	16% (291)	36% (645)	7% (122)	13% (233)	20% (370)	1809
RD/WT: Right Direction	8% (60)	14% (102)	33% (240)	6% (46)	15% (111)	24% (175)	733
RD/WT: Wrong Track	7% (108)	18% (258)	36% (521)	7% (107)	13% (185)	20% (287)	1467
Trump Job Approve	8% (74)	15% (130)	33% (285)	7% (58)	15% (133)	22% (196)	876
Trump Job Disapprove	7% (84)	18% (226)	36% (448)	7% (91)	12% (148)	19% (235)	1233

Continued on next page

Table HR7_2: AT&T, the holding company for HBO Max, has indicated there are also plans for HBO Max to eventually include the following content. Knowing this, are you more or less likely to subscribe to HBO Max?
News programming

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (168)	16% (360)	35% (761)	7% (153)	13% (296)	21% (462)	2200
Trump Job Strongly Approve	9% (46)	14% (69)	28% (139)	5% (27)	17% (83)	25% (124)	488
Trump Job Somewhat Approve	7% (28)	16% (61)	38% (147)	8% (31)	13% (50)	19% (72)	388
Trump Job Somewhat Disapprove	4% (13)	22% (64)	33% (96)	11% (32)	10% (29)	19% (57)	291
Trump Job Strongly Disapprove	8% (71)	17% (161)	37% (352)	6% (59)	13% (119)	19% (178)	942
Favorable of Trump	9% (75)	15% (122)	33% (275)	7% (55)	15% (129)	21% (178)	833
Unfavorable of Trump	7% (83)	18% (216)	37% (457)	8% (97)	12% (151)	18% (217)	1220
Very Favorable of Trump	10% (52)	13% (66)	29% (144)	5% (27)	16% (81)	26% (130)	500
Somewhat Favorable of Trump	7% (23)	17% (56)	39% (131)	8% (28)	14% (47)	14% (48)	333
Somewhat Unfavorable of Trump	5% (11)	21% (43)	32% (66)	13% (27)	12% (25)	17% (34)	206
Very Unfavorable of Trump	7% (71)	17% (173)	39% (391)	7% (70)	12% (126)	18% (183)	1014
#1 Issue: Economy	8% (61)	17% (135)	37% (285)	8% (64)	12% (90)	18% (137)	772
#1 Issue: Security	7% (17)	14% (36)	35% (90)	6% (16)	16% (41)	22% (56)	255
#1 Issue: Health Care	8% (34)	16% (69)	40% (168)	6% (26)	11% (49)	19% (79)	425
#1 Issue: Medicare / Social Security	7% (20)	13% (40)	26% (78)	8% (24)	17% (52)	29% (86)	301
#1 Issue: Women's Issues	9% (9)	21% (19)	33% (31)	8% (8)	5% (5)	24% (23)	94
#1 Issue: Education	9% (11)	18% (21)	33% (40)	4% (5)	18% (22)	18% (22)	120
#1 Issue: Energy	9% (7)	28% (24)	27% (24)	6% (5)	13% (11)	17% (15)	88
#1 Issue: Other	6% (9)	11% (16)	31% (44)	3% (4)	18% (26)	31% (45)	144
2018 House Vote: Democrat	9% (66)	19% (140)	37% (276)	7% (54)	12% (92)	15% (114)	741
2018 House Vote: Republican	8% (49)	14% (84)	35% (214)	5% (33)	17% (102)	22% (133)	615
2018 House Vote: Someone else	5% (4)	18% (15)	28% (23)	4% (3)	19% (16)	25% (21)	83
2016 Vote: Hillary Clinton	9% (57)	18% (117)	37% (247)	8% (54)	12% (78)	17% (114)	666
2016 Vote: Donald Trump	8% (55)	15% (99)	35% (239)	4% (28)	17% (112)	21% (144)	678
2016 Vote: Other	5% (9)	18% (29)	45% (74)	4% (7)	13% (21)	15% (24)	163
2016 Vote: Didn't Vote	7% (47)	17% (115)	29% (201)	9% (63)	12% (85)	26% (178)	690
Voted in 2014: Yes	7% (94)	17% (212)	37% (479)	6% (77)	15% (187)	18% (229)	1278
Voted in 2014: No	8% (74)	16% (149)	31% (282)	8% (76)	12% (109)	25% (233)	922

Continued on next page

Table HR7_2: AT&T, the holding company for HBO Max, has indicated there are also plans for HBO Max to eventually include the following content. Knowing this, are you more or less likely to subscribe to HBO Max?
News programming

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (168)	16% (360)	35% (761)	7% (153)	13% (296)	21% (462)	2200
2012 Vote: Barack Obama	9% (74)	17% (144)	38% (314)	7% (56)	13% (110)	16% (136)	834
2012 Vote: Mitt Romney	6% (31)	15% (75)	35% (175)	5% (24)	16% (81)	22% (110)	497
2012 Vote: Other	4% (3)	17% (14)	43% (36)	1% (1)	16% (14)	20% (17)	86
2012 Vote: Didn't Vote	8% (59)	16% (127)	30% (233)	9% (72)	12% (91)	25% (198)	781
4-Region: Northeast	10% (39)	15% (59)	35% (138)	7% (27)	12% (48)	21% (82)	394
4-Region: Midwest	5% (25)	14% (65)	36% (165)	7% (34)	14% (65)	23% (108)	462
4-Region: South	8% (69)	17% (142)	34% (278)	7% (61)	13% (107)	20% (167)	824
4-Region: West	6% (33)	18% (94)	35% (180)	6% (31)	15% (77)	20% (105)	520
Watch TV: Every day	9% (99)	17% (187)	37% (395)	6% (62)	14% (147)	17% (181)	1071
Watch TV: Several times per week	8% (39)	19% (92)	36% (179)	8% (40)	12% (61)	17% (83)	492
Watch TV: About once per week	7% (13)	17% (32)	33% (60)	11% (20)	9% (16)	23% (42)	184
Watch TV: Several times per month	6% (7)	19% (22)	29% (33)	10% (11)	14% (16)	23% (27)	116
Watch TV: About once per month	6% (3)	16% (8)	37% (19)	5% (2)	16% (8)	21% (11)	51
Watch TV: Less often than once per month	6% (5)	9% (8)	23% (19)	11% (9)	20% (16)	31% (25)	82
Watch TV: Never	1% (3)	6% (12)	27% (56)	4% (8)	16% (32)	46% (93)	204
Watch Movies: Every day	20% (77)	16% (63)	29% (113)	6% (22)	11% (43)	18% (71)	390
Watch Movies: Several times per week	7% (43)	21% (120)	39% (224)	6% (35)	12% (67)	15% (89)	577
Watch Movies: About once per week	5% (18)	19% (64)	38% (127)	9% (31)	13% (44)	16% (53)	338
Watch Movies: Several times per month	1% (4)	19% (47)	37% (92)	8% (21)	14% (34)	21% (52)	250
Watch Movies: About once per month	5% (11)	15% (31)	35% (73)	8% (18)	16% (34)	20% (42)	209
Watch Movies: Less often than once per month	5% (11)	8% (19)	40% (88)	5% (11)	19% (42)	23% (50)	221
Watch Movies: Never	2% (4)	8% (17)	20% (42)	7% (16)	15% (31)	49% (105)	215
Watch Sporting Events: Every day	28% (32)	16% (18)	32% (37)	10% (12)	9% (10)	5% (6)	115
Watch Sporting Events: Several times per week	14% (35)	24% (60)	36% (91)	6% (15)	10% (25)	10% (26)	253
Watch Sporting Events: About once per week	11% (24)	24% (52)	32% (71)	9% (20)	10% (22)	13% (29)	219
Watch Sporting Events: Several times per month	9% (19)	22% (43)	36% (72)	8% (15)	10% (20)	16% (32)	200
Watch Sporting Events: About once per month	8% (14)	17% (28)	36% (59)	8% (13)	19% (31)	12% (20)	166
Watch Sporting Events: Less often than once per month	5% (22)	16% (65)	39% (158)	9% (35)	11% (45)	19% (78)	403
Watch Sporting Events: Never	3% (22)	11% (94)	32% (274)	5% (42)	17% (142)	32% (270)	844

Continued on next page

Table HR7_2: AT&T, the holding company for HBO Max, has indicated there are also plans for HBO Max to eventually include the following content. Knowing this, are you more or less likely to subscribe to HBO Max?
News programming

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (168)	16% (360)	35% (761)	7% (153)	13% (296)	21% (462)	2200
Cable TV: Currently subscribe	8% (86)	17% (171)	37% (377)	8% (79)	12% (121)	18% (186)	1020
Cable TV: Subscribed in past	7% (49)	20% (143)	36% (256)	7% (50)	15% (111)	16% (112)	721
Cable TV: Never subscribed	7% (33)	10% (47)	28% (128)	5% (24)	14% (63)	36% (164)	459
Satellite TV: Currently subscribe	12% (57)	17% (79)	32% (147)	6% (28)	12% (56)	20% (94)	462
Satellite TV: Subscribed in past	8% (47)	20% (123)	36% (224)	9% (54)	13% (79)	15% (91)	618
Satellite TV: Never subscribed	6% (64)	14% (158)	35% (390)	6% (70)	14% (161)	25% (276)	1121
Streaming Services: Currently subscribe	9% (119)	18% (244)	37% (508)	7% (96)	13% (182)	16% (221)	1369
Streaming Services: Subscribed in past	9% (19)	13% (29)	29% (64)	9% (20)	11% (24)	28% (61)	217
Streaming Services: Never subscribed	5% (30)	14% (87)	31% (190)	6% (37)	15% (90)	29% (180)	614
Film: An avid fan	14% (93)	19% (131)	32% (218)	7% (47)	12% (83)	16% (112)	685
Film: A casual fan	5% (64)	17% (212)	38% (473)	7% (83)	14% (173)	19% (237)	1242
Film: Not a fan	4% (10)	6% (17)	26% (71)	8% (23)	14% (39)	41% (112)	272
Television: An avid fan	12% (111)	19% (179)	33% (319)	6% (62)	13% (124)	17% (167)	961
Television: A casual fan	5% (53)	16% (168)	36% (382)	8% (80)	14% (152)	22% (232)	1067
Television: Not a fan	2% (4)	8% (14)	35% (60)	6% (10)	12% (21)	37% (63)	172
Music: An avid fan	11% (116)	18% (183)	32% (325)	8% (79)	13% (130)	19% (189)	1021
Music: A casual fan	5% (49)	16% (164)	38% (392)	6% (61)	14% (149)	21% (216)	1031
Music: Not a fan	2% (3)	9% (13)	30% (44)	9% (13)	12% (17)	38% (57)	147
Fashion: An avid fan	24% (67)	19% (53)	22% (62)	8% (22)	9% (24)	19% (52)	280
Fashion: A casual fan	8% (71)	20% (180)	34% (306)	7% (66)	13% (118)	19% (169)	909
Fashion: Not a fan	3% (30)	13% (128)	39% (393)	6% (65)	15% (154)	24% (241)	1011
Parents	10% (95)	17% (163)	32% (321)	8% (77)	13% (133)	20% (199)	989
Current Netflix Subscribers	10% (117)	18% (213)	36% (412)	7% (81)	13% (147)	16% (181)	1152
Current HBO Now Subscribers	26% (50)	20% (37)	25% (47)	8% (15)	9% (17)	11% (21)	188
Current Disney+ Subscribers	13% (70)	18% (99)	35% (188)	9% (48)	11% (60)	14% (73)	539

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, the TV show 'Friends' left Netflix on Dec. 31, 2019. Which of the following best describes your current situation?

Demographic	I canceled my Netflix subscription when 'Friends' left Netflix		I plan to cancel my Netflix subscription because 'Friends' is no longer available		I have not cancelled my Netflix subscription and have no plans to cancel because 'Friends' is no longer available		Never subscribed to Netflix		Total N
Adults	3%	(69)	3%	(67)	59%	(1291)	35%	(773)	2200
Gender: Male	4%	(39)	5%	(49)	56%	(595)	36%	(379)	1062
Gender: Female	3%	(30)	2%	(18)	61%	(696)	35%	(393)	1138
Age: 18-34	3%	(21)	6%	(38)	75%	(490)	16%	(106)	655
Age: 35-44	5%	(18)	4%	(13)	65%	(231)	26%	(95)	358
Age: 45-64	3%	(19)	2%	(15)	52%	(393)	43%	(324)	751
Age: 65+	2%	(10)	—	(1)	41%	(177)	57%	(248)	436
GenZers: 1997-2012	3%	(8)	5%	(13)	79%	(231)	14%	(40)	292
Millennials: 1981-1996	4%	(23)	5%	(29)	69%	(377)	21%	(117)	545
GenXers: 1965-1980	4%	(19)	4%	(19)	60%	(329)	32%	(176)	545
Baby Boomers: 1946-1964	2%	(15)	1%	(6)	47%	(333)	51%	(363)	716
PID: Dem (no lean)	2%	(16)	3%	(23)	64%	(507)	31%	(243)	789
PID: Ind (no lean)	3%	(25)	3%	(22)	59%	(460)	35%	(277)	784
PID: Rep (no lean)	5%	(28)	4%	(22)	52%	(324)	40%	(253)	627
PID/Gender: Dem Men	3%	(11)	4%	(14)	61%	(217)	32%	(113)	354
PID/Gender: Dem Women	1%	(6)	2%	(10)	67%	(290)	30%	(129)	435
PID/Gender: Ind Men	4%	(14)	4%	(16)	57%	(226)	35%	(140)	396
PID/Gender: Ind Women	3%	(10)	2%	(6)	60%	(235)	35%	(138)	389
PID/Gender: Rep Men	5%	(14)	6%	(19)	49%	(152)	40%	(126)	312
PID/Gender: Rep Women	4%	(14)	1%	(3)	54%	(171)	40%	(126)	315
Ideo: Liberal (1-3)	3%	(20)	5%	(32)	66%	(416)	26%	(163)	631
Ideo: Moderate (4)	3%	(19)	3%	(18)	61%	(373)	33%	(204)	613
Ideo: Conservative (5-7)	3%	(21)	2%	(15)	53%	(364)	42%	(292)	691
Educ: < College	3%	(53)	3%	(47)	57%	(855)	37%	(558)	1512
Educ: Bachelors degree	2%	(8)	3%	(12)	62%	(277)	33%	(147)	444
Educ: Post-grad	4%	(9)	3%	(8)	65%	(159)	28%	(68)	244

Continued on next page

Table HR8: As you may know, the TV show 'Friends' left Netflix on Dec. 31, 2019. Which of the following best describes your current situation?

Demographic	I canceled my Netflix subscription when 'Friends' left Netflix		I plan to cancel my Netflix subscription because 'Friends' is no longer available		I have not cancelled my Netflix subscription and have no plans to cancel because 'Friends' is no longer available		Never subscribed to Netflix		Total N
Adults	3%	(69)	3%	(67)	59%	(1291)	35%	(773)	2200
Income: Under 50k	4%	(48)	3%	(36)	53%	(631)	40%	(472)	1186
Income: 50k-100k	2%	(15)	4%	(25)	61%	(431)	34%	(240)	711
Income: 100k+	2%	(7)	2%	(6)	76%	(229)	20%	(61)	303
Ethnicity: White	3%	(54)	3%	(49)	58%	(1002)	36%	(617)	1722
Ethnicity: Hispanic	3%	(9)	5%	(18)	72%	(252)	20%	(70)	349
Ethnicity: Afr. Am.	2%	(5)	3%	(7)	63%	(172)	33%	(90)	274
Ethnicity: Other	5%	(10)	5%	(11)	57%	(117)	32%	(66)	204
All Christian	3%	(28)	2%	(21)	56%	(587)	39%	(410)	1046
All Non-Christian	10%	(11)	4%	(5)	53%	(64)	33%	(39)	119
Atheist	3%	(2)	2%	(2)	65%	(60)	29%	(27)	91
Agnostic/Nothing in particular	3%	(27)	4%	(39)	62%	(581)	31%	(296)	944
Religious Non-Protestant/Catholic	8%	(12)	5%	(7)	54%	(77)	33%	(48)	144
Evangelical	3%	(17)	3%	(16)	55%	(317)	39%	(224)	573
Non-Evangelical	3%	(21)	2%	(14)	59%	(494)	37%	(312)	841
Community: Urban	3%	(15)	6%	(34)	59%	(314)	32%	(170)	533
Community: Suburban	3%	(31)	2%	(18)	61%	(643)	34%	(361)	1053
Community: Rural	4%	(23)	2%	(15)	54%	(334)	39%	(242)	614
Employ: Private Sector	3%	(22)	4%	(29)	63%	(413)	29%	(187)	652
Employ: Government	2%	(3)	8%	(10)	67%	(85)	23%	(30)	127
Employ: Self-Employed	4%	(6)	4%	(7)	58%	(91)	34%	(53)	157
Employ: Homemaker	3%	(5)	4%	(6)	63%	(87)	30%	(42)	138
Employ: Retired	3%	(15)	—	(2)	40%	(196)	56%	(272)	485
Employ: Unemployed	2%	(7)	2%	(6)	66%	(213)	30%	(99)	325
Employ: Other	4%	(7)	2%	(3)	47%	(76)	47%	(77)	163
Military HH: Yes	5%	(18)	4%	(14)	54%	(210)	38%	(149)	391
Military HH: No	3%	(51)	3%	(53)	60%	(1081)	34%	(624)	1809

Continued on next page

Table HR8: As you may know, the TV show 'Friends' left Netflix on Dec. 31, 2019. Which of the following best describes your current situation?

Demographic	I canceled my Netflix subscription when 'Friends' left Netflix		I plan to cancel my Netflix subscription because 'Friends' is no longer available		I have not cancelled my Netflix subscription and have no plans to cancel because 'Friends' is no longer available		Never subscribed to Netflix		Total N
Adults	3%	(69)	3%	(67)	59%	(1291)	35%	(773)	2200
RD/WT: Right Direction	4%	(33)	5%	(37)	51%	(372)	40%	(292)	733
RD/WT: Wrong Track	2%	(37)	2%	(31)	63%	(919)	33%	(481)	1467
Trump Job Approve	5%	(40)	4%	(35)	53%	(464)	39%	(338)	876
Trump Job Disapprove	2%	(28)	2%	(25)	63%	(783)	32%	(397)	1233
Trump Job Strongly Approve	4%	(19)	4%	(18)	47%	(229)	46%	(222)	488
Trump Job Somewhat Approve	5%	(21)	4%	(17)	61%	(235)	30%	(116)	388
Trump Job Somewhat Disapprove	3%	(8)	3%	(9)	65%	(189)	29%	(85)	291
Trump Job Strongly Disapprove	2%	(20)	2%	(16)	63%	(594)	33%	(312)	942
Favorable of Trump	5%	(39)	3%	(27)	52%	(437)	40%	(330)	833
Unfavorable of Trump	2%	(28)	3%	(33)	64%	(781)	31%	(378)	1220
Very Favorable of Trump	4%	(21)	2%	(12)	48%	(238)	46%	(229)	500
Somewhat Favorable of Trump	6%	(18)	4%	(15)	60%	(198)	30%	(102)	333
Somewhat Unfavorable of Trump	5%	(9)	5%	(10)	61%	(125)	30%	(61)	206
Very Unfavorable of Trump	2%	(19)	2%	(23)	65%	(657)	31%	(316)	1014
#1 Issue: Economy	3%	(23)	3%	(24)	60%	(463)	34%	(263)	772
#1 Issue: Security	4%	(11)	3%	(7)	51%	(131)	41%	(105)	255
#1 Issue: Health Care	2%	(8)	2%	(8)	64%	(271)	33%	(139)	425
#1 Issue: Medicare / Social Security	5%	(14)	3%	(10)	44%	(132)	48%	(145)	301
#1 Issue: Women's Issues	2%	(2)	7%	(7)	73%	(69)	17%	(16)	94
#1 Issue: Education	5%	(5)	2%	(2)	72%	(87)	21%	(26)	120
#1 Issue: Energy	3%	(2)	10%	(9)	64%	(56)	23%	(20)	88
#1 Issue: Other	1%	(2)	1%	(1)	57%	(82)	41%	(59)	144
2018 House Vote: Democrat	2%	(17)	3%	(26)	62%	(457)	33%	(242)	741
2018 House Vote: Republican	4%	(26)	3%	(20)	52%	(319)	41%	(250)	615
2018 House Vote: Someone else	2%	(1)	9%	(8)	45%	(38)	44%	(36)	83

Continued on next page

Table HR8: As you may know, the TV show 'Friends' left Netflix on Dec. 31, 2019. Which of the following best describes your current situation?

Demographic	I canceled my Netflix subscription when 'Friends' left Netflix		I plan to cancel my Netflix subscription because 'Friends' is no longer available		I have not cancelled my Netflix subscription and have no plans to cancel because 'Friends' is no longer available		Never subscribed to Netflix		Total N
Adults	3%	(69)	3%	(67)	59%	(1291)	35%	(773)	2200
2016 Vote: Hillary Clinton	2%	(12)	4%	(25)	60%	(402)	34%	(226)	666
2016 Vote: Donald Trump	4%	(27)	4%	(24)	50%	(340)	42%	(286)	678
2016 Vote: Other	4%	(6)	1%	(2)	62%	(102)	33%	(54)	163
2016 Vote: Didn't Vote	3%	(24)	2%	(16)	65%	(445)	30%	(206)	690
Voted in 2014: Yes	3%	(36)	3%	(37)	57%	(727)	37%	(478)	1278
Voted in 2014: No	4%	(33)	3%	(30)	61%	(564)	32%	(295)	922
2012 Vote: Barack Obama	2%	(18)	4%	(30)	60%	(501)	34%	(285)	834
2012 Vote: Mitt Romney	3%	(17)	1%	(6)	48%	(240)	47%	(234)	497
2012 Vote: Other	3%	(3)	6%	(6)	56%	(48)	35%	(30)	86
2012 Vote: Didn't Vote	4%	(32)	3%	(25)	64%	(501)	29%	(224)	781
4-Region: Northeast	3%	(11)	5%	(20)	59%	(231)	34%	(132)	394
4-Region: Midwest	2%	(8)	4%	(18)	53%	(243)	42%	(194)	462
4-Region: South	4%	(35)	2%	(16)	60%	(491)	34%	(282)	824
4-Region: West	3%	(16)	3%	(13)	63%	(326)	32%	(165)	520
Watch TV: Every day	2%	(27)	3%	(29)	64%	(682)	31%	(333)	1071
Watch TV: Several times per week	3%	(16)	2%	(10)	65%	(319)	30%	(148)	492
Watch TV: About once per week	4%	(8)	6%	(12)	62%	(115)	27%	(50)	184
Watch TV: Several times per month	5%	(6)	4%	(5)	56%	(65)	34%	(40)	116
Watch TV: About once per month	3%	(2)	4%	(2)	64%	(32)	29%	(15)	51
Watch TV: Less often than once per month	4%	(3)	6%	(5)	43%	(35)	47%	(39)	82
Watch TV: Never	4%	(8)	2%	(4)	21%	(43)	73%	(149)	204

Continued on next page

Table HR8: As you may know, the TV show 'Friends' left Netflix on Dec. 31, 2019. Which of the following best describes your current situation?

Demographic	I canceled my Netflix subscription when 'Friends' left Netflix		I plan to cancel my Netflix subscription because 'Friends' is no longer available		I have not cancelled my Netflix subscription and have no plans to cancel because 'Friends' is no longer available		Never subscribed to Netflix		Total N
Adults	3%	(69)	3%	(67)	59%	(1291)	35%	(773)	2200
Watch Movies: Every day	2%	(9)	4%	(14)	75%	(294)	19%	(73)	390
Watch Movies: Several times per week	3%	(20)	2%	(10)	69%	(401)	25%	(147)	577
Watch Movies: About once per week	2%	(6)	3%	(12)	68%	(229)	27%	(91)	338
Watch Movies: Several times per month	2%	(5)	5%	(13)	62%	(156)	30%	(75)	250
Watch Movies: About once per month	1%	(3)	4%	(8)	45%	(93)	50%	(105)	209
Watch Movies: Less often than once per month	7%	(15)	2%	(5)	37%	(81)	54%	(120)	221
Watch Movies: Never	5%	(11)	3%	(6)	17%	(36)	75%	(162)	215
Watch Sporting Events: Every day	—	(1)	12%	(13)	67%	(77)	21%	(25)	115
Watch Sporting Events: Several times per week	5%	(12)	2%	(5)	66%	(166)	28%	(70)	253
Watch Sporting Events: About once per week	4%	(10)	4%	(8)	59%	(129)	33%	(72)	219
Watch Sporting Events: Several times per month	3%	(7)	5%	(11)	68%	(137)	23%	(46)	200
Watch Sporting Events: About once per month	3%	(5)	3%	(5)	59%	(99)	34%	(57)	166
Watch Sporting Events: Less often than once per month	3%	(12)	2%	(8)	67%	(268)	28%	(114)	403
Watch Sporting Events: Never	3%	(23)	2%	(17)	49%	(414)	46%	(389)	844
Cable TV: Currently subscribe	3%	(30)	3%	(31)	59%	(606)	35%	(353)	1020
Cable TV: Subscribed in past	3%	(25)	2%	(16)	67%	(482)	27%	(197)	721
Cable TV: Never subscribed	3%	(15)	4%	(20)	44%	(202)	48%	(223)	459
Satellite TV: Currently subscribe	2%	(11)	4%	(17)	58%	(269)	36%	(165)	462
Satellite TV: Subscribed in past	5%	(28)	4%	(26)	66%	(409)	25%	(154)	618
Satellite TV: Never subscribed	3%	(30)	2%	(24)	55%	(613)	40%	(454)	1121
Streaming Services: Currently subscribe	2%	(28)	3%	(36)	77%	(1057)	18%	(247)	1369
Streaming Services: Subscribed in past	9%	(19)	7%	(15)	46%	(101)	38%	(82)	217
Streaming Services: Never subscribed	4%	(21)	3%	(16)	22%	(133)	72%	(444)	614
Film: An avid fan	3%	(21)	3%	(22)	71%	(488)	22%	(153)	685
Film: A casual fan	3%	(38)	3%	(34)	57%	(707)	37%	(464)	1242
Film: Not a fan	4%	(10)	4%	(12)	35%	(95)	57%	(156)	272

Continued on next page

Table HR8: As you may know, the TV show 'Friends' left Netflix on Dec. 31, 2019. Which of the following best describes your current situation?

Demographic	I canceled my Netflix subscription when 'Friends' left Netflix		I plan to cancel my Netflix subscription because 'Friends' is no longer available		I have not cancelled my Netflix subscription and have no plans to cancel because 'Friends' is no longer available		Never subscribed to Netflix		Total N
Adults	3%	(69)	3%	(67)	59%	(1291)	35%	(773)	2200
Television: An avid fan	3%	(24)	3%	(26)	63%	(604)	32%	(307)	961
Television: A casual fan	4%	(38)	3%	(31)	58%	(621)	35%	(377)	1067
Television: Not a fan	4%	(6)	6%	(10)	38%	(66)	52%	(89)	172
Music: An avid fan	3%	(35)	3%	(28)	68%	(697)	26%	(261)	1021
Music: A casual fan	2%	(24)	4%	(37)	52%	(534)	42%	(436)	1031
Music: Not a fan	6%	(10)	2%	(2)	41%	(60)	51%	(76)	147
Fashion: An avid fan	3%	(9)	7%	(19)	72%	(200)	18%	(51)	280
Fashion: A casual fan	3%	(31)	2%	(22)	61%	(555)	33%	(301)	909
Fashion: Not a fan	3%	(29)	3%	(26)	53%	(536)	42%	(420)	1011
Parents	3%	(30)	4%	(44)	61%	(604)	32%	(312)	989
Current Netflix Subscribers	1%	(9)	3%	(37)	94%	(1079)	2%	(27)	1152
Current HBO Now Subscribers	3%	(6)	7%	(13)	80%	(150)	10%	(18)	188
Current Disney+ Subscribers	2%	(9)	6%	(31)	84%	(452)	9%	(47)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

Table HR9: Sometimes in surveys like this, people change their minds. As you know, HBO Max launches on May 27 and costs \$14.99 per month. Comparatively, Netflix's basic subscription costs \$8.99 per month and Hulu's basic subscription costs \$5.99 per month. Knowing what you know now, how likely are you to subscribe to the streaming service?

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	6%	(139)	13%	(290)	18%	(398)	43%	(957)	19%	(416)	2200
Gender: Male	8%	(89)	16%	(171)	18%	(194)	40%	(429)	17%	(179)	1062
Gender: Female	4%	(50)	10%	(119)	18%	(204)	46%	(527)	21%	(237)	1138
Age: 18-34	12%	(77)	17%	(112)	23%	(148)	29%	(191)	20%	(128)	655
Age: 35-44	8%	(29)	21%	(74)	19%	(68)	35%	(125)	17%	(61)	358
Age: 45-64	4%	(27)	11%	(79)	17%	(130)	49%	(368)	20%	(147)	751
Age: 65+	2%	(7)	6%	(24)	12%	(52)	62%	(273)	18%	(80)	436
GenZers: 1997-2012	12%	(36)	14%	(40)	28%	(83)	29%	(83)	17%	(50)	292
Millennials: 1981-1996	10%	(57)	20%	(110)	18%	(99)	32%	(173)	20%	(107)	545
GenXers: 1965-1980	6%	(32)	13%	(70)	18%	(98)	42%	(227)	22%	(118)	545
Baby Boomers: 1946-1964	2%	(15)	10%	(69)	15%	(110)	56%	(400)	17%	(122)	716
PID: Dem (no lean)	6%	(45)	14%	(113)	20%	(159)	44%	(344)	16%	(127)	789
PID: Ind (no lean)	6%	(45)	12%	(97)	17%	(134)	42%	(333)	23%	(177)	784
PID: Rep (no lean)	8%	(49)	13%	(80)	17%	(105)	45%	(280)	18%	(112)	627
PID/Gender: Dem Men	10%	(34)	17%	(59)	21%	(76)	37%	(132)	15%	(53)	354
PID/Gender: Dem Women	3%	(11)	13%	(55)	19%	(83)	49%	(212)	17%	(74)	435
PID/Gender: Ind Men	6%	(22)	16%	(62)	17%	(69)	41%	(162)	20%	(80)	396
PID/Gender: Ind Women	6%	(23)	9%	(34)	17%	(65)	44%	(171)	25%	(96)	389
PID/Gender: Rep Men	10%	(33)	16%	(50)	16%	(50)	43%	(135)	14%	(45)	312
PID/Gender: Rep Women	5%	(16)	10%	(30)	18%	(56)	46%	(145)	21%	(67)	315
Ideo: Liberal (1-3)	9%	(56)	15%	(93)	20%	(126)	44%	(275)	13%	(81)	631
Ideo: Moderate (4)	6%	(38)	13%	(78)	20%	(120)	44%	(268)	18%	(110)	613
Ideo: Conservative (5-7)	4%	(29)	13%	(88)	17%	(116)	49%	(340)	17%	(119)	691
Educ: < College	5%	(83)	13%	(200)	17%	(264)	43%	(649)	21%	(316)	1512
Educ: Bachelors degree	7%	(31)	13%	(55)	18%	(80)	46%	(202)	17%	(75)	444
Educ: Post-grad	11%	(26)	14%	(34)	22%	(54)	43%	(105)	10%	(24)	244
Income: Under 50k	6%	(76)	12%	(147)	17%	(196)	44%	(523)	21%	(244)	1186
Income: 50k-100k	6%	(43)	13%	(89)	19%	(138)	45%	(318)	17%	(122)	711
Income: 100k+	7%	(20)	18%	(54)	21%	(64)	38%	(115)	17%	(50)	303
Ethnicity: White	5%	(91)	11%	(198)	19%	(332)	46%	(786)	18%	(315)	1722

Continued on next page

Table HR9: Sometimes in surveys like this, people change their minds. As you know, HBO Max launches on May 27 and costs \$14.99 per month. Comparatively, Netflix's basic subscription costs \$8.99 per month and Hulu's basic subscription costs \$5.99 per month. Knowing what you know now, how likely are you to subscribe to the streaming service?

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	6%	(139)	13%	(290)	18%	(398)	43%	(957)	19%	(416)	2200
Ethnicity: Hispanic	11%	(38)	14%	(48)	23%	(80)	32%	(113)	20%	(70)	349
Ethnicity: Afr. Am.	10%	(27)	23%	(63)	12%	(33)	35%	(95)	20%	(56)	274
Ethnicity: Other	10%	(21)	14%	(29)	17%	(34)	37%	(76)	22%	(45)	204
All Christian	4%	(47)	12%	(122)	19%	(197)	48%	(499)	17%	(181)	1046
All Non-Christian	17%	(21)	13%	(15)	11%	(13)	39%	(46)	20%	(24)	119
Atheist	9%	(8)	16%	(15)	16%	(15)	50%	(46)	8%	(8)	91
Agnostic/Nothing in particular	7%	(64)	15%	(138)	18%	(173)	39%	(366)	21%	(202)	944
Religious Non-Protestant/Catholic	16%	(23)	12%	(18)	9%	(13)	41%	(59)	21%	(30)	144
Evangelical	7%	(40)	14%	(79)	15%	(86)	45%	(256)	20%	(112)	573
Non-Evangelical	4%	(35)	12%	(101)	20%	(170)	45%	(376)	19%	(158)	841
Community: Urban	13%	(70)	15%	(79)	18%	(97)	38%	(204)	16%	(85)	533
Community: Suburban	5%	(52)	13%	(139)	19%	(198)	46%	(488)	17%	(175)	1053
Community: Rural	3%	(17)	12%	(72)	17%	(104)	43%	(265)	25%	(156)	614
Employ: Private Sector	9%	(57)	13%	(86)	22%	(146)	43%	(279)	13%	(84)	652
Employ: Government	6%	(8)	21%	(27)	11%	(15)	41%	(52)	20%	(25)	127
Employ: Self-Employed	9%	(14)	25%	(40)	19%	(29)	34%	(53)	13%	(21)	157
Employ: Homemaker	8%	(10)	10%	(14)	18%	(24)	40%	(55)	25%	(35)	138
Employ: Retired	2%	(9)	6%	(29)	11%	(56)	63%	(305)	18%	(86)	485
Employ: Unemployed	7%	(22)	16%	(51)	20%	(64)	32%	(104)	26%	(84)	325
Employ: Other	7%	(12)	13%	(21)	12%	(20)	35%	(57)	33%	(54)	163
Military HH: Yes	8%	(31)	14%	(55)	16%	(62)	45%	(176)	18%	(69)	391
Military HH: No	6%	(109)	13%	(235)	19%	(337)	43%	(781)	19%	(347)	1809
RD/WT: Right Direction	9%	(69)	14%	(100)	17%	(124)	39%	(289)	21%	(152)	733
RD/WT: Wrong Track	5%	(70)	13%	(190)	19%	(274)	46%	(668)	18%	(264)	1467
Trump Job Approve	8%	(68)	15%	(130)	17%	(146)	42%	(364)	19%	(169)	876
Trump Job Disapprove	6%	(71)	12%	(145)	20%	(247)	46%	(569)	16%	(202)	1233

Continued on next page

Table HR9: Sometimes in surveys like this, people change their minds. As you know, HBO Max launches on May 27 and costs \$14.99 per month. Comparatively, Netflix's basic subscription costs \$8.99 per month and Hulu's basic subscription costs \$5.99 per month. Knowing what you know now, how likely are you to subscribe to the streaming service?

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	6%	(139)	13%	(290)	18%	(398)	43%	(957)	19%	(416)	2200
Trump Job Strongly Approve	7%	(35)	14%	(67)	12%	(57)	47%	(229)	21%	(100)	488
Trump Job Somewhat Approve	9%	(33)	16%	(63)	23%	(89)	35%	(135)	18%	(69)	388
Trump Job Somewhat Disapprove	6%	(17)	13%	(38)	21%	(62)	44%	(127)	16%	(47)	291
Trump Job Strongly Disapprove	6%	(53)	11%	(107)	20%	(185)	47%	(442)	16%	(154)	942
Favorable of Trump	7%	(56)	15%	(121)	16%	(132)	44%	(363)	19%	(162)	833
Unfavorable of Trump	6%	(69)	12%	(151)	20%	(247)	47%	(573)	15%	(180)	1220
Very Favorable of Trump	7%	(37)	14%	(69)	12%	(59)	46%	(231)	21%	(104)	500
Somewhat Favorable of Trump	6%	(19)	16%	(52)	22%	(73)	40%	(132)	17%	(58)	333
Somewhat Unfavorable of Trump	8%	(17)	15%	(31)	23%	(48)	39%	(80)	15%	(31)	206
Very Unfavorable of Trump	5%	(53)	12%	(120)	20%	(199)	49%	(494)	15%	(149)	1014
#1 Issue: Economy	7%	(56)	15%	(118)	16%	(123)	46%	(352)	16%	(124)	772
#1 Issue: Security	7%	(18)	11%	(29)	20%	(50)	44%	(113)	18%	(45)	255
#1 Issue: Health Care	6%	(24)	13%	(55)	19%	(80)	43%	(182)	20%	(83)	425
#1 Issue: Medicare / Social Security	5%	(15)	10%	(30)	18%	(54)	42%	(128)	25%	(75)	301
#1 Issue: Women's Issues	11%	(10)	9%	(9)	32%	(30)	40%	(38)	8%	(7)	94
#1 Issue: Education	3%	(4)	21%	(25)	17%	(20)	35%	(42)	24%	(29)	120
#1 Issue: Energy	11%	(10)	15%	(13)	27%	(24)	28%	(24)	19%	(17)	88
#1 Issue: Other	2%	(3)	7%	(10)	12%	(17)	54%	(78)	25%	(36)	144
2018 House Vote: Democrat	7%	(48)	13%	(93)	20%	(145)	46%	(339)	16%	(116)	741
2018 House Vote: Republican	7%	(42)	12%	(74)	15%	(93)	49%	(303)	17%	(102)	615
2018 House Vote: Someone else	4%	(3)	11%	(9)	13%	(10)	52%	(43)	20%	(17)	83
2016 Vote: Hillary Clinton	6%	(41)	11%	(75)	18%	(119)	49%	(328)	15%	(103)	666
2016 Vote: Donald Trump	5%	(37)	12%	(84)	17%	(118)	46%	(310)	19%	(129)	678
2016 Vote: Other	4%	(7)	11%	(18)	17%	(28)	54%	(88)	14%	(23)	163
2016 Vote: Didn't Vote	8%	(55)	16%	(113)	19%	(134)	33%	(230)	23%	(159)	690
Voted in 2014: Yes	5%	(64)	11%	(143)	17%	(216)	50%	(642)	17%	(213)	1278
Voted in 2014: No	8%	(75)	16%	(147)	20%	(183)	34%	(314)	22%	(203)	922

Continued on next page

Table HR9: Sometimes in surveys like this, people change their minds. As you know, HBO Max launches on May 27 and costs \$14.99 per month. Comparatively, Netflix's basic subscription costs \$8.99 per month and Hulu's basic subscription costs \$5.99 per month. Knowing what you know now, how likely are you to subscribe to the streaming service?

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	6%	(139)	13%	(290)	18%	(398)	43%	(957)	19%	(416)	2200
2012 Vote: Barack Obama	6%	(46)	12%	(103)	17%	(146)	48%	(397)	17%	(141)	834
2012 Vote: Mitt Romney	4%	(18)	9%	(47)	17%	(85)	54%	(269)	16%	(79)	497
2012 Vote: Other	5%	(5)	11%	(10)	19%	(16)	48%	(41)	16%	(14)	86
2012 Vote: Didn't Vote	9%	(71)	17%	(130)	19%	(151)	32%	(248)	23%	(182)	781
4-Region: Northeast	7%	(27)	13%	(51)	17%	(68)	43%	(168)	20%	(80)	394
4-Region: Midwest	5%	(24)	11%	(52)	17%	(78)	51%	(235)	16%	(75)	462
4-Region: South	6%	(53)	16%	(128)	16%	(135)	41%	(336)	21%	(171)	824
4-Region: West	7%	(35)	11%	(59)	23%	(118)	42%	(217)	17%	(90)	520
Watch TV: Every day	6%	(64)	14%	(147)	19%	(208)	45%	(482)	16%	(171)	1071
Watch TV: Several times per week	7%	(33)	17%	(83)	18%	(89)	39%	(193)	19%	(94)	492
Watch TV: About once per week	11%	(20)	12%	(23)	17%	(31)	43%	(79)	16%	(30)	184
Watch TV: Several times per month	6%	(7)	13%	(15)	20%	(24)	41%	(48)	19%	(22)	116
Watch TV: About once per month	6%	(3)	11%	(6)	19%	(10)	32%	(16)	32%	(16)	51
Watch TV: Less often than once per month	6%	(5)	12%	(10)	13%	(11)	53%	(44)	16%	(13)	82
Watch TV: Never	3%	(7)	3%	(6)	12%	(25)	46%	(95)	34%	(70)	204
Watch Movies: Every day	13%	(49)	22%	(88)	18%	(71)	32%	(124)	15%	(58)	390
Watch Movies: Several times per week	5%	(30)	18%	(103)	19%	(111)	40%	(232)	17%	(101)	577
Watch Movies: About once per week	7%	(23)	12%	(39)	24%	(80)	42%	(141)	17%	(56)	338
Watch Movies: Several times per month	4%	(10)	9%	(23)	18%	(45)	51%	(128)	18%	(44)	250
Watch Movies: About once per month	2%	(5)	10%	(22)	18%	(37)	54%	(112)	16%	(33)	209
Watch Movies: Less often than once per month	6%	(14)	5%	(11)	15%	(34)	54%	(119)	20%	(44)	221
Watch Movies: Never	4%	(9)	2%	(5)	9%	(20)	47%	(100)	37%	(80)	215
Watch Sporting Events: Every day	24%	(27)	18%	(21)	20%	(23)	29%	(33)	10%	(12)	115
Watch Sporting Events: Several times per week	10%	(26)	17%	(43)	17%	(44)	40%	(101)	16%	(39)	253
Watch Sporting Events: About once per week	8%	(17)	18%	(40)	22%	(48)	40%	(87)	12%	(27)	219
Watch Sporting Events: Several times per month	11%	(21)	20%	(40)	19%	(37)	43%	(86)	8%	(16)	200
Watch Sporting Events: About once per month	6%	(10)	15%	(24)	21%	(35)	44%	(73)	15%	(24)	166
Watch Sporting Events: Less often than once per month	3%	(12)	16%	(65)	21%	(83)	44%	(176)	17%	(68)	403
Watch Sporting Events: Never	3%	(26)	7%	(58)	15%	(129)	48%	(401)	27%	(230)	844

Continued on next page

Table HR9: Sometimes in surveys like this, people change their minds. As you know, HBO Max launches on May 27 and costs \$14.99 per month. Comparatively, Netflix's basic subscription costs \$8.99 per month and Hulu's basic subscription costs \$5.99 per month. Knowing what you know now, how likely are you to subscribe to the streaming service?

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	6%	(139)	13%	(290)	18%	(398)	43%	(957)	19%	(416)	2200
Cable TV: Currently subscribe	7%	(67)	12%	(119)	20%	(203)	44%	(448)	18%	(183)	1020
Cable TV: Subscribed in past	6%	(46)	15%	(107)	20%	(144)	41%	(294)	18%	(130)	721
Cable TV: Never subscribed	6%	(27)	14%	(64)	11%	(51)	47%	(215)	22%	(103)	459
Satellite TV: Currently subscribe	10%	(46)	15%	(68)	18%	(85)	41%	(188)	16%	(75)	462
Satellite TV: Subscribed in past	7%	(41)	16%	(99)	22%	(139)	37%	(231)	18%	(108)	618
Satellite TV: Never subscribed	5%	(52)	11%	(123)	16%	(175)	48%	(538)	21%	(233)	1121
Streaming Services: Currently subscribe	7%	(100)	15%	(211)	20%	(275)	41%	(557)	16%	(226)	1369
Streaming Services: Subscribed in past	9%	(19)	14%	(30)	20%	(44)	37%	(80)	20%	(44)	217
Streaming Services: Never subscribed	3%	(20)	8%	(50)	13%	(79)	52%	(320)	24%	(146)	614
Film: An avid fan	10%	(72)	20%	(139)	19%	(132)	35%	(242)	15%	(100)	685
Film: A casual fan	5%	(57)	11%	(137)	19%	(235)	46%	(575)	19%	(238)	1242
Film: Not a fan	4%	(11)	5%	(13)	11%	(31)	51%	(139)	28%	(78)	272
Television: An avid fan	8%	(73)	16%	(150)	18%	(172)	41%	(398)	17%	(168)	961
Television: A casual fan	6%	(59)	12%	(127)	20%	(211)	44%	(472)	19%	(198)	1067
Television: Not a fan	4%	(7)	7%	(13)	9%	(15)	50%	(87)	29%	(50)	172
Music: An avid fan	8%	(86)	17%	(177)	19%	(196)	38%	(387)	17%	(175)	1021
Music: A casual fan	4%	(41)	10%	(105)	18%	(183)	48%	(497)	20%	(205)	1031
Music: Not a fan	8%	(12)	5%	(8)	14%	(20)	49%	(72)	24%	(36)	147
Fashion: An avid fan	16%	(45)	25%	(70)	15%	(41)	25%	(70)	19%	(54)	280
Fashion: A casual fan	7%	(61)	16%	(146)	19%	(173)	39%	(353)	19%	(175)	909
Fashion: Not a fan	3%	(34)	7%	(74)	18%	(184)	53%	(533)	18%	(186)	1011
Parents	7%	(74)	16%	(156)	16%	(154)	44%	(430)	18%	(175)	989
Current Netflix Subscribers	9%	(101)	17%	(197)	22%	(250)	37%	(424)	16%	(180)	1152
Current HBO Now Subscribers	24%	(44)	25%	(47)	16%	(31)	21%	(40)	14%	(26)	188
Current Disney+ Subscribers	12%	(62)	22%	(118)	22%	(117)	32%	(173)	13%	(68)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

Table HR10_1: Do you agree or disagree with the following statements?
I would purchase a specific product if it included a free lifetime subscription to a streaming service.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	19%	(429)	33%	(716)	10%	(231)	11%	(232)	27%	(592)	2200
Gender: Male	21%	(224)	33%	(350)	11%	(120)	10%	(107)	25%	(261)	1062
Gender: Female	18%	(205)	32%	(366)	10%	(111)	11%	(125)	29%	(331)	1138
Age: 18-34	27%	(179)	34%	(226)	10%	(66)	6%	(42)	22%	(142)	655
Age: 35-44	26%	(94)	35%	(127)	8%	(30)	5%	(19)	25%	(88)	358
Age: 45-64	17%	(128)	32%	(241)	10%	(78)	14%	(104)	27%	(199)	751
Age: 65+	6%	(28)	28%	(123)	13%	(57)	15%	(67)	37%	(162)	436
GenZers: 1997-2012	25%	(74)	36%	(104)	12%	(36)	5%	(15)	22%	(63)	292
Millennials: 1981-1996	29%	(156)	34%	(184)	9%	(48)	6%	(35)	23%	(123)	545
GenXers: 1965-1980	24%	(129)	33%	(180)	9%	(48)	9%	(49)	25%	(138)	545
Baby Boomers: 1946-1964	10%	(69)	31%	(223)	12%	(85)	16%	(118)	31%	(222)	716
PID: Dem (no lean)	21%	(164)	36%	(284)	10%	(80)	10%	(79)	23%	(182)	789
PID: Ind (no lean)	18%	(141)	32%	(253)	11%	(87)	9%	(69)	30%	(233)	784
PID: Rep (no lean)	20%	(124)	28%	(178)	10%	(63)	13%	(84)	28%	(177)	627
PID/Gender: Dem Men	23%	(81)	38%	(136)	11%	(40)	8%	(29)	19%	(69)	354
PID/Gender: Dem Women	19%	(83)	34%	(148)	9%	(41)	11%	(50)	26%	(113)	435
PID/Gender: Ind Men	19%	(74)	31%	(124)	13%	(51)	9%	(36)	28%	(110)	396
PID/Gender: Ind Women	17%	(67)	33%	(129)	9%	(36)	9%	(33)	32%	(123)	389
PID/Gender: Rep Men	22%	(70)	29%	(90)	9%	(29)	13%	(42)	26%	(82)	312
PID/Gender: Rep Women	17%	(54)	28%	(89)	11%	(35)	13%	(42)	30%	(94)	315
Ideo: Liberal (1-3)	20%	(129)	36%	(229)	11%	(68)	11%	(70)	21%	(135)	631
Ideo: Moderate (4)	19%	(116)	36%	(222)	11%	(66)	10%	(64)	24%	(145)	613
Ideo: Conservative (5-7)	18%	(127)	30%	(211)	11%	(73)	12%	(84)	28%	(197)	691
Educ: < College	20%	(303)	31%	(463)	10%	(154)	10%	(153)	29%	(439)	1512
Educ: Bachelors degree	18%	(81)	35%	(155)	11%	(50)	12%	(52)	24%	(105)	444
Educ: Post-grad	18%	(45)	40%	(98)	11%	(27)	11%	(27)	19%	(47)	244
Income: Under 50k	19%	(227)	29%	(345)	11%	(126)	10%	(119)	31%	(368)	1186
Income: 50k-100k	19%	(136)	36%	(255)	10%	(68)	12%	(89)	23%	(164)	711
Income: 100k+	22%	(66)	38%	(116)	12%	(37)	8%	(25)	20%	(60)	303
Ethnicity: White	19%	(321)	33%	(567)	10%	(179)	11%	(187)	27%	(467)	1722
Ethnicity: Hispanic	25%	(87)	35%	(121)	9%	(32)	11%	(38)	21%	(72)	349

Continued on next page

Table HR10_1: Do you agree or disagree with the following statements?
I would purchase a specific product if it included a free lifetime subscription to a streaming service.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	19%	(429)	33%	(716)	10%	(231)	11%	(232)	27%	(592)	2200
Ethnicity: Afr. Am.	29%	(80)	29%	(80)	9%	(25)	9%	(26)	24%	(65)	274
Ethnicity: Other	14%	(29)	34%	(69)	13%	(27)	9%	(19)	29%	(60)	204
All Christian	17%	(175)	36%	(373)	11%	(117)	11%	(115)	25%	(266)	1046
All Non-Christian	21%	(25)	21%	(25)	16%	(19)	18%	(22)	23%	(28)	119
Atheist	17%	(16)	37%	(34)	3%	(2)	20%	(18)	24%	(21)	91
Agnostic/Nothing in particular	23%	(213)	30%	(284)	10%	(92)	8%	(77)	29%	(277)	944
Religious Non-Protestant/Catholic	20%	(29)	24%	(34)	14%	(20)	16%	(22)	26%	(38)	144
Evangelical	19%	(110)	32%	(183)	10%	(58)	11%	(63)	28%	(159)	573
Non-Evangelical	18%	(151)	36%	(301)	11%	(93)	10%	(83)	25%	(214)	841
Community: Urban	18%	(99)	34%	(183)	10%	(54)	12%	(63)	25%	(135)	533
Community: Suburban	20%	(210)	34%	(355)	11%	(116)	11%	(116)	24%	(257)	1053
Community: Rural	20%	(121)	29%	(178)	10%	(61)	9%	(53)	33%	(200)	614
Employ: Private Sector	21%	(137)	39%	(256)	11%	(75)	9%	(61)	19%	(123)	652
Employ: Government	22%	(28)	38%	(48)	10%	(13)	11%	(14)	19%	(24)	127
Employ: Self-Employed	22%	(35)	33%	(52)	11%	(18)	9%	(14)	24%	(38)	157
Employ: Homemaker	15%	(21)	30%	(41)	6%	(9)	12%	(16)	37%	(52)	138
Employ: Retired	7%	(36)	29%	(139)	12%	(57)	17%	(83)	35%	(170)	485
Employ: Unemployed	33%	(106)	25%	(81)	7%	(22)	6%	(20)	29%	(95)	325
Employ: Other	19%	(30)	23%	(37)	8%	(12)	12%	(20)	39%	(64)	163
Military HH: Yes	14%	(56)	34%	(134)	11%	(42)	12%	(49)	28%	(111)	391
Military HH: No	21%	(373)	32%	(582)	10%	(189)	10%	(184)	27%	(481)	1809
RD/WT: Right Direction	17%	(125)	30%	(217)	12%	(88)	12%	(85)	30%	(219)	733
RD/WT: Wrong Track	21%	(304)	34%	(499)	10%	(143)	10%	(148)	25%	(373)	1467
Trump Job Approve	20%	(171)	31%	(268)	11%	(99)	12%	(107)	26%	(231)	876
Trump Job Disapprove	20%	(243)	35%	(426)	10%	(126)	10%	(121)	26%	(316)	1233
Trump Job Strongly Approve	20%	(96)	26%	(128)	11%	(55)	14%	(69)	29%	(139)	488
Trump Job Somewhat Approve	19%	(75)	36%	(140)	11%	(44)	10%	(38)	24%	(91)	388
Trump Job Somewhat Disapprove	19%	(55)	41%	(119)	11%	(32)	7%	(20)	22%	(64)	291
Trump Job Strongly Disapprove	20%	(187)	33%	(308)	10%	(94)	11%	(101)	27%	(252)	942

Continued on next page

Table HR10_1: Do you agree or disagree with the following statements?
I would purchase a specific product if it included a free lifetime subscription to a streaming service.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	19%	(429)	33%	(716)	10%	(231)	11%	(232)	27%	(592)	2200
Favorable of Trump	21%	(174)	30%	(251)	11%	(94)	12%	(100)	26%	(213)	833
Unfavorable of Trump	19%	(233)	35%	(429)	11%	(133)	11%	(128)	24%	(297)	1220
Very Favorable of Trump	20%	(98)	27%	(136)	10%	(52)	14%	(70)	29%	(143)	500
Somewhat Favorable of Trump	23%	(76)	35%	(115)	13%	(42)	9%	(30)	21%	(70)	333
Somewhat Unfavorable of Trump	16%	(32)	40%	(82)	12%	(25)	10%	(20)	22%	(45)	206
Very Unfavorable of Trump	20%	(201)	34%	(347)	11%	(108)	11%	(108)	25%	(252)	1014
#1 Issue: Economy	23%	(180)	34%	(264)	10%	(81)	9%	(67)	23%	(181)	772
#1 Issue: Security	13%	(34)	29%	(74)	14%	(35)	12%	(31)	32%	(81)	255
#1 Issue: Health Care	20%	(87)	35%	(148)	10%	(41)	11%	(48)	24%	(102)	425
#1 Issue: Medicare / Social Security	12%	(36)	29%	(87)	11%	(33)	11%	(33)	37%	(112)	301
#1 Issue: Women's Issues	21%	(20)	35%	(33)	14%	(13)	11%	(10)	19%	(18)	94
#1 Issue: Education	28%	(34)	36%	(43)	7%	(9)	8%	(10)	20%	(24)	120
#1 Issue: Energy	19%	(17)	24%	(21)	9%	(7)	16%	(14)	33%	(29)	88
#1 Issue: Other	15%	(22)	32%	(47)	8%	(11)	14%	(20)	31%	(44)	144
2018 House Vote: Democrat	19%	(144)	37%	(272)	10%	(72)	11%	(85)	23%	(168)	741
2018 House Vote: Republican	16%	(97)	32%	(199)	11%	(65)	13%	(81)	28%	(172)	615
2018 House Vote: Someone else	17%	(14)	23%	(19)	14%	(12)	7%	(6)	38%	(32)	83
2016 Vote: Hillary Clinton	18%	(122)	36%	(242)	10%	(66)	11%	(75)	24%	(162)	666
2016 Vote: Donald Trump	16%	(109)	32%	(220)	10%	(66)	12%	(80)	30%	(203)	678
2016 Vote: Other	21%	(34)	40%	(65)	11%	(18)	9%	(15)	19%	(31)	163
2016 Vote: Didn't Vote	24%	(164)	27%	(188)	12%	(81)	9%	(63)	28%	(195)	690
Voted in 2014: Yes	17%	(215)	35%	(444)	10%	(131)	13%	(161)	26%	(327)	1278
Voted in 2014: No	23%	(213)	30%	(272)	11%	(100)	8%	(72)	29%	(265)	922
2012 Vote: Barack Obama	19%	(155)	34%	(285)	11%	(91)	11%	(95)	25%	(209)	834
2012 Vote: Mitt Romney	14%	(67)	34%	(168)	11%	(54)	14%	(69)	28%	(140)	497
2012 Vote: Other	21%	(18)	36%	(31)	8%	(7)	5%	(5)	29%	(25)	86
2012 Vote: Didn't Vote	24%	(189)	30%	(231)	10%	(80)	8%	(64)	28%	(218)	781

Continued on next page

Table HR10_1: Do you agree or disagree with the following statements?
I would purchase a specific product if it included a free lifetime subscription to a streaming service.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	19%	(429)	33%	(716)	10%	(231)	11%	(232)	27%	(592)	2200
4-Region: Northeast	21%	(82)	33%	(128)	8%	(33)	11%	(44)	27%	(106)	394
4-Region: Midwest	15%	(70)	34%	(156)	10%	(46)	12%	(55)	29%	(134)	462
4-Region: South	24%	(200)	29%	(237)	11%	(94)	8%	(70)	27%	(224)	824
4-Region: West	15%	(77)	37%	(194)	11%	(58)	12%	(63)	25%	(128)	520
Watch TV: Every day	22%	(238)	33%	(359)	11%	(120)	11%	(118)	22%	(237)	1071
Watch TV: Several times per week	20%	(99)	38%	(186)	9%	(46)	8%	(39)	25%	(123)	492
Watch TV: About once per week	21%	(38)	36%	(66)	13%	(24)	13%	(23)	18%	(33)	184
Watch TV: Several times per month	25%	(29)	24%	(28)	11%	(12)	7%	(8)	33%	(38)	116
Watch TV: About once per month	25%	(13)	41%	(21)	6%	(3)	3%	(2)	25%	(13)	51
Watch TV: Less often than once per month	4%	(3)	37%	(31)	14%	(11)	18%	(15)	27%	(22)	82
Watch TV: Never	5%	(10)	13%	(26)	7%	(15)	14%	(28)	62%	(126)	204
Watch Movies: Every day	35%	(135)	32%	(123)	10%	(40)	9%	(34)	15%	(58)	390
Watch Movies: Several times per week	20%	(116)	40%	(230)	10%	(59)	6%	(35)	24%	(137)	577
Watch Movies: About once per week	20%	(68)	35%	(117)	17%	(57)	8%	(29)	20%	(68)	338
Watch Movies: Several times per month	16%	(40)	39%	(97)	11%	(28)	9%	(22)	26%	(64)	250
Watch Movies: About once per month	17%	(35)	31%	(65)	9%	(18)	16%	(33)	28%	(58)	209
Watch Movies: Less often than once per month	9%	(19)	27%	(60)	10%	(22)	19%	(42)	36%	(79)	221
Watch Movies: Never	8%	(16)	11%	(24)	4%	(8)	17%	(37)	60%	(129)	215
Watch Sporting Events: Every day	35%	(41)	30%	(35)	12%	(13)	6%	(7)	16%	(19)	115
Watch Sporting Events: Several times per week	23%	(58)	38%	(96)	12%	(30)	9%	(23)	18%	(46)	253
Watch Sporting Events: About once per week	21%	(46)	38%	(83)	12%	(26)	14%	(30)	16%	(34)	219
Watch Sporting Events: Several times per month	23%	(47)	38%	(76)	13%	(26)	7%	(14)	19%	(38)	200
Watch Sporting Events: About once per month	15%	(26)	41%	(68)	8%	(14)	10%	(17)	25%	(42)	166
Watch Sporting Events: Less often than once per month	21%	(85)	34%	(138)	11%	(43)	10%	(42)	24%	(95)	403
Watch Sporting Events: Never	15%	(127)	26%	(220)	9%	(79)	12%	(100)	38%	(318)	844
Cable TV: Currently subscribe	20%	(207)	34%	(345)	10%	(100)	10%	(103)	26%	(264)	1020
Cable TV: Subscribed in past	20%	(146)	36%	(259)	11%	(80)	9%	(66)	24%	(170)	721
Cable TV: Never subscribed	16%	(75)	24%	(112)	11%	(51)	14%	(63)	34%	(158)	459

Continued on next page

Table HR10_1: Do you agree or disagree with the following statements?
I would purchase a specific product if it included a free lifetime subscription to a streaming service.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	19%	(429)	33%	(716)	10%	(231)	11%	(232)	27%	(592)	2200
Satellite TV: Currently subscribe	20%	(90)	33%	(150)	11%	(51)	12%	(53)	25%	(117)	462
Satellite TV: Subscribed in past	25%	(151)	37%	(228)	9%	(58)	7%	(44)	22%	(136)	618
Satellite TV: Never subscribed	17%	(187)	30%	(337)	11%	(121)	12%	(135)	30%	(340)	1121
Streaming Services: Currently subscribe	24%	(332)	40%	(548)	9%	(128)	7%	(95)	19%	(266)	1369
Streaming Services: Subscribed in past	18%	(40)	21%	(45)	15%	(33)	12%	(26)	34%	(73)	217
Streaming Services: Never subscribed	9%	(57)	20%	(124)	11%	(70)	18%	(111)	41%	(253)	614
Film: An avid fan	29%	(199)	34%	(235)	10%	(67)	7%	(51)	19%	(133)	685
Film: A casual fan	16%	(200)	35%	(441)	11%	(133)	11%	(134)	27%	(335)	1242
Film: Not a fan	11%	(30)	15%	(40)	12%	(31)	17%	(47)	46%	(124)	272
Television: An avid fan	24%	(235)	35%	(335)	10%	(95)	10%	(91)	21%	(205)	961
Television: A casual fan	16%	(173)	33%	(347)	11%	(120)	11%	(122)	28%	(304)	1067
Television: Not a fan	13%	(22)	19%	(33)	9%	(15)	11%	(19)	48%	(83)	172
Music: An avid fan	26%	(269)	35%	(358)	10%	(99)	8%	(79)	21%	(216)	1021
Music: A casual fan	15%	(150)	31%	(318)	11%	(115)	13%	(130)	31%	(318)	1031
Music: Not a fan	7%	(11)	27%	(40)	11%	(16)	15%	(23)	39%	(58)	147
Fashion: An avid fan	32%	(91)	34%	(96)	7%	(20)	7%	(20)	19%	(53)	280
Fashion: A casual fan	21%	(190)	33%	(303)	11%	(100)	9%	(82)	26%	(234)	909
Fashion: Not a fan	15%	(148)	31%	(317)	11%	(111)	13%	(131)	30%	(305)	1011
Parents	21%	(206)	34%	(336)	9%	(92)	9%	(91)	27%	(264)	989
Current Netflix Subscribers	26%	(303)	38%	(432)	11%	(127)	7%	(85)	18%	(205)	1152
Current HBO Now Subscribers	33%	(62)	42%	(80)	9%	(17)	7%	(14)	8%	(16)	188
Current Disney+ Subscribers	30%	(164)	38%	(206)	12%	(63)	5%	(28)	14%	(77)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

Table HR10_2: Do you agree or disagree with the following statements?

Free streaming services should be family friendly, where all content is rated G or PG because children could potentially access the content.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	17%	(367)	24%	(537)	17%	(383)	17%	(381)	24%	(531)	2200
Gender: Male	15%	(157)	25%	(262)	18%	(192)	20%	(210)	23%	(241)	1062
Gender: Female	18%	(210)	24%	(275)	17%	(191)	15%	(172)	25%	(290)	1138
Age: 18-34	16%	(107)	23%	(149)	19%	(124)	22%	(142)	20%	(133)	655
Age: 35-44	17%	(62)	25%	(90)	18%	(64)	22%	(78)	18%	(63)	358
Age: 45-64	17%	(131)	24%	(181)	18%	(135)	15%	(113)	25%	(191)	751
Age: 65+	15%	(67)	27%	(117)	14%	(60)	11%	(48)	33%	(144)	436
GenZers: 1997-2012	11%	(32)	22%	(65)	19%	(56)	27%	(78)	21%	(60)	292
Millennials: 1981-1996	18%	(100)	24%	(132)	19%	(106)	19%	(105)	19%	(102)	545
GenXers: 1965-1980	19%	(102)	25%	(135)	15%	(84)	17%	(92)	24%	(131)	545
Baby Boomers: 1946-1964	16%	(114)	25%	(178)	18%	(127)	14%	(99)	28%	(199)	716
PID: Dem (no lean)	14%	(114)	27%	(210)	18%	(145)	20%	(155)	21%	(164)	789
PID: Ind (no lean)	15%	(119)	23%	(182)	17%	(131)	19%	(146)	26%	(205)	784
PID: Rep (no lean)	21%	(134)	23%	(145)	17%	(106)	13%	(80)	26%	(162)	627
PID/Gender: Dem Men	11%	(39)	29%	(102)	19%	(66)	22%	(79)	19%	(69)	354
PID/Gender: Dem Women	17%	(76)	25%	(107)	18%	(80)	18%	(77)	22%	(95)	435
PID/Gender: Ind Men	14%	(54)	21%	(85)	18%	(73)	21%	(81)	26%	(102)	396
PID/Gender: Ind Women	17%	(65)	25%	(97)	15%	(59)	17%	(65)	26%	(102)	389
PID/Gender: Rep Men	21%	(64)	24%	(75)	17%	(54)	16%	(49)	22%	(70)	312
PID/Gender: Rep Women	22%	(69)	22%	(70)	17%	(52)	10%	(30)	29%	(93)	315
Ideo: Liberal (1-3)	14%	(88)	23%	(142)	19%	(123)	25%	(159)	19%	(119)	631
Ideo: Moderate (4)	15%	(91)	29%	(177)	19%	(115)	16%	(96)	22%	(135)	613
Ideo: Conservative (5-7)	22%	(149)	26%	(177)	15%	(104)	13%	(91)	25%	(170)	691
Educ: < College	17%	(261)	24%	(369)	17%	(252)	16%	(235)	26%	(395)	1512
Educ: Bachelors degree	16%	(72)	23%	(102)	20%	(89)	20%	(88)	21%	(94)	444
Educ: Post-grad	14%	(34)	27%	(67)	17%	(42)	24%	(59)	17%	(42)	244
Income: Under 50k	18%	(214)	23%	(270)	15%	(180)	16%	(195)	28%	(327)	1186
Income: 50k-100k	16%	(110)	27%	(189)	19%	(138)	17%	(118)	22%	(155)	711
Income: 100k+	14%	(43)	26%	(78)	21%	(65)	23%	(68)	16%	(49)	303
Ethnicity: White	16%	(274)	24%	(419)	18%	(301)	18%	(307)	24%	(421)	1722
Ethnicity: Hispanic	18%	(62)	28%	(99)	18%	(64)	15%	(52)	20%	(71)	349

Continued on next page

Table HR10_2: Do you agree or disagree with the following statements?

Free streaming services should be family friendly, where all content is rated G or PG because children could potentially access the content.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	17%	(367)	24%	(537)	17%	(383)	17%	(381)	24%	(531)	2200
Ethnicity: Afr. Am.	25%	(67)	24%	(66)	16%	(43)	15%	(41)	21%	(57)	274
Ethnicity: Other	13%	(26)	26%	(52)	19%	(38)	16%	(33)	26%	(54)	204
All Christian	17%	(178)	30%	(312)	16%	(168)	14%	(146)	23%	(242)	1046
All Non-Christian	21%	(25)	19%	(23)	16%	(19)	17%	(21)	26%	(31)	119
Atheist	13%	(12)	18%	(16)	18%	(17)	29%	(27)	22%	(20)	91
Agnostic/Nothing in particular	16%	(153)	20%	(186)	19%	(179)	20%	(188)	25%	(237)	944
Religious Non-Protestant/Catholic	26%	(37)	20%	(29)	13%	(19)	15%	(22)	26%	(37)	144
Evangelical	24%	(136)	23%	(132)	16%	(90)	14%	(78)	24%	(138)	573
Non-Evangelical	13%	(109)	30%	(251)	18%	(152)	16%	(136)	23%	(193)	841
Community: Urban	19%	(100)	23%	(121)	14%	(77)	21%	(111)	23%	(123)	533
Community: Suburban	15%	(155)	27%	(285)	19%	(196)	18%	(186)	22%	(231)	1053
Community: Rural	18%	(112)	21%	(131)	18%	(110)	14%	(85)	29%	(177)	614
Employ: Private Sector	18%	(118)	27%	(173)	19%	(127)	18%	(119)	18%	(114)	652
Employ: Government	25%	(32)	20%	(26)	17%	(22)	21%	(27)	17%	(21)	127
Employ: Self-Employed	16%	(26)	22%	(35)	22%	(34)	23%	(36)	16%	(25)	157
Employ: Homemaker	17%	(23)	24%	(33)	19%	(26)	17%	(24)	24%	(33)	138
Employ: Retired	18%	(86)	25%	(120)	14%	(67)	11%	(51)	33%	(162)	485
Employ: Unemployed	16%	(51)	24%	(79)	14%	(47)	19%	(61)	27%	(87)	325
Employ: Other	13%	(21)	16%	(27)	22%	(37)	12%	(19)	37%	(60)	163
Military HH: Yes	16%	(63)	23%	(89)	20%	(77)	19%	(74)	22%	(88)	391
Military HH: No	17%	(304)	25%	(448)	17%	(306)	17%	(308)	25%	(443)	1809
RD/WT: Right Direction	17%	(125)	26%	(187)	16%	(117)	13%	(94)	29%	(210)	733
RD/WT: Wrong Track	17%	(242)	24%	(350)	18%	(266)	20%	(288)	22%	(321)	1467
Trump Job Approve	19%	(163)	26%	(232)	17%	(151)	14%	(126)	23%	(204)	876
Trump Job Disapprove	15%	(187)	24%	(301)	17%	(215)	20%	(246)	23%	(283)	1233
Trump Job Strongly Approve	21%	(104)	23%	(113)	15%	(72)	14%	(66)	27%	(132)	488
Trump Job Somewhat Approve	15%	(59)	31%	(119)	20%	(79)	15%	(60)	19%	(72)	388
Trump Job Somewhat Disapprove	15%	(43)	30%	(87)	18%	(53)	19%	(55)	18%	(52)	291
Trump Job Strongly Disapprove	15%	(144)	23%	(214)	17%	(162)	20%	(190)	25%	(231)	942

Continued on next page

Table HR10_2: Do you agree or disagree with the following statements?

Free streaming services should be family friendly, where all content is rated G or PG because children could potentially access the content.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	17%	(367)	24%	(537)	17%	(383)	17%	(381)	24%	(531)	2200
Favorable of Trump	20%	(163)	26%	(216)	17%	(143)	15%	(123)	23%	(188)	833
Unfavorable of Trump	15%	(184)	25%	(302)	18%	(223)	20%	(245)	22%	(266)	1220
Very Favorable of Trump	21%	(107)	23%	(113)	16%	(78)	14%	(68)	27%	(134)	500
Somewhat Favorable of Trump	17%	(57)	31%	(103)	20%	(66)	16%	(54)	16%	(54)	333
Somewhat Unfavorable of Trump	16%	(33)	27%	(55)	24%	(49)	18%	(37)	15%	(31)	206
Very Unfavorable of Trump	15%	(151)	24%	(247)	17%	(173)	20%	(208)	23%	(235)	1014
#1 Issue: Economy	17%	(132)	27%	(205)	16%	(123)	19%	(149)	21%	(162)	772
#1 Issue: Security	20%	(50)	26%	(66)	13%	(34)	17%	(44)	24%	(60)	255
#1 Issue: Health Care	16%	(66)	27%	(113)	17%	(70)	17%	(71)	25%	(105)	425
#1 Issue: Medicare / Social Security	16%	(48)	22%	(66)	20%	(61)	9%	(26)	33%	(100)	301
#1 Issue: Women's Issues	10%	(9)	20%	(19)	15%	(14)	31%	(29)	24%	(23)	94
#1 Issue: Education	21%	(26)	23%	(28)	26%	(31)	15%	(18)	15%	(18)	120
#1 Issue: Energy	15%	(13)	20%	(17)	21%	(19)	17%	(15)	26%	(23)	88
#1 Issue: Other	15%	(22)	15%	(22)	22%	(31)	20%	(28)	28%	(40)	144
2018 House Vote: Democrat	16%	(119)	24%	(179)	17%	(126)	20%	(146)	23%	(171)	741
2018 House Vote: Republican	20%	(120)	26%	(158)	18%	(109)	14%	(86)	23%	(142)	615
2018 House Vote: Someone else	21%	(18)	15%	(12)	16%	(14)	19%	(16)	28%	(23)	83
2016 Vote: Hillary Clinton	15%	(101)	24%	(161)	17%	(112)	20%	(134)	24%	(158)	666
2016 Vote: Donald Trump	20%	(132)	24%	(165)	19%	(126)	14%	(92)	24%	(162)	678
2016 Vote: Other	22%	(36)	24%	(39)	12%	(20)	22%	(37)	19%	(32)	163
2016 Vote: Didn't Vote	14%	(98)	25%	(171)	18%	(124)	17%	(118)	26%	(180)	690
Voted in 2014: Yes	19%	(242)	24%	(308)	17%	(218)	17%	(222)	23%	(288)	1278
Voted in 2014: No	14%	(125)	25%	(229)	18%	(165)	17%	(159)	26%	(243)	922
2012 Vote: Barack Obama	17%	(142)	23%	(194)	18%	(154)	19%	(161)	22%	(184)	834
2012 Vote: Mitt Romney	21%	(106)	25%	(127)	15%	(74)	13%	(64)	25%	(126)	497
2012 Vote: Other	10%	(9)	30%	(25)	15%	(13)	19%	(17)	25%	(21)	86
2012 Vote: Didn't Vote	14%	(110)	24%	(191)	18%	(142)	18%	(138)	26%	(200)	781

Continued on next page

Table HR10_2: Do you agree or disagree with the following statements?

Free streaming services should be family friendly, where all content is rated G or PG because children could potentially access the content.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	17%	(367)	24%	(537)	17%	(383)	17%	(381)	24%	(531)	2200
4-Region: Northeast	16%	(61)	29%	(112)	18%	(70)	15%	(58)	24%	(93)	394
4-Region: Midwest	16%	(75)	25%	(114)	15%	(70)	18%	(82)	26%	(121)	462
4-Region: South	17%	(143)	23%	(187)	19%	(155)	18%	(149)	23%	(190)	824
4-Region: West	17%	(88)	24%	(123)	17%	(88)	18%	(92)	25%	(128)	520
Watch TV: Every day	18%	(189)	25%	(267)	19%	(206)	19%	(199)	20%	(211)	1071
Watch TV: Several times per week	14%	(70)	27%	(133)	20%	(97)	17%	(85)	22%	(107)	492
Watch TV: About once per week	17%	(31)	33%	(60)	15%	(28)	16%	(29)	20%	(37)	184
Watch TV: Several times per month	19%	(22)	19%	(23)	13%	(15)	18%	(21)	31%	(35)	116
Watch TV: About once per month	17%	(9)	17%	(9)	27%	(14)	20%	(10)	19%	(10)	51
Watch TV: Less often than once per month	23%	(19)	27%	(22)	9%	(7)	19%	(16)	22%	(18)	82
Watch TV: Never	14%	(28)	12%	(24)	8%	(17)	10%	(21)	56%	(114)	204
Watch Movies: Every day	26%	(100)	26%	(100)	19%	(73)	16%	(64)	14%	(53)	390
Watch Movies: Several times per week	14%	(82)	28%	(162)	20%	(114)	20%	(114)	18%	(105)	577
Watch Movies: About once per week	13%	(43)	25%	(84)	26%	(88)	19%	(64)	17%	(58)	338
Watch Movies: Several times per month	13%	(33)	28%	(69)	19%	(47)	18%	(45)	22%	(55)	250
Watch Movies: About once per month	19%	(39)	21%	(43)	14%	(29)	18%	(39)	28%	(59)	209
Watch Movies: Less often than once per month	19%	(42)	23%	(50)	11%	(23)	17%	(37)	31%	(69)	221
Watch Movies: Never	13%	(27)	13%	(28)	4%	(10)	8%	(18)	61%	(132)	215
Watch Sporting Events: Every day	25%	(28)	27%	(32)	19%	(22)	18%	(20)	12%	(13)	115
Watch Sporting Events: Several times per week	15%	(38)	28%	(71)	19%	(49)	20%	(52)	17%	(43)	253
Watch Sporting Events: About once per week	16%	(36)	23%	(49)	25%	(54)	24%	(51)	13%	(28)	219
Watch Sporting Events: Several times per month	17%	(34)	35%	(70)	21%	(41)	8%	(17)	19%	(38)	200
Watch Sporting Events: About once per month	13%	(22)	26%	(44)	23%	(38)	16%	(27)	21%	(35)	166
Watch Sporting Events: Less often than once per month	15%	(60)	25%	(102)	20%	(80)	20%	(79)	20%	(82)	403
Watch Sporting Events: Never	18%	(149)	20%	(169)	12%	(99)	16%	(135)	35%	(292)	844
Cable TV: Currently subscribe	16%	(168)	26%	(264)	17%	(175)	17%	(171)	24%	(242)	1020
Cable TV: Subscribed in past	17%	(122)	24%	(175)	20%	(144)	19%	(140)	19%	(140)	721
Cable TV: Never subscribed	17%	(77)	22%	(99)	14%	(64)	15%	(71)	32%	(149)	459

Continued on next page

Table HR10_2: Do you agree or disagree with the following statements?

Free streaming services should be family friendly, where all content is rated G or PG because children could potentially access the content.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	17%	(367)	24%	(537)	17%	(383)	17%	(381)	24%	(531)	2200
Satellite TV: Currently subscribe	18%	(83)	24%	(111)	17%	(80)	17%	(78)	24%	(110)	462
Satellite TV: Subscribed in past	18%	(108)	24%	(148)	20%	(123)	19%	(120)	19%	(118)	618
Satellite TV: Never subscribed	16%	(175)	25%	(278)	16%	(180)	16%	(183)	27%	(303)	1121
Streaming Services: Currently subscribe	16%	(220)	26%	(360)	20%	(268)	21%	(282)	17%	(239)	1369
Streaming Services: Subscribed in past	18%	(40)	23%	(49)	17%	(36)	19%	(42)	23%	(49)	217
Streaming Services: Never subscribed	17%	(107)	21%	(128)	13%	(78)	9%	(58)	40%	(243)	614
Film: An avid fan	18%	(123)	24%	(168)	19%	(129)	21%	(145)	18%	(120)	685
Film: A casual fan	16%	(199)	26%	(326)	18%	(227)	16%	(198)	24%	(293)	1242
Film: Not a fan	16%	(45)	16%	(44)	10%	(28)	14%	(38)	43%	(118)	272
Television: An avid fan	18%	(172)	26%	(250)	19%	(185)	17%	(161)	20%	(194)	961
Television: A casual fan	17%	(178)	25%	(267)	16%	(168)	17%	(183)	25%	(271)	1067
Television: Not a fan	10%	(17)	12%	(21)	17%	(30)	22%	(38)	39%	(66)	172
Music: An avid fan	18%	(189)	23%	(239)	19%	(195)	19%	(198)	20%	(200)	1021
Music: A casual fan	15%	(151)	26%	(269)	17%	(180)	16%	(160)	26%	(272)	1031
Music: Not a fan	19%	(28)	20%	(29)	6%	(9)	16%	(23)	40%	(59)	147
Fashion: An avid fan	25%	(69)	26%	(73)	17%	(48)	15%	(41)	18%	(49)	280
Fashion: A casual fan	18%	(162)	26%	(238)	17%	(158)	16%	(147)	22%	(203)	909
Fashion: Not a fan	13%	(136)	22%	(226)	17%	(176)	19%	(194)	28%	(279)	1011
Parents	22%	(213)	24%	(237)	18%	(183)	13%	(132)	23%	(225)	989
Current Netflix Subscribers	17%	(198)	26%	(303)	21%	(245)	20%	(236)	15%	(170)	1152
Current HBO Now Subscribers	22%	(41)	29%	(54)	17%	(31)	23%	(42)	10%	(19)	188
Current Disney+ Subscribers	21%	(111)	29%	(158)	19%	(104)	19%	(102)	12%	(64)	539

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

Table HR10_3: Do you agree or disagree with the following statements?
There are not enough TV streaming service options.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	5%	(113)	12%	(264)	23%	(513)	34%	(743)	26%	(566)	2200
Gender: Male	5%	(49)	13%	(142)	24%	(251)	34%	(364)	24%	(256)	1062
Gender: Female	6%	(65)	11%	(122)	23%	(262)	33%	(379)	27%	(310)	1138
Age: 18-34	8%	(54)	16%	(102)	25%	(162)	31%	(202)	21%	(136)	655
Age: 35-44	6%	(20)	16%	(56)	27%	(96)	32%	(114)	20%	(71)	358
Age: 45-64	4%	(29)	9%	(71)	24%	(178)	36%	(268)	27%	(204)	751
Age: 65+	2%	(10)	8%	(36)	18%	(77)	36%	(158)	36%	(155)	436
GenZers: 1997-2012	8%	(22)	15%	(42)	29%	(85)	29%	(83)	20%	(58)	292
Millennials: 1981-1996	8%	(42)	15%	(84)	23%	(125)	33%	(181)	21%	(114)	545
GenXers: 1965-1980	5%	(27)	12%	(67)	23%	(126)	36%	(198)	23%	(126)	545
Baby Boomers: 1946-1964	3%	(21)	9%	(62)	23%	(162)	35%	(250)	31%	(220)	716
PID: Dem (no lean)	4%	(31)	11%	(87)	25%	(199)	39%	(308)	21%	(164)	789
PID: Ind (no lean)	6%	(46)	13%	(101)	22%	(175)	31%	(244)	28%	(218)	784
PID: Rep (no lean)	6%	(36)	12%	(76)	22%	(140)	30%	(191)	29%	(184)	627
PID/Gender: Dem Men	4%	(13)	11%	(40)	27%	(95)	37%	(131)	21%	(74)	354
PID/Gender: Dem Women	4%	(18)	11%	(47)	24%	(103)	41%	(177)	21%	(89)	435
PID/Gender: Ind Men	4%	(18)	14%	(54)	24%	(94)	32%	(128)	26%	(102)	396
PID/Gender: Ind Women	7%	(29)	12%	(47)	21%	(81)	30%	(116)	30%	(116)	389
PID/Gender: Rep Men	6%	(18)	15%	(48)	20%	(62)	34%	(105)	26%	(80)	312
PID/Gender: Rep Women	6%	(18)	9%	(28)	25%	(78)	27%	(86)	33%	(104)	315
Ideo: Liberal (1-3)	4%	(26)	12%	(73)	24%	(154)	39%	(248)	21%	(130)	631
Ideo: Moderate (4)	4%	(22)	15%	(89)	27%	(164)	35%	(216)	20%	(122)	613
Ideo: Conservative (5-7)	5%	(36)	12%	(84)	22%	(153)	33%	(225)	28%	(193)	691
Educ: < College	5%	(83)	12%	(183)	22%	(330)	32%	(477)	29%	(439)	1512
Educ: Bachelors degree	4%	(17)	12%	(54)	24%	(108)	40%	(176)	20%	(89)	444
Educ: Post-grad	6%	(14)	11%	(27)	31%	(76)	37%	(89)	15%	(38)	244
Income: Under 50k	6%	(71)	12%	(145)	21%	(251)	32%	(374)	29%	(344)	1186
Income: 50k-100k	5%	(33)	12%	(89)	23%	(164)	37%	(263)	23%	(162)	711
Income: 100k+	3%	(9)	10%	(30)	32%	(98)	35%	(106)	20%	(60)	303
Ethnicity: White	4%	(74)	12%	(208)	23%	(393)	35%	(606)	26%	(441)	1722
Ethnicity: Hispanic	6%	(22)	15%	(51)	24%	(84)	29%	(100)	27%	(93)	349

Continued on next page

Table HR10_3: Do you agree or disagree with the following statements?
There are not enough TV streaming service options.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	5%	(113)	12%	(264)	23%	(513)	34%	(743)	26%	(566)	2200
Ethnicity: Afr. Am.	9%	(26)	12%	(34)	21%	(57)	33%	(90)	25%	(68)	274
Ethnicity: Other	7%	(14)	11%	(23)	31%	(63)	23%	(47)	28%	(56)	204
All Christian	5%	(51)	10%	(107)	24%	(254)	35%	(363)	26%	(271)	1046
All Non-Christian	8%	(10)	8%	(10)	22%	(26)	27%	(32)	34%	(41)	119
Atheist	6%	(6)	13%	(12)	28%	(25)	37%	(34)	16%	(14)	91
Agnostic/Nothing in particular	5%	(47)	14%	(135)	22%	(208)	33%	(314)	25%	(239)	944
Religious Non-Protestant/Catholic	9%	(13)	8%	(11)	21%	(30)	27%	(39)	35%	(51)	144
Evangelical	6%	(35)	13%	(72)	22%	(124)	32%	(185)	28%	(158)	573
Non-Evangelical	4%	(32)	11%	(96)	25%	(210)	35%	(298)	24%	(205)	841
Community: Urban	7%	(37)	12%	(63)	21%	(114)	35%	(186)	25%	(133)	533
Community: Suburban	4%	(44)	12%	(121)	26%	(271)	34%	(360)	24%	(256)	1053
Community: Rural	5%	(33)	13%	(80)	21%	(128)	32%	(196)	29%	(177)	614
Employ: Private Sector	5%	(29)	12%	(80)	28%	(185)	34%	(225)	20%	(132)	652
Employ: Government	6%	(8)	14%	(18)	21%	(26)	42%	(53)	17%	(22)	127
Employ: Self-Employed	6%	(9)	16%	(25)	26%	(40)	33%	(52)	19%	(31)	157
Employ: Homemaker	5%	(7)	13%	(18)	22%	(30)	29%	(41)	30%	(42)	138
Employ: Retired	2%	(9)	8%	(40)	20%	(96)	37%	(179)	33%	(161)	485
Employ: Unemployed	10%	(32)	14%	(45)	21%	(67)	31%	(100)	25%	(81)	325
Employ: Other	5%	(7)	9%	(15)	13%	(21)	31%	(50)	43%	(70)	163
Military HH: Yes	3%	(11)	13%	(51)	20%	(80)	37%	(145)	27%	(104)	391
Military HH: No	6%	(103)	12%	(213)	24%	(433)	33%	(598)	26%	(462)	1809
RD/WT: Right Direction	5%	(37)	12%	(90)	24%	(174)	27%	(199)	32%	(232)	733
RD/WT: Wrong Track	5%	(76)	12%	(174)	23%	(339)	37%	(544)	23%	(334)	1467
Trump Job Approve	5%	(47)	13%	(115)	23%	(201)	32%	(279)	27%	(234)	876
Trump Job Disapprove	5%	(60)	12%	(148)	23%	(288)	37%	(453)	23%	(284)	1233
Trump Job Strongly Approve	6%	(27)	12%	(60)	21%	(103)	31%	(150)	30%	(147)	488
Trump Job Somewhat Approve	5%	(20)	14%	(55)	25%	(98)	33%	(128)	22%	(87)	388
Trump Job Somewhat Disapprove	6%	(17)	16%	(45)	21%	(62)	35%	(103)	22%	(64)	291
Trump Job Strongly Disapprove	5%	(43)	11%	(103)	24%	(226)	37%	(350)	23%	(220)	942

Continued on next page

Table HR10_3: Do you agree or disagree with the following statements?
There are not enough TV streaming service options.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	5%	(113)	12%	(264)	23%	(513)	34%	(743)	26%	(566)	2200
Favorable of Trump	5%	(43)	12%	(104)	23%	(191)	33%	(276)	26%	(219)	833
Unfavorable of Trump	5%	(59)	12%	(152)	24%	(297)	37%	(447)	22%	(266)	1220
Very Favorable of Trump	7%	(34)	12%	(61)	21%	(104)	30%	(152)	30%	(149)	500
Somewhat Favorable of Trump	3%	(9)	13%	(43)	26%	(87)	37%	(124)	21%	(70)	333
Somewhat Unfavorable of Trump	8%	(17)	17%	(36)	22%	(46)	31%	(65)	21%	(43)	206
Very Unfavorable of Trump	4%	(42)	11%	(116)	25%	(251)	38%	(382)	22%	(224)	1014
#1 Issue: Economy	6%	(46)	15%	(118)	24%	(185)	34%	(262)	21%	(161)	772
#1 Issue: Security	6%	(16)	9%	(24)	21%	(55)	34%	(87)	29%	(73)	255
#1 Issue: Health Care	5%	(20)	12%	(52)	26%	(110)	36%	(154)	21%	(90)	425
#1 Issue: Medicare / Social Security	2%	(7)	10%	(31)	21%	(64)	28%	(85)	38%	(114)	301
#1 Issue: Women's Issues	8%	(7)	11%	(11)	28%	(26)	30%	(28)	24%	(22)	94
#1 Issue: Education	10%	(12)	13%	(16)	18%	(22)	31%	(37)	28%	(34)	120
#1 Issue: Energy	2%	(2)	3%	(3)	22%	(19)	39%	(35)	33%	(29)	88
#1 Issue: Other	2%	(3)	7%	(10)	22%	(32)	39%	(56)	30%	(43)	144
2018 House Vote: Democrat	5%	(40)	9%	(69)	25%	(186)	39%	(286)	22%	(161)	741
2018 House Vote: Republican	4%	(27)	13%	(83)	23%	(143)	32%	(196)	27%	(166)	615
2018 House Vote: Someone else	5%	(4)	20%	(17)	11%	(9)	26%	(21)	38%	(32)	83
2016 Vote: Hillary Clinton	5%	(35)	10%	(64)	25%	(168)	38%	(255)	22%	(144)	666
2016 Vote: Donald Trump	4%	(30)	13%	(87)	22%	(147)	32%	(215)	29%	(198)	678
2016 Vote: Other	4%	(7)	15%	(24)	25%	(40)	40%	(65)	17%	(27)	163
2016 Vote: Didn't Vote	6%	(41)	13%	(89)	23%	(157)	30%	(207)	28%	(196)	690
Voted in 2014: Yes	5%	(60)	12%	(147)	23%	(288)	37%	(474)	24%	(308)	1278
Voted in 2014: No	6%	(53)	13%	(117)	24%	(225)	29%	(269)	28%	(258)	922
2012 Vote: Barack Obama	5%	(45)	10%	(85)	25%	(208)	37%	(306)	23%	(190)	834
2012 Vote: Mitt Romney	3%	(13)	10%	(52)	22%	(110)	37%	(182)	28%	(140)	497
2012 Vote: Other	7%	(6)	24%	(21)	17%	(14)	31%	(27)	21%	(18)	86
2012 Vote: Didn't Vote	6%	(50)	14%	(106)	23%	(180)	29%	(228)	28%	(218)	781

Continued on next page

Table HR10_3: Do you agree or disagree with the following statements?
There are not enough TV streaming service options.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	5%	(113)	12%	(264)	23%	(513)	34%	(743)	26%	(566)	2200
4-Region: Northeast	4%	(15)	14%	(54)	24%	(95)	34%	(136)	24%	(95)	394
4-Region: Midwest	5%	(22)	10%	(45)	21%	(99)	37%	(169)	27%	(127)	462
4-Region: South	7%	(54)	14%	(118)	22%	(183)	32%	(260)	25%	(209)	824
4-Region: West	4%	(23)	9%	(47)	26%	(136)	34%	(178)	26%	(136)	520
Watch TV: Every day	6%	(65)	11%	(120)	24%	(257)	38%	(409)	21%	(220)	1071
Watch TV: Several times per week	5%	(22)	12%	(57)	32%	(155)	31%	(154)	21%	(104)	492
Watch TV: About once per week	5%	(9)	17%	(31)	21%	(38)	36%	(66)	22%	(40)	184
Watch TV: Several times per month	5%	(6)	17%	(19)	22%	(26)	23%	(27)	33%	(38)	116
Watch TV: About once per month	8%	(4)	23%	(12)	16%	(8)	25%	(13)	28%	(14)	51
Watch TV: Less often than once per month	—	(0)	16%	(13)	16%	(14)	34%	(28)	33%	(27)	82
Watch TV: Never	4%	(7)	6%	(13)	7%	(15)	22%	(46)	60%	(123)	204
Watch Movies: Every day	15%	(57)	17%	(66)	22%	(86)	32%	(125)	14%	(56)	390
Watch Movies: Several times per week	4%	(22)	13%	(76)	29%	(169)	34%	(193)	20%	(116)	577
Watch Movies: About once per week	3%	(12)	14%	(46)	28%	(95)	35%	(119)	19%	(66)	338
Watch Movies: Several times per month	2%	(4)	11%	(27)	24%	(59)	37%	(93)	27%	(67)	250
Watch Movies: About once per month	4%	(9)	10%	(21)	25%	(52)	37%	(77)	25%	(51)	209
Watch Movies: Less often than once per month	3%	(6)	7%	(16)	18%	(41)	37%	(81)	35%	(78)	221
Watch Movies: Never	2%	(4)	6%	(13)	5%	(10)	25%	(55)	62%	(133)	215
Watch Sporting Events: Every day	12%	(14)	19%	(22)	23%	(27)	29%	(34)	16%	(18)	115
Watch Sporting Events: Several times per week	6%	(14)	12%	(31)	28%	(71)	37%	(93)	17%	(44)	253
Watch Sporting Events: About once per week	8%	(17)	19%	(41)	24%	(52)	35%	(76)	15%	(32)	219
Watch Sporting Events: Several times per month	5%	(10)	12%	(24)	30%	(60)	34%	(69)	19%	(38)	200
Watch Sporting Events: About once per month	6%	(10)	10%	(17)	28%	(47)	31%	(52)	24%	(41)	166
Watch Sporting Events: Less often than once per month	3%	(13)	12%	(48)	27%	(110)	38%	(153)	20%	(79)	403
Watch Sporting Events: Never	4%	(36)	10%	(82)	17%	(146)	32%	(266)	37%	(314)	844
Cable TV: Currently subscribe	5%	(53)	12%	(126)	23%	(238)	33%	(338)	26%	(264)	1020
Cable TV: Subscribed in past	4%	(28)	13%	(93)	29%	(208)	34%	(245)	20%	(148)	721
Cable TV: Never subscribed	7%	(32)	10%	(45)	15%	(67)	35%	(160)	34%	(155)	459

Continued on next page

Table HR10_3: Do you agree or disagree with the following statements?
There are not enough TV streaming service options.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	5%	(113)	12%	(264)	23%	(513)	34%	(743)	26%	(566)	2200
Satellite TV: Currently subscribe	5%	(22)	14%	(65)	22%	(101)	34%	(158)	25%	(115)	462
Satellite TV: Subscribed in past	6%	(36)	15%	(94)	27%	(165)	32%	(198)	20%	(124)	618
Satellite TV: Never subscribed	5%	(55)	9%	(105)	22%	(246)	34%	(386)	29%	(327)	1121
Streaming Services: Currently subscribe	5%	(68)	13%	(182)	26%	(362)	38%	(515)	18%	(243)	1369
Streaming Services: Subscribed in past	11%	(23)	14%	(30)	19%	(42)	26%	(56)	30%	(65)	217
Streaming Services: Never subscribed	4%	(23)	9%	(53)	18%	(109)	28%	(172)	42%	(258)	614
Film: An avid fan	8%	(53)	16%	(109)	25%	(170)	33%	(223)	19%	(129)	685
Film: A casual fan	4%	(47)	11%	(138)	25%	(309)	35%	(437)	25%	(311)	1242
Film: Not a fan	5%	(13)	6%	(17)	13%	(34)	30%	(83)	46%	(126)	272
Television: An avid fan	5%	(52)	13%	(120)	25%	(244)	36%	(344)	21%	(201)	961
Television: A casual fan	5%	(55)	12%	(128)	24%	(252)	32%	(339)	27%	(293)	1067
Television: Not a fan	4%	(7)	9%	(16)	10%	(17)	35%	(60)	42%	(72)	172
Music: An avid fan	7%	(67)	14%	(144)	24%	(246)	35%	(354)	21%	(210)	1021
Music: A casual fan	4%	(37)	11%	(109)	24%	(250)	33%	(338)	29%	(297)	1031
Music: Not a fan	6%	(9)	8%	(12)	11%	(17)	34%	(50)	40%	(60)	147
Fashion: An avid fan	13%	(38)	16%	(44)	28%	(78)	25%	(71)	18%	(50)	280
Fashion: A casual fan	4%	(37)	14%	(126)	24%	(215)	35%	(321)	23%	(210)	909
Fashion: Not a fan	4%	(39)	9%	(95)	22%	(220)	35%	(350)	30%	(307)	1011
Parents	6%	(64)	14%	(135)	22%	(213)	32%	(320)	26%	(256)	989
Current Netflix Subscribers	7%	(75)	14%	(160)	28%	(321)	36%	(416)	16%	(180)	1152
Current HBO Now Subscribers	7%	(12)	16%	(31)	30%	(56)	36%	(68)	11%	(21)	188
Current Disney+ Subscribers	8%	(44)	17%	(91)	29%	(155)	33%	(176)	14%	(73)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

Table HR10_4: Do you agree or disagree with the following statements?
There are not enough music streaming service options.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	6%	(132)	12%	(273)	23%	(499)	29%	(644)	30%	(651)	2200
Gender: Male	6%	(63)	11%	(122)	24%	(256)	31%	(330)	27%	(290)	1062
Gender: Female	6%	(69)	13%	(151)	21%	(243)	28%	(314)	32%	(361)	1138
Age: 18-34	10%	(67)	17%	(110)	22%	(142)	30%	(195)	21%	(140)	655
Age: 35-44	7%	(26)	16%	(58)	25%	(89)	28%	(101)	23%	(83)	358
Age: 45-64	4%	(33)	9%	(67)	24%	(182)	31%	(230)	32%	(239)	751
Age: 65+	1%	(6)	9%	(37)	20%	(86)	27%	(118)	43%	(188)	436
GenZers: 1997-2012	11%	(33)	20%	(60)	19%	(54)	31%	(92)	18%	(53)	292
Millennials: 1981-1996	9%	(47)	14%	(79)	25%	(135)	28%	(153)	24%	(131)	545
GenXers: 1965-1980	6%	(34)	11%	(61)	23%	(128)	32%	(175)	27%	(148)	545
Baby Boomers: 1946-1964	2%	(18)	9%	(64)	23%	(164)	29%	(206)	37%	(265)	716
PID: Dem (no lean)	6%	(44)	13%	(104)	24%	(190)	33%	(259)	24%	(192)	789
PID: Ind (no lean)	7%	(54)	14%	(107)	21%	(165)	27%	(213)	31%	(245)	784
PID: Rep (no lean)	5%	(34)	10%	(62)	23%	(145)	28%	(172)	34%	(214)	627
PID/Gender: Dem Men	6%	(20)	10%	(37)	28%	(100)	31%	(111)	25%	(87)	354
PID/Gender: Dem Women	6%	(24)	15%	(67)	21%	(90)	34%	(148)	24%	(105)	435
PID/Gender: Ind Men	5%	(21)	14%	(54)	20%	(81)	31%	(124)	29%	(115)	396
PID/Gender: Ind Women	9%	(33)	14%	(53)	22%	(84)	23%	(89)	33%	(130)	389
PID/Gender: Rep Men	7%	(22)	10%	(31)	24%	(76)	31%	(95)	28%	(88)	312
PID/Gender: Rep Women	4%	(12)	10%	(30)	22%	(69)	25%	(77)	40%	(126)	315
Ideo: Liberal (1-3)	7%	(46)	13%	(82)	25%	(156)	34%	(213)	21%	(134)	631
Ideo: Moderate (4)	5%	(30)	14%	(84)	23%	(142)	32%	(193)	27%	(165)	613
Ideo: Conservative (5-7)	5%	(32)	10%	(71)	24%	(165)	29%	(198)	33%	(225)	691
Educ: < College	7%	(98)	13%	(203)	21%	(311)	27%	(415)	32%	(484)	1512
Educ: Bachelors degree	4%	(19)	11%	(48)	26%	(116)	33%	(147)	26%	(114)	444
Educ: Post-grad	6%	(15)	9%	(21)	29%	(72)	34%	(83)	22%	(53)	244
Income: Under 50k	7%	(87)	13%	(148)	21%	(247)	27%	(317)	33%	(386)	1186
Income: 50k-100k	5%	(33)	14%	(98)	22%	(159)	31%	(223)	28%	(198)	711
Income: 100k+	4%	(12)	9%	(26)	31%	(94)	34%	(105)	22%	(67)	303
Ethnicity: White	5%	(87)	12%	(212)	23%	(388)	30%	(514)	30%	(521)	1722
Ethnicity: Hispanic	9%	(32)	19%	(67)	19%	(65)	23%	(82)	30%	(103)	349

Continued on next page

Table HR10_4: Do you agree or disagree with the following statements?
There are not enough music streaming service options.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	6%	(132)	12%	(273)	23%	(499)	29%	(644)	30%	(651)	2200
Ethnicity: Afr. Am.	8%	(22)	12%	(34)	23%	(63)	32%	(87)	25%	(68)	274
Ethnicity: Other	11%	(23)	13%	(27)	24%	(48)	21%	(44)	30%	(62)	204
All Christian	4%	(46)	11%	(120)	23%	(243)	30%	(317)	31%	(320)	1046
All Non-Christian	5%	(6)	9%	(11)	27%	(32)	25%	(30)	34%	(40)	119
Atheist	6%	(5)	13%	(12)	28%	(25)	34%	(31)	19%	(17)	91
Agnostic/Nothing in particular	8%	(75)	14%	(130)	21%	(199)	28%	(266)	29%	(274)	944
Religious Non-Protestant/Catholic	4%	(6)	8%	(12)	26%	(38)	26%	(37)	35%	(51)	144
Evangelical	7%	(43)	13%	(75)	21%	(118)	29%	(166)	30%	(172)	573
Non-Evangelical	4%	(30)	14%	(120)	24%	(199)	30%	(248)	29%	(244)	841
Community: Urban	8%	(41)	15%	(79)	22%	(119)	29%	(157)	26%	(137)	533
Community: Suburban	5%	(53)	12%	(122)	24%	(258)	30%	(321)	29%	(300)	1053
Community: Rural	6%	(38)	12%	(72)	20%	(123)	27%	(167)	35%	(214)	614
Employ: Private Sector	6%	(40)	11%	(73)	26%	(166)	35%	(230)	22%	(144)	652
Employ: Government	4%	(5)	11%	(14)	26%	(33)	36%	(46)	23%	(30)	127
Employ: Self-Employed	7%	(11)	16%	(26)	25%	(39)	31%	(49)	20%	(32)	157
Employ: Homemaker	4%	(6)	12%	(17)	23%	(32)	22%	(31)	38%	(53)	138
Employ: Retired	2%	(9)	10%	(47)	20%	(98)	26%	(127)	42%	(204)	485
Employ: Unemployed	9%	(29)	14%	(44)	21%	(69)	25%	(83)	31%	(100)	325
Employ: Other	7%	(11)	13%	(21)	16%	(27)	22%	(36)	42%	(68)	163
Military HH: Yes	5%	(18)	10%	(40)	25%	(97)	30%	(118)	30%	(119)	391
Military HH: No	6%	(114)	13%	(233)	22%	(403)	29%	(527)	29%	(532)	1809
RD/WT: Right Direction	6%	(43)	11%	(83)	23%	(167)	24%	(178)	36%	(261)	733
RD/WT: Wrong Track	6%	(89)	13%	(189)	23%	(332)	32%	(466)	27%	(390)	1467
Trump Job Approve	6%	(53)	12%	(104)	24%	(208)	26%	(231)	32%	(280)	876
Trump Job Disapprove	6%	(73)	13%	(158)	23%	(280)	32%	(399)	26%	(323)	1233
Trump Job Strongly Approve	5%	(24)	10%	(48)	22%	(106)	28%	(134)	36%	(175)	488
Trump Job Somewhat Approve	8%	(30)	15%	(56)	26%	(102)	25%	(96)	27%	(104)	388
Trump Job Somewhat Disapprove	9%	(27)	13%	(39)	24%	(69)	27%	(80)	26%	(76)	291
Trump Job Strongly Disapprove	5%	(46)	13%	(119)	22%	(211)	34%	(319)	26%	(247)	942

Continued on next page

Table HR10_4: Do you agree or disagree with the following statements?
There are not enough music streaming service options.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	6%	(132)	12%	(273)	23%	(499)	29%	(644)	30%	(651)	2200
Favorable of Trump	6%	(48)	11%	(96)	24%	(196)	28%	(229)	32%	(264)	833
Unfavorable of Trump	6%	(75)	13%	(160)	23%	(284)	33%	(397)	25%	(303)	1220
Very Favorable of Trump	5%	(27)	11%	(57)	21%	(104)	27%	(136)	35%	(176)	500
Somewhat Favorable of Trump	6%	(21)	12%	(39)	28%	(92)	28%	(93)	26%	(88)	333
Somewhat Unfavorable of Trump	10%	(21)	15%	(31)	25%	(52)	26%	(54)	23%	(47)	206
Very Unfavorable of Trump	5%	(55)	13%	(129)	23%	(232)	34%	(343)	25%	(256)	1014
#1 Issue: Economy	5%	(42)	14%	(105)	25%	(191)	30%	(229)	26%	(205)	772
#1 Issue: Security	8%	(20)	14%	(35)	16%	(41)	30%	(78)	32%	(82)	255
#1 Issue: Health Care	5%	(21)	8%	(36)	28%	(120)	33%	(139)	26%	(109)	425
#1 Issue: Medicare / Social Security	4%	(13)	13%	(41)	17%	(52)	22%	(65)	43%	(131)	301
#1 Issue: Women's Issues	9%	(9)	14%	(13)	16%	(15)	32%	(30)	28%	(27)	94
#1 Issue: Education	17%	(21)	11%	(13)	20%	(24)	28%	(34)	24%	(28)	120
#1 Issue: Energy	2%	(2)	20%	(18)	26%	(22)	27%	(24)	25%	(22)	88
#1 Issue: Other	3%	(4)	9%	(12)	24%	(34)	32%	(46)	33%	(48)	144
2018 House Vote: Democrat	6%	(44)	11%	(84)	25%	(182)	33%	(245)	25%	(187)	741
2018 House Vote: Republican	4%	(25)	11%	(70)	24%	(148)	28%	(172)	32%	(200)	615
2018 House Vote: Someone else	6%	(5)	18%	(15)	11%	(9)	24%	(20)	41%	(34)	83
2016 Vote: Hillary Clinton	7%	(44)	10%	(64)	25%	(166)	34%	(225)	25%	(167)	666
2016 Vote: Donald Trump	4%	(25)	11%	(77)	24%	(163)	27%	(182)	34%	(230)	678
2016 Vote: Other	3%	(4)	16%	(26)	23%	(38)	36%	(59)	22%	(36)	163
2016 Vote: Didn't Vote	9%	(59)	15%	(105)	19%	(132)	26%	(178)	31%	(216)	690
Voted in 2014: Yes	5%	(61)	12%	(147)	23%	(300)	31%	(402)	29%	(368)	1278
Voted in 2014: No	8%	(71)	14%	(126)	22%	(199)	26%	(243)	31%	(283)	922
2012 Vote: Barack Obama	7%	(56)	11%	(95)	24%	(201)	31%	(259)	27%	(223)	834
2012 Vote: Mitt Romney	2%	(9)	10%	(51)	22%	(111)	30%	(148)	36%	(179)	497
2012 Vote: Other	3%	(3)	16%	(14)	24%	(20)	36%	(31)	21%	(18)	86
2012 Vote: Didn't Vote	8%	(65)	15%	(113)	21%	(166)	27%	(207)	29%	(230)	781

Continued on next page

Table HR10_4: Do you agree or disagree with the following statements?
There are not enough music streaming service options.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	6%	(132)	12%	(273)	23%	(499)	29%	(644)	30%	(651)	2200
4-Region: Northeast	4%	(15)	12%	(46)	24%	(95)	30%	(118)	31%	(120)	394
4-Region: Midwest	5%	(25)	12%	(55)	21%	(98)	31%	(142)	31%	(142)	462
4-Region: South	8%	(67)	13%	(108)	21%	(172)	29%	(239)	29%	(238)	824
4-Region: West	5%	(26)	12%	(64)	26%	(133)	28%	(146)	29%	(152)	520
Watch TV: Every day	7%	(70)	12%	(124)	23%	(246)	34%	(362)	25%	(269)	1071
Watch TV: Several times per week	6%	(27)	16%	(79)	28%	(136)	24%	(120)	27%	(131)	492
Watch TV: About once per week	5%	(10)	16%	(29)	23%	(42)	34%	(63)	22%	(40)	184
Watch TV: Several times per month	11%	(13)	8%	(9)	24%	(27)	22%	(25)	36%	(41)	116
Watch TV: About once per month	11%	(5)	22%	(11)	22%	(11)	21%	(10)	25%	(13)	51
Watch TV: Less often than once per month	2%	(1)	12%	(9)	20%	(17)	31%	(26)	35%	(29)	82
Watch TV: Never	3%	(6)	5%	(10)	10%	(21)	19%	(38)	63%	(128)	204
Watch Movies: Every day	12%	(48)	13%	(52)	21%	(80)	33%	(130)	20%	(79)	390
Watch Movies: Several times per week	5%	(29)	14%	(80)	27%	(158)	27%	(157)	26%	(153)	577
Watch Movies: About once per week	4%	(15)	16%	(53)	30%	(102)	31%	(105)	18%	(62)	338
Watch Movies: Several times per month	5%	(13)	14%	(36)	26%	(66)	30%	(75)	24%	(61)	250
Watch Movies: About once per month	5%	(11)	10%	(20)	21%	(43)	35%	(74)	29%	(61)	209
Watch Movies: Less often than once per month	4%	(9)	11%	(25)	17%	(37)	26%	(57)	42%	(93)	221
Watch Movies: Never	3%	(6)	3%	(7)	6%	(13)	21%	(46)	66%	(143)	215
Watch Sporting Events: Every day	14%	(16)	17%	(20)	23%	(27)	27%	(31)	19%	(22)	115
Watch Sporting Events: Several times per week	7%	(18)	13%	(32)	26%	(65)	31%	(80)	23%	(58)	253
Watch Sporting Events: About once per week	6%	(12)	17%	(38)	21%	(47)	34%	(75)	21%	(47)	219
Watch Sporting Events: Several times per month	9%	(18)	15%	(30)	33%	(66)	26%	(52)	17%	(34)	200
Watch Sporting Events: About once per month	6%	(10)	15%	(24)	28%	(46)	28%	(46)	24%	(40)	166
Watch Sporting Events: Less often than once per month	4%	(16)	12%	(48)	28%	(111)	33%	(134)	24%	(95)	403
Watch Sporting Events: Never	5%	(43)	10%	(81)	16%	(138)	27%	(228)	42%	(354)	844
Cable TV: Currently subscribe	6%	(66)	13%	(130)	22%	(226)	30%	(310)	28%	(288)	1020
Cable TV: Subscribed in past	6%	(40)	13%	(96)	28%	(203)	27%	(198)	25%	(183)	721
Cable TV: Never subscribed	6%	(26)	10%	(47)	15%	(70)	30%	(136)	39%	(180)	459

Continued on next page

Table HR10_4: Do you agree or disagree with the following statements?
There are not enough music streaming service options.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	6%	(132)	12%	(273)	23%	(499)	29%	(644)	30%	(651)	2200
Satellite TV: Currently subscribe	5%	(21)	13%	(59)	22%	(101)	30%	(139)	31%	(142)	462
Satellite TV: Subscribed in past	8%	(52)	16%	(96)	27%	(167)	26%	(159)	23%	(143)	618
Satellite TV: Never subscribed	5%	(59)	11%	(118)	21%	(231)	31%	(347)	33%	(366)	1121
Streaming Services: Currently subscribe	5%	(73)	14%	(190)	26%	(363)	34%	(463)	20%	(281)	1369
Streaming Services: Subscribed in past	13%	(28)	13%	(29)	18%	(39)	24%	(51)	32%	(69)	217
Streaming Services: Never subscribed	5%	(31)	9%	(54)	16%	(98)	21%	(130)	49%	(301)	614
Film: An avid fan	8%	(57)	15%	(106)	23%	(159)	31%	(214)	22%	(149)	685
Film: A casual fan	5%	(63)	12%	(147)	25%	(306)	29%	(358)	30%	(369)	1242
Film: Not a fan	5%	(13)	7%	(20)	12%	(34)	26%	(72)	49%	(134)	272
Television: An avid fan	6%	(61)	13%	(121)	24%	(234)	31%	(301)	25%	(245)	961
Television: A casual fan	6%	(61)	13%	(137)	23%	(249)	27%	(289)	31%	(331)	1067
Television: Not a fan	6%	(11)	8%	(14)	10%	(17)	32%	(54)	44%	(76)	172
Music: An avid fan	9%	(90)	13%	(138)	25%	(252)	31%	(318)	22%	(224)	1021
Music: A casual fan	4%	(37)	12%	(126)	23%	(237)	27%	(278)	34%	(354)	1031
Music: Not a fan	3%	(5)	6%	(9)	7%	(11)	33%	(48)	50%	(74)	147
Fashion: An avid fan	11%	(32)	17%	(49)	21%	(60)	27%	(76)	23%	(63)	280
Fashion: A casual fan	5%	(48)	14%	(126)	26%	(235)	29%	(266)	26%	(233)	909
Fashion: Not a fan	5%	(52)	10%	(98)	20%	(205)	30%	(302)	35%	(355)	1011
Parents	6%	(64)	13%	(125)	24%	(233)	27%	(266)	30%	(301)	989
Current Netflix Subscribers	7%	(82)	15%	(169)	28%	(320)	32%	(372)	18%	(211)	1152
Current HBO Now Subscribers	8%	(15)	17%	(32)	28%	(52)	32%	(61)	15%	(28)	188
Current Disney+ Subscribers	11%	(59)	15%	(80)	28%	(151)	30%	(162)	16%	(88)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

Table HR10_5: Do you agree or disagree with the following statements?
There are not enough movie streaming service options.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	6%	(128)	15%	(334)	24%	(519)	30%	(655)	26%	(563)	2200
Gender: Male	6%	(59)	16%	(173)	24%	(251)	31%	(334)	23%	(245)	1062
Gender: Female	6%	(69)	14%	(161)	24%	(268)	28%	(321)	28%	(319)	1138
Age: 18-34	9%	(62)	19%	(127)	23%	(148)	28%	(182)	21%	(136)	655
Age: 35-44	7%	(25)	18%	(63)	26%	(94)	30%	(107)	19%	(68)	358
Age: 45-64	4%	(28)	13%	(95)	25%	(190)	31%	(232)	27%	(205)	751
Age: 65+	3%	(13)	11%	(48)	20%	(87)	31%	(134)	35%	(154)	436
GenZers: 1997-2012	8%	(25)	21%	(60)	23%	(67)	30%	(88)	18%	(53)	292
Millennials: 1981-1996	9%	(51)	19%	(102)	24%	(129)	27%	(149)	21%	(115)	545
GenXers: 1965-1980	6%	(33)	15%	(82)	22%	(120)	34%	(183)	23%	(127)	545
Baby Boomers: 1946-1964	2%	(16)	11%	(81)	26%	(188)	29%	(211)	31%	(221)	716
PID: Dem (no lean)	6%	(43)	16%	(126)	25%	(197)	35%	(272)	19%	(150)	789
PID: Ind (no lean)	7%	(54)	14%	(114)	22%	(172)	27%	(215)	29%	(230)	784
PID: Rep (no lean)	5%	(31)	15%	(94)	24%	(150)	27%	(167)	29%	(184)	627
PID/Gender: Dem Men	6%	(22)	19%	(67)	24%	(84)	33%	(116)	18%	(64)	354
PID/Gender: Dem Women	5%	(21)	14%	(60)	26%	(113)	36%	(156)	20%	(85)	435
PID/Gender: Ind Men	5%	(20)	13%	(52)	23%	(93)	31%	(124)	27%	(106)	396
PID/Gender: Ind Women	9%	(33)	16%	(61)	20%	(79)	23%	(91)	32%	(124)	389
PID/Gender: Rep Men	5%	(17)	17%	(54)	24%	(74)	30%	(93)	24%	(74)	312
PID/Gender: Rep Women	5%	(15)	13%	(40)	24%	(76)	24%	(74)	35%	(109)	315
Ideo: Liberal (1-3)	6%	(39)	17%	(106)	27%	(169)	33%	(207)	17%	(110)	631
Ideo: Moderate (4)	5%	(31)	16%	(99)	24%	(147)	33%	(203)	22%	(133)	613
Ideo: Conservative (5-7)	5%	(37)	13%	(91)	23%	(160)	29%	(202)	29%	(200)	691
Educ: < College	7%	(99)	17%	(251)	21%	(324)	27%	(413)	28%	(426)	1512
Educ: Bachelors degree	4%	(17)	12%	(52)	25%	(112)	36%	(162)	23%	(100)	444
Educ: Post-grad	5%	(12)	13%	(31)	34%	(84)	33%	(80)	15%	(38)	244
Income: Under 50k	6%	(76)	16%	(194)	20%	(243)	27%	(326)	29%	(347)	1186
Income: 50k-100k	6%	(42)	13%	(95)	26%	(186)	32%	(227)	23%	(161)	711
Income: 100k+	4%	(11)	15%	(45)	30%	(90)	34%	(102)	18%	(55)	303
Ethnicity: White	5%	(78)	15%	(253)	24%	(408)	31%	(538)	26%	(445)	1722
Ethnicity: Hispanic	10%	(34)	22%	(78)	20%	(69)	23%	(81)	25%	(88)	349

Continued on next page

Table HR10_5: Do you agree or disagree with the following statements?
There are not enough movie streaming service options.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	6%	(128)	15%	(334)	24%	(519)	30%	(655)	26%	(563)	2200
Ethnicity: Afr. Am.	11%	(31)	20%	(55)	21%	(57)	25%	(69)	23%	(62)	274
Ethnicity: Other	9%	(19)	13%	(27)	26%	(54)	24%	(48)	28%	(56)	204
All Christian	6%	(65)	14%	(141)	24%	(250)	31%	(326)	25%	(264)	1046
All Non-Christian	11%	(13)	10%	(12)	25%	(30)	24%	(28)	30%	(35)	119
Atheist	5%	(4)	11%	(10)	34%	(31)	36%	(33)	14%	(13)	91
Agnostic/Nothing in particular	5%	(46)	18%	(170)	22%	(208)	28%	(268)	27%	(251)	944
Religious Non-Protestant/Catholic	11%	(16)	9%	(13)	25%	(35)	23%	(33)	32%	(46)	144
Evangelical	5%	(29)	17%	(99)	20%	(117)	29%	(165)	28%	(163)	573
Non-Evangelical	6%	(49)	13%	(111)	26%	(220)	32%	(266)	23%	(196)	841
Community: Urban	7%	(39)	15%	(82)	24%	(127)	30%	(157)	24%	(128)	533
Community: Suburban	5%	(54)	15%	(153)	25%	(259)	31%	(324)	25%	(262)	1053
Community: Rural	6%	(34)	16%	(99)	22%	(133)	28%	(174)	28%	(173)	614
Employ: Private Sector	5%	(30)	17%	(108)	25%	(165)	34%	(222)	19%	(127)	652
Employ: Government	10%	(13)	15%	(18)	24%	(31)	36%	(46)	15%	(19)	127
Employ: Self-Employed	5%	(7)	16%	(24)	23%	(37)	35%	(54)	22%	(34)	157
Employ: Homemaker	7%	(10)	10%	(14)	25%	(34)	25%	(35)	33%	(45)	138
Employ: Retired	2%	(12)	11%	(51)	24%	(115)	30%	(144)	34%	(163)	485
Employ: Unemployed	10%	(32)	19%	(61)	24%	(78)	22%	(72)	25%	(81)	325
Employ: Other	7%	(11)	11%	(17)	15%	(24)	23%	(38)	45%	(73)	163
Military HH: Yes	5%	(21)	15%	(58)	19%	(76)	36%	(142)	24%	(94)	391
Military HH: No	6%	(107)	15%	(276)	24%	(443)	28%	(513)	26%	(470)	1809
RD/WT: Right Direction	5%	(38)	14%	(105)	23%	(168)	26%	(190)	32%	(233)	733
RD/WT: Wrong Track	6%	(90)	16%	(230)	24%	(351)	32%	(465)	23%	(330)	1467
Trump Job Approve	6%	(51)	15%	(131)	24%	(207)	28%	(243)	28%	(245)	876
Trump Job Disapprove	6%	(72)	16%	(192)	24%	(292)	33%	(405)	22%	(271)	1233
Trump Job Strongly Approve	6%	(29)	13%	(64)	22%	(108)	26%	(128)	33%	(159)	488
Trump Job Somewhat Approve	6%	(22)	17%	(66)	25%	(99)	29%	(114)	22%	(87)	388
Trump Job Somewhat Disapprove	7%	(19)	19%	(56)	23%	(67)	29%	(83)	23%	(67)	291
Trump Job Strongly Disapprove	6%	(53)	15%	(137)	24%	(226)	34%	(322)	22%	(204)	942

Continued on next page

Table HR10_5: Do you agree or disagree with the following statements?
There are not enough movie streaming service options.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	6%	(128)	15%	(334)	24%	(519)	30%	(655)	26%	(563)	2200
Favorable of Trump	5%	(44)	16%	(130)	23%	(191)	29%	(238)	28%	(230)	833
Unfavorable of Trump	6%	(77)	15%	(183)	25%	(309)	32%	(395)	21%	(256)	1220
Very Favorable of Trump	6%	(32)	14%	(70)	21%	(105)	26%	(131)	32%	(162)	500
Somewhat Favorable of Trump	4%	(12)	18%	(60)	26%	(86)	32%	(107)	20%	(68)	333
Somewhat Unfavorable of Trump	7%	(15)	24%	(49)	23%	(48)	25%	(51)	21%	(43)	206
Very Unfavorable of Trump	6%	(62)	13%	(134)	26%	(262)	34%	(344)	21%	(213)	1014
#1 Issue: Economy	5%	(39)	18%	(140)	24%	(187)	32%	(245)	21%	(162)	772
#1 Issue: Security	8%	(20)	10%	(25)	23%	(59)	28%	(71)	31%	(80)	255
#1 Issue: Health Care	6%	(25)	14%	(59)	24%	(101)	33%	(139)	24%	(101)	425
#1 Issue: Medicare / Social Security	3%	(9)	15%	(45)	21%	(64)	25%	(75)	36%	(110)	301
#1 Issue: Women's Issues	13%	(13)	12%	(11)	26%	(24)	30%	(28)	19%	(18)	94
#1 Issue: Education	10%	(12)	19%	(23)	23%	(27)	20%	(24)	28%	(33)	120
#1 Issue: Energy	6%	(5)	19%	(17)	22%	(20)	29%	(25)	23%	(20)	88
#1 Issue: Other	4%	(6)	10%	(14)	25%	(36)	33%	(48)	27%	(39)	144
2018 House Vote: Democrat	7%	(52)	14%	(101)	26%	(192)	34%	(253)	19%	(144)	741
2018 House Vote: Republican	4%	(27)	15%	(90)	26%	(158)	27%	(166)	28%	(174)	615
2018 House Vote: Someone else	4%	(3)	10%	(8)	17%	(14)	27%	(22)	43%	(36)	83
2016 Vote: Hillary Clinton	7%	(45)	13%	(85)	27%	(181)	34%	(228)	19%	(127)	666
2016 Vote: Donald Trump	4%	(26)	16%	(105)	22%	(151)	28%	(189)	30%	(207)	678
2016 Vote: Other	4%	(7)	7%	(12)	28%	(46)	37%	(60)	23%	(38)	163
2016 Vote: Didn't Vote	7%	(50)	19%	(131)	20%	(141)	26%	(177)	28%	(191)	690
Voted in 2014: Yes	5%	(63)	13%	(170)	25%	(318)	33%	(417)	24%	(310)	1278
Voted in 2014: No	7%	(65)	18%	(165)	22%	(201)	26%	(238)	27%	(253)	922
2012 Vote: Barack Obama	5%	(44)	13%	(112)	26%	(213)	33%	(278)	22%	(187)	834
2012 Vote: Mitt Romney	3%	(15)	12%	(58)	23%	(117)	32%	(162)	29%	(147)	497
2012 Vote: Other	8%	(7)	13%	(11)	26%	(23)	23%	(20)	30%	(25)	86
2012 Vote: Didn't Vote	8%	(62)	20%	(153)	21%	(165)	25%	(196)	26%	(205)	781

Continued on next page

Table HR10_5: Do you agree or disagree with the following statements?
There are not enough movie streaming service options.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	6%	(128)	15%	(334)	24%	(519)	30%	(655)	26%	(563)	2200
4-Region: Northeast	6%	(23)	16%	(61)	22%	(85)	33%	(131)	23%	(92)	394
4-Region: Midwest	4%	(19)	14%	(67)	23%	(107)	31%	(144)	27%	(125)	462
4-Region: South	6%	(53)	18%	(146)	22%	(185)	29%	(238)	25%	(202)	824
4-Region: West	6%	(32)	12%	(60)	27%	(142)	27%	(142)	28%	(144)	520
Watch TV: Every day	6%	(68)	15%	(159)	23%	(250)	33%	(353)	22%	(240)	1071
Watch TV: Several times per week	6%	(28)	17%	(81)	30%	(146)	29%	(141)	20%	(96)	492
Watch TV: About once per week	8%	(14)	22%	(41)	24%	(45)	26%	(49)	19%	(35)	184
Watch TV: Several times per month	2%	(2)	13%	(15)	30%	(34)	23%	(27)	33%	(38)	116
Watch TV: About once per month	10%	(5)	25%	(13)	16%	(8)	30%	(16)	19%	(10)	51
Watch TV: Less often than once per month	5%	(4)	6%	(5)	23%	(19)	34%	(28)	33%	(27)	82
Watch TV: Never	4%	(7)	10%	(20)	8%	(17)	21%	(42)	58%	(118)	204
Watch Movies: Every day	15%	(60)	19%	(73)	21%	(84)	30%	(117)	14%	(55)	390
Watch Movies: Several times per week	6%	(32)	18%	(106)	27%	(155)	28%	(162)	21%	(123)	577
Watch Movies: About once per week	4%	(14)	21%	(70)	29%	(98)	32%	(107)	15%	(50)	338
Watch Movies: Several times per month	2%	(6)	13%	(32)	28%	(69)	31%	(77)	26%	(66)	250
Watch Movies: About once per month	3%	(6)	12%	(25)	27%	(56)	34%	(71)	24%	(51)	209
Watch Movies: Less often than once per month	4%	(8)	7%	(15)	17%	(38)	33%	(73)	39%	(87)	221
Watch Movies: Never	1%	(3)	6%	(13)	9%	(19)	23%	(48)	61%	(131)	215
Watch Sporting Events: Every day	8%	(10)	20%	(23)	21%	(25)	34%	(39)	16%	(19)	115
Watch Sporting Events: Several times per week	5%	(13)	15%	(39)	27%	(69)	32%	(81)	20%	(50)	253
Watch Sporting Events: About once per week	6%	(13)	13%	(29)	31%	(67)	34%	(75)	16%	(34)	219
Watch Sporting Events: Several times per month	8%	(15)	22%	(45)	24%	(49)	30%	(60)	16%	(32)	200
Watch Sporting Events: About once per month	5%	(8)	21%	(35)	26%	(43)	29%	(49)	19%	(31)	166
Watch Sporting Events: Less often than once per month	6%	(22)	19%	(76)	27%	(110)	30%	(120)	19%	(75)	403
Watch Sporting Events: Never	6%	(47)	10%	(86)	18%	(156)	27%	(231)	38%	(323)	844
Cable TV: Currently subscribe	6%	(57)	15%	(157)	24%	(245)	30%	(307)	25%	(254)	1020
Cable TV: Subscribed in past	6%	(40)	17%	(123)	28%	(202)	29%	(206)	21%	(150)	721
Cable TV: Never subscribed	7%	(32)	12%	(53)	16%	(73)	31%	(142)	35%	(160)	459

Continued on next page

Table HR10_5: Do you agree or disagree with the following statements?
There are not enough movie streaming service options.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	6%	(128)	15%	(334)	24%	(519)	30%	(655)	26%	(563)	2200
Satellite TV: Currently subscribe	5%	(22)	16%	(73)	23%	(106)	31%	(142)	26%	(119)	462
Satellite TV: Subscribed in past	7%	(41)	20%	(125)	29%	(176)	26%	(160)	19%	(115)	618
Satellite TV: Never subscribed	6%	(65)	12%	(136)	21%	(237)	31%	(353)	29%	(330)	1121
Streaming Services: Currently subscribe	6%	(84)	17%	(232)	28%	(381)	33%	(449)	16%	(223)	1369
Streaming Services: Subscribed in past	10%	(22)	20%	(44)	20%	(43)	22%	(48)	28%	(60)	217
Streaming Services: Never subscribed	4%	(23)	9%	(58)	15%	(95)	26%	(158)	46%	(280)	614
Film: An avid fan	10%	(70)	18%	(124)	22%	(151)	31%	(215)	18%	(125)	685
Film: A casual fan	4%	(47)	15%	(186)	26%	(326)	30%	(372)	25%	(311)	1242
Film: Not a fan	4%	(11)	9%	(24)	16%	(42)	25%	(67)	47%	(128)	272
Television: An avid fan	7%	(64)	17%	(162)	23%	(219)	32%	(311)	21%	(205)	961
Television: A casual fan	5%	(56)	15%	(164)	26%	(278)	27%	(286)	26%	(283)	1067
Television: Not a fan	4%	(7)	5%	(8)	13%	(22)	34%	(59)	44%	(76)	172
Music: An avid fan	8%	(83)	16%	(168)	25%	(252)	30%	(306)	21%	(212)	1021
Music: A casual fan	4%	(43)	14%	(148)	24%	(243)	29%	(302)	29%	(296)	1031
Music: Not a fan	2%	(3)	12%	(18)	17%	(25)	31%	(46)	38%	(55)	147
Fashion: An avid fan	12%	(34)	21%	(59)	23%	(65)	23%	(65)	20%	(57)	280
Fashion: A casual fan	6%	(54)	16%	(145)	25%	(226)	31%	(279)	23%	(205)	909
Fashion: Not a fan	4%	(40)	13%	(130)	23%	(229)	31%	(311)	30%	(301)	1011
Parents	6%	(62)	17%	(164)	22%	(215)	29%	(286)	27%	(262)	989
Current Netflix Subscribers	8%	(87)	19%	(220)	27%	(309)	32%	(365)	15%	(171)	1152
Current HBO Now Subscribers	10%	(19)	20%	(37)	31%	(58)	27%	(51)	12%	(23)	188
Current Disney+ Subscribers	10%	(52)	21%	(114)	28%	(149)	29%	(158)	12%	(65)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

Table HR10_6: Do you agree or disagree with the following statements?
There are not enough combined TV and movie streaming services

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	9%	(200)	18%	(390)	21%	(470)	25%	(552)	27%	(587)	2200
Gender: Male	9%	(97)	18%	(194)	22%	(236)	25%	(270)	25%	(265)	1062
Gender: Female	9%	(103)	17%	(196)	21%	(234)	25%	(283)	28%	(322)	1138
Age: 18-34	15%	(98)	22%	(141)	22%	(145)	21%	(135)	21%	(135)	655
Age: 35-44	8%	(28)	20%	(72)	24%	(87)	25%	(91)	22%	(79)	358
Age: 45-64	8%	(59)	16%	(122)	20%	(153)	27%	(201)	29%	(216)	751
Age: 65+	3%	(15)	13%	(55)	19%	(84)	29%	(125)	36%	(157)	436
GenZers: 1997-2012	12%	(34)	24%	(70)	24%	(70)	21%	(60)	20%	(58)	292
Millennials: 1981-1996	14%	(78)	18%	(100)	23%	(126)	23%	(126)	21%	(116)	545
GenXers: 1965-1980	10%	(53)	19%	(103)	19%	(104)	28%	(150)	25%	(135)	545
Baby Boomers: 1946-1964	4%	(32)	15%	(106)	21%	(152)	27%	(194)	32%	(233)	716
PID: Dem (no lean)	8%	(67)	19%	(150)	24%	(186)	27%	(214)	22%	(173)	789
PID: Ind (no lean)	11%	(85)	16%	(126)	19%	(153)	24%	(191)	29%	(231)	784
PID: Rep (no lean)	8%	(48)	18%	(115)	21%	(131)	24%	(148)	29%	(184)	627
PID/Gender: Dem Men	9%	(30)	19%	(67)	27%	(95)	24%	(85)	22%	(76)	354
PID/Gender: Dem Women	8%	(37)	19%	(83)	21%	(91)	30%	(129)	22%	(96)	435
PID/Gender: Ind Men	11%	(44)	15%	(58)	20%	(79)	26%	(103)	28%	(110)	396
PID/Gender: Ind Women	10%	(40)	17%	(67)	19%	(74)	23%	(88)	31%	(120)	389
PID/Gender: Rep Men	7%	(22)	22%	(68)	20%	(62)	26%	(81)	25%	(78)	312
PID/Gender: Rep Women	8%	(26)	15%	(47)	22%	(70)	21%	(66)	34%	(106)	315
Ideo: Liberal (1-3)	8%	(51)	19%	(122)	23%	(146)	29%	(185)	20%	(129)	631
Ideo: Moderate (4)	10%	(59)	19%	(114)	24%	(148)	25%	(156)	22%	(137)	613
Ideo: Conservative (5-7)	8%	(56)	17%	(117)	21%	(142)	25%	(170)	30%	(207)	691
Educ: < College	9%	(142)	18%	(267)	20%	(295)	24%	(360)	30%	(448)	1512
Educ: Bachelors degree	8%	(34)	19%	(83)	24%	(108)	28%	(124)	21%	(94)	444
Educ: Post-grad	10%	(23)	17%	(41)	27%	(66)	28%	(68)	19%	(46)	244
Income: Under 50k	10%	(120)	18%	(212)	19%	(220)	24%	(287)	29%	(347)	1186
Income: 50k-100k	8%	(59)	17%	(121)	24%	(171)	26%	(187)	24%	(173)	711
Income: 100k+	7%	(21)	19%	(57)	26%	(80)	26%	(78)	22%	(68)	303
Ethnicity: White	8%	(140)	17%	(296)	21%	(367)	26%	(448)	27%	(471)	1722
Ethnicity: Hispanic	13%	(46)	23%	(81)	21%	(72)	18%	(65)	24%	(85)	349

Continued on next page

Table HR10_6: Do you agree or disagree with the following statements?
There are not enough combined TV and movie streaming services

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	9%	(200)	18%	(390)	21%	(470)	25%	(552)	27%	(587)	2200
Ethnicity: Afr. Am.	14%	(39)	18%	(50)	20%	(56)	27%	(73)	20%	(56)	274
Ethnicity: Other	10%	(21)	22%	(45)	23%	(47)	15%	(31)	30%	(61)	204
All Christian	7%	(77)	18%	(189)	23%	(245)	24%	(255)	27%	(280)	1046
All Non-Christian	18%	(21)	8%	(10)	21%	(25)	23%	(28)	30%	(35)	119
Atheist	7%	(7)	16%	(15)	22%	(20)	37%	(34)	18%	(17)	91
Agnostic/Nothing in particular	10%	(95)	19%	(177)	19%	(180)	25%	(236)	27%	(256)	944
Religious Non-Protestant/Catholic	17%	(25)	9%	(13)	20%	(28)	23%	(33)	31%	(45)	144
Evangelical	9%	(52)	19%	(109)	19%	(107)	24%	(139)	29%	(166)	573
Non-Evangelical	7%	(56)	20%	(171)	23%	(193)	24%	(200)	26%	(222)	841
Community: Urban	10%	(55)	19%	(104)	22%	(116)	25%	(135)	23%	(123)	533
Community: Suburban	9%	(91)	17%	(179)	24%	(247)	25%	(263)	26%	(272)	1053
Community: Rural	9%	(54)	18%	(108)	17%	(107)	25%	(154)	31%	(192)	614
Employ: Private Sector	10%	(66)	18%	(114)	25%	(161)	27%	(178)	20%	(131)	652
Employ: Government	7%	(9)	15%	(19)	18%	(22)	36%	(45)	25%	(32)	127
Employ: Self-Employed	10%	(16)	22%	(35)	21%	(33)	29%	(45)	18%	(28)	157
Employ: Homemaker	10%	(13)	18%	(25)	17%	(24)	24%	(33)	31%	(43)	138
Employ: Retired	4%	(21)	13%	(63)	20%	(96)	28%	(136)	35%	(168)	485
Employ: Unemployed	17%	(54)	15%	(49)	22%	(73)	20%	(65)	26%	(84)	325
Employ: Other	5%	(8)	20%	(33)	11%	(17)	14%	(23)	50%	(82)	163
Military HH: Yes	6%	(22)	22%	(87)	19%	(74)	28%	(111)	25%	(98)	391
Military HH: No	10%	(178)	17%	(304)	22%	(396)	24%	(441)	27%	(490)	1809
RD/WT: Right Direction	7%	(53)	18%	(132)	21%	(152)	23%	(168)	31%	(228)	733
RD/WT: Wrong Track	10%	(147)	18%	(258)	22%	(318)	26%	(385)	24%	(359)	1467
Trump Job Approve	9%	(75)	17%	(152)	21%	(183)	25%	(216)	29%	(250)	876
Trump Job Disapprove	9%	(115)	18%	(227)	22%	(276)	26%	(319)	24%	(295)	1233
Trump Job Strongly Approve	9%	(45)	15%	(71)	18%	(87)	25%	(124)	33%	(160)	488
Trump Job Somewhat Approve	8%	(30)	21%	(81)	25%	(96)	24%	(92)	23%	(90)	388
Trump Job Somewhat Disapprove	12%	(36)	23%	(66)	24%	(69)	19%	(55)	22%	(64)	291
Trump Job Strongly Disapprove	8%	(79)	17%	(161)	22%	(207)	28%	(264)	25%	(231)	942

Continued on next page

Table HR10_6: Do you agree or disagree with the following statements?
There are not enough combined TV and movie streaming services

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	9%	(200)	18%	(390)	21%	(470)	25%	(552)	27%	(587)	2200
Favorable of Trump	8%	(65)	17%	(143)	22%	(180)	26%	(216)	28%	(229)	833
Unfavorable of Trump	10%	(123)	18%	(225)	22%	(273)	26%	(316)	23%	(283)	1220
Very Favorable of Trump	9%	(46)	16%	(79)	18%	(89)	26%	(129)	31%	(157)	500
Somewhat Favorable of Trump	5%	(18)	19%	(64)	27%	(91)	26%	(87)	22%	(73)	333
Somewhat Unfavorable of Trump	17%	(35)	22%	(46)	21%	(44)	16%	(33)	23%	(48)	206
Very Unfavorable of Trump	9%	(88)	18%	(179)	23%	(229)	28%	(284)	23%	(235)	1014
#1 Issue: Economy	11%	(82)	19%	(150)	23%	(176)	24%	(189)	23%	(176)	772
#1 Issue: Security	8%	(21)	10%	(26)	23%	(58)	28%	(71)	31%	(80)	255
#1 Issue: Health Care	10%	(42)	17%	(74)	21%	(89)	27%	(114)	25%	(106)	425
#1 Issue: Medicare / Social Security	5%	(15)	20%	(59)	18%	(54)	20%	(60)	38%	(113)	301
#1 Issue: Women's Issues	7%	(7)	24%	(23)	26%	(24)	23%	(22)	19%	(18)	94
#1 Issue: Education	18%	(21)	16%	(20)	21%	(26)	21%	(25)	24%	(28)	120
#1 Issue: Energy	5%	(4)	22%	(20)	17%	(15)	31%	(27)	25%	(22)	88
#1 Issue: Other	4%	(6)	13%	(19)	20%	(28)	31%	(45)	31%	(45)	144
2018 House Vote: Democrat	9%	(66)	18%	(137)	23%	(168)	27%	(203)	23%	(169)	741
2018 House Vote: Republican	7%	(44)	18%	(110)	22%	(133)	25%	(151)	29%	(177)	615
2018 House Vote: Someone else	9%	(8)	13%	(11)	10%	(9)	22%	(19)	45%	(37)	83
2016 Vote: Hillary Clinton	10%	(65)	17%	(115)	23%	(153)	27%	(178)	23%	(155)	666
2016 Vote: Donald Trump	7%	(49)	19%	(131)	18%	(124)	24%	(165)	31%	(209)	678
2016 Vote: Other	9%	(15)	16%	(25)	26%	(43)	27%	(44)	22%	(36)	163
2016 Vote: Didn't Vote	10%	(71)	17%	(118)	22%	(149)	24%	(165)	27%	(187)	690
Voted in 2014: Yes	8%	(96)	18%	(224)	22%	(276)	27%	(346)	26%	(335)	1278
Voted in 2014: No	11%	(103)	18%	(166)	21%	(194)	22%	(206)	27%	(252)	922
2012 Vote: Barack Obama	10%	(82)	18%	(147)	23%	(188)	25%	(213)	24%	(204)	834
2012 Vote: Mitt Romney	4%	(22)	16%	(79)	22%	(108)	28%	(139)	30%	(151)	497
2012 Vote: Other	7%	(6)	21%	(18)	16%	(13)	26%	(22)	30%	(26)	86
2012 Vote: Didn't Vote	11%	(89)	19%	(147)	20%	(159)	23%	(179)	26%	(207)	781

Continued on next page

Table HR10_6: Do you agree or disagree with the following statements?
There are not enough combined TV and movie streaming services

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	9%	(200)	18%	(390)	21%	(470)	25%	(552)	27%	(587)	2200
4-Region: Northeast	8%	(31)	17%	(69)	22%	(85)	27%	(105)	27%	(104)	394
4-Region: Midwest	7%	(33)	16%	(75)	22%	(104)	26%	(120)	28%	(130)	462
4-Region: South	10%	(84)	19%	(158)	19%	(160)	26%	(212)	26%	(210)	824
4-Region: West	10%	(52)	17%	(89)	23%	(121)	22%	(116)	27%	(143)	520
Watch TV: Every day	9%	(95)	19%	(201)	22%	(236)	28%	(299)	22%	(240)	1071
Watch TV: Several times per week	10%	(50)	19%	(92)	27%	(131)	23%	(112)	22%	(108)	492
Watch TV: About once per week	10%	(18)	20%	(37)	27%	(50)	23%	(42)	20%	(37)	184
Watch TV: Several times per month	13%	(15)	17%	(20)	15%	(17)	25%	(29)	30%	(35)	116
Watch TV: About once per month	10%	(5)	32%	(16)	11%	(5)	21%	(11)	26%	(13)	51
Watch TV: Less often than once per month	8%	(6)	10%	(8)	11%	(9)	35%	(29)	36%	(30)	82
Watch TV: Never	5%	(11)	8%	(16)	10%	(21)	15%	(30)	62%	(125)	204
Watch Movies: Every day	20%	(76)	20%	(78)	21%	(82)	26%	(101)	13%	(52)	390
Watch Movies: Several times per week	9%	(49)	22%	(125)	26%	(150)	22%	(125)	22%	(129)	577
Watch Movies: About once per week	7%	(24)	20%	(68)	26%	(88)	26%	(89)	20%	(69)	338
Watch Movies: Several times per month	7%	(19)	17%	(43)	25%	(62)	25%	(62)	26%	(64)	250
Watch Movies: About once per month	5%	(11)	17%	(35)	19%	(39)	31%	(64)	28%	(59)	209
Watch Movies: Less often than once per month	6%	(13)	11%	(25)	16%	(37)	31%	(68)	36%	(79)	221
Watch Movies: Never	4%	(8)	7%	(15)	6%	(12)	21%	(44)	63%	(136)	215
Watch Sporting Events: Every day	16%	(19)	26%	(30)	23%	(26)	24%	(27)	12%	(14)	115
Watch Sporting Events: Several times per week	10%	(24)	23%	(59)	21%	(53)	29%	(73)	17%	(43)	253
Watch Sporting Events: About once per week	13%	(28)	17%	(38)	26%	(56)	26%	(56)	18%	(40)	219
Watch Sporting Events: Several times per month	9%	(19)	22%	(45)	29%	(58)	22%	(45)	17%	(34)	200
Watch Sporting Events: About once per month	10%	(16)	28%	(46)	19%	(32)	25%	(41)	18%	(30)	166
Watch Sporting Events: Less often than once per month	8%	(33)	17%	(67)	23%	(93)	29%	(115)	23%	(94)	403
Watch Sporting Events: Never	7%	(61)	13%	(106)	18%	(151)	23%	(194)	39%	(332)	844
Cable TV: Currently subscribe	9%	(90)	18%	(188)	20%	(203)	25%	(256)	28%	(283)	1020
Cable TV: Subscribed in past	10%	(71)	20%	(145)	27%	(193)	24%	(171)	19%	(140)	721
Cable TV: Never subscribed	8%	(39)	13%	(58)	16%	(73)	27%	(125)	36%	(165)	459

Continued on next page

Table HR10_6: Do you agree or disagree with the following statements?
There are not enough combined TV and movie streaming services

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	9%	(200)	18%	(390)	21%	(470)	25%	(552)	27%	(587)	2200
Satellite TV: Currently subscribe	9%	(42)	17%	(81)	21%	(98)	26%	(121)	26%	(119)	462
Satellite TV: Subscribed in past	11%	(69)	24%	(151)	24%	(147)	22%	(136)	19%	(114)	618
Satellite TV: Never subscribed	8%	(88)	14%	(159)	20%	(224)	26%	(296)	32%	(354)	1121
Streaming Services: Currently subscribe	10%	(140)	20%	(275)	26%	(350)	27%	(364)	18%	(240)	1369
Streaming Services: Subscribed in past	13%	(27)	16%	(34)	16%	(35)	24%	(53)	31%	(67)	217
Streaming Services: Never subscribed	5%	(33)	13%	(81)	14%	(85)	22%	(135)	46%	(280)	614
Film: An avid fan	13%	(88)	23%	(157)	23%	(160)	23%	(157)	18%	(124)	685
Film: A casual fan	8%	(96)	17%	(211)	22%	(272)	26%	(324)	27%	(339)	1242
Film: Not a fan	6%	(16)	8%	(23)	14%	(38)	26%	(71)	46%	(125)	272
Television: An avid fan	10%	(97)	19%	(180)	23%	(223)	26%	(251)	22%	(210)	961
Television: A casual fan	9%	(95)	19%	(198)	21%	(225)	24%	(253)	28%	(296)	1067
Television: Not a fan	5%	(8)	8%	(13)	13%	(22)	28%	(48)	47%	(81)	172
Music: An avid fan	12%	(119)	21%	(212)	21%	(211)	26%	(263)	21%	(216)	1021
Music: A casual fan	7%	(68)	16%	(162)	23%	(240)	24%	(251)	30%	(311)	1031
Music: Not a fan	9%	(13)	11%	(17)	13%	(19)	26%	(38)	41%	(61)	147
Fashion: An avid fan	15%	(42)	23%	(64)	20%	(56)	21%	(58)	22%	(61)	280
Fashion: A casual fan	12%	(107)	19%	(176)	21%	(191)	26%	(232)	22%	(204)	909
Fashion: Not a fan	5%	(52)	15%	(151)	22%	(223)	26%	(262)	32%	(323)	1011
Parents	10%	(101)	19%	(188)	20%	(196)	24%	(236)	27%	(268)	989
Current Netflix Subscribers	12%	(136)	21%	(243)	27%	(309)	25%	(293)	15%	(172)	1152
Current HBO Now Subscribers	12%	(22)	27%	(51)	25%	(47)	26%	(48)	11%	(20)	188
Current Disney+ Subscribers	16%	(86)	23%	(122)	25%	(133)	23%	(123)	14%	(75)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

Table HR10_7: 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	17%	(366)	27%	(603)	19%	(417)	12%	(272)	25%	(542)	2200
Gender: Male	17%	(182)	28%	(293)	20%	(213)	12%	(130)	23%	(244)	1062
Gender: Female	16%	(184)	27%	(309)	18%	(204)	13%	(143)	26%	(298)	1138
Age: 18-34	17%	(112)	26%	(171)	23%	(150)	14%	(91)	20%	(131)	655
Age: 35-44	13%	(46)	33%	(119)	19%	(67)	16%	(57)	19%	(68)	358
Age: 45-64	19%	(139)	25%	(191)	19%	(139)	12%	(90)	26%	(192)	751
Age: 65+	16%	(69)	28%	(122)	14%	(61)	8%	(33)	35%	(151)	436
GenZers: 1997-2012	20%	(58)	24%	(69)	22%	(65)	14%	(40)	20%	(59)	292
Millennials: 1981-1996	15%	(80)	28%	(155)	23%	(123)	14%	(78)	20%	(109)	545
GenXers: 1965-1980	17%	(92)	30%	(164)	18%	(99)	13%	(73)	22%	(117)	545
Baby Boomers: 1946-1964	17%	(119)	26%	(187)	17%	(123)	11%	(76)	29%	(211)	716
PID: Dem (no lean)	16%	(129)	31%	(242)	19%	(152)	14%	(111)	20%	(155)	789
PID: Ind (no lean)	16%	(129)	27%	(210)	18%	(141)	11%	(87)	28%	(217)	784
PID: Rep (no lean)	17%	(107)	24%	(151)	20%	(124)	12%	(74)	27%	(170)	627
PID/Gender: Dem Men	17%	(58)	31%	(110)	20%	(72)	15%	(52)	18%	(62)	354
PID/Gender: Dem Women	16%	(71)	30%	(132)	18%	(80)	14%	(59)	21%	(93)	435
PID/Gender: Ind Men	15%	(60)	28%	(110)	19%	(77)	10%	(40)	28%	(109)	396
PID/Gender: Ind Women	18%	(69)	26%	(100)	16%	(64)	12%	(47)	28%	(108)	389
PID/Gender: Rep Men	20%	(64)	24%	(74)	21%	(64)	12%	(38)	23%	(73)	312
PID/Gender: Rep Women	14%	(44)	24%	(77)	19%	(60)	12%	(37)	31%	(97)	315
Ideo: Liberal (1-3)	19%	(121)	33%	(207)	16%	(103)	15%	(95)	17%	(106)	631
Ideo: Moderate (4)	18%	(113)	28%	(171)	22%	(132)	13%	(77)	20%	(121)	613
Ideo: Conservative (5-7)	15%	(105)	27%	(184)	19%	(134)	11%	(78)	28%	(190)	691
Educ: < College	15%	(233)	25%	(377)	19%	(284)	13%	(193)	28%	(424)	1512
Educ: Bachelors degree	20%	(87)	33%	(146)	17%	(77)	11%	(50)	19%	(84)	444
Educ: Post-grad	19%	(46)	32%	(79)	23%	(56)	12%	(29)	14%	(34)	244
Income: Under 50k	17%	(200)	24%	(287)	18%	(208)	13%	(152)	29%	(340)	1186
Income: 50k-100k	16%	(111)	32%	(225)	20%	(145)	12%	(83)	21%	(148)	711
Income: 100k+	18%	(55)	30%	(91)	21%	(64)	12%	(38)	18%	(55)	303
Ethnicity: White	18%	(301)	28%	(481)	18%	(318)	11%	(189)	25%	(433)	1722
Ethnicity: Hispanic	17%	(59)	24%	(83)	21%	(75)	15%	(53)	23%	(80)	349

Continued on next page

Table HR10_7: 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	17%	(366)	27%	(603)	19%	(417)	12%	(272)	25%	(542)	2200
Ethnicity: Afr. Am.	13%	(36)	22%	(60)	21%	(58)	22%	(60)	22%	(60)	274
Ethnicity: Other	14%	(29)	30%	(61)	20%	(41)	12%	(24)	24%	(50)	204
All Christian	18%	(184)	28%	(292)	18%	(191)	11%	(120)	25%	(260)	1046
All Non-Christian	20%	(24)	18%	(21)	21%	(25)	14%	(17)	26%	(31)	119
Atheist	19%	(18)	31%	(28)	20%	(18)	15%	(14)	15%	(13)	91
Agnostic/Nothing in particular	15%	(140)	28%	(261)	19%	(183)	13%	(122)	25%	(238)	944
Religious Non-Protestant/Catholic	18%	(26)	21%	(30)	21%	(30)	12%	(17)	29%	(42)	144
Evangelical	15%	(87)	26%	(151)	17%	(99)	12%	(71)	29%	(165)	573
Non-Evangelical	18%	(151)	28%	(238)	19%	(161)	11%	(94)	23%	(198)	841
Community: Urban	20%	(107)	25%	(136)	18%	(98)	16%	(83)	20%	(109)	533
Community: Suburban	16%	(167)	29%	(302)	20%	(206)	12%	(124)	24%	(254)	1053
Community: Rural	15%	(92)	27%	(165)	18%	(113)	11%	(65)	29%	(179)	614
Employ: Private Sector	18%	(120)	30%	(196)	20%	(132)	13%	(85)	18%	(118)	652
Employ: Government	15%	(19)	24%	(31)	26%	(33)	18%	(23)	17%	(22)	127
Employ: Self-Employed	12%	(19)	31%	(49)	23%	(37)	10%	(15)	23%	(36)	157
Employ: Homemaker	15%	(21)	26%	(35)	16%	(22)	14%	(19)	29%	(40)	138
Employ: Retired	17%	(83)	26%	(129)	14%	(68)	11%	(52)	32%	(154)	485
Employ: Unemployed	14%	(45)	28%	(91)	21%	(68)	14%	(44)	24%	(77)	325
Employ: Other	18%	(29)	15%	(24)	15%	(25)	10%	(16)	43%	(69)	163
Military HH: Yes	17%	(66)	27%	(104)	17%	(67)	12%	(46)	28%	(108)	391
Military HH: No	17%	(300)	28%	(499)	19%	(350)	13%	(226)	24%	(434)	1809
RD/WT: Right Direction	16%	(119)	24%	(175)	21%	(153)	10%	(77)	29%	(209)	733
RD/WT: Wrong Track	17%	(247)	29%	(428)	18%	(264)	13%	(195)	23%	(333)	1467
Trump Job Approve	18%	(156)	25%	(218)	21%	(184)	11%	(97)	25%	(221)	876
Trump Job Disapprove	17%	(205)	31%	(377)	17%	(214)	14%	(169)	22%	(267)	1233
Trump Job Strongly Approve	17%	(82)	21%	(105)	22%	(107)	11%	(53)	29%	(141)	488
Trump Job Somewhat Approve	19%	(74)	29%	(113)	20%	(76)	12%	(45)	21%	(80)	388
Trump Job Somewhat Disapprove	12%	(35)	31%	(91)	21%	(61)	10%	(29)	25%	(74)	291
Trump Job Strongly Disapprove	18%	(171)	30%	(286)	16%	(152)	15%	(140)	21%	(193)	942

Continued on next page

Table HR10_7: 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	17%	(366)	27%	(603)	19%	(417)	12%	(272)	25%	(542)	2200
Favorable of Trump	18%	(153)	24%	(201)	21%	(175)	12%	(97)	25%	(207)	833
Unfavorable of Trump	16%	(200)	31%	(383)	18%	(216)	13%	(165)	21%	(256)	1220
Very Favorable of Trump	17%	(86)	21%	(106)	22%	(109)	12%	(59)	28%	(140)	500
Somewhat Favorable of Trump	20%	(67)	29%	(95)	20%	(66)	11%	(38)	20%	(67)	333
Somewhat Unfavorable of Trump	10%	(20)	39%	(80)	20%	(41)	9%	(18)	23%	(47)	206
Very Unfavorable of Trump	18%	(180)	30%	(304)	17%	(175)	14%	(147)	21%	(209)	1014
#1 Issue: Economy	16%	(124)	28%	(214)	20%	(152)	15%	(113)	22%	(169)	772
#1 Issue: Security	16%	(41)	22%	(57)	18%	(46)	11%	(29)	32%	(82)	255
#1 Issue: Health Care	18%	(75)	37%	(157)	15%	(64)	13%	(55)	17%	(74)	425
#1 Issue: Medicare / Social Security	15%	(46)	22%	(65)	22%	(67)	8%	(23)	33%	(100)	301
#1 Issue: Women's Issues	15%	(14)	26%	(25)	19%	(17)	10%	(10)	30%	(28)	94
#1 Issue: Education	17%	(20)	24%	(29)	22%	(27)	12%	(14)	26%	(31)	120
#1 Issue: Energy	20%	(18)	27%	(24)	21%	(19)	13%	(11)	18%	(16)	88
#1 Issue: Other	20%	(29)	22%	(32)	17%	(25)	12%	(17)	29%	(41)	144
2018 House Vote: Democrat	18%	(134)	31%	(229)	17%	(123)	15%	(112)	19%	(143)	741
2018 House Vote: Republican	17%	(102)	26%	(159)	21%	(131)	11%	(65)	26%	(158)	615
2018 House Vote: Someone else	17%	(14)	23%	(19)	18%	(15)	10%	(9)	31%	(25)	83
2016 Vote: Hillary Clinton	18%	(119)	32%	(212)	17%	(111)	15%	(100)	19%	(124)	666
2016 Vote: Donald Trump	15%	(104)	25%	(171)	21%	(139)	11%	(72)	28%	(191)	678
2016 Vote: Other	21%	(34)	33%	(54)	15%	(25)	12%	(20)	19%	(30)	163
2016 Vote: Didn't Vote	16%	(108)	24%	(166)	20%	(141)	12%	(81)	28%	(195)	690
Voted in 2014: Yes	18%	(225)	29%	(371)	18%	(230)	12%	(157)	23%	(295)	1278
Voted in 2014: No	15%	(141)	25%	(231)	20%	(187)	13%	(116)	27%	(248)	922
2012 Vote: Barack Obama	16%	(137)	30%	(251)	17%	(141)	14%	(113)	23%	(192)	834
2012 Vote: Mitt Romney	17%	(86)	28%	(141)	17%	(87)	10%	(52)	26%	(131)	497
2012 Vote: Other	17%	(15)	24%	(20)	24%	(20)	10%	(9)	25%	(21)	86
2012 Vote: Didn't Vote	16%	(128)	24%	(190)	21%	(167)	13%	(99)	25%	(198)	781

Continued on next page

Table HR10_7: 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	17%	(366)	27%	(603)	19%	(417)	12%	(272)	25%	(542)	2200
4-Region: Northeast	19%	(74)	27%	(105)	19%	(75)	14%	(57)	21%	(83)	394
4-Region: Midwest	16%	(75)	31%	(143)	15%	(70)	12%	(58)	25%	(116)	462
4-Region: South	16%	(135)	25%	(208)	20%	(165)	13%	(104)	26%	(212)	824
4-Region: West	16%	(82)	28%	(147)	20%	(106)	10%	(54)	25%	(131)	520
Watch TV: Every day	18%	(195)	27%	(292)	19%	(203)	14%	(151)	22%	(231)	1071
Watch TV: Several times per week	17%	(84)	31%	(152)	22%	(108)	11%	(55)	19%	(93)	492
Watch TV: About once per week	19%	(35)	31%	(58)	23%	(42)	11%	(20)	16%	(30)	184
Watch TV: Several times per month	10%	(12)	27%	(31)	22%	(26)	9%	(11)	32%	(37)	116
Watch TV: About once per month	17%	(9)	38%	(19)	17%	(8)	10%	(5)	19%	(10)	51
Watch TV: Less often than once per month	11%	(9)	22%	(18)	17%	(14)	19%	(16)	31%	(25)	82
Watch TV: Never	11%	(23)	16%	(32)	8%	(17)	7%	(15)	58%	(117)	204
Watch Movies: Every day	22%	(87)	22%	(85)	21%	(83)	20%	(76)	15%	(59)	390
Watch Movies: Several times per week	14%	(81)	31%	(180)	23%	(131)	12%	(71)	20%	(115)	577
Watch Movies: About once per week	19%	(65)	32%	(108)	20%	(67)	11%	(37)	18%	(62)	338
Watch Movies: Several times per month	13%	(32)	35%	(88)	23%	(58)	8%	(20)	21%	(52)	250
Watch Movies: About once per month	15%	(31)	29%	(61)	20%	(43)	11%	(23)	25%	(52)	209
Watch Movies: Less often than once per month	18%	(39)	24%	(53)	11%	(24)	13%	(29)	34%	(76)	221
Watch Movies: Never	14%	(30)	13%	(28)	6%	(13)	8%	(17)	59%	(127)	215
Watch Sporting Events: Every day	27%	(32)	25%	(28)	22%	(25)	13%	(14)	14%	(16)	115
Watch Sporting Events: Several times per week	20%	(51)	31%	(78)	20%	(51)	10%	(24)	19%	(49)	253
Watch Sporting Events: About once per week	22%	(47)	34%	(74)	20%	(43)	11%	(24)	14%	(31)	219
Watch Sporting Events: Several times per month	15%	(29)	28%	(56)	31%	(62)	11%	(22)	16%	(31)	200
Watch Sporting Events: About once per month	14%	(23)	26%	(44)	26%	(43)	15%	(25)	19%	(32)	166
Watch Sporting Events: Less often than once per month	15%	(62)	30%	(122)	21%	(85)	13%	(52)	20%	(81)	403
Watch Sporting Events: Never	14%	(122)	24%	(201)	13%	(107)	13%	(110)	36%	(303)	844
Cable TV: Currently subscribe	17%	(178)	30%	(301)	17%	(174)	13%	(131)	23%	(236)	1020
Cable TV: Subscribed in past	16%	(116)	29%	(206)	22%	(159)	13%	(93)	20%	(146)	721
Cable TV: Never subscribed	16%	(72)	21%	(95)	18%	(84)	10%	(48)	35%	(161)	459

Continued on next page

Table HR10_7: 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	17%	(366)	27%	(603)	19%	(417)	12%	(272)	25%	(542)	2200
Satellite TV: Currently subscribe	18%	(82)	25%	(118)	18%	(85)	12%	(54)	27%	(123)	462
Satellite TV: Subscribed in past	15%	(94)	32%	(196)	23%	(141)	13%	(78)	17%	(108)	618
Satellite TV: Never subscribed	17%	(190)	26%	(289)	17%	(190)	12%	(139)	28%	(312)	1121
Streaming Services: Currently subscribe	17%	(231)	31%	(419)	22%	(295)	14%	(194)	17%	(230)	1369
Streaming Services: Subscribed in past	13%	(28)	22%	(47)	21%	(45)	14%	(30)	31%	(67)	217
Streaming Services: Never subscribed	17%	(107)	22%	(136)	13%	(77)	8%	(48)	40%	(246)	614
Film: An avid fan	20%	(134)	24%	(164)	22%	(154)	15%	(102)	19%	(132)	685
Film: A casual fan	16%	(194)	31%	(386)	18%	(227)	11%	(139)	24%	(295)	1242
Film: Not a fan	14%	(38)	19%	(52)	13%	(36)	12%	(32)	42%	(115)	272
Television: An avid fan	19%	(183)	26%	(251)	20%	(197)	14%	(134)	21%	(198)	961
Television: A casual fan	15%	(164)	30%	(317)	18%	(197)	11%	(113)	26%	(276)	1067
Television: Not a fan	11%	(20)	20%	(34)	13%	(23)	15%	(26)	40%	(69)	172
Music: An avid fan	16%	(164)	28%	(283)	21%	(214)	14%	(144)	21%	(216)	1021
Music: A casual fan	17%	(177)	28%	(294)	18%	(184)	10%	(105)	26%	(272)	1031
Music: Not a fan	16%	(24)	18%	(26)	13%	(19)	16%	(24)	37%	(54)	147
Fashion: An avid fan	18%	(51)	27%	(75)	22%	(60)	15%	(41)	19%	(53)	280
Fashion: A casual fan	16%	(146)	31%	(282)	19%	(174)	12%	(109)	22%	(199)	909
Fashion: Not a fan	17%	(169)	24%	(246)	18%	(183)	12%	(123)	29%	(290)	1011
Parents	13%	(132)	29%	(282)	20%	(194)	12%	(120)	26%	(260)	989
Current Netflix Subscribers	18%	(209)	30%	(341)	23%	(270)	14%	(165)	15%	(168)	1152
Current HBO Now Subscribers	20%	(37)	32%	(60)	20%	(37)	19%	(35)	10%	(18)	188
Current Disney+ Subscribers	17%	(92)	28%	(153)	25%	(135)	15%	(81)	15%	(78)	539

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

Table HR10_8: Do you agree or disagree with the following statements?

There are not enough options when it comes to streaming devices like smart TVs or streaming media devices

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	6%	(126)	12%	(272)	24%	(530)	28%	(617)	30%	(656)	2200
Gender: Male	6%	(68)	13%	(138)	25%	(265)	29%	(310)	26%	(281)	1062
Gender: Female	5%	(58)	12%	(134)	23%	(265)	27%	(306)	33%	(375)	1138
Age: 18-34	10%	(65)	17%	(109)	24%	(155)	26%	(170)	24%	(155)	655
Age: 35-44	4%	(16)	14%	(49)	26%	(92)	29%	(105)	27%	(95)	358
Age: 45-64	5%	(40)	9%	(66)	27%	(200)	28%	(211)	31%	(234)	751
Age: 65+	1%	(5)	11%	(47)	19%	(82)	30%	(131)	39%	(171)	436
GenZers: 1997-2012	8%	(25)	18%	(54)	22%	(65)	27%	(78)	24%	(70)	292
Millennials: 1981-1996	9%	(49)	15%	(82)	24%	(132)	28%	(150)	24%	(132)	545
GenXers: 1965-1980	6%	(31)	10%	(53)	25%	(137)	30%	(166)	29%	(158)	545
Baby Boomers: 1946-1964	3%	(21)	10%	(75)	25%	(181)	27%	(195)	34%	(244)	716
PID: Dem (no lean)	5%	(40)	14%	(113)	24%	(190)	32%	(249)	25%	(197)	789
PID: Ind (no lean)	6%	(50)	10%	(80)	24%	(184)	27%	(212)	33%	(258)	784
PID: Rep (no lean)	6%	(35)	13%	(79)	25%	(156)	25%	(156)	32%	(201)	627
PID/Gender: Dem Men	7%	(26)	17%	(59)	24%	(86)	30%	(105)	22%	(77)	354
PID/Gender: Dem Women	3%	(15)	12%	(54)	24%	(103)	33%	(143)	28%	(120)	435
PID/Gender: Ind Men	6%	(23)	11%	(42)	23%	(93)	30%	(118)	30%	(119)	396
PID/Gender: Ind Women	7%	(26)	10%	(38)	24%	(92)	24%	(94)	36%	(139)	389
PID/Gender: Rep Men	6%	(19)	12%	(36)	27%	(86)	28%	(87)	27%	(84)	312
PID/Gender: Rep Women	5%	(17)	14%	(43)	22%	(70)	22%	(69)	37%	(117)	315
Ideo: Liberal (1-3)	6%	(39)	12%	(77)	25%	(158)	32%	(205)	24%	(152)	631
Ideo: Moderate (4)	5%	(29)	16%	(97)	26%	(157)	29%	(177)	25%	(153)	613
Ideo: Conservative (5-7)	5%	(32)	11%	(74)	26%	(178)	27%	(189)	32%	(218)	691
Educ: < College	6%	(97)	13%	(191)	22%	(334)	26%	(391)	33%	(499)	1512
Educ: Bachelors degree	4%	(17)	11%	(49)	27%	(121)	35%	(154)	23%	(103)	444
Educ: Post-grad	5%	(12)	13%	(32)	31%	(75)	29%	(72)	22%	(54)	244
Income: Under 50k	6%	(77)	12%	(147)	21%	(244)	27%	(319)	34%	(399)	1186
Income: 50k-100k	5%	(37)	12%	(86)	28%	(196)	29%	(206)	26%	(185)	711
Income: 100k+	4%	(12)	13%	(39)	29%	(89)	30%	(91)	24%	(71)	303
Ethnicity: White	4%	(75)	12%	(206)	25%	(423)	30%	(510)	29%	(507)	1722
Ethnicity: Hispanic	7%	(25)	17%	(60)	25%	(87)	23%	(82)	27%	(96)	349

Continued on next page

Table HR10_8: Do you agree or disagree with the following statements?

There are not enough options when it comes to streaming devices like smart TVs or streaming media devices

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	6%	(126)	12%	(272)	24%	(530)	28%	(617)	30%	(656)	2200
Ethnicity: Afr. Am.	13%	(36)	11%	(29)	21%	(57)	26%	(71)	29%	(81)	274
Ethnicity: Other	7%	(15)	18%	(36)	24%	(49)	17%	(35)	33%	(68)	204
All Christian	5%	(51)	12%	(123)	25%	(262)	29%	(301)	29%	(308)	1046
All Non-Christian	15%	(18)	17%	(20)	21%	(25)	20%	(24)	27%	(32)	119
Atheist	6%	(6)	11%	(10)	27%	(24)	38%	(35)	18%	(16)	91
Agnostic/Nothing in particular	5%	(51)	13%	(119)	23%	(218)	27%	(256)	32%	(299)	944
Religious Non-Protestant/Catholic	14%	(21)	14%	(20)	24%	(34)	19%	(27)	29%	(41)	144
Evangelical	7%	(38)	13%	(73)	22%	(128)	26%	(149)	32%	(186)	573
Non-Evangelical	4%	(30)	13%	(108)	25%	(211)	29%	(242)	30%	(250)	841
Community: Urban	6%	(33)	14%	(72)	23%	(123)	29%	(154)	28%	(152)	533
Community: Suburban	5%	(54)	14%	(146)	25%	(259)	28%	(299)	28%	(295)	1053
Community: Rural	6%	(39)	9%	(54)	24%	(147)	27%	(164)	34%	(209)	614
Employ: Private Sector	7%	(43)	14%	(89)	27%	(179)	30%	(193)	23%	(147)	652
Employ: Government	10%	(13)	12%	(15)	24%	(30)	41%	(52)	14%	(17)	127
Employ: Self-Employed	7%	(10)	14%	(22)	29%	(45)	29%	(46)	21%	(33)	157
Employ: Homemaker	6%	(8)	9%	(13)	27%	(37)	17%	(24)	41%	(56)	138
Employ: Retired	1%	(5)	10%	(47)	21%	(102)	30%	(148)	38%	(184)	485
Employ: Unemployed	9%	(30)	13%	(43)	22%	(72)	24%	(77)	32%	(103)	325
Employ: Other	4%	(7)	6%	(10)	18%	(30)	20%	(33)	52%	(85)	163
Military HH: Yes	4%	(15)	13%	(51)	23%	(91)	30%	(118)	30%	(117)	391
Military HH: No	6%	(111)	12%	(221)	24%	(438)	28%	(499)	30%	(539)	1809
RD/WT: Right Direction	7%	(50)	13%	(93)	23%	(167)	24%	(179)	33%	(244)	733
RD/WT: Wrong Track	5%	(76)	12%	(179)	25%	(362)	30%	(437)	28%	(412)	1467
Trump Job Approve	6%	(57)	12%	(102)	25%	(221)	27%	(234)	30%	(262)	876
Trump Job Disapprove	5%	(61)	13%	(159)	24%	(297)	30%	(371)	28%	(346)	1233
Trump Job Strongly Approve	7%	(35)	11%	(52)	22%	(107)	26%	(128)	34%	(165)	488
Trump Job Somewhat Approve	6%	(22)	13%	(49)	29%	(113)	27%	(106)	25%	(97)	388
Trump Job Somewhat Disapprove	5%	(14)	17%	(49)	26%	(74)	28%	(82)	25%	(72)	291
Trump Job Strongly Disapprove	5%	(47)	12%	(110)	24%	(222)	31%	(289)	29%	(274)	942

Continued on next page

Table HR10_8: Do you agree or disagree with the following statements?

There are not enough options when it comes to streaming devices like smart TVs or streaming media devices

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	6%	(126)	12%	(272)	24%	(530)	28%	(617)	30%	(656)	2200
Favorable of Trump	6%	(53)	12%	(97)	25%	(207)	27%	(225)	30%	(251)	833
Unfavorable of Trump	5%	(63)	13%	(158)	25%	(307)	30%	(370)	26%	(323)	1220
Very Favorable of Trump	8%	(40)	10%	(52)	22%	(111)	25%	(123)	35%	(173)	500
Somewhat Favorable of Trump	4%	(13)	13%	(44)	29%	(96)	31%	(102)	23%	(78)	333
Somewhat Unfavorable of Trump	6%	(13)	18%	(37)	25%	(51)	26%	(54)	25%	(51)	206
Very Unfavorable of Trump	5%	(50)	12%	(121)	25%	(256)	31%	(316)	27%	(272)	1014
#1 Issue: Economy	6%	(46)	13%	(100)	24%	(183)	30%	(230)	28%	(213)	772
#1 Issue: Security	10%	(25)	11%	(27)	19%	(50)	27%	(69)	33%	(85)	255
#1 Issue: Health Care	6%	(25)	10%	(42)	28%	(120)	30%	(129)	26%	(110)	425
#1 Issue: Medicare / Social Security	3%	(9)	16%	(48)	20%	(62)	23%	(70)	38%	(113)	301
#1 Issue: Women's Issues	6%	(6)	9%	(8)	26%	(25)	31%	(29)	28%	(26)	94
#1 Issue: Education	9%	(11)	17%	(21)	25%	(30)	25%	(30)	23%	(28)	120
#1 Issue: Energy	2%	(1)	15%	(13)	21%	(18)	32%	(28)	31%	(27)	88
#1 Issue: Other	2%	(3)	8%	(12)	30%	(43)	23%	(32)	38%	(54)	144
2018 House Vote: Democrat	7%	(50)	13%	(97)	24%	(176)	32%	(240)	24%	(178)	741
2018 House Vote: Republican	5%	(34)	12%	(77)	26%	(161)	24%	(150)	31%	(193)	615
2018 House Vote: Someone else	5%	(4)	12%	(10)	13%	(11)	29%	(24)	41%	(34)	83
2016 Vote: Hillary Clinton	7%	(45)	12%	(82)	24%	(163)	32%	(213)	25%	(164)	666
2016 Vote: Donald Trump	5%	(34)	13%	(88)	23%	(157)	25%	(173)	33%	(227)	678
2016 Vote: Other	4%	(7)	6%	(11)	28%	(46)	38%	(62)	24%	(39)	163
2016 Vote: Didn't Vote	6%	(41)	13%	(92)	24%	(164)	24%	(169)	33%	(225)	690
Voted in 2014: Yes	5%	(64)	12%	(155)	25%	(321)	30%	(384)	28%	(354)	1278
Voted in 2014: No	7%	(62)	13%	(117)	23%	(208)	25%	(233)	33%	(302)	922
2012 Vote: Barack Obama	5%	(46)	13%	(105)	25%	(207)	30%	(251)	27%	(225)	834
2012 Vote: Mitt Romney	4%	(18)	9%	(46)	26%	(130)	28%	(141)	33%	(162)	497
2012 Vote: Other	4%	(4)	18%	(15)	20%	(17)	29%	(25)	29%	(25)	86
2012 Vote: Didn't Vote	7%	(58)	14%	(106)	22%	(173)	25%	(199)	31%	(244)	781

Continued on next page

Table HR10_8: Do you agree or disagree with the following statements?

There are not enough options when it comes to streaming devices like smart TVs or streaming media devices

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	6%	(126)	12%	(272)	24%	(530)	28%	(617)	30%	(656)	2200
4-Region: Northeast	7%	(27)	11%	(44)	20%	(80)	31%	(120)	31%	(122)	394
4-Region: Midwest	4%	(19)	12%	(57)	25%	(116)	28%	(132)	30%	(139)	462
4-Region: South	6%	(51)	15%	(123)	24%	(197)	26%	(213)	29%	(240)	824
4-Region: West	6%	(29)	9%	(48)	26%	(137)	29%	(151)	30%	(155)	520
Watch TV: Every day	7%	(73)	13%	(134)	25%	(264)	33%	(351)	23%	(250)	1071
Watch TV: Several times per week	5%	(22)	13%	(63)	30%	(147)	28%	(138)	25%	(122)	492
Watch TV: About once per week	7%	(14)	11%	(20)	32%	(59)	22%	(41)	27%	(50)	184
Watch TV: Several times per month	4%	(5)	21%	(24)	16%	(19)	20%	(23)	38%	(44)	116
Watch TV: About once per month	8%	(4)	13%	(6)	16%	(8)	15%	(8)	48%	(24)	51
Watch TV: Less often than once per month	—	(0)	15%	(13)	14%	(11)	29%	(24)	42%	(35)	82
Watch TV: Never	4%	(8)	6%	(11)	11%	(22)	16%	(32)	64%	(130)	204
Watch Movies: Every day	13%	(51)	16%	(63)	26%	(102)	29%	(111)	16%	(61)	390
Watch Movies: Several times per week	5%	(27)	13%	(75)	32%	(183)	25%	(145)	26%	(148)	577
Watch Movies: About once per week	5%	(17)	16%	(54)	26%	(88)	32%	(109)	21%	(71)	338
Watch Movies: Several times per month	2%	(5)	8%	(21)	27%	(67)	32%	(79)	31%	(78)	250
Watch Movies: About once per month	5%	(10)	11%	(23)	21%	(43)	33%	(68)	31%	(64)	209
Watch Movies: Less often than once per month	3%	(7)	9%	(21)	13%	(30)	29%	(63)	46%	(101)	221
Watch Movies: Never	4%	(9)	7%	(15)	8%	(17)	19%	(41)	62%	(132)	215
Watch Sporting Events: Every day	17%	(20)	10%	(11)	25%	(29)	29%	(33)	19%	(22)	115
Watch Sporting Events: Several times per week	7%	(18)	16%	(40)	28%	(70)	29%	(75)	20%	(51)	253
Watch Sporting Events: About once per week	6%	(13)	18%	(40)	27%	(58)	26%	(58)	23%	(50)	219
Watch Sporting Events: Several times per month	7%	(14)	16%	(31)	29%	(57)	32%	(63)	17%	(35)	200
Watch Sporting Events: About once per month	4%	(6)	16%	(26)	32%	(52)	26%	(43)	23%	(39)	166
Watch Sporting Events: Less often than once per month	4%	(16)	9%	(38)	29%	(116)	32%	(129)	26%	(105)	403
Watch Sporting Events: Never	5%	(40)	10%	(86)	18%	(148)	26%	(216)	42%	(355)	844
Cable TV: Currently subscribe	6%	(66)	13%	(131)	23%	(238)	27%	(274)	30%	(311)	1020
Cable TV: Subscribed in past	4%	(31)	13%	(93)	29%	(211)	30%	(219)	23%	(168)	721
Cable TV: Never subscribed	6%	(29)	11%	(48)	18%	(81)	27%	(124)	39%	(177)	459

Continued on next page

Table HR10_8: Do you agree or disagree with the following statements?

There are not enough options when it comes to streaming devices like smart TVs or streaming media devices

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	6%	(126)	12%	(272)	24%	(530)	28%	(617)	30%	(656)	2200
Satellite TV: Currently subscribe	6%	(25)	15%	(70)	22%	(101)	28%	(130)	29%	(135)	462
Satellite TV: Subscribed in past	5%	(34)	14%	(87)	28%	(174)	29%	(179)	23%	(143)	618
Satellite TV: Never subscribed	6%	(67)	10%	(115)	23%	(254)	27%	(307)	34%	(378)	1121
Streaming Services: Currently subscribe	5%	(70)	14%	(193)	28%	(382)	32%	(436)	21%	(288)	1369
Streaming Services: Subscribed in past	12%	(26)	16%	(34)	21%	(46)	18%	(38)	33%	(73)	217
Streaming Services: Never subscribed	5%	(30)	7%	(45)	17%	(102)	23%	(142)	48%	(295)	614
Film: An avid fan	10%	(70)	12%	(85)	27%	(183)	29%	(196)	22%	(151)	685
Film: A casual fan	4%	(45)	13%	(168)	25%	(305)	28%	(349)	30%	(375)	1242
Film: Not a fan	4%	(11)	7%	(19)	15%	(41)	26%	(71)	48%	(130)	272
Television: An avid fan	8%	(76)	12%	(117)	26%	(252)	29%	(283)	24%	(233)	961
Television: A casual fan	4%	(46)	14%	(144)	23%	(249)	27%	(290)	32%	(337)	1067
Television: Not a fan	2%	(4)	6%	(11)	16%	(28)	25%	(44)	50%	(85)	172
Music: An avid fan	8%	(83)	14%	(144)	26%	(265)	28%	(286)	24%	(244)	1021
Music: A casual fan	4%	(37)	11%	(115)	24%	(245)	27%	(281)	34%	(353)	1031
Music: Not a fan	4%	(6)	9%	(13)	13%	(19)	34%	(50)	40%	(59)	147
Fashion: An avid fan	14%	(39)	15%	(41)	21%	(59)	26%	(73)	24%	(67)	280
Fashion: A casual fan	6%	(52)	13%	(119)	26%	(239)	28%	(256)	27%	(243)	909
Fashion: Not a fan	3%	(35)	11%	(112)	23%	(231)	28%	(288)	34%	(345)	1011
Parents	6%	(58)	13%	(126)	24%	(233)	27%	(265)	31%	(306)	989
Current Netflix Subscribers	7%	(77)	15%	(169)	29%	(339)	31%	(360)	18%	(207)	1152
Current HBO Now Subscribers	9%	(16)	19%	(37)	28%	(52)	32%	(60)	12%	(23)	188
Current Disney+ Subscribers	9%	(48)	15%	(82)	28%	(152)	32%	(170)	16%	(86)	539

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% (1071)	22% (492)	8% (184)	5% (116)	2% (51)	4% (82)	9% (204)	220
Gender: Male	47% (499)	24% (250)	9% (98)	6% (61)	2% (20)	3% (29)	10% (105)	106
Gender: Female	50% (572)	21% (243)	8% (86)	5% (55)	3% (31)	5% (53)	9% (99)	113
Age: 18-34	47% (310)	22% (145)	13% (87)	6% (36)	3% (19)	3% (18)	6% (40)	63
Age: 35-44	46% (164)	27% (97)	9% (31)	7% (25)	2% (8)	5% (17)	4% (16)	33
Age: 45-64	49% (367)	23% (175)	6% (47)	5% (35)	2% (15)	3% (26)	11% (86)	7
Age: 65+	53% (230)	17% (75)	4% (18)	4% (19)	2% (9)	5% (22)	14% (62)	43
GenZers: 1997-2012	43% (124)	25% (74)	15% (43)	5% (16)	4% (11)	2% (5)	6% (18)	29
Millennials: 1981-1996	49% (265)	22% (122)	12% (65)	6% (33)	2% (12)	3% (19)	6% (30)	54
GenXers: 1965-1980	46% (251)	26% (141)	7% (37)	6% (33)	3% (14)	3% (18)	9% (50)	54
Baby Boomers: 1946-1964	53% (381)	20% (141)	5% (35)	5% (33)	2% (11)	5% (38)	11% (78)	7
PID: Dem (no lean)	56% (439)	21% (165)	8% (64)	4% (32)	2% (18)	3% (22)	6% (49)	78
PID: Ind (no lean)	40% (317)	25% (196)	10% (82)	6% (48)	2% (18)	5% (38)	11% (85)	78
PID: Rep (no lean)	50% (315)	21% (131)	6% (38)	6% (36)	2% (15)	4% (23)	11% (69)	62
PID/Gender: Dem Men	53% (188)	24% (84)	8% (29)	4% (14)	2% (8)	2% (8)	6% (23)	35
PID/Gender: Dem Women	58% (251)	19% (81)	8% (35)	4% (18)	2% (10)	3% (14)	6% (26)	43
PID/Gender: Ind Men	37% (145)	27% (108)	12% (46)	7% (27)	2% (6)	3% (13)	12% (49)	39
PID/Gender: Ind Women	44% (172)	23% (88)	9% (36)	5% (20)	3% (12)	6% (25)	9% (36)	38
PID/Gender: Rep Men	53% (166)	18% (57)	8% (23)	6% (19)	2% (6)	2% (8)	10% (33)	3
PID/Gender: Rep Women	48% (150)	23% (74)	5% (14)	5% (17)	3% (9)	5% (15)	12% (37)	3
Ideo: Liberal (1-3)	52% (327)	23% (143)	10% (61)	5% (29)	3% (19)	2% (16)	6% (36)	6
Ideo: Moderate (4)	52% (318)	20% (124)	9% (55)	6% (37)	1% (8)	4% (27)	7% (45)	6
Ideo: Conservative (5-7)	49% (338)	23% (159)	6% (41)	4% (30)	2% (15)	4% (27)	12% (80)	6
Educ: < College	49% (735)	22% (326)	8% (126)	5% (79)	2% (33)	3% (47)	11% (165)	15
Educ: Bachelors degree	49% (219)	24% (107)	8% (36)	6% (25)	2% (11)	5% (24)	5% (23)	44
Educ: Post-grad	48% (117)	24% (59)	9% (22)	5% (12)	3% (7)	5% (12)	6% (15)	24
Income: Under 50k	46% (550)	21% (249)	8% (100)	6% (69)	2% (24)	5% (55)	12% (139)	118
Income: 50k-100k	51% (360)	23% (165)	9% (64)	5% (36)	3% (21)	2% (17)	7% (49)	7
Income: 100k+	53% (161)	26% (79)	7% (20)	4% (11)	2% (6)	3% (10)	5% (16)	30

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% (1071)	22% (492)	8% (184)	5% (116)	2% (51)	4% (82)	9% (204)	220
Ethnicity: White	50% (864)	22% (374)	8% (136)	5% (84)	2% (40)	3% (56)	10% (167)	172
Ethnicity: Hispanic	39% (135)	27% (94)	14% (50)	4% (16)	5% (16)	3% (9)	8% (28)	34
Ethnicity: Afr. Am.	49% (133)	24% (67)	10% (26)	5% (15)	1% (3)	6% (17)	5% (13)	27
Ethnicity: Other	36% (74)	25% (51)	10% (21)	8% (16)	4% (9)	5% (9)	11% (23)	20
All Christian	53% (560)	22% (227)	8% (81)	4% (44)	2% (21)	3% (27)	8% (86)	104
All Non-Christian	47% (56)	16% (18)	14% (16)	8% (9)	2% (3)	5% (6)	9% (10)	11
Atheist	42% (38)	26% (24)	7% (6)	9% (8)	4% (4)	6% (6)	6% (6)	9
Agnostic/Nothing in particular	44% (417)	24% (223)	8% (80)	6% (55)	3% (24)	5% (44)	11% (102)	94
Religious Non-Protestant/Catholic	49% (71)	13% (19)	16% (24)	6% (9)	2% (3)	5% (7)	8% (12)	14
Evangelical	50% (285)	22% (124)	7% (41)	6% (35)	3% (14)	3% (14)	10% (59)	57
Non-Evangelical	51% (426)	23% (193)	8% (69)	4% (37)	2% (17)	4% (31)	8% (69)	88
Community: Urban	51% (273)	22% (117)	9% (48)	5% (29)	2% (13)	4% (21)	6% (33)	53
Community: Suburban	49% (520)	23% (245)	9% (90)	5% (52)	2% (24)	4% (39)	8% (82)	103
Community: Rural	45% (279)	21% (130)	7% (46)	6% (34)	2% (14)	4% (23)	15% (89)	61
Employ: Private Sector	47% (308)	25% (165)	10% (64)	6% (42)	2% (10)	2% (14)	8% (49)	63
Employ: Government	55% (71)	19% (24)	12% (15)	3% (4)	4% (5)	4% (5)	3% (4)	12
Employ: Self-Employed	41% (64)	25% (39)	12% (19)	7% (11)	3% (5)	5% (7)	7% (12)	15
Employ: Homemaker	41% (56)	22% (31)	10% (14)	5% (7)	4% (6)	5% (7)	13% (18)	13
Employ: Retired	54% (264)	17% (83)	4% (21)	5% (23)	1% (6)	5% (25)	13% (63)	48
Employ: Unemployed	45% (146)	27% (89)	8% (28)	6% (21)	1% (4)	3% (11)	8% (27)	32
Employ: Other	48% (78)	19% (31)	7% (11)	2% (3)	3% (6)	5% (8)	16% (26)	16
Military HH: Yes	48% (187)	20% (77)	9% (33)	5% (21)	2% (8)	3% (12)	13% (52)	39
Military HH: No	49% (884)	23% (415)	8% (150)	5% (95)	2% (43)	4% (71)	8% (151)	180
RD/WT: Right Direction	46% (337)	22% (160)	8% (59)	5% (38)	2% (17)	4% (26)	13% (96)	73
RD/WT: Wrong Track	50% (734)	23% (333)	8% (124)	5% (78)	2% (34)	4% (56)	7% (108)	140
Trump Job Approve	47% (416)	23% (197)	9% (77)	5% (47)	2% (17)	3% (30)	10% (91)	87
Trump Job Disapprove	50% (617)	22% (274)	8% (100)	5% (62)	2% (29)	4% (49)	8% (100)	123

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% (1071)	22% (492)	8% (184)	5% (116)	2% (51)	4% (82)	9% (204)	220
Trump Job Strongly Approve	50% (242)	19% (94)	6% (31)	6% (27)	2% (10)	4% (17)	13% (66)	48
Trump Job Somewhat Approve	45% (174)	26% (103)	12% (46)	5% (19)	2% (7)	3% (13)	7% (26)	38
Trump Job Somewhat Disapprove	49% (142)	24% (70)	9% (26)	4% (11)	2% (7)	4% (13)	8% (23)	21
Trump Job Strongly Disapprove	50% (475)	22% (205)	8% (74)	5% (52)	2% (23)	4% (36)	8% (77)	94
Favorable of Trump	50% (416)	23% (188)	7% (57)	5% (42)	2% (19)	3% (27)	10% (84)	83
Unfavorable of Trump	50% (612)	23% (276)	9% (106)	5% (64)	2% (27)	4% (49)	7% (86)	122
Very Favorable of Trump	50% (249)	21% (105)	6% (31)	5% (27)	3% (13)	3% (17)	12% (58)	50
Somewhat Favorable of Trump	50% (166)	25% (83)	8% (26)	4% (15)	2% (6)	3% (11)	8% (26)	33
Somewhat Unfavorable of Trump	43% (88)	30% (62)	6% (12)	6% (12)	— (1)	6% (11)	10% (20)	20
Very Unfavorable of Trump	52% (524)	21% (215)	9% (94)	5% (52)	3% (27)	4% (37)	6% (66)	101
#1 Issue: Economy	47% (360)	25% (191)	10% (76)	6% (44)	2% (16)	3% (20)	8% (65)	77
#1 Issue: Security	48% (123)	20% (51)	8% (21)	3% (9)	2% (5)	3% (7)	15% (39)	23
#1 Issue: Health Care	47% (202)	27% (113)	7% (30)	4% (18)	3% (11)	4% (18)	8% (33)	42
#1 Issue: Medicare / Social Security	55% (164)	16% (47)	5% (16)	6% (19)	3% (10)	4% (11)	11% (35)	31
#1 Issue: Women's Issues	54% (50)	16% (15)	13% (12)	7% (7)	4% (4)	2% (2)	5% (4)	9
#1 Issue: Education	50% (60)	21% (25)	13% (15)	5% (6)	— (0)	6% (8)	5% (6)	12
#1 Issue: Energy	50% (44)	21% (19)	4% (4)	4% (3)	1% (1)	10% (8)	10% (9)	8
#1 Issue: Other	47% (68)	22% (32)	7% (10)	7% (10)	3% (4)	5% (8)	9% (13)	14
2018 House Vote: Democrat	54% (404)	24% (179)	6% (42)	3% (23)	2% (12)	3% (24)	8% (58)	71
2018 House Vote: Republican	50% (305)	22% (134)	8% (48)	5% (31)	3% (16)	4% (24)	9% (57)	61
2018 House Vote: Someone else	36% (30)	17% (14)	8% (6)	11% (9)	2% (2)	12% (10)	14% (12)	8
2016 Vote: Hillary Clinton	55% (370)	21% (137)	8% (54)	3% (23)	2% (12)	4% (26)	7% (44)	60
2016 Vote: Donald Trump	49% (335)	22% (147)	6% (43)	6% (38)	3% (19)	4% (25)	10% (70)	67
2016 Vote: Other	41% (67)	29% (47)	9% (14)	5% (8)	2% (3)	6% (9)	9% (14)	10
2016 Vote: Didn't Vote	43% (298)	23% (162)	10% (71)	7% (46)	2% (17)	3% (22)	11% (74)	69
Voted in 2014: Yes	52% (663)	22% (280)	7% (88)	4% (50)	3% (33)	4% (52)	9% (112)	127
Voted in 2014: No	44% (408)	23% (213)	10% (96)	7% (65)	2% (18)	3% (31)	10% (91)	92

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% (1071)	22% (492)	8% (184)	5% (116)	2% (51)	4% (82)	9% (204)	220
2012 Vote: Barack Obama	54% (450)	22% (182)	7% (59)	4% (32)	2% (17)	4% (31)	7% (62)	83
2012 Vote: Mitt Romney	51% (255)	21% (102)	6% (32)	5% (23)	3% (15)	4% (21)	10% (48)	49
2012 Vote: Other	45% (39)	17% (15)	8% (7)	6% (5)	3% (3)	8% (6)	13% (11)	8
2012 Vote: Didn't Vote	42% (326)	25% (193)	11% (85)	7% (55)	2% (16)	3% (24)	10% (82)	7
4-Region: Northeast	48% (189)	27% (105)	8% (31)	4% (14)	2% (6)	3% (12)	9% (37)	39
4-Region: Midwest	51% (236)	23% (107)	6% (30)	6% (27)	2% (7)	4% (17)	8% (38)	40
4-Region: South	50% (409)	22% (181)	7% (56)	5% (45)	4% (30)	3% (24)	10% (79)	82
4-Region: West	46% (237)	19% (100)	13% (68)	6% (30)	1% (7)	6% (29)	10% (50)	52
Watch TV: Every day	100% (1071)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	10
Watch TV: Several times per week	— (0)	100% (492)	— (0)	— (0)	— (0)	— (0)	— (0)	49
Watch TV: About once per week	— (0)	— (0)	100% (184)	— (0)	— (0)	— (0)	— (0)	18
Watch TV: Several times per month	— (0)	— (0)	— (0)	100% (116)	— (0)	— (0)	— (0)	1
Watch TV: About once per month	— (0)	— (0)	— (0)	— (0)	100% (51)	— (0)	— (0)	
Watch TV: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (82)	— (0)	8
Watch TV: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (204)	20
Watch Movies: Every day	79% (307)	11% (43)	4% (16)	3% (10)	— (2)	2% (6)	1% (6)	39
Watch Movies: Several times per week	50% (290)	36% (208)	8% (45)	2% (9)	1% (5)	1% (7)	3% (15)	57
Watch Movies: About once per week	49% (164)	26% (90)	18% (59)	2% (7)	2% (5)	1% (2)	3% (11)	33
Watch Movies: Several times per month	39% (98)	25% (62)	8% (20)	20% (50)	2% (6)	4% (9)	2% (6)	25
Watch Movies: About once per month	42% (87)	22% (46)	10% (22)	10% (21)	10% (21)	2% (4)	4% (8)	20
Watch Movies: Less often than once per month	45% (100)	12% (26)	6% (13)	5% (12)	5% (12)	20% (45)	6% (13)	2
Watch Movies: Never	12% (25)	9% (19)	4% (9)	3% (7)	— (1)	4% (9)	68% (146)	2

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% (1071)	22% (492)	8% (184)	5% (116)	2% (51)	4% (82)	9% (204)	220
Watch Sporting Events: Every day	76% (88)	12% (14)	8% (10)	2% (3)	— (0)	1% (1)	1% (1)	1
Watch Sporting Events: Several times per week	59% (149)	32% (81)	4% (11)	3% (8)	1% (1)	— (1)	1% (1)	23
Watch Sporting Events: About once per week	56% (122)	25% (54)	14% (31)	1% (2)	1% (3)	2% (4)	1% (2)	2
Watch Sporting Events: Several times per month	45% (89)	23% (47)	13% (26)	13% (26)	1% (3)	— (1)	4% (8)	20
Watch Sporting Events: About once per month	55% (91)	21% (35)	10% (16)	5% (8)	6% (10)	1% (2)	3% (4)	16
Watch Sporting Events: Less often than once per month	51% (205)	25% (100)	9% (38)	7% (28)	1% (5)	5% (22)	1% (5)	40
Watch Sporting Events: Never	39% (326)	19% (162)	6% (51)	5% (41)	4% (30)	6% (53)	22% (181)	84
Cable TV: Currently subscribe	53% (542)	22% (223)	7% (74)	5% (47)	2% (18)	3% (32)	8% (83)	102
Cable TV: Subscribed in past	50% (357)	25% (181)	7% (54)	5% (37)	3% (23)	4% (30)	5% (39)	7
Cable TV: Never subscribed	37% (172)	19% (88)	12% (56)	7% (31)	2% (10)	4% (20)	18% (82)	45
Satellite TV: Currently subscribe	51% (237)	21% (97)	6% (29)	5% (23)	1% (7)	5% (24)	10% (44)	40
Satellite TV: Subscribed in past	46% (281)	26% (159)	10% (60)	6% (39)	4% (27)	2% (14)	6% (37)	6
Satellite TV: Never subscribed	49% (553)	21% (236)	8% (95)	5% (53)	2% (17)	4% (44)	11% (122)	11
Streaming Services: Currently subscribe	52% (715)	25% (342)	9% (119)	5% (67)	2% (32)	3% (43)	4% (52)	136
Streaming Services: Subscribed in past	39% (85)	18% (39)	9% (19)	10% (21)	3% (6)	9% (19)	12% (26)	2
Streaming Services: Never subscribed	44% (271)	18% (112)	7% (45)	4% (28)	2% (13)	3% (20)	20% (125)	6
Film: An avid fan	58% (396)	20% (138)	9% (64)	4% (26)	1% (6)	2% (13)	6% (41)	68
Film: A casual fan	48% (592)	25% (312)	7% (91)	5% (65)	3% (39)	4% (53)	7% (90)	124
Film: Not a fan	30% (83)	15% (42)	11% (29)	9% (24)	2% (6)	6% (16)	27% (72)	27
Television: An avid fan	65% (626)	20% (195)	4% (42)	2% (22)	1% (9)	2% (16)	5% (52)	9
Television: A casual fan	39% (415)	26% (282)	12% (124)	7% (80)	3% (29)	4% (46)	8% (90)	106
Television: Not a fan	18% (30)	9% (16)	11% (18)	8% (14)	8% (13)	11% (20)	36% (61)	17
Music: An avid fan	54% (554)	21% (219)	8% (81)	5% (51)	2% (20)	3% (32)	6% (64)	10
Music: A casual fan	47% (480)	23% (236)	9% (93)	6% (57)	3% (31)	3% (36)	10% (99)	10
Music: Not a fan	26% (38)	25% (38)	6% (10)	5% (7)	1% (1)	10% (14)	27% (40)	14
Fashion: An avid fan	54% (150)	23% (65)	8% (23)	3% (8)	1% (3)	4% (10)	8% (21)	28
Fashion: A casual fan	50% (459)	22% (203)	7% (64)	6% (52)	3% (29)	3% (29)	8% (72)	90
Fashion: Not a fan	46% (463)	22% (225)	10% (97)	5% (55)	2% (19)	4% (43)	11% (110)	10

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% (1071)	22% (492)	8% (184)	5% (116)	2% (51)	4% (82)	9% (204)	220
Parents	48% (474)	25% (244)	9% (89)	5% (49)	2% (19)	4% (37)	8% (77)	98
Current Netflix Subscribers	54% (618)	25% (292)	9% (109)	4% (47)	3% (29)	2% (28)	3% (30)	115
Current HBO Now Subscribers	63% (117)	18% (34)	11% (21)	2% (5)	1% (2)	— (1)	4% (7)	18
Current Disney+ Subscribers	55% (298)	24% (129)	10% (53)	5% (27)	2% (10)	2% (11)	2% (12)	53

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	18% (390)	26% (577)	15% (338)	11% (250)	9% (209)	10% (221)	10% (215)	220
Gender: Male	17% (179)	28% (295)	16% (175)	12% (131)	9% (91)	8% (85)	10% (106)	106
Gender: Female	18% (210)	25% (282)	14% (163)	10% (119)	10% (118)	12% (137)	10% (109)	113
Age: 18-34	23% (153)	29% (191)	18% (115)	9% (58)	8% (52)	7% (43)	6% (42)	63
Age: 35-44	24% (87)	25% (90)	16% (56)	13% (47)	8% (28)	9% (33)	5% (18)	33
Age: 45-64	13% (100)	24% (184)	16% (117)	13% (97)	11% (81)	11% (80)	12% (93)	7
Age: 65+	11% (50)	26% (113)	11% (50)	11% (49)	11% (48)	15% (65)	14% (63)	43
GenZers: 1997-2012	21% (62)	29% (84)	19% (55)	9% (27)	9% (27)	6% (17)	7% (19)	29
Millennials: 1981-1996	24% (132)	27% (149)	16% (90)	10% (55)	8% (42)	8% (45)	6% (31)	54
GenXers: 1965-1980	19% (102)	25% (136)	16% (87)	14% (77)	8% (43)	10% (53)	9% (47)	54
Baby Boomers: 1946-1964	12% (84)	27% (191)	13% (93)	12% (82)	12% (86)	12% (84)	13% (95)	7
PID: Dem (no lean)	19% (153)	28% (223)	17% (132)	11% (85)	10% (82)	8% (65)	6% (50)	78
PID: Ind (no lean)	17% (135)	26% (202)	15% (119)	12% (94)	7% (58)	11% (85)	12% (92)	78
PID: Rep (no lean)	16% (102)	24% (153)	14% (88)	11% (71)	11% (69)	11% (72)	12% (72)	62
PID/Gender: Dem Men	17% (61)	32% (114)	18% (63)	10% (36)	10% (35)	6% (23)	6% (21)	35
PID/Gender: Dem Women	21% (92)	25% (108)	16% (69)	11% (49)	11% (47)	10% (42)	7% (29)	43
PID/Gender: Ind Men	16% (64)	25% (100)	15% (58)	13% (50)	8% (31)	10% (40)	13% (52)	39
PID/Gender: Ind Women	18% (71)	26% (102)	16% (61)	11% (43)	7% (27)	12% (45)	10% (40)	38
PID/Gender: Rep Men	17% (54)	26% (81)	17% (54)	14% (44)	8% (25)	7% (22)	11% (33)	3
PID/Gender: Rep Women	15% (48)	23% (72)	11% (34)	9% (27)	14% (45)	16% (50)	13% (39)	3
Ideo: Liberal (1-3)	19% (118)	26% (165)	17% (110)	12% (78)	10% (66)	10% (60)	6% (35)	6
Ideo: Moderate (4)	18% (109)	28% (170)	16% (97)	12% (75)	8% (50)	9% (54)	10% (59)	6
Ideo: Conservative (5-7)	15% (104)	27% (187)	14% (95)	11% (79)	10% (67)	12% (80)	11% (79)	6
Educ: < College	19% (285)	26% (392)	14% (212)	10% (151)	10% (152)	10% (145)	12% (176)	15
Educ: Bachelors degree	14% (64)	25% (112)	17% (78)	16% (71)	9% (39)	12% (54)	6% (27)	44
Educ: Post-grad	17% (40)	30% (74)	20% (49)	11% (28)	7% (18)	9% (23)	5% (12)	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	18% (390)	26% (577)	15% (338)	11% (250)	9% (209)	10% (221)	10% (215)	220
Income: Under 50k	19% (230)	24% (279)	13% (155)	10% (119)	10% (113)	12% (137)	13% (152)	118
Income: 50k-100k	16% (114)	30% (212)	17% (121)	12% (87)	9% (64)	9% (62)	7% (50)	7
Income: 100k+	15% (46)	28% (86)	21% (63)	14% (43)	10% (31)	7% (22)	4% (12)	30
Ethnicity: White	16% (267)	26% (447)	16% (284)	12% (202)	10% (168)	10% (177)	10% (177)	172
Ethnicity: Hispanic	22% (77)	32% (112)	15% (54)	11% (39)	6% (22)	6% (22)	7% (24)	34
Ethnicity: Afr. Am.	28% (76)	30% (83)	10% (26)	10% (26)	8% (22)	8% (21)	7% (19)	27
Ethnicity: Other	23% (46)	24% (48)	14% (28)	11% (22)	9% (18)	11% (23)	9% (18)	20
All Christian	16% (162)	27% (284)	16% (166)	12% (130)	11% (113)	11% (114)	7% (78)	104
All Non-Christian	14% (17)	25% (29)	18% (21)	13% (15)	6% (7)	9% (11)	15% (18)	1
Atheist	21% (19)	29% (27)	7% (7)	17% (16)	11% (10)	10% (9)	4% (4)	
Agnostic/Nothing in particular	20% (191)	25% (238)	15% (145)	9% (89)	8% (79)	9% (87)	12% (115)	94
Religious Non-Protestant/Catholic	17% (24)	22% (32)	19% (27)	12% (17)	8% (11)	9% (13)	14% (20)	14
Evangelical	17% (95)	27% (157)	15% (88)	11% (63)	9% (54)	10% (59)	10% (58)	57
Non-Evangelical	15% (130)	26% (221)	17% (141)	12% (100)	11% (90)	11% (90)	8% (69)	8
Community: Urban	25% (131)	25% (131)	15% (77)	11% (57)	7% (36)	8% (45)	10% (55)	53
Community: Suburban	15% (154)	28% (291)	18% (184)	11% (118)	10% (108)	12% (124)	7% (73)	103
Community: Rural	17% (105)	25% (155)	12% (76)	12% (75)	10% (64)	8% (52)	14% (87)	61
Employ: Private Sector	16% (105)	29% (189)	19% (121)	13% (81)	8% (49)	9% (57)	8% (50)	63
Employ: Government	20% (25)	29% (37)	18% (23)	13% (17)	10% (13)	7% (9)	3% (3)	12
Employ: Self-Employed	22% (34)	29% (45)	13% (21)	12% (19)	7% (11)	11% (17)	6% (10)	15
Employ: Homemaker	16% (23)	25% (35)	13% (18)	11% (16)	5% (7)	14% (20)	14% (19)	13
Employ: Retired	11% (51)	24% (116)	11% (54)	12% (58)	15% (71)	14% (69)	14% (66)	48
Employ: Unemployed	23% (75)	26% (85)	12% (38)	10% (33)	8% (27)	8% (28)	12% (40)	32
Employ: Other	22% (35)	21% (35)	18% (30)	6% (9)	9% (15)	9% (15)	15% (25)	16
Military HH: Yes	15% (58)	29% (115)	16% (63)	8% (33)	11% (41)	10% (38)	11% (43)	3
Military HH: No	18% (331)	26% (462)	15% (275)	12% (217)	9% (167)	10% (184)	9% (171)	180

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	18% (390)	26% (577)	15% (338)	11% (250)	9% (209)	10% (221)	10% (215)	220
RD/WT: Right Direction	16% (121)	27% (201)	13% (98)	10% (72)	10% (71)	11% (78)	13% (92)	73
RD/WT: Wrong Track	18% (269)	26% (377)	16% (240)	12% (178)	9% (137)	10% (143)	8% (123)	140
Trump Job Approve	17% (146)	26% (226)	15% (136)	11% (93)	9% (83)	11% (100)	10% (92)	87
Trump Job Disapprove	18% (222)	27% (332)	16% (193)	12% (149)	10% (118)	9% (109)	9% (109)	123
Trump Job Strongly Approve	16% (77)	25% (120)	14% (70)	9% (45)	11% (55)	12% (57)	13% (64)	40
Trump Job Somewhat Approve	18% (69)	27% (106)	17% (65)	12% (48)	7% (28)	11% (43)	7% (28)	38
Trump Job Somewhat Disapprove	22% (63)	28% (83)	15% (45)	9% (27)	8% (25)	7% (21)	10% (28)	21
Trump Job Strongly Disapprove	17% (159)	26% (249)	16% (148)	13% (123)	10% (94)	9% (87)	9% (81)	94
Favorable of Trump	17% (140)	26% (221)	15% (128)	10% (85)	10% (80)	12% (97)	10% (82)	83
Unfavorable of Trump	18% (217)	27% (331)	16% (199)	12% (149)	10% (120)	9% (112)	8% (92)	122
Very Favorable of Trump	16% (82)	25% (125)	15% (73)	10% (52)	11% (56)	11% (56)	11% (56)	50
Somewhat Favorable of Trump	17% (58)	29% (96)	16% (55)	10% (33)	7% (24)	12% (41)	8% (27)	33
Somewhat Unfavorable of Trump	18% (37)	30% (61)	17% (36)	14% (29)	5% (11)	8% (16)	8% (16)	20
Very Unfavorable of Trump	18% (180)	27% (269)	16% (163)	12% (120)	11% (109)	9% (96)	7% (76)	101
#1 Issue: Economy	16% (126)	30% (233)	17% (128)	11% (87)	9% (70)	9% (71)	7% (57)	77
#1 Issue: Security	13% (33)	26% (66)	16% (41)	13% (34)	6% (16)	11% (27)	15% (37)	23
#1 Issue: Health Care	19% (79)	26% (111)	16% (66)	12% (50)	10% (41)	9% (36)	10% (42)	42
#1 Issue: Medicare / Social Security	18% (53)	22% (66)	9% (28)	11% (34)	10% (30)	14% (42)	16% (48)	30
#1 Issue: Women's Issues	24% (22)	19% (18)	16% (15)	12% (11)	18% (17)	8% (7)	4% (3)	9
#1 Issue: Education	32% (39)	21% (25)	17% (20)	10% (12)	10% (12)	6% (7)	5% (6)	12
#1 Issue: Energy	14% (12)	22% (19)	22% (19)	13% (11)	3% (3)	13% (11)	13% (12)	8
#1 Issue: Other	17% (25)	27% (39)	14% (20)	7% (10)	15% (21)	13% (19)	6% (9)	14
2018 House Vote: Democrat	19% (140)	27% (201)	14% (105)	13% (93)	10% (77)	9% (65)	8% (62)	74
2018 House Vote: Republican	14% (85)	24% (148)	16% (100)	13% (78)	11% (69)	12% (75)	10% (60)	60
2018 House Vote: Someone else	16% (13)	26% (21)	16% (13)	14% (12)	5% (4)	10% (8)	13% (11)	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	18% (390)	26% (577)	15% (338)	11% (250)	9% (209)	10% (221)	10% (215)	220
2016 Vote: Hillary Clinton	18% (118)	27% (181)	14% (95)	13% (86)	11% (72)	10% (69)	7% (46)	60
2016 Vote: Donald Trump	13% (89)	28% (192)	16% (107)	11% (76)	10% (65)	12% (81)	10% (68)	67
2016 Vote: Other	13% (21)	27% (44)	16% (26)	15% (24)	6% (10)	12% (19)	12% (19)	10
2016 Vote: Didn't Vote	23% (162)	23% (159)	16% (110)	9% (64)	9% (62)	7% (52)	12% (81)	69
Voted in 2014: Yes	16% (204)	26% (330)	16% (199)	13% (166)	10% (122)	11% (135)	10% (123)	127
Voted in 2014: No	20% (186)	27% (248)	15% (140)	9% (84)	9% (86)	9% (86)	10% (92)	92
2012 Vote: Barack Obama	18% (150)	26% (214)	16% (131)	12% (102)	10% (81)	11% (91)	8% (63)	83
2012 Vote: Mitt Romney	12% (62)	27% (135)	15% (74)	13% (65)	10% (52)	12% (58)	11% (53)	49
2012 Vote: Other	13% (11)	28% (24)	20% (17)	9% (8)	9% (8)	8% (7)	13% (11)	8
2012 Vote: Didn't Vote	21% (166)	26% (203)	15% (116)	10% (75)	9% (68)	8% (65)	11% (88)	77
4-Region: Northeast	15% (57)	32% (125)	16% (65)	11% (43)	9% (34)	8% (33)	10% (37)	39
4-Region: Midwest	15% (67)	26% (122)	15% (72)	11% (53)	12% (55)	11% (53)	9% (41)	40
4-Region: South	20% (164)	25% (209)	14% (117)	11% (89)	9% (77)	10% (84)	10% (85)	82
4-Region: West	19% (101)	23% (122)	16% (85)	13% (66)	8% (43)	10% (52)	10% (52)	52
Watch TV: Every day	29% (307)	27% (290)	15% (164)	9% (98)	8% (87)	9% (100)	2% (25)	100
Watch TV: Several times per week	9% (43)	42% (208)	18% (90)	12% (62)	9% (46)	5% (26)	4% (19)	49
Watch TV: About once per week	8% (16)	24% (45)	32% (59)	11% (20)	12% (22)	7% (13)	5% (9)	18
Watch TV: Several times per month	9% (10)	8% (9)	6% (7)	43% (50)	18% (21)	10% (12)	6% (7)	11
Watch TV: About once per month	3% (2)	9% (5)	10% (5)	12% (6)	41% (21)	23% (12)	1% (1)	1
Watch TV: Less often than once per month	8% (6)	8% (7)	3% (2)	11% (9)	5% (4)	54% (45)	10% (9)	8
Watch TV: Never	3% (6)	7% (15)	5% (11)	3% (6)	4% (8)	7% (13)	72% (146)	20

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	18% (390)	26% (577)	15% (338)	11% (250)	9% (209)	10% (221)	10% (215)	220
Watch Movies: Every day	100% (390)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	390
Watch Movies: Several times per week	— (0)	100% (577)	— (0)	— (0)	— (0)	— (0)	— (0)	577
Watch Movies: About once per week	— (0)	— (0)	100% (338)	— (0)	— (0)	— (0)	— (0)	338
Watch Movies: Several times per month	— (0)	— (0)	— (0)	100% (250)	— (0)	— (0)	— (0)	250
Watch Movies: About once per month	— (0)	— (0)	— (0)	— (0)	100% (209)	— (0)	— (0)	209
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% (215)	215
Watch Sporting Events: Every day	47% (54)	27% (31)	12% (14)	3% (4)	7% (8)	3% (3)	1% (1)	102
Watch Sporting Events: Several times per week	24% (61)	38% (97)	17% (42)	8% (21)	5% (12)	7% (17)	1% (4)	235
Watch Sporting Events: About once per week	15% (33)	35% (76)	23% (51)	11% (23)	6% (13)	7% (15)	3% (7)	222
Watch Sporting Events: Several times per month	16% (33)	25% (51)	24% (48)	20% (40)	4% (9)	6% (12)	4% (9)	209
Watch Sporting Events: About once per month	15% (25)	20% (34)	22% (37)	14% (24)	15% (25)	10% (16)	3% (5)	166
Watch Sporting Events: Less often than once per month	18% (71)	26% (106)	16% (64)	13% (54)	13% (53)	12% (50)	1% (6)	403
Watch Sporting Events: Never	13% (113)	22% (183)	10% (82)	10% (84)	11% (89)	13% (108)	22% (184)	844
Cable TV: Currently subscribe	18% (180)	29% (292)	14% (146)	11% (114)	10% (99)	10% (100)	9% (88)	1022
Cable TV: Subscribed in past	18% (128)	28% (205)	18% (132)	13% (94)	8% (55)	9% (64)	6% (42)	772
Cable TV: Never subscribed	18% (81)	17% (80)	13% (59)	9% (42)	12% (55)	12% (57)	19% (85)	459
Satellite TV: Currently subscribe	21% (96)	25% (117)	14% (63)	9% (39)	10% (48)	10% (48)	11% (52)	403
Satellite TV: Subscribed in past	20% (124)	28% (173)	17% (104)	12% (75)	10% (60)	9% (54)	4% (27)	617
Satellite TV: Never subscribed	15% (170)	26% (288)	15% (171)	12% (136)	9% (101)	11% (120)	12% (135)	1111
Streaming Services: Currently subscribe	21% (283)	31% (419)	17% (227)	12% (169)	9% (119)	8% (107)	3% (45)	1360
Streaming Services: Subscribed in past	16% (35)	22% (47)	22% (48)	9% (20)	8% (17)	11% (23)	13% (27)	212
Streaming Services: Never subscribed	12% (72)	18% (111)	10% (64)	10% (61)	12% (73)	15% (91)	23% (142)	650
Film: An avid fan	32% (219)	35% (237)	14% (97)	10% (66)	3% (18)	3% (22)	4% (25)	686
Film: A casual fan	11% (141)	25% (315)	18% (219)	13% (166)	14% (170)	12% (146)	7% (85)	1244
Film: Not a fan	11% (30)	9% (25)	8% (22)	6% (18)	8% (21)	19% (53)	38% (104)	273

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	18% (390)	26% (577)	15% (338)	11% (250)	9% (209)	10% (221)	10% (215)	220
Television: An avid fan	23% (222)	30% (285)	16% (156)	11% (104)	6% (62)	7% (67)	7% (65)	9
Television: A casual fan	14% (145)	26% (272)	16% (170)	12% (128)	12% (125)	11% (122)	10% (104)	100
Television: Not a fan	13% (23)	12% (20)	8% (13)	10% (17)	12% (21)	18% (32)	27% (46)	17
Music: An avid fan	23% (237)	30% (302)	16% (163)	11% (109)	7% (75)	8% (84)	5% (51)	10
Music: A casual fan	13% (137)	25% (257)	16% (161)	12% (128)	12% (125)	11% (112)	11% (113)	10
Music: Not a fan	11% (16)	13% (19)	9% (14)	9% (14)	6% (9)	17% (25)	35% (51)	14
Fashion: An avid fan	32% (88)	26% (73)	16% (44)	6% (18)	6% (17)	7% (20)	7% (21)	23
Fashion: A casual fan	19% (175)	28% (254)	15% (140)	12% (108)	9% (82)	9% (83)	7% (67)	90
Fashion: Not a fan	13% (127)	25% (251)	15% (154)	12% (124)	11% (110)	12% (118)	13% (127)	10
Parents	18% (178)	29% (291)	15% (148)	11% (113)	8% (79)	10% (99)	8% (81)	98
Current Netflix Subscribers	25% (289)	31% (360)	18% (204)	11% (132)	7% (77)	6% (67)	2% (24)	115
Current HBO Now Subscribers	36% (68)	33% (62)	15% (28)	6% (12)	6% (11)	1% (3)	2% (4)	18
Current Disney+ Subscribers	29% (159)	32% (170)	15% (82)	10% (54)	8% (41)	4% (21)	2% (12)	53

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	5% (115)	11% (253)	10% (219)	9% (200)	8% (166)	18% (403)	38% (844)	220
Gender: Male	9% (100)	18% (187)	12% (126)	12% (125)	8% (85)	13% (142)	28% (296)	100
Gender: Female	1% (15)	6% (66)	8% (92)	7% (76)	7% (81)	23% (261)	48% (547)	113
Age: 18-34	6% (41)	13% (83)	8% (55)	9% (62)	9% (57)	18% (116)	37% (241)	63
Age: 35-44	9% (33)	12% (42)	11% (39)	11% (41)	4% (15)	22% (78)	31% (111)	33
Age: 45-64	4% (28)	12% (92)	11% (80)	8% (60)	8% (60)	18% (134)	40% (297)	7
Age: 65+	3% (14)	8% (36)	10% (45)	9% (37)	8% (35)	17% (75)	45% (194)	43
GenZers: 1997-2012	5% (14)	11% (33)	9% (26)	9% (27)	11% (31)	18% (52)	37% (109)	29
Millennials: 1981-1996	7% (39)	13% (71)	8% (41)	12% (64)	6% (32)	19% (103)	36% (194)	54
GenXers: 1965-1980	7% (39)	12% (63)	12% (63)	10% (57)	5% (28)	19% (102)	35% (192)	54
Baby Boomers: 1946-1964	3% (19)	10% (70)	11% (77)	6% (43)	9% (66)	19% (137)	42% (303)	7
PID: Dem (no lean)	5% (41)	14% (107)	10% (79)	9% (72)	9% (74)	19% (147)	34% (269)	78
PID: Ind (no lean)	4% (32)	10% (77)	10% (76)	8% (66)	6% (48)	19% (146)	43% (339)	78
PID: Rep (no lean)	7% (42)	11% (68)	10% (64)	10% (63)	7% (43)	18% (110)	38% (236)	62
PID/Gender: Dem Men	11% (38)	22% (78)	12% (42)	13% (47)	9% (31)	10% (37)	23% (82)	33
PID/Gender: Dem Women	1% (3)	7% (30)	8% (37)	6% (25)	10% (44)	25% (110)	43% (187)	43
PID/Gender: Ind Men	6% (25)	16% (61)	11% (44)	10% (39)	8% (30)	15% (61)	34% (135)	39
PID/Gender: Ind Women	2% (7)	4% (15)	8% (32)	7% (27)	5% (18)	22% (85)	53% (204)	38
PID/Gender: Rep Men	12% (37)	15% (48)	13% (40)	13% (39)	8% (24)	14% (45)	25% (79)	3
PID/Gender: Rep Women	2% (5)	7% (21)	8% (24)	8% (24)	6% (19)	21% (65)	50% (157)	3
Ideo: Liberal (1-3)	4% (23)	14% (88)	11% (72)	10% (64)	9% (59)	20% (128)	31% (197)	6
Ideo: Moderate (4)	6% (37)	12% (71)	9% (52)	11% (65)	8% (50)	19% (119)	36% (219)	6
Ideo: Conservative (5-7)	6% (44)	11% (74)	11% (77)	8% (53)	6% (44)	19% (129)	39% (270)	6
Educ: < College	5% (78)	10% (150)	9% (143)	8% (127)	7% (113)	18% (265)	42% (637)	15
Educ: Bachelors degree	5% (20)	14% (63)	11% (48)	10% (46)	9% (39)	21% (92)	31% (135)	44
Educ: Post-grad	7% (18)	16% (40)	11% (28)	11% (28)	6% (14)	19% (46)	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	5% (115)	11% (253)	10% (219)	9% (200)	8% (166)	18% (403)	38% (844)	220
Income: Under 50k	4% (42)	8% (97)	9% (104)	7% (85)	8% (97)	19% (224)	45% (537)	118
Income: 50k-100k	8% (55)	13% (94)	12% (83)	11% (81)	7% (53)	17% (123)	31% (224)	7
Income: 100k+	6% (19)	20% (62)	10% (32)	12% (35)	5% (16)	18% (56)	27% (83)	30
Ethnicity: White	5% (80)	12% (198)	10% (174)	9% (153)	7% (126)	18% (318)	39% (673)	172
Ethnicity: Hispanic	5% (19)	12% (40)	9% (32)	12% (43)	7% (26)	19% (66)	35% (123)	34
Ethnicity: Afr. Am.	11% (30)	13% (35)	10% (27)	8% (22)	9% (26)	18% (49)	31% (85)	27
Ethnicity: Other	3% (6)	9% (19)	9% (18)	12% (25)	7% (15)	18% (36)	42% (85)	20
All Christian	4% (44)	13% (139)	11% (118)	9% (96)	9% (95)	18% (187)	35% (367)	104
All Non-Christian	10% (12)	15% (18)	10% (12)	8% (9)	6% (7)	14% (17)	37% (44)	1
Atheist	6% (5)	10% (9)	9% (8)	11% (10)	4% (4)	22% (20)	38% (35)	9
Agnostic/Nothing in particular	6% (54)	9% (87)	9% (81)	9% (85)	6% (60)	19% (178)	42% (398)	94
Religious Non-Protestant/Catholic	9% (14)	13% (19)	9% (13)	6% (9)	5% (7)	14% (20)	44% (63)	14
Evangelical	4% (21)	11% (63)	10% (56)	11% (61)	8% (45)	16% (93)	41% (235)	57
Non-Evangelical	4% (32)	13% (110)	12% (100)	9% (72)	9% (74)	19% (162)	35% (292)	8
Community: Urban	9% (48)	11% (58)	8% (40)	10% (53)	7% (39)	17% (91)	38% (205)	53
Community: Suburban	5% (48)	13% (142)	12% (127)	9% (100)	7% (70)	20% (208)	34% (358)	103
Community: Rural	3% (20)	9% (53)	8% (52)	8% (47)	9% (57)	17% (104)	46% (281)	6
Employ: Private Sector	8% (54)	16% (105)	13% (84)	10% (68)	6% (42)	17% (110)	29% (189)	63
Employ: Government	12% (15)	11% (13)	9% (11)	10% (12)	6% (8)	19% (25)	34% (43)	12
Employ: Self-Employed	5% (8)	14% (22)	12% (19)	8% (13)	10% (16)	22% (34)	29% (45)	15
Employ: Homemaker	1% (2)	3% (5)	12% (17)	4% (5)	6% (8)	17% (24)	56% (77)	13
Employ: Retired	3% (12)	9% (42)	9% (42)	8% (38)	8% (39)	18% (86)	46% (225)	48
Employ: Unemployed	4% (12)	9% (29)	8% (27)	9% (31)	7% (21)	20% (65)	43% (140)	32
Employ: Other	6% (9)	10% (17)	4% (7)	8% (13)	9% (14)	18% (29)	45% (73)	10
Military HH: Yes	7% (26)	13% (50)	10% (39)	10% (38)	8% (31)	15% (60)	37% (147)	3
Military HH: No	5% (90)	11% (203)	10% (179)	9% (162)	7% (135)	19% (343)	39% (697)	180

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	5% (115)	11% (253)	10% (219)	9% (200)	8% (166)	18% (403)	38% (844)	220
RD/WT: Right Direction	7% (54)	11% (80)	10% (75)	10% (74)	7% (51)	16% (121)	38% (278)	73
RD/WT: Wrong Track	4% (61)	12% (173)	10% (144)	9% (127)	8% (115)	19% (282)	39% (565)	140
Trump Job Approve	6% (54)	11% (96)	11% (97)	11% (92)	7% (61)	18% (160)	36% (316)	87
Trump Job Disapprove	4% (55)	12% (148)	9% (115)	8% (103)	8% (96)	19% (232)	39% (483)	123
Trump Job Strongly Approve	7% (35)	9% (42)	12% (56)	9% (43)	7% (32)	15% (74)	42% (205)	48
Trump Job Somewhat Approve	5% (19)	14% (53)	10% (40)	13% (49)	8% (30)	22% (86)	29% (111)	38
Trump Job Somewhat Disapprove	4% (10)	15% (43)	8% (24)	8% (24)	9% (26)	17% (49)	39% (114)	21
Trump Job Strongly Disapprove	5% (45)	11% (104)	10% (92)	8% (79)	7% (70)	19% (182)	39% (369)	94
Favorable of Trump	6% (47)	12% (97)	11% (95)	10% (82)	7% (56)	18% (146)	37% (309)	83
Unfavorable of Trump	5% (61)	12% (147)	9% (115)	9% (107)	8% (96)	20% (242)	37% (452)	122
Very Favorable of Trump	6% (30)	9% (47)	12% (58)	7% (37)	7% (35)	16% (82)	42% (212)	50
Somewhat Favorable of Trump	5% (18)	15% (51)	11% (37)	13% (45)	6% (21)	19% (64)	29% (98)	33
Somewhat Unfavorable of Trump	4% (9)	18% (36)	9% (18)	7% (15)	8% (17)	21% (43)	33% (68)	20
Very Unfavorable of Trump	5% (52)	11% (111)	10% (96)	9% (92)	8% (80)	20% (198)	38% (384)	103
#1 Issue: Economy	7% (58)	12% (96)	11% (86)	11% (87)	6% (50)	19% (149)	32% (248)	77
#1 Issue: Security	4% (11)	12% (30)	11% (29)	8% (21)	7% (18)	10% (26)	47% (120)	23
#1 Issue: Health Care	4% (17)	11% (47)	10% (43)	8% (33)	6% (27)	20% (84)	41% (175)	42
#1 Issue: Medicare / Social Security	4% (13)	9% (27)	10% (30)	8% (23)	10% (31)	15% (45)	44% (132)	30
#1 Issue: Women's Issues	4% (4)	11% (10)	8% (7)	4% (4)	9% (9)	24% (23)	40% (38)	9
#1 Issue: Education	2% (2)	14% (17)	4% (5)	11% (13)	4% (5)	27% (33)	37% (44)	12
#1 Issue: Energy	4% (4)	16% (14)	8% (7)	12% (11)	16% (14)	17% (15)	26% (23)	8
#1 Issue: Other	5% (7)	8% (11)	8% (11)	7% (10)	8% (12)	20% (29)	44% (64)	14
2018 House Vote: Democrat	5% (37)	13% (99)	11% (82)	10% (72)	8% (60)	19% (137)	34% (255)	74
2018 House Vote: Republican	6% (38)	13% (80)	13% (80)	9% (58)	7% (46)	15% (95)	36% (219)	60
2018 House Vote: Someone else	7% (6)	10% (8)	10% (8)	8% (7)	4% (4)	17% (14)	44% (36)	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	5% (115)	11% (253)	10% (219)	9% (200)	8% (166)	18% (403)	38% (844)	220
2016 Vote: Hillary Clinton	6% (40)	13% (89)	10% (66)	10% (66)	8% (54)	20% (133)	33% (218)	66
2016 Vote: Donald Trump	5% (37)	11% (77)	13% (85)	8% (52)	8% (53)	17% (118)	38% (256)	67
2016 Vote: Other	2% (4)	11% (19)	11% (17)	12% (20)	7% (12)	16% (27)	40% (65)	16
2016 Vote: Didn't Vote	5% (34)	10% (69)	7% (49)	9% (62)	7% (47)	18% (125)	44% (303)	69
Voted in 2014: Yes	6% (71)	13% (163)	12% (154)	9% (118)	7% (94)	18% (228)	35% (450)	127
Voted in 2014: No	5% (45)	10% (90)	7% (64)	9% (83)	8% (72)	19% (175)	43% (394)	92
2012 Vote: Barack Obama	6% (50)	13% (110)	11% (88)	10% (82)	7% (62)	18% (153)	35% (288)	83
2012 Vote: Mitt Romney	4% (22)	11% (53)	11% (56)	8% (42)	7% (33)	19% (92)	40% (199)	49
2012 Vote: Other	4% (4)	19% (16)	13% (11)	9% (8)	4% (3)	16% (14)	36% (30)	8
2012 Vote: Didn't Vote	5% (40)	9% (72)	8% (64)	9% (69)	9% (67)	18% (144)	42% (326)	71
4-Region: Northeast	7% (28)	13% (50)	12% (47)	8% (32)	6% (25)	18% (72)	35% (139)	39
4-Region: Midwest	4% (17)	14% (66)	10% (46)	9% (41)	8% (35)	18% (81)	38% (176)	46
4-Region: South	5% (39)	9% (73)	11% (92)	9% (72)	7% (60)	20% (168)	39% (319)	82
4-Region: West	6% (30)	12% (64)	6% (33)	11% (55)	9% (46)	16% (81)	41% (211)	52
Watch TV: Every day	8% (88)	14% (149)	11% (122)	8% (89)	9% (91)	19% (205)	30% (326)	100
Watch TV: Several times per week	3% (14)	16% (81)	11% (54)	10% (47)	7% (35)	20% (100)	33% (162)	49
Watch TV: About once per week	5% (10)	6% (11)	17% (31)	14% (26)	9% (16)	21% (38)	28% (51)	18
Watch TV: Several times per month	2% (3)	7% (8)	2% (2)	23% (26)	7% (8)	24% (28)	35% (41)	11
Watch TV: About once per month	— (0)	3% (1)	6% (3)	6% (3)	19% (10)	9% (5)	58% (30)	1
Watch TV: Less often than once per month	1% (1)	1% (1)	5% (4)	1% (1)	3% (2)	26% (22)	64% (53)	8
Watch TV: Never	— (1)	1% (1)	1% (2)	4% (8)	2% (4)	3% (5)	89% (181)	20

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	5% (115)	11% (253)	10% (219)	9% (200)	8% (166)	18% (403)	38% (844)	220
Watch Movies: Every day	14% (54)	16% (61)	8% (33)	8% (33)	6% (25)	18% (71)	29% (113)	39
Watch Movies: Several times per week	5% (31)	17% (97)	13% (76)	9% (51)	6% (34)	18% (106)	32% (183)	57
Watch Movies: About once per week	4% (14)	12% (42)	15% (51)	14% (48)	11% (37)	19% (64)	24% (82)	33
Watch Movies: Several times per month	2% (4)	8% (21)	9% (23)	16% (40)	10% (24)	22% (54)	34% (84)	23
Watch Movies: About once per month	4% (8)	6% (12)	6% (13)	4% (9)	12% (25)	25% (53)	43% (89)	20
Watch Movies: Less often than once per month	2% (3)	8% (17)	7% (15)	5% (12)	7% (16)	23% (50)	49% (108)	21
Watch Movies: Never	1% (1)	2% (4)	3% (7)	4% (9)	2% (5)	3% (6)	86% (184)	2
Watch Sporting Events: Every day	100% (115)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	1
Watch Sporting Events: Several times per week	— (0)	100% (253)	— (0)	— (0)	— (0)	— (0)	— (0)	25
Watch Sporting Events: About once per week	— (0)	— (0)	100% (219)	— (0)	— (0)	— (0)	— (0)	21
Watch Sporting Events: Several times per month	— (0)	— (0)	— (0)	100% (200)	— (0)	— (0)	— (0)	20
Watch Sporting Events: About once per month	— (0)	— (0)	— (0)	— (0)	100% (166)	— (0)	— (0)	16
Watch Sporting Events: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (403)	— (0)	40
Watch Sporting Events: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (844)	84
Cable TV: Currently subscribe	8% (82)	14% (144)	10% (104)	9% (89)	6% (62)	17% (172)	36% (368)	102
Cable TV: Subscribed in past	3% (20)	11% (81)	10% (70)	10% (71)	11% (78)	21% (152)	35% (249)	71
Cable TV: Never subscribed	3% (14)	6% (28)	10% (45)	9% (41)	6% (26)	17% (79)	49% (227)	45
Satellite TV: Currently subscribe	8% (37)	15% (71)	9% (42)	10% (44)	5% (24)	18% (81)	35% (162)	46
Satellite TV: Subscribed in past	5% (28)	12% (71)	9% (59)	11% (67)	11% (70)	19% (116)	33% (206)	61
Satellite TV: Never subscribed	4% (50)	10% (110)	11% (118)	8% (89)	6% (72)	18% (206)	42% (475)	111
Streaming Services: Currently subscribe	6% (78)	12% (169)	10% (131)	10% (140)	7% (102)	22% (298)	33% (452)	136
Streaming Services: Subscribed in past	7% (15)	13% (28)	14% (29)	9% (19)	8% (16)	10% (22)	40% (87)	21
Streaming Services: Never subscribed	4% (22)	9% (56)	10% (59)	7% (42)	8% (48)	13% (83)	50% (304)	61
Film: An avid fan	8% (52)	15% (106)	12% (79)	11% (73)	7% (47)	16% (111)	32% (217)	68
Film: A casual fan	5% (57)	11% (132)	9% (117)	9% (111)	8% (103)	20% (250)	38% (474)	124
Film: Not a fan	2% (6)	6% (15)	8% (23)	6% (17)	6% (16)	15% (42)	56% (153)	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	5% (115)	11% (253)	10% (219)	9% (200)	8% (166)	18% (403)	38% (844)	220
Television: An avid fan	7% (70)	14% (137)	11% (109)	9% (91)	8% (78)	17% (160)	33% (316)	90
Television: A casual fan	3% (35)	11% (112)	9% (101)	9% (101)	7% (75)	21% (220)	40% (421)	100
Television: Not a fan	6% (10)	2% (3)	5% (8)	5% (9)	7% (13)	13% (23)	62% (106)	17
Music: An avid fan	7% (72)	14% (144)	10% (105)	10% (103)	8% (82)	18% (180)	33% (335)	100
Music: A casual fan	4% (42)	10% (102)	10% (104)	9% (90)	7% (73)	20% (202)	40% (418)	100
Music: Not a fan	1% (2)	5% (7)	6% (9)	5% (7)	7% (10)	14% (21)	62% (91)	14
Fashion: An avid fan	8% (23)	15% (43)	8% (22)	12% (34)	6% (17)	18% (50)	32% (91)	28
Fashion: A casual fan	6% (54)	10% (93)	10% (93)	10% (88)	8% (74)	19% (177)	36% (329)	90
Fashion: Not a fan	4% (39)	12% (117)	10% (103)	8% (78)	7% (75)	17% (175)	42% (424)	100
Parents	7% (66)	13% (125)	10% (98)	10% (100)	7% (67)	19% (190)	35% (343)	98
Current Netflix Subscribers	7% (77)	13% (151)	10% (119)	12% (135)	7% (79)	20% (228)	31% (363)	115
Current HBO Now Subscribers	18% (33)	16% (30)	14% (26)	9% (17)	8% (14)	16% (30)	20% (37)	18
Current Disney+ Subscribers	10% (52)	14% (76)	10% (53)	13% (68)	7% (39)	18% (99)	28% (152)	53

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

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

Demographic	Cable TV: Currently subscribe		Cable TV: Subscribed in past		Cable TV: Never subscribed		Total N
Adults	46%	(1020)	33%	(721)	21%	(459)	2200
Gender: Male	51%	(544)	31%	(328)	18%	(189)	1062
Gender: Female	42%	(475)	35%	(393)	24%	(270)	1138
Age: 18-34	41%	(268)	33%	(216)	26%	(172)	655
Age: 35-44	43%	(152)	37%	(132)	21%	(73)	358
Age: 45-64	50%	(374)	33%	(246)	17%	(131)	751
Age: 65+	52%	(225)	29%	(127)	19%	(84)	436
GenZers: 1997-2012	43%	(126)	37%	(107)	20%	(59)	292
Millennials: 1981-1996	38%	(208)	33%	(178)	29%	(159)	545
GenXers: 1965-1980	49%	(269)	34%	(183)	17%	(93)	545
Baby Boomers: 1946-1964	50%	(356)	33%	(234)	18%	(126)	716
PID: Dem (no lean)	50%	(396)	33%	(258)	17%	(135)	789
PID: Ind (no lean)	43%	(334)	34%	(269)	23%	(182)	784
PID: Rep (no lean)	46%	(290)	31%	(194)	23%	(143)	627
PID/Gender: Dem Men	55%	(193)	32%	(112)	14%	(49)	354
PID/Gender: Dem Women	47%	(202)	34%	(146)	20%	(86)	435
PID/Gender: Ind Men	48%	(189)	32%	(128)	20%	(79)	396
PID/Gender: Ind Women	37%	(145)	36%	(141)	26%	(103)	389
PID/Gender: Rep Men	52%	(162)	28%	(88)	20%	(62)	312
PID/Gender: Rep Women	41%	(128)	33%	(105)	26%	(81)	315
Ideo: Liberal (1-3)	47%	(297)	34%	(216)	19%	(118)	631
Ideo: Moderate (4)	52%	(320)	31%	(193)	16%	(100)	613
Ideo: Conservative (5-7)	47%	(323)	32%	(218)	22%	(150)	691
Educ: < College	44%	(667)	33%	(498)	23%	(348)	1512
Educ: Bachelors degree	51%	(229)	32%	(144)	16%	(72)	444
Educ: Post-grad	51%	(125)	33%	(79)	16%	(40)	244
Income: Under 50k	42%	(494)	33%	(396)	25%	(296)	1186
Income: 50k-100k	50%	(357)	31%	(221)	19%	(133)	711
Income: 100k+	56%	(168)	34%	(104)	10%	(31)	303
Ethnicity: White	46%	(785)	34%	(587)	20%	(349)	1722
Ethnicity: Hispanic	46%	(160)	33%	(114)	22%	(75)	349

Continued on next page

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

Cable television

Demographic	Cable TV: Currently subscribe		Cable TV: Subscribed in past		Cable TV: Never subscribed		Total N
Adults	46%	(1020)	33%	(721)	21%	(459)	2200
Ethnicity: Afr. Am.	53%	(146)	28%	(76)	19%	(52)	274
Ethnicity: Other	43%	(89)	28%	(57)	28%	(58)	204
All Christian	50%	(521)	32%	(335)	18%	(191)	1046
All Non-Christian	53%	(63)	26%	(31)	20%	(24)	119
Atheist	39%	(36)	35%	(32)	26%	(24)	91
Agnostic/Nothing in particular	42%	(400)	34%	(323)	23%	(221)	944
Religious Non-Protestant/Catholic	48%	(69)	29%	(42)	23%	(33)	144
Evangelical	43%	(246)	34%	(193)	23%	(134)	573
Non-Evangelical	50%	(421)	32%	(267)	18%	(154)	841
Community: Urban	44%	(236)	33%	(178)	23%	(120)	533
Community: Suburban	54%	(567)	31%	(324)	15%	(162)	1053
Community: Rural	35%	(217)	36%	(219)	29%	(177)	614
Employ: Private Sector	49%	(319)	30%	(197)	21%	(136)	652
Employ: Government	49%	(62)	31%	(40)	20%	(26)	127
Employ: Self-Employed	34%	(54)	41%	(65)	25%	(38)	157
Employ: Homemaker	36%	(49)	43%	(59)	21%	(29)	138
Employ: Retired	54%	(260)	28%	(138)	18%	(87)	485
Employ: Unemployed	46%	(151)	32%	(105)	22%	(70)	325
Employ: Other	37%	(60)	35%	(57)	29%	(47)	163
Military HH: Yes	45%	(177)	38%	(147)	17%	(67)	391
Military HH: No	47%	(842)	32%	(574)	22%	(393)	1809
RD/WT: Right Direction	45%	(333)	32%	(234)	23%	(166)	733
RD/WT: Wrong Track	47%	(687)	33%	(487)	20%	(293)	1467
Trump Job Approve	44%	(387)	33%	(291)	23%	(198)	876
Trump Job Disapprove	49%	(606)	33%	(402)	18%	(225)	1233
Trump Job Strongly Approve	44%	(214)	31%	(149)	25%	(124)	488
Trump Job Somewhat Approve	44%	(173)	36%	(141)	19%	(74)	388
Trump Job Somewhat Disapprove	44%	(127)	36%	(105)	20%	(59)	291
Trump Job Strongly Disapprove	51%	(479)	31%	(296)	18%	(166)	942

Continued on next page

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

Demographic	Cable TV: Currently subscribe		Cable TV: Subscribed in past		Cable TV: Never subscribed		Total N
Adults	46%	(1020)	33%	(721)	21%	(459)	2200
Favorable of Trump	45%	(371)	33%	(278)	22%	(184)	833
Unfavorable of Trump	50%	(608)	33%	(398)	18%	(214)	1220
Very Favorable of Trump	44%	(218)	32%	(158)	25%	(124)	500
Somewhat Favorable of Trump	46%	(153)	36%	(120)	18%	(60)	333
Somewhat Unfavorable of Trump	42%	(86)	40%	(83)	18%	(37)	206
Very Unfavorable of Trump	51%	(522)	31%	(315)	17%	(177)	1014
#1 Issue: Economy	47%	(364)	35%	(273)	18%	(135)	772
#1 Issue: Security	45%	(116)	32%	(81)	23%	(58)	255
#1 Issue: Health Care	48%	(205)	29%	(124)	23%	(97)	425
#1 Issue: Medicare / Social Security	53%	(158)	31%	(94)	16%	(49)	301
#1 Issue: Women's Issues	41%	(38)	28%	(26)	32%	(30)	94
#1 Issue: Education	34%	(41)	40%	(48)	26%	(31)	120
#1 Issue: Energy	39%	(34)	39%	(34)	22%	(20)	88
#1 Issue: Other	44%	(64)	28%	(40)	27%	(39)	144
2018 House Vote: Democrat	54%	(401)	30%	(223)	16%	(117)	741
2018 House Vote: Republican	45%	(275)	33%	(203)	22%	(137)	615
2018 House Vote: Someone else	42%	(35)	40%	(33)	19%	(15)	83
2016 Vote: Hillary Clinton	55%	(363)	30%	(202)	15%	(101)	666
2016 Vote: Donald Trump	46%	(311)	31%	(212)	23%	(155)	678
2016 Vote: Other	44%	(72)	38%	(62)	18%	(29)	163
2016 Vote: Didn't Vote	39%	(272)	35%	(245)	25%	(173)	690
Voted in 2014: Yes	50%	(638)	32%	(410)	18%	(230)	1278
Voted in 2014: No	41%	(382)	34%	(311)	25%	(230)	922
2012 Vote: Barack Obama	51%	(424)	32%	(268)	17%	(142)	834
2012 Vote: Mitt Romney	48%	(238)	32%	(158)	20%	(101)	497
2012 Vote: Other	36%	(31)	41%	(35)	23%	(19)	86
2012 Vote: Didn't Vote	42%	(327)	33%	(258)	25%	(196)	781

Continued on next page

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

Demographic	Cable TV: Currently subscribe		Cable TV: Subscribed in past		Cable TV: Never subscribed		Total N
Adults	46%	(1020)	33%	(721)	21%	(459)	2200
4-Region: Northeast	62%	(244)	22%	(85)	16%	(64)	394
4-Region: Midwest	42%	(192)	34%	(158)	24%	(112)	462
4-Region: South	47%	(386)	34%	(278)	19%	(160)	824
4-Region: West	38%	(197)	39%	(200)	24%	(123)	520
Watch TV: Every day	51%	(542)	33%	(357)	16%	(172)	1071
Watch TV: Several times per week	45%	(223)	37%	(181)	18%	(88)	492
Watch TV: About once per week	40%	(74)	29%	(54)	30%	(56)	184
Watch TV: Several times per month	41%	(47)	32%	(37)	27%	(31)	116
Watch TV: About once per month	36%	(18)	45%	(23)	19%	(10)	51
Watch TV: Less often than once per month	38%	(32)	37%	(30)	25%	(20)	82
Watch TV: Never	41%	(83)	19%	(39)	40%	(82)	204
Watch Movies: Every day	46%	(180)	33%	(128)	21%	(81)	390
Watch Movies: Several times per week	51%	(292)	36%	(205)	14%	(80)	577
Watch Movies: About once per week	43%	(146)	39%	(132)	18%	(59)	338
Watch Movies: Several times per month	45%	(114)	38%	(94)	17%	(42)	250
Watch Movies: About once per month	47%	(99)	26%	(55)	26%	(55)	209
Watch Movies: Less often than once per month	45%	(100)	29%	(64)	26%	(57)	221
Watch Movies: Never	41%	(88)	19%	(42)	40%	(85)	215
Watch Sporting Events: Every day	71%	(82)	17%	(20)	12%	(14)	115
Watch Sporting Events: Several times per week	57%	(144)	32%	(81)	11%	(28)	253
Watch Sporting Events: About once per week	47%	(104)	32%	(70)	21%	(45)	219
Watch Sporting Events: Several times per month	44%	(89)	35%	(71)	20%	(41)	200
Watch Sporting Events: About once per month	37%	(62)	47%	(78)	16%	(26)	166
Watch Sporting Events: Less often than once per month	43%	(172)	38%	(152)	20%	(79)	403
Watch Sporting Events: Never	44%	(368)	30%	(249)	27%	(227)	844
Cable TV: Currently subscribe	100%	(1020)	—	(0)	—	(0)	1020
Cable TV: Subscribed in past	—	(0)	100%	(721)	—	(0)	721
Cable TV: Never subscribed	—	(0)	—	(0)	100%	(459)	459

Continued on next page

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

Demographic	Cable TV: Currently subscribe		Cable TV: Subscribed in past		Cable TV: Never subscribed		Total N
Adults	46%	(1020)	33%	(721)	21%	(459)	2200
Satellite TV: Currently subscribe	32%	(148)	39%	(182)	29%	(132)	462
Satellite TV: Subscribed in past	41%	(251)	51%	(312)	9%	(55)	618
Satellite TV: Never subscribed	55%	(621)	20%	(227)	24%	(273)	1121
Streaming Services: Currently subscribe	49%	(666)	36%	(493)	15%	(210)	1369
Streaming Services: Subscribed in past	40%	(88)	47%	(102)	13%	(27)	217
Streaming Services: Never subscribed	43%	(266)	20%	(125)	36%	(223)	614
Film: An avid fan	50%	(342)	33%	(223)	18%	(121)	685
Film: A casual fan	46%	(576)	35%	(430)	19%	(236)	1242
Film: Not a fan	37%	(102)	25%	(68)	38%	(103)	272
Television: An avid fan	54%	(515)	31%	(294)	16%	(153)	961
Television: A casual fan	43%	(453)	35%	(370)	23%	(244)	1067
Television: Not a fan	30%	(51)	33%	(57)	37%	(63)	172
Music: An avid fan	46%	(474)	35%	(354)	19%	(194)	1021
Music: A casual fan	47%	(487)	31%	(320)	22%	(224)	1031
Music: Not a fan	40%	(59)	32%	(47)	28%	(42)	147
Fashion: An avid fan	50%	(140)	27%	(74)	23%	(66)	280
Fashion: A casual fan	47%	(430)	35%	(319)	18%	(160)	909
Fashion: Not a fan	44%	(450)	32%	(327)	23%	(234)	1011
Parents	45%	(443)	33%	(328)	22%	(218)	989
Current Netflix Subscribers	46%	(536)	37%	(422)	17%	(194)	1152
Current HBO Now Subscribers	53%	(100)	35%	(66)	11%	(22)	188
Current Disney+ Subscribers	44%	(236)	36%	(191)	21%	(112)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	21%	(462)	28%	(618)	51%	(1121)	2200
Gender: Male	21%	(222)	29%	(309)	50%	(532)	1062
Gender: Female	21%	(240)	27%	(309)	52%	(589)	1138
Age: 18-34	20%	(128)	34%	(226)	46%	(301)	655
Age: 35-44	21%	(76)	31%	(111)	48%	(171)	358
Age: 45-64	22%	(165)	26%	(193)	52%	(393)	751
Age: 65+	21%	(92)	20%	(88)	59%	(256)	436
GenZers: 1997-2012	19%	(55)	43%	(126)	38%	(110)	292
Millennials: 1981-1996	22%	(118)	28%	(152)	51%	(276)	545
GenXers: 1965-1980	20%	(111)	30%	(164)	49%	(269)	545
Baby Boomers: 1946-1964	22%	(155)	22%	(155)	57%	(406)	716
PID: Dem (no lean)	21%	(168)	30%	(240)	48%	(381)	789
PID: Ind (no lean)	16%	(123)	27%	(213)	57%	(448)	784
PID: Rep (no lean)	27%	(171)	26%	(164)	46%	(291)	627
PID/Gender: Dem Men	23%	(82)	30%	(106)	47%	(166)	354
PID/Gender: Dem Women	20%	(85)	31%	(134)	49%	(215)	435
PID/Gender: Ind Men	13%	(52)	31%	(123)	56%	(221)	396
PID/Gender: Ind Women	18%	(71)	23%	(90)	59%	(228)	389
PID/Gender: Rep Men	28%	(87)	26%	(80)	47%	(145)	312
PID/Gender: Rep Women	27%	(84)	27%	(84)	46%	(146)	315
Ideo: Liberal (1-3)	22%	(138)	31%	(194)	47%	(299)	631
Ideo: Moderate (4)	19%	(116)	27%	(168)	54%	(330)	613
Ideo: Conservative (5-7)	22%	(153)	26%	(176)	52%	(362)	691
Educ: < College	21%	(310)	29%	(443)	50%	(759)	1512
Educ: Bachelors degree	20%	(87)	26%	(114)	55%	(243)	444
Educ: Post-grad	27%	(65)	25%	(60)	49%	(119)	244
Income: Under 50k	19%	(230)	29%	(340)	52%	(616)	1186
Income: 50k-100k	21%	(147)	27%	(194)	52%	(370)	711
Income: 100k+	28%	(85)	28%	(83)	44%	(134)	303
Ethnicity: White	21%	(362)	28%	(474)	51%	(886)	1722
Ethnicity: Hispanic	21%	(72)	36%	(127)	43%	(150)	349

Continued on next page

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	21%	(462)	28%	(618)	51%	(1121)	2200
Ethnicity: Afr. Am.	26%	(71)	30%	(83)	44%	(119)	274
Ethnicity: Other	14%	(29)	29%	(60)	57%	(116)	204
All Christian	19%	(201)	26%	(277)	54%	(568)	1046
All Non-Christian	21%	(25)	24%	(28)	55%	(66)	119
Atheist	19%	(17)	29%	(27)	52%	(47)	91
Agnostic/Nothing in particular	23%	(219)	30%	(286)	47%	(439)	944
Religious Non-Protestant/Catholic	20%	(29)	23%	(33)	57%	(82)	144
Evangelical	25%	(141)	29%	(168)	46%	(264)	573
Non-Evangelical	18%	(153)	26%	(220)	56%	(468)	841
Community: Urban	21%	(114)	26%	(139)	53%	(280)	533
Community: Suburban	17%	(177)	28%	(290)	56%	(585)	1053
Community: Rural	28%	(170)	31%	(188)	42%	(255)	614
Employ: Private Sector	22%	(145)	28%	(185)	49%	(321)	652
Employ: Government	17%	(22)	32%	(41)	51%	(64)	127
Employ: Self-Employed	26%	(40)	29%	(46)	45%	(71)	157
Employ: Homemaker	22%	(31)	26%	(35)	52%	(72)	138
Employ: Retired	20%	(98)	21%	(101)	59%	(286)	485
Employ: Unemployed	18%	(57)	27%	(89)	55%	(179)	325
Employ: Other	28%	(45)	29%	(47)	44%	(71)	163
Military HH: Yes	20%	(79)	30%	(116)	50%	(197)	391
Military HH: No	21%	(383)	28%	(502)	51%	(924)	1809
RD/WT: Right Direction	26%	(188)	26%	(188)	49%	(358)	733
RD/WT: Wrong Track	19%	(274)	29%	(430)	52%	(763)	1467
Trump Job Approve	25%	(217)	28%	(245)	47%	(414)	876
Trump Job Disapprove	19%	(230)	28%	(342)	54%	(660)	1233
Trump Job Strongly Approve	29%	(139)	23%	(112)	48%	(236)	488
Trump Job Somewhat Approve	20%	(77)	34%	(133)	46%	(178)	388
Trump Job Somewhat Disapprove	18%	(53)	33%	(96)	49%	(141)	291
Trump Job Strongly Disapprove	19%	(177)	26%	(246)	55%	(519)	942

Continued on next page

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	21%	(462)	28%	(618)	51%	(1121)	2200
Favorable of Trump	23%	(195)	29%	(238)	48%	(400)	833
Unfavorable of Trump	18%	(225)	29%	(354)	53%	(642)	1220
Very Favorable of Trump	26%	(130)	26%	(128)	48%	(242)	500
Somewhat Favorable of Trump	19%	(65)	33%	(110)	48%	(159)	333
Somewhat Unfavorable of Trump	20%	(41)	36%	(73)	44%	(91)	206
Very Unfavorable of Trump	18%	(183)	28%	(280)	54%	(551)	1014
#1 Issue: Economy	20%	(153)	32%	(249)	48%	(370)	772
#1 Issue: Security	25%	(63)	23%	(57)	53%	(135)	255
#1 Issue: Health Care	19%	(79)	22%	(92)	60%	(254)	425
#1 Issue: Medicare / Social Security	21%	(62)	26%	(78)	54%	(161)	301
#1 Issue: Women's Issues	22%	(21)	35%	(33)	43%	(40)	94
#1 Issue: Education	30%	(36)	28%	(34)	41%	(49)	120
#1 Issue: Energy	19%	(17)	40%	(35)	41%	(36)	88
#1 Issue: Other	21%	(30)	28%	(40)	52%	(74)	144
2018 House Vote: Democrat	20%	(148)	26%	(196)	53%	(397)	741
2018 House Vote: Republican	27%	(164)	25%	(154)	48%	(297)	615
2018 House Vote: Someone else	15%	(12)	34%	(28)	51%	(42)	83
2016 Vote: Hillary Clinton	19%	(129)	24%	(161)	56%	(376)	666
2016 Vote: Donald Trump	24%	(164)	26%	(178)	50%	(336)	678
2016 Vote: Other	13%	(22)	31%	(50)	56%	(91)	163
2016 Vote: Didn't Vote	21%	(146)	33%	(227)	46%	(317)	690
Voted in 2014: Yes	23%	(288)	24%	(309)	53%	(681)	1278
Voted in 2014: No	19%	(174)	33%	(309)	48%	(439)	922
2012 Vote: Barack Obama	21%	(173)	24%	(201)	55%	(459)	834
2012 Vote: Mitt Romney	24%	(120)	25%	(123)	51%	(254)	497
2012 Vote: Other	20%	(17)	33%	(28)	47%	(40)	86
2012 Vote: Didn't Vote	19%	(151)	34%	(265)	47%	(366)	781

Continued on next page

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

Satellite television

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	21%	(462)	28%	(618)	51%	(1121)	2200
4-Region: Northeast	16%	(63)	26%	(104)	58%	(226)	394
4-Region: Midwest	23%	(105)	26%	(121)	51%	(237)	462
4-Region: South	22%	(181)	30%	(245)	48%	(398)	824
4-Region: West	22%	(114)	28%	(147)	50%	(259)	520
Watch TV: Every day	22%	(237)	26%	(281)	52%	(553)	1071
Watch TV: Several times per week	20%	(97)	32%	(159)	48%	(236)	492
Watch TV: About once per week	16%	(29)	32%	(60)	52%	(95)	184
Watch TV: Several times per month	20%	(23)	34%	(39)	46%	(53)	116
Watch TV: About once per month	13%	(7)	53%	(27)	33%	(17)	51
Watch TV: Less often than once per month	30%	(24)	17%	(14)	53%	(44)	82
Watch TV: Never	22%	(44)	18%	(37)	60%	(122)	204
Watch Movies: Every day	25%	(96)	32%	(124)	44%	(170)	390
Watch Movies: Several times per week	20%	(117)	30%	(173)	50%	(288)	577
Watch Movies: About once per week	19%	(63)	31%	(104)	51%	(171)	338
Watch Movies: Several times per month	16%	(39)	30%	(75)	54%	(136)	250
Watch Movies: About once per month	23%	(48)	29%	(60)	48%	(101)	209
Watch Movies: Less often than once per month	22%	(48)	24%	(54)	54%	(120)	221
Watch Movies: Never	24%	(52)	13%	(27)	63%	(135)	215
Watch Sporting Events: Every day	32%	(37)	25%	(28)	43%	(50)	115
Watch Sporting Events: Several times per week	28%	(71)	28%	(71)	43%	(110)	253
Watch Sporting Events: About once per week	19%	(42)	27%	(59)	54%	(118)	219
Watch Sporting Events: Several times per month	22%	(44)	33%	(67)	45%	(89)	200
Watch Sporting Events: About once per month	14%	(24)	42%	(70)	44%	(72)	166
Watch Sporting Events: Less often than once per month	20%	(81)	29%	(116)	51%	(206)	403
Watch Sporting Events: Never	19%	(162)	24%	(206)	56%	(475)	844
Cable TV: Currently subscribe	15%	(148)	25%	(251)	61%	(621)	1020
Cable TV: Subscribed in past	25%	(182)	43%	(312)	31%	(227)	721
Cable TV: Never subscribed	29%	(132)	12%	(55)	59%	(273)	459

Continued on next page

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

Satellite television

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	21%	(462)	28%	(618)	51%	(1121)	2200
Satellite TV: Currently subscribe	100%	(462)	—	(0)	—	(0)	462
Satellite TV: Subscribed in past	—	(0)	100%	(618)	—	(0)	618
Satellite TV: Never subscribed	—	(0)	—	(0)	100%	(1121)	1121
Streaming Services: Currently subscribe	21%	(289)	31%	(422)	48%	(659)	1369
Streaming Services: Subscribed in past	23%	(51)	45%	(97)	32%	(69)	217
Streaming Services: Never subscribed	20%	(122)	16%	(99)	64%	(393)	614
Film: An avid fan	20%	(137)	30%	(205)	50%	(342)	685
Film: A casual fan	22%	(269)	29%	(363)	49%	(610)	1242
Film: Not a fan	20%	(55)	18%	(49)	62%	(168)	272
Television: An avid fan	21%	(201)	28%	(271)	51%	(489)	961
Television: A casual fan	21%	(227)	29%	(308)	50%	(531)	1067
Television: Not a fan	20%	(34)	22%	(38)	58%	(100)	172
Music: An avid fan	21%	(217)	31%	(318)	48%	(486)	1021
Music: A casual fan	21%	(213)	26%	(265)	54%	(552)	1031
Music: Not a fan	21%	(31)	23%	(34)	56%	(82)	147
Fashion: An avid fan	28%	(78)	28%	(80)	44%	(122)	280
Fashion: A casual fan	20%	(182)	31%	(285)	49%	(441)	909
Fashion: Not a fan	20%	(201)	25%	(253)	55%	(557)	1011
Parents	24%	(233)	26%	(261)	50%	(494)	989
Current Netflix Subscribers	21%	(237)	31%	(355)	49%	(560)	1152
Current HBO Now Subscribers	23%	(43)	35%	(66)	42%	(79)	188
Current Disney+ Subscribers	20%	(108)	35%	(188)	45%	(243)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

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	62%	(1369)	10%	(217)	28%	(614)	2200
Gender: Male	60%	(642)	11%	(120)	28%	(301)	1062
Gender: Female	64%	(727)	9%	(97)	28%	(314)	1138
Age: 18-34	70%	(460)	12%	(76)	18%	(119)	655
Age: 35-44	72%	(256)	12%	(43)	16%	(58)	358
Age: 45-64	58%	(439)	9%	(70)	32%	(243)	751
Age: 65+	49%	(214)	6%	(28)	45%	(195)	436
GenZers: 1997-2012	72%	(211)	12%	(35)	16%	(46)	292
Millennials: 1981-1996	70%	(380)	12%	(63)	19%	(102)	545
GenXers: 1965-1980	65%	(353)	11%	(60)	24%	(132)	545
Baby Boomers: 1946-1964	56%	(398)	7%	(50)	37%	(268)	716
PID: Dem (no lean)	66%	(525)	11%	(86)	23%	(178)	789
PID: Ind (no lean)	62%	(484)	10%	(80)	28%	(221)	784
PID: Rep (no lean)	57%	(360)	8%	(51)	34%	(215)	627
PID/Gender: Dem Men	62%	(219)	13%	(45)	25%	(90)	354
PID/Gender: Dem Women	70%	(305)	9%	(41)	20%	(89)	435
PID/Gender: Ind Men	62%	(244)	11%	(44)	27%	(107)	396
PID/Gender: Ind Women	62%	(240)	9%	(35)	29%	(113)	389
PID/Gender: Rep Men	57%	(179)	10%	(30)	33%	(104)	312
PID/Gender: Rep Women	58%	(182)	7%	(21)	35%	(112)	315
Ideo: Liberal (1-3)	69%	(438)	10%	(61)	21%	(132)	631
Ideo: Moderate (4)	63%	(388)	10%	(63)	26%	(162)	613
Ideo: Conservative (5-7)	58%	(404)	7%	(50)	34%	(238)	691
Educ: < College	60%	(901)	12%	(175)	29%	(436)	1512
Educ: Bachelors degree	67%	(295)	6%	(26)	28%	(123)	444
Educ: Post-grad	71%	(173)	7%	(16)	23%	(55)	244
Income: Under 50k	56%	(658)	12%	(147)	32%	(381)	1186
Income: 50k-100k	67%	(476)	7%	(48)	26%	(187)	711
Income: 100k+	78%	(235)	7%	(22)	15%	(46)	303
Ethnicity: White	63%	(1086)	8%	(138)	29%	(498)	1722
Ethnicity: Hispanic	71%	(247)	13%	(47)	16%	(55)	349

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	62%	(1369)	10%	(217)	28%	(614)	2200
Ethnicity: Afr. Am.	60%	(164)	17%	(48)	23%	(63)	274
Ethnicity: Other	59%	(120)	15%	(31)	26%	(53)	204
All Christian	61%	(641)	8%	(83)	31%	(322)	1046
All Non-Christian	59%	(70)	17%	(21)	23%	(28)	119
Atheist	68%	(62)	7%	(7)	25%	(23)	91
Agnostic/Nothing in particular	63%	(595)	11%	(107)	26%	(241)	944
Religious Non-Protestant/Catholic	61%	(88)	16%	(23)	23%	(34)	144
Evangelical	59%	(336)	11%	(64)	30%	(174)	573
Non-Evangelical	64%	(535)	6%	(50)	31%	(257)	841
Community: Urban	63%	(338)	11%	(60)	25%	(135)	533
Community: Suburban	66%	(692)	9%	(96)	25%	(265)	1053
Community: Rural	55%	(339)	10%	(61)	35%	(214)	614
Employ: Private Sector	68%	(445)	9%	(58)	23%	(149)	652
Employ: Government	63%	(80)	14%	(17)	24%	(30)	127
Employ: Self-Employed	59%	(93)	9%	(14)	32%	(50)	157
Employ: Homemaker	64%	(89)	15%	(20)	21%	(30)	138
Employ: Retired	50%	(243)	6%	(30)	44%	(212)	485
Employ: Unemployed	62%	(203)	13%	(42)	25%	(80)	325
Employ: Other	58%	(94)	14%	(23)	28%	(46)	163
Military HH: Yes	58%	(228)	11%	(41)	31%	(122)	391
Military HH: No	63%	(1141)	10%	(176)	27%	(492)	1809
RD/WT: Right Direction	55%	(403)	10%	(74)	35%	(257)	733
RD/WT: Wrong Track	66%	(966)	10%	(143)	24%	(357)	1467
Trump Job Approve	57%	(502)	9%	(75)	34%	(299)	876
Trump Job Disapprove	67%	(825)	10%	(125)	23%	(282)	1233
Trump Job Strongly Approve	55%	(268)	9%	(42)	36%	(177)	488
Trump Job Somewhat Approve	60%	(234)	8%	(33)	31%	(122)	388
Trump Job Somewhat Disapprove	66%	(191)	13%	(39)	21%	(61)	291
Trump Job Strongly Disapprove	67%	(634)	9%	(86)	24%	(222)	942

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	62%	(1369)	10%	(217)	28%	(614)	2200
Favorable of Trump	59%	(488)	8%	(70)	33%	(276)	833
Unfavorable of Trump	67%	(823)	10%	(123)	22%	(274)	1220
Very Favorable of Trump	57%	(283)	8%	(42)	35%	(175)	500
Somewhat Favorable of Trump	62%	(205)	8%	(27)	30%	(101)	333
Somewhat Unfavorable of Trump	60%	(123)	18%	(37)	23%	(47)	206
Very Unfavorable of Trump	69%	(700)	9%	(87)	22%	(228)	1014
#1 Issue: Economy	66%	(513)	11%	(86)	22%	(173)	772
#1 Issue: Security	54%	(139)	10%	(25)	36%	(92)	255
#1 Issue: Health Care	68%	(288)	6%	(25)	26%	(113)	425
#1 Issue: Medicare / Social Security	51%	(153)	11%	(32)	39%	(116)	301
#1 Issue: Women's Issues	74%	(69)	4%	(4)	22%	(21)	94
#1 Issue: Education	64%	(77)	12%	(15)	24%	(29)	120
#1 Issue: Energy	61%	(53)	20%	(18)	19%	(17)	88
#1 Issue: Other	53%	(77)	10%	(14)	37%	(53)	144
2018 House Vote: Democrat	66%	(486)	9%	(68)	25%	(188)	741
2018 House Vote: Republican	57%	(353)	9%	(54)	34%	(208)	615
2018 House Vote: Someone else	61%	(51)	13%	(11)	26%	(21)	83
2016 Vote: Hillary Clinton	65%	(430)	10%	(67)	25%	(170)	666
2016 Vote: Donald Trump	58%	(391)	8%	(53)	34%	(233)	678
2016 Vote: Other	72%	(117)	7%	(11)	22%	(35)	163
2016 Vote: Didn't Vote	62%	(429)	12%	(86)	25%	(175)	690
Voted in 2014: Yes	61%	(782)	9%	(113)	30%	(383)	1278
Voted in 2014: No	64%	(587)	11%	(104)	25%	(231)	922
2012 Vote: Barack Obama	62%	(519)	10%	(82)	28%	(232)	834
2012 Vote: Mitt Romney	58%	(287)	6%	(31)	36%	(179)	497
2012 Vote: Other	63%	(54)	13%	(11)	24%	(21)	86
2012 Vote: Didn't Vote	65%	(507)	12%	(93)	23%	(182)	781

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	62%	(1369)	10%	(217)	28%	(614)	2200
4-Region: Northeast	64%	(253)	7%	(27)	29%	(113)	394
4-Region: Midwest	61%	(280)	9%	(43)	30%	(139)	462
4-Region: South	60%	(493)	11%	(95)	29%	(237)	824
4-Region: West	66%	(343)	10%	(52)	24%	(125)	520
Watch TV: Every day	67%	(715)	8%	(85)	25%	(271)	1071
Watch TV: Several times per week	69%	(342)	8%	(39)	23%	(112)	492
Watch TV: About once per week	65%	(119)	10%	(19)	25%	(45)	184
Watch TV: Several times per month	58%	(67)	18%	(21)	24%	(28)	116
Watch TV: About once per month	62%	(32)	13%	(6)	25%	(13)	51
Watch TV: Less often than once per month	53%	(43)	23%	(19)	24%	(20)	82
Watch TV: Never	25%	(52)	13%	(26)	62%	(125)	204
Watch Movies: Every day	73%	(283)	9%	(35)	19%	(72)	390
Watch Movies: Several times per week	73%	(419)	8%	(47)	19%	(111)	577
Watch Movies: About once per week	67%	(227)	14%	(48)	19%	(64)	338
Watch Movies: Several times per month	67%	(169)	8%	(20)	24%	(61)	250
Watch Movies: About once per month	57%	(119)	8%	(17)	35%	(73)	209
Watch Movies: Less often than once per month	48%	(107)	10%	(23)	41%	(91)	221
Watch Movies: Never	21%	(45)	13%	(27)	66%	(142)	215
Watch Sporting Events: Every day	68%	(78)	13%	(15)	19%	(22)	115
Watch Sporting Events: Several times per week	67%	(169)	11%	(28)	22%	(56)	253
Watch Sporting Events: About once per week	60%	(131)	13%	(29)	27%	(59)	219
Watch Sporting Events: Several times per month	70%	(140)	9%	(19)	21%	(42)	200
Watch Sporting Events: About once per month	61%	(102)	10%	(16)	29%	(48)	166
Watch Sporting Events: Less often than once per month	74%	(298)	6%	(22)	21%	(83)	403
Watch Sporting Events: Never	54%	(452)	10%	(87)	36%	(304)	844
Cable TV: Currently subscribe	65%	(666)	9%	(88)	26%	(266)	1020
Cable TV: Subscribed in past	68%	(493)	14%	(102)	17%	(125)	721
Cable TV: Never subscribed	46%	(210)	6%	(27)	48%	(223)	459

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	62%	(1369)	10%	(217)	28%	(614)	2200
Satellite TV: Currently subscribe	63%	(289)	11%	(51)	27%	(122)	462
Satellite TV: Subscribed in past	68%	(422)	16%	(97)	16%	(99)	618
Satellite TV: Never subscribed	59%	(659)	6%	(69)	35%	(393)	1121
Streaming Services: Currently subscribe	100%	(1369)	—	(0)	—	(0)	1369
Streaming Services: Subscribed in past	—	(0)	100%	(217)	—	(0)	217
Streaming Services: Never subscribed	—	(0)	—	(0)	100%	(614)	614
Film: An avid fan	72%	(492)	10%	(70)	18%	(123)	685
Film: A casual fan	61%	(763)	10%	(124)	29%	(355)	1242
Film: Not a fan	42%	(114)	8%	(23)	50%	(135)	272
Television: An avid fan	64%	(620)	10%	(95)	26%	(247)	961
Television: A casual fan	62%	(666)	9%	(99)	28%	(302)	1067
Television: Not a fan	48%	(83)	14%	(24)	38%	(65)	172
Music: An avid fan	69%	(705)	11%	(111)	20%	(206)	1021
Music: A casual fan	58%	(597)	8%	(85)	34%	(349)	1031
Music: Not a fan	46%	(67)	14%	(21)	40%	(59)	147
Fashion: An avid fan	66%	(186)	12%	(34)	22%	(61)	280
Fashion: A casual fan	64%	(585)	10%	(94)	25%	(229)	909
Fashion: Not a fan	59%	(598)	9%	(89)	32%	(324)	1011
Parents	65%	(645)	9%	(93)	25%	(251)	989
Current Netflix Subscribers	84%	(966)	6%	(75)	10%	(111)	1152
Current HBO Now Subscribers	83%	(155)	7%	(13)	10%	(20)	188
Current Disney+ Subscribers	83%	(449)	6%	(35)	10%	(55)	539

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

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

Film

Demographic	Film: An avid fan		Film: A casual fan		Film: Not a fan		Total N
Adults	31%	(685)	56%	(1242)	12%	(272)	2200
Gender: Male	38%	(401)	53%	(561)	9%	(99)	1062
Gender: Female	25%	(284)	60%	(681)	15%	(173)	1138
Age: 18-34	38%	(251)	51%	(331)	11%	(73)	655
Age: 35-44	38%	(136)	51%	(184)	11%	(38)	358
Age: 45-64	27%	(206)	60%	(453)	12%	(91)	751
Age: 65+	21%	(92)	63%	(274)	16%	(71)	436
GenZers: 1997-2012	36%	(105)	55%	(161)	9%	(25)	292
Millennials: 1981-1996	38%	(209)	48%	(264)	13%	(73)	545
GenXers: 1965-1980	33%	(180)	57%	(310)	10%	(54)	545
Baby Boomers: 1946-1964	24%	(173)	62%	(444)	14%	(99)	716
PID: Dem (no lean)	35%	(274)	56%	(440)	10%	(75)	789
PID: Ind (no lean)	32%	(253)	56%	(438)	12%	(94)	784
PID: Rep (no lean)	25%	(158)	58%	(365)	17%	(104)	627
PID/Gender: Dem Men	44%	(156)	50%	(177)	6%	(21)	354
PID/Gender: Dem Women	27%	(118)	60%	(263)	12%	(54)	435
PID/Gender: Ind Men	37%	(145)	53%	(211)	10%	(40)	396
PID/Gender: Ind Women	28%	(108)	58%	(227)	14%	(54)	389
PID/Gender: Rep Men	32%	(100)	56%	(174)	12%	(38)	312
PID/Gender: Rep Women	18%	(58)	61%	(192)	21%	(66)	315
Ideo: Liberal (1-3)	37%	(236)	54%	(342)	8%	(53)	631
Ideo: Moderate (4)	33%	(204)	56%	(341)	11%	(69)	613
Ideo: Conservative (5-7)	26%	(177)	60%	(416)	14%	(98)	691
Educ: < College	31%	(465)	55%	(835)	14%	(212)	1512
Educ: Bachelors degree	30%	(132)	61%	(271)	9%	(41)	444
Educ: Post-grad	36%	(88)	56%	(136)	8%	(20)	244
Income: Under 50k	30%	(361)	54%	(646)	15%	(179)	1186
Income: 50k-100k	31%	(222)	59%	(422)	9%	(67)	711
Income: 100k+	34%	(103)	57%	(174)	9%	(26)	303
Ethnicity: White	29%	(497)	58%	(1003)	13%	(222)	1722
Ethnicity: Hispanic	36%	(125)	54%	(188)	10%	(37)	349
Ethnicity: Afr. Am.	44%	(120)	48%	(132)	8%	(22)	274

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	31%	(685)	56%	(1242)	12%	(272)	2200
Ethnicity: Other	33%	(68)	53%	(108)	14%	(28)	204
All Christian	31%	(322)	58%	(603)	12%	(121)	1046
All Non-Christian	35%	(42)	52%	(62)	12%	(15)	119
Atheist	23%	(21)	67%	(61)	10%	(10)	91
Agnostic/Nothing in particular	32%	(300)	55%	(517)	13%	(127)	944
Religious Non-Protestant/Catholic	32%	(46)	54%	(78)	13%	(19)	144
Evangelical	30%	(174)	55%	(316)	15%	(83)	573
Non-Evangelical	31%	(263)	59%	(495)	10%	(84)	841
Community: Urban	34%	(182)	55%	(291)	11%	(60)	533
Community: Suburban	32%	(334)	58%	(611)	10%	(107)	1053
Community: Rural	27%	(169)	55%	(340)	17%	(105)	614
Employ: Private Sector	33%	(217)	58%	(375)	9%	(60)	652
Employ: Government	33%	(43)	57%	(72)	10%	(13)	127
Employ: Self-Employed	39%	(61)	50%	(79)	11%	(17)	157
Employ: Homemaker	34%	(47)	46%	(63)	21%	(28)	138
Employ: Retired	21%	(103)	64%	(309)	15%	(73)	485
Employ: Unemployed	32%	(103)	51%	(167)	17%	(55)	325
Employ: Other	31%	(50)	56%	(92)	13%	(21)	163
Military HH: Yes	31%	(121)	57%	(224)	12%	(45)	391
Military HH: No	31%	(564)	56%	(1018)	13%	(227)	1809
RD/WT: Right Direction	28%	(205)	57%	(416)	15%	(112)	733
RD/WT: Wrong Track	33%	(480)	56%	(826)	11%	(161)	1467
Trump Job Approve	27%	(239)	57%	(503)	15%	(133)	876
Trump Job Disapprove	34%	(425)	56%	(687)	10%	(121)	1233
Trump Job Strongly Approve	24%	(118)	58%	(283)	18%	(86)	488
Trump Job Somewhat Approve	31%	(121)	57%	(220)	12%	(47)	388
Trump Job Somewhat Disapprove	37%	(107)	53%	(155)	10%	(29)	291
Trump Job Strongly Disapprove	34%	(318)	56%	(532)	10%	(92)	942
Favorable of Trump	27%	(223)	59%	(489)	15%	(121)	833
Unfavorable of Trump	34%	(414)	56%	(688)	10%	(118)	1220

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	31%	(685)	56%	(1242)	12%	(272)	2200
Very Favorable of Trump	26%	(129)	58%	(290)	16%	(81)	500
Somewhat Favorable of Trump	28%	(94)	60%	(199)	12%	(40)	333
Somewhat Unfavorable of Trump	33%	(69)	54%	(111)	12%	(26)	206
Very Unfavorable of Trump	34%	(345)	57%	(577)	9%	(92)	1014
#1 Issue: Economy	34%	(259)	57%	(443)	9%	(70)	772
#1 Issue: Security	27%	(68)	55%	(141)	18%	(46)	255
#1 Issue: Health Care	35%	(148)	55%	(234)	10%	(43)	425
#1 Issue: Medicare / Social Security	25%	(76)	55%	(167)	19%	(58)	301
#1 Issue: Women's Issues	32%	(30)	55%	(51)	13%	(13)	94
#1 Issue: Education	36%	(43)	50%	(60)	14%	(17)	120
#1 Issue: Energy	27%	(24)	62%	(54)	10%	(9)	88
#1 Issue: Other	25%	(36)	64%	(91)	11%	(16)	144
2018 House Vote: Democrat	36%	(268)	56%	(414)	8%	(59)	741
2018 House Vote: Republican	26%	(157)	59%	(364)	15%	(93)	615
2018 House Vote: Someone else	31%	(26)	60%	(50)	9%	(7)	83
2016 Vote: Hillary Clinton	36%	(237)	57%	(377)	8%	(52)	666
2016 Vote: Donald Trump	25%	(169)	60%	(406)	15%	(103)	678
2016 Vote: Other	38%	(63)	54%	(88)	8%	(13)	163
2016 Vote: Didn't Vote	31%	(215)	54%	(371)	15%	(104)	690
Voted in 2014: Yes	30%	(379)	59%	(753)	11%	(146)	1278
Voted in 2014: No	33%	(306)	53%	(490)	14%	(126)	922
2012 Vote: Barack Obama	33%	(277)	58%	(485)	9%	(71)	834
2012 Vote: Mitt Romney	23%	(115)	62%	(309)	15%	(73)	497
2012 Vote: Other	35%	(30)	56%	(48)	9%	(8)	86
2012 Vote: Didn't Vote	33%	(262)	51%	(399)	15%	(120)	781
4-Region: Northeast	30%	(120)	60%	(236)	10%	(38)	394
4-Region: Midwest	28%	(131)	57%	(264)	15%	(68)	462
4-Region: South	32%	(263)	54%	(449)	14%	(112)	824
4-Region: West	33%	(171)	57%	(294)	10%	(54)	520

Continued on next page

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

Demographic	Film: An avid fan		Film: A casual fan		Film: Not a fan		Total N
Adults	31%	(685)	56%	(1242)	12%	(272)	2200
Watch TV: Every day	37%	(396)	55%	(592)	8%	(83)	1071
Watch TV: Several times per week	28%	(138)	63%	(312)	9%	(42)	492
Watch TV: About once per week	35%	(64)	50%	(91)	16%	(29)	184
Watch TV: Several times per month	23%	(26)	56%	(65)	21%	(24)	116
Watch TV: About once per month	12%	(6)	76%	(39)	12%	(6)	51
Watch TV: Less often than once per month	15%	(13)	65%	(53)	20%	(16)	82
Watch TV: Never	20%	(41)	44%	(90)	35%	(72)	204
Watch Movies: Every day	56%	(219)	36%	(141)	8%	(30)	390
Watch Movies: Several times per week	41%	(237)	55%	(315)	4%	(25)	577
Watch Movies: About once per week	29%	(97)	65%	(219)	7%	(22)	338
Watch Movies: Several times per month	26%	(66)	66%	(166)	7%	(18)	250
Watch Movies: About once per month	9%	(18)	81%	(170)	10%	(21)	209
Watch Movies: Less often than once per month	10%	(22)	66%	(146)	24%	(53)	221
Watch Movies: Never	12%	(25)	40%	(85)	48%	(104)	215
Watch Sporting Events: Every day	45%	(52)	49%	(57)	5%	(6)	115
Watch Sporting Events: Several times per week	42%	(106)	52%	(132)	6%	(15)	253
Watch Sporting Events: About once per week	36%	(79)	53%	(117)	11%	(23)	219
Watch Sporting Events: Several times per month	36%	(73)	55%	(111)	8%	(17)	200
Watch Sporting Events: About once per month	28%	(47)	62%	(103)	10%	(16)	166
Watch Sporting Events: Less often than once per month	28%	(111)	62%	(250)	10%	(42)	403
Watch Sporting Events: Never	26%	(217)	56%	(474)	18%	(153)	844
Cable TV: Currently subscribe	33%	(342)	57%	(576)	10%	(102)	1020
Cable TV: Subscribed in past	31%	(223)	60%	(430)	9%	(68)	721
Cable TV: Never subscribed	26%	(121)	51%	(236)	22%	(103)	459
Satellite TV: Currently subscribe	30%	(137)	58%	(269)	12%	(55)	462
Satellite TV: Subscribed in past	33%	(205)	59%	(363)	8%	(49)	618
Satellite TV: Never subscribed	31%	(342)	54%	(610)	15%	(168)	1121
Streaming Services: Currently subscribe	36%	(492)	56%	(763)	8%	(114)	1369
Streaming Services: Subscribed in past	32%	(70)	57%	(124)	10%	(23)	217
Streaming Services: Never subscribed	20%	(123)	58%	(355)	22%	(135)	614

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	31%	(685)	56%	(1242)	12%	(272)	2200
Film: An avid fan	100%	(685)	—	(0)	—	(0)	685
Film: A casual fan	—	(0)	100%	(1242)	—	(0)	1242
Film: Not a fan	—	(0)	—	(0)	100%	(272)	272
Television: An avid fan	53%	(511)	40%	(389)	6%	(62)	961
Television: A casual fan	15%	(158)	73%	(784)	12%	(125)	1067
Television: Not a fan	10%	(17)	41%	(70)	49%	(85)	172
Music: An avid fan	48%	(493)	44%	(448)	8%	(80)	1021
Music: A casual fan	17%	(175)	72%	(739)	11%	(117)	1031
Music: Not a fan	12%	(17)	37%	(55)	51%	(75)	147
Fashion: An avid fan	59%	(165)	34%	(94)	8%	(21)	280
Fashion: A casual fan	33%	(297)	59%	(537)	8%	(75)	909
Fashion: Not a fan	22%	(224)	60%	(611)	17%	(176)	1011
Parents	32%	(313)	56%	(552)	12%	(124)	989
Current Netflix Subscribers	40%	(459)	52%	(602)	8%	(92)	1152
Current HBO Now Subscribers	53%	(100)	45%	(84)	2%	(5)	188
Current Disney+ Subscribers	44%	(238)	48%	(257)	8%	(43)	539

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	44%	(961)	48%	(1067)	8%	(172)	2200
Gender: Male	45%	(473)	48%	(511)	7%	(79)	1062
Gender: Female	43%	(489)	49%	(556)	8%	(93)	1138
Age: 18-34	39%	(257)	52%	(338)	9%	(60)	655
Age: 35-44	43%	(154)	48%	(172)	9%	(31)	358
Age: 45-64	46%	(347)	48%	(359)	6%	(45)	751
Age: 65+	46%	(202)	45%	(198)	8%	(36)	436
GenZers: 1997-2012	33%	(97)	57%	(167)	9%	(27)	292
Millennials: 1981-1996	43%	(234)	48%	(264)	9%	(48)	545
GenXers: 1965-1980	44%	(242)	47%	(256)	9%	(47)	545
Baby Boomers: 1946-1964	47%	(335)	47%	(335)	6%	(46)	716
PID: Dem (no lean)	51%	(402)	44%	(347)	5%	(41)	789
PID: Ind (no lean)	37%	(289)	53%	(415)	10%	(81)	784
PID: Rep (no lean)	43%	(271)	49%	(305)	8%	(51)	627
PID/Gender: Dem Men	55%	(194)	42%	(150)	3%	(10)	354
PID/Gender: Dem Women	48%	(208)	45%	(196)	7%	(31)	435
PID/Gender: Ind Men	36%	(142)	55%	(216)	10%	(38)	396
PID/Gender: Ind Women	38%	(147)	51%	(199)	11%	(43)	389
PID/Gender: Rep Men	44%	(137)	46%	(144)	10%	(31)	312
PID/Gender: Rep Women	43%	(134)	51%	(161)	6%	(20)	315
Ideo: Liberal (1-3)	51%	(320)	42%	(267)	7%	(44)	631
Ideo: Moderate (4)	46%	(282)	48%	(295)	6%	(36)	613
Ideo: Conservative (5-7)	40%	(275)	53%	(366)	7%	(50)	691
Educ: < College	44%	(660)	48%	(728)	8%	(125)	1512
Educ: Bachelors degree	43%	(190)	51%	(225)	7%	(29)	444
Educ: Post-grad	46%	(112)	47%	(114)	7%	(18)	244
Income: Under 50k	43%	(513)	47%	(563)	9%	(110)	1186
Income: 50k-100k	45%	(320)	49%	(347)	6%	(44)	711
Income: 100k+	43%	(129)	52%	(157)	6%	(17)	303
Ethnicity: White	42%	(727)	50%	(868)	7%	(127)	1722
Ethnicity: Hispanic	37%	(130)	55%	(192)	8%	(28)	349
Ethnicity: Afr. Am.	60%	(165)	34%	(94)	6%	(15)	274

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	44%	(961)	48%	(1067)	8%	(172)	2200
Ethnicity: Other	34%	(69)	52%	(106)	14%	(29)	204
All Christian	48%	(501)	47%	(495)	5%	(50)	1046
All Non-Christian	44%	(53)	48%	(57)	8%	(9)	119
Atheist	27%	(25)	57%	(52)	16%	(15)	91
Agnostic/Nothing in particular	41%	(383)	49%	(463)	10%	(97)	944
Religious Non-Protestant/Catholic	42%	(60)	51%	(73)	8%	(11)	144
Evangelical	46%	(263)	46%	(265)	8%	(45)	573
Non-Evangelical	47%	(397)	48%	(402)	5%	(43)	841
Community: Urban	49%	(262)	44%	(234)	7%	(38)	533
Community: Suburban	44%	(462)	50%	(522)	6%	(68)	1053
Community: Rural	39%	(238)	51%	(310)	11%	(66)	614
Employ: Private Sector	44%	(286)	50%	(327)	6%	(39)	652
Employ: Government	46%	(59)	46%	(58)	8%	(10)	127
Employ: Self-Employed	40%	(62)	52%	(81)	8%	(13)	157
Employ: Homemaker	38%	(52)	49%	(68)	13%	(18)	138
Employ: Retired	47%	(230)	46%	(226)	6%	(30)	485
Employ: Unemployed	43%	(139)	49%	(160)	8%	(26)	325
Employ: Other	46%	(76)	40%	(65)	14%	(22)	163
Military HH: Yes	40%	(156)	51%	(201)	9%	(35)	391
Military HH: No	45%	(806)	48%	(866)	8%	(137)	1809
RD/WT: Right Direction	40%	(296)	51%	(372)	9%	(66)	733
RD/WT: Wrong Track	45%	(666)	47%	(695)	7%	(106)	1467
Trump Job Approve	41%	(360)	51%	(450)	8%	(66)	876
Trump Job Disapprove	47%	(574)	46%	(564)	8%	(95)	1233
Trump Job Strongly Approve	41%	(198)	50%	(242)	10%	(47)	488
Trump Job Somewhat Approve	42%	(161)	54%	(208)	5%	(19)	388
Trump Job Somewhat Disapprove	43%	(125)	49%	(144)	8%	(22)	291
Trump Job Strongly Disapprove	48%	(449)	45%	(421)	8%	(73)	942
Favorable of Trump	43%	(356)	50%	(420)	7%	(57)	833
Unfavorable of Trump	46%	(561)	46%	(567)	8%	(92)	1220

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	44%	(961)	48%	(1067)	8%	(172)	2200
Very Favorable of Trump	42%	(209)	49%	(246)	9%	(45)	500
Somewhat Favorable of Trump	44%	(147)	52%	(174)	4%	(12)	333
Somewhat Unfavorable of Trump	43%	(88)	48%	(99)	9%	(18)	206
Very Unfavorable of Trump	47%	(473)	46%	(468)	7%	(74)	1014
#1 Issue: Economy	41%	(318)	52%	(400)	7%	(54)	772
#1 Issue: Security	39%	(100)	51%	(130)	10%	(25)	255
#1 Issue: Health Care	51%	(215)	44%	(187)	5%	(23)	425
#1 Issue: Medicare / Social Security	51%	(155)	39%	(119)	9%	(28)	301
#1 Issue: Women's Issues	31%	(30)	59%	(56)	9%	(9)	94
#1 Issue: Education	44%	(53)	45%	(54)	11%	(13)	120
#1 Issue: Energy	42%	(37)	48%	(42)	11%	(9)	88
#1 Issue: Other	37%	(54)	55%	(79)	8%	(11)	144
2018 House Vote: Democrat	52%	(388)	43%	(316)	5%	(38)	741
2018 House Vote: Republican	41%	(252)	51%	(311)	8%	(51)	615
2018 House Vote: Someone else	32%	(27)	50%	(41)	18%	(15)	83
2016 Vote: Hillary Clinton	51%	(338)	43%	(287)	6%	(42)	666
2016 Vote: Donald Trump	42%	(285)	50%	(341)	8%	(51)	678
2016 Vote: Other	40%	(65)	53%	(87)	7%	(12)	163
2016 Vote: Didn't Vote	39%	(272)	51%	(352)	10%	(67)	690
Voted in 2014: Yes	46%	(593)	47%	(600)	7%	(84)	1278
Voted in 2014: No	40%	(368)	51%	(466)	10%	(88)	922
2012 Vote: Barack Obama	50%	(421)	43%	(360)	6%	(53)	834
2012 Vote: Mitt Romney	40%	(200)	53%	(266)	6%	(32)	497
2012 Vote: Other	43%	(37)	47%	(40)	10%	(9)	86
2012 Vote: Didn't Vote	39%	(303)	51%	(401)	10%	(78)	781
4-Region: Northeast	49%	(193)	46%	(181)	5%	(20)	394
4-Region: Midwest	41%	(191)	51%	(238)	7%	(34)	462
4-Region: South	46%	(376)	47%	(385)	8%	(63)	824
4-Region: West	39%	(202)	51%	(263)	11%	(56)	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	44%	(961)	48%	(1067)	8%	(172)	2200
Watch TV: Every day	58%	(626)	39%	(415)	3%	(30)	1071
Watch TV: Several times per week	40%	(195)	57%	(282)	3%	(16)	492
Watch TV: About once per week	23%	(42)	67%	(124)	10%	(18)	184
Watch TV: Several times per month	19%	(22)	69%	(80)	12%	(14)	116
Watch TV: About once per month	17%	(9)	58%	(29)	26%	(13)	51
Watch TV: Less often than once per month	20%	(16)	56%	(46)	24%	(20)	82
Watch TV: Never	26%	(52)	44%	(90)	30%	(61)	204
Watch Movies: Every day	57%	(222)	37%	(145)	6%	(23)	390
Watch Movies: Several times per week	49%	(285)	47%	(272)	4%	(20)	577
Watch Movies: About once per week	46%	(156)	50%	(170)	4%	(13)	338
Watch Movies: Several times per month	42%	(104)	51%	(128)	7%	(17)	250
Watch Movies: About once per month	30%	(62)	60%	(125)	10%	(21)	209
Watch Movies: Less often than once per month	30%	(67)	55%	(122)	14%	(32)	221
Watch Movies: Never	30%	(65)	48%	(104)	21%	(46)	215
Watch Sporting Events: Every day	61%	(70)	31%	(35)	9%	(10)	115
Watch Sporting Events: Several times per week	54%	(137)	44%	(112)	1%	(3)	253
Watch Sporting Events: About once per week	50%	(109)	46%	(101)	4%	(8)	219
Watch Sporting Events: Several times per month	45%	(91)	50%	(101)	4%	(9)	200
Watch Sporting Events: About once per month	47%	(78)	45%	(75)	8%	(13)	166
Watch Sporting Events: Less often than once per month	40%	(160)	55%	(220)	6%	(23)	403
Watch Sporting Events: Never	38%	(316)	50%	(421)	13%	(106)	844
Cable TV: Currently subscribe	50%	(515)	44%	(453)	5%	(51)	1020
Cable TV: Subscribed in past	41%	(294)	51%	(370)	8%	(57)	721
Cable TV: Never subscribed	33%	(153)	53%	(244)	14%	(63)	459
Satellite TV: Currently subscribe	43%	(201)	49%	(227)	7%	(34)	462
Satellite TV: Subscribed in past	44%	(271)	50%	(308)	6%	(38)	618
Satellite TV: Never subscribed	44%	(489)	47%	(531)	9%	(100)	1121
Streaming Services: Currently subscribe	45%	(620)	49%	(666)	6%	(83)	1369
Streaming Services: Subscribed in past	44%	(95)	45%	(99)	11%	(24)	217
Streaming Services: Never subscribed	40%	(247)	49%	(302)	11%	(65)	614

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	44%	(961)	48%	(1067)	8%	(172)	2200
Film: An avid fan	75%	(511)	23%	(158)	2%	(17)	685
Film: A casual fan	31%	(389)	63%	(784)	6%	(70)	1242
Film: Not a fan	23%	(62)	46%	(125)	31%	(85)	272
Television: An avid fan	100%	(961)	—	(0)	—	(0)	961
Television: A casual fan	—	(0)	100%	(1067)	—	(0)	1067
Television: Not a fan	—	(0)	—	(0)	100%	(172)	172
Music: An avid fan	56%	(570)	39%	(398)	5%	(53)	1021
Music: A casual fan	34%	(349)	59%	(611)	7%	(71)	1031
Music: Not a fan	29%	(42)	39%	(58)	32%	(47)	147
Fashion: An avid fan	64%	(179)	33%	(91)	4%	(10)	280
Fashion: A casual fan	47%	(424)	48%	(439)	5%	(47)	909
Fashion: Not a fan	35%	(359)	53%	(537)	11%	(115)	1011
Parents	45%	(440)	48%	(470)	8%	(78)	989
Current Netflix Subscribers	48%	(555)	47%	(541)	5%	(56)	1152
Current HBO Now Subscribers	58%	(109)	39%	(73)	3%	(6)	188
Current Disney+ Subscribers	46%	(247)	50%	(271)	4%	(21)	539

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	46%	(1021)	47%	(1031)	7%	(147)	2200
Gender: Male	47%	(503)	46%	(485)	7%	(73)	1062
Gender: Female	46%	(518)	48%	(546)	7%	(74)	1138
Age: 18-34	59%	(384)	37%	(240)	5%	(31)	655
Age: 35-44	55%	(196)	41%	(148)	4%	(14)	358
Age: 45-64	44%	(332)	49%	(370)	7%	(49)	751
Age: 65+	25%	(109)	63%	(274)	12%	(53)	436
GenZers: 1997-2012	58%	(169)	37%	(107)	5%	(16)	292
Millennials: 1981-1996	57%	(312)	38%	(209)	4%	(24)	545
GenXers: 1965-1980	48%	(264)	46%	(249)	6%	(31)	545
Baby Boomers: 1946-1964	36%	(254)	55%	(394)	10%	(68)	716
PID: Dem (no lean)	51%	(402)	43%	(342)	6%	(46)	789
PID: Ind (no lean)	45%	(354)	48%	(378)	7%	(52)	784
PID: Rep (no lean)	42%	(266)	50%	(312)	8%	(49)	627
PID/Gender: Dem Men	51%	(182)	42%	(148)	7%	(24)	354
PID/Gender: Dem Women	50%	(219)	44%	(193)	5%	(22)	435
PID/Gender: Ind Men	45%	(180)	48%	(189)	7%	(27)	396
PID/Gender: Ind Women	45%	(175)	49%	(189)	6%	(25)	389
PID/Gender: Rep Men	45%	(142)	47%	(148)	7%	(22)	312
PID/Gender: Rep Women	39%	(124)	52%	(164)	9%	(27)	315
Ideo: Liberal (1-3)	49%	(311)	44%	(280)	6%	(40)	631
Ideo: Moderate (4)	47%	(291)	48%	(294)	5%	(28)	613
Ideo: Conservative (5-7)	42%	(293)	50%	(348)	7%	(50)	691
Educ: < College	49%	(733)	45%	(677)	7%	(102)	1512
Educ: Bachelors degree	40%	(178)	53%	(237)	7%	(29)	444
Educ: Post-grad	45%	(110)	48%	(117)	7%	(16)	244
Income: Under 50k	46%	(547)	46%	(546)	8%	(93)	1186
Income: 50k-100k	46%	(325)	49%	(346)	6%	(40)	711
Income: 100k+	49%	(149)	46%	(139)	5%	(15)	303
Ethnicity: White	43%	(746)	50%	(863)	7%	(113)	1722
Ethnicity: Hispanic	54%	(190)	40%	(141)	5%	(19)	349
Ethnicity: Afr. Am.	66%	(181)	28%	(76)	6%	(17)	274

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	46%	(1021)	47%	(1031)	7%	(147)	2200
Ethnicity: Other	46%	(94)	45%	(92)	8%	(17)	204
All Christian	43%	(451)	50%	(527)	7%	(68)	1046
All Non-Christian	43%	(51)	50%	(59)	7%	(9)	119
Atheist	45%	(42)	44%	(40)	10%	(10)	91
Agnostic/Nothing in particular	51%	(478)	43%	(405)	6%	(61)	944
Religious Non-Protestant/Catholic	43%	(62)	51%	(73)	6%	(9)	144
Evangelical	48%	(277)	44%	(254)	7%	(42)	573
Non-Evangelical	44%	(371)	50%	(417)	6%	(54)	841
Community: Urban	49%	(260)	46%	(244)	5%	(29)	533
Community: Suburban	46%	(483)	47%	(497)	7%	(73)	1053
Community: Rural	45%	(278)	47%	(291)	7%	(45)	614
Employ: Private Sector	49%	(322)	46%	(297)	5%	(33)	652
Employ: Government	53%	(68)	43%	(54)	4%	(5)	127
Employ: Self-Employed	49%	(77)	46%	(71)	5%	(8)	157
Employ: Homemaker	46%	(63)	49%	(68)	6%	(8)	138
Employ: Retired	29%	(142)	60%	(290)	11%	(53)	485
Employ: Unemployed	56%	(183)	37%	(120)	7%	(22)	325
Employ: Other	49%	(80)	43%	(70)	8%	(13)	163
Military HH: Yes	46%	(179)	46%	(179)	9%	(33)	391
Military HH: No	47%	(843)	47%	(852)	6%	(114)	1809
RD/WT: Right Direction	43%	(315)	49%	(363)	8%	(55)	733
RD/WT: Wrong Track	48%	(706)	46%	(668)	6%	(92)	1467
Trump Job Approve	43%	(377)	50%	(436)	7%	(64)	876
Trump Job Disapprove	49%	(600)	45%	(559)	6%	(74)	1233
Trump Job Strongly Approve	41%	(198)	51%	(247)	9%	(43)	488
Trump Job Somewhat Approve	46%	(179)	49%	(189)	5%	(21)	388
Trump Job Somewhat Disapprove	49%	(143)	46%	(133)	5%	(15)	291
Trump Job Strongly Disapprove	49%	(457)	45%	(426)	6%	(59)	942
Favorable of Trump	44%	(367)	49%	(412)	7%	(54)	833
Unfavorable of Trump	48%	(591)	45%	(554)	6%	(75)	1220

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	46%	(1021)	47%	(1031)	7%	(147)	2200
Very Favorable of Trump	41%	(207)	51%	(254)	8%	(39)	500
Somewhat Favorable of Trump	48%	(159)	48%	(158)	5%	(16)	333
Somewhat Unfavorable of Trump	48%	(98)	45%	(92)	8%	(16)	206
Very Unfavorable of Trump	49%	(493)	45%	(461)	6%	(60)	1014
#1 Issue: Economy	48%	(371)	47%	(362)	5%	(39)	772
#1 Issue: Security	37%	(95)	55%	(141)	8%	(20)	255
#1 Issue: Health Care	53%	(224)	43%	(181)	5%	(21)	425
#1 Issue: Medicare / Social Security	39%	(119)	47%	(143)	13%	(40)	301
#1 Issue: Women's Issues	55%	(51)	42%	(39)	4%	(3)	94
#1 Issue: Education	55%	(66)	37%	(44)	9%	(10)	120
#1 Issue: Energy	44%	(38)	50%	(44)	6%	(6)	88
#1 Issue: Other	40%	(58)	53%	(77)	6%	(9)	144
2018 House Vote: Democrat	48%	(357)	45%	(336)	7%	(48)	741
2018 House Vote: Republican	40%	(247)	51%	(314)	9%	(54)	615
2018 House Vote: Someone else	48%	(40)	45%	(37)	7%	(6)	83
2016 Vote: Hillary Clinton	49%	(324)	45%	(298)	7%	(44)	666
2016 Vote: Donald Trump	40%	(273)	52%	(356)	7%	(49)	678
2016 Vote: Other	45%	(73)	47%	(78)	8%	(13)	163
2016 Vote: Didn't Vote	51%	(350)	43%	(300)	6%	(41)	690
Voted in 2014: Yes	43%	(554)	50%	(634)	7%	(90)	1278
Voted in 2014: No	51%	(467)	43%	(397)	6%	(58)	922
2012 Vote: Barack Obama	46%	(384)	47%	(394)	7%	(55)	834
2012 Vote: Mitt Romney	38%	(191)	55%	(273)	7%	(33)	497
2012 Vote: Other	43%	(37)	53%	(46)	4%	(3)	86
2012 Vote: Didn't Vote	52%	(408)	41%	(318)	7%	(55)	781
4-Region: Northeast	43%	(171)	49%	(194)	7%	(28)	394
4-Region: Midwest	44%	(202)	50%	(230)	7%	(30)	462
4-Region: South	48%	(395)	44%	(365)	8%	(64)	824
4-Region: West	49%	(253)	47%	(242)	5%	(25)	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	46%	(1021)	47%	(1031)	7%	(147)	2200
Watch TV: Every day	52%	(554)	45%	(480)	4%	(38)	1071
Watch TV: Several times per week	44%	(219)	48%	(236)	8%	(38)	492
Watch TV: About once per week	44%	(81)	50%	(93)	5%	(10)	184
Watch TV: Several times per month	44%	(51)	49%	(57)	6%	(7)	116
Watch TV: About once per month	38%	(20)	60%	(31)	2%	(1)	51
Watch TV: Less often than once per month	39%	(32)	43%	(36)	17%	(14)	82
Watch TV: Never	31%	(64)	49%	(99)	20%	(40)	204
Watch Movies: Every day	61%	(237)	35%	(137)	4%	(16)	390
Watch Movies: Several times per week	52%	(302)	44%	(257)	3%	(19)	577
Watch Movies: About once per week	48%	(163)	48%	(161)	4%	(14)	338
Watch Movies: Several times per month	43%	(109)	51%	(128)	5%	(14)	250
Watch Movies: About once per month	36%	(75)	60%	(125)	4%	(9)	209
Watch Movies: Less often than once per month	38%	(84)	50%	(112)	11%	(25)	221
Watch Movies: Never	24%	(51)	52%	(113)	24%	(51)	215
Watch Sporting Events: Every day	62%	(72)	36%	(42)	2%	(2)	115
Watch Sporting Events: Several times per week	57%	(144)	41%	(102)	3%	(7)	253
Watch Sporting Events: About once per week	48%	(105)	48%	(104)	4%	(9)	219
Watch Sporting Events: Several times per month	52%	(103)	45%	(90)	4%	(7)	200
Watch Sporting Events: About once per month	50%	(82)	44%	(73)	6%	(10)	166
Watch Sporting Events: Less often than once per month	45%	(180)	50%	(202)	5%	(21)	403
Watch Sporting Events: Never	40%	(335)	50%	(418)	11%	(91)	844
Cable TV: Currently subscribe	46%	(474)	48%	(487)	6%	(59)	1020
Cable TV: Subscribed in past	49%	(354)	44%	(320)	7%	(47)	721
Cable TV: Never subscribed	42%	(194)	49%	(224)	9%	(42)	459
Satellite TV: Currently subscribe	47%	(217)	46%	(213)	7%	(31)	462
Satellite TV: Subscribed in past	52%	(318)	43%	(265)	5%	(34)	618
Satellite TV: Never subscribed	43%	(486)	49%	(552)	7%	(82)	1121
Streaming Services: Currently subscribe	52%	(705)	44%	(597)	5%	(67)	1369
Streaming Services: Subscribed in past	51%	(111)	39%	(85)	10%	(21)	217
Streaming Services: Never subscribed	33%	(206)	57%	(349)	10%	(59)	614

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	46%	(1021)	47%	(1031)	7%	(147)	2200
Film: An avid fan	72%	(493)	26%	(175)	3%	(17)	685
Film: A casual fan	36%	(448)	59%	(739)	4%	(55)	1242
Film: Not a fan	29%	(80)	43%	(117)	28%	(75)	272
Television: An avid fan	59%	(570)	36%	(349)	4%	(42)	961
Television: A casual fan	37%	(398)	57%	(611)	5%	(58)	1067
Television: Not a fan	31%	(53)	42%	(71)	28%	(47)	172
Music: An avid fan	100%	(1021)	—	(0)	—	(0)	1021
Music: A casual fan	—	(0)	100%	(1031)	—	(0)	1031
Music: Not a fan	—	(0)	—	(0)	100%	(147)	147
Fashion: An avid fan	80%	(225)	17%	(48)	2%	(7)	280
Fashion: A casual fan	53%	(478)	45%	(406)	3%	(25)	909
Fashion: Not a fan	31%	(318)	57%	(577)	11%	(116)	1011
Parents	47%	(468)	47%	(463)	6%	(58)	989
Current Netflix Subscribers	52%	(602)	43%	(500)	4%	(50)	1152
Current HBO Now Subscribers	61%	(115)	35%	(66)	3%	(6)	188
Current Disney+ Subscribers	54%	(289)	43%	(234)	3%	(16)	539

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

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%	(280)	41%	(909)	46%	(1011)	2200
Gender: Male	10%	(101)	31%	(325)	60%	(635)	1062
Gender: Female	16%	(179)	51%	(583)	33%	(376)	1138
Age: 18-34	19%	(123)	46%	(299)	36%	(234)	655
Age: 35-44	17%	(61)	46%	(166)	37%	(131)	358
Age: 45-64	10%	(78)	38%	(289)	51%	(384)	751
Age: 65+	4%	(19)	36%	(155)	60%	(263)	436
GenZers: 1997-2012	19%	(54)	46%	(135)	35%	(102)	292
Millennials: 1981-1996	19%	(105)	43%	(236)	38%	(205)	545
GenXers: 1965-1980	13%	(71)	42%	(228)	45%	(246)	545
Baby Boomers: 1946-1964	7%	(49)	37%	(266)	56%	(402)	716
PID: Dem (no lean)	17%	(131)	45%	(355)	38%	(304)	789
PID: Ind (no lean)	9%	(73)	41%	(321)	50%	(391)	784
PID: Rep (no lean)	12%	(76)	37%	(234)	51%	(317)	627
PID/Gender: Dem Men	11%	(39)	35%	(125)	54%	(191)	354
PID/Gender: Dem Women	21%	(92)	53%	(230)	26%	(113)	435
PID/Gender: Ind Men	7%	(30)	30%	(117)	63%	(249)	396
PID/Gender: Ind Women	11%	(43)	52%	(204)	36%	(142)	389
PID/Gender: Rep Men	10%	(33)	27%	(84)	63%	(196)	312
PID/Gender: Rep Women	14%	(44)	48%	(150)	39%	(121)	315
Ideo: Liberal (1-3)	15%	(92)	45%	(285)	40%	(254)	631
Ideo: Moderate (4)	11%	(70)	45%	(275)	44%	(269)	613
Ideo: Conservative (5-7)	10%	(72)	36%	(252)	53%	(368)	691
Educ: < College	12%	(184)	42%	(639)	46%	(689)	1512
Educ: Bachelors degree	14%	(60)	38%	(170)	48%	(213)	444
Educ: Post-grad	15%	(36)	41%	(99)	45%	(109)	244
Income: Under 50k	12%	(137)	41%	(491)	47%	(558)	1186
Income: 50k-100k	13%	(91)	42%	(299)	45%	(322)	711
Income: 100k+	17%	(52)	39%	(119)	43%	(132)	303
Ethnicity: White	10%	(177)	39%	(671)	51%	(874)	1722
Ethnicity: Hispanic	17%	(59)	42%	(147)	41%	(144)	349
Ethnicity: Afr. Am.	26%	(70)	53%	(146)	21%	(58)	274

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%	(280)	41%	(909)	46%	(1011)	2200
Ethnicity: Other	16%	(33)	45%	(91)	39%	(80)	204
All Christian	12%	(129)	40%	(421)	47%	(496)	1046
All Non-Christian	19%	(23)	43%	(51)	38%	(45)	119
Atheist	12%	(11)	41%	(37)	47%	(43)	91
Agnostic/Nothing in particular	12%	(118)	42%	(399)	45%	(427)	944
Religious Non-Protestant/Catholic	16%	(24)	43%	(62)	41%	(59)	144
Evangelical	14%	(78)	40%	(232)	46%	(263)	573
Non-Evangelical	13%	(110)	42%	(357)	45%	(375)	841
Community: Urban	19%	(100)	43%	(231)	38%	(202)	533
Community: Suburban	10%	(104)	41%	(436)	49%	(512)	1053
Community: Rural	12%	(75)	39%	(241)	48%	(297)	614
Employ: Private Sector	15%	(95)	41%	(266)	45%	(291)	652
Employ: Government	12%	(16)	44%	(56)	44%	(56)	127
Employ: Self-Employed	14%	(22)	44%	(70)	41%	(65)	157
Employ: Homemaker	16%	(22)	44%	(61)	40%	(55)	138
Employ: Retired	5%	(22)	38%	(182)	58%	(281)	485
Employ: Unemployed	17%	(54)	42%	(136)	42%	(135)	325
Employ: Other	12%	(20)	40%	(66)	47%	(77)	163
Military HH: Yes	10%	(40)	39%	(154)	50%	(197)	391
Military HH: No	13%	(240)	42%	(755)	45%	(814)	1809
RD/WT: Right Direction	12%	(90)	39%	(289)	48%	(354)	733
RD/WT: Wrong Track	13%	(190)	42%	(620)	45%	(657)	1467
Trump Job Approve	12%	(109)	41%	(357)	47%	(410)	876
Trump Job Disapprove	13%	(154)	42%	(518)	45%	(560)	1233
Trump Job Strongly Approve	12%	(60)	37%	(183)	50%	(245)	488
Trump Job Somewhat Approve	13%	(49)	45%	(175)	42%	(165)	388
Trump Job Somewhat Disapprove	13%	(38)	45%	(131)	42%	(122)	291
Trump Job Strongly Disapprove	12%	(116)	41%	(388)	47%	(438)	942
Favorable of Trump	11%	(95)	41%	(338)	48%	(401)	833
Unfavorable of Trump	12%	(150)	43%	(520)	45%	(550)	1220

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%	(280)	41%	(909)	46%	(1011)	2200
Very Favorable of Trump	12%	(58)	37%	(186)	51%	(256)	500
Somewhat Favorable of Trump	11%	(37)	46%	(152)	43%	(145)	333
Somewhat Unfavorable of Trump	13%	(26)	46%	(94)	42%	(86)	206
Very Unfavorable of Trump	12%	(124)	42%	(426)	46%	(464)	1014
#1 Issue: Economy	13%	(100)	43%	(333)	44%	(339)	772
#1 Issue: Security	9%	(24)	37%	(96)	53%	(136)	255
#1 Issue: Health Care	15%	(62)	43%	(181)	43%	(182)	425
#1 Issue: Medicare / Social Security	8%	(24)	38%	(115)	54%	(162)	301
#1 Issue: Women's Issues	22%	(21)	43%	(40)	35%	(33)	94
#1 Issue: Education	20%	(24)	42%	(50)	38%	(46)	120
#1 Issue: Energy	10%	(9)	41%	(36)	49%	(43)	88
#1 Issue: Other	11%	(16)	40%	(57)	49%	(70)	144
2018 House Vote: Democrat	15%	(113)	44%	(326)	41%	(302)	741
2018 House Vote: Republican	10%	(63)	36%	(222)	54%	(330)	615
2018 House Vote: Someone else	11%	(9)	40%	(33)	49%	(41)	83
2016 Vote: Hillary Clinton	14%	(92)	44%	(296)	42%	(279)	666
2016 Vote: Donald Trump	10%	(67)	39%	(263)	51%	(348)	678
2016 Vote: Other	8%	(13)	35%	(57)	57%	(93)	163
2016 Vote: Didn't Vote	16%	(107)	42%	(292)	42%	(291)	690
Voted in 2014: Yes	11%	(145)	40%	(510)	49%	(623)	1278
Voted in 2014: No	15%	(135)	43%	(399)	42%	(389)	922
2012 Vote: Barack Obama	14%	(115)	41%	(340)	45%	(379)	834
2012 Vote: Mitt Romney	7%	(36)	41%	(202)	52%	(259)	497
2012 Vote: Other	6%	(5)	36%	(31)	58%	(50)	86
2012 Vote: Didn't Vote	16%	(123)	43%	(335)	41%	(323)	781
4-Region: Northeast	14%	(55)	41%	(160)	45%	(178)	394
4-Region: Midwest	10%	(45)	41%	(189)	49%	(228)	462
4-Region: South	14%	(114)	44%	(365)	42%	(345)	824
4-Region: West	13%	(66)	37%	(194)	50%	(260)	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%	(280)	41%	(909)	46%	(1011)	2200
Watch TV: Every day	14%	(150)	43%	(459)	43%	(463)	1071
Watch TV: Several times per week	13%	(65)	41%	(203)	46%	(225)	492
Watch TV: About once per week	12%	(23)	35%	(64)	53%	(97)	184
Watch TV: Several times per month	7%	(8)	45%	(52)	48%	(55)	116
Watch TV: About once per month	6%	(3)	57%	(29)	37%	(19)	51
Watch TV: Less often than once per month	12%	(10)	36%	(29)	52%	(43)	82
Watch TV: Never	10%	(21)	36%	(72)	54%	(110)	204
Watch Movies: Every day	23%	(88)	45%	(175)	33%	(127)	390
Watch Movies: Several times per week	13%	(73)	44%	(254)	43%	(251)	577
Watch Movies: About once per week	13%	(44)	41%	(140)	46%	(154)	338
Watch Movies: Several times per month	7%	(18)	43%	(108)	50%	(124)	250
Watch Movies: About once per month	8%	(17)	39%	(82)	53%	(110)	209
Watch Movies: Less often than once per month	9%	(20)	38%	(83)	53%	(118)	221
Watch Movies: Never	10%	(21)	31%	(67)	59%	(127)	215
Watch Sporting Events: Every day	20%	(23)	47%	(54)	33%	(39)	115
Watch Sporting Events: Several times per week	17%	(43)	37%	(93)	46%	(117)	253
Watch Sporting Events: About once per week	10%	(22)	43%	(93)	47%	(103)	219
Watch Sporting Events: Several times per month	17%	(34)	44%	(88)	39%	(78)	200
Watch Sporting Events: About once per month	10%	(17)	45%	(74)	45%	(75)	166
Watch Sporting Events: Less often than once per month	12%	(50)	44%	(177)	44%	(175)	403
Watch Sporting Events: Never	11%	(91)	39%	(329)	50%	(424)	844
Cable TV: Currently subscribe	14%	(140)	42%	(430)	44%	(450)	1020
Cable TV: Subscribed in past	10%	(74)	44%	(319)	45%	(327)	721
Cable TV: Never subscribed	14%	(66)	35%	(160)	51%	(234)	459
Satellite TV: Currently subscribe	17%	(78)	39%	(182)	44%	(201)	462
Satellite TV: Subscribed in past	13%	(80)	46%	(285)	41%	(253)	618
Satellite TV: Never subscribed	11%	(122)	39%	(441)	50%	(557)	1121
Streaming Services: Currently subscribe	14%	(186)	43%	(585)	44%	(598)	1369
Streaming Services: Subscribed in past	15%	(34)	43%	(94)	41%	(89)	217
Streaming Services: Never subscribed	10%	(61)	37%	(229)	53%	(324)	614

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%	(280)	41%	(909)	46%	(1011)	2200
Film: An avid fan	24%	(165)	43%	(297)	33%	(224)	685
Film: A casual fan	8%	(94)	43%	(537)	49%	(611)	1242
Film: Not a fan	8%	(21)	27%	(75)	65%	(176)	272
Television: An avid fan	19%	(179)	44%	(424)	37%	(359)	961
Television: A casual fan	9%	(91)	41%	(439)	50%	(537)	1067
Television: Not a fan	6%	(10)	27%	(47)	67%	(115)	172
Music: An avid fan	22%	(225)	47%	(478)	31%	(318)	1021
Music: A casual fan	5%	(48)	39%	(406)	56%	(577)	1031
Music: Not a fan	4%	(7)	17%	(25)	79%	(116)	147
Fashion: An avid fan	100%	(280)	—	(0)	—	(0)	280
Fashion: A casual fan	—	(0)	100%	(909)	—	(0)	909
Fashion: Not a fan	—	(0)	—	(0)	100%	(1011)	1011
Parents	14%	(141)	42%	(419)	43%	(428)	989
Current Netflix Subscribers	16%	(188)	42%	(486)	42%	(478)	1152
Current HBO Now Subscribers	25%	(47)	49%	(92)	26%	(49)	188
Current Disney+ Subscribers	16%	(84)	47%	(252)	38%	(202)	539

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	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	GenZers: 1997-2012	292	13%
	Millennials: 1981-1996	545	25%
	GenXers: 1965-1980	545	25%
	Baby Boomers: 1946-1964	716	33%
	N	2098	
xpid3	PID: Dem (no lean)	789	36%
	PID: Ind (no lean)	784	36%
	PID: Rep (no lean)	627	28%
	N	2200	
xpidGender	PID/Gender: Dem Men	354	16%
	PID/Gender: Dem Women	435	20%
	PID/Gender: Ind Men	396	18%
	PID/Gender: Ind Women	389	18%
	PID/Gender: Rep Men	312	14%
	PID/Gender: Rep Women	315	14%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	631	29%
	Ideo: Moderate (4)	613	28%
	Ideo: Conservative (5-7)	691	31%
	N	1936	
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	1186	54%
	Income: 50k-100k	711	32%
	Income: 100k+	303	14%
	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	1046	48%
	All Non-Christian	119	5%
	Atheist	91	4%
	Agnostic/Nothing in particular	944	43%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	144	7%
xdemEvang	Evangelical	573	26%
	Non-Evangelical	841	38%
	N	1415	
xdemUsr	Community: Urban	533	24%
	Community: Suburban	1053	48%
	Community: Rural	614	28%
	N	2200	
xdemEmploy	Employ: Private Sector	652	30%
	Employ: Government	127	6%
	Employ: Self-Employed	157	7%
	Employ: Homemaker	138	6%
	Employ: Retired	485	22%
	Employ: Unemployed	325	15%
	Employ: Other	163	7%
	N	2047	
xdemMilHH1	Military HH: Yes	391	18%
	Military HH: No	1809	82%
	N	2200	
xnrl	RD/WT: Right Direction	733	33%
	RD/WT: Wrong Track	1467	67%
	N	2200	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	876	40%
	Trump Job Disapprove	1233	56%
	N	2109	
Trump_Approve2	Trump Job Strongly Approve	488	22%
	Trump Job Somewhat Approve	388	18%
	Trump Job Somewhat Disapprove	291	13%
	Trump Job Strongly Disapprove	942	43%
	N	2109	
Trump_Fav	Favorable of Trump	833	38%
	Unfavorable of Trump	1220	55%
	N	2053	
Trump_Fav_FULL	Very Favorable of Trump	500	23%
	Somewhat Favorable of Trump	333	15%
	Somewhat Unfavorable of Trump	206	9%
	Very Unfavorable of Trump	1014	46%
	N	2053	
xnr3	#1 Issue: Economy	772	35%
	#1 Issue: Security	255	12%
	#1 Issue: Health Care	425	19%
	#1 Issue: Medicare / Social Security	301	14%
	#1 Issue: Women's Issues	94	4%
	#1 Issue: Education	120	5%
	#1 Issue: Energy	88	4%
	#1 Issue: Other	144	7%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	741	34%
	2018 House Vote: Republican	615	28%
	2018 House Vote: Someone else	83	4%
	N	1439	
xsubVote16O	2016 Vote: Hillary Clinton	666	30%
	2016 Vote: Donald Trump	678	31%
	2016 Vote: Other	163	7%
	2016 Vote: Didn't Vote	690	31%
	N	2198	
xsubVote14O	Voted in 2014: Yes	1278	58%
	Voted in 2014: No	922	42%
	N	2200	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	834	38%
	2012 Vote: Mitt Romney	497	23%
	2012 Vote: Other	86	4%
	2012 Vote: Didn't Vote	781	36%
	N	2198	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
HRdem1_1	Watch TV: Every day	1071	49%
	Watch TV: Several times per week	492	22%
	Watch TV: About once per week	184	8%
	Watch TV: Several times per month	116	5%
	Watch TV: About once per month	51	2%
	Watch TV: Less often than once per month	82	4%
	Watch TV: Never	204	9%
	N	2200	
HRdem1_2	Watch Movies: Every day	390	18%
	Watch Movies: Several times per week	577	26%
	Watch Movies: About once per week	338	15%
	Watch Movies: Several times per month	250	11%
	Watch Movies: About once per month	209	9%
	Watch Movies: Less often than once per month	221	10%
	Watch Movies: Never	215	10%
	N	2200	
HRdem1_3	Watch Sporting Events: Every day	115	5%
	Watch Sporting Events: Several times per week	253	11%
	Watch Sporting Events: About once per week	219	10%
	Watch Sporting Events: Several times per month	200	9%
	Watch Sporting Events: About once per month	166	8%
	Watch Sporting Events: Less often than once per month	403	18%
	Watch Sporting Events: Never	844	38%
	N	2200	
HRdem2_1	Cable TV: Currently subscribe	1020	46%
	Cable TV: Subscribed in past	721	33%
	Cable TV: Never subscribed	459	21%
	N	2200	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
HRdem2_2	Satellite TV: Currently subscribe	462	21%
	Satellite TV: Subscribed in past	618	28%
	Satellite TV: Never subscribed	1121	51%
	N	2200	
HRdem2_3	Streaming Services: Currently subscribe	1369	62%
	Streaming Services: Subscribed in past	217	10%
	Streaming Services: Never subscribed	614	28%
	N	2200	
HRdem3_1	Film: An avid fan	685	31%
	Film: A casual fan	1242	56%
	Film: Not a fan	272	12%
	N	2200	
HRdem3_2	Television: An avid fan	961	44%
	Television: A casual fan	1067	48%
	Television: Not a fan	172	8%
	N	2200	
HRdem3_3	Music: An avid fan	1021	46%
	Music: A casual fan	1031	47%
	Music: Not a fan	147	7%
	N	2200	
HRdem3_4	Fashion: An avid fan	280	13%
	Fashion: A casual fan	909	41%
	Fashion: Not a fan	1011	46%
	N	2200	
HRdem4	Parents	989	45%
HRdem5	Current Netflix Subscribers	1152	52%
HRdem6	Current HBO Now Subscribers	188	9%
HRdem7	Current Disney+ Subscribers	539	24%

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

