



National Tracking Poll #200588
May 21-24, 2020

Crosstabulation Results

Methodology:

This poll was conducted between May 21-May 24, 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.

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Crosstabulation Results by Respondent Demographics

Table HR1_1: In general, how often do you watch the following awards shows?

Academy Awards (Oscars)

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	10%	(221)	12%	(271)	20%	(437)	17%	(374)	41%	(897)	2200
Gender: Male	11%	(113)	12%	(123)	20%	(211)	14%	(152)	44%	(463)	1062
Gender: Female	9%	(108)	13%	(148)	20%	(226)	19%	(222)	38%	(435)	1138
Age: 18-34	11%	(70)	11%	(72)	22%	(143)	18%	(119)	38%	(252)	655
Age: 35-44	11%	(40)	14%	(50)	20%	(71)	19%	(68)	36%	(129)	358
Age: 45-64	9%	(70)	12%	(88)	17%	(131)	16%	(119)	46%	(342)	751
Age: 65+	9%	(41)	14%	(61)	21%	(93)	16%	(68)	40%	(174)	436
GenZers: 1997-2012	10%	(34)	11%	(35)	20%	(64)	19%	(62)	40%	(128)	323
Millennials: 1981-1996	11%	(55)	13%	(66)	23%	(115)	18%	(90)	35%	(178)	503
GenXers: 1965-1980	10%	(57)	11%	(61)	20%	(114)	17%	(92)	42%	(234)	558
Baby Boomers: 1946-1964	9%	(68)	13%	(95)	17%	(123)	16%	(116)	44%	(319)	722
PID: Dem (no lean)	16%	(127)	16%	(131)	23%	(183)	14%	(111)	31%	(251)	804
PID: Ind (no lean)	8%	(59)	10%	(67)	21%	(144)	18%	(126)	43%	(304)	701
PID: Rep (no lean)	5%	(35)	10%	(72)	16%	(110)	20%	(136)	49%	(342)	696
PID/Gender: Dem Men	17%	(64)	15%	(56)	20%	(74)	12%	(43)	36%	(132)	368
PID/Gender: Dem Women	14%	(63)	17%	(76)	25%	(109)	16%	(68)	27%	(120)	435
PID/Gender: Ind Men	7%	(24)	10%	(34)	22%	(74)	15%	(49)	46%	(155)	337
PID/Gender: Ind Women	9%	(34)	9%	(33)	19%	(70)	21%	(77)	41%	(149)	364
PID/Gender: Rep Men	7%	(25)	9%	(33)	18%	(63)	17%	(60)	49%	(176)	357
PID/Gender: Rep Women	3%	(11)	11%	(39)	14%	(47)	22%	(76)	49%	(166)	339
Ideo: Liberal (1-3)	16%	(99)	14%	(90)	24%	(153)	14%	(89)	32%	(201)	632
Ideo: Moderate (4)	12%	(66)	14%	(75)	21%	(113)	18%	(100)	35%	(191)	546
Ideo: Conservative (5-7)	6%	(42)	11%	(83)	16%	(124)	20%	(149)	47%	(355)	753
Educ: < College	9%	(132)	11%	(174)	20%	(296)	17%	(260)	43%	(651)	1512
Educ: Bachelors degree	12%	(52)	14%	(64)	21%	(94)	17%	(74)	36%	(159)	444
Educ: Post-grad	15%	(36)	14%	(33)	19%	(47)	16%	(40)	36%	(87)	244

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**Table HR1_1: In general, how often do you watch the following awards shows?
Academy Awards (Oscars)**

Demographic	I always watch	I usually watch	I sometimes watch	I do not usually watch	I never watch	Total N
Adults	10% (221)	12% (271)	20% (437)	17% (374)	41% (897)	2200
Income: Under 50k	10% (115)	10% (119)	20% (238)	17% (198)	43% (507)	1178
Income: 50k-100k	9% (61)	14% (92)	21% (135)	19% (126)	37% (243)	657
Income: 100k+	12% (44)	16% (59)	17% (64)	14% (51)	40% (147)	365
Ethnicity: White	10% (169)	13% (216)	19% (321)	17% (298)	42% (719)	1722
Ethnicity: Hispanic	12% (42)	15% (53)	20% (69)	18% (64)	35% (122)	349
Ethnicity: Afr. Am.	12% (33)	9% (24)	26% (70)	14% (39)	40% (109)	274
Ethnicity: Other	9% (19)	15% (32)	23% (46)	18% (38)	34% (70)	204
All Christian	10% (104)	14% (140)	21% (204)	17% (172)	37% (369)	988
All Non-Christian	14% (16)	16% (18)	16% (17)	14% (15)	39% (42)	108
Atheist	21% (20)	10% (10)	16% (15)	10% (10)	44% (42)	96
Agnostic/Nothing in particular	8% (82)	10% (103)	20% (201)	18% (178)	44% (444)	1008
Religious Non-Protestant/Catholic	16% (22)	17% (24)	16% (22)	13% (18)	38% (54)	140
Evangelical	8% (49)	12% (68)	20% (116)	18% (105)	42% (242)	580
Non-Evangelical	10% (84)	14% (112)	21% (165)	18% (145)	37% (291)	798
Community: Urban	14% (76)	13% (74)	22% (120)	15% (83)	37% (203)	555
Community: Suburban	11% (111)	14% (142)	21% (217)	16% (168)	39% (412)	1051
Community: Rural	6% (33)	9% (55)	17% (101)	21% (123)	48% (283)	594
Employ: Private Sector	13% (77)	14% (81)	20% (115)	18% (103)	35% (206)	582
Employ: Government	10% (16)	14% (23)	22% (37)	17% (27)	37% (61)	165
Employ: Self-Employed	16% (30)	11% (20)	23% (42)	15% (27)	36% (67)	186
Employ: Homemaker	4% (7)	9% (15)	16% (26)	16% (26)	55% (90)	164
Employ: Retired	9% (42)	13% (60)	19% (90)	17% (79)	42% (196)	467
Employ: Unemployed	8% (23)	11% (32)	21% (63)	15% (45)	45% (134)	296
Employ: Other	6% (12)	10% (20)	17% (32)	18% (34)	49% (92)	189
Military HH: Yes	8% (29)	16% (56)	20% (72)	15% (54)	40% (144)	356
Military HH: No	10% (191)	12% (214)	20% (365)	17% (320)	41% (753)	1844
RD/WT: Right Direction	7% (48)	10% (72)	18% (128)	19% (132)	46% (320)	701
RD/WT: Wrong Track	11% (172)	13% (199)	21% (309)	16% (242)	38% (577)	1499
Trump Job Approve	6% (57)	11% (97)	17% (158)	18% (165)	47% (431)	909
Trump Job Disapprove	13% (155)	14% (163)	23% (263)	15% (170)	35% (402)	1153

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Table HR1_1: In general, how often do you watch the following awards shows?
Academy Awards (Oscars)

Demographic	I always watch	I usually watch	I sometimes watch	I do not usually watch	I never watch	Total N
Adults	10% (221)	12% (271)	20% (437)	17% (374)	41% (897)	2200
Trump Job Strongly Approve	6% (28)	8% (40)	14% (67)	16% (78)	56% (272)	485
Trump Job Somewhat Approve	7% (29)	13% (57)	22% (91)	21% (88)	38% (159)	424
Trump Job Somewhat Disapprove	11% (26)	15% (37)	26% (65)	18% (44)	31% (77)	248
Trump Job Strongly Disapprove	14% (129)	14% (126)	22% (198)	14% (126)	36% (325)	904
Favorable of Trump	6% (57)	11% (97)	17% (152)	18% (163)	47% (421)	890
Unfavorable of Trump	13% (151)	14% (166)	23% (266)	15% (178)	34% (395)	1156
Very Favorable of Trump	7% (37)	8% (39)	14% (72)	16% (82)	55% (285)	515
Somewhat Favorable of Trump	5% (20)	16% (58)	21% (80)	22% (81)	36% (136)	374
Somewhat Unfavorable of Trump	6% (14)	12% (25)	28% (61)	18% (40)	36% (77)	217
Very Unfavorable of Trump	15% (137)	15% (141)	22% (205)	15% (138)	34% (317)	939
#1 Issue: Economy	10% (77)	11% (84)	22% (173)	18% (141)	40% (314)	789
#1 Issue: Security	6% (14)	15% (34)	12% (28)	21% (47)	47% (107)	230
#1 Issue: Health Care	13% (52)	12% (47)	20% (78)	19% (73)	36% (143)	392
#1 Issue: Medicare / Social Security	8% (23)	17% (49)	17% (50)	14% (42)	44% (132)	296
#1 Issue: Women's Issues	14% (13)	12% (12)	19% (18)	16% (16)	39% (37)	96
#1 Issue: Education	9% (12)	13% (19)	30% (43)	14% (20)	35% (50)	146
#1 Issue: Energy	16% (14)	15% (14)	22% (20)	15% (13)	33% (30)	91
#1 Issue: Other	9% (15)	7% (12)	17% (28)	14% (22)	53% (84)	160
2018 House Vote: Democrat	17% (126)	15% (114)	24% (175)	14% (102)	30% (221)	737
2018 House Vote: Republican	6% (39)	11% (72)	17% (107)	18% (114)	48% (303)	636
2018 House Vote: Someone else	5% (5)	13% (11)	21% (18)	18% (15)	43% (37)	86
2016 Vote: Hillary Clinton	18% (122)	16% (109)	23% (159)	13% (90)	30% (204)	684
2016 Vote: Donald Trump	6% (39)	11% (70)	17% (113)	18% (121)	48% (321)	665
2016 Vote: Other	2% (2)	12% (16)	22% (29)	22% (29)	42% (54)	130
2016 Vote: Didn't Vote	8% (58)	11% (76)	19% (134)	19% (134)	44% (317)	720
Voted in 2014: Yes	11% (144)	14% (180)	20% (266)	15% (199)	39% (514)	1303
Voted in 2014: No	9% (77)	10% (91)	19% (171)	19% (175)	43% (383)	897

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**Table HR1_1: In general, how often do you watch the following awards shows?
Academy Awards (Oscars)**

Demographic	I always watch	I usually watch	I sometimes watch	I do not usually watch	I never watch	Total N
Adults	10% (221)	12% (271)	20% (437)	17% (374)	41% (897)	2200
2012 Vote: Barack Obama	14% (113)	16% (128)	23% (185)	16% (123)	31% (242)	791
2012 Vote: Mitt Romney	6% (30)	11% (56)	15% (77)	17% (84)	51% (258)	506
2012 Vote: Other	3% (3)	2% (2)	22% (19)	19% (17)	54% (47)	87
2012 Vote: Didn't Vote	9% (74)	11% (85)	19% (154)	18% (149)	43% (349)	811
4-Region: Northeast	11% (44)	13% (52)	20% (80)	18% (71)	37% (147)	394
4-Region: Midwest	9% (40)	10% (45)	20% (93)	18% (83)	44% (201)	462
4-Region: South	9% (72)	12% (98)	21% (169)	18% (148)	41% (337)	824
4-Region: West	12% (64)	15% (76)	18% (95)	14% (72)	41% (212)	520
Watch TV: Every day	14% (148)	14% (148)	21% (229)	16% (169)	36% (394)	1088
Watch TV: Several times per week	8% (41)	13% (65)	22% (108)	17% (87)	40% (199)	500
Watch TV: About once per week	6% (8)	8% (11)	23% (32)	24% (33)	39% (54)	138
Watch TV: Several times per month	8% (10)	10% (11)	17% (20)	22% (27)	44% (53)	121
Watch TV: About once per month	2% (1)	25% (16)	17% (11)	26% (16)	30% (19)	63
Watch TV: Less often than once per month	7% (6)	7% (6)	19% (18)	24% (22)	43% (39)	91
Watch TV: Never	3% (7)	7% (14)	10% (20)	10% (20)	70% (139)	199
Watch Movies: Every day	18% (80)	13% (56)	19% (84)	14% (60)	35% (153)	433
Watch Movies: Several times per week	10% (58)	15% (81)	20% (112)	20% (110)	34% (188)	549
Watch Movies: About once per week	10% (36)	14% (54)	24% (91)	18% (67)	35% (132)	380
Watch Movies: Several times per month	5% (12)	11% (25)	27% (61)	21% (49)	35% (80)	227
Watch Movies: About once per month	8% (16)	11% (24)	18% (38)	20% (42)	43% (92)	212
Watch Movies: Less often than once per month	5% (9)	9% (17)	15% (29)	16% (31)	56% (107)	193
Watch Movies: Never	4% (9)	7% (14)	11% (22)	7% (15)	71% (145)	206
Watch Sporting Events: Every day	24% (37)	14% (22)	22% (35)	7% (10)	34% (53)	158
Watch Sporting Events: Several times per week	17% (45)	16% (42)	24% (61)	18% (47)	25% (64)	258
Watch Sporting Events: About once per week	8% (15)	18% (35)	21% (42)	20% (39)	34% (68)	198
Watch Sporting Events: Several times per month	13% (27)	11% (22)	24% (51)	20% (41)	33% (68)	209
Watch Sporting Events: About once per month	10% (16)	16% (25)	19% (31)	24% (39)	31% (50)	161
Watch Sporting Events: Less often than once per month	9% (36)	12% (47)	24% (95)	20% (79)	34% (135)	393
Watch Sporting Events: Never	5% (44)	9% (78)	15% (123)	14% (118)	56% (459)	823

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**Table HR1_1: In general, how often do you watch the following awards shows?
Academy Awards (Oscars)**

Demographic	I always watch	I usually watch	I sometimes watch	I do not usually watch	I never watch	Total N
Adults	10% (221)	12% (271)	20% (437)	17% (374)	41% (897)	2200
Cable TV: Currently subscribe	12% (121)	14% (139)	20% (190)	15% (147)	38% (372)	968
Cable TV: Subscribed in past	8% (64)	12% (91)	21% (158)	21% (160)	37% (283)	756
Cable TV: Never subscribed	8% (36)	9% (41)	19% (90)	14% (67)	51% (243)	476
Satellite TV: Currently subscribe	11% (57)	15% (76)	20% (102)	17% (84)	37% (188)	508
Satellite TV: Subscribed in past	9% (51)	13% (76)	20% (118)	20% (120)	39% (236)	601
Satellite TV: Never subscribed	10% (112)	11% (119)	20% (217)	16% (170)	43% (473)	1092
Streaming Services: Currently subscribe	10% (139)	13% (175)	20% (271)	18% (249)	38% (519)	1353
Streaming Services: Subscribed in past	9% (19)	12% (25)	22% (46)	19% (39)	39% (82)	210
Streaming Services: Never subscribed	10% (63)	11% (71)	19% (120)	14% (86)	47% (296)	637
Film: An avid fan	19% (132)	18% (125)	18% (129)	15% (109)	30% (211)	706
Film: A casual fan	6% (73)	11% (137)	23% (280)	19% (228)	41% (500)	1218
Film: Not a fan	6% (15)	4% (10)	10% (28)	13% (37)	67% (186)	276
Television: An avid fan	16% (149)	16% (152)	20% (188)	15% (148)	33% (320)	958
Television: A casual fan	6% (60)	10% (111)	21% (227)	19% (205)	43% (455)	1058
Television: Not a fan	6% (11)	4% (8)	12% (22)	11% (21)	66% (122)	184
Music: An avid fan	12% (126)	12% (132)	23% (248)	18% (195)	34% (365)	1067
Music: A casual fan	9% (91)	13% (126)	17% (167)	17% (165)	44% (430)	979
Music: Not a fan	2% (4)	8% (13)	14% (21)	9% (14)	67% (103)	155
Fashion: An avid fan	22% (66)	14% (43)	18% (56)	17% (52)	29% (89)	304
Fashion: A casual fan	11% (96)	17% (149)	25% (226)	20% (175)	28% (251)	897
Fashion: Not a fan	6% (59)	8% (79)	16% (156)	15% (147)	56% (558)	999
Oscars watchers	24% (221)	29% (271)	47% (437)	— (0)	— (0)	929
Grammy Awards watchers	22% (193)	25% (222)	37% (334)	10% (91)	6% (55)	896
Golden Globes watchers	27% (189)	29% (204)	38% (270)	4% (31)	2% (15)	710
People's Choice Awards watchers	24% (152)	28% (178)	37% (237)	8% (51)	4% (26)	644
Primetime Emmy Awards watchers	27% (170)	29% (180)	37% (229)	5% (30)	2% (11)	619
Daytime Emmy Awards watchers	25% (99)	28% (109)	37% (146)	6% (23)	3% (14)	391
MTV Movie and TV Awards watchers	22% (140)	23% (143)	32% (205)	12% (78)	10% (65)	632
MTV Video Music Awards watchers	21% (130)	23% (141)	34% (210)	13% (79)	9% (58)	618
Teen Choice Awards watchers	23% (77)	24% (80)	33% (114)	11% (39)	9% (30)	340

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

Table HR1_2: In general, how often do you watch the following awards shows?
Grammy Awards

Demographic	I always watch	I usually watch	I sometimes watch	I do not usually watch	I never watch	Total N
Adults	8% (183)	12% (253)	21% (460)	17% (382)	42% (922)	2200
Gender: Male	8% (84)	10% (110)	19% (205)	16% (174)	46% (489)	1062
Gender: Female	9% (98)	13% (143)	22% (255)	18% (208)	38% (433)	1138
Age: 18-34	12% (82)	13% (87)	21% (135)	18% (121)	35% (230)	655
Age: 35-44	9% (32)	14% (51)	24% (87)	16% (57)	37% (131)	358
Age: 45-64	7% (51)	10% (72)	19% (141)	17% (131)	47% (356)	751
Age: 65+	4% (18)	10% (43)	22% (97)	17% (73)	47% (205)	436
GenZers: 1997-2012	11% (35)	14% (46)	21% (69)	20% (66)	33% (107)	323
Millennials: 1981-1996	13% (63)	14% (70)	22% (110)	18% (89)	34% (172)	503
GenXers: 1965-1980	8% (47)	11% (62)	22% (120)	15% (83)	44% (246)	558
Baby Boomers: 1946-1964	5% (35)	10% (75)	19% (136)	18% (128)	48% (348)	722
PID: Dem (no lean)	12% (100)	17% (134)	24% (192)	16% (129)	31% (249)	804
PID: Ind (no lean)	6% (43)	8% (55)	22% (155)	17% (121)	47% (327)	701
PID: Rep (no lean)	6% (40)	9% (65)	16% (113)	19% (132)	50% (346)	696
PID/Gender: Dem Men	12% (44)	14% (53)	20% (73)	16% (58)	38% (141)	368
PID/Gender: Dem Women	13% (56)	19% (82)	27% (120)	16% (71)	25% (107)	435
PID/Gender: Ind Men	4% (15)	8% (27)	23% (77)	15% (50)	50% (168)	337
PID/Gender: Ind Women	8% (28)	8% (28)	21% (78)	19% (70)	44% (160)	364
PID/Gender: Rep Men	7% (26)	9% (31)	16% (55)	18% (65)	50% (180)	357
PID/Gender: Rep Women	4% (14)	10% (34)	17% (57)	20% (67)	49% (166)	339
Ideo: Liberal (1-3)	12% (78)	12% (75)	25% (160)	17% (109)	33% (209)	632
Ideo: Moderate (4)	9% (48)	16% (85)	22% (121)	18% (96)	36% (196)	546
Ideo: Conservative (5-7)	6% (43)	9% (67)	17% (127)	19% (140)	50% (376)	753
Educ: < College	8% (119)	12% (181)	21% (317)	17% (261)	42% (634)	1512
Educ: Bachelors degree	9% (39)	10% (46)	22% (99)	17% (76)	42% (184)	444
Educ: Post-grad	10% (25)	11% (27)	18% (44)	19% (45)	42% (104)	244
Income: Under 50k	8% (94)	12% (140)	21% (251)	17% (203)	42% (490)	1178
Income: 50k-100k	10% (63)	11% (71)	21% (141)	18% (119)	40% (262)	657
Income: 100k+	7% (26)	12% (42)	19% (68)	16% (60)	46% (170)	365
Ethnicity: White	8% (131)	10% (179)	20% (338)	17% (299)	45% (774)	1722
Ethnicity: Hispanic	13% (44)	18% (63)	22% (75)	12% (43)	35% (124)	349

Continued on next page

Table HR1_2: In general, how often do you watch the following awards shows?*Grammy Awards*

Demographic	I always watch	I usually watch	I sometimes watch	I do not usually watch	I never watch	Total N
Adults	8% (183)	12% (253)	21% (460)	17% (382)	42% (922)	2200
Ethnicity: Afr. Am.	12% (32)	14% (38)	25% (69)	18% (50)	31% (85)	274
Ethnicity: Other	10% (20)	18% (36)	26% (52)	16% (33)	31% (63)	204
All Christian	9% (88)	12% (115)	20% (194)	19% (187)	41% (404)	988
All Non-Christian	4% (4)	10% (10)	26% (28)	13% (14)	48% (52)	108
Atheist	13% (12)	10% (10)	13% (13)	13% (13)	50% (48)	96
Agnostic/Nothing in particular	8% (78)	12% (118)	22% (226)	17% (169)	41% (418)	1008
Religious Non-Protestant/Catholic	6% (8)	10% (15)	23% (33)	14% (19)	46% (64)	140
Evangelical	11% (63)	9% (54)	21% (119)	17% (99)	42% (246)	580
Non-Evangelical	8% (68)	13% (105)	21% (166)	19% (150)	39% (309)	798
Community: Urban	11% (62)	14% (76)	22% (123)	16% (88)	37% (206)	555
Community: Suburban	8% (80)	12% (127)	22% (229)	17% (176)	42% (439)	1051
Community: Rural	7% (41)	8% (50)	18% (109)	20% (118)	47% (277)	594
Employ: Private Sector	10% (59)	11% (65)	19% (111)	18% (108)	41% (239)	582
Employ: Government	9% (14)	11% (18)	30% (50)	16% (27)	34% (56)	165
Employ: Self-Employed	11% (20)	16% (30)	21% (40)	13% (24)	39% (72)	186
Employ: Homemaker	6% (10)	10% (16)	18% (30)	16% (26)	50% (82)	164
Employ: Retired	4% (20)	10% (49)	19% (89)	19% (88)	47% (222)	467
Employ: Unemployed	10% (30)	13% (38)	22% (65)	14% (41)	41% (121)	296
Employ: Other	8% (15)	10% (19)	18% (35)	17% (32)	47% (88)	189
Military HH: Yes	8% (30)	12% (44)	18% (63)	18% (65)	43% (154)	356
Military HH: No	8% (153)	11% (210)	22% (397)	17% (317)	42% (768)	1844
RD/WT: Right Direction	7% (48)	8% (56)	17% (118)	21% (147)	47% (332)	701
RD/WT: Wrong Track	9% (135)	13% (197)	23% (342)	16% (235)	39% (590)	1499
Trump Job Approve	7% (59)	8% (74)	18% (167)	18% (163)	49% (445)	909
Trump Job Disapprove	10% (114)	14% (166)	23% (269)	16% (190)	36% (415)	1153
Trump Job Strongly Approve	6% (30)	8% (37)	14% (70)	16% (76)	56% (272)	485
Trump Job Somewhat Approve	7% (30)	9% (37)	23% (97)	20% (87)	41% (173)	424
Trump Job Somewhat Disapprove	8% (20)	16% (40)	24% (60)	20% (50)	31% (77)	248
Trump Job Strongly Disapprove	10% (93)	14% (126)	23% (208)	15% (139)	37% (338)	904

Continued on next page

Table HR1_2: In general, how often do you watch the following awards shows?
Grammy Awards

Demographic	I always watch	I usually watch	I sometimes watch	I do not usually watch	I never watch	Total N
Adults	8% (183)	12% (253)	21% (460)	17% (382)	42% (922)	2200
Favorable of Trump	7% (61)	9% (76)	18% (163)	18% (159)	48% (431)	890
Unfavorable of Trump	10% (110)	14% (167)	24% (275)	16% (189)	36% (415)	1156
Very Favorable of Trump	7% (35)	7% (36)	16% (81)	15% (75)	56% (288)	515
Somewhat Favorable of Trump	7% (26)	11% (40)	22% (82)	22% (84)	38% (143)	374
Somewhat Unfavorable of Trump	5% (12)	14% (31)	24% (51)	20% (44)	36% (79)	217
Very Unfavorable of Trump	11% (99)	14% (136)	24% (224)	15% (145)	36% (336)	939
#1 Issue: Economy	10% (76)	12% (93)	20% (158)	17% (132)	42% (330)	789
#1 Issue: Security	5% (11)	9% (21)	16% (37)	19% (44)	51% (116)	230
#1 Issue: Health Care	9% (34)	14% (53)	22% (85)	19% (73)	38% (147)	392
#1 Issue: Medicare / Social Security	4% (13)	11% (31)	20% (58)	20% (58)	46% (136)	296
#1 Issue: Women's Issues	13% (12)	11% (11)	26% (25)	12% (11)	38% (36)	96
#1 Issue: Education	10% (15)	15% (22)	31% (45)	15% (22)	29% (42)	146
#1 Issue: Energy	11% (10)	10% (9)	25% (23)	24% (22)	30% (28)	91
#1 Issue: Other	7% (11)	8% (12)	19% (31)	13% (20)	54% (86)	160
2018 House Vote: Democrat	10% (77)	15% (110)	25% (184)	16% (115)	34% (251)	737
2018 House Vote: Republican	6% (39)	9% (56)	17% (106)	18% (113)	51% (322)	636
2018 House Vote: Someone else	5% (4)	6% (6)	18% (16)	25% (21)	45% (39)	86
2016 Vote: Hillary Clinton	11% (79)	14% (96)	26% (176)	15% (103)	34% (230)	684
2016 Vote: Donald Trump	5% (34)	8% (51)	17% (112)	18% (123)	52% (344)	665
2016 Vote: Other	2% (3)	10% (13)	13% (17)	24% (32)	50% (65)	130
2016 Vote: Didn't Vote	9% (67)	13% (91)	22% (155)	17% (124)	39% (282)	720
Voted in 2014: Yes	8% (106)	11% (138)	21% (277)	17% (220)	43% (562)	1303
Voted in 2014: No	9% (76)	13% (116)	20% (183)	18% (162)	40% (360)	897
2012 Vote: Barack Obama	11% (86)	14% (107)	24% (194)	18% (141)	33% (263)	791
2012 Vote: Mitt Romney	4% (20)	8% (41)	16% (82)	16% (83)	55% (279)	506
2012 Vote: Other	2% (2)	2% (2)	17% (15)	19% (16)	59% (52)	87
2012 Vote: Didn't Vote	9% (75)	12% (101)	21% (168)	17% (140)	40% (327)	811

Continued on next page

Table HR1_2: In general, how often do you watch the following awards shows?**Grammy Awards**

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	8%	(183)	12%	(253)	21%	(460)	17%	(382)	42%	(922)	2200
4-Region: Northeast	10%	(41)	11%	(43)	24%	(95)	18%	(69)	37%	(145)	394
4-Region: Midwest	5%	(24)	9%	(42)	21%	(96)	20%	(94)	45%	(207)	462
4-Region: South	9%	(70)	12%	(96)	20%	(162)	20%	(161)	41%	(335)	824
4-Region: West	9%	(48)	14%	(71)	21%	(108)	11%	(58)	45%	(235)	520
Watch TV: Every day	11%	(125)	12%	(133)	21%	(234)	18%	(194)	37%	(403)	1088
Watch TV: Several times per week	8%	(39)	13%	(65)	21%	(104)	17%	(85)	41%	(206)	500
Watch TV: About once per week	6%	(8)	12%	(16)	23%	(32)	20%	(28)	39%	(54)	138
Watch TV: Several times per month	2%	(3)	12%	(14)	27%	(33)	19%	(23)	40%	(48)	121
Watch TV: About once per month	1%	(1)	13%	(8)	19%	(12)	30%	(19)	37%	(23)	63
Watch TV: Less often than once per month	5%	(4)	5%	(4)	27%	(25)	20%	(18)	43%	(39)	91
Watch TV: Never	2%	(3)	6%	(12)	10%	(20)	8%	(15)	74%	(148)	199
Watch Movies: Every day	18%	(76)	13%	(54)	20%	(88)	15%	(63)	35%	(151)	433
Watch Movies: Several times per week	8%	(42)	13%	(73)	21%	(116)	21%	(118)	36%	(200)	549
Watch Movies: About once per week	10%	(36)	11%	(43)	21%	(79)	21%	(80)	37%	(142)	380
Watch Movies: Several times per month	3%	(8)	15%	(34)	31%	(70)	17%	(39)	34%	(76)	227
Watch Movies: About once per month	6%	(12)	6%	(13)	28%	(59)	15%	(33)	45%	(94)	212
Watch Movies: Less often than once per month	2%	(4)	9%	(18)	14%	(27)	20%	(39)	54%	(105)	193
Watch Movies: Never	2%	(4)	9%	(18)	10%	(21)	5%	(11)	74%	(153)	206
Watch Sporting Events: Every day	19%	(30)	12%	(20)	22%	(34)	12%	(18)	35%	(56)	158
Watch Sporting Events: Several times per week	11%	(29)	16%	(42)	26%	(68)	17%	(45)	29%	(73)	258
Watch Sporting Events: About once per week	9%	(17)	18%	(36)	17%	(33)	20%	(40)	37%	(73)	198
Watch Sporting Events: Several times per month	9%	(18)	10%	(22)	28%	(59)	21%	(44)	32%	(67)	209
Watch Sporting Events: About once per month	11%	(18)	13%	(21)	23%	(36)	23%	(38)	30%	(48)	161
Watch Sporting Events: Less often than once per month	8%	(31)	12%	(49)	25%	(98)	18%	(73)	37%	(144)	393
Watch Sporting Events: Never	5%	(40)	8%	(65)	16%	(133)	15%	(125)	56%	(461)	823
Cable TV: Currently subscribe	10%	(94)	13%	(128)	21%	(207)	16%	(154)	40%	(385)	968
Cable TV: Subscribed in past	7%	(51)	10%	(77)	22%	(165)	21%	(158)	40%	(304)	756
Cable TV: Never subscribed	8%	(38)	10%	(49)	18%	(88)	15%	(69)	49%	(233)	476

Continued on next page

Table HR1_2: In general, how often do you watch the following awards shows?
Grammy Awards

Demographic	I always watch	I usually watch	I sometimes watch	I do not usually watch	I never watch	Total N
Adults	8% (183)	12% (253)	21% (460)	17% (382)	42% (922)	2200
Satellite TV: Currently subscribe	11% (56)	13% (66)	20% (101)	17% (85)	39% (199)	508
Satellite TV: Subscribed in past	7% (40)	12% (74)	21% (128)	21% (125)	39% (234)	601
Satellite TV: Never subscribed	8% (86)	10% (113)	21% (231)	16% (172)	45% (489)	1092
Streaming Services: Currently subscribe	9% (125)	12% (159)	21% (282)	19% (255)	39% (533)	1353
Streaming Services: Subscribed in past	8% (17)	13% (26)	24% (50)	16% (34)	40% (84)	210
Streaming Services: Never subscribed	6% (41)	11% (68)	20% (129)	15% (93)	48% (305)	637
Film: An avid fan	15% (104)	17% (120)	20% (141)	16% (110)	33% (231)	706
Film: A casual fan	5% (66)	10% (118)	24% (290)	19% (231)	42% (513)	1218
Film: Not a fan	5% (13)	6% (15)	10% (29)	15% (41)	64% (178)	276
Television: An avid fan	12% (120)	14% (134)	23% (219)	16% (154)	35% (332)	958
Television: A casual fan	5% (56)	11% (112)	21% (220)	19% (200)	44% (470)	1058
Television: Not a fan	4% (7)	4% (7)	12% (22)	16% (29)	65% (119)	184
Music: An avid fan	12% (130)	16% (167)	23% (243)	18% (187)	32% (340)	1067
Music: A casual fan	5% (46)	8% (81)	21% (205)	18% (176)	48% (470)	979
Music: Not a fan	4% (7)	4% (6)	7% (12)	12% (19)	73% (113)	155
Fashion: An avid fan	24% (73)	18% (53)	22% (66)	12% (36)	25% (77)	304
Fashion: A casual fan	9% (80)	16% (141)	26% (229)	22% (201)	27% (245)	897
Fashion: Not a fan	3% (29)	6% (59)	17% (165)	15% (146)	60% (600)	999
Oscars watchers	17% (161)	24% (220)	40% (369)	11% (105)	8% (74)	929
Grammy Awards watchers	20% (183)	28% (253)	51% (460)	— (0)	— (0)	896
Golden Globes watchers	20% (145)	26% (184)	40% (284)	8% (56)	6% (40)	710
People's Choice Awards watchers	22% (144)	27% (176)	38% (243)	9% (58)	4% (23)	644
Primetime Emmy Awards watchers	21% (130)	25% (157)	41% (255)	8% (48)	5% (29)	619
Daytime Emmy Awards watchers	23% (91)	27% (106)	38% (151)	7% (27)	4% (17)	391
MTV Movie and TV Awards watchers	22% (141)	26% (165)	34% (216)	11% (71)	6% (39)	632
MTV Video Music Awards watchers	22% (135)	28% (176)	34% (211)	11% (65)	5% (31)	618
Teen Choice Awards watchers	26% (89)	24% (80)	33% (111)	13% (43)	5% (17)	340

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

Table HR1_3: In general, how often do you watch the following awards shows?

Golden Globes

Demographic	I always watch	I usually watch	I sometimes watch	I do not usually watch	I never watch	Total N
Adults	5% (114)	9% (203)	18% (392)	18% (406)	49% (1085)	2200
Gender: Male	6% (60)	10% (103)	17% (178)	17% (182)	51% (538)	1062
Gender: Female	5% (54)	9% (100)	19% (214)	20% (223)	48% (546)	1138
Age: 18-34	7% (45)	10% (68)	18% (115)	21% (136)	45% (292)	655
Age: 35-44	8% (27)	10% (35)	22% (78)	18% (64)	43% (153)	358
Age: 45-64	3% (22)	10% (73)	16% (121)	18% (132)	54% (403)	751
Age: 65+	5% (20)	6% (27)	18% (79)	17% (74)	54% (237)	436
GenZers: 1997-2012	7% (23)	9% (30)	16% (51)	23% (75)	44% (142)	323
Millennials: 1981-1996	7% (37)	11% (57)	21% (107)	19% (95)	41% (208)	503
GenXers: 1965-1980	4% (23)	10% (57)	17% (94)	18% (99)	51% (285)	558
Baby Boomers: 1946-1964	4% (29)	8% (57)	17% (125)	16% (116)	55% (396)	722
PID: Dem (no lean)	8% (63)	13% (101)	23% (188)	16% (128)	40% (323)	804
PID: Ind (no lean)	5% (33)	8% (57)	16% (110)	20% (140)	51% (361)	701
PID: Rep (no lean)	3% (18)	6% (45)	13% (94)	20% (138)	58% (401)	696
PID/Gender: Dem Men	9% (34)	14% (51)	20% (75)	14% (52)	43% (157)	368
PID/Gender: Dem Women	7% (29)	12% (51)	26% (113)	17% (76)	38% (166)	435
PID/Gender: Ind Men	4% (13)	8% (27)	17% (56)	19% (65)	52% (175)	337
PID/Gender: Ind Women	5% (19)	8% (30)	15% (55)	21% (75)	51% (186)	364
PID/Gender: Rep Men	4% (13)	7% (25)	13% (47)	18% (65)	58% (206)	357
PID/Gender: Rep Women	2% (6)	6% (20)	14% (47)	21% (72)	57% (195)	339
Ideo: Liberal (1-3)	8% (49)	13% (82)	22% (141)	18% (116)	39% (243)	632
Ideo: Moderate (4)	7% (37)	9% (48)	21% (116)	21% (116)	42% (230)	546
Ideo: Conservative (5-7)	3% (23)	7% (53)	13% (100)	18% (135)	59% (443)	753
Educ: < College	4% (66)	8% (128)	18% (268)	18% (270)	52% (780)	1512
Educ: Bachelors degree	7% (29)	11% (47)	19% (82)	19% (85)	45% (200)	444
Educ: Post-grad	8% (19)	11% (28)	17% (42)	21% (50)	43% (105)	244
Income: Under 50k	5% (59)	8% (98)	17% (206)	19% (220)	51% (595)	1178
Income: 50k-100k	4% (30)	9% (62)	19% (125)	20% (132)	47% (309)	657
Income: 100k+	7% (26)	12% (43)	17% (62)	15% (54)	49% (180)	365
Ethnicity: White	5% (84)	9% (163)	17% (291)	18% (306)	51% (877)	1722
Ethnicity: Hispanic	6% (22)	16% (55)	16% (57)	19% (68)	42% (148)	349

Continued on next page

Table HR1_3: In general, how often do you watch the following awards shows?
Golden Globes

Demographic	I always watch	I usually watch	I sometimes watch	I do not usually watch	I never watch	Total N
Adults	5% (114)	9% (203)	18% (392)	18% (406)	49% (1085)	2200
Ethnicity: Afr. Am.	7% (18)	8% (21)	22% (61)	21% (58)	43% (117)	274
Ethnicity: Other	6% (12)	9% (19)	20% (41)	21% (42)	44% (90)	204
All Christian	6% (58)	10% (99)	17% (172)	19% (184)	48% (475)	988
All Non-Christian	6% (6)	14% (15)	18% (19)	18% (20)	43% (47)	108
Atheist	16% (15)	4% (4)	16% (16)	15% (14)	49% (47)	96
Agnostic/Nothing in particular	3% (34)	8% (85)	18% (185)	19% (188)	51% (516)	1008
Religious Non-Protestant/Catholic	7% (9)	13% (17)	20% (28)	16% (23)	44% (62)	140
Evangelical	6% (33)	6% (36)	17% (99)	19% (113)	52% (299)	580
Non-Evangelical	5% (41)	11% (91)	18% (147)	18% (146)	47% (373)	798
Community: Urban	6% (35)	12% (64)	17% (96)	18% (99)	47% (260)	555
Community: Suburban	6% (60)	10% (104)	19% (203)	17% (178)	48% (505)	1051
Community: Rural	3% (19)	6% (35)	16% (93)	22% (128)	54% (320)	594
Employ: Private Sector	7% (41)	12% (67)	18% (104)	20% (117)	43% (252)	582
Employ: Government	4% (6)	5% (8)	23% (37)	20% (34)	48% (79)	165
Employ: Self-Employed	4% (8)	16% (29)	21% (39)	13% (25)	45% (84)	186
Employ: Homemaker	3% (5)	7% (12)	16% (27)	16% (26)	58% (94)	164
Employ: Retired	5% (24)	6% (30)	15% (70)	18% (82)	56% (262)	467
Employ: Unemployed	3% (10)	10% (30)	21% (62)	14% (43)	51% (152)	296
Employ: Other	5% (10)	5% (10)	12% (23)	16% (30)	61% (115)	189
Military HH: Yes	4% (15)	11% (40)	19% (67)	15% (55)	50% (179)	356
Military HH: No	5% (99)	9% (163)	18% (326)	19% (351)	49% (906)	1844
RD/WT: Right Direction	4% (28)	9% (61)	15% (102)	19% (134)	54% (376)	701
RD/WT: Wrong Track	6% (86)	9% (142)	19% (290)	18% (272)	47% (708)	1499
Trump Job Approve	3% (30)	8% (70)	15% (134)	18% (166)	56% (508)	909
Trump Job Disapprove	7% (80)	10% (120)	21% (242)	18% (210)	43% (501)	1153
Trump Job Strongly Approve	3% (15)	6% (30)	13% (61)	16% (79)	62% (300)	485
Trump Job Somewhat Approve	4% (15)	9% (40)	17% (73)	21% (87)	49% (209)	424
Trump Job Somewhat Disapprove	6% (15)	12% (29)	20% (51)	24% (60)	37% (93)	248
Trump Job Strongly Disapprove	7% (65)	10% (91)	21% (191)	17% (150)	45% (407)	904

Continued on next page

Table HR1_3: In general, how often do you watch the following awards shows?

Golden Globes

Demographic	I always watch	I usually watch	I sometimes watch	I do not usually watch	I never watch	Total N
Adults	5% (114)	9% (203)	18% (392)	18% (406)	49% (1085)	2200
Favorable of Trump	3% (28)	8% (70)	15% (131)	18% (161)	56% (500)	890
Unfavorable of Trump	7% (78)	10% (120)	21% (245)	18% (211)	43% (502)	1156
Very Favorable of Trump	3% (18)	6% (30)	13% (67)	17% (87)	61% (314)	515
Somewhat Favorable of Trump	3% (11)	11% (40)	17% (64)	20% (74)	50% (186)	374
Somewhat Unfavorable of Trump	3% (6)	9% (20)	23% (50)	23% (50)	42% (92)	217
Very Unfavorable of Trump	8% (71)	11% (101)	21% (195)	17% (161)	44% (410)	939
#1 Issue: Economy	5% (38)	9% (74)	17% (135)	18% (146)	50% (397)	789
#1 Issue: Security	4% (9)	8% (18)	14% (33)	21% (48)	53% (121)	230
#1 Issue: Health Care	7% (27)	11% (43)	21% (84)	19% (74)	42% (165)	392
#1 Issue: Medicare / Social Security	3% (10)	5% (14)	16% (46)	19% (55)	57% (170)	296
#1 Issue: Women's Issues	5% (5)	14% (13)	18% (18)	18% (17)	45% (43)	96
#1 Issue: Education	6% (8)	13% (18)	25% (36)	13% (19)	43% (63)	146
#1 Issue: Energy	8% (7)	14% (13)	19% (18)	23% (21)	35% (32)	91
#1 Issue: Other	7% (11)	6% (9)	14% (22)	15% (25)	58% (94)	160
2018 House Vote: Democrat	9% (63)	12% (90)	24% (173)	17% (124)	39% (288)	737
2018 House Vote: Republican	4% (25)	7% (46)	14% (88)	17% (109)	58% (368)	636
2018 House Vote: Someone else	2% (2)	9% (8)	14% (12)	24% (20)	51% (44)	86
2016 Vote: Hillary Clinton	10% (66)	12% (80)	24% (161)	16% (107)	39% (269)	684
2016 Vote: Donald Trump	3% (23)	7% (45)	15% (96)	17% (114)	58% (386)	665
2016 Vote: Other	1% (1)	9% (11)	12% (16)	25% (32)	54% (70)	130
2016 Vote: Didn't Vote	3% (23)	9% (66)	16% (117)	21% (153)	50% (360)	720
Voted in 2014: Yes	6% (77)	9% (122)	18% (241)	17% (221)	49% (642)	1303
Voted in 2014: No	4% (37)	9% (81)	17% (152)	21% (184)	49% (443)	897
2012 Vote: Barack Obama	7% (58)	12% (91)	23% (182)	19% (153)	39% (307)	791
2012 Vote: Mitt Romney	4% (18)	7% (35)	12% (62)	16% (82)	61% (309)	506
2012 Vote: Other	2% (1)	3% (3)	18% (16)	16% (14)	62% (54)	87
2012 Vote: Didn't Vote	5% (37)	9% (74)	16% (130)	19% (156)	51% (414)	811

Continued on next page

Table HR1_3: In general, how often do you watch the following awards shows?
Golden Globes

Demographic	I always watch	I usually watch	I sometimes watch	I do not usually watch	I never watch	Total N
Adults	5% (114)	9% (203)	18% (392)	18% (406)	49% (1085)	2200
4-Region: Northeast	6% (22)	11% (44)	18% (72)	17% (66)	48% (189)	394
4-Region: Midwest	4% (17)	8% (36)	16% (73)	20% (93)	53% (243)	462
4-Region: South	5% (41)	8% (67)	18% (151)	21% (173)	48% (392)	824
4-Region: West	6% (34)	11% (56)	18% (96)	14% (73)	50% (261)	520
Watch TV: Every day	8% (85)	10% (110)	20% (216)	18% (196)	44% (482)	1088
Watch TV: Several times per week	4% (21)	11% (55)	19% (92)	20% (99)	46% (232)	500
Watch TV: About once per week	1% (1)	6% (8)	20% (28)	21% (29)	53% (73)	138
Watch TV: Several times per month	3% (3)	7% (8)	20% (24)	20% (24)	51% (61)	121
Watch TV: About once per month	2% (1)	17% (11)	6% (4)	28% (18)	47% (30)	63
Watch TV: Less often than once per month	1% (1)	8% (7)	16% (14)	25% (23)	50% (45)	91
Watch TV: Never	— (1)	2% (4)	7% (14)	9% (17)	82% (162)	199
Watch Movies: Every day	12% (51)	10% (45)	20% (89)	17% (74)	40% (175)	433
Watch Movies: Several times per week	5% (27)	12% (64)	19% (103)	21% (114)	44% (242)	549
Watch Movies: About once per week	4% (14)	11% (41)	23% (88)	20% (77)	42% (160)	380
Watch Movies: Several times per month	4% (9)	10% (22)	19% (43)	19% (44)	48% (109)	227
Watch Movies: About once per month	2% (5)	6% (12)	16% (33)	20% (43)	56% (119)	212
Watch Movies: Less often than once per month	2% (5)	5% (9)	12% (23)	20% (39)	61% (117)	193
Watch Movies: Never	2% (4)	5% (10)	6% (13)	7% (15)	79% (163)	206
Watch Sporting Events: Every day	15% (24)	7% (11)	18% (28)	18% (28)	42% (66)	158
Watch Sporting Events: Several times per week	8% (21)	19% (50)	23% (60)	15% (40)	34% (86)	258
Watch Sporting Events: About once per week	5% (11)	11% (22)	18% (35)	20% (41)	45% (90)	198
Watch Sporting Events: Several times per month	6% (12)	11% (24)	21% (45)	18% (37)	44% (92)	209
Watch Sporting Events: About once per month	5% (8)	11% (17)	16% (26)	29% (47)	39% (62)	161
Watch Sporting Events: Less often than once per month	4% (16)	10% (40)	19% (76)	22% (88)	44% (174)	393
Watch Sporting Events: Never	3% (23)	5% (39)	15% (121)	15% (125)	63% (515)	823
Cable TV: Currently subscribe	6% (59)	11% (102)	19% (181)	18% (174)	47% (451)	968
Cable TV: Subscribed in past	4% (29)	9% (69)	19% (144)	20% (151)	48% (363)	756
Cable TV: Never subscribed	5% (26)	7% (33)	14% (67)	17% (80)	57% (271)	476

Continued on next page

Table HR1_3: In general, how often do you watch the following awards shows?

Golden Globes

Demographic	I always watch	I usually watch	I sometimes watch	I do not usually watch	I never watch	Total N
Adults	5% (114)	9% (203)	18% (392)	18% (406)	49% (1085)	2200
Satellite TV: Currently subscribe	7% (34)	12% (63)	16% (82)	17% (87)	47% (241)	508
Satellite TV: Subscribed in past	4% (24)	8% (50)	20% (120)	22% (132)	46% (274)	601
Satellite TV: Never subscribed	5% (56)	8% (90)	17% (190)	17% (186)	52% (570)	1092
Streaming Services: Currently subscribe	5% (74)	10% (138)	18% (242)	19% (262)	47% (636)	1353
Streaming Services: Subscribed in past	4% (7)	9% (20)	21% (45)	20% (42)	46% (96)	210
Streaming Services: Never subscribed	5% (33)	7% (45)	16% (105)	16% (102)	55% (352)	637
Film: An avid fan	11% (77)	14% (96)	19% (136)	18% (124)	39% (274)	706
Film: A casual fan	3% (35)	8% (101)	19% (229)	20% (245)	50% (608)	1218
Film: Not a fan	1% (2)	2% (6)	10% (28)	13% (37)	74% (204)	276
Television: An avid fan	8% (76)	13% (127)	19% (182)	18% (169)	42% (404)	958
Television: A casual fan	3% (33)	6% (68)	18% (195)	20% (215)	52% (546)	1058
Television: Not a fan	3% (5)	4% (7)	9% (16)	11% (21)	73% (135)	184
Music: An avid fan	7% (71)	10% (112)	20% (216)	19% (208)	43% (461)	1067
Music: A casual fan	4% (39)	9% (87)	16% (157)	19% (183)	52% (513)	979
Music: Not a fan	3% (5)	3% (5)	13% (20)	9% (15)	72% (111)	155
Fashion: An avid fan	12% (35)	13% (39)	21% (64)	16% (49)	38% (116)	304
Fashion: A casual fan	6% (52)	12% (110)	22% (202)	23% (206)	36% (326)	897
Fashion: Not a fan	3% (27)	5% (53)	13% (126)	15% (151)	64% (642)	999
Oscars watchers	12% (113)	21% (194)	38% (357)	15% (137)	14% (128)	929
Grammy Awards watchers	11% (99)	20% (181)	37% (332)	16% (144)	16% (139)	896
Golden Globes watchers	16% (114)	29% (203)	55% (392)	— (0)	— (0)	710
People's Choice Awards watchers	14% (88)	25% (164)	40% (257)	12% (77)	9% (60)	644
Primetime Emmy Awards watchers	15% (95)	27% (168)	40% (248)	10% (59)	8% (49)	619
Daytime Emmy Awards watchers	16% (62)	25% (99)	41% (160)	9% (36)	9% (35)	391
MTV Movie and TV Awards watchers	12% (79)	19% (122)	35% (222)	16% (104)	17% (105)	632
MTV Video Music Awards watchers	12% (76)	19% (119)	35% (215)	17% (105)	17% (104)	618
Teen Choice Awards watchers	14% (49)	24% (82)	33% (113)	14% (49)	14% (47)	340

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

Table HR1_4: In general, how often do you watch the following awards shows?
People's Choice Awards

Demographic	I always watch	I usually watch	I sometimes watch	I do not usually watch	I never watch	Total N
Adults	4% (78)	8% (181)	18% (386)	20% (429)	51% (1126)	2200
Gender: Male	3% (31)	8% (84)	16% (172)	17% (177)	56% (597)	1062
Gender: Female	4% (47)	9% (97)	19% (213)	22% (252)	46% (529)	1138
Age: 18-34	7% (45)	11% (75)	19% (125)	20% (128)	43% (283)	655
Age: 35-44	3% (11)	7% (26)	22% (78)	20% (71)	48% (172)	358
Age: 45-64	2% (17)	6% (47)	14% (108)	20% (149)	57% (430)	751
Age: 65+	1% (5)	8% (34)	17% (75)	18% (80)	55% (242)	436
GenZers: 1997-2012	7% (21)	11% (37)	16% (52)	23% (73)	43% (140)	323
Millennials: 1981-1996	6% (32)	11% (56)	23% (114)	18% (89)	42% (212)	503
GenXers: 1965-1980	2% (13)	5% (29)	17% (95)	20% (114)	55% (307)	558
Baby Boomers: 1946-1964	2% (11)	8% (57)	15% (110)	18% (131)	57% (413)	722
PID: Dem (no lean)	4% (34)	10% (82)	23% (188)	19% (149)	44% (351)	804
PID: Ind (no lean)	4% (27)	6% (42)	16% (112)	21% (145)	54% (375)	701
PID: Rep (no lean)	2% (17)	8% (57)	12% (86)	19% (135)	58% (400)	696
PID/Gender: Dem Men	3% (12)	10% (36)	20% (73)	15% (55)	52% (192)	368
PID/Gender: Dem Women	5% (22)	11% (46)	26% (114)	22% (94)	36% (159)	435
PID/Gender: Ind Men	3% (10)	4% (14)	17% (59)	17% (57)	59% (198)	337
PID/Gender: Ind Women	5% (17)	8% (28)	15% (53)	24% (88)	49% (178)	364
PID/Gender: Rep Men	3% (10)	10% (34)	11% (40)	18% (65)	58% (207)	357
PID/Gender: Rep Women	2% (7)	7% (23)	14% (46)	21% (70)	57% (193)	339
Ideo: Liberal (1-3)	3% (22)	8% (53)	24% (151)	18% (113)	46% (293)	632
Ideo: Moderate (4)	5% (26)	10% (54)	19% (104)	23% (124)	44% (238)	546
Ideo: Conservative (5-7)	3% (21)	7% (52)	13% (97)	20% (150)	58% (433)	753
Educ: < College	4% (62)	9% (129)	17% (261)	19% (285)	51% (776)	1512
Educ: Bachelors degree	2% (8)	8% (38)	19% (83)	21% (94)	50% (221)	444
Educ: Post-grad	3% (8)	6% (15)	17% (41)	21% (50)	53% (130)	244
Income: Under 50k	4% (46)	8% (96)	17% (200)	20% (236)	51% (600)	1178
Income: 50k-100k	3% (19)	9% (56)	18% (119)	21% (136)	50% (327)	657
Income: 100k+	3% (13)	8% (29)	18% (66)	16% (58)	55% (200)	365
Ethnicity: White	3% (59)	8% (130)	17% (295)	19% (321)	53% (917)	1722
Ethnicity: Hispanic	7% (23)	12% (41)	19% (68)	17% (60)	45% (157)	349

Continued on next page

Table HR1_4: In general, how often do you watch the following awards shows?*People's Choice Awards*

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	4%	(78)	8%	(181)	18%	(386)	20%	(429)	51%	(1126)	2200
Ethnicity: Afr. Am.	4%	(11)	10%	(28)	21%	(57)	24%	(66)	41%	(112)	274
Ethnicity: Other	4%	(8)	11%	(23)	16%	(33)	21%	(42)	48%	(98)	204
All Christian	3%	(31)	9%	(90)	18%	(181)	20%	(196)	50%	(490)	988
All Non-Christian	2%	(2)	8%	(8)	14%	(15)	24%	(26)	52%	(56)	108
Atheist	8%	(7)	4%	(4)	14%	(13)	15%	(14)	60%	(57)	96
Agnostic/Nothing in particular	4%	(37)	8%	(79)	17%	(176)	19%	(192)	52%	(523)	1008
Religious Non-Protestant/Catholic	4%	(5)	8%	(11)	17%	(24)	22%	(30)	50%	(70)	140
Evangelical	4%	(24)	10%	(55)	16%	(95)	19%	(112)	51%	(294)	580
Non-Evangelical	3%	(27)	8%	(65)	19%	(155)	21%	(169)	48%	(381)	798
Community: Urban	4%	(21)	8%	(46)	19%	(106)	21%	(115)	48%	(268)	555
Community: Suburban	3%	(35)	9%	(91)	20%	(206)	18%	(187)	51%	(533)	1051
Community: Rural	4%	(22)	7%	(44)	12%	(74)	22%	(128)	55%	(326)	594
Employ: Private Sector	3%	(20)	10%	(57)	20%	(116)	18%	(107)	48%	(282)	582
Employ: Government	3%	(5)	5%	(9)	20%	(34)	21%	(35)	50%	(83)	165
Employ: Self-Employed	7%	(13)	7%	(13)	17%	(32)	19%	(36)	50%	(92)	186
Employ: Homemaker	—	(0)	11%	(18)	13%	(21)	20%	(32)	56%	(92)	164
Employ: Retired	2%	(8)	7%	(31)	15%	(71)	20%	(94)	56%	(264)	467
Employ: Unemployed	4%	(11)	6%	(19)	19%	(57)	17%	(50)	54%	(160)	296
Employ: Other	6%	(12)	9%	(17)	12%	(23)	19%	(36)	54%	(102)	189
Military HH: Yes	4%	(13)	10%	(37)	16%	(56)	18%	(65)	52%	(185)	356
Military HH: No	3%	(64)	8%	(144)	18%	(329)	20%	(365)	51%	(942)	1844
RD/WT: Right Direction	3%	(24)	9%	(64)	15%	(108)	19%	(133)	53%	(372)	701
RD/WT: Wrong Track	4%	(54)	8%	(117)	19%	(277)	20%	(296)	50%	(755)	1499
Trump Job Approve	3%	(27)	8%	(76)	14%	(130)	18%	(165)	56%	(511)	909
Trump Job Disapprove	4%	(46)	8%	(92)	21%	(238)	21%	(236)	47%	(540)	1153
Trump Job Strongly Approve	2%	(12)	7%	(36)	11%	(54)	17%	(80)	62%	(302)	485
Trump Job Somewhat Approve	4%	(15)	9%	(39)	18%	(76)	20%	(84)	49%	(209)	424
Trump Job Somewhat Disapprove	5%	(11)	9%	(23)	25%	(63)	22%	(56)	39%	(96)	248
Trump Job Strongly Disapprove	4%	(34)	8%	(70)	19%	(175)	20%	(181)	49%	(444)	904

Continued on next page

Table HR1_4: In general, how often do you watch the following awards shows?
People's Choice Awards

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	4%	(78)	8%	(181)	18%	(386)	20%	(429)	51%	(1126)	2200
Favorable of Trump	3%	(28)	8%	(72)	14%	(125)	18%	(162)	56%	(503)	890
Unfavorable of Trump	4%	(42)	8%	(97)	21%	(245)	20%	(236)	46%	(537)	1156
Very Favorable of Trump	3%	(18)	7%	(35)	11%	(56)	17%	(87)	62%	(319)	515
Somewhat Favorable of Trump	3%	(10)	10%	(37)	19%	(69)	20%	(75)	49%	(183)	374
Somewhat Unfavorable of Trump	3%	(7)	8%	(18)	26%	(57)	19%	(41)	43%	(94)	217
Very Unfavorable of Trump	4%	(34)	8%	(78)	20%	(188)	21%	(195)	47%	(443)	939
#1 Issue: Economy	4%	(29)	8%	(61)	18%	(142)	21%	(162)	50%	(395)	789
#1 Issue: Security	2%	(5)	9%	(20)	15%	(34)	18%	(42)	56%	(129)	230
#1 Issue: Health Care	4%	(15)	8%	(30)	18%	(71)	24%	(93)	47%	(183)	392
#1 Issue: Medicare / Social Security	2%	(5)	8%	(23)	14%	(42)	18%	(54)	58%	(172)	296
#1 Issue: Women's Issues	10%	(9)	14%	(13)	23%	(22)	12%	(12)	42%	(40)	96
#1 Issue: Education	4%	(6)	13%	(19)	24%	(36)	16%	(24)	42%	(61)	146
#1 Issue: Energy	6%	(5)	10%	(9)	18%	(16)	23%	(21)	44%	(40)	91
#1 Issue: Other	2%	(4)	4%	(6)	14%	(22)	14%	(22)	66%	(106)	160
2018 House Vote: Democrat	4%	(30)	9%	(69)	23%	(167)	20%	(148)	44%	(322)	737
2018 House Vote: Republican	3%	(18)	8%	(49)	13%	(81)	18%	(113)	59%	(375)	636
2018 House Vote: Someone else	2%	(2)	9%	(8)	13%	(11)	18%	(15)	58%	(50)	86
2016 Vote: Hillary Clinton	4%	(29)	10%	(67)	22%	(150)	20%	(138)	44%	(299)	684
2016 Vote: Donald Trump	2%	(16)	7%	(46)	14%	(95)	18%	(119)	58%	(388)	665
2016 Vote: Other	—	(0)	5%	(6)	13%	(16)	20%	(26)	62%	(81)	130
2016 Vote: Didn't Vote	5%	(33)	9%	(62)	17%	(122)	20%	(145)	50%	(358)	720
Voted in 2014: Yes	3%	(39)	8%	(110)	18%	(240)	18%	(238)	52%	(677)	1303
Voted in 2014: No	4%	(38)	8%	(72)	16%	(146)	21%	(191)	50%	(450)	897
2012 Vote: Barack Obama	4%	(31)	10%	(76)	23%	(182)	20%	(159)	43%	(343)	791
2012 Vote: Mitt Romney	2%	(9)	6%	(29)	11%	(56)	19%	(94)	63%	(316)	506
2012 Vote: Other	1%	(1)	2%	(2)	17%	(15)	11%	(9)	69%	(60)	87
2012 Vote: Didn't Vote	5%	(37)	9%	(74)	16%	(130)	20%	(166)	50%	(404)	811

Continued on next page

Table HR1_4: In general, how often do you watch the following awards shows?
People's Choice Awards

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	4%	(78)	8%	(181)	18%	(386)	20%	(429)	51%	(1126)	2200
4-Region: Northeast	3%	(13)	10%	(37)	19%	(75)	19%	(73)	50%	(195)	394
4-Region: Midwest	3%	(12)	7%	(34)	16%	(72)	20%	(92)	54%	(252)	462
4-Region: South	4%	(30)	9%	(71)	17%	(142)	22%	(179)	49%	(402)	824
4-Region: West	4%	(23)	7%	(39)	19%	(96)	16%	(84)	53%	(278)	520
Watch TV: Every day	5%	(60)	9%	(95)	20%	(220)	19%	(206)	47%	(508)	1088
Watch TV: Several times per week	2%	(10)	9%	(43)	18%	(89)	20%	(102)	51%	(255)	500
Watch TV: About once per week	4%	(5)	6%	(9)	19%	(26)	23%	(31)	49%	(67)	138
Watch TV: Several times per month	1%	(2)	5%	(6)	18%	(21)	28%	(34)	48%	(58)	121
Watch TV: About once per month	—	(0)	15%	(10)	7%	(4)	34%	(21)	44%	(28)	63
Watch TV: Less often than once per month	1%	(1)	10%	(10)	19%	(18)	18%	(16)	52%	(47)	91
Watch TV: Never	—	(0)	5%	(10)	4%	(8)	9%	(18)	82%	(164)	199
Watch Movies: Every day	11%	(46)	8%	(33)	22%	(97)	17%	(75)	42%	(182)	433
Watch Movies: Several times per week	2%	(13)	10%	(57)	19%	(102)	23%	(127)	45%	(249)	549
Watch Movies: About once per week	1%	(4)	9%	(35)	19%	(74)	23%	(88)	47%	(179)	380
Watch Movies: Several times per month	1%	(2)	11%	(24)	24%	(53)	19%	(44)	45%	(103)	227
Watch Movies: About once per month	3%	(6)	5%	(10)	13%	(28)	21%	(45)	58%	(123)	212
Watch Movies: Less often than once per month	1%	(3)	5%	(9)	11%	(20)	20%	(38)	64%	(123)	193
Watch Movies: Never	2%	(4)	6%	(12)	5%	(10)	6%	(13)	81%	(167)	206
Watch Sporting Events: Every day	14%	(23)	9%	(15)	17%	(27)	9%	(14)	50%	(79)	158
Watch Sporting Events: Several times per week	3%	(9)	15%	(39)	22%	(56)	21%	(54)	39%	(100)	258
Watch Sporting Events: About once per week	4%	(8)	12%	(24)	18%	(36)	23%	(45)	43%	(86)	198
Watch Sporting Events: Several times per month	3%	(7)	8%	(17)	19%	(41)	24%	(51)	45%	(95)	209
Watch Sporting Events: About once per month	4%	(6)	11%	(18)	20%	(32)	23%	(38)	41%	(67)	161
Watch Sporting Events: Less often than once per month	2%	(8)	8%	(30)	24%	(96)	22%	(88)	43%	(171)	393
Watch Sporting Events: Never	2%	(17)	5%	(39)	12%	(98)	17%	(140)	64%	(529)	823
Cable TV: Currently subscribe	4%	(39)	9%	(89)	18%	(176)	19%	(186)	49%	(478)	968
Cable TV: Subscribed in past	2%	(15)	8%	(60)	19%	(144)	23%	(170)	48%	(366)	756
Cable TV: Never subscribed	5%	(24)	7%	(33)	14%	(65)	15%	(73)	59%	(282)	476

Continued on next page

Table HR1_4: In general, how often do you watch the following awards shows?
People's Choice Awards

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	4%	(78)	8%	(181)	18%	(386)	20%	(429)	51%	(1126)	2200
Satellite TV: Currently subscribe	5%	(26)	11%	(57)	20%	(99)	17%	(88)	47%	(238)	508
Satellite TV: Subscribed in past	2%	(11)	9%	(51)	18%	(107)	23%	(139)	49%	(292)	601
Satellite TV: Never subscribed	4%	(40)	7%	(73)	16%	(179)	19%	(203)	55%	(597)	1092
Streaming Services: Currently subscribe	3%	(44)	8%	(111)	19%	(255)	20%	(277)	49%	(666)	1353
Streaming Services: Subscribed in past	2%	(5)	10%	(21)	20%	(43)	21%	(43)	47%	(99)	210
Streaming Services: Never subscribed	4%	(29)	8%	(50)	14%	(88)	17%	(109)	57%	(362)	637
Film: An avid fan	7%	(52)	10%	(72)	22%	(158)	18%	(129)	42%	(295)	706
Film: A casual fan	1%	(16)	9%	(105)	17%	(208)	21%	(250)	52%	(638)	1218
Film: Not a fan	4%	(10)	2%	(5)	7%	(19)	18%	(50)	70%	(193)	276
Television: An avid fan	6%	(54)	10%	(95)	22%	(207)	19%	(183)	44%	(419)	958
Television: A casual fan	2%	(20)	7%	(79)	15%	(159)	22%	(230)	54%	(568)	1058
Television: Not a fan	2%	(3)	4%	(7)	10%	(19)	8%	(16)	75%	(139)	184
Music: An avid fan	5%	(56)	10%	(108)	21%	(228)	21%	(219)	43%	(455)	1067
Music: A casual fan	2%	(19)	7%	(69)	14%	(139)	20%	(196)	57%	(555)	979
Music: Not a fan	2%	(2)	3%	(4)	12%	(19)	9%	(13)	75%	(117)	155
Fashion: An avid fan	14%	(44)	12%	(38)	23%	(69)	19%	(59)	31%	(95)	304
Fashion: A casual fan	3%	(23)	12%	(112)	22%	(199)	24%	(219)	38%	(344)	897
Fashion: Not a fan	1%	(10)	3%	(32)	12%	(118)	15%	(151)	69%	(688)	999
Oscars watchers	7%	(68)	18%	(164)	36%	(336)	19%	(178)	20%	(183)	929
Grammy Awards watchers	8%	(73)	18%	(160)	37%	(330)	20%	(176)	17%	(156)	896
Golden Globes watchers	8%	(59)	21%	(148)	42%	(301)	16%	(114)	12%	(87)	710
People's Choice Awards watchers	12%	(78)	28%	(181)	60%	(386)	—	(0)	—	(0)	644
Primetime Emmy Awards watchers	9%	(57)	22%	(136)	42%	(259)	14%	(88)	13%	(79)	619
Daytime Emmy Awards watchers	11%	(42)	25%	(99)	45%	(175)	11%	(42)	9%	(34)	391
MTV Movie and TV Awards watchers	11%	(72)	21%	(133)	37%	(235)	16%	(102)	14%	(90)	632
MTV Video Music Awards watchers	11%	(70)	22%	(135)	39%	(240)	15%	(95)	13%	(78)	618
Teen Choice Awards watchers	15%	(51)	27%	(93)	40%	(137)	12%	(39)	6%	(19)	340

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

Table HR1_5: In general, how often do you watch the following awards shows?
Primetime Emmy Awards

Demographic	I always watch	I usually watch	I sometimes watch	I do not usually watch	I never watch	Total N
Adults	4% (86)	9% (192)	15% (341)	20% (445)	52% (1136)	2200
Gender: Male	3% (35)	9% (99)	15% (159)	18% (189)	54% (579)	1062
Gender: Female	4% (51)	8% (93)	16% (182)	22% (255)	49% (557)	1138
Age: 18-34	5% (34)	8% (54)	16% (107)	21% (140)	49% (320)	655
Age: 35-44	5% (16)	12% (43)	20% (72)	20% (70)	44% (156)	358
Age: 45-64	3% (23)	8% (59)	12% (93)	20% (148)	57% (428)	751
Age: 65+	3% (13)	8% (36)	16% (69)	20% (87)	53% (232)	436
GenZers: 1997-2012	5% (17)	8% (25)	14% (44)	23% (73)	51% (163)	323
Millennials: 1981-1996	5% (26)	10% (52)	20% (98)	21% (107)	44% (220)	503
GenXers: 1965-1980	3% (19)	10% (57)	15% (81)	20% (109)	52% (291)	558
Baby Boomers: 1946-1964	3% (24)	7% (49)	14% (101)	19% (138)	57% (410)	722
PID: Dem (no lean)	6% (45)	13% (105)	19% (150)	20% (160)	43% (343)	804
PID: Ind (no lean)	4% (26)	6% (42)	15% (105)	20% (141)	55% (387)	701
PID: Rep (no lean)	2% (15)	7% (46)	12% (87)	21% (143)	58% (405)	696
PID/Gender: Dem Men	5% (20)	14% (52)	15% (55)	17% (64)	48% (177)	368
PID/Gender: Dem Women	6% (25)	12% (53)	22% (94)	22% (96)	38% (167)	435
PID/Gender: Ind Men	2% (8)	4% (15)	17% (57)	18% (61)	58% (197)	337
PID/Gender: Ind Women	5% (18)	7% (27)	13% (48)	22% (81)	52% (191)	364
PID/Gender: Rep Men	2% (8)	9% (32)	13% (47)	18% (64)	58% (205)	357
PID/Gender: Rep Women	2% (8)	4% (13)	12% (40)	23% (79)	59% (200)	339
Ideo: Liberal (1-3)	6% (37)	10% (63)	22% (137)	20% (129)	42% (266)	632
Ideo: Moderate (4)	4% (24)	10% (56)	17% (94)	23% (123)	45% (248)	546
Ideo: Conservative (5-7)	3% (21)	8% (58)	11% (81)	20% (151)	59% (442)	753
Educ: < College	4% (57)	8% (125)	15% (234)	20% (296)	53% (799)	1512
Educ: Bachelors degree	3% (15)	10% (43)	15% (66)	22% (99)	50% (221)	444
Educ: Post-grad	6% (14)	10% (24)	17% (41)	20% (49)	48% (116)	244
Income: Under 50k	4% (46)	8% (95)	15% (175)	20% (230)	54% (632)	1178
Income: 50k-100k	4% (24)	9% (59)	17% (113)	22% (145)	48% (315)	657
Income: 100k+	4% (16)	10% (38)	14% (53)	19% (69)	52% (189)	365
Ethnicity: White	4% (64)	9% (148)	15% (251)	20% (346)	53% (914)	1722
Ethnicity: Hispanic	4% (14)	11% (40)	16% (57)	18% (64)	50% (174)	349

Continued on next page

Table HR1_5: In general, how often do you watch the following awards shows?
Primetime Emmy Awards

Demographic	I always watch	I usually watch	I sometimes watch	I do not usually watch	I never watch	Total N
Adults	4% (86)	9% (192)	15% (341)	20% (445)	52% (1136)	2200
Ethnicity: Afr. Am.	5% (15)	7% (20)	21% (58)	22% (61)	44% (121)	274
Ethnicity: Other	4% (8)	12% (25)	16% (32)	19% (38)	50% (101)	204
All Christian	5% (44)	9% (89)	16% (158)	22% (215)	49% (481)	988
All Non-Christian	3% (3)	14% (15)	20% (22)	14% (15)	49% (53)	108
Atheist	8% (7)	11% (10)	13% (12)	15% (15)	54% (52)	96
Agnostic/Nothing in particular	3% (31)	8% (78)	15% (149)	20% (200)	55% (550)	1008
Religious Non-Protestant/Catholic	4% (6)	14% (19)	20% (28)	15% (21)	47% (65)	140
Evangelical	4% (22)	7% (43)	14% (81)	24% (138)	51% (296)	580
Non-Evangelical	4% (34)	9% (72)	16% (131)	21% (168)	49% (393)	798
Community: Urban	6% (31)	10% (54)	17% (92)	19% (107)	49% (272)	555
Community: Suburban	4% (43)	9% (93)	17% (182)	19% (199)	51% (534)	1051
Community: Rural	2% (13)	8% (45)	11% (67)	23% (139)	56% (330)	594
Employ: Private Sector	5% (31)	9% (55)	16% (92)	22% (127)	48% (277)	582
Employ: Government	3% (6)	9% (16)	21% (34)	18% (30)	48% (79)	165
Employ: Self-Employed	6% (11)	13% (24)	19% (34)	15% (28)	48% (88)	186
Employ: Homemaker	4% (7)	8% (12)	12% (20)	19% (31)	57% (93)	164
Employ: Retired	3% (16)	9% (40)	13% (59)	20% (94)	55% (258)	467
Employ: Unemployed	1% (2)	9% (26)	17% (50)	17% (52)	56% (165)	296
Employ: Other	5% (9)	7% (13)	14% (26)	18% (34)	57% (107)	189
Military HH: Yes	4% (13)	10% (37)	16% (59)	21% (73)	49% (174)	356
Military HH: No	4% (73)	8% (155)	15% (282)	20% (372)	52% (962)	1844
RD/WT: Right Direction	4% (25)	7% (50)	13% (91)	21% (146)	56% (390)	701
RD/WT: Wrong Track	4% (61)	10% (143)	17% (250)	20% (299)	50% (746)	1499
Trump Job Approve	3% (28)	8% (71)	12% (107)	20% (179)	58% (523)	909
Trump Job Disapprove	5% (53)	10% (113)	19% (217)	20% (233)	47% (537)	1153
Trump Job Strongly Approve	4% (17)	5% (26)	9% (45)	17% (85)	64% (312)	485
Trump Job Somewhat Approve	3% (11)	11% (45)	15% (62)	22% (95)	50% (211)	424
Trump Job Somewhat Disapprove	5% (11)	11% (28)	22% (55)	20% (51)	42% (103)	248
Trump Job Strongly Disapprove	5% (42)	9% (85)	18% (162)	20% (182)	48% (434)	904

Continued on next page

Table HR1_5: In general, how often do you watch the following awards shows?
Primetime Emmy Awards

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	4%	(86)	9%	(192)	15%	(341)	20%	(445)	52%	(1136)	2200
Favorable of Trump	3%	(31)	8%	(70)	12%	(104)	20%	(175)	57%	(510)	890
Unfavorable of Trump	4%	(49)	10%	(112)	19%	(217)	20%	(236)	47%	(542)	1156
Very Favorable of Trump	4%	(18)	6%	(32)	10%	(52)	17%	(88)	63%	(325)	515
Somewhat Favorable of Trump	3%	(12)	10%	(38)	14%	(53)	23%	(87)	49%	(184)	374
Somewhat Unfavorable of Trump	1%	(3)	7%	(16)	20%	(45)	23%	(50)	47%	(103)	217
Very Unfavorable of Trump	5%	(46)	10%	(96)	18%	(173)	20%	(185)	47%	(439)	939
#1 Issue: Economy	4%	(30)	8%	(67)	15%	(116)	21%	(169)	52%	(407)	789
#1 Issue: Security	2%	(4)	7%	(15)	13%	(30)	19%	(43)	60%	(137)	230
#1 Issue: Health Care	5%	(19)	12%	(48)	16%	(61)	20%	(77)	48%	(187)	392
#1 Issue: Medicare / Social Security	2%	(6)	7%	(19)	13%	(39)	23%	(67)	56%	(164)	296
#1 Issue: Women's Issues	5%	(5)	12%	(12)	25%	(24)	16%	(15)	42%	(40)	96
#1 Issue: Education	4%	(6)	9%	(13)	26%	(38)	15%	(22)	46%	(67)	146
#1 Issue: Energy	9%	(9)	12%	(11)	15%	(13)	19%	(18)	44%	(41)	91
#1 Issue: Other	5%	(7)	5%	(7)	12%	(19)	21%	(34)	58%	(93)	160
2018 House Vote: Democrat	6%	(45)	12%	(92)	20%	(146)	19%	(141)	43%	(315)	737
2018 House Vote: Republican	3%	(20)	7%	(45)	11%	(73)	20%	(125)	59%	(373)	636
2018 House Vote: Someone else	2%	(2)	7%	(6)	13%	(11)	23%	(20)	56%	(48)	86
2016 Vote: Hillary Clinton	6%	(43)	12%	(81)	20%	(139)	20%	(134)	42%	(286)	684
2016 Vote: Donald Trump	3%	(18)	5%	(36)	12%	(82)	21%	(140)	58%	(389)	665
2016 Vote: Other	1%	(1)	5%	(7)	14%	(18)	22%	(29)	57%	(75)	130
2016 Vote: Didn't Vote	3%	(23)	9%	(68)	14%	(100)	20%	(141)	54%	(387)	720
Voted in 2014: Yes	4%	(57)	9%	(114)	16%	(214)	19%	(250)	51%	(668)	1303
Voted in 2014: No	3%	(29)	9%	(78)	14%	(126)	22%	(195)	52%	(468)	897
2012 Vote: Barack Obama	6%	(45)	12%	(91)	20%	(158)	21%	(163)	42%	(334)	791
2012 Vote: Mitt Romney	3%	(16)	5%	(26)	11%	(56)	19%	(95)	62%	(313)	506
2012 Vote: Other	1%	(1)	1%	(1)	16%	(14)	18%	(15)	64%	(56)	87
2012 Vote: Didn't Vote	3%	(24)	9%	(74)	14%	(111)	21%	(170)	53%	(431)	811

Continued on next page

Table HR1_5: In general, how often do you watch the following awards shows?
Primetime Emmy Awards

Demographic	I always watch	I usually watch	I sometimes watch	I do not usually watch	I never watch	Total N
Adults	4% (86)	9% (192)	15% (341)	20% (445)	52% (1136)	2200
4-Region: Northeast	5% (19)	10% (41)	16% (64)	19% (73)	50% (196)	394
4-Region: Midwest	3% (12)	7% (32)	14% (65)	21% (97)	56% (257)	462
4-Region: South	4% (33)	8% (64)	15% (126)	23% (189)	50% (412)	824
4-Region: West	4% (22)	11% (55)	17% (86)	17% (86)	52% (271)	520
Watch TV: Every day	6% (69)	9% (98)	19% (202)	19% (206)	47% (513)	1088
Watch TV: Several times per week	1% (7)	12% (58)	13% (67)	23% (115)	51% (252)	500
Watch TV: About once per week	1% (2)	6% (9)	14% (19)	23% (32)	55% (76)	138
Watch TV: Several times per month	5% (6)	7% (8)	15% (19)	22% (27)	51% (62)	121
Watch TV: About once per month	2% (1)	16% (10)	7% (5)	35% (22)	39% (25)	63
Watch TV: Less often than once per month	1% (1)	3% (3)	18% (16)	25% (23)	54% (49)	91
Watch TV: Never	— (1)	3% (6)	7% (13)	10% (20)	80% (159)	199
Watch Movies: Every day	9% (37)	9% (40)	18% (78)	18% (80)	46% (197)	433
Watch Movies: Several times per week	3% (17)	11% (61)	16% (86)	22% (122)	48% (263)	549
Watch Movies: About once per week	4% (13)	12% (44)	18% (68)	23% (87)	44% (168)	380
Watch Movies: Several times per month	1% (3)	7% (16)	20% (45)	23% (52)	49% (111)	227
Watch Movies: About once per month	3% (6)	6% (14)	13% (27)	23% (49)	55% (116)	212
Watch Movies: Less often than once per month	3% (5)	4% (8)	11% (22)	21% (41)	61% (118)	193
Watch Movies: Never	3% (5)	4% (8)	7% (15)	7% (14)	79% (163)	206
Watch Sporting Events: Every day	12% (18)	11% (17)	17% (27)	13% (21)	48% (75)	158
Watch Sporting Events: Several times per week	6% (15)	18% (47)	21% (54)	17% (45)	38% (97)	258
Watch Sporting Events: About once per week	5% (9)	12% (23)	17% (34)	19% (38)	47% (94)	198
Watch Sporting Events: Several times per month	4% (7)	8% (18)	20% (43)	23% (49)	44% (93)	209
Watch Sporting Events: About once per month	5% (8)	8% (12)	12% (20)	34% (55)	41% (66)	161
Watch Sporting Events: Less often than once per month	2% (9)	10% (39)	19% (73)	24% (95)	45% (178)	393
Watch Sporting Events: Never	2% (19)	4% (36)	11% (91)	17% (142)	65% (533)	823
Cable TV: Currently subscribe	5% (51)	11% (107)	16% (159)	19% (185)	48% (467)	968
Cable TV: Subscribed in past	3% (22)	8% (60)	16% (119)	24% (181)	49% (374)	756
Cable TV: Never subscribed	3% (13)	5% (25)	13% (63)	17% (79)	62% (296)	476

Continued on next page

Table HR1_5: In general, how often do you watch the following awards shows?

Primetime Emmy Awards

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	4%	(86)	9%	(192)	15%	(341)	20%	(445)	52%	(1136)	2200
Satellite TV: Currently subscribe	4%	(19)	11%	(54)	16%	(81)	23%	(116)	47%	(239)	508
Satellite TV: Subscribed in past	3%	(18)	9%	(51)	16%	(96)	22%	(134)	50%	(301)	601
Satellite TV: Never subscribed	5%	(50)	8%	(87)	15%	(164)	18%	(195)	55%	(596)	1092
Streaming Services: Currently subscribe	4%	(54)	9%	(118)	17%	(225)	21%	(285)	50%	(671)	1353
Streaming Services: Subscribed in past	4%	(9)	10%	(20)	15%	(32)	21%	(45)	50%	(104)	210
Streaming Services: Never subscribed	4%	(24)	9%	(55)	13%	(83)	18%	(115)	57%	(360)	637
Film: An avid fan	8%	(58)	13%	(92)	17%	(119)	20%	(141)	42%	(295)	706
Film: A casual fan	2%	(24)	8%	(92)	17%	(206)	21%	(256)	53%	(639)	1218
Film: Not a fan	1%	(4)	3%	(8)	6%	(16)	17%	(47)	73%	(201)	276
Television: An avid fan	7%	(62)	13%	(120)	17%	(166)	19%	(185)	44%	(424)	958
Television: A casual fan	2%	(18)	6%	(63)	15%	(163)	23%	(243)	54%	(570)	1058
Television: Not a fan	3%	(6)	5%	(8)	6%	(11)	9%	(16)	77%	(142)	184
Music: An avid fan	5%	(54)	10%	(102)	17%	(183)	22%	(235)	46%	(492)	1067
Music: A casual fan	3%	(29)	9%	(84)	15%	(144)	20%	(193)	54%	(529)	979
Music: Not a fan	2%	(3)	4%	(6)	9%	(13)	11%	(16)	75%	(115)	155
Fashion: An avid fan	11%	(34)	12%	(37)	17%	(52)	22%	(66)	38%	(114)	304
Fashion: A casual fan	5%	(41)	12%	(106)	18%	(165)	26%	(233)	39%	(351)	897
Fashion: Not a fan	1%	(11)	5%	(48)	12%	(124)	15%	(146)	67%	(670)	999
Oscars watchers	9%	(84)	19%	(176)	34%	(318)	20%	(186)	18%	(164)	929
Grammy Awards watchers	9%	(80)	19%	(171)	32%	(291)	21%	(184)	19%	(170)	896
Golden Globes watchers	11%	(80)	23%	(164)	38%	(267)	15%	(108)	13%	(90)	710
People's Choice Awards watchers	10%	(67)	22%	(140)	38%	(245)	17%	(113)	12%	(79)	644
Primetime Emmy Awards watchers	14%	(86)	31%	(192)	55%	(341)	—	(0)	—	(0)	619
Daytime Emmy Awards watchers	13%	(50)	27%	(107)	42%	(166)	12%	(46)	5%	(22)	391
MTV Movie and TV Awards watchers	10%	(65)	20%	(126)	31%	(195)	22%	(137)	17%	(111)	632
MTV Video Music Awards watchers	10%	(60)	20%	(125)	31%	(189)	22%	(135)	18%	(110)	618
Teen Choice Awards watchers	15%	(50)	21%	(71)	30%	(102)	18%	(61)	16%	(56)	340

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

Table HR1_6: In general, how often do you watch the following awards shows?
Daytime Emmy Awards

Demographic	I always watch	I usually watch	I sometimes watch	I do not usually watch	I never watch	Total N
Adults	2% (43)	5% (101)	11% (248)	22% (478)	60% (1331)	2200
Gender: Male	1% (15)	4% (47)	12% (123)	19% (202)	64% (676)	1062
Gender: Female	2% (28)	5% (54)	11% (125)	24% (276)	58% (655)	1138
Age: 18-34	2% (14)	6% (40)	15% (95)	21% (138)	56% (368)	655
Age: 35-44	2% (9)	5% (17)	12% (43)	25% (88)	56% (200)	358
Age: 45-64	2% (13)	4% (27)	9% (65)	21% (158)	65% (489)	751
Age: 65+	2% (8)	4% (16)	10% (44)	22% (94)	63% (274)	436
GenZers: 1997-2012	2% (5)	5% (17)	15% (47)	21% (69)	57% (184)	323
Millennials: 1981-1996	3% (15)	6% (32)	14% (70)	23% (117)	54% (270)	503
GenXers: 1965-1980	2% (10)	4% (22)	10% (56)	23% (126)	61% (343)	558
Baby Boomers: 1946-1964	2% (13)	4% (25)	8% (60)	20% (144)	67% (480)	722
PID: Dem (no lean)	2% (18)	7% (57)	14% (112)	22% (177)	55% (439)	804
PID: Ind (no lean)	2% (14)	2% (17)	9% (66)	22% (157)	64% (446)	701
PID: Rep (no lean)	1% (10)	4% (26)	10% (69)	21% (144)	64% (446)	696
PID/Gender: Dem Men	1% (4)	7% (25)	13% (47)	20% (73)	59% (218)	368
PID/Gender: Dem Women	3% (14)	7% (32)	15% (65)	24% (103)	51% (221)	435
PID/Gender: Ind Men	1% (4)	2% (8)	11% (35)	19% (64)	67% (226)	337
PID/Gender: Ind Women	3% (11)	3% (10)	9% (31)	25% (92)	61% (221)	364
PID/Gender: Rep Men	2% (7)	4% (14)	11% (40)	18% (64)	65% (232)	357
PID/Gender: Rep Women	1% (4)	4% (12)	9% (29)	24% (80)	63% (213)	339
Ideo: Liberal (1-3)	2% (11)	7% (42)	12% (78)	23% (143)	57% (358)	632
Ideo: Moderate (4)	2% (14)	4% (23)	13% (71)	26% (140)	55% (298)	546
Ideo: Conservative (5-7)	2% (15)	3% (24)	9% (69)	20% (152)	66% (493)	753
Educ: < College	2% (32)	4% (67)	11% (173)	21% (318)	61% (922)	1512
Educ: Bachelors degree	1% (4)	5% (23)	11% (49)	24% (107)	59% (261)	444
Educ: Post-grad	3% (7)	5% (11)	10% (25)	22% (53)	60% (147)	244
Income: Under 50k	2% (24)	5% (54)	12% (140)	20% (240)	61% (720)	1178
Income: 50k-100k	2% (12)	5% (32)	12% (80)	24% (158)	57% (375)	657
Income: 100k+	2% (8)	4% (14)	8% (28)	22% (80)	64% (236)	365
Ethnicity: White	2% (37)	4% (71)	10% (174)	21% (366)	62% (1074)	1722
Ethnicity: Hispanic	2% (7)	8% (30)	13% (44)	20% (70)	57% (200)	349

Continued on next page

Table HR1_6: In general, how often do you watch the following awards shows?

Daytime Emmy Awards

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	2%	(43)	5%	(101)	11%	(248)	22%	(478)	60%	(1331)	2200
Ethnicity: Afr. Am.	1%	(2)	5%	(14)	16%	(43)	24%	(67)	54%	(149)	274
Ethnicity: Other	2%	(4)	8%	(15)	15%	(31)	22%	(45)	53%	(108)	204
All Christian	3%	(25)	6%	(55)	11%	(112)	23%	(229)	57%	(566)	988
All Non-Christian	4%	(4)	5%	(6)	14%	(15)	17%	(19)	60%	(65)	108
Atheist	2%	(2)	5%	(5)	8%	(8)	17%	(16)	68%	(65)	96
Agnostic/Nothing in particular	1%	(12)	3%	(35)	11%	(113)	21%	(213)	63%	(635)	1008
Religious Non-Protestant/Catholic	5%	(7)	6%	(8)	13%	(18)	17%	(24)	60%	(83)	140
Evangelical	2%	(9)	4%	(24)	13%	(75)	21%	(122)	60%	(349)	580
Non-Evangelical	2%	(16)	5%	(41)	12%	(96)	24%	(193)	57%	(451)	798
Community: Urban	3%	(15)	5%	(30)	12%	(68)	22%	(123)	57%	(319)	555
Community: Suburban	2%	(21)	5%	(54)	11%	(119)	21%	(225)	60%	(631)	1051
Community: Rural	1%	(7)	3%	(16)	10%	(61)	22%	(129)	64%	(381)	594
Employ: Private Sector	2%	(13)	6%	(38)	9%	(53)	26%	(153)	56%	(325)	582
Employ: Government	1%	(1)	3%	(6)	12%	(20)	22%	(36)	62%	(102)	165
Employ: Self-Employed	4%	(7)	3%	(6)	15%	(29)	16%	(31)	61%	(113)	186
Employ: Homemaker	—	(0)	3%	(5)	12%	(19)	22%	(37)	63%	(103)	164
Employ: Retired	2%	(11)	4%	(19)	10%	(46)	21%	(99)	62%	(292)	467
Employ: Unemployed	1%	(2)	2%	(7)	12%	(37)	18%	(53)	67%	(198)	296
Employ: Other	2%	(4)	8%	(15)	10%	(19)	15%	(29)	65%	(122)	189
Military HH: Yes	2%	(7)	5%	(17)	13%	(47)	20%	(71)	60%	(214)	356
Military HH: No	2%	(36)	5%	(84)	11%	(201)	22%	(407)	61%	(1117)	1844
RD/WT: Right Direction	2%	(16)	4%	(28)	11%	(78)	21%	(150)	61%	(430)	701
RD/WT: Wrong Track	2%	(27)	5%	(73)	11%	(170)	22%	(328)	60%	(900)	1499
Trump Job Approve	2%	(16)	4%	(38)	10%	(94)	20%	(183)	64%	(578)	909
Trump Job Disapprove	2%	(26)	4%	(45)	12%	(141)	23%	(266)	59%	(675)	1153
Trump Job Strongly Approve	2%	(10)	3%	(13)	8%	(39)	20%	(97)	67%	(326)	485
Trump Job Somewhat Approve	1%	(6)	6%	(25)	13%	(54)	20%	(86)	60%	(253)	424
Trump Job Somewhat Disapprove	5%	(12)	3%	(7)	17%	(42)	28%	(69)	48%	(119)	248
Trump Job Strongly Disapprove	2%	(14)	4%	(39)	11%	(99)	22%	(197)	61%	(555)	904

Continued on next page

Table HR1_6: *In general, how often do you watch the following awards shows?*
Daytime Emmy Awards

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	2%	(43)	5%	(101)	11%	(248)	22%	(478)	60%	(1331)	2200
Favorable of Trump	2%	(19)	4%	(34)	10%	(91)	20%	(177)	64%	(567)	890
Unfavorable of Trump	2%	(19)	5%	(55)	12%	(142)	23%	(263)	58%	(676)	1156
Very Favorable of Trump	3%	(13)	3%	(14)	8%	(41)	20%	(105)	67%	(343)	515
Somewhat Favorable of Trump	2%	(7)	5%	(20)	13%	(51)	19%	(73)	60%	(225)	374
Somewhat Unfavorable of Trump	1%	(3)	5%	(11)	18%	(40)	24%	(51)	52%	(112)	217
Very Unfavorable of Trump	2%	(17)	5%	(44)	11%	(102)	23%	(212)	60%	(564)	939
#1 Issue: Economy	2%	(16)	3%	(27)	12%	(93)	23%	(181)	60%	(472)	789
#1 Issue: Security	2%	(4)	4%	(9)	11%	(26)	20%	(46)	63%	(145)	230
#1 Issue: Health Care	2%	(7)	4%	(14)	10%	(37)	24%	(95)	61%	(239)	392
#1 Issue: Medicare / Social Security	3%	(9)	5%	(15)	10%	(29)	18%	(53)	64%	(190)	296
#1 Issue: Women's Issues	3%	(3)	14%	(13)	18%	(17)	15%	(15)	50%	(48)	96
#1 Issue: Education	2%	(3)	9%	(13)	12%	(18)	24%	(35)	53%	(77)	146
#1 Issue: Energy	1%	(1)	6%	(6)	12%	(11)	25%	(23)	56%	(51)	91
#1 Issue: Other	1%	(1)	3%	(4)	10%	(16)	19%	(30)	68%	(109)	160
2018 House Vote: Democrat	3%	(20)	5%	(35)	14%	(105)	23%	(168)	55%	(409)	737
2018 House Vote: Republican	2%	(14)	4%	(24)	8%	(53)	20%	(128)	65%	(416)	636
2018 House Vote: Someone else	1%	(1)	6%	(5)	11%	(10)	23%	(20)	58%	(50)	86
2016 Vote: Hillary Clinton	2%	(17)	5%	(36)	13%	(90)	24%	(163)	55%	(379)	684
2016 Vote: Donald Trump	1%	(10)	3%	(22)	9%	(63)	21%	(139)	65%	(431)	665
2016 Vote: Other	—	(1)	6%	(8)	8%	(10)	21%	(27)	65%	(84)	130
2016 Vote: Didn't Vote	2%	(16)	5%	(35)	12%	(85)	20%	(147)	61%	(437)	720
Voted in 2014: Yes	2%	(27)	5%	(60)	11%	(142)	22%	(288)	60%	(786)	1303
Voted in 2014: No	2%	(16)	4%	(40)	12%	(106)	21%	(190)	61%	(544)	897
2012 Vote: Barack Obama	2%	(17)	5%	(43)	13%	(105)	26%	(206)	53%	(419)	791
2012 Vote: Mitt Romney	2%	(9)	3%	(15)	7%	(36)	19%	(94)	70%	(352)	506
2012 Vote: Other	—	(0)	2%	(1)	7%	(6)	15%	(13)	76%	(66)	87
2012 Vote: Didn't Vote	2%	(17)	5%	(41)	12%	(101)	20%	(161)	61%	(491)	811

Continued on next page

Table HR1_6: In general, how often do you watch the following awards shows?
Daytime Emmy Awards

Demographic	I always watch	I usually watch	I sometimes watch	I do not usually watch	I never watch	Total N
Adults	2% (43)	5% (101)	11% (248)	22% (478)	60% (1331)	2200
4-Region: Northeast	2% (7)	6% (25)	11% (45)	20% (80)	60% (237)	394
4-Region: Midwest	2% (7)	3% (13)	10% (46)	21% (97)	65% (299)	462
4-Region: South	2% (14)	5% (42)	11% (95)	25% (203)	57% (470)	824
4-Region: West	3% (15)	4% (20)	12% (62)	19% (98)	62% (325)	520
Watch TV: Every day	3% (34)	4% (43)	13% (142)	22% (241)	58% (629)	1088
Watch TV: Several times per week	1% (6)	7% (33)	10% (48)	24% (118)	59% (295)	500
Watch TV: About once per week	— (1)	4% (6)	10% (13)	22% (30)	64% (88)	138
Watch TV: Several times per month	1% (2)	5% (6)	12% (15)	26% (31)	56% (68)	121
Watch TV: About once per month	— (0)	8% (5)	9% (5)	34% (22)	49% (31)	63
Watch TV: Less often than once per month	— (0)	3% (3)	17% (15)	21% (19)	60% (55)	91
Watch TV: Never	— (1)	2% (4)	5% (9)	9% (18)	83% (166)	199
Watch Movies: Every day	5% (22)	3% (14)	19% (81)	20% (88)	53% (228)	433
Watch Movies: Several times per week	1% (4)	7% (36)	9% (47)	26% (144)	58% (318)	549
Watch Movies: About once per week	1% (4)	4% (16)	13% (48)	26% (99)	56% (212)	380
Watch Movies: Several times per month	1% (3)	6% (13)	10% (22)	28% (63)	55% (126)	227
Watch Movies: About once per month	2% (4)	4% (8)	11% (23)	18% (38)	66% (139)	212
Watch Movies: Less often than once per month	1% (2)	4% (7)	7% (14)	17% (33)	71% (137)	193
Watch Movies: Never	2% (5)	2% (4)	7% (14)	6% (13)	83% (170)	206
Watch Sporting Events: Every day	5% (7)	4% (7)	11% (18)	21% (34)	59% (92)	158
Watch Sporting Events: Several times per week	3% (7)	10% (25)	13% (33)	27% (70)	48% (123)	258
Watch Sporting Events: About once per week	2% (5)	6% (11)	17% (34)	21% (41)	54% (107)	198
Watch Sporting Events: Several times per month	3% (7)	4% (9)	19% (39)	20% (42)	53% (112)	209
Watch Sporting Events: About once per month	3% (5)	6% (10)	13% (21)	31% (50)	47% (75)	161
Watch Sporting Events: Less often than once per month	1% (3)	4% (17)	12% (45)	27% (106)	57% (222)	393
Watch Sporting Events: Never	1% (9)	3% (22)	7% (58)	16% (135)	73% (598)	823
Cable TV: Currently subscribe	3% (26)	7% (63)	11% (108)	22% (214)	58% (557)	968
Cable TV: Subscribed in past	1% (8)	4% (27)	12% (89)	25% (188)	59% (444)	756
Cable TV: Never subscribed	2% (9)	2% (10)	11% (51)	16% (77)	69% (329)	476

Continued on next page

Table HR1_6: In general, how often do you watch the following awards shows?
Daytime Emmy Awards

Demographic	I always watch	I usually watch	I sometimes watch	I do not usually watch	I never watch	Total N
Adults	2% (43)	5% (101)	11% (248)	22% (478)	60% (1331)	2200
Satellite TV: Currently subscribe	2% (9)	5% (25)	13% (68)	22% (113)	58% (293)	508
Satellite TV: Subscribed in past	1% (8)	5% (31)	12% (74)	24% (146)	57% (341)	601
Satellite TV: Never subscribed	2% (25)	4% (45)	10% (106)	20% (219)	64% (697)	1092
Streaming Services: Currently subscribe	2% (22)	5% (64)	10% (137)	23% (312)	60% (818)	1353
Streaming Services: Subscribed in past	1% (3)	6% (14)	19% (41)	21% (45)	51% (108)	210
Streaming Services: Never subscribed	3% (18)	4% (23)	11% (70)	19% (121)	64% (405)	637
Film: An avid fan	3% (22)	6% (45)	14% (99)	24% (168)	53% (373)	706
Film: A casual fan	1% (11)	4% (50)	11% (135)	23% (275)	61% (747)	1218
Film: Not a fan	4% (10)	2% (6)	5% (14)	13% (35)	76% (211)	276
Television: An avid fan	3% (32)	6% (57)	15% (144)	21% (202)	55% (525)	958
Television: A casual fan	1% (9)	4% (40)	9% (95)	24% (252)	63% (662)	1058
Television: Not a fan	1% (2)	2% (4)	5% (9)	13% (25)	78% (144)	184
Music: An avid fan	2% (25)	5% (59)	14% (150)	23% (244)	55% (589)	1067
Music: A casual fan	2% (16)	4% (35)	9% (90)	22% (219)	63% (620)	979
Music: Not a fan	2% (2)	5% (7)	5% (8)	10% (15)	79% (122)	155
Fashion: An avid fan	6% (17)	8% (23)	15% (47)	26% (79)	46% (139)	304
Fashion: A casual fan	2% (17)	6% (53)	15% (134)	28% (250)	49% (443)	897
Fashion: Not a fan	1% (10)	2% (24)	7% (67)	15% (149)	75% (749)	999
Oscars watchers	4% (42)	9% (87)	24% (226)	29% (265)	33% (309)	929
Grammy Awards watchers	4% (40)	10% (91)	24% (217)	29% (257)	33% (292)	896
Golden Globes watchers	5% (38)	12% (84)	28% (199)	28% (197)	27% (192)	710
People's Choice Awards watchers	6% (39)	13% (84)	30% (192)	26% (167)	25% (162)	644
Primetime Emmy Awards watchers	7% (42)	13% (83)	32% (199)	25% (158)	22% (138)	619
Daytime Emmy Awards watchers	11% (43)	26% (101)	63% (248)	— (0)	— (0)	391
MTV Movie and TV Awards watchers	5% (32)	12% (77)	28% (179)	28% (174)	27% (170)	632
MTV Video Music Awards watchers	5% (31)	13% (81)	27% (168)	26% (163)	29% (176)	618
Teen Choice Awards watchers	8% (28)	18% (61)	34% (114)	19% (66)	21% (71)	340

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

Table HR1_7: In general, how often do you watch the following awards shows?
MTV Movie & TV Awards

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	5%	(117)	7%	(155)	16%	(360)	19%	(422)	52%	(1145)	2200
Gender: Male	6%	(60)	8%	(84)	16%	(172)	16%	(169)	54%	(577)	1062
Gender: Female	5%	(57)	6%	(71)	17%	(188)	22%	(253)	50%	(569)	1138
Age: 18-34	11%	(71)	11%	(71)	21%	(135)	19%	(123)	39%	(254)	655
Age: 35-44	6%	(20)	10%	(37)	21%	(77)	20%	(71)	43%	(153)	358
Age: 45-64	2%	(18)	5%	(35)	13%	(99)	20%	(151)	60%	(449)	751
Age: 65+	2%	(8)	3%	(12)	11%	(49)	18%	(77)	66%	(289)	436
GenZers: 1997-2012	10%	(33)	11%	(36)	20%	(64)	21%	(67)	38%	(123)	323
Millennials: 1981-1996	10%	(51)	12%	(59)	22%	(109)	19%	(94)	38%	(190)	503
GenXers: 1965-1980	4%	(22)	6%	(35)	17%	(96)	20%	(109)	53%	(296)	558
Baby Boomers: 1946-1964	1%	(11)	3%	(22)	12%	(84)	18%	(130)	66%	(476)	722
PID: Dem (no lean)	7%	(60)	10%	(77)	19%	(156)	20%	(164)	43%	(346)	804
PID: Ind (no lean)	5%	(34)	6%	(40)	15%	(106)	20%	(141)	54%	(380)	701
PID: Rep (no lean)	3%	(23)	5%	(38)	14%	(98)	17%	(118)	60%	(419)	696
PID/Gender: Dem Men	7%	(26)	11%	(41)	17%	(63)	17%	(61)	48%	(177)	368
PID/Gender: Dem Women	8%	(34)	8%	(36)	22%	(94)	24%	(103)	39%	(169)	435
PID/Gender: Ind Men	5%	(16)	6%	(21)	15%	(50)	18%	(60)	56%	(190)	337
PID/Gender: Ind Women	5%	(18)	5%	(19)	15%	(56)	22%	(81)	52%	(191)	364
PID/Gender: Rep Men	5%	(18)	6%	(22)	17%	(59)	14%	(48)	59%	(209)	357
PID/Gender: Rep Women	1%	(5)	5%	(16)	11%	(39)	20%	(69)	62%	(210)	339
Ideo: Liberal (1-3)	6%	(38)	9%	(54)	22%	(136)	20%	(128)	44%	(276)	632
Ideo: Moderate (4)	6%	(34)	10%	(53)	16%	(88)	20%	(111)	48%	(260)	546
Ideo: Conservative (5-7)	4%	(31)	4%	(29)	11%	(86)	19%	(144)	62%	(464)	753
Educ: < College	6%	(91)	7%	(108)	17%	(257)	19%	(283)	51%	(773)	1512
Educ: Bachelors degree	3%	(13)	7%	(32)	17%	(74)	20%	(87)	54%	(238)	444
Educ: Post-grad	5%	(13)	6%	(15)	12%	(30)	21%	(52)	55%	(135)	244
Income: Under 50k	6%	(74)	8%	(92)	18%	(208)	18%	(211)	50%	(592)	1178
Income: 50k-100k	4%	(28)	7%	(44)	17%	(109)	20%	(132)	53%	(345)	657
Income: 100k+	4%	(15)	5%	(20)	12%	(43)	22%	(80)	57%	(208)	365
Ethnicity: White	5%	(78)	6%	(105)	14%	(243)	19%	(329)	56%	(967)	1722
Ethnicity: Hispanic	12%	(43)	14%	(47)	17%	(59)	15%	(51)	42%	(148)	349

Continued on next page

Table HR1_7: In general, how often do you watch the following awards shows?
MTV Movie & TV Awards

Demographic	I always watch	I usually watch	I sometimes watch	I do not usually watch	I never watch	Total N
Adults	5% (117)	7% (155)	16% (360)	19% (422)	52% (1145)	2200
Ethnicity: Afr. Am.	8% (22)	10% (28)	26% (72)	20% (56)	35% (97)	274
Ethnicity: Other	9% (18)	11% (22)	22% (45)	18% (38)	40% (81)	204
All Christian	4% (44)	7% (70)	15% (145)	20% (199)	54% (530)	988
All Non-Christian	7% (8)	5% (5)	15% (16)	16% (17)	57% (62)	108
Atheist	8% (7)	6% (6)	12% (11)	15% (15)	59% (56)	96
Agnostic/Nothing in particular	6% (58)	7% (74)	19% (188)	19% (190)	49% (497)	1008
Religious Non-Protestant/Catholic	7% (10)	4% (5)	15% (21)	16% (22)	58% (81)	140
Evangelical	5% (30)	7% (43)	15% (87)	18% (103)	55% (317)	580
Non-Evangelical	5% (40)	6% (49)	18% (142)	22% (174)	49% (394)	798
Community: Urban	9% (47)	12% (66)	18% (102)	14% (80)	47% (260)	555
Community: Suburban	4% (45)	5% (55)	16% (172)	21% (217)	53% (562)	1051
Community: Rural	4% (25)	6% (35)	14% (86)	21% (125)	55% (324)	594
Employ: Private Sector	5% (30)	9% (52)	17% (102)	20% (117)	48% (281)	582
Employ: Government	4% (7)	9% (14)	16% (26)	20% (32)	51% (85)	165
Employ: Self-Employed	8% (15)	4% (8)	23% (43)	15% (28)	50% (92)	186
Employ: Homemaker	1% (2)	6% (10)	15% (25)	20% (33)	57% (93)	164
Employ: Retired	2% (8)	4% (17)	10% (46)	21% (100)	63% (296)	467
Employ: Unemployed	6% (19)	10% (30)	20% (59)	14% (42)	49% (146)	296
Employ: Other	10% (19)	8% (15)	13% (25)	14% (27)	54% (103)	189
Military HH: Yes	5% (17)	7% (26)	13% (45)	17% (62)	58% (207)	356
Military HH: No	5% (100)	7% (130)	17% (315)	20% (360)	51% (939)	1844
RD/WT: Right Direction	6% (40)	6% (40)	14% (96)	19% (130)	56% (394)	701
RD/WT: Wrong Track	5% (77)	8% (115)	18% (264)	19% (292)	50% (751)	1499
Trump Job Approve	4% (41)	6% (51)	14% (129)	17% (154)	59% (534)	909
Trump Job Disapprove	5% (62)	8% (92)	19% (214)	21% (239)	47% (545)	1153
Trump Job Strongly Approve	4% (20)	4% (19)	13% (63)	15% (73)	64% (309)	485
Trump Job Somewhat Approve	5% (20)	8% (32)	16% (66)	19% (81)	53% (225)	424
Trump Job Somewhat Disapprove	5% (12)	12% (29)	26% (65)	20% (49)	37% (92)	248
Trump Job Strongly Disapprove	6% (50)	7% (62)	17% (149)	21% (190)	50% (453)	904

Continued on next page

Table HR1_7: In general, how often do you watch the following awards shows?
MTV Movie & TV Awards

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	5%	(117)	7%	(155)	16%	(360)	19%	(422)	52%	(1145)	2200
Favorable of Trump	5%	(43)	5%	(49)	14%	(126)	17%	(150)	59%	(522)	890
Unfavorable of Trump	6%	(68)	8%	(91)	18%	(213)	21%	(238)	47%	(546)	1156
Very Favorable of Trump	6%	(32)	3%	(16)	13%	(66)	15%	(76)	63%	(326)	515
Somewhat Favorable of Trump	3%	(11)	9%	(33)	16%	(61)	20%	(74)	52%	(196)	374
Somewhat Unfavorable of Trump	4%	(10)	8%	(17)	23%	(51)	21%	(46)	43%	(94)	217
Very Unfavorable of Trump	6%	(58)	8%	(75)	17%	(162)	20%	(192)	48%	(452)	939
#1 Issue: Economy	5%	(42)	9%	(68)	17%	(136)	18%	(142)	51%	(400)	789
#1 Issue: Security	3%	(7)	3%	(7)	14%	(32)	17%	(39)	63%	(146)	230
#1 Issue: Health Care	5%	(20)	6%	(25)	18%	(71)	23%	(90)	48%	(187)	392
#1 Issue: Medicare / Social Security	4%	(12)	4%	(13)	13%	(40)	18%	(54)	60%	(177)	296
#1 Issue: Women's Issues	13%	(13)	9%	(9)	21%	(20)	19%	(18)	38%	(36)	96
#1 Issue: Education	7%	(11)	12%	(18)	23%	(33)	15%	(22)	43%	(63)	146
#1 Issue: Energy	5%	(5)	12%	(11)	14%	(13)	27%	(25)	42%	(38)	91
#1 Issue: Other	5%	(8)	3%	(5)	10%	(15)	20%	(32)	62%	(99)	160
2018 House Vote: Democrat	5%	(40)	8%	(61)	17%	(126)	22%	(165)	47%	(345)	737
2018 House Vote: Republican	4%	(28)	4%	(25)	12%	(78)	16%	(102)	63%	(402)	636
2018 House Vote: Someone else	7%	(6)	7%	(6)	12%	(11)	22%	(19)	51%	(44)	86
2016 Vote: Hillary Clinton	5%	(35)	9%	(60)	18%	(120)	21%	(142)	48%	(326)	684
2016 Vote: Donald Trump	4%	(30)	3%	(20)	13%	(89)	16%	(105)	63%	(420)	665
2016 Vote: Other	—	(0)	4%	(5)	11%	(15)	24%	(31)	61%	(80)	130
2016 Vote: Didn't Vote	7%	(53)	10%	(70)	19%	(134)	20%	(144)	44%	(320)	720
Voted in 2014: Yes	4%	(57)	5%	(71)	16%	(203)	19%	(243)	56%	(729)	1303
Voted in 2014: No	7%	(60)	9%	(84)	18%	(157)	20%	(179)	46%	(416)	897
2012 Vote: Barack Obama	5%	(40)	8%	(67)	18%	(142)	22%	(173)	47%	(370)	791
2012 Vote: Mitt Romney	3%	(16)	1%	(7)	12%	(58)	17%	(86)	67%	(338)	506
2012 Vote: Other	—	(0)	—	(0)	12%	(11)	14%	(12)	74%	(65)	87
2012 Vote: Didn't Vote	7%	(61)	10%	(81)	18%	(147)	19%	(152)	46%	(370)	811

Continued on next page

Table HR1_7: In general, how often do you watch the following awards shows?
MTV Movie & TV Awards

Demographic	I always watch	I usually watch	I sometimes watch	I do not usually watch	I never watch	Total N
Adults	5% (117)	7% (155)	16% (360)	19% (422)	52% (1145)	2200
4-Region: Northeast	6% (22)	9% (36)	14% (54)	22% (88)	49% (194)	394
4-Region: Midwest	3% (14)	5% (24)	16% (74)	20% (91)	56% (258)	462
4-Region: South	6% (51)	8% (63)	18% (147)	20% (164)	48% (399)	824
4-Region: West	6% (30)	6% (32)	16% (84)	15% (80)	57% (294)	520
Watch TV: Every day	8% (87)	7% (72)	17% (189)	19% (202)	49% (538)	1088
Watch TV: Several times per week	3% (17)	9% (45)	17% (86)	22% (107)	49% (244)	500
Watch TV: About once per week	1% (2)	11% (15)	15% (21)	19% (26)	53% (74)	138
Watch TV: Several times per month	1% (1)	6% (8)	22% (26)	22% (27)	49% (59)	121
Watch TV: About once per month	7% (4)	15% (10)	9% (6)	28% (18)	41% (26)	63
Watch TV: Less often than once per month	— (0)	4% (3)	18% (16)	23% (21)	55% (50)	91
Watch TV: Never	3% (5)	1% (2)	7% (15)	11% (21)	78% (155)	199
Watch Movies: Every day	16% (71)	11% (49)	22% (94)	14% (61)	36% (158)	433
Watch Movies: Several times per week	4% (19)	8% (41)	16% (88)	24% (130)	49% (270)	549
Watch Movies: About once per week	3% (12)	8% (29)	19% (72)	21% (81)	49% (186)	380
Watch Movies: Several times per month	1% (3)	5% (12)	22% (50)	22% (50)	49% (112)	227
Watch Movies: About once per month	4% (8)	8% (17)	9% (19)	20% (43)	59% (125)	212
Watch Movies: Less often than once per month	1% (1)	2% (4)	11% (21)	19% (36)	68% (131)	193
Watch Movies: Never	2% (4)	1% (2)	8% (15)	11% (22)	79% (163)	206
Watch Sporting Events: Every day	18% (29)	11% (17)	18% (28)	13% (20)	41% (64)	158
Watch Sporting Events: Several times per week	7% (17)	10% (27)	25% (65)	20% (52)	37% (96)	258
Watch Sporting Events: About once per week	9% (17)	10% (20)	20% (39)	15% (31)	46% (92)	198
Watch Sporting Events: Several times per month	3% (6)	10% (21)	18% (38)	22% (46)	47% (98)	209
Watch Sporting Events: About once per month	7% (12)	10% (16)	16% (26)	24% (39)	42% (68)	161
Watch Sporting Events: Less often than once per month	3% (11)	7% (27)	18% (69)	25% (99)	48% (187)	393
Watch Sporting Events: Never	3% (25)	3% (27)	12% (95)	17% (136)	66% (540)	823
Cable TV: Currently subscribe	6% (54)	7% (71)	17% (163)	20% (191)	50% (488)	968
Cable TV: Subscribed in past	4% (28)	7% (50)	17% (127)	21% (158)	52% (393)	756
Cable TV: Never subscribed	7% (34)	7% (34)	15% (70)	15% (73)	56% (265)	476

Continued on next page

Table HR1_7: In general, how often do you watch the following awards shows?

MTV Movie & TV Awards

Demographic	I always watch	I usually watch	I sometimes watch	I do not usually watch	I never watch	Total N
Adults	5% (117)	7% (155)	16% (360)	19% (422)	52% (1145)	2200
Satellite TV: Currently subscribe	7% (35)	8% (40)	17% (89)	18% (90)	50% (254)	508
Satellite TV: Subscribed in past	4% (24)	8% (49)	17% (103)	21% (126)	50% (299)	601
Satellite TV: Never subscribed	5% (58)	6% (66)	15% (169)	19% (206)	54% (593)	1092
Streaming Services: Currently subscribe	5% (71)	7% (100)	17% (233)	20% (270)	50% (678)	1353
Streaming Services: Subscribed in past	8% (18)	11% (23)	24% (51)	14% (29)	43% (90)	210
Streaming Services: Never subscribed	4% (29)	5% (32)	12% (76)	19% (123)	59% (377)	637
Film: An avid fan	10% (71)	10% (68)	20% (143)	21% (151)	39% (273)	706
Film: A casual fan	3% (33)	6% (78)	16% (190)	20% (240)	56% (677)	1218
Film: Not a fan	5% (13)	3% (9)	10% (27)	11% (31)	71% (196)	276
Television: An avid fan	8% (78)	8% (79)	18% (176)	20% (191)	45% (434)	958
Television: A casual fan	3% (34)	6% (62)	16% (167)	20% (214)	55% (580)	1058
Television: Not a fan	3% (5)	8% (14)	9% (16)	9% (17)	72% (132)	184
Music: An avid fan	8% (91)	10% (105)	20% (214)	22% (229)	40% (428)	1067
Music: A casual fan	2% (21)	5% (46)	14% (135)	18% (180)	61% (596)	979
Music: Not a fan	3% (5)	3% (5)	7% (11)	8% (13)	78% (121)	155
Fashion: An avid fan	19% (57)	15% (47)	23% (71)	14% (41)	29% (88)	304
Fashion: A casual fan	5% (41)	9% (84)	21% (189)	25% (228)	39% (354)	897
Fashion: Not a fan	2% (19)	2% (24)	10% (100)	15% (153)	70% (703)	999
Oscars watchers	9% (85)	14% (129)	30% (274)	22% (208)	25% (232)	929
Grammy Awards watchers	11% (101)	15% (131)	32% (291)	22% (198)	20% (175)	896
Golden Globes watchers	11% (79)	15% (109)	33% (235)	22% (155)	19% (132)	710
People's Choice Awards watchers	14% (90)	20% (127)	35% (223)	18% (118)	13% (86)	644
Primetime Emmy Awards watchers	11% (67)	17% (107)	34% (211)	20% (125)	18% (109)	619
Daytime Emmy Awards watchers	16% (64)	20% (79)	37% (146)	14% (57)	12% (46)	391
MTV Movie and TV Awards watchers	19% (117)	25% (155)	57% (360)	— (0)	— (0)	632
MTV Video Music Awards watchers	17% (104)	22% (138)	45% (279)	10% (64)	5% (33)	618
Teen Choice Awards watchers	20% (67)	27% (91)	38% (128)	8% (28)	7% (24)	340

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

Table HR1_8: In general, how often do you watch the following awards shows?
MTV Video Music Awards

Demographic	I always watch	I usually watch	I sometimes watch	I do not usually watch	I never watch	Total N
Adults	5% (120)	8% (167)	15% (331)	19% (420)	53% (1162)	2200
Gender: Male	6% (59)	9% (93)	14% (154)	15% (163)	56% (593)	1062
Gender: Female	5% (61)	6% (74)	16% (177)	23% (257)	50% (569)	1138
Age: 18-34	11% (75)	12% (77)	19% (127)	19% (125)	38% (251)	655
Age: 35-44	6% (21)	13% (48)	20% (72)	20% (70)	41% (147)	358
Age: 45-64	3% (20)	5% (34)	12% (88)	19% (140)	62% (468)	751
Age: 65+	1% (3)	2% (9)	10% (44)	19% (85)	68% (295)	436
GenZers: 1997-2012	10% (33)	9% (29)	20% (65)	22% (70)	39% (125)	323
Millennials: 1981-1996	11% (55)	14% (73)	21% (104)	17% (87)	37% (185)	503
GenXers: 1965-1980	5% (25)	7% (40)	16% (89)	19% (105)	53% (298)	558
Baby Boomers: 1946-1964	1% (6)	3% (24)	9% (66)	20% (143)	67% (482)	722
PID: Dem (no lean)	8% (62)	9% (75)	18% (141)	20% (165)	45% (361)	804
PID: Ind (no lean)	5% (36)	7% (46)	16% (111)	20% (137)	53% (370)	701
PID: Rep (no lean)	3% (21)	7% (47)	11% (79)	17% (118)	62% (431)	696
PID/Gender: Dem Men	8% (29)	10% (37)	16% (57)	15% (57)	51% (188)	368
PID/Gender: Dem Women	8% (33)	9% (38)	19% (84)	25% (108)	40% (173)	435
PID/Gender: Ind Men	5% (17)	7% (23)	15% (52)	17% (58)	55% (187)	337
PID/Gender: Ind Women	5% (19)	6% (23)	16% (59)	22% (79)	51% (184)	364
PID/Gender: Rep Men	4% (13)	9% (33)	13% (45)	13% (47)	61% (218)	357
PID/Gender: Rep Women	3% (9)	4% (14)	10% (34)	21% (71)	63% (212)	339
Ideo: Liberal (1-3)	6% (40)	9% (55)	19% (121)	22% (136)	44% (279)	632
Ideo: Moderate (4)	6% (35)	9% (51)	17% (91)	20% (110)	48% (260)	546
Ideo: Conservative (5-7)	4% (30)	5% (37)	10% (77)	18% (138)	63% (472)	753
Educ: < College	6% (88)	8% (120)	15% (229)	20% (296)	52% (779)	1512
Educ: Bachelors degree	4% (18)	8% (35)	15% (66)	18% (81)	55% (244)	444
Educ: Post-grad	6% (14)	5% (12)	15% (36)	18% (43)	57% (139)	244
Income: Under 50k	6% (70)	8% (94)	16% (184)	19% (226)	51% (604)	1178
Income: 50k-100k	6% (36)	7% (47)	15% (97)	19% (127)	53% (349)	657
Income: 100k+	4% (14)	7% (26)	14% (50)	18% (66)	57% (209)	365
Ethnicity: White	4% (76)	7% (112)	13% (223)	20% (336)	57% (974)	1722
Ethnicity: Hispanic	11% (38)	15% (53)	15% (53)	16% (57)	43% (149)	349

Continued on next page

Table HR1_8: In general, how often do you watch the following awards shows?
MTV Video Music Awards

Demographic	I always watch	I usually watch	I sometimes watch	I do not usually watch	I never watch	Total N
Adults	5% (120)	8% (167)	15% (331)	19% (420)	53% (1162)	2200
Ethnicity: Afr. Am.	9% (25)	10% (27)	25% (69)	18% (48)	38% (105)	274
Ethnicity: Other	9% (18)	13% (28)	19% (40)	17% (35)	41% (83)	204
All Christian	5% (47)	7% (68)	13% (128)	20% (200)	55% (544)	988
All Non-Christian	8% (9)	6% (6)	12% (13)	17% (19)	57% (61)	108
Atheist	8% (7)	9% (9)	16% (15)	10% (10)	58% (55)	96
Agnostic/Nothing in particular	6% (57)	8% (84)	17% (175)	19% (191)	50% (501)	1008
Religious Non-Protestant/Catholic	8% (11)	5% (6)	13% (18)	19% (26)	56% (78)	140
Evangelical	6% (35)	7% (39)	14% (82)	17% (100)	56% (324)	580
Non-Evangelical	5% (37)	7% (59)	15% (120)	22% (178)	51% (404)	798
Community: Urban	8% (45)	12% (67)	16% (87)	17% (97)	47% (259)	555
Community: Suburban	5% (54)	6% (59)	16% (165)	20% (208)	54% (565)	1051
Community: Rural	4% (21)	7% (41)	13% (80)	19% (115)	57% (337)	594
Employ: Private Sector	6% (36)	9% (50)	17% (98)	20% (116)	49% (282)	582
Employ: Government	7% (11)	8% (12)	17% (28)	15% (25)	53% (88)	165
Employ: Self-Employed	6% (11)	13% (24)	16% (31)	14% (26)	50% (93)	186
Employ: Homemaker	2% (3)	8% (12)	13% (21)	23% (37)	56% (91)	164
Employ: Retired	1% (4)	2% (10)	9% (44)	21% (100)	66% (309)	467
Employ: Unemployed	8% (24)	9% (28)	17% (52)	17% (52)	48% (141)	296
Employ: Other	8% (16)	11% (21)	12% (22)	15% (27)	54% (102)	189
Military HH: Yes	5% (17)	8% (29)	12% (44)	16% (57)	59% (210)	356
Military HH: No	6% (103)	8% (138)	16% (287)	20% (363)	52% (952)	1844
RD/WT: Right Direction	6% (39)	7% (50)	13% (91)	18% (127)	56% (394)	701
RD/WT: Wrong Track	5% (81)	8% (117)	16% (240)	20% (293)	51% (768)	1499
Trump Job Approve	4% (38)	8% (70)	13% (114)	16% (144)	60% (542)	909
Trump Job Disapprove	6% (72)	7% (82)	18% (202)	22% (252)	47% (545)	1153
Trump Job Strongly Approve	3% (14)	6% (30)	11% (54)	14% (68)	66% (318)	485
Trump Job Somewhat Approve	6% (24)	9% (40)	14% (60)	18% (77)	53% (223)	424
Trump Job Somewhat Disapprove	6% (14)	8% (20)	24% (59)	26% (65)	36% (90)	248
Trump Job Strongly Disapprove	6% (58)	7% (62)	16% (143)	21% (186)	50% (455)	904

Continued on next page

Table HR1_8: In general, how often do you watch the following awards shows?
MTV Video Music Awards

Demographic	I always watch	I usually watch	I sometimes watch	I do not usually watch	I never watch	Total N
Adults	5% (120)	8% (167)	15% (331)	19% (420)	53% (1162)	2200
Favorable of Trump	4% (36)	7% (66)	12% (109)	16% (145)	60% (534)	890
Unfavorable of Trump	7% (78)	8% (87)	17% (198)	21% (248)	47% (545)	1156
Very Favorable of Trump	4% (21)	6% (30)	11% (56)	14% (70)	66% (338)	515
Somewhat Favorable of Trump	4% (15)	10% (36)	14% (53)	20% (75)	52% (196)	374
Somewhat Unfavorable of Trump	6% (13)	9% (20)	22% (47)	24% (51)	40% (86)	217
Very Unfavorable of Trump	7% (65)	7% (67)	16% (151)	21% (197)	49% (459)	939
#1 Issue: Economy	6% (45)	9% (72)	16% (128)	19% (150)	50% (394)	789
#1 Issue: Security	4% (8)	4% (8)	11% (25)	17% (40)	65% (149)	230
#1 Issue: Health Care	5% (21)	7% (27)	17% (66)	20% (78)	51% (200)	392
#1 Issue: Medicare / Social Security	2% (5)	4% (13)	10% (30)	20% (60)	64% (189)	296
#1 Issue: Women's Issues	13% (13)	13% (12)	25% (24)	11% (11)	38% (36)	96
#1 Issue: Education	10% (15)	17% (24)	18% (26)	18% (26)	37% (54)	146
#1 Issue: Energy	7% (6)	6% (6)	16% (15)	29% (27)	41% (38)	91
#1 Issue: Other	4% (7)	2% (4)	11% (18)	18% (30)	64% (102)	160
2018 House Vote: Democrat	6% (45)	7% (55)	17% (126)	22% (161)	47% (350)	737
2018 House Vote: Republican	3% (22)	5% (32)	11% (68)	17% (106)	64% (408)	636
2018 House Vote: Someone else	2% (2)	8% (7)	15% (13)	18% (16)	57% (49)	86
2016 Vote: Hillary Clinton	6% (41)	8% (58)	17% (119)	19% (131)	49% (334)	684
2016 Vote: Donald Trump	3% (21)	5% (31)	11% (72)	17% (114)	64% (426)	665
2016 Vote: Other	1% (1)	5% (6)	12% (16)	23% (30)	58% (76)	130
2016 Vote: Didn't Vote	8% (57)	10% (72)	17% (122)	20% (143)	45% (326)	720
Voted in 2014: Yes	4% (56)	7% (87)	14% (177)	18% (238)	57% (746)	1303
Voted in 2014: No	7% (64)	9% (81)	17% (154)	20% (182)	46% (416)	897
2012 Vote: Barack Obama	5% (42)	9% (74)	17% (138)	21% (164)	47% (372)	791
2012 Vote: Mitt Romney	3% (13)	3% (17)	7% (37)	18% (90)	69% (348)	506
2012 Vote: Other	— (0)	1% (1)	14% (12)	14% (12)	72% (62)	87
2012 Vote: Didn't Vote	8% (64)	9% (75)	17% (142)	19% (153)	47% (377)	811

Continued on next page

Table HR1_8: In general, how often do you watch the following awards shows?
MTV Video Music Awards

Demographic	I always watch	I usually watch	I sometimes watch	I do not usually watch	I never watch	Total N
Adults	5% (120)	8% (167)	15% (331)	19% (420)	53% (1162)	2200
4-Region: Northeast	5% (21)	9% (34)	16% (65)	20% (80)	49% (194)	394
4-Region: Midwest	3% (12)	5% (25)	16% (72)	20% (91)	57% (262)	462
4-Region: South	6% (51)	9% (74)	15% (123)	20% (167)	50% (408)	824
4-Region: West	7% (36)	7% (34)	14% (72)	16% (81)	57% (298)	520
Watch TV: Every day	8% (82)	8% (84)	15% (168)	19% (203)	51% (551)	1088
Watch TV: Several times per week	4% (22)	10% (50)	16% (78)	21% (106)	49% (243)	500
Watch TV: About once per week	5% (7)	10% (14)	16% (22)	20% (28)	49% (68)	138
Watch TV: Several times per month	3% (3)	7% (8)	19% (23)	21% (26)	51% (61)	121
Watch TV: About once per month	6% (4)	8% (5)	7% (4)	31% (20)	47% (30)	63
Watch TV: Less often than once per month	1% (1)	2% (2)	22% (20)	19% (17)	56% (51)	91
Watch TV: Never	— (1)	3% (5)	7% (15)	10% (20)	80% (158)	199
Watch Movies: Every day	16% (69)	10% (42)	18% (79)	17% (73)	39% (170)	433
Watch Movies: Several times per week	3% (18)	10% (56)	16% (88)	22% (119)	49% (268)	549
Watch Movies: About once per week	4% (15)	6% (25)	18% (69)	23% (86)	49% (185)	380
Watch Movies: Several times per month	— (1)	8% (19)	20% (45)	23% (51)	49% (111)	227
Watch Movies: About once per month	6% (12)	4% (9)	11% (23)	18% (38)	62% (130)	212
Watch Movies: Less often than once per month	— (1)	5% (10)	8% (15)	21% (40)	66% (128)	193
Watch Movies: Never	2% (4)	3% (6)	6% (12)	6% (13)	83% (170)	206
Watch Sporting Events: Every day	16% (25)	10% (16)	16% (25)	14% (22)	45% (71)	158
Watch Sporting Events: Several times per week	7% (19)	15% (38)	19% (50)	18% (47)	40% (104)	258
Watch Sporting Events: About once per week	7% (14)	12% (23)	21% (42)	19% (37)	41% (82)	198
Watch Sporting Events: Several times per month	4% (8)	13% (27)	15% (32)	17% (36)	51% (107)	209
Watch Sporting Events: About once per month	8% (13)	11% (17)	18% (29)	23% (37)	40% (64)	161
Watch Sporting Events: Less often than once per month	4% (16)	6% (23)	17% (67)	25% (97)	48% (191)	393
Watch Sporting Events: Never	3% (26)	3% (23)	11% (87)	17% (144)	66% (544)	823
Cable TV: Currently subscribe	6% (54)	8% (78)	16% (150)	20% (189)	51% (496)	968
Cable TV: Subscribed in past	4% (27)	8% (61)	16% (124)	21% (155)	52% (389)	756
Cable TV: Never subscribed	8% (39)	6% (28)	12% (57)	16% (75)	58% (276)	476

Continued on next page

Table HR1_8: In general, how often do you watch the following awards shows?
MTV Video Music Awards

Demographic	I always watch	I usually watch	I sometimes watch	I do not usually watch	I never watch	Total N
Adults	5% (120)	8% (167)	15% (331)	19% (420)	53% (1162)	2200
Satellite TV: Currently subscribe	6% (29)	11% (56)	15% (75)	17% (89)	51% (259)	508
Satellite TV: Subscribed in past	5% (27)	8% (47)	18% (107)	21% (125)	49% (294)	601
Satellite TV: Never subscribed	6% (64)	6% (64)	14% (150)	19% (206)	56% (609)	1092
Streaming Services: Currently subscribe	6% (77)	8% (111)	16% (217)	21% (278)	49% (669)	1353
Streaming Services: Subscribed in past	6% (12)	11% (23)	17% (36)	16% (33)	51% (107)	210
Streaming Services: Never subscribed	5% (31)	5% (34)	12% (78)	17% (108)	61% (386)	637
Film: An avid fan	10% (68)	11% (78)	19% (134)	20% (139)	41% (288)	706
Film: A casual fan	3% (33)	7% (83)	14% (176)	20% (246)	56% (680)	1218
Film: Not a fan	7% (19)	2% (6)	8% (21)	13% (35)	70% (194)	276
Television: An avid fan	8% (80)	8% (77)	16% (157)	21% (197)	47% (446)	958
Television: A casual fan	3% (35)	8% (80)	15% (160)	19% (203)	55% (581)	1058
Television: Not a fan	3% (5)	5% (10)	8% (14)	11% (20)	73% (135)	184
Music: An avid fan	9% (98)	11% (115)	19% (205)	20% (219)	40% (430)	1067
Music: A casual fan	2% (16)	5% (50)	12% (120)	19% (181)	62% (612)	979
Music: Not a fan	4% (6)	1% (2)	4% (7)	13% (20)	78% (120)	155
Fashion: An avid fan	21% (63)	14% (43)	20% (60)	15% (47)	30% (91)	304
Fashion: A casual fan	5% (41)	10% (92)	20% (181)	25% (225)	40% (358)	897
Fashion: Not a fan	2% (16)	3% (32)	9% (90)	15% (148)	71% (712)	999
Oscars watchers	10% (93)	14% (132)	28% (256)	21% (198)	27% (249)	929
Grammy Awards watchers	13% (112)	16% (143)	30% (266)	21% (185)	21% (189)	896
Golden Globes watchers	12% (86)	16% (113)	30% (211)	22% (156)	20% (144)	710
People's Choice Awards watchers	16% (102)	20% (132)	33% (212)	18% (114)	13% (85)	644
Primetime Emmy Awards watchers	11% (70)	18% (112)	31% (192)	21% (128)	19% (118)	619
Daytime Emmy Awards watchers	17% (65)	20% (80)	34% (134)	15% (58)	14% (54)	391
MTV Movie and TV Awards watchers	18% (113)	23% (148)	41% (260)	11% (67)	7% (44)	632
MTV Video Music Awards watchers	19% (120)	27% (167)	54% (331)	— (0)	— (0)	618
Teen Choice Awards watchers	22% (73)	26% (88)	37% (126)	8% (27)	8% (26)	340

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

Table HR1_9: In general, how often do you watch the following awards shows?

Teen Choice Awards

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	2%	(53)	3%	(69)	10%	(217)	21%	(462)	64%	(1399)	2200
Gender: Male	2%	(23)	3%	(31)	10%	(104)	18%	(192)	67%	(712)	1062
Gender: Female	3%	(30)	3%	(39)	10%	(114)	24%	(270)	60%	(686)	1138
Age: 18-34	6%	(39)	7%	(48)	17%	(111)	22%	(145)	48%	(313)	655
Age: 35-44	2%	(7)	3%	(11)	12%	(44)	25%	(88)	58%	(207)	358
Age: 45-64	1%	(6)	1%	(9)	6%	(42)	20%	(148)	73%	(545)	751
Age: 65+	—	(1)	—	(1)	5%	(20)	18%	(80)	77%	(334)	436
GenZers: 1997-2012	8%	(24)	8%	(26)	20%	(64)	20%	(64)	45%	(144)	323
Millennials: 1981-1996	4%	(22)	6%	(28)	14%	(72)	25%	(128)	50%	(253)	503
GenXers: 1965-1980	1%	(5)	2%	(11)	9%	(49)	20%	(114)	68%	(379)	558
Baby Boomers: 1946-1964	—	(2)	1%	(4)	4%	(28)	19%	(136)	76%	(551)	722
PID: Dem (no lean)	4%	(28)	4%	(34)	12%	(95)	21%	(171)	59%	(475)	804
PID: Ind (no lean)	2%	(15)	3%	(21)	9%	(66)	21%	(147)	64%	(452)	701
PID: Rep (no lean)	1%	(9)	2%	(14)	8%	(57)	21%	(143)	68%	(472)	696
PID/Gender: Dem Men	3%	(10)	4%	(16)	11%	(41)	18%	(65)	64%	(237)	368
PID/Gender: Dem Women	4%	(18)	4%	(19)	12%	(54)	25%	(107)	55%	(239)	435
PID/Gender: Ind Men	2%	(6)	2%	(6)	9%	(32)	19%	(64)	68%	(229)	337
PID/Gender: Ind Women	3%	(9)	4%	(15)	9%	(34)	23%	(83)	61%	(223)	364
PID/Gender: Rep Men	2%	(7)	3%	(9)	9%	(31)	18%	(63)	69%	(247)	357
PID/Gender: Rep Women	1%	(3)	1%	(5)	8%	(26)	24%	(81)	66%	(225)	339
Ideo: Liberal (1-3)	2%	(14)	4%	(27)	11%	(70)	20%	(129)	62%	(391)	632
Ideo: Moderate (4)	3%	(15)	4%	(20)	9%	(50)	26%	(144)	58%	(317)	546
Ideo: Conservative (5-7)	2%	(16)	1%	(10)	9%	(65)	19%	(144)	69%	(517)	753
Educ: < College	3%	(42)	3%	(49)	11%	(164)	21%	(311)	62%	(945)	1512
Educ: Bachelors degree	1%	(5)	2%	(11)	9%	(38)	22%	(96)	66%	(294)	444
Educ: Post-grad	2%	(5)	4%	(9)	6%	(15)	22%	(55)	66%	(160)	244
Income: Under 50k	2%	(28)	4%	(44)	11%	(133)	21%	(246)	62%	(728)	1178
Income: 50k-100k	3%	(18)	3%	(20)	9%	(62)	22%	(143)	63%	(414)	657
Income: 100k+	2%	(7)	2%	(6)	6%	(22)	20%	(73)	70%	(257)	365
Ethnicity: White	2%	(33)	3%	(47)	8%	(138)	21%	(357)	67%	(1147)	1722
Ethnicity: Hispanic	5%	(17)	6%	(23)	14%	(50)	21%	(74)	53%	(185)	349

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Table HR1_9: In general, how often do you watch the following awards shows?
Teen Choice Awards

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	2%	(53)	3%	(69)	10%	(217)	21%	(462)	64%	(1399)	2200
Ethnicity: Afr. Am.	5%	(13)	4%	(11)	17%	(46)	21%	(57)	54%	(149)	274
Ethnicity: Other	4%	(8)	6%	(12)	16%	(33)	24%	(48)	50%	(103)	204
All Christian	2%	(21)	3%	(27)	9%	(89)	22%	(215)	64%	(636)	988
All Non-Christian	3%	(4)	1%	(2)	11%	(12)	21%	(23)	63%	(68)	108
Atheist	4%	(3)	5%	(5)	7%	(6)	13%	(13)	71%	(68)	96
Agnostic/Nothing in particular	2%	(25)	4%	(36)	11%	(111)	21%	(211)	62%	(626)	1008
Religious Non-Protestant/Catholic	5%	(7)	2%	(2)	8%	(12)	23%	(31)	63%	(87)	140
Evangelical	2%	(11)	3%	(16)	11%	(65)	19%	(113)	65%	(375)	580
Non-Evangelical	2%	(15)	2%	(20)	11%	(85)	23%	(181)	62%	(497)	798
Community: Urban	3%	(15)	5%	(25)	13%	(73)	20%	(113)	59%	(328)	555
Community: Suburban	2%	(26)	3%	(30)	9%	(97)	22%	(230)	63%	(667)	1051
Community: Rural	2%	(11)	2%	(14)	8%	(47)	20%	(119)	68%	(404)	594
Employ: Private Sector	3%	(18)	4%	(23)	10%	(61)	24%	(140)	59%	(341)	582
Employ: Government	3%	(5)	2%	(3)	11%	(17)	18%	(30)	66%	(109)	165
Employ: Self-Employed	4%	(8)	4%	(8)	11%	(20)	17%	(32)	63%	(118)	186
Employ: Homemaker	—	(0)	3%	(6)	9%	(15)	21%	(35)	66%	(109)	164
Employ: Retired	—	(1)	—	(2)	4%	(18)	20%	(93)	76%	(354)	467
Employ: Unemployed	1%	(3)	4%	(11)	9%	(28)	21%	(61)	65%	(194)	296
Employ: Other	6%	(11)	3%	(7)	10%	(19)	18%	(34)	63%	(119)	189
Military HH: Yes	2%	(9)	3%	(11)	11%	(40)	16%	(56)	67%	(240)	356
Military HH: No	2%	(44)	3%	(58)	10%	(177)	22%	(405)	63%	(1159)	1844
RD/WT: Right Direction	3%	(22)	3%	(24)	10%	(71)	21%	(145)	63%	(440)	701
RD/WT: Wrong Track	2%	(31)	3%	(45)	10%	(147)	21%	(317)	64%	(959)	1499
Trump Job Approve	2%	(18)	2%	(23)	9%	(82)	20%	(184)	66%	(602)	909
Trump Job Disapprove	3%	(30)	3%	(37)	11%	(123)	22%	(251)	62%	(712)	1153
Trump Job Strongly Approve	2%	(11)	2%	(10)	7%	(35)	17%	(84)	71%	(344)	485
Trump Job Somewhat Approve	1%	(6)	3%	(12)	11%	(47)	24%	(100)	61%	(258)	424
Trump Job Somewhat Disapprove	5%	(13)	6%	(16)	16%	(41)	25%	(61)	47%	(118)	248
Trump Job Strongly Disapprove	2%	(17)	2%	(22)	9%	(82)	21%	(189)	66%	(594)	904

Continued on next page

Table HR1_9: In general, how often do you watch the following awards shows?
Teen Choice Awards

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	2%	(53)	3%	(69)	10%	(217)	21%	(462)	64%	(1399)	2200
Favorable of Trump	2%	(17)	3%	(25)	9%	(83)	19%	(173)	67%	(592)	890
Unfavorable of Trump	3%	(29)	3%	(40)	10%	(121)	22%	(256)	61%	(709)	1156
Very Favorable of Trump	2%	(11)	2%	(10)	8%	(41)	17%	(88)	71%	(365)	515
Somewhat Favorable of Trump	1%	(5)	4%	(14)	11%	(42)	23%	(85)	61%	(227)	374
Somewhat Unfavorable of Trump	4%	(9)	4%	(9)	14%	(30)	26%	(57)	52%	(113)	217
Very Unfavorable of Trump	2%	(21)	3%	(31)	10%	(91)	21%	(200)	64%	(596)	939
#1 Issue: Economy	2%	(14)	3%	(21)	12%	(93)	22%	(173)	62%	(488)	789
#1 Issue: Security	1%	(3)	4%	(9)	8%	(19)	16%	(38)	70%	(161)	230
#1 Issue: Health Care	4%	(14)	4%	(17)	7%	(26)	24%	(94)	62%	(242)	392
#1 Issue: Medicare / Social Security	—	(1)	—	(1)	9%	(25)	19%	(57)	72%	(213)	296
#1 Issue: Women's Issues	5%	(5)	9%	(9)	17%	(16)	17%	(16)	52%	(50)	96
#1 Issue: Education	3%	(4)	8%	(11)	16%	(23)	22%	(32)	51%	(75)	146
#1 Issue: Energy	9%	(9)	2%	(2)	10%	(9)	25%	(23)	54%	(49)	91
#1 Issue: Other	2%	(4)	—	(0)	3%	(5)	18%	(29)	76%	(122)	160
2018 House Vote: Democrat	3%	(19)	3%	(25)	10%	(70)	22%	(163)	62%	(460)	737
2018 House Vote: Republican	2%	(14)	1%	(9)	7%	(42)	21%	(131)	69%	(439)	636
2018 House Vote: Someone else	2%	(2)	2%	(2)	5%	(4)	22%	(19)	69%	(59)	86
2016 Vote: Hillary Clinton	2%	(13)	3%	(21)	10%	(66)	23%	(155)	63%	(428)	684
2016 Vote: Donald Trump	2%	(13)	2%	(13)	8%	(51)	19%	(125)	70%	(462)	665
2016 Vote: Other	—	(0)	2%	(3)	3%	(4)	22%	(28)	73%	(96)	130
2016 Vote: Didn't Vote	4%	(26)	5%	(33)	13%	(96)	21%	(152)	57%	(413)	720
Voted in 2014: Yes	2%	(24)	2%	(25)	8%	(102)	21%	(274)	67%	(879)	1303
Voted in 2014: No	3%	(29)	5%	(44)	13%	(116)	21%	(188)	58%	(520)	897
2012 Vote: Barack Obama	2%	(15)	2%	(19)	10%	(81)	25%	(194)	61%	(482)	791
2012 Vote: Mitt Romney	2%	(9)	1%	(5)	5%	(27)	17%	(86)	75%	(379)	506
2012 Vote: Other	—	(0)	1%	(1)	5%	(4)	13%	(11)	81%	(70)	87
2012 Vote: Didn't Vote	4%	(29)	5%	(44)	13%	(106)	21%	(167)	57%	(465)	811

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Table HR1_9: In general, how often do you watch the following awards shows?
Teen Choice Awards

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	2%	(53)	3%	(69)	10%	(217)	21%	(462)	64%	(1399)	2200
4-Region: Northeast	3%	(12)	5%	(20)	10%	(41)	20%	(78)	62%	(244)	394
4-Region: Midwest	1%	(5)	2%	(12)	8%	(36)	21%	(97)	68%	(314)	462
4-Region: South	3%	(24)	3%	(28)	10%	(84)	23%	(190)	61%	(499)	824
4-Region: West	2%	(13)	2%	(10)	11%	(57)	19%	(97)	66%	(342)	520
Watch TV: Every day	3%	(36)	3%	(32)	11%	(121)	22%	(234)	61%	(665)	1088
Watch TV: Several times per week	1%	(6)	3%	(16)	9%	(44)	23%	(116)	63%	(317)	500
Watch TV: About once per week	1%	(2)	5%	(6)	12%	(16)	21%	(30)	61%	(84)	138
Watch TV: Several times per month	5%	(7)	4%	(4)	10%	(12)	25%	(31)	56%	(67)	121
Watch TV: About once per month	4%	(2)	11%	(7)	7%	(4)	28%	(17)	51%	(32)	63
Watch TV: Less often than once per month	—	(0)	1%	(1)	14%	(13)	18%	(17)	66%	(60)	91
Watch TV: Never	—	(0)	1%	(3)	3%	(7)	8%	(16)	87%	(173)	199
Watch Movies: Every day	6%	(28)	4%	(18)	15%	(66)	21%	(90)	53%	(232)	433
Watch Movies: Several times per week	1%	(8)	4%	(21)	9%	(50)	27%	(146)	59%	(324)	549
Watch Movies: About once per week	2%	(7)	3%	(11)	11%	(41)	22%	(84)	62%	(236)	380
Watch Movies: Several times per month	1%	(2)	4%	(10)	12%	(27)	28%	(63)	55%	(125)	227
Watch Movies: About once per month	2%	(4)	2%	(4)	8%	(18)	17%	(35)	71%	(150)	212
Watch Movies: Less often than once per month	1%	(1)	1%	(3)	4%	(7)	15%	(30)	79%	(152)	193
Watch Movies: Never	1%	(3)	1%	(3)	4%	(8)	6%	(13)	87%	(180)	206
Watch Sporting Events: Every day	12%	(18)	2%	(4)	12%	(19)	18%	(28)	57%	(89)	158
Watch Sporting Events: Several times per week	3%	(7)	5%	(13)	14%	(36)	23%	(59)	55%	(142)	258
Watch Sporting Events: About once per week	5%	(9)	5%	(9)	10%	(21)	21%	(41)	59%	(118)	198
Watch Sporting Events: Several times per month	2%	(4)	5%	(10)	12%	(25)	22%	(47)	59%	(124)	209
Watch Sporting Events: About once per month	3%	(5)	5%	(8)	15%	(24)	23%	(37)	54%	(87)	161
Watch Sporting Events: Less often than once per month	—	(0)	4%	(17)	10%	(40)	28%	(109)	58%	(227)	393
Watch Sporting Events: Never	1%	(9)	1%	(8)	6%	(53)	17%	(141)	74%	(611)	823
Cable TV: Currently subscribe	2%	(24)	3%	(30)	11%	(110)	22%	(215)	61%	(588)	968
Cable TV: Subscribed in past	2%	(17)	4%	(27)	10%	(73)	22%	(163)	63%	(475)	756
Cable TV: Never subscribed	2%	(12)	2%	(12)	7%	(34)	18%	(84)	70%	(335)	476

Continued on next page

Table HR1_9: In general, how often do you watch the following awards shows?*Teen Choice Awards*

Demographic	I always watch	I usually watch	I sometimes watch	I do not usually watch	I never watch	Total N
Adults	2% (53)	3% (69)	10% (217)	21% (462)	64% (1399)	2200
Satellite TV: Currently subscribe	3% (16)	3% (15)	14% (71)	21% (106)	59% (299)	508
Satellite TV: Subscribed in past	2% (11)	4% (25)	10% (62)	22% (135)	61% (368)	601
Satellite TV: Never subscribed	2% (25)	3% (30)	8% (85)	20% (221)	67% (731)	1092
Streaming Services: Currently subscribe	2% (26)	3% (39)	11% (145)	22% (300)	62% (843)	1353
Streaming Services: Subscribed in past	6% (13)	6% (13)	14% (29)	19% (41)	54% (115)	210
Streaming Services: Never subscribed	2% (14)	3% (18)	7% (43)	19% (121)	69% (441)	637
Film: An avid fan	4% (31)	4% (29)	14% (97)	22% (159)	55% (391)	706
Film: A casual fan	1% (15)	3% (40)	9% (106)	21% (260)	65% (796)	1218
Film: Not a fan	3% (7)	— (1)	5% (14)	15% (43)	77% (212)	276
Television: An avid fan	3% (26)	3% (31)	13% (123)	22% (209)	59% (569)	958
Television: A casual fan	2% (20)	3% (29)	8% (84)	22% (230)	66% (695)	1058
Television: Not a fan	4% (7)	5% (9)	5% (10)	12% (23)	73% (135)	184
Music: An avid fan	3% (32)	4% (44)	13% (143)	24% (254)	56% (593)	1067
Music: A casual fan	2% (18)	2% (21)	7% (70)	20% (195)	69% (675)	979
Music: Not a fan	2% (3)	3% (4)	3% (5)	8% (12)	84% (130)	155
Fashion: An avid fan	11% (32)	7% (21)	19% (59)	23% (69)	41% (123)	304
Fashion: A casual fan	2% (14)	4% (38)	13% (116)	27% (244)	54% (484)	897
Fashion: Not a fan	1% (6)	1% (10)	4% (42)	15% (149)	79% (791)	999
Oscars watchers	5% (44)	6% (57)	18% (170)	27% (251)	44% (406)	929
Grammy Awards watchers	5% (47)	6% (55)	20% (178)	30% (270)	39% (347)	896
Golden Globes watchers	6% (41)	7% (48)	22% (154)	29% (203)	37% (263)	710
People's Choice Awards watchers	7% (43)	9% (61)	28% (177)	31% (198)	26% (165)	644
Primetime Emmy Awards watchers	7% (41)	9% (53)	21% (129)	29% (181)	35% (215)	619
Daytime Emmy Awards watchers	8% (31)	11% (42)	33% (129)	25% (96)	24% (93)	391
MTV Movie and TV Awards watchers	8% (52)	10% (65)	27% (170)	27% (171)	27% (174)	632
MTV Video Music Awards watchers	8% (48)	10% (60)	29% (178)	27% (167)	27% (165)	618
Teen Choice Awards watchers	16% (53)	20% (69)	64% (217)	— (0)	— (0)	340

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

Table HR2: As you may know, the Daytime Emmy Awards will be held virtually and aired on CBS on June 26, 2020. Based on what you know, how interested would you be in a virtual award ceremony, where actors accept awards from their own homes?

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	8% (183)	19% (413)	19% (414)	44% (978)	10% (212)	2200
Gender: Male	7% (78)	16% (174)	18% (196)	48% (506)	10% (107)	1062
Gender: Female	9% (105)	21% (239)	19% (217)	42% (473)	9% (104)	1138
Age: 18-34	11% (72)	24% (157)	23% (150)	30% (197)	12% (79)	655
Age: 35-44	8% (30)	20% (73)	20% (73)	39% (138)	12% (44)	358
Age: 45-64	7% (50)	14% (102)	17% (125)	54% (406)	9% (68)	751
Age: 65+	7% (32)	19% (81)	15% (66)	54% (236)	5% (21)	436
GenZers: 1997-2012	9% (28)	25% (79)	25% (81)	28% (90)	14% (45)	323
Millennials: 1981-1996	12% (61)	23% (117)	21% (104)	33% (164)	12% (58)	503
GenXers: 1965-1980	7% (40)	17% (95)	17% (97)	48% (265)	11% (60)	558
Baby Boomers: 1946-1964	6% (45)	14% (103)	17% (122)	56% (406)	6% (46)	722
PID: Dem (no lean)	10% (83)	27% (219)	19% (149)	34% (272)	10% (80)	804
PID: Ind (no lean)	7% (47)	14% (98)	21% (147)	46% (322)	12% (87)	701
PID: Rep (no lean)	8% (53)	14% (96)	17% (117)	55% (384)	6% (45)	696
PID/Gender: Dem Men	7% (25)	24% (88)	20% (72)	36% (134)	13% (48)	368
PID/Gender: Dem Women	13% (58)	30% (130)	18% (77)	32% (137)	8% (33)	435
PID/Gender: Ind Men	5% (17)	12% (39)	19% (63)	54% (180)	11% (37)	337
PID/Gender: Ind Women	8% (29)	16% (59)	23% (84)	39% (142)	14% (50)	364
PID/Gender: Rep Men	10% (36)	13% (47)	17% (61)	54% (191)	6% (23)	357
PID/Gender: Rep Women	5% (18)	15% (49)	17% (56)	57% (193)	6% (22)	339
Ideo: Liberal (1-3)	9% (60)	26% (162)	19% (120)	35% (221)	11% (69)	632
Ideo: Moderate (4)	10% (53)	19% (104)	22% (119)	42% (228)	8% (43)	546
Ideo: Conservative (5-7)	7% (54)	13% (96)	18% (137)	58% (436)	4% (29)	753
Educ: < College	9% (131)	19% (289)	19% (290)	42% (636)	11% (167)	1512
Educ: Bachelors degree	6% (26)	19% (83)	20% (87)	51% (226)	5% (22)	444
Educ: Post-grad	11% (27)	17% (41)	15% (36)	48% (117)	10% (23)	244
Income: Under 50k	9% (104)	21% (242)	17% (205)	42% (497)	11% (129)	1178
Income: 50k-100k	8% (50)	19% (122)	21% (140)	46% (303)	6% (41)	657
Income: 100k+	8% (29)	13% (49)	19% (69)	49% (178)	11% (41)	365
Ethnicity: White	8% (130)	18% (310)	18% (311)	48% (821)	9% (150)	1722
Ethnicity: Hispanic	9% (31)	25% (89)	19% (65)	35% (122)	12% (42)	349

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Table HR2: As you may know, the Daytime Emmy Awards will be held virtually and aired on CBS on June 26, 2020. Based on what you know, how interested would you be in a virtual award ceremony, where actors accept awards from their own homes?

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	8% (183)	19% (413)	19% (414)	44% (978)	10% (212)	2200
Ethnicity: Afr. Am.	13% (35)	21% (58)	19% (52)	33% (90)	14% (40)	274
Ethnicity: Other	9% (19)	22% (46)	25% (51)	33% (67)	11% (22)	204
All Christian	9% (87)	18% (181)	18% (181)	48% (479)	6% (59)	988
All Non-Christian	14% (15)	21% (23)	20% (22)	31% (33)	14% (15)	108
Atheist	5% (5)	18% (17)	7% (6)	56% (53)	15% (15)	96
Agnostic/Nothing in particular	8% (76)	19% (192)	20% (204)	41% (413)	12% (123)	1008
Religious Non-Protestant/Catholic	17% (23)	19% (27)	21% (29)	31% (43)	13% (18)	140
Evangelical	9% (54)	18% (103)	18% (106)	47% (272)	8% (45)	580
Non-Evangelical	8% (61)	20% (163)	19% (149)	47% (375)	6% (50)	798
Community: Urban	11% (62)	21% (117)	20% (111)	39% (218)	8% (47)	555
Community: Suburban	8% (85)	19% (199)	19% (201)	44% (464)	10% (101)	1051
Community: Rural	6% (36)	16% (97)	17% (102)	50% (296)	11% (64)	594
Employ: Private Sector	10% (57)	19% (113)	20% (117)	45% (260)	6% (35)	582
Employ: Government	12% (19)	19% (31)	17% (28)	44% (73)	8% (14)	165
Employ: Self-Employed	13% (25)	19% (34)	15% (27)	47% (87)	7% (12)	186
Employ: Homemaker	5% (8)	12% (20)	24% (40)	46% (76)	13% (21)	164
Employ: Retired	6% (30)	17% (81)	17% (77)	54% (253)	6% (26)	467
Employ: Unemployed	3% (10)	23% (70)	19% (55)	44% (129)	11% (32)	296
Employ: Other	13% (25)	13% (24)	16% (31)	34% (65)	23% (44)	189
Military HH: Yes	10% (34)	20% (70)	15% (54)	47% (166)	9% (32)	356
Military HH: No	8% (149)	19% (343)	20% (360)	44% (812)	10% (179)	1844
RD/WT: Right Direction	9% (61)	16% (115)	18% (123)	50% (353)	7% (48)	701
RD/WT: Wrong Track	8% (122)	20% (298)	19% (290)	42% (626)	11% (163)	1499
Trump Job Approve	8% (72)	15% (137)	17% (155)	54% (489)	6% (55)	909
Trump Job Disapprove	9% (103)	22% (253)	21% (238)	40% (464)	8% (95)	1153
Trump Job Strongly Approve	8% (39)	10% (50)	14% (70)	63% (305)	4% (21)	485
Trump Job Somewhat Approve	8% (33)	21% (88)	20% (85)	43% (184)	8% (34)	424
Trump Job Somewhat Disapprove	14% (34)	23% (56)	24% (59)	33% (82)	7% (17)	248
Trump Job Strongly Disapprove	8% (69)	22% (197)	20% (179)	42% (381)	9% (78)	904

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Table HR2: As you may know, the Daytime Emmy Awards will be held virtually and aired on CBS on June 26, 2020. Based on what you know, how interested would you be in a virtual award ceremony, where actors accept awards from their own homes?

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	8% (183)	19% (413)	19% (414)	44% (978)	10% (212)	2200
Favorable of Trump	9% (79)	15% (133)	17% (148)	54% (483)	5% (46)	890
Unfavorable of Trump	8% (98)	22% (260)	21% (238)	40% (461)	9% (99)	1156
Very Favorable of Trump	11% (57)	12% (60)	14% (72)	59% (306)	4% (22)	515
Somewhat Favorable of Trump	6% (22)	20% (73)	20% (77)	47% (178)	7% (25)	374
Somewhat Unfavorable of Trump	10% (21)	21% (45)	23% (51)	36% (77)	10% (23)	217
Very Unfavorable of Trump	8% (77)	23% (214)	20% (187)	41% (384)	8% (77)	939
#1 Issue: Economy	5% (42)	20% (160)	20% (161)	47% (369)	7% (57)	789
#1 Issue: Security	8% (19)	13% (31)	14% (33)	56% (128)	8% (18)	230
#1 Issue: Health Care	10% (39)	21% (83)	18% (71)	41% (159)	10% (40)	392
#1 Issue: Medicare / Social Security	13% (37)	14% (40)	19% (55)	46% (136)	9% (27)	296
#1 Issue: Women's Issues	10% (10)	23% (22)	20% (19)	35% (33)	12% (11)	96
#1 Issue: Education	14% (21)	28% (40)	16% (24)	32% (47)	10% (14)	146
#1 Issue: Energy	7% (6)	21% (19)	27% (25)	35% (32)	9% (8)	91
#1 Issue: Other	5% (8)	11% (17)	16% (26)	46% (73)	22% (36)	160
2018 House Vote: Democrat	11% (79)	23% (172)	20% (148)	39% (287)	7% (52)	737
2018 House Vote: Republican	6% (41)	13% (85)	17% (107)	59% (376)	4% (27)	636
2018 House Vote: Someone else	17% (14)	17% (15)	15% (13)	39% (33)	13% (11)	86
2016 Vote: Hillary Clinton	9% (63)	24% (166)	20% (136)	40% (271)	7% (48)	684
2016 Vote: Donald Trump	8% (51)	13% (84)	17% (110)	59% (395)	4% (25)	665
2016 Vote: Other	7% (9)	15% (20)	18% (23)	50% (66)	10% (13)	130
2016 Vote: Didn't Vote	8% (60)	20% (144)	20% (144)	34% (247)	17% (124)	720
Voted in 2014: Yes	8% (111)	18% (236)	17% (226)	50% (649)	6% (81)	1303
Voted in 2014: No	8% (73)	20% (177)	21% (187)	37% (330)	15% (130)	897
2012 Vote: Barack Obama	9% (73)	25% (198)	19% (152)	39% (310)	7% (58)	791
2012 Vote: Mitt Romney	7% (34)	9% (45)	17% (85)	64% (323)	4% (18)	506
2012 Vote: Other	4% (3)	7% (6)	14% (12)	67% (58)	8% (7)	87
2012 Vote: Didn't Vote	9% (72)	20% (164)	20% (163)	35% (285)	16% (126)	811

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Table HR2: As you may know, the Daytime Emmy Awards will be held virtually and aired on CBS on June 26, 2020. Based on what you know, how interested would you be in a virtual award ceremony, where actors accept awards from their own homes?

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	8% (183)	19% (413)	19% (414)	44% (978)	10% (212)	2200
4-Region: Northeast	7% (28)	20% (78)	19% (75)	46% (180)	8% (33)	394
4-Region: Midwest	5% (25)	17% (79)	17% (78)	55% (253)	6% (27)	462
4-Region: South	10% (78)	19% (160)	19% (159)	42% (344)	10% (83)	824
4-Region: West	10% (52)	19% (96)	20% (101)	39% (202)	13% (68)	520
Watch TV: Every day	10% (113)	20% (223)	17% (189)	45% (493)	6% (70)	1088
Watch TV: Several times per week	7% (36)	22% (108)	20% (99)	45% (224)	7% (33)	500
Watch TV: About once per week	2% (3)	20% (27)	30% (42)	42% (58)	6% (9)	138
Watch TV: Several times per month	8% (9)	17% (21)	23% (28)	40% (49)	12% (14)	121
Watch TV: About once per month	2% (1)	23% (14)	19% (12)	42% (27)	14% (9)	63
Watch TV: Less often than once per month	5% (5)	9% (8)	22% (20)	48% (43)	16% (15)	91
Watch TV: Never	8% (17)	6% (12)	12% (24)	43% (85)	31% (62)	199
Watch Movies: Every day	17% (72)	22% (94)	19% (81)	34% (148)	9% (39)	433
Watch Movies: Several times per week	6% (34)	22% (123)	18% (98)	46% (254)	7% (40)	549
Watch Movies: About once per week	7% (28)	20% (76)	23% (88)	44% (167)	5% (20)	380
Watch Movies: Several times per month	5% (12)	19% (43)	21% (48)	47% (106)	8% (18)	227
Watch Movies: About once per month	5% (11)	17% (37)	20% (43)	48% (101)	9% (20)	212
Watch Movies: Less often than once per month	5% (10)	13% (25)	17% (33)	57% (110)	8% (15)	193
Watch Movies: Never	8% (16)	7% (14)	11% (23)	45% (93)	29% (59)	206
Watch Sporting Events: Every day	18% (28)	17% (27)	21% (33)	37% (58)	7% (12)	158
Watch Sporting Events: Several times per week	8% (21)	27% (68)	21% (55)	38% (98)	6% (16)	258
Watch Sporting Events: About once per week	9% (18)	23% (45)	27% (53)	37% (73)	5% (9)	198
Watch Sporting Events: Several times per month	9% (18)	18% (37)	24% (49)	46% (96)	4% (8)	209
Watch Sporting Events: About once per month	11% (17)	19% (30)	22% (35)	43% (69)	6% (10)	161
Watch Sporting Events: Less often than once per month	9% (35)	21% (83)	18% (72)	45% (177)	6% (26)	393
Watch Sporting Events: Never	6% (46)	15% (122)	14% (117)	50% (407)	16% (131)	823
Cable TV: Currently subscribe	9% (87)	22% (208)	17% (169)	43% (420)	9% (84)	968
Cable TV: Subscribed in past	7% (51)	19% (144)	21% (162)	45% (344)	7% (55)	756
Cable TV: Never subscribed	9% (45)	13% (61)	17% (83)	45% (215)	15% (73)	476

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Table HR2: As you may know, the Daytime Emmy Awards will be held virtually and aired on CBS on June 26, 2020. Based on what you know, how interested would you be in a virtual award ceremony, where actors accept awards from their own homes?

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	8% (183)	19% (413)	19% (414)	44% (978)	10% (212)	2200
Satellite TV: Currently subscribe	9% (47)	15% (79)	23% (119)	39% (198)	13% (65)	508
Satellite TV: Subscribed in past	6% (38)	20% (122)	21% (124)	45% (273)	7% (44)	601
Satellite TV: Never subscribed	9% (99)	19% (212)	16% (171)	46% (507)	9% (102)	1092
Streaming Services: Currently subscribe	8% (110)	21% (282)	19% (255)	43% (581)	9% (125)	1353
Streaming Services: Subscribed in past	12% (25)	19% (40)	20% (42)	43% (90)	7% (14)	210
Streaming Services: Never subscribed	8% (48)	14% (92)	18% (117)	48% (307)	11% (73)	637
Film: An avid fan	14% (96)	23% (165)	18% (124)	37% (258)	9% (63)	706
Film: A casual fan	6% (71)	19% (225)	20% (247)	48% (581)	8% (93)	1218
Film: Not a fan	6% (16)	8% (22)	15% (43)	50% (139)	20% (56)	276
Television: An avid fan	13% (126)	22% (211)	19% (178)	38% (368)	8% (75)	958
Television: A casual fan	4% (46)	17% (183)	20% (207)	50% (532)	8% (90)	1058
Television: Not a fan	7% (12)	10% (18)	16% (29)	42% (78)	26% (47)	184
Music: An avid fan	11% (120)	22% (233)	20% (219)	37% (397)	9% (98)	1067
Music: A casual fan	5% (52)	17% (162)	19% (181)	51% (503)	8% (80)	979
Music: Not a fan	7% (11)	12% (18)	9% (14)	51% (78)	21% (33)	155
Fashion: An avid fan	19% (59)	26% (79)	18% (55)	24% (73)	13% (38)	304
Fashion: A casual fan	8% (72)	23% (204)	23% (207)	37% (336)	9% (78)	897
Fashion: Not a fan	5% (52)	13% (130)	15% (151)	57% (570)	10% (96)	999
Oscars watchers	15% (142)	32% (300)	24% (226)	22% (201)	6% (59)	929
Grammy Awards watchers	16% (145)	33% (295)	24% (216)	20% (182)	6% (58)	896
Golden Globes watchers	18% (126)	37% (263)	22% (155)	18% (126)	6% (40)	710
People's Choice Awards watchers	20% (129)	37% (240)	23% (147)	14% (91)	6% (37)	644
Primetime Emmy Awards watchers	20% (125)	37% (230)	23% (143)	15% (93)	5% (28)	619
Daytime Emmy Awards watchers	25% (99)	44% (171)	19% (76)	7% (28)	4% (17)	391
MTV Movie and TV Awards watchers	20% (125)	36% (226)	24% (149)	15% (95)	6% (37)	632
MTV Video Music Awards watchers	19% (117)	35% (219)	23% (144)	15% (94)	7% (44)	618
Teen Choice Awards watchers	25% (86)	39% (131)	20% (67)	11% (38)	5% (17)	340

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

Table HR3_1: *And specifically, how interested would you be in the following if they were held virtually?*
Academy Awards (Oscars)

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	12% (271)	20% (431)	13% (283)	42% (928)	13% (288)	2200
Gender: Male	13% (141)	19% (199)	11% (121)	44% (470)	12% (131)	1062
Gender: Female	11% (130)	20% (232)	14% (162)	40% (457)	14% (157)	1138
Age: 18-34	14% (89)	20% (133)	16% (104)	32% (207)	19% (121)	655
Age: 35-44	13% (48)	21% (76)	14% (49)	37% (134)	14% (51)	358
Age: 45-64	11% (79)	17% (130)	10% (78)	50% (379)	11% (85)	751
Age: 65+	13% (55)	21% (91)	12% (51)	48% (208)	7% (31)	436
GenZers: 1997-2012	14% (46)	19% (60)	15% (48)	32% (103)	20% (66)	323
Millennials: 1981-1996	13% (67)	22% (113)	17% (84)	32% (160)	16% (79)	503
GenXers: 1965-1980	12% (65)	18% (101)	10% (55)	47% (262)	13% (74)	558
Baby Boomers: 1946-1964	11% (82)	19% (139)	12% (83)	49% (353)	9% (65)	722
PID: Dem (no lean)	19% (155)	25% (203)	12% (94)	30% (241)	14% (111)	804
PID: Ind (no lean)	9% (66)	18% (123)	14% (100)	42% (297)	16% (114)	701
PID: Rep (no lean)	7% (50)	15% (105)	13% (89)	56% (389)	9% (62)	696
PID/Gender: Dem Men	21% (78)	22% (83)	10% (38)	31% (115)	15% (55)	368
PID/Gender: Dem Women	18% (77)	28% (120)	13% (56)	29% (126)	13% (56)	435
PID/Gender: Ind Men	9% (30)	18% (61)	12% (42)	47% (159)	13% (44)	337
PID/Gender: Ind Women	10% (36)	17% (62)	16% (58)	38% (138)	19% (70)	364
PID/Gender: Rep Men	9% (33)	15% (55)	11% (41)	55% (196)	9% (32)	357
PID/Gender: Rep Women	5% (16)	15% (50)	14% (48)	57% (193)	9% (31)	339
Ideo: Liberal (1-3)	20% (127)	26% (166)	11% (69)	30% (188)	13% (81)	632
Ideo: Moderate (4)	13% (73)	24% (131)	15% (80)	38% (206)	11% (57)	546
Ideo: Conservative (5-7)	7% (56)	14% (103)	14% (102)	57% (432)	8% (59)	753
Educ: < College	11% (170)	18% (277)	13% (190)	43% (647)	15% (228)	1512
Educ: Bachelors degree	13% (57)	22% (97)	14% (63)	45% (198)	6% (28)	444
Educ: Post-grad	18% (44)	23% (57)	12% (29)	34% (83)	13% (31)	244
Income: Under 50k	12% (146)	18% (210)	11% (134)	42% (491)	17% (196)	1178
Income: 50k-100k	11% (74)	22% (147)	16% (108)	43% (285)	7% (43)	657
Income: 100k+	14% (50)	20% (74)	11% (41)	42% (152)	13% (49)	365
Ethnicity: White	12% (207)	19% (335)	13% (217)	45% (775)	11% (188)	1722
Ethnicity: Hispanic	16% (55)	20% (71)	15% (51)	29% (102)	20% (70)	349

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Table HR3_1: *And specifically, how interested would you be in the following if they were held virtually?*
Academy Awards (Oscars)

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	12% (271)	20% (431)	13% (283)	42% (928)	13% (288)	2200
Ethnicity: Afr. Am.	15% (40)	20% (55)	13% (36)	33% (91)	19% (52)	274
Ethnicity: Other	11% (23)	20% (41)	14% (29)	30% (61)	24% (49)	204
All Christian	13% (129)	21% (207)	13% (128)	45% (444)	8% (80)	988
All Non-Christian	19% (21)	22% (24)	14% (16)	33% (36)	11% (12)	108
Atheist	20% (19)	14% (13)	7% (7)	39% (38)	20% (20)	96
Agnostic/Nothing in particular	10% (102)	19% (187)	13% (132)	41% (410)	18% (177)	1008
Religious Non-Protestant/Catholic	22% (30)	21% (29)	13% (19)	31% (43)	13% (18)	140
Evangelical	11% (64)	17% (96)	13% (74)	48% (277)	12% (68)	580
Non-Evangelical	13% (104)	22% (175)	14% (112)	43% (343)	8% (64)	798
Community: Urban	16% (89)	21% (116)	14% (78)	36% (202)	13% (71)	555
Community: Suburban	13% (139)	21% (217)	14% (143)	42% (438)	11% (114)	1051
Community: Rural	7% (43)	16% (98)	10% (62)	48% (288)	17% (104)	594
Employ: Private Sector	16% (93)	19% (112)	14% (82)	43% (251)	7% (44)	582
Employ: Government	14% (22)	25% (40)	14% (24)	37% (62)	10% (17)	165
Employ: Self-Employed	15% (28)	23% (43)	17% (31)	35% (66)	10% (18)	186
Employ: Homemaker	6% (10)	13% (22)	13% (22)	46% (75)	21% (34)	164
Employ: Retired	11% (53)	19% (90)	12% (54)	51% (237)	7% (34)	467
Employ: Unemployed	9% (27)	22% (65)	11% (31)	40% (119)	18% (53)	296
Employ: Other	8% (14)	12% (23)	12% (23)	37% (71)	31% (58)	189
Military HH: Yes	13% (48)	19% (68)	11% (40)	47% (168)	9% (32)	356
Military HH: No	12% (223)	20% (363)	13% (243)	41% (759)	14% (256)	1844
RD/WT: Right Direction	9% (63)	16% (116)	15% (103)	50% (354)	9% (66)	701
RD/WT: Wrong Track	14% (208)	21% (316)	12% (180)	38% (574)	15% (222)	1499
Trump Job Approve	9% (79)	16% (149)	13% (122)	52% (471)	10% (88)	909
Trump Job Disapprove	16% (186)	23% (269)	13% (149)	37% (422)	11% (126)	1153
Trump Job Strongly Approve	7% (36)	11% (53)	13% (63)	59% (286)	10% (47)	485
Trump Job Somewhat Approve	10% (43)	23% (96)	14% (59)	43% (184)	10% (41)	424
Trump Job Somewhat Disapprove	12% (30)	24% (61)	17% (41)	37% (92)	10% (25)	248
Trump Job Strongly Disapprove	17% (156)	23% (208)	12% (108)	36% (330)	11% (102)	904

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Table HR3_1: *And specifically, how interested would you be in the following if they were held virtually?
Academy Awards (Oscars)*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	12% (271)	20% (431)	13% (283)	42% (928)	13% (288)	2200
Favorable of Trump	8% (72)	16% (144)	13% (119)	53% (472)	9% (83)	890
Unfavorable of Trump	16% (190)	23% (267)	13% (152)	37% (426)	11% (121)	1156
Very Favorable of Trump	8% (42)	11% (59)	12% (59)	58% (301)	10% (54)	515
Somewhat Favorable of Trump	8% (30)	23% (85)	16% (59)	46% (171)	8% (30)	374
Somewhat Unfavorable of Trump	10% (21)	24% (52)	16% (36)	38% (83)	12% (26)	217
Very Unfavorable of Trump	18% (168)	23% (215)	12% (116)	37% (343)	10% (96)	939
#1 Issue: Economy	10% (83)	20% (161)	15% (118)	45% (353)	9% (74)	789
#1 Issue: Security	11% (24)	12% (27)	9% (22)	58% (134)	10% (22)	230
#1 Issue: Health Care	16% (64)	23% (92)	11% (45)	36% (141)	13% (50)	392
#1 Issue: Medicare / Social Security	12% (35)	14% (41)	12% (36)	47% (139)	15% (45)	296
#1 Issue: Women's Issues	16% (16)	18% (17)	13% (13)	35% (34)	17% (16)	96
#1 Issue: Education	14% (20)	30% (44)	14% (20)	26% (37)	16% (24)	146
#1 Issue: Energy	16% (15)	24% (21)	15% (13)	30% (27)	16% (15)	91
#1 Issue: Other	8% (13)	17% (27)	10% (16)	39% (62)	26% (42)	160
2018 House Vote: Democrat	20% (151)	26% (189)	12% (91)	33% (245)	8% (62)	737
2018 House Vote: Republican	8% (48)	14% (92)	13% (85)	58% (368)	7% (44)	636
2018 House Vote: Someone else	4% (3)	18% (16)	15% (13)	42% (37)	21% (18)	86
2016 Vote: Hillary Clinton	21% (142)	26% (177)	10% (68)	34% (233)	9% (63)	684
2016 Vote: Donald Trump	8% (52)	15% (97)	14% (91)	56% (373)	8% (52)	665
2016 Vote: Other	4% (6)	21% (27)	20% (26)	48% (62)	7% (9)	130
2016 Vote: Didn't Vote	10% (71)	18% (130)	13% (95)	36% (259)	23% (164)	720
Voted in 2014: Yes	13% (174)	21% (270)	12% (160)	45% (591)	8% (108)	1303
Voted in 2014: No	11% (97)	18% (161)	14% (123)	38% (336)	20% (180)	897
2012 Vote: Barack Obama	17% (138)	26% (207)	12% (92)	35% (275)	10% (78)	791
2012 Vote: Mitt Romney	7% (38)	13% (65)	13% (67)	60% (304)	6% (32)	506
2012 Vote: Other	2% (2)	16% (14)	14% (13)	58% (50)	10% (9)	87
2012 Vote: Didn't Vote	11% (93)	18% (145)	13% (108)	36% (296)	21% (169)	811

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Table HR3_1: *And specifically, how interested would you be in the following if they were held virtually?
Academy Awards (Oscars)*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	12% (271)	20% (431)	13% (283)	42% (928)	13% (288)	2200
4-Region: Northeast	13% (50)	23% (91)	14% (57)	40% (156)	10% (40)	394
4-Region: Midwest	10% (46)	18% (83)	12% (56)	52% (238)	8% (39)	462
4-Region: South	12% (102)	20% (167)	12% (98)	42% (346)	14% (111)	824
4-Region: West	14% (73)	17% (91)	14% (71)	36% (187)	19% (98)	520
Watch TV: Every day	16% (178)	21% (230)	12% (136)	41% (447)	9% (97)	1088
Watch TV: Several times per week	10% (51)	22% (109)	14% (71)	45% (224)	9% (45)	500
Watch TV: About once per week	9% (13)	15% (21)	17% (24)	40% (55)	19% (26)	138
Watch TV: Several times per month	8% (10)	23% (28)	11% (13)	42% (51)	16% (19)	121
Watch TV: About once per month	12% (7)	18% (11)	20% (12)	36% (23)	16% (10)	63
Watch TV: Less often than once per month	4% (4)	13% (12)	12% (11)	51% (46)	20% (18)	91
Watch TV: Never	4% (9)	10% (19)	8% (16)	41% (81)	37% (74)	199
Watch Movies: Every day	22% (94)	22% (95)	9% (40)	34% (149)	13% (55)	433
Watch Movies: Several times per week	12% (67)	21% (115)	17% (91)	42% (229)	9% (47)	549
Watch Movies: About once per week	12% (44)	20% (77)	15% (59)	42% (161)	10% (39)	380
Watch Movies: Several times per month	12% (27)	26% (59)	13% (30)	41% (94)	8% (17)	227
Watch Movies: About once per month	7% (15)	21% (45)	15% (31)	43% (92)	14% (29)	212
Watch Movies: Less often than once per month	6% (12)	10% (20)	9% (18)	56% (109)	18% (34)	193
Watch Movies: Never	6% (12)	10% (20)	6% (13)	46% (94)	32% (67)	206
Watch Sporting Events: Every day	23% (35)	24% (38)	11% (17)	31% (48)	12% (18)	158
Watch Sporting Events: Several times per week	21% (54)	23% (58)	13% (34)	38% (98)	5% (14)	258
Watch Sporting Events: About once per week	13% (26)	18% (35)	18% (36)	41% (82)	10% (20)	198
Watch Sporting Events: Several times per month	8% (16)	28% (58)	15% (32)	42% (87)	8% (16)	209
Watch Sporting Events: About once per month	15% (25)	20% (33)	18% (28)	41% (66)	5% (8)	161
Watch Sporting Events: Less often than once per month	16% (65)	21% (84)	12% (47)	40% (159)	10% (39)	393
Watch Sporting Events: Never	6% (50)	15% (124)	11% (88)	47% (388)	21% (173)	823
Cable TV: Currently subscribe	14% (136)	21% (207)	12% (114)	41% (397)	12% (114)	968
Cable TV: Subscribed in past	11% (85)	21% (155)	14% (106)	43% (328)	11% (81)	756
Cable TV: Never subscribed	10% (49)	14% (68)	13% (63)	43% (203)	20% (93)	476

Continued on next page

Table HR3_1: *And specifically, how interested would you be in the following if they were held virtually?
Academy Awards (Oscars)*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	12% (271)	20% (431)	13% (283)	42% (928)	13% (288)	2200
Satellite TV: Currently subscribe	14% (71)	17% (88)	15% (75)	37% (188)	17% (86)	508
Satellite TV: Subscribed in past	12% (71)	20% (122)	13% (80)	45% (269)	10% (60)	601
Satellite TV: Never subscribed	12% (128)	20% (222)	12% (128)	43% (471)	13% (143)	1092
Streaming Services: Currently subscribe	14% (188)	20% (275)	13% (180)	40% (536)	13% (174)	1353
Streaming Services: Subscribed in past	14% (30)	21% (44)	12% (26)	43% (91)	9% (19)	210
Streaming Services: Never subscribed	8% (53)	18% (112)	12% (76)	47% (300)	15% (96)	637
Film: An avid fan	22% (153)	23% (160)	12% (85)	31% (216)	13% (92)	706
Film: A casual fan	9% (107)	20% (247)	14% (165)	47% (566)	11% (133)	1218
Film: Not a fan	4% (11)	9% (25)	12% (32)	52% (145)	23% (63)	276
Television: An avid fan	18% (174)	22% (209)	13% (123)	37% (354)	10% (98)	958
Television: A casual fan	8% (82)	19% (202)	14% (146)	47% (494)	13% (134)	1058
Television: Not a fan	8% (15)	11% (20)	7% (14)	43% (79)	30% (56)	184
Music: An avid fan	15% (155)	23% (241)	14% (147)	35% (376)	14% (148)	1067
Music: A casual fan	11% (105)	18% (172)	13% (125)	49% (477)	10% (100)	979
Music: Not a fan	6% (10)	12% (18)	7% (11)	49% (75)	26% (41)	155
Fashion: An avid fan	25% (77)	18% (56)	15% (47)	24% (74)	16% (50)	304
Fashion: A casual fan	13% (116)	24% (217)	16% (147)	34% (308)	12% (109)	897
Fashion: Not a fan	8% (77)	16% (158)	9% (89)	55% (545)	13% (129)	999
Oscars watchers	27% (251)	39% (358)	15% (143)	12% (111)	7% (65)	929
Grammy Awards watchers	25% (225)	34% (306)	18% (158)	15% (135)	8% (72)	896
Golden Globes watchers	31% (221)	37% (262)	16% (116)	10% (73)	5% (37)	710
People's Choice Awards watchers	30% (192)	36% (232)	17% (109)	12% (76)	6% (36)	644
Primetime Emmy Awards watchers	31% (189)	40% (247)	15% (93)	9% (58)	5% (31)	619
Daytime Emmy Awards watchers	27% (105)	36% (142)	18% (71)	12% (46)	7% (27)	391
MTV Movie and TV Awards watchers	27% (168)	31% (197)	17% (110)	15% (97)	10% (60)	632
MTV Video Music Awards watchers	25% (157)	33% (202)	18% (112)	16% (96)	8% (52)	618
Teen Choice Awards watchers	28% (95)	27% (92)	21% (70)	16% (53)	8% (29)	340

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

Table HR3_2: *And specifically, how interested would you be in the following if they were held virtually?*
Grammy Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	10% (217)	21% (453)	12% (266)	45% (992)	12% (272)	2200
Gender: Male	9% (95)	20% (214)	11% (122)	48% (505)	12% (126)	1062
Gender: Female	11% (122)	21% (239)	13% (144)	43% (487)	13% (145)	1138
Age: 18-34	15% (98)	22% (143)	13% (88)	33% (217)	17% (110)	655
Age: 35-44	10% (36)	26% (91)	13% (47)	37% (133)	14% (51)	358
Age: 45-64	7% (55)	17% (131)	11% (81)	54% (408)	10% (75)	751
Age: 65+	7% (28)	20% (88)	12% (50)	54% (234)	8% (36)	436
GenZers: 1997-2012	15% (50)	20% (65)	15% (49)	31% (101)	18% (58)	323
Millennials: 1981-1996	14% (70)	24% (122)	14% (71)	33% (168)	14% (72)	503
GenXers: 1965-1980	9% (48)	21% (119)	10% (53)	48% (269)	12% (69)	558
Baby Boomers: 1946-1964	6% (44)	19% (138)	12% (83)	54% (389)	9% (67)	722
PID: Dem (no lean)	16% (130)	26% (206)	12% (95)	33% (268)	13% (104)	804
PID: Ind (no lean)	8% (55)	18% (126)	12% (85)	47% (331)	15% (104)	701
PID: Rep (no lean)	5% (32)	17% (121)	12% (86)	56% (392)	9% (64)	696
PID/Gender: Dem Men	15% (57)	24% (87)	11% (42)	35% (129)	15% (54)	368
PID/Gender: Dem Women	17% (73)	27% (119)	12% (53)	32% (140)	11% (50)	435
PID/Gender: Ind Men	6% (19)	20% (66)	10% (32)	53% (179)	12% (40)	337
PID/Gender: Ind Women	10% (35)	17% (60)	14% (52)	42% (153)	17% (64)	364
PID/Gender: Rep Men	5% (19)	17% (61)	13% (47)	55% (197)	9% (32)	357
PID/Gender: Rep Women	4% (13)	18% (60)	12% (39)	58% (195)	9% (32)	339
Ideo: Liberal (1-3)	15% (97)	24% (151)	13% (82)	35% (222)	12% (79)	632
Ideo: Moderate (4)	10% (56)	26% (143)	13% (73)	40% (221)	10% (54)	546
Ideo: Conservative (5-7)	5% (41)	16% (123)	11% (83)	59% (444)	8% (62)	753
Educ: < College	10% (154)	20% (298)	11% (173)	45% (676)	14% (211)	1512
Educ: Bachelors degree	8% (37)	22% (98)	14% (62)	48% (215)	7% (32)	444
Educ: Post-grad	11% (26)	23% (57)	13% (32)	41% (101)	12% (28)	244
Income: Under 50k	10% (123)	20% (236)	11% (129)	43% (512)	15% (178)	1178
Income: 50k-100k	9% (60)	23% (153)	14% (94)	46% (305)	7% (45)	657
Income: 100k+	9% (34)	18% (65)	12% (43)	48% (176)	13% (48)	365
Ethnicity: White	9% (148)	20% (345)	12% (205)	49% (842)	11% (182)	1722
Ethnicity: Hispanic	15% (53)	22% (76)	15% (51)	29% (101)	20% (68)	349

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Table HR3_2: And specifically, how interested would you be in the following if they were held virtually?
Grammy Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	10% (217)	21% (453)	12% (266)	45% (992)	12% (272)	2200
Ethnicity: Afr. Am.	17% (47)	24% (65)	12% (32)	31% (85)	17% (45)	274
Ethnicity: Other	11% (22)	21% (43)	15% (30)	32% (65)	22% (44)	204
All Christian	8% (84)	21% (207)	14% (134)	49% (484)	8% (80)	988
All Non-Christian	9% (10)	21% (23)	15% (16)	44% (48)	10% (11)	108
Atheist	18% (17)	15% (15)	7% (6)	44% (42)	17% (16)	96
Agnostic/Nothing in particular	11% (106)	21% (209)	11% (110)	41% (418)	16% (164)	1008
Religious Non-Protestant/Catholic	11% (15)	20% (28)	15% (21)	42% (58)	12% (17)	140
Evangelical	10% (59)	20% (118)	11% (65)	47% (274)	11% (63)	580
Non-Evangelical	10% (77)	22% (175)	14% (114)	46% (370)	8% (63)	798
Community: Urban	13% (72)	22% (121)	14% (75)	39% (214)	13% (73)	555
Community: Suburban	10% (108)	22% (230)	12% (130)	46% (478)	10% (104)	1051
Community: Rural	6% (38)	17% (102)	10% (60)	50% (299)	16% (95)	594
Employ: Private Sector	11% (64)	21% (123)	14% (84)	46% (270)	7% (41)	582
Employ: Government	12% (20)	25% (42)	12% (20)	40% (66)	10% (16)	165
Employ: Self-Employed	15% (29)	23% (43)	11% (21)	42% (77)	8% (16)	186
Employ: Homemaker	6% (9)	17% (28)	11% (19)	46% (76)	19% (32)	164
Employ: Retired	6% (29)	16% (77)	11% (51)	58% (272)	8% (38)	467
Employ: Unemployed	10% (28)	24% (72)	9% (26)	42% (123)	16% (47)	296
Employ: Other	8% (14)	17% (31)	11% (21)	36% (67)	29% (55)	189
Military HH: Yes	10% (37)	20% (72)	11% (40)	49% (176)	9% (31)	356
Military HH: No	10% (181)	21% (381)	12% (226)	44% (816)	13% (241)	1844
RD/WT: Right Direction	7% (46)	17% (122)	13% (89)	54% (381)	9% (64)	701
RD/WT: Wrong Track	11% (171)	22% (332)	12% (177)	41% (611)	14% (208)	1499
Trump Job Approve	7% (59)	17% (159)	12% (105)	55% (497)	10% (88)	909
Trump Job Disapprove	13% (150)	24% (278)	13% (148)	40% (458)	10% (118)	1153
Trump Job Strongly Approve	6% (31)	14% (66)	10% (50)	61% (294)	9% (44)	485
Trump Job Somewhat Approve	7% (29)	22% (92)	13% (56)	48% (203)	10% (44)	424
Trump Job Somewhat Disapprove	9% (22)	28% (71)	13% (33)	41% (102)	9% (21)	248
Trump Job Strongly Disapprove	14% (128)	23% (207)	13% (115)	39% (357)	11% (97)	904

Continued on next page

Table HR3_2: *And specifically, how interested would you be in the following if they were held virtually?*
Grammy Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	10% (217)	21% (453)	12% (266)	45% (992)	12% (272)	2200
Favorable of Trump	6% (54)	18% (156)	11% (101)	56% (497)	9% (81)	890
Unfavorable of Trump	13% (150)	24% (278)	13% (156)	40% (460)	10% (112)	1156
Very Favorable of Trump	6% (33)	14% (74)	11% (57)	59% (302)	10% (49)	515
Somewhat Favorable of Trump	6% (21)	22% (82)	12% (44)	52% (194)	9% (32)	374
Somewhat Unfavorable of Trump	7% (16)	25% (55)	15% (32)	42% (92)	10% (22)	217
Very Unfavorable of Trump	14% (134)	24% (222)	13% (124)	39% (368)	10% (90)	939
#1 Issue: Economy	9% (71)	24% (188)	12% (94)	46% (363)	9% (74)	789
#1 Issue: Security	7% (17)	14% (32)	10% (23)	58% (133)	11% (24)	230
#1 Issue: Health Care	11% (44)	22% (88)	13% (53)	42% (164)	11% (43)	392
#1 Issue: Medicare / Social Security	7% (20)	15% (45)	12% (35)	51% (150)	15% (45)	296
#1 Issue: Women's Issues	26% (25)	10% (10)	11% (11)	40% (38)	13% (12)	96
#1 Issue: Education	15% (22)	28% (41)	16% (23)	27% (39)	15% (21)	146
#1 Issue: Energy	9% (8)	25% (23)	14% (12)	37% (34)	16% (14)	91
#1 Issue: Other	7% (11)	17% (27)	9% (14)	44% (71)	23% (38)	160
2018 House Vote: Democrat	15% (108)	26% (189)	13% (95)	39% (289)	8% (57)	737
2018 House Vote: Republican	4% (28)	16% (103)	12% (77)	59% (378)	8% (49)	636
2018 House Vote: Someone else	7% (6)	20% (17)	9% (8)	45% (39)	19% (16)	86
2016 Vote: Hillary Clinton	15% (103)	26% (175)	12% (82)	39% (264)	9% (59)	684
2016 Vote: Donald Trump	4% (28)	16% (109)	12% (79)	59% (392)	8% (55)	665
2016 Vote: Other	4% (5)	16% (21)	17% (23)	55% (72)	7% (9)	130
2016 Vote: Didn't Vote	11% (80)	20% (145)	11% (82)	37% (264)	21% (148)	720
Voted in 2014: Yes	10% (124)	21% (271)	12% (155)	49% (641)	9% (112)	1303
Voted in 2014: No	10% (93)	20% (182)	12% (111)	39% (351)	18% (160)	897
2012 Vote: Barack Obama	13% (100)	27% (217)	13% (100)	38% (299)	9% (75)	791
2012 Vote: Mitt Romney	4% (20)	13% (65)	12% (61)	63% (321)	8% (39)	506
2012 Vote: Other	1% (1)	13% (12)	11% (10)	65% (56)	10% (9)	87
2012 Vote: Didn't Vote	12% (95)	19% (157)	12% (95)	39% (314)	18% (149)	811

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Table HR3_2: And specifically, how interested would you be in the following if they were held virtually?
Grammy Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	10% (217)	21% (453)	12% (266)	45% (992)	12% (272)	2200
4-Region: Northeast	10% (40)	25% (99)	12% (48)	43% (169)	10% (38)	394
4-Region: Midwest	8% (37)	18% (85)	12% (55)	54% (247)	8% (38)	462
4-Region: South	12% (101)	21% (174)	11% (93)	43% (358)	12% (98)	824
4-Region: West	8% (40)	18% (95)	13% (70)	42% (218)	19% (98)	520
Watch TV: Every day	13% (142)	23% (249)	12% (136)	43% (465)	9% (97)	1088
Watch TV: Several times per week	10% (51)	21% (105)	13% (66)	47% (237)	8% (41)	500
Watch TV: About once per week	3% (5)	18% (24)	16% (22)	45% (62)	18% (25)	138
Watch TV: Several times per month	5% (6)	24% (29)	9% (10)	48% (58)	14% (18)	121
Watch TV: About once per month	2% (1)	30% (19)	11% (7)	45% (29)	12% (8)	63
Watch TV: Less often than once per month	6% (5)	15% (14)	11% (10)	51% (46)	17% (16)	91
Watch TV: Never	3% (7)	7% (14)	8% (16)	48% (95)	34% (68)	199
Watch Movies: Every day	19% (82)	25% (110)	10% (43)	34% (149)	11% (49)	433
Watch Movies: Several times per week	10% (54)	21% (117)	16% (89)	44% (244)	8% (45)	549
Watch Movies: About once per week	6% (24)	23% (86)	15% (55)	47% (178)	9% (36)	380
Watch Movies: Several times per month	10% (22)	29% (66)	12% (28)	44% (99)	5% (12)	227
Watch Movies: About once per month	7% (15)	20% (42)	12% (25)	48% (102)	13% (27)	212
Watch Movies: Less often than once per month	5% (10)	10% (20)	8% (15)	58% (112)	19% (37)	193
Watch Movies: Never	5% (10)	6% (13)	5% (10)	52% (107)	32% (66)	206
Watch Sporting Events: Every day	18% (29)	23% (36)	10% (16)	36% (57)	12% (20)	158
Watch Sporting Events: Several times per week	10% (26)	31% (80)	14% (36)	39% (101)	6% (15)	258
Watch Sporting Events: About once per week	12% (24)	22% (43)	15% (29)	43% (86)	8% (16)	198
Watch Sporting Events: Several times per month	7% (15)	25% (52)	18% (37)	44% (92)	7% (14)	209
Watch Sporting Events: About once per month	18% (28)	23% (37)	16% (25)	37% (60)	7% (11)	161
Watch Sporting Events: Less often than once per month	12% (46)	24% (94)	11% (45)	44% (174)	9% (34)	393
Watch Sporting Events: Never	6% (48)	14% (111)	9% (78)	51% (423)	20% (162)	823
Cable TV: Currently subscribe	11% (106)	22% (209)	13% (122)	44% (428)	11% (103)	968
Cable TV: Subscribed in past	9% (66)	22% (166)	12% (91)	46% (351)	11% (82)	756
Cable TV: Never subscribed	10% (45)	17% (79)	11% (52)	45% (213)	18% (87)	476

Continued on next page

Table HR3_2: And specifically, how interested would you be in the following if they were held virtually?
Grammy Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	10% (217)	21% (453)	12% (266)	45% (992)	12% (272)	2200
Satellite TV: Currently subscribe	12% (62)	18% (91)	12% (62)	41% (210)	16% (82)	508
Satellite TV: Subscribed in past	9% (55)	24% (146)	13% (78)	45% (268)	9% (54)	601
Satellite TV: Never subscribed	9% (100)	20% (217)	12% (126)	47% (513)	12% (135)	1092
Streaming Services: Currently subscribe	11% (146)	23% (307)	13% (176)	42% (563)	12% (161)	1353
Streaming Services: Subscribed in past	12% (25)	23% (48)	9% (18)	49% (104)	7% (16)	210
Streaming Services: Never subscribed	7% (47)	15% (98)	11% (72)	51% (325)	15% (95)	637
Film: An avid fan	17% (120)	24% (167)	12% (86)	35% (247)	12% (86)	706
Film: A casual fan	7% (85)	21% (258)	12% (149)	50% (607)	10% (118)	1218
Film: Not a fan	4% (12)	10% (29)	11% (30)	50% (138)	24% (68)	276
Television: An avid fan	14% (137)	23% (222)	13% (127)	40% (381)	10% (91)	958
Television: A casual fan	7% (73)	20% (209)	12% (126)	49% (521)	12% (128)	1058
Television: Not a fan	4% (7)	12% (23)	7% (13)	49% (90)	28% (52)	184
Music: An avid fan	14% (153)	26% (277)	13% (135)	35% (378)	12% (124)	1067
Music: A casual fan	6% (56)	17% (163)	12% (122)	55% (535)	11% (103)	979
Music: Not a fan	6% (9)	9% (13)	6% (9)	51% (79)	29% (44)	155
Fashion: An avid fan	28% (84)	22% (67)	11% (32)	25% (77)	15% (44)	304
Fashion: A casual fan	11% (95)	27% (243)	15% (132)	37% (331)	11% (95)	897
Fashion: Not a fan	4% (38)	14% (143)	10% (102)	58% (584)	13% (132)	999
Oscars watchers	20% (188)	37% (347)	16% (145)	21% (191)	6% (57)	929
Grammy Awards watchers	22% (201)	41% (371)	16% (143)	14% (124)	6% (57)	896
Golden Globes watchers	23% (162)	42% (297)	15% (106)	16% (111)	5% (34)	710
People's Choice Awards watchers	25% (158)	43% (279)	13% (85)	14% (93)	5% (29)	644
Primetime Emmy Awards watchers	23% (140)	44% (272)	15% (91)	14% (85)	5% (31)	619
Daytime Emmy Awards watchers	23% (92)	42% (163)	14% (57)	14% (57)	6% (24)	391
MTV Movie and TV Awards watchers	23% (148)	40% (254)	14% (89)	15% (93)	8% (49)	632
MTV Video Music Awards watchers	25% (155)	40% (247)	15% (90)	14% (86)	7% (41)	618
Teen Choice Awards watchers	28% (96)	34% (114)	13% (46)	17% (57)	8% (27)	340

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

Table HR3_3: And specifically, how interested would you be in the following if they were held virtually?
Golden Globes

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	8% (168)	17% (376)	15% (321)	48% (1046)	13% (289)	2200
Gender: Male	8% (86)	16% (175)	13% (141)	50% (530)	12% (129)	1062
Gender: Female	7% (82)	18% (201)	16% (180)	45% (517)	14% (159)	1138
Age: 18-34	10% (69)	19% (123)	17% (114)	35% (228)	19% (122)	655
Age: 35-44	9% (33)	21% (75)	14% (50)	40% (143)	16% (56)	358
Age: 45-64	6% (45)	15% (114)	13% (95)	55% (416)	11% (80)	751
Age: 65+	5% (22)	15% (64)	14% (61)	59% (259)	7% (30)	436
GenZers: 1997-2012	11% (35)	19% (63)	16% (53)	34% (109)	20% (63)	323
Millennials: 1981-1996	10% (48)	21% (103)	18% (90)	35% (178)	17% (84)	503
GenXers: 1965-1980	8% (47)	16% (90)	12% (64)	50% (281)	14% (76)	558
Baby Boomers: 1946-1964	5% (34)	15% (112)	15% (105)	57% (410)	8% (61)	722
PID: Dem (no lean)	12% (96)	22% (178)	16% (132)	36% (286)	14% (112)	804
PID: Ind (no lean)	6% (39)	16% (114)	14% (100)	47% (332)	17% (116)	701
PID: Rep (no lean)	5% (33)	12% (84)	13% (89)	62% (429)	9% (60)	696
PID/Gender: Dem Men	13% (49)	20% (74)	15% (53)	36% (134)	16% (58)	368
PID/Gender: Dem Women	11% (47)	24% (104)	18% (78)	35% (152)	12% (54)	435
PID/Gender: Ind Men	6% (19)	17% (58)	12% (39)	54% (181)	12% (40)	337
PID/Gender: Ind Women	6% (20)	15% (56)	17% (61)	42% (151)	21% (76)	364
PID/Gender: Rep Men	5% (18)	12% (43)	14% (49)	60% (215)	9% (31)	357
PID/Gender: Rep Women	4% (15)	12% (41)	12% (40)	63% (213)	9% (29)	339
Ideo: Liberal (1-3)	13% (79)	24% (153)	17% (104)	34% (214)	13% (81)	632
Ideo: Moderate (4)	8% (43)	21% (114)	15% (83)	46% (250)	10% (57)	546
Ideo: Conservative (5-7)	5% (35)	11% (84)	13% (98)	63% (476)	8% (60)	753
Educ: < College	7% (110)	16% (239)	15% (223)	47% (713)	15% (226)	1512
Educ: Bachelors degree	8% (36)	20% (89)	14% (63)	50% (224)	7% (32)	444
Educ: Post-grad	9% (22)	20% (48)	14% (35)	45% (109)	12% (30)	244
Income: Under 50k	8% (93)	16% (193)	13% (159)	46% (540)	16% (192)	1178
Income: 50k-100k	7% (48)	18% (119)	17% (112)	50% (329)	8% (49)	657
Income: 100k+	7% (27)	17% (64)	14% (50)	49% (177)	13% (47)	365
Ethnicity: White	7% (120)	17% (292)	14% (241)	51% (879)	11% (189)	1722
Ethnicity: Hispanic	9% (32)	22% (76)	17% (61)	30% (106)	21% (75)	349

Continued on next page

Table HR3_3: And specifically, how interested would you be in the following if they were held virtually?
Golden Globes

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	8% (168)	17% (376)	15% (321)	48% (1046)	13% (289)	2200
Ethnicity: Afr. Am.	11% (31)	16% (43)	18% (50)	36% (99)	19% (52)	274
Ethnicity: Other	8% (17)	20% (41)	15% (30)	34% (68)	23% (48)	204
All Christian	7% (72)	18% (173)	16% (155)	51% (509)	8% (79)	988
All Non-Christian	11% (12)	24% (26)	16% (17)	38% (41)	12% (13)	108
Atheist	17% (16)	14% (13)	8% (8)	42% (40)	19% (18)	96
Agnostic/Nothing in particular	7% (68)	16% (164)	14% (141)	45% (457)	18% (179)	1008
Religious Non-Protestant/Catholic	11% (16)	24% (34)	15% (22)	35% (49)	13% (19)	140
Evangelical	7% (40)	15% (85)	15% (86)	52% (300)	12% (69)	580
Non-Evangelical	8% (67)	18% (141)	16% (129)	50% (400)	8% (61)	798
Community: Urban	10% (57)	19% (103)	16% (91)	40% (224)	14% (80)	555
Community: Suburban	8% (82)	18% (192)	14% (151)	49% (514)	11% (111)	1051
Community: Rural	5% (30)	14% (81)	13% (79)	52% (308)	16% (98)	594
Employ: Private Sector	10% (57)	19% (112)	16% (93)	48% (278)	7% (42)	582
Employ: Government	9% (15)	18% (30)	19% (31)	43% (71)	11% (18)	165
Employ: Self-Employed	11% (20)	21% (39)	18% (34)	40% (75)	9% (17)	186
Employ: Homemaker	6% (9)	13% (22)	13% (22)	48% (78)	20% (32)	164
Employ: Retired	5% (24)	12% (57)	12% (58)	63% (294)	7% (34)	467
Employ: Unemployed	7% (20)	19% (57)	10% (29)	46% (136)	18% (54)	296
Employ: Other	4% (8)	10% (20)	14% (27)	36% (69)	35% (66)	189
Military HH: Yes	8% (28)	18% (63)	13% (48)	51% (183)	10% (35)	356
Military HH: No	8% (140)	17% (313)	15% (273)	47% (864)	14% (254)	1844
RD/WT: Right Direction	5% (37)	14% (100)	16% (113)	55% (389)	9% (62)	701
RD/WT: Wrong Track	9% (131)	18% (276)	14% (207)	44% (658)	15% (226)	1499
Trump Job Approve	5% (49)	13% (120)	14% (127)	58% (525)	9% (86)	909
Trump Job Disapprove	10% (113)	21% (238)	16% (184)	42% (482)	12% (134)	1153
Trump Job Strongly Approve	6% (28)	10% (48)	11% (56)	63% (306)	10% (46)	485
Trump Job Somewhat Approve	5% (21)	17% (72)	17% (72)	52% (219)	9% (40)	424
Trump Job Somewhat Disapprove	7% (17)	22% (54)	19% (48)	40% (100)	12% (29)	248
Trump Job Strongly Disapprove	11% (97)	20% (184)	15% (136)	42% (383)	12% (105)	904

Continued on next page

Table HR3_3: *And specifically, how interested would you be in the following if they were held virtually?*
Golden Globes

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	8% (168)	17% (376)	15% (321)	48% (1046)	13% (289)	2200
Favorable of Trump	5% (49)	13% (112)	14% (120)	59% (525)	9% (83)	890
Unfavorable of Trump	10% (112)	21% (246)	16% (187)	42% (483)	11% (127)	1156
Very Favorable of Trump	6% (31)	10% (49)	12% (62)	62% (322)	10% (51)	515
Somewhat Favorable of Trump	5% (18)	17% (63)	16% (58)	54% (204)	8% (32)	374
Somewhat Unfavorable of Trump	5% (11)	20% (43)	20% (43)	45% (97)	10% (23)	217
Very Unfavorable of Trump	11% (101)	22% (203)	15% (144)	41% (386)	11% (104)	939
#1 Issue: Economy	7% (54)	18% (142)	14% (112)	51% (404)	10% (78)	789
#1 Issue: Security	6% (15)	10% (22)	12% (28)	60% (137)	12% (27)	230
#1 Issue: Health Care	9% (36)	23% (89)	15% (58)	41% (162)	12% (48)	392
#1 Issue: Medicare / Social Security	6% (17)	11% (34)	12% (35)	55% (164)	16% (46)	296
#1 Issue: Women's Issues	15% (14)	20% (19)	14% (13)	37% (35)	14% (14)	96
#1 Issue: Education	11% (17)	21% (30)	25% (37)	27% (40)	15% (22)	146
#1 Issue: Energy	11% (10)	20% (18)	21% (20)	32% (30)	16% (14)	91
#1 Issue: Other	4% (6)	14% (22)	11% (17)	47% (75)	25% (40)	160
2018 House Vote: Democrat	12% (89)	23% (172)	16% (121)	40% (297)	8% (59)	737
2018 House Vote: Republican	4% (27)	12% (77)	12% (77)	64% (407)	7% (47)	636
2018 House Vote: Someone else	1% (1)	19% (16)	11% (10)	45% (39)	23% (20)	86
2016 Vote: Hillary Clinton	12% (82)	23% (155)	15% (103)	41% (283)	9% (60)	684
2016 Vote: Donald Trump	4% (26)	12% (82)	15% (97)	61% (406)	8% (54)	665
2016 Vote: Other	1% (2)	19% (24)	16% (21)	58% (76)	6% (7)	130
2016 Vote: Didn't Vote	8% (58)	16% (115)	14% (100)	39% (279)	23% (167)	720
Voted in 2014: Yes	7% (96)	18% (235)	15% (190)	52% (672)	9% (112)	1303
Voted in 2014: No	8% (73)	16% (142)	15% (131)	42% (374)	20% (177)	897
2012 Vote: Barack Obama	10% (79)	24% (193)	15% (121)	41% (323)	10% (76)	791
2012 Vote: Mitt Romney	4% (22)	9% (47)	14% (73)	65% (331)	7% (33)	506
2012 Vote: Other	1% (1)	9% (8)	15% (13)	65% (56)	11% (9)	87
2012 Vote: Didn't Vote	8% (66)	16% (129)	14% (114)	41% (331)	21% (170)	811

Continued on next page

Table HR3_3: And specifically, how interested would you be in the following if they were held virtually?
Golden Globes

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	8% (168)	17% (376)	15% (321)	48% (1046)	13% (289)	2200
4-Region: Northeast	8% (33)	18% (72)	16% (62)	47% (186)	10% (40)	394
4-Region: Midwest	8% (37)	14% (66)	13% (60)	56% (257)	9% (42)	462
4-Region: South	8% (66)	17% (142)	15% (123)	47% (385)	13% (108)	824
4-Region: West	6% (32)	19% (96)	15% (76)	42% (217)	19% (99)	520
Watch TV: Every day	10% (112)	18% (198)	16% (176)	46% (498)	10% (105)	1088
Watch TV: Several times per week	7% (37)	19% (96)	15% (76)	49% (244)	9% (46)	500
Watch TV: About once per week	3% (5)	12% (16)	14% (19)	55% (76)	16% (22)	138
Watch TV: Several times per month	6% (8)	20% (24)	15% (19)	41% (49)	18% (21)	121
Watch TV: About once per month	1% (1)	23% (15)	12% (7)	50% (32)	14% (9)	63
Watch TV: Less often than once per month	4% (4)	12% (11)	15% (13)	51% (47)	17% (16)	91
Watch TV: Never	1% (2)	8% (15)	5% (11)	51% (101)	35% (70)	199
Watch Movies: Every day	15% (67)	21% (91)	13% (57)	37% (159)	14% (60)	433
Watch Movies: Several times per week	7% (40)	19% (107)	16% (89)	48% (264)	9% (49)	549
Watch Movies: About once per week	6% (21)	18% (68)	20% (77)	47% (177)	10% (37)	380
Watch Movies: Several times per month	6% (13)	23% (51)	15% (35)	48% (110)	8% (17)	227
Watch Movies: About once per month	5% (11)	16% (33)	15% (33)	53% (111)	11% (23)	212
Watch Movies: Less often than once per month	4% (8)	5% (10)	12% (24)	60% (116)	18% (35)	193
Watch Movies: Never	3% (7)	7% (15)	3% (7)	53% (109)	33% (68)	206
Watch Sporting Events: Every day	17% (27)	21% (34)	13% (21)	34% (53)	15% (23)	158
Watch Sporting Events: Several times per week	12% (30)	24% (61)	20% (51)	40% (102)	5% (14)	258
Watch Sporting Events: About once per week	9% (18)	19% (37)	17% (34)	45% (89)	10% (20)	198
Watch Sporting Events: Several times per month	5% (11)	22% (45)	18% (37)	48% (100)	8% (17)	209
Watch Sporting Events: About once per month	10% (16)	17% (28)	17% (28)	50% (80)	6% (10)	161
Watch Sporting Events: Less often than once per month	9% (36)	18% (70)	16% (63)	48% (187)	9% (37)	393
Watch Sporting Events: Never	4% (30)	12% (102)	11% (88)	53% (434)	21% (169)	823
Cable TV: Currently subscribe	10% (95)	18% (178)	14% (138)	46% (450)	11% (107)	968
Cable TV: Subscribed in past	5% (37)	19% (140)	16% (117)	49% (373)	12% (88)	756
Cable TV: Never subscribed	8% (36)	12% (58)	14% (65)	47% (224)	20% (93)	476

Continued on next page

Table HR3_3: And specifically, how interested would you be in the following if they were held virtually?

Golden Globes

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	8% (168)	17% (376)	15% (321)	48% (1046)	13% (289)	2200
Satellite TV: Currently subscribe	8% (42)	17% (86)	16% (82)	42% (212)	17% (86)	508
Satellite TV: Subscribed in past	6% (39)	19% (113)	16% (97)	49% (292)	10% (60)	601
Satellite TV: Never subscribed	8% (87)	16% (178)	13% (142)	50% (543)	13% (142)	1092
Streaming Services: Currently subscribe	9% (116)	18% (249)	16% (211)	44% (600)	13% (177)	1353
Streaming Services: Subscribed in past	9% (19)	24% (50)	11% (22)	47% (99)	10% (21)	210
Streaming Services: Never subscribed	5% (33)	12% (78)	14% (87)	55% (348)	14% (90)	637
Film: An avid fan	14% (98)	23% (161)	14% (102)	35% (249)	14% (96)	706
Film: A casual fan	5% (63)	16% (191)	16% (199)	52% (635)	11% (130)	1218
Film: Not a fan	3% (7)	9% (24)	7% (20)	59% (162)	23% (62)	276
Television: An avid fan	12% (110)	20% (194)	16% (149)	42% (403)	11% (102)	958
Television: A casual fan	5% (49)	16% (166)	14% (153)	53% (556)	13% (134)	1058
Television: Not a fan	5% (9)	9% (16)	10% (19)	47% (87)	29% (53)	184
Music: An avid fan	10% (106)	20% (217)	15% (162)	41% (434)	14% (149)	1067
Music: A casual fan	6% (55)	15% (148)	15% (145)	55% (537)	10% (94)	979
Music: Not a fan	5% (7)	7% (11)	9% (14)	49% (76)	30% (46)	155
Fashion: An avid fan	21% (64)	19% (57)	14% (44)	27% (84)	18% (55)	304
Fashion: A casual fan	8% (75)	21% (186)	19% (170)	40% (360)	12% (106)	897
Fashion: Not a fan	3% (29)	13% (132)	11% (107)	60% (603)	13% (127)	999
Oscars watchers	17% (155)	34% (315)	21% (190)	21% (193)	8% (76)	929
Grammy Awards watchers	16% (147)	33% (293)	21% (185)	21% (193)	9% (79)	896
Golden Globes watchers	21% (148)	41% (289)	23% (161)	11% (77)	5% (35)	710
People's Choice Awards watchers	20% (127)	38% (244)	21% (133)	16% (100)	6% (41)	644
Primetime Emmy Awards watchers	21% (130)	39% (240)	22% (137)	12% (76)	6% (37)	619
Daytime Emmy Awards watchers	22% (86)	39% (151)	19% (74)	14% (53)	7% (27)	391
MTV Movie and TV Awards watchers	20% (124)	31% (194)	21% (131)	19% (118)	10% (66)	632
MTV Video Music Awards watchers	18% (114)	32% (197)	21% (131)	18% (114)	10% (62)	618
Teen Choice Awards watchers	22% (75)	32% (109)	21% (70)	15% (53)	10% (33)	340

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

Table HR3_4: And specifically, how interested would you be in the following if they were held virtually?
People's Choice Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	7% (144)	16% (343)	13% (291)	51% (1122)	14% (300)	2200
Gender: Male	6% (66)	14% (151)	12% (124)	55% (580)	13% (140)	1062
Gender: Female	7% (77)	17% (192)	15% (167)	48% (542)	14% (160)	1138
Age: 18-34	10% (68)	17% (112)	15% (101)	38% (247)	19% (127)	655
Age: 35-44	7% (26)	19% (67)	13% (48)	45% (160)	16% (56)	358
Age: 45-64	4% (33)	13% (100)	11% (83)	60% (452)	11% (84)	751
Age: 65+	4% (17)	15% (64)	14% (59)	60% (262)	8% (34)	436
GenZers: 1997-2012	10% (33)	15% (50)	17% (54)	36% (118)	21% (67)	323
Millennials: 1981-1996	10% (48)	20% (99)	15% (78)	38% (190)	18% (88)	503
GenXers: 1965-1980	5% (30)	15% (86)	10% (54)	57% (316)	13% (71)	558
Baby Boomers: 1946-1964	4% (30)	13% (97)	13% (94)	60% (433)	9% (68)	722
PID: Dem (no lean)	9% (76)	19% (151)	15% (118)	42% (340)	15% (119)	804
PID: Ind (no lean)	5% (35)	15% (107)	13% (90)	49% (344)	18% (124)	701
PID: Rep (no lean)	5% (32)	12% (85)	12% (83)	63% (438)	8% (57)	696
PID/Gender: Dem Men	8% (30)	16% (58)	13% (48)	46% (171)	17% (61)	368
PID/Gender: Dem Women	10% (46)	21% (93)	16% (70)	39% (169)	13% (57)	435
PID/Gender: Ind Men	4% (13)	17% (57)	10% (33)	54% (184)	15% (50)	337
PID/Gender: Ind Women	6% (23)	14% (50)	16% (57)	44% (160)	20% (74)	364
PID/Gender: Rep Men	7% (23)	10% (36)	12% (43)	63% (225)	8% (29)	357
PID/Gender: Rep Women	3% (9)	14% (49)	12% (40)	63% (213)	8% (28)	339
Ideo: Liberal (1-3)	10% (65)	19% (121)	14% (88)	43% (271)	14% (86)	632
Ideo: Moderate (4)	6% (34)	20% (109)	15% (79)	48% (263)	11% (61)	546
Ideo: Conservative (5-7)	4% (30)	11% (85)	12% (94)	64% (481)	8% (64)	753
Educ: < College	7% (105)	16% (238)	13% (201)	48% (733)	16% (235)	1512
Educ: Bachelors degree	5% (23)	14% (63)	15% (67)	58% (256)	8% (35)	444
Educ: Post-grad	6% (15)	17% (42)	10% (23)	55% (133)	12% (30)	244
Income: Under 50k	7% (81)	16% (189)	11% (134)	49% (574)	17% (199)	1178
Income: 50k-100k	6% (40)	17% (112)	17% (111)	52% (345)	7% (49)	657
Income: 100k+	6% (22)	11% (42)	13% (46)	56% (204)	14% (52)	365
Ethnicity: White	6% (101)	15% (264)	13% (218)	55% (941)	11% (197)	1722
Ethnicity: Hispanic	8% (29)	18% (64)	14% (50)	39% (135)	20% (71)	349

Continued on next page

Table HR3_4: And specifically, how interested would you be in the following if they were held virtually?
People's Choice Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	7% (144)	16% (343)	13% (291)	51% (1122)	14% (300)	2200
Ethnicity: Afr. Am.	11% (30)	17% (47)	13% (37)	38% (105)	20% (55)	274
Ethnicity: Other	6% (12)	16% (32)	18% (36)	37% (76)	23% (48)	204
All Christian	6% (55)	15% (152)	15% (149)	56% (550)	8% (81)	988
All Non-Christian	11% (12)	18% (19)	12% (13)	47% (50)	12% (13)	108
Atheist	9% (9)	10% (10)	12% (12)	51% (49)	17% (16)	96
Agnostic/Nothing in particular	7% (67)	16% (162)	12% (118)	47% (473)	19% (189)	1008
Religious Non-Protestant/Catholic	11% (15)	17% (24)	14% (20)	44% (61)	14% (19)	140
Evangelical	7% (40)	16% (95)	11% (67)	54% (314)	11% (64)	580
Non-Evangelical	6% (45)	16% (127)	16% (125)	54% (430)	9% (70)	798
Community: Urban	8% (43)	18% (98)	14% (75)	47% (262)	14% (76)	555
Community: Suburban	7% (73)	15% (163)	14% (146)	52% (546)	12% (124)	1051
Community: Rural	5% (28)	14% (83)	12% (70)	53% (314)	17% (100)	594
Employ: Private Sector	7% (38)	18% (104)	15% (85)	53% (309)	8% (47)	582
Employ: Government	6% (11)	21% (35)	17% (29)	44% (73)	11% (18)	165
Employ: Self-Employed	11% (20)	14% (26)	14% (27)	50% (93)	11% (20)	186
Employ: Homemaker	7% (11)	12% (19)	10% (16)	50% (82)	22% (36)	164
Employ: Retired	5% (23)	13% (60)	12% (57)	62% (288)	8% (39)	467
Employ: Unemployed	4% (11)	18% (53)	10% (29)	50% (148)	19% (55)	296
Employ: Other	6% (12)	11% (21)	11% (20)	43% (81)	29% (55)	189
Military HH: Yes	7% (26)	17% (61)	12% (43)	56% (200)	8% (27)	356
Military HH: No	6% (118)	15% (283)	13% (248)	50% (922)	15% (273)	1844
RD/WT: Right Direction	7% (48)	13% (94)	13% (91)	57% (400)	10% (68)	701
RD/WT: Wrong Track	6% (96)	17% (249)	13% (200)	48% (722)	15% (232)	1499
Trump Job Approve	6% (58)	13% (116)	12% (110)	59% (534)	10% (91)	909
Trump Job Disapprove	7% (80)	19% (214)	15% (175)	48% (548)	12% (137)	1153
Trump Job Strongly Approve	7% (32)	9% (43)	10% (48)	65% (315)	9% (46)	485
Trump Job Somewhat Approve	6% (26)	17% (72)	15% (61)	52% (219)	11% (45)	424
Trump Job Somewhat Disapprove	5% (13)	22% (56)	20% (48)	42% (105)	10% (26)	248
Trump Job Strongly Disapprove	7% (67)	17% (158)	14% (126)	49% (442)	12% (111)	904

Continued on next page

Table HR3_4: *And specifically, how interested would you be in the following if they were held virtually?*
People's Choice Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	7% (144)	16% (343)	13% (291)	51% (1122)	14% (300)	2200
Favorable of Trump	6% (55)	13% (111)	12% (107)	60% (531)	10% (85)	890
Unfavorable of Trump	7% (80)	18% (210)	15% (177)	48% (554)	12% (134)	1156
Very Favorable of Trump	7% (36)	9% (45)	9% (49)	64% (330)	11% (55)	515
Somewhat Favorable of Trump	5% (19)	18% (66)	16% (59)	54% (201)	8% (30)	374
Somewhat Unfavorable of Trump	4% (8)	20% (44)	20% (43)	44% (95)	12% (27)	217
Very Unfavorable of Trump	8% (72)	18% (166)	14% (134)	49% (459)	11% (108)	939
#1 Issue: Economy	6% (45)	17% (134)	14% (108)	54% (424)	10% (79)	789
#1 Issue: Security	5% (11)	11% (26)	11% (25)	61% (140)	12% (28)	230
#1 Issue: Health Care	7% (29)	19% (74)	15% (60)	46% (179)	13% (50)	392
#1 Issue: Medicare / Social Security	4% (11)	13% (37)	12% (36)	56% (165)	16% (47)	296
#1 Issue: Women's Issues	19% (18)	14% (13)	10% (10)	41% (39)	16% (15)	96
#1 Issue: Education	11% (16)	22% (31)	17% (24)	34% (50)	17% (24)	146
#1 Issue: Energy	8% (7)	14% (13)	17% (16)	46% (42)	15% (14)	91
#1 Issue: Other	4% (6)	9% (15)	8% (13)	52% (84)	27% (43)	160
2018 House Vote: Democrat	8% (57)	22% (161)	15% (109)	47% (346)	9% (65)	737
2018 House Vote: Republican	5% (33)	10% (64)	11% (73)	66% (422)	7% (45)	636
2018 House Vote: Someone else	1% (1)	14% (12)	12% (10)	47% (40)	26% (23)	86
2016 Vote: Hillary Clinton	7% (51)	21% (142)	14% (97)	48% (325)	10% (69)	684
2016 Vote: Donald Trump	5% (31)	10% (69)	13% (87)	64% (426)	8% (52)	665
2016 Vote: Other	1% (2)	16% (21)	11% (15)	64% (83)	8% (10)	130
2016 Vote: Didn't Vote	8% (60)	16% (112)	13% (92)	40% (286)	24% (169)	720
Voted in 2014: Yes	6% (77)	16% (207)	13% (167)	57% (737)	9% (116)	1303
Voted in 2014: No	7% (66)	15% (136)	14% (125)	43% (385)	21% (184)	897
2012 Vote: Barack Obama	7% (59)	21% (167)	15% (115)	47% (369)	10% (80)	791
2012 Vote: Mitt Romney	4% (19)	8% (40)	13% (64)	69% (349)	7% (34)	506
2012 Vote: Other	— (0)	12% (10)	8% (7)	69% (60)	11% (9)	87
2012 Vote: Didn't Vote	8% (65)	15% (125)	13% (105)	42% (339)	22% (176)	811

Continued on next page

Table HR3_4: And specifically, how interested would you be in the following if they were held virtually?
People's Choice Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	7% (144)	16% (343)	13% (291)	51% (1122)	14% (300)	2200
4-Region: Northeast	7% (27)	16% (63)	15% (59)	53% (207)	9% (37)	394
4-Region: Midwest	4% (18)	16% (72)	12% (56)	60% (277)	9% (39)	462
4-Region: South	9% (73)	16% (133)	12% (98)	48% (397)	15% (124)	824
4-Region: West	5% (25)	14% (75)	15% (79)	46% (241)	19% (99)	520
Watch TV: Every day	9% (100)	18% (198)	13% (143)	50% (547)	9% (101)	1088
Watch TV: Several times per week	6% (31)	14% (68)	14% (72)	56% (277)	10% (51)	500
Watch TV: About once per week	2% (2)	16% (22)	17% (23)	42% (59)	23% (32)	138
Watch TV: Several times per month	5% (6)	17% (20)	15% (18)	46% (56)	17% (21)	121
Watch TV: About once per month	3% (2)	15% (9)	15% (9)	52% (33)	16% (10)	63
Watch TV: Less often than once per month	2% (2)	15% (14)	10% (9)	55% (50)	18% (16)	91
Watch TV: Never	— (0)	6% (12)	8% (17)	51% (101)	35% (69)	199
Watch Movies: Every day	14% (60)	20% (89)	10% (43)	43% (184)	13% (58)	433
Watch Movies: Several times per week	7% (37)	16% (87)	15% (83)	54% (294)	9% (48)	549
Watch Movies: About once per week	4% (16)	17% (63)	17% (64)	51% (193)	11% (43)	380
Watch Movies: Several times per month	5% (12)	21% (48)	14% (33)	50% (113)	9% (21)	227
Watch Movies: About once per month	3% (7)	15% (31)	16% (33)	53% (113)	13% (29)	212
Watch Movies: Less often than once per month	4% (8)	8% (15)	9% (18)	60% (116)	19% (37)	193
Watch Movies: Never	2% (4)	5% (11)	8% (17)	53% (109)	31% (64)	206
Watch Sporting Events: Every day	17% (28)	18% (28)	10% (16)	41% (64)	14% (22)	158
Watch Sporting Events: Several times per week	10% (25)	17% (44)	17% (43)	51% (130)	6% (16)	258
Watch Sporting Events: About once per week	8% (16)	18% (36)	20% (39)	45% (89)	9% (18)	198
Watch Sporting Events: Several times per month	5% (11)	19% (39)	14% (30)	53% (110)	9% (19)	209
Watch Sporting Events: About once per month	8% (13)	22% (35)	13% (21)	51% (82)	7% (11)	161
Watch Sporting Events: Less often than once per month	8% (32)	19% (74)	14% (56)	50% (197)	9% (35)	393
Watch Sporting Events: Never	2% (20)	11% (88)	11% (87)	55% (449)	22% (179)	823
Cable TV: Currently subscribe	8% (76)	17% (165)	13% (125)	51% (491)	12% (112)	968
Cable TV: Subscribed in past	4% (34)	16% (123)	16% (120)	52% (393)	11% (85)	756
Cable TV: Never subscribed	7% (33)	12% (56)	10% (46)	50% (238)	22% (103)	476

Continued on next page

Table HR3_4: And specifically, how interested would you be in the following if they were held virtually?
People's Choice Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	7% (144)	16% (343)	13% (291)	51% (1122)	14% (300)	2200
Satellite TV: Currently subscribe	7% (37)	16% (79)	14% (71)	45% (229)	18% (91)	508
Satellite TV: Subscribed in past	5% (32)	18% (108)	15% (88)	53% (318)	9% (56)	601
Satellite TV: Never subscribed	7% (75)	14% (156)	12% (132)	53% (576)	14% (152)	1092
Streaming Services: Currently subscribe	7% (90)	16% (221)	14% (191)	49% (663)	14% (187)	1353
Streaming Services: Subscribed in past	10% (22)	20% (42)	12% (26)	51% (107)	7% (14)	210
Streaming Services: Never subscribed	5% (32)	13% (81)	12% (74)	55% (352)	15% (98)	637
Film: An avid fan	11% (76)	20% (140)	14% (100)	42% (296)	13% (95)	706
Film: A casual fan	5% (59)	15% (182)	14% (168)	55% (672)	11% (137)	1218
Film: Not a fan	3% (9)	8% (22)	9% (24)	56% (154)	24% (67)	276
Television: An avid fan	9% (85)	18% (177)	15% (148)	47% (446)	11% (102)	958
Television: A casual fan	5% (50)	14% (153)	12% (128)	56% (591)	13% (136)	1058
Television: Not a fan	5% (9)	8% (14)	8% (15)	46% (85)	33% (62)	184
Music: An avid fan	9% (99)	19% (197)	15% (163)	43% (455)	14% (152)	1067
Music: A casual fan	4% (39)	14% (137)	13% (124)	59% (576)	10% (102)	979
Music: Not a fan	4% (6)	6% (9)	3% (4)	58% (90)	30% (46)	155
Fashion: An avid fan	20% (60)	20% (62)	14% (41)	29% (88)	18% (54)	304
Fashion: A casual fan	7% (60)	20% (177)	17% (154)	44% (399)	12% (107)	897
Fashion: Not a fan	2% (24)	10% (104)	10% (96)	64% (635)	14% (140)	999
Oscars watchers	13% (125)	29% (267)	20% (185)	30% (277)	8% (74)	929
Grammy Awards watchers	14% (127)	30% (265)	22% (196)	26% (231)	9% (78)	896
Golden Globes watchers	15% (110)	34% (240)	21% (146)	23% (164)	7% (49)	710
People's Choice Awards watchers	19% (125)	40% (261)	19% (124)	16% (103)	5% (32)	644
Primetime Emmy Awards watchers	17% (105)	37% (231)	20% (122)	21% (130)	5% (31)	619
Daytime Emmy Awards watchers	17% (68)	40% (155)	20% (79)	15% (60)	8% (30)	391
MTV Movie and TV Awards watchers	18% (116)	33% (209)	19% (118)	20% (124)	10% (64)	632
MTV Video Music Awards watchers	18% (113)	34% (207)	19% (119)	20% (124)	9% (55)	618
Teen Choice Awards watchers	26% (88)	33% (113)	17% (59)	15% (51)	8% (29)	340

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

Table HR3_5: *And specifically, how interested would you be in the following if they were held virtually?*
Primetime Emmy Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	6% (126)	16% (344)	14% (316)	50% (1090)	15% (324)	2200
Gender: Male	6% (58)	15% (156)	15% (155)	52% (551)	13% (142)	1062
Gender: Female	6% (67)	17% (188)	14% (161)	47% (539)	16% (182)	1138
Age: 18-34	7% (43)	17% (109)	19% (123)	36% (237)	22% (143)	655
Age: 35-44	8% (29)	18% (63)	15% (55)	42% (151)	17% (60)	358
Age: 45-64	4% (34)	13% (97)	12% (90)	59% (446)	11% (85)	751
Age: 65+	5% (20)	17% (75)	11% (48)	59% (257)	8% (36)	436
GenZers: 1997-2012	6% (20)	15% (47)	21% (67)	34% (109)	25% (79)	323
Millennials: 1981-1996	7% (35)	19% (93)	19% (94)	37% (187)	19% (94)	503
GenXers: 1965-1980	6% (35)	15% (85)	11% (59)	55% (304)	13% (75)	558
Baby Boomers: 1946-1964	5% (34)	15% (107)	11% (81)	59% (428)	10% (72)	722
PID: Dem (no lean)	8% (64)	22% (173)	16% (128)	40% (318)	15% (120)	804
PID: Ind (no lean)	6% (41)	12% (84)	15% (103)	48% (338)	19% (135)	701
PID: Rep (no lean)	3% (21)	13% (87)	12% (85)	62% (435)	10% (69)	696
PID/Gender: Dem Men	7% (27)	19% (69)	17% (62)	40% (148)	17% (63)	368
PID/Gender: Dem Women	8% (37)	24% (105)	15% (66)	39% (170)	13% (57)	435
PID/Gender: Ind Men	6% (19)	12% (39)	14% (47)	55% (185)	14% (47)	337
PID/Gender: Ind Women	6% (22)	12% (45)	15% (56)	42% (153)	24% (88)	364
PID/Gender: Rep Men	4% (13)	14% (48)	13% (45)	61% (218)	9% (32)	357
PID/Gender: Rep Women	2% (8)	11% (39)	12% (39)	64% (216)	11% (37)	339
Ideo: Liberal (1-3)	9% (56)	21% (131)	17% (105)	39% (244)	15% (95)	632
Ideo: Moderate (4)	5% (30)	19% (105)	15% (83)	48% (262)	12% (66)	546
Ideo: Conservative (5-7)	4% (29)	11% (86)	13% (95)	64% (482)	8% (61)	753
Educ: < College	5% (81)	15% (222)	15% (232)	48% (725)	17% (251)	1512
Educ: Bachelors degree	6% (25)	16% (73)	13% (58)	56% (246)	9% (41)	444
Educ: Post-grad	8% (19)	20% (50)	10% (25)	49% (119)	13% (31)	244
Income: Under 50k	6% (74)	15% (180)	13% (153)	48% (560)	18% (211)	1178
Income: 50k-100k	4% (27)	17% (113)	18% (119)	51% (338)	9% (61)	657
Income: 100k+	7% (25)	14% (52)	12% (44)	53% (193)	14% (52)	365
Ethnicity: White	5% (90)	15% (266)	13% (229)	54% (925)	12% (212)	1722
Ethnicity: Hispanic	4% (15)	16% (56)	19% (65)	37% (128)	24% (85)	349

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Table HR3_5: *And specifically, how interested would you be in the following if they were held virtually?*
Primetime Emmy Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	6% (126)	16% (344)	14% (316)	50% (1090)	15% (324)	2200
Ethnicity: Afr. Am.	9% (25)	17% (45)	18% (48)	37% (101)	20% (55)	274
Ethnicity: Other	5% (11)	16% (33)	19% (39)	32% (65)	28% (57)	204
All Christian	5% (52)	17% (168)	15% (144)	55% (539)	9% (84)	988
All Non-Christian	12% (14)	16% (17)	14% (15)	43% (47)	14% (15)	108
Atheist	11% (11)	11% (11)	19% (18)	40% (38)	19% (18)	96
Agnostic/Nothing in particular	5% (50)	15% (148)	14% (138)	46% (466)	20% (205)	1008
Religious Non-Protestant/Catholic	12% (16)	15% (21)	16% (22)	42% (59)	15% (22)	140
Evangelical	5% (32)	16% (91)	13% (74)	54% (313)	12% (70)	580
Non-Evangelical	5% (40)	17% (137)	16% (130)	53% (424)	8% (66)	798
Community: Urban	7% (38)	18% (99)	15% (86)	44% (242)	16% (89)	555
Community: Suburban	6% (66)	17% (176)	15% (160)	49% (517)	13% (132)	1051
Community: Rural	4% (22)	12% (69)	12% (71)	56% (331)	17% (102)	594
Employ: Private Sector	7% (39)	18% (103)	15% (87)	52% (302)	9% (51)	582
Employ: Government	5% (9)	18% (30)	17% (27)	44% (72)	16% (27)	165
Employ: Self-Employed	10% (18)	17% (31)	19% (35)	45% (83)	10% (19)	186
Employ: Homemaker	6% (9)	10% (16)	10% (17)	52% (85)	22% (37)	164
Employ: Retired	6% (26)	14% (65)	11% (51)	62% (288)	8% (38)	467
Employ: Unemployed	2% (7)	16% (48)	15% (43)	46% (137)	21% (61)	296
Employ: Other	5% (10)	12% (22)	13% (25)	39% (73)	31% (58)	189
Military HH: Yes	6% (22)	16% (58)	12% (42)	56% (201)	10% (34)	356
Military HH: No	6% (104)	16% (287)	15% (274)	48% (889)	16% (290)	1844
RD/WT: Right Direction	4% (29)	14% (99)	13% (93)	58% (405)	11% (75)	701
RD/WT: Wrong Track	6% (96)	16% (245)	15% (223)	46% (686)	17% (249)	1499
Trump Job Approve	5% (42)	13% (120)	13% (114)	59% (533)	11% (101)	909
Trump Job Disapprove	7% (77)	19% (217)	16% (188)	45% (522)	13% (149)	1153
Trump Job Strongly Approve	5% (22)	11% (53)	8% (38)	66% (319)	11% (53)	485
Trump Job Somewhat Approve	5% (19)	16% (67)	18% (76)	50% (214)	11% (48)	424
Trump Job Somewhat Disapprove	5% (12)	23% (56)	16% (40)	44% (109)	13% (31)	248
Trump Job Strongly Disapprove	7% (65)	18% (161)	16% (148)	46% (413)	13% (118)	904

Continued on next page

Table HR3_5: *And specifically, how interested would you be in the following if they were held virtually?*
Primetime Emmy Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	6% (126)	16% (344)	14% (316)	50% (1090)	15% (324)	2200
Favorable of Trump	5% (42)	13% (120)	12% (109)	59% (527)	10% (91)	890
Unfavorable of Trump	7% (76)	18% (210)	17% (194)	46% (531)	13% (145)	1156
Very Favorable of Trump	5% (26)	12% (61)	9% (45)	64% (328)	11% (56)	515
Somewhat Favorable of Trump	4% (16)	16% (59)	17% (64)	53% (200)	10% (36)	374
Somewhat Unfavorable of Trump	2% (5)	20% (43)	16% (34)	48% (105)	14% (30)	217
Very Unfavorable of Trump	8% (72)	18% (168)	17% (159)	45% (426)	12% (114)	939
#1 Issue: Economy	5% (40)	16% (128)	15% (117)	53% (421)	10% (82)	789
#1 Issue: Security	4% (9)	14% (33)	11% (26)	59% (137)	11% (24)	230
#1 Issue: Health Care	8% (30)	17% (68)	17% (67)	45% (177)	13% (51)	392
#1 Issue: Medicare / Social Security	5% (14)	12% (35)	12% (34)	56% (165)	16% (48)	296
#1 Issue: Women's Issues	11% (10)	15% (14)	16% (16)	39% (37)	19% (19)	96
#1 Issue: Education	9% (14)	24% (36)	18% (27)	26% (39)	21% (31)	146
#1 Issue: Energy	4% (3)	18% (17)	15% (14)	40% (36)	23% (21)	91
#1 Issue: Other	3% (5)	9% (14)	10% (16)	49% (78)	29% (47)	160
2018 House Vote: Democrat	9% (70)	22% (162)	16% (116)	44% (323)	9% (67)	737
2018 House Vote: Republican	4% (25)	11% (68)	11% (72)	66% (422)	8% (49)	636
2018 House Vote: Someone else	5% (4)	12% (10)	12% (10)	46% (40)	25% (22)	86
2016 Vote: Hillary Clinton	9% (61)	21% (145)	15% (101)	45% (306)	10% (70)	684
2016 Vote: Donald Trump	4% (24)	11% (76)	13% (84)	64% (425)	8% (55)	665
2016 Vote: Other	3% (4)	14% (18)	17% (22)	59% (77)	7% (9)	130
2016 Vote: Didn't Vote	5% (36)	15% (106)	15% (108)	39% (282)	26% (187)	720
Voted in 2014: Yes	6% (82)	17% (219)	13% (167)	55% (711)	10% (124)	1303
Voted in 2014: No	5% (44)	14% (125)	17% (149)	42% (379)	22% (199)	897
2012 Vote: Barack Obama	8% (65)	22% (175)	15% (119)	44% (347)	11% (85)	791
2012 Vote: Mitt Romney	4% (21)	9% (44)	11% (54)	69% (351)	7% (35)	506
2012 Vote: Other	1% (1)	12% (11)	9% (8)	67% (58)	11% (9)	87
2012 Vote: Didn't Vote	5% (39)	14% (114)	17% (134)	41% (332)	24% (192)	811

Continued on next page

Table HR3_5: *And specifically, how interested would you be in the following if they were held virtually?*
Primetime Emmy Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	6% (126)	16% (344)	14% (316)	50% (1090)	15% (324)	2200
4-Region: Northeast	5% (21)	16% (62)	17% (66)	50% (198)	12% (46)	394
4-Region: Midwest	5% (22)	15% (69)	14% (65)	57% (262)	9% (44)	462
4-Region: South	6% (53)	17% (141)	14% (112)	48% (394)	15% (125)	824
4-Region: West	6% (30)	14% (72)	14% (73)	45% (236)	21% (109)	520
Watch TV: Every day	8% (90)	18% (199)	14% (153)	49% (535)	10% (112)	1088
Watch TV: Several times per week	4% (21)	16% (79)	14% (72)	54% (270)	12% (58)	500
Watch TV: About once per week	2% (3)	13% (18)	21% (29)	44% (61)	20% (27)	138
Watch TV: Several times per month	2% (2)	16% (19)	23% (28)	40% (48)	20% (24)	121
Watch TV: About once per month	2% (1)	14% (9)	15% (9)	52% (33)	18% (11)	63
Watch TV: Less often than once per month	5% (4)	8% (8)	15% (14)	50% (46)	22% (20)	91
Watch TV: Never	2% (3)	6% (13)	6% (13)	49% (98)	36% (72)	199
Watch Movies: Every day	11% (49)	21% (89)	12% (54)	41% (178)	15% (63)	433
Watch Movies: Several times per week	5% (27)	16% (90)	17% (92)	52% (283)	10% (57)	549
Watch Movies: About once per week	4% (17)	19% (71)	16% (61)	49% (187)	11% (44)	380
Watch Movies: Several times per month	5% (12)	19% (43)	17% (39)	47% (106)	12% (28)	227
Watch Movies: About once per month	2% (5)	14% (29)	18% (39)	51% (107)	15% (32)	212
Watch Movies: Less often than once per month	4% (7)	6% (12)	10% (19)	61% (119)	19% (37)	193
Watch Movies: Never	4% (9)	5% (11)	5% (11)	54% (111)	31% (63)	206
Watch Sporting Events: Every day	13% (21)	19% (29)	14% (21)	38% (60)	16% (26)	158
Watch Sporting Events: Several times per week	10% (24)	20% (51)	19% (50)	45% (115)	7% (18)	258
Watch Sporting Events: About once per week	7% (13)	20% (40)	19% (37)	45% (90)	9% (19)	198
Watch Sporting Events: Several times per month	3% (6)	18% (37)	18% (37)	53% (110)	9% (18)	209
Watch Sporting Events: About once per month	7% (11)	16% (25)	19% (31)	52% (83)	7% (11)	161
Watch Sporting Events: Less often than once per month	6% (24)	20% (79)	14% (55)	47% (186)	13% (49)	393
Watch Sporting Events: Never	3% (25)	10% (84)	10% (85)	54% (446)	22% (183)	823
Cable TV: Currently subscribe	7% (66)	18% (175)	14% (138)	48% (462)	13% (127)	968
Cable TV: Subscribed in past	4% (34)	16% (117)	15% (112)	53% (399)	12% (93)	756
Cable TV: Never subscribed	5% (25)	11% (52)	14% (66)	48% (230)	22% (104)	476

Continued on next page

Table HR3_5: And specifically, how interested would you be in the following if they were held virtually?
Primetime Emmy Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	6% (126)	16% (344)	14% (316)	50% (1090)	15% (324)	2200
Satellite TV: Currently subscribe	6% (33)	15% (78)	14% (72)	45% (230)	19% (95)	508
Satellite TV: Subscribed in past	5% (30)	19% (112)	16% (99)	49% (296)	11% (65)	601
Satellite TV: Never subscribed	6% (63)	14% (154)	13% (146)	52% (565)	15% (163)	1092
Streaming Services: Currently subscribe	7% (88)	16% (220)	15% (205)	47% (639)	15% (201)	1353
Streaming Services: Subscribed in past	7% (14)	17% (36)	17% (35)	49% (103)	11% (23)	210
Streaming Services: Never subscribed	4% (23)	14% (89)	12% (76)	55% (348)	16% (100)	637
Film: An avid fan	10% (71)	20% (142)	15% (107)	40% (281)	15% (106)	706
Film: A casual fan	4% (47)	15% (181)	15% (181)	54% (657)	12% (150)	1218
Film: Not a fan	3% (8)	8% (21)	10% (28)	55% (153)	24% (67)	276
Television: An avid fan	9% (85)	20% (190)	15% (142)	45% (434)	11% (107)	958
Television: A casual fan	3% (37)	13% (140)	15% (155)	54% (572)	15% (154)	1058
Television: Not a fan	2% (4)	8% (14)	11% (20)	46% (84)	34% (62)	184
Music: An avid fan	8% (84)	18% (191)	17% (181)	42% (446)	15% (164)	1067
Music: A casual fan	4% (37)	15% (146)	13% (126)	57% (555)	12% (115)	979
Music: Not a fan	3% (5)	5% (7)	6% (9)	58% (89)	29% (44)	155
Fashion: An avid fan	13% (40)	20% (62)	21% (63)	27% (81)	19% (58)	304
Fashion: A casual fan	7% (60)	20% (175)	16% (147)	44% (394)	13% (120)	897
Fashion: Not a fan	3% (25)	11% (107)	11% (107)	62% (615)	15% (145)	999
Oscars watchers	13% (119)	32% (299)	19% (177)	26% (241)	10% (93)	929
Grammy Awards watchers	13% (116)	30% (265)	22% (193)	25% (225)	11% (98)	896
Golden Globes watchers	16% (111)	36% (255)	20% (142)	21% (147)	8% (54)	710
People's Choice Awards watchers	14% (92)	37% (239)	22% (142)	19% (121)	8% (50)	644
Primetime Emmy Awards watchers	18% (110)	41% (257)	20% (127)	14% (86)	6% (39)	619
Daytime Emmy Awards watchers	17% (65)	42% (164)	20% (77)	15% (59)	7% (26)	391
MTV Movie and TV Awards watchers	14% (90)	31% (197)	22% (140)	20% (128)	12% (77)	632
MTV Video Music Awards watchers	14% (86)	29% (179)	24% (151)	21% (129)	12% (73)	618
Teen Choice Awards watchers	17% (58)	34% (117)	19% (65)	18% (62)	11% (38)	340

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

Table HR3_6: And specifically, how interested would you be in the following if they were held virtually?
Daytime Emmy Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	5% (102)	12% (263)	13% (289)	56% (1233)	14% (315)	2200
Gender: Male	4% (39)	11% (117)	11% (121)	61% (645)	13% (140)	1062
Gender: Female	6% (63)	13% (146)	15% (167)	52% (587)	15% (175)	1138
Age: 18-34	7% (45)	15% (101)	16% (103)	41% (270)	21% (135)	655
Age: 35-44	5% (17)	16% (55)	14% (50)	50% (178)	16% (57)	358
Age: 45-64	4% (27)	8% (64)	10% (73)	67% (501)	12% (86)	751
Age: 65+	3% (12)	10% (42)	14% (62)	65% (284)	8% (35)	436
GenZers: 1997-2012	5% (17)	16% (53)	17% (56)	38% (123)	23% (75)	323
Millennials: 1981-1996	7% (37)	16% (81)	16% (80)	43% (218)	18% (89)	503
GenXers: 1965-1980	5% (28)	9% (51)	9% (49)	63% (352)	14% (77)	558
Baby Boomers: 1946-1964	2% (18)	10% (69)	12% (90)	66% (477)	9% (68)	722
PID: Dem (no lean)	6% (50)	17% (133)	15% (124)	47% (376)	15% (120)	804
PID: Ind (no lean)	3% (23)	10% (69)	13% (91)	55% (387)	19% (130)	701
PID: Rep (no lean)	4% (28)	9% (60)	11% (73)	67% (469)	9% (65)	696
PID/Gender: Dem Men	4% (14)	14% (53)	13% (47)	52% (193)	17% (61)	368
PID/Gender: Dem Women	8% (35)	18% (80)	18% (77)	42% (184)	14% (59)	435
PID/Gender: Ind Men	2% (8)	10% (34)	10% (35)	63% (211)	14% (49)	337
PID/Gender: Ind Women	4% (15)	10% (36)	16% (57)	48% (176)	22% (81)	364
PID/Gender: Rep Men	4% (16)	8% (30)	11% (39)	68% (241)	8% (30)	357
PID/Gender: Rep Women	4% (12)	9% (30)	10% (34)	67% (228)	10% (35)	339
Ideo: Liberal (1-3)	6% (40)	15% (96)	17% (110)	47% (295)	14% (90)	632
Ideo: Moderate (4)	4% (21)	16% (90)	12% (65)	56% (303)	12% (66)	546
Ideo: Conservative (5-7)	4% (29)	7% (56)	10% (78)	70% (523)	9% (66)	753
Educ: < College	5% (75)	12% (181)	13% (197)	54% (812)	16% (246)	1512
Educ: Bachelors degree	3% (15)	11% (50)	14% (64)	63% (277)	9% (38)	444
Educ: Post-grad	5% (12)	13% (31)	11% (27)	59% (143)	12% (30)	244
Income: Under 50k	5% (57)	13% (150)	13% (150)	52% (617)	17% (204)	1178
Income: 50k-100k	4% (29)	12% (82)	15% (102)	59% (390)	8% (55)	657
Income: 100k+	4% (16)	8% (30)	10% (37)	62% (226)	15% (56)	365
Ethnicity: White	4% (72)	11% (190)	13% (218)	60% (1030)	12% (212)	1722
Ethnicity: Hispanic	6% (20)	16% (56)	12% (41)	45% (156)	22% (77)	349

Continued on next page

Table HR3_6: And specifically, how interested would you be in the following if they were held virtually?
Daytime Emmy Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	5% (102)	12% (263)	13% (289)	56% (1233)	14% (315)	2200
Ethnicity: Afr. Am.	8% (22)	17% (46)	14% (38)	43% (118)	19% (51)	274
Ethnicity: Other	4% (8)	13% (26)	16% (32)	42% (85)	25% (52)	204
All Christian	5% (46)	12% (117)	15% (147)	60% (593)	9% (85)	988
All Non-Christian	9% (10)	15% (17)	12% (13)	48% (52)	15% (17)	108
Atheist	4% (4)	10% (9)	11% (11)	54% (52)	21% (20)	96
Agnostic/Nothing in particular	4% (41)	12% (119)	12% (118)	53% (536)	19% (193)	1008
Religious Non-Protestant/Catholic	10% (14)	15% (20)	11% (16)	48% (67)	16% (23)	140
Evangelical	6% (36)	13% (78)	10% (56)	60% (346)	11% (65)	580
Non-Evangelical	4% (30)	11% (87)	17% (135)	59% (473)	9% (73)	798
Community: Urban	6% (32)	14% (78)	15% (85)	50% (278)	15% (82)	555
Community: Suburban	5% (53)	13% (132)	13% (135)	58% (608)	12% (123)	1051
Community: Rural	3% (17)	9% (52)	12% (68)	58% (347)	18% (109)	594
Employ: Private Sector	6% (34)	14% (79)	15% (86)	57% (331)	9% (53)	582
Employ: Government	4% (7)	13% (21)	14% (24)	56% (93)	12% (20)	165
Employ: Self-Employed	8% (14)	17% (31)	9% (17)	57% (105)	10% (18)	186
Employ: Homemaker	4% (7)	9% (14)	8% (14)	57% (94)	22% (35)	164
Employ: Retired	3% (12)	9% (44)	14% (66)	65% (303)	9% (43)	467
Employ: Unemployed	2% (6)	13% (39)	11% (31)	54% (161)	19% (58)	296
Employ: Other	7% (13)	5% (9)	10% (19)	49% (92)	30% (57)	189
Military HH: Yes	6% (20)	14% (49)	9% (33)	62% (220)	10% (35)	356
Military HH: No	4% (82)	12% (214)	14% (256)	55% (1013)	15% (280)	1844
RD/WT: Right Direction	6% (39)	10% (73)	12% (82)	63% (441)	9% (66)	701
RD/WT: Wrong Track	4% (63)	13% (190)	14% (207)	53% (791)	17% (249)	1499
Trump Job Approve	5% (46)	10% (92)	10% (93)	64% (584)	10% (93)	909
Trump Job Disapprove	4% (51)	14% (157)	16% (186)	53% (609)	13% (150)	1153
Trump Job Strongly Approve	6% (27)	7% (33)	7% (34)	70% (339)	11% (51)	485
Trump Job Somewhat Approve	4% (19)	14% (60)	14% (58)	58% (245)	10% (42)	424
Trump Job Somewhat Disapprove	5% (12)	20% (49)	17% (42)	45% (112)	13% (33)	248
Trump Job Strongly Disapprove	4% (39)	12% (107)	16% (143)	55% (497)	13% (117)	904

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Table HR3_6: *And specifically, how interested would you be in the following if they were held virtually?*
Daytime Emmy Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	5% (102)	12% (263)	13% (289)	56% (1233)	14% (315)	2200
Favorable of Trump	5% (46)	9% (83)	11% (96)	65% (579)	10% (85)	890
Unfavorable of Trump	4% (48)	14% (160)	16% (182)	54% (621)	13% (145)	1156
Very Favorable of Trump	6% (32)	6% (31)	8% (43)	69% (356)	10% (54)	515
Somewhat Favorable of Trump	4% (15)	14% (52)	14% (53)	60% (223)	8% (31)	374
Somewhat Unfavorable of Trump	2% (5)	17% (37)	17% (38)	50% (108)	13% (29)	217
Very Unfavorable of Trump	5% (43)	13% (123)	15% (144)	55% (512)	12% (116)	939
#1 Issue: Economy	4% (29)	12% (98)	14% (107)	60% (470)	11% (85)	789
#1 Issue: Security	5% (13)	9% (20)	7% (17)	67% (153)	12% (27)	230
#1 Issue: Health Care	4% (15)	14% (55)	14% (56)	54% (212)	14% (54)	392
#1 Issue: Medicare / Social Security	4% (12)	10% (31)	13% (40)	57% (168)	15% (45)	296
#1 Issue: Women's Issues	15% (15)	11% (11)	14% (14)	40% (38)	19% (18)	96
#1 Issue: Education	9% (14)	18% (26)	18% (27)	36% (52)	19% (28)	146
#1 Issue: Energy	2% (1)	18% (16)	13% (12)	53% (49)	14% (13)	91
#1 Issue: Other	2% (3)	4% (6)	10% (17)	57% (91)	27% (44)	160
2018 House Vote: Democrat	5% (38)	17% (126)	15% (114)	53% (389)	10% (71)	737
2018 House Vote: Republican	5% (29)	7% (43)	10% (66)	70% (448)	8% (51)	636
2018 House Vote: Someone else	— (0)	15% (13)	10% (8)	51% (44)	25% (21)	86
2016 Vote: Hillary Clinton	5% (36)	16% (111)	15% (100)	54% (367)	10% (69)	684
2016 Vote: Donald Trump	4% (24)	7% (48)	11% (75)	70% (462)	8% (55)	665
2016 Vote: Other	2% (2)	15% (19)	11% (15)	64% (83)	9% (12)	130
2016 Vote: Didn't Vote	5% (40)	12% (84)	14% (99)	44% (318)	25% (179)	720
Voted in 2014: Yes	4% (57)	12% (155)	13% (166)	61% (798)	10% (128)	1303
Voted in 2014: No	5% (44)	12% (108)	14% (123)	48% (434)	21% (187)	897
2012 Vote: Barack Obama	4% (33)	16% (127)	16% (125)	53% (417)	11% (90)	791
2012 Vote: Mitt Romney	5% (24)	5% (25)	10% (53)	73% (369)	7% (36)	506
2012 Vote: Other	— (0)	8% (7)	3% (3)	78% (68)	11% (9)	87
2012 Vote: Didn't Vote	6% (45)	13% (104)	13% (108)	46% (375)	22% (179)	811

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Table HR3_6: And specifically, how interested would you be in the following if they were held virtually?
Daytime Emmy Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	5% (102)	12% (263)	13% (289)	56% (1233)	14% (315)	2200
4-Region: Northeast	4% (17)	12% (48)	16% (63)	58% (228)	10% (37)	394
4-Region: Midwest	2% (11)	10% (48)	13% (60)	64% (296)	10% (47)	462
4-Region: South	7% (56)	12% (100)	13% (107)	53% (440)	15% (121)	824
4-Region: West	3% (17)	13% (67)	11% (58)	52% (268)	21% (109)	520
Watch TV: Every day	6% (68)	13% (138)	13% (144)	57% (621)	11% (118)	1088
Watch TV: Several times per week	4% (20)	12% (59)	13% (63)	60% (301)	11% (56)	500
Watch TV: About once per week	1% (2)	11% (15)	19% (26)	55% (76)	15% (21)	138
Watch TV: Several times per month	4% (5)	20% (24)	15% (18)	46% (56)	16% (19)	121
Watch TV: About once per month	— (0)	15% (9)	14% (9)	55% (35)	15% (10)	63
Watch TV: Less often than once per month	2% (2)	10% (9)	15% (14)	51% (47)	21% (19)	91
Watch TV: Never	3% (6)	4% (8)	8% (16)	49% (97)	36% (72)	199
Watch Movies: Every day	10% (42)	17% (74)	11% (49)	47% (203)	15% (66)	433
Watch Movies: Several times per week	3% (19)	14% (74)	14% (75)	59% (327)	10% (54)	549
Watch Movies: About once per week	3% (11)	12% (46)	17% (63)	57% (218)	11% (42)	380
Watch Movies: Several times per month	4% (8)	13% (30)	18% (40)	55% (124)	11% (25)	227
Watch Movies: About once per month	2% (3)	10% (21)	14% (29)	61% (130)	13% (28)	212
Watch Movies: Less often than once per month	4% (8)	4% (8)	9% (18)	65% (125)	18% (35)	193
Watch Movies: Never	5% (10)	5% (11)	7% (14)	52% (106)	32% (65)	206
Watch Sporting Events: Every day	8% (13)	15% (24)	11% (17)	49% (77)	17% (27)	158
Watch Sporting Events: Several times per week	7% (18)	17% (43)	15% (38)	54% (139)	8% (19)	258
Watch Sporting Events: About once per week	6% (12)	17% (33)	13% (25)	55% (110)	9% (17)	198
Watch Sporting Events: Several times per month	3% (7)	17% (35)	15% (32)	57% (118)	8% (17)	209
Watch Sporting Events: About once per month	6% (10)	11% (17)	17% (27)	60% (96)	6% (10)	161
Watch Sporting Events: Less often than once per month	6% (23)	13% (51)	15% (59)	55% (216)	11% (44)	393
Watch Sporting Events: Never	2% (18)	7% (59)	11% (90)	58% (476)	22% (180)	823
Cable TV: Currently subscribe	6% (55)	14% (131)	13% (124)	55% (531)	13% (128)	968
Cable TV: Subscribed in past	4% (27)	12% (94)	14% (104)	58% (439)	12% (92)	756
Cable TV: Never subscribed	4% (20)	8% (37)	13% (61)	55% (263)	20% (95)	476

Continued on next page

Table HR3_6: And specifically, how interested would you be in the following if they were held virtually?
Daytime Emmy Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	5% (102)	12% (263)	13% (289)	56% (1233)	14% (315)	2200
Satellite TV: Currently subscribe	4% (21)	11% (56)	14% (70)	52% (265)	19% (96)	508
Satellite TV: Subscribed in past	4% (23)	13% (80)	15% (91)	56% (337)	12% (69)	601
Satellite TV: Never subscribed	5% (57)	12% (127)	12% (128)	58% (630)	14% (150)	1092
Streaming Services: Currently subscribe	5% (68)	12% (160)	15% (197)	54% (733)	14% (195)	1353
Streaming Services: Subscribed in past	5% (10)	21% (44)	13% (27)	51% (107)	11% (23)	210
Streaming Services: Never subscribed	4% (24)	9% (59)	10% (65)	62% (392)	15% (97)	637
Film: An avid fan	7% (51)	15% (105)	13% (95)	48% (339)	16% (116)	706
Film: A casual fan	3% (42)	11% (138)	14% (169)	60% (735)	11% (133)	1218
Film: Not a fan	3% (9)	7% (20)	9% (24)	57% (159)	24% (65)	276
Television: An avid fan	7% (68)	14% (138)	14% (136)	52% (497)	12% (118)	958
Television: A casual fan	3% (28)	10% (105)	13% (136)	62% (651)	13% (137)	1058
Television: Not a fan	3% (6)	11% (20)	9% (16)	46% (84)	32% (59)	184
Music: An avid fan	6% (65)	14% (152)	15% (162)	50% (529)	15% (159)	1067
Music: A casual fan	3% (32)	10% (103)	13% (123)	63% (612)	11% (109)	979
Music: Not a fan	3% (5)	5% (8)	3% (4)	59% (91)	30% (46)	155
Fashion: An avid fan	13% (39)	18% (54)	16% (47)	35% (108)	18% (56)	304
Fashion: A casual fan	5% (46)	15% (135)	17% (151)	49% (444)	13% (120)	897
Fashion: Not a fan	2% (16)	7% (74)	9% (90)	68% (681)	14% (138)	999
Oscars watchers	9% (86)	23% (212)	19% (179)	39% (359)	10% (93)	929
Grammy Awards watchers	10% (86)	23% (207)	19% (173)	37% (332)	11% (98)	896
Golden Globes watchers	11% (80)	28% (197)	20% (139)	34% (240)	8% (54)	710
People's Choice Awards watchers	12% (76)	28% (183)	20% (127)	32% (203)	9% (55)	644
Primetime Emmy Awards watchers	13% (80)	31% (194)	20% (123)	29% (178)	7% (44)	619
Daytime Emmy Awards watchers	19% (73)	42% (162)	17% (66)	17% (65)	6% (25)	391
MTV Movie and TV Awards watchers	12% (76)	28% (177)	20% (124)	28% (177)	12% (79)	632
MTV Video Music Awards watchers	12% (76)	25% (156)	19% (119)	31% (194)	12% (73)	618
Teen Choice Awards watchers	17% (59)	31% (107)	16% (55)	24% (82)	11% (37)	340

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

Table HR3_7: And specifically, how interested would you be in the following if they were held virtually?
MTV Movie & TV Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	6% (140)	15% (331)	12% (266)	53% (1166)	13% (297)	2200
Gender: Male	6% (65)	16% (175)	11% (114)	54% (572)	13% (137)	1062
Gender: Female	7% (76)	14% (157)	13% (151)	52% (594)	14% (160)	1138
Age: 18-34	12% (78)	22% (142)	13% (86)	34% (222)	19% (127)	655
Age: 35-44	8% (28)	21% (77)	15% (54)	41% (146)	15% (53)	358
Age: 45-64	4% (29)	10% (77)	11% (83)	63% (475)	11% (86)	751
Age: 65+	1% (5)	8% (35)	10% (43)	74% (322)	7% (31)	436
GenZers: 1997-2012	13% (42)	19% (62)	12% (39)	33% (108)	22% (71)	323
Millennials: 1981-1996	10% (51)	26% (129)	15% (74)	34% (170)	16% (80)	503
GenXers: 1965-1980	6% (33)	14% (80)	11% (61)	55% (307)	14% (77)	558
Baby Boomers: 1946-1964	1% (10)	8% (55)	12% (85)	70% (508)	9% (63)	722
PID: Dem (no lean)	8% (68)	19% (157)	13% (106)	44% (352)	15% (121)	804
PID: Ind (no lean)	6% (41)	15% (103)	10% (73)	52% (368)	17% (116)	701
PID: Rep (no lean)	5% (32)	10% (72)	12% (87)	64% (446)	8% (59)	696
PID/Gender: Dem Men	8% (28)	21% (76)	11% (41)	43% (157)	18% (66)	368
PID/Gender: Dem Women	9% (40)	18% (80)	15% (65)	45% (195)	13% (55)	435
PID/Gender: Ind Men	5% (16)	15% (52)	9% (29)	58% (196)	13% (44)	337
PID/Gender: Ind Women	7% (25)	14% (51)	12% (44)	47% (172)	20% (72)	364
PID/Gender: Rep Men	6% (21)	13% (46)	12% (44)	61% (219)	7% (26)	357
PID/Gender: Rep Women	3% (11)	8% (26)	12% (42)	67% (227)	10% (33)	339
Ideo: Liberal (1-3)	8% (52)	21% (133)	14% (86)	44% (276)	13% (85)	632
Ideo: Moderate (4)	6% (33)	18% (97)	14% (78)	50% (271)	12% (68)	546
Ideo: Conservative (5-7)	4% (34)	9% (66)	11% (86)	67% (504)	8% (63)	753
Educ: < College	7% (111)	16% (235)	12% (174)	50% (759)	15% (233)	1512
Educ: Bachelors degree	4% (16)	14% (61)	14% (63)	61% (270)	8% (34)	444
Educ: Post-grad	6% (14)	14% (35)	12% (29)	56% (137)	12% (30)	244
Income: Under 50k	8% (91)	16% (192)	10% (120)	49% (582)	16% (192)	1178
Income: 50k-100k	4% (29)	16% (104)	15% (102)	56% (367)	8% (55)	657
Income: 100k+	6% (20)	10% (35)	12% (43)	59% (217)	14% (50)	365
Ethnicity: White	5% (89)	14% (242)	11% (196)	58% (1000)	11% (194)	1722
Ethnicity: Hispanic	12% (40)	18% (62)	14% (50)	36% (125)	20% (71)	349

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Table HR3_7: And specifically, how interested would you be in the following if they were held virtually?
MTV Movie & TV Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	6% (140)	15% (331)	12% (266)	53% (1166)	13% (297)	2200
Ethnicity: Afr. Am.	12% (32)	20% (54)	12% (33)	36% (98)	20% (56)	274
Ethnicity: Other	9% (19)	17% (35)	18% (36)	33% (68)	23% (46)	204
All Christian	5% (54)	12% (118)	13% (132)	60% (596)	9% (88)	988
All Non-Christian	7% (8)	16% (17)	13% (14)	50% (54)	14% (15)	108
Atheist	8% (8)	15% (15)	9% (9)	51% (49)	16% (16)	96
Agnostic/Nothing in particular	7% (71)	18% (181)	11% (111)	46% (466)	18% (178)	1008
Religious Non-Protestant/Catholic	8% (11)	15% (21)	12% (17)	49% (69)	16% (22)	140
Evangelical	8% (47)	14% (81)	11% (64)	55% (320)	12% (67)	580
Non-Evangelical	5% (42)	15% (118)	14% (113)	57% (456)	9% (69)	798
Community: Urban	8% (44)	19% (107)	13% (73)	46% (256)	13% (74)	555
Community: Suburban	6% (66)	14% (144)	12% (127)	56% (593)	12% (121)	1051
Community: Rural	5% (30)	14% (80)	11% (66)	53% (317)	17% (101)	594
Employ: Private Sector	7% (39)	17% (101)	14% (84)	53% (310)	8% (47)	582
Employ: Government	6% (10)	16% (26)	15% (25)	52% (86)	12% (19)	165
Employ: Self-Employed	9% (16)	18% (33)	12% (23)	51% (95)	10% (18)	186
Employ: Homemaker	5% (9)	11% (18)	11% (17)	52% (85)	21% (34)	164
Employ: Retired	1% (6)	8% (35)	11% (50)	73% (341)	7% (35)	467
Employ: Unemployed	9% (27)	20% (60)	9% (26)	45% (134)	17% (50)	296
Employ: Other	9% (17)	13% (25)	10% (18)	35% (66)	33% (63)	189
Military HH: Yes	7% (24)	15% (53)	7% (25)	63% (223)	9% (31)	356
Military HH: No	6% (117)	15% (278)	13% (240)	51% (942)	14% (266)	1844
RD/WT: Right Direction	6% (43)	14% (98)	12% (86)	58% (408)	10% (67)	701
RD/WT: Wrong Track	7% (98)	16% (234)	12% (180)	51% (758)	15% (230)	1499
Trump Job Approve	6% (54)	12% (111)	11% (101)	61% (551)	10% (92)	909
Trump Job Disapprove	7% (79)	18% (203)	14% (156)	50% (582)	12% (133)	1153
Trump Job Strongly Approve	6% (29)	9% (43)	11% (52)	65% (316)	9% (45)	485
Trump Job Somewhat Approve	6% (25)	16% (68)	12% (49)	55% (235)	11% (47)	424
Trump Job Somewhat Disapprove	6% (15)	24% (60)	14% (36)	45% (112)	11% (26)	248
Trump Job Strongly Disapprove	7% (64)	16% (143)	13% (121)	52% (470)	12% (107)	904

Continued on next page

Table HR3_7: And specifically, how interested would you be in the following if they were held virtually?
MTV Movie & TV Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	6% (140)	15% (331)	12% (266)	53% (1166)	13% (297)	2200
Favorable of Trump	5% (47)	12% (110)	11% (100)	62% (547)	10% (85)	890
Unfavorable of Trump	7% (85)	17% (202)	13% (156)	50% (583)	11% (130)	1156
Very Favorable of Trump	6% (32)	10% (49)	10% (52)	64% (331)	10% (51)	515
Somewhat Favorable of Trump	4% (15)	16% (61)	13% (48)	58% (217)	9% (34)	374
Somewhat Unfavorable of Trump	5% (10)	23% (51)	14% (31)	46% (101)	11% (25)	217
Very Unfavorable of Trump	8% (75)	16% (151)	13% (125)	51% (482)	11% (105)	939
#1 Issue: Economy	7% (56)	18% (146)	12% (93)	53% (420)	9% (75)	789
#1 Issue: Security	6% (15)	8% (18)	12% (27)	64% (147)	10% (24)	230
#1 Issue: Health Care	5% (21)	18% (71)	14% (56)	50% (195)	12% (49)	392
#1 Issue: Medicare / Social Security	2% (5)	8% (24)	10% (28)	65% (193)	15% (45)	296
#1 Issue: Women's Issues	12% (11)	18% (17)	12% (11)	42% (40)	17% (16)	96
#1 Issue: Education	15% (21)	23% (33)	13% (19)	32% (46)	17% (25)	146
#1 Issue: Energy	6% (5)	12% (11)	16% (15)	41% (37)	25% (23)	91
#1 Issue: Other	4% (6)	7% (11)	10% (16)	54% (87)	25% (40)	160
2018 House Vote: Democrat	7% (50)	19% (139)	13% (98)	52% (380)	10% (70)	737
2018 House Vote: Republican	4% (26)	8% (52)	11% (70)	69% (438)	8% (50)	636
2018 House Vote: Someone else	5% (4)	9% (8)	12% (11)	51% (44)	23% (20)	86
2016 Vote: Hillary Clinton	7% (49)	18% (125)	13% (86)	51% (351)	11% (72)	684
2016 Vote: Donald Trump	4% (28)	9% (62)	12% (81)	67% (445)	7% (49)	665
2016 Vote: Other	2% (3)	15% (20)	10% (13)	65% (85)	7% (10)	130
2016 Vote: Didn't Vote	8% (61)	17% (125)	12% (86)	39% (283)	23% (166)	720
Voted in 2014: Yes	5% (66)	14% (179)	12% (155)	60% (788)	9% (116)	1303
Voted in 2014: No	8% (74)	17% (153)	12% (111)	42% (378)	20% (181)	897
2012 Vote: Barack Obama	6% (46)	20% (158)	14% (107)	51% (400)	10% (79)	791
2012 Vote: Mitt Romney	3% (17)	5% (27)	11% (58)	73% (369)	7% (35)	506
2012 Vote: Other	— (0)	8% (7)	10% (9)	73% (63)	9% (8)	87
2012 Vote: Didn't Vote	9% (77)	17% (138)	11% (92)	41% (329)	21% (174)	811

Continued on next page

Table HR3_7: *And specifically, how interested would you be in the following if they were held virtually?*
MTV Movie & TV Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	6% (140)	15% (331)	12% (266)	53% (1166)	13% (297)	2200
4-Region: Northeast	6% (24)	16% (63)	14% (55)	54% (214)	9% (37)	394
4-Region: Midwest	5% (23)	15% (69)	11% (51)	60% (275)	9% (43)	462
4-Region: South	8% (67)	16% (136)	10% (85)	52% (426)	13% (110)	824
4-Region: West	5% (25)	12% (64)	14% (74)	48% (251)	20% (106)	520
Watch TV: Every day	9% (93)	16% (177)	11% (117)	54% (591)	10% (111)	1088
Watch TV: Several times per week	6% (32)	17% (85)	14% (71)	54% (270)	8% (42)	500
Watch TV: About once per week	4% (6)	14% (19)	20% (28)	44% (61)	18% (25)	138
Watch TV: Several times per month	3% (4)	20% (24)	14% (17)	47% (57)	16% (20)	121
Watch TV: About once per month	5% (3)	16% (10)	10% (7)	51% (32)	18% (11)	63
Watch TV: Less often than once per month	3% (3)	10% (9)	12% (11)	56% (51)	18% (16)	91
Watch TV: Never	— (1)	4% (8)	8% (16)	52% (103)	36% (72)	199
Watch Movies: Every day	15% (66)	22% (97)	8% (36)	39% (170)	15% (64)	433
Watch Movies: Several times per week	4% (24)	15% (82)	14% (78)	56% (309)	10% (57)	549
Watch Movies: About once per week	5% (18)	17% (63)	18% (70)	51% (194)	9% (35)	380
Watch Movies: Several times per month	6% (15)	21% (47)	13% (29)	52% (117)	9% (19)	227
Watch Movies: About once per month	5% (11)	10% (21)	10% (20)	62% (131)	13% (28)	212
Watch Movies: Less often than once per month	2% (4)	7% (13)	8% (16)	68% (132)	15% (28)	193
Watch Movies: Never	2% (3)	3% (7)	8% (17)	55% (113)	32% (65)	206
Watch Sporting Events: Every day	16% (25)	23% (36)	7% (11)	38% (60)	16% (25)	158
Watch Sporting Events: Several times per week	7% (19)	22% (57)	17% (44)	46% (120)	7% (18)	258
Watch Sporting Events: About once per week	11% (22)	16% (31)	16% (33)	48% (96)	9% (17)	198
Watch Sporting Events: Several times per month	3% (5)	19% (40)	10% (22)	59% (124)	9% (19)	209
Watch Sporting Events: About once per month	7% (11)	20% (31)	17% (28)	50% (81)	6% (10)	161
Watch Sporting Events: Less often than once per month	7% (29)	17% (69)	12% (49)	52% (205)	11% (41)	393
Watch Sporting Events: Never	4% (29)	8% (67)	10% (80)	58% (480)	20% (167)	823
Cable TV: Currently subscribe	6% (63)	16% (152)	12% (112)	54% (519)	13% (122)	968
Cable TV: Subscribed in past	4% (32)	16% (123)	14% (104)	54% (405)	12% (91)	756
Cable TV: Never subscribed	10% (45)	12% (56)	10% (50)	51% (242)	17% (83)	476

Continued on next page

Table HR3_7: And specifically, how interested would you be in the following if they were held virtually?*MTV Movie & TV Awards*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	6% (140)	15% (331)	12% (266)	53% (1166)	13% (297)	2200
Satellite TV: Currently subscribe	8% (39)	15% (76)	12% (61)	47% (239)	18% (93)	508
Satellite TV: Subscribed in past	6% (34)	18% (106)	14% (84)	52% (313)	11% (64)	601
Satellite TV: Never subscribed	6% (68)	14% (149)	11% (121)	56% (615)	13% (140)	1092
Streaming Services: Currently subscribe	7% (89)	17% (227)	13% (172)	51% (683)	13% (182)	1353
Streaming Services: Subscribed in past	8% (17)	18% (38)	12% (25)	52% (109)	10% (21)	210
Streaming Services: Never subscribed	5% (34)	10% (67)	11% (69)	59% (373)	15% (94)	637
Film: An avid fan	10% (71)	20% (138)	13% (94)	43% (302)	14% (102)	706
Film: A casual fan	4% (53)	15% (177)	13% (157)	58% (702)	11% (129)	1218
Film: Not a fan	6% (17)	6% (16)	6% (16)	59% (162)	24% (66)	276
Television: An avid fan	8% (80)	17% (168)	12% (118)	51% (487)	11% (106)	958
Television: A casual fan	5% (52)	14% (145)	12% (130)	57% (598)	12% (132)	1058
Television: Not a fan	4% (8)	10% (18)	10% (18)	44% (81)	32% (59)	184
Music: An avid fan	10% (107)	21% (221)	14% (144)	43% (459)	13% (135)	1067
Music: A casual fan	3% (26)	11% (105)	12% (115)	63% (618)	12% (116)	979
Music: Not a fan	5% (7)	4% (5)	5% (7)	58% (90)	29% (45)	155
Fashion: An avid fan	23% (69)	18% (56)	12% (36)	28% (86)	19% (57)	304
Fashion: A casual fan	6% (50)	21% (190)	17% (152)	44% (391)	13% (113)	897
Fashion: Not a fan	2% (21)	9% (85)	8% (77)	69% (689)	13% (127)	999
Oscars watchers	12% (107)	26% (241)	18% (169)	35% (329)	9% (82)	929
Grammy Awards watchers	13% (115)	29% (261)	19% (174)	30% (268)	9% (79)	896
Golden Globes watchers	14% (96)	30% (212)	20% (141)	30% (214)	7% (46)	710
People's Choice Awards watchers	17% (112)	34% (220)	19% (124)	22% (145)	7% (43)	644
Primetime Emmy Awards watchers	13% (80)	33% (203)	20% (122)	27% (170)	7% (44)	619
Daytime Emmy Awards watchers	16% (62)	37% (145)	20% (77)	21% (83)	6% (25)	391
MTV Movie and TV Awards watchers	21% (132)	40% (253)	18% (115)	12% (78)	9% (54)	632
MTV Video Music Awards watchers	20% (125)	41% (252)	19% (119)	12% (73)	8% (49)	618
Teen Choice Awards watchers	24% (80)	38% (131)	16% (54)	13% (43)	9% (31)	340

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

Table HR3_8: *And specifically, how interested would you be in the following if they were held virtually?*
MTV Video Music Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	8% (167)	14% (305)	13% (288)	53% (1161)	13% (279)	2200
Gender: Male	7% (78)	15% (158)	13% (133)	53% (565)	12% (129)	1062
Gender: Female	8% (89)	13% (147)	14% (155)	52% (597)	13% (150)	1138
Age: 18-34	15% (99)	19% (123)	15% (100)	34% (222)	17% (112)	655
Age: 35-44	9% (31)	19% (69)	16% (58)	41% (148)	14% (51)	358
Age: 45-64	4% (33)	11% (82)	11% (79)	63% (474)	11% (83)	751
Age: 65+	1% (4)	7% (31)	12% (51)	73% (317)	8% (33)	436
GenZers: 1997-2012	16% (51)	19% (60)	13% (43)	33% (106)	19% (63)	323
Millennials: 1981-1996	14% (69)	19% (96)	17% (87)	35% (178)	14% (72)	503
GenXers: 1965-1980	6% (32)	17% (95)	10% (57)	55% (306)	12% (68)	558
Baby Boomers: 1946-1964	2% (14)	7% (50)	13% (93)	69% (494)	10% (70)	722
PID: Dem (no lean)	9% (72)	19% (156)	13% (105)	46% (370)	13% (101)	804
PID: Ind (no lean)	8% (57)	12% (86)	14% (96)	49% (345)	17% (118)	701
PID: Rep (no lean)	5% (37)	9% (63)	13% (87)	64% (447)	9% (61)	696
PID/Gender: Dem Men	8% (29)	18% (68)	12% (46)	47% (172)	14% (53)	368
PID/Gender: Dem Women	10% (44)	20% (88)	14% (59)	45% (197)	11% (47)	435
PID/Gender: Ind Men	7% (24)	15% (51)	11% (36)	53% (180)	14% (47)	337
PID/Gender: Ind Women	9% (33)	10% (35)	16% (60)	45% (165)	20% (71)	364
PID/Gender: Rep Men	7% (25)	11% (39)	14% (51)	59% (212)	8% (29)	357
PID/Gender: Rep Women	4% (12)	7% (24)	11% (36)	69% (235)	9% (32)	339
Ideo: Liberal (1-3)	10% (61)	18% (111)	16% (102)	45% (284)	12% (75)	632
Ideo: Moderate (4)	7% (37)	18% (97)	14% (74)	50% (273)	12% (66)	546
Ideo: Conservative (5-7)	6% (44)	8% (62)	12% (91)	66% (496)	8% (60)	753
Educ: < College	9% (131)	14% (216)	12% (188)	50% (763)	14% (214)	1512
Educ: Bachelors degree	4% (17)	14% (62)	16% (69)	58% (258)	8% (37)	444
Educ: Post-grad	8% (19)	11% (27)	12% (30)	57% (140)	12% (28)	244
Income: Under 50k	10% (112)	14% (161)	12% (142)	50% (585)	15% (178)	1178
Income: 50k-100k	5% (31)	17% (109)	15% (101)	56% (365)	8% (51)	657
Income: 100k+	6% (23)	10% (35)	12% (45)	58% (211)	14% (51)	365
Ethnicity: White	6% (108)	12% (213)	13% (217)	58% (996)	11% (187)	1722
Ethnicity: Hispanic	14% (49)	17% (60)	13% (47)	35% (124)	20% (70)	349

Continued on next page

Table HR3_8: *And specifically, how interested would you be in the following if they were held virtually?*
MTV Video Music Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	8% (167)	14% (305)	13% (288)	53% (1161)	13% (279)	2200
Ethnicity: Afr. Am.	13% (35)	21% (57)	13% (37)	37% (102)	16% (43)	274
Ethnicity: Other	12% (24)	17% (35)	17% (34)	31% (63)	24% (48)	204
All Christian	6% (61)	12% (114)	14% (134)	60% (595)	9% (84)	988
All Non-Christian	11% (12)	11% (12)	18% (19)	47% (51)	13% (14)	108
Atheist	9% (9)	15% (14)	13% (12)	48% (46)	16% (15)	96
Agnostic/Nothing in particular	9% (86)	16% (164)	12% (122)	47% (470)	16% (166)	1008
Religious Non-Protestant/Catholic	11% (15)	11% (16)	17% (24)	46% (64)	15% (21)	140
Evangelical	9% (50)	13% (74)	10% (61)	56% (324)	12% (71)	580
Non-Evangelical	7% (52)	14% (109)	16% (127)	56% (450)	7% (60)	798
Community: Urban	11% (61)	15% (84)	15% (84)	46% (258)	12% (68)	555
Community: Suburban	7% (74)	14% (148)	13% (132)	56% (585)	11% (113)	1051
Community: Rural	5% (32)	12% (73)	12% (72)	54% (319)	16% (98)	594
Employ: Private Sector	8% (47)	17% (100)	14% (84)	51% (300)	9% (52)	582
Employ: Government	8% (13)	11% (18)	18% (30)	54% (90)	8% (13)	165
Employ: Self-Employed	12% (22)	17% (32)	14% (27)	46% (86)	11% (20)	186
Employ: Homemaker	5% (7)	11% (18)	12% (20)	53% (87)	20% (32)	164
Employ: Retired	1% (5)	7% (31)	12% (56)	73% (339)	8% (36)	467
Employ: Unemployed	11% (32)	20% (60)	8% (25)	47% (141)	13% (39)	296
Employ: Other	11% (21)	10% (19)	11% (20)	39% (74)	29% (55)	189
Military HH: Yes	8% (29)	12% (43)	9% (34)	61% (219)	9% (31)	356
Military HH: No	7% (138)	14% (262)	14% (254)	51% (943)	13% (248)	1844
RD/WT: Right Direction	8% (56)	11% (78)	14% (101)	57% (402)	9% (65)	701
RD/WT: Wrong Track	7% (111)	15% (227)	12% (187)	51% (759)	14% (214)	1499
Trump Job Approve	7% (64)	11% (98)	12% (109)	60% (546)	10% (91)	909
Trump Job Disapprove	8% (90)	17% (191)	15% (169)	51% (583)	10% (119)	1153
Trump Job Strongly Approve	7% (34)	7% (34)	12% (56)	65% (315)	10% (47)	485
Trump Job Somewhat Approve	7% (31)	15% (64)	13% (53)	55% (231)	11% (45)	424
Trump Job Somewhat Disapprove	9% (23)	19% (48)	18% (45)	43% (106)	11% (26)	248
Trump Job Strongly Disapprove	7% (67)	16% (144)	14% (124)	53% (477)	10% (92)	904

Continued on next page

Table HR3_8: *And specifically, how interested would you be in the following if they were held virtually?*
MTV Video Music Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	8% (167)	14% (305)	13% (288)	53% (1161)	13% (279)	2200
Favorable of Trump	6% (57)	11% (96)	12% (106)	61% (546)	10% (85)	890
Unfavorable of Trump	8% (98)	16% (188)	15% (171)	50% (582)	10% (118)	1156
Very Favorable of Trump	7% (36)	8% (42)	12% (59)	64% (328)	10% (51)	515
Somewhat Favorable of Trump	6% (21)	14% (54)	12% (46)	58% (218)	9% (34)	374
Somewhat Unfavorable of Trump	10% (22)	19% (41)	16% (34)	45% (97)	11% (24)	217
Very Unfavorable of Trump	8% (76)	16% (147)	15% (137)	52% (484)	10% (94)	939
#1 Issue: Economy	8% (62)	17% (138)	13% (101)	53% (417)	9% (71)	789
#1 Issue: Security	7% (16)	7% (16)	8% (18)	65% (149)	13% (30)	230
#1 Issue: Health Care	7% (27)	14% (55)	16% (61)	52% (205)	11% (44)	392
#1 Issue: Medicare / Social Security	2% (7)	8% (23)	12% (34)	65% (192)	14% (41)	296
#1 Issue: Women's Issues	16% (15)	14% (14)	15% (14)	39% (38)	16% (15)	96
#1 Issue: Education	18% (27)	19% (27)	14% (21)	33% (48)	16% (23)	146
#1 Issue: Energy	8% (7)	17% (15)	22% (20)	36% (33)	17% (16)	91
#1 Issue: Other	4% (7)	11% (18)	11% (18)	50% (80)	24% (38)	160
2018 House Vote: Democrat	7% (54)	17% (124)	14% (101)	54% (395)	8% (62)	737
2018 House Vote: Republican	4% (28)	8% (50)	12% (75)	68% (433)	8% (50)	636
2018 House Vote: Someone else	7% (6)	9% (7)	14% (12)	44% (38)	26% (22)	86
2016 Vote: Hillary Clinton	7% (50)	17% (115)	13% (87)	54% (367)	9% (64)	684
2016 Vote: Donald Trump	5% (31)	7% (49)	13% (88)	67% (443)	8% (53)	665
2016 Vote: Other	4% (6)	11% (14)	16% (20)	60% (78)	9% (12)	130
2016 Vote: Didn't Vote	11% (80)	17% (124)	13% (92)	38% (274)	21% (150)	720
Voted in 2014: Yes	6% (72)	13% (164)	13% (166)	60% (787)	9% (114)	1303
Voted in 2014: No	11% (94)	16% (141)	14% (122)	42% (375)	18% (165)	897
2012 Vote: Barack Obama	7% (55)	18% (143)	13% (103)	52% (415)	10% (75)	791
2012 Vote: Mitt Romney	4% (18)	5% (24)	13% (66)	72% (362)	7% (35)	506
2012 Vote: Other	— (0)	6% (5)	16% (14)	65% (56)	14% (12)	87
2012 Vote: Didn't Vote	12% (93)	16% (130)	13% (105)	40% (326)	19% (156)	811

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Table HR3_8: *And specifically, how interested would you be in the following if they were held virtually?*
MTV Video Music Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	8% (167)	14% (305)	13% (288)	53% (1161)	13% (279)	2200
4-Region: Northeast	7% (29)	17% (66)	16% (63)	52% (205)	8% (31)	394
4-Region: Midwest	5% (23)	13% (62)	12% (57)	61% (283)	8% (37)	462
4-Region: South	9% (77)	14% (113)	12% (103)	52% (429)	12% (102)	824
4-Region: West	7% (38)	12% (64)	13% (65)	47% (245)	21% (109)	520
Watch TV: Every day	10% (106)	14% (154)	13% (143)	54% (587)	9% (98)	1088
Watch TV: Several times per week	7% (37)	15% (77)	15% (75)	54% (271)	8% (40)	500
Watch TV: About once per week	7% (10)	12% (16)	15% (21)	47% (65)	18% (25)	138
Watch TV: Several times per month	2% (2)	22% (27)	9% (11)	52% (63)	15% (18)	121
Watch TV: About once per month	6% (4)	18% (12)	13% (8)	42% (26)	21% (13)	63
Watch TV: Less often than once per month	4% (3)	13% (12)	12% (11)	53% (48)	18% (17)	91
Watch TV: Never	2% (4)	4% (8)	9% (18)	51% (101)	34% (68)	199
Watch Movies: Every day	18% (76)	21% (89)	11% (50)	40% (172)	11% (46)	433
Watch Movies: Several times per week	6% (32)	14% (76)	15% (80)	56% (309)	9% (52)	549
Watch Movies: About once per week	5% (19)	15% (56)	17% (63)	53% (203)	10% (39)	380
Watch Movies: Several times per month	6% (15)	17% (39)	18% (41)	49% (112)	9% (20)	227
Watch Movies: About once per month	6% (13)	11% (23)	13% (27)	60% (128)	10% (22)	212
Watch Movies: Less often than once per month	2% (4)	8% (15)	7% (13)	65% (125)	19% (37)	193
Watch Movies: Never	4% (8)	3% (7)	7% (14)	55% (113)	31% (64)	206
Watch Sporting Events: Every day	18% (28)	22% (34)	9% (14)	41% (64)	11% (17)	158
Watch Sporting Events: Several times per week	10% (25)	18% (48)	20% (51)	46% (119)	6% (15)	258
Watch Sporting Events: About once per week	11% (22)	15% (29)	18% (37)	47% (93)	9% (18)	198
Watch Sporting Events: Several times per month	4% (8)	18% (39)	14% (29)	55% (115)	9% (19)	209
Watch Sporting Events: About once per month	7% (12)	19% (30)	15% (24)	54% (87)	5% (8)	161
Watch Sporting Events: Less often than once per month	9% (35)	14% (56)	13% (52)	53% (210)	10% (40)	393
Watch Sporting Events: Never	5% (37)	8% (69)	10% (81)	58% (473)	20% (162)	823
Cable TV: Currently subscribe	8% (75)	16% (150)	12% (116)	54% (523)	11% (104)	968
Cable TV: Subscribed in past	6% (47)	14% (109)	15% (111)	53% (403)	11% (85)	756
Cable TV: Never subscribed	9% (45)	10% (46)	13% (60)	49% (236)	19% (90)	476

Continued on next page

Table HR3_8: And specifically, how interested would you be in the following if they were held virtually?
MTV Video Music Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	8% (167)	14% (305)	13% (288)	53% (1161)	13% (279)	2200
Satellite TV: Currently subscribe	9% (44)	13% (65)	12% (62)	50% (252)	17% (84)	508
Satellite TV: Subscribed in past	7% (42)	18% (107)	15% (89)	51% (306)	9% (57)	601
Satellite TV: Never subscribed	7% (81)	12% (133)	12% (136)	55% (604)	13% (139)	1092
Streaming Services: Currently subscribe	8% (111)	15% (206)	14% (196)	50% (678)	12% (161)	1353
Streaming Services: Subscribed in past	10% (20)	19% (40)	10% (20)	49% (104)	12% (26)	210
Streaming Services: Never subscribed	5% (35)	9% (59)	11% (72)	59% (379)	14% (92)	637
Film: An avid fan	11% (79)	18% (128)	15% (106)	42% (297)	14% (96)	706
Film: A casual fan	6% (70)	13% (156)	14% (168)	57% (700)	10% (124)	1218
Film: Not a fan	6% (18)	8% (21)	5% (14)	60% (165)	21% (59)	276
Television: An avid fan	10% (95)	15% (142)	15% (143)	50% (478)	11% (101)	958
Television: A casual fan	6% (60)	14% (146)	12% (131)	57% (599)	12% (122)	1058
Television: Not a fan	7% (12)	9% (17)	8% (15)	46% (85)	30% (56)	184
Music: An avid fan	12% (128)	18% (194)	15% (160)	43% (455)	12% (129)	1067
Music: A casual fan	3% (31)	11% (106)	13% (123)	62% (611)	11% (107)	979
Music: Not a fan	5% (8)	3% (4)	3% (4)	61% (95)	28% (44)	155
Fashion: An avid fan	27% (82)	18% (56)	11% (35)	27% (84)	16% (48)	304
Fashion: A casual fan	7% (62)	19% (172)	18% (159)	45% (405)	11% (98)	897
Fashion: Not a fan	2% (23)	8% (77)	9% (93)	67% (673)	13% (133)	999
Oscars watchers	14% (125)	24% (224)	19% (174)	36% (330)	8% (75)	929
Grammy Awards watchers	15% (135)	28% (247)	20% (176)	30% (267)	8% (70)	896
Golden Globes watchers	15% (107)	28% (201)	20% (142)	30% (213)	7% (47)	710
People's Choice Awards watchers	19% (122)	31% (202)	19% (124)	24% (156)	6% (41)	644
Primetime Emmy Awards watchers	15% (91)	29% (182)	22% (133)	29% (177)	6% (36)	619
Daytime Emmy Awards watchers	18% (72)	34% (132)	19% (74)	23% (90)	6% (24)	391
MTV Movie and TV Awards watchers	23% (145)	37% (234)	19% (119)	14% (92)	7% (42)	632
MTV Video Music Awards watchers	23% (145)	41% (251)	18% (113)	12% (76)	5% (33)	618
Teen Choice Awards watchers	26% (88)	36% (121)	14% (48)	17% (58)	7% (24)	340

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

Table HR3_9: And specifically, how interested would you be in the following if they were held virtually?
Teen Choice Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	4% (93)	9% (197)	13% (285)	59% (1306)	15% (320)	2200
Gender: Male	3% (33)	9% (97)	13% (142)	60% (640)	14% (150)	1062
Gender: Female	5% (60)	9% (100)	13% (142)	59% (666)	15% (170)	1138
Age: 18-34	9% (61)	17% (110)	16% (104)	39% (256)	19% (124)	655
Age: 35-44	4% (15)	11% (39)	16% (56)	52% (187)	17% (61)	358
Age: 45-64	2% (15)	4% (32)	11% (82)	70% (527)	13% (95)	751
Age: 65+	— (2)	4% (16)	10% (43)	77% (335)	9% (40)	436
GenZers: 1997-2012	10% (32)	19% (61)	15% (49)	35% (114)	21% (67)	323
Millennials: 1981-1996	8% (39)	14% (70)	18% (92)	43% (215)	17% (88)	503
GenXers: 1965-1980	3% (15)	7% (41)	11% (60)	65% (360)	15% (82)	558
Baby Boomers: 1946-1964	1% (6)	3% (22)	11% (77)	75% (539)	11% (78)	722
PID: Dem (no lean)	6% (46)	11% (85)	15% (121)	53% (423)	16% (129)	804
PID: Ind (no lean)	4% (27)	9% (62)	12% (82)	58% (405)	18% (125)	701
PID: Rep (no lean)	3% (20)	7% (50)	12% (82)	69% (477)	10% (66)	696
PID/Gender: Dem Men	4% (15)	10% (37)	16% (59)	52% (192)	18% (65)	368
PID/Gender: Dem Women	7% (31)	11% (47)	14% (62)	53% (232)	14% (63)	435
PID/Gender: Ind Men	3% (9)	9% (32)	10% (35)	63% (213)	14% (49)	337
PID/Gender: Ind Women	5% (18)	8% (30)	13% (47)	53% (192)	21% (77)	364
PID/Gender: Rep Men	2% (9)	8% (27)	14% (49)	66% (236)	10% (36)	357
PID/Gender: Rep Women	3% (11)	7% (23)	10% (33)	71% (242)	9% (30)	339
Ideo: Liberal (1-3)	6% (38)	10% (64)	14% (88)	54% (343)	16% (99)	632
Ideo: Moderate (4)	3% (17)	12% (63)	15% (83)	58% (315)	12% (68)	546
Ideo: Conservative (5-7)	3% (21)	6% (47)	12% (87)	71% (534)	9% (64)	753
Educ: < College	5% (72)	10% (150)	13% (193)	56% (851)	16% (246)	1512
Educ: Bachelors degree	2% (9)	6% (27)	15% (68)	67% (297)	10% (43)	444
Educ: Post-grad	5% (11)	8% (19)	10% (24)	65% (158)	13% (31)	244
Income: Under 50k	5% (63)	9% (111)	12% (141)	56% (655)	18% (207)	1178
Income: 50k-100k	3% (20)	10% (64)	16% (107)	62% (407)	9% (58)	657
Income: 100k+	3% (9)	6% (21)	10% (36)	67% (244)	15% (55)	365
Ethnicity: White	4% (65)	8% (131)	13% (217)	64% (1099)	12% (211)	1722
Ethnicity: Hispanic	6% (21)	11% (38)	17% (60)	44% (155)	21% (75)	349

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Table HR3_9: And specifically, how interested would you be in the following if they were held virtually?
Teen Choice Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	4% (93)	9% (197)	13% (285)	59% (1306)	15% (320)	2200
Ethnicity: Afr. Am.	7% (18)	13% (36)	12% (34)	46% (125)	22% (60)	274
Ethnicity: Other	5% (10)	15% (30)	16% (34)	40% (82)	24% (49)	204
All Christian	3% (31)	7% (70)	14% (139)	67% (658)	9% (90)	988
All Non-Christian	6% (7)	16% (18)	14% (15)	52% (56)	11% (12)	108
Atheist	3% (3)	8% (8)	12% (12)	56% (54)	20% (19)	96
Agnostic/Nothing in particular	5% (51)	10% (102)	12% (119)	53% (537)	20% (199)	1008
Religious Non-Protestant/Catholic	7% (10)	15% (20)	14% (19)	52% (72)	13% (18)	140
Evangelical	5% (30)	10% (57)	11% (62)	62% (358)	13% (73)	580
Non-Evangelical	2% (20)	9% (68)	16% (126)	65% (517)	8% (68)	798
Community: Urban	4% (21)	14% (76)	13% (70)	56% (311)	14% (77)	555
Community: Suburban	5% (49)	7% (78)	14% (150)	62% (646)	12% (128)	1051
Community: Rural	4% (23)	7% (43)	11% (64)	59% (349)	19% (115)	594
Employ: Private Sector	5% (27)	9% (55)	17% (98)	60% (349)	9% (53)	582
Employ: Government	2% (3)	7% (12)	17% (28)	63% (103)	11% (18)	165
Employ: Self-Employed	6% (11)	10% (19)	16% (30)	57% (107)	10% (19)	186
Employ: Homemaker	6% (10)	7% (12)	10% (17)	56% (92)	20% (33)	164
Employ: Retired	— (2)	3% (14)	9% (44)	78% (363)	10% (44)	467
Employ: Unemployed	4% (13)	12% (37)	7% (21)	56% (166)	20% (59)	296
Employ: Other	6% (11)	7% (13)	11% (21)	45% (85)	31% (59)	189
Military HH: Yes	5% (18)	9% (31)	10% (36)	66% (236)	10% (35)	356
Military HH: No	4% (75)	9% (166)	13% (248)	58% (1069)	15% (286)	1844
RD/WT: Right Direction	5% (35)	10% (69)	12% (86)	63% (439)	10% (72)	701
RD/WT: Wrong Track	4% (58)	9% (128)	13% (198)	58% (867)	17% (248)	1499
Trump Job Approve	4% (39)	8% (75)	11% (99)	66% (598)	11% (97)	909
Trump Job Disapprove	4% (49)	10% (114)	15% (178)	58% (663)	13% (148)	1153
Trump Job Strongly Approve	4% (21)	6% (28)	9% (44)	71% (343)	10% (48)	485
Trump Job Somewhat Approve	4% (18)	11% (47)	13% (54)	60% (255)	12% (49)	424
Trump Job Somewhat Disapprove	6% (15)	18% (44)	18% (45)	47% (116)	11% (28)	248
Trump Job Strongly Disapprove	4% (34)	8% (69)	15% (134)	60% (547)	13% (120)	904

Continued on next page

Table HR3_9: And specifically, how interested would you be in the following if they were held virtually?
Teen Choice Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	4% (93)	9% (197)	13% (285)	59% (1306)	15% (320)	2200
Favorable of Trump	4% (37)	8% (74)	11% (98)	66% (589)	10% (90)	890
Unfavorable of Trump	4% (50)	9% (107)	15% (177)	58% (676)	13% (146)	1156
Very Favorable of Trump	4% (20)	7% (37)	11% (55)	69% (355)	9% (49)	515
Somewhat Favorable of Trump	5% (18)	10% (37)	12% (44)	63% (235)	11% (41)	374
Somewhat Unfavorable of Trump	4% (8)	16% (34)	17% (36)	52% (113)	12% (26)	217
Very Unfavorable of Trump	4% (42)	8% (73)	15% (141)	60% (563)	13% (120)	939
#1 Issue: Economy	4% (28)	12% (96)	12% (95)	62% (490)	10% (80)	789
#1 Issue: Security	4% (8)	4% (9)	10% (24)	69% (159)	12% (28)	230
#1 Issue: Health Care	5% (20)	8% (30)	17% (67)	55% (214)	16% (62)	392
#1 Issue: Medicare / Social Security	1% (2)	5% (15)	11% (33)	66% (195)	17% (51)	296
#1 Issue: Women's Issues	13% (13)	9% (9)	15% (14)	46% (44)	17% (16)	96
#1 Issue: Education	11% (15)	20% (29)	15% (22)	37% (54)	17% (25)	146
#1 Issue: Energy	4% (3)	7% (7)	17% (16)	55% (51)	16% (15)	91
#1 Issue: Other	2% (3)	2% (2)	8% (14)	61% (98)	27% (44)	160
2018 House Vote: Democrat	4% (33)	9% (70)	15% (111)	60% (444)	11% (80)	737
2018 House Vote: Republican	2% (15)	6% (39)	11% (70)	72% (461)	8% (51)	636
2018 House Vote: Someone else	3% (3)	5% (4)	4% (4)	62% (54)	26% (22)	86
2016 Vote: Hillary Clinton	4% (27)	8% (53)	14% (99)	62% (425)	12% (79)	684
2016 Vote: Donald Trump	2% (15)	7% (46)	11% (71)	72% (477)	8% (56)	665
2016 Vote: Other	1% (2)	9% (12)	14% (19)	68% (89)	8% (10)	130
2016 Vote: Didn't Vote	7% (49)	12% (87)	13% (96)	44% (313)	24% (175)	720
Voted in 2014: Yes	2% (32)	8% (98)	12% (158)	68% (880)	10% (134)	1303
Voted in 2014: No	7% (60)	11% (98)	14% (126)	47% (425)	21% (186)	897
2012 Vote: Barack Obama	3% (23)	10% (77)	15% (121)	61% (480)	11% (90)	791
2012 Vote: Mitt Romney	2% (11)	4% (21)	10% (49)	77% (387)	7% (37)	506
2012 Vote: Other	— (0)	6% (5)	4% (3)	80% (69)	11% (9)	87
2012 Vote: Didn't Vote	7% (58)	12% (94)	14% (111)	45% (365)	22% (182)	811

Continued on next page

Table HR3_9: And specifically, how interested would you be in the following if they were held virtually?
Teen Choice Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	4% (93)	9% (197)	13% (285)	59% (1306)	15% (320)	2200
4-Region: Northeast	5% (21)	9% (34)	14% (55)	62% (242)	10% (41)	394
4-Region: Midwest	3% (14)	7% (31)	13% (61)	67% (312)	10% (46)	462
4-Region: South	5% (41)	10% (86)	11% (94)	58% (480)	15% (123)	824
4-Region: West	3% (16)	9% (46)	14% (75)	52% (272)	21% (110)	520
Watch TV: Every day	6% (63)	11% (115)	13% (139)	61% (663)	10% (109)	1088
Watch TV: Several times per week	3% (13)	9% (43)	15% (76)	62% (309)	12% (59)	500
Watch TV: About once per week	4% (6)	7% (9)	15% (21)	52% (72)	22% (30)	138
Watch TV: Several times per month	1% (2)	14% (17)	11% (13)	54% (66)	19% (23)	121
Watch TV: About once per month	6% (4)	7% (4)	17% (11)	50% (32)	20% (12)	63
Watch TV: Less often than once per month	5% (4)	3% (3)	15% (14)	59% (53)	18% (17)	91
Watch TV: Never	1% (1)	3% (6)	6% (11)	55% (110)	35% (70)	199
Watch Movies: Every day	8% (37)	17% (72)	11% (48)	49% (213)	15% (64)	433
Watch Movies: Several times per week	4% (22)	9% (49)	14% (79)	63% (346)	10% (54)	549
Watch Movies: About once per week	4% (15)	8% (30)	18% (68)	58% (221)	12% (46)	380
Watch Movies: Several times per month	2% (5)	12% (28)	20% (45)	57% (128)	9% (20)	227
Watch Movies: About once per month	3% (5)	5% (10)	11% (22)	66% (139)	17% (35)	212
Watch Movies: Less often than once per month	2% (4)	3% (5)	6% (12)	71% (138)	18% (35)	193
Watch Movies: Never	2% (5)	1% (3)	5% (10)	59% (122)	32% (66)	206
Watch Sporting Events: Every day	10% (16)	18% (29)	9% (14)	47% (74)	16% (25)	158
Watch Sporting Events: Several times per week	5% (14)	10% (26)	17% (45)	59% (152)	8% (20)	258
Watch Sporting Events: About once per week	7% (13)	6% (13)	23% (45)	55% (108)	10% (20)	198
Watch Sporting Events: Several times per month	5% (9)	11% (22)	12% (25)	64% (134)	9% (19)	209
Watch Sporting Events: About once per month	4% (7)	16% (25)	18% (28)	57% (91)	6% (10)	161
Watch Sporting Events: Less often than once per month	5% (21)	9% (36)	14% (54)	60% (235)	12% (47)	393
Watch Sporting Events: Never	1% (12)	6% (46)	9% (74)	62% (511)	22% (179)	823
Cable TV: Currently subscribe	5% (44)	11% (102)	13% (129)	59% (574)	12% (120)	968
Cable TV: Subscribed in past	3% (24)	8% (62)	14% (103)	61% (464)	14% (103)	756
Cable TV: Never subscribed	5% (25)	7% (33)	11% (53)	56% (269)	20% (97)	476

Continued on next page

Table HR3_9: And specifically, how interested would you be in the following if they were held virtually?

Teen Choice Awards

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	4% (93)	9% (197)	13% (285)	59% (1306)	15% (320)	2200
Satellite TV: Currently subscribe	5% (25)	10% (48)	13% (66)	52% (266)	20% (102)	508
Satellite TV: Subscribed in past	3% (17)	10% (61)	16% (98)	60% (361)	10% (63)	601
Satellite TV: Never subscribed	5% (51)	8% (87)	11% (120)	62% (678)	14% (156)	1092
Streaming Services: Currently subscribe	4% (60)	10% (132)	14% (192)	58% (778)	14% (190)	1353
Streaming Services: Subscribed in past	7% (14)	10% (22)	16% (33)	57% (120)	10% (22)	210
Streaming Services: Never subscribed	3% (18)	7% (43)	9% (59)	64% (408)	17% (108)	637
Film: An avid fan	7% (50)	12% (83)	16% (110)	50% (353)	16% (110)	706
Film: A casual fan	3% (33)	8% (100)	13% (154)	65% (789)	12% (141)	1218
Film: Not a fan	4% (10)	5% (13)	7% (20)	59% (164)	25% (69)	276
Television: An avid fan	6% (54)	9% (91)	16% (152)	56% (538)	13% (123)	958
Television: A casual fan	3% (28)	8% (88)	11% (121)	64% (679)	13% (143)	1058
Television: Not a fan	6% (10)	10% (18)	7% (12)	48% (89)	29% (54)	184
Music: An avid fan	6% (66)	12% (128)	16% (170)	51% (544)	15% (158)	1067
Music: A casual fan	2% (18)	7% (67)	11% (112)	68% (667)	12% (114)	979
Music: Not a fan	5% (8)	1% (1)	2% (3)	61% (95)	31% (48)	155
Fashion: An avid fan	16% (47)	17% (52)	16% (49)	34% (103)	17% (53)	304
Fashion: A casual fan	4% (32)	10% (89)	17% (150)	56% (503)	14% (122)	897
Fashion: Not a fan	1% (13)	6% (55)	9% (85)	70% (700)	15% (146)	999
Oscars watchers	7% (66)	16% (151)	19% (177)	47% (435)	11% (99)	929
Grammy Awards watchers	9% (78)	16% (145)	22% (197)	42% (378)	11% (97)	896
Golden Globes watchers	9% (60)	19% (131)	21% (152)	43% (302)	9% (63)	710
People's Choice Awards watchers	12% (77)	23% (146)	24% (156)	33% (210)	9% (57)	644
Primetime Emmy Awards watchers	10% (60)	20% (124)	22% (134)	41% (255)	7% (46)	619
Daytime Emmy Awards watchers	10% (41)	25% (96)	25% (99)	29% (114)	10% (41)	391
MTV Movie and TV Awards watchers	12% (79)	22% (139)	22% (142)	31% (198)	12% (74)	632
MTV Video Music Awards watchers	13% (80)	23% (142)	22% (137)	30% (187)	12% (73)	618
Teen Choice Awards watchers	21% (72)	35% (119)	24% (81)	12% (42)	8% (26)	340

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

Table HR4: Which of the following comes closest to your opinion even if neither is exactly right?

Demographic	I would rather awards shows be done virtually during the COVID-19 pandemic.		I would rather awards shows be postponed until after the COVID-19 pandemic.		Don't know / No opinion	Total N
Adults	29%	(629)	30%	(660)	41% (912)	2200
Gender: Male	27%	(291)	30%	(319)	43% (452)	1062
Gender: Female	30%	(338)	30%	(341)	40% (460)	1138
Age: 18-34	36%	(235)	35%	(230)	29% (190)	655
Age: 35-44	31%	(109)	33%	(117)	37% (131)	358
Age: 45-64	24%	(181)	25%	(189)	51% (381)	751
Age: 65+	24%	(104)	28%	(124)	48% (209)	436
GenZers: 1997-2012	35%	(114)	36%	(116)	29% (93)	323
Millennials: 1981-1996	35%	(176)	33%	(166)	32% (161)	503
GenXers: 1965-1980	26%	(144)	29%	(163)	45% (251)	558
Baby Boomers: 1946-1964	24%	(172)	26%	(184)	51% (366)	722
PID: Dem (no lean)	34%	(274)	35%	(278)	31% (251)	804
PID: Ind (no lean)	26%	(184)	26%	(185)	47% (331)	701
PID: Rep (no lean)	24%	(170)	28%	(196)	47% (329)	696
PID/Gender: Dem Men	30%	(111)	35%	(128)	35% (129)	368
PID/Gender: Dem Women	37%	(163)	35%	(150)	28% (122)	435
PID/Gender: Ind Men	28%	(94)	25%	(83)	47% (159)	337
PID/Gender: Ind Women	25%	(90)	28%	(102)	47% (172)	364
PID/Gender: Rep Men	24%	(86)	30%	(107)	46% (164)	357
PID/Gender: Rep Women	25%	(84)	26%	(89)	49% (165)	339
Ideo: Liberal (1-3)	37%	(237)	33%	(209)	29% (186)	632
Ideo: Moderate (4)	32%	(173)	31%	(170)	37% (203)	546
Ideo: Conservative (5-7)	22%	(162)	29%	(217)	50% (374)	753
Educ: < College	25%	(385)	32%	(480)	43% (647)	1512
Educ: Bachelors degree	33%	(146)	27%	(119)	40% (178)	444
Educ: Post-grad	40%	(97)	25%	(61)	35% (86)	244
Income: Under 50k	26%	(303)	30%	(358)	44% (518)	1178
Income: 50k-100k	34%	(223)	29%	(187)	38% (247)	657
Income: 100k+	28%	(103)	31%	(115)	40% (147)	365
Ethnicity: White	28%	(490)	28%	(480)	44% (752)	1722

Continued on next page

Table HR4: Which of the following comes closest to your opinion even if neither is exactly right?

Demographic	I would rather awards shows be done virtually during the COVID-19 pandemic.		I would rather awards shows be postponed until after the COVID-19 pandemic.		Don't know / No opinion	Total N
Adults	29%	(629)	30%	(660)	41% (912)	2200
Ethnicity: Hispanic	29%	(100)	40%	(141)	31% (109)	349
Ethnicity: Afr. Am.	30%	(83)	36%	(99)	34% (93)	274
Ethnicity: Other	28%	(56)	40%	(81)	33% (67)	204
All Christian	28%	(275)	29%	(288)	43% (425)	988
All Non-Christian	39%	(42)	33%	(36)	28% (31)	108
Atheist	39%	(37)	32%	(31)	29% (28)	96
Agnostic/Nothing in particular	27%	(274)	30%	(305)	42% (428)	1008
Religious Non-Protestant/Catholic	37%	(51)	36%	(50)	27% (38)	140
Evangelical	27%	(156)	30%	(176)	43% (247)	580
Non-Evangelical	29%	(228)	28%	(222)	44% (348)	798
Community: Urban	30%	(169)	35%	(194)	35% (192)	555
Community: Suburban	31%	(323)	29%	(308)	40% (420)	1051
Community: Rural	23%	(137)	27%	(158)	50% (300)	594
Employ: Private Sector	31%	(179)	33%	(194)	36% (209)	582
Employ: Government	39%	(64)	32%	(52)	30% (49)	165
Employ: Self-Employed	39%	(73)	30%	(55)	31% (58)	186
Employ: Homemaker	22%	(35)	27%	(44)	52% (85)	164
Employ: Retired	23%	(107)	24%	(111)	53% (250)	467
Employ: Unemployed	26%	(78)	35%	(104)	39% (114)	296
Employ: Other	17%	(31)	28%	(53)	55% (105)	189
Military HH: Yes	27%	(95)	28%	(100)	45% (162)	356
Military HH: No	29%	(534)	30%	(560)	41% (750)	1844
RD/WT: Right Direction	23%	(164)	30%	(207)	47% (330)	701
RD/WT: Wrong Track	31%	(464)	30%	(453)	39% (582)	1499
Trump Job Approve	24%	(217)	29%	(261)	47% (430)	909
Trump Job Disapprove	34%	(392)	31%	(363)	34% (397)	1153

Continued on next page

Table HR4: Which of the following comes closest to your opinion even if neither is exactly right?

Demographic	I would rather awards shows be done virtually during the COVID-19 pandemic.		I would rather awards shows be postponed until after the COVID-19 pandemic.		Don't know / No opinion	Total N
Adults	29%	(629)	30%	(660)	41% (912)	2200
Trump Job Strongly Approve	18%	(88)	28%	(134)	54% (263)	485
Trump Job Somewhat Approve	31%	(129)	30%	(128)	39% (167)	424
Trump Job Somewhat Disapprove	33%	(82)	36%	(88)	31% (78)	248
Trump Job Strongly Disapprove	34%	(310)	30%	(274)	35% (320)	904
Favorable of Trump	23%	(201)	30%	(271)	47% (419)	890
Unfavorable of Trump	35%	(400)	31%	(354)	35% (402)	1156
Very Favorable of Trump	19%	(98)	29%	(147)	52% (271)	515
Somewhat Favorable of Trump	28%	(103)	33%	(123)	40% (148)	374
Somewhat Unfavorable of Trump	33%	(72)	32%	(69)	35% (77)	217
Very Unfavorable of Trump	35%	(328)	30%	(286)	35% (325)	939
#1 Issue: Economy	28%	(224)	32%	(250)	40% (315)	789
#1 Issue: Security	19%	(43)	31%	(72)	50% (115)	230
#1 Issue: Health Care	38%	(150)	26%	(103)	36% (139)	392
#1 Issue: Medicare / Social Security	19%	(58)	29%	(85)	52% (153)	296
#1 Issue: Women's Issues	30%	(29)	33%	(32)	37% (35)	96
#1 Issue: Education	37%	(54)	37%	(54)	26% (37)	146
#1 Issue: Energy	37%	(34)	38%	(35)	25% (23)	91
#1 Issue: Other	24%	(38)	18%	(28)	59% (94)	160
2018 House Vote: Democrat	36%	(263)	30%	(223)	34% (251)	737
2018 House Vote: Republican	22%	(143)	28%	(178)	50% (315)	636
2018 House Vote: Someone else	27%	(23)	23%	(20)	50% (43)	86
2016 Vote: Hillary Clinton	35%	(238)	33%	(226)	32% (219)	684
2016 Vote: Donald Trump	22%	(144)	28%	(186)	50% (335)	665
2016 Vote: Other	31%	(41)	21%	(27)	48% (63)	130
2016 Vote: Didn't Vote	29%	(206)	31%	(221)	41% (292)	720
Voted in 2014: Yes	29%	(372)	30%	(389)	42% (542)	1303
Voted in 2014: No	29%	(257)	30%	(271)	41% (369)	897

Continued on next page

Table HR4: Which of the following comes closest to your opinion even if neither is exactly right?

Demographic	I would rather awards shows be done virtually during the COVID-19 pandemic.		I would rather awards shows be postponed until after the COVID-19 pandemic.		Don't know / No opinion	Total N
Adults	29%	(629)	30%	(660)	41% (912)	2200
2012 Vote: Barack Obama	34%	(266)	32%	(252)	34% (272)	791
2012 Vote: Mitt Romney	21%	(106)	27%	(138)	52% (261)	506
2012 Vote: Other	20%	(17)	25%	(22)	55% (47)	87
2012 Vote: Didn't Vote	29%	(238)	30%	(245)	40% (327)	811
4-Region: Northeast	29%	(113)	28%	(111)	43% (169)	394
4-Region: Midwest	28%	(127)	29%	(133)	44% (202)	462
4-Region: South	29%	(241)	29%	(242)	41% (342)	824
4-Region: West	28%	(147)	33%	(173)	38% (200)	520
Watch TV: Every day	33%	(361)	28%	(308)	39% (420)	1088
Watch TV: Several times per week	27%	(136)	29%	(147)	43% (216)	500
Watch TV: About once per week	32%	(44)	36%	(49)	33% (45)	138
Watch TV: Several times per month	31%	(37)	32%	(39)	37% (45)	121
Watch TV: About once per month	13%	(8)	47%	(29)	40% (26)	63
Watch TV: Less often than once per month	21%	(19)	39%	(36)	40% (36)	91
Watch TV: Never	12%	(24)	26%	(51)	62% (124)	199
Watch Movies: Every day	34%	(148)	32%	(139)	34% (146)	433
Watch Movies: Several times per week	29%	(161)	32%	(176)	39% (212)	549
Watch Movies: About once per week	34%	(129)	30%	(114)	36% (137)	380
Watch Movies: Several times per month	28%	(64)	34%	(78)	38% (85)	227
Watch Movies: About once per month	27%	(57)	30%	(64)	43% (91)	212
Watch Movies: Less often than once per month	22%	(43)	24%	(46)	54% (104)	193
Watch Movies: Never	12%	(25)	21%	(44)	66% (137)	206
Watch Sporting Events: Every day	33%	(52)	35%	(55)	32% (51)	158
Watch Sporting Events: Several times per week	36%	(93)	29%	(75)	35% (89)	258
Watch Sporting Events: About once per week	34%	(68)	32%	(63)	34% (67)	198
Watch Sporting Events: Several times per month	26%	(54)	35%	(73)	39% (82)	209
Watch Sporting Events: About once per month	34%	(54)	37%	(59)	30% (48)	161
Watch Sporting Events: Less often than once per month	30%	(119)	29%	(112)	41% (162)	393
Watch Sporting Events: Never	23%	(189)	27%	(222)	50% (412)	823

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Table HR4: Which of the following comes closest to your opinion even if neither is exactly right?

Demographic	I would rather awards shows be done virtually during the COVID-19 pandemic.		I would rather awards shows be postponed until after the COVID-19 pandemic.		Don't know / No opinion	Total N
Adults	29%	(629)	30%	(660)	41% (912)	2200
Cable TV: Currently subscribe	29%	(280)	30%	(289)	41% (399)	968
Cable TV: Subscribed in past	30%	(230)	30%	(225)	40% (301)	756
Cable TV: Never subscribed	25%	(119)	30%	(145)	45% (212)	476
Satellite TV: Currently subscribe	25%	(126)	32%	(163)	43% (219)	508
Satellite TV: Subscribed in past	30%	(183)	29%	(175)	40% (243)	601
Satellite TV: Never subscribed	29%	(320)	29%	(322)	41% (450)	1092
Streaming Services: Currently subscribe	32%	(429)	29%	(392)	39% (531)	1353
Streaming Services: Subscribed in past	33%	(70)	34%	(71)	33% (69)	210
Streaming Services: Never subscribed	20%	(130)	31%	(196)	49% (311)	637
Film: An avid fan	35%	(245)	33%	(230)	33% (231)	706
Film: A casual fan	27%	(332)	30%	(359)	43% (526)	1218
Film: Not a fan	19%	(52)	25%	(70)	56% (154)	276
Television: An avid fan	30%	(290)	33%	(320)	36% (347)	958
Television: A casual fan	28%	(299)	27%	(286)	45% (472)	1058
Television: Not a fan	21%	(39)	29%	(53)	50% (92)	184
Music: An avid fan	33%	(350)	32%	(343)	35% (374)	1067
Music: A casual fan	26%	(253)	28%	(279)	46% (447)	979
Music: Not a fan	17%	(26)	25%	(38)	58% (90)	155
Fashion: An avid fan	32%	(98)	38%	(115)	30% (91)	304
Fashion: A casual fan	33%	(291)	32%	(286)	36% (319)	897
Fashion: Not a fan	24%	(239)	26%	(259)	50% (501)	999
Oscars watchers	42%	(389)	38%	(351)	20% (189)	929
Grammy Awards watchers	41%	(369)	39%	(349)	20% (178)	896
Golden Globes watchers	43%	(308)	40%	(283)	17% (118)	710
People's Choice Awards watchers	42%	(271)	40%	(259)	18% (115)	644
Primetime Emmy Awards watchers	44%	(273)	38%	(237)	18% (110)	619
Daytime Emmy Awards watchers	43%	(168)	38%	(149)	19% (74)	391
MTV Movie and TV Awards watchers	40%	(253)	41%	(261)	19% (119)	632
MTV Video Music Awards watchers	43%	(264)	40%	(245)	18% (109)	618

Continued on next page

Table HR4: Which of the following comes closest to your opinion even if neither is exactly right?

Demographic	I would rather awards shows be done virtually during the COVID-19 pandemic.	I would rather awards shows be postponed until after the COVID-19 pandemic.	Don't know / No opinion	Total N
Adults	29% (629)	30% (660)	41% (912)	2200
Teen Choice Awards watchers	45% (151)	41% (138)	15% (51)	340

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

Table HR5: Now on another topic...As you may know, many TV shows are filmed with a live studio audience. How often do you notice the live studio audience reactions when watching TV shows like talk shows and game shows?

Demographic	I sometimes notice					Don't know / No opinion		Total N			
	I always notice			I rarely notice	I never notice						
Adults	25%	(560)	39%	(857)	20%	(441)	7%	(164)	8%	(178)	2200
Gender: Male	29%	(303)	36%	(384)	19%	(205)	8%	(83)	8%	(86)	1062
Gender: Female	23%	(257)	42%	(472)	21%	(235)	7%	(81)	8%	(93)	1138
Age: 18-34	29%	(189)	37%	(239)	18%	(118)	6%	(39)	11%	(70)	655
Age: 35-44	27%	(97)	39%	(141)	21%	(74)	6%	(21)	7%	(24)	358
Age: 45-64	25%	(189)	38%	(287)	21%	(156)	8%	(59)	8%	(59)	751
Age: 65+	20%	(85)	43%	(189)	21%	(93)	10%	(44)	6%	(24)	436
GenZers: 1997-2012	25%	(81)	36%	(115)	19%	(62)	7%	(24)	13%	(41)	323
Millennials: 1981-1996	31%	(156)	39%	(196)	18%	(88)	5%	(26)	7%	(37)	503
GenXers: 1965-1980	26%	(142)	36%	(199)	21%	(119)	7%	(40)	10%	(56)	558
Baby Boomers: 1946-1964	21%	(154)	43%	(312)	21%	(154)	9%	(67)	5%	(35)	722
PID: Dem (no lean)	29%	(232)	41%	(326)	17%	(140)	6%	(50)	7%	(55)	804
PID: Ind (no lean)	24%	(171)	36%	(251)	21%	(147)	8%	(55)	11%	(76)	701
PID: Rep (no lean)	22%	(156)	40%	(280)	22%	(154)	9%	(59)	7%	(47)	696
PID/Gender: Dem Men	30%	(112)	39%	(145)	14%	(53)	6%	(23)	10%	(36)	368
PID/Gender: Dem Women	28%	(121)	42%	(181)	20%	(87)	6%	(27)	4%	(19)	435
PID/Gender: Ind Men	28%	(95)	34%	(114)	21%	(70)	7%	(24)	10%	(33)	337
PID/Gender: Ind Women	21%	(76)	38%	(138)	21%	(77)	8%	(30)	12%	(43)	364
PID/Gender: Rep Men	27%	(96)	35%	(126)	23%	(82)	10%	(36)	5%	(17)	357
PID/Gender: Rep Women	18%	(60)	45%	(153)	21%	(72)	7%	(24)	9%	(30)	339
Ideo: Liberal (1-3)	27%	(174)	41%	(260)	18%	(116)	6%	(37)	7%	(45)	632
Ideo: Moderate (4)	29%	(161)	38%	(208)	20%	(109)	6%	(33)	6%	(35)	546
Ideo: Conservative (5-7)	22%	(162)	42%	(315)	23%	(170)	8%	(63)	6%	(43)	753
Educ: < College	26%	(390)	37%	(557)	20%	(300)	8%	(120)	10%	(145)	1512
Educ: Bachelors degree	24%	(107)	44%	(196)	21%	(93)	7%	(29)	4%	(19)	444
Educ: Post-grad	26%	(62)	42%	(104)	20%	(48)	6%	(15)	6%	(15)	244
Income: Under 50k	24%	(284)	37%	(438)	20%	(232)	9%	(101)	10%	(122)	1178
Income: 50k-100k	29%	(194)	42%	(277)	20%	(132)	5%	(36)	3%	(19)	657
Income: 100k+	22%	(82)	39%	(142)	21%	(77)	8%	(27)	10%	(37)	365
Ethnicity: White	24%	(415)	40%	(686)	20%	(349)	8%	(139)	8%	(133)	1722
Ethnicity: Hispanic	25%	(87)	35%	(122)	19%	(67)	10%	(34)	11%	(39)	349

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Table HR5: Now on another topic...As you may know, many TV shows are filmed with a live studio audience. How often do you notice the live studio audience reactions when watching TV shows like talk shows and game shows?

Demographic	I always notice		I sometimes notice		I rarely notice		I never notice		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	25%	(560)	39%	(857)	20%	(441)	7%	(164)	8%	(178)	2200
Ethnicity: Afr. Am.	35%	(95)	32%	(87)	19%	(52)	5%	(14)	9%	(25)	274
Ethnicity: Other	24%	(50)	41%	(83)	20%	(40)	5%	(11)	10%	(20)	204
All Christian	25%	(245)	41%	(408)	21%	(210)	8%	(76)	5%	(49)	988
All Non-Christian	28%	(30)	32%	(35)	22%	(23)	8%	(8)	11%	(11)	108
Atheist	23%	(22)	48%	(46)	14%	(13)	6%	(6)	9%	(8)	96
Agnostic/Nothing in particular	26%	(263)	36%	(367)	19%	(194)	7%	(74)	11%	(110)	1008
Religious Non-Protestant/Catholic	27%	(38)	35%	(48)	23%	(32)	6%	(8)	10%	(14)	140
Evangelical	26%	(151)	39%	(224)	19%	(111)	10%	(58)	6%	(35)	580
Non-Evangelical	27%	(215)	38%	(301)	22%	(175)	7%	(55)	6%	(52)	798
Community: Urban	28%	(156)	37%	(205)	19%	(107)	6%	(35)	9%	(51)	555
Community: Suburban	25%	(266)	41%	(430)	21%	(217)	6%	(68)	7%	(70)	1051
Community: Rural	23%	(138)	37%	(222)	20%	(116)	10%	(62)	10%	(57)	594
Employ: Private Sector	28%	(160)	40%	(232)	21%	(120)	8%	(45)	4%	(24)	582
Employ: Government	29%	(48)	42%	(69)	21%	(35)	4%	(6)	4%	(7)	165
Employ: Self-Employed	29%	(54)	39%	(73)	21%	(38)	5%	(10)	6%	(11)	186
Employ: Homemaker	22%	(36)	43%	(71)	14%	(23)	10%	(16)	11%	(18)	164
Employ: Retired	20%	(93)	43%	(199)	22%	(101)	9%	(40)	7%	(34)	467
Employ: Unemployed	25%	(75)	37%	(110)	20%	(60)	8%	(23)	10%	(28)	296
Employ: Other	29%	(55)	23%	(43)	18%	(34)	7%	(14)	23%	(43)	189
Military HH: Yes	29%	(105)	37%	(133)	19%	(69)	8%	(27)	6%	(23)	356
Military HH: No	25%	(455)	39%	(724)	20%	(372)	7%	(137)	8%	(156)	1844
RD/WT: Right Direction	24%	(166)	39%	(275)	22%	(154)	8%	(60)	7%	(47)	701
RD/WT: Wrong Track	26%	(394)	39%	(582)	19%	(287)	7%	(104)	9%	(132)	1499
Trump Job Approve	24%	(222)	38%	(346)	22%	(197)	8%	(74)	8%	(70)	909
Trump Job Disapprove	27%	(310)	42%	(486)	19%	(220)	7%	(82)	5%	(56)	1153
Trump Job Strongly Approve	26%	(128)	35%	(167)	20%	(98)	11%	(52)	8%	(39)	485
Trump Job Somewhat Approve	22%	(94)	42%	(178)	23%	(98)	5%	(22)	7%	(31)	424
Trump Job Somewhat Disapprove	22%	(54)	46%	(115)	26%	(63)	5%	(12)	2%	(5)	248
Trump Job Strongly Disapprove	28%	(256)	41%	(371)	17%	(156)	8%	(70)	6%	(51)	904

Continued on next page

Table HR5: Now on another topic...As you may know, many TV shows are filmed with a live studio audience. How often do you notice the live studio audience reactions when watching TV shows like talk shows and game shows?

Demographic	I always notice	I sometimes notice	I rarely notice	I never notice	Don't know / No opinion	Total N
Adults	25% (560)	39% (857)	20% (441)	7% (164)	8% (178)	2200
Favorable of Trump	24% (211)	39% (344)	23% (203)	9% (76)	6% (56)	890
Unfavorable of Trump	28% (323)	42% (484)	18% (214)	7% (76)	5% (60)	1156
Very Favorable of Trump	27% (137)	35% (182)	22% (112)	11% (55)	6% (29)	515
Somewhat Favorable of Trump	20% (73)	43% (162)	24% (91)	6% (21)	7% (27)	374
Somewhat Unfavorable of Trump	26% (56)	45% (99)	19% (42)	4% (9)	5% (12)	217
Very Unfavorable of Trump	28% (267)	41% (385)	18% (171)	7% (67)	5% (48)	939
#1 Issue: Economy	24% (190)	42% (331)	21% (164)	7% (55)	6% (49)	789
#1 Issue: Security	23% (53)	39% (89)	21% (48)	10% (23)	7% (17)	230
#1 Issue: Health Care	29% (112)	40% (156)	19% (75)	5% (21)	7% (28)	392
#1 Issue: Medicare / Social Security	21% (62)	38% (114)	20% (60)	11% (33)	9% (26)	296
#1 Issue: Women's Issues	30% (29)	31% (30)	22% (21)	4% (4)	12% (12)	96
#1 Issue: Education	27% (39)	41% (60)	18% (27)	7% (10)	7% (10)	146
#1 Issue: Energy	28% (25)	45% (41)	15% (14)	7% (6)	6% (5)	91
#1 Issue: Other	31% (49)	23% (37)	19% (31)	8% (12)	20% (31)	160
2018 House Vote: Democrat	30% (219)	42% (307)	20% (144)	5% (39)	4% (28)	737
2018 House Vote: Republican	23% (147)	41% (261)	22% (139)	9% (54)	5% (35)	636
2018 House Vote: Someone else	29% (25)	37% (32)	13% (11)	13% (11)	9% (7)	86
2016 Vote: Hillary Clinton	29% (197)	43% (293)	19% (127)	5% (34)	5% (33)	684
2016 Vote: Donald Trump	23% (150)	41% (271)	22% (148)	9% (60)	5% (35)	665
2016 Vote: Other	18% (24)	45% (59)	20% (26)	12% (15)	5% (6)	130
2016 Vote: Didn't Vote	26% (189)	32% (234)	19% (140)	8% (55)	14% (102)	720
Voted in 2014: Yes	26% (338)	41% (537)	20% (260)	8% (99)	5% (70)	1303
Voted in 2014: No	25% (222)	36% (320)	20% (181)	7% (65)	12% (109)	897
2012 Vote: Barack Obama	31% (242)	42% (336)	17% (132)	6% (49)	4% (33)	791
2012 Vote: Mitt Romney	20% (100)	42% (210)	24% (121)	10% (49)	5% (25)	506
2012 Vote: Other	25% (21)	40% (35)	16% (14)	13% (11)	7% (6)	87
2012 Vote: Didn't Vote	24% (197)	34% (273)	21% (174)	7% (55)	14% (112)	811

Continued on next page

Table HR5: Now on another topic...As you may know, many TV shows are filmed with a live studio audience. How often do you notice the live studio audience reactions when watching TV shows like talk shows and game shows?

Demographic	I always notice	I sometimes notice	I rarely notice	I never notice	Don't know / No opinion	Total N
Adults	25% (560)	39% (857)	20% (441)	7% (164)	8% (178)	2200
4-Region: Northeast	27% (104)	40% (156)	22% (86)	6% (24)	6% (23)	394
4-Region: Midwest	24% (112)	42% (195)	20% (94)	8% (39)	5% (23)	462
4-Region: South	25% (208)	40% (326)	19% (154)	8% (69)	8% (68)	824
4-Region: West	26% (136)	34% (179)	21% (107)	6% (33)	13% (65)	520
Watch TV: Every day	28% (307)	42% (461)	19% (205)	6% (62)	5% (54)	1088
Watch TV: Several times per week	24% (120)	42% (209)	20% (98)	8% (42)	6% (30)	500
Watch TV: About once per week	28% (39)	31% (42)	22% (30)	10% (14)	10% (13)	138
Watch TV: Several times per month	21% (26)	39% (47)	25% (30)	11% (14)	4% (5)	121
Watch TV: About once per month	22% (14)	24% (15)	44% (28)	10% (6)	— (0)	63
Watch TV: Less often than once per month	28% (25)	32% (29)	22% (20)	10% (9)	9% (8)	91
Watch TV: Never	15% (29)	27% (53)	15% (31)	9% (18)	34% (68)	199
Watch Movies: Every day	35% (152)	36% (155)	14% (59)	8% (37)	7% (30)	433
Watch Movies: Several times per week	26% (142)	42% (230)	22% (122)	5% (26)	5% (29)	549
Watch Movies: About once per week	30% (113)	40% (154)	20% (77)	6% (23)	3% (13)	380
Watch Movies: Several times per month	21% (47)	43% (98)	21% (48)	8% (17)	7% (17)	227
Watch Movies: About once per month	19% (41)	40% (84)	24% (51)	10% (21)	7% (14)	212
Watch Movies: Less often than once per month	16% (31)	39% (75)	29% (57)	9% (17)	7% (13)	193
Watch Movies: Never	16% (33)	29% (60)	13% (27)	11% (23)	30% (62)	206
Watch Sporting Events: Every day	42% (65)	40% (64)	8% (12)	3% (5)	8% (12)	158
Watch Sporting Events: Several times per week	32% (84)	43% (110)	17% (44)	5% (13)	3% (8)	258
Watch Sporting Events: About once per week	32% (63)	40% (79)	20% (39)	5% (11)	3% (7)	198
Watch Sporting Events: Several times per month	24% (50)	45% (95)	22% (46)	7% (14)	2% (5)	209
Watch Sporting Events: About once per month	21% (33)	45% (72)	25% (40)	9% (14)	2% (2)	161
Watch Sporting Events: Less often than once per month	27% (105)	39% (153)	24% (93)	6% (25)	5% (18)	393
Watch Sporting Events: Never	19% (160)	35% (285)	20% (168)	10% (83)	15% (127)	823
Cable TV: Currently subscribe	25% (244)	41% (392)	20% (193)	7% (66)	8% (73)	968
Cable TV: Subscribed in past	26% (195)	41% (310)	20% (150)	7% (54)	6% (47)	756
Cable TV: Never subscribed	25% (121)	32% (154)	21% (98)	9% (44)	12% (59)	476

Continued on next page

Table HR5: Now on another topic...As you may know, many TV shows are filmed with a live studio audience. How often do you notice the live studio audience reactions when watching TV shows like talk shows and game shows?

Demographic	I always notice	I sometimes notice	I rarely notice	I never notice	Don't know / No opinion	Total N
Adults	25% (560)	39% (857)	20% (441)	7% (164)	8% (178)	2200
Satellite TV: Currently subscribe	26% (130)	37% (187)	18% (93)	8% (41)	11% (57)	508
Satellite TV: Subscribed in past	24% (147)	43% (256)	19% (112)	9% (53)	5% (32)	601
Satellite TV: Never subscribed	26% (283)	38% (413)	22% (236)	6% (70)	8% (89)	1092
Streaming Services: Currently subscribe	26% (358)	41% (553)	19% (255)	7% (97)	7% (90)	1353
Streaming Services: Subscribed in past	28% (59)	31% (65)	26% (56)	8% (17)	6% (14)	210
Streaming Services: Never subscribed	22% (143)	38% (239)	20% (130)	8% (50)	12% (74)	637
Film: An avid fan	34% (241)	34% (240)	17% (120)	7% (49)	8% (57)	706
Film: A casual fan	23% (283)	44% (532)	21% (258)	7% (86)	5% (59)	1218
Film: Not a fan	13% (37)	31% (85)	23% (63)	11% (30)	23% (62)	276
Television: An avid fan	31% (293)	38% (364)	18% (168)	7% (70)	7% (62)	958
Television: A casual fan	22% (235)	42% (442)	23% (248)	7% (70)	6% (62)	1058
Television: Not a fan	17% (32)	27% (51)	13% (25)	13% (24)	29% (54)	184
Music: An avid fan	31% (334)	38% (402)	18% (189)	6% (67)	7% (75)	1067
Music: A casual fan	21% (202)	43% (421)	22% (214)	8% (77)	7% (66)	979
Music: Not a fan	16% (24)	22% (34)	25% (38)	13% (20)	24% (38)	155
Fashion: An avid fan	34% (102)	37% (111)	14% (43)	4% (13)	11% (35)	304
Fashion: A casual fan	27% (246)	42% (380)	18% (165)	6% (56)	6% (50)	897
Fashion: Not a fan	21% (212)	37% (365)	23% (233)	9% (95)	9% (94)	999
Oscars watchers	32% (301)	45% (414)	16% (148)	3% (31)	4% (35)	929
Grammy Awards watchers	31% (280)	45% (408)	16% (144)	4% (33)	4% (32)	896
Golden Globes watchers	35% (247)	45% (319)	14% (98)	3% (20)	4% (26)	710
People's Choice Awards watchers	33% (216)	45% (289)	15% (97)	3% (17)	4% (25)	644
Primetime Emmy Awards watchers	34% (208)	47% (293)	14% (86)	2% (10)	4% (23)	619
Daytime Emmy Awards watchers	36% (139)	43% (169)	14% (55)	3% (12)	4% (16)	391
MTV Movie and TV Awards watchers	34% (214)	43% (275)	16% (99)	4% (23)	4% (23)	632
MTV Video Music Awards watchers	33% (207)	42% (260)	17% (107)	4% (24)	3% (20)	618
Teen Choice Awards watchers	31% (105)	44% (149)	18% (60)	4% (13)	4% (13)	340

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

Table HR6: *And to what extent does hearing audience reactions make watching TV shows like talk shows and game shows more enjoyable? Audience reactions make viewing these TV shows...*

Demographic	Much more enjoyable	Somewhat more enjoyable	Somewhat less enjoyable	Much less enjoyable	Don't know / No opinion	Total N
Adults	17% (379)	40% (875)	12% (258)	6% (123)	26% (564)	2200
Gender: Male	17% (185)	42% (447)	11% (116)	6% (65)	24% (250)	1062
Gender: Female	17% (194)	38% (428)	13% (143)	5% (59)	28% (315)	1138
Age: 18-34	16% (104)	40% (260)	14% (94)	6% (40)	24% (157)	655
Age: 35-44	18% (65)	38% (134)	16% (57)	4% (14)	24% (88)	358
Age: 45-64	18% (138)	40% (298)	8% (62)	6% (47)	27% (206)	751
Age: 65+	17% (72)	42% (182)	10% (45)	5% (23)	26% (114)	436
GenZers: 1997-2012	15% (48)	39% (124)	17% (56)	7% (23)	22% (71)	323
Millennials: 1981-1996	16% (83)	42% (213)	12% (60)	4% (22)	25% (125)	503
GenXers: 1965-1980	19% (106)	37% (208)	11% (61)	5% (26)	28% (156)	558
Baby Boomers: 1946-1964	17% (124)	40% (292)	10% (72)	7% (47)	26% (187)	722
PID: Dem (no lean)	19% (156)	41% (332)	12% (99)	6% (47)	21% (169)	804
PID: Ind (no lean)	15% (106)	37% (262)	13% (90)	7% (46)	28% (197)	701
PID: Rep (no lean)	17% (118)	40% (281)	10% (69)	4% (30)	28% (198)	696
PID/Gender: Dem Men	16% (60)	45% (164)	8% (30)	8% (28)	23% (85)	368
PID/Gender: Dem Women	22% (96)	39% (168)	16% (69)	4% (19)	19% (84)	435
PID/Gender: Ind Men	17% (56)	40% (133)	13% (43)	6% (21)	25% (83)	337
PID/Gender: Ind Women	14% (50)	35% (128)	13% (47)	7% (24)	31% (114)	364
PID/Gender: Rep Men	19% (69)	42% (149)	12% (42)	4% (15)	23% (81)	357
PID/Gender: Rep Women	14% (49)	39% (132)	8% (27)	5% (16)	34% (116)	339
Ideo: Liberal (1-3)	18% (115)	41% (258)	14% (88)	4% (26)	23% (144)	632
Ideo: Moderate (4)	19% (101)	42% (230)	13% (73)	7% (36)	19% (106)	546
Ideo: Conservative (5-7)	17% (130)	39% (297)	9% (71)	6% (47)	28% (208)	753
Educ: < College	17% (261)	39% (585)	12% (185)	6% (88)	26% (394)	1512
Educ: Bachelors degree	16% (71)	43% (191)	10% (46)	6% (26)	25% (110)	444
Educ: Post-grad	19% (47)	41% (99)	11% (27)	4% (10)	25% (61)	244
Income: Under 50k	17% (204)	38% (452)	12% (143)	6% (69)	26% (309)	1178
Income: 50k-100k	18% (119)	43% (285)	11% (74)	5% (31)	23% (149)	657
Income: 100k+	16% (57)	38% (137)	12% (42)	6% (23)	29% (106)	365
Ethnicity: White	16% (277)	40% (694)	11% (193)	6% (96)	27% (462)	1722
Ethnicity: Hispanic	18% (62)	35% (123)	16% (55)	6% (20)	25% (89)	349

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Table HR6: *And to what extent does hearing audience reactions make watching TV shows like talk shows and game shows more enjoyable? Audience reactions make viewing these TV shows...*

Demographic	Much more enjoyable	Somewhat more enjoyable	Somewhat less enjoyable	Much less enjoyable	Don't know / No opinion	Total N
Adults	17% (379)	40% (875)	12% (258)	6% (123)	26% (564)	2200
Ethnicity: Afr. Am.	22% (59)	37% (102)	12% (34)	7% (18)	23% (62)	274
Ethnicity: Other	21% (43)	39% (79)	16% (32)	5% (9)	20% (41)	204
All Christian	19% (189)	40% (397)	11% (112)	5% (46)	25% (244)	988
All Non-Christian	25% (27)	34% (37)	9% (10)	8% (8)	24% (26)	108
Atheist	15% (15)	34% (32)	16% (15)	15% (14)	20% (19)	96
Agnostic/Nothing in particular	15% (149)	40% (408)	12% (121)	5% (55)	27% (275)	1008
Religious Non-Protestant/Catholic	23% (33)	36% (50)	11% (15)	7% (10)	23% (32)	140
Evangelical	21% (122)	40% (233)	9% (54)	5% (26)	25% (146)	580
Non-Evangelical	18% (145)	40% (322)	12% (92)	5% (41)	25% (198)	798
Community: Urban	17% (93)	43% (238)	11% (62)	7% (39)	22% (123)	555
Community: Suburban	18% (192)	40% (415)	12% (123)	5% (53)	26% (269)	1051
Community: Rural	16% (94)	37% (222)	12% (74)	5% (32)	29% (173)	594
Employ: Private Sector	19% (111)	39% (228)	14% (81)	4% (23)	24% (139)	582
Employ: Government	15% (24)	49% (81)	10% (16)	5% (8)	22% (36)	165
Employ: Self-Employed	20% (37)	39% (73)	14% (26)	7% (14)	19% (36)	186
Employ: Homemaker	17% (27)	30% (49)	10% (16)	5% (8)	38% (63)	164
Employ: Retired	18% (84)	41% (191)	10% (48)	5% (21)	26% (122)	467
Employ: Unemployed	13% (40)	42% (124)	9% (28)	9% (26)	26% (78)	296
Employ: Other	14% (26)	36% (68)	11% (21)	7% (12)	33% (62)	189
Military HH: Yes	22% (78)	39% (139)	9% (31)	5% (16)	26% (93)	356
Military HH: No	16% (302)	40% (736)	12% (228)	6% (107)	26% (471)	1844
RD/WT: Right Direction	18% (128)	41% (285)	9% (62)	6% (39)	27% (187)	701
RD/WT: Wrong Track	17% (251)	39% (590)	13% (196)	6% (84)	25% (377)	1499
Trump Job Approve	18% (164)	41% (369)	9% (84)	6% (51)	26% (240)	909
Trump Job Disapprove	18% (205)	41% (472)	14% (163)	5% (62)	22% (250)	1153
Trump Job Strongly Approve	20% (98)	33% (158)	8% (40)	6% (31)	32% (157)	485
Trump Job Somewhat Approve	16% (66)	50% (211)	10% (44)	5% (20)	20% (83)	424
Trump Job Somewhat Disapprove	18% (45)	44% (109)	15% (36)	6% (15)	18% (44)	248
Trump Job Strongly Disapprove	18% (160)	40% (363)	14% (127)	5% (48)	23% (206)	904

Continued on next page

Table HR6: *And to what extent does hearing audience reactions make watching TV shows like talk shows and game shows more enjoyable? Audience reactions make viewing these TV shows...*

Demographic	Much more enjoyable	Somewhat more enjoyable	Somewhat less enjoyable	Much less enjoyable	Don't know / No opinion	Total N
Adults	17% (379)	40% (875)	12% (258)	6% (123)	26% (564)	2200
Favorable of Trump	18% (158)	40% (358)	11% (93)	5% (46)	26% (234)	890
Unfavorable of Trump	18% (207)	42% (481)	13% (155)	6% (68)	21% (244)	1156
Very Favorable of Trump	21% (111)	33% (169)	9% (46)	6% (28)	31% (160)	515
Somewhat Favorable of Trump	13% (47)	50% (189)	13% (47)	5% (17)	20% (74)	374
Somewhat Unfavorable of Trump	17% (36)	44% (97)	12% (26)	6% (13)	21% (46)	217
Very Unfavorable of Trump	18% (171)	41% (385)	14% (130)	6% (54)	21% (199)	939
#1 Issue: Economy	16% (124)	43% (341)	9% (72)	7% (57)	25% (195)	789
#1 Issue: Security	22% (50)	35% (80)	13% (31)	5% (12)	25% (57)	230
#1 Issue: Health Care	18% (71)	43% (167)	14% (55)	3% (14)	22% (86)	392
#1 Issue: Medicare / Social Security	18% (54)	38% (113)	12% (37)	6% (17)	25% (74)	296
#1 Issue: Women's Issues	22% (21)	40% (38)	8% (8)	4% (4)	27% (25)	96
#1 Issue: Education	15% (21)	42% (61)	21% (30)	4% (6)	18% (27)	146
#1 Issue: Energy	14% (13)	37% (34)	16% (15)	7% (6)	26% (23)	91
#1 Issue: Other	15% (24)	25% (40)	7% (11)	5% (7)	48% (77)	160
2018 House Vote: Democrat	21% (154)	42% (311)	14% (101)	5% (35)	18% (136)	737
2018 House Vote: Republican	19% (121)	39% (251)	9% (59)	6% (35)	27% (170)	636
2018 House Vote: Someone else	8% (7)	34% (29)	7% (6)	12% (10)	39% (34)	86
2016 Vote: Hillary Clinton	21% (146)	44% (299)	12% (81)	5% (33)	18% (125)	684
2016 Vote: Donald Trump	18% (118)	40% (269)	8% (55)	5% (33)	29% (190)	665
2016 Vote: Other	11% (14)	39% (51)	13% (17)	8% (11)	28% (37)	130
2016 Vote: Didn't Vote	14% (102)	35% (255)	15% (106)	6% (47)	29% (210)	720
Voted in 2014: Yes	19% (250)	41% (539)	11% (142)	5% (68)	23% (304)	1303
Voted in 2014: No	14% (129)	37% (335)	13% (116)	6% (55)	29% (261)	897
2012 Vote: Barack Obama	22% (175)	43% (343)	11% (86)	4% (35)	19% (152)	791
2012 Vote: Mitt Romney	15% (74)	40% (203)	11% (57)	5% (27)	28% (144)	506
2012 Vote: Other	8% (7)	37% (32)	12% (10)	11% (10)	31% (27)	87
2012 Vote: Didn't Vote	15% (122)	36% (295)	13% (103)	6% (52)	29% (238)	811

Continued on next page

Table HR6: *And to what extent does hearing audience reactions make watching TV shows like talk shows and game shows more enjoyable? Audience reactions make viewing these TV shows...*

Demographic	Much more enjoyable	Somewhat more enjoyable	Somewhat less enjoyable	Much less enjoyable	Don't know / No opinion	Total N
Adults	17% (379)	40% (875)	12% (258)	6% (123)	26% (564)	2200
4-Region: Northeast	14% (56)	45% (177)	11% (45)	5% (19)	24% (96)	394
4-Region: Midwest	15% (68)	42% (192)	11% (50)	8% (35)	25% (117)	462
4-Region: South	18% (148)	39% (322)	13% (103)	5% (44)	25% (208)	824
4-Region: West	21% (107)	35% (184)	12% (60)	5% (25)	28% (144)	520
Watch TV: Every day	20% (218)	42% (458)	9% (100)	5% (55)	24% (258)	1088
Watch TV: Several times per week	16% (79)	41% (206)	15% (75)	4% (22)	23% (117)	500
Watch TV: About once per week	12% (16)	42% (58)	22% (31)	7% (10)	17% (23)	138
Watch TV: Several times per month	16% (19)	36% (44)	20% (25)	11% (13)	16% (20)	121
Watch TV: About once per month	12% (8)	38% (24)	11% (7)	13% (8)	27% (17)	63
Watch TV: Less often than once per month	18% (17)	29% (26)	9% (8)	8% (7)	36% (33)	91
Watch TV: Never	11% (22)	30% (59)	7% (13)	4% (8)	49% (96)	199
Watch Movies: Every day	24% (103)	35% (152)	10% (45)	8% (34)	23% (100)	433
Watch Movies: Several times per week	15% (85)	44% (242)	13% (72)	3% (18)	24% (132)	549
Watch Movies: About once per week	18% (69)	45% (172)	12% (45)	5% (17)	20% (76)	380
Watch Movies: Several times per month	13% (29)	46% (104)	11% (25)	6% (15)	24% (54)	227
Watch Movies: About once per month	12% (25)	38% (81)	16% (33)	9% (18)	25% (54)	212
Watch Movies: Less often than once per month	20% (38)	32% (63)	12% (23)	5% (10)	31% (60)	193
Watch Movies: Never	15% (30)	29% (60)	7% (15)	5% (11)	43% (89)	206
Watch Sporting Events: Every day	28% (44)	37% (58)	8% (12)	6% (9)	21% (34)	158
Watch Sporting Events: Several times per week	22% (57)	46% (119)	12% (31)	5% (13)	15% (38)	258
Watch Sporting Events: About once per week	17% (33)	47% (93)	10% (20)	4% (8)	23% (45)	198
Watch Sporting Events: Several times per month	21% (44)	42% (88)	15% (32)	5% (10)	17% (36)	209
Watch Sporting Events: About once per month	14% (22)	54% (87)	12% (19)	4% (7)	16% (26)	161
Watch Sporting Events: Less often than once per month	16% (64)	44% (171)	11% (44)	5% (18)	24% (96)	393
Watch Sporting Events: Never	14% (116)	31% (258)	12% (101)	7% (58)	35% (290)	823
Cable TV: Currently subscribe	18% (175)	40% (390)	11% (102)	5% (50)	26% (250)	968
Cable TV: Subscribed in past	16% (119)	44% (333)	12% (88)	5% (39)	23% (177)	756
Cable TV: Never subscribed	18% (85)	32% (151)	14% (68)	7% (34)	29% (137)	476

Continued on next page

Table HR6: *And to what extent does hearing audience reactions make watching TV shows like talk shows and game shows more enjoyable? Audience reactions make viewing these TV shows...*

Demographic	Much more enjoyable	Somewhat more enjoyable	Somewhat less enjoyable	Much less enjoyable	Don't know / No opinion	Total N
Adults	17% (379)	40% (875)	12% (258)	6% (123)	26% (564)	2200
Satellite TV: Currently subscribe	18% (94)	41% (208)	10% (53)	4% (22)	26% (131)	508
Satellite TV: Subscribed in past	16% (98)	41% (249)	13% (75)	7% (42)	23% (137)	601
Satellite TV: Never subscribed	17% (188)	38% (417)	12% (130)	5% (60)	27% (297)	1092
Streaming Services: Currently subscribe	17% (225)	40% (545)	13% (173)	5% (71)	25% (338)	1353
Streaming Services: Subscribed in past	19% (40)	36% (75)	13% (27)	8% (18)	24% (50)	210
Streaming Services: Never subscribed	18% (114)	40% (254)	9% (58)	5% (35)	28% (176)	637
Film: An avid fan	23% (160)	37% (261)	13% (92)	6% (43)	21% (150)	706
Film: A casual fan	15% (188)	44% (535)	11% (140)	5% (59)	24% (295)	1218
Film: Not a fan	11% (32)	28% (79)	9% (26)	8% (21)	43% (119)	276
Television: An avid fan	23% (218)	39% (376)	11% (104)	5% (45)	22% (215)	958
Television: A casual fan	13% (142)	44% (464)	12% (128)	6% (63)	25% (261)	1058
Television: Not a fan	11% (19)	19% (35)	14% (27)	8% (15)	48% (88)	184
Music: An avid fan	19% (205)	41% (441)	11% (121)	6% (62)	22% (238)	1067
Music: A casual fan	16% (153)	41% (397)	12% (118)	5% (52)	26% (258)	979
Music: Not a fan	14% (22)	24% (37)	12% (19)	6% (9)	44% (68)	155
Fashion: An avid fan	25% (77)	37% (113)	10% (31)	5% (16)	22% (66)	304
Fashion: A casual fan	18% (159)	45% (399)	13% (120)	4% (33)	21% (185)	897
Fashion: Not a fan	14% (142)	36% (362)	11% (107)	7% (73)	31% (314)	999
Oscars watchers	23% (211)	48% (448)	10% (90)	4% (33)	16% (146)	929
Grammy Awards watchers	22% (201)	49% (436)	10% (93)	4% (33)	15% (133)	896
Golden Globes watchers	25% (180)	46% (327)	11% (75)	4% (28)	14% (99)	710
People's Choice Awards watchers	25% (163)	49% (315)	10% (63)	3% (19)	13% (85)	644
Primetime Emmy Awards watchers	25% (158)	48% (294)	10% (61)	3% (21)	14% (86)	619
Daytime Emmy Awards watchers	31% (120)	44% (174)	11% (43)	2% (9)	11% (45)	391
MTV Movie and TV Awards watchers	25% (160)	47% (297)	11% (73)	3% (17)	14% (86)	632
MTV Video Music Awards watchers	23% (140)	49% (305)	12% (73)	3% (21)	13% (79)	618
Teen Choice Awards watchers	25% (84)	50% (168)	13% (45)	2% (5)	11% (37)	340

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

Table HR7: Since the COVID-19 pandemic, some TV shows have replaced the live studio audience reactions with pre-recorded reactions, also known as a 'laugh track.' Does the use of a 'laugh track' on talk shows, game shows and other TV shows make watching these shows during the COVID-19 pandemic (coronavirus) more or less enjoyable?

Demographic	More enjoyable		About the same		Less enjoyable		Don't know / No opinion		Total N
Adults	5%	(111)	41%	(911)	32%	(699)	22%	(479)	2200
Gender: Male	5%	(48)	45%	(477)	31%	(332)	19%	(204)	1062
Gender: Female	6%	(63)	38%	(433)	32%	(367)	24%	(275)	1138
Age: 18-34	7%	(48)	41%	(271)	30%	(199)	21%	(137)	655
Age: 35-44	7%	(25)	42%	(152)	29%	(105)	21%	(76)	358
Age: 45-64	4%	(31)	39%	(295)	32%	(243)	24%	(182)	751
Age: 65+	2%	(8)	44%	(193)	35%	(152)	19%	(83)	436
GenZers: 1997-2012	5%	(18)	40%	(129)	34%	(110)	20%	(66)	323
Millennials: 1981-1996	8%	(41)	43%	(219)	27%	(136)	21%	(107)	503
GenXers: 1965-1980	6%	(34)	39%	(218)	29%	(163)	26%	(143)	558
Baby Boomers: 1946-1964	2%	(18)	43%	(307)	35%	(253)	20%	(143)	722
PID: Dem (no lean)	6%	(51)	43%	(342)	33%	(261)	19%	(149)	804
PID: Ind (no lean)	4%	(26)	41%	(286)	31%	(220)	24%	(169)	701
PID: Rep (no lean)	5%	(34)	41%	(283)	31%	(217)	23%	(160)	696
PID/Gender: Dem Men	5%	(17)	44%	(162)	30%	(110)	22%	(79)	368
PID/Gender: Dem Women	8%	(34)	41%	(180)	35%	(151)	16%	(70)	435
PID/Gender: Ind Men	3%	(10)	47%	(157)	31%	(104)	20%	(66)	337
PID/Gender: Ind Women	4%	(16)	35%	(129)	32%	(116)	28%	(103)	364
PID/Gender: Rep Men	6%	(21)	45%	(159)	33%	(118)	17%	(59)	357
PID/Gender: Rep Women	4%	(13)	37%	(125)	29%	(99)	30%	(102)	339
Ideo: Liberal (1-3)	7%	(45)	42%	(266)	33%	(209)	18%	(112)	632
Ideo: Moderate (4)	5%	(28)	48%	(264)	29%	(158)	18%	(96)	546
Ideo: Conservative (5-7)	4%	(33)	41%	(307)	34%	(254)	21%	(159)	753
Educ: < College	5%	(68)	41%	(623)	31%	(462)	24%	(359)	1512
Educ: Bachelors degree	5%	(23)	43%	(191)	34%	(151)	17%	(78)	444
Educ: Post-grad	8%	(20)	40%	(97)	35%	(85)	17%	(42)	244
Income: Under 50k	5%	(58)	40%	(471)	31%	(365)	24%	(284)	1178
Income: 50k-100k	4%	(28)	46%	(303)	32%	(208)	18%	(118)	657
Income: 100k+	7%	(25)	38%	(137)	34%	(126)	21%	(77)	365
Ethnicity: White	5%	(78)	42%	(715)	32%	(552)	22%	(377)	1722

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Table HR7: Since the COVID-19 pandemic, some TV shows have replaced the live studio audience reactions with pre-recorded reactions, also known as a 'laugh track.' Does the use of a 'laugh track' on talk shows, game shows and other TV shows make watching these shows during the COVID-19 pandemic (coronavirus) more or less enjoyable?

Demographic	More enjoyable		About the same		Less enjoyable		Don't know / No opinion		Total N
Adults	5%	(111)	41%	(911)	32%	(699)	22%	(479)	2200
Ethnicity: Hispanic	6%	(22)	40%	(139)	32%	(112)	22%	(76)	349
Ethnicity: Afr. Am.	6%	(17)	44%	(120)	29%	(80)	21%	(57)	274
Ethnicity: Other	8%	(17)	37%	(76)	33%	(67)	22%	(45)	204
All Christian	4%	(44)	44%	(434)	33%	(327)	18%	(182)	988
All Non-Christian	10%	(11)	35%	(38)	39%	(42)	16%	(17)	108
Atheist	4%	(3)	29%	(28)	46%	(44)	21%	(20)	96
Agnostic/Nothing in particular	5%	(52)	41%	(411)	28%	(286)	26%	(259)	1008
Religious Non-Protestant/Catholic	10%	(13)	39%	(54)	36%	(50)	16%	(23)	140
Evangelical	5%	(26)	43%	(249)	32%	(186)	21%	(119)	580
Non-Evangelical	5%	(36)	44%	(353)	33%	(261)	19%	(148)	798
Community: Urban	5%	(30)	41%	(228)	34%	(187)	20%	(110)	555
Community: Suburban	6%	(59)	42%	(441)	32%	(339)	20%	(213)	1051
Community: Rural	4%	(22)	41%	(242)	29%	(173)	26%	(157)	594
Employ: Private Sector	7%	(40)	46%	(269)	31%	(181)	16%	(91)	582
Employ: Government	7%	(12)	50%	(83)	27%	(45)	16%	(26)	165
Employ: Self-Employed	6%	(10)	39%	(73)	42%	(78)	13%	(25)	186
Employ: Homemaker	3%	(5)	33%	(53)	28%	(46)	36%	(60)	164
Employ: Retired	2%	(9)	42%	(197)	34%	(160)	22%	(101)	467
Employ: Unemployed	6%	(17)	35%	(103)	33%	(98)	26%	(78)	296
Employ: Other	5%	(9)	31%	(59)	25%	(47)	39%	(75)	189
Military HH: Yes	5%	(18)	38%	(137)	35%	(123)	22%	(79)	356
Military HH: No	5%	(94)	42%	(774)	31%	(576)	22%	(400)	1844
RD/WT: Right Direction	6%	(40)	44%	(306)	28%	(197)	23%	(159)	701
RD/WT: Wrong Track	5%	(72)	40%	(605)	33%	(502)	21%	(320)	1499
Trump Job Approve	5%	(49)	41%	(377)	31%	(283)	22%	(199)	909
Trump Job Disapprove	5%	(59)	44%	(503)	34%	(390)	17%	(200)	1153

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Table HR7: Since the COVID-19 pandemic, some TV shows have replaced the live studio audience reactions with pre-recorded reactions, also known as a 'laugh track.' Does the use of a 'laugh track' on talk shows, game shows and other TV shows make watching these shows during the COVID-19 pandemic (coronavirus) more or less enjoyable?

Demographic	More enjoyable		About the same		Less enjoyable		Don't know / No opinion		Total N
Adults	5%	(111)	41%	(911)	32%	(699)	22%	(479)	2200
Trump Job Strongly Approve	4%	(20)	39%	(191)	31%	(149)	26%	(125)	485
Trump Job Somewhat Approve	7%	(29)	44%	(185)	32%	(135)	18%	(75)	424
Trump Job Somewhat Disapprove	5%	(11)	52%	(129)	28%	(70)	15%	(38)	248
Trump Job Strongly Disapprove	5%	(48)	41%	(373)	35%	(321)	18%	(162)	904
Favorable of Trump	5%	(46)	43%	(383)	31%	(276)	21%	(184)	890
Unfavorable of Trump	5%	(63)	42%	(491)	34%	(398)	18%	(204)	1156
Very Favorable of Trump	5%	(23)	40%	(206)	32%	(165)	23%	(121)	515
Somewhat Favorable of Trump	6%	(23)	47%	(177)	30%	(111)	17%	(63)	374
Somewhat Unfavorable of Trump	4%	(9)	45%	(98)	34%	(73)	17%	(38)	217
Very Unfavorable of Trump	6%	(54)	42%	(393)	35%	(325)	18%	(167)	939
#1 Issue: Economy	6%	(46)	42%	(329)	35%	(273)	18%	(141)	789
#1 Issue: Security	5%	(11)	34%	(78)	36%	(82)	25%	(58)	230
#1 Issue: Health Care	6%	(23)	49%	(192)	27%	(107)	18%	(71)	392
#1 Issue: Medicare / Social Security	1%	(2)	46%	(136)	30%	(89)	24%	(70)	296
#1 Issue: Women's Issues	5%	(5)	38%	(36)	32%	(30)	25%	(24)	96
#1 Issue: Education	8%	(11)	43%	(62)	27%	(39)	22%	(33)	146
#1 Issue: Energy	7%	(6)	37%	(34)	36%	(33)	21%	(19)	91
#1 Issue: Other	4%	(7)	27%	(44)	29%	(46)	40%	(64)	160
2018 House Vote: Democrat	6%	(42)	46%	(339)	33%	(244)	15%	(113)	737
2018 House Vote: Republican	4%	(25)	42%	(266)	33%	(211)	21%	(134)	636
2018 House Vote: Someone else	3%	(2)	38%	(33)	34%	(30)	25%	(21)	86
2016 Vote: Hillary Clinton	5%	(37)	45%	(308)	34%	(234)	15%	(105)	684
2016 Vote: Donald Trump	4%	(29)	43%	(284)	32%	(215)	21%	(136)	665
2016 Vote: Other	4%	(6)	43%	(56)	32%	(41)	21%	(27)	130
2016 Vote: Didn't Vote	6%	(40)	36%	(261)	29%	(208)	29%	(210)	720
Voted in 2014: Yes	5%	(64)	44%	(568)	34%	(438)	18%	(234)	1303
Voted in 2014: No	5%	(48)	38%	(343)	29%	(261)	27%	(244)	897

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Table HR7: Since the COVID-19 pandemic, some TV shows have replaced the live studio audience reactions with pre-recorded reactions, also known as a 'laugh track.' Does the use of a 'laugh track' on talk shows, game shows and other TV shows make watching these shows during the COVID-19 pandemic (coronavirus) more or less enjoyable?

Demographic	More enjoyable		About the same		Less enjoyable		Don't know / No opinion		Total N
Adults	5%	(111)	41%	(911)	32%	(699)	22%	(479)	2200
2012 Vote: Barack Obama	5%	(43)	45%	(353)	33%	(264)	17%	(131)	791
2012 Vote: Mitt Romney	3%	(16)	42%	(215)	33%	(166)	22%	(109)	506
2012 Vote: Other	2%	(1)	48%	(42)	33%	(29)	17%	(15)	87
2012 Vote: Didn't Vote	6%	(51)	37%	(299)	29%	(237)	28%	(224)	811
4-Region: Northeast	4%	(17)	42%	(166)	33%	(130)	20%	(80)	394
4-Region: Midwest	4%	(17)	48%	(220)	30%	(140)	18%	(85)	462
4-Region: South	6%	(48)	41%	(339)	31%	(255)	22%	(182)	824
4-Region: West	6%	(29)	36%	(186)	33%	(174)	25%	(131)	520
Watch TV: Every day	5%	(55)	44%	(477)	32%	(346)	19%	(210)	1088
Watch TV: Several times per week	5%	(27)	43%	(216)	33%	(164)	19%	(93)	500
Watch TV: About once per week	6%	(8)	43%	(59)	32%	(44)	19%	(27)	138
Watch TV: Several times per month	7%	(9)	49%	(60)	28%	(34)	16%	(19)	121
Watch TV: About once per month	5%	(3)	39%	(24)	30%	(19)	26%	(17)	63
Watch TV: Less often than once per month	2%	(2)	36%	(33)	37%	(34)	24%	(22)	91
Watch TV: Never	4%	(7)	21%	(42)	29%	(58)	46%	(92)	199
Watch Movies: Every day	7%	(32)	40%	(175)	33%	(144)	19%	(82)	433
Watch Movies: Several times per week	5%	(25)	42%	(230)	34%	(185)	20%	(109)	549
Watch Movies: About once per week	4%	(15)	47%	(179)	33%	(124)	16%	(62)	380
Watch Movies: Several times per month	5%	(10)	46%	(104)	34%	(76)	16%	(36)	227
Watch Movies: About once per month	4%	(8)	45%	(95)	32%	(69)	19%	(40)	212
Watch Movies: Less often than once per month	6%	(11)	37%	(71)	29%	(56)	29%	(56)	193
Watch Movies: Never	5%	(11)	28%	(57)	22%	(45)	45%	(93)	206
Watch Sporting Events: Every day	9%	(15)	44%	(70)	32%	(50)	15%	(23)	158
Watch Sporting Events: Several times per week	7%	(18)	52%	(135)	27%	(71)	13%	(34)	258
Watch Sporting Events: About once per week	5%	(11)	50%	(99)	33%	(66)	11%	(22)	198
Watch Sporting Events: Several times per month	6%	(14)	45%	(94)	33%	(68)	16%	(33)	209
Watch Sporting Events: About once per month	5%	(9)	48%	(77)	33%	(53)	14%	(22)	161
Watch Sporting Events: Less often than once per month	2%	(8)	39%	(155)	36%	(141)	23%	(89)	393
Watch Sporting Events: Never	5%	(38)	34%	(281)	30%	(250)	31%	(255)	823

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Table HR7: Since the COVID-19 pandemic, some TV shows have replaced the live studio audience reactions with pre-recorded reactions, also known as a 'laugh track.' Does the use of a 'laugh track' on talk shows, game shows and other TV shows make watching these shows during the COVID-19 pandemic (coronavirus) more or less enjoyable?

Demographic	More enjoyable		About the same		Less enjoyable		Don't know / No opinion		Total N
Adults	5%	(111)	41%	(911)	32%	(699)	22%	(479)	2200
Cable TV: Currently subscribe	6%	(54)	42%	(408)	33%	(316)	20%	(191)	968
Cable TV: Subscribed in past	4%	(31)	44%	(329)	31%	(238)	21%	(158)	756
Cable TV: Never subscribed	6%	(27)	37%	(174)	31%	(145)	27%	(130)	476
Satellite TV: Currently subscribe	6%	(32)	40%	(202)	30%	(153)	24%	(121)	508
Satellite TV: Subscribed in past	4%	(25)	45%	(269)	31%	(188)	20%	(118)	601
Satellite TV: Never subscribed	5%	(54)	40%	(440)	33%	(358)	22%	(240)	1092
Streaming Services: Currently subscribe	5%	(65)	43%	(577)	32%	(431)	21%	(280)	1353
Streaming Services: Subscribed in past	9%	(19)	40%	(83)	35%	(74)	17%	(35)	210
Streaming Services: Never subscribed	4%	(28)	39%	(251)	31%	(194)	26%	(164)	637
Film: An avid fan	6%	(45)	42%	(293)	34%	(243)	18%	(125)	706
Film: A casual fan	5%	(55)	44%	(530)	32%	(393)	20%	(239)	1218
Film: Not a fan	4%	(11)	32%	(88)	23%	(63)	41%	(115)	276
Television: An avid fan	6%	(53)	43%	(412)	33%	(317)	18%	(176)	958
Television: A casual fan	4%	(43)	42%	(448)	32%	(336)	22%	(230)	1058
Television: Not a fan	8%	(15)	28%	(51)	25%	(45)	39%	(73)	184
Music: An avid fan	6%	(65)	40%	(426)	33%	(350)	21%	(226)	1067
Music: A casual fan	4%	(35)	45%	(438)	32%	(313)	20%	(192)	979
Music: Not a fan	7%	(11)	30%	(47)	23%	(36)	39%	(61)	155
Fashion: An avid fan	13%	(40)	39%	(118)	28%	(86)	20%	(60)	304
Fashion: A casual fan	5%	(41)	43%	(390)	34%	(302)	18%	(164)	897
Fashion: Not a fan	3%	(31)	40%	(403)	31%	(310)	26%	(255)	999
Oscars watchers	7%	(64)	46%	(429)	35%	(321)	12%	(115)	929
Grammy Awards watchers	7%	(60)	47%	(422)	33%	(297)	13%	(117)	896
Golden Globes watchers	8%	(54)	45%	(322)	34%	(241)	13%	(93)	710
People's Choice Awards watchers	8%	(51)	49%	(314)	32%	(204)	12%	(76)	644
Primetime Emmy Awards watchers	7%	(43)	49%	(305)	31%	(194)	12%	(77)	619
Daytime Emmy Awards watchers	9%	(34)	47%	(182)	31%	(121)	14%	(54)	391
MTV Movie and TV Awards watchers	10%	(64)	48%	(303)	29%	(185)	13%	(80)	632
MTV Video Music Awards watchers	9%	(56)	48%	(297)	30%	(183)	13%	(82)	618

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Table HR7: *Since the COVID-19 pandemic, some TV shows have replaced the live studio audience reactions with pre-recorded reactions, also known as a 'laugh track.' Does the use of a 'laugh track' on talk shows, game shows and other TV shows make watching these shows during the COVID-19 pandemic (coronavirus) more or less enjoyable?*

Demographic	More enjoyable		About the same		Less enjoyable		Don't know / No opinion		Total N
Adults	5%	(111)	41%	(911)	32%	(699)	22%	(479)	2200
Teen Choice Awards watchers	12%	(40)	49%	(166)	28%	(94)	12%	(39)	340

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

Table HR8: *And thinking about watching TV shows, including talk shows and game shows, filmed during the COVID-19 pandemic (coronavirus) without a live audience, which would you prefer?*

Demographic	A laugh track or pre-recorded audience reactions		No audience reactions, including a laugh track or recordings		Don't know / No opinion		Total N
Adults	26%	(564)	36%	(802)	38%	(834)	2200
Gender: Male	27%	(291)	37%	(392)	36%	(379)	1062
Gender: Female	24%	(273)	36%	(410)	40%	(455)	1138
Age: 18-34	29%	(189)	34%	(220)	38%	(246)	655
Age: 35-44	31%	(112)	34%	(121)	35%	(124)	358
Age: 45-64	23%	(175)	37%	(276)	40%	(300)	751
Age: 65+	20%	(87)	42%	(185)	38%	(164)	436
GenZers: 1997-2012	27%	(86)	35%	(114)	38%	(123)	323
Millennials: 1981-1996	32%	(159)	33%	(164)	36%	(180)	503
GenXers: 1965-1980	28%	(156)	32%	(181)	39%	(220)	558
Baby Boomers: 1946-1964	20%	(146)	42%	(305)	38%	(271)	722
PID: Dem (no lean)	29%	(230)	40%	(318)	32%	(256)	804
PID: Ind (no lean)	23%	(159)	34%	(240)	43%	(302)	701
PID: Rep (no lean)	25%	(175)	35%	(244)	40%	(276)	696
PID/Gender: Dem Men	26%	(94)	40%	(148)	34%	(126)	368
PID/Gender: Dem Women	31%	(136)	39%	(170)	30%	(130)	435
PID/Gender: Ind Men	27%	(91)	33%	(113)	39%	(133)	337
PID/Gender: Ind Women	19%	(68)	35%	(127)	46%	(169)	364
PID/Gender: Rep Men	30%	(106)	37%	(131)	34%	(120)	357
PID/Gender: Rep Women	20%	(69)	34%	(114)	46%	(156)	339
Ideo: Liberal (1-3)	27%	(171)	42%	(267)	31%	(193)	632
Ideo: Moderate (4)	28%	(154)	36%	(194)	36%	(198)	546
Ideo: Conservative (5-7)	26%	(195)	37%	(278)	37%	(280)	753
Educ: < College	24%	(368)	35%	(533)	40%	(611)	1512
Educ: Bachelors degree	30%	(133)	37%	(166)	33%	(146)	444
Educ: Post-grad	26%	(63)	42%	(103)	32%	(78)	244
Income: Under 50k	24%	(280)	34%	(401)	42%	(496)	1178
Income: 50k-100k	29%	(191)	39%	(258)	32%	(208)	657
Income: 100k+	25%	(93)	39%	(142)	36%	(130)	365
Ethnicity: White	25%	(424)	38%	(658)	37%	(639)	1722

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Table HR8: *And thinking about watching TV shows, including talk shows and game shows, filmed during the COVID-19 pandemic (coronavirus) without a live audience, which would you prefer?*

Demographic	A laugh track or pre-recorded audience reactions		No audience reactions, including a laugh track or recordings		Don't know / No opinion		Total N
Adults	26%	(564)	36%	(802)	38%	(834)	2200
Ethnicity: Hispanic	29%	(103)	30%	(105)	40%	(141)	349
Ethnicity: Afr. Am.	28%	(77)	30%	(83)	42%	(114)	274
Ethnicity: Other	31%	(63)	30%	(61)	39%	(80)	204
All Christian	26%	(256)	39%	(387)	35%	(345)	988
All Non-Christian	30%	(32)	38%	(41)	32%	(35)	108
Atheist	16%	(15)	51%	(49)	33%	(31)	96
Agnostic/Nothing in particular	26%	(260)	32%	(325)	42%	(423)	1008
Religious Non-Protestant/Catholic	28%	(38)	43%	(60)	30%	(41)	140
Evangelical	28%	(165)	32%	(187)	39%	(228)	580
Non-Evangelical	26%	(209)	39%	(312)	35%	(277)	798
Community: Urban	30%	(169)	34%	(191)	35%	(194)	555
Community: Suburban	25%	(266)	38%	(395)	37%	(389)	1051
Community: Rural	22%	(128)	36%	(215)	42%	(250)	594
Employ: Private Sector	30%	(172)	40%	(234)	30%	(176)	582
Employ: Government	32%	(52)	36%	(59)	32%	(53)	165
Employ: Self-Employed	25%	(47)	49%	(91)	26%	(48)	186
Employ: Homemaker	16%	(27)	31%	(50)	53%	(87)	164
Employ: Retired	21%	(98)	40%	(189)	39%	(180)	467
Employ: Unemployed	27%	(79)	32%	(95)	41%	(122)	296
Employ: Other	23%	(43)	22%	(42)	55%	(105)	189
Military HH: Yes	23%	(82)	39%	(137)	38%	(137)	356
Military HH: No	26%	(482)	36%	(665)	38%	(697)	1844
RD/WT: Right Direction	24%	(170)	35%	(248)	40%	(283)	701
RD/WT: Wrong Track	26%	(394)	37%	(554)	37%	(551)	1499
Trump Job Approve	25%	(228)	35%	(320)	40%	(360)	909
Trump Job Disapprove	28%	(321)	40%	(466)	32%	(366)	1153

Continued on next page

Table HR8: *And thinking about watching TV shows, including talk shows and game shows, filmed during the COVID-19 pandemic (coronavirus) without a live audience, which would you prefer?*

Demographic	A laugh track or pre-recorded audience reactions		No audience reactions, including a laugh track or recordings		Don't know / No opinion		Total N
Adults	26%	(564)	36%	(802)	38%	(834)	2200
Trump Job Strongly Approve	21%	(102)	37%	(178)	42%	(206)	485
Trump Job Somewhat Approve	30%	(127)	34%	(142)	37%	(155)	424
Trump Job Somewhat Disapprove	30%	(75)	38%	(93)	32%	(80)	248
Trump Job Strongly Disapprove	27%	(245)	41%	(372)	32%	(287)	904
Favorable of Trump	25%	(225)	36%	(318)	39%	(346)	890
Unfavorable of Trump	28%	(319)	40%	(463)	32%	(373)	1156
Very Favorable of Trump	22%	(112)	36%	(186)	42%	(218)	515
Somewhat Favorable of Trump	30%	(113)	35%	(133)	34%	(129)	374
Somewhat Unfavorable of Trump	28%	(60)	35%	(77)	37%	(80)	217
Very Unfavorable of Trump	28%	(259)	41%	(387)	31%	(293)	939
#1 Issue: Economy	27%	(213)	37%	(289)	36%	(287)	789
#1 Issue: Security	23%	(52)	37%	(84)	41%	(93)	230
#1 Issue: Health Care	26%	(102)	41%	(162)	33%	(128)	392
#1 Issue: Medicare / Social Security	20%	(61)	32%	(95)	47%	(140)	296
#1 Issue: Women's Issues	30%	(28)	29%	(28)	41%	(40)	96
#1 Issue: Education	37%	(53)	34%	(49)	30%	(43)	146
#1 Issue: Energy	32%	(30)	41%	(37)	27%	(25)	91
#1 Issue: Other	15%	(24)	36%	(57)	49%	(79)	160
2018 House Vote: Democrat	27%	(196)	43%	(316)	31%	(226)	737
2018 House Vote: Republican	25%	(156)	36%	(229)	39%	(250)	636
2018 House Vote: Someone else	27%	(23)	30%	(26)	43%	(37)	86
2016 Vote: Hillary Clinton	28%	(192)	41%	(278)	31%	(213)	684
2016 Vote: Donald Trump	25%	(164)	36%	(239)	39%	(261)	665
2016 Vote: Other	28%	(36)	41%	(53)	32%	(42)	130
2016 Vote: Didn't Vote	24%	(172)	32%	(232)	44%	(316)	720
Voted in 2014: Yes	26%	(333)	39%	(510)	35%	(460)	1303
Voted in 2014: No	26%	(231)	33%	(292)	42%	(374)	897

Continued on next page

Table HR8: *And thinking about watching TV shows, including talk shows and game shows, filmed during the COVID-19 pandemic (coronavirus) without a live audience, which would you prefer?*

Demographic	A laugh track or pre-recorded audience reactions		No audience reactions, including a laugh track or recordings		Don't know / No opinion		Total N
Adults	26%	(564)	36%	(802)	38%	(834)	2200
2012 Vote: Barack Obama	28%	(224)	40%	(317)	32%	(250)	791
2012 Vote: Mitt Romney	24%	(120)	36%	(184)	40%	(202)	506
2012 Vote: Other	22%	(19)	36%	(32)	42%	(36)	87
2012 Vote: Didn't Vote	25%	(200)	33%	(268)	42%	(342)	811
4-Region: Northeast	26%	(102)	41%	(161)	33%	(130)	394
4-Region: Midwest	23%	(106)	39%	(182)	38%	(174)	462
4-Region: South	25%	(208)	35%	(288)	40%	(329)	824
4-Region: West	29%	(148)	33%	(171)	39%	(201)	520
Watch TV: Every day	30%	(324)	36%	(396)	34%	(369)	1088
Watch TV: Several times per week	27%	(134)	39%	(194)	34%	(172)	500
Watch TV: About once per week	23%	(32)	39%	(54)	38%	(52)	138
Watch TV: Several times per month	21%	(25)	41%	(49)	39%	(47)	121
Watch TV: About once per month	19%	(12)	40%	(25)	41%	(26)	63
Watch TV: Less often than once per month	24%	(21)	31%	(28)	46%	(42)	91
Watch TV: Never	8%	(16)	28%	(56)	64%	(127)	199
Watch Movies: Every day	32%	(140)	32%	(137)	36%	(157)	433
Watch Movies: Several times per week	29%	(160)	38%	(211)	33%	(179)	549
Watch Movies: About once per week	24%	(90)	42%	(160)	34%	(130)	380
Watch Movies: Several times per month	22%	(51)	39%	(89)	39%	(87)	227
Watch Movies: About once per month	27%	(57)	40%	(86)	33%	(69)	212
Watch Movies: Less often than once per month	20%	(38)	34%	(66)	46%	(89)	193
Watch Movies: Never	14%	(29)	27%	(55)	59%	(122)	206
Watch Sporting Events: Every day	44%	(70)	24%	(38)	32%	(50)	158
Watch Sporting Events: Several times per week	36%	(92)	40%	(104)	24%	(62)	258
Watch Sporting Events: About once per week	23%	(46)	49%	(97)	28%	(55)	198
Watch Sporting Events: Several times per month	26%	(54)	35%	(73)	39%	(82)	209
Watch Sporting Events: About once per month	36%	(58)	27%	(43)	37%	(60)	161
Watch Sporting Events: Less often than once per month	24%	(96)	40%	(159)	35%	(138)	393
Watch Sporting Events: Never	18%	(148)	35%	(288)	47%	(386)	823

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Table HR8: *And thinking about watching TV shows, including talk shows and game shows, filmed during the COVID-19 pandemic (coronavirus) without a live audience, which would you prefer?*

Demographic	A laugh track or pre-recorded audience reactions		No audience reactions, including a laugh track or recordings		Don't know / No opinion		Total N
Adults	26%	(564)	36%	(802)	38%	(834)	2200
Cable TV: Currently subscribe	25%	(242)	36%	(351)	39%	(375)	968
Cable TV: Subscribed in past	27%	(204)	41%	(311)	32%	(240)	756
Cable TV: Never subscribed	25%	(118)	30%	(141)	46%	(218)	476
Satellite TV: Currently subscribe	29%	(149)	29%	(147)	42%	(211)	508
Satellite TV: Subscribed in past	29%	(172)	40%	(243)	31%	(186)	601
Satellite TV: Never subscribed	22%	(243)	38%	(412)	40%	(437)	1092
Streaming Services: Currently subscribe	28%	(378)	37%	(502)	35%	(473)	1353
Streaming Services: Subscribed in past	26%	(56)	36%	(76)	37%	(79)	210
Streaming Services: Never subscribed	21%	(131)	35%	(223)	44%	(283)	637
Film: An avid fan	29%	(203)	38%	(271)	33%	(232)	706
Film: A casual fan	25%	(310)	38%	(462)	37%	(446)	1218
Film: Not a fan	18%	(51)	25%	(69)	57%	(157)	276
Television: An avid fan	27%	(254)	39%	(371)	35%	(333)	958
Television: A casual fan	26%	(278)	36%	(377)	38%	(403)	1058
Television: Not a fan	17%	(32)	30%	(55)	53%	(98)	184
Music: An avid fan	30%	(319)	34%	(367)	36%	(381)	1067
Music: A casual fan	22%	(218)	40%	(390)	38%	(371)	979
Music: Not a fan	17%	(27)	29%	(45)	53%	(83)	155
Fashion: An avid fan	34%	(105)	27%	(83)	38%	(116)	304
Fashion: A casual fan	26%	(236)	39%	(354)	34%	(307)	897
Fashion: Not a fan	22%	(223)	37%	(365)	41%	(411)	999
Oscars watchers	32%	(293)	41%	(381)	27%	(254)	929
Grammy Awards watchers	32%	(290)	38%	(342)	29%	(263)	896
Golden Globes watchers	31%	(217)	41%	(290)	29%	(203)	710
People's Choice Awards watchers	33%	(215)	36%	(231)	31%	(199)	644
Primetime Emmy Awards watchers	34%	(208)	41%	(251)	26%	(160)	619
Daytime Emmy Awards watchers	35%	(138)	38%	(148)	27%	(106)	391
MTV Movie and TV Awards watchers	35%	(223)	36%	(229)	29%	(181)	632
MTV Video Music Awards watchers	34%	(211)	35%	(214)	31%	(193)	618

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Table HR8: *And thinking about watching TV shows, including talk shows and game shows, filmed during the COVID-19 pandemic (coronavirus) without a live audience, which would you prefer?*

Demographic	A laugh track or pre-recorded audience reactions	No audience reactions, including a laugh track or recordings	Don't know / No opinion	Total N
Adults	26% (564)	36% (802)	38% (834)	2200
Teen Choice Awards watchers	37% (125)	32% (108)	31% (107)	340

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

Table HR9_1: And specifically, would you prefer for the following types of TV shows to use a laugh track or pre-recorded audience reactions, or to not include any audience reactions?
Talk shows, such as 'The Ellen Show' or 'The View'

Demographic	A laugh track or pre-recorded audience reactions		No audience reactions, including a laugh track or recordings		Don't know / No opinion		Total N
Adults	25%	(549)	38%	(827)	37%	(824)	2200
Gender: Male	25%	(264)	37%	(397)	38%	(400)	1062
Gender: Female	25%	(284)	38%	(430)	37%	(424)	1138
Age: 18-34	34%	(221)	31%	(206)	35%	(228)	655
Age: 35-44	26%	(91)	39%	(139)	36%	(127)	358
Age: 45-64	22%	(163)	37%	(278)	41%	(310)	751
Age: 65+	17%	(73)	47%	(205)	36%	(159)	436
GenZers: 1997-2012	34%	(110)	31%	(99)	35%	(114)	323
Millennials: 1981-1996	33%	(164)	34%	(170)	34%	(169)	503
GenXers: 1965-1980	24%	(133)	36%	(200)	40%	(224)	558
Baby Boomers: 1946-1964	17%	(125)	43%	(313)	39%	(284)	722
PID: Dem (no lean)	31%	(248)	40%	(325)	29%	(231)	804
PID: Ind (no lean)	21%	(150)	37%	(256)	42%	(295)	701
PID: Rep (no lean)	22%	(151)	35%	(246)	43%	(299)	696
PID/Gender: Dem Men	28%	(104)	40%	(147)	32%	(118)	368
PID/Gender: Dem Women	33%	(145)	41%	(178)	26%	(113)	435
PID/Gender: Ind Men	23%	(78)	34%	(116)	42%	(143)	337
PID/Gender: Ind Women	20%	(72)	38%	(140)	42%	(152)	364
PID/Gender: Rep Men	23%	(83)	38%	(134)	39%	(139)	357
PID/Gender: Rep Women	20%	(67)	33%	(112)	47%	(159)	339
Ideo: Liberal (1-3)	25%	(161)	46%	(293)	28%	(178)	632
Ideo: Moderate (4)	27%	(146)	38%	(207)	35%	(193)	546
Ideo: Conservative (5-7)	25%	(187)	36%	(270)	39%	(296)	753
Educ: < College	25%	(376)	35%	(529)	40%	(608)	1512
Educ: Bachelors degree	27%	(120)	42%	(184)	31%	(139)	444
Educ: Post-grad	22%	(52)	47%	(114)	32%	(77)	244
Income: Under 50k	24%	(279)	35%	(409)	42%	(490)	1178
Income: 50k-100k	28%	(185)	39%	(259)	32%	(213)	657
Income: 100k+	23%	(85)	43%	(159)	33%	(122)	365

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Table HR9_1: And specifically, would you prefer for the following types of TV shows to use a laugh track or pre-recorded audience reactions, or to not include any audience reactions?

Talk shows, such as 'The Ellen Show' or 'The View'

Demographic	A laugh track or pre-recorded audience reactions		No audience reactions, including a laugh track or recordings		Don't know / No opinion		Total N
Adults	25%	(549)	38%	(827)	37%	(824)	2200
Ethnicity: White	23%	(390)	39%	(677)	38%	(655)	1722
Ethnicity: Hispanic	30%	(107)	32%	(112)	37%	(130)	349
Ethnicity: Afr. Am.	34%	(93)	29%	(79)	37%	(102)	274
Ethnicity: Other	32%	(66)	35%	(71)	33%	(67)	204
All Christian	24%	(238)	40%	(400)	35%	(350)	988
All Non-Christian	23%	(25)	43%	(46)	35%	(38)	108
Atheist	16%	(15)	48%	(46)	35%	(34)	96
Agnostic/Nothing in particular	27%	(270)	33%	(335)	40%	(403)	1008
Religious Non-Protestant/Catholic	25%	(34)	38%	(53)	37%	(52)	140
Evangelical	26%	(149)	36%	(206)	39%	(225)	580
Non-Evangelical	25%	(197)	41%	(330)	34%	(270)	798
Community: Urban	29%	(159)	35%	(197)	36%	(199)	555
Community: Suburban	25%	(262)	40%	(415)	35%	(373)	1051
Community: Rural	21%	(127)	36%	(215)	43%	(253)	594
Employ: Private Sector	28%	(162)	40%	(236)	32%	(185)	582
Employ: Government	30%	(49)	34%	(56)	36%	(60)	165
Employ: Self-Employed	26%	(48)	45%	(84)	29%	(53)	186
Employ: Homemaker	24%	(39)	32%	(52)	44%	(73)	164
Employ: Retired	18%	(82)	45%	(209)	38%	(176)	467
Employ: Unemployed	24%	(71)	34%	(101)	42%	(125)	296
Employ: Other	23%	(43)	22%	(42)	55%	(105)	189
Military HH: Yes	23%	(82)	42%	(148)	35%	(126)	356
Military HH: No	25%	(467)	37%	(679)	38%	(698)	1844
RD/WT: Right Direction	26%	(180)	34%	(236)	41%	(285)	701
RD/WT: Wrong Track	25%	(368)	39%	(591)	36%	(539)	1499
Trump Job Approve	25%	(228)	36%	(330)	39%	(351)	909
Trump Job Disapprove	26%	(299)	41%	(478)	33%	(376)	1153

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Table HR9_1: And specifically, would you prefer for the following types of TV shows to use a laugh track or pre-recorded audience reactions, or to not include any audience reactions?
Talk shows, such as 'The Ellen Show' or 'The View'

Demographic	A laugh track or pre-recorded audience reactions		No audience reactions, including a laugh track or recordings		Don't know / No opinion		Total N
Adults	25%	(549)	38%	(827)	37%	(824)	2200
Trump Job Strongly Approve	22%	(105)	37%	(181)	41%	(199)	485
Trump Job Somewhat Approve	29%	(123)	35%	(149)	36%	(152)	424
Trump Job Somewhat Disapprove	30%	(76)	36%	(89)	34%	(84)	248
Trump Job Strongly Disapprove	25%	(224)	43%	(389)	32%	(292)	904
Favorable of Trump	25%	(222)	37%	(328)	38%	(340)	890
Unfavorable of Trump	26%	(305)	41%	(474)	33%	(377)	1156
Very Favorable of Trump	23%	(117)	36%	(185)	41%	(213)	515
Somewhat Favorable of Trump	28%	(105)	38%	(142)	34%	(127)	374
Somewhat Unfavorable of Trump	26%	(56)	33%	(73)	41%	(88)	217
Very Unfavorable of Trump	26%	(248)	43%	(401)	31%	(289)	939
#1 Issue: Economy	26%	(209)	37%	(293)	36%	(287)	789
#1 Issue: Security	17%	(39)	43%	(99)	40%	(92)	230
#1 Issue: Health Care	28%	(108)	42%	(165)	30%	(119)	392
#1 Issue: Medicare / Social Security	18%	(53)	36%	(107)	46%	(136)	296
#1 Issue: Women's Issues	33%	(31)	26%	(25)	41%	(39)	96
#1 Issue: Education	39%	(56)	30%	(44)	31%	(46)	146
#1 Issue: Energy	35%	(32)	39%	(36)	26%	(24)	91
#1 Issue: Other	13%	(20)	36%	(58)	51%	(82)	160
2018 House Vote: Democrat	27%	(201)	45%	(335)	27%	(202)	737
2018 House Vote: Republican	21%	(136)	37%	(237)	41%	(264)	636
2018 House Vote: Someone else	11%	(9)	39%	(34)	50%	(43)	86
2016 Vote: Hillary Clinton	27%	(183)	46%	(315)	27%	(186)	684
2016 Vote: Donald Trump	23%	(152)	37%	(245)	40%	(268)	665
2016 Vote: Other	17%	(22)	38%	(50)	45%	(59)	130
2016 Vote: Didn't Vote	27%	(192)	30%	(218)	43%	(310)	720
Voted in 2014: Yes	23%	(306)	42%	(551)	34%	(447)	1303
Voted in 2014: No	27%	(243)	31%	(276)	42%	(378)	897

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Table HR9_1: And specifically, would you prefer for the following types of TV shows to use a laugh track or pre-recorded audience reactions, or to not include any audience reactions?

Talk shows, such as 'The Ellen Show' or 'The View'

Demographic	A laugh track or pre-recorded audience reactions		No audience reactions, including a laugh track or recordings		Don't know / No opinion		Total N
Adults	25%	(549)	38%	(827)	37%	(824)	2200
2012 Vote: Barack Obama	27%	(213)	45%	(356)	28%	(222)	791
2012 Vote: Mitt Romney	21%	(105)	38%	(194)	41%	(207)	506
2012 Vote: Other	14%	(12)	35%	(30)	51%	(44)	87
2012 Vote: Didn't Vote	27%	(218)	30%	(245)	43%	(348)	811
4-Region: Northeast	24%	(96)	42%	(164)	34%	(134)	394
4-Region: Midwest	24%	(112)	40%	(186)	35%	(164)	462
4-Region: South	24%	(201)	36%	(300)	39%	(322)	824
4-Region: West	27%	(139)	34%	(177)	39%	(204)	520
Watch TV: Every day	28%	(299)	39%	(428)	33%	(361)	1088
Watch TV: Several times per week	25%	(124)	39%	(195)	36%	(180)	500
Watch TV: About once per week	30%	(41)	29%	(40)	42%	(58)	138
Watch TV: Several times per month	30%	(37)	36%	(44)	34%	(41)	121
Watch TV: About once per month	20%	(13)	37%	(23)	42%	(27)	63
Watch TV: Less often than once per month	19%	(17)	43%	(39)	38%	(35)	91
Watch TV: Never	9%	(17)	29%	(58)	62%	(123)	199
Watch Movies: Every day	33%	(144)	30%	(128)	37%	(161)	433
Watch Movies: Several times per week	26%	(140)	42%	(232)	32%	(178)	549
Watch Movies: About once per week	28%	(106)	39%	(150)	33%	(125)	380
Watch Movies: Several times per month	21%	(48)	39%	(88)	40%	(90)	227
Watch Movies: About once per month	24%	(51)	43%	(90)	33%	(70)	212
Watch Movies: Less often than once per month	17%	(32)	41%	(79)	43%	(83)	193
Watch Movies: Never	13%	(28)	29%	(61)	57%	(118)	206

Continued on next page

Table HR9_1: And specifically, would you prefer for the following types of TV shows to use a laugh track or pre-recorded audience reactions, or to not include any audience reactions?
Talk shows, such as 'The Ellen Show' or 'The View'

Demographic	A laugh track or pre-recorded audience reactions		No audience reactions, including a laugh track or recordings		Don't know / No opinion		Total N
Adults	25%	(549)	38%	(827)	37%	(824)	2200
Watch Sporting Events: Every day	41%	(65)	31%	(48)	28%	(44)	158
Watch Sporting Events: Several times per week	32%	(83)	43%	(111)	25%	(64)	258
Watch Sporting Events: About once per week	32%	(64)	37%	(74)	30%	(60)	198
Watch Sporting Events: Several times per month	25%	(52)	42%	(87)	34%	(70)	209
Watch Sporting Events: About once per month	30%	(48)	33%	(54)	37%	(60)	161
Watch Sporting Events: Less often than once per month	21%	(81)	43%	(167)	37%	(145)	393
Watch Sporting Events: Never	19%	(157)	35%	(286)	46%	(381)	823
Cable TV: Currently subscribe	25%	(245)	38%	(367)	37%	(356)	968
Cable TV: Subscribed in past	27%	(202)	41%	(307)	33%	(246)	756
Cable TV: Never subscribed	21%	(102)	32%	(153)	47%	(222)	476
Satellite TV: Currently subscribe	31%	(159)	34%	(175)	34%	(174)	508
Satellite TV: Subscribed in past	26%	(154)	41%	(246)	33%	(200)	601
Satellite TV: Never subscribed	22%	(236)	37%	(406)	41%	(450)	1092
Streaming Services: Currently subscribe	27%	(367)	38%	(520)	34%	(466)	1353
Streaming Services: Subscribed in past	28%	(60)	35%	(74)	36%	(77)	210
Streaming Services: Never subscribed	19%	(122)	37%	(233)	44%	(282)	637
Film: An avid fan	31%	(216)	39%	(275)	30%	(215)	706
Film: A casual fan	24%	(294)	39%	(478)	37%	(446)	1218
Film: Not a fan	14%	(38)	27%	(74)	59%	(164)	276
Television: An avid fan	26%	(251)	40%	(379)	34%	(328)	958
Television: A casual fan	25%	(260)	38%	(403)	37%	(394)	1058
Television: Not a fan	20%	(38)	24%	(44)	55%	(102)	184
Music: An avid fan	31%	(330)	35%	(371)	34%	(366)	1067
Music: A casual fan	19%	(190)	41%	(406)	39%	(383)	979
Music: Not a fan	18%	(29)	32%	(50)	49%	(76)	155
Fashion: An avid fan	38%	(114)	29%	(89)	33%	(101)	304
Fashion: A casual fan	28%	(254)	40%	(361)	31%	(282)	897
Fashion: Not a fan	18%	(180)	38%	(377)	44%	(442)	999

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Table HR9_1: And specifically, would you prefer for the following types of TV shows to use a laugh track or pre-recorded audience reactions, or to not include any audience reactions?

Talk shows, such as 'The Ellen Show' or 'The View'

Demographic	A laugh track or pre-recorded audience reactions		No audience reactions, including a laugh track or recordings		Don't know / No opinion		Total N
Adults	25%	(549)	38%	(827)	37%	(824)	2200
Oscars watchers	32%	(300)	45%	(418)	23%	(211)	929
Grammy Awards watchers	33%	(299)	42%	(372)	25%	(225)	896
Golden Globes watchers	34%	(239)	44%	(313)	22%	(157)	710
People's Choice Awards watchers	35%	(228)	43%	(278)	21%	(138)	644
Primetime Emmy Awards watchers	33%	(202)	45%	(280)	22%	(138)	619
Daytime Emmy Awards watchers	36%	(141)	41%	(160)	23%	(90)	391
MTV Movie and TV Awards watchers	36%	(226)	39%	(247)	25%	(160)	632
MTV Video Music Awards watchers	38%	(236)	38%	(237)	23%	(145)	618
Teen Choice Awards watchers	46%	(155)	35%	(117)	20%	(68)	340

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

Table HR9_2: And specifically, would you prefer for the following types of TV shows to use a laugh track or pre-recorded audience reactions, or to not include any audience reactions?
Game shows, such as 'Family Feud' or 'Wheel of Fortune'

Demographic	A laugh track or pre-recorded audience reactions		No audience reactions, including a laugh track or recordings		Don't know / No opinion		Total N
Adults	32%	(704)	37%	(803)	32%	(693)	2200
Gender: Male	34%	(357)	36%	(380)	31%	(325)	1062
Gender: Female	30%	(347)	37%	(423)	32%	(368)	1138
Age: 18-34	33%	(216)	34%	(222)	33%	(217)	655
Age: 35-44	39%	(140)	33%	(117)	28%	(101)	358
Age: 45-64	30%	(223)	36%	(268)	35%	(260)	751
Age: 65+	29%	(124)	45%	(196)	27%	(116)	436
GenZers: 1997-2012	28%	(89)	38%	(122)	34%	(111)	323
Millennials: 1981-1996	39%	(199)	30%	(152)	30%	(152)	503
GenXers: 1965-1980	35%	(194)	33%	(181)	33%	(183)	558
Baby Boomers: 1946-1964	27%	(192)	42%	(304)	31%	(226)	722
PID: Dem (no lean)	35%	(278)	39%	(311)	27%	(215)	804
PID: Ind (no lean)	29%	(200)	36%	(251)	36%	(249)	701
PID: Rep (no lean)	32%	(225)	35%	(241)	33%	(229)	696
PID/Gender: Dem Men	34%	(124)	38%	(140)	28%	(105)	368
PID/Gender: Dem Women	36%	(155)	39%	(171)	25%	(110)	435
PID/Gender: Ind Men	31%	(103)	34%	(114)	36%	(120)	337
PID/Gender: Ind Women	27%	(97)	38%	(137)	36%	(130)	364
PID/Gender: Rep Men	36%	(130)	35%	(126)	28%	(101)	357
PID/Gender: Rep Women	28%	(96)	34%	(115)	38%	(128)	339
Ideo: Liberal (1-3)	29%	(184)	43%	(269)	28%	(179)	632
Ideo: Moderate (4)	35%	(192)	38%	(209)	27%	(146)	546
Ideo: Conservative (5-7)	35%	(260)	35%	(262)	31%	(231)	753
Educ: < College	32%	(482)	35%	(523)	34%	(507)	1512
Educ: Bachelors degree	33%	(145)	40%	(176)	28%	(124)	444
Educ: Post-grad	32%	(77)	43%	(104)	26%	(63)	244
Income: Under 50k	31%	(362)	35%	(409)	35%	(407)	1178
Income: 50k-100k	35%	(233)	37%	(243)	28%	(181)	657
Income: 100k+	30%	(108)	42%	(152)	29%	(105)	365

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Table HR9_2: And specifically, would you prefer for the following types of TV shows to use a laugh track or pre-recorded audience reactions, or to not include any audience reactions?

Game shows, such as 'Family Feud' or 'Wheel of Fortune'

Demographic	A laugh track or pre-recorded audience reactions		No audience reactions, including a laugh track or recordings		Don't know / No opinion		Total N
Adults	32%	(704)	37%	(803)	32%	(693)	2200
Ethnicity: White	30%	(525)	38%	(657)	31%	(540)	1722
Ethnicity: Hispanic	30%	(106)	36%	(127)	33%	(116)	349
Ethnicity: Afr. Am.	40%	(109)	30%	(82)	30%	(83)	274
Ethnicity: Other	34%	(69)	31%	(64)	35%	(71)	204
All Christian	34%	(340)	39%	(384)	27%	(264)	988
All Non-Christian	23%	(25)	42%	(45)	35%	(38)	108
Atheist	25%	(24)	41%	(39)	34%	(33)	96
Agnostic/Nothing in particular	31%	(315)	33%	(335)	36%	(358)	1008
Religious Non-Protestant/Catholic	26%	(37)	39%	(54)	35%	(48)	140
Evangelical	36%	(208)	36%	(208)	28%	(164)	580
Non-Evangelical	35%	(282)	38%	(304)	26%	(211)	798
Community: Urban	32%	(178)	36%	(199)	32%	(178)	555
Community: Suburban	33%	(351)	37%	(386)	30%	(314)	1051
Community: Rural	29%	(175)	37%	(218)	34%	(201)	594
Employ: Private Sector	32%	(188)	40%	(231)	28%	(163)	582
Employ: Government	39%	(64)	35%	(57)	27%	(44)	165
Employ: Self-Employed	29%	(53)	46%	(85)	26%	(48)	186
Employ: Homemaker	27%	(44)	34%	(55)	39%	(65)	164
Employ: Retired	29%	(134)	43%	(202)	28%	(131)	467
Employ: Unemployed	33%	(99)	32%	(93)	35%	(104)	296
Employ: Other	34%	(64)	18%	(34)	48%	(91)	189
Military HH: Yes	30%	(108)	41%	(147)	28%	(101)	356
Military HH: No	32%	(596)	36%	(656)	32%	(592)	1844
RD/WT: Right Direction	34%	(241)	35%	(247)	30%	(214)	701
RD/WT: Wrong Track	31%	(463)	37%	(556)	32%	(480)	1499
Trump Job Approve	34%	(305)	36%	(330)	30%	(273)	909
Trump Job Disapprove	32%	(366)	39%	(454)	29%	(332)	1153

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Table HR9_2: And specifically, would you prefer for the following types of TV shows to use a laugh track or pre-recorded audience reactions, or to not include any audience reactions?
Game shows, such as 'Family Feud' or 'Wheel of Fortune'

Demographic	A laugh track or pre-recorded audience reactions		No audience reactions, including a laugh track or recordings		Don't know / No opinion		Total N
Adults	32%	(704)	37%	(803)	32%	(693)	2200
Trump Job Strongly Approve	29%	(140)	37%	(181)	34%	(164)	485
Trump Job Somewhat Approve	39%	(165)	35%	(149)	26%	(109)	424
Trump Job Somewhat Disapprove	36%	(89)	35%	(86)	29%	(73)	248
Trump Job Strongly Disapprove	31%	(277)	41%	(368)	29%	(259)	904
Favorable of Trump	34%	(304)	36%	(321)	30%	(265)	890
Unfavorable of Trump	33%	(377)	39%	(453)	28%	(326)	1156
Very Favorable of Trump	30%	(156)	36%	(185)	34%	(175)	515
Somewhat Favorable of Trump	40%	(148)	36%	(136)	24%	(90)	374
Somewhat Unfavorable of Trump	35%	(76)	35%	(76)	30%	(65)	217
Very Unfavorable of Trump	32%	(301)	40%	(377)	28%	(261)	939
#1 Issue: Economy	36%	(284)	34%	(268)	30%	(238)	789
#1 Issue: Security	27%	(63)	43%	(99)	30%	(68)	230
#1 Issue: Health Care	32%	(124)	40%	(158)	28%	(111)	392
#1 Issue: Medicare / Social Security	29%	(86)	38%	(114)	32%	(96)	296
#1 Issue: Women's Issues	31%	(29)	32%	(31)	37%	(35)	96
#1 Issue: Education	37%	(54)	32%	(47)	31%	(45)	146
#1 Issue: Energy	31%	(28)	37%	(34)	32%	(29)	91
#1 Issue: Other	22%	(35)	34%	(54)	44%	(71)	160
2018 House Vote: Democrat	31%	(227)	44%	(324)	25%	(187)	737
2018 House Vote: Republican	33%	(211)	36%	(228)	31%	(197)	636
2018 House Vote: Someone else	29%	(25)	32%	(28)	39%	(33)	86
2016 Vote: Hillary Clinton	32%	(220)	42%	(289)	26%	(175)	684
2016 Vote: Donald Trump	36%	(238)	35%	(235)	29%	(192)	665
2016 Vote: Other	22%	(29)	42%	(54)	36%	(47)	130
2016 Vote: Didn't Vote	30%	(217)	31%	(226)	39%	(277)	720
Voted in 2014: Yes	32%	(414)	40%	(522)	28%	(368)	1303
Voted in 2014: No	32%	(290)	31%	(281)	36%	(325)	897

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Table HR9_2: *And specifically, would you prefer for the following types of TV shows to use a laugh track or pre-recorded audience reactions, or to not include any audience reactions?
 Game shows, such as 'Family Feud' or 'Wheel of Fortune'*

Demographic	A laugh track or pre-recorded audience reactions		No audience reactions, including a laugh track or recordings		Don't know / No opinion		Total N
Adults	32%	(704)	37%	(803)	32%	(693)	2200
2012 Vote: Barack Obama	34%	(271)	41%	(326)	24%	(193)	791
2012 Vote: Mitt Romney	32%	(164)	38%	(193)	30%	(149)	506
2012 Vote: Other	30%	(26)	34%	(30)	36%	(32)	87
2012 Vote: Didn't Vote	30%	(243)	31%	(252)	39%	(316)	811
4-Region: Northeast	33%	(129)	36%	(142)	31%	(122)	394
4-Region: Midwest	30%	(137)	39%	(182)	31%	(143)	462
4-Region: South	33%	(271)	36%	(300)	31%	(253)	824
4-Region: West	32%	(166)	34%	(178)	34%	(176)	520
Watch TV: Every day	35%	(381)	37%	(407)	28%	(300)	1088
Watch TV: Several times per week	32%	(160)	39%	(195)	29%	(144)	500
Watch TV: About once per week	33%	(45)	30%	(41)	37%	(51)	138
Watch TV: Several times per month	34%	(41)	42%	(51)	24%	(29)	121
Watch TV: About once per month	28%	(18)	40%	(26)	32%	(20)	63
Watch TV: Less often than once per month	32%	(29)	34%	(31)	34%	(31)	91
Watch TV: Never	15%	(29)	26%	(52)	59%	(117)	199
Watch Movies: Every day	35%	(151)	36%	(155)	29%	(128)	433
Watch Movies: Several times per week	37%	(205)	35%	(193)	27%	(151)	549
Watch Movies: About once per week	31%	(117)	40%	(154)	29%	(110)	380
Watch Movies: Several times per month	29%	(67)	39%	(89)	31%	(71)	227
Watch Movies: About once per month	33%	(70)	37%	(79)	30%	(63)	212
Watch Movies: Less often than once per month	24%	(47)	42%	(81)	34%	(65)	193
Watch Movies: Never	23%	(47)	26%	(53)	51%	(106)	206

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Table HR9_2: And specifically, would you prefer for the following types of TV shows to use a laugh track or pre-recorded audience reactions, or to not include any audience reactions?
Game shows, such as 'Family Feud' or 'Wheel of Fortune'

Demographic	A laugh track or pre-recorded audience reactions		No audience reactions, including a laugh track or recordings		Don't know / No opinion		Total N
Adults	32%	(704)	37%	(803)	32%	(693)	2200
Watch Sporting Events: Every day	45%	(72)	26%	(41)	29%	(45)	158
Watch Sporting Events: Several times per week	42%	(107)	39%	(100)	20%	(51)	258
Watch Sporting Events: About once per week	38%	(76)	39%	(78)	22%	(44)	198
Watch Sporting Events: Several times per month	38%	(79)	36%	(75)	27%	(56)	209
Watch Sporting Events: About once per month	40%	(65)	32%	(51)	28%	(45)	161
Watch Sporting Events: Less often than once per month	29%	(114)	44%	(174)	27%	(105)	393
Watch Sporting Events: Never	23%	(192)	35%	(284)	42%	(347)	823
Cable TV: Currently subscribe	32%	(312)	37%	(358)	31%	(298)	968
Cable TV: Subscribed in past	35%	(262)	39%	(292)	27%	(202)	756
Cable TV: Never subscribed	27%	(129)	32%	(154)	41%	(193)	476
Satellite TV: Currently subscribe	35%	(178)	34%	(173)	31%	(157)	508
Satellite TV: Subscribed in past	34%	(205)	40%	(238)	26%	(157)	601
Satellite TV: Never subscribed	29%	(321)	36%	(392)	35%	(379)	1092
Streaming Services: Currently subscribe	33%	(442)	37%	(504)	30%	(406)	1353
Streaming Services: Subscribed in past	33%	(69)	38%	(80)	29%	(61)	210
Streaming Services: Never subscribed	30%	(193)	34%	(218)	35%	(225)	637
Film: An avid fan	35%	(247)	38%	(266)	27%	(193)	706
Film: A casual fan	33%	(399)	38%	(460)	29%	(358)	1218
Film: Not a fan	21%	(57)	28%	(77)	51%	(142)	276
Television: An avid fan	34%	(330)	39%	(370)	27%	(258)	958
Television: A casual fan	32%	(343)	36%	(378)	32%	(337)	1058
Television: Not a fan	17%	(31)	30%	(55)	54%	(99)	184
Music: An avid fan	35%	(377)	36%	(381)	29%	(308)	1067
Music: A casual fan	30%	(292)	39%	(377)	32%	(310)	979
Music: Not a fan	22%	(35)	29%	(45)	49%	(75)	155
Fashion: An avid fan	39%	(119)	31%	(95)	30%	(90)	304
Fashion: A casual fan	34%	(306)	39%	(349)	27%	(241)	897
Fashion: Not a fan	28%	(278)	36%	(359)	36%	(362)	999

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Table HR9_2: And specifically, would you prefer for the following types of TV shows to use a laugh track or pre-recorded audience reactions, or to not include any audience reactions?

Game shows, such as 'Family Feud' or 'Wheel of Fortune'

Demographic	A laugh track or pre-recorded audience reactions		No audience reactions, including a laugh track or recordings		Don't know / No opinion		Total N
Adults	32%	(704)	37%	(803)	32%	(693)	2200
Oscars watchers	40%	(368)	41%	(377)	20%	(184)	929
Grammy Awards watchers	41%	(369)	39%	(349)	20%	(178)	896
Golden Globes watchers	41%	(290)	41%	(288)	19%	(132)	710
People's Choice Awards watchers	44%	(285)	38%	(245)	18%	(115)	644
Primetime Emmy Awards watchers	38%	(238)	42%	(258)	20%	(124)	619
Daytime Emmy Awards watchers	44%	(171)	36%	(142)	20%	(78)	391
MTV Movie and TV Awards watchers	42%	(266)	37%	(233)	21%	(133)	632
MTV Video Music Awards watchers	43%	(265)	37%	(227)	21%	(127)	618
Teen Choice Awards watchers	48%	(162)	34%	(115)	19%	(63)	340

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

Table HR9_3: And specifically, would you prefer for the following types of TV shows to use a laugh track or pre-recorded audience reactions, or to not include any audience reactions?

Late night talk TV shows, such as 'Jimmy Kimmel Live!' and 'The Tonight Show with Jimmy Fallon'

Demographic	A laugh track or pre-recorded audience reactions		No audience reactions, including a laugh track or recordings		Don't know / No opinion		Total N
Adults	28%	(615)	35%	(774)	37%	(811)	2200
Gender: Male	30%	(318)	35%	(373)	35%	(371)	1062
Gender: Female	26%	(297)	35%	(401)	39%	(440)	1138
Age: 18-34	36%	(237)	29%	(191)	35%	(228)	655
Age: 35-44	33%	(119)	33%	(117)	34%	(122)	358
Age: 45-64	24%	(182)	35%	(263)	41%	(306)	751
Age: 65+	18%	(78)	47%	(204)	36%	(155)	436
GenZers: 1997-2012	36%	(116)	26%	(85)	38%	(121)	323
Millennials: 1981-1996	36%	(179)	32%	(160)	33%	(164)	503
GenXers: 1965-1980	30%	(167)	31%	(174)	39%	(217)	558
Baby Boomers: 1946-1964	18%	(132)	43%	(311)	39%	(279)	722
PID: Dem (no lean)	33%	(264)	39%	(315)	28%	(225)	804
PID: Ind (no lean)	25%	(174)	34%	(238)	41%	(289)	701
PID: Rep (no lean)	25%	(177)	32%	(222)	43%	(297)	696
PID/Gender: Dem Men	31%	(113)	40%	(147)	29%	(109)	368
PID/Gender: Dem Women	35%	(151)	38%	(167)	27%	(117)	435
PID/Gender: Ind Men	27%	(90)	35%	(117)	39%	(130)	337
PID/Gender: Ind Women	23%	(84)	33%	(121)	44%	(158)	364
PID/Gender: Rep Men	32%	(115)	31%	(109)	37%	(132)	357
PID/Gender: Rep Women	18%	(62)	33%	(112)	49%	(165)	339
Ideo: Liberal (1-3)	29%	(182)	43%	(274)	28%	(176)	632
Ideo: Moderate (4)	32%	(177)	37%	(201)	31%	(169)	546
Ideo: Conservative (5-7)	27%	(202)	33%	(250)	40%	(302)	753
Educ: < College	27%	(415)	33%	(493)	40%	(604)	1512
Educ: Bachelors degree	30%	(132)	39%	(172)	31%	(140)	444
Educ: Post-grad	28%	(68)	45%	(110)	27%	(67)	244
Income: Under 50k	27%	(313)	32%	(375)	42%	(490)	1178
Income: 50k-100k	32%	(210)	38%	(252)	30%	(195)	657
Income: 100k+	25%	(92)	40%	(148)	34%	(125)	365

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Table HR9_3: *And specifically, would you prefer for the following types of TV shows to use a laugh track or pre-recorded audience reactions, or to not include any audience reactions?*
Late night talk TV shows, such as 'Jimmy Kimmel Live!' and 'The Tonight Show with Jimmy Fallon'

Demographic	A laugh track or pre-recorded audience reactions		No audience reactions, including a laugh track or recordings		Don't know / No opinion		Total N
Adults	28%	(615)	35%	(774)	37%	(811)	2200
Ethnicity: White	26%	(447)	37%	(644)	37%	(631)	1722
Ethnicity: Hispanic	29%	(102)	31%	(108)	40%	(140)	349
Ethnicity: Afr. Am.	34%	(92)	28%	(76)	39%	(106)	274
Ethnicity: Other	37%	(76)	27%	(54)	36%	(74)	204
All Christian	28%	(275)	38%	(376)	34%	(338)	988
All Non-Christian	28%	(30)	38%	(41)	34%	(37)	108
Atheist	25%	(24)	42%	(40)	33%	(32)	96
Agnostic/Nothing in particular	28%	(286)	32%	(318)	40%	(404)	1008
Religious Non-Protestant/Catholic	30%	(42)	35%	(49)	35%	(48)	140
Evangelical	27%	(156)	33%	(191)	40%	(233)	580
Non-Evangelical	29%	(232)	38%	(306)	33%	(260)	798
Community: Urban	31%	(172)	33%	(186)	36%	(197)	555
Community: Suburban	29%	(303)	37%	(392)	34%	(356)	1051
Community: Rural	24%	(140)	33%	(197)	43%	(257)	594
Employ: Private Sector	33%	(189)	36%	(210)	31%	(183)	582
Employ: Government	32%	(52)	31%	(51)	37%	(61)	165
Employ: Self-Employed	28%	(53)	42%	(77)	30%	(56)	186
Employ: Homemaker	20%	(32)	32%	(53)	48%	(79)	164
Employ: Retired	20%	(94)	44%	(208)	35%	(166)	467
Employ: Unemployed	27%	(80)	34%	(102)	38%	(114)	296
Employ: Other	25%	(48)	20%	(39)	54%	(103)	189
Military HH: Yes	24%	(85)	39%	(141)	37%	(131)	356
Military HH: No	29%	(530)	34%	(634)	37%	(680)	1844
RD/WT: Right Direction	27%	(191)	33%	(229)	40%	(281)	701
RD/WT: Wrong Track	28%	(423)	36%	(546)	35%	(530)	1499
Trump Job Approve	27%	(246)	34%	(307)	39%	(356)	909
Trump Job Disapprove	30%	(347)	39%	(446)	31%	(360)	1153

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Table HR9_3: And specifically, would you prefer for the following types of TV shows to use a laugh track or pre-recorded audience reactions, or to not include any audience reactions?
Late night talk TV shows, such as 'Jimmy Kimmel Live!' and 'The Tonight Show with Jimmy Fallon'

Demographic	A laugh track or pre-recorded audience reactions		No audience reactions, including a laugh track or recordings		Don't know / No opinion		Total N
Adults	28%	(615)	35%	(774)	37%	(811)	2200
Trump Job Strongly Approve	21%	(103)	33%	(161)	45%	(221)	485
Trump Job Somewhat Approve	34%	(143)	34%	(145)	32%	(135)	424
Trump Job Somewhat Disapprove	33%	(83)	35%	(86)	32%	(79)	248
Trump Job Strongly Disapprove	29%	(264)	40%	(359)	31%	(281)	904
Favorable of Trump	27%	(243)	34%	(301)	39%	(346)	890
Unfavorable of Trump	30%	(351)	39%	(449)	31%	(357)	1156
Very Favorable of Trump	23%	(120)	32%	(167)	44%	(229)	515
Somewhat Favorable of Trump	33%	(123)	36%	(134)	31%	(117)	374
Somewhat Unfavorable of Trump	32%	(69)	34%	(75)	34%	(74)	217
Very Unfavorable of Trump	30%	(282)	40%	(374)	30%	(282)	939
#1 Issue: Economy	31%	(246)	34%	(265)	35%	(278)	789
#1 Issue: Security	20%	(46)	39%	(91)	41%	(93)	230
#1 Issue: Health Care	31%	(123)	41%	(160)	28%	(109)	392
#1 Issue: Medicare / Social Security	19%	(57)	36%	(107)	44%	(132)	296
#1 Issue: Women's Issues	37%	(35)	22%	(21)	41%	(39)	96
#1 Issue: Education	38%	(55)	28%	(41)	34%	(49)	146
#1 Issue: Energy	31%	(28)	37%	(34)	32%	(30)	91
#1 Issue: Other	15%	(24)	35%	(56)	50%	(80)	160
2018 House Vote: Democrat	30%	(219)	45%	(332)	25%	(186)	737
2018 House Vote: Republican	25%	(160)	34%	(218)	41%	(258)	636
2018 House Vote: Someone else	13%	(11)	35%	(30)	52%	(45)	86
2016 Vote: Hillary Clinton	30%	(207)	44%	(303)	25%	(173)	684
2016 Vote: Donald Trump	25%	(166)	34%	(226)	41%	(273)	665
2016 Vote: Other	20%	(26)	38%	(50)	42%	(54)	130
2016 Vote: Didn't Vote	30%	(215)	27%	(195)	43%	(309)	720
Voted in 2014: Yes	26%	(336)	40%	(526)	34%	(442)	1303
Voted in 2014: No	31%	(279)	28%	(248)	41%	(369)	897

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Table HR9_3: *And specifically, would you prefer for the following types of TV shows to use a laugh track or pre-recorded audience reactions, or to not include any audience reactions?*
Late night talk TV shows, such as 'Jimmy Kimmel Live!' and 'The Tonight Show with Jimmy Fallon'

Demographic	A laugh track or pre-recorded audience reactions		No audience reactions, including a laugh track or recordings		Don't know / No opinion		Total N
Adults	28%	(615)	35%	(774)	37%	(811)	2200
2012 Vote: Barack Obama	31%	(247)	42%	(332)	27%	(212)	791
2012 Vote: Mitt Romney	22%	(112)	36%	(184)	41%	(209)	506
2012 Vote: Other	16%	(14)	38%	(33)	46%	(40)	87
2012 Vote: Didn't Vote	30%	(241)	27%	(223)	43%	(347)	811
4-Region: Northeast	28%	(108)	38%	(149)	35%	(136)	394
4-Region: Midwest	28%	(128)	37%	(171)	35%	(164)	462
4-Region: South	29%	(239)	33%	(271)	38%	(315)	824
4-Region: West	27%	(140)	35%	(183)	38%	(196)	520
Watch TV: Every day	31%	(338)	37%	(403)	32%	(348)	1088
Watch TV: Several times per week	30%	(149)	36%	(179)	34%	(171)	500
Watch TV: About once per week	30%	(42)	30%	(42)	39%	(54)	138
Watch TV: Several times per month	26%	(31)	38%	(46)	36%	(44)	121
Watch TV: About once per month	23%	(14)	33%	(21)	45%	(28)	63
Watch TV: Less often than once per month	26%	(24)	34%	(31)	39%	(36)	91
Watch TV: Never	9%	(17)	27%	(53)	65%	(129)	199
Watch Movies: Every day	37%	(159)	29%	(127)	34%	(147)	433
Watch Movies: Several times per week	33%	(182)	37%	(201)	30%	(167)	549
Watch Movies: About once per week	27%	(101)	40%	(151)	34%	(128)	380
Watch Movies: Several times per month	24%	(54)	39%	(89)	37%	(84)	227
Watch Movies: About once per month	26%	(55)	34%	(73)	40%	(84)	212
Watch Movies: Less often than once per month	19%	(37)	40%	(78)	40%	(78)	193
Watch Movies: Never	13%	(27)	27%	(56)	59%	(122)	206

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Table HR9_3: And specifically, would you prefer for the following types of TV shows to use a laugh track or pre-recorded audience reactions, or to not include any audience reactions?
Late night talk TV shows, such as 'Jimmy Kimmel Live!' and 'The Tonight Show with Jimmy Fallon'

Demographic	A laugh track or pre-recorded audience reactions		No audience reactions, including a laugh track or recordings		Don't know / No opinion		Total N
Adults	28%	(615)	35%	(774)	37%	(811)	2200
Watch Sporting Events: Every day	42%	(67)	29%	(45)	29%	(45)	158
Watch Sporting Events: Several times per week	37%	(94)	40%	(103)	23%	(60)	258
Watch Sporting Events: About once per week	37%	(74)	34%	(68)	28%	(56)	198
Watch Sporting Events: Several times per month	31%	(64)	35%	(74)	34%	(71)	209
Watch Sporting Events: About once per month	33%	(54)	35%	(56)	32%	(51)	161
Watch Sporting Events: Less often than once per month	25%	(97)	41%	(162)	34%	(135)	393
Watch Sporting Events: Never	20%	(165)	32%	(265)	48%	(392)	823
Cable TV: Currently subscribe	28%	(274)	36%	(345)	36%	(349)	968
Cable TV: Subscribed in past	31%	(232)	36%	(275)	33%	(249)	756
Cable TV: Never subscribed	23%	(109)	32%	(155)	45%	(212)	476
Satellite TV: Currently subscribe	33%	(169)	28%	(143)	39%	(196)	508
Satellite TV: Subscribed in past	29%	(174)	37%	(223)	34%	(204)	601
Satellite TV: Never subscribed	25%	(272)	37%	(409)	38%	(410)	1092
Streaming Services: Currently subscribe	31%	(418)	35%	(478)	34%	(457)	1353
Streaming Services: Subscribed in past	26%	(55)	36%	(76)	37%	(79)	210
Streaming Services: Never subscribed	22%	(141)	35%	(220)	43%	(276)	637
Film: An avid fan	33%	(235)	37%	(261)	30%	(211)	706
Film: A casual fan	28%	(345)	36%	(438)	36%	(435)	1218
Film: Not a fan	13%	(36)	27%	(75)	60%	(165)	276
Television: An avid fan	30%	(284)	37%	(355)	33%	(320)	958
Television: A casual fan	28%	(300)	36%	(376)	36%	(382)	1058
Television: Not a fan	17%	(32)	24%	(43)	59%	(109)	184
Music: An avid fan	34%	(366)	34%	(363)	32%	(338)	1067
Music: A casual fan	23%	(227)	37%	(366)	39%	(386)	979
Music: Not a fan	14%	(22)	29%	(45)	57%	(88)	155
Fashion: An avid fan	42%	(126)	26%	(79)	32%	(99)	304
Fashion: A casual fan	30%	(267)	37%	(332)	33%	(297)	897
Fashion: Not a fan	22%	(221)	36%	(363)	42%	(415)	999

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Table HR9_3: *And specifically, would you prefer for the following types of TV shows to use a laugh track or pre-recorded audience reactions, or to not include any audience reactions?**Late night talk TV shows, such as 'Jimmy Kimmel Live!' and 'The Tonight Show with Jimmy Fallon'*

Demographic	A laugh track or pre-recorded audience reactions		No audience reactions, including a laugh track or recordings		Don't know / No opinion		Total N
Adults	28%	(615)	35%	(774)	37%	(811)	2200
Oscars watchers	36%	(333)	42%	(389)	22%	(207)	929
Grammy Awards watchers	37%	(333)	39%	(353)	23%	(209)	896
Golden Globes watchers	36%	(254)	43%	(307)	21%	(148)	710
People's Choice Awards watchers	41%	(263)	38%	(248)	21%	(134)	644
Primetime Emmy Awards watchers	38%	(234)	43%	(263)	20%	(122)	619
Daytime Emmy Awards watchers	43%	(167)	35%	(137)	22%	(87)	391
MTV Movie and TV Awards watchers	40%	(253)	36%	(225)	24%	(154)	632
MTV Video Music Awards watchers	42%	(260)	35%	(217)	23%	(141)	618
Teen Choice Awards watchers	48%	(163)	27%	(93)	25%	(84)	340

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% (1088)	23% (500)	6% (138)	5% (121)	3% (63)	4% (91)	9% (199)	220
Gender: Male	46% (488)	25% (265)	7% (72)	6% (60)	4% (38)	4% (42)	9% (96)	100
Gender: Female	53% (601)	21% (235)	6% (66)	5% (60)	2% (25)	4% (49)	9% (102)	113
Age: 18-34	45% (297)	24% (154)	9% (58)	7% (44)	3% (18)	4% (27)	9% (57)	63
Age: 35-44	51% (182)	31% (111)	5% (19)	4% (13)	3% (11)	2% (8)	4% (15)	33
Age: 45-64	46% (348)	23% (172)	6% (43)	6% (45)	4% (28)	5% (39)	10% (75)	77
Age: 65+	60% (261)	14% (63)	4% (18)	4% (19)	2% (7)	4% (17)	12% (52)	43
GenZers: 1997-2012	44% (142)	21% (67)	8% (24)	11% (37)	4% (14)	3% (11)	9% (28)	33
Millennials: 1981-1996	49% (245)	28% (142)	8% (43)	3% (16)	1% (7)	4% (19)	6% (33)	50
GenXers: 1965-1980	46% (255)	26% (143)	6% (35)	5% (29)	4% (21)	4% (24)	9% (51)	53
Baby Boomers: 1946-1964	54% (389)	18% (131)	5% (35)	4% (32)	3% (21)	5% (37)	10% (75)	72
PID: Dem (no lean)	53% (429)	21% (165)	6% (47)	6% (52)	3% (21)	3% (24)	8% (66)	80
PID: Ind (no lean)	45% (315)	26% (181)	7% (46)	5% (36)	4% (27)	5% (36)	9% (60)	77
PID: Rep (no lean)	50% (345)	22% (154)	7% (46)	5% (33)	2% (15)	4% (31)	10% (72)	69
PID/Gender: Dem Men	47% (175)	24% (87)	7% (24)	6% (22)	4% (13)	3% (11)	10% (36)	36
PID/Gender: Dem Women	58% (254)	18% (78)	5% (22)	7% (29)	2% (8)	3% (13)	7% (30)	43
PID/Gender: Ind Men	42% (143)	26% (89)	7% (23)	6% (21)	5% (17)	5% (18)	8% (26)	33
PID/Gender: Ind Women	47% (172)	25% (92)	6% (22)	4% (16)	3% (10)	5% (18)	9% (34)	36
PID/Gender: Rep Men	48% (170)	25% (90)	7% (24)	5% (17)	2% (9)	4% (13)	10% (34)	35
PID/Gender: Rep Women	51% (174)	19% (64)	6% (21)	5% (15)	2% (7)	5% (19)	11% (38)	33
Ideo: Liberal (1-3)	51% (322)	25% (159)	6% (37)	6% (37)	2% (11)	3% (20)	7% (44)	63
Ideo: Moderate (4)	52% (284)	22% (122)	7% (36)	6% (31)	4% (21)	2% (11)	8% (42)	54
Ideo: Conservative (5-7)	49% (371)	23% (172)	6% (42)	6% (42)	3% (20)	6% (42)	8% (64)	73
Educ: < College	49% (735)	21% (316)	6% (98)	6% (91)	3% (48)	5% (71)	10% (153)	153
Educ: Bachelors degree	52% (229)	26% (116)	7% (29)	4% (20)	2% (10)	4% (16)	5% (24)	44
Educ: Post-grad	51% (125)	28% (68)	5% (11)	4% (10)	2% (5)	2% (4)	9% (22)	24
Income: Under 50k	48% (570)	21% (247)	7% (82)	5% (61)	3% (39)	5% (57)	10% (122)	117
Income: 50k-100k	51% (338)	25% (165)	6% (36)	6% (41)	2% (16)	4% (24)	6% (37)	63
Income: 100k+	49% (180)	24% (87)	5% (19)	5% (19)	2% (8)	3% (11)	11% (40)	36

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% (1088)	23% (500)	6% (138)	5% (121)	3% (63)	4% (91)	9% (199)	2200
Ethnicity: White	50% (868)	24% (409)	6% (95)	5% (80)	3% (50)	4% (66)	9% (154)	1720
Ethnicity: Hispanic	40% (138)	24% (85)	9% (32)	7% (25)	5% (18)	3% (10)	12% (42)	340
Ethnicity: Afr. Am.	53% (144)	16% (45)	6% (16)	10% (27)	1% (3)	6% (18)	8% (22)	270
Ethnicity: Other	38% (77)	22% (45)	13% (27)	7% (14)	5% (11)	4% (8)	11% (23)	200
All Christian	52% (518)	22% (221)	6% (59)	5% (47)	3% (29)	4% (40)	7% (74)	980
All Non-Christian	44% (48)	18% (19)	9% (10)	4% (4)	1% (1)	6% (7)	18% (19)	100
Atheist	52% (50)	31% (30)	5% (5)	5% (5)	— (0)	3% (3)	3% (3)	90
Agnostic/Nothing in particular	47% (473)	23% (229)	6% (63)	6% (65)	3% (34)	4% (41)	10% (103)	1000
Religious Non-Protestant/Catholic	43% (60)	19% (27)	8% (11)	6% (8)	1% (1)	5% (7)	18% (25)	140
Evangelical	50% (287)	23% (131)	6% (38)	5% (28)	2% (11)	6% (33)	9% (53)	580
Non-Evangelical	54% (428)	23% (184)	6% (45)	5% (37)	4% (30)	3% (27)	6% (47)	790
Community: Urban	47% (260)	25% (137)	6% (36)	6% (31)	3% (18)	3% (19)	10% (53)	550
Community: Suburban	53% (552)	22% (229)	6% (64)	6% (60)	3% (30)	4% (44)	7% (72)	1000
Community: Rural	46% (276)	22% (133)	6% (38)	5% (30)	3% (15)	5% (29)	12% (73)	590
Employ: Private Sector	47% (276)	28% (162)	7% (41)	5% (27)	4% (20)	4% (26)	5% (30)	580
Employ: Government	52% (87)	26% (42)	5% (8)	3% (4)	1% (2)	4% (7)	8% (14)	160
Employ: Self-Employed	46% (85)	32% (58)	4% (8)	7% (13)	3% (6)	4% (7)	5% (10)	180
Employ: Homemaker	45% (74)	24% (40)	8% (13)	6% (9)	4% (6)	3% (6)	10% (16)	160
Employ: Retired	60% (282)	15% (72)	3% (13)	3% (15)	2% (8)	4% (19)	13% (59)	480
Employ: Unemployed	48% (141)	22% (65)	7% (20)	10% (29)	2% (7)	5% (15)	6% (18)	290
Employ: Other	41% (78)	12% (24)	12% (23)	3% (6)	6% (12)	3% (5)	23% (43)	180
Military HH: Yes	53% (187)	20% (70)	5% (18)	5% (19)	5% (17)	3% (11)	10% (34)	350
Military HH: No	49% (901)	23% (430)	7% (120)	6% (102)	3% (46)	4% (80)	9% (164)	1840
RD/WT: Right Direction	51% (357)	22% (157)	5% (36)	5% (33)	3% (19)	4% (31)	10% (68)	700
RD/WT: Wrong Track	49% (731)	23% (343)	7% (102)	6% (88)	3% (44)	4% (60)	9% (131)	1440
Trump Job Approve	50% (450)	23% (207)	7% (59)	4% (38)	3% (26)	4% (37)	10% (92)	900
Trump Job Disapprove	51% (589)	24% (273)	6% (74)	6% (75)	3% (31)	4% (44)	6% (67)	1150

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% (1088)	23% (500)	6% (138)	5% (121)	3% (63)	4% (91)	9% (199)	220
Trump Job Strongly Approve	51% (249)	18% (88)	5% (27)	4% (17)	3% (14)	6% (30)	12% (59)	48
Trump Job Somewhat Approve	47% (201)	28% (119)	8% (33)	5% (20)	3% (12)	2% (7)	8% (33)	42
Trump Job Somewhat Disapprove	46% (114)	25% (63)	5% (13)	8% (21)	4% (10)	6% (14)	5% (13)	24
Trump Job Strongly Disapprove	53% (475)	23% (210)	7% (61)	6% (53)	2% (21)	3% (30)	6% (54)	90
Favorable of Trump	51% (449)	22% (197)	6% (54)	4% (37)	3% (26)	4% (39)	10% (87)	89
Unfavorable of Trump	51% (589)	24% (278)	6% (73)	7% (77)	3% (31)	4% (41)	6% (66)	115
Very Favorable of Trump	53% (271)	18% (91)	6% (30)	4% (19)	2% (11)	6% (32)	12% (62)	5
Somewhat Favorable of Trump	48% (178)	28% (107)	7% (24)	5% (18)	4% (15)	2% (7)	7% (25)	37
Somewhat Unfavorable of Trump	40% (87)	27% (58)	8% (16)	10% (21)	2% (4)	5% (10)	10% (21)	2
Very Unfavorable of Trump	54% (502)	23% (220)	6% (57)	6% (56)	3% (27)	3% (31)	5% (45)	93
#1 Issue: Economy	49% (384)	25% (199)	7% (58)	6% (45)	2% (17)	4% (30)	7% (56)	78
#1 Issue: Security	55% (126)	20% (46)	6% (13)	4% (9)	4% (10)	5% (11)	7% (16)	23
#1 Issue: Health Care	48% (189)	23% (90)	7% (26)	8% (33)	3% (13)	3% (13)	7% (29)	39
#1 Issue: Medicare / Social Security	52% (154)	15% (44)	4% (12)	4% (12)	2% (5)	7% (21)	16% (47)	29
#1 Issue: Women's Issues	57% (55)	23% (22)	2% (2)	1% (1)	2% (2)	5% (5)	9% (8)	9
#1 Issue: Education	45% (65)	27% (39)	9% (13)	5% (8)	4% (5)	3% (4)	8% (12)	14
#1 Issue: Energy	47% (43)	28% (25)	9% (8)	8% (8)	3% (2)	— (0)	6% (5)	9
#1 Issue: Other	46% (73)	21% (34)	4% (6)	4% (6)	5% (9)	5% (7)	16% (25)	16
2018 House Vote: Democrat	55% (403)	22% (165)	6% (44)	6% (48)	2% (15)	3% (19)	6% (44)	73
2018 House Vote: Republican	51% (327)	25% (157)	5% (29)	5% (30)	3% (16)	4% (23)	9% (55)	63
2018 House Vote: Someone else	34% (30)	30% (26)	3% (3)	4% (3)	8% (7)	9% (8)	12% (10)	8
2016 Vote: Hillary Clinton	55% (379)	22% (149)	6% (42)	5% (36)	2% (17)	3% (18)	6% (42)	68
2016 Vote: Donald Trump	52% (347)	23% (152)	4% (25)	4% (30)	3% (20)	5% (30)	9% (61)	60
2016 Vote: Other	39% (51)	34% (44)	6% (8)	8% (10)	3% (4)	4% (5)	6% (8)	13
2016 Vote: Didn't Vote	43% (311)	21% (152)	9% (63)	6% (45)	3% (23)	5% (38)	12% (88)	72
Voted in 2014: Yes	53% (687)	23% (299)	5% (64)	5% (71)	2% (30)	4% (49)	8% (104)	130
Voted in 2014: No	45% (401)	22% (201)	8% (75)	6% (49)	4% (33)	5% (42)	11% (95)	89

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

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	49%(1088)	23% (500)	6% (138)	5% (121)	3% (63)	4% (91)	9% (199)	2200
2012 Vote: Barack Obama	55% (434)	23% (183)	5% (43)	6% (44)	2% (15)	4% (29)	5% (42)	778
2012 Vote: Mitt Romney	51% (260)	23% (117)	4% (23)	4% (18)	2% (12)	4% (20)	11% (55)	500
2012 Vote: Other	42% (37)	26% (23)	8% (7)	9% (8)	4% (4)	5% (5)	5% (4)	87
2012 Vote: Didn't Vote	44% (357)	21% (173)	8% (65)	6% (50)	4% (33)	5% (37)	12% (96)	824
4-Region: Northeast	52% (205)	22% (87)	6% (24)	6% (23)	3% (13)	2% (9)	8% (33)	397
4-Region: Midwest	51% (238)	24% (109)	6% (27)	6% (27)	2% (9)	5% (24)	6% (28)	463
4-Region: South	51% (417)	23% (189)	6% (50)	6% (45)	3% (21)	5% (37)	8% (65)	824
4-Region: West	44% (228)	22% (115)	7% (37)	5% (26)	4% (20)	4% (21)	14% (73)	524
Watch TV: Every day	100%(1088)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	1088
Watch TV: Several times per week	— (0)	100% (500)	— (0)	— (0)	— (0)	— (0)	— (0)	500
Watch TV: About once per week	— (0)	— (0)	100% (138)	— (0)	— (0)	— (0)	— (0)	138
Watch TV: Several times per month	— (0)	— (0)	— (0)	100% (121)	— (0)	— (0)	— (0)	121
Watch TV: About once per month	— (0)	— (0)	— (0)	— (0)	100% (63)	— (0)	— (0)	63
Watch TV: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (91)	— (0)	91
Watch TV: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (199)	199
Watch Movies: Every day	78% (338)	12% (50)	3% (15)	2% (8)	— (1)	2% (7)	3% (13)	434
Watch Movies: Several times per week	56% (306)	34% (184)	5% (28)	2% (11)	1% (7)	1% (7)	1% (6)	548
Watch Movies: About once per week	43% (162)	34% (131)	12% (46)	4% (16)	2% (7)	2% (8)	3% (10)	386
Watch Movies: Several times per month	41% (93)	25% (57)	5% (12)	17% (38)	5% (11)	4% (9)	3% (6)	225
Watch Movies: About once per month	41% (87)	18% (38)	9% (20)	11% (23)	11% (22)	6% (12)	4% (9)	219
Watch Movies: Less often than once per month	42% (82)	15% (29)	6% (11)	6% (12)	7% (13)	19% (37)	5% (10)	199
Watch Movies: Never	9% (19)	5% (11)	3% (6)	6% (13)	1% (1)	6% (11)	70% (144)	200

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% (1088)	23% (500)	6% (138)	5% (121)	3% (63)	4% (91)	9% (199)	220
Watch Sporting Events: Every day	72% (114)	14% (23)	4% (6)	4% (6)	— (0)	3% (5)	3% (5)	15
Watch Sporting Events: Several times per week	55% (142)	29% (76)	9% (22)	3% (7)	2% (4)	1% (3)	1% (3)	25
Watch Sporting Events: About once per week	59% (117)	26% (52)	5% (11)	6% (11)	— (1)	3% (5)	1% (2)	19
Watch Sporting Events: Several times per month	56% (118)	22% (45)	7% (14)	11% (22)	1% (3)	2% (5)	1% (2)	20
Watch Sporting Events: About once per month	47% (76)	28% (45)	7% (11)	7% (11)	7% (11)	3% (4)	2% (2)	14
Watch Sporting Events: Less often than once per month	51% (199)	25% (97)	6% (25)	5% (20)	4% (17)	7% (29)	2% (6)	39
Watch Sporting Events: Never	39% (321)	20% (162)	6% (50)	5% (43)	3% (28)	5% (39)	22% (178)	82
Cable TV: Currently subscribe	52% (499)	24% (229)	5% (51)	5% (52)	2% (16)	3% (33)	9% (87)	96
Cable TV: Subscribed in past	52% (392)	22% (170)	7% (51)	5% (36)	3% (26)	5% (37)	6% (45)	75
Cable TV: Never subscribed	41% (197)	21% (101)	8% (36)	7% (33)	4% (21)	4% (21)	14% (67)	47
Satellite TV: Currently subscribe	56% (283)	20% (103)	4% (22)	3% (14)	1% (7)	4% (20)	12% (59)	50
Satellite TV: Subscribed in past	46% (277)	28% (167)	6% (36)	7% (41)	3% (17)	6% (33)	5% (30)	61
Satellite TV: Never subscribed	48% (528)	21% (229)	7% (80)	6% (66)	4% (40)	3% (38)	10% (110)	109
Streaming Services: Currently subscribe	52% (700)	28% (379)	5% (71)	5% (63)	2% (25)	4% (48)	5% (67)	133
Streaming Services: Subscribed in past	37% (78)	13% (27)	8% (17)	13% (28)	8% (16)	10% (20)	11% (23)	21
Streaming Services: Never subscribed	49% (310)	15% (93)	8% (50)	5% (30)	3% (22)	4% (23)	17% (109)	63
Film: An avid fan	60% (422)	21% (149)	4% (27)	5% (32)	2% (11)	2% (13)	8% (53)	70
Film: A casual fan	46% (555)	25% (306)	8% (93)	5% (67)	4% (48)	5% (65)	7% (84)	121
Film: Not a fan	40% (112)	16% (44)	7% (19)	8% (22)	2% (5)	5% (13)	22% (62)	27
Television: An avid fan	66% (628)	16% (158)	4% (34)	3% (33)	1% (14)	2% (18)	8% (74)	99
Television: A casual fan	40% (426)	30% (320)	8% (88)	7% (70)	4% (37)	5% (54)	6% (63)	103
Television: Not a fan	19% (34)	12% (22)	9% (16)	10% (19)	7% (13)	10% (19)	34% (62)	18
Music: An avid fan	53% (563)	24% (253)	6% (65)	4% (47)	2% (18)	4% (42)	7% (79)	106
Music: A casual fan	47% (456)	23% (221)	6% (63)	7% (66)	4% (39)	5% (47)	9% (86)	97
Music: Not a fan	45% (69)	16% (25)	7% (11)	5% (8)	5% (7)	1% (1)	22% (34)	15
Fashion: An avid fan	51% (157)	18% (55)	6% (18)	7% (22)	4% (12)	3% (11)	10% (30)	30
Fashion: A casual fan	51% (454)	24% (212)	7% (59)	5% (46)	2% (22)	5% (44)	7% (59)	89
Fashion: Not a fan	48% (477)	23% (232)	6% (61)	5% (53)	3% (30)	4% (36)	11% (110)	99

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

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	49% (1088)	23% (500)	6% (138)	5% (121)	3% (63)	4% (91)	9% (199)	220
Oscars watchers	57% (525)	23% (213)	5% (51)	4% (41)	3% (28)	3% (30)	4% (40)	92
Grammy Awards watchers	55% (491)	23% (209)	6% (56)	6% (50)	2% (21)	4% (33)	4% (36)	89
Golden Globes watchers	58% (411)	24% (168)	5% (36)	5% (35)	2% (16)	3% (23)	3% (20)	74
People's Choice Awards watchers	58% (374)	22% (142)	6% (40)	5% (29)	2% (14)	4% (28)	3% (17)	64
Primetime Emmy Awards watchers	60% (370)	21% (132)	5% (30)	5% (33)	3% (16)	3% (19)	3% (20)	63
Daytime Emmy Awards watchers	56% (218)	22% (87)	5% (20)	6% (22)	3% (11)	5% (18)	4% (15)	31
MTV Movie and TV Awards watchers	55% (348)	23% (148)	6% (38)	6% (36)	3% (20)	3% (20)	4% (22)	63
MTV Video Music Awards watchers	54% (334)	24% (150)	7% (43)	6% (34)	2% (13)	4% (23)	3% (21)	61
Teen Choice Awards watchers	56% (189)	20% (67)	7% (24)	7% (23)	4% (14)	4% (14)	3% (9)	34

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

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

Movies

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	20% (433)	25% (549)	17% (380)	10% (227)	10% (212)	9% (193)	9% (206)	220
Gender: Male	23% (248)	24% (253)	18% (192)	9% (97)	9% (99)	8% (84)	8% (88)	106
Gender: Female	16% (185)	26% (297)	17% (188)	11% (130)	10% (112)	10% (109)	10% (118)	113
Age: 18-34	27% (176)	23% (149)	19% (123)	11% (71)	10% (63)	5% (33)	6% (40)	63
Age: 35-44	23% (83)	35% (126)	17% (61)	8% (30)	8% (28)	4% (14)	4% (15)	35
Age: 45-64	16% (118)	22% (169)	18% (137)	11% (81)	10% (79)	10% (78)	12% (89)	71
Age: 65+	13% (55)	24% (106)	13% (59)	10% (44)	10% (42)	15% (67)	14% (63)	43
GenZers: 1997-2012	26% (85)	17% (54)	23% (74)	13% (42)	10% (31)	5% (16)	6% (21)	32
Millennials: 1981-1996	27% (136)	31% (154)	15% (77)	9% (44)	9% (45)	5% (25)	5% (23)	50
GenXers: 1965-1980	19% (107)	26% (143)	19% (108)	11% (59)	8% (45)	7% (40)	10% (55)	55
Baby Boomers: 1946-1964	13% (94)	24% (176)	14% (103)	10% (73)	12% (85)	14% (98)	13% (92)	72
PID: Dem (no lean)	21% (166)	25% (204)	18% (147)	10% (77)	10% (80)	7% (60)	9% (68)	80
PID: Ind (no lean)	18% (127)	22% (155)	17% (121)	13% (90)	10% (70)	11% (74)	9% (63)	71
PID: Rep (no lean)	20% (140)	27% (190)	16% (112)	9% (59)	9% (61)	8% (59)	11% (74)	69
PID/Gender: Dem Men	24% (88)	26% (96)	19% (69)	9% (32)	8% (29)	7% (24)	8% (30)	36
PID/Gender: Dem Women	18% (77)	25% (109)	18% (79)	10% (45)	12% (51)	8% (36)	9% (38)	43
PID/Gender: Ind Men	19% (65)	19% (63)	19% (66)	12% (40)	11% (38)	12% (40)	7% (24)	33
PID/Gender: Ind Women	17% (62)	25% (91)	15% (55)	14% (50)	9% (32)	9% (34)	11% (39)	36
PID/Gender: Rep Men	27% (95)	26% (94)	16% (58)	7% (25)	9% (32)	6% (20)	9% (33)	35
PID/Gender: Rep Women	13% (46)	29% (97)	16% (54)	10% (35)	9% (29)	11% (39)	12% (41)	33
Ideo: Liberal (1-3)	18% (114)	24% (152)	22% (138)	11% (68)	9% (57)	9% (57)	7% (47)	63
Ideo: Moderate (4)	21% (117)	28% (152)	15% (84)	11% (59)	9% (51)	8% (41)	8% (43)	54
Ideo: Conservative (5-7)	18% (133)	27% (200)	16% (119)	10% (74)	10% (79)	10% (78)	9% (71)	75
Educ: < College	21% (317)	22% (338)	17% (251)	10% (158)	10% (145)	10% (146)	10% (156)	151
Educ: Bachelors degree	18% (79)	31% (138)	19% (82)	11% (48)	9% (41)	7% (30)	6% (26)	44
Educ: Post-grad	15% (37)	30% (73)	19% (46)	8% (21)	11% (26)	7% (18)	10% (23)	24

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

Movies

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	20% (433)	25% (549)	17% (380)	10% (227)	10% (212)	9% (193)	9% (206)	220
Income: Under 50k	21% (250)	21% (249)	15% (182)	11% (131)	9% (105)	11% (133)	11% (128)	117
Income: 50k-100k	17% (115)	31% (205)	18% (116)	11% (72)	11% (70)	6% (41)	6% (38)	63
Income: 100k+	19% (68)	26% (96)	22% (82)	6% (23)	10% (36)	5% (19)	11% (40)	36
Ethnicity: White	18% (310)	26% (450)	18% (303)	10% (172)	9% (161)	9% (159)	10% (167)	172
Ethnicity: Hispanic	29% (102)	19% (66)	16% (57)	10% (33)	10% (36)	6% (20)	10% (35)	34
Ethnicity: Afr. Am.	27% (74)	25% (68)	15% (41)	11% (29)	9% (26)	7% (19)	6% (17)	27
Ethnicity: Other	24% (50)	15% (31)	17% (36)	13% (26)	12% (24)	8% (16)	10% (21)	20
All Christian	17% (170)	26% (260)	18% (173)	11% (107)	9% (92)	9% (90)	10% (95)	98
All Non-Christian	27% (29)	17% (18)	17% (19)	12% (12)	6% (6)	8% (9)	14% (15)	10
Atheist	22% (21)	24% (23)	30% (28)	7% (6)	7% (6)	8% (8)	3% (3)	9
Agnostic/Nothing in particular	21% (213)	25% (248)	16% (159)	10% (102)	11% (107)	9% (87)	9% (92)	100
Religious Non-Protestant/Catholic	28% (39)	16% (22)	17% (23)	9% (12)	7% (9)	9% (12)	15% (21)	14
Evangelical	20% (114)	25% (144)	16% (91)	10% (61)	10% (58)	9% (52)	10% (60)	58
Non-Evangelical	17% (138)	27% (219)	19% (154)	11% (85)	9% (70)	9% (75)	7% (56)	79
Community: Urban	26% (146)	21% (119)	16% (91)	10% (58)	8% (45)	8% (44)	9% (51)	53
Community: Suburban	17% (181)	27% (279)	17% (181)	11% (111)	12% (125)	9% (97)	7% (76)	10
Community: Rural	18% (106)	25% (151)	18% (107)	10% (58)	7% (41)	9% (52)	13% (79)	59
Employ: Private Sector	21% (119)	28% (165)	21% (122)	10% (58)	9% (54)	6% (37)	4% (25)	58
Employ: Government	14% (23)	30% (50)	17% (28)	11% (18)	16% (26)	6% (11)	6% (10)	16
Employ: Self-Employed	23% (43)	27% (49)	19% (35)	9% (17)	11% (20)	8% (14)	4% (8)	18
Employ: Homemaker	13% (21)	27% (45)	21% (34)	7% (11)	9% (14)	12% (19)	12% (19)	16
Employ: Retired	13% (59)	26% (119)	13% (59)	11% (51)	7% (34)	15% (72)	16% (73)	46
Employ: Unemployed	28% (82)	20% (60)	15% (43)	11% (33)	9% (27)	8% (24)	9% (27)	29
Employ: Other	24% (45)	21% (39)	11% (21)	8% (15)	10% (19)	6% (12)	20% (38)	18
Military HH: Yes	18% (63)	23% (82)	16% (55)	11% (39)	10% (37)	11% (40)	11% (40)	35
Military HH: No	20% (371)	25% (467)	18% (324)	10% (188)	9% (175)	8% (153)	9% (165)	184

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

Movies

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	20% (433)	25% (549)	17% (380)	10% (227)	10% (212)	9% (193)	9% (206)	220
RD/WT: Right Direction	22% (152)	24% (165)	16% (113)	11% (77)	9% (64)	8% (57)	10% (72)	7
RD/WT: Wrong Track	19% (281)	26% (384)	18% (266)	10% (150)	10% (148)	9% (136)	9% (133)	149
Trump Job Approve	20% (184)	25% (231)	16% (147)	9% (82)	9% (80)	9% (81)	11% (103)	90
Trump Job Disapprove	19% (217)	26% (299)	19% (220)	11% (130)	10% (118)	8% (98)	6% (70)	115
Trump Job Strongly Approve	22% (107)	25% (121)	14% (65)	8% (39)	8% (40)	10% (51)	13% (62)	48
Trump Job Somewhat Approve	18% (76)	26% (110)	19% (82)	10% (43)	10% (41)	7% (30)	10% (41)	42
Trump Job Somewhat Disapprove	19% (47)	22% (55)	22% (55)	16% (39)	7% (17)	7% (18)	7% (17)	24
Trump Job Strongly Disapprove	19% (170)	27% (244)	18% (166)	10% (91)	11% (101)	9% (80)	6% (52)	90
Favorable of Trump	21% (183)	25% (223)	16% (145)	9% (82)	9% (77)	9% (84)	11% (95)	85
Unfavorable of Trump	19% (220)	26% (300)	19% (221)	11% (130)	10% (119)	8% (96)	6% (70)	115
Very Favorable of Trump	23% (121)	24% (123)	15% (77)	8% (40)	8% (42)	10% (50)	12% (62)	5
Somewhat Favorable of Trump	17% (63)	27% (100)	18% (68)	11% (43)	9% (34)	9% (34)	9% (33)	37
Somewhat Unfavorable of Trump	17% (38)	22% (48)	20% (44)	15% (32)	8% (18)	7% (16)	10% (22)	2
Very Unfavorable of Trump	19% (182)	27% (252)	19% (177)	10% (98)	11% (101)	9% (80)	5% (48)	93
#1 Issue: Economy	22% (171)	25% (200)	18% (143)	10% (78)	10% (81)	7% (56)	8% (61)	78
#1 Issue: Security	17% (40)	25% (57)	18% (41)	11% (26)	8% (19)	13% (31)	7% (16)	23
#1 Issue: Health Care	18% (69)	26% (102)	21% (81)	10% (41)	10% (41)	8% (31)	7% (27)	39
#1 Issue: Medicare / Social Security	16% (47)	24% (70)	11% (33)	9% (28)	7% (21)	13% (38)	20% (59)	29
#1 Issue: Women's Issues	31% (30)	22% (21)	12% (12)	14% (13)	11% (10)	4% (4)	5% (5)	9
#1 Issue: Education	22% (32)	21% (31)	21% (31)	14% (20)	10% (15)	5% (8)	6% (8)	14
#1 Issue: Energy	20% (18)	32% (29)	16% (15)	9% (9)	12% (11)	5% (5)	7% (6)	9
#1 Issue: Other	16% (26)	24% (39)	15% (24)	8% (13)	9% (14)	13% (21)	14% (22)	16
2018 House Vote: Democrat	19% (143)	26% (191)	20% (147)	9% (65)	10% (76)	9% (67)	7% (49)	73
2018 House Vote: Republican	18% (115)	28% (179)	16% (99)	10% (66)	9% (56)	9% (60)	10% (61)	63
2018 House Vote: Someone else	21% (18)	30% (26)	9% (8)	13% (11)	8% (7)	7% (6)	12% (10)	8

Continued on next page

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

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	20% (433)	25% (549)	17% (380)	10% (227)	10% (212)	9% (193)	9% (206)	220
2016 Vote: Hillary Clinton	19% (132)	27% (186)	19% (128)	9% (60)	10% (69)	9% (65)	6% (44)	68
2016 Vote: Donald Trump	16% (107)	27% (181)	16% (105)	11% (73)	10% (66)	10% (66)	10% (66)	66
2016 Vote: Other	18% (23)	29% (38)	17% (22)	11% (15)	7% (10)	10% (13)	7% (9)	13
2016 Vote: Didn't Vote	24% (170)	20% (144)	17% (125)	11% (77)	9% (66)	7% (50)	12% (87)	72
Voted in 2014: Yes	18% (239)	27% (350)	16% (212)	11% (139)	10% (125)	9% (123)	9% (115)	130
Voted in 2014: No	22% (194)	22% (199)	19% (168)	10% (88)	10% (87)	8% (70)	10% (91)	89
2012 Vote: Barack Obama	19% (152)	28% (221)	19% (149)	10% (80)	10% (76)	8% (60)	7% (53)	71
2012 Vote: Mitt Romney	16% (79)	26% (131)	16% (79)	9% (45)	10% (52)	13% (66)	10% (53)	50
2012 Vote: Other	15% (13)	29% (25)	15% (13)	15% (13)	9% (8)	8% (7)	8% (7)	8
2012 Vote: Didn't Vote	23% (189)	21% (171)	17% (138)	11% (86)	9% (76)	7% (60)	11% (91)	81
4-Region: Northeast	18% (70)	24% (95)	19% (73)	12% (49)	11% (45)	6% (25)	9% (37)	39
4-Region: Midwest	18% (83)	26% (119)	18% (82)	10% (47)	11% (51)	11% (53)	6% (27)	46
4-Region: South	21% (174)	25% (208)	17% (136)	11% (93)	9% (71)	8% (66)	9% (75)	82
4-Region: West	20% (106)	24% (127)	17% (88)	7% (38)	9% (46)	9% (49)	13% (67)	52
Watch TV: Every day	31% (338)	28% (306)	15% (162)	9% (93)	8% (87)	8% (82)	2% (19)	108
Watch TV: Several times per week	10% (50)	37% (184)	26% (131)	11% (57)	8% (38)	6% (29)	2% (11)	50
Watch TV: About once per week	11% (15)	20% (28)	33% (46)	9% (12)	15% (20)	8% (11)	4% (6)	13
Watch TV: Several times per month	7% (8)	9% (11)	14% (16)	31% (38)	19% (23)	10% (12)	11% (13)	11
Watch TV: About once per month	2% (1)	12% (7)	11% (7)	17% (11)	35% (22)	21% (13)	2% (1)	6
Watch TV: Less often than once per month	8% (7)	7% (7)	8% (8)	10% (9)	13% (12)	40% (37)	12% (11)	9
Watch TV: Never	7% (13)	3% (6)	5% (10)	3% (6)	5% (9)	5% (10)	72% (144)	19

Continued on next page

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

Movies

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	20% (433)	25% (549)	17% (380)	10% (227)	10% (212)	9% (193)	9% (206)	220
Watch Movies: Every day	100% (433)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	433
Watch Movies: Several times per week	— (0)	100% (549)	— (0)	— (0)	— (0)	— (0)	— (0)	549
Watch Movies: About once per week	— (0)	— (0)	100% (380)	— (0)	— (0)	— (0)	— (0)	380
Watch Movies: Several times per month	— (0)	— (0)	— (0)	100% (227)	— (0)	— (0)	— (0)	227
Watch Movies: About once per month	— (0)	— (0)	— (0)	— (0)	100% (212)	— (0)	— (0)	212
Watch Movies: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (193)	— (0)	193
Watch Movies: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (206)	206
Watch Sporting Events: Every day	57% (89)	15% (24)	15% (23)	6% (9)	7% (11)	— (0)	1% (1)	156
Watch Sporting Events: Several times per week	21% (55)	37% (95)	21% (54)	8% (20)	6% (15)	6% (14)	2% (4)	232
Watch Sporting Events: About once per week	20% (39)	33% (66)	27% (54)	7% (15)	5% (10)	6% (13)	1% (3)	199
Watch Sporting Events: Several times per month	15% (31)	29% (62)	17% (36)	19% (40)	10% (21)	6% (13)	3% (7)	209
Watch Sporting Events: About once per month	19% (31)	23% (36)	20% (32)	10% (16)	13% (20)	11% (17)	5% (8)	163
Watch Sporting Events: Less often than once per month	17% (66)	25% (99)	18% (72)	12% (48)	10% (41)	14% (57)	3% (11)	364
Watch Sporting Events: Never	15% (121)	20% (168)	13% (110)	10% (79)	11% (93)	10% (79)	21% (172)	823
Cable TV: Currently subscribe	18% (177)	26% (253)	18% (179)	10% (95)	9% (85)	9% (86)	10% (94)	979
Cable TV: Subscribed in past	20% (149)	28% (209)	17% (128)	10% (72)	12% (90)	8% (59)	6% (48)	755
Cable TV: Never subscribed	23% (107)	18% (87)	15% (73)	13% (60)	8% (37)	10% (48)	13% (64)	476
Satellite TV: Currently subscribe	23% (118)	23% (119)	15% (76)	8% (42)	8% (42)	9% (45)	13% (65)	509
Satellite TV: Subscribed in past	21% (123)	28% (169)	17% (101)	12% (71)	11% (63)	7% (42)	5% (31)	609
Satellite TV: Never subscribed	18% (191)	24% (262)	19% (203)	10% (113)	10% (106)	10% (107)	10% (110)	1092
Streaming Services: Currently subscribe	22% (302)	30% (412)	18% (241)	10% (134)	8% (111)	7% (92)	5% (61)	1393
Streaming Services: Subscribed in past	24% (50)	16% (34)	18% (38)	10% (21)	11% (24)	11% (23)	10% (20)	210
Streaming Services: Never subscribed	13% (81)	16% (104)	16% (101)	11% (72)	12% (76)	12% (79)	20% (124)	637
Film: An avid fan	35% (249)	32% (227)	13% (94)	6% (44)	3% (23)	3% (24)	6% (45)	705
Film: A casual fan	12% (148)	24% (291)	21% (253)	13% (159)	13% (154)	11% (136)	6% (77)	1268
Film: Not a fan	13% (36)	11% (31)	12% (33)	9% (24)	13% (35)	12% (34)	30% (83)	276

Continued on next page

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

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	20% (433)	25% (549)	17% (380)	10% (227)	10% (212)	9% (193)	9% (206)	220
Television: An avid fan	27% (257)	25% (243)	16% (149)	10% (94)	7% (68)	7% (64)	9% (82)	99
Television: A casual fan	14% (152)	28% (291)	19% (203)	10% (109)	11% (121)	11% (112)	7% (70)	109
Television: Not a fan	13% (24)	8% (16)	15% (28)	12% (23)	12% (22)	9% (17)	29% (54)	18
Music: An avid fan	28% (296)	27% (290)	16% (172)	9% (91)	7% (80)	6% (65)	7% (73)	106
Music: A casual fan	12% (117)	24% (231)	19% (187)	12% (118)	12% (117)	12% (114)	10% (95)	97
Music: Not a fan	13% (21)	18% (28)	14% (21)	11% (18)	10% (15)	9% (14)	24% (38)	15
Fashion: An avid fan	32% (96)	23% (69)	12% (37)	8% (23)	9% (26)	6% (19)	11% (34)	30
Fashion: A casual fan	20% (178)	28% (254)	18% (164)	10% (94)	9% (80)	7% (67)	7% (60)	89
Fashion: Not a fan	16% (159)	23% (226)	18% (179)	11% (110)	11% (106)	11% (108)	11% (112)	99
Oscars watchers	24% (221)	27% (251)	19% (181)	11% (99)	8% (78)	6% (55)	5% (45)	92
Grammy Awards watchers	24% (219)	26% (232)	18% (158)	12% (111)	9% (85)	6% (50)	5% (42)	89
Golden Globes watchers	26% (185)	27% (194)	20% (143)	10% (74)	7% (51)	5% (37)	4% (27)	77
People's Choice Awards watchers	27% (177)	27% (173)	17% (113)	12% (80)	7% (44)	5% (32)	4% (26)	64
Primetime Emmy Awards watchers	25% (156)	26% (164)	20% (126)	10% (65)	7% (46)	6% (35)	5% (28)	61
Daytime Emmy Awards watchers	30% (117)	22% (87)	17% (68)	10% (38)	9% (35)	6% (23)	6% (22)	39
MTV Movie and TV Awards watchers	34% (214)	24% (149)	18% (113)	10% (65)	7% (44)	4% (26)	3% (21)	63
MTV Video Music Awards watchers	31% (190)	26% (163)	18% (109)	10% (64)	7% (44)	4% (26)	4% (23)	61
Teen Choice Awards watchers	33% (111)	23% (79)	18% (60)	11% (38)	8% (26)	3% (11)	4% (14)	34

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

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	7% (158)	12% (258)	9% (198)	10% (209)	7% (161)	18% (393)	37% (823)	220
Gender: Male	13% (138)	19% (206)	11% (121)	10% (103)	6% (69)	15% (157)	25% (267)	106
Gender: Female	2% (19)	5% (52)	7% (77)	9% (106)	8% (92)	21% (236)	49% (555)	113
Age: 18-34	10% (68)	12% (77)	10% (67)	10% (65)	8% (51)	16% (102)	34% (226)	63
Age: 35-44	11% (41)	18% (63)	11% (38)	7% (25)	8% (28)	16% (58)	29% (105)	35
Age: 45-64	6% (41)	11% (81)	8% (60)	10% (72)	5% (39)	19% (139)	42% (318)	71
Age: 65+	2% (8)	9% (37)	8% (33)	11% (47)	10% (43)	22% (94)	40% (174)	43
GenZers: 1997-2012	8% (27)	9% (29)	8% (26)	11% (37)	8% (26)	18% (57)	37% (121)	32
Millennials: 1981-1996	13% (65)	15% (76)	13% (64)	8% (40)	8% (40)	15% (76)	28% (143)	50
GenXers: 1965-1980	8% (46)	14% (77)	9% (49)	7% (41)	6% (36)	17% (95)	38% (214)	55
Baby Boomers: 1946-1964	2% (16)	9% (68)	8% (55)	10% (74)	7% (51)	21% (150)	43% (307)	72
PID: Dem (no lean)	8% (63)	12% (96)	9% (75)	9% (76)	7% (56)	18% (145)	37% (294)	80
PID: Ind (no lean)	6% (45)	10% (70)	8% (58)	9% (62)	6% (44)	19% (131)	41% (290)	71
PID: Rep (no lean)	7% (50)	13% (92)	9% (65)	10% (72)	9% (61)	17% (117)	34% (239)	69
PID/Gender: Dem Men	14% (53)	21% (78)	11% (42)	8% (28)	5% (20)	14% (52)	26% (95)	30
PID/Gender: Dem Women	2% (9)	4% (18)	8% (34)	11% (48)	8% (36)	21% (93)	46% (199)	43
PID/Gender: Ind Men	11% (38)	16% (54)	11% (39)	10% (33)	8% (27)	17% (58)	26% (89)	33
PID/Gender: Ind Women	2% (7)	4% (16)	5% (20)	8% (29)	5% (18)	20% (74)	55% (201)	36
PID/Gender: Rep Men	13% (47)	21% (74)	11% (41)	12% (42)	6% (22)	13% (47)	23% (84)	35
PID/Gender: Rep Women	1% (2)	5% (18)	7% (24)	9% (29)	11% (39)	21% (70)	46% (156)	33
Ideo: Liberal (1-3)	8% (51)	12% (78)	8% (48)	9% (56)	7% (43)	19% (119)	38% (237)	63
Ideo: Moderate (4)	8% (42)	11% (60)	8% (45)	10% (57)	10% (52)	19% (101)	34% (188)	54
Ideo: Conservative (5-7)	6% (46)	13% (97)	12% (91)	11% (86)	7% (53)	17% (130)	33% (249)	75
Educ: < College	7% (101)	9% (134)	9% (132)	9% (136)	8% (125)	17% (262)	41% (624)	151
Educ: Bachelors degree	9% (41)	19% (85)	10% (45)	11% (48)	5% (24)	17% (77)	28% (124)	44
Educ: Post-grad	7% (16)	16% (39)	9% (21)	10% (26)	5% (12)	23% (55)	31% (75)	24

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

Demographic	Watch	Watch	Watch	Watch	Watch	Watch	Total
	Sporting Events: Every day	Sporting Events: Several times per week	Sporting Events: About once per week	Sporting Events: Several times per month	Sporting Events: About once per month	Sporting Events: Less often than once per month	
Adults	7% (158)	12% (258)	9% (198)	10% (209)	7% (161)	18% (393)	220
Income: Under 50k	6% (70)	9% (104)	8% (89)	10% (112)	6% (75)	18% (217)	117
Income: 50k-100k	7% (48)	12% (80)	12% (80)	10% (67)	10% (66)	16% (105)	63
Income: 100k+	11% (39)	20% (73)	8% (30)	8% (30)	5% (20)	20% (72)	36
Ethnicity: White	6% (107)	11% (195)	8% (144)	10% (166)	7% (128)	18% (318)	172
Ethnicity: Hispanic	9% (33)	11% (40)	8% (27)	10% (35)	7% (25)	16% (56)	34
Ethnicity: Afr. Am.	10% (28)	11% (31)	12% (34)	9% (26)	7% (18)	14% (39)	27
Ethnicity: Other	11% (23)	15% (31)	10% (20)	9% (18)	7% (15)	18% (36)	20
All Christian	7% (69)	14% (138)	10% (96)	11% (109)	7% (70)	19% (187)	98
All Non-Christian	10% (11)	14% (16)	7% (8)	5% (6)	4% (5)	26% (29)	10
Atheist	11% (11)	16% (15)	12% (12)	3% (3)	6% (6)	13% (12)	9
Agnostic/Nothing in particular	7% (67)	9% (89)	8% (83)	9% (93)	8% (81)	16% (166)	100
Religious Non-Protestant/Catholic	8% (11)	14% (20)	10% (14)	5% (7)	4% (5)	25% (35)	14
Evangelical	5% (31)	12% (72)	11% (66)	11% (66)	8% (45)	16% (91)	58
Non-Evangelical	8% (64)	12% (96)	9% (68)	10% (80)	8% (66)	20% (163)	79
Community: Urban	9% (51)	15% (85)	7% (39)	10% (54)	8% (43)	17% (92)	53
Community: Suburban	8% (80)	12% (129)	9% (96)	9% (95)	8% (83)	19% (197)	101
Community: Rural	4% (26)	7% (43)	11% (63)	10% (60)	6% (36)	18% (104)	59
Employ: Private Sector	10% (58)	17% (99)	11% (62)	11% (66)	6% (35)	18% (102)	58
Employ: Government	11% (19)	16% (27)	10% (17)	6% (11)	7% (12)	17% (28)	16
Employ: Self-Employed	7% (13)	15% (27)	8% (15)	8% (16)	8% (15)	18% (34)	18
Employ: Homemaker	— (0)	1% (2)	6% (9)	12% (19)	11% (18)	16% (26)	16
Employ: Retired	3% (14)	9% (42)	9% (41)	10% (47)	7% (34)	20% (95)	46
Employ: Unemployed	9% (26)	7% (20)	7% (21)	8% (23)	8% (23)	17% (52)	29
Employ: Other	8% (16)	10% (18)	9% (17)	5% (10)	7% (14)	16% (31)	18
Military HH: Yes	4% (15)	15% (53)	9% (33)	12% (43)	9% (34)	16% (59)	35
Military HH: No	8% (143)	11% (205)	9% (165)	9% (167)	7% (127)	18% (335)	184

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	7% (158)	12% (258)	9% (198)	10% (209)	7% (161)	18% (393)	37% (823)	220
RD/WT: Right Direction	8% (58)	14% (99)	9% (66)	12% (81)	9% (62)	17% (120)	30% (213)	70
RD/WT: Wrong Track	7% (99)	11% (158)	9% (132)	9% (128)	7% (99)	18% (273)	41% (610)	149
Trump Job Approve	7% (66)	13% (119)	10% (92)	10% (90)	8% (72)	17% (158)	34% (312)	90
Trump Job Disapprove	7% (83)	11% (124)	9% (101)	9% (107)	7% (82)	19% (223)	38% (433)	115
Trump Job Strongly Approve	8% (38)	13% (62)	9% (43)	9% (46)	8% (38)	17% (82)	37% (177)	48
Trump Job Somewhat Approve	7% (28)	13% (57)	12% (49)	10% (44)	8% (35)	18% (76)	32% (135)	42
Trump Job Somewhat Disapprove	9% (22)	13% (33)	9% (22)	10% (25)	7% (17)	21% (53)	31% (77)	24
Trump Job Strongly Disapprove	7% (62)	10% (90)	9% (79)	9% (82)	7% (65)	19% (169)	39% (356)	90
Favorable of Trump	8% (69)	13% (118)	9% (84)	10% (89)	8% (75)	17% (155)	34% (299)	89
Unfavorable of Trump	7% (83)	11% (131)	9% (107)	9% (103)	7% (81)	19% (223)	37% (428)	115
Very Favorable of Trump	9% (46)	13% (65)	9% (47)	9% (44)	8% (43)	17% (89)	35% (180)	50
Somewhat Favorable of Trump	6% (23)	14% (53)	10% (37)	12% (45)	8% (32)	18% (66)	32% (119)	37
Somewhat Unfavorable of Trump	9% (20)	11% (23)	12% (27)	6% (12)	6% (12)	21% (45)	36% (78)	20
Very Unfavorable of Trump	7% (63)	11% (108)	9% (80)	10% (91)	7% (69)	19% (178)	37% (350)	93
#1 Issue: Economy	8% (65)	14% (107)	11% (84)	10% (76)	9% (68)	16% (128)	33% (261)	78
#1 Issue: Security	5% (11)	11% (26)	9% (21)	12% (27)	8% (19)	18% (40)	37% (85)	23
#1 Issue: Health Care	8% (30)	13% (50)	9% (37)	10% (38)	5% (22)	18% (70)	37% (146)	39
#1 Issue: Medicare / Social Security	7% (20)	7% (21)	7% (22)	8% (23)	6% (18)	17% (50)	48% (143)	29
#1 Issue: Women's Issues	8% (7)	8% (7)	5% (5)	17% (16)	6% (6)	22% (21)	35% (33)	9
#1 Issue: Education	6% (9)	15% (22)	7% (10)	8% (12)	8% (11)	22% (32)	35% (51)	14
#1 Issue: Energy	10% (9)	10% (9)	9% (9)	10% (9)	10% (10)	22% (21)	28% (25)	9
#1 Issue: Other	4% (6)	10% (16)	7% (11)	5% (8)	5% (9)	19% (31)	49% (79)	16
2018 House Vote: Democrat	8% (57)	12% (89)	9% (66)	11% (79)	8% (57)	19% (143)	33% (246)	73
2018 House Vote: Republican	7% (46)	14% (86)	10% (61)	11% (69)	9% (54)	18% (112)	33% (207)	63
2018 House Vote: Someone else	8% (7)	12% (10)	12% (10)	10% (8)	6% (5)	14% (12)	39% (34)	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	7% (158)	12% (258)	9% (198)	10% (209)	7% (161)	18% (393)	37% (823)	220
2016 Vote: Hillary Clinton	8% (54)	12% (85)	9% (61)	10% (67)	9% (58)	19% (128)	34% (231)	68
2016 Vote: Donald Trump	7% (46)	13% (88)	10% (64)	10% (68)	7% (49)	18% (120)	34% (229)	60
2016 Vote: Other	3% (4)	15% (20)	12% (15)	13% (18)	6% (8)	17% (22)	34% (44)	13
2016 Vote: Didn't Vote	7% (54)	9% (64)	8% (59)	8% (57)	6% (45)	17% (124)	44% (317)	72
Voted in 2014: Yes	7% (89)	13% (166)	9% (119)	11% (138)	8% (101)	18% (237)	35% (453)	130
Voted in 2014: No	8% (68)	10% (91)	9% (79)	8% (71)	7% (60)	17% (157)	41% (370)	89
2012 Vote: Barack Obama	7% (58)	14% (107)	10% (76)	10% (78)	8% (60)	19% (149)	33% (262)	71
2012 Vote: Mitt Romney	7% (33)	14% (70)	8% (42)	11% (57)	7% (38)	18% (90)	35% (176)	50
2012 Vote: Other	4% (3)	11% (9)	10% (9)	12% (10)	8% (7)	25% (22)	30% (26)	8
2012 Vote: Didn't Vote	8% (63)	9% (71)	9% (72)	8% (63)	7% (56)	16% (131)	44% (354)	81
4-Region: Northeast	8% (30)	15% (58)	10% (37)	9% (35)	8% (33)	16% (62)	35% (138)	39
4-Region: Midwest	8% (36)	13% (61)	9% (41)	7% (33)	8% (37)	20% (92)	35% (164)	40
4-Region: South	6% (51)	9% (75)	11% (89)	11% (89)	7% (58)	17% (143)	39% (318)	82
4-Region: West	8% (40)	12% (64)	6% (31)	10% (52)	6% (33)	19% (97)	39% (203)	52
Watch TV: Every day	10% (114)	13% (142)	11% (117)	11% (118)	7% (76)	18% (199)	30% (321)	108
Watch TV: Several times per week	5% (23)	15% (76)	10% (52)	9% (45)	9% (45)	20% (97)	32% (162)	50
Watch TV: About once per week	4% (6)	16% (22)	8% (11)	10% (14)	8% (11)	18% (25)	36% (50)	13
Watch TV: Several times per month	5% (6)	6% (7)	9% (11)	18% (22)	9% (11)	17% (20)	36% (43)	11
Watch TV: About once per month	— (0)	6% (4)	1% (1)	4% (3)	18% (11)	26% (17)	45% (28)	6
Watch TV: Less often than once per month	5% (5)	3% (3)	6% (5)	6% (5)	5% (4)	32% (29)	43% (39)	9
Watch TV: Never	2% (5)	1% (3)	1% (2)	1% (2)	1% (2)	3% (6)	90% (178)	19

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

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	7% (158)	12% (258)	9% (198)	10% (209)	7% (161)	18% (393)	37% (823)	220
Watch Movies: Every day	21% (89)	13% (55)	9% (39)	7% (31)	7% (31)	15% (66)	28% (121)	43
Watch Movies: Several times per week	4% (24)	17% (95)	12% (66)	11% (62)	7% (36)	18% (99)	31% (168)	54
Watch Movies: About once per week	6% (23)	14% (54)	14% (54)	9% (36)	8% (32)	19% (72)	29% (110)	38
Watch Movies: Several times per month	4% (9)	9% (20)	6% (15)	17% (40)	7% (16)	21% (48)	35% (79)	22
Watch Movies: About once per month	5% (11)	7% (15)	5% (10)	10% (21)	10% (20)	19% (41)	44% (93)	21
Watch Movies: Less often than once per month	— (0)	7% (14)	7% (13)	7% (13)	9% (17)	29% (57)	41% (79)	19
Watch Movies: Never	1% (1)	2% (4)	1% (3)	3% (7)	4% (8)	5% (11)	84% (172)	20
Watch Sporting Events: Every day	100% (158)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	15
Watch Sporting Events: Several times per week	— (0)	100% (258)	— (0)	— (0)	— (0)	— (0)	— (0)	25
Watch Sporting Events: About once per week	— (0)	— (0)	100% (198)	— (0)	— (0)	— (0)	— (0)	19
Watch Sporting Events: Several times per month	— (0)	— (0)	— (0)	100% (209)	— (0)	— (0)	— (0)	20
Watch Sporting Events: About once per month	— (0)	— (0)	— (0)	— (0)	100% (161)	— (0)	— (0)	16
Watch Sporting Events: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (393)	— (0)	39
Watch Sporting Events: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (823)	82
Cable TV: Currently subscribe	8% (79)	14% (140)	10% (97)	9% (87)	7% (71)	18% (170)	33% (324)	96
Cable TV: Subscribed in past	6% (44)	11% (81)	8% (61)	12% (91)	8% (58)	18% (140)	37% (281)	75
Cable TV: Never subscribed	7% (34)	8% (37)	8% (40)	7% (31)	7% (31)	18% (84)	46% (218)	47
Satellite TV: Currently subscribe	11% (53)	13% (68)	9% (44)	9% (45)	7% (34)	15% (77)	37% (187)	50
Satellite TV: Subscribed in past	6% (34)	11% (69)	11% (66)	12% (69)	7% (43)	20% (120)	33% (199)	61
Satellite TV: Never subscribed	6% (70)	11% (121)	8% (89)	9% (95)	8% (84)	18% (196)	40% (437)	109
Streaming Services: Currently subscribe	7% (100)	12% (167)	10% (130)	9% (125)	7% (99)	19% (257)	35% (476)	133
Streaming Services: Subscribed in past	9% (18)	12% (26)	10% (20)	13% (28)	9% (18)	15% (31)	33% (69)	21
Streaming Services: Never subscribed	6% (40)	10% (65)	8% (48)	9% (56)	7% (44)	17% (106)	44% (278)	63
Film: An avid fan	10% (71)	15% (106)	12% (84)	8% (59)	7% (49)	17% (120)	31% (219)	70
Film: A casual fan	6% (74)	11% (133)	9% (105)	10% (127)	8% (98)	20% (242)	36% (439)	121
Film: Not a fan	5% (12)	7% (19)	3% (9)	9% (24)	5% (15)	11% (32)	60% (165)	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	7% (158)	12% (258)	9% (198)	10% (209)	7% (161)	18% (393)	37% (823)	220
Television: An avid fan	8% (77)	12% (117)	10% (97)	11% (107)	6% (60)	18% (171)	34% (329)	95
Television: A casual fan	6% (67)	12% (124)	9% (95)	8% (90)	8% (90)	19% (202)	37% (390)	103
Television: Not a fan	8% (14)	9% (16)	3% (6)	7% (13)	6% (11)	11% (20)	56% (104)	18
Music: An avid fan	9% (98)	14% (145)	10% (108)	10% (110)	8% (81)	17% (180)	32% (343)	106
Music: A casual fan	5% (50)	11% (104)	8% (82)	10% (94)	7% (72)	20% (195)	39% (382)	97
Music: Not a fan	6% (10)	6% (9)	5% (8)	3% (5)	6% (9)	11% (17)	63% (97)	15
Fashion: An avid fan	10% (31)	10% (32)	12% (36)	10% (30)	7% (21)	15% (46)	35% (108)	30
Fashion: A casual fan	6% (52)	13% (112)	9% (79)	10% (88)	8% (72)	19% (175)	36% (319)	89
Fashion: Not a fan	7% (75)	11% (114)	8% (84)	9% (91)	7% (68)	17% (172)	40% (396)	99
Oscars watchers	10% (94)	16% (147)	10% (92)	11% (100)	8% (72)	19% (179)	26% (246)	92
Grammy Awards watchers	9% (83)	16% (139)	10% (86)	11% (99)	8% (75)	20% (177)	26% (237)	89
Golden Globes watchers	9% (63)	18% (131)	10% (68)	11% (81)	7% (51)	19% (132)	26% (183)	77
People's Choice Awards watchers	10% (64)	16% (103)	10% (67)	10% (64)	9% (57)	21% (135)	24% (154)	64
Primetime Emmy Awards watchers	10% (61)	19% (115)	11% (66)	11% (68)	7% (40)	20% (121)	24% (147)	61
Daytime Emmy Awards watchers	8% (32)	16% (64)	13% (50)	14% (55)	9% (36)	17% (65)	23% (89)	39
MTV Movie and TV Awards watchers	12% (73)	17% (109)	12% (76)	10% (65)	9% (54)	17% (108)	23% (147)	63
MTV Video Music Awards watchers	11% (65)	17% (106)	13% (79)	11% (67)	10% (60)	17% (106)	22% (135)	61
Teen Choice Awards watchers	12% (40)	17% (56)	11% (39)	11% (39)	11% (37)	17% (57)	21% (71)	34

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	44%	(968)	34%	(756)	22%	(476)	2200
Gender: Male	43%	(454)	33%	(350)	24%	(258)	1062
Gender: Female	45%	(514)	36%	(406)	19%	(218)	1138
Age: 18-34	40%	(261)	31%	(206)	29%	(188)	655
Age: 35-44	39%	(140)	41%	(146)	20%	(71)	358
Age: 45-64	44%	(332)	36%	(272)	20%	(147)	751
Age: 65+	54%	(235)	30%	(131)	16%	(70)	436
GenZers: 1997-2012	45%	(145)	29%	(94)	26%	(83)	323
Millennials: 1981-1996	36%	(181)	36%	(184)	27%	(138)	503
GenXers: 1965-1980	42%	(232)	38%	(212)	20%	(113)	558
Baby Boomers: 1946-1964	49%	(355)	34%	(247)	17%	(120)	722
PID: Dem (no lean)	48%	(383)	32%	(258)	20%	(162)	804
PID: Ind (no lean)	39%	(274)	36%	(255)	25%	(172)	701
PID: Rep (no lean)	45%	(311)	35%	(242)	20%	(142)	696
PID/Gender: Dem Men	48%	(176)	29%	(106)	23%	(86)	368
PID/Gender: Dem Women	48%	(207)	35%	(152)	18%	(76)	435
PID/Gender: Ind Men	40%	(135)	35%	(119)	25%	(83)	337
PID/Gender: Ind Women	38%	(139)	37%	(136)	24%	(89)	364
PID/Gender: Rep Men	40%	(143)	35%	(124)	25%	(90)	357
PID/Gender: Rep Women	50%	(168)	35%	(118)	16%	(53)	339
Ideo: Liberal (1-3)	46%	(292)	33%	(206)	21%	(133)	632
Ideo: Moderate (4)	43%	(233)	37%	(200)	21%	(113)	546
Ideo: Conservative (5-7)	45%	(339)	35%	(263)	20%	(150)	753
Educ: < College	43%	(645)	34%	(520)	23%	(348)	1512
Educ: Bachelors degree	46%	(206)	34%	(152)	19%	(86)	444
Educ: Post-grad	48%	(117)	35%	(84)	17%	(42)	244
Income: Under 50k	41%	(479)	33%	(386)	27%	(313)	1178
Income: 50k-100k	45%	(293)	40%	(260)	16%	(104)	657
Income: 100k+	54%	(196)	30%	(110)	16%	(59)	365
Ethnicity: White	44%	(757)	35%	(603)	21%	(362)	1722
Ethnicity: Hispanic	33%	(116)	38%	(134)	29%	(100)	349

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

Cable television

Demographic	Cable TV: Currently subscribe		Cable TV: Subscribed in past		Cable TV: Never subscribed		Total N
Adults	44%	(968)	34%	(756)	22%	(476)	2200
Ethnicity: Afr. Am.	47%	(129)	29%	(81)	24%	(65)	274
Ethnicity: Other	41%	(83)	35%	(71)	24%	(50)	204
All Christian	47%	(468)	35%	(347)	18%	(173)	988
All Non-Christian	55%	(59)	18%	(19)	28%	(30)	108
Atheist	35%	(34)	37%	(36)	28%	(27)	96
Agnostic/Nothing in particular	40%	(407)	35%	(354)	24%	(246)	1008
Religious Non-Protestant/Catholic	48%	(67)	24%	(34)	28%	(38)	140
Evangelical	39%	(229)	40%	(231)	21%	(121)	580
Non-Evangelical	50%	(399)	32%	(255)	18%	(144)	798
Community: Urban	46%	(255)	31%	(175)	23%	(125)	555
Community: Suburban	48%	(508)	34%	(353)	18%	(190)	1051
Community: Rural	35%	(205)	38%	(228)	27%	(161)	594
Employ: Private Sector	44%	(254)	38%	(222)	18%	(106)	582
Employ: Government	40%	(66)	40%	(66)	20%	(33)	165
Employ: Self-Employed	40%	(75)	31%	(57)	29%	(54)	186
Employ: Homemaker	39%	(63)	38%	(62)	23%	(38)	164
Employ: Retired	53%	(248)	30%	(141)	17%	(78)	467
Employ: Unemployed	38%	(113)	36%	(107)	26%	(76)	296
Employ: Other	41%	(77)	30%	(56)	30%	(56)	189
Military HH: Yes	50%	(177)	34%	(120)	17%	(59)	356
Military HH: No	43%	(791)	34%	(636)	23%	(417)	1844
RD/WT: Right Direction	44%	(312)	34%	(241)	21%	(148)	701
RD/WT: Wrong Track	44%	(656)	34%	(515)	22%	(328)	1499
Trump Job Approve	43%	(393)	35%	(321)	21%	(195)	909
Trump Job Disapprove	45%	(518)	34%	(396)	21%	(238)	1153
Trump Job Strongly Approve	44%	(212)	36%	(177)	20%	(96)	485
Trump Job Somewhat Approve	43%	(180)	34%	(144)	23%	(99)	424
Trump Job Somewhat Disapprove	41%	(102)	39%	(97)	20%	(49)	248
Trump Job Strongly Disapprove	46%	(416)	33%	(299)	21%	(189)	904

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	44%	(968)	34%	(756)	22%	(476)	2200
Favorable of Trump	44%	(389)	35%	(309)	22%	(192)	890
Unfavorable of Trump	44%	(511)	35%	(408)	20%	(237)	1156
Very Favorable of Trump	45%	(230)	35%	(180)	21%	(106)	515
Somewhat Favorable of Trump	43%	(159)	35%	(129)	23%	(86)	374
Somewhat Unfavorable of Trump	38%	(82)	38%	(82)	24%	(53)	217
Very Unfavorable of Trump	46%	(429)	35%	(326)	20%	(184)	939
#1 Issue: Economy	43%	(341)	37%	(294)	20%	(154)	789
#1 Issue: Security	40%	(92)	34%	(78)	26%	(59)	230
#1 Issue: Health Care	43%	(170)	36%	(140)	21%	(83)	392
#1 Issue: Medicare / Social Security	51%	(151)	28%	(82)	21%	(63)	296
#1 Issue: Women's Issues	41%	(39)	41%	(39)	18%	(17)	96
#1 Issue: Education	45%	(66)	27%	(39)	28%	(41)	146
#1 Issue: Energy	47%	(43)	39%	(35)	14%	(13)	91
#1 Issue: Other	41%	(65)	30%	(48)	29%	(47)	160
2018 House Vote: Democrat	46%	(338)	35%	(257)	19%	(142)	737
2018 House Vote: Republican	45%	(287)	35%	(221)	20%	(128)	636
2018 House Vote: Someone else	36%	(31)	39%	(33)	26%	(22)	86
2016 Vote: Hillary Clinton	46%	(317)	36%	(248)	17%	(118)	684
2016 Vote: Donald Trump	46%	(306)	35%	(233)	19%	(126)	665
2016 Vote: Other	39%	(51)	34%	(45)	27%	(35)	130
2016 Vote: Didn't Vote	41%	(292)	32%	(230)	27%	(197)	720
Voted in 2014: Yes	46%	(595)	36%	(468)	18%	(241)	1303
Voted in 2014: No	42%	(373)	32%	(288)	26%	(235)	897
2012 Vote: Barack Obama	47%	(371)	35%	(275)	18%	(145)	791
2012 Vote: Mitt Romney	45%	(229)	37%	(189)	17%	(87)	506
2012 Vote: Other	38%	(33)	38%	(33)	23%	(20)	87
2012 Vote: Didn't Vote	41%	(330)	32%	(257)	27%	(223)	811

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	44%	(968)	34%	(756)	22%	(476)	2200
4-Region: Northeast	58%	(227)	24%	(94)	18%	(73)	394
4-Region: Midwest	41%	(190)	39%	(179)	20%	(93)	462
4-Region: South	44%	(361)	35%	(288)	21%	(175)	824
4-Region: West	37%	(190)	37%	(194)	26%	(136)	520
Watch TV: Every day	46%	(499)	36%	(392)	18%	(197)	1088
Watch TV: Several times per week	46%	(229)	34%	(170)	20%	(101)	500
Watch TV: About once per week	37%	(51)	37%	(51)	26%	(36)	138
Watch TV: Several times per month	43%	(52)	30%	(36)	27%	(33)	121
Watch TV: About once per month	26%	(16)	41%	(26)	33%	(21)	63
Watch TV: Less often than once per month	36%	(33)	41%	(37)	23%	(21)	91
Watch TV: Never	44%	(87)	22%	(45)	34%	(67)	199
Watch Movies: Every day	41%	(177)	34%	(149)	25%	(107)	433
Watch Movies: Several times per week	46%	(253)	38%	(209)	16%	(87)	549
Watch Movies: About once per week	47%	(179)	34%	(128)	19%	(73)	380
Watch Movies: Several times per month	42%	(95)	32%	(72)	26%	(60)	227
Watch Movies: About once per month	40%	(85)	43%	(90)	17%	(37)	212
Watch Movies: Less often than once per month	45%	(86)	30%	(59)	25%	(48)	193
Watch Movies: Never	46%	(94)	23%	(48)	31%	(64)	206
Watch Sporting Events: Every day	50%	(79)	28%	(44)	22%	(34)	158
Watch Sporting Events: Several times per week	54%	(140)	31%	(81)	14%	(37)	258
Watch Sporting Events: About once per week	49%	(97)	31%	(61)	20%	(40)	198
Watch Sporting Events: Several times per month	42%	(87)	43%	(91)	15%	(31)	209
Watch Sporting Events: About once per month	44%	(71)	36%	(58)	19%	(31)	161
Watch Sporting Events: Less often than once per month	43%	(170)	36%	(140)	21%	(84)	393
Watch Sporting Events: Never	39%	(324)	34%	(281)	27%	(218)	823
Cable TV: Currently subscribe	100%	(968)	—	(0)	—	(0)	968
Cable TV: Subscribed in past	—	(0)	100%	(756)	—	(0)	756
Cable TV: Never subscribed	—	(0)	—	(0)	100%	(476)	476

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	44%	(968)	34%	(756)	22%	(476)	2200
Satellite TV: Currently subscribe	33%	(169)	42%	(212)	25%	(126)	508
Satellite TV: Subscribed in past	40%	(243)	51%	(308)	8%	(50)	601
Satellite TV: Never subscribed	51%	(556)	22%	(236)	27%	(300)	1092
Streaming Services: Currently subscribe	46%	(616)	38%	(510)	17%	(227)	1353
Streaming Services: Subscribed in past	38%	(80)	42%	(89)	20%	(41)	210
Streaming Services: Never subscribed	43%	(272)	25%	(157)	33%	(208)	637
Film: An avid fan	43%	(303)	34%	(241)	23%	(161)	706
Film: A casual fan	44%	(537)	37%	(452)	19%	(229)	1218
Film: Not a fan	46%	(128)	22%	(62)	31%	(86)	276
Television: An avid fan	48%	(456)	33%	(316)	19%	(186)	958
Television: A casual fan	42%	(440)	37%	(389)	22%	(229)	1058
Television: Not a fan	39%	(72)	27%	(50)	33%	(61)	184
Music: An avid fan	43%	(457)	35%	(378)	22%	(232)	1067
Music: A casual fan	45%	(441)	35%	(341)	20%	(196)	979
Music: Not a fan	45%	(70)	23%	(36)	31%	(48)	155
Fashion: An avid fan	44%	(133)	33%	(99)	24%	(72)	304
Fashion: A casual fan	44%	(397)	37%	(330)	19%	(169)	897
Fashion: Not a fan	44%	(438)	33%	(326)	24%	(235)	999
Oscars watchers	48%	(449)	34%	(313)	18%	(167)	929
Grammy Awards watchers	48%	(429)	33%	(293)	19%	(174)	896
Golden Globes watchers	48%	(343)	34%	(242)	18%	(125)	710
People's Choice Awards watchers	47%	(304)	34%	(219)	19%	(122)	644
Primetime Emmy Awards watchers	51%	(317)	33%	(201)	16%	(101)	619
Daytime Emmy Awards watchers	50%	(197)	32%	(124)	18%	(70)	391
MTV Movie and TV Awards watchers	46%	(289)	32%	(205)	22%	(138)	632
MTV Video Music Awards watchers	46%	(283)	34%	(211)	20%	(124)	618
Teen Choice Awards watchers	49%	(165)	35%	(118)	17%	(57)	340

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

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	23%	(508)	27%	(601)	50%	(1092)	2200
Gender: Male	24%	(251)	27%	(290)	49%	(522)	1062
Gender: Female	23%	(257)	27%	(311)	50%	(570)	1138
Age: 18-34	23%	(152)	28%	(181)	49%	(323)	655
Age: 35-44	19%	(69)	35%	(126)	45%	(162)	358
Age: 45-64	21%	(159)	28%	(209)	51%	(383)	751
Age: 65+	29%	(127)	20%	(85)	51%	(224)	436
GenZers: 1997-2012	27%	(89)	31%	(101)	41%	(133)	323
Millennials: 1981-1996	19%	(97)	29%	(145)	52%	(262)	503
GenXers: 1965-1980	22%	(125)	29%	(159)	49%	(273)	558
Baby Boomers: 1946-1964	25%	(178)	25%	(178)	51%	(366)	722
PID: Dem (no lean)	23%	(183)	25%	(205)	52%	(416)	804
PID: Ind (no lean)	23%	(163)	28%	(194)	49%	(344)	701
PID: Rep (no lean)	23%	(162)	29%	(202)	48%	(332)	696
PID/Gender: Dem Men	24%	(87)	25%	(91)	52%	(190)	368
PID/Gender: Dem Women	22%	(95)	26%	(114)	52%	(226)	435
PID/Gender: Ind Men	23%	(78)	29%	(98)	48%	(161)	337
PID/Gender: Ind Women	23%	(85)	26%	(96)	50%	(183)	364
PID/Gender: Rep Men	24%	(86)	28%	(100)	48%	(171)	357
PID/Gender: Rep Women	23%	(76)	30%	(102)	47%	(160)	339
Ideo: Liberal (1-3)	21%	(130)	25%	(155)	55%	(347)	632
Ideo: Moderate (4)	23%	(123)	29%	(161)	48%	(262)	546
Ideo: Conservative (5-7)	24%	(179)	29%	(221)	47%	(353)	753
Educ: < College	25%	(379)	27%	(411)	48%	(722)	1512
Educ: Bachelors degree	19%	(84)	28%	(122)	54%	(238)	444
Educ: Post-grad	18%	(44)	28%	(67)	54%	(132)	244
Income: Under 50k	22%	(263)	27%	(313)	51%	(602)	1178
Income: 50k-100k	22%	(145)	29%	(192)	49%	(320)	657
Income: 100k+	27%	(100)	26%	(96)	46%	(169)	365
Ethnicity: White	22%	(381)	28%	(479)	50%	(861)	1722
Ethnicity: Hispanic	29%	(102)	28%	(97)	43%	(151)	349

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	23%	(508)	27%	(601)	50%	(1092)	2200
Ethnicity: Afr. Am.	25%	(69)	26%	(70)	49%	(135)	274
Ethnicity: Other	28%	(58)	25%	(52)	47%	(95)	204
All Christian	22%	(213)	29%	(282)	50%	(493)	988
All Non-Christian	18%	(19)	21%	(22)	61%	(66)	108
Atheist	21%	(20)	36%	(34)	43%	(42)	96
Agnostic/Nothing in particular	25%	(255)	26%	(262)	49%	(490)	1008
Religious Non-Protestant/Catholic	19%	(27)	23%	(32)	58%	(81)	140
Evangelical	28%	(165)	30%	(172)	42%	(243)	580
Non-Evangelical	21%	(164)	27%	(212)	53%	(423)	798
Community: Urban	24%	(133)	26%	(142)	50%	(279)	555
Community: Suburban	20%	(208)	28%	(293)	52%	(550)	1051
Community: Rural	28%	(167)	28%	(166)	44%	(262)	594
Employ: Private Sector	19%	(111)	32%	(187)	49%	(284)	582
Employ: Government	23%	(38)	24%	(40)	52%	(86)	165
Employ: Self-Employed	20%	(37)	32%	(59)	48%	(89)	186
Employ: Homemaker	19%	(32)	31%	(51)	50%	(81)	164
Employ: Retired	27%	(127)	22%	(100)	51%	(240)	467
Employ: Unemployed	21%	(62)	28%	(83)	51%	(151)	296
Employ: Other	30%	(56)	17%	(31)	54%	(102)	189
Military HH: Yes	30%	(107)	27%	(94)	44%	(155)	356
Military HH: No	22%	(401)	27%	(506)	51%	(936)	1844
RD/WT: Right Direction	25%	(176)	27%	(189)	48%	(336)	701
RD/WT: Wrong Track	22%	(332)	27%	(412)	50%	(755)	1499
Trump Job Approve	24%	(221)	28%	(259)	47%	(429)	909
Trump Job Disapprove	21%	(248)	27%	(314)	51%	(591)	1153
Trump Job Strongly Approve	26%	(125)	28%	(136)	46%	(224)	485
Trump Job Somewhat Approve	23%	(96)	29%	(123)	48%	(205)	424
Trump Job Somewhat Disapprove	22%	(55)	30%	(75)	48%	(119)	248
Trump Job Strongly Disapprove	21%	(193)	26%	(239)	52%	(472)	904

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	23%	(508)	27%	(601)	50%	(1092)	2200
Favorable of Trump	24%	(210)	29%	(258)	47%	(421)	890
Unfavorable of Trump	21%	(243)	27%	(314)	52%	(599)	1156
Very Favorable of Trump	25%	(130)	29%	(148)	46%	(237)	515
Somewhat Favorable of Trump	21%	(80)	30%	(111)	49%	(184)	374
Somewhat Unfavorable of Trump	27%	(59)	28%	(61)	45%	(98)	217
Very Unfavorable of Trump	20%	(184)	27%	(253)	53%	(501)	939
#1 Issue: Economy	22%	(176)	30%	(239)	47%	(375)	789
#1 Issue: Security	25%	(57)	24%	(54)	51%	(118)	230
#1 Issue: Health Care	24%	(94)	24%	(94)	52%	(205)	392
#1 Issue: Medicare / Social Security	26%	(77)	24%	(70)	50%	(148)	296
#1 Issue: Women's Issues	21%	(20)	30%	(29)	48%	(46)	96
#1 Issue: Education	20%	(29)	36%	(52)	44%	(65)	146
#1 Issue: Energy	18%	(16)	28%	(26)	54%	(50)	91
#1 Issue: Other	24%	(39)	23%	(37)	53%	(85)	160
2018 House Vote: Democrat	23%	(168)	25%	(187)	52%	(382)	737
2018 House Vote: Republican	24%	(154)	28%	(177)	48%	(304)	636
2018 House Vote: Someone else	21%	(18)	30%	(26)	49%	(43)	86
2016 Vote: Hillary Clinton	23%	(155)	24%	(166)	53%	(362)	684
2016 Vote: Donald Trump	25%	(166)	27%	(180)	48%	(319)	665
2016 Vote: Other	17%	(22)	29%	(37)	54%	(71)	130
2016 Vote: Didn't Vote	23%	(164)	30%	(217)	47%	(338)	720
Voted in 2014: Yes	23%	(303)	26%	(343)	50%	(658)	1303
Voted in 2014: No	23%	(205)	29%	(258)	48%	(434)	897
2012 Vote: Barack Obama	22%	(177)	28%	(218)	50%	(396)	791
2012 Vote: Mitt Romney	23%	(115)	27%	(135)	50%	(255)	506
2012 Vote: Other	27%	(23)	27%	(24)	46%	(40)	87
2012 Vote: Didn't Vote	24%	(191)	27%	(222)	49%	(398)	811

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	23%	(508)	27%	(601)	50%	(1092)	2200
4-Region: Northeast	13%	(50)	25%	(100)	62%	(243)	394
4-Region: Midwest	23%	(106)	28%	(130)	49%	(227)	462
4-Region: South	25%	(206)	31%	(252)	44%	(366)	824
4-Region: West	28%	(146)	23%	(118)	49%	(255)	520
Watch TV: Every day	26%	(283)	25%	(277)	49%	(528)	1088
Watch TV: Several times per week	21%	(103)	34%	(167)	46%	(229)	500
Watch TV: About once per week	16%	(22)	26%	(36)	58%	(80)	138
Watch TV: Several times per month	12%	(14)	34%	(41)	55%	(66)	121
Watch TV: About once per month	10%	(7)	27%	(17)	63%	(40)	63
Watch TV: Less often than once per month	22%	(20)	36%	(33)	41%	(38)	91
Watch TV: Never	30%	(59)	15%	(30)	56%	(110)	199
Watch Movies: Every day	27%	(118)	28%	(123)	44%	(191)	433
Watch Movies: Several times per week	22%	(119)	31%	(169)	48%	(262)	549
Watch Movies: About once per week	20%	(76)	27%	(101)	53%	(203)	380
Watch Movies: Several times per month	19%	(42)	31%	(71)	50%	(113)	227
Watch Movies: About once per month	20%	(42)	30%	(63)	50%	(106)	212
Watch Movies: Less often than once per month	23%	(45)	22%	(42)	55%	(107)	193
Watch Movies: Never	32%	(65)	15%	(31)	53%	(110)	206
Watch Sporting Events: Every day	34%	(53)	22%	(34)	44%	(70)	158
Watch Sporting Events: Several times per week	26%	(68)	27%	(69)	47%	(121)	258
Watch Sporting Events: About once per week	22%	(44)	33%	(66)	45%	(89)	198
Watch Sporting Events: Several times per month	21%	(45)	33%	(69)	45%	(95)	209
Watch Sporting Events: About once per month	21%	(34)	27%	(43)	52%	(84)	161
Watch Sporting Events: Less often than once per month	20%	(77)	30%	(120)	50%	(196)	393
Watch Sporting Events: Never	23%	(187)	24%	(199)	53%	(437)	823
Cable TV: Currently subscribe	17%	(169)	25%	(243)	57%	(556)	968
Cable TV: Subscribed in past	28%	(212)	41%	(308)	31%	(236)	756
Cable TV: Never subscribed	27%	(126)	11%	(50)	63%	(300)	476

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	23%	(508)	27%	(601)	50%	(1092)	2200
Satellite TV: Currently subscribe	100%	(508)	—	(0)	—	(0)	508
Satellite TV: Subscribed in past	—	(0)	100%	(601)	—	(0)	601
Satellite TV: Never subscribed	—	(0)	—	(0)	100%	(1092)	1092
Streaming Services: Currently subscribe	25%	(341)	30%	(402)	45%	(610)	1353
Streaming Services: Subscribed in past	15%	(31)	39%	(82)	47%	(98)	210
Streaming Services: Never subscribed	21%	(136)	18%	(117)	60%	(384)	637
Film: An avid fan	27%	(191)	28%	(195)	45%	(320)	706
Film: A casual fan	20%	(249)	30%	(362)	50%	(606)	1218
Film: Not a fan	25%	(68)	16%	(43)	60%	(165)	276
Television: An avid fan	26%	(251)	27%	(255)	47%	(452)	958
Television: A casual fan	21%	(220)	29%	(307)	50%	(530)	1058
Television: Not a fan	19%	(36)	21%	(39)	59%	(110)	184
Music: An avid fan	24%	(257)	29%	(308)	47%	(501)	1067
Music: A casual fan	21%	(206)	27%	(266)	52%	(507)	979
Music: Not a fan	29%	(45)	17%	(26)	54%	(84)	155
Fashion: An avid fan	27%	(82)	28%	(86)	45%	(136)	304
Fashion: A casual fan	26%	(235)	27%	(246)	46%	(415)	897
Fashion: Not a fan	19%	(190)	27%	(269)	54%	(540)	999
Oscars watchers	25%	(235)	26%	(245)	48%	(449)	929
Grammy Awards watchers	25%	(223)	27%	(242)	48%	(431)	896
Golden Globes watchers	25%	(179)	27%	(195)	47%	(336)	710
People's Choice Awards watchers	28%	(182)	26%	(170)	45%	(292)	644
Primetime Emmy Awards watchers	25%	(153)	27%	(165)	49%	(301)	619
Daytime Emmy Awards watchers	26%	(102)	29%	(113)	45%	(176)	391
MTV Movie and TV Awards watchers	26%	(164)	28%	(176)	46%	(292)	632
MTV Video Music Awards watchers	26%	(160)	29%	(182)	45%	(277)	618
Teen Choice Awards watchers	30%	(102)	29%	(98)	41%	(139)	340

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

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

Demographic	Streaming Services: Currently subscribe	Streaming Services: Subscribed in past	Streaming Services: Never subscribed	Total N
Adults	61% (1353)	10% (210)	29% (637)	2200
Gender: Male	63% (673)	9% (100)	27% (289)	1062
Gender: Female	60% (680)	10% (110)	31% (348)	1138
Age: 18-34	66% (435)	12% (81)	21% (139)	655
Age: 35-44	81% (288)	6% (22)	13% (48)	358
Age: 45-64	57% (429)	10% (76)	33% (246)	751
Age: 65+	46% (200)	7% (32)	47% (204)	436
GenZers: 1997-2012	65% (210)	16% (50)	19% (62)	323
Millennials: 1981-1996	71% (359)	8% (42)	20% (102)	503
GenXers: 1965-1980	69% (383)	8% (47)	23% (128)	558
Baby Boomers: 1946-1964	51% (368)	9% (62)	40% (292)	722
PID: Dem (no lean)	65% (523)	9% (69)	26% (211)	804
PID: Ind (no lean)	62% (436)	10% (67)	28% (197)	701
PID: Rep (no lean)	57% (394)	11% (74)	33% (228)	696
PID/Gender: Dem Men	66% (244)	11% (39)	23% (85)	368
PID/Gender: Dem Women	64% (279)	7% (31)	29% (126)	435
PID/Gender: Ind Men	65% (219)	9% (30)	26% (88)	337
PID/Gender: Ind Women	60% (217)	10% (37)	30% (110)	364
PID/Gender: Rep Men	59% (210)	9% (31)	32% (116)	357
PID/Gender: Rep Women	54% (184)	13% (42)	33% (112)	339
Ideo: Liberal (1-3)	71% (450)	10% (61)	19% (121)	632
Ideo: Moderate (4)	60% (327)	8% (41)	33% (178)	546
Ideo: Conservative (5-7)	58% (434)	9% (70)	33% (249)	753
Educ: < College	58% (879)	10% (152)	32% (481)	1512
Educ: Bachelors degree	69% (305)	9% (40)	22% (99)	444
Educ: Post-grad	69% (169)	8% (19)	23% (56)	244
Income: Under 50k	55% (646)	11% (126)	34% (406)	1178
Income: 50k-100k	66% (435)	10% (64)	24% (159)	657
Income: 100k+	74% (272)	6% (21)	20% (73)	365
Ethnicity: White	62% (1071)	9% (147)	29% (504)	1722
Ethnicity: Hispanic	64% (223)	11% (40)	25% (86)	349

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

Demographic	Streaming Services: Currently subscribe	Streaming Services: Subscribed in past	Streaming Services: Never subscribed	Total N
Adults	61% (1353)	10% (210)	29% (637)	2200
Ethnicity: Afr. Am.	54% (147)	16% (44)	30% (83)	274
Ethnicity: Other	66% (135)	9% (19)	24% (50)	204
All Christian	59% (587)	9% (90)	31% (311)	988
All Non-Christian	60% (65)	18% (20)	22% (23)	108
Atheist	73% (70)	10% (9)	17% (16)	96
Agnostic/Nothing in particular	63% (630)	9% (91)	28% (286)	1008
Religious Non-Protestant/Catholic	60% (84)	16% (22)	24% (34)	140
Evangelical	58% (334)	11% (63)	31% (183)	580
Non-Evangelical	61% (486)	8% (67)	31% (244)	798
Community: Urban	64% (356)	10% (54)	26% (146)	555
Community: Suburban	63% (657)	9% (95)	28% (299)	1051
Community: Rural	57% (340)	10% (62)	32% (192)	594
Employ: Private Sector	71% (414)	10% (58)	19% (110)	582
Employ: Government	69% (114)	6% (10)	25% (41)	165
Employ: Self-Employed	65% (120)	12% (22)	23% (43)	186
Employ: Homemaker	65% (107)	8% (14)	26% (43)	164
Employ: Retired	47% (221)	7% (35)	45% (211)	467
Employ: Unemployed	57% (169)	11% (32)	32% (95)	296
Employ: Other	57% (107)	12% (23)	31% (59)	189
Military HH: Yes	59% (209)	7% (26)	34% (121)	356
Military HH: No	62% (1144)	10% (184)	28% (516)	1844
RD/WT: Right Direction	56% (393)	10% (67)	34% (240)	701
RD/WT: Wrong Track	64% (959)	10% (143)	26% (396)	1499
Trump Job Approve	57% (521)	11% (97)	32% (290)	909
Trump Job Disapprove	67% (767)	8% (93)	25% (293)	1153
Trump Job Strongly Approve	55% (266)	10% (47)	36% (172)	485
Trump Job Somewhat Approve	60% (255)	12% (50)	28% (118)	424
Trump Job Somewhat Disapprove	63% (158)	8% (21)	28% (70)	248
Trump Job Strongly Disapprove	67% (609)	8% (72)	25% (223)	904

Continued on next page

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

Demographic	Streaming Services: Currently subscribe		Streaming Services: Subscribed in past		Streaming Services: Never subscribed		Total N
Adults	61%	(1353)	10%	(210)	29%	(637)	2200
Favorable of Trump	57%	(505)	11%	(94)	33%	(291)	890
Unfavorable of Trump	67%	(770)	9%	(103)	24%	(283)	1156
Very Favorable of Trump	55%	(282)	10%	(54)	35%	(180)	515
Somewhat Favorable of Trump	60%	(223)	11%	(40)	30%	(111)	374
Somewhat Unfavorable of Trump	59%	(129)	10%	(21)	31%	(68)	217
Very Unfavorable of Trump	68%	(641)	9%	(82)	23%	(215)	939
#1 Issue: Economy	63%	(500)	11%	(84)	26%	(205)	789
#1 Issue: Security	60%	(138)	9%	(21)	31%	(70)	230
#1 Issue: Health Care	67%	(264)	6%	(24)	27%	(105)	392
#1 Issue: Medicare / Social Security	43%	(128)	11%	(33)	46%	(135)	296
#1 Issue: Women's Issues	59%	(57)	11%	(11)	29%	(28)	96
#1 Issue: Education	73%	(106)	7%	(11)	20%	(29)	146
#1 Issue: Energy	73%	(66)	12%	(11)	15%	(14)	91
#1 Issue: Other	58%	(93)	10%	(17)	31%	(50)	160
2018 House Vote: Democrat	65%	(478)	8%	(61)	27%	(199)	737
2018 House Vote: Republican	58%	(366)	9%	(59)	33%	(211)	636
2018 House Vote: Someone else	60%	(52)	16%	(14)	24%	(21)	86
2016 Vote: Hillary Clinton	66%	(452)	7%	(48)	27%	(183)	684
2016 Vote: Donald Trump	56%	(373)	9%	(61)	35%	(230)	665
2016 Vote: Other	67%	(87)	8%	(11)	25%	(32)	130
2016 Vote: Didn't Vote	61%	(437)	12%	(90)	27%	(192)	720
Voted in 2014: Yes	62%	(807)	9%	(112)	29%	(384)	1303
Voted in 2014: No	61%	(546)	11%	(98)	28%	(253)	897
2012 Vote: Barack Obama	66%	(524)	7%	(58)	26%	(209)	791
2012 Vote: Mitt Romney	56%	(283)	9%	(46)	35%	(177)	506
2012 Vote: Other	60%	(52)	5%	(4)	35%	(31)	87
2012 Vote: Didn't Vote	61%	(491)	13%	(102)	27%	(218)	811

Continued on next page

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

Demographic	Streaming Services: Currently subscribe	Streaming Services: Subscribed in past	Streaming Services: Never subscribed	Total N
Adults	61% (1353)	10% (210)	29% (637)	2200
4-Region: Northeast	61% (240)	9% (34)	31% (120)	394
4-Region: Midwest	64% (295)	9% (43)	27% (124)	462
4-Region: South	61% (501)	10% (82)	29% (241)	824
4-Region: West	61% (317)	10% (52)	29% (152)	520
Watch TV: Every day	64% (700)	7% (78)	28% (310)	1088
Watch TV: Several times per week	76% (379)	5% (27)	19% (93)	500
Watch TV: About once per week	52% (71)	13% (17)	36% (50)	138
Watch TV: Several times per month	52% (63)	23% (28)	25% (30)	121
Watch TV: About once per month	40% (25)	25% (16)	35% (22)	63
Watch TV: Less often than once per month	52% (48)	22% (20)	25% (23)	91
Watch TV: Never	34% (67)	12% (23)	55% (109)	199
Watch Movies: Every day	70% (302)	11% (50)	19% (81)	433
Watch Movies: Several times per week	75% (412)	6% (34)	19% (104)	549
Watch Movies: About once per week	63% (241)	10% (38)	27% (101)	380
Watch Movies: Several times per month	59% (134)	9% (21)	32% (72)	227
Watch Movies: About once per month	53% (111)	11% (24)	36% (76)	212
Watch Movies: Less often than once per month	47% (92)	12% (23)	41% (79)	193
Watch Movies: Never	30% (61)	10% (20)	60% (124)	206
Watch Sporting Events: Every day	63% (100)	11% (18)	25% (40)	158
Watch Sporting Events: Several times per week	65% (167)	10% (26)	25% (65)	258
Watch Sporting Events: About once per week	66% (130)	10% (20)	24% (48)	198
Watch Sporting Events: Several times per month	60% (125)	13% (28)	27% (56)	209
Watch Sporting Events: About once per month	61% (99)	11% (18)	27% (44)	161
Watch Sporting Events: Less often than once per month	65% (257)	8% (31)	27% (106)	393
Watch Sporting Events: Never	58% (476)	8% (69)	34% (278)	823
Cable TV: Currently subscribe	64% (616)	8% (80)	28% (272)	968
Cable TV: Subscribed in past	67% (510)	12% (89)	21% (157)	756
Cable TV: Never subscribed	48% (227)	9% (41)	44% (208)	476

Continued on next page

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

Demographic	Streaming Services: Currently subscribe		Streaming Services: Subscribed in past		Streaming Services: Never subscribed		Total N
Adults	61%	(1353)	10%	(210)	29%	(637)	2200
Satellite TV: Currently subscribe	67%	(341)	6%	(31)	27%	(136)	508
Satellite TV: Subscribed in past	67%	(402)	14%	(82)	19%	(117)	601
Satellite TV: Never subscribed	56%	(610)	9%	(98)	35%	(384)	1092
Streaming Services: Currently subscribe	100%	(1353)	—	(0)	—	(0)	1353
Streaming Services: Subscribed in past	—	(0)	100%	(210)	—	(0)	210
Streaming Services: Never subscribed	—	(0)	—	(0)	100%	(637)	637
Film: An avid fan	69%	(489)	10%	(74)	20%	(143)	706
Film: A casual fan	61%	(740)	10%	(116)	30%	(361)	1218
Film: Not a fan	45%	(123)	7%	(20)	48%	(133)	276
Television: An avid fan	62%	(596)	9%	(86)	29%	(276)	958
Television: A casual fan	63%	(664)	9%	(91)	29%	(302)	1058
Television: Not a fan	50%	(92)	18%	(33)	32%	(59)	184
Music: An avid fan	67%	(710)	10%	(110)	23%	(246)	1067
Music: A casual fan	57%	(559)	9%	(88)	34%	(332)	979
Music: Not a fan	54%	(84)	7%	(12)	38%	(59)	155
Fashion: An avid fan	61%	(186)	14%	(43)	25%	(75)	304
Fashion: A casual fan	65%	(581)	10%	(87)	26%	(229)	897
Fashion: Not a fan	59%	(586)	8%	(80)	33%	(333)	999
Oscars watchers	63%	(585)	10%	(90)	27%	(254)	929
Grammy Awards watchers	63%	(565)	10%	(93)	27%	(238)	896
Golden Globes watchers	64%	(454)	10%	(72)	26%	(183)	710
People's Choice Awards watchers	64%	(410)	11%	(68)	26%	(167)	644
Primetime Emmy Awards watchers	64%	(396)	10%	(61)	26%	(162)	619
Daytime Emmy Awards watchers	57%	(223)	15%	(57)	28%	(110)	391
MTV Movie and TV Awards watchers	64%	(404)	15%	(92)	22%	(137)	632
MTV Video Music Awards watchers	65%	(405)	11%	(70)	23%	(143)	618
Teen Choice Awards watchers	62%	(209)	16%	(55)	22%	(75)	340

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

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

Film

Demographic	Film: An avid fan	Film: A casual fan	Film: Not a fan	Total N
Adults	32% (706)	55% (1218)	13% (276)	2200
Gender: Male	37% (388)	52% (548)	12% (126)	1062
Gender: Female	28% (318)	59% (670)	13% (151)	1138
Age: 18-34	39% (253)	49% (321)	12% (81)	655
Age: 35-44	42% (149)	51% (183)	7% (26)	358
Age: 45-64	28% (213)	57% (425)	15% (113)	751
Age: 65+	21% (90)	66% (289)	13% (57)	436
GenZers: 1997-2012	40% (128)	46% (147)	15% (47)	323
Millennials: 1981-1996	39% (198)	51% (258)	9% (47)	503
GenXers: 1965-1980	35% (192)	53% (295)	13% (70)	558
Baby Boomers: 1946-1964	23% (169)	63% (453)	14% (100)	722
PID: Dem (no lean)	39% (315)	51% (407)	10% (82)	804
PID: Ind (no lean)	29% (201)	59% (415)	12% (85)	701
PID: Rep (no lean)	27% (191)	57% (395)	16% (109)	696
PID/Gender: Dem Men	45% (165)	45% (165)	11% (39)	368
PID/Gender: Dem Women	34% (150)	56% (242)	10% (43)	435
PID/Gender: Ind Men	32% (109)	57% (192)	11% (36)	337
PID/Gender: Ind Women	25% (91)	61% (224)	14% (49)	364
PID/Gender: Rep Men	32% (114)	54% (192)	14% (51)	357
PID/Gender: Rep Women	23% (77)	60% (204)	17% (58)	339
Ideo: Liberal (1-3)	39% (245)	53% (334)	8% (53)	632
Ideo: Moderate (4)	32% (173)	58% (318)	10% (55)	546
Ideo: Conservative (5-7)	27% (206)	57% (433)	15% (114)	753
Educ: < College	29% (443)	57% (857)	14% (212)	1512
Educ: Bachelors degree	39% (174)	52% (231)	9% (38)	444
Educ: Post-grad	36% (89)	53% (130)	11% (26)	244
Income: Under 50k	30% (348)	56% (654)	15% (176)	1178
Income: 50k-100k	34% (226)	57% (373)	9% (58)	657
Income: 100k+	36% (132)	52% (191)	12% (43)	365
Ethnicity: White	31% (536)	57% (975)	12% (210)	1722
Ethnicity: Hispanic	41% (144)	47% (164)	12% (41)	349
Ethnicity: Afr. Am.	36% (98)	48% (131)	16% (45)	274

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

Demographic	Film: An avid fan		Film: A casual fan		Film: Not a fan		Total N
Adults	32%	(706)	55%	(1218)	13%	(276)	2200
Ethnicity: Other	35%	(71)	54%	(111)	11%	(22)	204
All Christian	29%	(288)	58%	(576)	13%	(124)	988
All Non-Christian	38%	(41)	54%	(58)	8%	(9)	108
Atheist	42%	(40)	50%	(48)	8%	(8)	96
Agnostic/Nothing in particular	33%	(337)	53%	(535)	13%	(135)	1008
Religious Non-Protestant/Catholic	37%	(52)	52%	(72)	11%	(16)	140
Evangelical	29%	(166)	58%	(335)	14%	(79)	580
Non-Evangelical	31%	(245)	57%	(457)	12%	(95)	798
Community: Urban	38%	(210)	47%	(263)	15%	(81)	555
Community: Suburban	32%	(339)	56%	(593)	11%	(119)	1051
Community: Rural	26%	(157)	61%	(361)	13%	(77)	594
Employ: Private Sector	37%	(217)	55%	(318)	8%	(47)	582
Employ: Government	31%	(52)	61%	(101)	7%	(12)	165
Employ: Self-Employed	40%	(74)	48%	(89)	12%	(23)	186
Employ: Homemaker	24%	(39)	62%	(102)	14%	(23)	164
Employ: Retired	22%	(102)	63%	(296)	15%	(69)	467
Employ: Unemployed	36%	(107)	47%	(140)	17%	(50)	296
Employ: Other	31%	(58)	53%	(99)	17%	(31)	189
Military HH: Yes	32%	(112)	58%	(206)	11%	(38)	356
Military HH: No	32%	(594)	55%	(1012)	13%	(238)	1844
RD/WT: Right Direction	27%	(188)	57%	(403)	16%	(110)	701
RD/WT: Wrong Track	35%	(518)	54%	(815)	11%	(166)	1499
Trump Job Approve	27%	(249)	58%	(530)	14%	(129)	909
Trump Job Disapprove	35%	(406)	55%	(639)	9%	(108)	1153
Trump Job Strongly Approve	29%	(142)	57%	(274)	14%	(69)	485
Trump Job Somewhat Approve	25%	(108)	60%	(256)	14%	(60)	424
Trump Job Somewhat Disapprove	31%	(77)	53%	(133)	15%	(38)	248
Trump Job Strongly Disapprove	36%	(329)	56%	(506)	8%	(69)	904
Favorable of Trump	27%	(242)	59%	(521)	14%	(127)	890
Unfavorable of Trump	36%	(411)	55%	(636)	9%	(109)	1156

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

Film

Demographic	Film: An avid fan	Film: A casual fan	Film: Not a fan	Total N
Adults	32% (706)	55% (1218)	13% (276)	2200
Very Favorable of Trump	28% (147)	57% (292)	15% (77)	515
Somewhat Favorable of Trump	26% (96)	61% (229)	13% (50)	374
Somewhat Unfavorable of Trump	30% (66)	55% (120)	15% (32)	217
Very Unfavorable of Trump	37% (345)	55% (516)	8% (78)	939
#1 Issue: Economy	33% (258)	56% (439)	12% (92)	789
#1 Issue: Security	29% (67)	56% (130)	14% (33)	230
#1 Issue: Health Care	33% (128)	58% (227)	10% (38)	392
#1 Issue: Medicare / Social Security	23% (69)	58% (171)	19% (56)	296
#1 Issue: Women's Issues	48% (46)	40% (38)	12% (12)	96
#1 Issue: Education	34% (49)	52% (75)	15% (21)	146
#1 Issue: Energy	39% (36)	49% (45)	12% (11)	91
#1 Issue: Other	33% (53)	57% (92)	9% (15)	160
2018 House Vote: Democrat	37% (271)	54% (401)	9% (66)	737
2018 House Vote: Republican	28% (176)	59% (374)	14% (86)	636
2018 House Vote: Someone else	32% (27)	55% (47)	13% (12)	86
2016 Vote: Hillary Clinton	38% (262)	53% (365)	8% (57)	684
2016 Vote: Donald Trump	25% (167)	61% (403)	14% (95)	665
2016 Vote: Other	31% (40)	54% (71)	15% (19)	130
2016 Vote: Didn't Vote	33% (237)	52% (377)	15% (106)	720
Voted in 2014: Yes	31% (409)	57% (749)	11% (145)	1303
Voted in 2014: No	33% (297)	52% (468)	15% (131)	897
2012 Vote: Barack Obama	37% (293)	54% (428)	9% (70)	791
2012 Vote: Mitt Romney	25% (127)	63% (320)	12% (59)	506
2012 Vote: Other	19% (16)	63% (55)	19% (16)	87
2012 Vote: Didn't Vote	33% (269)	51% (411)	16% (131)	811
4-Region: Northeast	32% (124)	57% (223)	12% (46)	394
4-Region: Midwest	28% (130)	59% (271)	13% (61)	462
4-Region: South	32% (264)	56% (458)	12% (102)	824
4-Region: West	36% (187)	51% (265)	13% (68)	520

Continued on next page

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

Demographic	Film: An avid fan	Film: A casual fan	Film: Not a fan	Total N
Adults	32% (706)	55% (1218)	13% (276)	2200
Watch TV: Every day	39% (422)	51% (555)	10% (112)	1088
Watch TV: Several times per week	30% (149)	61% (306)	9% (44)	500
Watch TV: About once per week	19% (27)	67% (93)	14% (19)	138
Watch TV: Several times per month	26% (32)	55% (67)	19% (22)	121
Watch TV: About once per month	17% (11)	76% (48)	7% (5)	63
Watch TV: Less often than once per month	14% (13)	71% (65)	14% (13)	91
Watch TV: Never	27% (53)	42% (84)	31% (62)	199
Watch Movies: Every day	58% (249)	34% (148)	8% (36)	433
Watch Movies: Several times per week	41% (227)	53% (291)	6% (31)	549
Watch Movies: About once per week	25% (94)	67% (253)	9% (33)	380
Watch Movies: Several times per month	19% (44)	70% (159)	11% (24)	227
Watch Movies: About once per month	11% (23)	73% (154)	17% (35)	212
Watch Movies: Less often than once per month	13% (24)	70% (136)	17% (34)	193
Watch Movies: Never	22% (45)	37% (77)	40% (83)	206
Watch Sporting Events: Every day	45% (71)	47% (74)	8% (12)	158
Watch Sporting Events: Several times per week	41% (106)	52% (133)	7% (19)	258
Watch Sporting Events: About once per week	42% (84)	53% (105)	5% (9)	198
Watch Sporting Events: Several times per month	28% (59)	61% (127)	11% (24)	209
Watch Sporting Events: About once per month	30% (49)	61% (98)	9% (15)	161
Watch Sporting Events: Less often than once per month	30% (120)	62% (242)	8% (32)	393
Watch Sporting Events: Never	27% (219)	53% (439)	20% (165)	823
Cable TV: Currently subscribe	31% (303)	55% (537)	13% (128)	968
Cable TV: Subscribed in past	32% (241)	60% (452)	8% (62)	756
Cable TV: Never subscribed	34% (161)	48% (229)	18% (86)	476
Satellite TV: Currently subscribe	38% (191)	49% (249)	13% (68)	508
Satellite TV: Subscribed in past	33% (195)	60% (362)	7% (43)	601
Satellite TV: Never subscribed	29% (320)	56% (606)	15% (165)	1092
Streaming Services: Currently subscribe	36% (489)	55% (740)	9% (123)	1353
Streaming Services: Subscribed in past	35% (74)	55% (116)	10% (20)	210
Streaming Services: Never subscribed	22% (143)	57% (361)	21% (133)	637

Continued on next page

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

Film

Demographic	Film: An avid fan		Film: A casual fan		Film: Not a fan		Total N
Adults	32%	(706)	55%	(1218)	13%	(276)	2200
Film: An avid fan	100%	(706)	—	(0)	—	(0)	706
Film: A casual fan	—	(0)	100%	(1218)	—	(0)	1218
Film: Not a fan	—	(0)	—	(0)	100%	(276)	276
Television: An avid fan	54%	(514)	39%	(375)	7%	(69)	958
Television: A casual fan	17%	(176)	72%	(764)	11%	(118)	1058
Television: Not a fan	9%	(16)	43%	(79)	48%	(89)	184
Music: An avid fan	48%	(514)	44%	(473)	7%	(79)	1067
Music: A casual fan	18%	(173)	70%	(688)	12%	(117)	979
Music: Not a fan	12%	(18)	36%	(56)	52%	(81)	155
Fashion: An avid fan	57%	(173)	34%	(104)	9%	(27)	304
Fashion: A casual fan	35%	(310)	59%	(531)	6%	(55)	897
Fashion: Not a fan	22%	(222)	58%	(583)	19%	(194)	999
Oscars watchers	42%	(386)	53%	(490)	6%	(53)	929
Grammy Awards watchers	41%	(365)	53%	(474)	6%	(57)	896
Golden Globes watchers	43%	(308)	51%	(365)	5%	(36)	710
People's Choice Awards watchers	44%	(282)	51%	(329)	5%	(34)	644
Primetime Emmy Awards watchers	43%	(269)	52%	(322)	5%	(28)	619
Daytime Emmy Awards watchers	42%	(165)	50%	(196)	8%	(30)	391
MTV Movie and TV Awards watchers	45%	(282)	48%	(301)	8%	(50)	632
MTV Video Music Awards watchers	45%	(279)	47%	(292)	8%	(47)	618
Teen Choice Awards watchers	46%	(157)	47%	(161)	6%	(22)	340

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% (958)	48% (1058)	8% (184)	2200
Gender: Male	42% (442)	48% (513)	10% (107)	1062
Gender: Female	45% (516)	48% (545)	7% (77)	1138
Age: 18-34	37% (242)	49% (320)	14% (93)	655
Age: 35-44	46% (165)	48% (170)	6% (23)	358
Age: 45-64	45% (338)	48% (358)	7% (55)	751
Age: 65+	49% (213)	48% (210)	3% (13)	436
GenZers: 1997-2012	37% (118)	45% (146)	18% (58)	323
Millennials: 1981-1996	40% (199)	51% (256)	10% (48)	503
GenXers: 1965-1980	47% (264)	48% (265)	5% (28)	558
Baby Boomers: 1946-1964	45% (328)	48% (350)	6% (44)	722
PID: Dem (no lean)	50% (403)	42% (337)	8% (64)	804
PID: Ind (no lean)	37% (262)	52% (363)	11% (75)	701
PID: Rep (no lean)	42% (293)	51% (358)	6% (45)	696
PID/Gender: Dem Men	47% (175)	41% (151)	12% (43)	368
PID/Gender: Dem Women	53% (229)	43% (186)	5% (21)	435
PID/Gender: Ind Men	35% (119)	52% (176)	12% (42)	337
PID/Gender: Ind Women	39% (143)	51% (187)	9% (33)	364
PID/Gender: Rep Men	42% (148)	52% (186)	6% (22)	357
PID/Gender: Rep Women	43% (144)	51% (171)	7% (23)	339
Ideo: Liberal (1-3)	46% (289)	45% (285)	9% (57)	632
Ideo: Moderate (4)	44% (238)	51% (277)	6% (30)	546
Ideo: Conservative (5-7)	43% (321)	50% (376)	7% (56)	753
Educ: < College	43% (644)	48% (721)	10% (147)	1512
Educ: Bachelors degree	47% (208)	49% (216)	4% (20)	444
Educ: Post-grad	44% (107)	49% (120)	7% (18)	244
Income: Under 50k	44% (513)	47% (559)	9% (106)	1178
Income: 50k-100k	43% (285)	50% (329)	7% (44)	657
Income: 100k+	44% (161)	47% (170)	9% (35)	365
Ethnicity: White	45% (768)	48% (823)	8% (131)	1722
Ethnicity: Hispanic	46% (160)	41% (145)	13% (45)	349
Ethnicity: Afr. Am.	45% (124)	46% (126)	9% (24)	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%	(958)	48%	(1058)	8%	(184)	2200
Ethnicity: Other	33%	(66)	53%	(108)	14%	(29)	204
All Christian	48%	(475)	46%	(456)	6%	(58)	988
All Non-Christian	42%	(46)	48%	(52)	10%	(11)	108
Atheist	41%	(39)	52%	(50)	7%	(7)	96
Agnostic/Nothing in particular	40%	(398)	50%	(500)	11%	(109)	1008
Religious Non-Protestant/Catholic	43%	(60)	46%	(64)	11%	(15)	140
Evangelical	46%	(264)	47%	(270)	8%	(45)	580
Non-Evangelical	47%	(372)	48%	(381)	6%	(45)	798
Community: Urban	44%	(246)	45%	(251)	10%	(58)	555
Community: Suburban	45%	(468)	48%	(509)	7%	(74)	1051
Community: Rural	41%	(244)	50%	(298)	9%	(52)	594
Employ: Private Sector	44%	(253)	49%	(283)	8%	(45)	582
Employ: Government	44%	(73)	48%	(79)	8%	(13)	165
Employ: Self-Employed	45%	(83)	49%	(90)	7%	(13)	186
Employ: Homemaker	39%	(64)	54%	(88)	7%	(11)	164
Employ: Retired	49%	(230)	47%	(217)	4%	(20)	467
Employ: Unemployed	42%	(125)	46%	(137)	12%	(35)	296
Employ: Other	40%	(76)	46%	(88)	13%	(25)	189
Military HH: Yes	45%	(159)	49%	(173)	7%	(24)	356
Military HH: No	43%	(799)	48%	(884)	9%	(160)	1844
RD/WT: Right Direction	43%	(300)	49%	(345)	8%	(56)	701
RD/WT: Wrong Track	44%	(658)	48%	(713)	9%	(128)	1499
Trump Job Approve	41%	(373)	51%	(465)	8%	(70)	909
Trump Job Disapprove	46%	(528)	47%	(542)	7%	(83)	1153
Trump Job Strongly Approve	43%	(208)	49%	(237)	8%	(39)	485
Trump Job Somewhat Approve	39%	(165)	54%	(228)	7%	(30)	424
Trump Job Somewhat Disapprove	43%	(107)	46%	(115)	11%	(27)	248
Trump Job Strongly Disapprove	47%	(421)	47%	(427)	6%	(56)	904
Favorable of Trump	42%	(373)	51%	(456)	7%	(61)	890
Unfavorable of Trump	46%	(530)	47%	(538)	8%	(88)	1156

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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%	(958)	48%	(1058)	8%	(184)	2200
Very Favorable of Trump	43%	(223)	49%	(252)	8%	(40)	515
Somewhat Favorable of Trump	40%	(150)	54%	(204)	6%	(21)	374
Somewhat Unfavorable of Trump	44%	(95)	44%	(96)	12%	(26)	217
Very Unfavorable of Trump	46%	(435)	47%	(441)	7%	(62)	939
#1 Issue: Economy	43%	(340)	49%	(390)	7%	(59)	789
#1 Issue: Security	42%	(97)	47%	(107)	11%	(26)	230
#1 Issue: Health Care	46%	(181)	47%	(183)	7%	(28)	392
#1 Issue: Medicare / Social Security	54%	(159)	42%	(125)	4%	(11)	296
#1 Issue: Women's Issues	44%	(42)	47%	(45)	9%	(9)	96
#1 Issue: Education	34%	(50)	53%	(77)	13%	(19)	146
#1 Issue: Energy	39%	(35)	52%	(48)	9%	(8)	91
#1 Issue: Other	33%	(53)	52%	(83)	15%	(24)	160
2018 House Vote: Democrat	50%	(365)	46%	(342)	4%	(31)	737
2018 House Vote: Republican	43%	(275)	51%	(322)	6%	(39)	636
2018 House Vote: Someone else	33%	(29)	52%	(45)	15%	(13)	86
2016 Vote: Hillary Clinton	48%	(328)	48%	(326)	4%	(29)	684
2016 Vote: Donald Trump	42%	(281)	52%	(347)	6%	(37)	665
2016 Vote: Other	37%	(48)	49%	(63)	15%	(19)	130
2016 Vote: Didn't Vote	42%	(302)	44%	(319)	14%	(99)	720
Voted in 2014: Yes	45%	(592)	49%	(642)	5%	(70)	1303
Voted in 2014: No	41%	(366)	46%	(416)	13%	(115)	897
2012 Vote: Barack Obama	49%	(385)	47%	(375)	4%	(31)	791
2012 Vote: Mitt Romney	44%	(221)	52%	(263)	4%	(21)	506
2012 Vote: Other	26%	(23)	59%	(51)	15%	(13)	87
2012 Vote: Didn't Vote	41%	(329)	45%	(364)	15%	(119)	811
4-Region: Northeast	47%	(184)	45%	(177)	8%	(32)	394
4-Region: Midwest	39%	(179)	54%	(251)	7%	(32)	462
4-Region: South	47%	(390)	46%	(378)	7%	(57)	824
4-Region: West	39%	(205)	48%	(252)	12%	(64)	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%	(958)	48%	(1058)	8%	(184)	2200
Watch TV: Every day	58%	(628)	39%	(426)	3%	(34)	1088
Watch TV: Several times per week	32%	(158)	64%	(320)	4%	(22)	500
Watch TV: About once per week	24%	(34)	64%	(88)	12%	(16)	138
Watch TV: Several times per month	27%	(33)	57%	(70)	16%	(19)	121
Watch TV: About once per month	21%	(14)	59%	(37)	20%	(13)	63
Watch TV: Less often than once per month	20%	(18)	59%	(54)	21%	(19)	91
Watch TV: Never	37%	(74)	32%	(63)	31%	(62)	199
Watch Movies: Every day	59%	(257)	35%	(152)	6%	(24)	433
Watch Movies: Several times per week	44%	(243)	53%	(291)	3%	(16)	549
Watch Movies: About once per week	39%	(149)	53%	(203)	7%	(28)	380
Watch Movies: Several times per month	42%	(94)	48%	(109)	10%	(23)	227
Watch Movies: About once per month	32%	(68)	57%	(121)	11%	(22)	212
Watch Movies: Less often than once per month	33%	(64)	58%	(112)	9%	(17)	193
Watch Movies: Never	40%	(82)	34%	(70)	26%	(54)	206
Watch Sporting Events: Every day	49%	(77)	42%	(67)	9%	(14)	158
Watch Sporting Events: Several times per week	45%	(117)	48%	(124)	6%	(16)	258
Watch Sporting Events: About once per week	49%	(97)	48%	(95)	3%	(6)	198
Watch Sporting Events: Several times per month	51%	(107)	43%	(90)	6%	(13)	209
Watch Sporting Events: About once per month	37%	(60)	56%	(90)	7%	(11)	161
Watch Sporting Events: Less often than once per month	43%	(171)	51%	(202)	5%	(20)	393
Watch Sporting Events: Never	40%	(329)	47%	(390)	13%	(104)	823
Cable TV: Currently subscribe	47%	(456)	45%	(440)	7%	(72)	968
Cable TV: Subscribed in past	42%	(316)	51%	(389)	7%	(50)	756
Cable TV: Never subscribed	39%	(186)	48%	(229)	13%	(61)	476
Satellite TV: Currently subscribe	50%	(251)	43%	(220)	7%	(36)	508
Satellite TV: Subscribed in past	42%	(255)	51%	(307)	6%	(39)	601
Satellite TV: Never subscribed	41%	(452)	49%	(530)	10%	(110)	1092
Streaming Services: Currently subscribe	44%	(596)	49%	(664)	7%	(92)	1353
Streaming Services: Subscribed in past	41%	(86)	43%	(91)	16%	(33)	210
Streaming Services: Never subscribed	43%	(276)	47%	(302)	9%	(59)	637

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%	(958)	48%	(1058)	8%	(184)	2200
Film: An avid fan	73%	(514)	25%	(176)	2%	(16)	706
Film: A casual fan	31%	(375)	63%	(764)	6%	(79)	1218
Film: Not a fan	25%	(69)	43%	(118)	32%	(89)	276
Television: An avid fan	100%	(958)	—	(0)	—	(0)	958
Television: A casual fan	—	(0)	100%	(1058)	—	(0)	1058
Television: Not a fan	—	(0)	—	(0)	100%	(184)	184
Music: An avid fan	54%	(572)	39%	(420)	7%	(74)	1067
Music: A casual fan	36%	(348)	58%	(571)	6%	(60)	979
Music: Not a fan	25%	(38)	43%	(66)	33%	(50)	155
Fashion: An avid fan	61%	(186)	32%	(97)	7%	(21)	304
Fashion: A casual fan	46%	(411)	49%	(441)	5%	(45)	897
Fashion: Not a fan	36%	(361)	52%	(520)	12%	(118)	999
Oscars watchers	53%	(490)	43%	(398)	4%	(41)	929
Grammy Awards watchers	53%	(472)	43%	(388)	4%	(36)	896
Golden Globes watchers	54%	(385)	42%	(296)	4%	(28)	710
People's Choice Awards watchers	55%	(355)	40%	(259)	5%	(30)	644
Primetime Emmy Awards watchers	56%	(349)	39%	(245)	4%	(26)	619
Daytime Emmy Awards watchers	59%	(232)	37%	(144)	4%	(15)	391
MTV Movie and TV Awards watchers	53%	(333)	42%	(264)	6%	(36)	632
MTV Video Music Awards watchers	51%	(315)	44%	(274)	5%	(30)	618
Teen Choice Awards watchers	53%	(180)	39%	(133)	8%	(26)	340

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	48% (1067)	44% (979)	7% (155)	2200
Gender: Male	50% (535)	44% (462)	6% (64)	1062
Gender: Female	47% (531)	45% (516)	8% (91)	1138
Age: 18-34	65% (425)	30% (199)	5% (31)	655
Age: 35-44	55% (195)	39% (139)	7% (24)	358
Age: 45-64	41% (307)	52% (393)	7% (51)	751
Age: 65+	32% (138)	57% (249)	11% (49)	436
GenZers: 1997-2012	66% (214)	29% (92)	5% (16)	323
Millennials: 1981-1996	61% (309)	33% (168)	5% (26)	503
GenXers: 1965-1980	48% (265)	44% (248)	8% (45)	558
Baby Boomers: 1946-1964	33% (242)	58% (422)	8% (58)	722
PID: Dem (no lean)	53% (428)	38% (306)	9% (69)	804
PID: Ind (no lean)	48% (340)	46% (321)	6% (41)	701
PID: Rep (no lean)	43% (299)	51% (352)	6% (45)	696
PID/Gender: Dem Men	54% (200)	37% (135)	9% (33)	368
PID/Gender: Dem Women	52% (227)	39% (171)	8% (36)	435
PID/Gender: Ind Men	49% (166)	46% (154)	5% (17)	337
PID/Gender: Ind Women	48% (174)	46% (167)	7% (24)	364
PID/Gender: Rep Men	47% (169)	49% (173)	4% (14)	357
PID/Gender: Rep Women	38% (130)	53% (178)	9% (31)	339
Ideo: Liberal (1-3)	55% (348)	39% (247)	6% (37)	632
Ideo: Moderate (4)	45% (246)	48% (264)	7% (36)	546
Ideo: Conservative (5-7)	43% (325)	50% (375)	7% (54)	753
Educ: < College	50% (758)	43% (644)	7% (110)	1512
Educ: Bachelors degree	46% (206)	47% (210)	6% (28)	444
Educ: Post-grad	42% (103)	51% (125)	7% (16)	244
Income: Under 50k	51% (601)	42% (497)	7% (80)	1178
Income: 50k-100k	46% (303)	47% (311)	7% (43)	657
Income: 100k+	45% (163)	47% (171)	9% (32)	365
Ethnicity: White	46% (784)	47% (812)	7% (125)	1722
Ethnicity: Hispanic	56% (197)	33% (117)	10% (36)	349
Ethnicity: Afr. Am.	58% (159)	36% (99)	6% (16)	274

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

Music

Demographic	Music: An avid fan		Music: A casual fan		Music: Not a fan		Total N
Adults	48%	(1067)	44%	(979)	7%	(155)	2200
Ethnicity: Other	60%	(123)	33%	(67)	7%	(13)	204
All Christian	43%	(424)	49%	(489)	8%	(75)	988
All Non-Christian	47%	(51)	47%	(51)	6%	(7)	108
Atheist	54%	(52)	42%	(40)	4%	(4)	96
Agnostic/Nothing in particular	54%	(540)	40%	(399)	7%	(69)	1008
Religious Non-Protestant/Catholic	45%	(63)	49%	(68)	6%	(9)	140
Evangelical	48%	(277)	44%	(255)	8%	(48)	580
Non-Evangelical	47%	(379)	46%	(367)	6%	(52)	798
Community: Urban	53%	(296)	40%	(221)	7%	(38)	555
Community: Suburban	47%	(489)	46%	(487)	7%	(75)	1051
Community: Rural	47%	(282)	46%	(271)	7%	(41)	594
Employ: Private Sector	49%	(286)	46%	(266)	5%	(30)	582
Employ: Government	52%	(86)	39%	(64)	9%	(15)	165
Employ: Self-Employed	47%	(88)	48%	(90)	4%	(8)	186
Employ: Homemaker	38%	(63)	50%	(82)	12%	(19)	164
Employ: Retired	32%	(150)	59%	(276)	9%	(41)	467
Employ: Unemployed	62%	(182)	33%	(98)	5%	(16)	296
Employ: Other	57%	(108)	31%	(58)	12%	(23)	189
Military HH: Yes	49%	(176)	41%	(144)	10%	(36)	356
Military HH: No	48%	(891)	45%	(834)	6%	(119)	1844
RD/WT: Right Direction	43%	(305)	51%	(355)	6%	(41)	701
RD/WT: Wrong Track	51%	(762)	42%	(624)	8%	(113)	1499
Trump Job Approve	45%	(409)	49%	(442)	6%	(57)	909
Trump Job Disapprove	51%	(586)	43%	(492)	6%	(74)	1153
Trump Job Strongly Approve	46%	(221)	48%	(231)	7%	(33)	485
Trump Job Somewhat Approve	44%	(188)	50%	(211)	6%	(24)	424
Trump Job Somewhat Disapprove	44%	(109)	49%	(122)	7%	(17)	248
Trump Job Strongly Disapprove	53%	(477)	41%	(370)	6%	(57)	904
Favorable of Trump	44%	(392)	50%	(442)	6%	(57)	890
Unfavorable of Trump	51%	(593)	42%	(490)	6%	(73)	1156

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

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	48% (1067)	44% (979)	7% (155)	2200
Very Favorable of Trump	44% (227)	50% (257)	6% (32)	515
Somewhat Favorable of Trump	44% (165)	49% (185)	7% (25)	374
Somewhat Unfavorable of Trump	43% (94)	50% (109)	7% (14)	217
Very Unfavorable of Trump	53% (500)	41% (381)	6% (58)	939
#1 Issue: Economy	52% (407)	44% (346)	4% (35)	789
#1 Issue: Security	39% (89)	50% (115)	11% (26)	230
#1 Issue: Health Care	49% (194)	45% (177)	5% (22)	392
#1 Issue: Medicare / Social Security	37% (109)	51% (151)	12% (36)	296
#1 Issue: Women's Issues	65% (62)	32% (30)	3% (3)	96
#1 Issue: Education	59% (86)	35% (51)	6% (8)	146
#1 Issue: Energy	55% (50)	39% (36)	6% (6)	91
#1 Issue: Other	43% (69)	45% (73)	12% (18)	160
2018 House Vote: Democrat	49% (361)	45% (329)	6% (48)	737
2018 House Vote: Republican	39% (250)	54% (341)	7% (44)	636
2018 House Vote: Someone else	40% (35)	49% (42)	11% (10)	86
2016 Vote: Hillary Clinton	49% (334)	44% (300)	7% (49)	684
2016 Vote: Donald Trump	39% (260)	54% (357)	7% (47)	665
2016 Vote: Other	44% (57)	51% (66)	5% (7)	130
2016 Vote: Didn't Vote	58% (415)	35% (253)	7% (51)	720
Voted in 2014: Yes	43% (558)	50% (658)	7% (88)	1303
Voted in 2014: No	57% (508)	36% (321)	7% (67)	897
2012 Vote: Barack Obama	49% (389)	44% (348)	7% (54)	791
2012 Vote: Mitt Romney	36% (183)	57% (289)	7% (33)	506
2012 Vote: Other	32% (28)	64% (56)	4% (3)	87
2012 Vote: Didn't Vote	57% (465)	35% (283)	8% (63)	811
4-Region: Northeast	47% (185)	46% (179)	7% (29)	394
4-Region: Midwest	43% (199)	49% (227)	8% (37)	462
4-Region: South	53% (435)	43% (352)	5% (37)	824
4-Region: West	48% (247)	42% (221)	10% (52)	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	48% (1067)	44% (979)	7% (155)	2200
Watch TV: Every day	52% (563)	42% (456)	6% (69)	1088
Watch TV: Several times per week	51% (253)	44% (221)	5% (25)	500
Watch TV: About once per week	47% (65)	45% (63)	8% (11)	138
Watch TV: Several times per month	39% (47)	55% (66)	6% (8)	121
Watch TV: About once per month	28% (18)	61% (39)	11% (7)	63
Watch TV: Less often than once per month	47% (42)	52% (47)	1% (1)	91
Watch TV: Never	40% (79)	43% (86)	17% (34)	199
Watch Movies: Every day	68% (296)	27% (117)	5% (21)	433
Watch Movies: Several times per week	53% (290)	42% (231)	5% (28)	549
Watch Movies: About once per week	45% (172)	49% (187)	6% (21)	380
Watch Movies: Several times per month	40% (91)	52% (118)	8% (18)	227
Watch Movies: About once per month	38% (80)	55% (117)	7% (15)	212
Watch Movies: Less often than once per month	34% (65)	59% (114)	7% (14)	193
Watch Movies: Never	35% (73)	46% (95)	18% (38)	206
Watch Sporting Events: Every day	62% (98)	32% (50)	6% (10)	158
Watch Sporting Events: Several times per week	56% (145)	40% (104)	3% (9)	258
Watch Sporting Events: About once per week	55% (108)	41% (82)	4% (8)	198
Watch Sporting Events: Several times per month	53% (110)	45% (94)	2% (5)	209
Watch Sporting Events: About once per month	50% (81)	45% (72)	5% (9)	161
Watch Sporting Events: Less often than once per month	46% (180)	50% (195)	4% (17)	393
Watch Sporting Events: Never	42% (343)	46% (382)	12% (97)	823
Cable TV: Currently subscribe	47% (457)	46% (441)	7% (70)	968
Cable TV: Subscribed in past	50% (378)	45% (341)	5% (36)	756
Cable TV: Never subscribed	49% (232)	41% (196)	10% (48)	476
Satellite TV: Currently subscribe	51% (257)	40% (206)	9% (45)	508
Satellite TV: Subscribed in past	51% (308)	44% (266)	4% (26)	601
Satellite TV: Never subscribed	46% (501)	46% (507)	8% (84)	1092
Streaming Services: Currently subscribe	52% (710)	41% (559)	6% (84)	1353
Streaming Services: Subscribed in past	52% (110)	42% (88)	5% (12)	210
Streaming Services: Never subscribed	39% (246)	52% (332)	9% (59)	637

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	48% (1067)	44% (979)	7% (155)	2200
Film: An avid fan	73% (514)	25% (173)	3% (18)	706
Film: A casual fan	39% (473)	57% (688)	5% (56)	1218
Film: Not a fan	28% (79)	42% (117)	29% (81)	276
Television: An avid fan	60% (572)	36% (348)	4% (38)	958
Television: A casual fan	40% (420)	54% (571)	6% (66)	1058
Television: Not a fan	40% (74)	33% (60)	27% (50)	184
Music: An avid fan	100% (1067)	— (0)	— (0)	1067
Music: A casual fan	— (0)	100% (979)	— (0)	979
Music: Not a fan	— (0)	— (0)	100% (155)	155
Fashion: An avid fan	81% (247)	17% (51)	2% (6)	304
Fashion: A casual fan	51% (455)	46% (409)	4% (33)	897
Fashion: Not a fan	36% (364)	52% (519)	12% (115)	999
Oscars watchers	55% (506)	41% (384)	4% (38)	929
Grammy Awards watchers	60% (540)	37% (333)	3% (24)	896
Golden Globes watchers	56% (398)	40% (282)	4% (29)	710
People's Choice Awards watchers	61% (392)	35% (227)	4% (25)	644
Primetime Emmy Awards watchers	55% (340)	41% (257)	4% (23)	619
Daytime Emmy Awards watchers	60% (233)	36% (140)	5% (18)	391
MTV Movie and TV Awards watchers	65% (409)	32% (202)	3% (21)	632
MTV Video Music Awards watchers	68% (418)	30% (186)	2% (14)	618
Teen Choice Awards watchers	64% (219)	32% (108)	4% (12)	340

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

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

Fashion

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	14%	(304)	41%	(897)	45%	(999)	2200
Gender: Male	11%	(115)	31%	(327)	58%	(619)	1062
Gender: Female	17%	(189)	50%	(569)	33%	(380)	1138
Age: 18-34	24%	(159)	43%	(281)	33%	(215)	655
Age: 35-44	16%	(57)	44%	(159)	40%	(142)	358
Age: 45-64	9%	(64)	38%	(282)	54%	(405)	751
Age: 65+	6%	(25)	40%	(175)	54%	(237)	436
GenZers: 1997-2012	28%	(92)	40%	(128)	32%	(102)	323
Millennials: 1981-1996	20%	(101)	45%	(228)	35%	(174)	503
GenXers: 1965-1980	12%	(65)	39%	(220)	49%	(273)	558
Baby Boomers: 1946-1964	6%	(42)	40%	(288)	54%	(391)	722
PID: Dem (no lean)	18%	(148)	43%	(347)	38%	(309)	804
PID: Ind (no lean)	13%	(90)	38%	(269)	49%	(341)	701
PID: Rep (no lean)	9%	(66)	40%	(281)	50%	(349)	696
PID/Gender: Dem Men	16%	(57)	31%	(115)	53%	(197)	368
PID/Gender: Dem Women	21%	(91)	53%	(232)	26%	(112)	435
PID/Gender: Ind Men	9%	(30)	32%	(107)	59%	(200)	337
PID/Gender: Ind Women	16%	(60)	45%	(163)	39%	(142)	364
PID/Gender: Rep Men	8%	(28)	30%	(106)	62%	(223)	357
PID/Gender: Rep Women	11%	(38)	52%	(175)	37%	(126)	339
Ideo: Liberal (1-3)	18%	(115)	43%	(270)	39%	(246)	632
Ideo: Moderate (4)	11%	(63)	45%	(244)	44%	(240)	546
Ideo: Conservative (5-7)	9%	(70)	39%	(291)	52%	(392)	753
Educ: < College	15%	(231)	41%	(618)	44%	(663)	1512
Educ: Bachelors degree	9%	(39)	42%	(187)	49%	(218)	444
Educ: Post-grad	14%	(34)	37%	(91)	49%	(119)	244
Income: Under 50k	15%	(180)	40%	(469)	45%	(529)	1178
Income: 50k-100k	11%	(75)	45%	(296)	44%	(286)	657
Income: 100k+	14%	(50)	36%	(132)	50%	(183)	365
Ethnicity: White	11%	(193)	39%	(679)	49%	(851)	1722
Ethnicity: Hispanic	24%	(84)	38%	(134)	38%	(132)	349
Ethnicity: Afr. Am.	23%	(64)	48%	(131)	29%	(79)	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	14%	(304)	41%	(897)	45%	(999)	2200
Ethnicity: Other	23%	(48)	43%	(87)	34%	(69)	204
All Christian	11%	(112)	41%	(408)	47%	(468)	988
All Non-Christian	20%	(22)	38%	(41)	42%	(45)	108
Atheist	9%	(9)	32%	(31)	59%	(57)	96
Agnostic/Nothing in particular	16%	(162)	41%	(416)	43%	(429)	1008
Religious Non-Protestant/Catholic	18%	(25)	38%	(53)	44%	(62)	140
Evangelical	14%	(83)	45%	(260)	41%	(237)	580
Non-Evangelical	12%	(92)	41%	(325)	48%	(381)	798
Community: Urban	18%	(99)	43%	(239)	39%	(217)	555
Community: Suburban	14%	(144)	40%	(418)	47%	(489)	1051
Community: Rural	10%	(61)	40%	(240)	49%	(293)	594
Employ: Private Sector	13%	(75)	42%	(242)	45%	(265)	582
Employ: Government	15%	(25)	38%	(62)	47%	(78)	165
Employ: Self-Employed	16%	(30)	40%	(74)	44%	(82)	186
Employ: Homemaker	10%	(16)	49%	(81)	41%	(66)	164
Employ: Retired	6%	(26)	40%	(185)	55%	(256)	467
Employ: Unemployed	19%	(56)	37%	(110)	44%	(130)	296
Employ: Other	21%	(39)	39%	(74)	40%	(77)	189
Military HH: Yes	12%	(44)	37%	(131)	51%	(181)	356
Military HH: No	14%	(260)	42%	(766)	44%	(818)	1844
RD/WT: Right Direction	11%	(74)	42%	(297)	47%	(330)	701
RD/WT: Wrong Track	15%	(231)	40%	(599)	45%	(669)	1499
Trump Job Approve	12%	(107)	41%	(369)	48%	(432)	909
Trump Job Disapprove	14%	(166)	42%	(482)	44%	(505)	1153
Trump Job Strongly Approve	12%	(60)	41%	(196)	47%	(229)	485
Trump Job Somewhat Approve	11%	(47)	41%	(173)	48%	(203)	424
Trump Job Somewhat Disapprove	13%	(32)	41%	(102)	46%	(114)	248
Trump Job Strongly Disapprove	15%	(134)	42%	(380)	43%	(391)	904
Favorable of Trump	11%	(95)	40%	(360)	49%	(435)	890
Unfavorable of Trump	15%	(175)	42%	(480)	43%	(501)	1156

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	14%	(304)	41%	(897)	45%	(999)	2200
Very Favorable of Trump	11%	(56)	40%	(205)	49%	(255)	515
Somewhat Favorable of Trump	10%	(39)	41%	(155)	48%	(180)	374
Somewhat Unfavorable of Trump	11%	(23)	40%	(87)	49%	(107)	217
Very Unfavorable of Trump	16%	(152)	42%	(393)	42%	(395)	939
#1 Issue: Economy	15%	(120)	44%	(344)	41%	(325)	789
#1 Issue: Security	10%	(23)	40%	(92)	50%	(115)	230
#1 Issue: Health Care	13%	(52)	38%	(148)	49%	(192)	392
#1 Issue: Medicare / Social Security	6%	(19)	41%	(122)	52%	(155)	296
#1 Issue: Women's Issues	35%	(33)	35%	(33)	30%	(29)	96
#1 Issue: Education	21%	(30)	41%	(60)	38%	(56)	146
#1 Issue: Energy	11%	(10)	44%	(40)	45%	(41)	91
#1 Issue: Other	11%	(17)	36%	(57)	54%	(86)	160
2018 House Vote: Democrat	13%	(97)	44%	(323)	43%	(318)	737
2018 House Vote: Republican	9%	(59)	40%	(251)	51%	(325)	636
2018 House Vote: Someone else	7%	(6)	34%	(29)	59%	(51)	86
2016 Vote: Hillary Clinton	14%	(96)	45%	(307)	41%	(280)	684
2016 Vote: Donald Trump	8%	(55)	38%	(255)	53%	(354)	665
2016 Vote: Other	4%	(6)	33%	(43)	63%	(82)	130
2016 Vote: Didn't Vote	20%	(147)	40%	(289)	39%	(283)	720
Voted in 2014: Yes	10%	(136)	41%	(534)	49%	(634)	1303
Voted in 2014: No	19%	(168)	40%	(363)	41%	(365)	897
2012 Vote: Barack Obama	13%	(101)	43%	(342)	44%	(348)	791
2012 Vote: Mitt Romney	7%	(35)	39%	(199)	54%	(272)	506
2012 Vote: Other	1%	(1)	34%	(30)	64%	(56)	87
2012 Vote: Didn't Vote	21%	(167)	40%	(322)	40%	(322)	811
4-Region: Northeast	13%	(52)	44%	(172)	43%	(170)	394
4-Region: Midwest	11%	(49)	41%	(191)	48%	(223)	462
4-Region: South	15%	(124)	42%	(347)	43%	(353)	824
4-Region: West	15%	(79)	36%	(187)	49%	(254)	520

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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	14%	(304)	41%	(897)	45%	(999)	2200
Watch TV: Every day	14%	(157)	42%	(454)	44%	(477)	1088
Watch TV: Several times per week	11%	(55)	43%	(212)	46%	(232)	500
Watch TV: About once per week	13%	(18)	43%	(59)	45%	(61)	138
Watch TV: Several times per month	18%	(22)	38%	(46)	44%	(53)	121
Watch TV: About once per month	19%	(12)	35%	(22)	47%	(30)	63
Watch TV: Less often than once per month	12%	(11)	49%	(44)	40%	(36)	91
Watch TV: Never	15%	(30)	30%	(59)	55%	(110)	199
Watch Movies: Every day	22%	(96)	41%	(178)	37%	(159)	433
Watch Movies: Several times per week	13%	(69)	46%	(254)	41%	(226)	549
Watch Movies: About once per week	10%	(37)	43%	(164)	47%	(179)	380
Watch Movies: Several times per month	10%	(23)	41%	(94)	48%	(110)	227
Watch Movies: About once per month	12%	(26)	38%	(80)	50%	(106)	212
Watch Movies: Less often than once per month	10%	(19)	35%	(67)	56%	(108)	193
Watch Movies: Never	16%	(34)	29%	(60)	54%	(112)	206
Watch Sporting Events: Every day	20%	(31)	33%	(52)	47%	(75)	158
Watch Sporting Events: Several times per week	12%	(32)	44%	(112)	44%	(114)	258
Watch Sporting Events: About once per week	18%	(36)	40%	(79)	42%	(84)	198
Watch Sporting Events: Several times per month	15%	(30)	42%	(88)	44%	(91)	209
Watch Sporting Events: About once per month	13%	(21)	45%	(72)	42%	(68)	161
Watch Sporting Events: Less often than once per month	12%	(46)	44%	(175)	44%	(172)	393
Watch Sporting Events: Never	13%	(108)	39%	(319)	48%	(396)	823
Cable TV: Currently subscribe	14%	(133)	41%	(397)	45%	(438)	968
Cable TV: Subscribed in past	13%	(99)	44%	(330)	43%	(326)	756
Cable TV: Never subscribed	15%	(72)	36%	(169)	49%	(235)	476
Satellite TV: Currently subscribe	16%	(82)	46%	(235)	37%	(190)	508
Satellite TV: Subscribed in past	14%	(86)	41%	(246)	45%	(269)	601
Satellite TV: Never subscribed	12%	(136)	38%	(415)	49%	(540)	1092
Streaming Services: Currently subscribe	14%	(186)	43%	(581)	43%	(586)	1353
Streaming Services: Subscribed in past	21%	(43)	41%	(87)	38%	(80)	210
Streaming Services: Never subscribed	12%	(75)	36%	(229)	52%	(333)	637

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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	14%	(304)	41%	(897)	45%	(999)	2200
Film: An avid fan	25%	(173)	44%	(310)	32%	(222)	706
Film: A casual fan	9%	(104)	44%	(531)	48%	(583)	1218
Film: Not a fan	10%	(27)	20%	(55)	70%	(194)	276
Television: An avid fan	19%	(186)	43%	(411)	38%	(361)	958
Television: A casual fan	9%	(97)	42%	(441)	49%	(520)	1058
Television: Not a fan	11%	(21)	25%	(45)	64%	(118)	184
Music: An avid fan	23%	(247)	43%	(455)	34%	(364)	1067
Music: A casual fan	5%	(51)	42%	(409)	53%	(519)	979
Music: Not a fan	4%	(6)	22%	(33)	75%	(115)	155
Fashion: An avid fan	100%	(304)	—	(0)	—	(0)	304
Fashion: A casual fan	—	(0)	100%	(897)	—	(0)	897
Fashion: Not a fan	—	(0)	—	(0)	100%	(999)	999
Oscars watchers	18%	(164)	51%	(471)	32%	(294)	929
Grammy Awards watchers	21%	(192)	50%	(451)	28%	(253)	896
Golden Globes watchers	20%	(139)	51%	(365)	29%	(206)	710
People's Choice Awards watchers	23%	(151)	52%	(333)	25%	(160)	644
Primetime Emmy Awards watchers	20%	(124)	51%	(313)	30%	(183)	619
Daytime Emmy Awards watchers	22%	(87)	52%	(204)	26%	(101)	391
MTV Movie and TV Awards watchers	28%	(175)	50%	(315)	23%	(143)	632
MTV Video Music Awards watchers	27%	(166)	51%	(314)	22%	(138)	618
Teen Choice Awards watchers	33%	(112)	50%	(168)	17%	(59)	340

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

Table HRdem3_5: *In general, what kind of fan do you consider yourself of the following?*
 Sports

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	28%	(625)	37%	(813)	35%	(762)	2200
Gender: Male	46%	(493)	31%	(333)	22%	(236)	1062
Gender: Female	12%	(132)	42%	(480)	46%	(526)	1138
Age: 18-34	28%	(182)	37%	(245)	35%	(229)	655
Age: 35-44	40%	(142)	30%	(109)	30%	(107)	358
Age: 45-64	29%	(221)	34%	(258)	36%	(272)	751
Age: 65+	19%	(81)	46%	(201)	35%	(155)	436
GenZers: 1997-2012	24%	(77)	36%	(116)	40%	(129)	323
Millennials: 1981-1996	36%	(179)	36%	(181)	28%	(143)	503
GenXers: 1965-1980	35%	(195)	32%	(177)	33%	(186)	558
Baby Boomers: 1946-1964	21%	(151)	42%	(300)	37%	(270)	722
PID: Dem (no lean)	29%	(236)	37%	(294)	34%	(273)	804
PID: Ind (no lean)	26%	(181)	34%	(239)	40%	(280)	701
PID: Rep (no lean)	30%	(208)	40%	(279)	30%	(209)	696
PID/Gender: Dem Men	48%	(178)	26%	(97)	25%	(93)	368
PID/Gender: Dem Women	13%	(58)	45%	(198)	41%	(179)	435
PID/Gender: Ind Men	43%	(146)	34%	(114)	23%	(77)	337
PID/Gender: Ind Women	10%	(35)	35%	(126)	56%	(203)	364
PID/Gender: Rep Men	47%	(169)	34%	(123)	18%	(65)	357
PID/Gender: Rep Women	12%	(39)	46%	(156)	42%	(143)	339
Ideo: Liberal (1-3)	28%	(175)	35%	(221)	37%	(235)	632
Ideo: Moderate (4)	29%	(158)	39%	(211)	32%	(177)	546
Ideo: Conservative (5-7)	31%	(231)	39%	(293)	30%	(228)	753
Educ: < College	25%	(374)	38%	(573)	37%	(565)	1512
Educ: Bachelors degree	38%	(168)	33%	(147)	29%	(128)	444
Educ: Post-grad	34%	(83)	38%	(92)	28%	(69)	244
Income: Under 50k	21%	(253)	40%	(468)	39%	(457)	1178
Income: 50k-100k	33%	(216)	34%	(222)	33%	(219)	657
Income: 100k+	43%	(156)	34%	(123)	24%	(86)	365
Ethnicity: White	27%	(472)	37%	(630)	36%	(620)	1722
Ethnicity: Hispanic	27%	(94)	36%	(126)	37%	(130)	349
Ethnicity: Afr. Am.	33%	(90)	38%	(104)	29%	(80)	274

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Table HRdem3_5: In general, what kind of fan do you consider yourself of the following?

Sports

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	28%	(625)	37%	(813)	35%	(762)	2200
Ethnicity: Other	31%	(63)	39%	(79)	30%	(62)	204
All Christian	30%	(299)	38%	(374)	32%	(314)	988
All Non-Christian	36%	(39)	37%	(40)	27%	(29)	108
Atheist	32%	(30)	29%	(28)	39%	(38)	96
Agnostic/Nothing in particular	25%	(257)	37%	(370)	38%	(381)	1008
Religious Non-Protestant/Catholic	35%	(48)	38%	(53)	27%	(38)	140
Evangelical	30%	(174)	40%	(234)	30%	(173)	580
Non-Evangelical	28%	(224)	37%	(296)	35%	(278)	798
Community: Urban	31%	(173)	35%	(196)	33%	(186)	555
Community: Suburban	30%	(314)	38%	(397)	32%	(340)	1051
Community: Rural	23%	(138)	37%	(220)	40%	(237)	594
Employ: Private Sector	36%	(208)	36%	(210)	28%	(163)	582
Employ: Government	37%	(62)	34%	(55)	29%	(48)	165
Employ: Self-Employed	26%	(48)	35%	(64)	40%	(73)	186
Employ: Homemaker	10%	(16)	42%	(68)	49%	(80)	164
Employ: Retired	22%	(102)	43%	(201)	35%	(165)	467
Employ: Unemployed	30%	(89)	30%	(89)	40%	(118)	296
Employ: Other	29%	(54)	37%	(69)	35%	(66)	189
Military HH: Yes	32%	(115)	38%	(134)	30%	(107)	356
Military HH: No	28%	(510)	37%	(678)	36%	(655)	1844
RD/WT: Right Direction	33%	(228)	40%	(279)	28%	(194)	701
RD/WT: Wrong Track	27%	(397)	36%	(534)	38%	(567)	1499
Trump Job Approve	30%	(276)	39%	(353)	31%	(279)	909
Trump Job Disapprove	27%	(310)	36%	(416)	37%	(426)	1153
Trump Job Strongly Approve	30%	(146)	40%	(193)	30%	(146)	485
Trump Job Somewhat Approve	31%	(130)	38%	(161)	31%	(132)	424
Trump Job Somewhat Disapprove	29%	(73)	38%	(96)	32%	(80)	248
Trump Job Strongly Disapprove	26%	(237)	35%	(321)	38%	(347)	904
Favorable of Trump	30%	(263)	40%	(355)	31%	(272)	890
Unfavorable of Trump	27%	(318)	36%	(411)	37%	(427)	1156

Continued on next page

Table HRdem3_5: *In general, what kind of fan do you consider yourself of the following?*
 Sports

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	28%	(625)	37%	(813)	35%	(762)	2200
Very Favorable of Trump	30%	(157)	41%	(210)	29%	(149)	515
Somewhat Favorable of Trump	28%	(106)	39%	(146)	33%	(123)	374
Somewhat Unfavorable of Trump	31%	(68)	35%	(75)	34%	(74)	217
Very Unfavorable of Trump	27%	(250)	36%	(336)	38%	(353)	939
#1 Issue: Economy	34%	(266)	35%	(276)	31%	(248)	789
#1 Issue: Security	27%	(63)	36%	(82)	37%	(85)	230
#1 Issue: Health Care	29%	(114)	37%	(144)	34%	(135)	392
#1 Issue: Medicare / Social Security	22%	(65)	43%	(127)	35%	(103)	296
#1 Issue: Women's Issues	20%	(19)	44%	(42)	36%	(35)	96
#1 Issue: Education	26%	(39)	33%	(48)	40%	(59)	146
#1 Issue: Energy	26%	(24)	40%	(36)	34%	(31)	91
#1 Issue: Other	23%	(37)	36%	(57)	41%	(66)	160
2018 House Vote: Democrat	29%	(216)	40%	(292)	31%	(229)	737
2018 House Vote: Republican	31%	(195)	41%	(261)	28%	(179)	636
2018 House Vote: Someone else	30%	(26)	32%	(27)	39%	(33)	86
2016 Vote: Hillary Clinton	31%	(212)	38%	(258)	31%	(214)	684
2016 Vote: Donald Trump	29%	(190)	42%	(278)	30%	(197)	665
2016 Vote: Other	34%	(44)	29%	(37)	38%	(49)	130
2016 Vote: Didn't Vote	25%	(179)	33%	(238)	42%	(302)	720
Voted in 2014: Yes	30%	(394)	39%	(504)	31%	(405)	1303
Voted in 2014: No	26%	(231)	34%	(308)	40%	(357)	897
2012 Vote: Barack Obama	31%	(243)	38%	(302)	31%	(246)	791
2012 Vote: Mitt Romney	32%	(160)	39%	(197)	30%	(149)	506
2012 Vote: Other	22%	(19)	45%	(40)	33%	(29)	87
2012 Vote: Didn't Vote	25%	(204)	33%	(271)	41%	(336)	811
4-Region: Northeast	28%	(111)	39%	(155)	32%	(127)	394
4-Region: Midwest	28%	(127)	37%	(169)	36%	(166)	462
4-Region: South	28%	(231)	37%	(306)	35%	(287)	824
4-Region: West	30%	(156)	35%	(182)	35%	(183)	520

Continued on next page

Table HRdem3_5: In general, what kind of fan do you consider yourself of the following?

Sports

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	28%	(625)	37%	(813)	35%	(762)	2200
Watch TV: Every day	32%	(347)	36%	(393)	32%	(349)	1088
Watch TV: Several times per week	27%	(133)	39%	(193)	35%	(173)	500
Watch TV: About once per week	25%	(35)	41%	(57)	34%	(47)	138
Watch TV: Several times per month	26%	(31)	34%	(41)	40%	(49)	121
Watch TV: About once per month	14%	(9)	45%	(28)	41%	(26)	63
Watch TV: Less often than once per month	23%	(21)	46%	(42)	31%	(28)	91
Watch TV: Never	25%	(50)	29%	(58)	45%	(90)	199
Watch Movies: Every day	37%	(159)	34%	(147)	29%	(127)	433
Watch Movies: Several times per week	29%	(159)	37%	(205)	34%	(186)	549
Watch Movies: About once per week	33%	(124)	40%	(152)	27%	(104)	380
Watch Movies: Several times per month	25%	(58)	34%	(76)	41%	(93)	227
Watch Movies: About once per month	18%	(39)	42%	(90)	39%	(83)	212
Watch Movies: Less often than once per month	19%	(36)	45%	(87)	36%	(70)	193
Watch Movies: Never	25%	(51)	27%	(56)	48%	(99)	206
Watch Sporting Events: Every day	82%	(129)	14%	(22)	4%	(7)	158
Watch Sporting Events: Several times per week	76%	(195)	23%	(60)	1%	(2)	258
Watch Sporting Events: About once per week	51%	(101)	47%	(94)	2%	(3)	198
Watch Sporting Events: Several times per month	30%	(63)	65%	(136)	5%	(10)	209
Watch Sporting Events: About once per month	20%	(32)	70%	(113)	10%	(16)	161
Watch Sporting Events: Less often than once per month	13%	(52)	58%	(229)	29%	(112)	393
Watch Sporting Events: Never	6%	(53)	19%	(159)	74%	(611)	823
Cable TV: Currently subscribe	32%	(308)	38%	(367)	30%	(292)	968
Cable TV: Subscribed in past	25%	(190)	40%	(300)	35%	(265)	756
Cable TV: Never subscribed	27%	(127)	30%	(145)	43%	(205)	476
Satellite TV: Currently subscribe	31%	(159)	35%	(176)	34%	(172)	508
Satellite TV: Subscribed in past	28%	(169)	38%	(231)	34%	(201)	601
Satellite TV: Never subscribed	27%	(297)	37%	(406)	36%	(388)	1092
Streaming Services: Currently subscribe	29%	(391)	36%	(484)	35%	(478)	1353
Streaming Services: Subscribed in past	27%	(57)	40%	(84)	33%	(69)	210
Streaming Services: Never subscribed	28%	(178)	38%	(245)	34%	(215)	637

Continued on next page

Table HRdem3_5: *In general, what kind of fan do you consider yourself of the following?*
 Sports

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	28%	(625)	37%	(813)	35%	(762)	2200
Film: An avid fan	40%	(286)	31%	(222)	28%	(198)	706
Film: A casual fan	24%	(290)	42%	(513)	34%	(415)	1218
Film: Not a fan	18%	(50)	28%	(77)	54%	(149)	276
Television: An avid fan	37%	(357)	33%	(314)	30%	(287)	958
Television: A casual fan	22%	(235)	42%	(447)	36%	(376)	1058
Television: Not a fan	18%	(34)	28%	(51)	54%	(99)	184
Music: An avid fan	37%	(397)	34%	(360)	29%	(309)	1067
Music: A casual fan	22%	(213)	42%	(411)	36%	(355)	979
Music: Not a fan	10%	(16)	27%	(41)	63%	(98)	155
Fashion: An avid fan	35%	(105)	37%	(111)	29%	(88)	304
Fashion: A casual fan	26%	(235)	41%	(371)	32%	(291)	897
Fashion: Not a fan	29%	(285)	33%	(331)	38%	(383)	999
Oscars watchers	35%	(324)	41%	(382)	24%	(222)	929
Grammy Awards watchers	33%	(298)	42%	(376)	25%	(222)	896
Golden Globes watchers	36%	(259)	41%	(289)	23%	(162)	710
People's Choice Awards watchers	34%	(217)	43%	(275)	24%	(153)	644
Primetime Emmy Awards watchers	36%	(223)	42%	(257)	22%	(139)	619
Daytime Emmy Awards watchers	34%	(134)	44%	(174)	21%	(84)	391
MTV Movie and TV Awards watchers	36%	(226)	41%	(258)	23%	(148)	632
MTV Video Music Awards watchers	37%	(229)	42%	(260)	21%	(129)	618
Teen Choice Awards watchers	32%	(108)	42%	(144)	26%	(88)	340

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	323	15%
	Millennials: 1981-1996	503	23%
	GenXers: 1965-1980	558	25%
	Baby Boomers: 1946-1964	722	33%
	N	2105	
xpid3	PID: Dem (no lean)	804	37%
	PID: Ind (no lean)	701	32%
	PID: Rep (no lean)	696	32%
	N	2200	
xpidGender	PID/Gender: Dem Men	368	17%
	PID/Gender: Dem Women	435	20%
	PID/Gender: Ind Men	337	15%
	PID/Gender: Ind Women	364	17%
	PID/Gender: Rep Men	357	16%
	PID/Gender: Rep Women	339	15%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	632	29%
	Ideo: Moderate (4)	546	25%
	Ideo: Conservative (5-7)	753	34%
	N	1931	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1178	54%
	Income: 50k-100k	657	30%
	Income: 100k+	365	17%
	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	988	45%
	All Non-Christian	108	5%
	Atheist	96	4%
	Agnostic/Nothing in particular	1008	46%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	140	6%
xdemEvang	Evangelical	580	26%
	Non-Evangelical	798	36%
	N	1378	
xdemUsr	Community: Urban	555	25%
	Community: Suburban	1051	48%
	Community: Rural	594	27%
	N	2200	
xdemEmploy	Employ: Private Sector	582	26%
	Employ: Government	165	7%
	Employ: Self-Employed	186	8%
	Employ: Homemaker	164	7%
	Employ: Retired	467	21%
	Employ: Unemployed	296	13%
	Employ: Other	189	9%
	N	2049	
xdemMilHH1	Military HH: Yes	356	16%
	Military HH: No	1844	84%
	N	2200	
xnr1	RD/WT: Right Direction	701	32%
	RD/WT: Wrong Track	1499	68%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	909	41%
	Trump Job Disapprove	1153	52%
	N	2061	
Trump_Approve2	Trump Job Strongly Approve	485	22%
	Trump Job Somewhat Approve	424	19%
	Trump Job Somewhat Disapprove	248	11%
	Trump Job Strongly Disapprove	904	41%
	N	2061	
Trump_Fav	Favorable of Trump	890	40%
	Unfavorable of Trump	1156	53%
	N	2046	
Trump_Fav_FULL	Very Favorable of Trump	515	23%
	Somewhat Favorable of Trump	374	17%
	Somewhat Unfavorable of Trump	217	10%
	Very Unfavorable of Trump	939	43%
	N	2046	
xnr3	#1 Issue: Economy	789	36%
	#1 Issue: Security	230	10%
	#1 Issue: Health Care	392	18%
	#1 Issue: Medicare / Social Security	296	13%
	#1 Issue: Women's Issues	96	4%
	#1 Issue: Education	146	7%
	#1 Issue: Energy	91	4%
	#1 Issue: Other	160	7%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	737	34%
	2018 House Vote: Republican	636	29%
	2018 House Vote: Someone else	86	4%
	N	1460	
xsubVote16O	2016 Vote: Hillary Clinton	684	31%
	2016 Vote: Donald Trump	665	30%
	2016 Vote: Other	130	6%
	2016 Vote: Didn't Vote	720	33%
	N	2198	
xsubVote14O	Voted in 2014: Yes	1303	59%
	Voted in 2014: No	897	41%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	791	36%
	2012 Vote: Mitt Romney	506	23%
	2012 Vote: Other	87	4%
	2012 Vote: Didn't Vote	811	37%
	N	2194	
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	1088	49%
	Watch TV: Several times per week	500	23%
	Watch TV: About once per week	138	6%
	Watch TV: Several times per month	121	5%
	Watch TV: About once per month	63	3%
	Watch TV: Less often than once per month	91	4%
	Watch TV: Never	199	9%
N	2200		
HRdem1_2	Watch Movies: Every day	433	20%
	Watch Movies: Several times per week	549	25%
	Watch Movies: About once per week	380	17%
	Watch Movies: Several times per month	227	10%
	Watch Movies: About once per month	212	10%
	Watch Movies: Less often than once per month	193	9%
	Watch Movies: Never	206	9%
N	2200		
HRdem1_3	Watch Sporting Events: Every day	158	7%
	Watch Sporting Events: Several times per week	258	12%
	Watch Sporting Events: About once per week	198	9%
	Watch Sporting Events: Several times per month	209	10%
	Watch Sporting Events: About once per month	161	7%
	Watch Sporting Events: Less often than once per month	393	18%
	Watch Sporting Events: Never	823	37%
N	2200		
HRdem2_1	Cable TV: Currently subscribe	968	44%
	Cable TV: Subscribed in past	756	34%
	Cable TV: Never subscribed	476	22%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
HRdem2_2	Satellite TV: Currently subscribe	508	23%
	Satellite TV: Subscribed in past	601	27%
	Satellite TV: Never subscribed	1092	50%
	N	2200	
HRdem2_3	Streaming Services: Currently subscribe	1353	61%
	Streaming Services: Subscribed in past	210	10%
	Streaming Services: Never subscribed	637	29%
	N	2200	
HRdem3_1	Film: An avid fan	706	32%
	Film: A casual fan	1218	55%
	Film: Not a fan	276	13%
	N	2200	
HRdem3_2	Television: An avid fan	958	44%
	Television: A casual fan	1058	48%
	Television: Not a fan	184	8%
	N	2200	
HRdem3_3	Music: An avid fan	1067	48%
	Music: A casual fan	979	44%
	Music: Not a fan	155	7%
	N	2200	
HRdem3_4	Fashion: An avid fan	304	14%
	Fashion: A casual fan	897	41%
	Fashion: Not a fan	999	45%
	N	2200	
HRxdem1	Oscars watchers	929	42%
HRxdem2	Grammy Awards watchers	896	41%
HRxdem3	Golden Globes watchers	710	32%
HRxdem4	People's Choice Awards watchers	644	29%
HRxdem5	Primetime Emmy Awards watchers	619	28%
HRxdem6	Daytime Emmy Awards watchers	391	18%
HRxdem7	MTV Movie and TV Awards watchers	632	29%
HRxdem8	MTV Video Music Awards watchers	618	28%
HRxdem9	Teen Choice Awards watchers	340	15%

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

The logo consists of a stylized 'M' shape formed by two overlapping chevron-like shapes pointing downwards.

MORNING CONSULT