



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.

Table Index

1	Table HR1_1: <i>In general, how often do you watch the following awards shows? Academy Awards (Oscars)</i>	8
2	Table HR1_2: <i>In general, how often do you watch the following awards shows? Grammy Awards</i>	13
3	Table HR1_3: <i>In general, how often do you watch the following awards shows? Golden Globes</i>	18
4	Table HR1_4: <i>In general, how often do you watch the following awards shows? People's Choice Awards</i>	23
5	Table HR1_5: <i>In general, how often do you watch the following awards shows? Primetime Emmy Awards</i>	28
6	Table HR1_6: <i>In general, how often do you watch the following awards shows? Daytime Emmy Awards</i>	33
7	Table HR1_7: <i>In general, how often do you watch the following awards shows? MTV Movie & TV Awards</i>	38
8	Table HR1_8: <i>In general, how often do you watch the following awards shows? MTV Video Music Awards</i>	43
9	Table HR1_9: <i>In general, how often do you watch the following awards shows? Teen Choice Awards</i>	48
10	Table HR2: <i>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?</i>	53
11	Table HR3_1: <i>And specifically, how interested would you be in the following if they were held virtually? Academy Awards (Oscars)</i>	58
12	Table HR3_2: <i>And specifically, how interested would you be in the following if they were held virtually? Grammy Awards</i>	63
13	Table HR3_3: <i>And specifically, how interested would you be in the following if they were held virtually? Golden Globes</i>	68
14	Table HR3_4: <i>And specifically, how interested would you be in the following if they were held virtually? People's Choice Awards</i>	73
15	Table HR3_5: <i>And specifically, how interested would you be in the following if they were held virtually? Primetime Emmy Awards</i>	78
16	Table HR3_6: <i>And specifically, how interested would you be in the following if they were held virtually? Daytime Emmy Awards</i>	83
17	Table HR3_7: <i>And specifically, how interested would you be in the following if they were held virtually? MTV Movie & TV Awards</i>	88

18	Table HR3_8: <i>And specifically, how interested would you be in the following if they were held virtually? MTV Video Music Awards</i>	93
19	Table HR3_9: <i>And specifically, how interested would you be in the following if they were held virtually? Teen Choice Awards</i>	98
20	Table HR4: <i>Which of the following comes closest to your opinion even if neither is exactly right?</i>	103
21	Table HR5: <i>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?</i>	108
22	Table HR6: <i>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...</i>	113
23	Table HR7: <i>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?</i>	118
24	Table HR8: <i>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?</i>	123
25	Table HR9_1: <i>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'</i>	128
26	Table HR9_2: <i>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'</i>	133
27	Table HR9_3: <i>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'</i>	138
28	Table HR12: <i>Now on a different topic...How much have you seen, read, or heard about 'The Last Dance,' the documentary series about Michael Jordan and his final season with the Chicago Bulls (1997-1998)?</i>	143
29	Table HR13: <i>Did you watch 'The Last Dance,' the documentary series about Michael Jordan and his final season with the Chicago Bulls (1997-1998)?</i>	148
30	Table HR14: <i>And to what extent did you enjoy 'The Last Dance'?</i>	153
31	Table HR15_1: <i>How interested would you be in the following? Documentaries about a specific team's season</i>	157
32	Table HR15_2: <i>How interested would you be in the following? Documentaries about a specific athlete's career</i>	162

33	Table HR15_3: <i>How interested would you be in the following? Interviews with famous current athletes</i>	167
34	Table HR15_4: <i>How interested would you be in the following? Interviews with famous retired athletes</i>	172
35	Table HR16_1: <i>And specifically, how interested would you be in a documentary series or movie about the following athletes? LeBron James</i>	177
36	Table HR16_2: <i>And specifically, how interested would you be in a documentary series or movie about the following athletes? Tiger Woods</i>	182
37	Table HR16_3: <i>And specifically, how interested would you be in a documentary series or movie about the following athletes? Roger Federer</i>	187
38	Table HR16_4: <i>And specifically, how interested would you be in a documentary series or movie about the following athletes? Muhammad Ali</i>	192
39	Table HR16_5: <i>And specifically, how interested would you be in a documentary series or movie about the following athletes? Wayne Gretzky</i>	197
40	Table HR16_6: <i>And specifically, how interested would you be in a documentary series or movie about the following athletes? Cristiano Ronaldo</i>	202
41	Table HR16_7: <i>And specifically, how interested would you be in a documentary series or movie about the following athletes? Pele</i>	207
42	Table HR16_8: <i>And specifically, how interested would you be in a documentary series or movie about the following athletes? Michael Phelps</i>	212
43	Table HR16_9: <i>And specifically, how interested would you be in a documentary series or movie about the following athletes? Babe Ruth</i>	217
44	Table HR16_10: <i>And specifically, how interested would you be in a documentary series or movie about the following athletes? Lionel Messi</i>	222
45	Table HR16_11: <i>And specifically, how interested would you be in a documentary series or movie about the following athletes? Usain Bolt</i>	227
46	Table HR16_12: <i>And specifically, how interested would you be in a documentary series or movie about the following athletes? Kobe Bryant</i>	232
47	Table HR16_13: <i>And specifically, how interested would you be in a documentary series or movie about the following athletes? Serena Williams</i>	237
48	Table HR16_14: <i>And specifically, how interested would you be in a documentary series or movie about the following athletes? Billie Jean King</i>	242
49	Table HR16_15: <i>And specifically, how interested would you be in a documentary series or movie about the following athletes? Mia Hamm</i>	247
50	Table HR16_16: <i>And specifically, how interested would you be in a documentary series or movie about the following athletes? Lindsey Vonn</i>	252

51	Table HR16_17: <i>And specifically, how interested would you be in a documentary series or movie about the following athletes? Steffi Graf</i>	257
52	Table HR16_18: <i>And specifically, how interested would you be in a documentary series or movie about the following athletes? Abby Wambach</i>	262
53	Table HR16_19: <i>And specifically, how interested would you be in a documentary series or movie about the following athletes? Michelle Kwan</i>	267
54	Table HR16_20: <i>And specifically, how interested would you be in a documentary series or movie about the following athletes? Tonya Harding</i>	272
55	Table HR16_21: <i>And specifically, how interested would you be in a documentary series or movie about the following athletes? Tom Brady</i>	277
56	Table HR17_1: <i>And specifically, how interested would you be in a documentary series or movie about the following sports dynasties? The NBA's Golden State Warriors featuring Stephen Curry, Klay Thompson and Kevin Durant</i>	282
57	Table HR17_2: <i>And specifically, how interested would you be in a documentary series or movie about the following sports dynasties? The NFL's New England Patriots featuring Tom Brady and Bill Belichick</i>	287
58	Table HR17_3: <i>And specifically, how interested would you be in a documentary series or movie about the following sports dynasties? The NBA's San Antonio Spurs featuring Tim Duncan, Manu Ginobili and Tony Parker</i>	292
59	Table HR17_4: <i>And specifically, how interested would you be in a documentary series or movie about the following sports dynasties? The NBA's Los Angeles Lakers featuring Shaquille O'Neal, Kobe Bryant and Phil Jackson</i>	297
60	Table HR17_5: <i>And specifically, how interested would you be in a documentary series or movie about the following sports dynasties? The NFL's Dallas Cowboys featuring Troy Aikman, Emmitt Smith and Michael Irvin</i>	302
61	Table HR17_6: <i>And specifically, how interested would you be in a documentary series or movie about the following sports dynasties? The NHL's Detroit Red Wings featuring Steve Yzerman, Sergei Federov and Nicklas Lidström</i>	307
62	Table HR17_7: <i>And specifically, how interested would you be in a documentary series or movie about the following sports dynasties? The NBA's Los Angeles Lakers featuring Magic Johnson, James Worthy and Kareem Abul-Jabbar</i>	312
63	Table HR17_8: <i>And specifically, how interested would you be in a documentary series or movie about the following sports dynasties? The MLB's San Francisco Giants featuring Madison Bumgarner, Buster Posey and Pablo Sandoval</i>	317
64	Table HR17_9: <i>And specifically, how interested would you be in a documentary series or movie about the following sports dynasties? The MLB's New York Yankees featuring Derek Jeter, Roger Clemens and Mariano Rivera</i>	322

65	Table HR17_10: <i>And specifically, how interested would you be in a documentary series or movie about the following sports dynasties? The NBA's Boston Celtics featuring Larry Bird, Kevin McHale and Robert Parrish</i>	327
66	Table HR17_11: <i>And specifically, how interested would you be in a documentary series or movie about the following sports dynasties? The NHL's Edmonton Oilers featuring Wayne Gretzky, Mark Messier and Paul Coffey</i>	332
67	Table HR17_12: <i>And specifically, how interested would you be in a documentary series or movie about the following sports dynasties? The NHL's New York Islanders featuring Mike Bossy, Bryan Trottier and Denis Potvin</i>	337
68	Table HR18_1: <i>Thinking of sports documentary series or movies, would the following make you more or less likely to watch? Rare or never-before-seen footage</i>	342
69	Table HR18_2: <i>Thinking of sports documentary series or movies, would the following make you more or less likely to watch? Exclusive interviews</i>	347
70	Table HR18_3: <i>Thinking of sports documentary series or movies, would the following make you more or less likely to watch? Interviews with athletes' families</i>	352
71	Table HR18_4: <i>Thinking of sports documentary series or movies, would the following make you more or less likely to watch? Interviews with athletes' coaches and trainers</i>	357
72	Table HR18_5: <i>Thinking of sports documentary series or movies, would the following make you more or less likely to watch? Interviews with athletes' entourage, including friends and security guards</i>	362
73	Table HR18_6: <i>Thinking of sports documentary series or movies, would the following make you more or less likely to watch? Behind-the-scenes footage</i>	367
74	Table HRdem1_1: <i>How often do you watch or stream the following? TV shows</i>	372
75	Table HRdem1_2: <i>How often do you watch or stream the following? Movies</i>	377
76	Table HRdem1_3: <i>How often do you watch or stream the following? Sporting events</i>	383
77	Table HRdem2_1: <i>Do you, or anyone in your household, subscribe to the following? Cable television</i>	389
78	Table HRdem2_2: <i>Do you, or anyone in your household, subscribe to the following? Satellite television</i>	394
79	Table HRdem2_3: <i>Do you, or anyone in your household, subscribe to the following? Streaming service(s)</i>	399
80	Table HRdem3_1: <i>In general, what kind of fan do you consider yourself of the following? Film</i>	404
81	Table HRdem3_2: <i>In general, what kind of fan do you consider yourself of the following? Television</i>	409
82	Table HRdem3_3: <i>In general, what kind of fan do you consider yourself of the following? Music</i>	414

83	Table HRdem3_4: <i>In general, what kind of fan do you consider yourself of the following?</i> <i>Fashion</i>	419
84	Table HRdem3_5: <i>In general, what kind of fan do you consider yourself of the following?</i> <i>Sports</i>	424
85	Summary Statistics of Survey Respondent Demographics	429

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

Continued on next page

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

Continued on next page

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

Continued on next page

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

Continued on next page

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

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

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

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
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

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

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
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

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
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

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

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

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
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

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
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

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

Continued on next page

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

Continued on next page

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

Continued on next page

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

Continued on next page

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

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

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
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

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
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

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
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

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

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
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

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
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

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

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

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

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
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

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

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
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

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
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

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

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
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

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

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
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

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

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
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

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

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
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

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

Table 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
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

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
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

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

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
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

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

Continued on next page

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

Continued on next page

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

Continued on next page

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

Continued on next page

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

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

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
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

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
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

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

Table HR9_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

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
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

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
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

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
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

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

Continued on next page

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

Continued on next page

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

Continued on next page

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

Continued on next page

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

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

Continued on next page

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

Continued on next page

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

Continued on next page

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

Continued on next page

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

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

Table HR12: Now on a different topic...How much have you seen, read, or heard about 'The Last Dance,' the documentary series about Michael Jordan and his final season with the Chicago Bulls (1997-1998)?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(340)	21%	(455)	20%	(436)	44%	(969)	2200
Gender: Male	24%	(255)	21%	(225)	19%	(197)	36%	(385)	1062
Gender: Female	7%	(85)	20%	(231)	21%	(239)	51%	(584)	1138
Age: 18-34	19%	(122)	18%	(115)	19%	(125)	45%	(293)	655
Age: 35-44	26%	(95)	22%	(77)	21%	(75)	31%	(111)	358
Age: 45-64	12%	(91)	21%	(159)	18%	(138)	48%	(363)	751
Age: 65+	7%	(32)	24%	(104)	22%	(98)	46%	(202)	436
GenZers: 1997-2012	13%	(41)	15%	(48)	19%	(60)	54%	(174)	323
Millennials: 1981-1996	27%	(134)	21%	(105)	18%	(92)	34%	(172)	503
GenXers: 1965-1980	17%	(97)	21%	(117)	20%	(110)	42%	(233)	558
Baby Boomers: 1946-1964	8%	(60)	23%	(167)	22%	(156)	47%	(338)	722
PID: Dem (no lean)	20%	(157)	25%	(201)	18%	(144)	38%	(302)	804
PID: Ind (no lean)	13%	(91)	17%	(118)	21%	(149)	49%	(344)	701
PID: Rep (no lean)	13%	(92)	20%	(137)	21%	(143)	46%	(323)	696
PID/Gender: Dem Men	27%	(101)	23%	(84)	16%	(60)	34%	(123)	368
PID/Gender: Dem Women	13%	(56)	27%	(117)	19%	(84)	41%	(179)	435
PID/Gender: Ind Men	23%	(78)	18%	(62)	21%	(70)	38%	(127)	337
PID/Gender: Ind Women	4%	(13)	15%	(55)	22%	(79)	59%	(216)	364
PID/Gender: Rep Men	21%	(77)	22%	(78)	19%	(67)	38%	(134)	357
PID/Gender: Rep Women	5%	(16)	17%	(58)	22%	(76)	56%	(189)	339
Ideo: Liberal (1-3)	19%	(119)	24%	(155)	17%	(109)	39%	(249)	632
Ideo: Moderate (4)	16%	(88)	24%	(130)	20%	(108)	40%	(221)	546
Ideo: Conservative (5-7)	15%	(116)	20%	(148)	23%	(174)	42%	(315)	753
Educ: < College	11%	(172)	18%	(279)	20%	(296)	51%	(766)	1512
Educ: Bachelors degree	26%	(117)	24%	(108)	20%	(87)	30%	(131)	444
Educ: Post-grad	21%	(51)	28%	(68)	22%	(53)	29%	(71)	244
Income: Under 50k	11%	(129)	19%	(224)	18%	(217)	52%	(608)	1178
Income: 50k-100k	18%	(115)	22%	(146)	22%	(144)	38%	(252)	657
Income: 100k+	26%	(96)	24%	(86)	21%	(75)	30%	(108)	365
Ethnicity: White	13%	(226)	20%	(353)	20%	(346)	46%	(796)	1722
Ethnicity: Hispanic	18%	(61)	17%	(61)	18%	(61)	47%	(166)	349
Ethnicity: Afr. Am.	28%	(77)	23%	(64)	17%	(47)	32%	(87)	274

Continued on next page

Table HR12: *Now on a different topic...How much have you seen, read, or heard about 'The Last Dance,' the documentary series about Michael Jordan and his final season with the Chicago Bulls (1997-1998)?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(340)	21%	(455)	20%	(436)	44%	(969)	2200
Ethnicity: Other	18%	(37)	19%	(39)	21%	(42)	42%	(86)	204
All Christian	17%	(165)	22%	(220)	23%	(224)	38%	(379)	988
All Non-Christian	24%	(26)	19%	(21)	23%	(25)	33%	(36)	108
Atheist	18%	(17)	21%	(20)	14%	(14)	46%	(44)	96
Agnostic/Nothing in particular	13%	(131)	19%	(194)	17%	(173)	51%	(510)	1008
Religious Non-Protestant/Catholic	25%	(35)	18%	(25)	24%	(34)	33%	(46)	140
Evangelical	15%	(86)	19%	(108)	23%	(134)	43%	(252)	580
Non-Evangelical	16%	(128)	23%	(186)	20%	(163)	40%	(321)	798
Community: Urban	18%	(98)	22%	(125)	19%	(107)	41%	(225)	555
Community: Suburban	18%	(190)	21%	(225)	19%	(200)	41%	(436)	1051
Community: Rural	9%	(52)	18%	(106)	22%	(128)	52%	(308)	594
Employ: Private Sector	23%	(132)	22%	(129)	21%	(122)	34%	(200)	582
Employ: Government	25%	(42)	28%	(46)	14%	(24)	33%	(54)	165
Employ: Self-Employed	16%	(30)	20%	(37)	22%	(41)	42%	(78)	186
Employ: Homemaker	7%	(11)	15%	(25)	16%	(26)	62%	(101)	164
Employ: Retired	8%	(36)	24%	(114)	22%	(103)	46%	(214)	467
Employ: Unemployed	12%	(36)	15%	(44)	20%	(60)	53%	(157)	296
Employ: Other	15%	(28)	15%	(29)	16%	(31)	54%	(101)	189
Military HH: Yes	18%	(66)	16%	(56)	24%	(86)	41%	(148)	356
Military HH: No	15%	(274)	22%	(399)	19%	(349)	45%	(822)	1844
RD/WT: Right Direction	16%	(112)	20%	(143)	20%	(140)	44%	(307)	701
RD/WT: Wrong Track	15%	(228)	21%	(313)	20%	(296)	44%	(662)	1499
Trump Job Approve	14%	(123)	18%	(162)	21%	(195)	47%	(428)	909
Trump Job Disapprove	18%	(203)	25%	(284)	19%	(214)	39%	(451)	1153
Trump Job Strongly Approve	14%	(67)	16%	(79)	18%	(89)	52%	(250)	485
Trump Job Somewhat Approve	13%	(56)	20%	(83)	25%	(106)	42%	(178)	424
Trump Job Somewhat Disapprove	17%	(42)	26%	(65)	23%	(57)	34%	(84)	248
Trump Job Strongly Disapprove	18%	(161)	24%	(219)	17%	(157)	41%	(367)	904
Favorable of Trump	14%	(121)	19%	(169)	21%	(190)	46%	(409)	890
Unfavorable of Trump	18%	(206)	24%	(275)	19%	(224)	39%	(451)	1156

Continued on next page

Table HR12: Now on a different topic...How much have you seen, read, or heard about 'The Last Dance,' the documentary series about Michael Jordan and his final season with the Chicago Bulls (1997-1998)?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(340)	21%	(455)	20%	(436)	44%	(969)	2200
Very Favorable of Trump	14%	(74)	16%	(83)	19%	(96)	51%	(262)	515
Somewhat Favorable of Trump	13%	(47)	23%	(86)	25%	(94)	39%	(147)	374
Somewhat Unfavorable of Trump	18%	(40)	22%	(49)	21%	(46)	38%	(83)	217
Very Unfavorable of Trump	18%	(166)	24%	(227)	19%	(178)	39%	(368)	939
#1 Issue: Economy	18%	(139)	21%	(168)	19%	(153)	42%	(329)	789
#1 Issue: Security	8%	(18)	20%	(46)	23%	(52)	50%	(114)	230
#1 Issue: Health Care	18%	(71)	26%	(103)	20%	(78)	36%	(140)	392
#1 Issue: Medicare / Social Security	9%	(26)	22%	(64)	19%	(56)	51%	(150)	296
#1 Issue: Women's Issues	16%	(15)	12%	(11)	22%	(21)	50%	(48)	96
#1 Issue: Education	22%	(32)	17%	(25)	19%	(28)	42%	(61)	146
#1 Issue: Energy	26%	(24)	18%	(16)	16%	(15)	40%	(36)	91
#1 Issue: Other	9%	(14)	13%	(22)	20%	(33)	57%	(92)	160
2018 House Vote: Democrat	21%	(154)	26%	(194)	20%	(147)	33%	(243)	737
2018 House Vote: Republican	16%	(99)	21%	(136)	20%	(126)	43%	(274)	636
2018 House Vote: Someone else	11%	(10)	15%	(13)	26%	(23)	48%	(41)	86
2016 Vote: Hillary Clinton	22%	(149)	25%	(172)	20%	(140)	33%	(223)	684
2016 Vote: Donald Trump	14%	(93)	21%	(142)	20%	(134)	44%	(296)	665
2016 Vote: Other	17%	(22)	25%	(32)	21%	(28)	37%	(48)	130
2016 Vote: Didn't Vote	11%	(76)	15%	(109)	19%	(135)	56%	(400)	720
Voted in 2014: Yes	17%	(225)	23%	(305)	21%	(269)	39%	(504)	1303
Voted in 2014: No	13%	(115)	17%	(150)	19%	(167)	52%	(465)	897
2012 Vote: Barack Obama	21%	(162)	27%	(216)	19%	(149)	33%	(264)	791
2012 Vote: Mitt Romney	16%	(80)	20%	(104)	22%	(113)	41%	(209)	506
2012 Vote: Other	9%	(8)	19%	(16)	15%	(13)	57%	(50)	87
2012 Vote: Didn't Vote	11%	(90)	15%	(119)	20%	(159)	55%	(442)	811
4-Region: Northeast	16%	(64)	19%	(76)	18%	(72)	46%	(182)	394
4-Region: Midwest	17%	(77)	23%	(106)	20%	(93)	40%	(186)	462
4-Region: South	13%	(109)	22%	(185)	21%	(177)	43%	(353)	824
4-Region: West	17%	(90)	17%	(89)	18%	(93)	48%	(247)	520

Continued on next page

Table HR12: *Now on a different topic...How much have you seen, read, or heard about 'The Last Dance,' the documentary series about Michael Jordan and his final season with the Chicago Bulls (1997-1998)?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(340)	21%	(455)	20%	(436)	44%	(969)	2200
Watch TV: Every day	18%	(201)	22%	(241)	19%	(207)	40%	(439)	1088
Watch TV: Several times per week	16%	(82)	20%	(102)	20%	(98)	44%	(218)	500
Watch TV: About once per week	15%	(20)	18%	(25)	19%	(27)	48%	(66)	138
Watch TV: Several times per month	8%	(10)	30%	(36)	27%	(32)	35%	(42)	121
Watch TV: About once per month	5%	(3)	19%	(12)	21%	(13)	55%	(35)	63
Watch TV: Less often than once per month	8%	(8)	16%	(15)	28%	(26)	47%	(43)	91
Watch TV: Never	8%	(16)	13%	(25)	16%	(33)	63%	(126)	199
Watch Movies: Every day	24%	(104)	19%	(84)	16%	(67)	41%	(178)	433
Watch Movies: Several times per week	18%	(100)	20%	(112)	22%	(121)	39%	(217)	549
Watch Movies: About once per week	16%	(59)	25%	(95)	22%	(82)	38%	(143)	380
Watch Movies: Several times per month	13%	(30)	26%	(59)	23%	(52)	38%	(85)	227
Watch Movies: About once per month	9%	(20)	17%	(35)	20%	(42)	54%	(114)	212
Watch Movies: Less often than once per month	8%	(15)	21%	(41)	18%	(35)	53%	(103)	193
Watch Movies: Never	6%	(11)	14%	(28)	18%	(36)	63%	(129)	206
Watch Sporting Events: Every day	57%	(89)	21%	(33)	8%	(13)	15%	(23)	158
Watch Sporting Events: Several times per week	40%	(102)	26%	(68)	18%	(47)	16%	(41)	258
Watch Sporting Events: About once per week	18%	(35)	32%	(64)	23%	(46)	27%	(54)	198
Watch Sporting Events: Several times per month	17%	(36)	26%	(54)	26%	(55)	31%	(65)	209
Watch Sporting Events: About once per month	10%	(16)	23%	(37)	21%	(34)	46%	(74)	161
Watch Sporting Events: Less often than once per month	11%	(42)	23%	(92)	24%	(93)	42%	(166)	393
Watch Sporting Events: Never	2%	(20)	13%	(109)	18%	(148)	66%	(546)	823
Cable TV: Currently subscribe	17%	(166)	23%	(223)	19%	(185)	41%	(395)	968
Cable TV: Subscribed in past	14%	(106)	21%	(158)	23%	(171)	43%	(322)	756
Cable TV: Never subscribed	14%	(68)	16%	(75)	17%	(80)	53%	(253)	476
Satellite TV: Currently subscribe	19%	(96)	20%	(102)	21%	(105)	40%	(205)	508
Satellite TV: Subscribed in past	16%	(97)	20%	(119)	22%	(130)	42%	(255)	601
Satellite TV: Never subscribed	13%	(147)	21%	(234)	18%	(201)	47%	(509)	1092
Streaming Services: Currently subscribe	17%	(233)	22%	(293)	20%	(269)	41%	(557)	1353
Streaming Services: Subscribed in past	12%	(26)	21%	(44)	18%	(39)	49%	(102)	210
Streaming Services: Never subscribed	13%	(81)	19%	(118)	20%	(128)	49%	(309)	637

Continued on next page

Table HR12: *Now on a different topic...How much have you seen, read, or heard about 'The Last Dance,' the documentary series about Michael Jordan and his final season with the Chicago Bulls (1997-1998)?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(340)	21%	(455)	20%	(436)	44%	(969)	2200
Film: An avid fan	24%	(171)	22%	(152)	17%	(120)	37%	(264)	706
Film: A casual fan	13%	(158)	22%	(267)	22%	(264)	43%	(528)	1218
Film: Not a fan	4%	(11)	13%	(36)	19%	(52)	64%	(178)	276
Television: An avid fan	20%	(192)	24%	(233)	17%	(166)	38%	(367)	958
Television: A casual fan	13%	(137)	19%	(198)	22%	(233)	46%	(490)	1058
Television: Not a fan	6%	(11)	13%	(25)	20%	(37)	61%	(112)	184
Music: An avid fan	21%	(224)	20%	(218)	18%	(191)	41%	(433)	1067
Music: A casual fan	10%	(102)	22%	(214)	22%	(220)	45%	(442)	979
Music: Not a fan	9%	(13)	15%	(24)	15%	(24)	61%	(94)	155
Fashion: An avid fan	18%	(55)	18%	(54)	21%	(64)	43%	(132)	304
Fashion: A casual fan	17%	(150)	23%	(205)	21%	(186)	40%	(356)	897
Fashion: Not a fan	14%	(135)	20%	(197)	19%	(186)	48%	(481)	999

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

Table HR13: Did you watch 'The Last Dance,' the documentary series about Michael Jordan and his final season with the Chicago Bulls (1997-1998)?

Demographic	Yes, I watched all of it		Yes, I watched part of it		No, I did not watch any of it		Total N
Adults	9%	(206)	10%	(213)	81%	(1781)	2200
Gender: Male	14%	(154)	13%	(140)	72%	(768)	1062
Gender: Female	5%	(53)	6%	(73)	89%	(1012)	1138
Age: 18-34	11%	(72)	14%	(91)	75%	(493)	655
Age: 35-44	18%	(65)	14%	(51)	67%	(241)	358
Age: 45-64	8%	(60)	6%	(47)	86%	(644)	751
Age: 65+	2%	(10)	5%	(24)	92%	(403)	436
GenZers: 1997-2012	6%	(21)	13%	(41)	81%	(261)	323
Millennials: 1981-1996	18%	(89)	15%	(77)	67%	(337)	503
GenXers: 1965-1980	12%	(66)	9%	(52)	79%	(439)	558
Baby Boomers: 1946-1964	4%	(28)	6%	(41)	90%	(653)	722
PID: Dem (no lean)	12%	(95)	12%	(93)	77%	(616)	804
PID: Ind (no lean)	8%	(58)	8%	(56)	84%	(587)	701
PID: Rep (no lean)	8%	(53)	9%	(64)	83%	(578)	696
PID/Gender: Dem Men	19%	(69)	16%	(57)	66%	(242)	368
PID/Gender: Dem Women	6%	(26)	8%	(35)	86%	(374)	435
PID/Gender: Ind Men	13%	(42)	10%	(34)	77%	(260)	337
PID/Gender: Ind Women	4%	(16)	6%	(22)	90%	(327)	364
PID/Gender: Rep Men	12%	(42)	13%	(48)	75%	(267)	357
PID/Gender: Rep Women	3%	(11)	5%	(17)	92%	(311)	339
Ideo: Liberal (1-3)	11%	(70)	11%	(71)	78%	(490)	632
Ideo: Moderate (4)	8%	(46)	11%	(62)	80%	(439)	546
Ideo: Conservative (5-7)	10%	(74)	8%	(63)	82%	(616)	753
Educ: < College	7%	(105)	8%	(124)	85%	(1283)	1512
Educ: Bachelors degree	14%	(60)	14%	(63)	72%	(321)	444
Educ: Post-grad	17%	(41)	11%	(26)	73%	(177)	244
Income: Under 50k	6%	(75)	8%	(93)	86%	(1010)	1178
Income: 50k-100k	10%	(65)	12%	(77)	78%	(515)	657
Income: 100k+	18%	(67)	12%	(43)	70%	(255)	365
Ethnicity: White	8%	(145)	8%	(134)	84%	(1443)	1722
Ethnicity: Hispanic	14%	(49)	13%	(44)	73%	(257)	349
Ethnicity: Afr. Am.	14%	(38)	19%	(51)	68%	(185)	274

Continued on next page

Table HR13: *Did you watch 'The Last Dance,' the documentary series about Michael Jordan and his final season with the Chicago Bulls (1997-1998)?*

Demographic	Yes, I watched all of it		Yes, I watched part of it		No, I did not watch any of it		Total N
Adults	9%	(206)	10%	(213)	81%	(1781)	2200
Ethnicity: Other	11%	(23)	14%	(29)	75%	(152)	204
All Christian	9%	(93)	9%	(88)	82%	(807)	988
All Non-Christian	20%	(22)	11%	(12)	69%	(75)	108
Atheist	7%	(7)	6%	(6)	87%	(83)	96
Agnostic/Nothing in particular	8%	(85)	11%	(107)	81%	(816)	1008
Religious Non-Protestant/Catholic	21%	(30)	11%	(15)	68%	(95)	140
Evangelical	9%	(53)	9%	(53)	82%	(474)	580
Non-Evangelical	8%	(67)	10%	(80)	81%	(650)	798
Community: Urban	10%	(56)	11%	(63)	78%	(435)	555
Community: Suburban	11%	(111)	11%	(111)	79%	(829)	1051
Community: Rural	7%	(39)	7%	(39)	87%	(516)	594
Employ: Private Sector	14%	(81)	12%	(71)	74%	(431)	582
Employ: Government	14%	(24)	17%	(28)	69%	(113)	165
Employ: Self-Employed	10%	(19)	10%	(18)	80%	(149)	186
Employ: Homemaker	6%	(10)	11%	(18)	83%	(136)	164
Employ: Retired	3%	(12)	4%	(21)	93%	(435)	467
Employ: Unemployed	7%	(22)	5%	(16)	87%	(258)	296
Employ: Other	14%	(27)	10%	(19)	76%	(143)	189
Military HH: Yes	10%	(35)	8%	(29)	82%	(292)	356
Military HH: No	9%	(171)	10%	(184)	81%	(1489)	1844
RD/WT: Right Direction	11%	(74)	10%	(67)	80%	(560)	701
RD/WT: Wrong Track	9%	(132)	10%	(146)	81%	(1220)	1499
Trump Job Approve	9%	(81)	8%	(74)	83%	(754)	909
Trump Job Disapprove	9%	(108)	11%	(126)	80%	(919)	1153
Trump Job Strongly Approve	9%	(46)	8%	(40)	82%	(399)	485
Trump Job Somewhat Approve	8%	(35)	8%	(34)	84%	(355)	424
Trump Job Somewhat Disapprove	10%	(24)	12%	(30)	78%	(194)	248
Trump Job Strongly Disapprove	9%	(84)	11%	(95)	80%	(725)	904
Favorable of Trump	9%	(81)	8%	(68)	83%	(741)	890
Unfavorable of Trump	10%	(113)	11%	(126)	79%	(917)	1156

Continued on next page

Table HR13: *Did you watch 'The Last Dance,' the documentary series about Michael Jordan and his final season with the Chicago Bulls (1997-1998)?*

Demographic	Yes, I watched all of it		Yes, I watched part of it		No, I did not watch any of it		Total N
Adults	9%	(206)	10%	(213)	81%	(1781)	2200
Very Favorable of Trump	10%	(54)	8%	(43)	81%	(419)	515
Somewhat Favorable of Trump	7%	(27)	7%	(25)	86%	(322)	374
Somewhat Unfavorable of Trump	10%	(22)	14%	(31)	76%	(165)	217
Very Unfavorable of Trump	10%	(91)	10%	(95)	80%	(753)	939
#1 Issue: Economy	10%	(81)	10%	(80)	80%	(628)	789
#1 Issue: Security	7%	(15)	7%	(16)	86%	(199)	230
#1 Issue: Health Care	11%	(42)	12%	(48)	77%	(303)	392
#1 Issue: Medicare / Social Security	4%	(12)	6%	(18)	90%	(266)	296
#1 Issue: Women's Issues	9%	(8)	15%	(14)	76%	(73)	96
#1 Issue: Education	15%	(22)	11%	(16)	74%	(107)	146
#1 Issue: Energy	16%	(14)	15%	(13)	70%	(64)	91
#1 Issue: Other	7%	(12)	5%	(8)	88%	(141)	160
2018 House Vote: Democrat	12%	(87)	12%	(85)	77%	(566)	737
2018 House Vote: Republican	11%	(68)	10%	(62)	80%	(506)	636
2018 House Vote: Someone else	7%	(6)	10%	(9)	82%	(71)	86
2016 Vote: Hillary Clinton	11%	(77)	11%	(78)	77%	(528)	684
2016 Vote: Donald Trump	10%	(63)	8%	(51)	83%	(550)	665
2016 Vote: Other	10%	(14)	11%	(15)	78%	(102)	130
2016 Vote: Didn't Vote	7%	(52)	10%	(69)	83%	(598)	720
Voted in 2014: Yes	10%	(132)	10%	(127)	80%	(1045)	1303
Voted in 2014: No	8%	(74)	10%	(87)	82%	(735)	897
2012 Vote: Barack Obama	11%	(86)	12%	(93)	77%	(612)	791
2012 Vote: Mitt Romney	10%	(52)	7%	(36)	83%	(418)	506
2012 Vote: Other	7%	(6)	4%	(4)	89%	(78)	87
2012 Vote: Didn't Vote	8%	(62)	10%	(81)	82%	(668)	811
4-Region: Northeast	8%	(30)	9%	(36)	83%	(327)	394
4-Region: Midwest	11%	(50)	8%	(38)	81%	(374)	462
4-Region: South	7%	(54)	11%	(91)	82%	(680)	824
4-Region: West	14%	(73)	9%	(47)	77%	(400)	520

Continued on next page

Table HR13: Did you watch 'The Last Dance,' the documentary series about Michael Jordan and his final season with the Chicago Bulls (1997-1998)?

Demographic	Yes, I watched all of it		Yes, I watched part of it		No, I did not watch any of it		Total N
Adults	9%	(206)	10%	(213)	81%	(1781)	2200
Watch TV: Every day	9%	(98)	10%	(105)	81%	(885)	1088
Watch TV: Several times per week	13%	(63)	11%	(53)	77%	(384)	500
Watch TV: About once per week	8%	(11)	10%	(13)	82%	(114)	138
Watch TV: Several times per month	7%	(8)	9%	(11)	85%	(102)	121
Watch TV: About once per month	5%	(3)	9%	(6)	86%	(54)	63
Watch TV: Less often than once per month	4%	(3)	15%	(14)	81%	(74)	91
Watch TV: Never	9%	(19)	6%	(12)	85%	(168)	199
Watch Movies: Every day	16%	(68)	11%	(48)	73%	(318)	433
Watch Movies: Several times per week	9%	(51)	11%	(63)	79%	(436)	549
Watch Movies: About once per week	9%	(35)	11%	(40)	80%	(304)	380
Watch Movies: Several times per month	8%	(19)	13%	(30)	78%	(178)	227
Watch Movies: About once per month	4%	(9)	5%	(11)	91%	(192)	212
Watch Movies: Less often than once per month	5%	(9)	6%	(11)	89%	(173)	193
Watch Movies: Never	8%	(16)	5%	(10)	87%	(180)	206
Watch Sporting Events: Every day	38%	(60)	17%	(27)	45%	(70)	158
Watch Sporting Events: Several times per week	23%	(58)	20%	(51)	57%	(148)	258
Watch Sporting Events: About once per week	12%	(23)	17%	(33)	72%	(142)	198
Watch Sporting Events: Several times per month	7%	(15)	14%	(29)	79%	(165)	209
Watch Sporting Events: About once per month	4%	(7)	9%	(15)	87%	(139)	161
Watch Sporting Events: Less often than once per month	4%	(16)	8%	(32)	88%	(345)	393
Watch Sporting Events: Never	3%	(25)	3%	(27)	94%	(771)	823
Cable TV: Currently subscribe	11%	(102)	10%	(97)	79%	(769)	968
Cable TV: Subscribed in past	7%	(51)	10%	(74)	83%	(631)	756
Cable TV: Never subscribed	11%	(54)	9%	(42)	80%	(380)	476
Satellite TV: Currently subscribe	12%	(63)	12%	(63)	75%	(382)	508
Satellite TV: Subscribed in past	7%	(44)	12%	(74)	80%	(483)	601
Satellite TV: Never subscribed	9%	(99)	7%	(77)	84%	(916)	1092
Streaming Services: Currently subscribe	10%	(142)	9%	(125)	80%	(1085)	1353
Streaming Services: Subscribed in past	9%	(18)	15%	(32)	76%	(161)	210
Streaming Services: Never subscribed	7%	(46)	9%	(56)	84%	(534)	637

Continued on next page

Table HR13: *Did you watch 'The Last Dance,' the documentary series about Michael Jordan and his final season with the Chicago Bulls (1997-1998)?*

Demographic	Yes, I watched all of it		Yes, I watched part of it		No, I did not watch any of it		Total N
Adults	9%	(206)	10%	(213)	81%	(1781)	2200
Film: An avid fan	14%	(100)	12%	(87)	74%	(520)	706
Film: A casual fan	8%	(93)	9%	(109)	83%	(1016)	1218
Film: Not a fan	5%	(14)	7%	(18)	89%	(245)	276
Television: An avid fan	11%	(108)	11%	(109)	77%	(741)	958
Television: A casual fan	8%	(85)	9%	(94)	83%	(879)	1058
Television: Not a fan	7%	(13)	5%	(10)	87%	(161)	184
Music: An avid fan	12%	(129)	11%	(117)	77%	(820)	1067
Music: A casual fan	6%	(62)	8%	(81)	85%	(836)	979
Music: Not a fan	10%	(15)	10%	(15)	80%	(124)	155
Fashion: An avid fan	15%	(44)	14%	(44)	71%	(216)	304
Fashion: A casual fan	8%	(75)	11%	(103)	80%	(718)	897
Fashion: Not a fan	9%	(87)	7%	(66)	85%	(846)	999

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

Table HR14: *And to what extent did you enjoy 'The Last Dance'?*

Demographic	Enjoyed it a lot		Enjoyed it somewhat		Did not really enjoy it		Did not enjoy it at all		Don't know / No opinion		Total N
Adults	56%	(233)	26%	(110)	7%	(31)	1%	(6)	9%	(40)	419
Gender: Male	60%	(176)	25%	(73)	6%	(17)	1%	(4)	8%	(24)	293
Gender: Female	45%	(57)	30%	(38)	12%	(15)	1%	(2)	12%	(16)	126
Age: 18-34	53%	(86)	23%	(38)	11%	(18)	3%	(4)	10%	(16)	163
Age: 35-44	58%	(67)	29%	(34)	5%	(6)	1%	(1)	8%	(9)	116
Age: 45-64	60%	(64)	25%	(27)	4%	(5)	1%	(1)	10%	(10)	107
GenZers: 1997-2012	49%	(30)	17%	(10)	20%	(12)	3%	(2)	11%	(7)	62
Millennials: 1981-1996	59%	(98)	25%	(42)	7%	(11)	1%	(2)	8%	(13)	166
GenXers: 1965-1980	52%	(62)	31%	(37)	3%	(3)	1%	(1)	12%	(15)	119
Baby Boomers: 1946-1964	57%	(39)	30%	(21)	6%	(4)	—	(0)	8%	(5)	69
PID: Dem (no lean)	54%	(101)	30%	(56)	4%	(7)	1%	(1)	12%	(23)	188
PID: Ind (no lean)	54%	(62)	21%	(24)	13%	(14)	2%	(3)	10%	(11)	114
PID: Rep (no lean)	59%	(70)	26%	(30)	9%	(10)	1%	(1)	5%	(6)	117
PID/Gender: Dem Men	54%	(69)	29%	(36)	1%	(1)	1%	(1)	15%	(19)	127
PID/Gender: Dem Women	53%	(32)	32%	(19)	9%	(5)	—	(0)	7%	(4)	61
PID/Gender: Ind Men	68%	(52)	16%	(13)	10%	(7)	2%	(1)	5%	(4)	77
PID/Gender: Rep Men	61%	(55)	26%	(24)	9%	(8)	1%	(1)	2%	(2)	90
Ideo: Liberal (1-3)	57%	(80)	26%	(36)	5%	(7)	1%	(2)	11%	(16)	141
Ideo: Moderate (4)	52%	(56)	31%	(33)	12%	(13)	1%	(1)	4%	(5)	108
Ideo: Conservative (5-7)	61%	(84)	27%	(37)	6%	(8)	1%	(1)	6%	(8)	137
Educ: < College	50%	(115)	25%	(57)	9%	(22)	2%	(4)	14%	(32)	229
Educ: Bachelors degree	62%	(77)	27%	(33)	7%	(9)	1%	(1)	3%	(3)	123
Educ: Post-grad	62%	(41)	30%	(20)	1%	(1)	1%	(1)	6%	(4)	67
Income: Under 50k	48%	(80)	27%	(44)	10%	(16)	1%	(2)	14%	(24)	167
Income: 50k-100k	57%	(81)	27%	(39)	9%	(13)	2%	(3)	5%	(6)	142
Income: 100k+	65%	(71)	25%	(27)	2%	(2)	1%	(1)	8%	(9)	110
Ethnicity: White	56%	(155)	28%	(78)	7%	(19)	1%	(4)	8%	(24)	279
Ethnicity: Hispanic	44%	(41)	19%	(18)	11%	(10)	2%	(2)	24%	(22)	93
Ethnicity: Afr. Am.	52%	(46)	20%	(18)	10%	(9)	2%	(1)	17%	(15)	89
Ethnicity: Other	62%	(32)	27%	(14)	8%	(4)	1%	(1)	2%	(1)	52
All Christian	64%	(115)	26%	(48)	7%	(13)	1%	(2)	2%	(3)	181
Agnostic/Nothing in particular	46%	(89)	28%	(54)	9%	(17)	2%	(4)	15%	(29)	192

Continued on next page

Table HR14: *And to what extent did you enjoy 'The Last Dance'?*

Demographic	Enjoyed it a lot		Enjoyed it somewhat		Did not really enjoy it		Did not enjoy it at all		Don't know / No opinion		Total N
Adults	56%	(233)	26%	(110)	7%	(31)	1%	(6)	9%	(40)	419
Evangelical	61%	(65)	30%	(32)	1%	(1)	2%	(2)	5%	(6)	106
Non-Evangelical	56%	(83)	27%	(40)	10%	(15)	1%	(1)	5%	(8)	148
Community: Urban	57%	(68)	26%	(31)	5%	(6)	—	(1)	12%	(14)	120
Community: Suburban	58%	(130)	26%	(58)	8%	(17)	1%	(3)	6%	(14)	222
Community: Rural	45%	(35)	27%	(21)	11%	(9)	3%	(2)	15%	(11)	78
Employ: Private Sector	61%	(93)	26%	(40)	8%	(13)	2%	(3)	2%	(3)	151
Employ: Government	59%	(31)	35%	(18)	2%	(1)	—	(0)	4%	(2)	52
Military HH: Yes	56%	(36)	19%	(12)	10%	(7)	1%	(1)	13%	(9)	65
Military HH: No	55%	(196)	28%	(98)	7%	(25)	1%	(5)	9%	(31)	355
RD/WT: Right Direction	64%	(90)	23%	(33)	5%	(7)	2%	(3)	7%	(9)	141
RD/WT: Wrong Track	51%	(143)	28%	(77)	9%	(25)	1%	(3)	11%	(30)	279
Trump Job Approve	63%	(97)	24%	(37)	5%	(8)	1%	(2)	7%	(11)	154
Trump Job Disapprove	55%	(128)	29%	(67)	10%	(22)	1%	(3)	6%	(13)	234
Trump Job Strongly Approve	63%	(54)	23%	(19)	4%	(3)	1%	(1)	9%	(8)	86
Trump Job Somewhat Approve	63%	(43)	25%	(17)	6%	(4)	1%	(1)	5%	(3)	68
Trump Job Somewhat Disapprove	51%	(28)	20%	(11)	19%	(10)	3%	(2)	7%	(4)	55
Trump Job Strongly Disapprove	56%	(100)	31%	(56)	7%	(12)	1%	(1)	5%	(9)	179
Favorable of Trump	62%	(92)	24%	(36)	4%	(6)	1%	(2)	9%	(13)	149
Unfavorable of Trump	56%	(133)	29%	(69)	11%	(25)	1%	(1)	4%	(9)	239
Very Favorable of Trump	62%	(60)	23%	(23)	6%	(5)	1%	(1)	8%	(8)	97
Somewhat Favorable of Trump	62%	(32)	26%	(13)	1%	(1)	1%	(1)	10%	(5)	52
Somewhat Unfavorable of Trump	51%	(27)	24%	(13)	24%	(12)	—	(0)	1%	(1)	53
Very Unfavorable of Trump	57%	(106)	31%	(57)	7%	(13)	1%	(1)	5%	(9)	186
#1 Issue: Economy	63%	(101)	23%	(37)	8%	(13)	2%	(3)	4%	(6)	161
#1 Issue: Health Care	55%	(49)	33%	(30)	5%	(4)	1%	(1)	6%	(5)	89
2018 House Vote: Democrat	57%	(98)	29%	(50)	7%	(12)	1%	(1)	6%	(10)	172
2018 House Vote: Republican	60%	(78)	30%	(39)	4%	(5)	1%	(1)	5%	(6)	130
2016 Vote: Hillary Clinton	60%	(94)	28%	(43)	7%	(10)	—	(0)	5%	(8)	155
2016 Vote: Donald Trump	65%	(74)	28%	(32)	5%	(5)	—	(0)	3%	(3)	114
2016 Vote: Didn't Vote	43%	(53)	20%	(24)	12%	(14)	3%	(4)	22%	(26)	121

Continued on next page

Table HR14: *And to what extent did you enjoy 'The Last Dance'?*

Demographic	Enjoyed it a lot		Enjoyed it somewhat		Did not really enjoy it		Did not enjoy it at all		Don't know / No opinion		Total N
Adults	56%	(233)	26%	(110)	7%	(31)	1%	(6)	9%	(40)	419
Voted in 2014: Yes	61%	(157)	29%	(75)	5%	(13)	—	(1)	5%	(12)	258
Voted in 2014: No	47%	(75)	22%	(35)	11%	(18)	3%	(5)	17%	(28)	161
2012 Vote: Barack Obama	60%	(108)	30%	(54)	3%	(6)	1%	(1)	6%	(10)	179
2012 Vote: Mitt Romney	63%	(55)	28%	(24)	6%	(6)	1%	(1)	3%	(2)	88
2012 Vote: Didn't Vote	44%	(63)	21%	(29)	14%	(20)	2%	(3)	19%	(27)	143
4-Region: Northeast	65%	(43)	21%	(14)	5%	(3)	1%	(1)	9%	(6)	66
4-Region: Midwest	60%	(53)	26%	(23)	10%	(9)	1%	(1)	3%	(2)	88
4-Region: South	51%	(74)	33%	(47)	6%	(9)	3%	(4)	8%	(11)	145
4-Region: West	52%	(63)	22%	(26)	9%	(11)	—	(0)	17%	(20)	120
Watch TV: Every day	64%	(131)	24%	(49)	5%	(9)	1%	(3)	6%	(12)	204
Watch TV: Several times per week	56%	(65)	33%	(38)	4%	(4)	1%	(1)	7%	(8)	116
Watch Movies: Every day	65%	(76)	24%	(28)	—	(1)	1%	(1)	9%	(11)	116
Watch Movies: Several times per week	59%	(67)	24%	(28)	6%	(7)	1%	(1)	10%	(11)	113
Watch Movies: About once per week	56%	(42)	27%	(21)	14%	(11)	1%	(1)	1%	(1)	76
Watch Sporting Events: Every day	71%	(62)	16%	(14)	2%	(1)	2%	(2)	9%	(8)	87
Watch Sporting Events: Several times per week	70%	(77)	24%	(26)	3%	(3)	1%	(1)	2%	(2)	110
Watch Sporting Events: About once per week	54%	(30)	28%	(16)	14%	(8)	—	(0)	4%	(2)	56
Watch Sporting Events: Never	41%	(22)	15%	(8)	13%	(7)	—	(0)	30%	(15)	52
Cable TV: Currently subscribe	62%	(124)	24%	(48)	7%	(14)	—	(1)	6%	(12)	199
Cable TV: Subscribed in past	55%	(69)	27%	(33)	7%	(9)	2%	(3)	8%	(11)	125
Cable TV: Never subscribed	42%	(41)	30%	(28)	8%	(8)	2%	(2)	18%	(17)	96
Satellite TV: Currently subscribe	56%	(71)	25%	(32)	8%	(10)	1%	(1)	10%	(13)	126
Satellite TV: Subscribed in past	55%	(65)	28%	(33)	9%	(10)	2%	(2)	6%	(7)	118
Satellite TV: Never subscribed	55%	(96)	26%	(46)	6%	(11)	1%	(3)	11%	(20)	176
Streaming Services: Currently subscribe	62%	(165)	27%	(73)	3%	(9)	1%	(3)	7%	(19)	267
Streaming Services: Subscribed in past	34%	(17)	22%	(11)	25%	(12)	3%	(1)	17%	(8)	50
Streaming Services: Never subscribed	50%	(51)	26%	(27)	10%	(10)	1%	(2)	12%	(13)	102
Film: An avid fan	59%	(110)	24%	(45)	6%	(11)	1%	(1)	10%	(19)	186
Film: A casual fan	55%	(110)	29%	(58)	10%	(19)	2%	(4)	5%	(10)	201
Television: An avid fan	57%	(124)	25%	(54)	6%	(13)	1%	(1)	11%	(25)	217
Television: A casual fan	56%	(100)	29%	(52)	9%	(16)	2%	(3)	5%	(9)	179

Continued on next page

Table HR14: *And to what extent did you enjoy 'The Last Dance'?*

Demographic	Enjoyed it a lot		Enjoyed it somewhat		Did not really enjoy it		Did not enjoy it at all		Don't know / No opinion		Total N
Adults	56%	(233)	26%	(110)	7%	(31)	1%	(6)	9%	(40)	419
Music: An avid fan	62%	(151)	25%	(60)	4%	(9)	1%	(3)	9%	(21)	246
Music: A casual fan	49%	(71)	30%	(42)	13%	(19)	1%	(2)	6%	(9)	143
Fashion: An avid fan	50%	(44)	24%	(21)	11%	(10)	—	(0)	15%	(14)	88
Fashion: A casual fan	58%	(104)	26%	(46)	8%	(14)	2%	(3)	6%	(11)	178
Fashion: Not a fan	55%	(85)	28%	(43)	5%	(8)	1%	(2)	10%	(16)	153

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

Table HR15_1: *How interested would you be in the following?*
Documentaries about a specific team's season

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	14%	(305)	21%	(471)	17%	(373)	37%	(819)	11%	(232)	2200
Gender: Male	22%	(234)	26%	(276)	15%	(163)	27%	(282)	10%	(106)	1062
Gender: Female	6%	(71)	17%	(194)	18%	(210)	47%	(537)	11%	(126)	1138
Age: 18-34	18%	(117)	21%	(140)	16%	(105)	31%	(204)	14%	(90)	655
Age: 35-44	23%	(81)	27%	(98)	12%	(44)	26%	(93)	12%	(42)	358
Age: 45-64	12%	(88)	21%	(161)	14%	(106)	44%	(327)	9%	(68)	751
Age: 65+	4%	(20)	16%	(72)	27%	(119)	45%	(195)	7%	(31)	436
GenZers: 1997-2012	12%	(40)	21%	(69)	16%	(50)	33%	(107)	18%	(57)	323
Millennials: 1981-1996	24%	(121)	24%	(121)	15%	(77)	27%	(135)	10%	(50)	503
GenXers: 1965-1980	16%	(91)	24%	(136)	11%	(60)	36%	(200)	13%	(70)	558
Baby Boomers: 1946-1964	7%	(49)	17%	(125)	22%	(159)	47%	(342)	7%	(47)	722
PID: Dem (no lean)	17%	(136)	23%	(181)	18%	(148)	32%	(257)	10%	(82)	804
PID: Ind (no lean)	12%	(86)	19%	(132)	15%	(102)	40%	(280)	14%	(100)	701
PID: Rep (no lean)	12%	(83)	23%	(157)	18%	(123)	41%	(282)	7%	(50)	696
PID/Gender: Dem Men	25%	(92)	25%	(93)	14%	(53)	24%	(87)	12%	(44)	368
PID/Gender: Dem Women	10%	(44)	20%	(89)	22%	(95)	39%	(169)	9%	(38)	435
PID/Gender: Ind Men	21%	(71)	25%	(84)	12%	(41)	30%	(101)	12%	(39)	337
PID/Gender: Ind Women	4%	(15)	13%	(47)	17%	(62)	49%	(180)	17%	(61)	364
PID/Gender: Rep Men	20%	(71)	28%	(99)	19%	(69)	26%	(94)	6%	(23)	357
PID/Gender: Rep Women	3%	(12)	17%	(58)	16%	(54)	55%	(188)	8%	(27)	339
Ideo: Liberal (1-3)	17%	(107)	22%	(136)	17%	(109)	35%	(222)	9%	(57)	632
Ideo: Moderate (4)	14%	(74)	25%	(137)	17%	(93)	35%	(191)	9%	(51)	546
Ideo: Conservative (5-7)	13%	(101)	22%	(169)	19%	(141)	40%	(302)	5%	(40)	753
Educ: < College	12%	(184)	20%	(296)	16%	(248)	39%	(595)	12%	(189)	1512
Educ: Bachelors degree	19%	(84)	25%	(109)	17%	(77)	35%	(153)	5%	(21)	444
Educ: Post-grad	15%	(37)	27%	(66)	20%	(48)	29%	(71)	9%	(22)	244
Income: Under 50k	12%	(137)	17%	(203)	18%	(210)	39%	(464)	14%	(164)	1178
Income: 50k-100k	14%	(91)	28%	(185)	16%	(102)	38%	(251)	4%	(29)	657
Income: 100k+	21%	(77)	23%	(83)	17%	(61)	29%	(105)	11%	(40)	365
Ethnicity: White	13%	(218)	20%	(347)	17%	(296)	41%	(712)	9%	(148)	1722
Ethnicity: Hispanic	14%	(48)	23%	(80)	12%	(41)	31%	(108)	21%	(72)	349

Continued on next page

Table HR15_1: How interested would you be in the following?
Documentaries about a specific team's season

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion	Total N
Adults	14%	(305)	21%	(471)	17%	(373)	37%	(819)	11% (232)	2200
Ethnicity: Afr. Am.	20%	(54)	23%	(63)	17%	(47)	22%	(61)	18% (49)	274
Ethnicity: Other	16%	(33)	30%	(61)	15%	(30)	22%	(46)	17% (34)	204
All Christian	14%	(140)	22%	(217)	20%	(201)	37%	(369)	6% (62)	988
All Non-Christian	15%	(16)	21%	(23)	19%	(21)	30%	(32)	14% (16)	108
Atheist	22%	(21)	22%	(21)	5%	(5)	44%	(43)	7% (6)	96
Agnostic/Nothing in particular	13%	(128)	21%	(210)	14%	(146)	37%	(376)	15% (149)	1008
Religious Non-Protestant/Catholic	18%	(25)	19%	(26)	23%	(32)	26%	(37)	14% (19)	140
Evangelical	15%	(88)	21%	(121)	19%	(108)	37%	(213)	9% (51)	580
Non-Evangelical	12%	(98)	24%	(191)	18%	(144)	39%	(315)	6% (50)	798
Community: Urban	15%	(81)	23%	(129)	18%	(100)	33%	(181)	11% (63)	555
Community: Suburban	16%	(163)	22%	(229)	17%	(175)	38%	(404)	8% (80)	1051
Community: Rural	10%	(61)	19%	(113)	16%	(98)	39%	(234)	15% (89)	594
Employ: Private Sector	19%	(113)	26%	(151)	15%	(88)	35%	(206)	4% (24)	582
Employ: Government	23%	(38)	28%	(46)	14%	(23)	29%	(48)	6% (10)	165
Employ: Self-Employed	14%	(26)	24%	(44)	21%	(39)	35%	(65)	6% (11)	186
Employ: Homemaker	4%	(7)	12%	(20)	11%	(18)	55%	(90)	17% (28)	164
Employ: Retired	5%	(23)	20%	(93)	25%	(118)	43%	(199)	8% (35)	467
Employ: Unemployed	14%	(43)	17%	(51)	14%	(42)	39%	(116)	15% (45)	296
Employ: Other	15%	(28)	13%	(24)	13%	(25)	28%	(54)	31% (59)	189
Military HH: Yes	13%	(45)	23%	(82)	14%	(51)	41%	(146)	9% (32)	356
Military HH: No	14%	(260)	21%	(389)	17%	(322)	36%	(673)	11% (200)	1844
RD/WT: Right Direction	15%	(108)	24%	(170)	16%	(109)	38%	(264)	7% (49)	701
RD/WT: Wrong Track	13%	(197)	20%	(300)	18%	(264)	37%	(555)	12% (183)	1499
Trump Job Approve	14%	(127)	22%	(201)	16%	(143)	40%	(368)	8% (69)	909
Trump Job Disapprove	14%	(160)	23%	(260)	19%	(215)	36%	(420)	9% (98)	1153
Trump Job Strongly Approve	13%	(63)	21%	(100)	15%	(71)	45%	(219)	7% (32)	485
Trump Job Somewhat Approve	15%	(64)	24%	(101)	17%	(73)	35%	(148)	9% (37)	424
Trump Job Somewhat Disapprove	17%	(42)	27%	(67)	18%	(46)	33%	(81)	5% (13)	248
Trump Job Strongly Disapprove	13%	(118)	21%	(193)	19%	(169)	38%	(339)	9% (85)	904

Continued on next page

Table HR15_1: *How interested would you be in the following?*
Documentaries about a specific team's season

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	14%	(305)	21%	(471)	17%	(373)	37%	(819)	11%	(232)	2200
Favorable of Trump	14%	(126)	22%	(195)	16%	(144)	41%	(367)	7%	(58)	890
Unfavorable of Trump	14%	(167)	22%	(259)	19%	(218)	36%	(421)	8%	(90)	1156
Very Favorable of Trump	15%	(79)	20%	(102)	15%	(75)	45%	(230)	6%	(30)	515
Somewhat Favorable of Trump	13%	(48)	25%	(93)	18%	(69)	37%	(137)	8%	(28)	374
Somewhat Unfavorable of Trump	16%	(35)	26%	(57)	19%	(42)	33%	(71)	6%	(13)	217
Very Unfavorable of Trump	14%	(133)	22%	(202)	19%	(176)	37%	(350)	8%	(77)	939
#1 Issue: Economy	18%	(142)	24%	(190)	15%	(122)	36%	(280)	7%	(55)	789
#1 Issue: Security	8%	(19)	23%	(52)	16%	(36)	45%	(104)	8%	(19)	230
#1 Issue: Health Care	14%	(56)	24%	(93)	16%	(62)	37%	(144)	9%	(37)	392
#1 Issue: Medicare / Social Security	10%	(30)	14%	(43)	21%	(63)	40%	(118)	14%	(43)	296
#1 Issue: Women's Issues	12%	(12)	14%	(14)	17%	(16)	36%	(35)	20%	(19)	96
#1 Issue: Education	17%	(24)	24%	(35)	20%	(29)	32%	(46)	8%	(12)	146
#1 Issue: Energy	17%	(16)	22%	(20)	18%	(16)	31%	(28)	12%	(11)	91
#1 Issue: Other	5%	(7)	15%	(24)	18%	(28)	40%	(63)	23%	(37)	160
2018 House Vote: Democrat	18%	(132)	22%	(165)	19%	(137)	33%	(246)	8%	(58)	737
2018 House Vote: Republican	14%	(91)	24%	(152)	16%	(101)	41%	(259)	5%	(33)	636
2018 House Vote: Someone else	10%	(9)	19%	(16)	21%	(18)	36%	(31)	15%	(13)	86
2016 Vote: Hillary Clinton	18%	(120)	23%	(156)	19%	(132)	33%	(225)	8%	(51)	684
2016 Vote: Donald Trump	13%	(85)	22%	(147)	18%	(117)	42%	(280)	5%	(35)	665
2016 Vote: Other	18%	(23)	21%	(27)	19%	(25)	37%	(48)	5%	(6)	130
2016 Vote: Didn't Vote	11%	(77)	19%	(140)	14%	(100)	37%	(264)	19%	(139)	720
Voted in 2014: Yes	14%	(183)	23%	(305)	19%	(247)	37%	(483)	7%	(85)	1303
Voted in 2014: No	14%	(122)	18%	(166)	14%	(126)	38%	(336)	16%	(147)	897
2012 Vote: Barack Obama	16%	(126)	23%	(183)	19%	(153)	34%	(268)	8%	(61)	791
2012 Vote: Mitt Romney	14%	(71)	23%	(114)	19%	(98)	40%	(202)	4%	(20)	506
2012 Vote: Other	10%	(8)	20%	(17)	17%	(14)	48%	(42)	6%	(5)	87
2012 Vote: Didn't Vote	12%	(99)	19%	(156)	13%	(106)	37%	(303)	18%	(147)	811

Continued on next page

Table HR15_1: How interested would you be in the following?
Documentaries about a specific team's season

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion	Total N
Adults	14%	(305)	21%	(471)	17%	(373)	37%	(819)	11% (232)	2200
4-Region: Northeast	14%	(56)	21%	(81)	16%	(62)	39%	(155)	10% (39)	394
4-Region: Midwest	13%	(60)	20%	(94)	19%	(89)	40%	(183)	8% (36)	462
4-Region: South	14%	(114)	22%	(183)	18%	(148)	36%	(295)	10% (84)	824
4-Region: West	14%	(75)	22%	(112)	14%	(74)	36%	(185)	14% (74)	520
Watch TV: Every day	16%	(178)	21%	(231)	17%	(186)	37%	(404)	8% (90)	1088
Watch TV: Several times per week	15%	(73)	27%	(133)	16%	(78)	37%	(184)	6% (32)	500
Watch TV: About once per week	10%	(14)	16%	(22)	19%	(27)	42%	(58)	13% (18)	138
Watch TV: Several times per month	8%	(9)	30%	(36)	18%	(22)	34%	(41)	11% (13)	121
Watch TV: About once per month	7%	(4)	20%	(13)	27%	(17)	33%	(21)	14% (9)	63
Watch TV: Less often than once per month	10%	(9)	13%	(12)	19%	(17)	48%	(43)	10% (9)	91
Watch TV: Never	9%	(17)	13%	(25)	13%	(27)	34%	(69)	31% (61)	199
Watch Movies: Every day	24%	(103)	20%	(85)	14%	(60)	30%	(128)	13% (57)	433
Watch Movies: Several times per week	15%	(85)	22%	(123)	19%	(102)	37%	(203)	7% (36)	549
Watch Movies: About once per week	13%	(51)	26%	(100)	19%	(73)	34%	(130)	7% (26)	380
Watch Movies: Several times per month	11%	(24)	32%	(73)	17%	(40)	34%	(78)	5% (12)	227
Watch Movies: About once per month	7%	(16)	16%	(35)	19%	(40)	49%	(104)	8% (17)	212
Watch Movies: Less often than once per month	7%	(13)	16%	(31)	16%	(31)	49%	(94)	12% (24)	193
Watch Movies: Never	7%	(14)	11%	(24)	13%	(27)	39%	(81)	29% (60)	206
Watch Sporting Events: Every day	60%	(94)	20%	(31)	6%	(9)	8%	(13)	7% (10)	158
Watch Sporting Events: Several times per week	35%	(90)	38%	(97)	13%	(34)	9%	(24)	5% (12)	258
Watch Sporting Events: About once per week	21%	(41)	39%	(77)	22%	(43)	13%	(26)	6% (12)	198
Watch Sporting Events: Several times per month	11%	(22)	43%	(90)	20%	(41)	19%	(39)	8% (17)	209
Watch Sporting Events: About once per month	7%	(11)	28%	(45)	30%	(48)	30%	(48)	6% (10)	161
Watch Sporting Events: Less often than once per month	6%	(25)	20%	(80)	24%	(93)	42%	(167)	7% (28)	393
Watch Sporting Events: Never	3%	(22)	6%	(51)	13%	(105)	61%	(503)	17% (143)	823
Cable TV: Currently subscribe	15%	(142)	22%	(210)	18%	(174)	36%	(345)	10% (97)	968
Cable TV: Subscribed in past	12%	(88)	24%	(182)	19%	(140)	39%	(292)	7% (53)	756
Cable TV: Never subscribed	16%	(75)	17%	(79)	12%	(59)	38%	(182)	17% (82)	476

Continued on next page

Table HR15_1: *How interested would you be in the following?*
Documentaries about a specific team's season

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion	Total N
Adults	14%	(305)	21%	(471)	17%	(373)	37%	(819)	11% (232)	2200
Satellite TV: Currently subscribe	14%	(73)	22%	(109)	18%	(89)	33%	(169)	13% (67)	508
Satellite TV: Subscribed in past	13%	(78)	24%	(142)	17%	(105)	38%	(227)	8% (49)	601
Satellite TV: Never subscribed	14%	(153)	20%	(219)	16%	(180)	39%	(424)	11% (116)	1092
Streaming Services: Currently subscribe	14%	(191)	24%	(319)	17%	(229)	37%	(501)	8% (113)	1353
Streaming Services: Subscribed in past	14%	(29)	20%	(43)	20%	(42)	34%	(72)	11% (24)	210
Streaming Services: Never subscribed	13%	(85)	17%	(108)	16%	(102)	39%	(246)	15% (95)	637
Film: An avid fan	22%	(152)	23%	(163)	15%	(107)	29%	(205)	11% (79)	706
Film: A casual fan	11%	(136)	22%	(269)	19%	(236)	39%	(480)	8% (97)	1218
Film: Not a fan	6%	(17)	14%	(39)	11%	(30)	49%	(135)	21% (57)	276
Television: An avid fan	17%	(165)	23%	(224)	17%	(161)	33%	(318)	9% (90)	958
Television: A casual fan	12%	(126)	20%	(213)	19%	(198)	41%	(429)	9% (91)	1058
Television: Not a fan	7%	(14)	18%	(33)	7%	(14)	39%	(73)	28% (51)	184
Music: An avid fan	20%	(214)	22%	(239)	17%	(183)	30%	(318)	11% (113)	1067
Music: A casual fan	8%	(81)	22%	(219)	19%	(185)	42%	(415)	8% (79)	979
Music: Not a fan	6%	(10)	8%	(12)	4%	(6)	56%	(86)	26% (41)	155
Fashion: An avid fan	22%	(68)	19%	(59)	12%	(37)	30%	(90)	17% (50)	304
Fashion: A casual fan	13%	(114)	23%	(203)	20%	(179)	36%	(321)	9% (79)	897
Fashion: Not a fan	12%	(122)	21%	(209)	16%	(156)	41%	(409)	10% (103)	999

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

Table HR15_2: How interested would you be in the following?
Documentaries about a specific athlete's career

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	15%	(327)	24%	(536)	17%	(364)	33%	(737)	11%	(236)	2200
Gender: Male	23%	(247)	28%	(299)	15%	(157)	24%	(253)	10%	(107)	1062
Gender: Female	7%	(80)	21%	(237)	18%	(208)	43%	(484)	11%	(129)	1138
Age: 18-34	21%	(135)	24%	(160)	14%	(89)	26%	(173)	15%	(98)	655
Age: 35-44	24%	(86)	28%	(100)	15%	(54)	23%	(82)	10%	(37)	358
Age: 45-64	11%	(84)	24%	(181)	16%	(123)	39%	(295)	9%	(69)	751
Age: 65+	5%	(22)	22%	(96)	23%	(99)	43%	(187)	7%	(33)	436
GenZers: 1997-2012	15%	(47)	25%	(82)	14%	(45)	28%	(90)	18%	(59)	323
Millennials: 1981-1996	27%	(138)	25%	(126)	14%	(70)	23%	(117)	10%	(53)	503
GenXers: 1965-1980	16%	(89)	25%	(139)	15%	(86)	32%	(179)	12%	(65)	558
Baby Boomers: 1946-1964	6%	(46)	23%	(164)	20%	(147)	44%	(316)	7%	(48)	722
PID: Dem (no lean)	18%	(141)	27%	(214)	17%	(135)	29%	(234)	10%	(80)	804
PID: Ind (no lean)	13%	(91)	23%	(161)	15%	(106)	35%	(246)	14%	(96)	701
PID: Rep (no lean)	14%	(95)	23%	(160)	18%	(124)	37%	(257)	9%	(60)	696
PID/Gender: Dem Men	27%	(101)	28%	(102)	12%	(45)	21%	(76)	12%	(43)	368
PID/Gender: Dem Women	9%	(40)	26%	(112)	21%	(89)	36%	(158)	8%	(36)	435
PID/Gender: Ind Men	22%	(73)	28%	(95)	14%	(47)	26%	(87)	10%	(35)	337
PID/Gender: Ind Women	5%	(19)	18%	(66)	16%	(59)	44%	(159)	17%	(61)	364
PID/Gender: Rep Men	21%	(73)	28%	(101)	18%	(64)	25%	(89)	8%	(28)	357
PID/Gender: Rep Women	7%	(22)	17%	(59)	18%	(59)	49%	(167)	9%	(32)	339
Ideo: Liberal (1-3)	18%	(114)	27%	(169)	15%	(97)	31%	(198)	8%	(54)	632
Ideo: Moderate (4)	14%	(77)	28%	(154)	18%	(96)	31%	(172)	9%	(48)	546
Ideo: Conservative (5-7)	14%	(108)	24%	(181)	19%	(143)	36%	(274)	6%	(47)	753
Educ: < College	13%	(195)	22%	(334)	16%	(246)	36%	(540)	13%	(197)	1512
Educ: Bachelors degree	20%	(89)	28%	(125)	18%	(78)	30%	(132)	5%	(20)	444
Educ: Post-grad	18%	(43)	32%	(77)	17%	(41)	26%	(65)	7%	(18)	244
Income: Under 50k	12%	(146)	22%	(257)	16%	(190)	35%	(413)	15%	(172)	1178
Income: 50k-100k	14%	(94)	28%	(183)	19%	(126)	34%	(226)	4%	(28)	657
Income: 100k+	24%	(87)	26%	(96)	13%	(48)	27%	(98)	10%	(36)	365
Ethnicity: White	13%	(228)	23%	(405)	17%	(299)	37%	(640)	9%	(150)	1722
Ethnicity: Hispanic	17%	(60)	22%	(78)	14%	(48)	26%	(92)	20%	(71)	349

Continued on next page

Table HR15_2: *How interested would you be in the following?*
Documentaries about a specific athlete's career

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	15%	(327)	24%	(536)	17%	(364)	33%	(737)	11%	(236)	2200
Ethnicity: Afr. Am.	21%	(57)	25%	(67)	15%	(42)	20%	(54)	19%	(53)	274
Ethnicity: Other	21%	(42)	31%	(64)	11%	(23)	21%	(42)	16%	(33)	204
All Christian	15%	(145)	27%	(265)	19%	(190)	33%	(330)	6%	(57)	988
All Non-Christian	19%	(20)	22%	(24)	18%	(19)	26%	(28)	16%	(17)	108
Atheist	22%	(21)	20%	(19)	11%	(11)	40%	(39)	7%	(6)	96
Agnostic/Nothing in particular	14%	(141)	23%	(227)	14%	(144)	34%	(339)	15%	(156)	1008
Religious Non-Protestant/Catholic	21%	(29)	24%	(33)	18%	(25)	23%	(32)	15%	(21)	140
Evangelical	16%	(93)	23%	(131)	19%	(112)	32%	(188)	10%	(56)	580
Non-Evangelical	13%	(107)	27%	(218)	17%	(136)	36%	(288)	6%	(49)	798
Community: Urban	18%	(100)	26%	(144)	15%	(86)	28%	(156)	12%	(69)	555
Community: Suburban	16%	(164)	25%	(260)	18%	(189)	34%	(354)	8%	(83)	1051
Community: Rural	11%	(63)	22%	(131)	15%	(89)	38%	(226)	14%	(85)	594
Employ: Private Sector	20%	(119)	29%	(169)	16%	(91)	31%	(183)	3%	(20)	582
Employ: Government	23%	(38)	29%	(48)	20%	(33)	23%	(38)	5%	(8)	165
Employ: Self-Employed	20%	(37)	22%	(41)	21%	(39)	31%	(58)	6%	(11)	186
Employ: Homemaker	6%	(10)	15%	(24)	13%	(21)	48%	(78)	18%	(30)	164
Employ: Retired	5%	(25)	23%	(107)	23%	(108)	40%	(189)	8%	(39)	467
Employ: Unemployed	14%	(42)	23%	(67)	14%	(41)	33%	(98)	16%	(48)	296
Employ: Other	16%	(29)	15%	(29)	10%	(19)	28%	(54)	31%	(58)	189
Military HH: Yes	13%	(45)	26%	(91)	16%	(57)	37%	(131)	9%	(32)	356
Military HH: No	15%	(283)	24%	(444)	17%	(307)	33%	(606)	11%	(204)	1844
RD/WT: Right Direction	17%	(118)	24%	(168)	17%	(121)	33%	(232)	9%	(62)	701
RD/WT: Wrong Track	14%	(209)	25%	(368)	16%	(243)	34%	(504)	12%	(174)	1499
Trump Job Approve	15%	(140)	24%	(214)	17%	(154)	35%	(322)	9%	(78)	909
Trump Job Disapprove	15%	(170)	27%	(311)	18%	(204)	33%	(378)	8%	(91)	1153
Trump Job Strongly Approve	14%	(69)	22%	(106)	14%	(69)	42%	(204)	8%	(37)	485
Trump Job Somewhat Approve	17%	(71)	25%	(108)	20%	(85)	28%	(118)	10%	(42)	424
Trump Job Somewhat Disapprove	18%	(44)	32%	(78)	21%	(51)	24%	(61)	6%	(14)	248
Trump Job Strongly Disapprove	14%	(126)	26%	(232)	17%	(152)	35%	(317)	8%	(77)	904

Continued on next page

Table HR15_2: *How interested would you be in the following?*
Documentaries about a specific athlete's career

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	15%	(327)	24%	(536)	17%	(364)	33%	(737)	11%	(236)	2200
Favorable of Trump	16%	(140)	23%	(208)	17%	(152)	37%	(325)	7%	(65)	890
Unfavorable of Trump	15%	(175)	27%	(309)	18%	(203)	33%	(383)	7%	(87)	1156
Very Favorable of Trump	17%	(87)	21%	(106)	15%	(75)	41%	(209)	7%	(38)	515
Somewhat Favorable of Trump	14%	(53)	27%	(101)	21%	(77)	31%	(116)	7%	(27)	374
Somewhat Unfavorable of Trump	18%	(39)	29%	(62)	19%	(41)	27%	(58)	8%	(16)	217
Very Unfavorable of Trump	14%	(135)	26%	(247)	17%	(162)	35%	(324)	7%	(70)	939
#1 Issue: Economy	19%	(151)	26%	(207)	18%	(138)	30%	(240)	7%	(53)	789
#1 Issue: Security	8%	(19)	23%	(52)	16%	(36)	44%	(101)	10%	(22)	230
#1 Issue: Health Care	15%	(57)	28%	(110)	16%	(64)	32%	(124)	9%	(37)	392
#1 Issue: Medicare / Social Security	10%	(29)	18%	(52)	20%	(60)	38%	(111)	15%	(43)	296
#1 Issue: Women's Issues	14%	(14)	23%	(22)	9%	(9)	33%	(31)	21%	(20)	96
#1 Issue: Education	19%	(27)	26%	(38)	17%	(25)	28%	(41)	10%	(14)	146
#1 Issue: Energy	21%	(19)	28%	(25)	12%	(11)	29%	(27)	10%	(9)	91
#1 Issue: Other	7%	(11)	18%	(29)	13%	(21)	39%	(62)	23%	(37)	160
2018 House Vote: Democrat	18%	(132)	29%	(212)	17%	(124)	29%	(217)	7%	(53)	737
2018 House Vote: Republican	15%	(96)	24%	(151)	19%	(120)	36%	(227)	7%	(42)	636
2018 House Vote: Someone else	9%	(8)	18%	(15)	19%	(16)	36%	(31)	18%	(16)	86
2016 Vote: Hillary Clinton	17%	(118)	28%	(191)	18%	(124)	30%	(203)	7%	(47)	684
2016 Vote: Donald Trump	15%	(97)	23%	(152)	17%	(112)	39%	(262)	6%	(41)	665
2016 Vote: Other	16%	(21)	27%	(35)	21%	(28)	31%	(40)	6%	(7)	130
2016 Vote: Didn't Vote	13%	(92)	22%	(157)	14%	(101)	32%	(229)	20%	(141)	720
Voted in 2014: Yes	15%	(193)	26%	(340)	18%	(237)	34%	(447)	7%	(86)	1303
Voted in 2014: No	15%	(134)	22%	(196)	14%	(127)	32%	(290)	17%	(150)	897
2012 Vote: Barack Obama	17%	(135)	27%	(216)	17%	(131)	32%	(250)	7%	(59)	791
2012 Vote: Mitt Romney	14%	(69)	25%	(126)	19%	(98)	37%	(190)	4%	(22)	506
2012 Vote: Other	9%	(8)	22%	(19)	18%	(16)	42%	(37)	9%	(8)	87
2012 Vote: Didn't Vote	14%	(116)	21%	(173)	15%	(118)	32%	(257)	18%	(147)	811

Continued on next page

Table HR15_2: *How interested would you be in the following?*
Documentaries about a specific athlete's career

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	15%	(327)	24%	(536)	17%	(364)	33%	(737)	11%	(236)	2200
4-Region: Northeast	16%	(62)	23%	(90)	17%	(67)	35%	(136)	10%	(38)	394
4-Region: Midwest	14%	(63)	23%	(104)	16%	(75)	39%	(181)	9%	(39)	462
4-Region: South	15%	(125)	26%	(211)	18%	(145)	32%	(260)	10%	(83)	824
4-Region: West	15%	(78)	25%	(130)	15%	(77)	31%	(159)	15%	(76)	520
Watch TV: Every day	17%	(183)	24%	(263)	17%	(189)	33%	(359)	9%	(95)	1088
Watch TV: Several times per week	17%	(83)	29%	(143)	16%	(81)	33%	(166)	5%	(27)	500
Watch TV: About once per week	14%	(20)	22%	(31)	18%	(24)	32%	(44)	14%	(19)	138
Watch TV: Several times per month	6%	(7)	36%	(44)	16%	(19)	29%	(35)	13%	(16)	121
Watch TV: About once per month	7%	(4)	24%	(15)	23%	(15)	32%	(20)	14%	(9)	63
Watch TV: Less often than once per month	14%	(12)	15%	(13)	10%	(9)	51%	(47)	11%	(10)	91
Watch TV: Never	9%	(18)	13%	(26)	14%	(28)	33%	(66)	31%	(61)	199
Watch Movies: Every day	25%	(106)	23%	(98)	13%	(56)	26%	(112)	14%	(61)	433
Watch Movies: Several times per week	16%	(89)	25%	(139)	17%	(95)	34%	(189)	7%	(37)	549
Watch Movies: About once per week	14%	(52)	28%	(107)	21%	(78)	31%	(118)	7%	(25)	380
Watch Movies: Several times per month	12%	(27)	35%	(80)	17%	(39)	30%	(69)	5%	(12)	227
Watch Movies: About once per month	10%	(21)	19%	(41)	21%	(44)	44%	(94)	6%	(13)	212
Watch Movies: Less often than once per month	9%	(18)	23%	(44)	13%	(25)	43%	(83)	12%	(23)	193
Watch Movies: Never	7%	(15)	13%	(27)	14%	(28)	35%	(72)	31%	(65)	206
Watch Sporting Events: Every day	60%	(94)	26%	(41)	5%	(7)	4%	(7)	5%	(8)	158
Watch Sporting Events: Several times per week	36%	(93)	39%	(101)	12%	(30)	7%	(19)	6%	(16)	258
Watch Sporting Events: About once per week	21%	(42)	37%	(73)	25%	(49)	13%	(25)	5%	(9)	198
Watch Sporting Events: Several times per month	9%	(19)	52%	(110)	14%	(29)	18%	(37)	8%	(16)	209
Watch Sporting Events: About once per month	10%	(16)	26%	(41)	28%	(45)	26%	(41)	11%	(18)	161
Watch Sporting Events: Less often than once per month	10%	(40)	25%	(97)	22%	(86)	37%	(145)	6%	(25)	393
Watch Sporting Events: Never	3%	(24)	9%	(73)	14%	(119)	56%	(463)	18%	(144)	823
Cable TV: Currently subscribe	15%	(141)	27%	(258)	16%	(157)	32%	(307)	11%	(104)	968
Cable TV: Subscribed in past	14%	(102)	25%	(191)	19%	(147)	35%	(267)	6%	(49)	756
Cable TV: Never subscribed	18%	(84)	18%	(87)	13%	(61)	34%	(163)	17%	(83)	476

Continued on next page

Table HR15_2: *How interested would you be in the following?*
Documentaries about a specific athlete's career

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	15%	(327)	24%	(536)	17%	(364)	33%	(737)	11%	(236)	2200
Satellite TV: Currently subscribe	16%	(83)	24%	(120)	15%	(78)	33%	(165)	12%	(62)	508
Satellite TV: Subscribed in past	16%	(95)	24%	(146)	18%	(108)	34%	(202)	8%	(49)	601
Satellite TV: Never subscribed	14%	(150)	25%	(269)	16%	(179)	34%	(369)	11%	(125)	1092
Streaming Services: Currently subscribe	15%	(209)	27%	(366)	16%	(215)	33%	(450)	8%	(112)	1353
Streaming Services: Subscribed in past	16%	(34)	23%	(48)	19%	(40)	31%	(65)	11%	(24)	210
Streaming Services: Never subscribed	13%	(85)	19%	(121)	17%	(109)	35%	(222)	16%	(100)	637
Film: An avid fan	24%	(167)	24%	(168)	15%	(105)	27%	(187)	11%	(79)	706
Film: A casual fan	12%	(142)	26%	(319)	19%	(232)	35%	(429)	8%	(96)	1218
Film: Not a fan	7%	(19)	18%	(49)	10%	(28)	44%	(120)	22%	(61)	276
Television: An avid fan	19%	(180)	25%	(240)	16%	(152)	31%	(296)	9%	(91)	958
Television: A casual fan	12%	(130)	24%	(255)	19%	(201)	36%	(377)	9%	(95)	1058
Television: Not a fan	10%	(18)	22%	(41)	6%	(12)	34%	(64)	27%	(51)	184
Music: An avid fan	22%	(234)	26%	(282)	15%	(155)	26%	(277)	11%	(119)	1067
Music: A casual fan	9%	(83)	25%	(241)	20%	(194)	39%	(382)	8%	(79)	979
Music: Not a fan	6%	(10)	9%	(13)	10%	(16)	50%	(77)	25%	(38)	155
Fashion: An avid fan	25%	(75)	21%	(63)	12%	(35)	26%	(80)	17%	(51)	304
Fashion: A casual fan	15%	(131)	25%	(228)	20%	(179)	31%	(274)	9%	(84)	897
Fashion: Not a fan	12%	(121)	24%	(244)	15%	(150)	38%	(383)	10%	(100)	999

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

Table HR15_3: *How interested would you be in the following?*
Interviews with famous current athletes

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	13%	(287)	22%	(480)	20%	(430)	35%	(774)	10%	(229)	2200
Gender: Male	20%	(209)	27%	(292)	18%	(191)	25%	(268)	10%	(103)	1062
Gender: Female	7%	(78)	17%	(188)	21%	(239)	44%	(506)	11%	(126)	1138
Age: 18-34	19%	(127)	22%	(146)	17%	(110)	26%	(173)	15%	(98)	655
Age: 35-44	19%	(69)	26%	(91)	18%	(65)	26%	(93)	11%	(39)	358
Age: 45-64	9%	(66)	22%	(164)	20%	(149)	41%	(306)	9%	(65)	751
Age: 65+	6%	(24)	18%	(79)	24%	(106)	46%	(201)	6%	(26)	436
GenZers: 1997-2012	16%	(52)	21%	(67)	16%	(52)	28%	(90)	19%	(62)	323
Millennials: 1981-1996	24%	(120)	24%	(123)	17%	(85)	24%	(123)	10%	(52)	503
GenXers: 1965-1980	12%	(67)	25%	(139)	18%	(99)	33%	(187)	12%	(67)	558
Baby Boomers: 1946-1964	6%	(42)	18%	(128)	24%	(173)	47%	(337)	6%	(41)	722
PID: Dem (no lean)	17%	(134)	24%	(189)	18%	(148)	31%	(246)	11%	(87)	804
PID: Ind (no lean)	11%	(77)	20%	(142)	18%	(128)	37%	(258)	14%	(97)	701
PID: Rep (no lean)	11%	(77)	21%	(149)	22%	(154)	39%	(270)	7%	(46)	696
PID/Gender: Dem Men	24%	(90)	26%	(95)	15%	(54)	23%	(85)	12%	(44)	368
PID/Gender: Dem Women	10%	(44)	22%	(94)	22%	(94)	37%	(160)	10%	(42)	435
PID/Gender: Ind Men	18%	(61)	28%	(93)	18%	(62)	25%	(83)	11%	(38)	337
PID/Gender: Ind Women	4%	(16)	13%	(48)	18%	(66)	48%	(175)	16%	(59)	364
PID/Gender: Rep Men	16%	(58)	29%	(104)	21%	(75)	28%	(100)	6%	(20)	357
PID/Gender: Rep Women	6%	(19)	13%	(45)	23%	(79)	50%	(171)	7%	(25)	339
Ideo: Liberal (1-3)	17%	(105)	22%	(137)	19%	(117)	34%	(212)	10%	(60)	632
Ideo: Moderate (4)	13%	(69)	27%	(147)	19%	(102)	33%	(178)	9%	(50)	546
Ideo: Conservative (5-7)	11%	(86)	22%	(168)	24%	(179)	38%	(283)	5%	(37)	753
Educ: < College	12%	(179)	19%	(291)	19%	(293)	37%	(558)	13%	(192)	1512
Educ: Bachelors degree	17%	(75)	27%	(122)	19%	(84)	32%	(144)	4%	(18)	444
Educ: Post-grad	13%	(33)	28%	(67)	22%	(53)	30%	(72)	8%	(19)	244
Income: Under 50k	12%	(137)	18%	(217)	20%	(232)	36%	(428)	14%	(164)	1178
Income: 50k-100k	12%	(79)	26%	(168)	21%	(140)	38%	(248)	3%	(23)	657
Income: 100k+	20%	(71)	26%	(95)	16%	(59)	27%	(98)	12%	(43)	365
Ethnicity: White	11%	(187)	20%	(351)	21%	(362)	39%	(679)	8%	(144)	1722
Ethnicity: Hispanic	14%	(49)	22%	(76)	16%	(55)	27%	(93)	22%	(76)	349

Continued on next page

Table HR15_3: How interested would you be in the following?
Interviews with famous current athletes

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	13%	(287)	22%	(480)	20%	(430)	35%	(774)	10%	(229)	2200
Ethnicity: Afr. Am.	21%	(59)	25%	(70)	15%	(41)	19%	(52)	19%	(53)	274
Ethnicity: Other	20%	(42)	29%	(60)	13%	(27)	21%	(43)	16%	(33)	204
All Christian	12%	(117)	24%	(239)	24%	(236)	35%	(343)	5%	(53)	988
All Non-Christian	17%	(18)	23%	(25)	16%	(17)	31%	(33)	14%	(15)	108
Atheist	15%	(14)	22%	(21)	13%	(12)	42%	(40)	8%	(8)	96
Agnostic/Nothing in particular	14%	(138)	19%	(194)	16%	(166)	35%	(358)	15%	(153)	1008
Religious Non-Protestant/Catholic	17%	(24)	25%	(35)	19%	(26)	26%	(37)	13%	(18)	140
Evangelical	14%	(82)	23%	(132)	20%	(118)	35%	(204)	8%	(45)	580
Non-Evangelical	11%	(88)	24%	(194)	22%	(178)	36%	(287)	6%	(50)	798
Community: Urban	16%	(91)	23%	(128)	18%	(101)	30%	(168)	12%	(67)	555
Community: Suburban	13%	(138)	23%	(247)	20%	(213)	36%	(375)	7%	(78)	1051
Community: Rural	10%	(58)	18%	(105)	19%	(115)	39%	(231)	14%	(85)	594
Employ: Private Sector	16%	(94)	28%	(162)	21%	(122)	31%	(181)	4%	(23)	582
Employ: Government	19%	(31)	28%	(46)	14%	(23)	32%	(53)	8%	(13)	165
Employ: Self-Employed	17%	(32)	19%	(36)	23%	(42)	35%	(65)	6%	(10)	186
Employ: Homemaker	5%	(9)	12%	(20)	17%	(28)	47%	(78)	18%	(30)	164
Employ: Retired	5%	(23)	18%	(86)	26%	(123)	44%	(204)	7%	(31)	467
Employ: Unemployed	13%	(39)	21%	(63)	13%	(39)	36%	(105)	17%	(49)	296
Employ: Other	15%	(28)	15%	(28)	15%	(29)	27%	(51)	29%	(54)	189
Military HH: Yes	12%	(43)	24%	(86)	15%	(54)	40%	(144)	8%	(29)	356
Military HH: No	13%	(244)	21%	(394)	20%	(376)	34%	(630)	11%	(200)	1844
RD/WT: Right Direction	13%	(93)	23%	(165)	21%	(150)	35%	(243)	7%	(51)	701
RD/WT: Wrong Track	13%	(194)	21%	(315)	19%	(280)	35%	(531)	12%	(178)	1499
Trump Job Approve	13%	(114)	21%	(194)	22%	(200)	37%	(336)	7%	(64)	909
Trump Job Disapprove	14%	(157)	23%	(271)	19%	(219)	35%	(407)	9%	(100)	1153
Trump Job Strongly Approve	12%	(57)	20%	(96)	20%	(96)	42%	(205)	6%	(31)	485
Trump Job Somewhat Approve	14%	(58)	23%	(98)	25%	(104)	31%	(131)	8%	(33)	424
Trump Job Somewhat Disapprove	18%	(46)	27%	(67)	20%	(49)	29%	(72)	6%	(15)	248
Trump Job Strongly Disapprove	12%	(111)	22%	(203)	19%	(170)	37%	(335)	9%	(85)	904

Continued on next page

Table HR15_3: *How interested would you be in the following?*
Interviews with famous current athletes

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	13%	(287)	22%	(480)	20%	(430)	35%	(774)	10%	(229)	2200
Favorable of Trump	13%	(116)	21%	(186)	22%	(200)	38%	(336)	6%	(52)	890
Unfavorable of Trump	14%	(161)	24%	(274)	19%	(217)	36%	(413)	8%	(91)	1156
Very Favorable of Trump	13%	(68)	20%	(105)	20%	(103)	41%	(213)	5%	(27)	515
Somewhat Favorable of Trump	13%	(48)	22%	(82)	26%	(97)	33%	(123)	6%	(24)	374
Somewhat Unfavorable of Trump	18%	(39)	24%	(52)	19%	(42)	32%	(70)	7%	(14)	217
Very Unfavorable of Trump	13%	(122)	24%	(222)	19%	(175)	37%	(343)	8%	(77)	939
#1 Issue: Economy	16%	(130)	24%	(192)	18%	(146)	34%	(269)	7%	(54)	789
#1 Issue: Security	7%	(17)	21%	(48)	22%	(51)	43%	(99)	6%	(15)	230
#1 Issue: Health Care	12%	(47)	25%	(99)	19%	(76)	34%	(132)	10%	(39)	392
#1 Issue: Medicare / Social Security	10%	(28)	14%	(42)	22%	(66)	41%	(120)	13%	(39)	296
#1 Issue: Women's Issues	11%	(11)	21%	(20)	13%	(13)	31%	(30)	23%	(22)	96
#1 Issue: Education	19%	(27)	25%	(37)	23%	(33)	26%	(39)	7%	(10)	146
#1 Issue: Energy	20%	(18)	20%	(18)	14%	(13)	32%	(29)	14%	(13)	91
#1 Issue: Other	6%	(9)	16%	(25)	20%	(32)	36%	(57)	23%	(37)	160
2018 House Vote: Democrat	16%	(120)	26%	(188)	19%	(138)	32%	(233)	8%	(59)	737
2018 House Vote: Republican	12%	(78)	23%	(144)	22%	(142)	39%	(246)	4%	(26)	636
2018 House Vote: Someone else	11%	(9)	11%	(10)	21%	(18)	40%	(35)	17%	(14)	86
2016 Vote: Hillary Clinton	15%	(105)	26%	(180)	19%	(132)	32%	(215)	7%	(51)	684
2016 Vote: Donald Trump	12%	(83)	21%	(139)	21%	(143)	41%	(271)	4%	(29)	665
2016 Vote: Other	11%	(14)	25%	(33)	24%	(31)	34%	(44)	6%	(8)	130
2016 Vote: Didn't Vote	12%	(85)	18%	(128)	17%	(124)	33%	(241)	20%	(142)	720
Voted in 2014: Yes	13%	(165)	24%	(306)	21%	(272)	37%	(479)	6%	(81)	1303
Voted in 2014: No	14%	(122)	19%	(174)	18%	(158)	33%	(295)	17%	(148)	897
2012 Vote: Barack Obama	14%	(113)	26%	(205)	19%	(152)	33%	(263)	7%	(57)	791
2012 Vote: Mitt Romney	11%	(57)	22%	(110)	23%	(118)	40%	(202)	4%	(18)	506
2012 Vote: Other	7%	(6)	18%	(16)	26%	(23)	42%	(37)	7%	(6)	87
2012 Vote: Didn't Vote	14%	(111)	18%	(148)	17%	(137)	33%	(267)	18%	(148)	811

Continued on next page

Table HR15_3: How interested would you be in the following?
Interviews with famous current athletes

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	13%	(287)	22%	(480)	20%	(430)	35%	(774)	10%	(229)	2200
4-Region: Northeast	14%	(54)	21%	(83)	20%	(79)	36%	(142)	9%	(35)	394
4-Region: Midwest	12%	(54)	21%	(96)	19%	(88)	41%	(188)	8%	(36)	462
4-Region: South	13%	(105)	22%	(183)	21%	(173)	34%	(280)	10%	(84)	824
4-Region: West	14%	(74)	23%	(117)	17%	(90)	31%	(163)	14%	(75)	520
Watch TV: Every day	15%	(162)	23%	(246)	20%	(217)	34%	(372)	8%	(92)	1088
Watch TV: Several times per week	14%	(70)	24%	(121)	20%	(101)	36%	(179)	6%	(28)	500
Watch TV: About once per week	7%	(10)	23%	(32)	25%	(34)	33%	(45)	12%	(17)	138
Watch TV: Several times per month	8%	(10)	30%	(36)	15%	(19)	34%	(41)	12%	(15)	121
Watch TV: About once per month	7%	(5)	20%	(13)	28%	(17)	31%	(20)	14%	(9)	63
Watch TV: Less often than once per month	14%	(13)	8%	(7)	17%	(16)	51%	(47)	9%	(8)	91
Watch TV: Never	9%	(18)	12%	(25)	13%	(27)	35%	(69)	30%	(61)	199
Watch Movies: Every day	19%	(83)	24%	(105)	16%	(68)	26%	(113)	15%	(65)	433
Watch Movies: Several times per week	15%	(82)	22%	(123)	21%	(117)	36%	(200)	5%	(28)	549
Watch Movies: About once per week	12%	(47)	27%	(103)	24%	(89)	31%	(116)	6%	(24)	380
Watch Movies: Several times per month	12%	(27)	23%	(52)	24%	(53)	35%	(79)	7%	(15)	227
Watch Movies: About once per month	7%	(14)	20%	(41)	19%	(40)	48%	(101)	7%	(15)	212
Watch Movies: Less often than once per month	9%	(18)	19%	(37)	14%	(27)	46%	(88)	12%	(23)	193
Watch Movies: Never	8%	(15)	9%	(19)	17%	(35)	38%	(77)	29%	(59)	206
Watch Sporting Events: Every day	52%	(82)	23%	(36)	12%	(19)	5%	(8)	7%	(11)	158
Watch Sporting Events: Several times per week	31%	(79)	43%	(110)	13%	(35)	10%	(25)	4%	(9)	258
Watch Sporting Events: About once per week	19%	(38)	37%	(73)	25%	(50)	15%	(30)	4%	(8)	198
Watch Sporting Events: Several times per month	10%	(21)	39%	(82)	25%	(52)	18%	(38)	8%	(16)	209
Watch Sporting Events: About once per month	7%	(12)	25%	(40)	32%	(52)	28%	(45)	8%	(13)	161
Watch Sporting Events: Less often than once per month	8%	(32)	22%	(86)	26%	(104)	37%	(146)	6%	(24)	393
Watch Sporting Events: Never	3%	(23)	6%	(53)	14%	(118)	59%	(482)	18%	(148)	823
Cable TV: Currently subscribe	14%	(138)	23%	(221)	20%	(194)	33%	(317)	10%	(98)	968
Cable TV: Subscribed in past	10%	(76)	24%	(180)	21%	(158)	38%	(287)	7%	(54)	756
Cable TV: Never subscribed	15%	(73)	17%	(79)	16%	(77)	36%	(170)	16%	(77)	476

Continued on next page

Table HR15_3: *How interested would you be in the following?*
Interviews with famous current athletes

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	13%	(287)	22%	(480)	20%	(430)	35%	(774)	10%	(229)	2200
Satellite TV: Currently subscribe	14%	(74)	23%	(115)	17%	(88)	32%	(164)	13%	(66)	508
Satellite TV: Subscribed in past	14%	(83)	21%	(126)	21%	(129)	36%	(217)	8%	(45)	601
Satellite TV: Never subscribed	12%	(130)	22%	(238)	20%	(213)	36%	(393)	11%	(117)	1092
Streaming Services: Currently subscribe	13%	(182)	24%	(320)	20%	(265)	35%	(470)	8%	(114)	1353
Streaming Services: Subscribed in past	12%	(26)	21%	(43)	19%	(39)	36%	(76)	12%	(26)	210
Streaming Services: Never subscribed	12%	(78)	18%	(116)	20%	(126)	36%	(227)	14%	(89)	637
Film: An avid fan	21%	(148)	24%	(167)	17%	(123)	28%	(194)	11%	(74)	706
Film: A casual fan	10%	(119)	22%	(268)	22%	(270)	38%	(459)	8%	(102)	1218
Film: Not a fan	7%	(20)	16%	(45)	14%	(38)	44%	(121)	19%	(53)	276
Television: An avid fan	17%	(164)	25%	(235)	18%	(170)	32%	(306)	9%	(84)	958
Television: A casual fan	10%	(110)	20%	(213)	23%	(243)	38%	(399)	9%	(93)	1058
Television: Not a fan	7%	(13)	18%	(33)	9%	(17)	37%	(69)	28%	(52)	184
Music: An avid fan	20%	(210)	24%	(255)	18%	(188)	28%	(299)	11%	(115)	1067
Music: A casual fan	7%	(70)	21%	(210)	23%	(228)	40%	(395)	8%	(77)	979
Music: Not a fan	5%	(7)	10%	(15)	9%	(14)	52%	(80)	24%	(38)	155
Fashion: An avid fan	22%	(65)	23%	(69)	12%	(37)	25%	(77)	19%	(56)	304
Fashion: A casual fan	13%	(115)	23%	(210)	22%	(196)	34%	(301)	8%	(76)	897
Fashion: Not a fan	11%	(107)	20%	(201)	20%	(198)	40%	(396)	10%	(97)	999

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

Table HR15_4: How interested would you be in the following?
Interviews with famous retired athletes

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	13%	(295)	23%	(503)	18%	(405)	35%	(773)	10%	(224)	2200
Gender: Male	21%	(221)	27%	(289)	17%	(180)	26%	(272)	9%	(99)	1062
Gender: Female	6%	(73)	19%	(214)	20%	(225)	44%	(501)	11%	(125)	1138
Age: 18-34	17%	(110)	24%	(155)	16%	(107)	29%	(190)	14%	(94)	655
Age: 35-44	23%	(84)	25%	(91)	15%	(54)	25%	(88)	11%	(41)	358
Age: 45-64	10%	(76)	23%	(174)	18%	(137)	41%	(305)	8%	(58)	751
Age: 65+	6%	(25)	19%	(83)	24%	(106)	44%	(191)	7%	(31)	436
GenZers: 1997-2012	14%	(46)	19%	(62)	18%	(57)	30%	(97)	19%	(60)	323
Millennials: 1981-1996	22%	(110)	28%	(141)	15%	(75)	25%	(126)	10%	(51)	503
GenXers: 1965-1980	15%	(82)	24%	(131)	16%	(90)	34%	(191)	11%	(63)	558
Baby Boomers: 1946-1964	7%	(48)	21%	(150)	22%	(156)	45%	(325)	6%	(42)	722
PID: Dem (no lean)	17%	(133)	24%	(190)	19%	(151)	31%	(249)	10%	(81)	804
PID: Ind (no lean)	11%	(78)	23%	(160)	16%	(109)	36%	(254)	14%	(100)	701
PID: Rep (no lean)	12%	(84)	22%	(153)	21%	(145)	39%	(270)	6%	(43)	696
PID/Gender: Dem Men	26%	(94)	25%	(94)	16%	(58)	22%	(83)	11%	(39)	368
PID/Gender: Dem Women	9%	(38)	22%	(96)	21%	(93)	38%	(166)	10%	(42)	435
PID/Gender: Ind Men	20%	(66)	27%	(91)	16%	(52)	26%	(86)	12%	(41)	337
PID/Gender: Ind Women	3%	(11)	19%	(69)	16%	(57)	46%	(168)	16%	(59)	364
PID/Gender: Rep Men	17%	(61)	29%	(104)	19%	(69)	29%	(103)	5%	(19)	357
PID/Gender: Rep Women	7%	(24)	14%	(49)	22%	(76)	49%	(167)	7%	(24)	339
Ideo: Liberal (1-3)	17%	(109)	24%	(150)	17%	(109)	33%	(211)	8%	(53)	632
Ideo: Moderate (4)	12%	(64)	29%	(158)	19%	(101)	33%	(178)	8%	(45)	546
Ideo: Conservative (5-7)	13%	(94)	22%	(166)	22%	(167)	38%	(286)	5%	(39)	753
Educ: < College	12%	(179)	21%	(321)	17%	(262)	37%	(561)	13%	(189)	1512
Educ: Bachelors degree	18%	(80)	26%	(114)	20%	(90)	32%	(144)	4%	(16)	444
Educ: Post-grad	15%	(35)	28%	(68)	22%	(53)	28%	(69)	8%	(19)	244
Income: Under 50k	12%	(144)	20%	(238)	17%	(205)	36%	(424)	14%	(165)	1178
Income: 50k-100k	12%	(81)	26%	(170)	21%	(138)	38%	(247)	3%	(22)	657
Income: 100k+	19%	(70)	26%	(95)	17%	(62)	28%	(102)	10%	(37)	365
Ethnicity: White	11%	(195)	22%	(377)	20%	(341)	39%	(669)	8%	(141)	1722
Ethnicity: Hispanic	16%	(58)	20%	(70)	14%	(49)	27%	(94)	22%	(78)	349

Continued on next page

Table HR15_4: *How interested would you be in the following?*
Interviews with famous retired athletes

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	13%	(295)	23%	(503)	18%	(405)	35%	(773)	10%	(224)	2200
Ethnicity: Afr. Am.	22%	(61)	25%	(68)	14%	(37)	22%	(59)	18%	(49)	274
Ethnicity: Other	19%	(39)	29%	(58)	13%	(27)	22%	(45)	17%	(35)	204
All Christian	13%	(132)	25%	(246)	22%	(221)	33%	(330)	6%	(59)	988
All Non-Christian	19%	(21)	20%	(22)	14%	(15)	34%	(37)	12%	(13)	108
Atheist	16%	(16)	22%	(21)	12%	(11)	43%	(42)	7%	(6)	96
Agnostic/Nothing in particular	13%	(126)	21%	(213)	16%	(158)	36%	(365)	14%	(145)	1008
Religious Non-Protestant/Catholic	21%	(30)	21%	(29)	18%	(24)	29%	(40)	11%	(16)	140
Evangelical	14%	(79)	23%	(133)	21%	(121)	34%	(199)	8%	(48)	580
Non-Evangelical	12%	(99)	25%	(202)	21%	(167)	35%	(282)	6%	(48)	798
Community: Urban	16%	(88)	23%	(128)	18%	(102)	31%	(173)	11%	(64)	555
Community: Suburban	14%	(146)	25%	(259)	18%	(194)	35%	(369)	8%	(82)	1051
Community: Rural	10%	(60)	19%	(115)	18%	(108)	39%	(231)	13%	(79)	594
Employ: Private Sector	17%	(101)	27%	(160)	20%	(113)	32%	(186)	4%	(22)	582
Employ: Government	22%	(37)	24%	(40)	20%	(33)	27%	(45)	7%	(11)	165
Employ: Self-Employed	16%	(29)	26%	(49)	17%	(32)	35%	(65)	6%	(11)	186
Employ: Homemaker	7%	(11)	11%	(19)	14%	(23)	51%	(84)	17%	(27)	164
Employ: Retired	5%	(23)	21%	(97)	26%	(120)	42%	(195)	7%	(31)	467
Employ: Unemployed	14%	(42)	21%	(62)	15%	(44)	34%	(102)	16%	(47)	296
Employ: Other	13%	(24)	17%	(32)	12%	(22)	28%	(54)	30%	(57)	189
Military HH: Yes	13%	(45)	22%	(79)	19%	(69)	39%	(139)	7%	(23)	356
Military HH: No	14%	(249)	23%	(424)	18%	(336)	34%	(635)	11%	(201)	1844
RD/WT: Right Direction	13%	(94)	24%	(166)	21%	(144)	35%	(246)	7%	(51)	701
RD/WT: Wrong Track	13%	(201)	22%	(337)	17%	(261)	35%	(528)	12%	(173)	1499
Trump Job Approve	13%	(122)	23%	(212)	20%	(181)	37%	(335)	6%	(58)	909
Trump Job Disapprove	14%	(156)	24%	(278)	19%	(218)	35%	(403)	8%	(97)	1153
Trump Job Strongly Approve	14%	(69)	19%	(92)	17%	(81)	45%	(217)	6%	(27)	485
Trump Job Somewhat Approve	13%	(54)	28%	(120)	24%	(100)	28%	(119)	7%	(31)	424
Trump Job Somewhat Disapprove	17%	(42)	30%	(73)	21%	(53)	27%	(66)	5%	(13)	248
Trump Job Strongly Disapprove	13%	(114)	23%	(205)	18%	(165)	37%	(338)	9%	(84)	904

Continued on next page

Table HR15_4: How interested would you be in the following?
Interviews with famous retired athletes

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	13%	(295)	23%	(503)	18%	(405)	35%	(773)	10%	(224)	2200
Favorable of Trump	14%	(125)	23%	(204)	20%	(182)	37%	(332)	5%	(48)	890
Unfavorable of Trump	14%	(160)	24%	(280)	19%	(216)	35%	(405)	8%	(95)	1156
Very Favorable of Trump	15%	(76)	20%	(103)	17%	(88)	43%	(222)	5%	(25)	515
Somewhat Favorable of Trump	13%	(48)	27%	(101)	25%	(93)	29%	(109)	6%	(22)	374
Somewhat Unfavorable of Trump	18%	(40)	23%	(50)	20%	(43)	31%	(68)	7%	(16)	217
Very Unfavorable of Trump	13%	(120)	24%	(229)	18%	(173)	36%	(338)	8%	(79)	939
#1 Issue: Economy	17%	(131)	27%	(215)	16%	(125)	34%	(268)	6%	(50)	789
#1 Issue: Security	7%	(16)	22%	(52)	24%	(56)	40%	(93)	6%	(13)	230
#1 Issue: Health Care	15%	(59)	24%	(95)	17%	(66)	35%	(137)	9%	(36)	392
#1 Issue: Medicare / Social Security	9%	(25)	18%	(54)	21%	(61)	38%	(112)	14%	(43)	296
#1 Issue: Women's Issues	11%	(10)	19%	(18)	12%	(12)	38%	(36)	20%	(20)	96
#1 Issue: Education	18%	(27)	20%	(30)	24%	(35)	26%	(38)	11%	(17)	146
#1 Issue: Energy	18%	(16)	21%	(19)	17%	(16)	33%	(30)	11%	(10)	91
#1 Issue: Other	6%	(10)	12%	(20)	21%	(34)	37%	(60)	23%	(37)	160
2018 House Vote: Democrat	16%	(118)	26%	(190)	19%	(142)	32%	(237)	7%	(51)	737
2018 House Vote: Republican	13%	(82)	23%	(149)	20%	(130)	39%	(245)	5%	(29)	636
2018 House Vote: Someone else	8%	(7)	26%	(22)	13%	(11)	33%	(28)	21%	(18)	86
2016 Vote: Hillary Clinton	15%	(104)	26%	(180)	20%	(138)	32%	(220)	6%	(43)	684
2016 Vote: Donald Trump	13%	(89)	22%	(147)	19%	(128)	41%	(270)	5%	(31)	665
2016 Vote: Other	13%	(16)	30%	(40)	20%	(26)	31%	(40)	6%	(8)	130
2016 Vote: Didn't Vote	12%	(86)	19%	(136)	16%	(114)	33%	(241)	20%	(143)	720
Voted in 2014: Yes	13%	(173)	25%	(322)	19%	(253)	36%	(475)	6%	(81)	1303
Voted in 2014: No	14%	(122)	20%	(180)	17%	(152)	33%	(299)	16%	(143)	897
2012 Vote: Barack Obama	14%	(114)	26%	(209)	19%	(149)	33%	(261)	7%	(58)	791
2012 Vote: Mitt Romney	12%	(60)	25%	(127)	20%	(104)	39%	(195)	4%	(20)	506
2012 Vote: Other	11%	(9)	20%	(17)	25%	(22)	39%	(34)	6%	(5)	87
2012 Vote: Didn't Vote	14%	(111)	18%	(148)	16%	(130)	35%	(280)	18%	(142)	811

Continued on next page

Table HR15_4: *How interested would you be in the following?*
Interviews with famous retired athletes

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	13%	(295)	23%	(503)	18%	(405)	35%	(773)	10%	(224)	2200
4-Region: Northeast	14%	(55)	23%	(89)	16%	(65)	37%	(147)	9%	(37)	394
4-Region: Midwest	12%	(55)	21%	(97)	20%	(94)	40%	(183)	7%	(33)	462
4-Region: South	13%	(107)	25%	(205)	19%	(157)	33%	(270)	10%	(85)	824
4-Region: West	15%	(77)	21%	(111)	17%	(89)	33%	(173)	13%	(69)	520
Watch TV: Every day	15%	(161)	23%	(248)	18%	(201)	37%	(399)	7%	(80)	1088
Watch TV: Several times per week	14%	(72)	28%	(141)	18%	(92)	33%	(165)	6%	(29)	500
Watch TV: About once per week	10%	(14)	25%	(35)	22%	(31)	31%	(42)	12%	(16)	138
Watch TV: Several times per month	10%	(13)	30%	(37)	17%	(21)	30%	(36)	12%	(15)	121
Watch TV: About once per month	10%	(6)	15%	(10)	25%	(16)	30%	(19)	19%	(12)	63
Watch TV: Less often than once per month	14%	(12)	9%	(8)	21%	(19)	44%	(40)	12%	(11)	91
Watch TV: Never	8%	(16)	13%	(25)	13%	(26)	36%	(72)	30%	(60)	199
Watch Movies: Every day	20%	(88)	23%	(102)	14%	(59)	29%	(127)	13%	(57)	433
Watch Movies: Several times per week	13%	(74)	25%	(135)	22%	(123)	34%	(187)	6%	(31)	549
Watch Movies: About once per week	15%	(57)	25%	(94)	22%	(84)	32%	(123)	6%	(22)	380
Watch Movies: Several times per month	12%	(27)	27%	(61)	17%	(39)	37%	(84)	7%	(15)	227
Watch Movies: About once per month	10%	(20)	20%	(42)	18%	(38)	45%	(96)	7%	(16)	212
Watch Movies: Less often than once per month	8%	(15)	23%	(44)	17%	(34)	42%	(81)	10%	(19)	193
Watch Movies: Never	7%	(14)	12%	(25)	14%	(28)	36%	(75)	31%	(64)	206
Watch Sporting Events: Every day	52%	(82)	25%	(40)	11%	(17)	7%	(11)	5%	(8)	158
Watch Sporting Events: Several times per week	33%	(84)	41%	(105)	13%	(34)	9%	(22)	5%	(12)	258
Watch Sporting Events: About once per week	19%	(37)	39%	(77)	25%	(50)	13%	(26)	4%	(8)	198
Watch Sporting Events: Several times per month	9%	(20)	42%	(87)	19%	(41)	23%	(47)	7%	(14)	209
Watch Sporting Events: About once per month	12%	(19)	23%	(37)	31%	(50)	26%	(42)	8%	(13)	161
Watch Sporting Events: Less often than once per month	7%	(29)	22%	(87)	26%	(104)	36%	(141)	8%	(33)	393
Watch Sporting Events: Never	3%	(24)	8%	(70)	13%	(110)	59%	(484)	16%	(135)	823
Cable TV: Currently subscribe	14%	(135)	23%	(223)	20%	(195)	33%	(320)	10%	(96)	968
Cable TV: Subscribed in past	12%	(92)	24%	(180)	19%	(146)	38%	(287)	7%	(50)	756
Cable TV: Never subscribed	14%	(67)	21%	(99)	13%	(64)	35%	(167)	16%	(78)	476

Continued on next page

Table HR15_4: *How interested would you be in the following?*
Interviews with famous retired athletes

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	13%	(295)	23%	(503)	18%	(405)	35%	(773)	10%	(224)	2200
Satellite TV: Currently subscribe	15%	(78)	21%	(107)	17%	(86)	33%	(169)	13%	(66)	508
Satellite TV: Subscribed in past	14%	(84)	24%	(146)	18%	(109)	36%	(215)	8%	(47)	601
Satellite TV: Never subscribed	12%	(132)	23%	(249)	19%	(210)	36%	(389)	10%	(111)	1092
Streaming Services: Currently subscribe	13%	(178)	25%	(332)	19%	(260)	35%	(479)	8%	(105)	1353
Streaming Services: Subscribed in past	17%	(37)	23%	(47)	17%	(36)	32%	(67)	11%	(23)	210
Streaming Services: Never subscribed	13%	(80)	19%	(124)	17%	(110)	36%	(228)	15%	(96)	637
Film: An avid fan	21%	(145)	24%	(171)	17%	(123)	28%	(198)	10%	(68)	706
Film: A casual fan	11%	(136)	24%	(287)	20%	(247)	37%	(449)	8%	(99)	1218
Film: Not a fan	5%	(14)	16%	(45)	12%	(34)	46%	(126)	21%	(57)	276
Television: An avid fan	18%	(172)	23%	(222)	17%	(165)	32%	(311)	9%	(88)	958
Television: A casual fan	10%	(101)	24%	(251)	21%	(224)	38%	(397)	8%	(85)	1058
Television: Not a fan	12%	(21)	16%	(29)	9%	(16)	35%	(65)	28%	(52)	184
Music: An avid fan	19%	(200)	26%	(275)	18%	(188)	28%	(294)	10%	(109)	1067
Music: A casual fan	9%	(85)	22%	(215)	21%	(203)	41%	(402)	8%	(75)	979
Music: Not a fan	6%	(10)	8%	(13)	9%	(14)	50%	(78)	26%	(41)	155
Fashion: An avid fan	20%	(62)	25%	(75)	10%	(32)	27%	(82)	17%	(53)	304
Fashion: A casual fan	14%	(126)	23%	(209)	22%	(193)	33%	(292)	9%	(77)	897
Fashion: Not a fan	11%	(106)	22%	(219)	18%	(180)	40%	(399)	9%	(95)	999

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

Table HR16_1: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
LeBron James

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	17%	(370)	17%	(378)	16%	(343)	41%	(909)	9%	(201)	2200
Gender: Male	24%	(253)	18%	(196)	15%	(156)	35%	(370)	8%	(87)	1062
Gender: Female	10%	(117)	16%	(182)	16%	(187)	47%	(539)	10%	(114)	1138
Age: 18-34	29%	(191)	18%	(120)	13%	(85)	28%	(183)	11%	(75)	655
Age: 35-44	21%	(75)	20%	(73)	15%	(55)	35%	(125)	8%	(30)	358
Age: 45-64	11%	(83)	15%	(110)	17%	(125)	48%	(362)	10%	(71)	751
Age: 65+	5%	(20)	17%	(75)	18%	(78)	55%	(239)	5%	(24)	436
GenZers: 1997-2012	27%	(87)	21%	(66)	11%	(36)	27%	(88)	14%	(45)	323
Millennials: 1981-1996	29%	(147)	17%	(86)	16%	(82)	29%	(148)	8%	(40)	503
GenXers: 1965-1980	16%	(91)	17%	(96)	15%	(83)	40%	(225)	11%	(62)	558
Baby Boomers: 1946-1964	6%	(41)	15%	(110)	18%	(127)	55%	(399)	6%	(45)	722
PID: Dem (no lean)	21%	(171)	21%	(172)	16%	(131)	32%	(258)	9%	(72)	804
PID: Ind (no lean)	15%	(107)	16%	(110)	14%	(101)	44%	(305)	11%	(78)	701
PID: Rep (no lean)	13%	(92)	14%	(96)	16%	(112)	50%	(346)	7%	(51)	696
PID/Gender: Dem Men	31%	(114)	20%	(74)	13%	(49)	26%	(96)	10%	(35)	368
PID/Gender: Dem Women	13%	(57)	23%	(98)	19%	(82)	37%	(161)	8%	(37)	435
PID/Gender: Ind Men	21%	(71)	19%	(66)	12%	(42)	38%	(129)	9%	(29)	337
PID/Gender: Ind Women	10%	(36)	12%	(45)	16%	(59)	48%	(176)	13%	(48)	364
PID/Gender: Rep Men	19%	(68)	16%	(57)	18%	(66)	40%	(144)	6%	(22)	357
PID/Gender: Rep Women	7%	(24)	11%	(39)	14%	(46)	60%	(202)	8%	(29)	339
Ideo: Liberal (1-3)	23%	(143)	21%	(130)	16%	(102)	33%	(207)	8%	(50)	632
Ideo: Moderate (4)	18%	(97)	20%	(107)	18%	(96)	39%	(210)	7%	(37)	546
Ideo: Conservative (5-7)	11%	(85)	15%	(115)	15%	(114)	53%	(396)	6%	(44)	753
Educ: < College	16%	(235)	17%	(250)	15%	(225)	42%	(639)	11%	(164)	1512
Educ: Bachelors degree	20%	(89)	18%	(80)	16%	(72)	42%	(185)	4%	(18)	444
Educ: Post-grad	19%	(46)	20%	(49)	19%	(46)	35%	(85)	8%	(19)	244
Income: Under 50k	16%	(190)	16%	(193)	15%	(174)	40%	(475)	12%	(146)	1178
Income: 50k-100k	17%	(109)	17%	(115)	17%	(109)	46%	(304)	3%	(20)	657
Income: 100k+	20%	(71)	19%	(70)	16%	(59)	36%	(130)	9%	(35)	365
Ethnicity: White	12%	(209)	16%	(277)	17%	(299)	46%	(786)	9%	(150)	1722
Ethnicity: Hispanic	24%	(84)	16%	(57)	13%	(45)	32%	(111)	15%	(54)	349

Continued on next page

Table HR16_1: And specifically, how interested would you be in a documentary series or movie about the following athletes?

LeBron James

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	17%	(370)	17%	(378)	16%	(343)	41%	(909)	9%	(201)	2200
Ethnicity: Afr. Am.	36%	(100)	20%	(54)	10%	(27)	26%	(70)	9%	(24)	274
Ethnicity: Other	30%	(61)	23%	(47)	9%	(17)	26%	(53)	13%	(26)	204
All Christian	14%	(142)	18%	(180)	16%	(162)	45%	(447)	6%	(58)	988
All Non-Christian	27%	(29)	19%	(21)	9%	(10)	33%	(36)	12%	(12)	108
Atheist	24%	(23)	16%	(15)	11%	(11)	41%	(39)	9%	(8)	96
Agnostic/Nothing in particular	17%	(176)	16%	(163)	16%	(159)	38%	(387)	12%	(122)	1008
Religious Non-Protestant/Catholic	26%	(36)	21%	(29)	11%	(15)	32%	(44)	11%	(15)	140
Evangelical	18%	(102)	19%	(108)	17%	(99)	39%	(225)	8%	(46)	580
Non-Evangelical	14%	(109)	17%	(139)	17%	(133)	46%	(369)	6%	(48)	798
Community: Urban	24%	(135)	19%	(107)	13%	(72)	33%	(185)	10%	(56)	555
Community: Suburban	17%	(178)	19%	(196)	15%	(161)	43%	(447)	7%	(69)	1051
Community: Rural	10%	(57)	13%	(75)	18%	(110)	47%	(277)	13%	(76)	594
Employ: Private Sector	21%	(125)	20%	(119)	15%	(89)	40%	(231)	3%	(18)	582
Employ: Government	25%	(41)	21%	(34)	18%	(30)	31%	(52)	5%	(8)	165
Employ: Self-Employed	19%	(35)	16%	(30)	17%	(31)	44%	(82)	4%	(8)	186
Employ: Homemaker	10%	(16)	9%	(15)	12%	(20)	50%	(82)	19%	(31)	164
Employ: Retired	5%	(21)	15%	(70)	21%	(96)	53%	(248)	7%	(32)	467
Employ: Unemployed	18%	(53)	14%	(43)	14%	(42)	41%	(120)	13%	(38)	296
Employ: Other	15%	(28)	13%	(24)	11%	(21)	31%	(59)	29%	(56)	189
Military HH: Yes	14%	(48)	19%	(68)	15%	(53)	47%	(166)	6%	(22)	356
Military HH: No	17%	(321)	17%	(310)	16%	(290)	40%	(743)	10%	(179)	1844
RD/WT: Right Direction	16%	(114)	15%	(106)	17%	(118)	44%	(308)	8%	(54)	701
RD/WT: Wrong Track	17%	(256)	18%	(272)	15%	(225)	40%	(600)	10%	(147)	1499
Trump Job Approve	15%	(138)	13%	(117)	16%	(144)	48%	(440)	8%	(70)	909
Trump Job Disapprove	18%	(211)	21%	(242)	16%	(182)	38%	(439)	7%	(78)	1153
Trump Job Strongly Approve	13%	(65)	12%	(57)	13%	(61)	55%	(268)	7%	(33)	485
Trump Job Somewhat Approve	17%	(73)	14%	(59)	19%	(82)	41%	(172)	9%	(37)	424
Trump Job Somewhat Disapprove	18%	(46)	26%	(65)	16%	(41)	35%	(86)	4%	(11)	248
Trump Job Strongly Disapprove	18%	(166)	20%	(177)	16%	(141)	39%	(353)	7%	(67)	904

Continued on next page

Table HR16_1: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
LeBron James

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	17%	(370)	17%	(378)	16%	(343)	41%	(909)	9%	(201)	2200
Favorable of Trump	15%	(130)	14%	(122)	16%	(146)	48%	(431)	7%	(61)	890
Unfavorable of Trump	19%	(218)	21%	(237)	16%	(185)	39%	(446)	6%	(70)	1156
Very Favorable of Trump	14%	(75)	12%	(64)	13%	(69)	53%	(274)	6%	(33)	515
Somewhat Favorable of Trump	15%	(56)	15%	(58)	21%	(77)	42%	(157)	7%	(27)	374
Somewhat Unfavorable of Trump	19%	(42)	20%	(42)	19%	(41)	36%	(79)	6%	(13)	217
Very Unfavorable of Trump	19%	(176)	21%	(195)	15%	(144)	39%	(367)	6%	(57)	939
#1 Issue: Economy	20%	(160)	17%	(134)	15%	(122)	42%	(329)	5%	(43)	789
#1 Issue: Security	12%	(26)	12%	(28)	14%	(32)	55%	(127)	7%	(17)	230
#1 Issue: Health Care	16%	(64)	22%	(85)	15%	(59)	40%	(157)	7%	(27)	392
#1 Issue: Medicare / Social Security	7%	(21)	16%	(48)	18%	(53)	47%	(139)	12%	(34)	296
#1 Issue: Women's Issues	25%	(24)	16%	(15)	15%	(14)	28%	(27)	16%	(16)	96
#1 Issue: Education	29%	(42)	19%	(28)	13%	(19)	31%	(45)	8%	(11)	146
#1 Issue: Energy	18%	(16)	26%	(24)	21%	(19)	23%	(21)	13%	(11)	91
#1 Issue: Other	9%	(14)	10%	(16)	16%	(25)	40%	(64)	26%	(41)	160
2018 House Vote: Democrat	19%	(143)	22%	(160)	17%	(126)	36%	(269)	5%	(39)	737
2018 House Vote: Republican	11%	(68)	15%	(93)	16%	(103)	53%	(338)	5%	(34)	636
2018 House Vote: Someone else	10%	(8)	12%	(10)	21%	(18)	49%	(42)	9%	(7)	86
2016 Vote: Hillary Clinton	20%	(139)	23%	(155)	18%	(121)	34%	(232)	5%	(37)	684
2016 Vote: Donald Trump	11%	(75)	13%	(85)	15%	(100)	56%	(371)	5%	(34)	665
2016 Vote: Other	10%	(13)	22%	(28)	19%	(24)	44%	(57)	7%	(9)	130
2016 Vote: Didn't Vote	20%	(143)	15%	(110)	14%	(98)	34%	(247)	17%	(121)	720
Voted in 2014: Yes	14%	(184)	19%	(243)	17%	(222)	44%	(575)	6%	(81)	1303
Voted in 2014: No	21%	(186)	15%	(135)	14%	(121)	37%	(334)	13%	(120)	897
2012 Vote: Barack Obama	20%	(154)	22%	(176)	17%	(138)	35%	(277)	6%	(47)	791
2012 Vote: Mitt Romney	8%	(39)	14%	(73)	16%	(83)	55%	(279)	6%	(32)	506
2012 Vote: Other	5%	(5)	13%	(11)	12%	(10)	64%	(56)	6%	(5)	87
2012 Vote: Didn't Vote	21%	(172)	14%	(116)	14%	(112)	36%	(294)	14%	(117)	811

Continued on next page

Table HR16_1: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
LeBron James

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	17%	(370)	17%	(378)	16%	(343)	41%	(909)	9%	(201)	2200
4-Region: Northeast	17%	(66)	20%	(77)	16%	(63)	41%	(161)	7%	(26)	394
4-Region: Midwest	14%	(65)	14%	(65)	19%	(88)	48%	(224)	4%	(21)	462
4-Region: South	17%	(136)	19%	(154)	15%	(126)	39%	(323)	10%	(86)	824
4-Region: West	20%	(102)	16%	(82)	13%	(66)	39%	(202)	13%	(68)	520
Watch TV: Every day	17%	(190)	18%	(198)	17%	(186)	40%	(440)	7%	(74)	1088
Watch TV: Several times per week	19%	(93)	19%	(97)	17%	(86)	39%	(193)	6%	(30)	500
Watch TV: About once per week	20%	(28)	12%	(17)	14%	(20)	41%	(57)	12%	(17)	138
Watch TV: Several times per month	12%	(15)	25%	(30)	11%	(14)	44%	(53)	8%	(9)	121
Watch TV: About once per month	4%	(3)	24%	(15)	13%	(8)	47%	(29)	12%	(8)	63
Watch TV: Less often than once per month	23%	(21)	8%	(7)	10%	(9)	53%	(49)	6%	(6)	91
Watch TV: Never	11%	(21)	7%	(14)	10%	(20)	44%	(88)	28%	(56)	199
Watch Movies: Every day	25%	(109)	19%	(81)	13%	(57)	32%	(140)	11%	(46)	433
Watch Movies: Several times per week	19%	(102)	17%	(94)	17%	(96)	41%	(226)	6%	(31)	549
Watch Movies: About once per week	16%	(62)	19%	(74)	17%	(63)	41%	(157)	6%	(24)	380
Watch Movies: Several times per month	16%	(37)	23%	(51)	19%	(44)	38%	(86)	4%	(9)	227
Watch Movies: About once per month	11%	(23)	17%	(37)	14%	(29)	49%	(103)	9%	(19)	212
Watch Movies: Less often than once per month	11%	(21)	16%	(30)	13%	(26)	52%	(100)	8%	(16)	193
Watch Movies: Never	8%	(16)	5%	(10)	14%	(29)	46%	(96)	27%	(56)	206
Watch Sporting Events: Every day	44%	(70)	22%	(35)	11%	(17)	17%	(26)	5%	(9)	158
Watch Sporting Events: Several times per week	34%	(88)	24%	(61)	17%	(45)	19%	(50)	6%	(14)	258
Watch Sporting Events: About once per week	28%	(55)	20%	(40)	18%	(36)	30%	(59)	4%	(8)	198
Watch Sporting Events: Several times per month	20%	(43)	22%	(46)	16%	(34)	36%	(75)	5%	(12)	209
Watch Sporting Events: About once per month	14%	(22)	23%	(38)	26%	(41)	35%	(56)	3%	(4)	161
Watch Sporting Events: Less often than once per month	11%	(43)	24%	(94)	21%	(81)	38%	(149)	7%	(26)	393
Watch Sporting Events: Never	6%	(48)	8%	(64)	11%	(88)	60%	(495)	16%	(128)	823
Cable TV: Currently subscribe	18%	(179)	19%	(188)	15%	(141)	39%	(381)	8%	(79)	968
Cable TV: Subscribed in past	14%	(109)	18%	(133)	18%	(134)	45%	(337)	6%	(42)	756
Cable TV: Never subscribed	17%	(81)	12%	(57)	14%	(68)	40%	(191)	17%	(80)	476

Continued on next page

Table HR16_1: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
LeBron James

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	17%	(370)	17%	(378)	16%	(343)	41%	(909)	9%	(201)	2200
Satellite TV: Currently subscribe	17%	(87)	19%	(97)	13%	(67)	37%	(189)	13%	(67)	508
Satellite TV: Subscribed in past	18%	(106)	17%	(101)	16%	(99)	43%	(256)	6%	(38)	601
Satellite TV: Never subscribed	16%	(176)	16%	(179)	16%	(177)	42%	(463)	9%	(96)	1092
Streaming Services: Currently subscribe	18%	(242)	19%	(253)	15%	(208)	40%	(542)	8%	(108)	1353
Streaming Services: Subscribed in past	22%	(46)	14%	(30)	18%	(37)	40%	(85)	6%	(13)	210
Streaming Services: Never subscribed	13%	(81)	15%	(96)	15%	(98)	44%	(282)	12%	(80)	637
Film: An avid fan	25%	(176)	19%	(138)	15%	(106)	32%	(225)	9%	(62)	706
Film: A casual fan	13%	(159)	18%	(219)	17%	(202)	45%	(552)	7%	(86)	1218
Film: Not a fan	13%	(35)	8%	(21)	13%	(35)	48%	(132)	19%	(53)	276
Television: An avid fan	18%	(176)	19%	(186)	17%	(166)	37%	(354)	8%	(75)	958
Television: A casual fan	15%	(164)	16%	(171)	15%	(162)	46%	(483)	7%	(78)	1058
Television: Not a fan	16%	(29)	11%	(21)	8%	(15)	39%	(71)	26%	(48)	184
Music: An avid fan	24%	(251)	19%	(199)	15%	(160)	34%	(360)	9%	(97)	1067
Music: A casual fan	10%	(102)	17%	(164)	17%	(171)	49%	(475)	7%	(67)	979
Music: Not a fan	10%	(16)	10%	(16)	8%	(12)	48%	(74)	24%	(37)	155
Fashion: An avid fan	36%	(109)	13%	(39)	11%	(34)	27%	(82)	13%	(41)	304
Fashion: A casual fan	17%	(149)	21%	(192)	17%	(154)	37%	(334)	7%	(66)	897
Fashion: Not a fan	11%	(112)	15%	(147)	15%	(155)	49%	(493)	9%	(93)	999

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

Table HR16_2: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Tiger Woods

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	13%	(283)	19%	(422)	15%	(337)	43%	(942)	10%	(216)	2200
Gender: Male	19%	(206)	23%	(240)	15%	(158)	33%	(355)	10%	(102)	1062
Gender: Female	7%	(77)	16%	(182)	16%	(179)	52%	(587)	10%	(114)	1138
Age: 18-34	16%	(103)	20%	(128)	16%	(102)	34%	(220)	16%	(102)	655
Age: 35-44	18%	(65)	22%	(78)	13%	(46)	36%	(130)	11%	(38)	358
Age: 45-64	11%	(84)	16%	(119)	16%	(118)	49%	(368)	8%	(62)	751
Age: 65+	7%	(32)	22%	(98)	16%	(71)	51%	(223)	3%	(14)	436
GenZers: 1997-2012	10%	(33)	18%	(59)	15%	(47)	35%	(114)	21%	(69)	323
Millennials: 1981-1996	22%	(111)	21%	(107)	16%	(80)	31%	(158)	10%	(48)	503
GenXers: 1965-1980	14%	(77)	20%	(111)	12%	(69)	42%	(237)	11%	(64)	558
Baby Boomers: 1946-1964	7%	(51)	18%	(127)	17%	(119)	54%	(390)	5%	(34)	722
PID: Dem (no lean)	14%	(117)	20%	(163)	16%	(130)	39%	(314)	10%	(80)	804
PID: Ind (no lean)	11%	(78)	17%	(120)	14%	(100)	44%	(309)	13%	(94)	701
PID: Rep (no lean)	13%	(89)	20%	(139)	15%	(107)	46%	(319)	6%	(42)	696
PID/Gender: Dem Men	21%	(76)	21%	(79)	16%	(57)	31%	(115)	11%	(40)	368
PID/Gender: Dem Women	9%	(40)	19%	(84)	17%	(72)	46%	(199)	9%	(40)	435
PID/Gender: Ind Men	17%	(57)	22%	(75)	14%	(47)	35%	(118)	12%	(40)	337
PID/Gender: Ind Women	6%	(21)	12%	(45)	14%	(53)	52%	(191)	15%	(54)	364
PID/Gender: Rep Men	21%	(73)	24%	(86)	15%	(53)	34%	(122)	6%	(23)	357
PID/Gender: Rep Women	5%	(15)	16%	(53)	16%	(54)	58%	(197)	6%	(19)	339
Ideo: Liberal (1-3)	14%	(87)	22%	(137)	16%	(102)	38%	(239)	10%	(66)	632
Ideo: Moderate (4)	14%	(78)	20%	(108)	16%	(89)	42%	(228)	8%	(43)	546
Ideo: Conservative (5-7)	13%	(94)	20%	(152)	15%	(113)	48%	(362)	4%	(31)	753
Educ: < College	11%	(167)	18%	(271)	15%	(226)	44%	(670)	12%	(177)	1512
Educ: Bachelors degree	17%	(76)	21%	(95)	18%	(78)	40%	(180)	3%	(15)	444
Educ: Post-grad	16%	(40)	23%	(56)	13%	(32)	38%	(93)	10%	(23)	244
Income: Under 50k	11%	(128)	17%	(200)	15%	(181)	44%	(520)	13%	(149)	1178
Income: 50k-100k	13%	(83)	23%	(149)	15%	(99)	45%	(296)	5%	(31)	657
Income: 100k+	20%	(73)	20%	(74)	15%	(56)	35%	(126)	10%	(36)	365
Ethnicity: White	11%	(185)	19%	(331)	16%	(272)	46%	(794)	8%	(139)	1722
Ethnicity: Hispanic	14%	(48)	20%	(68)	13%	(44)	32%	(112)	22%	(76)	349

Continued on next page

Table HR16_2: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Tiger Woods

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	13%	(283)	19%	(422)	15%	(337)	43%	(942)	10%	(216)	2200
Ethnicity: Afr. Am.	22%	(59)	18%	(50)	14%	(38)	34%	(94)	12%	(33)	274
Ethnicity: Other	19%	(39)	20%	(42)	13%	(26)	26%	(54)	22%	(44)	204
All Christian	13%	(127)	23%	(226)	15%	(152)	43%	(427)	6%	(56)	988
All Non-Christian	17%	(19)	21%	(22)	13%	(14)	38%	(41)	11%	(12)	108
Atheist	14%	(14)	16%	(15)	17%	(16)	44%	(42)	10%	(9)	96
Agnostic/Nothing in particular	12%	(124)	16%	(159)	15%	(155)	43%	(432)	14%	(138)	1008
Religious Non-Protestant/Catholic	18%	(25)	24%	(33)	12%	(16)	35%	(49)	11%	(15)	140
Evangelical	14%	(83)	22%	(126)	15%	(90)	41%	(235)	8%	(45)	580
Non-Evangelical	12%	(93)	19%	(155)	15%	(121)	47%	(378)	6%	(49)	798
Community: Urban	18%	(102)	20%	(111)	13%	(72)	36%	(201)	12%	(69)	555
Community: Suburban	13%	(132)	20%	(207)	18%	(185)	43%	(452)	7%	(75)	1051
Community: Rural	8%	(50)	17%	(104)	14%	(80)	49%	(289)	12%	(72)	594
Employ: Private Sector	17%	(101)	22%	(127)	16%	(94)	41%	(237)	4%	(23)	582
Employ: Government	21%	(34)	22%	(37)	20%	(33)	30%	(49)	7%	(11)	165
Employ: Self-Employed	15%	(27)	18%	(34)	17%	(31)	47%	(87)	4%	(7)	186
Employ: Homemaker	5%	(9)	13%	(21)	11%	(17)	55%	(91)	16%	(26)	164
Employ: Retired	6%	(30)	21%	(100)	16%	(76)	52%	(242)	4%	(19)	467
Employ: Unemployed	12%	(36)	14%	(42)	13%	(40)	47%	(138)	14%	(41)	296
Employ: Other	14%	(26)	16%	(29)	11%	(20)	26%	(50)	34%	(63)	189
Military HH: Yes	13%	(45)	22%	(79)	14%	(51)	45%	(160)	6%	(22)	356
Military HH: No	13%	(238)	19%	(343)	16%	(286)	42%	(782)	11%	(194)	1844
RD/WT: Right Direction	14%	(98)	24%	(169)	15%	(109)	39%	(276)	7%	(50)	701
RD/WT: Wrong Track	12%	(186)	17%	(254)	15%	(228)	44%	(666)	11%	(166)	1499
Trump Job Approve	15%	(135)	21%	(186)	14%	(131)	43%	(395)	7%	(61)	909
Trump Job Disapprove	12%	(135)	19%	(217)	17%	(192)	45%	(515)	8%	(93)	1153
Trump Job Strongly Approve	15%	(73)	20%	(97)	14%	(67)	46%	(224)	5%	(24)	485
Trump Job Somewhat Approve	15%	(62)	21%	(89)	15%	(64)	40%	(171)	9%	(37)	424
Trump Job Somewhat Disapprove	12%	(31)	23%	(57)	15%	(38)	42%	(104)	7%	(18)	248
Trump Job Strongly Disapprove	12%	(104)	18%	(160)	17%	(154)	45%	(411)	8%	(75)	904

Continued on next page

Table HR16_2: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Tiger Woods

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	13%	(283)	19%	(422)	15%	(337)	43%	(942)	10%	(216)	2200
Favorable of Trump	16%	(138)	20%	(176)	15%	(130)	44%	(393)	6%	(53)	890
Unfavorable of Trump	12%	(137)	20%	(229)	17%	(193)	44%	(511)	7%	(86)	1156
Very Favorable of Trump	17%	(86)	20%	(103)	13%	(67)	45%	(233)	5%	(26)	515
Somewhat Favorable of Trump	14%	(52)	19%	(72)	17%	(63)	43%	(160)	7%	(27)	374
Somewhat Unfavorable of Trump	10%	(22)	25%	(55)	16%	(35)	42%	(92)	6%	(13)	217
Very Unfavorable of Trump	12%	(115)	19%	(174)	17%	(157)	45%	(419)	8%	(73)	939
#1 Issue: Economy	15%	(116)	21%	(166)	15%	(122)	43%	(342)	5%	(43)	789
#1 Issue: Security	10%	(23)	19%	(44)	11%	(26)	51%	(117)	8%	(19)	230
#1 Issue: Health Care	14%	(53)	21%	(81)	16%	(64)	40%	(158)	9%	(35)	392
#1 Issue: Medicare / Social Security	9%	(28)	15%	(46)	17%	(49)	49%	(144)	10%	(29)	296
#1 Issue: Women's Issues	13%	(13)	18%	(17)	15%	(15)	35%	(33)	19%	(18)	96
#1 Issue: Education	20%	(30)	19%	(27)	15%	(21)	35%	(51)	12%	(17)	146
#1 Issue: Energy	14%	(12)	21%	(19)	16%	(15)	34%	(31)	16%	(15)	91
#1 Issue: Other	5%	(8)	14%	(22)	15%	(24)	41%	(65)	25%	(41)	160
2018 House Vote: Democrat	14%	(104)	20%	(146)	18%	(132)	42%	(311)	6%	(44)	737
2018 House Vote: Republican	12%	(76)	21%	(133)	15%	(95)	48%	(303)	5%	(30)	636
2018 House Vote: Someone else	11%	(9)	19%	(17)	16%	(14)	42%	(37)	11%	(10)	86
2016 Vote: Hillary Clinton	13%	(91)	21%	(145)	17%	(118)	42%	(288)	6%	(41)	684
2016 Vote: Donald Trump	13%	(85)	21%	(140)	15%	(97)	48%	(316)	4%	(26)	665
2016 Vote: Other	12%	(16)	19%	(24)	19%	(24)	44%	(58)	6%	(8)	130
2016 Vote: Didn't Vote	13%	(92)	16%	(113)	13%	(97)	39%	(277)	20%	(140)	720
Voted in 2014: Yes	13%	(168)	21%	(274)	16%	(209)	45%	(585)	5%	(67)	1303
Voted in 2014: No	13%	(115)	17%	(149)	14%	(127)	40%	(357)	17%	(149)	897
2012 Vote: Barack Obama	14%	(112)	23%	(179)	17%	(136)	41%	(322)	5%	(42)	791
2012 Vote: Mitt Romney	14%	(68)	20%	(100)	14%	(73)	49%	(247)	3%	(16)	506
2012 Vote: Other	6%	(5)	14%	(12)	17%	(15)	55%	(48)	9%	(8)	87
2012 Vote: Didn't Vote	12%	(98)	16%	(129)	14%	(113)	40%	(322)	18%	(149)	811

Continued on next page

Table HR16_2: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Tiger Woods

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	13%	(283)	19%	(422)	15%	(337)	43%	(942)	10%	(216)	2200
4-Region: Northeast	12%	(48)	23%	(92)	15%	(60)	41%	(160)	9%	(34)	394
4-Region: Midwest	12%	(57)	17%	(81)	17%	(79)	46%	(215)	7%	(31)	462
4-Region: South	13%	(106)	20%	(165)	15%	(125)	43%	(351)	9%	(78)	824
4-Region: West	14%	(73)	16%	(85)	14%	(73)	42%	(216)	14%	(73)	520
Watch TV: Every day	13%	(147)	20%	(220)	16%	(175)	43%	(464)	8%	(82)	1088
Watch TV: Several times per week	13%	(67)	21%	(104)	16%	(80)	43%	(215)	7%	(34)	500
Watch TV: About once per week	16%	(22)	17%	(24)	16%	(22)	39%	(53)	12%	(16)	138
Watch TV: Several times per month	12%	(14)	22%	(26)	15%	(18)	45%	(54)	7%	(8)	121
Watch TV: About once per month	9%	(6)	21%	(13)	16%	(10)	30%	(19)	24%	(15)	63
Watch TV: Less often than once per month	9%	(8)	19%	(17)	11%	(10)	56%	(51)	5%	(5)	91
Watch TV: Never	10%	(19)	9%	(18)	11%	(21)	43%	(85)	28%	(55)	199
Watch Movies: Every day	17%	(75)	22%	(95)	14%	(62)	34%	(149)	12%	(51)	433
Watch Movies: Several times per week	12%	(68)	23%	(124)	17%	(92)	42%	(233)	6%	(31)	549
Watch Movies: About once per week	12%	(44)	19%	(73)	18%	(70)	44%	(167)	7%	(26)	380
Watch Movies: Several times per month	14%	(32)	20%	(46)	14%	(33)	44%	(101)	7%	(16)	227
Watch Movies: About once per month	12%	(25)	14%	(30)	17%	(35)	47%	(99)	11%	(22)	212
Watch Movies: Less often than once per month	9%	(18)	17%	(33)	13%	(26)	51%	(99)	9%	(17)	193
Watch Movies: Never	10%	(21)	10%	(21)	9%	(19)	46%	(94)	25%	(52)	206
Watch Sporting Events: Every day	46%	(72)	22%	(35)	9%	(14)	17%	(27)	6%	(10)	158
Watch Sporting Events: Several times per week	27%	(70)	33%	(86)	13%	(34)	21%	(54)	5%	(14)	258
Watch Sporting Events: About once per week	14%	(28)	27%	(54)	23%	(45)	31%	(61)	5%	(10)	198
Watch Sporting Events: Several times per month	10%	(22)	29%	(61)	18%	(38)	34%	(72)	8%	(17)	209
Watch Sporting Events: About once per month	7%	(12)	24%	(38)	24%	(39)	38%	(62)	6%	(10)	161
Watch Sporting Events: Less often than once per month	12%	(46)	21%	(82)	19%	(74)	40%	(158)	8%	(33)	393
Watch Sporting Events: Never	4%	(33)	8%	(66)	11%	(92)	62%	(509)	15%	(123)	823
Cable TV: Currently subscribe	14%	(137)	20%	(193)	15%	(150)	42%	(402)	9%	(86)	968
Cable TV: Subscribed in past	11%	(80)	22%	(163)	17%	(128)	44%	(332)	7%	(53)	756
Cable TV: Never subscribed	14%	(66)	14%	(66)	12%	(59)	44%	(208)	16%	(77)	476

Continued on next page

Table HR16_2: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Tiger Woods

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	13%	(283)	19%	(422)	15%	(337)	43%	(942)	10%	(216)	2200
Satellite TV: Currently subscribe	14%	(71)	21%	(107)	13%	(64)	38%	(190)	15%	(76)	508
Satellite TV: Subscribed in past	12%	(70)	22%	(131)	16%	(96)	44%	(263)	7%	(41)	601
Satellite TV: Never subscribed	13%	(142)	17%	(184)	16%	(177)	45%	(489)	9%	(100)	1092
Streaming Services: Currently subscribe	13%	(179)	21%	(279)	15%	(207)	42%	(562)	9%	(126)	1353
Streaming Services: Subscribed in past	16%	(33)	17%	(36)	19%	(40)	41%	(85)	8%	(16)	210
Streaming Services: Never subscribed	11%	(71)	17%	(107)	14%	(90)	46%	(295)	12%	(74)	637
Film: An avid fan	19%	(135)	20%	(140)	13%	(95)	37%	(260)	11%	(76)	706
Film: A casual fan	11%	(130)	20%	(244)	17%	(212)	45%	(543)	7%	(89)	1218
Film: Not a fan	7%	(18)	14%	(38)	11%	(30)	50%	(139)	18%	(51)	276
Television: An avid fan	16%	(150)	20%	(192)	15%	(143)	41%	(393)	8%	(81)	958
Television: A casual fan	11%	(118)	19%	(197)	17%	(181)	45%	(473)	8%	(89)	1058
Television: Not a fan	9%	(16)	18%	(34)	7%	(13)	41%	(76)	25%	(46)	184
Music: An avid fan	18%	(187)	20%	(211)	15%	(156)	37%	(396)	11%	(116)	1067
Music: A casual fan	8%	(81)	19%	(189)	18%	(175)	48%	(474)	6%	(59)	979
Music: Not a fan	10%	(15)	14%	(22)	4%	(6)	46%	(71)	26%	(41)	155
Fashion: An avid fan	22%	(66)	18%	(54)	10%	(30)	33%	(101)	18%	(54)	304
Fashion: A casual fan	12%	(110)	23%	(202)	17%	(154)	40%	(356)	8%	(74)	897
Fashion: Not a fan	11%	(107)	17%	(166)	15%	(153)	49%	(485)	9%	(88)	999

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

Table HR16_3: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Roger Federer

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(138)	12%	(269)	16%	(358)	44%	(974)	21%	(462)	2200
Gender: Male	10%	(102)	16%	(166)	19%	(200)	39%	(414)	17%	(180)	1062
Gender: Female	3%	(36)	9%	(103)	14%	(158)	49%	(560)	25%	(282)	1138
Age: 18-34	9%	(56)	12%	(79)	13%	(82)	34%	(222)	33%	(216)	655
Age: 35-44	9%	(31)	19%	(69)	15%	(53)	38%	(135)	19%	(69)	358
Age: 45-64	4%	(33)	11%	(80)	20%	(147)	50%	(374)	15%	(116)	751
Age: 65+	4%	(17)	9%	(40)	17%	(76)	56%	(243)	14%	(61)	436
GenZers: 1997-2012	3%	(9)	11%	(37)	13%	(41)	32%	(103)	41%	(133)	323
Millennials: 1981-1996	12%	(62)	17%	(85)	15%	(73)	33%	(166)	23%	(117)	503
GenXers: 1965-1980	7%	(37)	13%	(73)	16%	(89)	46%	(259)	18%	(100)	558
Baby Boomers: 1946-1964	4%	(28)	10%	(69)	19%	(138)	54%	(391)	13%	(96)	722
PID: Dem (no lean)	8%	(60)	13%	(108)	18%	(148)	40%	(321)	21%	(166)	804
PID: Ind (no lean)	5%	(37)	12%	(83)	14%	(97)	45%	(312)	24%	(171)	701
PID: Rep (no lean)	6%	(41)	11%	(78)	16%	(113)	49%	(340)	18%	(124)	696
PID/Gender: Dem Men	10%	(38)	16%	(60)	22%	(79)	35%	(127)	17%	(64)	368
PID/Gender: Dem Women	5%	(23)	11%	(48)	16%	(69)	45%	(194)	23%	(102)	435
PID/Gender: Ind Men	9%	(31)	16%	(55)	17%	(57)	37%	(126)	20%	(68)	337
PID/Gender: Ind Women	1%	(5)	8%	(28)	11%	(40)	51%	(187)	29%	(104)	364
PID/Gender: Rep Men	9%	(33)	14%	(51)	18%	(64)	45%	(161)	14%	(48)	357
PID/Gender: Rep Women	2%	(8)	8%	(27)	14%	(49)	53%	(179)	22%	(76)	339
Ideo: Liberal (1-3)	8%	(52)	14%	(87)	17%	(110)	41%	(257)	20%	(126)	632
Ideo: Moderate (4)	7%	(36)	15%	(80)	18%	(98)	40%	(219)	21%	(113)	546
Ideo: Conservative (5-7)	5%	(41)	12%	(88)	16%	(120)	52%	(394)	15%	(111)	753
Educ: < College	5%	(69)	10%	(152)	15%	(232)	45%	(687)	25%	(373)	1512
Educ: Bachelors degree	9%	(41)	16%	(72)	20%	(88)	43%	(190)	12%	(53)	444
Educ: Post-grad	11%	(28)	19%	(46)	15%	(38)	40%	(98)	15%	(36)	244
Income: Under 50k	5%	(60)	9%	(111)	14%	(166)	45%	(526)	27%	(315)	1178
Income: 50k-100k	6%	(41)	14%	(94)	20%	(134)	47%	(309)	12%	(79)	657
Income: 100k+	10%	(36)	17%	(64)	16%	(58)	38%	(139)	19%	(68)	365
Ethnicity: White	6%	(105)	11%	(194)	17%	(288)	47%	(817)	18%	(318)	1722
Ethnicity: Hispanic	8%	(29)	11%	(37)	14%	(49)	36%	(126)	31%	(109)	349

Continued on next page

Table HR16_3: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Roger Federer

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(138)	12%	(269)	16%	(358)	44%	(974)	21%	(462)	2200
Ethnicity: Afr. Am.	7%	(18)	16%	(43)	16%	(43)	35%	(96)	27%	(74)	274
Ethnicity: Other	7%	(15)	16%	(32)	13%	(27)	30%	(61)	34%	(70)	204
All Christian	7%	(65)	14%	(134)	18%	(178)	47%	(468)	14%	(142)	988
All Non-Christian	10%	(11)	11%	(12)	18%	(20)	38%	(41)	23%	(24)	108
Atheist	8%	(8)	9%	(9)	14%	(14)	49%	(47)	19%	(18)	96
Agnostic/Nothing in particular	5%	(54)	11%	(113)	14%	(146)	41%	(417)	28%	(278)	1008
Religious Non-Protestant/Catholic	10%	(14)	12%	(17)	21%	(29)	35%	(49)	22%	(31)	140
Evangelical	7%	(40)	12%	(71)	18%	(103)	45%	(261)	18%	(105)	580
Non-Evangelical	6%	(45)	13%	(104)	17%	(137)	48%	(384)	16%	(127)	798
Community: Urban	11%	(60)	12%	(66)	16%	(91)	37%	(207)	23%	(130)	555
Community: Suburban	6%	(61)	15%	(153)	16%	(173)	45%	(476)	18%	(187)	1051
Community: Rural	3%	(16)	8%	(50)	16%	(93)	49%	(290)	24%	(144)	594
Employ: Private Sector	10%	(58)	15%	(85)	18%	(107)	43%	(249)	14%	(83)	582
Employ: Government	9%	(16)	16%	(27)	19%	(32)	39%	(64)	16%	(26)	165
Employ: Self-Employed	5%	(9)	17%	(32)	16%	(30)	48%	(89)	14%	(26)	186
Employ: Homemaker	1%	(2)	11%	(18)	9%	(15)	51%	(84)	28%	(45)	164
Employ: Retired	3%	(12)	9%	(42)	20%	(91)	55%	(256)	14%	(66)	467
Employ: Unemployed	6%	(17)	9%	(27)	15%	(44)	42%	(124)	28%	(84)	296
Employ: Other	8%	(15)	9%	(17)	9%	(17)	34%	(65)	40%	(75)	189
Military HH: Yes	6%	(21)	12%	(42)	18%	(63)	47%	(169)	17%	(60)	356
Military HH: No	6%	(116)	12%	(227)	16%	(295)	44%	(805)	22%	(401)	1844
RD/WT: Right Direction	7%	(50)	13%	(88)	17%	(118)	43%	(302)	20%	(142)	701
RD/WT: Wrong Track	6%	(88)	12%	(181)	16%	(240)	45%	(671)	21%	(319)	1499
Trump Job Approve	6%	(53)	12%	(108)	16%	(148)	47%	(428)	19%	(171)	909
Trump Job Disapprove	7%	(79)	13%	(152)	18%	(202)	44%	(511)	18%	(208)	1153
Trump Job Strongly Approve	6%	(29)	10%	(47)	14%	(70)	52%	(253)	18%	(86)	485
Trump Job Somewhat Approve	6%	(24)	14%	(61)	19%	(78)	41%	(175)	20%	(85)	424
Trump Job Somewhat Disapprove	8%	(21)	16%	(40)	19%	(47)	36%	(90)	20%	(51)	248
Trump Job Strongly Disapprove	6%	(58)	12%	(112)	17%	(156)	47%	(421)	17%	(157)	904

Continued on next page

Table HR16_3: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Roger Federer

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(138)	12%	(269)	16%	(358)	44%	(974)	21%	(462)	2200
Favorable of Trump	6%	(57)	11%	(96)	17%	(153)	48%	(426)	18%	(157)	890
Unfavorable of Trump	7%	(78)	14%	(162)	17%	(197)	44%	(513)	18%	(207)	1156
Very Favorable of Trump	8%	(40)	10%	(49)	16%	(81)	50%	(260)	17%	(85)	515
Somewhat Favorable of Trump	5%	(17)	13%	(47)	19%	(72)	44%	(166)	19%	(72)	374
Somewhat Unfavorable of Trump	9%	(20)	20%	(44)	15%	(32)	38%	(82)	18%	(39)	217
Very Unfavorable of Trump	6%	(57)	13%	(118)	18%	(165)	46%	(430)	18%	(168)	939
#1 Issue: Economy	6%	(49)	16%	(128)	16%	(127)	45%	(352)	17%	(134)	789
#1 Issue: Security	4%	(10)	10%	(22)	12%	(28)	58%	(134)	15%	(35)	230
#1 Issue: Health Care	7%	(27)	14%	(55)	20%	(77)	43%	(171)	16%	(63)	392
#1 Issue: Medicare / Social Security	6%	(19)	7%	(20)	18%	(52)	48%	(142)	21%	(63)	296
#1 Issue: Women's Issues	5%	(5)	5%	(5)	15%	(14)	36%	(34)	39%	(37)	96
#1 Issue: Education	8%	(11)	12%	(18)	14%	(20)	35%	(51)	31%	(45)	146
#1 Issue: Energy	7%	(7)	11%	(10)	22%	(20)	29%	(26)	31%	(28)	91
#1 Issue: Other	7%	(11)	7%	(11)	12%	(19)	40%	(64)	35%	(56)	160
2018 House Vote: Democrat	7%	(51)	16%	(121)	18%	(133)	44%	(328)	14%	(103)	737
2018 House Vote: Republican	7%	(44)	12%	(75)	18%	(114)	50%	(318)	13%	(85)	636
2018 House Vote: Someone else	10%	(8)	5%	(5)	14%	(12)	51%	(44)	20%	(18)	86
2016 Vote: Hillary Clinton	8%	(52)	17%	(114)	18%	(123)	43%	(293)	15%	(102)	684
2016 Vote: Donald Trump	6%	(41)	11%	(76)	18%	(119)	53%	(350)	12%	(79)	665
2016 Vote: Other	6%	(7)	16%	(21)	21%	(27)	40%	(52)	17%	(22)	130
2016 Vote: Didn't Vote	5%	(38)	8%	(58)	12%	(90)	38%	(276)	36%	(258)	720
Voted in 2014: Yes	6%	(79)	14%	(179)	19%	(246)	47%	(619)	14%	(181)	1303
Voted in 2014: No	7%	(59)	10%	(90)	12%	(112)	40%	(355)	31%	(281)	897
2012 Vote: Barack Obama	8%	(60)	14%	(110)	19%	(150)	44%	(347)	16%	(123)	791
2012 Vote: Mitt Romney	5%	(27)	13%	(66)	17%	(87)	53%	(268)	11%	(58)	506
2012 Vote: Other	5%	(5)	14%	(12)	19%	(17)	49%	(42)	13%	(12)	87
2012 Vote: Didn't Vote	6%	(46)	10%	(80)	13%	(105)	39%	(313)	33%	(267)	811

Continued on next page

Table HR16_3: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Roger Federer

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion	Total N
Adults	6%	(138)	12%	(269)	16%	(358)	44%	(974)	21% (462)	2200
4-Region: Northeast	6%	(25)	11%	(44)	18%	(71)	47%	(186)	17% (68)	394
4-Region: Midwest	6%	(27)	10%	(46)	17%	(80)	49%	(227)	18% (82)	462
4-Region: South	6%	(47)	13%	(110)	16%	(132)	43%	(352)	22% (182)	824
4-Region: West	7%	(38)	13%	(68)	14%	(75)	40%	(209)	25% (130)	520
Watch TV: Every day	7%	(71)	13%	(141)	17%	(185)	45%	(485)	19% (206)	1088
Watch TV: Several times per week	7%	(36)	12%	(60)	17%	(86)	45%	(223)	19% (95)	500
Watch TV: About once per week	4%	(5)	12%	(17)	13%	(17)	44%	(60)	28% (38)	138
Watch TV: Several times per month	7%	(8)	16%	(19)	19%	(23)	44%	(54)	14% (17)	121
Watch TV: About once per month	—	(0)	18%	(12)	22%	(14)	35%	(22)	25% (16)	63
Watch TV: Less often than once per month	5%	(5)	11%	(10)	13%	(12)	50%	(46)	21% (19)	91
Watch TV: Never	6%	(12)	6%	(11)	10%	(20)	42%	(84)	36% (71)	199
Watch Movies: Every day	11%	(49)	13%	(56)	17%	(72)	36%	(154)	23% (102)	433
Watch Movies: Several times per week	7%	(38)	13%	(70)	16%	(87)	46%	(251)	19% (104)	549
Watch Movies: About once per week	5%	(19)	14%	(54)	20%	(74)	45%	(171)	16% (61)	380
Watch Movies: Several times per month	5%	(10)	13%	(30)	21%	(48)	43%	(98)	18% (41)	227
Watch Movies: About once per month	3%	(6)	8%	(18)	17%	(36)	52%	(110)	20% (42)	212
Watch Movies: Less often than once per month	4%	(8)	16%	(31)	9%	(18)	50%	(97)	21% (40)	193
Watch Movies: Never	4%	(8)	5%	(10)	11%	(23)	45%	(93)	35% (72)	206
Watch Sporting Events: Every day	23%	(36)	23%	(36)	18%	(29)	23%	(36)	13% (21)	158
Watch Sporting Events: Several times per week	16%	(40)	23%	(59)	21%	(54)	28%	(72)	12% (32)	258
Watch Sporting Events: About once per week	7%	(14)	19%	(37)	20%	(41)	35%	(70)	18% (36)	198
Watch Sporting Events: Several times per month	4%	(9)	18%	(39)	20%	(42)	38%	(79)	19% (41)	209
Watch Sporting Events: About once per month	4%	(6)	15%	(24)	21%	(34)	42%	(67)	18% (30)	161
Watch Sporting Events: Less often than once per month	4%	(16)	12%	(47)	20%	(77)	41%	(159)	24% (94)	393
Watch Sporting Events: Never	2%	(15)	3%	(27)	10%	(82)	59%	(489)	25% (210)	823
Cable TV: Currently subscribe	6%	(55)	14%	(139)	17%	(167)	42%	(409)	20% (197)	968
Cable TV: Subscribed in past	6%	(42)	12%	(91)	18%	(137)	47%	(352)	18% (134)	756
Cable TV: Never subscribed	8%	(40)	8%	(39)	11%	(54)	45%	(213)	27% (131)	476

Continued on next page

Table HR16_3: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Roger Federer

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion	Total N
Adults	6%	(138)	12%	(269)	16%	(358)	44%	(974)	21% (462)	2200
Satellite TV: Currently subscribe	8%	(39)	12%	(59)	14%	(72)	41%	(207)	26% (130)	508
Satellite TV: Subscribed in past	5%	(29)	14%	(82)	16%	(98)	44%	(262)	22% (130)	601
Satellite TV: Never subscribed	6%	(69)	12%	(127)	17%	(188)	46%	(505)	19% (202)	1092
Streaming Services: Currently subscribe	7%	(92)	12%	(158)	16%	(220)	44%	(601)	21% (282)	1353
Streaming Services: Subscribed in past	5%	(11)	16%	(33)	18%	(37)	43%	(91)	18% (39)	210
Streaming Services: Never subscribed	5%	(35)	12%	(78)	16%	(101)	44%	(282)	22% (141)	637
Film: An avid fan	10%	(71)	13%	(94)	17%	(122)	36%	(256)	23% (163)	706
Film: A casual fan	5%	(63)	13%	(157)	16%	(194)	48%	(584)	18% (219)	1218
Film: Not a fan	1%	(3)	6%	(18)	15%	(42)	49%	(134)	29% (79)	276
Television: An avid fan	7%	(69)	14%	(131)	18%	(172)	42%	(402)	19% (183)	958
Television: A casual fan	5%	(58)	11%	(121)	16%	(168)	47%	(502)	20% (209)	1058
Television: Not a fan	6%	(11)	9%	(17)	10%	(18)	38%	(69)	38% (70)	184
Music: An avid fan	8%	(84)	12%	(124)	18%	(187)	38%	(407)	25% (265)	1067
Music: A casual fan	5%	(45)	14%	(139)	16%	(159)	50%	(489)	15% (147)	979
Music: Not a fan	6%	(9)	4%	(6)	8%	(12)	50%	(78)	32% (50)	155
Fashion: An avid fan	8%	(25)	14%	(43)	13%	(40)	35%	(106)	30% (90)	304
Fashion: A casual fan	7%	(65)	14%	(127)	16%	(143)	41%	(364)	22% (198)	897
Fashion: Not a fan	5%	(48)	10%	(99)	17%	(175)	50%	(504)	17% (174)	999

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

Table HR16_4: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Muhammad Ali

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion	Total N
Adults	24%	(531)	25%	(555)	12%	(255)	30%	(661)	9% (198)	2200
Gender: Male	34%	(362)	25%	(269)	10%	(110)	22%	(236)	8% (84)	1062
Gender: Female	15%	(169)	25%	(285)	13%	(145)	37%	(425)	10% (114)	1138
Age: 18-34	29%	(190)	25%	(161)	12%	(80)	21%	(136)	13% (87)	655
Age: 35-44	31%	(111)	30%	(106)	7%	(25)	24%	(87)	8% (28)	358
Age: 45-64	22%	(166)	23%	(172)	12%	(87)	35%	(265)	8% (61)	751
Age: 65+	15%	(65)	26%	(115)	14%	(63)	39%	(172)	5% (22)	436
GenZers: 1997-2012	27%	(86)	25%	(82)	10%	(33)	18%	(59)	19% (63)	323
Millennials: 1981-1996	33%	(167)	26%	(129)	12%	(58)	22%	(113)	7% (36)	503
GenXers: 1965-1980	27%	(150)	24%	(135)	9%	(52)	30%	(167)	10% (54)	558
Baby Boomers: 1946-1964	16%	(117)	26%	(185)	13%	(96)	39%	(284)	5% (39)	722
PID: Dem (no lean)	29%	(232)	26%	(207)	13%	(106)	24%	(194)	8% (65)	804
PID: Ind (no lean)	23%	(158)	24%	(167)	9%	(64)	32%	(224)	12% (87)	701
PID: Rep (no lean)	20%	(141)	26%	(181)	12%	(85)	35%	(242)	7% (46)	696
PID/Gender: Dem Men	41%	(152)	21%	(77)	11%	(42)	18%	(65)	9% (32)	368
PID/Gender: Dem Women	18%	(80)	30%	(130)	15%	(63)	30%	(129)	8% (33)	435
PID/Gender: Ind Men	32%	(108)	26%	(89)	8%	(26)	22%	(75)	12% (39)	337
PID/Gender: Ind Women	14%	(50)	21%	(78)	10%	(38)	41%	(150)	13% (48)	364
PID/Gender: Rep Men	29%	(102)	29%	(103)	12%	(42)	27%	(96)	4% (13)	357
PID/Gender: Rep Women	12%	(39)	23%	(78)	13%	(43)	43%	(146)	10% (33)	339
Ideo: Liberal (1-3)	30%	(188)	26%	(165)	12%	(78)	24%	(150)	8% (50)	632
Ideo: Moderate (4)	25%	(137)	28%	(153)	12%	(67)	27%	(150)	7% (40)	546
Ideo: Conservative (5-7)	20%	(154)	26%	(196)	12%	(93)	36%	(273)	5% (37)	753
Educ: < College	23%	(352)	24%	(360)	11%	(170)	31%	(465)	11% (166)	1512
Educ: Bachelors degree	26%	(114)	28%	(124)	14%	(62)	30%	(132)	2% (11)	444
Educ: Post-grad	27%	(65)	29%	(71)	9%	(23)	26%	(63)	9% (22)	244
Income: Under 50k	23%	(269)	23%	(274)	11%	(134)	31%	(363)	12% (138)	1178
Income: 50k-100k	25%	(165)	25%	(165)	14%	(89)	33%	(216)	3% (22)	657
Income: 100k+	27%	(97)	32%	(116)	9%	(32)	22%	(82)	10% (38)	365
Ethnicity: White	20%	(339)	26%	(439)	13%	(218)	34%	(586)	8% (140)	1722
Ethnicity: Hispanic	29%	(101)	22%	(78)	11%	(38)	18%	(63)	20% (69)	349

Continued on next page

Table HR16_4: *And specifically, how interested would you be in a documentary series or movie about the following athletes?
Muhammad Ali*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	24%	(531)	25%	(555)	12%	(255)	30%	(661)	9%	(198)	2200
Ethnicity: Afr. Am.	45%	(123)	24%	(65)	7%	(20)	17%	(46)	7%	(20)	274
Ethnicity: Other	34%	(70)	25%	(51)	8%	(17)	14%	(28)	19%	(38)	204
All Christian	22%	(216)	28%	(274)	13%	(130)	32%	(311)	6%	(57)	988
All Non-Christian	25%	(27)	28%	(30)	8%	(9)	27%	(30)	11%	(12)	108
Atheist	31%	(29)	21%	(20)	5%	(5)	35%	(34)	8%	(8)	96
Agnostic/Nothing in particular	26%	(258)	23%	(230)	11%	(111)	28%	(286)	12%	(122)	1008
Religious Non-Protestant/Catholic	28%	(39)	30%	(41)	7%	(10)	23%	(32)	12%	(16)	140
Evangelical	24%	(141)	26%	(151)	11%	(64)	32%	(185)	7%	(39)	580
Non-Evangelical	23%	(180)	24%	(194)	14%	(115)	32%	(258)	6%	(51)	798
Community: Urban	30%	(167)	24%	(135)	10%	(57)	24%	(136)	11%	(61)	555
Community: Suburban	24%	(254)	27%	(278)	13%	(134)	29%	(309)	7%	(75)	1051
Community: Rural	19%	(111)	24%	(141)	11%	(64)	36%	(216)	11%	(63)	594
Employ: Private Sector	26%	(154)	29%	(166)	14%	(79)	28%	(162)	4%	(21)	582
Employ: Government	37%	(62)	28%	(47)	11%	(18)	18%	(29)	6%	(9)	165
Employ: Self-Employed	30%	(55)	25%	(46)	11%	(20)	29%	(54)	5%	(10)	186
Employ: Homemaker	11%	(18)	15%	(24)	14%	(23)	41%	(67)	19%	(32)	164
Employ: Retired	14%	(67)	29%	(134)	13%	(61)	38%	(178)	6%	(28)	467
Employ: Unemployed	30%	(88)	23%	(69)	8%	(23)	31%	(91)	8%	(25)	296
Employ: Other	21%	(40)	14%	(26)	9%	(16)	30%	(56)	27%	(51)	189
Military HH: Yes	27%	(96)	25%	(90)	8%	(30)	33%	(118)	6%	(23)	356
Military HH: No	24%	(436)	25%	(465)	12%	(225)	29%	(543)	10%	(175)	1844
RD/WT: Right Direction	21%	(147)	28%	(197)	13%	(91)	30%	(210)	8%	(55)	701
RD/WT: Wrong Track	26%	(384)	24%	(358)	11%	(164)	30%	(450)	10%	(143)	1499
Trump Job Approve	23%	(206)	26%	(233)	11%	(103)	33%	(297)	8%	(69)	909
Trump Job Disapprove	26%	(299)	26%	(305)	13%	(145)	29%	(331)	6%	(73)	1153
Trump Job Strongly Approve	19%	(94)	25%	(121)	9%	(46)	39%	(191)	7%	(33)	485
Trump Job Somewhat Approve	26%	(111)	26%	(112)	14%	(58)	25%	(106)	9%	(36)	424
Trump Job Somewhat Disapprove	24%	(60)	32%	(79)	14%	(35)	23%	(57)	7%	(17)	248
Trump Job Strongly Disapprove	26%	(239)	25%	(226)	12%	(110)	30%	(274)	6%	(56)	904

Continued on next page

Table HR16_4: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Muhammad Ali

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion	Total N
Adults	24%	(531)	25%	(555)	12%	(255)	30%	(661)	9% (198)	2200
Favorable of Trump	22%	(197)	27%	(237)	12%	(106)	33%	(293)	6% (57)	890
Unfavorable of Trump	27%	(310)	26%	(299)	12%	(144)	29%	(335)	6% (68)	1156
Very Favorable of Trump	21%	(111)	24%	(125)	10%	(52)	38%	(195)	6% (33)	515
Somewhat Favorable of Trump	23%	(87)	30%	(111)	14%	(54)	26%	(98)	7% (25)	374
Somewhat Unfavorable of Trump	24%	(53)	30%	(65)	12%	(27)	26%	(57)	7% (15)	217
Very Unfavorable of Trump	27%	(257)	25%	(234)	13%	(118)	30%	(277)	6% (52)	939
#1 Issue: Economy	27%	(211)	29%	(227)	10%	(82)	29%	(230)	5% (39)	789
#1 Issue: Security	20%	(46)	22%	(51)	11%	(25)	41%	(95)	6% (13)	230
#1 Issue: Health Care	27%	(108)	28%	(108)	9%	(36)	28%	(110)	8% (31)	392
#1 Issue: Medicare / Social Security	16%	(48)	21%	(62)	15%	(46)	36%	(108)	11% (33)	296
#1 Issue: Women's Issues	22%	(21)	26%	(24)	5%	(4)	28%	(27)	19% (19)	96
#1 Issue: Education	33%	(48)	20%	(30)	15%	(21)	19%	(28)	13% (19)	146
#1 Issue: Energy	26%	(24)	22%	(20)	26%	(24)	17%	(15)	9% (8)	91
#1 Issue: Other	16%	(26)	20%	(32)	10%	(17)	30%	(49)	23% (36)	160
2018 House Vote: Democrat	28%	(205)	27%	(198)	14%	(104)	26%	(192)	5% (39)	737
2018 House Vote: Republican	19%	(123)	28%	(178)	11%	(73)	37%	(233)	5% (29)	636
2018 House Vote: Someone else	15%	(13)	23%	(20)	9%	(8)	43%	(37)	10% (9)	86
2016 Vote: Hillary Clinton	28%	(194)	26%	(178)	14%	(98)	26%	(179)	5% (35)	684
2016 Vote: Donald Trump	20%	(130)	26%	(174)	12%	(81)	38%	(253)	4% (27)	665
2016 Vote: Other	22%	(29)	32%	(41)	13%	(17)	26%	(34)	7% (9)	130
2016 Vote: Didn't Vote	25%	(179)	22%	(162)	8%	(60)	27%	(192)	18% (128)	720
Voted in 2014: Yes	24%	(312)	27%	(353)	12%	(156)	32%	(414)	5% (68)	1303
Voted in 2014: No	24%	(220)	22%	(202)	11%	(99)	27%	(246)	15% (130)	897
2012 Vote: Barack Obama	29%	(229)	27%	(215)	11%	(90)	27%	(215)	5% (42)	791
2012 Vote: Mitt Romney	18%	(93)	29%	(146)	13%	(65)	37%	(185)	3% (18)	506
2012 Vote: Other	16%	(14)	27%	(23)	12%	(10)	40%	(35)	6% (5)	87
2012 Vote: Didn't Vote	24%	(196)	21%	(170)	11%	(90)	27%	(222)	16% (133)	811

Continued on next page

Table HR16_4: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Muhammad Ali

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion	Total N
Adults	24%	(531)	25%	(555)	12%	(255)	30%	(661)	9% (198)	2200
4-Region: Northeast	26%	(101)	28%	(112)	11%	(43)	30%	(116)	5% (21)	394
4-Region: Midwest	20%	(94)	25%	(117)	13%	(59)	37%	(170)	5% (23)	462
4-Region: South	24%	(201)	25%	(204)	12%	(103)	29%	(239)	9% (77)	824
4-Region: West	26%	(136)	24%	(122)	10%	(50)	26%	(135)	15% (77)	520
Watch TV: Every day	25%	(276)	27%	(294)	13%	(138)	29%	(315)	6% (65)	1088
Watch TV: Several times per week	26%	(128)	25%	(127)	11%	(57)	31%	(157)	6% (30)	500
Watch TV: About once per week	24%	(33)	29%	(40)	11%	(15)	24%	(34)	12% (16)	138
Watch TV: Several times per month	23%	(27)	24%	(30)	11%	(13)	34%	(41)	9% (11)	121
Watch TV: About once per month	22%	(14)	25%	(16)	14%	(9)	20%	(13)	20% (13)	63
Watch TV: Less often than once per month	29%	(26)	18%	(16)	7%	(6)	42%	(38)	4% (4)	91
Watch TV: Never	13%	(26)	16%	(31)	9%	(18)	32%	(63)	30% (60)	199
Watch Movies: Every day	37%	(162)	22%	(95)	9%	(41)	23%	(98)	9% (38)	433
Watch Movies: Several times per week	25%	(138)	26%	(146)	12%	(67)	32%	(175)	4% (24)	549
Watch Movies: About once per week	21%	(79)	29%	(110)	14%	(53)	28%	(108)	8% (30)	380
Watch Movies: Several times per month	23%	(53)	31%	(70)	13%	(30)	29%	(65)	4% (9)	227
Watch Movies: About once per month	18%	(38)	25%	(54)	13%	(27)	34%	(73)	9% (20)	212
Watch Movies: Less often than once per month	20%	(39)	26%	(50)	9%	(17)	36%	(69)	9% (18)	193
Watch Movies: Never	11%	(22)	15%	(30)	10%	(21)	35%	(73)	29% (60)	206
Watch Sporting Events: Every day	52%	(82)	25%	(40)	8%	(12)	11%	(17)	4% (6)	158
Watch Sporting Events: Several times per week	46%	(118)	29%	(74)	9%	(23)	12%	(30)	5% (12)	258
Watch Sporting Events: About once per week	40%	(80)	31%	(61)	10%	(20)	16%	(32)	3% (5)	198
Watch Sporting Events: Several times per month	26%	(55)	32%	(67)	14%	(28)	22%	(47)	6% (12)	209
Watch Sporting Events: About once per month	17%	(28)	37%	(59)	20%	(32)	21%	(35)	4% (7)	161
Watch Sporting Events: Less often than once per month	23%	(90)	28%	(112)	12%	(48)	27%	(107)	10% (37)	393
Watch Sporting Events: Never	10%	(78)	17%	(142)	11%	(91)	48%	(393)	14% (119)	823
Cable TV: Currently subscribe	24%	(234)	25%	(245)	12%	(116)	30%	(292)	8% (82)	968
Cable TV: Subscribed in past	24%	(179)	29%	(217)	12%	(90)	30%	(228)	5% (41)	756
Cable TV: Never subscribed	25%	(118)	20%	(93)	10%	(49)	29%	(140)	16% (76)	476

Continued on next page

Table HR16_4: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Muhammad Ali

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	24%	(531)	25%	(555)	12%	(255)	30%	(661)	9%	(198)	2200
Satellite TV: Currently subscribe	25%	(128)	26%	(134)	7%	(37)	27%	(137)	14%	(70)	508
Satellite TV: Subscribed in past	25%	(149)	29%	(174)	11%	(68)	29%	(176)	6%	(34)	601
Satellite TV: Never subscribed	23%	(254)	23%	(246)	14%	(150)	32%	(348)	9%	(94)	1092
Streaming Services: Currently subscribe	27%	(361)	27%	(360)	11%	(150)	28%	(375)	8%	(106)	1353
Streaming Services: Subscribed in past	28%	(59)	24%	(50)	14%	(29)	28%	(58)	7%	(15)	210
Streaming Services: Never subscribed	18%	(112)	23%	(145)	12%	(76)	36%	(227)	12%	(77)	637
Film: An avid fan	34%	(237)	25%	(177)	9%	(66)	22%	(158)	10%	(68)	706
Film: A casual fan	21%	(254)	28%	(340)	13%	(162)	32%	(388)	6%	(74)	1218
Film: Not a fan	15%	(40)	14%	(38)	10%	(28)	41%	(114)	20%	(56)	276
Television: An avid fan	28%	(266)	25%	(239)	11%	(109)	28%	(268)	8%	(77)	958
Television: A casual fan	21%	(226)	27%	(285)	13%	(136)	32%	(334)	7%	(77)	1058
Television: Not a fan	21%	(40)	17%	(31)	6%	(11)	32%	(59)	24%	(44)	184
Music: An avid fan	32%	(342)	24%	(255)	10%	(111)	24%	(258)	9%	(99)	1067
Music: A casual fan	17%	(165)	29%	(284)	14%	(135)	34%	(329)	7%	(66)	979
Music: Not a fan	16%	(24)	10%	(16)	6%	(9)	47%	(73)	21%	(33)	155
Fashion: An avid fan	37%	(113)	19%	(57)	7%	(21)	20%	(61)	17%	(52)	304
Fashion: A casual fan	23%	(210)	28%	(254)	13%	(119)	28%	(250)	7%	(64)	897
Fashion: Not a fan	21%	(208)	24%	(243)	12%	(116)	35%	(350)	8%	(82)	999

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

Table HR16_5: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Wayne Gretzky

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(256)	17%	(377)	16%	(349)	39%	(858)	16%	(359)	2200
Gender: Male	18%	(193)	21%	(222)	16%	(169)	31%	(332)	14%	(146)	1062
Gender: Female	6%	(64)	14%	(156)	16%	(180)	46%	(526)	19%	(213)	1138
Age: 18-34	10%	(64)	14%	(95)	14%	(90)	35%	(229)	27%	(178)	655
Age: 35-44	20%	(72)	19%	(67)	13%	(46)	33%	(120)	15%	(53)	358
Age: 45-64	13%	(99)	17%	(130)	17%	(126)	41%	(306)	12%	(89)	751
Age: 65+	5%	(21)	20%	(86)	20%	(87)	47%	(204)	9%	(39)	436
GenZers: 1997-2012	6%	(21)	10%	(32)	14%	(44)	36%	(115)	34%	(111)	323
Millennials: 1981-1996	17%	(87)	19%	(95)	13%	(68)	32%	(163)	18%	(91)	503
GenXers: 1965-1980	16%	(88)	17%	(95)	16%	(87)	36%	(203)	15%	(83)	558
Baby Boomers: 1946-1964	8%	(56)	18%	(128)	19%	(138)	47%	(336)	9%	(64)	722
PID: Dem (no lean)	11%	(85)	17%	(133)	18%	(142)	39%	(310)	17%	(134)	804
PID: Ind (no lean)	12%	(86)	14%	(99)	14%	(99)	40%	(279)	20%	(138)	701
PID: Rep (no lean)	12%	(85)	21%	(146)	15%	(108)	39%	(269)	13%	(88)	696
PID/Gender: Dem Men	15%	(56)	20%	(74)	16%	(60)	32%	(118)	16%	(60)	368
PID/Gender: Dem Women	7%	(29)	13%	(59)	19%	(82)	44%	(193)	17%	(73)	435
PID/Gender: Ind Men	20%	(69)	18%	(62)	15%	(52)	30%	(102)	15%	(52)	337
PID/Gender: Ind Women	5%	(17)	10%	(37)	13%	(47)	48%	(177)	24%	(86)	364
PID/Gender: Rep Men	19%	(68)	24%	(86)	16%	(57)	31%	(112)	9%	(34)	357
PID/Gender: Rep Women	5%	(17)	18%	(60)	15%	(51)	46%	(157)	16%	(54)	339
Ideo: Liberal (1-3)	14%	(86)	16%	(100)	19%	(118)	37%	(232)	15%	(95)	632
Ideo: Moderate (4)	12%	(65)	18%	(100)	17%	(90)	37%	(204)	16%	(86)	546
Ideo: Conservative (5-7)	12%	(94)	22%	(162)	15%	(111)	43%	(320)	9%	(66)	753
Educ: < College	9%	(137)	16%	(243)	15%	(234)	40%	(610)	19%	(288)	1512
Educ: Bachelors degree	18%	(79)	20%	(89)	17%	(76)	37%	(164)	8%	(36)	444
Educ: Post-grad	17%	(40)	19%	(46)	16%	(39)	34%	(84)	14%	(35)	244
Income: Under 50k	9%	(103)	15%	(178)	14%	(168)	41%	(482)	21%	(247)	1178
Income: 50k-100k	12%	(76)	21%	(135)	19%	(127)	40%	(263)	9%	(56)	657
Income: 100k+	21%	(78)	18%	(65)	15%	(53)	31%	(113)	15%	(56)	365
Ethnicity: White	12%	(214)	17%	(298)	16%	(278)	41%	(705)	13%	(228)	1722
Ethnicity: Hispanic	8%	(27)	13%	(44)	14%	(49)	35%	(122)	31%	(107)	349

Continued on next page

Table HR16_5: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Wayne Gretzky

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(256)	17%	(377)	16%	(349)	39%	(858)	16%	(359)	2200
Ethnicity: Afr. Am.	7%	(19)	15%	(40)	17%	(46)	37%	(102)	24%	(66)	274
Ethnicity: Other	11%	(23)	19%	(39)	12%	(25)	25%	(51)	32%	(65)	204
All Christian	14%	(134)	20%	(198)	16%	(157)	40%	(398)	10%	(101)	988
All Non-Christian	18%	(19)	11%	(12)	16%	(17)	33%	(35)	23%	(25)	108
Atheist	17%	(17)	13%	(12)	10%	(10)	45%	(43)	14%	(14)	96
Agnostic/Nothing in particular	9%	(86)	15%	(155)	16%	(165)	38%	(381)	22%	(220)	1008
Religious Non-Protestant/Catholic	21%	(29)	15%	(21)	14%	(20)	29%	(41)	21%	(29)	140
Evangelical	11%	(62)	19%	(111)	16%	(94)	40%	(234)	13%	(78)	580
Non-Evangelical	12%	(97)	19%	(149)	17%	(136)	41%	(329)	11%	(88)	798
Community: Urban	11%	(62)	15%	(85)	15%	(84)	36%	(201)	22%	(122)	555
Community: Suburban	14%	(143)	20%	(209)	18%	(185)	36%	(374)	13%	(139)	1051
Community: Rural	9%	(51)	14%	(83)	13%	(79)	48%	(283)	16%	(98)	594
Employ: Private Sector	17%	(101)	18%	(104)	17%	(96)	39%	(224)	10%	(56)	582
Employ: Government	22%	(36)	24%	(40)	13%	(21)	31%	(51)	10%	(17)	165
Employ: Self-Employed	12%	(23)	18%	(33)	16%	(30)	42%	(79)	11%	(20)	186
Employ: Homemaker	7%	(11)	10%	(16)	16%	(27)	44%	(72)	23%	(38)	164
Employ: Retired	4%	(21)	20%	(92)	20%	(95)	46%	(213)	10%	(46)	467
Employ: Unemployed	10%	(28)	15%	(43)	13%	(40)	41%	(122)	21%	(62)	296
Employ: Other	12%	(24)	12%	(23)	10%	(19)	29%	(55)	36%	(68)	189
Military HH: Yes	15%	(52)	17%	(59)	17%	(59)	41%	(145)	12%	(41)	356
Military HH: No	11%	(205)	17%	(318)	16%	(290)	39%	(713)	17%	(318)	1844
RD/WT: Right Direction	13%	(89)	22%	(153)	15%	(105)	36%	(249)	15%	(105)	701
RD/WT: Wrong Track	11%	(167)	15%	(224)	16%	(244)	41%	(609)	17%	(255)	1499
Trump Job Approve	13%	(120)	20%	(179)	15%	(141)	38%	(345)	14%	(124)	909
Trump Job Disapprove	11%	(132)	16%	(186)	17%	(201)	41%	(476)	14%	(157)	1153
Trump Job Strongly Approve	16%	(75)	17%	(84)	15%	(73)	41%	(197)	11%	(55)	485
Trump Job Somewhat Approve	10%	(44)	22%	(94)	16%	(68)	35%	(148)	16%	(69)	424
Trump Job Somewhat Disapprove	13%	(33)	20%	(51)	18%	(46)	35%	(86)	13%	(33)	248
Trump Job Strongly Disapprove	11%	(99)	15%	(135)	17%	(156)	43%	(390)	14%	(124)	904

Continued on next page

Table HR16_5: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Wayne Gretzky

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(256)	17%	(377)	16%	(349)	39%	(858)	16%	(359)	2200
Favorable of Trump	14%	(121)	19%	(173)	15%	(134)	39%	(348)	13%	(114)	890
Unfavorable of Trump	11%	(127)	17%	(193)	18%	(207)	41%	(471)	14%	(158)	1156
Very Favorable of Trump	16%	(81)	18%	(91)	14%	(74)	41%	(209)	12%	(61)	515
Somewhat Favorable of Trump	11%	(40)	22%	(82)	16%	(59)	37%	(139)	14%	(54)	374
Somewhat Unfavorable of Trump	11%	(24)	21%	(45)	18%	(39)	37%	(80)	13%	(29)	217
Very Unfavorable of Trump	11%	(103)	16%	(148)	18%	(168)	42%	(391)	14%	(128)	939
#1 Issue: Economy	14%	(107)	20%	(157)	15%	(117)	40%	(314)	12%	(95)	789
#1 Issue: Security	11%	(25)	19%	(44)	18%	(41)	42%	(96)	10%	(23)	230
#1 Issue: Health Care	13%	(50)	19%	(76)	14%	(54)	40%	(156)	15%	(57)	392
#1 Issue: Medicare / Social Security	6%	(18)	15%	(45)	20%	(58)	41%	(121)	18%	(53)	296
#1 Issue: Women's Issues	10%	(10)	5%	(5)	15%	(14)	37%	(36)	32%	(31)	96
#1 Issue: Education	14%	(20)	13%	(20)	16%	(24)	33%	(48)	24%	(35)	146
#1 Issue: Energy	10%	(9)	21%	(19)	14%	(13)	34%	(31)	21%	(20)	91
#1 Issue: Other	11%	(18)	8%	(13)	18%	(28)	35%	(57)	28%	(45)	160
2018 House Vote: Democrat	13%	(96)	17%	(126)	19%	(140)	40%	(295)	11%	(80)	737
2018 House Vote: Republican	15%	(93)	23%	(145)	16%	(101)	39%	(245)	8%	(52)	636
2018 House Vote: Someone else	5%	(4)	18%	(15)	14%	(12)	43%	(37)	21%	(18)	86
2016 Vote: Hillary Clinton	12%	(82)	18%	(122)	20%	(137)	39%	(270)	11%	(74)	684
2016 Vote: Donald Trump	15%	(98)	21%	(142)	15%	(103)	40%	(269)	8%	(53)	665
2016 Vote: Other	16%	(21)	19%	(25)	20%	(27)	35%	(45)	9%	(12)	130
2016 Vote: Didn't Vote	8%	(55)	12%	(89)	12%	(83)	38%	(272)	31%	(221)	720
Voted in 2014: Yes	14%	(182)	20%	(255)	18%	(237)	39%	(507)	9%	(122)	1303
Voted in 2014: No	8%	(74)	14%	(122)	13%	(112)	39%	(351)	26%	(237)	897
2012 Vote: Barack Obama	14%	(111)	19%	(148)	18%	(140)	38%	(302)	11%	(90)	791
2012 Vote: Mitt Romney	15%	(75)	23%	(117)	16%	(83)	39%	(197)	7%	(34)	506
2012 Vote: Other	11%	(10)	16%	(14)	18%	(15)	47%	(41)	8%	(7)	87
2012 Vote: Didn't Vote	8%	(61)	12%	(98)	14%	(110)	39%	(314)	28%	(228)	811

Continued on next page

Table HR16_5: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Wayne Gretzky

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(256)	17%	(377)	16%	(349)	39%	(858)	16%	(359)	2200
4-Region: Northeast	13%	(52)	19%	(74)	17%	(65)	41%	(161)	11%	(43)	394
4-Region: Midwest	10%	(45)	19%	(86)	18%	(81)	43%	(201)	11%	(49)	462
4-Region: South	11%	(87)	17%	(143)	16%	(132)	38%	(313)	18%	(150)	824
4-Region: West	14%	(73)	14%	(75)	14%	(71)	35%	(183)	23%	(118)	520
Watch TV: Every day	13%	(141)	18%	(200)	17%	(184)	38%	(418)	13%	(145)	1088
Watch TV: Several times per week	13%	(65)	20%	(101)	16%	(81)	38%	(188)	13%	(65)	500
Watch TV: About once per week	8%	(12)	11%	(16)	16%	(22)	45%	(62)	19%	(26)	138
Watch TV: Several times per month	9%	(11)	16%	(20)	16%	(20)	48%	(58)	10%	(12)	121
Watch TV: About once per month	7%	(5)	19%	(12)	16%	(10)	30%	(19)	28%	(17)	63
Watch TV: Less often than once per month	15%	(14)	11%	(10)	13%	(12)	41%	(37)	20%	(18)	91
Watch TV: Never	5%	(10)	9%	(19)	10%	(19)	38%	(76)	38%	(75)	199
Watch Movies: Every day	14%	(61)	18%	(79)	14%	(61)	33%	(144)	20%	(88)	433
Watch Movies: Several times per week	14%	(78)	18%	(97)	18%	(102)	41%	(224)	9%	(49)	549
Watch Movies: About once per week	14%	(51)	20%	(75)	16%	(61)	39%	(149)	11%	(44)	380
Watch Movies: Several times per month	9%	(21)	21%	(48)	16%	(36)	37%	(85)	16%	(37)	227
Watch Movies: About once per month	7%	(15)	14%	(29)	17%	(36)	45%	(96)	17%	(36)	212
Watch Movies: Less often than once per month	9%	(17)	18%	(36)	14%	(28)	41%	(78)	18%	(34)	193
Watch Movies: Never	6%	(13)	7%	(14)	12%	(25)	40%	(83)	35%	(71)	206
Watch Sporting Events: Every day	37%	(59)	23%	(36)	10%	(15)	18%	(28)	13%	(20)	158
Watch Sporting Events: Several times per week	27%	(70)	31%	(79)	16%	(41)	18%	(46)	9%	(23)	258
Watch Sporting Events: About once per week	16%	(31)	27%	(54)	22%	(44)	27%	(54)	7%	(14)	198
Watch Sporting Events: Several times per month	15%	(31)	24%	(51)	19%	(40)	30%	(63)	12%	(25)	209
Watch Sporting Events: About once per month	5%	(9)	24%	(39)	25%	(41)	30%	(49)	15%	(24)	161
Watch Sporting Events: Less often than once per month	10%	(41)	14%	(56)	20%	(81)	35%	(137)	20%	(78)	393
Watch Sporting Events: Never	2%	(17)	8%	(63)	11%	(88)	58%	(481)	21%	(175)	823
Cable TV: Currently subscribe	12%	(120)	19%	(180)	17%	(161)	37%	(361)	15%	(145)	968
Cable TV: Subscribed in past	12%	(89)	18%	(138)	19%	(143)	38%	(287)	13%	(98)	756
Cable TV: Never subscribed	10%	(46)	12%	(59)	9%	(45)	44%	(209)	25%	(117)	476

Continued on next page

Table HR16_5: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Wayne Gretzky

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(256)	17%	(377)	16%	(349)	39%	(858)	16%	(359)	2200
Satellite TV: Currently subscribe	11%	(57)	17%	(85)	14%	(70)	37%	(189)	21%	(106)	508
Satellite TV: Subscribed in past	13%	(78)	19%	(113)	16%	(95)	38%	(226)	15%	(89)	601
Satellite TV: Never subscribed	11%	(121)	17%	(180)	17%	(184)	41%	(443)	15%	(164)	1092
Streaming Services: Currently subscribe	13%	(174)	18%	(237)	16%	(219)	39%	(521)	15%	(202)	1353
Streaming Services: Subscribed in past	11%	(22)	16%	(33)	16%	(34)	40%	(84)	18%	(37)	210
Streaming Services: Never subscribed	10%	(61)	17%	(107)	15%	(96)	40%	(253)	19%	(120)	637
Film: An avid fan	17%	(122)	17%	(122)	15%	(105)	32%	(224)	19%	(133)	706
Film: A casual fan	10%	(119)	19%	(227)	17%	(205)	42%	(512)	13%	(155)	1218
Film: Not a fan	6%	(16)	10%	(28)	14%	(39)	44%	(122)	26%	(72)	276
Television: An avid fan	14%	(133)	18%	(176)	17%	(166)	36%	(342)	15%	(141)	958
Television: A casual fan	11%	(113)	17%	(181)	16%	(165)	42%	(448)	14%	(152)	1058
Television: Not a fan	6%	(10)	11%	(21)	10%	(18)	37%	(69)	36%	(66)	184
Music: An avid fan	14%	(153)	18%	(195)	16%	(170)	33%	(348)	19%	(200)	1067
Music: A casual fan	10%	(95)	18%	(171)	17%	(171)	44%	(426)	12%	(116)	979
Music: Not a fan	5%	(8)	7%	(11)	5%	(8)	54%	(84)	28%	(43)	155
Fashion: An avid fan	14%	(43)	11%	(33)	17%	(53)	32%	(98)	26%	(78)	304
Fashion: A casual fan	12%	(104)	20%	(179)	17%	(148)	36%	(321)	16%	(145)	897
Fashion: Not a fan	11%	(109)	17%	(166)	15%	(147)	44%	(440)	14%	(137)	999

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

Table HR16_6: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Cristiano Ronaldo

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	8% (173)	10% (221)	14% (310)	44% (970)	24% (525)	2200
Gender: Male	12% (123)	13% (140)	16% (172)	40% (421)	19% (206)	1062
Gender: Female	4% (50)	7% (82)	12% (139)	48% (549)	28% (319)	1138
Age: 18-34	14% (94)	15% (96)	14% (93)	31% (203)	26% (170)	655
Age: 35-44	14% (52)	15% (53)	13% (47)	38% (137)	19% (68)	358
Age: 45-64	3% (21)	8% (57)	15% (116)	50% (375)	24% (182)	751
Age: 65+	2% (7)	4% (16)	12% (54)	58% (254)	24% (105)	436
GenZers: 1997-2012	11% (36)	15% (50)	13% (43)	28% (89)	33% (105)	323
Millennials: 1981-1996	16% (82)	15% (75)	15% (78)	34% (171)	19% (97)	503
GenXers: 1965-1980	8% (42)	9% (52)	13% (74)	47% (261)	23% (128)	558
Baby Boomers: 1946-1964	2% (12)	6% (42)	14% (102)	54% (392)	24% (173)	722
PID: Dem (no lean)	9% (72)	13% (103)	16% (128)	40% (318)	23% (182)	804
PID: Ind (no lean)	8% (57)	10% (67)	12% (82)	45% (316)	26% (180)	701
PID: Rep (no lean)	6% (44)	7% (52)	14% (101)	48% (336)	24% (164)	696
PID/Gender: Dem Men	14% (52)	17% (61)	16% (58)	34% (125)	20% (72)	368
PID/Gender: Dem Women	5% (20)	10% (42)	16% (70)	44% (193)	25% (110)	435
PID/Gender: Ind Men	12% (40)	12% (40)	14% (48)	40% (136)	22% (73)	337
PID/Gender: Ind Women	5% (17)	7% (27)	9% (34)	49% (180)	29% (107)	364
PID/Gender: Rep Men	9% (31)	11% (38)	19% (66)	45% (160)	17% (61)	357
PID/Gender: Rep Women	4% (13)	4% (13)	10% (34)	52% (176)	30% (103)	339
Ideo: Liberal (1-3)	11% (69)	13% (84)	15% (98)	40% (255)	20% (126)	632
Ideo: Moderate (4)	9% (49)	11% (59)	18% (101)	39% (215)	22% (122)	546
Ideo: Conservative (5-7)	5% (41)	7% (54)	13% (95)	53% (399)	22% (164)	753
Educ: < College	6% (98)	9% (135)	13% (203)	43% (655)	28% (422)	1512
Educ: Bachelors degree	10% (45)	12% (53)	17% (76)	48% (211)	14% (60)	444
Educ: Post-grad	13% (31)	14% (34)	13% (32)	43% (104)	18% (43)	244
Income: Under 50k	7% (83)	8% (97)	12% (144)	43% (507)	30% (348)	1178
Income: 50k-100k	7% (46)	11% (72)	18% (116)	47% (308)	18% (115)	657
Income: 100k+	12% (45)	14% (53)	14% (51)	42% (155)	17% (62)	365
Ethnicity: White	6% (105)	9% (154)	14% (236)	49% (837)	23% (390)	1722
Ethnicity: Hispanic	16% (56)	13% (46)	15% (51)	28% (99)	28% (98)	349

Continued on next page

Table HR16_6: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Cristiano Ronaldo

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	8% (173)	10% (221)	14% (310)	44% (970)	24% (525)	2200
Ethnicity: Afr. Am.	11% (31)	12% (34)	18% (50)	32% (87)	27% (73)	274
Ethnicity: Other	18% (37)	17% (34)	12% (25)	22% (45)	31% (63)	204
All Christian	8% (74)	11% (105)	13% (133)	47% (465)	21% (211)	988
All Non-Christian	18% (20)	7% (8)	12% (13)	44% (48)	19% (20)	108
Atheist	11% (11)	7% (6)	16% (16)	42% (41)	23% (22)	96
Agnostic/Nothing in particular	7% (68)	10% (103)	15% (149)	41% (416)	27% (272)	1008
Religious Non-Protestant/Catholic	18% (26)	9% (12)	14% (20)	37% (52)	22% (30)	140
Evangelical	7% (43)	7% (40)	15% (89)	44% (253)	27% (154)	580
Non-Evangelical	7% (53)	12% (92)	14% (113)	48% (386)	19% (154)	798
Community: Urban	14% (77)	13% (73)	13% (71)	35% (196)	25% (137)	555
Community: Suburban	7% (78)	11% (115)	16% (165)	45% (471)	21% (222)	1051
Community: Rural	3% (18)	6% (33)	12% (74)	51% (303)	28% (166)	594
Employ: Private Sector	13% (74)	12% (72)	14% (80)	46% (267)	15% (88)	582
Employ: Government	14% (23)	14% (24)	18% (29)	35% (58)	18% (30)	165
Employ: Self-Employed	8% (16)	11% (20)	21% (40)	45% (83)	14% (27)	186
Employ: Homemaker	2% (3)	5% (8)	9% (14)	53% (87)	31% (51)	164
Employ: Retired	1% (5)	7% (31)	12% (56)	55% (257)	25% (117)	467
Employ: Unemployed	7% (20)	8% (24)	16% (47)	39% (116)	30% (89)	296
Employ: Other	7% (14)	6% (12)	11% (21)	33% (63)	42% (80)	189
Military HH: Yes	7% (24)	9% (33)	14% (48)	52% (184)	19% (66)	356
Military HH: No	8% (149)	10% (188)	14% (262)	43% (786)	25% (459)	1844
RD/WT: Right Direction	9% (63)	10% (70)	13% (94)	45% (312)	23% (163)	701
RD/WT: Wrong Track	7% (111)	10% (152)	14% (217)	44% (657)	24% (362)	1499
Trump Job Approve	8% (76)	7% (68)	12% (112)	49% (444)	23% (208)	909
Trump Job Disapprove	8% (87)	12% (142)	17% (191)	43% (493)	21% (240)	1153
Trump Job Strongly Approve	7% (34)	6% (28)	11% (54)	54% (260)	22% (108)	485
Trump Job Somewhat Approve	10% (41)	9% (40)	14% (58)	43% (184)	24% (100)	424
Trump Job Somewhat Disapprove	11% (28)	19% (47)	16% (39)	32% (81)	22% (54)	248
Trump Job Strongly Disapprove	7% (59)	11% (95)	17% (152)	46% (413)	21% (186)	904

Continued on next page

Table HR16_6: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Cristiano Ronaldo

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(173)	10%	(221)	14%	(310)	44%	(970)	24%	(525)	2200
Favorable of Trump	8%	(72)	8%	(67)	13%	(112)	49%	(433)	23%	(206)	890
Unfavorable of Trump	8%	(91)	12%	(137)	16%	(189)	43%	(499)	21%	(240)	1156
Very Favorable of Trump	9%	(46)	5%	(27)	11%	(57)	53%	(274)	22%	(112)	515
Somewhat Favorable of Trump	7%	(26)	11%	(40)	15%	(55)	43%	(159)	25%	(94)	374
Somewhat Unfavorable of Trump	13%	(28)	16%	(34)	15%	(33)	36%	(78)	21%	(45)	217
Very Unfavorable of Trump	7%	(63)	11%	(103)	17%	(156)	45%	(421)	21%	(195)	939
#1 Issue: Economy	9%	(70)	12%	(98)	14%	(110)	46%	(359)	19%	(153)	789
#1 Issue: Security	4%	(10)	6%	(15)	13%	(31)	55%	(126)	21%	(48)	230
#1 Issue: Health Care	9%	(35)	11%	(42)	16%	(63)	44%	(174)	20%	(79)	392
#1 Issue: Medicare / Social Security	3%	(10)	6%	(18)	12%	(34)	47%	(140)	32%	(93)	296
#1 Issue: Women's Issues	9%	(8)	14%	(14)	11%	(10)	33%	(31)	34%	(32)	96
#1 Issue: Education	15%	(21)	14%	(20)	18%	(26)	30%	(43)	24%	(35)	146
#1 Issue: Energy	15%	(14)	11%	(10)	26%	(24)	27%	(25)	21%	(19)	91
#1 Issue: Other	3%	(5)	4%	(6)	8%	(12)	44%	(70)	42%	(67)	160
2018 House Vote: Democrat	8%	(60)	12%	(90)	18%	(131)	45%	(332)	17%	(125)	737
2018 House Vote: Republican	6%	(39)	8%	(50)	13%	(81)	53%	(340)	20%	(126)	636
2018 House Vote: Someone else	13%	(11)	6%	(5)	16%	(14)	42%	(36)	23%	(20)	86
2016 Vote: Hillary Clinton	8%	(53)	13%	(90)	18%	(126)	44%	(298)	17%	(117)	684
2016 Vote: Donald Trump	6%	(39)	7%	(47)	13%	(87)	54%	(358)	20%	(134)	665
2016 Vote: Other	10%	(13)	8%	(11)	20%	(26)	43%	(56)	18%	(24)	130
2016 Vote: Didn't Vote	10%	(69)	10%	(74)	10%	(71)	35%	(255)	35%	(250)	720
Voted in 2014: Yes	7%	(87)	10%	(124)	15%	(202)	49%	(636)	20%	(254)	1303
Voted in 2014: No	10%	(86)	11%	(97)	12%	(108)	37%	(334)	30%	(271)	897
2012 Vote: Barack Obama	8%	(63)	12%	(95)	16%	(130)	45%	(354)	19%	(150)	791
2012 Vote: Mitt Romney	5%	(28)	6%	(31)	14%	(71)	53%	(268)	21%	(108)	506
2012 Vote: Other	4%	(3)	8%	(7)	13%	(11)	54%	(47)	20%	(18)	87
2012 Vote: Didn't Vote	10%	(80)	11%	(89)	12%	(98)	37%	(297)	31%	(248)	811

Continued on next page

Table HR16_6: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Cristiano Ronaldo

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(173)	10%	(221)	14%	(310)	44%	(970)	24%	(525)	2200
4-Region: Northeast	9%	(36)	12%	(48)	13%	(52)	44%	(172)	22%	(86)	394
4-Region: Midwest	3%	(15)	8%	(38)	19%	(86)	49%	(225)	21%	(97)	462
4-Region: South	7%	(60)	11%	(88)	12%	(102)	44%	(366)	25%	(209)	824
4-Region: West	12%	(62)	9%	(47)	14%	(71)	40%	(206)	26%	(133)	520
Watch TV: Every day	8%	(90)	10%	(105)	14%	(152)	45%	(491)	23%	(251)	1088
Watch TV: Several times per week	8%	(41)	12%	(61)	14%	(72)	46%	(230)	19%	(96)	500
Watch TV: About once per week	12%	(16)	11%	(15)	17%	(23)	39%	(55)	21%	(29)	138
Watch TV: Several times per month	6%	(7)	13%	(16)	21%	(26)	41%	(49)	19%	(23)	121
Watch TV: About once per month	4%	(3)	20%	(13)	12%	(8)	30%	(19)	34%	(22)	63
Watch TV: Less often than once per month	4%	(4)	9%	(8)	12%	(11)	52%	(47)	23%	(21)	91
Watch TV: Never	7%	(13)	2%	(4)	10%	(19)	40%	(79)	42%	(83)	199
Watch Movies: Every day	16%	(70)	12%	(52)	15%	(63)	32%	(138)	25%	(110)	433
Watch Movies: Several times per week	8%	(41)	12%	(64)	14%	(79)	47%	(259)	19%	(106)	549
Watch Movies: About once per week	7%	(28)	11%	(43)	16%	(60)	46%	(173)	20%	(75)	380
Watch Movies: Several times per month	5%	(11)	14%	(32)	18%	(42)	44%	(100)	19%	(42)	227
Watch Movies: About once per month	7%	(15)	6%	(14)	13%	(28)	48%	(102)	25%	(53)	212
Watch Movies: Less often than once per month	—	(1)	6%	(12)	10%	(19)	53%	(103)	30%	(59)	193
Watch Movies: Never	3%	(7)	2%	(4)	9%	(19)	46%	(94)	39%	(81)	206
Watch Sporting Events: Every day	26%	(42)	17%	(27)	20%	(31)	23%	(36)	14%	(22)	158
Watch Sporting Events: Several times per week	21%	(54)	17%	(44)	17%	(43)	28%	(72)	17%	(44)	258
Watch Sporting Events: About once per week	9%	(17)	17%	(34)	15%	(31)	36%	(72)	22%	(44)	198
Watch Sporting Events: Several times per month	7%	(14)	13%	(28)	14%	(29)	42%	(87)	25%	(51)	209
Watch Sporting Events: About once per month	6%	(10)	12%	(20)	24%	(38)	39%	(63)	19%	(30)	161
Watch Sporting Events: Less often than once per month	4%	(15)	10%	(40)	16%	(62)	42%	(164)	29%	(113)	393
Watch Sporting Events: Never	3%	(21)	4%	(29)	9%	(77)	58%	(475)	27%	(220)	823
Cable TV: Currently subscribe	7%	(72)	12%	(118)	14%	(134)	44%	(426)	23%	(219)	968
Cable TV: Subscribed in past	8%	(59)	9%	(66)	16%	(123)	44%	(330)	23%	(177)	756
Cable TV: Never subscribed	9%	(42)	8%	(38)	11%	(53)	45%	(214)	27%	(129)	476

Continued on next page

Table HR16_6: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Cristiano Ronaldo

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(173)	10%	(221)	14%	(310)	44%	(970)	24%	(525)	2200
Satellite TV: Currently subscribe	8%	(42)	8%	(40)	14%	(70)	44%	(223)	26%	(133)	508
Satellite TV: Subscribed in past	8%	(49)	12%	(73)	14%	(82)	42%	(251)	24%	(145)	601
Satellite TV: Never subscribed	8%	(83)	10%	(109)	14%	(158)	45%	(495)	23%	(247)	1092
Streaming Services: Currently subscribe	8%	(113)	11%	(153)	14%	(190)	44%	(595)	22%	(302)	1353
Streaming Services: Subscribed in past	12%	(25)	11%	(23)	17%	(35)	39%	(83)	21%	(44)	210
Streaming Services: Never subscribed	6%	(35)	7%	(46)	13%	(85)	46%	(292)	28%	(179)	637
Film: An avid fan	12%	(88)	12%	(82)	17%	(121)	34%	(242)	25%	(173)	706
Film: A casual fan	6%	(71)	9%	(115)	14%	(169)	48%	(588)	23%	(275)	1218
Film: Not a fan	5%	(15)	9%	(24)	8%	(21)	50%	(139)	28%	(77)	276
Television: An avid fan	8%	(78)	11%	(101)	16%	(151)	42%	(402)	24%	(226)	958
Television: A casual fan	7%	(72)	9%	(97)	14%	(152)	47%	(497)	23%	(240)	1058
Television: Not a fan	12%	(23)	13%	(24)	4%	(7)	38%	(71)	32%	(60)	184
Music: An avid fan	10%	(104)	12%	(131)	16%	(167)	38%	(403)	24%	(261)	1067
Music: A casual fan	6%	(62)	9%	(84)	14%	(139)	50%	(489)	21%	(205)	979
Music: Not a fan	4%	(7)	4%	(6)	3%	(4)	50%	(78)	39%	(60)	155
Fashion: An avid fan	20%	(61)	12%	(38)	12%	(36)	27%	(81)	29%	(88)	304
Fashion: A casual fan	7%	(65)	11%	(101)	17%	(155)	39%	(353)	25%	(223)	897
Fashion: Not a fan	5%	(48)	8%	(83)	12%	(119)	54%	(535)	21%	(214)	999

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

Table HR16_7: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Pele

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	10%	(216)	15%	(328)	14%	(316)	41%	(903)	20%	(437)	2200
Gender: Male	15%	(160)	18%	(194)	15%	(164)	35%	(375)	16%	(169)	1062
Gender: Female	5%	(55)	12%	(134)	13%	(152)	46%	(528)	24%	(269)	1138
Age: 18-34	12%	(75)	12%	(81)	12%	(77)	33%	(214)	32%	(208)	655
Age: 35-44	14%	(49)	20%	(71)	14%	(48)	36%	(128)	17%	(61)	358
Age: 45-64	10%	(76)	15%	(116)	15%	(110)	45%	(339)	15%	(110)	751
Age: 65+	4%	(15)	14%	(60)	18%	(80)	51%	(222)	13%	(59)	436
GenZers: 1997-2012	9%	(28)	10%	(31)	12%	(38)	32%	(104)	38%	(121)	323
Millennials: 1981-1996	13%	(67)	18%	(88)	14%	(68)	33%	(167)	22%	(112)	503
GenXers: 1965-1980	13%	(72)	16%	(87)	12%	(69)	41%	(226)	18%	(103)	558
Baby Boomers: 1946-1964	6%	(46)	15%	(109)	18%	(128)	49%	(354)	12%	(85)	722
PID: Dem (no lean)	12%	(99)	14%	(113)	16%	(132)	36%	(289)	21%	(172)	804
PID: Ind (no lean)	9%	(65)	17%	(116)	11%	(80)	41%	(290)	21%	(150)	701
PID: Rep (no lean)	7%	(52)	14%	(99)	15%	(105)	46%	(323)	17%	(116)	696
PID/Gender: Dem Men	19%	(70)	17%	(63)	15%	(56)	31%	(115)	17%	(64)	368
PID/Gender: Dem Women	6%	(28)	11%	(50)	17%	(75)	40%	(174)	25%	(108)	435
PID/Gender: Ind Men	14%	(47)	21%	(69)	12%	(42)	34%	(116)	19%	(63)	337
PID/Gender: Ind Women	5%	(19)	13%	(47)	10%	(38)	48%	(175)	24%	(87)	364
PID/Gender: Rep Men	12%	(43)	17%	(62)	19%	(66)	40%	(144)	12%	(41)	357
PID/Gender: Rep Women	3%	(9)	11%	(37)	11%	(39)	53%	(180)	22%	(75)	339
Ideo: Liberal (1-3)	13%	(82)	16%	(103)	19%	(119)	36%	(229)	16%	(99)	632
Ideo: Moderate (4)	13%	(69)	16%	(86)	13%	(73)	35%	(193)	23%	(125)	546
Ideo: Conservative (5-7)	6%	(48)	16%	(121)	14%	(104)	50%	(377)	14%	(102)	753
Educ: < College	8%	(125)	12%	(179)	13%	(189)	43%	(655)	24%	(365)	1512
Educ: Bachelors degree	12%	(55)	21%	(93)	19%	(85)	38%	(171)	9%	(40)	444
Educ: Post-grad	15%	(36)	23%	(57)	17%	(41)	32%	(78)	13%	(32)	244
Income: Under 50k	8%	(97)	13%	(152)	12%	(143)	41%	(487)	25%	(299)	1178
Income: 50k-100k	10%	(66)	15%	(100)	17%	(114)	45%	(296)	12%	(81)	657
Income: 100k+	14%	(53)	21%	(75)	16%	(59)	33%	(120)	16%	(58)	365
Ethnicity: White	8%	(146)	15%	(259)	15%	(256)	45%	(770)	17%	(291)	1722
Ethnicity: Hispanic	18%	(63)	12%	(43)	12%	(41)	28%	(98)	30%	(105)	349

Continued on next page

Table HR16_7: And specifically, how interested would you be in a documentary series or movie about the following athletes?
Pele

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	10%	(216)	15%	(328)	14%	(316)	41%	(903)	20%	(437)	2200
Ethnicity: Afr. Am.	13%	(35)	13%	(36)	14%	(39)	32%	(87)	28%	(76)	274
Ethnicity: Other	17%	(35)	16%	(32)	10%	(20)	22%	(46)	34%	(70)	204
All Christian	12%	(114)	16%	(162)	17%	(163)	42%	(420)	13%	(130)	988
All Non-Christian	13%	(14)	14%	(15)	16%	(17)	38%	(41)	19%	(21)	108
Atheist	12%	(12)	10%	(10)	13%	(13)	48%	(46)	15%	(15)	96
Agnostic/Nothing in particular	8%	(76)	14%	(141)	12%	(122)	39%	(396)	27%	(272)	1008
Religious Non-Protestant/Catholic	13%	(18)	17%	(23)	17%	(24)	34%	(47)	19%	(27)	140
Evangelical	9%	(50)	15%	(90)	15%	(89)	41%	(236)	20%	(116)	580
Non-Evangelical	10%	(82)	15%	(122)	16%	(124)	44%	(349)	15%	(121)	798
Community: Urban	15%	(84)	17%	(93)	12%	(66)	35%	(194)	21%	(118)	555
Community: Suburban	9%	(97)	17%	(178)	16%	(171)	40%	(421)	18%	(184)	1051
Community: Rural	6%	(35)	10%	(57)	13%	(78)	48%	(288)	23%	(135)	594
Employ: Private Sector	12%	(71)	21%	(123)	17%	(98)	37%	(216)	13%	(74)	582
Employ: Government	17%	(28)	15%	(24)	18%	(30)	35%	(57)	16%	(26)	165
Employ: Self-Employed	13%	(24)	17%	(31)	12%	(22)	43%	(79)	16%	(29)	186
Employ: Homemaker	6%	(11)	9%	(15)	12%	(19)	50%	(82)	23%	(37)	164
Employ: Retired	4%	(20)	14%	(64)	17%	(80)	53%	(248)	12%	(56)	467
Employ: Unemployed	11%	(33)	10%	(31)	11%	(33)	40%	(119)	27%	(81)	296
Employ: Other	7%	(14)	11%	(21)	9%	(16)	32%	(60)	41%	(78)	189
Military HH: Yes	11%	(39)	15%	(53)	15%	(53)	44%	(158)	15%	(54)	356
Military HH: No	10%	(177)	15%	(275)	14%	(263)	40%	(745)	21%	(383)	1844
RD/WT: Right Direction	10%	(72)	15%	(106)	15%	(102)	42%	(293)	18%	(128)	701
RD/WT: Wrong Track	10%	(144)	15%	(222)	14%	(214)	41%	(610)	21%	(309)	1499
Trump Job Approve	9%	(81)	15%	(136)	14%	(131)	44%	(399)	18%	(162)	909
Trump Job Disapprove	11%	(126)	16%	(179)	16%	(180)	41%	(470)	17%	(198)	1153
Trump Job Strongly Approve	9%	(43)	13%	(62)	13%	(65)	50%	(240)	15%	(75)	485
Trump Job Somewhat Approve	9%	(38)	17%	(74)	15%	(66)	38%	(159)	21%	(87)	424
Trump Job Somewhat Disapprove	14%	(36)	18%	(44)	11%	(27)	36%	(88)	21%	(53)	248
Trump Job Strongly Disapprove	10%	(90)	15%	(135)	17%	(152)	42%	(382)	16%	(145)	904

Continued on next page

Table HR16_7: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Pele

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	10%	(216)	15%	(328)	14%	(316)	41%	(903)	20%	(437)	2200
Favorable of Trump	9%	(83)	15%	(133)	14%	(127)	45%	(396)	17%	(151)	890
Unfavorable of Trump	11%	(127)	15%	(179)	16%	(181)	41%	(472)	17%	(198)	1156
Very Favorable of Trump	10%	(52)	12%	(64)	13%	(67)	49%	(251)	16%	(81)	515
Somewhat Favorable of Trump	8%	(30)	18%	(69)	16%	(60)	39%	(145)	19%	(70)	374
Somewhat Unfavorable of Trump	13%	(28)	17%	(36)	11%	(23)	39%	(85)	20%	(44)	217
Very Unfavorable of Trump	10%	(98)	15%	(142)	17%	(158)	41%	(387)	16%	(153)	939
#1 Issue: Economy	11%	(88)	17%	(134)	14%	(110)	42%	(332)	16%	(126)	789
#1 Issue: Security	8%	(19)	13%	(29)	14%	(33)	49%	(112)	16%	(36)	230
#1 Issue: Health Care	11%	(44)	16%	(63)	16%	(61)	41%	(162)	16%	(62)	392
#1 Issue: Medicare / Social Security	6%	(19)	13%	(39)	14%	(43)	44%	(130)	22%	(66)	296
#1 Issue: Women's Issues	5%	(4)	10%	(10)	12%	(11)	38%	(37)	35%	(34)	96
#1 Issue: Education	14%	(20)	13%	(19)	16%	(23)	32%	(47)	25%	(36)	146
#1 Issue: Energy	10%	(9)	17%	(16)	21%	(19)	23%	(21)	29%	(27)	91
#1 Issue: Other	8%	(13)	11%	(17)	10%	(15)	39%	(63)	32%	(52)	160
2018 House Vote: Democrat	13%	(94)	18%	(132)	17%	(128)	39%	(285)	13%	(99)	737
2018 House Vote: Republican	8%	(50)	17%	(105)	15%	(96)	47%	(302)	13%	(83)	636
2018 House Vote: Someone else	13%	(11)	19%	(16)	11%	(10)	43%	(37)	14%	(12)	86
2016 Vote: Hillary Clinton	12%	(82)	19%	(127)	18%	(126)	38%	(258)	13%	(91)	684
2016 Vote: Donald Trump	9%	(58)	15%	(98)	15%	(98)	49%	(326)	13%	(84)	665
2016 Vote: Other	11%	(14)	21%	(27)	17%	(22)	41%	(53)	10%	(13)	130
2016 Vote: Didn't Vote	9%	(62)	10%	(75)	10%	(70)	37%	(266)	34%	(246)	720
Voted in 2014: Yes	10%	(127)	18%	(229)	17%	(217)	43%	(562)	13%	(169)	1303
Voted in 2014: No	10%	(89)	11%	(99)	11%	(99)	38%	(341)	30%	(268)	897
2012 Vote: Barack Obama	11%	(90)	18%	(146)	17%	(133)	38%	(301)	15%	(120)	791
2012 Vote: Mitt Romney	8%	(39)	17%	(85)	17%	(87)	48%	(245)	10%	(51)	506
2012 Vote: Other	8%	(7)	16%	(14)	10%	(9)	53%	(46)	13%	(12)	87
2012 Vote: Didn't Vote	10%	(80)	10%	(83)	11%	(87)	38%	(310)	31%	(251)	811

Continued on next page

Table HR16_7: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Pele

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	10%	(216)	15%	(328)	14%	(316)	41%	(903)	20%	(437)	2200
4-Region: Northeast	11%	(45)	15%	(58)	15%	(59)	43%	(171)	15%	(60)	394
4-Region: Midwest	6%	(28)	16%	(76)	15%	(71)	47%	(217)	15%	(71)	462
4-Region: South	9%	(71)	15%	(126)	14%	(116)	40%	(328)	22%	(183)	824
4-Region: West	14%	(72)	13%	(69)	13%	(70)	36%	(187)	24%	(122)	520
Watch TV: Every day	10%	(104)	14%	(154)	16%	(171)	43%	(469)	17%	(189)	1088
Watch TV: Several times per week	12%	(58)	18%	(90)	13%	(63)	41%	(206)	17%	(83)	500
Watch TV: About once per week	9%	(13)	17%	(23)	11%	(15)	38%	(53)	25%	(34)	138
Watch TV: Several times per month	9%	(11)	17%	(21)	18%	(22)	37%	(44)	19%	(23)	121
Watch TV: About once per month	14%	(9)	19%	(12)	19%	(12)	21%	(13)	27%	(17)	63
Watch TV: Less often than once per month	8%	(8)	14%	(12)	10%	(9)	50%	(46)	18%	(16)	91
Watch TV: Never	7%	(13)	8%	(15)	12%	(24)	36%	(71)	38%	(75)	199
Watch Movies: Every day	17%	(72)	16%	(71)	12%	(54)	33%	(144)	21%	(92)	433
Watch Movies: Several times per week	11%	(59)	16%	(86)	14%	(76)	45%	(245)	15%	(83)	549
Watch Movies: About once per week	8%	(31)	18%	(68)	17%	(66)	40%	(152)	17%	(63)	380
Watch Movies: Several times per month	8%	(18)	17%	(38)	16%	(36)	43%	(98)	17%	(37)	227
Watch Movies: About once per month	6%	(13)	12%	(25)	18%	(38)	40%	(84)	24%	(51)	212
Watch Movies: Less often than once per month	7%	(13)	14%	(26)	10%	(19)	52%	(101)	18%	(35)	193
Watch Movies: Never	5%	(10)	7%	(14)	13%	(27)	38%	(79)	37%	(76)	206
Watch Sporting Events: Every day	29%	(45)	25%	(39)	15%	(23)	20%	(32)	12%	(19)	158
Watch Sporting Events: Several times per week	23%	(60)	28%	(73)	15%	(38)	23%	(60)	11%	(27)	258
Watch Sporting Events: About once per week	14%	(27)	20%	(40)	19%	(38)	30%	(60)	17%	(33)	198
Watch Sporting Events: Several times per month	12%	(25)	20%	(41)	17%	(35)	35%	(72)	17%	(36)	209
Watch Sporting Events: About once per month	5%	(8)	14%	(23)	23%	(37)	39%	(62)	19%	(31)	161
Watch Sporting Events: Less often than once per month	7%	(27)	13%	(53)	17%	(65)	40%	(157)	23%	(90)	393
Watch Sporting Events: Never	3%	(24)	7%	(60)	10%	(79)	56%	(459)	25%	(202)	823
Cable TV: Currently subscribe	8%	(82)	17%	(164)	15%	(149)	40%	(389)	19%	(184)	968
Cable TV: Subscribed in past	11%	(83)	14%	(108)	16%	(119)	42%	(316)	17%	(129)	756
Cable TV: Never subscribed	11%	(51)	12%	(56)	10%	(48)	41%	(197)	26%	(124)	476

Continued on next page

Table HR16_7: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Pele

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	10%	(216)	15%	(328)	14%	(316)	41%	(903)	20%	(437)	2200
Satellite TV: Currently subscribe	10%	(53)	14%	(69)	13%	(65)	38%	(194)	25%	(127)	508
Satellite TV: Subscribed in past	10%	(62)	16%	(99)	14%	(87)	39%	(237)	19%	(116)	601
Satellite TV: Never subscribed	9%	(100)	15%	(160)	15%	(164)	43%	(472)	18%	(195)	1092
Streaming Services: Currently subscribe	11%	(148)	16%	(219)	14%	(193)	40%	(545)	18%	(249)	1353
Streaming Services: Subscribed in past	9%	(19)	19%	(40)	16%	(34)	36%	(76)	20%	(42)	210
Streaming Services: Never subscribed	8%	(49)	11%	(69)	14%	(89)	44%	(282)	23%	(147)	637
Film: An avid fan	14%	(96)	16%	(115)	16%	(111)	33%	(231)	22%	(154)	706
Film: A casual fan	9%	(105)	16%	(194)	15%	(179)	44%	(542)	16%	(198)	1218
Film: Not a fan	6%	(15)	7%	(19)	10%	(26)	47%	(131)	31%	(85)	276
Television: An avid fan	11%	(103)	15%	(143)	16%	(154)	39%	(369)	20%	(189)	958
Television: A casual fan	9%	(93)	15%	(164)	14%	(152)	44%	(467)	17%	(183)	1058
Television: Not a fan	11%	(20)	12%	(22)	6%	(11)	36%	(66)	36%	(66)	184
Music: An avid fan	12%	(130)	16%	(168)	14%	(153)	36%	(384)	22%	(231)	1067
Music: A casual fan	7%	(72)	16%	(153)	16%	(153)	46%	(448)	16%	(153)	979
Music: Not a fan	9%	(14)	5%	(7)	6%	(10)	46%	(71)	35%	(53)	155
Fashion: An avid fan	12%	(37)	12%	(37)	15%	(44)	30%	(92)	31%	(94)	304
Fashion: A casual fan	11%	(96)	16%	(146)	14%	(125)	38%	(343)	21%	(187)	897
Fashion: Not a fan	8%	(82)	15%	(145)	15%	(147)	47%	(468)	16%	(157)	999

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

Table HR16_8: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Michael Phelps

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	11%	(249)	23%	(498)	17%	(368)	38%	(845)	11%	(241)	2200
Gender: Male	15%	(156)	26%	(274)	16%	(170)	35%	(367)	9%	(95)	1062
Gender: Female	8%	(93)	20%	(224)	17%	(198)	42%	(478)	13%	(146)	1138
Age: 18-34	16%	(105)	25%	(166)	14%	(93)	28%	(185)	16%	(106)	655
Age: 35-44	14%	(50)	26%	(94)	16%	(58)	34%	(122)	9%	(34)	358
Age: 45-64	9%	(67)	20%	(149)	18%	(134)	44%	(327)	10%	(73)	751
Age: 65+	6%	(27)	20%	(89)	19%	(82)	48%	(211)	6%	(28)	436
GenZers: 1997-2012	14%	(45)	25%	(81)	13%	(43)	29%	(92)	19%	(62)	323
Millennials: 1981-1996	17%	(87)	27%	(136)	15%	(75)	30%	(149)	11%	(57)	503
GenXers: 1965-1980	12%	(66)	21%	(117)	17%	(97)	38%	(214)	11%	(63)	558
Baby Boomers: 1946-1964	7%	(49)	19%	(134)	19%	(136)	48%	(347)	8%	(55)	722
PID: Dem (no lean)	14%	(115)	24%	(196)	17%	(139)	33%	(268)	11%	(84)	804
PID: Ind (no lean)	9%	(64)	20%	(137)	16%	(113)	41%	(286)	14%	(101)	701
PID: Rep (no lean)	10%	(70)	24%	(165)	17%	(115)	42%	(290)	8%	(56)	696
PID/Gender: Dem Men	17%	(62)	28%	(104)	17%	(61)	29%	(106)	10%	(36)	368
PID/Gender: Dem Women	12%	(54)	21%	(92)	18%	(78)	37%	(162)	11%	(49)	435
PID/Gender: Ind Men	14%	(46)	24%	(79)	16%	(53)	37%	(124)	10%	(34)	337
PID/Gender: Ind Women	5%	(18)	16%	(58)	16%	(60)	45%	(162)	18%	(66)	364
PID/Gender: Rep Men	14%	(48)	25%	(90)	16%	(56)	38%	(137)	7%	(25)	357
PID/Gender: Rep Women	6%	(21)	22%	(74)	18%	(60)	45%	(153)	9%	(31)	339
Ideo: Liberal (1-3)	15%	(95)	25%	(155)	18%	(112)	32%	(203)	11%	(67)	632
Ideo: Moderate (4)	12%	(67)	24%	(132)	18%	(97)	36%	(197)	10%	(53)	546
Ideo: Conservative (5-7)	8%	(62)	22%	(167)	17%	(129)	46%	(350)	6%	(44)	753
Educ: < College	9%	(141)	22%	(326)	17%	(253)	40%	(597)	13%	(195)	1512
Educ: Bachelors degree	14%	(63)	25%	(111)	18%	(79)	38%	(170)	5%	(21)	444
Educ: Post-grad	18%	(45)	25%	(61)	15%	(36)	32%	(78)	10%	(24)	244
Income: Under 50k	10%	(112)	20%	(234)	15%	(182)	40%	(466)	16%	(183)	1178
Income: 50k-100k	12%	(79)	26%	(168)	19%	(126)	41%	(267)	3%	(17)	657
Income: 100k+	16%	(58)	26%	(96)	16%	(59)	30%	(111)	11%	(41)	365
Ethnicity: White	10%	(171)	22%	(371)	17%	(296)	41%	(713)	10%	(172)	1722
Ethnicity: Hispanic	12%	(42)	23%	(80)	14%	(50)	30%	(106)	20%	(71)	349

Continued on next page

Table HR16_8: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Michael Phelps

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	11%	(249)	23%	(498)	17%	(368)	38%	(845)	11%	(241)	2200
Ethnicity: Afr. Am.	17%	(48)	23%	(64)	16%	(45)	31%	(86)	11%	(31)	274
Ethnicity: Other	15%	(31)	31%	(63)	13%	(26)	22%	(45)	19%	(38)	204
All Christian	12%	(114)	24%	(238)	17%	(170)	40%	(400)	7%	(67)	988
All Non-Christian	14%	(15)	25%	(27)	15%	(16)	32%	(35)	13%	(15)	108
Atheist	19%	(18)	14%	(14)	17%	(16)	38%	(36)	12%	(12)	96
Agnostic/Nothing in particular	10%	(102)	22%	(219)	16%	(165)	37%	(374)	15%	(148)	1008
Religious Non-Protestant/Catholic	16%	(23)	25%	(36)	15%	(21)	28%	(39)	15%	(21)	140
Evangelical	10%	(57)	25%	(145)	17%	(100)	39%	(224)	9%	(54)	580
Non-Evangelical	12%	(92)	23%	(181)	18%	(141)	42%	(333)	6%	(52)	798
Community: Urban	13%	(71)	25%	(139)	16%	(86)	32%	(178)	14%	(80)	555
Community: Suburban	13%	(133)	25%	(264)	17%	(182)	37%	(389)	8%	(82)	1051
Community: Rural	8%	(45)	16%	(95)	17%	(99)	47%	(278)	13%	(78)	594
Employ: Private Sector	15%	(85)	26%	(151)	18%	(104)	37%	(214)	5%	(28)	582
Employ: Government	13%	(22)	30%	(50)	18%	(30)	30%	(50)	8%	(13)	165
Employ: Self-Employed	12%	(22)	22%	(41)	15%	(28)	46%	(85)	6%	(10)	186
Employ: Homemaker	10%	(17)	12%	(20)	16%	(25)	44%	(72)	18%	(30)	164
Employ: Retired	6%	(29)	19%	(90)	19%	(88)	47%	(221)	8%	(40)	467
Employ: Unemployed	8%	(24)	22%	(65)	15%	(45)	39%	(117)	15%	(45)	296
Employ: Other	11%	(20)	19%	(35)	12%	(24)	28%	(54)	30%	(57)	189
Military HH: Yes	12%	(42)	25%	(88)	13%	(47)	41%	(145)	10%	(35)	356
Military HH: No	11%	(207)	22%	(410)	17%	(320)	38%	(700)	11%	(206)	1844
RD/WT: Right Direction	10%	(70)	25%	(175)	18%	(128)	39%	(270)	8%	(58)	701
RD/WT: Wrong Track	12%	(179)	21%	(322)	16%	(240)	38%	(574)	12%	(183)	1499
Trump Job Approve	10%	(90)	23%	(209)	17%	(158)	41%	(372)	9%	(79)	909
Trump Job Disapprove	12%	(143)	24%	(274)	17%	(191)	38%	(441)	9%	(104)	1153
Trump Job Strongly Approve	10%	(48)	22%	(106)	14%	(67)	47%	(226)	8%	(38)	485
Trump Job Somewhat Approve	10%	(42)	24%	(103)	22%	(92)	35%	(146)	10%	(41)	424
Trump Job Somewhat Disapprove	12%	(30)	34%	(85)	17%	(42)	29%	(73)	8%	(19)	248
Trump Job Strongly Disapprove	12%	(113)	21%	(189)	17%	(149)	41%	(368)	9%	(84)	904

Continued on next page

Table HR16_8: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Michael Phelps

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	11%	(249)	23%	(498)	17%	(368)	38%	(845)	11%	(241)	2200
Favorable of Trump	11%	(99)	23%	(201)	18%	(156)	41%	(366)	8%	(68)	890
Unfavorable of Trump	12%	(138)	24%	(278)	17%	(197)	38%	(441)	9%	(102)	1156
Very Favorable of Trump	12%	(60)	19%	(100)	15%	(78)	46%	(237)	8%	(40)	515
Somewhat Favorable of Trump	11%	(40)	27%	(101)	21%	(77)	35%	(129)	7%	(28)	374
Somewhat Unfavorable of Trump	8%	(18)	35%	(77)	17%	(38)	30%	(65)	9%	(20)	217
Very Unfavorable of Trump	13%	(121)	21%	(201)	17%	(159)	40%	(376)	9%	(82)	939
#1 Issue: Economy	11%	(85)	24%	(193)	18%	(144)	39%	(311)	7%	(55)	789
#1 Issue: Security	8%	(18)	22%	(52)	15%	(34)	47%	(107)	8%	(18)	230
#1 Issue: Health Care	15%	(58)	24%	(94)	15%	(59)	38%	(150)	8%	(30)	392
#1 Issue: Medicare / Social Security	8%	(24)	15%	(43)	21%	(61)	44%	(131)	13%	(37)	296
#1 Issue: Women's Issues	9%	(8)	28%	(27)	12%	(12)	30%	(28)	21%	(20)	96
#1 Issue: Education	19%	(27)	27%	(39)	17%	(25)	24%	(35)	13%	(19)	146
#1 Issue: Energy	15%	(14)	27%	(25)	13%	(12)	28%	(25)	17%	(15)	91
#1 Issue: Other	9%	(15)	15%	(24)	12%	(19)	35%	(56)	29%	(47)	160
2018 House Vote: Democrat	14%	(105)	24%	(178)	18%	(134)	37%	(271)	7%	(50)	737
2018 House Vote: Republican	10%	(64)	22%	(142)	18%	(117)	44%	(281)	5%	(32)	636
2018 House Vote: Someone else	10%	(9)	17%	(15)	18%	(15)	44%	(38)	11%	(10)	86
2016 Vote: Hillary Clinton	13%	(86)	24%	(161)	20%	(138)	36%	(245)	8%	(52)	684
2016 Vote: Donald Trump	10%	(69)	22%	(149)	17%	(116)	45%	(298)	5%	(33)	665
2016 Vote: Other	10%	(13)	22%	(29)	21%	(28)	40%	(52)	7%	(9)	130
2016 Vote: Didn't Vote	11%	(81)	22%	(158)	12%	(86)	34%	(247)	20%	(147)	720
Voted in 2014: Yes	11%	(140)	22%	(290)	20%	(256)	40%	(528)	7%	(90)	1303
Voted in 2014: No	12%	(109)	23%	(208)	12%	(112)	35%	(317)	17%	(151)	897
2012 Vote: Barack Obama	12%	(99)	23%	(184)	19%	(151)	37%	(293)	8%	(64)	791
2012 Vote: Mitt Romney	9%	(47)	24%	(121)	18%	(91)	45%	(229)	4%	(18)	506
2012 Vote: Other	4%	(4)	16%	(14)	24%	(21)	46%	(40)	10%	(9)	87
2012 Vote: Didn't Vote	12%	(100)	22%	(178)	13%	(104)	34%	(279)	18%	(150)	811

Continued on next page

Table HR16_8: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Michael Phelps

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	11%	(249)	23%	(498)	17%	(368)	38%	(845)	11%	(241)	2200
4-Region: Northeast	12%	(47)	24%	(93)	14%	(55)	40%	(159)	10%	(38)	394
4-Region: Midwest	10%	(48)	20%	(94)	19%	(89)	43%	(200)	7%	(32)	462
4-Region: South	11%	(87)	23%	(191)	16%	(135)	38%	(315)	12%	(97)	824
4-Region: West	13%	(67)	23%	(119)	17%	(88)	33%	(171)	14%	(74)	520
Watch TV: Every day	14%	(149)	22%	(243)	17%	(188)	39%	(419)	8%	(89)	1088
Watch TV: Several times per week	11%	(53)	27%	(134)	16%	(78)	39%	(194)	8%	(41)	500
Watch TV: About once per week	6%	(8)	23%	(32)	17%	(24)	38%	(52)	16%	(22)	138
Watch TV: Several times per month	10%	(12)	25%	(30)	19%	(23)	39%	(47)	7%	(9)	121
Watch TV: About once per month	6%	(4)	34%	(22)	18%	(11)	29%	(19)	13%	(8)	63
Watch TV: Less often than once per month	9%	(9)	15%	(13)	13%	(12)	49%	(44)	14%	(13)	91
Watch TV: Never	7%	(15)	12%	(24)	16%	(31)	35%	(70)	30%	(59)	199
Watch Movies: Every day	16%	(71)	23%	(100)	15%	(63)	33%	(142)	13%	(56)	433
Watch Movies: Several times per week	14%	(75)	24%	(131)	16%	(88)	40%	(220)	6%	(35)	549
Watch Movies: About once per week	10%	(39)	27%	(101)	21%	(79)	35%	(134)	7%	(27)	380
Watch Movies: Several times per month	10%	(23)	27%	(61)	18%	(42)	37%	(83)	8%	(18)	227
Watch Movies: About once per month	7%	(15)	20%	(41)	18%	(37)	48%	(102)	8%	(16)	212
Watch Movies: Less often than once per month	9%	(18)	22%	(42)	14%	(28)	42%	(80)	13%	(26)	193
Watch Movies: Never	4%	(8)	10%	(22)	15%	(31)	40%	(83)	30%	(63)	206
Watch Sporting Events: Every day	28%	(44)	26%	(41)	21%	(34)	20%	(31)	5%	(8)	158
Watch Sporting Events: Several times per week	25%	(64)	32%	(83)	16%	(41)	21%	(54)	6%	(15)	258
Watch Sporting Events: About once per week	15%	(30)	31%	(61)	21%	(42)	27%	(53)	6%	(12)	198
Watch Sporting Events: Several times per month	14%	(29)	30%	(62)	19%	(40)	32%	(66)	6%	(12)	209
Watch Sporting Events: About once per month	11%	(17)	23%	(37)	26%	(42)	33%	(54)	7%	(10)	161
Watch Sporting Events: Less often than once per month	10%	(41)	27%	(106)	18%	(71)	34%	(135)	10%	(40)	393
Watch Sporting Events: Never	3%	(25)	13%	(107)	12%	(97)	55%	(452)	17%	(143)	823
Cable TV: Currently subscribe	13%	(124)	22%	(213)	18%	(173)	38%	(370)	9%	(88)	968
Cable TV: Subscribed in past	10%	(77)	24%	(180)	19%	(142)	39%	(297)	8%	(60)	756
Cable TV: Never subscribed	10%	(49)	22%	(104)	11%	(52)	37%	(178)	20%	(93)	476

Continued on next page

Table HR16_8: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Michael Phelps

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	11%	(249)	23%	(498)	17%	(368)	38%	(845)	11%	(241)	2200
Satellite TV: Currently subscribe	13%	(64)	22%	(110)	14%	(72)	38%	(192)	14%	(70)	508
Satellite TV: Subscribed in past	12%	(75)	24%	(144)	18%	(107)	37%	(223)	9%	(52)	601
Satellite TV: Never subscribed	10%	(111)	22%	(243)	17%	(189)	39%	(430)	11%	(119)	1092
Streaming Services: Currently subscribe	12%	(169)	24%	(320)	16%	(213)	38%	(512)	10%	(139)	1353
Streaming Services: Subscribed in past	14%	(30)	24%	(51)	17%	(37)	34%	(71)	10%	(22)	210
Streaming Services: Never subscribed	8%	(50)	20%	(127)	19%	(118)	41%	(261)	13%	(80)	637
Film: An avid fan	18%	(128)	23%	(163)	14%	(102)	33%	(232)	11%	(81)	706
Film: A casual fan	9%	(107)	24%	(290)	18%	(223)	40%	(483)	9%	(114)	1218
Film: Not a fan	5%	(14)	16%	(45)	16%	(43)	47%	(129)	17%	(46)	276
Television: An avid fan	14%	(133)	24%	(227)	17%	(164)	36%	(346)	9%	(89)	958
Television: A casual fan	9%	(99)	22%	(237)	18%	(186)	41%	(429)	10%	(106)	1058
Television: Not a fan	9%	(17)	18%	(34)	10%	(18)	37%	(69)	25%	(46)	184
Music: An avid fan	14%	(153)	26%	(275)	15%	(158)	33%	(350)	12%	(130)	1067
Music: A casual fan	9%	(84)	20%	(200)	20%	(196)	43%	(422)	8%	(76)	979
Music: Not a fan	7%	(11)	14%	(22)	9%	(14)	47%	(72)	23%	(35)	155
Fashion: An avid fan	19%	(57)	22%	(67)	12%	(38)	30%	(90)	17%	(52)	304
Fashion: A casual fan	12%	(110)	25%	(221)	19%	(166)	34%	(303)	11%	(96)	897
Fashion: Not a fan	8%	(82)	21%	(209)	16%	(164)	45%	(451)	9%	(93)	999

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

Table HR16_9: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Babe Ruth

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	21%	(452)	27%	(599)	14%	(305)	28%	(615)	10%	(228)	2200
Gender: Male	28%	(297)	27%	(292)	12%	(123)	22%	(233)	11%	(118)	1062
Gender: Female	14%	(155)	27%	(308)	16%	(183)	34%	(382)	10%	(110)	1138
Age: 18-34	20%	(129)	25%	(161)	15%	(95)	24%	(160)	17%	(110)	655
Age: 35-44	28%	(100)	28%	(100)	12%	(42)	22%	(79)	10%	(37)	358
Age: 45-64	21%	(156)	26%	(196)	12%	(92)	33%	(244)	8%	(62)	751
Age: 65+	15%	(67)	33%	(142)	17%	(76)	30%	(132)	4%	(19)	436
GenZers: 1997-2012	17%	(56)	24%	(79)	13%	(43)	23%	(75)	22%	(70)	323
Millennials: 1981-1996	26%	(129)	26%	(132)	15%	(73)	23%	(116)	11%	(53)	503
GenXers: 1965-1980	22%	(125)	25%	(141)	11%	(63)	29%	(163)	12%	(65)	558
Baby Boomers: 1946-1964	17%	(123)	30%	(213)	16%	(112)	33%	(236)	5%	(38)	722
PID: Dem (no lean)	19%	(156)	27%	(220)	16%	(130)	27%	(215)	10%	(84)	804
PID: Ind (no lean)	20%	(138)	26%	(183)	11%	(76)	30%	(209)	14%	(96)	701
PID: Rep (no lean)	23%	(159)	28%	(197)	14%	(100)	28%	(192)	7%	(48)	696
PID/Gender: Dem Men	26%	(95)	24%	(89)	14%	(52)	23%	(86)	12%	(46)	368
PID/Gender: Dem Women	14%	(61)	30%	(131)	18%	(77)	30%	(129)	9%	(38)	435
PID/Gender: Ind Men	26%	(89)	28%	(93)	8%	(29)	23%	(78)	14%	(48)	337
PID/Gender: Ind Women	13%	(49)	24%	(89)	13%	(47)	36%	(131)	13%	(49)	364
PID/Gender: Rep Men	32%	(113)	31%	(109)	12%	(42)	19%	(69)	7%	(24)	357
PID/Gender: Rep Women	13%	(46)	26%	(88)	17%	(58)	36%	(123)	7%	(24)	339
Ideo: Liberal (1-3)	19%	(123)	30%	(191)	16%	(99)	26%	(161)	9%	(58)	632
Ideo: Moderate (4)	21%	(116)	27%	(145)	15%	(85)	28%	(151)	9%	(50)	546
Ideo: Conservative (5-7)	23%	(171)	30%	(223)	12%	(90)	30%	(227)	6%	(42)	753
Educ: < College	19%	(293)	25%	(385)	14%	(208)	29%	(439)	12%	(187)	1512
Educ: Bachelors degree	24%	(108)	31%	(136)	15%	(65)	26%	(114)	5%	(21)	444
Educ: Post-grad	21%	(51)	32%	(79)	13%	(33)	25%	(62)	8%	(19)	244
Income: Under 50k	19%	(221)	25%	(298)	14%	(162)	28%	(330)	14%	(167)	1178
Income: 50k-100k	21%	(135)	29%	(190)	16%	(104)	31%	(204)	4%	(23)	657
Income: 100k+	26%	(95)	31%	(112)	11%	(39)	22%	(81)	10%	(38)	365
Ethnicity: White	20%	(349)	28%	(486)	14%	(240)	29%	(505)	8%	(142)	1722
Ethnicity: Hispanic	19%	(65)	24%	(83)	17%	(59)	21%	(73)	20%	(68)	349

Continued on next page

Table HR16_9: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Babe Ruth

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	21%	(452)	27%	(599)	14%	(305)	28%	(615)	10%	(228)	2200
Ethnicity: Afr. Am.	21%	(58)	22%	(61)	14%	(38)	27%	(73)	16%	(44)	274
Ethnicity: Other	22%	(45)	26%	(53)	14%	(28)	18%	(37)	20%	(41)	204
All Christian	24%	(234)	30%	(297)	14%	(137)	26%	(260)	6%	(60)	988
All Non-Christian	21%	(22)	25%	(27)	16%	(17)	26%	(28)	12%	(13)	108
Atheist	19%	(18)	24%	(23)	11%	(10)	36%	(34)	11%	(10)	96
Agnostic/Nothing in particular	18%	(178)	25%	(252)	14%	(141)	29%	(293)	14%	(144)	1008
Religious Non-Protestant/Catholic	26%	(36)	28%	(39)	13%	(18)	21%	(30)	12%	(17)	140
Evangelical	24%	(137)	29%	(169)	12%	(69)	26%	(151)	9%	(55)	580
Non-Evangelical	22%	(175)	27%	(213)	15%	(121)	30%	(237)	7%	(53)	798
Community: Urban	21%	(119)	25%	(141)	12%	(68)	27%	(150)	14%	(77)	555
Community: Suburban	22%	(236)	29%	(307)	14%	(144)	27%	(279)	8%	(84)	1051
Community: Rural	16%	(97)	25%	(150)	16%	(93)	31%	(187)	11%	(67)	594
Employ: Private Sector	23%	(132)	30%	(177)	13%	(74)	29%	(167)	6%	(32)	582
Employ: Government	29%	(48)	33%	(54)	9%	(16)	20%	(33)	8%	(14)	165
Employ: Self-Employed	25%	(46)	25%	(46)	18%	(33)	28%	(53)	4%	(8)	186
Employ: Homemaker	9%	(14)	21%	(35)	19%	(31)	39%	(63)	13%	(21)	164
Employ: Retired	15%	(69)	31%	(144)	18%	(82)	31%	(143)	6%	(28)	467
Employ: Unemployed	20%	(59)	22%	(65)	13%	(38)	32%	(94)	14%	(41)	296
Employ: Other	21%	(39)	20%	(39)	10%	(18)	19%	(36)	30%	(57)	189
Military HH: Yes	25%	(89)	27%	(97)	11%	(38)	30%	(107)	7%	(24)	356
Military HH: No	20%	(362)	27%	(502)	14%	(267)	28%	(509)	11%	(204)	1844
RD/WT: Right Direction	23%	(160)	30%	(210)	13%	(93)	25%	(176)	9%	(62)	701
RD/WT: Wrong Track	19%	(291)	26%	(389)	14%	(213)	29%	(440)	11%	(166)	1499
Trump Job Approve	24%	(221)	27%	(249)	13%	(121)	27%	(244)	8%	(73)	909
Trump Job Disapprove	19%	(213)	29%	(329)	15%	(171)	31%	(353)	8%	(87)	1153
Trump Job Strongly Approve	27%	(131)	25%	(120)	10%	(50)	31%	(152)	7%	(32)	485
Trump Job Somewhat Approve	21%	(90)	30%	(129)	17%	(71)	22%	(92)	10%	(41)	424
Trump Job Somewhat Disapprove	19%	(47)	30%	(74)	17%	(42)	26%	(64)	9%	(21)	248
Trump Job Strongly Disapprove	18%	(166)	28%	(255)	14%	(129)	32%	(289)	7%	(65)	904

Continued on next page

Table HR16_9: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Babe Ruth

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	21%	(452)	27%	(599)	14%	(305)	28%	(615)	10%	(228)	2200
Favorable of Trump	25%	(220)	27%	(245)	13%	(117)	28%	(246)	7%	(62)	890
Unfavorable of Trump	19%	(217)	28%	(329)	15%	(175)	30%	(345)	8%	(91)	1156
Very Favorable of Trump	27%	(140)	25%	(130)	9%	(47)	31%	(160)	8%	(39)	515
Somewhat Favorable of Trump	21%	(80)	31%	(115)	19%	(70)	23%	(86)	6%	(23)	374
Somewhat Unfavorable of Trump	20%	(43)	31%	(68)	15%	(32)	23%	(50)	11%	(25)	217
Very Unfavorable of Trump	18%	(174)	28%	(261)	15%	(143)	31%	(295)	7%	(66)	939
#1 Issue: Economy	23%	(181)	30%	(234)	13%	(103)	27%	(214)	7%	(57)	789
#1 Issue: Security	25%	(57)	26%	(59)	11%	(24)	32%	(74)	7%	(15)	230
#1 Issue: Health Care	20%	(77)	27%	(104)	12%	(49)	34%	(133)	8%	(30)	392
#1 Issue: Medicare / Social Security	15%	(43)	23%	(68)	16%	(49)	32%	(94)	14%	(43)	296
#1 Issue: Women's Issues	17%	(16)	30%	(29)	14%	(13)	20%	(19)	19%	(19)	96
#1 Issue: Education	25%	(36)	28%	(40)	15%	(21)	20%	(29)	13%	(19)	146
#1 Issue: Energy	17%	(16)	26%	(23)	24%	(22)	21%	(19)	12%	(11)	91
#1 Issue: Other	16%	(25)	26%	(42)	15%	(25)	21%	(33)	22%	(35)	160
2018 House Vote: Democrat	19%	(142)	30%	(224)	15%	(111)	29%	(216)	6%	(44)	737
2018 House Vote: Republican	25%	(158)	29%	(182)	13%	(82)	28%	(181)	5%	(32)	636
2018 House Vote: Someone else	19%	(16)	24%	(21)	12%	(10)	29%	(25)	17%	(15)	86
2016 Vote: Hillary Clinton	19%	(131)	30%	(204)	15%	(104)	30%	(202)	6%	(44)	684
2016 Vote: Donald Trump	24%	(162)	28%	(189)	14%	(93)	28%	(187)	5%	(33)	665
2016 Vote: Other	20%	(26)	27%	(35)	16%	(21)	27%	(35)	9%	(12)	130
2016 Vote: Didn't Vote	18%	(133)	23%	(169)	12%	(87)	27%	(191)	19%	(139)	720
Voted in 2014: Yes	22%	(290)	29%	(375)	15%	(192)	28%	(369)	6%	(78)	1303
Voted in 2014: No	18%	(162)	25%	(224)	13%	(114)	28%	(247)	17%	(150)	897
2012 Vote: Barack Obama	21%	(167)	30%	(240)	14%	(111)	28%	(220)	7%	(53)	791
2012 Vote: Mitt Romney	27%	(136)	29%	(146)	14%	(70)	26%	(132)	4%	(21)	506
2012 Vote: Other	16%	(14)	31%	(27)	14%	(12)	31%	(27)	8%	(7)	87
2012 Vote: Didn't Vote	17%	(134)	22%	(182)	14%	(112)	29%	(235)	18%	(147)	811

Continued on next page

Table HR16_9: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Babe Ruth

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	21%	(452)	27%	(599)	14%	(305)	28%	(615)	10%	(228)	2200
4-Region: Northeast	23%	(90)	29%	(115)	13%	(52)	27%	(108)	8%	(30)	394
4-Region: Midwest	19%	(86)	29%	(132)	15%	(70)	32%	(148)	6%	(26)	462
4-Region: South	21%	(170)	26%	(214)	13%	(111)	29%	(238)	11%	(92)	824
4-Region: West	20%	(106)	27%	(138)	14%	(73)	23%	(122)	16%	(81)	520
Watch TV: Every day	22%	(237)	28%	(305)	14%	(155)	28%	(308)	8%	(83)	1088
Watch TV: Several times per week	22%	(108)	32%	(159)	13%	(63)	26%	(132)	8%	(38)	500
Watch TV: About once per week	14%	(19)	31%	(43)	22%	(30)	23%	(31)	11%	(15)	138
Watch TV: Several times per month	18%	(22)	27%	(32)	14%	(17)	34%	(41)	7%	(9)	121
Watch TV: About once per month	20%	(13)	15%	(10)	16%	(10)	26%	(17)	23%	(14)	63
Watch TV: Less often than once per month	29%	(26)	18%	(16)	11%	(10)	35%	(32)	7%	(7)	91
Watch TV: Never	13%	(26)	17%	(35)	10%	(21)	28%	(55)	32%	(63)	199
Watch Movies: Every day	27%	(117)	26%	(114)	11%	(46)	24%	(102)	13%	(55)	433
Watch Movies: Several times per week	21%	(116)	31%	(168)	17%	(93)	26%	(144)	5%	(29)	549
Watch Movies: About once per week	19%	(73)	26%	(100)	15%	(57)	29%	(111)	10%	(38)	380
Watch Movies: Several times per month	21%	(47)	34%	(77)	12%	(28)	27%	(62)	6%	(13)	227
Watch Movies: About once per month	13%	(28)	29%	(61)	14%	(30)	34%	(71)	10%	(20)	212
Watch Movies: Less often than once per month	19%	(38)	26%	(49)	13%	(26)	33%	(65)	8%	(16)	193
Watch Movies: Never	16%	(34)	14%	(29)	13%	(26)	29%	(60)	28%	(57)	206
Watch Sporting Events: Every day	43%	(68)	22%	(35)	11%	(17)	12%	(19)	12%	(20)	158
Watch Sporting Events: Several times per week	38%	(98)	31%	(80)	12%	(32)	14%	(35)	4%	(12)	258
Watch Sporting Events: About once per week	31%	(61)	36%	(72)	14%	(28)	14%	(28)	5%	(9)	198
Watch Sporting Events: Several times per month	25%	(52)	38%	(79)	13%	(28)	17%	(37)	7%	(14)	209
Watch Sporting Events: About once per month	20%	(32)	29%	(46)	26%	(41)	20%	(32)	6%	(10)	161
Watch Sporting Events: Less often than once per month	18%	(70)	32%	(126)	18%	(69)	23%	(91)	9%	(37)	393
Watch Sporting Events: Never	9%	(71)	20%	(161)	11%	(90)	45%	(374)	15%	(126)	823
Cable TV: Currently subscribe	21%	(207)	28%	(268)	14%	(131)	28%	(270)	9%	(92)	968
Cable TV: Subscribed in past	21%	(160)	29%	(221)	16%	(124)	26%	(197)	7%	(54)	756
Cable TV: Never subscribed	18%	(85)	23%	(111)	11%	(50)	31%	(149)	17%	(82)	476

Continued on next page

Table HR16_9: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Babe Ruth

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	21%	(452)	27%	(599)	14%	(305)	28%	(615)	10%	(228)	2200
Satellite TV: Currently subscribe	20%	(102)	24%	(124)	12%	(63)	26%	(132)	17%	(86)	508
Satellite TV: Subscribed in past	24%	(142)	30%	(180)	12%	(75)	27%	(162)	7%	(42)	601
Satellite TV: Never subscribed	19%	(207)	27%	(295)	15%	(168)	29%	(321)	9%	(100)	1092
Streaming Services: Currently subscribe	22%	(294)	28%	(382)	13%	(179)	27%	(367)	10%	(130)	1353
Streaming Services: Subscribed in past	22%	(46)	27%	(57)	16%	(34)	26%	(55)	9%	(19)	210
Streaming Services: Never subscribed	18%	(112)	25%	(160)	15%	(93)	30%	(194)	12%	(78)	637
Film: An avid fan	29%	(204)	24%	(167)	12%	(87)	22%	(157)	13%	(91)	706
Film: A casual fan	18%	(221)	30%	(371)	15%	(187)	29%	(358)	7%	(80)	1218
Film: Not a fan	10%	(27)	22%	(61)	11%	(32)	36%	(100)	21%	(57)	276
Television: An avid fan	25%	(235)	26%	(246)	14%	(137)	26%	(252)	9%	(89)	958
Television: A casual fan	18%	(191)	30%	(314)	14%	(151)	29%	(310)	9%	(92)	1058
Television: Not a fan	14%	(26)	21%	(40)	10%	(18)	29%	(54)	25%	(47)	184
Music: An avid fan	26%	(278)	26%	(280)	12%	(133)	24%	(252)	12%	(123)	1067
Music: A casual fan	16%	(152)	30%	(290)	17%	(167)	31%	(304)	7%	(66)	979
Music: Not a fan	14%	(22)	19%	(29)	4%	(6)	38%	(59)	26%	(40)	155
Fashion: An avid fan	24%	(74)	18%	(55)	14%	(43)	25%	(75)	19%	(57)	304
Fashion: A casual fan	20%	(183)	30%	(269)	15%	(139)	25%	(228)	9%	(77)	897
Fashion: Not a fan	19%	(195)	28%	(275)	12%	(123)	31%	(312)	9%	(94)	999

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

Table HR16_10: And specifically, how interested would you be in a documentary series or movie about the following athletes?

Lionel Messi

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(152)	9%	(203)	13%	(288)	46%	(1016)	25%	(541)	2200
Gender: Male	11%	(119)	12%	(133)	15%	(158)	43%	(458)	18%	(194)	1062
Gender: Female	3%	(33)	6%	(70)	11%	(130)	49%	(558)	31%	(347)	1138
Age: 18-34	14%	(92)	14%	(89)	13%	(85)	33%	(219)	26%	(170)	655
Age: 35-44	10%	(37)	14%	(51)	15%	(55)	41%	(147)	19%	(68)	358
Age: 45-64	3%	(20)	6%	(45)	14%	(105)	53%	(395)	25%	(185)	751
Age: 65+	1%	(3)	4%	(18)	10%	(43)	58%	(255)	27%	(118)	436
GenZers: 1997-2012	12%	(39)	14%	(45)	11%	(37)	30%	(98)	32%	(103)	323
Millennials: 1981-1996	14%	(69)	14%	(70)	16%	(82)	37%	(185)	19%	(98)	503
GenXers: 1965-1980	6%	(35)	9%	(49)	13%	(73)	48%	(270)	23%	(131)	558
Baby Boomers: 1946-1964	1%	(9)	5%	(36)	12%	(87)	55%	(400)	26%	(190)	722
PID: Dem (no lean)	9%	(69)	10%	(84)	17%	(135)	39%	(313)	25%	(203)	804
PID: Ind (no lean)	6%	(45)	10%	(67)	10%	(71)	48%	(338)	26%	(180)	701
PID: Rep (no lean)	5%	(38)	7%	(52)	12%	(82)	52%	(365)	23%	(158)	696
PID/Gender: Dem Men	15%	(54)	13%	(50)	19%	(69)	34%	(124)	20%	(72)	368
PID/Gender: Dem Women	3%	(15)	8%	(34)	15%	(66)	43%	(188)	30%	(132)	435
PID/Gender: Ind Men	10%	(33)	14%	(47)	10%	(35)	45%	(152)	21%	(71)	337
PID/Gender: Ind Women	3%	(12)	6%	(20)	10%	(36)	51%	(187)	30%	(109)	364
PID/Gender: Rep Men	9%	(32)	10%	(36)	15%	(55)	51%	(182)	14%	(52)	357
PID/Gender: Rep Women	2%	(6)	5%	(16)	8%	(28)	54%	(183)	31%	(107)	339
Ideo: Liberal (1-3)	9%	(59)	12%	(74)	17%	(107)	40%	(251)	22%	(141)	632
Ideo: Moderate (4)	8%	(44)	10%	(55)	16%	(86)	41%	(222)	25%	(139)	546
Ideo: Conservative (5-7)	4%	(30)	8%	(60)	11%	(81)	58%	(434)	20%	(148)	753
Educ: < College	6%	(87)	8%	(124)	12%	(177)	47%	(705)	28%	(419)	1512
Educ: Bachelors degree	8%	(35)	11%	(49)	17%	(77)	46%	(204)	18%	(79)	444
Educ: Post-grad	12%	(30)	12%	(30)	14%	(34)	44%	(106)	18%	(43)	244
Income: Under 50k	6%	(71)	8%	(92)	11%	(130)	45%	(535)	30%	(349)	1178
Income: 50k-100k	6%	(41)	10%	(63)	16%	(108)	50%	(330)	17%	(115)	657
Income: 100k+	11%	(40)	13%	(47)	14%	(50)	41%	(150)	21%	(78)	365
Ethnicity: White	6%	(95)	8%	(136)	13%	(220)	50%	(861)	24%	(409)	1722
Ethnicity: Hispanic	13%	(44)	15%	(51)	13%	(45)	31%	(109)	29%	(100)	349

Continued on next page

Table HR16_10: And specifically, how interested would you be in a documentary series or movie about the following athletes?

Lionel Messi

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(152)	9%	(203)	13%	(288)	46%	(1016)	25%	(541)	2200
Ethnicity: Afr. Am.	9%	(24)	10%	(28)	16%	(43)	39%	(106)	27%	(74)	274
Ethnicity: Other	16%	(33)	19%	(38)	12%	(25)	24%	(48)	29%	(59)	204
All Christian	7%	(70)	9%	(89)	13%	(131)	49%	(484)	22%	(214)	988
All Non-Christian	14%	(15)	8%	(8)	17%	(19)	36%	(39)	25%	(27)	108
Atheist	15%	(14)	10%	(10)	10%	(10)	46%	(44)	18%	(17)	96
Agnostic/Nothing in particular	5%	(53)	9%	(95)	13%	(129)	44%	(448)	28%	(283)	1008
Religious Non-Protestant/Catholic	11%	(16)	11%	(16)	18%	(26)	32%	(45)	26%	(37)	140
Evangelical	6%	(32)	8%	(45)	13%	(74)	49%	(286)	25%	(143)	580
Non-Evangelical	7%	(53)	9%	(69)	14%	(115)	48%	(387)	22%	(174)	798
Community: Urban	13%	(70)	11%	(60)	13%	(71)	39%	(217)	25%	(136)	555
Community: Suburban	7%	(70)	10%	(109)	14%	(152)	46%	(485)	22%	(234)	1051
Community: Rural	2%	(12)	6%	(33)	11%	(65)	53%	(313)	29%	(171)	594
Employ: Private Sector	10%	(61)	12%	(71)	15%	(90)	46%	(269)	16%	(91)	582
Employ: Government	11%	(18)	12%	(20)	16%	(27)	41%	(67)	20%	(33)	165
Employ: Self-Employed	9%	(17)	6%	(11)	19%	(35)	46%	(85)	20%	(37)	186
Employ: Homemaker	3%	(4)	5%	(9)	7%	(11)	56%	(92)	29%	(47)	164
Employ: Retired	1%	(4)	5%	(23)	10%	(49)	57%	(266)	27%	(126)	467
Employ: Unemployed	5%	(15)	9%	(28)	14%	(41)	42%	(124)	30%	(88)	296
Employ: Other	6%	(11)	7%	(14)	7%	(14)	39%	(74)	41%	(78)	189
Military HH: Yes	6%	(22)	6%	(23)	12%	(43)	53%	(190)	22%	(79)	356
Military HH: No	7%	(130)	10%	(180)	13%	(245)	45%	(826)	25%	(463)	1844
RD/WT: Right Direction	7%	(51)	10%	(70)	12%	(81)	50%	(348)	22%	(151)	701
RD/WT: Wrong Track	7%	(101)	9%	(133)	14%	(207)	45%	(668)	26%	(390)	1499
Trump Job Approve	6%	(57)	8%	(70)	11%	(104)	52%	(468)	23%	(208)	909
Trump Job Disapprove	7%	(82)	11%	(123)	15%	(173)	44%	(513)	23%	(263)	1153
Trump Job Strongly Approve	5%	(25)	7%	(33)	10%	(50)	57%	(277)	21%	(100)	485
Trump Job Somewhat Approve	8%	(32)	9%	(37)	13%	(55)	45%	(191)	26%	(108)	424
Trump Job Somewhat Disapprove	12%	(29)	14%	(35)	13%	(33)	38%	(94)	23%	(58)	248
Trump Job Strongly Disapprove	6%	(53)	10%	(87)	15%	(139)	46%	(419)	23%	(205)	904

Continued on next page

Table HR16_10: And specifically, how interested would you be in a documentary series or movie about the following athletes?

Lionel Messi

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(152)	9%	(203)	13%	(288)	46%	(1016)	25%	(541)	2200
Favorable of Trump	6%	(58)	8%	(67)	12%	(103)	52%	(460)	23%	(203)	890
Unfavorable of Trump	7%	(85)	11%	(123)	15%	(177)	44%	(513)	22%	(258)	1156
Very Favorable of Trump	7%	(35)	6%	(33)	11%	(54)	56%	(290)	20%	(103)	515
Somewhat Favorable of Trump	6%	(22)	9%	(34)	13%	(49)	45%	(170)	27%	(100)	374
Somewhat Unfavorable of Trump	11%	(25)	14%	(31)	13%	(29)	40%	(86)	21%	(47)	217
Very Unfavorable of Trump	6%	(60)	10%	(92)	16%	(149)	45%	(427)	23%	(212)	939
#1 Issue: Economy	7%	(58)	11%	(87)	13%	(99)	48%	(380)	21%	(166)	789
#1 Issue: Security	4%	(10)	5%	(11)	13%	(30)	60%	(138)	18%	(41)	230
#1 Issue: Health Care	9%	(35)	10%	(40)	14%	(57)	47%	(186)	19%	(75)	392
#1 Issue: Medicare / Social Security	4%	(10)	7%	(19)	10%	(30)	48%	(143)	31%	(93)	296
#1 Issue: Women's Issues	5%	(5)	12%	(11)	15%	(15)	30%	(29)	38%	(36)	96
#1 Issue: Education	15%	(22)	11%	(16)	17%	(24)	30%	(44)	27%	(40)	146
#1 Issue: Energy	11%	(10)	10%	(9)	22%	(20)	30%	(28)	27%	(24)	91
#1 Issue: Other	1%	(2)	6%	(9)	8%	(13)	44%	(70)	41%	(66)	160
2018 House Vote: Democrat	7%	(55)	11%	(81)	18%	(134)	43%	(319)	20%	(148)	737
2018 House Vote: Republican	5%	(30)	7%	(43)	11%	(73)	57%	(365)	20%	(125)	636
2018 House Vote: Someone else	9%	(8)	8%	(7)	8%	(7)	50%	(43)	25%	(21)	86
2016 Vote: Hillary Clinton	7%	(49)	11%	(76)	18%	(126)	43%	(295)	20%	(138)	684
2016 Vote: Donald Trump	5%	(30)	7%	(45)	12%	(77)	57%	(376)	21%	(136)	665
2016 Vote: Other	6%	(8)	11%	(15)	16%	(21)	47%	(61)	19%	(25)	130
2016 Vote: Didn't Vote	9%	(65)	9%	(67)	9%	(65)	39%	(281)	34%	(242)	720
Voted in 2014: Yes	5%	(69)	9%	(117)	15%	(195)	50%	(656)	20%	(266)	1303
Voted in 2014: No	9%	(83)	10%	(85)	10%	(93)	40%	(360)	31%	(275)	897
2012 Vote: Barack Obama	7%	(57)	10%	(82)	17%	(135)	43%	(341)	22%	(176)	791
2012 Vote: Mitt Romney	4%	(20)	7%	(34)	13%	(65)	56%	(286)	20%	(102)	506
2012 Vote: Other	3%	(3)	5%	(5)	7%	(6)	62%	(54)	22%	(19)	87
2012 Vote: Didn't Vote	9%	(72)	10%	(82)	10%	(82)	41%	(332)	30%	(243)	811

Continued on next page

Table HR16_10: And specifically, how interested would you be in a documentary series or movie about the following athletes?

Lionel Messi

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(152)	9%	(203)	13%	(288)	46%	(1016)	25%	(541)	2200
4-Region: Northeast	9%	(34)	9%	(37)	12%	(48)	47%	(185)	23%	(91)	394
4-Region: Midwest	4%	(18)	7%	(34)	15%	(70)	52%	(240)	22%	(101)	462
4-Region: South	6%	(50)	10%	(80)	13%	(104)	47%	(384)	25%	(206)	824
4-Region: West	10%	(51)	10%	(52)	13%	(66)	40%	(207)	28%	(144)	520
Watch TV: Every day	7%	(76)	8%	(91)	14%	(152)	47%	(507)	24%	(262)	1088
Watch TV: Several times per week	8%	(41)	11%	(53)	15%	(73)	47%	(236)	19%	(97)	500
Watch TV: About once per week	12%	(16)	14%	(19)	10%	(13)	40%	(56)	25%	(34)	138
Watch TV: Several times per month	3%	(4)	13%	(15)	10%	(11)	56%	(67)	19%	(23)	121
Watch TV: About once per month	4%	(3)	19%	(12)	14%	(9)	30%	(19)	33%	(21)	63
Watch TV: Less often than once per month	2%	(2)	7%	(7)	9%	(8)	55%	(50)	26%	(24)	91
Watch TV: Never	5%	(10)	3%	(6)	11%	(21)	41%	(81)	40%	(80)	199
Watch Movies: Every day	13%	(58)	11%	(47)	15%	(64)	37%	(159)	24%	(105)	433
Watch Movies: Several times per week	8%	(41)	9%	(51)	13%	(74)	49%	(269)	21%	(115)	549
Watch Movies: About once per week	10%	(37)	8%	(31)	16%	(60)	46%	(176)	20%	(77)	380
Watch Movies: Several times per month	3%	(6)	13%	(30)	14%	(33)	48%	(110)	21%	(49)	227
Watch Movies: About once per month	3%	(6)	11%	(23)	11%	(23)	49%	(103)	27%	(57)	212
Watch Movies: Less often than once per month	1%	(1)	8%	(15)	6%	(12)	56%	(108)	30%	(58)	193
Watch Movies: Never	1%	(3)	3%	(6)	11%	(23)	45%	(92)	40%	(82)	206
Watch Sporting Events: Every day	24%	(37)	17%	(27)	22%	(35)	28%	(44)	9%	(15)	158
Watch Sporting Events: Several times per week	21%	(55)	17%	(43)	15%	(38)	33%	(84)	15%	(38)	258
Watch Sporting Events: About once per week	8%	(17)	12%	(23)	16%	(32)	38%	(76)	26%	(51)	198
Watch Sporting Events: Several times per month	3%	(6)	17%	(35)	13%	(28)	40%	(84)	27%	(57)	209
Watch Sporting Events: About once per month	7%	(11)	7%	(12)	19%	(30)	49%	(79)	19%	(30)	161
Watch Sporting Events: Less often than once per month	4%	(15)	10%	(39)	13%	(53)	41%	(163)	31%	(123)	393
Watch Sporting Events: Never	1%	(12)	3%	(24)	9%	(73)	59%	(486)	28%	(228)	823
Cable TV: Currently subscribe	7%	(64)	9%	(88)	14%	(131)	46%	(445)	25%	(240)	968
Cable TV: Subscribed in past	7%	(52)	10%	(76)	14%	(107)	46%	(347)	23%	(173)	756
Cable TV: Never subscribed	8%	(36)	8%	(38)	11%	(51)	47%	(223)	27%	(128)	476

Continued on next page

Table HR16_10: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*

Lionel Messi

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion	Total N
Adults	7%	(152)	9%	(203)	13%	(288)	46%	(1016)	25% (541)	2200
Satellite TV: Currently subscribe	8%	(40)	9%	(47)	14%	(69)	44%	(223)	25% (129)	508
Satellite TV: Subscribed in past	7%	(41)	11%	(63)	13%	(76)	43%	(259)	27% (163)	601
Satellite TV: Never subscribed	7%	(72)	9%	(93)	13%	(144)	49%	(534)	23% (249)	1092
Streaming Services: Currently subscribe	8%	(102)	10%	(134)	14%	(187)	46%	(623)	23% (306)	1353
Streaming Services: Subscribed in past	9%	(19)	9%	(19)	12%	(25)	43%	(91)	27% (56)	210
Streaming Services: Never subscribed	5%	(31)	8%	(49)	12%	(76)	47%	(301)	28% (179)	637
Film: An avid fan	11%	(78)	9%	(66)	16%	(114)	38%	(271)	25% (177)	706
Film: A casual fan	5%	(64)	9%	(115)	12%	(148)	50%	(603)	24% (288)	1218
Film: Not a fan	4%	(10)	8%	(21)	9%	(26)	51%	(142)	28% (77)	276
Television: An avid fan	8%	(75)	9%	(83)	15%	(147)	44%	(420)	24% (233)	958
Television: A casual fan	6%	(58)	10%	(101)	13%	(133)	49%	(521)	23% (244)	1058
Television: Not a fan	10%	(19)	10%	(19)	4%	(8)	40%	(74)	35% (64)	184
Music: An avid fan	9%	(96)	11%	(117)	15%	(159)	41%	(438)	24% (256)	1067
Music: A casual fan	5%	(49)	8%	(79)	13%	(127)	51%	(498)	23% (226)	979
Music: Not a fan	5%	(7)	4%	(6)	1%	(2)	51%	(79)	39% (60)	155
Fashion: An avid fan	14%	(43)	12%	(36)	12%	(37)	32%	(99)	29% (89)	304
Fashion: A casual fan	6%	(58)	10%	(87)	16%	(142)	42%	(375)	26% (234)	897
Fashion: Not a fan	5%	(51)	8%	(80)	11%	(108)	54%	(542)	22% (218)	999

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

Table HR16_11: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Usain Bolt

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	11%	(239)	17%	(366)	14%	(306)	41%	(896)	18%	(394)	2200
Gender: Male	16%	(165)	19%	(200)	16%	(165)	35%	(374)	15%	(157)	1062
Gender: Female	6%	(73)	15%	(165)	12%	(141)	46%	(522)	21%	(236)	1138
Age: 18-34	20%	(129)	19%	(127)	13%	(84)	30%	(195)	18%	(119)	655
Age: 35-44	14%	(50)	22%	(77)	13%	(47)	32%	(116)	19%	(67)	358
Age: 45-64	7%	(49)	13%	(97)	15%	(110)	47%	(354)	19%	(141)	751
Age: 65+	2%	(10)	15%	(64)	15%	(65)	53%	(231)	15%	(66)	436
GenZers: 1997-2012	18%	(57)	22%	(69)	9%	(30)	31%	(98)	21%	(68)	323
Millennials: 1981-1996	19%	(96)	19%	(94)	16%	(81)	29%	(148)	17%	(84)	503
GenXers: 1965-1980	11%	(61)	17%	(96)	13%	(70)	40%	(221)	20%	(109)	558
Baby Boomers: 1946-1964	3%	(24)	13%	(91)	15%	(108)	52%	(376)	17%	(123)	722
PID: Dem (no lean)	15%	(119)	18%	(147)	14%	(110)	36%	(288)	17%	(140)	804
PID: Ind (no lean)	10%	(70)	17%	(116)	12%	(84)	42%	(297)	19%	(133)	701
PID: Rep (no lean)	7%	(49)	15%	(103)	16%	(112)	45%	(311)	17%	(121)	696
PID/Gender: Dem Men	21%	(77)	18%	(67)	13%	(48)	31%	(116)	16%	(59)	368
PID/Gender: Dem Women	10%	(42)	18%	(79)	14%	(62)	39%	(172)	18%	(80)	435
PID/Gender: Ind Men	15%	(49)	20%	(68)	14%	(47)	36%	(122)	15%	(51)	337
PID/Gender: Ind Women	6%	(21)	13%	(48)	10%	(38)	48%	(175)	23%	(82)	364
PID/Gender: Rep Men	11%	(39)	18%	(64)	20%	(70)	38%	(136)	13%	(47)	357
PID/Gender: Rep Women	3%	(10)	11%	(38)	12%	(42)	52%	(175)	22%	(74)	339
Ideo: Liberal (1-3)	16%	(104)	20%	(127)	14%	(90)	34%	(214)	15%	(96)	632
Ideo: Moderate (4)	11%	(63)	18%	(97)	15%	(83)	39%	(214)	16%	(90)	546
Ideo: Conservative (5-7)	7%	(54)	15%	(111)	15%	(114)	49%	(367)	14%	(107)	753
Educ: < College	9%	(140)	14%	(218)	14%	(206)	42%	(631)	21%	(317)	1512
Educ: Bachelors degree	14%	(63)	20%	(90)	15%	(68)	41%	(181)	9%	(41)	444
Educ: Post-grad	14%	(35)	23%	(57)	13%	(31)	35%	(84)	15%	(36)	244
Income: Under 50k	10%	(113)	13%	(157)	13%	(156)	41%	(488)	22%	(264)	1178
Income: 50k-100k	11%	(74)	18%	(116)	17%	(112)	44%	(289)	10%	(67)	657
Income: 100k+	14%	(52)	25%	(93)	11%	(39)	32%	(118)	17%	(63)	365
Ethnicity: White	8%	(136)	16%	(270)	15%	(257)	44%	(765)	17%	(294)	1722
Ethnicity: Hispanic	15%	(51)	15%	(53)	13%	(44)	32%	(111)	26%	(89)	349

Continued on next page

Table HR16_11: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Usain Bolt

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	11%	(239)	17%	(366)	14%	(306)	41%	(896)	18%	(394)	2200
Ethnicity: Afr. Am.	23%	(63)	19%	(53)	9%	(25)	31%	(86)	17%	(47)	274
Ethnicity: Other	19%	(39)	21%	(43)	12%	(24)	22%	(45)	26%	(53)	204
All Christian	10%	(100)	17%	(170)	15%	(151)	42%	(419)	15%	(148)	988
All Non-Christian	16%	(17)	16%	(17)	19%	(21)	32%	(35)	18%	(19)	108
Atheist	16%	(16)	14%	(14)	12%	(11)	48%	(46)	10%	(9)	96
Agnostic/Nothing in particular	11%	(106)	16%	(165)	12%	(123)	39%	(396)	22%	(217)	1008
Religious Non-Protestant/Catholic	15%	(21)	19%	(26)	19%	(26)	27%	(38)	19%	(27)	140
Evangelical	10%	(58)	16%	(94)	16%	(90)	40%	(231)	18%	(106)	580
Non-Evangelical	10%	(79)	16%	(128)	15%	(119)	45%	(357)	14%	(114)	798
Community: Urban	16%	(88)	17%	(94)	12%	(65)	36%	(198)	20%	(110)	555
Community: Suburban	11%	(120)	19%	(195)	15%	(159)	40%	(422)	15%	(155)	1051
Community: Rural	5%	(30)	13%	(77)	14%	(82)	46%	(276)	22%	(129)	594
Employ: Private Sector	13%	(77)	22%	(126)	16%	(91)	38%	(223)	11%	(65)	582
Employ: Government	19%	(32)	21%	(34)	15%	(24)	30%	(49)	16%	(26)	165
Employ: Self-Employed	12%	(23)	16%	(29)	15%	(28)	42%	(79)	14%	(26)	186
Employ: Homemaker	8%	(13)	13%	(21)	6%	(10)	51%	(83)	22%	(36)	164
Employ: Retired	2%	(9)	13%	(61)	15%	(71)	55%	(255)	15%	(71)	467
Employ: Unemployed	10%	(29)	12%	(36)	15%	(46)	38%	(111)	25%	(74)	296
Employ: Other	10%	(19)	7%	(14)	10%	(20)	35%	(66)	37%	(70)	189
Military HH: Yes	11%	(40)	14%	(51)	13%	(46)	46%	(164)	15%	(54)	356
Military HH: No	11%	(198)	17%	(314)	14%	(260)	40%	(732)	18%	(339)	1844
RD/WT: Right Direction	9%	(66)	15%	(108)	15%	(106)	44%	(306)	16%	(115)	701
RD/WT: Wrong Track	11%	(172)	17%	(258)	13%	(200)	39%	(590)	19%	(279)	1499
Trump Job Approve	8%	(77)	15%	(136)	14%	(131)	45%	(405)	18%	(160)	909
Trump Job Disapprove	13%	(151)	18%	(212)	15%	(167)	40%	(459)	14%	(163)	1153
Trump Job Strongly Approve	7%	(32)	13%	(64)	13%	(61)	51%	(249)	16%	(79)	485
Trump Job Somewhat Approve	10%	(44)	17%	(73)	16%	(70)	37%	(156)	19%	(81)	424
Trump Job Somewhat Disapprove	16%	(41)	20%	(50)	15%	(38)	35%	(86)	14%	(34)	248
Trump Job Strongly Disapprove	12%	(110)	18%	(162)	14%	(130)	41%	(373)	14%	(129)	904

Continued on next page

Table HR16_11: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Usain Bolt

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	11%	(239)	17%	(366)	14%	(306)	41%	(896)	18%	(394)	2200
Favorable of Trump	8%	(71)	15%	(133)	15%	(134)	45%	(401)	17%	(151)	890
Unfavorable of Trump	14%	(156)	18%	(210)	14%	(163)	40%	(462)	14%	(165)	1156
Very Favorable of Trump	8%	(44)	12%	(62)	15%	(75)	49%	(251)	16%	(85)	515
Somewhat Favorable of Trump	7%	(27)	19%	(71)	16%	(59)	40%	(150)	18%	(66)	374
Somewhat Unfavorable of Trump	15%	(33)	18%	(39)	12%	(27)	37%	(80)	17%	(38)	217
Very Unfavorable of Trump	13%	(123)	18%	(171)	14%	(136)	41%	(382)	14%	(127)	939
#1 Issue: Economy	12%	(92)	20%	(155)	14%	(113)	39%	(308)	15%	(121)	789
#1 Issue: Security	5%	(13)	13%	(31)	16%	(36)	52%	(120)	13%	(30)	230
#1 Issue: Health Care	13%	(50)	16%	(65)	16%	(63)	42%	(165)	12%	(49)	392
#1 Issue: Medicare / Social Security	5%	(15)	13%	(39)	12%	(37)	48%	(141)	22%	(64)	296
#1 Issue: Women's Issues	10%	(10)	20%	(19)	13%	(12)	31%	(30)	26%	(25)	96
#1 Issue: Education	21%	(31)	16%	(23)	16%	(23)	31%	(45)	16%	(24)	146
#1 Issue: Energy	20%	(18)	17%	(16)	13%	(12)	30%	(27)	19%	(18)	91
#1 Issue: Other	7%	(10)	11%	(18)	6%	(10)	37%	(59)	39%	(63)	160
2018 House Vote: Democrat	14%	(103)	20%	(144)	16%	(118)	39%	(289)	11%	(83)	737
2018 House Vote: Republican	7%	(47)	15%	(94)	16%	(101)	48%	(305)	14%	(89)	636
2018 House Vote: Someone else	9%	(8)	13%	(11)	13%	(11)	42%	(37)	22%	(19)	86
2016 Vote: Hillary Clinton	14%	(98)	20%	(135)	16%	(112)	38%	(262)	11%	(76)	684
2016 Vote: Donald Trump	7%	(45)	13%	(88)	14%	(96)	51%	(336)	15%	(99)	665
2016 Vote: Other	9%	(12)	20%	(26)	22%	(28)	37%	(48)	12%	(16)	130
2016 Vote: Didn't Vote	11%	(82)	16%	(114)	10%	(70)	35%	(250)	28%	(203)	720
Voted in 2014: Yes	10%	(126)	17%	(224)	16%	(211)	43%	(566)	14%	(176)	1303
Voted in 2014: No	13%	(112)	16%	(142)	11%	(95)	37%	(330)	24%	(217)	897
2012 Vote: Barack Obama	14%	(109)	19%	(152)	15%	(118)	38%	(303)	14%	(109)	791
2012 Vote: Mitt Romney	5%	(25)	14%	(73)	19%	(98)	49%	(248)	12%	(62)	506
2012 Vote: Other	6%	(5)	17%	(15)	6%	(5)	50%	(43)	21%	(18)	87
2012 Vote: Didn't Vote	12%	(100)	15%	(123)	10%	(85)	37%	(300)	25%	(203)	811

Continued on next page

Table HR16_11: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Usain Bolt

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	11%	(239)	17%	(366)	14%	(306)	41%	(896)	18%	(394)	2200
4-Region: Northeast	14%	(55)	16%	(63)	14%	(55)	38%	(150)	18%	(69)	394
4-Region: Midwest	8%	(39)	16%	(75)	15%	(68)	47%	(216)	14%	(64)	462
4-Region: South	10%	(84)	17%	(143)	13%	(108)	41%	(339)	18%	(150)	824
4-Region: West	12%	(60)	16%	(84)	14%	(75)	37%	(191)	21%	(110)	520
Watch TV: Every day	11%	(123)	17%	(189)	14%	(154)	41%	(447)	16%	(175)	1088
Watch TV: Several times per week	12%	(61)	19%	(95)	14%	(71)	39%	(196)	15%	(75)	500
Watch TV: About once per week	10%	(14)	15%	(21)	19%	(26)	38%	(52)	18%	(25)	138
Watch TV: Several times per month	17%	(21)	19%	(23)	9%	(11)	43%	(52)	12%	(15)	121
Watch TV: About once per month	4%	(3)	17%	(11)	15%	(9)	34%	(21)	30%	(19)	63
Watch TV: Less often than once per month	8%	(7)	11%	(10)	13%	(12)	48%	(44)	20%	(18)	91
Watch TV: Never	5%	(10)	8%	(16)	11%	(23)	42%	(83)	34%	(67)	199
Watch Movies: Every day	17%	(76)	17%	(74)	16%	(69)	30%	(129)	20%	(86)	433
Watch Movies: Several times per week	12%	(66)	17%	(94)	15%	(84)	43%	(237)	12%	(68)	549
Watch Movies: About once per week	11%	(41)	21%	(78)	14%	(53)	42%	(161)	12%	(47)	380
Watch Movies: Several times per month	11%	(24)	20%	(45)	12%	(28)	39%	(88)	18%	(42)	227
Watch Movies: About once per month	5%	(11)	21%	(45)	14%	(30)	39%	(83)	20%	(43)	212
Watch Movies: Less often than once per month	7%	(14)	8%	(16)	10%	(19)	54%	(105)	21%	(40)	193
Watch Movies: Never	3%	(7)	7%	(14)	11%	(24)	45%	(92)	33%	(69)	206
Watch Sporting Events: Every day	32%	(50)	24%	(38)	15%	(24)	19%	(30)	9%	(14)	158
Watch Sporting Events: Several times per week	25%	(64)	26%	(66)	19%	(48)	22%	(56)	9%	(23)	258
Watch Sporting Events: About once per week	18%	(35)	20%	(39)	14%	(28)	30%	(60)	18%	(36)	198
Watch Sporting Events: Several times per month	10%	(21)	16%	(33)	18%	(38)	39%	(81)	18%	(37)	209
Watch Sporting Events: About once per month	6%	(9)	24%	(38)	16%	(26)	37%	(60)	17%	(27)	161
Watch Sporting Events: Less often than once per month	9%	(35)	20%	(78)	15%	(61)	37%	(144)	19%	(75)	393
Watch Sporting Events: Never	3%	(24)	9%	(72)	10%	(82)	56%	(465)	22%	(181)	823
Cable TV: Currently subscribe	11%	(104)	17%	(162)	15%	(146)	40%	(388)	17%	(168)	968
Cable TV: Subscribed in past	11%	(80)	19%	(140)	14%	(109)	41%	(310)	15%	(117)	756
Cable TV: Never subscribed	12%	(55)	13%	(64)	11%	(51)	41%	(197)	23%	(109)	476

Continued on next page

Table HR16_11: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Usain Bolt

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	11%	(239)	17%	(366)	14%	(306)	41%	(896)	18%	(394)	2200
Satellite TV: Currently subscribe	13%	(64)	15%	(77)	13%	(64)	39%	(196)	21%	(107)	508
Satellite TV: Subscribed in past	11%	(69)	19%	(114)	13%	(75)	39%	(233)	18%	(110)	601
Satellite TV: Never subscribed	10%	(106)	16%	(174)	15%	(167)	43%	(467)	16%	(177)	1092
Streaming Services: Currently subscribe	12%	(165)	18%	(242)	14%	(192)	39%	(528)	17%	(226)	1353
Streaming Services: Subscribed in past	13%	(27)	16%	(33)	13%	(27)	41%	(87)	17%	(36)	210
Streaming Services: Never subscribed	7%	(46)	14%	(91)	14%	(87)	44%	(281)	21%	(132)	637
Film: An avid fan	16%	(114)	16%	(116)	16%	(115)	33%	(234)	18%	(127)	706
Film: A casual fan	9%	(105)	18%	(219)	13%	(162)	44%	(534)	16%	(197)	1218
Film: Not a fan	7%	(19)	11%	(31)	11%	(29)	46%	(127)	25%	(70)	276
Television: An avid fan	12%	(112)	16%	(153)	16%	(153)	40%	(379)	17%	(161)	958
Television: A casual fan	11%	(112)	17%	(178)	13%	(141)	43%	(452)	17%	(176)	1058
Television: Not a fan	8%	(15)	19%	(35)	7%	(12)	35%	(65)	31%	(57)	184
Music: An avid fan	15%	(160)	17%	(186)	15%	(157)	34%	(361)	19%	(203)	1067
Music: A casual fan	7%	(68)	17%	(163)	14%	(140)	47%	(463)	15%	(145)	979
Music: Not a fan	7%	(11)	11%	(16)	6%	(9)	46%	(72)	30%	(46)	155
Fashion: An avid fan	21%	(65)	13%	(39)	11%	(33)	28%	(87)	27%	(81)	304
Fashion: A casual fan	12%	(106)	20%	(177)	16%	(139)	37%	(331)	16%	(143)	897
Fashion: Not a fan	7%	(68)	15%	(149)	13%	(134)	48%	(478)	17%	(169)	999

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

Table HR16_12: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Kobe Bryant

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	24%	(537)	21%	(471)	12%	(271)	34%	(742)	8%	(179)	2200
Gender: Male	30%	(314)	23%	(240)	12%	(124)	29%	(309)	7%	(75)	1062
Gender: Female	20%	(223)	20%	(231)	13%	(148)	38%	(433)	9%	(104)	1138
Age: 18-34	40%	(259)	21%	(137)	10%	(63)	19%	(128)	10%	(69)	655
Age: 35-44	30%	(108)	25%	(89)	10%	(37)	27%	(97)	8%	(27)	358
Age: 45-64	17%	(127)	19%	(143)	14%	(103)	43%	(320)	8%	(59)	751
Age: 65+	10%	(44)	24%	(103)	16%	(68)	45%	(197)	6%	(25)	436
GenZers: 1997-2012	39%	(126)	21%	(68)	11%	(36)	17%	(53)	12%	(40)	323
Millennials: 1981-1996	38%	(191)	23%	(116)	9%	(44)	23%	(116)	7%	(37)	503
GenXers: 1965-1980	22%	(122)	21%	(117)	12%	(68)	35%	(193)	10%	(58)	558
Baby Boomers: 1946-1964	12%	(87)	20%	(142)	16%	(114)	47%	(338)	6%	(41)	722
PID: Dem (no lean)	31%	(246)	23%	(182)	11%	(91)	28%	(222)	8%	(62)	804
PID: Ind (no lean)	22%	(154)	20%	(142)	11%	(78)	36%	(252)	11%	(75)	701
PID: Rep (no lean)	20%	(137)	21%	(146)	15%	(103)	38%	(268)	6%	(41)	696
PID/Gender: Dem Men	36%	(133)	20%	(72)	11%	(41)	24%	(88)	9%	(35)	368
PID/Gender: Dem Women	26%	(113)	25%	(110)	11%	(50)	31%	(134)	6%	(28)	435
PID/Gender: Ind Men	26%	(87)	23%	(78)	10%	(35)	32%	(107)	9%	(30)	337
PID/Gender: Ind Women	18%	(66)	18%	(64)	12%	(43)	40%	(145)	13%	(46)	364
PID/Gender: Rep Men	26%	(93)	25%	(90)	13%	(48)	32%	(114)	3%	(11)	357
PID/Gender: Rep Women	13%	(44)	17%	(56)	16%	(55)	45%	(154)	9%	(30)	339
Ideo: Liberal (1-3)	29%	(182)	24%	(154)	11%	(72)	28%	(178)	7%	(45)	632
Ideo: Moderate (4)	27%	(147)	23%	(124)	13%	(70)	31%	(169)	7%	(36)	546
Ideo: Conservative (5-7)	19%	(144)	21%	(155)	14%	(106)	41%	(311)	5%	(37)	753
Educ: < College	25%	(371)	20%	(308)	11%	(168)	34%	(516)	10%	(149)	1512
Educ: Bachelors degree	25%	(109)	23%	(103)	15%	(66)	34%	(151)	3%	(14)	444
Educ: Post-grad	23%	(57)	25%	(60)	15%	(37)	30%	(74)	7%	(16)	244
Income: Under 50k	24%	(288)	20%	(236)	11%	(130)	34%	(398)	11%	(126)	1178
Income: 50k-100k	23%	(151)	24%	(155)	14%	(93)	36%	(239)	3%	(18)	657
Income: 100k+	27%	(97)	22%	(80)	13%	(48)	29%	(105)	9%	(35)	365
Ethnicity: White	19%	(323)	22%	(379)	13%	(227)	38%	(658)	8%	(134)	1722
Ethnicity: Hispanic	31%	(110)	19%	(66)	11%	(39)	22%	(78)	16%	(57)	349

Continued on next page

Table HR16_12: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Kobe Bryant

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	24%	(537)	21%	(471)	12%	(271)	34%	(742)	8%	(179)	2200
Ethnicity: Afr. Am.	47%	(130)	19%	(53)	10%	(27)	17%	(47)	6%	(17)	274
Ethnicity: Other	41%	(84)	19%	(39)	8%	(17)	18%	(37)	13%	(27)	204
All Christian	21%	(212)	24%	(234)	14%	(135)	36%	(355)	5%	(52)	988
All Non-Christian	27%	(29)	21%	(23)	12%	(13)	31%	(33)	10%	(11)	108
Atheist	23%	(22)	19%	(18)	12%	(11)	39%	(38)	8%	(7)	96
Agnostic/Nothing in particular	27%	(274)	20%	(197)	11%	(112)	31%	(316)	11%	(109)	1008
Religious Non-Protestant/Catholic	28%	(39)	25%	(35)	10%	(14)	27%	(37)	11%	(15)	140
Evangelical	25%	(144)	22%	(127)	13%	(75)	33%	(193)	7%	(40)	580
Non-Evangelical	23%	(186)	22%	(173)	13%	(103)	37%	(294)	5%	(41)	798
Community: Urban	32%	(177)	21%	(116)	10%	(56)	28%	(155)	9%	(51)	555
Community: Suburban	24%	(248)	23%	(239)	14%	(144)	33%	(344)	7%	(76)	1051
Community: Rural	19%	(112)	20%	(117)	12%	(71)	41%	(243)	9%	(52)	594
Employ: Private Sector	29%	(166)	24%	(141)	12%	(72)	32%	(187)	3%	(15)	582
Employ: Government	34%	(55)	26%	(43)	9%	(15)	25%	(41)	7%	(11)	165
Employ: Self-Employed	23%	(43)	22%	(41)	16%	(30)	32%	(60)	6%	(11)	186
Employ: Homemaker	14%	(23)	12%	(19)	15%	(24)	44%	(72)	16%	(26)	164
Employ: Retired	11%	(51)	22%	(102)	15%	(71)	46%	(213)	6%	(30)	467
Employ: Unemployed	27%	(79)	18%	(52)	12%	(34)	34%	(100)	10%	(31)	296
Employ: Other	26%	(48)	19%	(37)	7%	(14)	26%	(49)	22%	(41)	189
Military HH: Yes	21%	(75)	19%	(66)	13%	(45)	41%	(147)	7%	(23)	356
Military HH: No	25%	(462)	22%	(405)	12%	(226)	32%	(595)	8%	(156)	1844
RD/WT: Right Direction	23%	(158)	22%	(155)	14%	(100)	34%	(241)	7%	(47)	701
RD/WT: Wrong Track	25%	(379)	21%	(317)	11%	(171)	33%	(500)	9%	(133)	1499
Trump Job Approve	22%	(199)	20%	(182)	13%	(115)	38%	(349)	7%	(63)	909
Trump Job Disapprove	26%	(304)	23%	(269)	13%	(145)	32%	(367)	6%	(67)	1153
Trump Job Strongly Approve	20%	(97)	19%	(94)	10%	(50)	45%	(219)	5%	(25)	485
Trump Job Somewhat Approve	24%	(102)	21%	(88)	15%	(65)	31%	(131)	9%	(38)	424
Trump Job Somewhat Disapprove	30%	(74)	27%	(68)	16%	(40)	23%	(58)	4%	(10)	248
Trump Job Strongly Disapprove	25%	(230)	22%	(201)	12%	(106)	34%	(309)	6%	(58)	904

Continued on next page

Table HR16_12: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Kobe Bryant

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion	Total N
Adults	24%	(537)	21%	(471)	12%	(271)	34%	(742)	8% (179)	2200
Favorable of Trump	22%	(192)	21%	(184)	14%	(124)	38%	(338)	6% (52)	890
Unfavorable of Trump	27%	(316)	23%	(267)	12%	(139)	32%	(373)	5% (60)	1156
Very Favorable of Trump	22%	(111)	21%	(106)	11%	(56)	41%	(211)	6% (31)	515
Somewhat Favorable of Trump	22%	(81)	21%	(78)	18%	(68)	34%	(127)	5% (20)	374
Somewhat Unfavorable of Trump	28%	(61)	28%	(61)	12%	(26)	26%	(56)	6% (13)	217
Very Unfavorable of Trump	27%	(255)	22%	(207)	12%	(114)	34%	(316)	5% (47)	939
#1 Issue: Economy	27%	(216)	23%	(180)	13%	(105)	32%	(252)	5% (36)	789
#1 Issue: Security	18%	(42)	18%	(41)	10%	(24)	47%	(107)	7% (15)	230
#1 Issue: Health Care	25%	(98)	23%	(91)	11%	(41)	34%	(133)	8% (30)	392
#1 Issue: Medicare / Social Security	16%	(49)	21%	(61)	16%	(47)	36%	(108)	11% (32)	296
#1 Issue: Women's Issues	33%	(31)	20%	(19)	11%	(10)	27%	(26)	10% (9)	96
#1 Issue: Education	42%	(61)	20%	(30)	9%	(13)	24%	(35)	5% (7)	146
#1 Issue: Energy	29%	(27)	20%	(19)	15%	(14)	27%	(25)	8% (7)	91
#1 Issue: Other	9%	(15)	19%	(31)	10%	(17)	36%	(57)	25% (41)	160
2018 House Vote: Democrat	27%	(198)	23%	(170)	14%	(100)	32%	(234)	5% (35)	737
2018 House Vote: Republican	17%	(111)	21%	(136)	15%	(96)	42%	(265)	4% (28)	636
2018 House Vote: Someone else	15%	(13)	18%	(16)	17%	(14)	41%	(35)	9% (8)	86
2016 Vote: Hillary Clinton	27%	(186)	24%	(162)	13%	(90)	31%	(215)	5% (31)	684
2016 Vote: Donald Trump	18%	(117)	20%	(136)	14%	(96)	43%	(285)	5% (30)	665
2016 Vote: Other	17%	(22)	22%	(28)	21%	(28)	34%	(45)	5% (7)	130
2016 Vote: Didn't Vote	29%	(212)	20%	(145)	8%	(57)	27%	(197)	15% (109)	720
Voted in 2014: Yes	21%	(271)	23%	(296)	14%	(184)	37%	(486)	5% (66)	1303
Voted in 2014: No	30%	(266)	19%	(175)	10%	(87)	29%	(256)	13% (113)	897
2012 Vote: Barack Obama	28%	(219)	23%	(179)	12%	(99)	32%	(251)	5% (43)	791
2012 Vote: Mitt Romney	15%	(73)	23%	(117)	16%	(83)	42%	(214)	4% (18)	506
2012 Vote: Other	11%	(10)	15%	(13)	17%	(15)	49%	(43)	7% (6)	87
2012 Vote: Didn't Vote	29%	(233)	20%	(162)	9%	(75)	28%	(231)	14% (110)	811

Continued on next page

Table HR16_12: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Kobe Bryant

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	24%	(537)	21%	(471)	12%	(271)	34%	(742)	8%	(179)	2200
4-Region: Northeast	22%	(86)	27%	(105)	13%	(53)	31%	(124)	7%	(27)	394
4-Region: Midwest	21%	(98)	19%	(89)	17%	(78)	38%	(178)	4%	(21)	462
4-Region: South	26%	(214)	22%	(180)	10%	(81)	34%	(283)	8%	(67)	824
4-Region: West	27%	(140)	19%	(98)	12%	(60)	30%	(158)	12%	(64)	520
Watch TV: Every day	25%	(276)	24%	(256)	12%	(134)	33%	(364)	5%	(58)	1088
Watch TV: Several times per week	27%	(133)	24%	(118)	13%	(63)	31%	(153)	7%	(33)	500
Watch TV: About once per week	28%	(38)	16%	(22)	16%	(23)	31%	(42)	9%	(13)	138
Watch TV: Several times per month	20%	(24)	22%	(27)	14%	(17)	36%	(44)	8%	(10)	121
Watch TV: About once per month	13%	(8)	24%	(15)	13%	(8)	39%	(25)	12%	(7)	63
Watch TV: Less often than once per month	25%	(23)	13%	(12)	9%	(8)	48%	(44)	5%	(4)	91
Watch TV: Never	18%	(35)	11%	(21)	10%	(19)	35%	(70)	27%	(54)	199
Watch Movies: Every day	35%	(153)	23%	(98)	9%	(40)	26%	(112)	7%	(30)	433
Watch Movies: Several times per week	25%	(136)	19%	(106)	16%	(87)	34%	(186)	6%	(34)	549
Watch Movies: About once per week	27%	(103)	25%	(93)	14%	(52)	30%	(116)	4%	(17)	380
Watch Movies: Several times per month	24%	(54)	25%	(57)	12%	(27)	35%	(79)	4%	(10)	227
Watch Movies: About once per month	18%	(37)	27%	(57)	8%	(17)	40%	(85)	7%	(14)	212
Watch Movies: Less often than once per month	16%	(31)	20%	(39)	11%	(22)	44%	(85)	9%	(17)	193
Watch Movies: Never	11%	(23)	10%	(20)	12%	(26)	38%	(79)	28%	(57)	206
Watch Sporting Events: Every day	56%	(88)	26%	(41)	6%	(10)	9%	(15)	2%	(4)	158
Watch Sporting Events: Several times per week	44%	(115)	26%	(67)	13%	(34)	13%	(33)	3%	(9)	258
Watch Sporting Events: About once per week	34%	(68)	26%	(53)	12%	(24)	23%	(45)	5%	(10)	198
Watch Sporting Events: Several times per month	32%	(66)	25%	(52)	13%	(28)	27%	(56)	4%	(7)	209
Watch Sporting Events: About once per month	21%	(33)	30%	(48)	22%	(35)	26%	(42)	2%	(3)	161
Watch Sporting Events: Less often than once per month	20%	(77)	26%	(102)	15%	(59)	31%	(123)	8%	(32)	393
Watch Sporting Events: Never	11%	(90)	13%	(109)	10%	(81)	52%	(428)	14%	(114)	823
Cable TV: Currently subscribe	26%	(255)	22%	(212)	12%	(117)	32%	(307)	8%	(77)	968
Cable TV: Subscribed in past	22%	(167)	21%	(162)	15%	(112)	37%	(281)	5%	(34)	756
Cable TV: Never subscribed	24%	(115)	21%	(98)	9%	(43)	32%	(153)	14%	(68)	476

Continued on next page

Table HR16_12: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Kobe Bryant

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	24% (537)	21% (471)	12% (271)	34% (742)	8% (179)	2200
Satellite TV: Currently subscribe	27% (136)	23% (117)	9% (44)	31% (159)	10% (52)	508
Satellite TV: Subscribed in past	26% (156)	22% (130)	13% (76)	34% (207)	5% (32)	601
Satellite TV: Never subscribed	22% (245)	21% (224)	14% (151)	34% (376)	9% (95)	1092
Streaming Services: Currently subscribe	25% (340)	24% (322)	12% (161)	32% (431)	7% (98)	1353
Streaming Services: Subscribed in past	31% (65)	17% (36)	16% (33)	33% (69)	4% (8)	210
Streaming Services: Never subscribed	21% (132)	18% (113)	12% (77)	38% (242)	12% (74)	637
Film: An avid fan	34% (243)	20% (142)	12% (85)	25% (179)	8% (57)	706
Film: A casual fan	20% (249)	24% (291)	13% (155)	37% (448)	6% (74)	1218
Film: Not a fan	16% (45)	14% (38)	11% (31)	41% (115)	17% (47)	276
Television: An avid fan	27% (261)	23% (223)	13% (120)	30% (283)	7% (70)	958
Television: A casual fan	22% (234)	21% (222)	14% (143)	37% (388)	7% (71)	1058
Television: Not a fan	23% (42)	14% (25)	4% (8)	39% (71)	21% (38)	184
Music: An avid fan	35% (373)	21% (228)	11% (115)	25% (267)	8% (84)	1067
Music: A casual fan	15% (149)	23% (221)	15% (146)	41% (401)	6% (61)	979
Music: Not a fan	10% (15)	14% (22)	7% (10)	48% (74)	22% (34)	155
Fashion: An avid fan	42% (129)	20% (60)	6% (18)	19% (57)	13% (40)	304
Fashion: A casual fan	27% (244)	23% (207)	14% (126)	29% (264)	6% (56)	897
Fashion: Not a fan	16% (164)	20% (204)	13% (127)	42% (420)	8% (83)	999

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

Table HR16_13: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Serena Williams

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	14%	(311)	21%	(466)	16%	(353)	39%	(852)	10%	(218)	2200
Gender: Male	16%	(173)	21%	(227)	17%	(182)	37%	(388)	9%	(92)	1062
Gender: Female	12%	(138)	21%	(239)	15%	(171)	41%	(464)	11%	(126)	1138
Age: 18-34	23%	(147)	22%	(141)	14%	(94)	27%	(180)	14%	(93)	655
Age: 35-44	15%	(52)	24%	(87)	16%	(56)	36%	(127)	10%	(35)	358
Age: 45-64	12%	(93)	18%	(133)	15%	(116)	46%	(343)	9%	(66)	751
Age: 65+	4%	(18)	24%	(105)	20%	(87)	46%	(203)	5%	(24)	436
GenZers: 1997-2012	21%	(69)	21%	(66)	12%	(38)	27%	(86)	20%	(63)	323
Millennials: 1981-1996	21%	(103)	25%	(125)	18%	(90)	28%	(141)	9%	(44)	503
GenXers: 1965-1980	15%	(83)	18%	(101)	15%	(83)	42%	(232)	11%	(59)	558
Baby Boomers: 1946-1964	7%	(51)	21%	(153)	17%	(119)	48%	(350)	7%	(48)	722
PID: Dem (no lean)	21%	(171)	25%	(201)	15%	(121)	29%	(233)	10%	(77)	804
PID: Ind (no lean)	13%	(92)	20%	(141)	15%	(104)	40%	(279)	12%	(85)	701
PID: Rep (no lean)	7%	(48)	18%	(124)	19%	(129)	49%	(340)	8%	(55)	696
PID/Gender: Dem Men	24%	(88)	24%	(88)	15%	(56)	27%	(99)	10%	(37)	368
PID/Gender: Dem Women	19%	(83)	26%	(113)	15%	(64)	31%	(134)	9%	(41)	435
PID/Gender: Ind Men	17%	(58)	21%	(70)	16%	(53)	37%	(124)	10%	(32)	337
PID/Gender: Ind Women	10%	(35)	19%	(71)	14%	(51)	43%	(155)	14%	(52)	364
PID/Gender: Rep Men	8%	(28)	19%	(68)	20%	(73)	46%	(166)	6%	(23)	357
PID/Gender: Rep Women	6%	(20)	16%	(55)	17%	(56)	51%	(174)	10%	(33)	339
Ideo: Liberal (1-3)	22%	(136)	26%	(167)	15%	(97)	28%	(178)	9%	(54)	632
Ideo: Moderate (4)	16%	(86)	21%	(113)	19%	(106)	37%	(202)	7%	(39)	546
Ideo: Conservative (5-7)	7%	(55)	19%	(144)	17%	(129)	51%	(382)	6%	(44)	753
Educ: < College	13%	(197)	19%	(282)	17%	(250)	40%	(606)	12%	(178)	1512
Educ: Bachelors degree	15%	(68)	25%	(113)	16%	(71)	39%	(172)	4%	(20)	444
Educ: Post-grad	19%	(46)	29%	(71)	14%	(33)	31%	(75)	8%	(20)	244
Income: Under 50k	14%	(168)	20%	(239)	15%	(172)	38%	(449)	13%	(150)	1178
Income: 50k-100k	14%	(90)	21%	(139)	20%	(133)	41%	(269)	4%	(27)	657
Income: 100k+	15%	(53)	24%	(87)	13%	(49)	37%	(135)	11%	(41)	365
Ethnicity: White	10%	(170)	21%	(353)	17%	(294)	44%	(753)	9%	(152)	1722
Ethnicity: Hispanic	18%	(64)	21%	(73)	14%	(49)	29%	(103)	17%	(61)	349

Continued on next page

Table HR16_13: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*

Serena Williams

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	14%	(311)	21%	(466)	16%	(353)	39%	(852)	10%	(218)	2200
Ethnicity: Afr. Am.	36%	(99)	24%	(66)	12%	(34)	17%	(45)	11%	(30)	274
Ethnicity: Other	21%	(43)	23%	(47)	13%	(26)	27%	(54)	17%	(35)	204
All Christian	13%	(129)	22%	(215)	17%	(172)	42%	(418)	5%	(54)	988
All Non-Christian	11%	(12)	29%	(31)	13%	(14)	34%	(37)	12%	(13)	108
Atheist	12%	(12)	18%	(17)	19%	(18)	44%	(42)	7%	(7)	96
Agnostic/Nothing in particular	16%	(158)	20%	(202)	15%	(148)	35%	(355)	14%	(143)	1008
Religious Non-Protestant/Catholic	12%	(17)	26%	(36)	14%	(20)	34%	(48)	14%	(20)	140
Evangelical	15%	(89)	24%	(140)	15%	(88)	37%	(217)	8%	(46)	580
Non-Evangelical	14%	(110)	19%	(152)	19%	(150)	42%	(338)	6%	(47)	798
Community: Urban	22%	(120)	24%	(136)	13%	(75)	29%	(158)	12%	(65)	555
Community: Suburban	13%	(139)	22%	(232)	16%	(169)	41%	(428)	8%	(82)	1051
Community: Rural	9%	(52)	16%	(97)	18%	(110)	45%	(266)	12%	(70)	594
Employ: Private Sector	16%	(96)	24%	(139)	15%	(88)	41%	(237)	4%	(22)	582
Employ: Government	19%	(31)	29%	(47)	16%	(27)	28%	(46)	9%	(14)	165
Employ: Self-Employed	19%	(35)	23%	(42)	20%	(37)	34%	(63)	4%	(8)	186
Employ: Homemaker	7%	(11)	15%	(24)	14%	(23)	47%	(77)	18%	(29)	164
Employ: Retired	6%	(28)	21%	(99)	19%	(90)	48%	(225)	6%	(26)	467
Employ: Unemployed	15%	(43)	17%	(49)	17%	(51)	39%	(114)	13%	(38)	296
Employ: Other	13%	(25)	15%	(29)	9%	(17)	32%	(60)	30%	(58)	189
Military HH: Yes	15%	(52)	20%	(70)	15%	(54)	43%	(153)	8%	(27)	356
Military HH: No	14%	(259)	21%	(396)	16%	(299)	38%	(699)	10%	(191)	1844
RD/WT: Right Direction	10%	(71)	18%	(127)	20%	(138)	44%	(306)	8%	(59)	701
RD/WT: Wrong Track	16%	(240)	23%	(338)	14%	(216)	36%	(547)	11%	(158)	1499
Trump Job Approve	9%	(83)	19%	(175)	18%	(162)	46%	(414)	8%	(73)	909
Trump Job Disapprove	18%	(207)	24%	(271)	16%	(184)	35%	(408)	7%	(82)	1153
Trump Job Strongly Approve	7%	(33)	17%	(82)	16%	(76)	54%	(260)	7%	(34)	485
Trump Job Somewhat Approve	12%	(50)	22%	(93)	20%	(87)	36%	(155)	9%	(39)	424
Trump Job Somewhat Disapprove	18%	(44)	22%	(55)	21%	(52)	34%	(84)	6%	(14)	248
Trump Job Strongly Disapprove	18%	(163)	24%	(216)	15%	(133)	36%	(324)	8%	(68)	904

Continued on next page

Table HR16_13: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Serena Williams

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	14%	(311)	21%	(466)	16%	(353)	39%	(852)	10%	(218)	2200
Favorable of Trump	9%	(81)	18%	(159)	19%	(168)	47%	(416)	7%	(65)	890
Unfavorable of Trump	18%	(210)	25%	(289)	16%	(180)	35%	(402)	7%	(76)	1156
Very Favorable of Trump	8%	(43)	16%	(84)	17%	(85)	52%	(266)	7%	(38)	515
Somewhat Favorable of Trump	10%	(38)	20%	(76)	22%	(83)	40%	(151)	7%	(27)	374
Somewhat Unfavorable of Trump	13%	(28)	25%	(55)	21%	(45)	34%	(73)	7%	(16)	217
Very Unfavorable of Trump	19%	(182)	25%	(234)	14%	(135)	35%	(329)	6%	(60)	939
#1 Issue: Economy	14%	(109)	22%	(173)	18%	(139)	40%	(316)	7%	(53)	789
#1 Issue: Security	9%	(21)	18%	(42)	12%	(27)	55%	(126)	6%	(13)	230
#1 Issue: Health Care	16%	(62)	25%	(96)	14%	(56)	38%	(148)	8%	(30)	392
#1 Issue: Medicare / Social Security	7%	(20)	23%	(68)	19%	(55)	39%	(114)	13%	(38)	296
#1 Issue: Women's Issues	24%	(23)	18%	(17)	9%	(9)	23%	(22)	25%	(24)	96
#1 Issue: Education	27%	(40)	20%	(29)	15%	(22)	29%	(43)	9%	(12)	146
#1 Issue: Energy	18%	(17)	23%	(21)	23%	(21)	27%	(24)	9%	(8)	91
#1 Issue: Other	12%	(19)	12%	(19)	15%	(25)	37%	(59)	24%	(38)	160
2018 House Vote: Democrat	20%	(147)	26%	(194)	16%	(121)	31%	(231)	6%	(44)	737
2018 House Vote: Republican	7%	(46)	18%	(114)	18%	(115)	51%	(327)	5%	(34)	636
2018 House Vote: Someone else	9%	(8)	25%	(22)	19%	(16)	40%	(35)	7%	(6)	86
2016 Vote: Hillary Clinton	20%	(139)	27%	(185)	16%	(107)	31%	(211)	6%	(42)	684
2016 Vote: Donald Trump	8%	(52)	18%	(118)	18%	(120)	52%	(345)	5%	(30)	665
2016 Vote: Other	11%	(14)	23%	(29)	23%	(29)	39%	(51)	5%	(6)	130
2016 Vote: Didn't Vote	15%	(106)	19%	(134)	13%	(97)	34%	(244)	19%	(138)	720
Voted in 2014: Yes	14%	(177)	22%	(290)	17%	(225)	41%	(541)	5%	(71)	1303
Voted in 2014: No	15%	(135)	20%	(176)	14%	(129)	35%	(312)	16%	(146)	897
2012 Vote: Barack Obama	19%	(152)	26%	(205)	16%	(127)	33%	(257)	6%	(50)	791
2012 Vote: Mitt Romney	6%	(30)	19%	(94)	20%	(99)	53%	(266)	3%	(17)	506
2012 Vote: Other	3%	(3)	20%	(17)	17%	(15)	53%	(47)	6%	(6)	87
2012 Vote: Didn't Vote	15%	(126)	18%	(149)	14%	(113)	34%	(279)	18%	(145)	811

Continued on next page

Table HR16_13: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Serena Williams

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	14%	(311)	21%	(466)	16%	(353)	39%	(852)	10%	(218)	2200
4-Region: Northeast	15%	(58)	23%	(90)	17%	(69)	38%	(149)	7%	(27)	394
4-Region: Midwest	11%	(50)	22%	(100)	18%	(82)	44%	(204)	6%	(26)	462
4-Region: South	15%	(122)	21%	(176)	16%	(129)	38%	(311)	10%	(86)	824
4-Region: West	16%	(81)	19%	(99)	14%	(74)	36%	(188)	15%	(78)	520
Watch TV: Every day	15%	(165)	22%	(236)	17%	(182)	39%	(423)	8%	(82)	1088
Watch TV: Several times per week	16%	(79)	25%	(124)	17%	(83)	37%	(186)	5%	(26)	500
Watch TV: About once per week	13%	(17)	19%	(26)	18%	(25)	36%	(50)	15%	(20)	138
Watch TV: Several times per month	14%	(17)	21%	(25)	15%	(18)	40%	(48)	10%	(12)	121
Watch TV: About once per month	14%	(9)	21%	(13)	15%	(10)	37%	(23)	13%	(8)	63
Watch TV: Less often than once per month	10%	(9)	20%	(18)	9%	(8)	53%	(48)	9%	(8)	91
Watch TV: Never	7%	(14)	11%	(22)	14%	(27)	37%	(74)	30%	(60)	199
Watch Movies: Every day	21%	(90)	18%	(78)	13%	(58)	34%	(147)	14%	(60)	433
Watch Movies: Several times per week	13%	(69)	25%	(139)	19%	(103)	39%	(214)	4%	(25)	549
Watch Movies: About once per week	17%	(64)	23%	(86)	18%	(67)	37%	(142)	6%	(21)	380
Watch Movies: Several times per month	15%	(35)	25%	(58)	20%	(45)	34%	(76)	6%	(14)	227
Watch Movies: About once per month	13%	(28)	18%	(39)	16%	(33)	44%	(93)	9%	(19)	212
Watch Movies: Less often than once per month	9%	(18)	23%	(44)	9%	(18)	49%	(94)	10%	(20)	193
Watch Movies: Never	4%	(8)	11%	(23)	15%	(30)	41%	(85)	29%	(60)	206
Watch Sporting Events: Every day	27%	(43)	24%	(38)	16%	(25)	25%	(39)	8%	(13)	158
Watch Sporting Events: Several times per week	24%	(63)	32%	(82)	15%	(39)	25%	(65)	3%	(7)	258
Watch Sporting Events: About once per week	22%	(43)	26%	(51)	18%	(36)	30%	(60)	4%	(8)	198
Watch Sporting Events: Several times per month	20%	(41)	28%	(59)	13%	(26)	31%	(65)	9%	(19)	209
Watch Sporting Events: About once per month	12%	(19)	18%	(29)	33%	(53)	33%	(53)	4%	(6)	161
Watch Sporting Events: Less often than once per month	13%	(51)	25%	(98)	18%	(71)	36%	(141)	8%	(32)	393
Watch Sporting Events: Never	6%	(51)	13%	(109)	12%	(102)	52%	(430)	16%	(132)	823
Cable TV: Currently subscribe	15%	(142)	22%	(212)	17%	(161)	37%	(363)	9%	(90)	968
Cable TV: Subscribed in past	13%	(99)	21%	(160)	19%	(141)	41%	(309)	6%	(46)	756
Cable TV: Never subscribed	15%	(70)	20%	(94)	11%	(51)	38%	(181)	17%	(81)	476

Continued on next page

Table HR16_13: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Serena Williams

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	14%	(311)	21%	(466)	16%	(353)	39%	(852)	10%	(218)	2200
Satellite TV: Currently subscribe	14%	(71)	20%	(100)	15%	(77)	37%	(186)	14%	(73)	508
Satellite TV: Subscribed in past	14%	(83)	23%	(137)	18%	(109)	39%	(232)	7%	(40)	601
Satellite TV: Never subscribed	14%	(157)	21%	(228)	15%	(167)	40%	(434)	10%	(105)	1092
Streaming Services: Currently subscribe	15%	(207)	23%	(308)	15%	(209)	38%	(514)	8%	(114)	1353
Streaming Services: Subscribed in past	17%	(36)	22%	(46)	18%	(39)	32%	(68)	11%	(22)	210
Streaming Services: Never subscribed	11%	(68)	18%	(112)	17%	(105)	42%	(270)	13%	(81)	637
Film: An avid fan	21%	(150)	22%	(157)	15%	(108)	31%	(215)	11%	(75)	706
Film: A casual fan	12%	(141)	22%	(267)	18%	(215)	42%	(508)	7%	(87)	1218
Film: Not a fan	8%	(21)	15%	(41)	11%	(30)	46%	(129)	20%	(55)	276
Television: An avid fan	17%	(159)	22%	(212)	18%	(173)	34%	(330)	9%	(85)	958
Television: A casual fan	12%	(132)	21%	(224)	15%	(163)	43%	(452)	8%	(87)	1058
Television: Not a fan	11%	(20)	16%	(29)	10%	(18)	39%	(71)	25%	(46)	184
Music: An avid fan	19%	(208)	23%	(248)	15%	(165)	32%	(339)	10%	(106)	1067
Music: A casual fan	9%	(92)	21%	(202)	19%	(182)	44%	(431)	7%	(71)	979
Music: Not a fan	7%	(11)	10%	(15)	4%	(7)	53%	(82)	26%	(40)	155
Fashion: An avid fan	30%	(91)	22%	(68)	8%	(25)	23%	(70)	17%	(50)	304
Fashion: A casual fan	15%	(139)	24%	(216)	18%	(165)	34%	(301)	9%	(76)	897
Fashion: Not a fan	8%	(82)	18%	(181)	16%	(163)	48%	(482)	9%	(91)	999

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

Table HR16_14: And specifically, how interested would you be in a documentary series or movie about the following athletes?

Billie Jean King

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(149)	16%	(347)	17%	(364)	44%	(966)	17%	(374)	2200
Gender: Male	8%	(87)	16%	(174)	19%	(204)	40%	(422)	17%	(176)	1062
Gender: Female	5%	(62)	15%	(173)	14%	(161)	48%	(544)	17%	(198)	1138
Age: 18-34	7%	(49)	10%	(69)	15%	(97)	36%	(235)	31%	(206)	655
Age: 35-44	8%	(28)	17%	(60)	16%	(57)	41%	(148)	18%	(65)	358
Age: 45-64	7%	(51)	18%	(136)	18%	(137)	47%	(349)	10%	(76)	751
Age: 65+	5%	(20)	19%	(82)	17%	(73)	53%	(233)	6%	(27)	436
GenZers: 1997-2012	6%	(20)	9%	(30)	14%	(44)	33%	(108)	37%	(121)	323
Millennials: 1981-1996	9%	(45)	14%	(68)	17%	(84)	38%	(190)	23%	(117)	503
GenXers: 1965-1980	7%	(39)	16%	(88)	16%	(90)	46%	(256)	15%	(84)	558
Baby Boomers: 1946-1964	6%	(42)	19%	(139)	18%	(131)	51%	(365)	6%	(45)	722
PID: Dem (no lean)	9%	(76)	19%	(155)	18%	(142)	35%	(284)	18%	(146)	804
PID: Ind (no lean)	6%	(44)	15%	(103)	14%	(98)	46%	(324)	19%	(132)	701
PID: Rep (no lean)	4%	(30)	13%	(88)	18%	(124)	51%	(357)	14%	(97)	696
PID/Gender: Dem Men	10%	(37)	21%	(76)	20%	(73)	30%	(112)	19%	(71)	368
PID/Gender: Dem Women	9%	(39)	18%	(80)	16%	(69)	40%	(173)	17%	(74)	435
PID/Gender: Ind Men	8%	(27)	17%	(57)	17%	(58)	40%	(136)	18%	(59)	337
PID/Gender: Ind Women	5%	(17)	13%	(46)	11%	(39)	52%	(189)	20%	(73)	364
PID/Gender: Rep Men	6%	(23)	11%	(41)	20%	(72)	49%	(175)	13%	(46)	357
PID/Gender: Rep Women	2%	(7)	14%	(47)	15%	(52)	54%	(182)	15%	(51)	339
Ideo: Liberal (1-3)	10%	(66)	23%	(144)	16%	(103)	36%	(227)	14%	(91)	632
Ideo: Moderate (4)	8%	(43)	15%	(82)	20%	(108)	40%	(220)	17%	(93)	546
Ideo: Conservative (5-7)	4%	(32)	13%	(98)	16%	(118)	55%	(417)	12%	(88)	753
Educ: < College	5%	(78)	13%	(204)	15%	(234)	46%	(692)	20%	(304)	1512
Educ: Bachelors degree	10%	(43)	19%	(86)	19%	(83)	43%	(190)	10%	(42)	444
Educ: Post-grad	12%	(29)	23%	(57)	19%	(47)	34%	(83)	12%	(28)	244
Income: Under 50k	6%	(73)	14%	(170)	14%	(169)	43%	(507)	22%	(259)	1178
Income: 50k-100k	7%	(48)	17%	(112)	20%	(133)	47%	(307)	9%	(57)	657
Income: 100k+	8%	(29)	18%	(65)	17%	(61)	41%	(152)	16%	(59)	365
Ethnicity: White	6%	(107)	17%	(285)	17%	(287)	47%	(803)	14%	(240)	1722
Ethnicity: Hispanic	8%	(26)	15%	(53)	14%	(48)	34%	(120)	29%	(102)	349

Continued on next page

Table HR16_14: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Billie Jean King

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(149)	16%	(347)	17%	(364)	44%	(966)	17%	(374)	2200
Ethnicity: Afr. Am.	10%	(26)	13%	(35)	15%	(41)	39%	(106)	24%	(66)	274
Ethnicity: Other	8%	(16)	13%	(27)	18%	(36)	28%	(57)	33%	(68)	204
All Christian	7%	(67)	18%	(176)	19%	(192)	46%	(456)	10%	(98)	988
All Non-Christian	9%	(10)	19%	(21)	14%	(16)	36%	(39)	21%	(22)	108
Atheist	8%	(7)	14%	(14)	14%	(13)	49%	(47)	15%	(14)	96
Agnostic/Nothing in particular	6%	(65)	14%	(136)	14%	(143)	42%	(423)	24%	(240)	1008
Religious Non-Protestant/Catholic	12%	(17)	19%	(26)	15%	(21)	34%	(47)	20%	(28)	140
Evangelical	6%	(34)	17%	(98)	17%	(97)	46%	(267)	14%	(84)	580
Non-Evangelical	7%	(54)	14%	(115)	20%	(159)	47%	(374)	12%	(96)	798
Community: Urban	10%	(54)	20%	(112)	14%	(78)	34%	(191)	22%	(120)	555
Community: Suburban	7%	(73)	16%	(166)	19%	(202)	44%	(463)	14%	(147)	1051
Community: Rural	4%	(22)	11%	(68)	14%	(84)	52%	(311)	18%	(108)	594
Employ: Private Sector	7%	(43)	18%	(105)	19%	(111)	45%	(259)	11%	(64)	582
Employ: Government	12%	(19)	15%	(25)	21%	(34)	38%	(62)	15%	(24)	165
Employ: Self-Employed	7%	(12)	21%	(39)	16%	(30)	48%	(89)	9%	(16)	186
Employ: Homemaker	6%	(10)	9%	(14)	8%	(14)	50%	(81)	27%	(44)	164
Employ: Retired	6%	(26)	17%	(82)	17%	(80)	52%	(243)	8%	(36)	467
Employ: Unemployed	5%	(14)	14%	(43)	20%	(58)	41%	(121)	20%	(60)	296
Employ: Other	9%	(18)	11%	(20)	10%	(18)	32%	(61)	38%	(73)	189
Military HH: Yes	7%	(26)	18%	(65)	14%	(52)	49%	(175)	11%	(39)	356
Military HH: No	7%	(123)	15%	(282)	17%	(313)	43%	(790)	18%	(336)	1844
RD/WT: Right Direction	6%	(43)	12%	(87)	17%	(122)	48%	(335)	16%	(113)	701
RD/WT: Wrong Track	7%	(106)	17%	(260)	16%	(242)	42%	(630)	17%	(261)	1499
Trump Job Approve	5%	(45)	13%	(117)	17%	(154)	51%	(461)	15%	(132)	909
Trump Job Disapprove	9%	(100)	19%	(219)	17%	(200)	41%	(471)	14%	(162)	1153
Trump Job Strongly Approve	5%	(24)	9%	(45)	14%	(68)	59%	(285)	13%	(63)	485
Trump Job Somewhat Approve	5%	(21)	17%	(72)	20%	(86)	41%	(176)	16%	(69)	424
Trump Job Somewhat Disapprove	9%	(21)	16%	(40)	18%	(46)	42%	(103)	15%	(38)	248
Trump Job Strongly Disapprove	9%	(79)	20%	(179)	17%	(154)	41%	(368)	14%	(124)	904

Continued on next page

Table HR16_14: And specifically, how interested would you be in a documentary series or movie about the following athletes?

Billie Jean King

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(149)	16%	(347)	17%	(364)	44%	(966)	17%	(374)	2200
Favorable of Trump	5%	(44)	13%	(116)	17%	(153)	51%	(454)	14%	(123)	890
Unfavorable of Trump	8%	(97)	19%	(220)	17%	(201)	41%	(474)	14%	(164)	1156
Very Favorable of Trump	6%	(30)	9%	(49)	15%	(79)	56%	(291)	13%	(67)	515
Somewhat Favorable of Trump	4%	(14)	18%	(67)	20%	(74)	44%	(163)	15%	(56)	374
Somewhat Unfavorable of Trump	8%	(17)	16%	(34)	19%	(41)	41%	(90)	16%	(35)	217
Very Unfavorable of Trump	9%	(80)	20%	(187)	17%	(160)	41%	(384)	14%	(129)	939
#1 Issue: Economy	5%	(40)	16%	(126)	20%	(160)	46%	(362)	13%	(101)	789
#1 Issue: Security	4%	(10)	13%	(30)	12%	(28)	57%	(130)	14%	(31)	230
#1 Issue: Health Care	9%	(36)	20%	(77)	15%	(60)	41%	(163)	14%	(57)	392
#1 Issue: Medicare / Social Security	4%	(13)	14%	(42)	16%	(49)	48%	(141)	17%	(51)	296
#1 Issue: Women's Issues	10%	(9)	11%	(11)	10%	(9)	34%	(32)	35%	(34)	96
#1 Issue: Education	13%	(19)	13%	(18)	11%	(16)	39%	(57)	24%	(35)	146
#1 Issue: Energy	13%	(12)	18%	(17)	21%	(19)	25%	(23)	22%	(20)	91
#1 Issue: Other	6%	(10)	16%	(26)	13%	(21)	36%	(57)	28%	(45)	160
2018 House Vote: Democrat	10%	(77)	23%	(169)	18%	(134)	39%	(288)	9%	(69)	737
2018 House Vote: Republican	5%	(34)	13%	(80)	17%	(111)	55%	(349)	10%	(62)	636
2018 House Vote: Someone else	5%	(4)	10%	(9)	19%	(16)	42%	(36)	24%	(21)	86
2016 Vote: Hillary Clinton	10%	(69)	23%	(160)	18%	(125)	37%	(255)	11%	(74)	684
2016 Vote: Donald Trump	5%	(33)	12%	(79)	19%	(126)	55%	(363)	10%	(64)	665
2016 Vote: Other	7%	(9)	18%	(23)	20%	(26)	44%	(58)	11%	(14)	130
2016 Vote: Didn't Vote	5%	(38)	12%	(84)	12%	(87)	40%	(288)	31%	(222)	720
Voted in 2014: Yes	8%	(100)	18%	(235)	19%	(251)	45%	(583)	10%	(134)	1303
Voted in 2014: No	6%	(49)	13%	(112)	13%	(113)	43%	(382)	27%	(240)	897
2012 Vote: Barack Obama	9%	(74)	23%	(178)	18%	(146)	38%	(303)	11%	(90)	791
2012 Vote: Mitt Romney	5%	(23)	15%	(75)	18%	(91)	54%	(275)	8%	(41)	506
2012 Vote: Other	5%	(4)	9%	(8)	25%	(22)	53%	(46)	9%	(8)	87
2012 Vote: Didn't Vote	6%	(48)	10%	(85)	13%	(105)	42%	(339)	29%	(235)	811

Continued on next page

Table HR16_14: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Billie Jean King

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(149)	16%	(347)	17%	(364)	44%	(966)	17%	(374)	2200
4-Region: Northeast	9%	(34)	17%	(67)	18%	(72)	41%	(161)	15%	(59)	394
4-Region: Midwest	6%	(26)	15%	(69)	21%	(96)	48%	(224)	11%	(49)	462
4-Region: South	6%	(47)	16%	(130)	15%	(126)	45%	(369)	18%	(151)	824
4-Region: West	8%	(42)	15%	(80)	13%	(70)	41%	(211)	22%	(116)	520
Watch TV: Every day	8%	(88)	15%	(168)	17%	(185)	45%	(485)	15%	(163)	1088
Watch TV: Several times per week	6%	(31)	18%	(88)	17%	(85)	45%	(226)	14%	(70)	500
Watch TV: About once per week	4%	(6)	18%	(24)	21%	(29)	39%	(54)	18%	(25)	138
Watch TV: Several times per month	8%	(10)	20%	(25)	13%	(16)	46%	(55)	12%	(15)	121
Watch TV: About once per month	6%	(4)	19%	(12)	21%	(13)	29%	(19)	24%	(15)	63
Watch TV: Less often than once per month	6%	(5)	13%	(12)	11%	(10)	52%	(47)	19%	(17)	91
Watch TV: Never	2%	(5)	9%	(19)	13%	(26)	40%	(80)	35%	(70)	199
Watch Movies: Every day	11%	(46)	13%	(57)	16%	(71)	37%	(161)	23%	(98)	433
Watch Movies: Several times per week	7%	(38)	17%	(93)	18%	(100)	46%	(250)	13%	(69)	549
Watch Movies: About once per week	5%	(17)	15%	(55)	20%	(77)	48%	(183)	13%	(48)	380
Watch Movies: Several times per month	9%	(20)	22%	(50)	14%	(31)	44%	(99)	12%	(27)	227
Watch Movies: About once per month	5%	(11)	15%	(32)	17%	(35)	45%	(96)	18%	(37)	212
Watch Movies: Less often than once per month	5%	(9)	22%	(42)	11%	(22)	45%	(87)	18%	(34)	193
Watch Movies: Never	4%	(7)	9%	(18)	14%	(30)	44%	(90)	29%	(61)	206
Watch Sporting Events: Every day	16%	(24)	19%	(29)	20%	(32)	31%	(50)	14%	(23)	158
Watch Sporting Events: Several times per week	11%	(29)	25%	(66)	22%	(57)	29%	(76)	12%	(30)	258
Watch Sporting Events: About once per week	13%	(25)	15%	(30)	18%	(36)	40%	(79)	14%	(27)	198
Watch Sporting Events: Several times per month	9%	(19)	21%	(45)	17%	(36)	39%	(82)	14%	(28)	209
Watch Sporting Events: About once per month	4%	(7)	18%	(29)	25%	(41)	38%	(61)	15%	(23)	161
Watch Sporting Events: Less often than once per month	6%	(25)	18%	(71)	19%	(74)	40%	(157)	17%	(66)	393
Watch Sporting Events: Never	2%	(19)	9%	(77)	11%	(89)	56%	(461)	21%	(176)	823
Cable TV: Currently subscribe	9%	(83)	16%	(150)	17%	(165)	44%	(426)	15%	(144)	968
Cable TV: Subscribed in past	6%	(46)	15%	(117)	20%	(153)	44%	(331)	14%	(108)	756
Cable TV: Never subscribed	4%	(20)	17%	(80)	10%	(46)	44%	(208)	26%	(122)	476

Continued on next page

Table HR16_14: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*

Billie Jean King

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(149)	16%	(347)	17%	(364)	44%	(966)	17%	(374)	2200
Satellite TV: Currently subscribe	7%	(35)	15%	(78)	14%	(69)	43%	(217)	21%	(109)	508
Satellite TV: Subscribed in past	7%	(42)	17%	(101)	19%	(111)	42%	(252)	16%	(94)	601
Satellite TV: Never subscribed	7%	(72)	15%	(169)	17%	(184)	45%	(496)	16%	(171)	1092
Streaming Services: Currently subscribe	7%	(101)	16%	(210)	17%	(234)	43%	(578)	17%	(230)	1353
Streaming Services: Subscribed in past	7%	(15)	17%	(37)	18%	(37)	42%	(88)	16%	(33)	210
Streaming Services: Never subscribed	5%	(33)	16%	(100)	15%	(93)	47%	(299)	17%	(111)	637
Film: An avid fan	12%	(81)	17%	(122)	17%	(117)	35%	(249)	19%	(136)	706
Film: A casual fan	5%	(60)	17%	(201)	18%	(217)	47%	(577)	13%	(162)	1218
Film: Not a fan	3%	(8)	9%	(24)	11%	(30)	50%	(139)	28%	(76)	276
Television: An avid fan	8%	(81)	18%	(169)	18%	(175)	41%	(388)	15%	(145)	958
Television: A casual fan	6%	(58)	15%	(157)	17%	(176)	48%	(507)	15%	(159)	1058
Television: Not a fan	6%	(10)	11%	(20)	7%	(13)	38%	(70)	38%	(70)	184
Music: An avid fan	9%	(95)	17%	(177)	17%	(180)	38%	(401)	20%	(214)	1067
Music: A casual fan	5%	(45)	16%	(155)	18%	(180)	49%	(483)	12%	(115)	979
Music: Not a fan	6%	(10)	9%	(14)	3%	(4)	52%	(81)	30%	(46)	155
Fashion: An avid fan	13%	(38)	14%	(43)	15%	(44)	34%	(102)	25%	(77)	304
Fashion: A casual fan	8%	(73)	19%	(166)	18%	(158)	39%	(353)	16%	(146)	897
Fashion: Not a fan	4%	(38)	14%	(138)	16%	(162)	51%	(510)	15%	(151)	999

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

Table HR16_15: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Mia Hamm

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(127)	13%	(280)	16%	(355)	43%	(939)	23%	(499)	2200
Gender: Male	7%	(79)	15%	(154)	18%	(186)	39%	(417)	21%	(226)	1062
Gender: Female	4%	(48)	11%	(126)	15%	(169)	46%	(522)	24%	(273)	1138
Age: 18-34	5%	(33)	11%	(71)	19%	(128)	33%	(213)	32%	(210)	655
Age: 35-44	10%	(36)	20%	(70)	14%	(51)	37%	(134)	19%	(68)	358
Age: 45-64	7%	(50)	11%	(85)	15%	(113)	48%	(358)	19%	(145)	751
Age: 65+	2%	(8)	13%	(55)	15%	(64)	54%	(234)	17%	(76)	436
GenZers: 1997-2012	3%	(10)	9%	(30)	16%	(52)	31%	(101)	40%	(130)	323
Millennials: 1981-1996	8%	(39)	16%	(82)	21%	(104)	34%	(172)	21%	(107)	503
GenXers: 1965-1980	8%	(47)	15%	(82)	13%	(73)	43%	(239)	21%	(117)	558
Baby Boomers: 1946-1964	4%	(29)	10%	(72)	16%	(114)	52%	(375)	18%	(132)	722
PID: Dem (no lean)	8%	(65)	15%	(122)	18%	(141)	36%	(286)	24%	(189)	804
PID: Ind (no lean)	5%	(37)	13%	(88)	15%	(104)	43%	(299)	25%	(174)	701
PID: Rep (no lean)	4%	(25)	10%	(71)	16%	(110)	51%	(354)	19%	(136)	696
PID/Gender: Dem Men	10%	(37)	16%	(59)	18%	(67)	32%	(120)	23%	(85)	368
PID/Gender: Dem Women	7%	(28)	14%	(63)	17%	(74)	38%	(166)	24%	(104)	435
PID/Gender: Ind Men	7%	(25)	15%	(49)	16%	(53)	37%	(126)	25%	(84)	337
PID/Gender: Ind Women	3%	(12)	11%	(39)	14%	(51)	48%	(173)	25%	(90)	364
PID/Gender: Rep Men	5%	(17)	13%	(46)	19%	(66)	48%	(171)	16%	(56)	357
PID/Gender: Rep Women	2%	(8)	7%	(25)	13%	(44)	54%	(183)	23%	(79)	339
Ideo: Liberal (1-3)	9%	(56)	18%	(112)	19%	(117)	35%	(218)	20%	(129)	632
Ideo: Moderate (4)	7%	(40)	14%	(78)	16%	(86)	39%	(214)	23%	(128)	546
Ideo: Conservative (5-7)	4%	(30)	10%	(79)	15%	(112)	54%	(408)	16%	(124)	753
Educ: < College	5%	(70)	9%	(138)	16%	(247)	43%	(657)	26%	(399)	1512
Educ: Bachelors degree	8%	(35)	20%	(89)	16%	(73)	43%	(189)	13%	(58)	444
Educ: Post-grad	9%	(22)	22%	(53)	14%	(34)	38%	(93)	17%	(42)	244
Income: Under 50k	5%	(56)	10%	(115)	14%	(170)	43%	(509)	28%	(327)	1178
Income: 50k-100k	6%	(41)	16%	(107)	18%	(121)	44%	(292)	15%	(96)	657
Income: 100k+	8%	(31)	16%	(58)	17%	(64)	38%	(137)	21%	(76)	365
Ethnicity: White	5%	(92)	13%	(222)	16%	(270)	46%	(787)	20%	(350)	1722
Ethnicity: Hispanic	6%	(21)	11%	(40)	16%	(56)	31%	(108)	36%	(126)	349

Continued on next page

Table HR16_15: And specifically, how interested would you be in a documentary series or movie about the following athletes?

Mia Hamm

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(127)	13%	(280)	16%	(355)	43%	(939)	23%	(499)	2200
Ethnicity: Afr. Am.	5%	(15)	13%	(36)	19%	(51)	35%	(97)	28%	(76)	274
Ethnicity: Other	10%	(21)	11%	(23)	16%	(33)	27%	(55)	36%	(73)	204
All Christian	5%	(49)	15%	(147)	16%	(161)	45%	(449)	18%	(182)	988
All Non-Christian	10%	(10)	18%	(19)	11%	(12)	37%	(40)	24%	(27)	108
Atheist	11%	(11)	11%	(10)	15%	(14)	44%	(42)	19%	(19)	96
Agnostic/Nothing in particular	6%	(57)	10%	(104)	17%	(167)	40%	(407)	27%	(272)	1008
Religious Non-Protestant/Catholic	9%	(12)	20%	(28)	13%	(19)	35%	(48)	23%	(33)	140
Evangelical	4%	(24)	12%	(68)	18%	(102)	45%	(260)	22%	(126)	580
Non-Evangelical	7%	(53)	13%	(100)	17%	(134)	46%	(370)	18%	(140)	798
Community: Urban	7%	(39)	13%	(70)	16%	(90)	37%	(206)	27%	(149)	555
Community: Suburban	6%	(64)	15%	(156)	17%	(174)	43%	(447)	20%	(210)	1051
Community: Rural	4%	(25)	9%	(54)	15%	(90)	48%	(286)	24%	(140)	594
Employ: Private Sector	8%	(48)	17%	(99)	18%	(107)	41%	(236)	16%	(92)	582
Employ: Government	9%	(14)	18%	(30)	15%	(25)	38%	(63)	20%	(33)	165
Employ: Self-Employed	9%	(17)	11%	(21)	18%	(34)	44%	(81)	18%	(33)	186
Employ: Homemaker	7%	(11)	7%	(12)	10%	(16)	50%	(81)	27%	(44)	164
Employ: Retired	2%	(12)	12%	(57)	16%	(73)	54%	(250)	16%	(75)	467
Employ: Unemployed	5%	(14)	9%	(26)	16%	(46)	40%	(120)	30%	(89)	296
Employ: Other	3%	(6)	9%	(17)	12%	(22)	35%	(66)	41%	(78)	189
Military HH: Yes	6%	(22)	14%	(48)	13%	(47)	49%	(175)	18%	(63)	356
Military HH: No	6%	(105)	13%	(232)	17%	(308)	41%	(763)	24%	(435)	1844
RD/WT: Right Direction	5%	(35)	12%	(86)	16%	(111)	48%	(333)	19%	(136)	701
RD/WT: Wrong Track	6%	(92)	13%	(195)	16%	(244)	40%	(605)	24%	(363)	1499
Trump Job Approve	4%	(38)	12%	(105)	15%	(136)	49%	(446)	20%	(183)	909
Trump Job Disapprove	8%	(87)	14%	(165)	18%	(206)	40%	(459)	20%	(235)	1153
Trump Job Strongly Approve	4%	(20)	9%	(43)	12%	(60)	56%	(274)	18%	(88)	485
Trump Job Somewhat Approve	4%	(18)	15%	(62)	18%	(76)	41%	(172)	22%	(95)	424
Trump Job Somewhat Disapprove	6%	(16)	14%	(34)	20%	(51)	38%	(94)	21%	(53)	248
Trump Job Strongly Disapprove	8%	(71)	15%	(131)	17%	(155)	40%	(365)	20%	(182)	904

Continued on next page

Table HR16_15: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Mia Hamm

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(127)	13%	(280)	16%	(355)	43%	(939)	23%	(499)	2200
Favorable of Trump	5%	(41)	11%	(97)	16%	(139)	50%	(441)	19%	(172)	890
Unfavorable of Trump	7%	(84)	15%	(169)	18%	(203)	40%	(460)	21%	(240)	1156
Very Favorable of Trump	5%	(26)	9%	(48)	13%	(65)	54%	(281)	18%	(95)	515
Somewhat Favorable of Trump	4%	(15)	13%	(49)	20%	(73)	43%	(160)	21%	(77)	374
Somewhat Unfavorable of Trump	5%	(10)	15%	(32)	20%	(44)	38%	(82)	23%	(50)	217
Very Unfavorable of Trump	8%	(74)	15%	(136)	17%	(159)	40%	(378)	20%	(191)	939
#1 Issue: Economy	6%	(45)	14%	(107)	16%	(123)	46%	(364)	19%	(150)	789
#1 Issue: Security	3%	(6)	8%	(19)	18%	(41)	53%	(123)	18%	(41)	230
#1 Issue: Health Care	7%	(27)	17%	(67)	17%	(68)	40%	(155)	19%	(74)	392
#1 Issue: Medicare / Social Security	3%	(8)	10%	(30)	13%	(38)	48%	(142)	26%	(77)	296
#1 Issue: Women's Issues	5%	(5)	13%	(13)	14%	(13)	31%	(30)	36%	(35)	96
#1 Issue: Education	12%	(18)	11%	(16)	24%	(34)	29%	(42)	24%	(35)	146
#1 Issue: Energy	10%	(9)	16%	(15)	19%	(17)	27%	(25)	27%	(25)	91
#1 Issue: Other	5%	(8)	8%	(13)	12%	(20)	36%	(58)	38%	(61)	160
2018 House Vote: Democrat	9%	(68)	18%	(134)	18%	(132)	38%	(284)	16%	(120)	737
2018 House Vote: Republican	4%	(24)	11%	(68)	15%	(96)	54%	(343)	17%	(105)	636
2018 House Vote: Someone else	5%	(4)	14%	(12)	9%	(8)	43%	(37)	29%	(25)	86
2016 Vote: Hillary Clinton	9%	(59)	19%	(131)	18%	(124)	38%	(262)	16%	(107)	684
2016 Vote: Donald Trump	4%	(27)	10%	(69)	15%	(100)	55%	(362)	16%	(106)	665
2016 Vote: Other	9%	(12)	12%	(16)	20%	(26)	37%	(48)	21%	(27)	130
2016 Vote: Didn't Vote	4%	(29)	9%	(64)	14%	(104)	37%	(264)	36%	(258)	720
Voted in 2014: Yes	7%	(89)	14%	(189)	17%	(217)	46%	(597)	16%	(213)	1303
Voted in 2014: No	4%	(39)	10%	(92)	15%	(138)	38%	(342)	32%	(286)	897
2012 Vote: Barack Obama	9%	(71)	16%	(129)	18%	(139)	39%	(311)	18%	(140)	791
2012 Vote: Mitt Romney	4%	(20)	12%	(61)	16%	(79)	54%	(274)	14%	(71)	506
2012 Vote: Other	6%	(5)	11%	(10)	17%	(15)	48%	(42)	18%	(16)	87
2012 Vote: Didn't Vote	4%	(31)	10%	(80)	15%	(122)	38%	(307)	33%	(271)	811

Continued on next page

Table HR16_15: And specifically, how interested would you be in a documentary series or movie about the following athletes?

Mia Hamm

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(127)	13%	(280)	16%	(355)	43%	(939)	23%	(499)	2200
4-Region: Northeast	6%	(23)	15%	(59)	15%	(60)	43%	(170)	21%	(82)	394
4-Region: Midwest	4%	(16)	11%	(50)	20%	(92)	48%	(221)	18%	(83)	462
4-Region: South	6%	(48)	14%	(111)	15%	(122)	41%	(340)	25%	(203)	824
4-Region: West	8%	(41)	12%	(60)	15%	(79)	40%	(208)	25%	(132)	520
Watch TV: Every day	7%	(75)	14%	(148)	16%	(178)	44%	(478)	19%	(210)	1088
Watch TV: Several times per week	7%	(33)	14%	(71)	15%	(74)	42%	(211)	22%	(109)	500
Watch TV: About once per week	2%	(3)	9%	(13)	24%	(33)	41%	(56)	24%	(33)	138
Watch TV: Several times per month	8%	(10)	19%	(23)	16%	(19)	36%	(44)	21%	(26)	121
Watch TV: About once per month	—	(0)	10%	(6)	21%	(13)	35%	(22)	35%	(22)	63
Watch TV: Less often than once per month	—	(0)	7%	(7)	16%	(14)	53%	(48)	25%	(22)	91
Watch TV: Never	3%	(6)	7%	(13)	12%	(23)	40%	(80)	39%	(77)	199
Watch Movies: Every day	9%	(38)	13%	(57)	17%	(72)	37%	(161)	24%	(106)	433
Watch Movies: Several times per week	8%	(42)	13%	(72)	16%	(90)	45%	(249)	18%	(96)	549
Watch Movies: About once per week	4%	(16)	16%	(63)	19%	(71)	42%	(159)	19%	(71)	380
Watch Movies: Several times per month	5%	(12)	14%	(32)	20%	(46)	40%	(90)	21%	(47)	227
Watch Movies: About once per month	3%	(6)	12%	(25)	16%	(34)	41%	(87)	28%	(60)	212
Watch Movies: Less often than once per month	4%	(7)	10%	(19)	9%	(17)	54%	(104)	24%	(47)	193
Watch Movies: Never	3%	(7)	6%	(13)	12%	(25)	43%	(89)	35%	(72)	206
Watch Sporting Events: Every day	15%	(24)	23%	(37)	20%	(32)	25%	(40)	16%	(25)	158
Watch Sporting Events: Several times per week	11%	(29)	25%	(65)	18%	(47)	35%	(89)	11%	(27)	258
Watch Sporting Events: About once per week	9%	(17)	22%	(44)	19%	(38)	30%	(60)	20%	(39)	198
Watch Sporting Events: Several times per month	9%	(19)	18%	(37)	14%	(29)	40%	(84)	19%	(40)	209
Watch Sporting Events: About once per month	7%	(11)	9%	(14)	25%	(41)	37%	(59)	23%	(36)	161
Watch Sporting Events: Less often than once per month	4%	(18)	11%	(43)	19%	(76)	37%	(144)	29%	(112)	393
Watch Sporting Events: Never	1%	(10)	5%	(40)	11%	(91)	56%	(462)	27%	(219)	823
Cable TV: Currently subscribe	6%	(61)	15%	(144)	16%	(151)	43%	(413)	21%	(200)	968
Cable TV: Subscribed in past	6%	(43)	13%	(98)	18%	(136)	43%	(321)	21%	(157)	756
Cable TV: Never subscribed	5%	(24)	8%	(38)	14%	(68)	43%	(205)	30%	(142)	476

Continued on next page

Table HR16_15: And specifically, how interested would you be in a documentary series or movie about the following athletes?
Mia Hamm

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(127)	13%	(280)	16%	(355)	43%	(939)	23%	(499)	2200
Satellite TV: Currently subscribe	6%	(31)	11%	(55)	17%	(84)	42%	(213)	25%	(125)	508
Satellite TV: Subscribed in past	7%	(42)	14%	(82)	17%	(100)	39%	(235)	24%	(142)	601
Satellite TV: Never subscribed	5%	(54)	13%	(144)	16%	(171)	45%	(490)	21%	(232)	1092
Streaming Services: Currently subscribe	7%	(96)	13%	(182)	16%	(219)	42%	(567)	21%	(289)	1353
Streaming Services: Subscribed in past	4%	(8)	17%	(35)	15%	(32)	38%	(80)	26%	(56)	210
Streaming Services: Never subscribed	4%	(24)	10%	(64)	16%	(104)	46%	(292)	24%	(154)	637
Film: An avid fan	10%	(71)	14%	(100)	16%	(112)	36%	(253)	24%	(169)	706
Film: A casual fan	4%	(50)	13%	(156)	18%	(218)	45%	(549)	20%	(245)	1218
Film: Not a fan	2%	(6)	9%	(24)	9%	(24)	49%	(136)	31%	(85)	276
Television: An avid fan	8%	(73)	15%	(140)	17%	(159)	40%	(385)	21%	(203)	958
Television: A casual fan	4%	(47)	12%	(124)	17%	(176)	45%	(479)	22%	(233)	1058
Television: Not a fan	4%	(8)	9%	(17)	11%	(21)	41%	(75)	35%	(64)	184
Music: An avid fan	7%	(80)	12%	(132)	18%	(191)	37%	(394)	25%	(269)	1067
Music: A casual fan	4%	(43)	14%	(140)	16%	(154)	48%	(468)	18%	(174)	979
Music: Not a fan	3%	(5)	5%	(8)	6%	(10)	49%	(76)	36%	(55)	155
Fashion: An avid fan	9%	(27)	12%	(37)	18%	(54)	30%	(91)	31%	(95)	304
Fashion: A casual fan	6%	(57)	15%	(133)	18%	(165)	39%	(350)	21%	(192)	897
Fashion: Not a fan	4%	(43)	11%	(110)	14%	(136)	50%	(497)	21%	(212)	999

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

Table HR16_16: And specifically, how interested would you be in a documentary series or movie about the following athletes?

Lindsey Vonn

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	5%	(113)	14%	(303)	16%	(358)	45%	(988)	20%	(437)	2200
Gender: Male	7%	(73)	17%	(176)	19%	(200)	40%	(426)	18%	(187)	1062
Gender: Female	4%	(40)	11%	(127)	14%	(159)	49%	(562)	22%	(251)	1138
Age: 18-34	6%	(39)	13%	(85)	14%	(93)	38%	(249)	29%	(189)	655
Age: 35-44	7%	(26)	18%	(66)	16%	(58)	39%	(141)	19%	(67)	358
Age: 45-64	5%	(36)	13%	(99)	18%	(132)	48%	(363)	16%	(121)	751
Age: 65+	3%	(12)	12%	(54)	17%	(75)	54%	(236)	14%	(60)	436
GenZers: 1997-2012	2%	(8)	14%	(44)	11%	(35)	37%	(119)	36%	(117)	323
Millennials: 1981-1996	9%	(44)	16%	(82)	18%	(90)	37%	(186)	20%	(102)	503
GenXers: 1965-1980	5%	(28)	16%	(89)	16%	(92)	44%	(244)	19%	(104)	558
Baby Boomers: 1946-1964	4%	(30)	10%	(75)	18%	(127)	54%	(392)	14%	(98)	722
PID: Dem (no lean)	7%	(54)	14%	(115)	19%	(156)	40%	(319)	20%	(159)	804
PID: Ind (no lean)	4%	(31)	14%	(97)	13%	(93)	46%	(319)	23%	(161)	701
PID: Rep (no lean)	4%	(28)	13%	(91)	16%	(109)	50%	(351)	17%	(117)	696
PID/Gender: Dem Men	8%	(30)	18%	(65)	21%	(77)	35%	(128)	19%	(68)	368
PID/Gender: Dem Women	5%	(24)	12%	(51)	18%	(79)	44%	(190)	21%	(91)	435
PID/Gender: Ind Men	7%	(23)	17%	(58)	16%	(53)	39%	(132)	21%	(70)	337
PID/Gender: Ind Women	2%	(9)	11%	(38)	11%	(39)	51%	(187)	25%	(91)	364
PID/Gender: Rep Men	6%	(20)	15%	(53)	19%	(69)	46%	(166)	13%	(48)	357
PID/Gender: Rep Women	2%	(8)	11%	(38)	12%	(40)	55%	(185)	20%	(69)	339
Ideo: Liberal (1-3)	7%	(44)	17%	(109)	18%	(112)	39%	(244)	19%	(123)	632
Ideo: Moderate (4)	5%	(27)	15%	(84)	20%	(110)	41%	(222)	19%	(103)	546
Ideo: Conservative (5-7)	4%	(30)	13%	(94)	15%	(116)	54%	(408)	14%	(104)	753
Educ: < College	4%	(64)	11%	(171)	16%	(238)	46%	(689)	23%	(351)	1512
Educ: Bachelors degree	7%	(31)	18%	(79)	20%	(88)	46%	(202)	10%	(43)	444
Educ: Post-grad	8%	(19)	22%	(53)	13%	(32)	40%	(97)	18%	(43)	244
Income: Under 50k	5%	(58)	11%	(129)	13%	(153)	45%	(532)	26%	(306)	1178
Income: 50k-100k	4%	(29)	17%	(114)	21%	(136)	46%	(304)	11%	(74)	657
Income: 100k+	7%	(27)	17%	(60)	19%	(69)	42%	(152)	16%	(57)	365
Ethnicity: White	5%	(82)	14%	(239)	16%	(277)	48%	(830)	17%	(294)	1722
Ethnicity: Hispanic	4%	(15)	11%	(40)	14%	(50)	35%	(121)	35%	(124)	349

Continued on next page

Table HR16_16: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Lindsey Vonn

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	5%	(113)	14%	(303)	16%	(358)	45%	(988)	20%	(437)	2200
Ethnicity: Afr. Am.	6%	(17)	13%	(37)	18%	(48)	36%	(99)	27%	(73)	274
Ethnicity: Other	7%	(14)	13%	(27)	16%	(32)	29%	(59)	35%	(71)	204
All Christian	5%	(49)	17%	(164)	17%	(168)	47%	(461)	15%	(146)	988
All Non-Christian	6%	(7)	14%	(15)	15%	(17)	40%	(43)	24%	(26)	108
Atheist	3%	(3)	16%	(15)	17%	(16)	50%	(48)	14%	(13)	96
Agnostic/Nothing in particular	5%	(54)	11%	(109)	16%	(158)	43%	(435)	25%	(252)	1008
Religious Non-Protestant/Catholic	6%	(9)	15%	(21)	17%	(24)	36%	(51)	25%	(35)	140
Evangelical	6%	(32)	14%	(79)	16%	(91)	46%	(269)	19%	(109)	580
Non-Evangelical	5%	(37)	15%	(118)	18%	(141)	49%	(387)	14%	(114)	798
Community: Urban	7%	(38)	14%	(76)	17%	(92)	38%	(213)	25%	(136)	555
Community: Suburban	5%	(54)	15%	(155)	18%	(191)	46%	(481)	16%	(169)	1051
Community: Rural	3%	(21)	12%	(73)	13%	(75)	49%	(294)	22%	(132)	594
Employ: Private Sector	7%	(40)	16%	(92)	18%	(106)	45%	(263)	14%	(82)	582
Employ: Government	9%	(14)	17%	(28)	20%	(33)	42%	(70)	12%	(20)	165
Employ: Self-Employed	6%	(10)	13%	(25)	20%	(36)	49%	(91)	13%	(24)	186
Employ: Homemaker	3%	(5)	10%	(16)	12%	(20)	47%	(76)	28%	(46)	164
Employ: Retired	2%	(11)	13%	(61)	19%	(89)	51%	(240)	14%	(66)	467
Employ: Unemployed	6%	(19)	10%	(29)	14%	(41)	44%	(131)	26%	(77)	296
Employ: Other	4%	(8)	13%	(25)	9%	(18)	36%	(67)	38%	(71)	189
Military HH: Yes	6%	(21)	14%	(50)	14%	(51)	48%	(172)	17%	(62)	356
Military HH: No	5%	(92)	14%	(253)	17%	(307)	44%	(817)	20%	(375)	1844
RD/WT: Right Direction	5%	(36)	14%	(101)	16%	(113)	46%	(322)	18%	(129)	701
RD/WT: Wrong Track	5%	(77)	13%	(202)	16%	(245)	44%	(667)	21%	(308)	1499
Trump Job Approve	4%	(37)	13%	(121)	17%	(150)	48%	(439)	18%	(160)	909
Trump Job Disapprove	6%	(71)	15%	(171)	17%	(196)	44%	(511)	18%	(204)	1153
Trump Job Strongly Approve	4%	(21)	12%	(58)	13%	(65)	52%	(253)	18%	(88)	485
Trump Job Somewhat Approve	4%	(17)	15%	(63)	20%	(85)	44%	(186)	17%	(73)	424
Trump Job Somewhat Disapprove	9%	(23)	14%	(35)	14%	(36)	42%	(103)	21%	(51)	248
Trump Job Strongly Disapprove	5%	(47)	15%	(137)	18%	(160)	45%	(408)	17%	(152)	904

Continued on next page

Table HR16_16: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*

Lindsey Vonn

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	5%	(113)	14%	(303)	16%	(358)	45%	(988)	20%	(437)	2200
Favorable of Trump	5%	(48)	13%	(115)	17%	(149)	49%	(433)	16%	(145)	890
Unfavorable of Trump	5%	(59)	15%	(176)	17%	(198)	45%	(517)	18%	(207)	1156
Very Favorable of Trump	7%	(35)	12%	(62)	13%	(69)	51%	(262)	17%	(88)	515
Somewhat Favorable of Trump	4%	(14)	14%	(52)	21%	(80)	46%	(171)	15%	(57)	374
Somewhat Unfavorable of Trump	6%	(14)	17%	(36)	13%	(27)	44%	(95)	21%	(46)	217
Very Unfavorable of Trump	5%	(45)	15%	(140)	18%	(171)	45%	(422)	17%	(161)	939
#1 Issue: Economy	4%	(35)	17%	(135)	17%	(137)	46%	(359)	16%	(123)	789
#1 Issue: Security	3%	(7)	12%	(27)	14%	(32)	59%	(136)	12%	(28)	230
#1 Issue: Health Care	6%	(23)	16%	(61)	17%	(65)	44%	(172)	18%	(70)	392
#1 Issue: Medicare / Social Security	4%	(12)	9%	(27)	18%	(53)	47%	(141)	21%	(63)	296
#1 Issue: Women's Issues	6%	(6)	15%	(14)	13%	(13)	33%	(32)	33%	(31)	96
#1 Issue: Education	10%	(15)	9%	(14)	15%	(22)	41%	(59)	24%	(36)	146
#1 Issue: Energy	9%	(8)	14%	(13)	19%	(18)	30%	(28)	28%	(25)	91
#1 Issue: Other	4%	(7)	8%	(12)	11%	(18)	38%	(61)	38%	(61)	160
2018 House Vote: Democrat	6%	(46)	17%	(123)	22%	(159)	43%	(314)	13%	(95)	737
2018 House Vote: Republican	4%	(25)	15%	(94)	16%	(101)	52%	(331)	13%	(85)	636
2018 House Vote: Someone else	8%	(7)	9%	(8)	17%	(15)	47%	(40)	19%	(16)	86
2016 Vote: Hillary Clinton	7%	(45)	18%	(123)	20%	(136)	42%	(290)	13%	(89)	684
2016 Vote: Donald Trump	4%	(26)	14%	(90)	17%	(112)	52%	(349)	13%	(87)	665
2016 Vote: Other	5%	(7)	12%	(16)	24%	(31)	44%	(58)	14%	(19)	130
2016 Vote: Didn't Vote	5%	(36)	10%	(74)	11%	(79)	40%	(289)	34%	(243)	720
Voted in 2014: Yes	5%	(68)	16%	(202)	18%	(241)	47%	(610)	14%	(182)	1303
Voted in 2014: No	5%	(45)	11%	(101)	13%	(117)	42%	(378)	29%	(256)	897
2012 Vote: Barack Obama	7%	(57)	15%	(123)	19%	(153)	42%	(333)	16%	(125)	791
2012 Vote: Mitt Romney	4%	(19)	14%	(73)	18%	(92)	53%	(266)	11%	(56)	506
2012 Vote: Other	2%	(2)	11%	(10)	16%	(14)	55%	(48)	15%	(13)	87
2012 Vote: Didn't Vote	4%	(36)	12%	(97)	12%	(98)	42%	(337)	30%	(242)	811

Continued on next page

Table HR16_16: And specifically, how interested would you be in a documentary series or movie about the following athletes?

Lindsey Vonn

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	5%	(113)	14%	(303)	16%	(358)	45%	(988)	20%	(437)	2200
4-Region: Northeast	5%	(21)	15%	(61)	19%	(74)	44%	(173)	17%	(65)	394
4-Region: Midwest	4%	(20)	13%	(58)	18%	(85)	50%	(230)	15%	(70)	462
4-Region: South	5%	(41)	15%	(120)	14%	(119)	45%	(368)	21%	(176)	824
4-Region: West	6%	(32)	12%	(64)	16%	(81)	42%	(217)	24%	(126)	520
Watch TV: Every day	6%	(65)	15%	(160)	19%	(203)	44%	(480)	17%	(181)	1088
Watch TV: Several times per week	5%	(23)	17%	(83)	14%	(72)	46%	(229)	18%	(92)	500
Watch TV: About once per week	2%	(2)	13%	(17)	16%	(22)	48%	(66)	23%	(31)	138
Watch TV: Several times per month	4%	(5)	17%	(21)	16%	(20)	44%	(53)	18%	(22)	121
Watch TV: About once per month	2%	(2)	10%	(6)	20%	(13)	40%	(25)	28%	(18)	63
Watch TV: Less often than once per month	7%	(6)	8%	(7)	10%	(9)	53%	(49)	22%	(20)	91
Watch TV: Never	6%	(11)	4%	(8)	10%	(20)	44%	(87)	37%	(73)	199
Watch Movies: Every day	8%	(33)	14%	(62)	17%	(73)	40%	(172)	22%	(94)	433
Watch Movies: Several times per week	5%	(26)	17%	(91)	17%	(92)	46%	(255)	16%	(85)	549
Watch Movies: About once per week	5%	(19)	15%	(56)	20%	(75)	44%	(168)	16%	(61)	380
Watch Movies: Several times per month	6%	(13)	17%	(39)	14%	(32)	42%	(95)	20%	(46)	227
Watch Movies: About once per month	2%	(4)	14%	(29)	13%	(29)	50%	(105)	21%	(45)	212
Watch Movies: Less often than once per month	6%	(12)	8%	(16)	15%	(28)	51%	(98)	20%	(38)	193
Watch Movies: Never	3%	(6)	5%	(9)	14%	(29)	46%	(94)	33%	(68)	206
Watch Sporting Events: Every day	17%	(28)	21%	(33)	20%	(31)	32%	(50)	10%	(16)	158
Watch Sporting Events: Several times per week	9%	(23)	26%	(66)	24%	(62)	29%	(76)	12%	(30)	258
Watch Sporting Events: About once per week	9%	(18)	24%	(47)	23%	(45)	32%	(63)	13%	(26)	198
Watch Sporting Events: Several times per month	5%	(11)	21%	(45)	22%	(46)	33%	(68)	19%	(40)	209
Watch Sporting Events: About once per month	4%	(6)	13%	(21)	21%	(34)	45%	(73)	17%	(27)	161
Watch Sporting Events: Less often than once per month	5%	(18)	12%	(47)	18%	(69)	43%	(167)	23%	(92)	393
Watch Sporting Events: Never	1%	(10)	6%	(46)	9%	(70)	60%	(491)	25%	(207)	823
Cable TV: Currently subscribe	6%	(54)	16%	(152)	16%	(153)	44%	(428)	19%	(181)	968
Cable TV: Subscribed in past	4%	(27)	15%	(111)	19%	(140)	46%	(350)	17%	(128)	756
Cable TV: Never subscribed	7%	(33)	8%	(40)	14%	(65)	44%	(210)	27%	(129)	476

Continued on next page

Table HR16_16: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*

Lindsey Vonn

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	5%	(113)	14%	(303)	16%	(358)	45%	(988)	20%	(437)	2200
Satellite TV: Currently subscribe	6%	(31)	15%	(74)	14%	(73)	40%	(203)	25%	(125)	508
Satellite TV: Subscribed in past	4%	(26)	15%	(90)	17%	(101)	43%	(256)	21%	(128)	601
Satellite TV: Never subscribed	5%	(56)	13%	(139)	17%	(183)	48%	(528)	17%	(185)	1092
Streaming Services: Currently subscribe	5%	(68)	15%	(202)	16%	(217)	44%	(599)	20%	(266)	1353
Streaming Services: Subscribed in past	5%	(11)	18%	(39)	17%	(35)	39%	(81)	21%	(44)	210
Streaming Services: Never subscribed	5%	(34)	10%	(62)	17%	(105)	48%	(308)	20%	(127)	637
Film: An avid fan	9%	(62)	16%	(110)	16%	(115)	38%	(267)	22%	(152)	706
Film: A casual fan	4%	(46)	14%	(169)	17%	(209)	48%	(581)	17%	(212)	1218
Film: Not a fan	2%	(6)	9%	(24)	12%	(34)	51%	(140)	26%	(73)	276
Television: An avid fan	8%	(72)	16%	(154)	19%	(179)	40%	(387)	17%	(166)	958
Television: A casual fan	4%	(37)	13%	(136)	15%	(160)	50%	(524)	19%	(200)	1058
Television: Not a fan	2%	(3)	7%	(13)	11%	(20)	42%	(77)	38%	(71)	184
Music: An avid fan	7%	(79)	16%	(169)	16%	(171)	39%	(415)	22%	(233)	1067
Music: A casual fan	3%	(32)	12%	(121)	17%	(171)	51%	(499)	16%	(156)	979
Music: Not a fan	2%	(3)	9%	(13)	10%	(16)	48%	(75)	31%	(48)	155
Fashion: An avid fan	10%	(31)	16%	(48)	15%	(46)	34%	(104)	25%	(76)	304
Fashion: A casual fan	5%	(41)	16%	(141)	18%	(162)	41%	(370)	20%	(183)	897
Fashion: Not a fan	4%	(41)	11%	(114)	15%	(150)	51%	(514)	18%	(179)	999

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

Table HR16_17: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Steffi Graf

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	5%	(102)	13%	(286)	17%	(383)	44%	(962)	21%	(467)	2200
Gender: Male	6%	(62)	16%	(167)	19%	(199)	40%	(420)	20%	(214)	1062
Gender: Female	3%	(40)	10%	(119)	16%	(184)	48%	(541)	22%	(253)	1138
Age: 18-34	2%	(15)	9%	(60)	17%	(110)	35%	(231)	36%	(239)	655
Age: 35-44	7%	(25)	15%	(55)	15%	(54)	42%	(151)	20%	(72)	358
Age: 45-64	6%	(48)	15%	(115)	17%	(131)	47%	(351)	14%	(106)	751
Age: 65+	3%	(13)	13%	(56)	20%	(88)	53%	(229)	11%	(50)	436
GenZers: 1997-2012	1%	(3)	7%	(22)	16%	(51)	32%	(105)	44%	(142)	323
Millennials: 1981-1996	6%	(28)	14%	(70)	18%	(90)	36%	(183)	26%	(132)	503
GenXers: 1965-1980	6%	(32)	15%	(86)	15%	(85)	46%	(256)	18%	(99)	558
Baby Boomers: 1946-1964	5%	(37)	13%	(96)	18%	(131)	52%	(373)	12%	(85)	722
PID: Dem (no lean)	7%	(54)	13%	(103)	20%	(162)	38%	(304)	22%	(181)	804
PID: Ind (no lean)	3%	(22)	12%	(86)	16%	(113)	45%	(312)	24%	(168)	701
PID: Rep (no lean)	4%	(25)	14%	(97)	16%	(109)	50%	(346)	17%	(118)	696
PID/Gender: Dem Men	9%	(31)	14%	(50)	20%	(75)	33%	(123)	24%	(89)	368
PID/Gender: Dem Women	5%	(23)	12%	(54)	20%	(86)	42%	(181)	21%	(91)	435
PID/Gender: Ind Men	4%	(13)	16%	(54)	19%	(63)	39%	(133)	22%	(73)	337
PID/Gender: Ind Women	2%	(9)	9%	(31)	14%	(50)	49%	(179)	26%	(94)	364
PID/Gender: Rep Men	5%	(17)	18%	(63)	17%	(61)	46%	(165)	14%	(51)	357
PID/Gender: Rep Women	2%	(8)	10%	(34)	14%	(48)	54%	(181)	20%	(68)	339
Ideo: Liberal (1-3)	6%	(37)	14%	(89)	21%	(132)	38%	(240)	21%	(133)	632
Ideo: Moderate (4)	6%	(33)	15%	(80)	19%	(106)	40%	(220)	20%	(108)	546
Ideo: Conservative (5-7)	3%	(25)	14%	(109)	16%	(118)	52%	(393)	14%	(108)	753
Educ: < College	3%	(49)	10%	(157)	17%	(259)	44%	(671)	25%	(376)	1512
Educ: Bachelors degree	8%	(34)	19%	(85)	17%	(77)	44%	(196)	12%	(53)	444
Educ: Post-grad	8%	(19)	18%	(44)	19%	(47)	39%	(96)	16%	(39)	244
Income: Under 50k	4%	(51)	11%	(128)	14%	(168)	44%	(514)	27%	(318)	1178
Income: 50k-100k	4%	(27)	14%	(94)	24%	(158)	45%	(298)	12%	(80)	657
Income: 100k+	7%	(24)	18%	(65)	16%	(58)	41%	(150)	19%	(69)	365
Ethnicity: White	5%	(78)	13%	(224)	17%	(299)	47%	(817)	18%	(304)	1722
Ethnicity: Hispanic	5%	(17)	11%	(37)	14%	(50)	35%	(121)	35%	(124)	349

Continued on next page

Table HR16_17: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Steffi Graf

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	5%	(102)	13%	(286)	17%	(383)	44%	(962)	21%	(467)	2200
Ethnicity: Afr. Am.	4%	(11)	13%	(35)	21%	(57)	30%	(82)	33%	(89)	274
Ethnicity: Other	6%	(13)	14%	(28)	13%	(27)	31%	(62)	36%	(74)	204
All Christian	6%	(59)	17%	(165)	17%	(169)	46%	(451)	15%	(144)	988
All Non-Christian	4%	(5)	14%	(16)	17%	(18)	40%	(44)	24%	(26)	108
Atheist	5%	(5)	9%	(9)	22%	(22)	41%	(40)	22%	(21)	96
Agnostic/Nothing in particular	3%	(33)	10%	(97)	17%	(175)	42%	(427)	27%	(276)	1008
Religious Non-Protestant/Catholic	8%	(10)	17%	(24)	16%	(23)	37%	(51)	22%	(31)	140
Evangelical	5%	(29)	13%	(76)	18%	(105)	45%	(262)	18%	(107)	580
Non-Evangelical	5%	(39)	15%	(116)	18%	(147)	46%	(366)	16%	(130)	798
Community: Urban	5%	(29)	14%	(76)	16%	(87)	40%	(220)	26%	(143)	555
Community: Suburban	5%	(56)	15%	(153)	19%	(198)	43%	(450)	18%	(193)	1051
Community: Rural	3%	(17)	10%	(58)	17%	(98)	49%	(291)	22%	(131)	594
Employ: Private Sector	6%	(37)	16%	(95)	18%	(102)	44%	(259)	15%	(89)	582
Employ: Government	7%	(11)	14%	(24)	22%	(36)	39%	(64)	18%	(30)	165
Employ: Self-Employed	6%	(11)	12%	(23)	22%	(41)	43%	(81)	16%	(30)	186
Employ: Homemaker	5%	(8)	8%	(13)	13%	(21)	49%	(81)	25%	(41)	164
Employ: Retired	2%	(12)	13%	(59)	19%	(90)	53%	(248)	13%	(59)	467
Employ: Unemployed	5%	(15)	12%	(36)	16%	(48)	41%	(122)	25%	(75)	296
Employ: Other	3%	(6)	12%	(22)	10%	(18)	32%	(61)	43%	(81)	189
Military HH: Yes	6%	(22)	16%	(58)	15%	(54)	45%	(161)	17%	(61)	356
Military HH: No	4%	(80)	12%	(228)	18%	(330)	43%	(801)	22%	(405)	1844
RD/WT: Right Direction	4%	(28)	15%	(104)	15%	(106)	47%	(330)	19%	(133)	701
RD/WT: Wrong Track	5%	(74)	12%	(182)	18%	(277)	42%	(632)	22%	(333)	1499
Trump Job Approve	4%	(38)	13%	(117)	16%	(148)	48%	(440)	18%	(165)	909
Trump Job Disapprove	5%	(63)	14%	(161)	19%	(224)	42%	(485)	19%	(219)	1153
Trump Job Strongly Approve	5%	(22)	12%	(57)	13%	(63)	55%	(266)	16%	(78)	485
Trump Job Somewhat Approve	4%	(16)	14%	(60)	20%	(85)	41%	(175)	21%	(88)	424
Trump Job Somewhat Disapprove	4%	(9)	17%	(43)	21%	(53)	36%	(89)	22%	(55)	248
Trump Job Strongly Disapprove	6%	(55)	13%	(118)	19%	(172)	44%	(396)	18%	(164)	904

Continued on next page

Table HR16_17: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Steffi Graf

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion	Total N
Adults	5%	(102)	13%	(286)	17%	(383)	44%	(962)	21% (467)	2200
Favorable of Trump	4%	(38)	13%	(117)	17%	(149)	49%	(434)	17% (153)	890
Unfavorable of Trump	5%	(62)	14%	(158)	19%	(224)	42%	(489)	19% (223)	1156
Very Favorable of Trump	5%	(26)	13%	(65)	13%	(67)	53%	(274)	16% (84)	515
Somewhat Favorable of Trump	3%	(11)	14%	(52)	22%	(82)	43%	(160)	19% (69)	374
Somewhat Unfavorable of Trump	4%	(8)	15%	(33)	20%	(44)	41%	(88)	21% (45)	217
Very Unfavorable of Trump	6%	(55)	13%	(125)	19%	(181)	43%	(400)	19% (178)	939
#1 Issue: Economy	4%	(35)	15%	(121)	18%	(143)	45%	(357)	17% (134)	789
#1 Issue: Security	3%	(8)	9%	(21)	18%	(41)	55%	(125)	15% (35)	230
#1 Issue: Health Care	5%	(19)	16%	(64)	18%	(72)	42%	(163)	19% (74)	392
#1 Issue: Medicare / Social Security	3%	(9)	13%	(37)	15%	(44)	47%	(138)	23% (68)	296
#1 Issue: Women's Issues	5%	(4)	9%	(8)	16%	(15)	30%	(29)	41% (39)	96
#1 Issue: Education	8%	(12)	9%	(14)	18%	(26)	40%	(59)	25% (36)	146
#1 Issue: Energy	8%	(7)	9%	(8)	24%	(22)	32%	(30)	27% (25)	91
#1 Issue: Other	5%	(8)	8%	(13)	14%	(22)	38%	(61)	35% (56)	160
2018 House Vote: Democrat	7%	(52)	15%	(108)	21%	(156)	43%	(315)	14% (106)	737
2018 House Vote: Republican	4%	(26)	16%	(103)	17%	(109)	50%	(317)	13% (81)	636
2018 House Vote: Someone else	1%	(1)	13%	(11)	9%	(8)	48%	(41)	30% (26)	86
2016 Vote: Hillary Clinton	7%	(48)	16%	(108)	21%	(141)	41%	(283)	15% (104)	684
2016 Vote: Donald Trump	4%	(29)	14%	(96)	17%	(115)	52%	(345)	12% (81)	665
2016 Vote: Other	5%	(7)	15%	(19)	22%	(29)	42%	(55)	16% (21)	130
2016 Vote: Didn't Vote	3%	(18)	9%	(64)	14%	(98)	39%	(277)	36% (262)	720
Voted in 2014: Yes	5%	(69)	16%	(205)	20%	(255)	46%	(599)	14% (176)	1303
Voted in 2014: No	4%	(33)	9%	(82)	14%	(128)	40%	(363)	32% (290)	897
2012 Vote: Barack Obama	7%	(52)	15%	(120)	21%	(164)	42%	(333)	15% (122)	791
2012 Vote: Mitt Romney	4%	(21)	17%	(88)	18%	(89)	51%	(257)	10% (51)	506
2012 Vote: Other	4%	(4)	10%	(9)	18%	(16)	54%	(47)	13% (11)	87
2012 Vote: Didn't Vote	3%	(25)	9%	(69)	14%	(114)	40%	(321)	35% (281)	811

Continued on next page

Table HR16_17: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Steffi Graf

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	5%	(102)	13%	(286)	17%	(383)	44%	(962)	21%	(467)	2200
4-Region: Northeast	4%	(17)	14%	(57)	16%	(62)	46%	(183)	19%	(75)	394
4-Region: Midwest	4%	(18)	12%	(57)	18%	(83)	48%	(221)	18%	(84)	462
4-Region: South	5%	(37)	14%	(113)	18%	(145)	42%	(342)	23%	(187)	824
4-Region: West	6%	(30)	12%	(60)	18%	(93)	42%	(216)	23%	(121)	520
Watch TV: Every day	6%	(64)	13%	(144)	19%	(209)	44%	(475)	18%	(197)	1088
Watch TV: Several times per week	4%	(22)	14%	(71)	16%	(78)	46%	(232)	19%	(96)	500
Watch TV: About once per week	2%	(3)	10%	(13)	18%	(24)	48%	(66)	22%	(31)	138
Watch TV: Several times per month	2%	(3)	17%	(21)	25%	(31)	42%	(51)	13%	(16)	121
Watch TV: About once per month	4%	(2)	14%	(9)	16%	(10)	34%	(21)	33%	(21)	63
Watch TV: Less often than once per month	2%	(2)	16%	(14)	12%	(11)	39%	(36)	30%	(27)	91
Watch TV: Never	3%	(6)	7%	(14)	10%	(20)	41%	(81)	39%	(78)	199
Watch Movies: Every day	9%	(38)	12%	(51)	18%	(80)	36%	(155)	25%	(109)	433
Watch Movies: Several times per week	4%	(22)	15%	(80)	19%	(105)	46%	(253)	16%	(90)	549
Watch Movies: About once per week	4%	(14)	13%	(49)	22%	(82)	45%	(172)	17%	(63)	380
Watch Movies: Several times per month	3%	(8)	16%	(37)	17%	(39)	42%	(95)	21%	(48)	227
Watch Movies: About once per month	4%	(9)	10%	(21)	18%	(38)	45%	(95)	23%	(48)	212
Watch Movies: Less often than once per month	2%	(3)	17%	(34)	9%	(17)	52%	(102)	20%	(38)	193
Watch Movies: Never	4%	(7)	7%	(14)	11%	(23)	44%	(91)	34%	(70)	206
Watch Sporting Events: Every day	10%	(17)	20%	(32)	24%	(38)	25%	(40)	20%	(31)	158
Watch Sporting Events: Several times per week	9%	(23)	22%	(56)	22%	(55)	34%	(86)	14%	(37)	258
Watch Sporting Events: About once per week	5%	(10)	19%	(37)	21%	(41)	34%	(68)	21%	(42)	198
Watch Sporting Events: Several times per month	5%	(11)	23%	(48)	17%	(36)	36%	(74)	19%	(41)	209
Watch Sporting Events: About once per month	6%	(9)	13%	(21)	28%	(45)	38%	(61)	15%	(24)	161
Watch Sporting Events: Less often than once per month	4%	(17)	14%	(53)	19%	(76)	40%	(157)	23%	(90)	393
Watch Sporting Events: Never	2%	(16)	5%	(39)	11%	(91)	58%	(475)	25%	(202)	823
Cable TV: Currently subscribe	5%	(49)	15%	(144)	18%	(178)	43%	(414)	19%	(183)	968
Cable TV: Subscribed in past	4%	(31)	12%	(93)	19%	(147)	45%	(344)	19%	(142)	756
Cable TV: Never subscribed	5%	(22)	10%	(50)	12%	(59)	43%	(204)	30%	(142)	476

Continued on next page

Table HR16_17: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Steffi Graf

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion	Total N
Adults	5%	(102)	13%	(286)	17%	(383)	44%	(962)	21% (467)	2200
Satellite TV: Currently subscribe	5%	(25)	13%	(67)	16%	(83)	42%	(214)	23% (119)	508
Satellite TV: Subscribed in past	5%	(28)	13%	(77)	17%	(100)	44%	(261)	22% (134)	601
Satellite TV: Never subscribed	4%	(49)	13%	(142)	18%	(200)	45%	(486)	20% (214)	1092
Streaming Services: Currently subscribe	5%	(64)	13%	(173)	17%	(233)	44%	(597)	21% (286)	1353
Streaming Services: Subscribed in past	2%	(4)	17%	(35)	21%	(44)	41%	(86)	19% (41)	210
Streaming Services: Never subscribed	5%	(33)	12%	(79)	17%	(106)	44%	(279)	22% (140)	637
Film: An avid fan	9%	(66)	14%	(96)	18%	(130)	35%	(245)	24% (169)	706
Film: A casual fan	2%	(30)	14%	(166)	18%	(224)	48%	(578)	18% (219)	1218
Film: Not a fan	2%	(6)	9%	(24)	11%	(29)	50%	(138)	29% (79)	276
Television: An avid fan	8%	(75)	15%	(142)	18%	(172)	40%	(382)	20% (187)	958
Television: A casual fan	2%	(22)	12%	(128)	19%	(196)	47%	(502)	20% (210)	1058
Television: Not a fan	3%	(5)	9%	(17)	8%	(15)	42%	(77)	38% (70)	184
Music: An avid fan	6%	(66)	14%	(149)	18%	(194)	38%	(404)	24% (254)	1067
Music: A casual fan	3%	(26)	14%	(132)	18%	(177)	49%	(479)	17% (164)	979
Music: Not a fan	6%	(10)	3%	(5)	8%	(12)	51%	(79)	32% (49)	155
Fashion: An avid fan	6%	(19)	14%	(42)	17%	(51)	33%	(101)	30% (91)	304
Fashion: A casual fan	5%	(47)	15%	(137)	19%	(167)	40%	(355)	21% (191)	897
Fashion: Not a fan	4%	(35)	11%	(107)	17%	(165)	51%	(507)	19% (185)	999

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

Table HR16_18: And specifically, how interested would you be in a documentary series or movie about the following athletes?

Abby Wambach

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	3%	(75)	9%	(190)	15%	(325)	46%	(1010)	27%	(600)	2200
Gender: Male	4%	(38)	11%	(122)	18%	(186)	43%	(454)	25%	(261)	1062
Gender: Female	3%	(37)	6%	(68)	12%	(138)	49%	(556)	30%	(339)	1138
Age: 18-34	5%	(34)	11%	(75)	15%	(101)	36%	(236)	32%	(210)	655
Age: 35-44	5%	(18)	13%	(45)	16%	(57)	43%	(152)	24%	(85)	358
Age: 45-64	3%	(19)	6%	(46)	15%	(110)	50%	(376)	26%	(199)	751
Age: 65+	1%	(4)	5%	(23)	13%	(57)	56%	(246)	24%	(107)	436
GenZers: 1997-2012	4%	(13)	9%	(29)	15%	(48)	33%	(107)	39%	(126)	323
Millennials: 1981-1996	6%	(31)	14%	(68)	17%	(86)	39%	(194)	24%	(123)	503
GenXers: 1965-1980	3%	(15)	9%	(53)	13%	(75)	47%	(263)	27%	(152)	558
Baby Boomers: 1946-1964	2%	(16)	5%	(33)	15%	(105)	54%	(388)	25%	(179)	722
PID: Dem (no lean)	5%	(41)	11%	(85)	19%	(150)	39%	(310)	27%	(217)	804
PID: Ind (no lean)	2%	(16)	8%	(57)	11%	(80)	48%	(335)	30%	(213)	701
PID: Rep (no lean)	3%	(18)	7%	(48)	14%	(95)	53%	(365)	24%	(170)	696
PID/Gender: Dem Men	6%	(23)	13%	(48)	21%	(78)	34%	(126)	26%	(94)	368
PID/Gender: Dem Women	4%	(19)	9%	(38)	16%	(72)	42%	(184)	28%	(123)	435
PID/Gender: Ind Men	2%	(6)	13%	(43)	13%	(42)	44%	(149)	29%	(96)	337
PID/Gender: Ind Women	3%	(11)	4%	(14)	10%	(37)	51%	(185)	32%	(117)	364
PID/Gender: Rep Men	3%	(10)	9%	(31)	18%	(66)	50%	(179)	20%	(71)	357
PID/Gender: Rep Women	2%	(8)	5%	(17)	9%	(29)	55%	(187)	29%	(99)	339
Ideo: Liberal (1-3)	5%	(34)	13%	(83)	18%	(111)	39%	(248)	25%	(155)	632
Ideo: Moderate (4)	4%	(22)	10%	(53)	18%	(99)	43%	(234)	25%	(139)	546
Ideo: Conservative (5-7)	2%	(17)	6%	(42)	13%	(94)	56%	(420)	24%	(180)	753
Educ: < College	3%	(43)	7%	(105)	14%	(207)	46%	(690)	31%	(467)	1512
Educ: Bachelors degree	4%	(17)	12%	(54)	17%	(74)	50%	(221)	18%	(79)	444
Educ: Post-grad	6%	(15)	13%	(31)	18%	(44)	41%	(100)	22%	(55)	244
Income: Under 50k	3%	(34)	7%	(85)	12%	(146)	45%	(529)	33%	(384)	1178
Income: 50k-100k	3%	(20)	10%	(68)	18%	(121)	49%	(322)	19%	(126)	657
Income: 100k+	6%	(21)	10%	(37)	16%	(57)	44%	(159)	25%	(91)	365
Ethnicity: White	3%	(50)	8%	(146)	14%	(247)	49%	(843)	25%	(436)	1722
Ethnicity: Hispanic	5%	(17)	8%	(29)	19%	(65)	33%	(115)	35%	(123)	349

Continued on next page

Table HR16_18: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Abby Wambach

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	3%	(75)	9%	(190)	15%	(325)	46%	(1010)	27%	(600)	2200
Ethnicity: Afr. Am.	4%	(10)	11%	(29)	18%	(50)	38%	(105)	29%	(80)	274
Ethnicity: Other	7%	(14)	7%	(15)	13%	(27)	31%	(63)	41%	(85)	204
All Christian	3%	(30)	9%	(90)	15%	(146)	49%	(484)	24%	(238)	988
All Non-Christian	5%	(6)	9%	(10)	19%	(21)	39%	(42)	27%	(29)	108
Atheist	5%	(5)	9%	(8)	14%	(14)	49%	(47)	23%	(22)	96
Agnostic/Nothing in particular	3%	(34)	8%	(81)	14%	(144)	43%	(438)	31%	(311)	1008
Religious Non-Protestant/Catholic	6%	(8)	11%	(15)	19%	(27)	36%	(50)	28%	(39)	140
Evangelical	4%	(21)	8%	(47)	16%	(91)	47%	(271)	26%	(151)	580
Non-Evangelical	3%	(22)	8%	(67)	15%	(121)	50%	(400)	24%	(188)	798
Community: Urban	5%	(28)	10%	(57)	15%	(84)	41%	(226)	29%	(160)	555
Community: Suburban	4%	(39)	10%	(101)	15%	(159)	45%	(476)	26%	(276)	1051
Community: Rural	1%	(8)	5%	(32)	14%	(81)	52%	(309)	28%	(164)	594
Employ: Private Sector	4%	(23)	13%	(74)	16%	(94)	48%	(277)	20%	(114)	582
Employ: Government	7%	(12)	10%	(17)	17%	(28)	45%	(74)	21%	(34)	165
Employ: Self-Employed	5%	(9)	9%	(16)	23%	(43)	43%	(80)	20%	(38)	186
Employ: Homemaker	4%	(6)	6%	(10)	10%	(16)	49%	(80)	31%	(51)	164
Employ: Retired	1%	(4)	5%	(23)	13%	(61)	56%	(260)	25%	(119)	467
Employ: Unemployed	4%	(11)	6%	(17)	11%	(31)	45%	(134)	35%	(104)	296
Employ: Other	1%	(2)	8%	(15)	11%	(22)	35%	(66)	44%	(84)	189
Military HH: Yes	2%	(8)	10%	(35)	14%	(50)	53%	(190)	21%	(73)	356
Military HH: No	4%	(67)	8%	(155)	15%	(274)	45%	(821)	29%	(527)	1844
RD/WT: Right Direction	3%	(24)	9%	(64)	14%	(96)	49%	(344)	25%	(172)	701
RD/WT: Wrong Track	3%	(51)	8%	(125)	15%	(228)	44%	(666)	29%	(428)	1499
Trump Job Approve	3%	(27)	7%	(60)	14%	(126)	51%	(467)	25%	(227)	909
Trump Job Disapprove	4%	(46)	11%	(122)	16%	(186)	44%	(505)	26%	(295)	1153
Trump Job Strongly Approve	3%	(13)	5%	(26)	14%	(68)	58%	(279)	20%	(98)	485
Trump Job Somewhat Approve	3%	(14)	8%	(34)	14%	(58)	44%	(188)	31%	(129)	424
Trump Job Somewhat Disapprove	3%	(9)	13%	(33)	18%	(45)	39%	(96)	27%	(67)	248
Trump Job Strongly Disapprove	4%	(37)	10%	(89)	16%	(142)	45%	(409)	25%	(228)	904

Continued on next page

Table HR16_18: And specifically, how interested would you be in a documentary series or movie about the following athletes?

Abby Wambach

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	3%	(75)	9%	(190)	15%	(325)	46%	(1010)	27%	(600)	2200
Favorable of Trump	3%	(27)	7%	(62)	13%	(119)	52%	(461)	25%	(222)	890
Unfavorable of Trump	4%	(44)	10%	(117)	17%	(192)	44%	(512)	25%	(292)	1156
Very Favorable of Trump	3%	(16)	7%	(34)	13%	(66)	57%	(292)	21%	(107)	515
Somewhat Favorable of Trump	3%	(11)	7%	(27)	14%	(52)	45%	(169)	31%	(115)	374
Somewhat Unfavorable of Trump	3%	(8)	10%	(22)	19%	(41)	44%	(95)	24%	(53)	217
Very Unfavorable of Trump	4%	(36)	10%	(95)	16%	(151)	44%	(417)	25%	(239)	939
#1 Issue: Economy	4%	(31)	10%	(76)	14%	(107)	49%	(389)	24%	(186)	789
#1 Issue: Security	1%	(2)	5%	(12)	15%	(34)	57%	(131)	22%	(50)	230
#1 Issue: Health Care	3%	(11)	12%	(47)	17%	(68)	45%	(176)	23%	(89)	392
#1 Issue: Medicare / Social Security	1%	(2)	6%	(16)	15%	(45)	46%	(137)	32%	(95)	296
#1 Issue: Women's Issues	5%	(4)	8%	(8)	21%	(20)	32%	(30)	35%	(34)	96
#1 Issue: Education	9%	(13)	7%	(11)	15%	(22)	40%	(58)	29%	(42)	146
#1 Issue: Energy	9%	(9)	13%	(12)	20%	(19)	23%	(21)	35%	(32)	91
#1 Issue: Other	1%	(2)	5%	(8)	6%	(10)	43%	(69)	45%	(72)	160
2018 House Vote: Democrat	5%	(35)	13%	(96)	18%	(136)	43%	(319)	21%	(152)	737
2018 House Vote: Republican	2%	(12)	7%	(44)	14%	(87)	56%	(357)	21%	(136)	636
2018 House Vote: Someone else	2%	(2)	6%	(5)	14%	(12)	47%	(40)	32%	(28)	86
2016 Vote: Hillary Clinton	5%	(35)	12%	(85)	18%	(126)	44%	(300)	20%	(137)	684
2016 Vote: Donald Trump	2%	(12)	6%	(43)	14%	(94)	56%	(373)	21%	(143)	665
2016 Vote: Other	3%	(3)	12%	(15)	12%	(15)	43%	(55)	31%	(41)	130
2016 Vote: Didn't Vote	3%	(24)	7%	(47)	12%	(89)	39%	(280)	39%	(279)	720
Voted in 2014: Yes	3%	(43)	9%	(120)	16%	(209)	50%	(648)	22%	(284)	1303
Voted in 2014: No	4%	(33)	8%	(70)	13%	(116)	40%	(362)	35%	(316)	897
2012 Vote: Barack Obama	5%	(36)	12%	(96)	17%	(135)	44%	(346)	23%	(179)	791
2012 Vote: Mitt Romney	1%	(8)	5%	(25)	16%	(79)	57%	(286)	21%	(107)	506
2012 Vote: Other	2%	(2)	8%	(7)	6%	(5)	59%	(51)	25%	(22)	87
2012 Vote: Didn't Vote	4%	(30)	8%	(62)	13%	(105)	40%	(324)	36%	(290)	811

Continued on next page

Table HR16_18: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Abby Wambach

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	3%	(75)	9%	(190)	15%	(325)	46%	(1010)	27%	(600)	2200
4-Region: Northeast	4%	(18)	10%	(39)	16%	(62)	43%	(171)	26%	(104)	394
4-Region: Midwest	2%	(9)	9%	(42)	18%	(84)	49%	(227)	22%	(101)	462
4-Region: South	3%	(24)	8%	(67)	13%	(111)	47%	(387)	29%	(235)	824
4-Region: West	5%	(25)	8%	(42)	13%	(68)	43%	(226)	31%	(160)	520
Watch TV: Every day	4%	(43)	9%	(97)	15%	(159)	47%	(508)	26%	(282)	1088
Watch TV: Several times per week	3%	(17)	10%	(50)	15%	(75)	47%	(235)	24%	(122)	500
Watch TV: About once per week	3%	(5)	3%	(4)	21%	(28)	42%	(58)	31%	(43)	138
Watch TV: Several times per month	7%	(8)	16%	(20)	16%	(19)	42%	(51)	19%	(23)	121
Watch TV: About once per month	—	(0)	8%	(5)	12%	(8)	32%	(20)	47%	(30)	63
Watch TV: Less often than once per month	—	(0)	11%	(10)	14%	(13)	55%	(50)	20%	(19)	91
Watch TV: Never	1%	(2)	2%	(4)	11%	(22)	44%	(88)	41%	(82)	199
Watch Movies: Every day	4%	(17)	9%	(38)	18%	(77)	39%	(169)	30%	(131)	433
Watch Movies: Several times per week	4%	(22)	11%	(60)	16%	(91)	48%	(262)	21%	(115)	549
Watch Movies: About once per week	3%	(12)	9%	(36)	17%	(63)	46%	(174)	25%	(95)	380
Watch Movies: Several times per month	4%	(8)	13%	(29)	14%	(32)	46%	(105)	23%	(53)	227
Watch Movies: About once per month	6%	(13)	5%	(10)	13%	(27)	46%	(98)	31%	(65)	212
Watch Movies: Less often than once per month	1%	(1)	6%	(12)	8%	(15)	54%	(104)	31%	(61)	193
Watch Movies: Never	1%	(3)	2%	(4)	10%	(20)	48%	(98)	39%	(80)	206
Watch Sporting Events: Every day	11%	(17)	15%	(23)	21%	(33)	35%	(54)	19%	(30)	158
Watch Sporting Events: Several times per week	7%	(17)	18%	(45)	21%	(54)	36%	(93)	19%	(49)	258
Watch Sporting Events: About once per week	5%	(9)	19%	(37)	16%	(32)	33%	(66)	27%	(54)	198
Watch Sporting Events: Several times per month	5%	(10)	13%	(26)	18%	(37)	37%	(77)	28%	(59)	209
Watch Sporting Events: About once per month	2%	(4)	11%	(17)	19%	(30)	44%	(72)	24%	(38)	161
Watch Sporting Events: Less often than once per month	3%	(10)	7%	(27)	16%	(64)	42%	(164)	33%	(128)	393
Watch Sporting Events: Never	1%	(8)	2%	(13)	9%	(75)	59%	(484)	29%	(242)	823
Cable TV: Currently subscribe	4%	(39)	10%	(99)	15%	(148)	45%	(437)	25%	(246)	968
Cable TV: Subscribed in past	3%	(19)	8%	(60)	17%	(131)	47%	(354)	25%	(192)	756
Cable TV: Never subscribed	4%	(17)	7%	(31)	10%	(46)	46%	(220)	34%	(162)	476

Continued on next page

Table HR16_18: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Abby Wambach

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	3%	(75)	9%	(190)	15%	(325)	46%	(1010)	27%	(600)	2200
Satellite TV: Currently subscribe	4%	(18)	8%	(40)	16%	(81)	44%	(226)	28%	(143)	508
Satellite TV: Subscribed in past	4%	(21)	9%	(52)	16%	(95)	44%	(263)	28%	(170)	601
Satellite TV: Never subscribed	3%	(36)	9%	(97)	14%	(149)	48%	(522)	26%	(287)	1092
Streaming Services: Currently subscribe	4%	(50)	9%	(128)	15%	(203)	46%	(625)	26%	(346)	1353
Streaming Services: Subscribed in past	3%	(7)	9%	(19)	19%	(41)	41%	(86)	28%	(58)	210
Streaming Services: Never subscribed	3%	(18)	7%	(42)	13%	(81)	47%	(300)	31%	(196)	637
Film: An avid fan	5%	(38)	12%	(83)	16%	(114)	38%	(265)	29%	(206)	706
Film: A casual fan	2%	(30)	8%	(92)	15%	(182)	50%	(608)	25%	(305)	1218
Film: Not a fan	2%	(7)	5%	(14)	10%	(29)	50%	(138)	32%	(89)	276
Television: An avid fan	4%	(39)	10%	(98)	17%	(159)	42%	(399)	28%	(264)	958
Television: A casual fan	3%	(29)	7%	(75)	15%	(156)	50%	(531)	25%	(267)	1058
Television: Not a fan	4%	(7)	9%	(17)	5%	(10)	44%	(81)	38%	(69)	184
Music: An avid fan	5%	(49)	10%	(111)	16%	(167)	41%	(435)	28%	(304)	1067
Music: A casual fan	2%	(24)	7%	(70)	15%	(145)	51%	(498)	25%	(242)	979
Music: Not a fan	1%	(2)	6%	(9)	8%	(12)	50%	(77)	36%	(55)	155
Fashion: An avid fan	8%	(26)	12%	(36)	13%	(40)	33%	(101)	34%	(103)	304
Fashion: A casual fan	3%	(31)	10%	(89)	17%	(154)	41%	(369)	28%	(254)	897
Fashion: Not a fan	2%	(18)	7%	(66)	13%	(131)	54%	(540)	24%	(243)	999

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

Table HR16_19: And specifically, how interested would you be in a documentary series or movie about the following athletes?

Michelle Kwan

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(122)	15%	(325)	18%	(392)	42%	(915)	20%	(446)	2200
Gender: Male	6%	(63)	14%	(146)	20%	(215)	40%	(428)	20%	(210)	1062
Gender: Female	5%	(59)	16%	(179)	15%	(176)	43%	(488)	21%	(236)	1138
Age: 18-34	6%	(38)	12%	(80)	17%	(111)	31%	(205)	34%	(222)	655
Age: 35-44	8%	(27)	18%	(66)	20%	(71)	38%	(135)	16%	(59)	358
Age: 45-64	5%	(39)	15%	(109)	18%	(137)	47%	(353)	15%	(114)	751
Age: 65+	4%	(19)	16%	(70)	17%	(73)	51%	(223)	12%	(52)	436
GenZers: 1997-2012	4%	(12)	8%	(27)	15%	(50)	28%	(90)	45%	(144)	323
Millennials: 1981-1996	7%	(37)	18%	(90)	21%	(103)	34%	(170)	20%	(103)	503
GenXers: 1965-1980	7%	(39)	14%	(77)	17%	(94)	45%	(252)	17%	(96)	558
Baby Boomers: 1946-1964	4%	(30)	16%	(118)	18%	(128)	49%	(357)	12%	(88)	722
PID: Dem (no lean)	8%	(62)	17%	(134)	19%	(155)	36%	(290)	20%	(162)	804
PID: Ind (no lean)	4%	(31)	14%	(98)	14%	(99)	43%	(303)	24%	(169)	701
PID: Rep (no lean)	4%	(29)	13%	(93)	20%	(137)	46%	(322)	16%	(115)	696
PID/Gender: Dem Men	8%	(29)	16%	(58)	21%	(77)	33%	(120)	23%	(85)	368
PID/Gender: Dem Women	8%	(33)	18%	(76)	18%	(78)	39%	(170)	18%	(77)	435
PID/Gender: Ind Men	5%	(18)	14%	(47)	17%	(57)	42%	(140)	22%	(74)	337
PID/Gender: Ind Women	4%	(13)	14%	(51)	12%	(42)	45%	(163)	26%	(95)	364
PID/Gender: Rep Men	4%	(16)	12%	(41)	23%	(81)	47%	(167)	14%	(51)	357
PID/Gender: Rep Women	4%	(13)	15%	(51)	17%	(56)	46%	(155)	19%	(63)	339
Ideo: Liberal (1-3)	9%	(54)	19%	(118)	20%	(125)	36%	(225)	17%	(109)	632
Ideo: Moderate (4)	6%	(31)	18%	(96)	18%	(99)	38%	(206)	21%	(114)	546
Ideo: Conservative (5-7)	4%	(30)	12%	(93)	18%	(135)	52%	(389)	14%	(107)	753
Educ: < College	4%	(63)	12%	(189)	17%	(263)	42%	(633)	24%	(365)	1512
Educ: Bachelors degree	6%	(27)	21%	(95)	18%	(81)	45%	(199)	9%	(41)	444
Educ: Post-grad	13%	(32)	17%	(41)	20%	(48)	34%	(83)	16%	(39)	244
Income: Under 50k	5%	(64)	13%	(154)	14%	(168)	41%	(485)	26%	(306)	1178
Income: 50k-100k	6%	(36)	16%	(108)	24%	(157)	43%	(285)	11%	(71)	657
Income: 100k+	6%	(22)	17%	(63)	18%	(66)	40%	(145)	19%	(69)	365
Ethnicity: White	5%	(90)	15%	(259)	18%	(305)	45%	(779)	17%	(289)	1722
Ethnicity: Hispanic	7%	(26)	12%	(42)	14%	(48)	32%	(113)	34%	(120)	349

Continued on next page

Table HR16_19: And specifically, how interested would you be in a documentary series or movie about the following athletes?

Michelle Kwan

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(122)	15%	(325)	18%	(392)	42%	(915)	20%	(446)	2200
Ethnicity: Afr. Am.	6%	(16)	14%	(38)	18%	(49)	34%	(93)	29%	(79)	274
Ethnicity: Other	8%	(16)	14%	(28)	19%	(38)	22%	(44)	38%	(78)	204
All Christian	7%	(70)	16%	(159)	19%	(188)	43%	(429)	14%	(142)	988
All Non-Christian	7%	(8)	15%	(16)	18%	(19)	36%	(39)	25%	(27)	108
Atheist	4%	(4)	11%	(11)	20%	(19)	49%	(47)	16%	(15)	96
Agnostic/Nothing in particular	4%	(40)	14%	(139)	16%	(165)	40%	(401)	26%	(262)	1008
Religious Non-Protestant/Catholic	6%	(8)	16%	(23)	21%	(29)	31%	(44)	25%	(35)	140
Evangelical	6%	(34)	16%	(93)	17%	(99)	42%	(246)	19%	(108)	580
Non-Evangelical	7%	(53)	14%	(109)	20%	(157)	45%	(363)	15%	(117)	798
Community: Urban	8%	(45)	14%	(80)	17%	(95)	35%	(196)	25%	(139)	555
Community: Suburban	6%	(59)	17%	(178)	19%	(205)	41%	(427)	17%	(182)	1051
Community: Rural	3%	(19)	11%	(67)	15%	(92)	49%	(292)	21%	(125)	594
Employ: Private Sector	8%	(45)	18%	(103)	18%	(104)	44%	(254)	13%	(77)	582
Employ: Government	7%	(11)	17%	(28)	25%	(41)	33%	(55)	18%	(30)	165
Employ: Self-Employed	5%	(9)	16%	(29)	19%	(36)	45%	(83)	15%	(28)	186
Employ: Homemaker	5%	(8)	14%	(24)	16%	(26)	45%	(74)	20%	(32)	164
Employ: Retired	5%	(24)	15%	(69)	18%	(82)	50%	(234)	13%	(59)	467
Employ: Unemployed	4%	(13)	12%	(35)	17%	(51)	37%	(111)	29%	(87)	296
Employ: Other	2%	(5)	10%	(19)	15%	(28)	34%	(65)	39%	(73)	189
Military HH: Yes	5%	(16)	16%	(59)	17%	(62)	44%	(156)	18%	(64)	356
Military HH: No	6%	(106)	14%	(266)	18%	(330)	41%	(760)	21%	(382)	1844
RD/WT: Right Direction	5%	(35)	15%	(105)	19%	(136)	43%	(304)	17%	(121)	701
RD/WT: Wrong Track	6%	(87)	15%	(220)	17%	(256)	41%	(611)	22%	(325)	1499
Trump Job Approve	4%	(36)	13%	(121)	19%	(170)	46%	(421)	18%	(160)	909
Trump Job Disapprove	7%	(85)	17%	(192)	18%	(209)	40%	(462)	18%	(204)	1153
Trump Job Strongly Approve	4%	(20)	11%	(52)	15%	(75)	54%	(261)	16%	(78)	485
Trump Job Somewhat Approve	4%	(17)	16%	(70)	23%	(95)	38%	(160)	19%	(82)	424
Trump Job Somewhat Disapprove	7%	(19)	21%	(51)	14%	(35)	36%	(91)	21%	(53)	248
Trump Job Strongly Disapprove	7%	(66)	16%	(141)	19%	(174)	41%	(371)	17%	(151)	904

Continued on next page

Table HR16_19: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*

Michelle Kwan

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(122)	15%	(325)	18%	(392)	42%	(915)	20%	(446)	2200
Favorable of Trump	4%	(37)	13%	(118)	19%	(173)	46%	(410)	17%	(151)	890
Unfavorable of Trump	7%	(84)	16%	(190)	18%	(208)	41%	(469)	18%	(205)	1156
Very Favorable of Trump	5%	(26)	11%	(55)	16%	(84)	52%	(266)	16%	(84)	515
Somewhat Favorable of Trump	3%	(10)	17%	(63)	24%	(89)	39%	(145)	18%	(67)	374
Somewhat Unfavorable of Trump	6%	(14)	19%	(41)	15%	(33)	40%	(88)	19%	(42)	217
Very Unfavorable of Trump	7%	(70)	16%	(150)	19%	(175)	41%	(381)	17%	(163)	939
#1 Issue: Economy	6%	(48)	15%	(116)	18%	(141)	45%	(358)	16%	(127)	789
#1 Issue: Security	3%	(7)	15%	(34)	18%	(40)	51%	(117)	13%	(31)	230
#1 Issue: Health Care	6%	(24)	18%	(73)	18%	(71)	42%	(164)	16%	(61)	392
#1 Issue: Medicare / Social Security	4%	(12)	13%	(40)	18%	(55)	41%	(122)	23%	(67)	296
#1 Issue: Women's Issues	4%	(4)	15%	(14)	13%	(13)	31%	(30)	37%	(35)	96
#1 Issue: Education	7%	(10)	13%	(19)	18%	(27)	25%	(37)	36%	(53)	146
#1 Issue: Energy	10%	(9)	12%	(11)	26%	(24)	29%	(27)	24%	(22)	91
#1 Issue: Other	5%	(9)	11%	(18)	13%	(21)	39%	(62)	32%	(51)	160
2018 House Vote: Democrat	9%	(63)	19%	(139)	19%	(139)	41%	(302)	13%	(94)	737
2018 House Vote: Republican	4%	(28)	14%	(88)	21%	(131)	49%	(312)	12%	(77)	636
2018 House Vote: Someone else	3%	(3)	15%	(13)	15%	(13)	43%	(37)	24%	(20)	86
2016 Vote: Hillary Clinton	8%	(56)	20%	(139)	19%	(127)	40%	(270)	13%	(91)	684
2016 Vote: Donald Trump	4%	(28)	14%	(93)	20%	(133)	50%	(333)	12%	(77)	665
2016 Vote: Other	6%	(8)	15%	(20)	24%	(31)	40%	(52)	15%	(19)	130
2016 Vote: Didn't Vote	4%	(30)	10%	(72)	14%	(100)	36%	(259)	36%	(259)	720
Voted in 2014: Yes	6%	(80)	17%	(222)	20%	(262)	44%	(578)	12%	(162)	1303
Voted in 2014: No	5%	(42)	12%	(103)	14%	(130)	38%	(338)	32%	(284)	897
2012 Vote: Barack Obama	7%	(55)	20%	(161)	19%	(150)	40%	(319)	13%	(106)	791
2012 Vote: Mitt Romney	4%	(20)	17%	(85)	21%	(104)	50%	(253)	9%	(43)	506
2012 Vote: Other	4%	(4)	12%	(10)	19%	(17)	48%	(42)	17%	(14)	87
2012 Vote: Didn't Vote	5%	(43)	8%	(65)	15%	(121)	37%	(299)	35%	(282)	811

Continued on next page

Table HR16_19: And specifically, how interested would you be in a documentary series or movie about the following athletes?

Michelle Kwan

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(122)	15%	(325)	18%	(392)	42%	(915)	20%	(446)	2200
4-Region: Northeast	7%	(27)	15%	(60)	17%	(68)	44%	(173)	17%	(65)	394
4-Region: Midwest	4%	(20)	15%	(67)	23%	(104)	44%	(205)	14%	(66)	462
4-Region: South	5%	(39)	13%	(111)	18%	(145)	42%	(347)	22%	(183)	824
4-Region: West	7%	(37)	17%	(86)	14%	(75)	37%	(191)	25%	(132)	520
Watch TV: Every day	7%	(72)	16%	(171)	18%	(201)	43%	(466)	16%	(179)	1088
Watch TV: Several times per week	5%	(27)	18%	(90)	18%	(90)	41%	(204)	18%	(88)	500
Watch TV: About once per week	4%	(6)	9%	(12)	18%	(25)	42%	(58)	28%	(38)	138
Watch TV: Several times per month	6%	(7)	17%	(20)	19%	(23)	41%	(50)	17%	(20)	121
Watch TV: About once per month	8%	(5)	9%	(6)	22%	(14)	28%	(18)	32%	(20)	63
Watch TV: Less often than once per month	3%	(3)	12%	(11)	10%	(10)	49%	(45)	25%	(23)	91
Watch TV: Never	1%	(2)	8%	(15)	14%	(28)	38%	(76)	39%	(78)	199
Watch Movies: Every day	9%	(38)	12%	(53)	18%	(76)	37%	(160)	25%	(107)	433
Watch Movies: Several times per week	5%	(28)	18%	(100)	20%	(108)	43%	(235)	14%	(77)	549
Watch Movies: About once per week	6%	(24)	17%	(64)	19%	(74)	41%	(157)	16%	(62)	380
Watch Movies: Several times per month	3%	(7)	17%	(39)	20%	(46)	38%	(87)	21%	(48)	227
Watch Movies: About once per month	6%	(14)	10%	(22)	18%	(37)	45%	(95)	21%	(44)	212
Watch Movies: Less often than once per month	3%	(6)	16%	(32)	11%	(21)	50%	(97)	19%	(38)	193
Watch Movies: Never	3%	(5)	7%	(15)	14%	(29)	41%	(85)	35%	(71)	206
Watch Sporting Events: Every day	11%	(17)	19%	(31)	20%	(31)	32%	(51)	18%	(28)	158
Watch Sporting Events: Several times per week	8%	(21)	22%	(58)	23%	(58)	32%	(82)	15%	(39)	258
Watch Sporting Events: About once per week	10%	(21)	19%	(38)	24%	(48)	30%	(59)	16%	(33)	198
Watch Sporting Events: Several times per month	7%	(15)	26%	(54)	16%	(33)	34%	(71)	17%	(36)	209
Watch Sporting Events: About once per month	6%	(9)	13%	(22)	27%	(43)	35%	(56)	20%	(32)	161
Watch Sporting Events: Less often than once per month	5%	(21)	16%	(64)	18%	(70)	39%	(153)	22%	(85)	393
Watch Sporting Events: Never	2%	(17)	7%	(59)	13%	(107)	54%	(445)	24%	(194)	823
Cable TV: Currently subscribe	6%	(62)	15%	(144)	19%	(181)	41%	(396)	19%	(184)	968
Cable TV: Subscribed in past	5%	(37)	17%	(130)	20%	(151)	42%	(317)	16%	(120)	756
Cable TV: Never subscribed	5%	(23)	11%	(51)	12%	(59)	42%	(202)	30%	(142)	476

Continued on next page

Table HR16_19: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Michelle Kwan

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(122)	15%	(325)	18%	(392)	42%	(915)	20%	(446)	2200
Satellite TV: Currently subscribe	4%	(20)	14%	(71)	17%	(88)	42%	(212)	23%	(117)	508
Satellite TV: Subscribed in past	6%	(35)	17%	(100)	18%	(106)	40%	(241)	20%	(119)	601
Satellite TV: Never subscribed	6%	(67)	14%	(154)	18%	(198)	42%	(462)	19%	(210)	1092
Streaming Services: Currently subscribe	6%	(82)	14%	(193)	18%	(239)	42%	(565)	20%	(273)	1353
Streaming Services: Subscribed in past	6%	(13)	16%	(34)	22%	(46)	37%	(77)	19%	(40)	210
Streaming Services: Never subscribed	4%	(27)	15%	(97)	17%	(106)	43%	(274)	21%	(133)	637
Film: An avid fan	9%	(66)	16%	(113)	17%	(122)	36%	(256)	21%	(150)	706
Film: A casual fan	4%	(50)	16%	(196)	19%	(232)	44%	(531)	17%	(210)	1218
Film: Not a fan	2%	(7)	6%	(16)	14%	(38)	47%	(129)	31%	(86)	276
Television: An avid fan	8%	(74)	17%	(164)	19%	(184)	39%	(370)	17%	(167)	958
Television: A casual fan	4%	(40)	14%	(144)	18%	(187)	45%	(481)	19%	(206)	1058
Television: Not a fan	5%	(9)	9%	(17)	11%	(21)	35%	(65)	40%	(73)	184
Music: An avid fan	7%	(78)	14%	(154)	19%	(201)	36%	(382)	24%	(251)	1067
Music: A casual fan	4%	(36)	16%	(158)	19%	(181)	46%	(452)	16%	(153)	979
Music: Not a fan	6%	(9)	9%	(13)	6%	(9)	52%	(81)	27%	(42)	155
Fashion: An avid fan	12%	(35)	12%	(37)	17%	(52)	27%	(83)	32%	(96)	304
Fashion: A casual fan	7%	(59)	19%	(174)	18%	(165)	37%	(329)	19%	(170)	897
Fashion: Not a fan	3%	(28)	11%	(113)	17%	(174)	50%	(504)	18%	(180)	999

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

Table HR16_20: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Tonya Harding

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(134)	16%	(357)	16%	(355)	47%	(1034)	15%	(319)	2200
Gender: Male	7%	(76)	17%	(177)	18%	(190)	43%	(460)	15%	(159)	1062
Gender: Female	5%	(58)	16%	(180)	15%	(166)	50%	(574)	14%	(160)	1138
Age: 18-34	7%	(43)	18%	(118)	16%	(106)	31%	(204)	28%	(185)	655
Age: 35-44	10%	(35)	24%	(84)	15%	(54)	41%	(147)	10%	(38)	358
Age: 45-64	5%	(41)	15%	(109)	16%	(120)	54%	(404)	10%	(77)	751
Age: 65+	4%	(16)	11%	(46)	17%	(75)	64%	(280)	4%	(19)	436
GenZers: 1997-2012	5%	(17)	16%	(53)	13%	(41)	32%	(102)	34%	(110)	323
Millennials: 1981-1996	9%	(47)	23%	(114)	18%	(93)	32%	(161)	18%	(89)	503
GenXers: 1965-1980	7%	(41)	18%	(101)	15%	(83)	47%	(264)	12%	(68)	558
Baby Boomers: 1946-1964	4%	(28)	11%	(77)	16%	(114)	63%	(453)	7%	(50)	722
PID: Dem (no lean)	8%	(65)	18%	(145)	19%	(150)	40%	(325)	15%	(120)	804
PID: Ind (no lean)	5%	(37)	17%	(117)	12%	(87)	48%	(336)	18%	(124)	701
PID: Rep (no lean)	5%	(33)	14%	(96)	17%	(119)	54%	(373)	11%	(75)	696
PID/Gender: Dem Men	8%	(30)	19%	(70)	20%	(72)	35%	(130)	18%	(67)	368
PID/Gender: Dem Women	8%	(35)	17%	(75)	18%	(77)	45%	(195)	12%	(54)	435
PID/Gender: Ind Men	8%	(26)	18%	(61)	14%	(46)	45%	(152)	15%	(52)	337
PID/Gender: Ind Women	3%	(11)	15%	(56)	11%	(41)	51%	(184)	20%	(72)	364
PID/Gender: Rep Men	6%	(21)	13%	(46)	20%	(72)	50%	(178)	11%	(40)	357
PID/Gender: Rep Women	4%	(12)	15%	(50)	14%	(47)	58%	(195)	10%	(34)	339
Ideo: Liberal (1-3)	8%	(50)	23%	(145)	19%	(119)	37%	(234)	13%	(83)	632
Ideo: Moderate (4)	8%	(43)	17%	(96)	16%	(85)	46%	(249)	13%	(73)	546
Ideo: Conservative (5-7)	5%	(35)	12%	(93)	16%	(123)	58%	(440)	8%	(62)	753
Educ: < College	6%	(87)	16%	(236)	15%	(231)	46%	(701)	17%	(257)	1512
Educ: Bachelors degree	7%	(31)	18%	(81)	18%	(80)	49%	(218)	8%	(34)	444
Educ: Post-grad	7%	(17)	16%	(40)	18%	(44)	47%	(115)	12%	(28)	244
Income: Under 50k	6%	(68)	15%	(180)	14%	(161)	46%	(547)	19%	(222)	1178
Income: 50k-100k	7%	(45)	17%	(114)	20%	(131)	49%	(322)	7%	(45)	657
Income: 100k+	6%	(22)	17%	(63)	17%	(64)	45%	(164)	14%	(52)	365
Ethnicity: White	5%	(88)	16%	(279)	17%	(289)	51%	(873)	11%	(194)	1722
Ethnicity: Hispanic	6%	(20)	18%	(63)	16%	(56)	32%	(111)	28%	(99)	349

Continued on next page

Table HR16_20: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Tonya Harding

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(134)	16%	(357)	16%	(355)	47%	(1034)	15%	(319)	2200
Ethnicity: Afr. Am.	10%	(26)	16%	(44)	15%	(41)	36%	(99)	23%	(64)	274
Ethnicity: Other	10%	(20)	17%	(34)	13%	(26)	31%	(63)	30%	(61)	204
All Christian	5%	(50)	18%	(182)	18%	(180)	50%	(495)	8%	(81)	988
All Non-Christian	8%	(8)	10%	(11)	15%	(16)	48%	(52)	19%	(21)	108
Atheist	7%	(7)	17%	(16)	15%	(14)	43%	(41)	19%	(18)	96
Agnostic/Nothing in particular	7%	(69)	15%	(148)	14%	(146)	44%	(446)	20%	(199)	1008
Religious Non-Protestant/Catholic	10%	(13)	9%	(12)	15%	(21)	49%	(68)	18%	(25)	140
Evangelical	6%	(35)	17%	(98)	16%	(95)	48%	(279)	13%	(73)	580
Non-Evangelical	5%	(43)	17%	(135)	18%	(144)	50%	(400)	9%	(76)	798
Community: Urban	7%	(40)	19%	(107)	14%	(77)	40%	(222)	20%	(109)	555
Community: Suburban	6%	(63)	17%	(182)	17%	(183)	48%	(506)	11%	(116)	1051
Community: Rural	5%	(31)	11%	(68)	16%	(96)	51%	(306)	16%	(93)	594
Employ: Private Sector	8%	(47)	20%	(116)	18%	(105)	47%	(271)	7%	(43)	582
Employ: Government	10%	(17)	21%	(35)	17%	(29)	34%	(57)	17%	(27)	165
Employ: Self-Employed	7%	(13)	17%	(31)	22%	(40)	43%	(81)	11%	(21)	186
Employ: Homemaker	5%	(9)	13%	(22)	8%	(13)	53%	(87)	20%	(33)	164
Employ: Retired	3%	(14)	11%	(52)	18%	(85)	61%	(287)	6%	(29)	467
Employ: Unemployed	5%	(15)	14%	(41)	14%	(41)	50%	(149)	17%	(50)	296
Employ: Other	7%	(13)	14%	(26)	9%	(18)	32%	(61)	38%	(71)	189
Military HH: Yes	6%	(23)	16%	(57)	18%	(64)	50%	(177)	10%	(35)	356
Military HH: No	6%	(111)	16%	(300)	16%	(291)	46%	(857)	15%	(284)	1844
RD/WT: Right Direction	6%	(40)	16%	(112)	15%	(107)	50%	(349)	13%	(94)	701
RD/WT: Wrong Track	6%	(94)	16%	(245)	17%	(249)	46%	(685)	15%	(226)	1499
Trump Job Approve	6%	(53)	15%	(138)	15%	(139)	52%	(469)	12%	(110)	909
Trump Job Disapprove	7%	(78)	18%	(210)	18%	(206)	46%	(525)	12%	(134)	1153
Trump Job Strongly Approve	6%	(29)	12%	(59)	14%	(66)	59%	(287)	9%	(44)	485
Trump Job Somewhat Approve	6%	(24)	18%	(78)	17%	(73)	43%	(182)	16%	(66)	424
Trump Job Somewhat Disapprove	10%	(25)	18%	(46)	16%	(40)	42%	(104)	13%	(34)	248
Trump Job Strongly Disapprove	6%	(53)	18%	(164)	18%	(166)	47%	(421)	11%	(100)	904

Continued on next page

Table HR16_20: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Tonya Harding

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(134)	16%	(357)	16%	(355)	47%	(1034)	15%	(319)	2200
Favorable of Trump	6%	(54)	15%	(131)	16%	(142)	53%	(470)	10%	(93)	890
Unfavorable of Trump	7%	(76)	19%	(218)	17%	(200)	45%	(524)	12%	(138)	1156
Very Favorable of Trump	6%	(33)	14%	(73)	13%	(69)	57%	(296)	9%	(44)	515
Somewhat Favorable of Trump	6%	(21)	15%	(58)	20%	(74)	46%	(174)	13%	(48)	374
Somewhat Unfavorable of Trump	10%	(22)	19%	(42)	15%	(32)	41%	(89)	15%	(32)	217
Very Unfavorable of Trump	6%	(54)	19%	(176)	18%	(168)	46%	(435)	11%	(106)	939
#1 Issue: Economy	7%	(53)	18%	(139)	18%	(141)	47%	(374)	10%	(82)	789
#1 Issue: Security	5%	(10)	11%	(25)	11%	(26)	62%	(143)	11%	(25)	230
#1 Issue: Health Care	5%	(20)	20%	(78)	16%	(64)	45%	(178)	13%	(52)	392
#1 Issue: Medicare / Social Security	3%	(9)	13%	(40)	17%	(50)	51%	(152)	15%	(45)	296
#1 Issue: Women's Issues	5%	(5)	20%	(19)	12%	(12)	31%	(30)	32%	(31)	96
#1 Issue: Education	12%	(18)	17%	(25)	19%	(28)	31%	(45)	20%	(29)	146
#1 Issue: Energy	11%	(10)	22%	(20)	14%	(13)	33%	(30)	20%	(18)	91
#1 Issue: Other	6%	(9)	8%	(13)	13%	(21)	51%	(82)	23%	(36)	160
2018 House Vote: Democrat	8%	(59)	19%	(137)	20%	(149)	45%	(329)	9%	(64)	737
2018 House Vote: Republican	5%	(33)	15%	(96)	16%	(100)	56%	(359)	7%	(48)	636
2018 House Vote: Someone else	3%	(2)	16%	(14)	13%	(11)	51%	(44)	18%	(15)	86
2016 Vote: Hillary Clinton	7%	(48)	19%	(128)	20%	(136)	46%	(313)	8%	(58)	684
2016 Vote: Donald Trump	6%	(40)	13%	(88)	17%	(114)	57%	(376)	7%	(47)	665
2016 Vote: Other	4%	(5)	22%	(29)	13%	(17)	52%	(68)	9%	(12)	130
2016 Vote: Didn't Vote	6%	(41)	16%	(113)	12%	(89)	38%	(274)	28%	(203)	720
Voted in 2014: Yes	6%	(83)	16%	(208)	18%	(240)	52%	(672)	8%	(101)	1303
Voted in 2014: No	6%	(52)	17%	(149)	13%	(116)	40%	(362)	24%	(218)	897
2012 Vote: Barack Obama	8%	(60)	18%	(145)	19%	(153)	47%	(368)	8%	(65)	791
2012 Vote: Mitt Romney	4%	(22)	15%	(77)	17%	(86)	58%	(293)	5%	(27)	506
2012 Vote: Other	5%	(5)	12%	(10)	14%	(13)	61%	(53)	7%	(6)	87
2012 Vote: Didn't Vote	6%	(48)	15%	(123)	13%	(104)	39%	(316)	27%	(220)	811

Continued on next page

Table HR16_20: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Tonya Harding

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(134)	16%	(357)	16%	(355)	47%	(1034)	15%	(319)	2200
4-Region: Northeast	5%	(18)	19%	(77)	19%	(77)	45%	(179)	11%	(44)	394
4-Region: Midwest	7%	(30)	18%	(85)	16%	(73)	51%	(235)	9%	(39)	462
4-Region: South	6%	(46)	16%	(129)	15%	(127)	47%	(389)	16%	(133)	824
4-Region: West	8%	(40)	13%	(67)	15%	(78)	44%	(231)	20%	(103)	520
Watch TV: Every day	8%	(82)	17%	(183)	18%	(191)	47%	(510)	11%	(122)	1088
Watch TV: Several times per week	4%	(22)	22%	(109)	17%	(84)	46%	(229)	11%	(55)	500
Watch TV: About once per week	3%	(4)	13%	(18)	20%	(28)	46%	(64)	17%	(24)	138
Watch TV: Several times per month	9%	(11)	12%	(14)	10%	(12)	57%	(70)	11%	(14)	121
Watch TV: About once per month	7%	(5)	13%	(8)	18%	(11)	38%	(24)	24%	(15)	63
Watch TV: Less often than once per month	6%	(6)	14%	(13)	7%	(6)	52%	(47)	21%	(19)	91
Watch TV: Never	2%	(4)	6%	(12)	11%	(21)	46%	(91)	35%	(70)	199
Watch Movies: Every day	9%	(39)	17%	(74)	16%	(70)	39%	(170)	19%	(81)	433
Watch Movies: Several times per week	6%	(34)	22%	(121)	17%	(92)	47%	(257)	8%	(46)	549
Watch Movies: About once per week	6%	(22)	17%	(64)	19%	(74)	49%	(186)	9%	(34)	380
Watch Movies: Several times per month	9%	(20)	15%	(33)	15%	(34)	45%	(103)	16%	(37)	227
Watch Movies: About once per month	4%	(9)	11%	(24)	17%	(35)	51%	(108)	16%	(35)	212
Watch Movies: Less often than once per month	4%	(8)	16%	(30)	14%	(28)	52%	(100)	14%	(28)	193
Watch Movies: Never	2%	(3)	5%	(11)	11%	(23)	54%	(111)	28%	(58)	206
Watch Sporting Events: Every day	14%	(23)	22%	(35)	19%	(30)	29%	(45)	15%	(24)	158
Watch Sporting Events: Several times per week	8%	(20)	26%	(68)	15%	(38)	42%	(109)	9%	(24)	258
Watch Sporting Events: About once per week	13%	(25)	19%	(38)	19%	(39)	37%	(73)	12%	(23)	198
Watch Sporting Events: Several times per month	8%	(16)	17%	(35)	21%	(44)	44%	(92)	11%	(23)	209
Watch Sporting Events: About once per month	9%	(15)	14%	(23)	24%	(38)	42%	(68)	11%	(17)	161
Watch Sporting Events: Less often than once per month	5%	(19)	20%	(80)	19%	(76)	42%	(165)	13%	(53)	393
Watch Sporting Events: Never	2%	(16)	9%	(78)	11%	(91)	59%	(483)	19%	(155)	823
Cable TV: Currently subscribe	6%	(59)	18%	(177)	17%	(163)	46%	(447)	13%	(122)	968
Cable TV: Subscribed in past	7%	(52)	17%	(126)	17%	(131)	48%	(364)	11%	(83)	756
Cable TV: Never subscribed	5%	(24)	11%	(54)	13%	(62)	47%	(223)	24%	(114)	476

Continued on next page

Table HR16_20: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Tonya Harding

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(134)	16%	(357)	16%	(355)	47%	(1034)	15%	(319)	2200
Satellite TV: Currently subscribe	7%	(33)	15%	(75)	14%	(73)	44%	(225)	20%	(102)	508
Satellite TV: Subscribed in past	6%	(36)	19%	(117)	17%	(104)	45%	(273)	12%	(70)	601
Satellite TV: Never subscribed	6%	(65)	15%	(165)	16%	(178)	49%	(536)	13%	(147)	1092
Streaming Services: Currently subscribe	6%	(81)	18%	(246)	17%	(226)	45%	(611)	14%	(188)	1353
Streaming Services: Subscribed in past	8%	(16)	17%	(36)	17%	(36)	44%	(93)	14%	(30)	210
Streaming Services: Never subscribed	6%	(37)	12%	(75)	15%	(94)	52%	(330)	16%	(101)	637
Film: An avid fan	9%	(64)	19%	(135)	18%	(125)	38%	(265)	17%	(118)	706
Film: A casual fan	5%	(63)	17%	(203)	16%	(190)	51%	(621)	12%	(140)	1218
Film: Not a fan	3%	(8)	7%	(19)	15%	(41)	53%	(148)	22%	(61)	276
Television: An avid fan	8%	(75)	19%	(184)	19%	(177)	42%	(403)	12%	(118)	958
Television: A casual fan	5%	(53)	15%	(156)	16%	(165)	51%	(545)	13%	(139)	1058
Television: Not a fan	3%	(6)	9%	(17)	7%	(13)	47%	(86)	34%	(62)	184
Music: An avid fan	8%	(87)	19%	(202)	18%	(187)	38%	(407)	17%	(183)	1067
Music: A casual fan	4%	(42)	15%	(145)	16%	(159)	54%	(532)	10%	(102)	979
Music: Not a fan	4%	(6)	7%	(10)	6%	(10)	61%	(95)	22%	(34)	155
Fashion: An avid fan	14%	(41)	16%	(48)	17%	(52)	29%	(89)	24%	(74)	304
Fashion: A casual fan	6%	(52)	21%	(185)	17%	(154)	43%	(382)	14%	(124)	897
Fashion: Not a fan	4%	(41)	12%	(124)	15%	(149)	56%	(564)	12%	(121)	999

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

Table HR16_21: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Tom Brady

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	13%	(288)	19%	(419)	14%	(312)	43%	(937)	11%	(244)	2200
Gender: Male	20%	(213)	22%	(238)	13%	(134)	35%	(370)	10%	(106)	1062
Gender: Female	7%	(75)	16%	(180)	16%	(178)	50%	(567)	12%	(138)	1138
Age: 18-34	20%	(131)	17%	(110)	14%	(91)	32%	(212)	17%	(111)	655
Age: 35-44	17%	(60)	22%	(77)	13%	(46)	38%	(136)	11%	(39)	358
Age: 45-64	10%	(72)	19%	(140)	13%	(100)	49%	(366)	10%	(73)	751
Age: 65+	6%	(25)	21%	(91)	17%	(75)	51%	(223)	5%	(23)	436
GenZers: 1997-2012	17%	(54)	15%	(47)	15%	(50)	30%	(96)	24%	(76)	323
Millennials: 1981-1996	22%	(111)	20%	(101)	14%	(70)	34%	(173)	10%	(48)	503
GenXers: 1965-1980	14%	(78)	21%	(115)	10%	(58)	43%	(238)	12%	(68)	558
Baby Boomers: 1946-1964	5%	(37)	18%	(126)	17%	(126)	53%	(384)	7%	(48)	722
PID: Dem (no lean)	13%	(105)	17%	(139)	17%	(133)	40%	(325)	13%	(101)	804
PID: Ind (no lean)	13%	(91)	17%	(117)	11%	(80)	46%	(320)	13%	(94)	701
PID: Rep (no lean)	13%	(92)	23%	(163)	14%	(99)	42%	(292)	7%	(50)	696
PID/Gender: Dem Men	20%	(73)	20%	(73)	12%	(46)	35%	(130)	13%	(46)	368
PID/Gender: Dem Women	7%	(32)	15%	(66)	20%	(87)	45%	(196)	12%	(54)	435
PID/Gender: Ind Men	20%	(67)	20%	(66)	12%	(41)	37%	(124)	12%	(39)	337
PID/Gender: Ind Women	6%	(23)	14%	(51)	11%	(39)	54%	(196)	15%	(55)	364
PID/Gender: Rep Men	20%	(72)	28%	(99)	13%	(47)	33%	(117)	6%	(21)	357
PID/Gender: Rep Women	6%	(20)	19%	(64)	15%	(52)	52%	(175)	8%	(29)	339
Ideo: Liberal (1-3)	14%	(86)	18%	(114)	15%	(95)	44%	(277)	9%	(60)	632
Ideo: Moderate (4)	13%	(73)	18%	(100)	17%	(93)	42%	(228)	9%	(52)	546
Ideo: Conservative (5-7)	13%	(100)	23%	(175)	14%	(103)	44%	(329)	6%	(46)	753
Educ: < College	12%	(178)	18%	(274)	14%	(207)	43%	(647)	14%	(206)	1512
Educ: Bachelors degree	16%	(71)	22%	(98)	15%	(66)	42%	(187)	5%	(21)	444
Educ: Post-grad	16%	(40)	19%	(46)	16%	(39)	42%	(103)	7%	(17)	244
Income: Under 50k	11%	(124)	17%	(201)	13%	(155)	43%	(511)	16%	(187)	1178
Income: 50k-100k	15%	(96)	20%	(132)	17%	(111)	45%	(296)	3%	(22)	657
Income: 100k+	19%	(68)	23%	(85)	13%	(46)	36%	(130)	10%	(36)	365
Ethnicity: White	11%	(196)	19%	(326)	14%	(247)	46%	(799)	9%	(154)	1722
Ethnicity: Hispanic	16%	(54)	16%	(55)	14%	(50)	32%	(114)	22%	(77)	349

Continued on next page

Table HR16_21: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Tom Brady

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	13%	(288)	19%	(419)	14%	(312)	43%	(937)	11%	(244)	2200
Ethnicity: Afr. Am.	19%	(52)	17%	(47)	16%	(44)	32%	(87)	17%	(45)	274
Ethnicity: Other	20%	(40)	23%	(46)	10%	(21)	25%	(52)	22%	(45)	204
All Christian	13%	(128)	23%	(226)	14%	(136)	43%	(425)	7%	(73)	988
All Non-Christian	17%	(18)	11%	(12)	17%	(19)	41%	(45)	14%	(15)	108
Atheist	23%	(22)	10%	(9)	14%	(13)	43%	(41)	11%	(10)	96
Agnostic/Nothing in particular	12%	(120)	17%	(172)	14%	(144)	42%	(427)	14%	(146)	1008
Religious Non-Protestant/Catholic	20%	(27)	15%	(21)	13%	(19)	36%	(51)	15%	(22)	140
Evangelical	13%	(77)	23%	(131)	11%	(66)	44%	(253)	9%	(52)	580
Non-Evangelical	12%	(97)	21%	(166)	16%	(126)	43%	(344)	8%	(64)	798
Community: Urban	17%	(92)	18%	(102)	13%	(74)	38%	(210)	14%	(76)	555
Community: Suburban	13%	(138)	20%	(212)	16%	(164)	42%	(442)	9%	(94)	1051
Community: Rural	10%	(57)	18%	(104)	12%	(74)	48%	(285)	12%	(74)	594
Employ: Private Sector	15%	(90)	23%	(133)	14%	(80)	43%	(253)	5%	(27)	582
Employ: Government	21%	(34)	24%	(40)	16%	(27)	32%	(52)	7%	(12)	165
Employ: Self-Employed	16%	(29)	15%	(27)	17%	(31)	48%	(89)	5%	(9)	186
Employ: Homemaker	3%	(5)	12%	(20)	11%	(18)	54%	(88)	21%	(34)	164
Employ: Retired	5%	(23)	19%	(89)	18%	(86)	51%	(239)	7%	(30)	467
Employ: Unemployed	14%	(43)	18%	(53)	11%	(34)	41%	(121)	15%	(46)	296
Employ: Other	17%	(32)	14%	(27)	9%	(17)	28%	(52)	32%	(60)	189
Military HH: Yes	12%	(43)	20%	(72)	13%	(45)	47%	(166)	8%	(30)	356
Military HH: No	13%	(245)	19%	(347)	14%	(267)	42%	(771)	12%	(215)	1844
RD/WT: Right Direction	15%	(107)	23%	(162)	14%	(102)	38%	(265)	9%	(65)	701
RD/WT: Wrong Track	12%	(181)	17%	(256)	14%	(210)	45%	(672)	12%	(179)	1499
Trump Job Approve	15%	(132)	22%	(199)	13%	(122)	42%	(381)	8%	(73)	909
Trump Job Disapprove	12%	(134)	18%	(203)	16%	(184)	45%	(523)	9%	(108)	1153
Trump Job Strongly Approve	16%	(79)	20%	(95)	11%	(52)	46%	(224)	7%	(35)	485
Trump Job Somewhat Approve	13%	(54)	24%	(104)	17%	(71)	37%	(157)	9%	(39)	424
Trump Job Somewhat Disapprove	14%	(36)	23%	(58)	16%	(39)	38%	(94)	9%	(22)	248
Trump Job Strongly Disapprove	11%	(99)	16%	(145)	16%	(145)	48%	(430)	9%	(86)	904

Continued on next page

Table HR16_21: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Tom Brady

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion	Total N
Adults	13%	(288)	19%	(419)	14%	(312)	43%	(937)	11% (244)	2200
Favorable of Trump	15%	(136)	22%	(200)	14%	(122)	41%	(369)	7% (63)	890
Unfavorable of Trump	12%	(134)	18%	(207)	16%	(184)	45%	(525)	9% (106)	1156
Very Favorable of Trump	17%	(90)	20%	(105)	11%	(55)	44%	(228)	7% (37)	515
Somewhat Favorable of Trump	12%	(47)	25%	(95)	18%	(66)	38%	(141)	7% (26)	374
Somewhat Unfavorable of Trump	15%	(32)	23%	(50)	14%	(31)	38%	(83)	10% (21)	217
Very Unfavorable of Trump	11%	(102)	17%	(157)	16%	(153)	47%	(442)	9% (85)	939
#1 Issue: Economy	17%	(134)	22%	(173)	15%	(118)	38%	(303)	8% (61)	789
#1 Issue: Security	12%	(28)	20%	(45)	12%	(28)	47%	(108)	9% (22)	230
#1 Issue: Health Care	9%	(36)	22%	(88)	14%	(55)	45%	(175)	10% (38)	392
#1 Issue: Medicare / Social Security	7%	(19)	15%	(44)	16%	(46)	50%	(148)	13% (38)	296
#1 Issue: Women's Issues	15%	(14)	19%	(19)	12%	(11)	35%	(33)	19% (18)	96
#1 Issue: Education	21%	(31)	17%	(25)	12%	(18)	36%	(52)	14% (20)	146
#1 Issue: Energy	10%	(9)	19%	(17)	14%	(12)	44%	(40)	13% (12)	91
#1 Issue: Other	10%	(16)	5%	(8)	15%	(23)	48%	(77)	22% (36)	160
2018 House Vote: Democrat	13%	(93)	18%	(133)	17%	(123)	45%	(333)	7% (54)	737
2018 House Vote: Republican	14%	(89)	24%	(153)	14%	(87)	44%	(277)	5% (30)	636
2018 House Vote: Someone else	10%	(8)	21%	(18)	19%	(16)	42%	(36)	8% (7)	86
2016 Vote: Hillary Clinton	12%	(82)	20%	(137)	17%	(113)	44%	(300)	8% (52)	684
2016 Vote: Donald Trump	12%	(82)	24%	(157)	14%	(96)	45%	(302)	4% (28)	665
2016 Vote: Other	15%	(20)	14%	(18)	15%	(20)	49%	(64)	6% (8)	130
2016 Vote: Didn't Vote	14%	(104)	15%	(107)	12%	(83)	37%	(270)	22% (156)	720
Voted in 2014: Yes	12%	(162)	21%	(279)	15%	(200)	44%	(578)	6% (84)	1303
Voted in 2014: No	14%	(126)	16%	(140)	12%	(111)	40%	(359)	18% (160)	897
2012 Vote: Barack Obama	13%	(101)	19%	(151)	15%	(120)	45%	(358)	8% (61)	791
2012 Vote: Mitt Romney	12%	(60)	26%	(133)	14%	(72)	43%	(219)	4% (22)	506
2012 Vote: Other	11%	(10)	18%	(15)	14%	(12)	49%	(43)	8% (7)	87
2012 Vote: Didn't Vote	14%	(117)	15%	(120)	13%	(108)	39%	(312)	19% (153)	811

Continued on next page

Table HR16_21: *And specifically, how interested would you be in a documentary series or movie about the following athletes?*
Tom Brady

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion	Total N
Adults	13%	(288)	19%	(419)	14%	(312)	43%	(937)	11% (244)	2200
4-Region: Northeast	15%	(59)	19%	(75)	16%	(64)	41%	(160)	9% (36)	394
4-Region: Midwest	9%	(42)	20%	(90)	14%	(66)	52%	(238)	6% (26)	462
4-Region: South	14%	(116)	20%	(164)	13%	(105)	42%	(343)	12% (97)	824
4-Region: West	14%	(72)	17%	(89)	15%	(77)	38%	(196)	17% (86)	520
Watch TV: Every day	15%	(160)	20%	(219)	16%	(169)	42%	(453)	8% (87)	1088
Watch TV: Several times per week	12%	(61)	20%	(100)	13%	(65)	47%	(237)	7% (37)	500
Watch TV: About once per week	14%	(20)	13%	(17)	10%	(13)	46%	(63)	18% (24)	138
Watch TV: Several times per month	8%	(9)	28%	(34)	14%	(17)	36%	(43)	13% (16)	121
Watch TV: About once per month	8%	(5)	23%	(14)	15%	(10)	32%	(21)	21% (14)	63
Watch TV: Less often than once per month	11%	(10)	21%	(19)	13%	(12)	46%	(42)	10% (9)	91
Watch TV: Never	12%	(23)	7%	(14)	13%	(26)	39%	(78)	29% (58)	199
Watch Movies: Every day	21%	(91)	21%	(91)	10%	(44)	34%	(149)	13% (58)	433
Watch Movies: Several times per week	13%	(73)	20%	(112)	18%	(98)	44%	(239)	5% (26)	549
Watch Movies: About once per week	10%	(39)	21%	(78)	14%	(55)	45%	(170)	10% (38)	380
Watch Movies: Several times per month	13%	(30)	25%	(56)	16%	(35)	40%	(91)	6% (14)	227
Watch Movies: About once per month	10%	(22)	15%	(32)	12%	(24)	51%	(108)	12% (25)	212
Watch Movies: Less often than once per month	8%	(15)	15%	(29)	14%	(27)	52%	(100)	12% (23)	193
Watch Movies: Never	8%	(16)	10%	(20)	14%	(28)	39%	(80)	29% (60)	206
Watch Sporting Events: Every day	41%	(65)	23%	(37)	8%	(13)	19%	(30)	8% (12)	158
Watch Sporting Events: Several times per week	30%	(77)	32%	(83)	13%	(34)	19%	(49)	6% (16)	258
Watch Sporting Events: About once per week	22%	(43)	27%	(53)	20%	(40)	27%	(54)	4% (8)	198
Watch Sporting Events: Several times per month	11%	(23)	25%	(52)	15%	(31)	41%	(86)	8% (18)	209
Watch Sporting Events: About once per month	10%	(16)	25%	(41)	23%	(36)	37%	(59)	6% (9)	161
Watch Sporting Events: Less often than once per month	10%	(38)	20%	(77)	17%	(66)	43%	(169)	11% (44)	393
Watch Sporting Events: Never	3%	(27)	9%	(76)	11%	(92)	59%	(489)	17% (138)	823
Cable TV: Currently subscribe	14%	(135)	21%	(202)	14%	(135)	41%	(401)	10% (96)	968
Cable TV: Subscribed in past	11%	(80)	19%	(146)	17%	(131)	44%	(330)	9% (69)	756
Cable TV: Never subscribed	15%	(73)	15%	(70)	10%	(45)	43%	(207)	17% (80)	476

Continued on next page

Table HR16_21: And specifically, how interested would you be in a documentary series or movie about the following athletes?
Tom Brady

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion	Total N
Adults	13%	(288)	19%	(419)	14%	(312)	43%	(937)	11% (244)	2200
Satellite TV: Currently subscribe	15%	(75)	16%	(84)	13%	(68)	40%	(203)	15% (78)	508
Satellite TV: Subscribed in past	12%	(72)	21%	(127)	16%	(94)	43%	(258)	8% (50)	601
Satellite TV: Never subscribed	13%	(141)	19%	(208)	14%	(149)	44%	(476)	11% (116)	1092
Streaming Services: Currently subscribe	14%	(186)	19%	(263)	15%	(201)	43%	(576)	9% (127)	1353
Streaming Services: Subscribed in past	16%	(33)	21%	(45)	13%	(28)	39%	(81)	11% (24)	210
Streaming Services: Never subscribed	11%	(69)	17%	(111)	13%	(83)	44%	(279)	15% (94)	637
Film: An avid fan	19%	(137)	20%	(138)	13%	(90)	35%	(248)	13% (93)	706
Film: A casual fan	11%	(130)	20%	(238)	16%	(191)	46%	(561)	8% (98)	1218
Film: Not a fan	8%	(21)	15%	(43)	11%	(31)	46%	(128)	20% (54)	276
Television: An avid fan	15%	(144)	20%	(192)	14%	(133)	41%	(389)	10% (100)	958
Television: A casual fan	11%	(118)	19%	(203)	15%	(162)	45%	(480)	9% (95)	1058
Television: Not a fan	14%	(26)	13%	(24)	9%	(16)	37%	(69)	27% (49)	184
Music: An avid fan	19%	(198)	20%	(210)	12%	(130)	37%	(396)	12% (132)	1067
Music: A casual fan	8%	(83)	19%	(189)	17%	(169)	47%	(464)	8% (74)	979
Music: Not a fan	5%	(7)	13%	(20)	8%	(12)	50%	(77)	24% (38)	155
Fashion: An avid fan	23%	(70)	17%	(52)	11%	(34)	31%	(94)	18% (54)	304
Fashion: A casual fan	13%	(118)	21%	(186)	17%	(152)	39%	(348)	10% (93)	897
Fashion: Not a fan	10%	(100)	18%	(180)	13%	(126)	50%	(495)	10% (98)	999

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

Table HR17_1: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NBA's Golden State Warriors featuring Stephen Curry, Klay Thompson and Kevin Durant

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(265)	15%	(323)	14%	(318)	48%	(1067)	10%	(228)	2200
Gender: Male	16%	(172)	20%	(210)	15%	(155)	41%	(431)	9%	(94)	1062
Gender: Female	8%	(93)	10%	(113)	14%	(163)	56%	(636)	12%	(134)	1138
Age: 18-34	20%	(133)	19%	(125)	14%	(94)	32%	(209)	15%	(95)	655
Age: 35-44	17%	(60)	18%	(64)	16%	(56)	39%	(139)	11%	(39)	358
Age: 45-64	7%	(55)	12%	(88)	14%	(103)	58%	(435)	9%	(70)	751
Age: 65+	4%	(17)	11%	(46)	15%	(64)	65%	(284)	6%	(24)	436
GenZers: 1997-2012	18%	(57)	20%	(64)	13%	(43)	33%	(106)	17%	(54)	323
Millennials: 1981-1996	22%	(111)	19%	(96)	17%	(85)	30%	(151)	12%	(60)	503
GenXers: 1965-1980	11%	(60)	14%	(81)	14%	(77)	50%	(280)	11%	(60)	558
Baby Boomers: 1946-1964	5%	(34)	10%	(73)	14%	(97)	65%	(469)	7%	(48)	722
PID: Dem (no lean)	16%	(130)	18%	(141)	14%	(113)	42%	(340)	10%	(80)	804
PID: Ind (no lean)	11%	(75)	14%	(100)	12%	(83)	50%	(353)	13%	(90)	701
PID: Rep (no lean)	9%	(60)	12%	(82)	17%	(121)	54%	(373)	8%	(58)	696
PID/Gender: Dem Men	18%	(67)	23%	(83)	14%	(51)	34%	(127)	11%	(39)	368
PID/Gender: Dem Women	14%	(62)	13%	(58)	14%	(62)	49%	(213)	9%	(40)	435
PID/Gender: Ind Men	17%	(58)	20%	(66)	11%	(37)	42%	(143)	10%	(33)	337
PID/Gender: Ind Women	5%	(17)	9%	(34)	13%	(46)	58%	(210)	16%	(57)	364
PID/Gender: Rep Men	13%	(47)	17%	(61)	19%	(66)	45%	(161)	6%	(21)	357
PID/Gender: Rep Women	4%	(13)	6%	(21)	16%	(55)	63%	(212)	11%	(37)	339
Ideo: Liberal (1-3)	16%	(99)	18%	(114)	15%	(92)	43%	(272)	9%	(55)	632
Ideo: Moderate (4)	12%	(67)	17%	(93)	16%	(89)	45%	(245)	9%	(51)	546
Ideo: Conservative (5-7)	9%	(66)	13%	(97)	15%	(116)	57%	(428)	6%	(46)	753
Educ: < College	11%	(167)	13%	(200)	14%	(208)	49%	(745)	13%	(191)	1512
Educ: Bachelors degree	14%	(60)	18%	(80)	17%	(75)	48%	(211)	4%	(18)	444
Educ: Post-grad	15%	(37)	17%	(42)	14%	(35)	45%	(110)	8%	(19)	244
Income: Under 50k	10%	(118)	13%	(158)	13%	(151)	49%	(581)	14%	(170)	1178
Income: 50k-100k	13%	(88)	15%	(101)	17%	(113)	50%	(331)	4%	(24)	657
Income: 100k+	16%	(58)	18%	(64)	15%	(53)	42%	(155)	9%	(34)	365
Ethnicity: White	9%	(153)	12%	(213)	16%	(271)	54%	(928)	9%	(156)	1722
Ethnicity: Hispanic	16%	(57)	19%	(65)	11%	(38)	37%	(129)	17%	(60)	349

Continued on next page

Table HR17_1: And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?
The NBA's Golden State Warriors featuring Stephen Curry, Klay Thompson and Kevin Durant

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(265)	15%	(323)	14%	(318)	48%	(1067)	10%	(228)	2200
Ethnicity: Afr. Am.	22%	(61)	26%	(71)	10%	(27)	29%	(80)	13%	(36)	274
Ethnicity: Other	25%	(51)	19%	(39)	10%	(19)	29%	(58)	18%	(36)	204
All Christian	11%	(110)	15%	(152)	14%	(141)	53%	(528)	6%	(57)	988
All Non-Christian	19%	(20)	11%	(12)	10%	(10)	45%	(49)	16%	(17)	108
Atheist	11%	(11)	17%	(16)	16%	(15)	49%	(47)	7%	(7)	96
Agnostic/Nothing in particular	12%	(124)	14%	(142)	15%	(151)	44%	(444)	15%	(147)	1008
Religious Non-Protestant/Catholic	20%	(28)	13%	(19)	10%	(14)	42%	(59)	15%	(20)	140
Evangelical	12%	(70)	17%	(101)	13%	(75)	47%	(273)	11%	(61)	580
Non-Evangelical	11%	(85)	14%	(109)	16%	(131)	54%	(431)	5%	(42)	798
Community: Urban	16%	(87)	21%	(116)	12%	(65)	40%	(224)	11%	(62)	555
Community: Suburban	12%	(127)	13%	(141)	16%	(167)	49%	(519)	9%	(97)	1051
Community: Rural	8%	(51)	11%	(66)	14%	(86)	54%	(323)	12%	(69)	594
Employ: Private Sector	16%	(91)	17%	(101)	17%	(99)	45%	(263)	5%	(28)	582
Employ: Government	21%	(35)	19%	(32)	9%	(16)	44%	(73)	6%	(10)	165
Employ: Self-Employed	15%	(27)	14%	(27)	16%	(31)	49%	(91)	6%	(11)	186
Employ: Homemaker	7%	(11)	8%	(13)	11%	(19)	56%	(91)	18%	(29)	164
Employ: Retired	4%	(19)	10%	(45)	15%	(71)	65%	(305)	6%	(28)	467
Employ: Unemployed	12%	(35)	14%	(43)	12%	(35)	46%	(136)	16%	(48)	296
Employ: Other	12%	(22)	13%	(25)	10%	(19)	39%	(75)	25%	(48)	189
Military HH: Yes	14%	(51)	14%	(50)	11%	(38)	53%	(190)	8%	(28)	356
Military HH: No	12%	(214)	15%	(274)	15%	(279)	48%	(876)	11%	(200)	1844
RD/WT: Right Direction	10%	(73)	16%	(110)	14%	(101)	50%	(347)	10%	(70)	701
RD/WT: Wrong Track	13%	(192)	14%	(213)	14%	(216)	48%	(719)	11%	(158)	1499
Trump Job Approve	10%	(92)	14%	(127)	15%	(136)	52%	(470)	9%	(83)	909
Trump Job Disapprove	14%	(156)	16%	(182)	15%	(171)	49%	(560)	7%	(83)	1153
Trump Job Strongly Approve	10%	(49)	11%	(54)	13%	(65)	57%	(276)	8%	(41)	485
Trump Job Somewhat Approve	10%	(43)	17%	(73)	17%	(71)	46%	(194)	10%	(42)	424
Trump Job Somewhat Disapprove	17%	(42)	20%	(51)	17%	(43)	39%	(98)	6%	(16)	248
Trump Job Strongly Disapprove	13%	(114)	15%	(132)	14%	(129)	51%	(462)	7%	(67)	904

Continued on next page

Table HR17_1: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NBA's Golden State Warriors featuring Stephen Curry, Klay Thompson and Kevin Durant

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(265)	15%	(323)	14%	(318)	48%	(1067)	10%	(228)	2200
Favorable of Trump	10%	(93)	13%	(120)	15%	(133)	53%	(471)	8%	(72)	890
Unfavorable of Trump	14%	(157)	16%	(189)	15%	(176)	48%	(554)	7%	(81)	1156
Very Favorable of Trump	11%	(58)	11%	(55)	13%	(64)	56%	(291)	9%	(46)	515
Somewhat Favorable of Trump	9%	(35)	17%	(65)	18%	(69)	48%	(180)	7%	(26)	374
Somewhat Unfavorable of Trump	14%	(30)	21%	(45)	18%	(40)	39%	(86)	7%	(16)	217
Very Unfavorable of Trump	13%	(126)	15%	(144)	14%	(136)	50%	(468)	7%	(65)	939
#1 Issue: Economy	14%	(113)	17%	(132)	16%	(125)	47%	(369)	6%	(50)	789
#1 Issue: Security	7%	(15)	9%	(21)	17%	(39)	59%	(136)	7%	(17)	230
#1 Issue: Health Care	15%	(58)	16%	(64)	12%	(49)	47%	(186)	9%	(36)	392
#1 Issue: Medicare / Social Security	5%	(15)	11%	(33)	13%	(40)	57%	(170)	13%	(39)	296
#1 Issue: Women's Issues	19%	(18)	9%	(8)	12%	(12)	40%	(38)	21%	(20)	96
#1 Issue: Education	19%	(28)	20%	(29)	12%	(17)	37%	(54)	12%	(18)	146
#1 Issue: Energy	12%	(11)	25%	(23)	17%	(15)	34%	(31)	13%	(12)	91
#1 Issue: Other	5%	(8)	9%	(14)	13%	(21)	51%	(81)	23%	(36)	160
2018 House Vote: Democrat	16%	(116)	17%	(126)	14%	(105)	47%	(343)	6%	(47)	737
2018 House Vote: Republican	8%	(52)	13%	(85)	16%	(100)	56%	(354)	7%	(45)	636
2018 House Vote: Someone else	11%	(10)	14%	(12)	10%	(9)	55%	(47)	9%	(8)	86
2016 Vote: Hillary Clinton	14%	(99)	18%	(120)	15%	(105)	46%	(316)	6%	(44)	684
2016 Vote: Donald Trump	8%	(52)	13%	(85)	15%	(98)	59%	(390)	6%	(40)	665
2016 Vote: Other	13%	(17)	14%	(19)	14%	(18)	50%	(65)	8%	(11)	130
2016 Vote: Didn't Vote	13%	(97)	14%	(100)	13%	(96)	41%	(296)	18%	(132)	720
Voted in 2014: Yes	11%	(142)	15%	(191)	15%	(193)	53%	(688)	7%	(89)	1303
Voted in 2014: No	14%	(123)	15%	(132)	14%	(125)	42%	(379)	15%	(139)	897
2012 Vote: Barack Obama	14%	(112)	18%	(146)	14%	(111)	47%	(375)	6%	(48)	791
2012 Vote: Mitt Romney	8%	(38)	11%	(58)	16%	(80)	59%	(297)	6%	(33)	506
2012 Vote: Other	3%	(3)	12%	(11)	17%	(15)	60%	(53)	7%	(6)	87
2012 Vote: Didn't Vote	14%	(112)	13%	(108)	14%	(112)	42%	(341)	17%	(138)	811

Continued on next page

Table HR17_1: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NBA's Golden State Warriors featuring Stephen Curry, Klay Thompson and Kevin Durant

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(265)	15%	(323)	14%	(318)	48%	(1067)	10%	(228)	2200
4-Region: Northeast	12%	(45)	14%	(56)	18%	(70)	48%	(187)	9%	(35)	394
4-Region: Midwest	8%	(39)	14%	(64)	18%	(84)	54%	(251)	5%	(24)	462
4-Region: South	11%	(94)	16%	(131)	12%	(100)	49%	(404)	12%	(96)	824
4-Region: West	17%	(87)	14%	(71)	12%	(64)	43%	(225)	14%	(73)	520
Watch TV: Every day	12%	(134)	15%	(161)	15%	(166)	49%	(535)	9%	(93)	1088
Watch TV: Several times per week	12%	(59)	19%	(95)	17%	(85)	45%	(227)	7%	(33)	500
Watch TV: About once per week	9%	(12)	13%	(18)	14%	(20)	51%	(71)	13%	(18)	138
Watch TV: Several times per month	17%	(21)	18%	(22)	12%	(14)	45%	(54)	8%	(10)	121
Watch TV: About once per month	9%	(6)	16%	(10)	12%	(8)	48%	(30)	15%	(10)	63
Watch TV: Less often than once per month	16%	(14)	5%	(5)	9%	(9)	61%	(56)	8%	(7)	91
Watch TV: Never	9%	(18)	6%	(12)	9%	(17)	47%	(94)	29%	(57)	199
Watch Movies: Every day	18%	(79)	19%	(82)	14%	(62)	37%	(159)	12%	(51)	433
Watch Movies: Several times per week	11%	(59)	16%	(88)	17%	(92)	50%	(274)	7%	(36)	549
Watch Movies: About once per week	11%	(43)	16%	(60)	20%	(77)	48%	(184)	4%	(16)	380
Watch Movies: Several times per month	13%	(29)	16%	(37)	15%	(33)	46%	(105)	10%	(23)	227
Watch Movies: About once per month	10%	(22)	13%	(27)	10%	(21)	56%	(119)	11%	(23)	212
Watch Movies: Less often than once per month	9%	(17)	9%	(17)	9%	(17)	60%	(116)	13%	(26)	193
Watch Movies: Never	7%	(15)	6%	(12)	8%	(16)	53%	(109)	26%	(54)	206
Watch Sporting Events: Every day	35%	(55)	26%	(41)	16%	(25)	19%	(30)	4%	(6)	158
Watch Sporting Events: Several times per week	24%	(62)	28%	(72)	19%	(49)	23%	(60)	6%	(14)	258
Watch Sporting Events: About once per week	22%	(44)	19%	(37)	19%	(37)	36%	(70)	5%	(10)	198
Watch Sporting Events: Several times per month	13%	(27)	20%	(41)	16%	(33)	45%	(94)	7%	(14)	209
Watch Sporting Events: About once per month	13%	(21)	13%	(21)	23%	(38)	41%	(67)	9%	(14)	161
Watch Sporting Events: Less often than once per month	9%	(35)	17%	(65)	16%	(64)	49%	(192)	9%	(37)	393
Watch Sporting Events: Never	3%	(21)	5%	(45)	9%	(72)	67%	(553)	16%	(132)	823
Cable TV: Currently subscribe	11%	(108)	15%	(146)	16%	(159)	47%	(458)	10%	(98)	968
Cable TV: Subscribed in past	12%	(90)	16%	(118)	15%	(110)	51%	(385)	7%	(52)	756
Cable TV: Never subscribed	14%	(66)	13%	(60)	10%	(49)	47%	(224)	16%	(78)	476

Continued on next page

Table HR17_1: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NBA's Golden State Warriors featuring Stephen Curry, Klay Thompson and Kevin Durant

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(265)	15%	(323)	14%	(318)	48%	(1067)	10%	(228)	2200
Satellite TV: Currently subscribe	12%	(62)	19%	(96)	12%	(61)	43%	(217)	14%	(72)	508
Satellite TV: Subscribed in past	13%	(79)	16%	(95)	15%	(91)	47%	(284)	9%	(53)	601
Satellite TV: Never subscribed	11%	(124)	12%	(133)	15%	(166)	52%	(566)	9%	(103)	1092
Streaming Services: Currently subscribe	12%	(167)	16%	(220)	15%	(205)	47%	(636)	9%	(125)	1353
Streaming Services: Subscribed in past	17%	(36)	14%	(29)	15%	(32)	48%	(100)	6%	(13)	210
Streaming Services: Never subscribed	10%	(62)	12%	(74)	13%	(81)	52%	(330)	14%	(90)	637
Film: An avid fan	18%	(124)	18%	(129)	14%	(99)	40%	(280)	10%	(74)	706
Film: A casual fan	9%	(115)	14%	(168)	16%	(197)	52%	(636)	8%	(100)	1218
Film: Not a fan	9%	(25)	9%	(26)	8%	(21)	55%	(151)	19%	(53)	276
Television: An avid fan	14%	(133)	16%	(154)	15%	(145)	45%	(430)	10%	(96)	958
Television: A casual fan	10%	(110)	14%	(145)	15%	(156)	53%	(557)	8%	(89)	1058
Television: Not a fan	12%	(22)	13%	(24)	9%	(16)	43%	(79)	24%	(43)	184
Music: An avid fan	17%	(182)	17%	(181)	14%	(150)	41%	(437)	11%	(116)	1067
Music: A casual fan	7%	(72)	13%	(129)	16%	(157)	56%	(545)	8%	(75)	979
Music: Not a fan	7%	(10)	8%	(13)	7%	(10)	55%	(85)	23%	(36)	155
Fashion: An avid fan	24%	(72)	17%	(51)	10%	(30)	32%	(99)	17%	(53)	304
Fashion: A casual fan	13%	(115)	18%	(157)	17%	(156)	43%	(390)	9%	(79)	897
Fashion: Not a fan	8%	(78)	12%	(115)	13%	(132)	58%	(578)	10%	(96)	999

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

Table HR17_2: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NFL's New England Patriots featuring Tom Brady and Bill Belichick

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(265)	15%	(339)	13%	(280)	50%	(1090)	10%	(226)	2200
Gender: Male	17%	(184)	20%	(216)	14%	(145)	41%	(430)	8%	(87)	1062
Gender: Female	7%	(80)	11%	(123)	12%	(136)	58%	(660)	12%	(139)	1138
Age: 18-34	17%	(111)	17%	(113)	12%	(79)	39%	(254)	15%	(98)	655
Age: 35-44	13%	(48)	19%	(68)	14%	(50)	42%	(152)	11%	(41)	358
Age: 45-64	10%	(74)	14%	(102)	13%	(95)	55%	(415)	9%	(65)	751
Age: 65+	7%	(32)	13%	(56)	13%	(56)	62%	(269)	5%	(23)	436
GenZers: 1997-2012	13%	(43)	15%	(49)	12%	(39)	40%	(128)	20%	(63)	323
Millennials: 1981-1996	19%	(95)	20%	(98)	14%	(69)	37%	(186)	11%	(55)	503
GenXers: 1965-1980	13%	(72)	16%	(89)	11%	(60)	49%	(274)	11%	(63)	558
Baby Boomers: 1946-1964	6%	(46)	11%	(81)	14%	(102)	62%	(450)	6%	(43)	722
PID: Dem (no lean)	12%	(96)	16%	(127)	13%	(108)	49%	(391)	10%	(82)	804
PID: Ind (no lean)	12%	(85)	12%	(83)	12%	(83)	51%	(359)	13%	(92)	701
PID: Rep (no lean)	12%	(84)	19%	(129)	13%	(89)	49%	(341)	8%	(52)	696
PID/Gender: Dem Men	16%	(60)	19%	(69)	14%	(53)	41%	(152)	9%	(35)	368
PID/Gender: Dem Women	8%	(36)	13%	(58)	13%	(55)	55%	(239)	11%	(47)	435
PID/Gender: Ind Men	18%	(61)	17%	(58)	14%	(46)	41%	(138)	10%	(34)	337
PID/Gender: Ind Women	7%	(24)	7%	(25)	10%	(38)	61%	(221)	16%	(58)	364
PID/Gender: Rep Men	18%	(63)	25%	(89)	13%	(46)	39%	(140)	5%	(18)	357
PID/Gender: Rep Women	6%	(21)	12%	(40)	13%	(43)	59%	(201)	10%	(34)	339
Ideo: Liberal (1-3)	12%	(77)	17%	(107)	12%	(76)	49%	(310)	10%	(62)	632
Ideo: Moderate (4)	13%	(72)	14%	(78)	13%	(72)	51%	(277)	9%	(49)	546
Ideo: Conservative (5-7)	12%	(94)	19%	(140)	14%	(104)	50%	(377)	5%	(39)	753
Educ: < College	11%	(173)	14%	(210)	12%	(180)	51%	(764)	12%	(185)	1512
Educ: Bachelors degree	14%	(62)	18%	(81)	15%	(67)	48%	(215)	4%	(20)	444
Educ: Post-grad	12%	(30)	20%	(48)	14%	(34)	46%	(111)	9%	(21)	244
Income: Under 50k	11%	(132)	12%	(147)	12%	(140)	51%	(596)	14%	(163)	1178
Income: 50k-100k	12%	(81)	17%	(113)	14%	(89)	54%	(352)	3%	(23)	657
Income: 100k+	14%	(52)	22%	(79)	14%	(52)	39%	(142)	11%	(41)	365
Ethnicity: White	10%	(178)	15%	(257)	13%	(225)	53%	(916)	8%	(146)	1722
Ethnicity: Hispanic	13%	(45)	14%	(48)	12%	(42)	40%	(139)	22%	(76)	349

Continued on next page

Table HR17_2: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NFL's New England Patriots featuring Tom Brady and Bill Belichick

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(265)	15%	(339)	13%	(280)	50%	(1090)	10%	(226)	2200
Ethnicity: Afr. Am.	19%	(51)	17%	(46)	10%	(28)	40%	(110)	14%	(40)	274
Ethnicity: Other	17%	(35)	18%	(36)	13%	(27)	32%	(65)	20%	(40)	204
All Christian	12%	(118)	16%	(163)	15%	(144)	51%	(503)	6%	(60)	988
All Non-Christian	11%	(11)	16%	(17)	14%	(15)	43%	(47)	16%	(18)	108
Atheist	13%	(12)	18%	(17)	6%	(6)	55%	(53)	8%	(8)	96
Agnostic/Nothing in particular	12%	(123)	14%	(142)	11%	(115)	48%	(488)	14%	(141)	1008
Religious Non-Protestant/Catholic	14%	(19)	19%	(26)	11%	(16)	41%	(57)	15%	(21)	140
Evangelical	14%	(80)	15%	(87)	14%	(84)	46%	(269)	10%	(59)	580
Non-Evangelical	11%	(90)	16%	(126)	14%	(110)	53%	(423)	6%	(48)	798
Community: Urban	13%	(73)	16%	(88)	16%	(89)	44%	(243)	11%	(62)	555
Community: Suburban	13%	(133)	16%	(171)	13%	(136)	49%	(519)	9%	(92)	1051
Community: Rural	10%	(58)	13%	(80)	9%	(56)	55%	(329)	12%	(71)	594
Employ: Private Sector	15%	(85)	19%	(111)	16%	(93)	46%	(269)	4%	(25)	582
Employ: Government	18%	(29)	24%	(39)	12%	(19)	39%	(64)	8%	(14)	165
Employ: Self-Employed	11%	(21)	13%	(25)	15%	(27)	54%	(100)	7%	(12)	186
Employ: Homemaker	6%	(9)	7%	(11)	11%	(18)	54%	(88)	23%	(37)	164
Employ: Retired	5%	(25)	13%	(60)	15%	(70)	61%	(287)	5%	(26)	467
Employ: Unemployed	12%	(36)	15%	(44)	8%	(24)	53%	(156)	12%	(36)	296
Employ: Other	17%	(32)	9%	(18)	6%	(12)	40%	(75)	28%	(53)	189
Military HH: Yes	12%	(43)	18%	(64)	10%	(37)	50%	(177)	10%	(35)	356
Military HH: No	12%	(222)	15%	(274)	13%	(244)	50%	(913)	10%	(191)	1844
RD/WT: Right Direction	15%	(102)	20%	(139)	13%	(89)	45%	(312)	8%	(59)	701
RD/WT: Wrong Track	11%	(163)	13%	(200)	13%	(191)	52%	(778)	11%	(167)	1499
Trump Job Approve	13%	(120)	18%	(165)	13%	(120)	47%	(430)	8%	(74)	909
Trump Job Disapprove	11%	(130)	14%	(160)	13%	(154)	53%	(616)	8%	(93)	1153
Trump Job Strongly Approve	15%	(72)	16%	(78)	11%	(53)	51%	(245)	8%	(37)	485
Trump Job Somewhat Approve	12%	(49)	20%	(87)	16%	(67)	44%	(185)	9%	(36)	424
Trump Job Somewhat Disapprove	15%	(37)	19%	(47)	14%	(34)	45%	(111)	7%	(18)	248
Trump Job Strongly Disapprove	10%	(92)	12%	(113)	13%	(119)	56%	(505)	8%	(75)	904

Continued on next page

Table HR17_2: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NFL's New England Patriots featuring Tom Brady and Bill Belichick

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(265)	15%	(339)	13%	(280)	50%	(1090)	10%	(226)	2200
Favorable of Trump	14%	(123)	19%	(167)	13%	(118)	48%	(424)	7%	(59)	890
Unfavorable of Trump	11%	(129)	14%	(157)	13%	(156)	54%	(624)	8%	(90)	1156
Very Favorable of Trump	16%	(82)	16%	(85)	11%	(54)	50%	(257)	7%	(37)	515
Somewhat Favorable of Trump	11%	(41)	22%	(82)	17%	(63)	45%	(167)	6%	(22)	374
Somewhat Unfavorable of Trump	13%	(29)	14%	(30)	15%	(33)	49%	(106)	9%	(19)	217
Very Unfavorable of Trump	11%	(100)	13%	(127)	13%	(123)	55%	(518)	8%	(71)	939
#1 Issue: Economy	15%	(116)	20%	(154)	13%	(106)	45%	(356)	7%	(58)	789
#1 Issue: Security	9%	(21)	14%	(32)	17%	(39)	52%	(120)	8%	(18)	230
#1 Issue: Health Care	9%	(37)	17%	(68)	12%	(47)	52%	(205)	9%	(35)	392
#1 Issue: Medicare / Social Security	8%	(23)	8%	(24)	12%	(35)	60%	(177)	12%	(37)	296
#1 Issue: Women's Issues	10%	(10)	21%	(20)	8%	(8)	42%	(41)	18%	(17)	96
#1 Issue: Education	21%	(31)	13%	(20)	12%	(17)	43%	(63)	10%	(15)	146
#1 Issue: Energy	15%	(14)	13%	(12)	14%	(13)	43%	(39)	14%	(13)	91
#1 Issue: Other	8%	(13)	5%	(9)	10%	(16)	55%	(88)	21%	(34)	160
2018 House Vote: Democrat	12%	(88)	15%	(108)	14%	(100)	53%	(392)	7%	(50)	737
2018 House Vote: Republican	13%	(83)	18%	(114)	14%	(87)	50%	(316)	6%	(37)	636
2018 House Vote: Someone else	9%	(8)	16%	(14)	10%	(9)	53%	(45)	13%	(11)	86
2016 Vote: Hillary Clinton	11%	(75)	16%	(112)	13%	(90)	53%	(363)	6%	(43)	684
2016 Vote: Donald Trump	12%	(82)	17%	(112)	14%	(93)	53%	(352)	4%	(25)	665
2016 Vote: Other	12%	(16)	12%	(16)	15%	(20)	50%	(65)	11%	(14)	130
2016 Vote: Didn't Vote	13%	(92)	14%	(99)	11%	(77)	43%	(308)	20%	(143)	720
Voted in 2014: Yes	12%	(153)	17%	(216)	13%	(172)	52%	(680)	6%	(83)	1303
Voted in 2014: No	13%	(112)	14%	(123)	12%	(108)	46%	(410)	16%	(143)	897
2012 Vote: Barack Obama	11%	(89)	17%	(134)	13%	(106)	51%	(405)	7%	(57)	791
2012 Vote: Mitt Romney	12%	(58)	17%	(87)	16%	(79)	51%	(259)	5%	(23)	506
2012 Vote: Other	16%	(14)	8%	(7)	7%	(6)	61%	(53)	8%	(7)	87
2012 Vote: Didn't Vote	13%	(104)	14%	(110)	11%	(90)	46%	(369)	17%	(138)	811

Continued on next page

Table HR17_2: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NFL's New England Patriots featuring Tom Brady and Bill Belichick

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(265)	15%	(339)	13%	(280)	50%	(1090)	10%	(226)	2200
4-Region: Northeast	15%	(59)	21%	(82)	12%	(48)	45%	(178)	7%	(27)	394
4-Region: Midwest	9%	(40)	14%	(65)	13%	(59)	58%	(270)	6%	(29)	462
4-Region: South	13%	(107)	15%	(125)	13%	(104)	48%	(397)	11%	(92)	824
4-Region: West	12%	(60)	13%	(67)	13%	(70)	47%	(245)	15%	(78)	520
Watch TV: Every day	14%	(148)	16%	(170)	13%	(145)	50%	(543)	8%	(83)	1088
Watch TV: Several times per week	11%	(57)	19%	(93)	13%	(67)	48%	(239)	9%	(43)	500
Watch TV: About once per week	11%	(15)	11%	(16)	15%	(21)	49%	(68)	13%	(17)	138
Watch TV: Several times per month	11%	(13)	22%	(27)	10%	(13)	50%	(60)	7%	(8)	121
Watch TV: About once per month	2%	(1)	18%	(12)	21%	(14)	45%	(28)	14%	(9)	63
Watch TV: Less often than once per month	12%	(11)	11%	(10)	7%	(7)	61%	(56)	9%	(8)	91
Watch TV: Never	10%	(20)	6%	(12)	7%	(14)	48%	(96)	29%	(57)	199
Watch Movies: Every day	23%	(98)	15%	(67)	11%	(47)	39%	(168)	13%	(54)	433
Watch Movies: Several times per week	10%	(54)	20%	(111)	14%	(78)	48%	(265)	7%	(41)	549
Watch Movies: About once per week	9%	(35)	18%	(67)	16%	(61)	53%	(202)	4%	(16)	380
Watch Movies: Several times per month	15%	(33)	15%	(34)	17%	(39)	46%	(105)	7%	(16)	227
Watch Movies: About once per month	9%	(20)	10%	(22)	11%	(23)	60%	(126)	10%	(21)	212
Watch Movies: Less often than once per month	7%	(14)	10%	(20)	8%	(15)	64%	(123)	11%	(21)	193
Watch Movies: Never	6%	(12)	9%	(18)	8%	(17)	49%	(101)	28%	(57)	206
Watch Sporting Events: Every day	38%	(60)	20%	(31)	14%	(22)	24%	(38)	4%	(7)	158
Watch Sporting Events: Several times per week	25%	(66)	31%	(81)	17%	(45)	22%	(58)	3%	(9)	258
Watch Sporting Events: About once per week	19%	(38)	24%	(48)	15%	(29)	36%	(71)	6%	(12)	198
Watch Sporting Events: Several times per month	10%	(22)	27%	(57)	15%	(31)	41%	(86)	6%	(14)	209
Watch Sporting Events: About once per month	13%	(21)	20%	(32)	19%	(31)	44%	(70)	4%	(7)	161
Watch Sporting Events: Less often than once per month	9%	(36)	15%	(58)	12%	(49)	53%	(209)	11%	(42)	393
Watch Sporting Events: Never	3%	(23)	4%	(33)	9%	(74)	68%	(558)	16%	(136)	823
Cable TV: Currently subscribe	13%	(127)	17%	(163)	14%	(133)	46%	(445)	10%	(100)	968
Cable TV: Subscribed in past	10%	(76)	16%	(118)	14%	(104)	54%	(405)	7%	(53)	756
Cable TV: Never subscribed	13%	(63)	12%	(58)	9%	(43)	50%	(239)	15%	(73)	476

Continued on next page

Table HR17_2: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NFL's New England Patriots featuring Tom Brady and Bill Belichick

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(265)	15%	(339)	13%	(280)	50%	(1090)	10%	(226)	2200
Satellite TV: Currently subscribe	12%	(62)	14%	(69)	13%	(65)	46%	(233)	15%	(78)	508
Satellite TV: Subscribed in past	13%	(76)	18%	(108)	12%	(74)	49%	(295)	8%	(48)	601
Satellite TV: Never subscribed	12%	(127)	15%	(161)	13%	(141)	51%	(562)	9%	(101)	1092
Streaming Services: Currently subscribe	12%	(161)	16%	(221)	13%	(182)	49%	(657)	10%	(131)	1353
Streaming Services: Subscribed in past	15%	(31)	15%	(31)	16%	(34)	47%	(100)	7%	(15)	210
Streaming Services: Never subscribed	11%	(72)	13%	(86)	10%	(65)	52%	(333)	13%	(80)	637
Film: An avid fan	17%	(123)	16%	(114)	12%	(85)	42%	(296)	12%	(87)	706
Film: A casual fan	10%	(119)	16%	(200)	14%	(169)	53%	(648)	7%	(82)	1218
Film: Not a fan	8%	(22)	9%	(25)	10%	(27)	53%	(146)	21%	(57)	276
Television: An avid fan	14%	(138)	16%	(154)	12%	(117)	47%	(449)	11%	(101)	958
Television: A casual fan	10%	(103)	16%	(165)	14%	(151)	53%	(556)	8%	(83)	1058
Television: Not a fan	13%	(24)	11%	(20)	7%	(13)	46%	(85)	23%	(42)	184
Music: An avid fan	16%	(170)	17%	(177)	13%	(142)	43%	(461)	11%	(116)	1067
Music: A casual fan	9%	(84)	15%	(149)	13%	(126)	57%	(553)	7%	(66)	979
Music: Not a fan	6%	(10)	8%	(12)	8%	(12)	49%	(76)	28%	(44)	155
Fashion: An avid fan	20%	(59)	14%	(43)	11%	(35)	36%	(111)	18%	(56)	304
Fashion: A casual fan	13%	(113)	17%	(149)	16%	(142)	46%	(411)	9%	(82)	897
Fashion: Not a fan	9%	(92)	15%	(146)	10%	(104)	57%	(568)	9%	(88)	999

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

Table HR17_3: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NBA's San Antonio Spurs featuring Tim Duncan, Manu Ginobili and Tony Parker

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	10%	(222)	14%	(310)	16%	(355)	49%	(1073)	11%	(240)	2200
Gender: Male	15%	(162)	21%	(222)	17%	(182)	38%	(401)	9%	(94)	1062
Gender: Female	5%	(60)	8%	(87)	15%	(173)	59%	(672)	13%	(146)	1138
Age: 18-34	14%	(93)	17%	(113)	17%	(112)	36%	(235)	16%	(102)	655
Age: 35-44	13%	(47)	22%	(77)	14%	(50)	38%	(136)	13%	(47)	358
Age: 45-64	9%	(66)	11%	(83)	17%	(124)	55%	(412)	9%	(66)	751
Age: 65+	4%	(16)	8%	(36)	16%	(70)	66%	(289)	6%	(25)	436
GenZers: 1997-2012	11%	(36)	17%	(55)	16%	(50)	37%	(119)	19%	(62)	323
Millennials: 1981-1996	17%	(85)	20%	(100)	18%	(90)	33%	(165)	13%	(63)	503
GenXers: 1965-1980	10%	(58)	15%	(85)	14%	(79)	48%	(266)	13%	(70)	558
Baby Boomers: 1946-1964	6%	(42)	8%	(58)	17%	(122)	63%	(457)	6%	(42)	722
PID: Dem (no lean)	13%	(106)	16%	(127)	16%	(127)	44%	(353)	11%	(90)	804
PID: Ind (no lean)	8%	(60)	13%	(91)	16%	(114)	50%	(352)	12%	(84)	701
PID: Rep (no lean)	8%	(57)	13%	(92)	16%	(113)	53%	(368)	9%	(66)	696
PID/Gender: Dem Men	18%	(65)	25%	(90)	14%	(51)	33%	(122)	11%	(39)	368
PID/Gender: Dem Women	9%	(40)	8%	(37)	18%	(77)	53%	(231)	12%	(51)	435
PID/Gender: Ind Men	14%	(48)	20%	(66)	18%	(60)	39%	(131)	9%	(32)	337
PID/Gender: Ind Women	3%	(12)	7%	(24)	15%	(55)	61%	(222)	14%	(52)	364
PID/Gender: Rep Men	14%	(49)	18%	(66)	20%	(71)	42%	(148)	6%	(23)	357
PID/Gender: Rep Women	2%	(8)	8%	(26)	12%	(41)	65%	(220)	13%	(43)	339
Ideo: Liberal (1-3)	11%	(68)	16%	(102)	17%	(107)	45%	(284)	11%	(71)	632
Ideo: Moderate (4)	11%	(61)	17%	(94)	18%	(96)	46%	(250)	8%	(45)	546
Ideo: Conservative (5-7)	8%	(60)	14%	(104)	16%	(117)	56%	(421)	7%	(51)	753
Educ: < College	9%	(135)	12%	(187)	16%	(243)	49%	(749)	13%	(199)	1512
Educ: Bachelors degree	14%	(62)	17%	(77)	17%	(76)	47%	(211)	4%	(18)	444
Educ: Post-grad	10%	(25)	19%	(46)	15%	(36)	47%	(114)	9%	(23)	244
Income: Under 50k	10%	(113)	13%	(148)	14%	(165)	49%	(582)	14%	(169)	1178
Income: 50k-100k	9%	(60)	15%	(101)	20%	(133)	51%	(333)	5%	(30)	657
Income: 100k+	13%	(49)	16%	(60)	16%	(57)	43%	(158)	11%	(41)	365
Ethnicity: White	8%	(136)	12%	(211)	16%	(281)	54%	(937)	9%	(156)	1722
Ethnicity: Hispanic	14%	(49)	14%	(50)	18%	(64)	36%	(125)	18%	(62)	349

Continued on next page

Table HR17_3: And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?
The NBA's San Antonio Spurs featuring Tim Duncan, Manu Ginobili and Tony Parker

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	10%	(222)	14%	(310)	16%	(355)	49%	(1073)	11%	(240)	2200
Ethnicity: Afr. Am.	16%	(43)	24%	(65)	16%	(43)	29%	(79)	16%	(45)	274
Ethnicity: Other	21%	(44)	17%	(34)	15%	(30)	28%	(56)	19%	(39)	204
All Christian	11%	(106)	14%	(138)	16%	(161)	52%	(516)	7%	(67)	988
All Non-Christian	11%	(12)	17%	(18)	14%	(16)	43%	(47)	15%	(16)	108
Atheist	10%	(10)	13%	(13)	13%	(12)	57%	(54)	7%	(6)	96
Agnostic/Nothing in particular	9%	(94)	14%	(141)	16%	(166)	45%	(456)	15%	(151)	1008
Religious Non-Protestant/Catholic	12%	(17)	17%	(24)	16%	(23)	40%	(56)	15%	(20)	140
Evangelical	11%	(66)	18%	(104)	14%	(79)	46%	(267)	11%	(64)	580
Non-Evangelical	10%	(79)	12%	(96)	18%	(145)	54%	(429)	6%	(48)	798
Community: Urban	13%	(73)	19%	(105)	14%	(78)	40%	(224)	14%	(75)	555
Community: Suburban	11%	(114)	13%	(134)	18%	(185)	50%	(530)	8%	(89)	1051
Community: Rural	6%	(35)	12%	(71)	16%	(92)	54%	(319)	13%	(76)	594
Employ: Private Sector	13%	(78)	19%	(110)	18%	(103)	45%	(261)	5%	(29)	582
Employ: Government	14%	(23)	21%	(34)	15%	(25)	44%	(73)	6%	(10)	165
Employ: Self-Employed	14%	(27)	10%	(18)	22%	(40)	47%	(88)	7%	(13)	186
Employ: Homemaker	4%	(6)	10%	(16)	11%	(17)	58%	(94)	18%	(30)	164
Employ: Retired	3%	(14)	6%	(29)	19%	(91)	65%	(302)	7%	(31)	467
Employ: Unemployed	11%	(33)	17%	(51)	13%	(37)	45%	(134)	14%	(42)	296
Employ: Other	11%	(20)	11%	(20)	9%	(18)	39%	(74)	30%	(57)	189
Military HH: Yes	10%	(37)	13%	(46)	14%	(49)	53%	(188)	10%	(36)	356
Military HH: No	10%	(185)	14%	(263)	17%	(306)	48%	(885)	11%	(204)	1844
RD/WT: Right Direction	9%	(65)	17%	(122)	16%	(112)	48%	(334)	10%	(69)	701
RD/WT: Wrong Track	10%	(157)	13%	(188)	16%	(243)	49%	(739)	11%	(171)	1499
Trump Job Approve	9%	(84)	14%	(124)	16%	(147)	52%	(469)	9%	(84)	909
Trump Job Disapprove	11%	(123)	15%	(169)	17%	(199)	49%	(562)	9%	(99)	1153
Trump Job Strongly Approve	9%	(41)	13%	(61)	12%	(61)	58%	(283)	8%	(39)	485
Trump Job Somewhat Approve	10%	(43)	15%	(64)	20%	(86)	44%	(186)	11%	(45)	424
Trump Job Somewhat Disapprove	12%	(31)	21%	(53)	18%	(45)	39%	(98)	9%	(22)	248
Trump Job Strongly Disapprove	10%	(93)	13%	(117)	17%	(154)	51%	(464)	9%	(77)	904

Continued on next page

Table HR17_3: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NBA's San Antonio Spurs featuring Tim Duncan, Manu Ginobili and Tony Parker

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	10%	(222)	14%	(310)	16%	(355)	49%	(1073)	11%	(240)	2200
Favorable of Trump	9%	(83)	14%	(123)	16%	(140)	53%	(469)	8%	(75)	890
Unfavorable of Trump	11%	(128)	14%	(166)	18%	(208)	48%	(560)	8%	(94)	1156
Very Favorable of Trump	11%	(56)	12%	(63)	12%	(63)	57%	(292)	8%	(42)	515
Somewhat Favorable of Trump	7%	(27)	16%	(60)	21%	(77)	47%	(177)	9%	(33)	374
Somewhat Unfavorable of Trump	11%	(25)	22%	(48)	20%	(44)	38%	(82)	9%	(19)	217
Very Unfavorable of Trump	11%	(104)	13%	(118)	17%	(164)	51%	(479)	8%	(75)	939
#1 Issue: Economy	12%	(94)	17%	(135)	17%	(134)	46%	(363)	8%	(62)	789
#1 Issue: Security	7%	(16)	10%	(23)	15%	(33)	59%	(134)	10%	(23)	230
#1 Issue: Health Care	10%	(40)	16%	(63)	16%	(63)	48%	(189)	9%	(37)	392
#1 Issue: Medicare / Social Security	9%	(25)	7%	(19)	14%	(40)	58%	(173)	13%	(38)	296
#1 Issue: Women's Issues	7%	(7)	14%	(13)	21%	(20)	37%	(36)	21%	(20)	96
#1 Issue: Education	16%	(23)	13%	(19)	15%	(21)	45%	(65)	12%	(17)	146
#1 Issue: Energy	11%	(10)	25%	(22)	18%	(16)	34%	(31)	12%	(11)	91
#1 Issue: Other	4%	(7)	9%	(15)	16%	(26)	50%	(81)	20%	(31)	160
2018 House Vote: Democrat	12%	(87)	16%	(115)	17%	(128)	48%	(355)	7%	(52)	737
2018 House Vote: Republican	8%	(53)	14%	(87)	15%	(98)	55%	(352)	7%	(46)	636
2018 House Vote: Someone else	9%	(7)	12%	(10)	9%	(8)	55%	(48)	15%	(13)	86
2016 Vote: Hillary Clinton	12%	(80)	15%	(103)	17%	(119)	48%	(329)	8%	(53)	684
2016 Vote: Donald Trump	9%	(57)	13%	(88)	14%	(95)	58%	(384)	6%	(40)	665
2016 Vote: Other	11%	(14)	13%	(17)	19%	(25)	50%	(65)	7%	(9)	130
2016 Vote: Didn't Vote	10%	(70)	14%	(100)	16%	(116)	41%	(295)	19%	(138)	720
Voted in 2014: Yes	10%	(128)	14%	(186)	16%	(208)	52%	(683)	8%	(99)	1303
Voted in 2014: No	10%	(94)	14%	(124)	16%	(147)	43%	(390)	16%	(142)	897
2012 Vote: Barack Obama	13%	(103)	16%	(125)	16%	(127)	47%	(371)	8%	(65)	791
2012 Vote: Mitt Romney	7%	(36)	12%	(62)	17%	(84)	59%	(296)	5%	(27)	506
2012 Vote: Other	5%	(4)	13%	(12)	8%	(7)	65%	(57)	9%	(8)	87
2012 Vote: Didn't Vote	10%	(78)	13%	(109)	17%	(137)	43%	(347)	17%	(140)	811

Continued on next page

Table HR17_3: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NBA's San Antonio Spurs featuring Tim Duncan, Manu Ginobili and Tony Parker

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	10%	(222)	14%	(310)	16%	(355)	49%	(1073)	11%	(240)	2200
4-Region: Northeast	9%	(36)	17%	(68)	16%	(62)	49%	(192)	9%	(36)	394
4-Region: Midwest	8%	(39)	10%	(46)	18%	(85)	56%	(259)	7%	(34)	462
4-Region: South	11%	(90)	15%	(124)	15%	(127)	47%	(386)	12%	(98)	824
4-Region: West	11%	(58)	14%	(73)	16%	(82)	45%	(235)	14%	(72)	520
Watch TV: Every day	11%	(120)	13%	(138)	17%	(182)	51%	(554)	9%	(95)	1088
Watch TV: Several times per week	11%	(53)	17%	(85)	19%	(93)	45%	(226)	9%	(43)	500
Watch TV: About once per week	6%	(9)	15%	(20)	17%	(24)	48%	(66)	14%	(20)	138
Watch TV: Several times per month	9%	(11)	26%	(32)	10%	(12)	46%	(55)	9%	(11)	121
Watch TV: About once per month	11%	(7)	22%	(14)	20%	(13)	39%	(24)	9%	(5)	63
Watch TV: Less often than once per month	7%	(7)	12%	(11)	15%	(13)	56%	(51)	10%	(9)	91
Watch TV: Never	8%	(16)	5%	(11)	9%	(19)	49%	(96)	29%	(57)	199
Watch Movies: Every day	17%	(74)	17%	(72)	17%	(74)	36%	(157)	13%	(55)	433
Watch Movies: Several times per week	9%	(50)	14%	(74)	19%	(104)	50%	(277)	8%	(43)	549
Watch Movies: About once per week	9%	(32)	16%	(59)	21%	(82)	49%	(186)	6%	(21)	380
Watch Movies: Several times per month	11%	(24)	20%	(44)	14%	(32)	47%	(107)	9%	(19)	227
Watch Movies: About once per month	9%	(18)	12%	(26)	12%	(25)	55%	(117)	12%	(26)	212
Watch Movies: Less often than once per month	7%	(13)	11%	(22)	12%	(23)	61%	(118)	9%	(18)	193
Watch Movies: Never	5%	(10)	6%	(12)	8%	(16)	54%	(110)	28%	(57)	206
Watch Sporting Events: Every day	37%	(58)	28%	(45)	14%	(22)	16%	(25)	4%	(7)	158
Watch Sporting Events: Several times per week	24%	(62)	29%	(75)	17%	(43)	24%	(61)	7%	(17)	258
Watch Sporting Events: About once per week	12%	(25)	26%	(51)	23%	(46)	34%	(67)	5%	(10)	198
Watch Sporting Events: Several times per month	10%	(20)	20%	(42)	20%	(42)	45%	(94)	6%	(12)	209
Watch Sporting Events: About once per month	9%	(15)	12%	(19)	26%	(42)	44%	(71)	9%	(14)	161
Watch Sporting Events: Less often than once per month	6%	(23)	13%	(52)	21%	(81)	52%	(205)	8%	(32)	393
Watch Sporting Events: Never	2%	(20)	3%	(25)	9%	(78)	67%	(550)	18%	(149)	823
Cable TV: Currently subscribe	10%	(98)	15%	(147)	17%	(162)	48%	(466)	10%	(95)	968
Cable TV: Subscribed in past	9%	(70)	13%	(100)	19%	(144)	50%	(376)	9%	(65)	756
Cable TV: Never subscribed	11%	(53)	13%	(63)	10%	(49)	49%	(231)	17%	(80)	476

Continued on next page

Table HR17_3: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NBA's San Antonio Spurs featuring Tim Duncan, Manu Ginobili and Tony Parker

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	10%	(222)	14%	(310)	16%	(355)	49%	(1073)	11%	(240)	2200
Satellite TV: Currently subscribe	11%	(55)	15%	(74)	16%	(79)	44%	(223)	15%	(77)	508
Satellite TV: Subscribed in past	11%	(64)	17%	(100)	18%	(106)	45%	(268)	11%	(64)	601
Satellite TV: Never subscribed	9%	(103)	12%	(136)	16%	(170)	53%	(582)	9%	(100)	1092
Streaming Services: Currently subscribe	11%	(144)	14%	(195)	17%	(235)	47%	(640)	10%	(138)	1353
Streaming Services: Subscribed in past	13%	(27)	15%	(33)	17%	(36)	49%	(102)	6%	(13)	210
Streaming Services: Never subscribed	8%	(51)	13%	(83)	13%	(84)	52%	(330)	14%	(90)	637
Film: An avid fan	16%	(113)	15%	(104)	17%	(123)	40%	(280)	12%	(86)	706
Film: A casual fan	8%	(92)	15%	(177)	18%	(214)	52%	(638)	8%	(96)	1218
Film: Not a fan	6%	(17)	10%	(29)	6%	(18)	56%	(155)	21%	(58)	276
Television: An avid fan	12%	(115)	13%	(121)	19%	(185)	46%	(436)	11%	(101)	958
Television: A casual fan	8%	(85)	15%	(162)	14%	(150)	53%	(562)	9%	(98)	1058
Television: Not a fan	12%	(22)	15%	(27)	11%	(20)	40%	(74)	23%	(42)	184
Music: An avid fan	14%	(150)	15%	(155)	17%	(178)	43%	(456)	12%	(127)	1067
Music: A casual fan	6%	(62)	14%	(138)	17%	(167)	55%	(538)	8%	(74)	979
Music: Not a fan	6%	(10)	11%	(17)	6%	(10)	51%	(79)	25%	(39)	155
Fashion: An avid fan	18%	(53)	14%	(42)	16%	(50)	34%	(103)	18%	(56)	304
Fashion: A casual fan	11%	(96)	16%	(145)	17%	(153)	46%	(414)	10%	(88)	897
Fashion: Not a fan	7%	(73)	12%	(122)	15%	(152)	56%	(556)	10%	(96)	999

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

Table HR17_4: And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?
The NBA's Los Angeles Lakers featuring Shaquille O'Neal, Kobe Bryant and Phil Jackson

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	19%	(409)	18%	(388)	11%	(248)	43%	(948)	9%	(208)	2200
Gender: Male	26%	(276)	21%	(220)	12%	(122)	33%	(354)	8%	(90)	1062
Gender: Female	12%	(133)	15%	(167)	11%	(125)	52%	(594)	10%	(118)	1138
Age: 18-34	27%	(178)	18%	(115)	12%	(76)	30%	(197)	14%	(89)	655
Age: 35-44	25%	(91)	23%	(81)	11%	(38)	31%	(111)	10%	(37)	358
Age: 45-64	14%	(101)	17%	(127)	9%	(67)	52%	(394)	8%	(61)	751
Age: 65+	9%	(38)	15%	(65)	15%	(66)	56%	(246)	5%	(21)	436
GenZers: 1997-2012	24%	(76)	19%	(61)	11%	(36)	30%	(97)	17%	(54)	323
Millennials: 1981-1996	31%	(157)	19%	(93)	11%	(56)	29%	(144)	11%	(53)	503
GenXers: 1965-1980	18%	(100)	19%	(107)	9%	(52)	43%	(239)	11%	(59)	558
Baby Boomers: 1946-1964	9%	(65)	15%	(110)	12%	(89)	58%	(418)	5%	(40)	722
PID: Dem (no lean)	22%	(180)	17%	(140)	12%	(93)	39%	(317)	9%	(73)	804
PID: Ind (no lean)	16%	(109)	18%	(124)	12%	(81)	44%	(307)	11%	(80)	701
PID: Rep (no lean)	17%	(119)	18%	(123)	11%	(74)	47%	(324)	8%	(55)	696
PID/Gender: Dem Men	29%	(105)	20%	(75)	12%	(45)	29%	(107)	10%	(36)	368
PID/Gender: Dem Women	17%	(75)	15%	(65)	11%	(48)	48%	(210)	9%	(37)	435
PID/Gender: Ind Men	25%	(84)	19%	(64)	11%	(37)	35%	(118)	10%	(33)	337
PID/Gender: Ind Women	7%	(25)	16%	(60)	12%	(44)	52%	(189)	13%	(46)	364
PID/Gender: Rep Men	24%	(86)	23%	(81)	11%	(40)	36%	(128)	6%	(20)	357
PID/Gender: Rep Women	10%	(33)	12%	(42)	10%	(33)	58%	(195)	10%	(35)	339
Ideo: Liberal (1-3)	23%	(145)	18%	(114)	11%	(69)	39%	(247)	9%	(56)	632
Ideo: Moderate (4)	19%	(102)	19%	(106)	14%	(78)	41%	(221)	7%	(40)	546
Ideo: Conservative (5-7)	16%	(120)	18%	(139)	11%	(79)	50%	(373)	6%	(41)	753
Educ: < College	18%	(266)	16%	(240)	11%	(167)	44%	(666)	11%	(174)	1512
Educ: Bachelors degree	21%	(92)	22%	(98)	11%	(49)	42%	(188)	4%	(16)	444
Educ: Post-grad	21%	(51)	20%	(50)	13%	(32)	38%	(93)	8%	(19)	244
Income: Under 50k	17%	(202)	16%	(189)	10%	(122)	44%	(514)	13%	(151)	1178
Income: 50k-100k	18%	(121)	19%	(125)	12%	(82)	47%	(306)	3%	(22)	657
Income: 100k+	23%	(86)	20%	(74)	12%	(43)	35%	(128)	10%	(35)	365
Ethnicity: White	15%	(257)	17%	(293)	12%	(200)	48%	(833)	8%	(139)	1722
Ethnicity: Hispanic	23%	(81)	18%	(63)	7%	(26)	33%	(117)	18%	(62)	349

Continued on next page

Table HR17_4: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NBA's Los Angeles Lakers featuring Shaquille O'Neal, Kobe Bryant and Phil Jackson

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	19%	(409)	18%	(388)	11%	(248)	43%	(948)	9%	(208)	2200
Ethnicity: Afr. Am.	31%	(84)	21%	(59)	11%	(30)	24%	(67)	13%	(35)	274
Ethnicity: Other	33%	(68)	18%	(36)	9%	(18)	23%	(47)	17%	(35)	204
All Christian	18%	(177)	19%	(185)	11%	(113)	47%	(469)	5%	(45)	988
All Non-Christian	20%	(22)	21%	(23)	10%	(11)	34%	(37)	15%	(16)	108
Atheist	24%	(23)	11%	(10)	10%	(9)	49%	(47)	7%	(6)	96
Agnostic/Nothing in particular	19%	(188)	17%	(169)	11%	(114)	39%	(396)	14%	(141)	1008
Religious Non-Protestant/Catholic	21%	(29)	23%	(33)	8%	(12)	33%	(46)	14%	(20)	140
Evangelical	21%	(119)	19%	(112)	11%	(65)	40%	(231)	9%	(53)	580
Non-Evangelical	17%	(137)	17%	(138)	13%	(100)	48%	(386)	5%	(37)	798
Community: Urban	23%	(130)	22%	(122)	9%	(47)	35%	(196)	11%	(59)	555
Community: Suburban	19%	(195)	17%	(182)	12%	(125)	45%	(471)	8%	(79)	1051
Community: Rural	14%	(84)	14%	(84)	13%	(76)	47%	(281)	12%	(70)	594
Employ: Private Sector	24%	(138)	21%	(122)	11%	(66)	40%	(235)	4%	(21)	582
Employ: Government	26%	(43)	25%	(41)	9%	(15)	35%	(57)	6%	(9)	165
Employ: Self-Employed	17%	(32)	20%	(37)	13%	(25)	46%	(85)	4%	(7)	186
Employ: Homemaker	9%	(14)	14%	(23)	9%	(15)	52%	(85)	16%	(27)	164
Employ: Retired	9%	(41)	14%	(67)	15%	(71)	56%	(261)	6%	(27)	467
Employ: Unemployed	19%	(55)	16%	(46)	9%	(27)	42%	(123)	15%	(45)	296
Employ: Other	21%	(39)	8%	(16)	5%	(10)	38%	(72)	28%	(52)	189
Military HH: Yes	20%	(71)	14%	(49)	9%	(32)	49%	(175)	8%	(29)	356
Military HH: No	18%	(338)	18%	(339)	12%	(215)	42%	(773)	10%	(179)	1844
RD/WT: Right Direction	19%	(132)	19%	(133)	12%	(82)	42%	(298)	8%	(57)	701
RD/WT: Wrong Track	18%	(277)	17%	(255)	11%	(166)	43%	(650)	10%	(151)	1499
Trump Job Approve	19%	(172)	17%	(154)	12%	(106)	44%	(403)	8%	(72)	909
Trump Job Disapprove	19%	(215)	19%	(219)	12%	(134)	43%	(501)	7%	(84)	1153
Trump Job Strongly Approve	19%	(90)	15%	(73)	10%	(47)	49%	(238)	8%	(37)	485
Trump Job Somewhat Approve	19%	(82)	19%	(81)	14%	(60)	39%	(165)	8%	(36)	424
Trump Job Somewhat Disapprove	19%	(47)	30%	(74)	11%	(28)	35%	(87)	5%	(13)	248
Trump Job Strongly Disapprove	19%	(168)	16%	(145)	12%	(106)	46%	(414)	8%	(71)	904

Continued on next page

Table HR17_4: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NBA's Los Angeles Lakers featuring Shaquille O'Neal, Kobe Bryant and Phil Jackson

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion	Total N
Adults	19%	(409)	18%	(388)	11%	(248)	43%	(948)	9% (208)	2200
Favorable of Trump	19%	(168)	17%	(154)	12%	(103)	46%	(406)	7% (60)	890
Unfavorable of Trump	19%	(223)	19%	(218)	12%	(136)	43%	(503)	7% (77)	1156
Very Favorable of Trump	21%	(106)	15%	(77)	9%	(46)	48%	(249)	7% (37)	515
Somewhat Favorable of Trump	16%	(61)	20%	(77)	15%	(57)	42%	(156)	6% (23)	374
Somewhat Unfavorable of Trump	18%	(39)	27%	(59)	14%	(31)	34%	(74)	6% (14)	217
Very Unfavorable of Trump	20%	(183)	17%	(159)	11%	(105)	46%	(429)	7% (63)	939
#1 Issue: Economy	22%	(170)	19%	(153)	12%	(92)	41%	(325)	6% (50)	789
#1 Issue: Security	15%	(34)	14%	(31)	10%	(23)	53%	(122)	8% (19)	230
#1 Issue: Health Care	19%	(76)	20%	(78)	12%	(46)	41%	(160)	8% (32)	392
#1 Issue: Medicare / Social Security	10%	(29)	15%	(46)	10%	(31)	52%	(154)	12% (37)	296
#1 Issue: Women's Issues	25%	(24)	16%	(15)	10%	(10)	35%	(34)	13% (13)	96
#1 Issue: Education	29%	(42)	16%	(24)	9%	(13)	39%	(57)	7% (10)	146
#1 Issue: Energy	23%	(21)	19%	(17)	16%	(15)	27%	(24)	16% (14)	91
#1 Issue: Other	8%	(13)	14%	(23)	12%	(19)	45%	(72)	21% (33)	160
2018 House Vote: Democrat	21%	(153)	18%	(136)	12%	(89)	43%	(315)	6% (44)	737
2018 House Vote: Republican	17%	(105)	18%	(116)	11%	(71)	48%	(306)	6% (38)	636
2018 House Vote: Someone else	12%	(10)	15%	(13)	11%	(9)	51%	(44)	11% (10)	86
2016 Vote: Hillary Clinton	21%	(143)	18%	(121)	12%	(82)	43%	(291)	7% (46)	684
2016 Vote: Donald Trump	16%	(105)	17%	(116)	11%	(70)	51%	(338)	5% (36)	665
2016 Vote: Other	14%	(18)	25%	(33)	13%	(16)	43%	(55)	5% (7)	130
2016 Vote: Didn't Vote	20%	(142)	16%	(115)	11%	(80)	37%	(263)	17% (120)	720
Voted in 2014: Yes	17%	(223)	19%	(247)	12%	(152)	46%	(600)	6% (83)	1303
Voted in 2014: No	21%	(186)	16%	(141)	11%	(96)	39%	(348)	14% (126)	897
2012 Vote: Barack Obama	20%	(160)	20%	(161)	12%	(93)	42%	(329)	6% (49)	791
2012 Vote: Mitt Romney	14%	(71)	19%	(94)	12%	(58)	51%	(255)	5% (26)	506
2012 Vote: Other	9%	(8)	16%	(14)	11%	(10)	56%	(49)	7% (6)	87
2012 Vote: Didn't Vote	21%	(169)	14%	(115)	11%	(87)	39%	(312)	16% (127)	811

Continued on next page

Table HR17_4: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NBA's Los Angeles Lakers featuring Shaquille O'Neal, Kobe Bryant and Phil Jackson

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	19%	(409)	18%	(388)	11%	(248)	43%	(948)	9%	(208)	2200
4-Region: Northeast	18%	(71)	17%	(68)	12%	(48)	45%	(176)	8%	(31)	394
4-Region: Midwest	13%	(61)	19%	(86)	13%	(61)	49%	(226)	6%	(29)	462
4-Region: South	20%	(162)	19%	(157)	10%	(85)	41%	(341)	10%	(80)	824
4-Region: West	22%	(115)	15%	(77)	10%	(53)	40%	(206)	13%	(69)	520
Watch TV: Every day	20%	(221)	18%	(191)	11%	(124)	44%	(474)	7%	(78)	1088
Watch TV: Several times per week	18%	(91)	24%	(118)	13%	(67)	39%	(193)	6%	(31)	500
Watch TV: About once per week	19%	(26)	10%	(14)	13%	(18)	45%	(62)	13%	(18)	138
Watch TV: Several times per month	12%	(14)	22%	(27)	7%	(9)	51%	(61)	8%	(10)	121
Watch TV: About once per month	13%	(8)	15%	(10)	12%	(8)	42%	(27)	18%	(11)	63
Watch TV: Less often than once per month	19%	(17)	12%	(11)	8%	(8)	52%	(47)	9%	(8)	91
Watch TV: Never	16%	(31)	9%	(18)	7%	(14)	42%	(83)	26%	(53)	199
Watch Movies: Every day	29%	(126)	20%	(88)	11%	(48)	30%	(128)	10%	(42)	433
Watch Movies: Several times per week	18%	(100)	20%	(108)	13%	(69)	43%	(238)	6%	(35)	549
Watch Movies: About once per week	20%	(75)	16%	(61)	14%	(54)	46%	(174)	4%	(15)	380
Watch Movies: Several times per month	14%	(32)	28%	(64)	12%	(28)	38%	(87)	7%	(16)	227
Watch Movies: About once per month	15%	(32)	12%	(26)	9%	(19)	52%	(111)	11%	(23)	212
Watch Movies: Less often than once per month	11%	(22)	13%	(26)	8%	(16)	55%	(106)	12%	(24)	193
Watch Movies: Never	10%	(21)	7%	(15)	6%	(13)	51%	(104)	26%	(53)	206
Watch Sporting Events: Every day	54%	(84)	24%	(38)	5%	(7)	13%	(20)	5%	(7)	158
Watch Sporting Events: Several times per week	34%	(87)	31%	(81)	12%	(31)	18%	(47)	4%	(11)	258
Watch Sporting Events: About once per week	31%	(61)	21%	(43)	10%	(20)	31%	(62)	6%	(13)	198
Watch Sporting Events: Several times per month	21%	(44)	24%	(50)	14%	(30)	35%	(74)	5%	(11)	209
Watch Sporting Events: About once per month	11%	(19)	25%	(40)	20%	(32)	37%	(59)	7%	(11)	161
Watch Sporting Events: Less often than once per month	15%	(61)	21%	(82)	15%	(57)	42%	(166)	7%	(27)	393
Watch Sporting Events: Never	6%	(53)	6%	(53)	8%	(69)	63%	(519)	16%	(128)	823
Cable TV: Currently subscribe	18%	(175)	21%	(198)	12%	(114)	41%	(399)	8%	(82)	968
Cable TV: Subscribed in past	17%	(129)	17%	(132)	12%	(88)	46%	(351)	8%	(57)	756
Cable TV: Never subscribed	22%	(105)	12%	(58)	10%	(46)	42%	(198)	15%	(69)	476

Continued on next page

Table HR17_4: And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?
The NBA's Los Angeles Lakers featuring Shaquille O'Neal, Kobe Bryant and Phil Jackson

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion	Total N
Adults	19%	(409)	18%	(388)	11%	(248)	43%	(948)	9% (208)	2200
Satellite TV: Currently subscribe	20%	(101)	18%	(92)	12%	(60)	37%	(187)	13% (68)	508
Satellite TV: Subscribed in past	20%	(119)	21%	(126)	10%	(62)	41%	(247)	8% (47)	601
Satellite TV: Never subscribed	17%	(188)	16%	(169)	12%	(126)	47%	(514)	9% (93)	1092
Streaming Services: Currently subscribe	19%	(260)	19%	(261)	12%	(168)	41%	(551)	8% (112)	1353
Streaming Services: Subscribed in past	21%	(45)	18%	(38)	11%	(22)	44%	(92)	6% (14)	210
Streaming Services: Never subscribed	16%	(104)	14%	(89)	9%	(57)	48%	(305)	13% (82)	637
Film: An avid fan	27%	(194)	18%	(126)	12%	(86)	33%	(230)	10% (69)	706
Film: A casual fan	15%	(182)	19%	(237)	11%	(139)	47%	(568)	7% (91)	1218
Film: Not a fan	12%	(33)	9%	(25)	8%	(22)	54%	(149)	17% (48)	276
Television: An avid fan	22%	(211)	18%	(175)	13%	(126)	38%	(362)	9% (85)	958
Television: A casual fan	16%	(168)	18%	(185)	11%	(111)	48%	(512)	8% (80)	1058
Television: Not a fan	16%	(30)	15%	(27)	6%	(10)	40%	(74)	23% (43)	184
Music: An avid fan	26%	(279)	18%	(188)	12%	(125)	34%	(362)	11% (112)	1067
Music: A casual fan	12%	(118)	19%	(185)	12%	(114)	51%	(504)	6% (58)	979
Music: Not a fan	8%	(12)	10%	(15)	5%	(8)	53%	(82)	24% (38)	155
Fashion: An avid fan	30%	(93)	16%	(47)	6%	(18)	31%	(96)	17% (50)	304
Fashion: A casual fan	21%	(188)	20%	(177)	12%	(111)	39%	(353)	8% (69)	897
Fashion: Not a fan	13%	(129)	16%	(163)	12%	(118)	50%	(499)	9% (89)	999

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

Table HR17_5: And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?
The NFL's Dallas Cowboys featuring Troy Aikman, Emmitt Smith and Michael Irvin

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(264)	17%	(378)	13%	(289)	47%	(1040)	10%	(229)	2200
Gender: Male	17%	(179)	21%	(224)	13%	(138)	40%	(420)	10%	(101)	1062
Gender: Female	7%	(85)	14%	(154)	13%	(152)	54%	(620)	11%	(128)	1138
Age: 18-34	13%	(84)	16%	(108)	15%	(95)	38%	(252)	18%	(116)	655
Age: 35-44	16%	(56)	18%	(66)	16%	(56)	39%	(141)	11%	(38)	358
Age: 45-64	11%	(83)	19%	(139)	11%	(80)	52%	(391)	8%	(58)	751
Age: 65+	9%	(40)	15%	(65)	13%	(58)	59%	(257)	4%	(16)	436
GenZers: 1997-2012	9%	(29)	15%	(49)	15%	(47)	40%	(130)	21%	(68)	323
Millennials: 1981-1996	18%	(90)	18%	(92)	16%	(78)	34%	(173)	14%	(70)	503
GenXers: 1965-1980	12%	(69)	18%	(102)	11%	(61)	48%	(269)	10%	(57)	558
Baby Boomers: 1946-1964	9%	(65)	16%	(117)	13%	(91)	58%	(416)	4%	(32)	722
PID: Dem (no lean)	12%	(93)	17%	(139)	14%	(113)	46%	(366)	12%	(93)	804
PID: Ind (no lean)	11%	(74)	14%	(100)	12%	(86)	51%	(356)	12%	(86)	701
PID: Rep (no lean)	14%	(97)	20%	(139)	13%	(91)	46%	(319)	7%	(49)	696
PID/Gender: Dem Men	16%	(58)	20%	(74)	13%	(47)	38%	(140)	13%	(49)	368
PID/Gender: Dem Women	8%	(35)	15%	(65)	15%	(66)	52%	(226)	10%	(44)	435
PID/Gender: Ind Men	17%	(56)	16%	(55)	13%	(43)	44%	(150)	10%	(32)	337
PID/Gender: Ind Women	5%	(17)	12%	(44)	12%	(43)	57%	(206)	15%	(53)	364
PID/Gender: Rep Men	18%	(65)	26%	(94)	13%	(48)	37%	(131)	5%	(19)	357
PID/Gender: Rep Women	10%	(33)	13%	(45)	13%	(43)	56%	(188)	9%	(31)	339
Ideo: Liberal (1-3)	11%	(70)	17%	(105)	14%	(89)	47%	(300)	11%	(68)	632
Ideo: Moderate (4)	14%	(79)	19%	(102)	14%	(77)	45%	(248)	8%	(41)	546
Ideo: Conservative (5-7)	13%	(96)	20%	(147)	14%	(102)	50%	(373)	5%	(35)	753
Educ: < College	12%	(180)	16%	(242)	12%	(185)	47%	(716)	13%	(190)	1512
Educ: Bachelors degree	14%	(60)	19%	(83)	16%	(71)	47%	(211)	4%	(19)	444
Educ: Post-grad	10%	(24)	21%	(52)	14%	(34)	47%	(114)	8%	(20)	244
Income: Under 50k	12%	(142)	15%	(182)	12%	(138)	47%	(554)	14%	(161)	1178
Income: 50k-100k	10%	(68)	20%	(130)	15%	(100)	50%	(327)	5%	(31)	657
Income: 100k+	15%	(53)	18%	(66)	14%	(51)	43%	(159)	10%	(36)	365
Ethnicity: White	11%	(191)	16%	(278)	13%	(228)	52%	(890)	8%	(135)	1722
Ethnicity: Hispanic	11%	(39)	19%	(65)	13%	(47)	37%	(129)	20%	(69)	349

Continued on next page

Table HR17_5: And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?
The NFL's Dallas Cowboys featuring Troy Aikman, Emmitt Smith and Michael Irvin

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(264)	17%	(378)	13%	(289)	47%	(1040)	10%	(229)	2200
Ethnicity: Afr. Am.	15%	(42)	21%	(57)	13%	(36)	32%	(87)	19%	(51)	274
Ethnicity: Other	15%	(31)	21%	(42)	12%	(25)	31%	(63)	21%	(42)	204
All Christian	14%	(142)	18%	(181)	13%	(130)	49%	(481)	5%	(54)	988
All Non-Christian	8%	(8)	15%	(16)	16%	(18)	42%	(45)	19%	(21)	108
Atheist	13%	(13)	13%	(12)	7%	(7)	57%	(55)	10%	(9)	96
Agnostic/Nothing in particular	10%	(101)	17%	(168)	13%	(135)	46%	(460)	14%	(144)	1008
Religious Non-Protestant/Catholic	12%	(17)	18%	(25)	13%	(18)	40%	(55)	17%	(24)	140
Evangelical	16%	(90)	22%	(126)	13%	(73)	41%	(237)	9%	(54)	580
Non-Evangelical	12%	(97)	17%	(136)	13%	(106)	52%	(414)	6%	(45)	798
Community: Urban	12%	(68)	21%	(114)	12%	(64)	43%	(241)	12%	(67)	555
Community: Suburban	13%	(138)	15%	(160)	15%	(160)	48%	(502)	9%	(90)	1051
Community: Rural	10%	(58)	17%	(104)	11%	(65)	50%	(297)	12%	(71)	594
Employ: Private Sector	15%	(88)	19%	(112)	14%	(82)	47%	(273)	5%	(27)	582
Employ: Government	16%	(26)	24%	(39)	11%	(18)	41%	(67)	9%	(14)	165
Employ: Self-Employed	12%	(21)	21%	(38)	12%	(22)	50%	(93)	6%	(10)	186
Employ: Homemaker	6%	(11)	11%	(18)	17%	(28)	51%	(84)	15%	(24)	164
Employ: Retired	9%	(41)	15%	(70)	14%	(65)	57%	(268)	5%	(24)	467
Employ: Unemployed	12%	(36)	18%	(53)	9%	(26)	46%	(136)	15%	(45)	296
Employ: Other	13%	(24)	13%	(24)	9%	(16)	38%	(72)	28%	(53)	189
Military HH: Yes	14%	(51)	18%	(65)	11%	(38)	48%	(169)	9%	(33)	356
Military HH: No	12%	(213)	17%	(313)	14%	(252)	47%	(871)	11%	(196)	1844
RD/WT: Right Direction	15%	(102)	20%	(142)	14%	(97)	42%	(297)	9%	(63)	701
RD/WT: Wrong Track	11%	(162)	16%	(235)	13%	(193)	50%	(743)	11%	(166)	1499
Trump Job Approve	14%	(126)	20%	(181)	13%	(121)	45%	(406)	8%	(75)	909
Trump Job Disapprove	11%	(130)	16%	(179)	14%	(157)	51%	(589)	8%	(97)	1153
Trump Job Strongly Approve	16%	(79)	18%	(87)	11%	(53)	47%	(229)	8%	(37)	485
Trump Job Somewhat Approve	11%	(47)	22%	(95)	16%	(67)	42%	(177)	9%	(38)	424
Trump Job Somewhat Disapprove	16%	(39)	22%	(55)	17%	(43)	38%	(94)	7%	(17)	248
Trump Job Strongly Disapprove	10%	(91)	14%	(124)	13%	(115)	55%	(495)	9%	(79)	904

Continued on next page

Table HR17_5: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NFL's Dallas Cowboys featuring Troy Aikman, Emmitt Smith and Michael Irvin

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(264)	17%	(378)	13%	(289)	47%	(1040)	10%	(229)	2200
Favorable of Trump	14%	(125)	20%	(179)	14%	(121)	45%	(402)	7%	(63)	890
Unfavorable of Trump	11%	(128)	16%	(182)	13%	(153)	52%	(596)	8%	(97)	1156
Very Favorable of Trump	17%	(87)	18%	(92)	10%	(53)	46%	(238)	9%	(44)	515
Somewhat Favorable of Trump	10%	(38)	23%	(87)	18%	(68)	44%	(164)	5%	(19)	374
Somewhat Unfavorable of Trump	13%	(28)	22%	(47)	16%	(34)	40%	(88)	9%	(20)	217
Very Unfavorable of Trump	11%	(100)	14%	(134)	13%	(119)	54%	(508)	8%	(77)	939
#1 Issue: Economy	14%	(112)	21%	(169)	13%	(100)	45%	(353)	7%	(55)	789
#1 Issue: Security	11%	(25)	19%	(43)	14%	(32)	49%	(113)	7%	(17)	230
#1 Issue: Health Care	10%	(40)	17%	(66)	16%	(62)	49%	(191)	9%	(34)	392
#1 Issue: Medicare / Social Security	11%	(33)	10%	(29)	13%	(39)	52%	(153)	14%	(41)	296
#1 Issue: Women's Issues	9%	(9)	14%	(14)	14%	(14)	46%	(44)	16%	(15)	96
#1 Issue: Education	16%	(23)	17%	(25)	10%	(15)	44%	(64)	13%	(19)	146
#1 Issue: Energy	13%	(12)	16%	(14)	13%	(12)	40%	(36)	19%	(18)	91
#1 Issue: Other	7%	(11)	11%	(18)	10%	(16)	54%	(86)	18%	(29)	160
2018 House Vote: Democrat	13%	(93)	17%	(128)	14%	(101)	50%	(367)	7%	(50)	737
2018 House Vote: Republican	14%	(92)	19%	(123)	13%	(84)	48%	(302)	5%	(35)	636
2018 House Vote: Someone else	4%	(4)	14%	(12)	12%	(10)	52%	(45)	18%	(16)	86
2016 Vote: Hillary Clinton	12%	(80)	17%	(118)	13%	(88)	51%	(349)	7%	(48)	684
2016 Vote: Donald Trump	14%	(95)	19%	(128)	13%	(87)	49%	(328)	4%	(27)	665
2016 Vote: Other	12%	(16)	17%	(22)	15%	(19)	50%	(65)	6%	(8)	130
2016 Vote: Didn't Vote	10%	(73)	15%	(109)	13%	(95)	41%	(296)	20%	(146)	720
Voted in 2014: Yes	12%	(157)	19%	(247)	13%	(174)	50%	(646)	6%	(80)	1303
Voted in 2014: No	12%	(107)	15%	(131)	13%	(116)	44%	(394)	17%	(149)	897
2012 Vote: Barack Obama	13%	(101)	20%	(154)	13%	(104)	48%	(379)	7%	(53)	791
2012 Vote: Mitt Romney	15%	(75)	18%	(91)	15%	(76)	48%	(244)	4%	(20)	506
2012 Vote: Other	5%	(4)	21%	(18)	5%	(4)	63%	(55)	7%	(6)	87
2012 Vote: Didn't Vote	10%	(83)	14%	(115)	13%	(105)	44%	(358)	19%	(150)	811

Continued on next page

Table HR17_5: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NFL's Dallas Cowboys featuring Troy Aikman, Emmitt Smith and Michael Irvin

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(264)	17%	(378)	13%	(289)	47%	(1040)	10%	(229)	2200
4-Region: Northeast	10%	(38)	17%	(68)	16%	(64)	47%	(186)	9%	(37)	394
4-Region: Midwest	10%	(45)	15%	(69)	15%	(67)	54%	(250)	7%	(32)	462
4-Region: South	15%	(128)	18%	(146)	11%	(90)	45%	(373)	11%	(87)	824
4-Region: West	10%	(53)	18%	(94)	13%	(69)	44%	(231)	14%	(73)	520
Watch TV: Every day	13%	(143)	17%	(188)	14%	(150)	48%	(517)	8%	(91)	1088
Watch TV: Several times per week	12%	(61)	20%	(100)	15%	(73)	46%	(229)	7%	(36)	500
Watch TV: About once per week	10%	(14)	12%	(17)	13%	(19)	47%	(65)	17%	(24)	138
Watch TV: Several times per month	7%	(8)	21%	(26)	16%	(19)	48%	(58)	9%	(11)	121
Watch TV: About once per month	14%	(9)	21%	(13)	12%	(7)	47%	(30)	6%	(4)	63
Watch TV: Less often than once per month	13%	(12)	20%	(18)	7%	(6)	54%	(49)	6%	(6)	91
Watch TV: Never	8%	(17)	8%	(17)	8%	(16)	46%	(92)	29%	(58)	199
Watch Movies: Every day	18%	(80)	20%	(87)	14%	(60)	34%	(148)	14%	(59)	433
Watch Movies: Several times per week	12%	(66)	19%	(104)	15%	(80)	48%	(262)	7%	(38)	549
Watch Movies: About once per week	12%	(46)	17%	(66)	15%	(55)	50%	(189)	6%	(23)	380
Watch Movies: Several times per month	10%	(23)	19%	(44)	15%	(34)	45%	(102)	11%	(24)	227
Watch Movies: About once per month	7%	(15)	15%	(32)	11%	(23)	59%	(125)	8%	(16)	212
Watch Movies: Less often than once per month	9%	(18)	15%	(29)	9%	(18)	59%	(114)	8%	(15)	193
Watch Movies: Never	8%	(16)	8%	(17)	9%	(19)	49%	(101)	26%	(53)	206
Watch Sporting Events: Every day	31%	(49)	23%	(36)	10%	(16)	27%	(42)	9%	(14)	158
Watch Sporting Events: Several times per week	24%	(63)	33%	(85)	17%	(45)	21%	(54)	4%	(11)	258
Watch Sporting Events: About once per week	21%	(42)	25%	(49)	17%	(34)	31%	(62)	6%	(13)	198
Watch Sporting Events: Several times per month	12%	(25)	27%	(57)	18%	(37)	38%	(80)	5%	(10)	209
Watch Sporting Events: About once per month	11%	(18)	20%	(33)	22%	(35)	40%	(64)	8%	(12)	161
Watch Sporting Events: Less often than once per month	9%	(37)	18%	(69)	15%	(58)	50%	(196)	8%	(33)	393
Watch Sporting Events: Never	4%	(31)	6%	(49)	8%	(65)	66%	(543)	16%	(135)	823
Cable TV: Currently subscribe	13%	(129)	17%	(169)	14%	(133)	46%	(446)	9%	(91)	968
Cable TV: Subscribed in past	11%	(80)	20%	(149)	14%	(105)	49%	(367)	7%	(55)	756
Cable TV: Never subscribed	12%	(56)	13%	(60)	11%	(50)	48%	(227)	17%	(83)	476

Continued on next page

Table HR17_5: And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?
The NFL's Dallas Cowboys featuring Troy Aikman, Emmitt Smith and Michael Irvin

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(264)	17%	(378)	13%	(289)	47%	(1040)	10%	(229)	2200
Satellite TV: Currently subscribe	15%	(77)	18%	(89)	12%	(62)	40%	(204)	15%	(75)	508
Satellite TV: Subscribed in past	13%	(81)	20%	(120)	13%	(79)	45%	(272)	8%	(49)	601
Satellite TV: Never subscribed	10%	(106)	15%	(168)	14%	(149)	52%	(565)	10%	(104)	1092
Streaming Services: Currently subscribe	11%	(148)	18%	(249)	14%	(186)	47%	(633)	10%	(136)	1353
Streaming Services: Subscribed in past	15%	(32)	18%	(37)	14%	(29)	45%	(94)	9%	(18)	210
Streaming Services: Never subscribed	13%	(84)	14%	(92)	12%	(74)	49%	(313)	12%	(74)	637
Film: An avid fan	17%	(122)	17%	(121)	13%	(94)	39%	(276)	13%	(93)	706
Film: A casual fan	10%	(124)	19%	(229)	14%	(174)	50%	(612)	7%	(80)	1218
Film: Not a fan	7%	(19)	10%	(28)	8%	(21)	55%	(153)	20%	(55)	276
Television: An avid fan	15%	(147)	17%	(165)	13%	(128)	43%	(417)	11%	(102)	958
Television: A casual fan	9%	(97)	18%	(191)	14%	(146)	51%	(539)	8%	(84)	1058
Television: Not a fan	11%	(20)	12%	(22)	8%	(15)	46%	(85)	23%	(43)	184
Music: An avid fan	15%	(165)	19%	(199)	14%	(145)	40%	(431)	12%	(127)	1067
Music: A casual fan	9%	(84)	17%	(165)	14%	(135)	54%	(531)	6%	(64)	979
Music: Not a fan	9%	(15)	9%	(14)	7%	(10)	51%	(78)	24%	(38)	155
Fashion: An avid fan	18%	(54)	17%	(53)	12%	(37)	35%	(106)	18%	(55)	304
Fashion: A casual fan	14%	(129)	18%	(166)	16%	(147)	42%	(378)	9%	(77)	897
Fashion: Not a fan	8%	(81)	16%	(159)	11%	(106)	56%	(556)	10%	(97)	999

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

Table HR17_6: And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?
The NHL's Detroit Red Wings featuring Steve Yzerman, Sergei Federov and Nicklas Lidström

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(130)	10%	(217)	17%	(378)	54%	(1187)	13%	(289)	2200
Gender: Male	9%	(96)	14%	(152)	19%	(200)	47%	(498)	11%	(115)	1062
Gender: Female	3%	(34)	6%	(65)	16%	(178)	60%	(688)	15%	(174)	1138
Age: 18-34	8%	(55)	12%	(78)	19%	(122)	40%	(260)	21%	(140)	655
Age: 35-44	9%	(31)	17%	(59)	17%	(59)	46%	(164)	12%	(44)	358
Age: 45-64	5%	(34)	9%	(66)	16%	(118)	61%	(457)	10%	(76)	751
Age: 65+	2%	(9)	3%	(14)	18%	(78)	70%	(306)	7%	(29)	436
GenZers: 1997-2012	6%	(18)	12%	(38)	17%	(55)	40%	(128)	26%	(83)	323
Millennials: 1981-1996	11%	(56)	15%	(75)	21%	(105)	38%	(191)	15%	(77)	503
GenXers: 1965-1980	5%	(29)	12%	(65)	15%	(83)	56%	(310)	13%	(71)	558
Baby Boomers: 1946-1964	3%	(25)	5%	(36)	17%	(121)	67%	(487)	7%	(53)	722
PID: Dem (no lean)	6%	(51)	10%	(77)	19%	(154)	51%	(409)	14%	(113)	804
PID: Ind (no lean)	5%	(35)	10%	(70)	16%	(113)	54%	(381)	15%	(102)	701
PID: Rep (no lean)	6%	(44)	10%	(70)	16%	(111)	57%	(397)	11%	(74)	696
PID/Gender: Dem Men	10%	(35)	12%	(45)	20%	(75)	44%	(162)	14%	(52)	368
PID/Gender: Dem Women	4%	(15)	7%	(33)	18%	(79)	57%	(247)	14%	(61)	435
PID/Gender: Ind Men	8%	(28)	16%	(55)	15%	(52)	49%	(165)	11%	(37)	337
PID/Gender: Ind Women	2%	(7)	4%	(15)	17%	(61)	59%	(216)	18%	(66)	364
PID/Gender: Rep Men	9%	(33)	15%	(52)	21%	(73)	48%	(171)	8%	(27)	357
PID/Gender: Rep Women	3%	(11)	5%	(17)	11%	(38)	67%	(226)	14%	(47)	339
Ideo: Liberal (1-3)	7%	(43)	13%	(80)	18%	(115)	51%	(323)	11%	(71)	632
Ideo: Moderate (4)	7%	(41)	9%	(50)	20%	(107)	54%	(295)	10%	(54)	546
Ideo: Conservative (5-7)	5%	(40)	10%	(79)	15%	(115)	60%	(452)	9%	(68)	753
Educ: < College	5%	(70)	9%	(137)	16%	(238)	54%	(820)	16%	(247)	1512
Educ: Bachelors degree	9%	(38)	12%	(53)	20%	(91)	54%	(240)	5%	(22)	444
Educ: Post-grad	9%	(21)	11%	(27)	20%	(49)	52%	(127)	8%	(20)	244
Income: Under 50k	4%	(50)	9%	(105)	15%	(172)	54%	(631)	19%	(220)	1178
Income: 50k-100k	7%	(46)	9%	(58)	20%	(134)	59%	(390)	4%	(29)	657
Income: 100k+	9%	(34)	15%	(53)	20%	(72)	45%	(166)	11%	(40)	365
Ethnicity: White	6%	(100)	10%	(164)	17%	(295)	57%	(979)	11%	(183)	1722
Ethnicity: Hispanic	7%	(25)	9%	(30)	16%	(57)	43%	(149)	25%	(89)	349

Continued on next page

Table HR17_6: And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?
The NHL's Detroit Red Wings featuring Steve Yzerman, Sergei Federov and Nicklas Lidström

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(130)	10%	(217)	17%	(378)	54%	(1187)	13%	(289)	2200
Ethnicity: Afr. Am.	7%	(18)	8%	(21)	19%	(53)	46%	(126)	20%	(56)	274
Ethnicity: Other	5%	(11)	15%	(31)	15%	(31)	40%	(81)	24%	(50)	204
All Christian	7%	(66)	9%	(92)	19%	(186)	58%	(570)	8%	(75)	988
All Non-Christian	7%	(7)	13%	(14)	9%	(10)	51%	(55)	20%	(22)	108
Atheist	5%	(4)	19%	(18)	13%	(13)	54%	(52)	9%	(9)	96
Agnostic/Nothing in particular	5%	(52)	9%	(92)	17%	(170)	51%	(510)	18%	(184)	1008
Religious Non-Protestant/Catholic	8%	(11)	14%	(20)	14%	(19)	45%	(63)	18%	(26)	140
Evangelical	7%	(41)	8%	(47)	16%	(95)	54%	(311)	15%	(86)	580
Non-Evangelical	6%	(47)	9%	(68)	19%	(154)	59%	(474)	7%	(55)	798
Community: Urban	7%	(40)	13%	(69)	16%	(90)	49%	(270)	15%	(85)	555
Community: Suburban	6%	(65)	10%	(101)	19%	(197)	54%	(564)	12%	(123)	1051
Community: Rural	4%	(24)	8%	(46)	15%	(92)	59%	(352)	14%	(81)	594
Employ: Private Sector	7%	(42)	15%	(85)	19%	(109)	53%	(309)	7%	(38)	582
Employ: Government	17%	(28)	13%	(21)	17%	(29)	44%	(72)	9%	(15)	165
Employ: Self-Employed	6%	(11)	9%	(17)	19%	(35)	56%	(103)	10%	(19)	186
Employ: Homemaker	3%	(5)	4%	(7)	10%	(17)	62%	(101)	21%	(34)	164
Employ: Retired	1%	(6)	5%	(23)	17%	(78)	70%	(327)	7%	(34)	467
Employ: Unemployed	5%	(15)	9%	(27)	18%	(52)	52%	(153)	17%	(49)	296
Employ: Other	5%	(9)	7%	(14)	16%	(29)	40%	(76)	32%	(61)	189
Military HH: Yes	8%	(29)	8%	(28)	15%	(53)	58%	(207)	11%	(40)	356
Military HH: No	5%	(100)	10%	(189)	18%	(325)	53%	(980)	14%	(249)	1844
RD/WT: Right Direction	8%	(53)	12%	(81)	16%	(112)	52%	(365)	13%	(90)	701
RD/WT: Wrong Track	5%	(76)	9%	(136)	18%	(266)	55%	(822)	13%	(199)	1499
Trump Job Approve	6%	(58)	11%	(97)	17%	(153)	55%	(497)	11%	(104)	909
Trump Job Disapprove	6%	(67)	10%	(111)	18%	(207)	56%	(651)	10%	(117)	1153
Trump Job Strongly Approve	7%	(32)	9%	(45)	15%	(71)	59%	(284)	11%	(53)	485
Trump Job Somewhat Approve	6%	(26)	12%	(51)	19%	(82)	50%	(214)	12%	(51)	424
Trump Job Somewhat Disapprove	9%	(23)	12%	(30)	20%	(50)	48%	(120)	11%	(26)	248
Trump Job Strongly Disapprove	5%	(44)	9%	(82)	17%	(157)	59%	(531)	10%	(91)	904

Continued on next page

Table HR17_6: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NHL's Detroit Red Wings featuring Steve Yzerman, Sergei Federov and Nicklas Lidström

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(130)	10%	(217)	17%	(378)	54%	(1187)	13%	(289)	2200
Favorable of Trump	7%	(58)	11%	(98)	16%	(144)	56%	(499)	10%	(91)	890
Unfavorable of Trump	5%	(63)	9%	(109)	19%	(219)	56%	(650)	10%	(115)	1156
Very Favorable of Trump	8%	(39)	10%	(49)	14%	(71)	58%	(299)	11%	(57)	515
Somewhat Favorable of Trump	5%	(19)	13%	(49)	19%	(73)	53%	(199)	9%	(35)	374
Somewhat Unfavorable of Trump	5%	(12)	12%	(26)	21%	(46)	51%	(111)	10%	(22)	217
Very Unfavorable of Trump	5%	(51)	9%	(83)	18%	(173)	57%	(539)	10%	(93)	939
#1 Issue: Economy	7%	(56)	11%	(86)	18%	(145)	54%	(424)	10%	(78)	789
#1 Issue: Security	5%	(12)	7%	(16)	16%	(37)	60%	(139)	11%	(26)	230
#1 Issue: Health Care	6%	(23)	13%	(51)	17%	(68)	54%	(210)	10%	(40)	392
#1 Issue: Medicare / Social Security	2%	(5)	5%	(14)	14%	(42)	63%	(187)	16%	(48)	296
#1 Issue: Women's Issues	6%	(6)	11%	(11)	15%	(14)	41%	(40)	26%	(25)	96
#1 Issue: Education	8%	(12)	11%	(16)	22%	(32)	45%	(65)	15%	(22)	146
#1 Issue: Energy	11%	(10)	11%	(10)	23%	(21)	38%	(35)	16%	(14)	91
#1 Issue: Other	3%	(5)	8%	(13)	12%	(19)	54%	(87)	22%	(36)	160
2018 House Vote: Democrat	6%	(46)	11%	(79)	19%	(138)	57%	(418)	8%	(57)	737
2018 House Vote: Republican	7%	(43)	11%	(73)	16%	(103)	58%	(366)	8%	(51)	636
2018 House Vote: Someone else	4%	(3)	6%	(5)	21%	(18)	52%	(45)	17%	(15)	86
2016 Vote: Hillary Clinton	6%	(44)	11%	(72)	19%	(129)	56%	(382)	8%	(57)	684
2016 Vote: Donald Trump	6%	(40)	10%	(65)	17%	(111)	61%	(404)	7%	(45)	665
2016 Vote: Other	7%	(9)	14%	(18)	21%	(28)	51%	(67)	7%	(9)	130
2016 Vote: Didn't Vote	5%	(36)	9%	(61)	15%	(111)	46%	(333)	25%	(179)	720
Voted in 2014: Yes	6%	(74)	10%	(136)	18%	(234)	58%	(758)	8%	(102)	1303
Voted in 2014: No	6%	(55)	9%	(81)	16%	(144)	48%	(429)	21%	(187)	897
2012 Vote: Barack Obama	7%	(52)	12%	(96)	17%	(138)	56%	(441)	8%	(65)	791
2012 Vote: Mitt Romney	6%	(31)	9%	(46)	17%	(88)	60%	(304)	7%	(37)	506
2012 Vote: Other	5%	(5)	7%	(6)	17%	(15)	62%	(54)	9%	(8)	87
2012 Vote: Didn't Vote	5%	(42)	8%	(69)	17%	(137)	47%	(384)	22%	(179)	811

Continued on next page

Table HR17_6: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NHL's Detroit Red Wings featuring Steve Yzerman, Sergei Federov and Nicklas Lidström

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(130)	10%	(217)	17%	(378)	54%	(1187)	13%	(289)	2200
4-Region: Northeast	7%	(26)	10%	(41)	19%	(76)	55%	(215)	9%	(35)	394
4-Region: Midwest	7%	(34)	10%	(47)	15%	(71)	60%	(276)	7%	(35)	462
4-Region: South	5%	(43)	9%	(71)	18%	(150)	54%	(444)	14%	(116)	824
4-Region: West	5%	(26)	11%	(58)	16%	(81)	48%	(251)	20%	(103)	520
Watch TV: Every day	6%	(69)	9%	(102)	17%	(180)	57%	(622)	11%	(115)	1088
Watch TV: Several times per week	6%	(30)	12%	(59)	21%	(103)	51%	(255)	11%	(53)	500
Watch TV: About once per week	3%	(4)	14%	(20)	16%	(22)	47%	(65)	20%	(27)	138
Watch TV: Several times per month	7%	(8)	11%	(14)	20%	(24)	55%	(66)	7%	(9)	121
Watch TV: About once per month	11%	(7)	8%	(5)	23%	(14)	45%	(28)	14%	(9)	63
Watch TV: Less often than once per month	7%	(6)	5%	(4)	14%	(13)	62%	(56)	13%	(11)	91
Watch TV: Never	2%	(4)	6%	(13)	11%	(22)	48%	(94)	33%	(65)	199
Watch Movies: Every day	10%	(45)	13%	(55)	16%	(70)	44%	(189)	17%	(75)	433
Watch Movies: Several times per week	6%	(32)	11%	(63)	18%	(100)	56%	(310)	8%	(45)	549
Watch Movies: About once per week	6%	(21)	9%	(36)	24%	(91)	54%	(207)	7%	(25)	380
Watch Movies: Several times per month	3%	(8)	12%	(27)	20%	(46)	53%	(121)	11%	(24)	227
Watch Movies: About once per month	4%	(9)	8%	(16)	15%	(31)	59%	(126)	14%	(30)	212
Watch Movies: Less often than once per month	4%	(9)	4%	(8)	10%	(19)	66%	(128)	16%	(30)	193
Watch Movies: Never	3%	(6)	6%	(13)	10%	(21)	52%	(107)	29%	(59)	206
Watch Sporting Events: Every day	25%	(39)	17%	(27)	15%	(24)	33%	(52)	9%	(15)	158
Watch Sporting Events: Several times per week	11%	(28)	27%	(70)	23%	(60)	32%	(81)	7%	(18)	258
Watch Sporting Events: About once per week	7%	(14)	14%	(27)	24%	(48)	45%	(90)	10%	(20)	198
Watch Sporting Events: Several times per month	7%	(15)	13%	(28)	23%	(47)	49%	(102)	8%	(16)	209
Watch Sporting Events: About once per month	5%	(8)	6%	(10)	23%	(36)	57%	(91)	10%	(16)	161
Watch Sporting Events: Less often than once per month	4%	(16)	9%	(36)	17%	(67)	56%	(219)	14%	(56)	393
Watch Sporting Events: Never	1%	(9)	2%	(19)	12%	(95)	67%	(551)	18%	(148)	823
Cable TV: Currently subscribe	7%	(63)	10%	(99)	18%	(176)	53%	(515)	12%	(115)	968
Cable TV: Subscribed in past	5%	(39)	11%	(81)	17%	(132)	57%	(433)	9%	(70)	756
Cable TV: Never subscribed	6%	(27)	8%	(37)	15%	(70)	50%	(239)	22%	(104)	476

Continued on next page

Table HR17_6: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?
The NHL's Detroit Red Wings featuring Steve Yzerman, Sergei Federov and Nicklas Lidström*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(130)	10%	(217)	17%	(378)	54%	(1187)	13%	(289)	2200
Satellite TV: Currently subscribe	7%	(33)	11%	(57)	15%	(78)	50%	(252)	17%	(88)	508
Satellite TV: Subscribed in past	6%	(36)	11%	(63)	17%	(103)	55%	(331)	11%	(67)	601
Satellite TV: Never subscribed	6%	(61)	9%	(97)	18%	(197)	55%	(604)	12%	(134)	1092
Streaming Services: Currently subscribe	7%	(91)	10%	(137)	18%	(245)	53%	(716)	12%	(163)	1353
Streaming Services: Subscribed in past	4%	(9)	9%	(18)	19%	(40)	58%	(121)	11%	(22)	210
Streaming Services: Never subscribed	5%	(30)	10%	(61)	15%	(94)	55%	(349)	16%	(103)	637
Film: An avid fan	9%	(64)	13%	(93)	19%	(137)	44%	(313)	14%	(99)	706
Film: A casual fan	5%	(58)	9%	(112)	17%	(208)	59%	(718)	10%	(123)	1218
Film: Not a fan	3%	(8)	4%	(12)	12%	(33)	56%	(156)	24%	(67)	276
Television: An avid fan	7%	(64)	11%	(103)	17%	(167)	53%	(511)	12%	(113)	958
Television: A casual fan	5%	(53)	9%	(97)	18%	(193)	56%	(595)	11%	(120)	1058
Television: Not a fan	7%	(13)	9%	(17)	10%	(18)	44%	(81)	30%	(56)	184
Music: An avid fan	8%	(81)	12%	(129)	18%	(191)	48%	(509)	15%	(156)	1067
Music: A casual fan	4%	(37)	8%	(83)	18%	(178)	61%	(594)	9%	(86)	979
Music: Not a fan	7%	(11)	3%	(4)	6%	(9)	54%	(84)	30%	(47)	155
Fashion: An avid fan	11%	(33)	13%	(39)	17%	(51)	38%	(114)	22%	(68)	304
Fashion: A casual fan	6%	(50)	11%	(100)	22%	(193)	50%	(450)	12%	(103)	897
Fashion: Not a fan	5%	(46)	8%	(78)	13%	(134)	62%	(622)	12%	(118)	999

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

Table HR17_7: And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?
The NBA's Los Angeles Lakers featuring Magic Johnson, James Worthy and Kareem Abul-Jabbar

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	16%	(345)	17%	(372)	13%	(280)	44%	(969)	11%	(234)	2200
Gender: Male	23%	(249)	22%	(233)	11%	(120)	34%	(363)	9%	(96)	1062
Gender: Female	8%	(95)	12%	(139)	14%	(159)	53%	(605)	12%	(138)	1138
Age: 18-34	19%	(127)	17%	(112)	14%	(92)	34%	(220)	16%	(104)	655
Age: 35-44	20%	(70)	25%	(91)	12%	(42)	33%	(118)	10%	(37)	358
Age: 45-64	15%	(115)	15%	(109)	11%	(85)	50%	(379)	8%	(64)	751
Age: 65+	7%	(32)	14%	(60)	14%	(62)	58%	(252)	7%	(31)	436
GenZers: 1997-2012	15%	(47)	17%	(56)	13%	(42)	36%	(115)	20%	(63)	323
Millennials: 1981-1996	25%	(124)	19%	(97)	15%	(73)	30%	(152)	11%	(57)	503
GenXers: 1965-1980	17%	(93)	20%	(114)	10%	(56)	42%	(235)	11%	(60)	558
Baby Boomers: 1946-1964	10%	(73)	12%	(85)	14%	(98)	57%	(414)	7%	(52)	722
PID: Dem (no lean)	19%	(150)	19%	(149)	12%	(99)	40%	(321)	11%	(85)	804
PID: Ind (no lean)	15%	(102)	15%	(102)	12%	(87)	46%	(323)	12%	(87)	701
PID: Rep (no lean)	13%	(93)	17%	(121)	14%	(94)	47%	(325)	9%	(62)	696
PID/Gender: Dem Men	26%	(97)	22%	(81)	9%	(33)	31%	(115)	12%	(42)	368
PID/Gender: Dem Women	12%	(53)	15%	(67)	15%	(66)	47%	(206)	10%	(43)	435
PID/Gender: Ind Men	24%	(81)	18%	(61)	13%	(42)	36%	(120)	10%	(32)	337
PID/Gender: Ind Women	6%	(21)	11%	(41)	12%	(44)	56%	(203)	15%	(54)	364
PID/Gender: Rep Men	20%	(72)	25%	(91)	12%	(45)	36%	(129)	6%	(21)	357
PID/Gender: Rep Women	6%	(21)	9%	(31)	15%	(49)	58%	(196)	12%	(41)	339
Ideo: Liberal (1-3)	19%	(121)	20%	(123)	12%	(73)	40%	(252)	10%	(63)	632
Ideo: Moderate (4)	17%	(96)	18%	(99)	14%	(74)	43%	(237)	7%	(40)	546
Ideo: Conservative (5-7)	14%	(102)	18%	(134)	13%	(100)	49%	(367)	7%	(49)	753
Educ: < College	14%	(216)	15%	(222)	13%	(189)	46%	(690)	13%	(196)	1512
Educ: Bachelors degree	19%	(85)	22%	(99)	13%	(57)	42%	(185)	4%	(17)	444
Educ: Post-grad	18%	(44)	21%	(51)	14%	(34)	39%	(94)	9%	(22)	244
Income: Under 50k	13%	(155)	15%	(177)	12%	(139)	46%	(536)	14%	(171)	1178
Income: 50k-100k	17%	(112)	19%	(123)	15%	(96)	46%	(300)	4%	(25)	657
Income: 100k+	21%	(78)	20%	(73)	12%	(45)	36%	(132)	11%	(38)	365
Ethnicity: White	13%	(221)	16%	(278)	13%	(229)	49%	(842)	9%	(152)	1722
Ethnicity: Hispanic	15%	(51)	15%	(52)	13%	(46)	36%	(124)	22%	(77)	349

Continued on next page

Table HR17_7: And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?
The NBA's Los Angeles Lakers featuring Magic Johnson, James Worthy and Kareem Abul-Jabbar

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	16%	(345)	17%	(372)	13%	(280)	44%	(969)	11%	(234)	2200
Ethnicity: Afr. Am.	25%	(70)	20%	(56)	10%	(26)	29%	(81)	15%	(42)	274
Ethnicity: Other	26%	(54)	19%	(39)	12%	(25)	23%	(46)	20%	(40)	204
All Christian	16%	(157)	18%	(174)	14%	(134)	46%	(457)	7%	(66)	988
All Non-Christian	19%	(21)	19%	(20)	9%	(9)	37%	(40)	16%	(18)	108
Atheist	18%	(17)	13%	(12)	7%	(7)	55%	(53)	7%	(7)	96
Agnostic/Nothing in particular	15%	(150)	16%	(166)	13%	(130)	42%	(419)	14%	(143)	1008
Religious Non-Protestant/Catholic	23%	(32)	19%	(26)	9%	(12)	34%	(48)	15%	(21)	140
Evangelical	18%	(105)	16%	(94)	14%	(82)	41%	(238)	10%	(61)	580
Non-Evangelical	14%	(115)	17%	(139)	13%	(105)	49%	(389)	6%	(50)	798
Community: Urban	18%	(100)	21%	(116)	10%	(57)	39%	(214)	12%	(68)	555
Community: Suburban	17%	(175)	16%	(173)	14%	(144)	44%	(464)	9%	(95)	1051
Community: Rural	12%	(70)	14%	(84)	13%	(79)	49%	(291)	12%	(71)	594
Employ: Private Sector	20%	(114)	21%	(125)	13%	(75)	41%	(236)	5%	(32)	582
Employ: Government	27%	(44)	23%	(38)	8%	(13)	33%	(54)	9%	(16)	165
Employ: Self-Employed	18%	(34)	20%	(36)	16%	(30)	42%	(77)	5%	(9)	186
Employ: Homemaker	8%	(12)	10%	(16)	12%	(20)	52%	(86)	18%	(29)	164
Employ: Retired	8%	(35)	13%	(61)	16%	(75)	57%	(265)	7%	(31)	467
Employ: Unemployed	17%	(49)	12%	(36)	11%	(32)	46%	(135)	15%	(43)	296
Employ: Other	12%	(22)	14%	(26)	8%	(15)	38%	(72)	29%	(54)	189
Military HH: Yes	18%	(62)	16%	(56)	8%	(27)	50%	(178)	9%	(32)	356
Military HH: No	15%	(282)	17%	(316)	14%	(253)	43%	(790)	11%	(202)	1844
RD/WT: Right Direction	16%	(113)	18%	(128)	13%	(93)	43%	(302)	9%	(65)	701
RD/WT: Wrong Track	15%	(232)	16%	(244)	12%	(186)	44%	(667)	11%	(170)	1499
Trump Job Approve	16%	(147)	17%	(154)	13%	(120)	45%	(410)	9%	(77)	909
Trump Job Disapprove	16%	(185)	17%	(202)	13%	(155)	45%	(517)	8%	(95)	1153
Trump Job Strongly Approve	16%	(79)	14%	(69)	10%	(50)	51%	(245)	8%	(41)	485
Trump Job Somewhat Approve	16%	(68)	20%	(85)	17%	(70)	39%	(165)	9%	(36)	424
Trump Job Somewhat Disapprove	16%	(39)	26%	(65)	17%	(41)	36%	(88)	6%	(14)	248
Trump Job Strongly Disapprove	16%	(146)	15%	(136)	13%	(114)	47%	(428)	9%	(80)	904

Continued on next page

Table HR17_7: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NBA's Los Angeles Lakers featuring Magic Johnson, James Worthy and Kareem Abul-Jabbar

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion	Total N
Adults	16%	(345)	17%	(372)	13%	(280)	44%	(969)	11% (234)	2200
Favorable of Trump	15%	(133)	17%	(154)	15%	(130)	46%	(409)	7% (64)	890
Unfavorable of Trump	17%	(198)	17%	(199)	13%	(145)	45%	(521)	8% (93)	1156
Very Favorable of Trump	17%	(87)	15%	(75)	10%	(52)	50%	(260)	8% (42)	515
Somewhat Favorable of Trump	12%	(46)	21%	(79)	21%	(78)	40%	(149)	6% (23)	374
Somewhat Unfavorable of Trump	17%	(36)	22%	(47)	17%	(37)	38%	(83)	6% (14)	217
Very Unfavorable of Trump	17%	(161)	16%	(152)	11%	(108)	47%	(439)	8% (79)	939
#1 Issue: Economy	20%	(156)	18%	(144)	13%	(106)	42%	(329)	7% (55)	789
#1 Issue: Security	12%	(27)	15%	(34)	12%	(28)	52%	(118)	10% (23)	230
#1 Issue: Health Care	14%	(56)	22%	(85)	12%	(48)	44%	(173)	8% (32)	392
#1 Issue: Medicare / Social Security	9%	(26)	13%	(38)	10%	(30)	55%	(162)	13% (40)	296
#1 Issue: Women's Issues	13%	(13)	22%	(21)	11%	(11)	37%	(35)	17% (17)	96
#1 Issue: Education	24%	(35)	12%	(18)	15%	(21)	38%	(56)	11% (16)	146
#1 Issue: Energy	23%	(21)	14%	(13)	19%	(17)	26%	(23)	19% (17)	91
#1 Issue: Other	8%	(13)	12%	(19)	13%	(20)	45%	(72)	22% (36)	160
2018 House Vote: Democrat	19%	(136)	20%	(150)	12%	(92)	42%	(310)	7% (49)	737
2018 House Vote: Republican	15%	(93)	18%	(115)	12%	(79)	48%	(304)	7% (44)	636
2018 House Vote: Someone else	10%	(9)	9%	(8)	12%	(10)	54%	(47)	15% (13)	86
2016 Vote: Hillary Clinton	17%	(119)	21%	(143)	12%	(83)	42%	(290)	7% (48)	684
2016 Vote: Donald Trump	14%	(96)	17%	(113)	13%	(86)	50%	(333)	5% (37)	665
2016 Vote: Other	19%	(25)	16%	(20)	12%	(16)	46%	(60)	7% (9)	130
2016 Vote: Didn't Vote	15%	(105)	13%	(95)	13%	(95)	40%	(286)	19% (139)	720
Voted in 2014: Yes	16%	(210)	19%	(247)	13%	(165)	45%	(592)	7% (89)	1303
Voted in 2014: No	15%	(135)	14%	(126)	13%	(115)	42%	(377)	16% (145)	897
2012 Vote: Barack Obama	19%	(148)	21%	(162)	11%	(91)	42%	(334)	7% (56)	791
2012 Vote: Mitt Romney	14%	(72)	17%	(85)	14%	(69)	50%	(253)	5% (27)	506
2012 Vote: Other	9%	(8)	12%	(10)	12%	(10)	59%	(51)	8% (7)	87
2012 Vote: Didn't Vote	14%	(117)	14%	(114)	13%	(109)	41%	(329)	17% (141)	811

Continued on next page

Table HR17_7: And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?
The NBA's Los Angeles Lakers featuring Magic Johnson, James Worthy and Kareem Abul-Jabbar

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	16%	(345)	17%	(372)	13%	(280)	44%	(969)	11%	(234)	2200
4-Region: Northeast	15%	(61)	16%	(63)	14%	(55)	45%	(177)	10%	(38)	394
4-Region: Midwest	11%	(53)	17%	(77)	13%	(60)	52%	(240)	7%	(32)	462
4-Region: South	16%	(131)	20%	(163)	12%	(95)	42%	(348)	11%	(87)	824
4-Region: West	19%	(100)	13%	(69)	13%	(70)	39%	(204)	15%	(78)	520
Watch TV: Every day	17%	(187)	17%	(188)	13%	(142)	44%	(479)	8%	(92)	1088
Watch TV: Several times per week	17%	(86)	21%	(103)	13%	(67)	41%	(206)	8%	(38)	500
Watch TV: About once per week	10%	(14)	14%	(20)	16%	(23)	45%	(63)	14%	(19)	138
Watch TV: Several times per month	11%	(13)	20%	(24)	12%	(15)	47%	(57)	9%	(11)	121
Watch TV: About once per month	11%	(7)	21%	(13)	13%	(8)	36%	(23)	18%	(11)	63
Watch TV: Less often than once per month	16%	(15)	13%	(11)	7%	(7)	54%	(49)	10%	(10)	91
Watch TV: Never	11%	(22)	6%	(12)	9%	(18)	47%	(93)	27%	(54)	199
Watch Movies: Every day	25%	(108)	18%	(79)	12%	(51)	34%	(146)	11%	(49)	433
Watch Movies: Several times per week	15%	(82)	20%	(109)	13%	(72)	44%	(243)	8%	(44)	549
Watch Movies: About once per week	16%	(59)	19%	(73)	16%	(62)	44%	(166)	5%	(20)	380
Watch Movies: Several times per month	15%	(34)	20%	(45)	18%	(40)	40%	(91)	8%	(17)	227
Watch Movies: About once per month	11%	(23)	13%	(27)	10%	(22)	53%	(113)	13%	(27)	212
Watch Movies: Less often than once per month	11%	(21)	14%	(27)	7%	(14)	56%	(109)	12%	(23)	193
Watch Movies: Never	9%	(18)	6%	(13)	9%	(18)	49%	(101)	27%	(56)	206
Watch Sporting Events: Every day	44%	(69)	23%	(37)	9%	(14)	17%	(27)	7%	(12)	158
Watch Sporting Events: Several times per week	31%	(79)	33%	(85)	12%	(31)	18%	(48)	6%	(16)	258
Watch Sporting Events: About once per week	29%	(57)	21%	(42)	16%	(32)	30%	(60)	4%	(8)	198
Watch Sporting Events: Several times per month	17%	(36)	31%	(65)	16%	(34)	31%	(65)	5%	(10)	209
Watch Sporting Events: About once per month	13%	(20)	21%	(33)	19%	(31)	40%	(64)	7%	(12)	161
Watch Sporting Events: Less often than once per month	12%	(49)	18%	(72)	16%	(61)	44%	(175)	9%	(37)	393
Watch Sporting Events: Never	4%	(36)	5%	(39)	9%	(77)	65%	(531)	17%	(140)	823
Cable TV: Currently subscribe	16%	(152)	18%	(175)	13%	(128)	43%	(416)	10%	(98)	968
Cable TV: Subscribed in past	15%	(115)	17%	(130)	13%	(100)	46%	(348)	8%	(62)	756
Cable TV: Never subscribed	16%	(78)	14%	(67)	11%	(51)	43%	(205)	16%	(74)	476

Continued on next page

Table HR17_7: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NBA's Los Angeles Lakers featuring Magic Johnson, James Worthy and Kareem Abul-Jabbar

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	16%	(345)	17%	(372)	13%	(280)	44%	(969)	11%	(234)	2200
Satellite TV: Currently subscribe	17%	(88)	18%	(90)	11%	(57)	38%	(193)	16%	(80)	508
Satellite TV: Subscribed in past	17%	(101)	17%	(103)	15%	(92)	43%	(256)	8%	(50)	601
Satellite TV: Never subscribed	14%	(156)	16%	(179)	12%	(131)	48%	(520)	10%	(104)	1092
Streaming Services: Currently subscribe	16%	(221)	19%	(255)	13%	(174)	42%	(571)	10%	(131)	1353
Streaming Services: Subscribed in past	20%	(43)	15%	(31)	13%	(27)	44%	(92)	9%	(18)	210
Streaming Services: Never subscribed	13%	(81)	14%	(86)	12%	(79)	48%	(306)	13%	(85)	637
Film: An avid fan	23%	(164)	18%	(130)	13%	(93)	33%	(236)	12%	(83)	706
Film: A casual fan	13%	(159)	18%	(222)	13%	(160)	48%	(580)	8%	(97)	1218
Film: Not a fan	8%	(22)	7%	(21)	10%	(27)	55%	(152)	20%	(54)	276
Television: An avid fan	19%	(178)	19%	(178)	14%	(132)	39%	(373)	10%	(96)	958
Television: A casual fan	13%	(139)	17%	(175)	13%	(134)	49%	(517)	9%	(92)	1058
Television: Not a fan	15%	(27)	10%	(19)	7%	(13)	43%	(79)	25%	(47)	184
Music: An avid fan	22%	(230)	18%	(194)	12%	(129)	37%	(395)	11%	(119)	1067
Music: A casual fan	11%	(105)	17%	(167)	14%	(139)	50%	(492)	8%	(76)	979
Music: Not a fan	6%	(10)	7%	(11)	8%	(12)	53%	(82)	26%	(40)	155
Fashion: An avid fan	22%	(67)	15%	(44)	12%	(35)	34%	(102)	18%	(55)	304
Fashion: A casual fan	17%	(152)	19%	(172)	15%	(132)	40%	(358)	9%	(83)	897
Fashion: Not a fan	13%	(126)	16%	(156)	11%	(113)	51%	(508)	10%	(96)	999

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

Table HR17_8: And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?
The MLB's San Francisco Giants featuring Madison Bumgarner, Buster Posey and Pablo Sandoval

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(141)	11%	(246)	17%	(365)	53%	(1175)	12%	(272)	2200
Gender: Male	9%	(99)	15%	(159)	19%	(201)	46%	(491)	11%	(112)	1062
Gender: Female	4%	(43)	8%	(87)	14%	(164)	60%	(684)	14%	(161)	1138
Age: 18-34	9%	(57)	14%	(93)	18%	(116)	41%	(268)	19%	(122)	655
Age: 35-44	9%	(31)	17%	(61)	15%	(54)	47%	(168)	12%	(43)	358
Age: 45-64	5%	(38)	9%	(69)	15%	(116)	60%	(453)	10%	(74)	751
Age: 65+	3%	(15)	5%	(23)	18%	(79)	65%	(286)	8%	(33)	436
GenZers: 1997-2012	6%	(20)	13%	(41)	17%	(55)	41%	(131)	23%	(75)	323
Millennials: 1981-1996	11%	(57)	17%	(85)	19%	(97)	39%	(195)	14%	(71)	503
GenXers: 1965-1980	6%	(34)	11%	(62)	14%	(78)	57%	(316)	12%	(67)	558
Baby Boomers: 1946-1964	4%	(28)	7%	(53)	17%	(124)	64%	(464)	7%	(54)	722
PID: Dem (no lean)	6%	(52)	12%	(98)	19%	(155)	48%	(387)	14%	(112)	804
PID: Ind (no lean)	6%	(40)	12%	(81)	14%	(98)	54%	(382)	14%	(101)	701
PID: Rep (no lean)	7%	(50)	10%	(67)	16%	(113)	58%	(406)	9%	(60)	696
PID/Gender: Dem Men	8%	(31)	15%	(55)	21%	(77)	41%	(150)	15%	(56)	368
PID/Gender: Dem Women	5%	(22)	10%	(44)	18%	(78)	54%	(237)	13%	(56)	435
PID/Gender: Ind Men	9%	(30)	17%	(57)	16%	(55)	47%	(160)	10%	(35)	337
PID/Gender: Ind Women	3%	(10)	7%	(24)	12%	(43)	61%	(222)	18%	(66)	364
PID/Gender: Rep Men	11%	(38)	13%	(48)	19%	(69)	51%	(181)	6%	(20)	357
PID/Gender: Rep Women	3%	(12)	6%	(19)	13%	(43)	66%	(225)	12%	(40)	339
Ideo: Liberal (1-3)	8%	(49)	14%	(86)	17%	(109)	51%	(323)	10%	(65)	632
Ideo: Moderate (4)	6%	(34)	14%	(78)	20%	(110)	49%	(270)	10%	(54)	546
Ideo: Conservative (5-7)	7%	(49)	9%	(71)	16%	(121)	61%	(457)	7%	(54)	753
Educ: < College	6%	(86)	10%	(147)	16%	(235)	54%	(817)	15%	(227)	1512
Educ: Bachelors degree	8%	(36)	15%	(65)	20%	(90)	52%	(232)	5%	(21)	444
Educ: Post-grad	8%	(19)	14%	(35)	17%	(40)	51%	(125)	10%	(25)	244
Income: Under 50k	6%	(67)	9%	(111)	14%	(168)	54%	(634)	17%	(198)	1178
Income: 50k-100k	7%	(43)	12%	(79)	21%	(136)	56%	(370)	4%	(30)	657
Income: 100k+	9%	(31)	15%	(56)	17%	(61)	47%	(171)	12%	(45)	365
Ethnicity: White	6%	(111)	10%	(170)	17%	(288)	57%	(981)	10%	(171)	1722
Ethnicity: Hispanic	7%	(25)	11%	(39)	19%	(65)	40%	(138)	23%	(82)	349

Continued on next page

Table HR17_8: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The MLB's San Francisco Giants featuring Madison Bumgarner, Buster Posey and Pablo Sandoval

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(141)	11%	(246)	17%	(365)	53%	(1175)	12%	(272)	2200
Ethnicity: Afr. Am.	6%	(16)	16%	(45)	17%	(47)	41%	(112)	20%	(55)	274
Ethnicity: Other	7%	(14)	15%	(31)	14%	(29)	40%	(83)	23%	(47)	204
All Christian	7%	(66)	12%	(120)	16%	(159)	57%	(567)	8%	(77)	988
All Non-Christian	6%	(7)	11%	(12)	20%	(22)	44%	(48)	18%	(19)	108
Atheist	4%	(4)	10%	(10)	15%	(15)	61%	(58)	9%	(9)	96
Agnostic/Nothing in particular	6%	(64)	10%	(105)	17%	(169)	50%	(502)	17%	(167)	1008
Religious Non-Protestant/Catholic	9%	(13)	11%	(15)	23%	(32)	40%	(56)	17%	(24)	140
Evangelical	6%	(37)	11%	(67)	16%	(92)	54%	(312)	12%	(72)	580
Non-Evangelical	7%	(54)	12%	(92)	15%	(120)	59%	(472)	7%	(60)	798
Community: Urban	7%	(39)	14%	(78)	16%	(91)	48%	(265)	15%	(82)	555
Community: Suburban	7%	(72)	11%	(114)	18%	(187)	53%	(561)	11%	(117)	1051
Community: Rural	5%	(30)	9%	(55)	15%	(87)	59%	(349)	12%	(73)	594
Employ: Private Sector	8%	(45)	14%	(84)	17%	(98)	54%	(314)	7%	(41)	582
Employ: Government	10%	(16)	21%	(34)	17%	(28)	44%	(72)	9%	(15)	165
Employ: Self-Employed	6%	(11)	10%	(18)	22%	(41)	55%	(102)	7%	(13)	186
Employ: Homemaker	4%	(7)	3%	(6)	13%	(22)	60%	(99)	19%	(30)	164
Employ: Retired	3%	(14)	6%	(27)	17%	(81)	67%	(313)	7%	(33)	467
Employ: Unemployed	7%	(22)	11%	(34)	13%	(38)	52%	(155)	16%	(48)	296
Employ: Other	6%	(11)	7%	(14)	14%	(27)	41%	(78)	31%	(59)	189
Military HH: Yes	9%	(31)	11%	(40)	15%	(55)	55%	(195)	10%	(35)	356
Military HH: No	6%	(111)	11%	(206)	17%	(310)	53%	(980)	13%	(237)	1844
RD/WT: Right Direction	6%	(45)	13%	(91)	17%	(116)	53%	(371)	11%	(78)	701
RD/WT: Wrong Track	6%	(96)	10%	(155)	17%	(249)	54%	(804)	13%	(194)	1499
Trump Job Approve	7%	(60)	11%	(104)	16%	(144)	57%	(514)	10%	(87)	909
Trump Job Disapprove	6%	(74)	11%	(129)	18%	(209)	54%	(624)	10%	(117)	1153
Trump Job Strongly Approve	7%	(35)	9%	(44)	14%	(66)	60%	(291)	10%	(49)	485
Trump Job Somewhat Approve	6%	(25)	14%	(60)	18%	(77)	53%	(223)	9%	(38)	424
Trump Job Somewhat Disapprove	8%	(21)	17%	(42)	20%	(50)	45%	(111)	9%	(24)	248
Trump Job Strongly Disapprove	6%	(53)	10%	(86)	18%	(159)	57%	(512)	10%	(93)	904

Continued on next page

Table HR17_8: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The MLB's San Francisco Giants featuring Madison Bumgarner, Buster Posey and Pablo Sandoval

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(141)	11%	(246)	17%	(365)	53%	(1175)	12%	(272)	2200
Favorable of Trump	7%	(60)	11%	(97)	16%	(141)	58%	(514)	9%	(78)	890
Unfavorable of Trump	6%	(74)	12%	(133)	18%	(212)	54%	(622)	10%	(115)	1156
Very Favorable of Trump	8%	(40)	9%	(48)	14%	(70)	59%	(304)	10%	(53)	515
Somewhat Favorable of Trump	5%	(20)	13%	(49)	19%	(71)	56%	(209)	7%	(25)	374
Somewhat Unfavorable of Trump	7%	(15)	19%	(41)	20%	(42)	46%	(99)	9%	(19)	217
Very Unfavorable of Trump	6%	(59)	10%	(92)	18%	(169)	56%	(523)	10%	(96)	939
#1 Issue: Economy	8%	(61)	13%	(104)	17%	(133)	53%	(420)	9%	(72)	789
#1 Issue: Security	7%	(16)	6%	(13)	16%	(36)	63%	(144)	9%	(20)	230
#1 Issue: Health Care	5%	(21)	15%	(58)	19%	(74)	52%	(203)	9%	(36)	392
#1 Issue: Medicare / Social Security	3%	(9)	5%	(15)	15%	(43)	60%	(179)	17%	(50)	296
#1 Issue: Women's Issues	11%	(10)	17%	(16)	16%	(15)	39%	(37)	18%	(17)	96
#1 Issue: Education	8%	(12)	15%	(22)	15%	(22)	44%	(64)	18%	(26)	146
#1 Issue: Energy	7%	(6)	10%	(9)	25%	(23)	42%	(38)	16%	(15)	91
#1 Issue: Other	3%	(5)	6%	(10)	12%	(20)	56%	(90)	22%	(36)	160
2018 House Vote: Democrat	8%	(57)	12%	(92)	19%	(144)	52%	(386)	8%	(59)	737
2018 House Vote: Republican	6%	(41)	10%	(65)	16%	(103)	60%	(382)	7%	(44)	636
2018 House Vote: Someone else	1%	(1)	11%	(10)	13%	(12)	55%	(47)	19%	(17)	86
2016 Vote: Hillary Clinton	7%	(50)	12%	(84)	19%	(132)	52%	(359)	9%	(59)	684
2016 Vote: Donald Trump	6%	(42)	10%	(67)	16%	(106)	62%	(413)	5%	(36)	665
2016 Vote: Other	6%	(7)	12%	(16)	18%	(23)	56%	(73)	8%	(11)	130
2016 Vote: Didn't Vote	6%	(41)	11%	(80)	14%	(104)	46%	(330)	23%	(165)	720
Voted in 2014: Yes	7%	(90)	12%	(153)	17%	(221)	56%	(735)	8%	(104)	1303
Voted in 2014: No	6%	(52)	10%	(93)	16%	(143)	49%	(440)	19%	(168)	897
2012 Vote: Barack Obama	7%	(55)	14%	(113)	19%	(147)	52%	(409)	8%	(67)	791
2012 Vote: Mitt Romney	6%	(32)	6%	(30)	18%	(89)	64%	(323)	6%	(31)	506
2012 Vote: Other	5%	(4)	21%	(18)	8%	(7)	62%	(54)	5%	(4)	87
2012 Vote: Didn't Vote	6%	(50)	10%	(85)	15%	(123)	48%	(387)	21%	(167)	811

Continued on next page

Table HR17_8: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The MLB's San Francisco Giants featuring Madison Bumgarner, Buster Posey and Pablo Sandoval

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(141)	11%	(246)	17%	(365)	53%	(1175)	12%	(272)	2200
4-Region: Northeast	5%	(22)	12%	(45)	21%	(83)	52%	(203)	10%	(41)	394
4-Region: Midwest	6%	(26)	8%	(37)	16%	(75)	62%	(288)	8%	(35)	462
4-Region: South	5%	(43)	12%	(101)	15%	(122)	54%	(445)	14%	(113)	824
4-Region: West	10%	(50)	12%	(63)	16%	(84)	46%	(239)	16%	(83)	520
Watch TV: Every day	7%	(79)	11%	(118)	18%	(194)	54%	(585)	10%	(112)	1088
Watch TV: Several times per week	7%	(37)	14%	(72)	17%	(85)	52%	(261)	9%	(43)	500
Watch TV: About once per week	6%	(9)	12%	(16)	14%	(20)	52%	(71)	16%	(22)	138
Watch TV: Several times per month	3%	(4)	16%	(20)	17%	(21)	54%	(65)	10%	(11)	121
Watch TV: About once per month	6%	(4)	5%	(3)	24%	(15)	49%	(31)	16%	(10)	63
Watch TV: Less often than once per month	3%	(3)	8%	(7)	13%	(12)	66%	(60)	11%	(10)	91
Watch TV: Never	3%	(6)	5%	(10)	9%	(18)	51%	(101)	32%	(64)	199
Watch Movies: Every day	13%	(56)	13%	(55)	16%	(70)	42%	(180)	17%	(72)	433
Watch Movies: Several times per week	5%	(29)	13%	(70)	19%	(104)	55%	(301)	8%	(46)	549
Watch Movies: About once per week	4%	(16)	14%	(52)	21%	(78)	56%	(214)	5%	(20)	380
Watch Movies: Several times per month	5%	(11)	17%	(38)	19%	(43)	48%	(109)	11%	(25)	227
Watch Movies: About once per month	5%	(11)	8%	(17)	14%	(30)	61%	(129)	11%	(24)	212
Watch Movies: Less often than once per month	6%	(12)	4%	(7)	12%	(22)	65%	(125)	14%	(27)	193
Watch Movies: Never	3%	(7)	4%	(8)	8%	(17)	56%	(115)	29%	(59)	206
Watch Sporting Events: Every day	23%	(36)	21%	(34)	17%	(27)	29%	(46)	9%	(15)	158
Watch Sporting Events: Several times per week	14%	(36)	26%	(67)	21%	(55)	32%	(84)	6%	(15)	258
Watch Sporting Events: About once per week	10%	(20)	15%	(30)	27%	(54)	39%	(77)	9%	(18)	198
Watch Sporting Events: Several times per month	9%	(18)	18%	(38)	19%	(40)	49%	(103)	5%	(10)	209
Watch Sporting Events: About once per month	3%	(5)	12%	(20)	22%	(35)	53%	(86)	9%	(15)	161
Watch Sporting Events: Less often than once per month	4%	(16)	10%	(38)	19%	(74)	53%	(209)	14%	(56)	393
Watch Sporting Events: Never	1%	(9)	2%	(20)	10%	(79)	69%	(571)	17%	(144)	823
Cable TV: Currently subscribe	7%	(63)	12%	(119)	18%	(170)	52%	(499)	12%	(116)	968
Cable TV: Subscribed in past	6%	(42)	12%	(93)	18%	(133)	56%	(421)	9%	(66)	756
Cable TV: Never subscribed	7%	(35)	7%	(34)	13%	(62)	53%	(254)	19%	(90)	476

Continued on next page

Table HR17_8: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The MLB's San Francisco Giants featuring Madison Bumgarner, Buster Posey and Pablo Sandoval

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(141)	11%	(246)	17%	(365)	53%	(1175)	12%	(272)	2200
Satellite TV: Currently subscribe	8%	(39)	12%	(61)	16%	(83)	47%	(238)	17%	(87)	508
Satellite TV: Subscribed in past	6%	(39)	12%	(74)	18%	(108)	52%	(313)	11%	(68)	601
Satellite TV: Never subscribed	6%	(63)	10%	(111)	16%	(175)	57%	(624)	11%	(118)	1092
Streaming Services: Currently subscribe	7%	(91)	12%	(165)	17%	(234)	52%	(699)	12%	(163)	1353
Streaming Services: Subscribed in past	5%	(10)	11%	(23)	18%	(37)	56%	(118)	11%	(23)	210
Streaming Services: Never subscribed	6%	(41)	9%	(58)	15%	(93)	56%	(358)	14%	(86)	637
Film: An avid fan	11%	(81)	12%	(86)	20%	(138)	43%	(300)	14%	(101)	706
Film: A casual fan	4%	(47)	12%	(143)	17%	(204)	58%	(712)	9%	(112)	1218
Film: Not a fan	5%	(13)	6%	(18)	8%	(23)	59%	(162)	22%	(60)	276
Television: An avid fan	8%	(79)	10%	(99)	18%	(176)	50%	(481)	13%	(123)	958
Television: A casual fan	5%	(57)	11%	(120)	16%	(172)	57%	(608)	10%	(101)	1058
Television: Not a fan	3%	(5)	15%	(28)	9%	(17)	47%	(86)	26%	(48)	184
Music: An avid fan	9%	(92)	12%	(130)	17%	(182)	48%	(509)	14%	(154)	1067
Music: A casual fan	4%	(43)	11%	(109)	17%	(169)	59%	(582)	8%	(76)	979
Music: Not a fan	4%	(6)	5%	(7)	10%	(15)	54%	(84)	28%	(43)	155
Fashion: An avid fan	13%	(40)	13%	(38)	13%	(40)	39%	(119)	22%	(66)	304
Fashion: A casual fan	6%	(54)	12%	(112)	21%	(189)	49%	(439)	11%	(102)	897
Fashion: Not a fan	5%	(47)	10%	(96)	14%	(135)	62%	(617)	10%	(104)	999

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

Table HR17_9: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The MLB's New York Yankees featuring Derek Jeter, Roger Clemens and Mariano Rivera

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(255)	14%	(314)	14%	(312)	48%	(1057)	12%	(262)	2200
Gender: Male	17%	(175)	19%	(205)	15%	(161)	39%	(409)	11%	(112)	1062
Gender: Female	7%	(80)	10%	(109)	13%	(151)	57%	(648)	13%	(150)	1138
Age: 18-34	12%	(80)	14%	(95)	15%	(100)	39%	(254)	19%	(127)	655
Age: 35-44	15%	(55)	18%	(65)	13%	(46)	42%	(150)	12%	(42)	358
Age: 45-64	10%	(78)	13%	(99)	14%	(102)	54%	(407)	9%	(64)	751
Age: 65+	10%	(42)	12%	(54)	15%	(65)	56%	(246)	7%	(29)	436
GenZers: 1997-2012	9%	(29)	12%	(39)	17%	(56)	38%	(124)	23%	(74)	323
Millennials: 1981-1996	16%	(81)	19%	(94)	14%	(70)	37%	(184)	15%	(74)	503
GenXers: 1965-1980	13%	(72)	14%	(77)	12%	(67)	51%	(282)	11%	(60)	558
Baby Boomers: 1946-1964	9%	(64)	12%	(87)	14%	(104)	57%	(415)	7%	(51)	722
PID: Dem (no lean)	13%	(103)	14%	(116)	15%	(120)	45%	(358)	13%	(106)	804
PID: Ind (no lean)	10%	(72)	13%	(92)	13%	(91)	51%	(355)	13%	(90)	701
PID: Rep (no lean)	11%	(80)	15%	(106)	14%	(101)	49%	(344)	9%	(66)	696
PID/Gender: Dem Men	17%	(64)	18%	(65)	16%	(59)	36%	(131)	14%	(50)	368
PID/Gender: Dem Women	9%	(39)	12%	(51)	14%	(62)	52%	(227)	13%	(56)	435
PID/Gender: Ind Men	15%	(52)	18%	(60)	15%	(50)	42%	(142)	10%	(33)	337
PID/Gender: Ind Women	6%	(21)	9%	(32)	11%	(42)	58%	(213)	16%	(57)	364
PID/Gender: Rep Men	17%	(60)	22%	(80)	15%	(52)	38%	(136)	8%	(29)	357
PID/Gender: Rep Women	6%	(20)	8%	(26)	14%	(48)	61%	(208)	11%	(37)	339
Ideo: Liberal (1-3)	13%	(82)	15%	(95)	13%	(84)	48%	(301)	11%	(69)	632
Ideo: Moderate (4)	14%	(76)	17%	(92)	14%	(78)	45%	(246)	10%	(55)	546
Ideo: Conservative (5-7)	11%	(85)	15%	(116)	15%	(113)	52%	(389)	7%	(50)	753
Educ: < College	10%	(154)	13%	(203)	13%	(203)	48%	(732)	15%	(220)	1512
Educ: Bachelors degree	15%	(66)	15%	(67)	17%	(76)	48%	(212)	5%	(22)	444
Educ: Post-grad	14%	(35)	18%	(43)	14%	(33)	46%	(112)	8%	(21)	244
Income: Under 50k	9%	(111)	13%	(154)	13%	(150)	48%	(567)	17%	(196)	1178
Income: 50k-100k	13%	(84)	14%	(92)	17%	(110)	52%	(342)	4%	(29)	657
Income: 100k+	16%	(60)	18%	(67)	14%	(52)	40%	(147)	10%	(38)	365
Ethnicity: White	11%	(194)	13%	(232)	14%	(237)	52%	(894)	10%	(164)	1722
Ethnicity: Hispanic	10%	(36)	15%	(52)	13%	(46)	40%	(139)	22%	(78)	349

Continued on next page

Table HR17_9: And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?
The MLB's New York Yankees featuring Derek Jeter, Roger Clemens and Mariano Rivera

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(255)	14%	(314)	14%	(312)	48%	(1057)	12%	(262)	2200
Ethnicity: Afr. Am.	11%	(31)	17%	(46)	15%	(41)	35%	(97)	21%	(58)	274
Ethnicity: Other	15%	(30)	17%	(35)	16%	(34)	32%	(65)	20%	(40)	204
All Christian	14%	(136)	15%	(152)	15%	(150)	49%	(480)	7%	(69)	988
All Non-Christian	12%	(13)	18%	(19)	9%	(10)	41%	(44)	21%	(23)	108
Atheist	9%	(9)	13%	(13)	16%	(15)	53%	(51)	9%	(8)	96
Agnostic/Nothing in particular	10%	(98)	13%	(129)	14%	(137)	48%	(482)	16%	(162)	1008
Religious Non-Protestant/Catholic	13%	(17)	20%	(28)	11%	(15)	38%	(53)	19%	(26)	140
Evangelical	12%	(70)	14%	(79)	15%	(84)	47%	(275)	12%	(71)	580
Non-Evangelical	13%	(104)	15%	(124)	15%	(117)	51%	(405)	6%	(49)	798
Community: Urban	13%	(71)	18%	(101)	12%	(69)	43%	(237)	14%	(77)	555
Community: Suburban	13%	(141)	14%	(145)	16%	(164)	47%	(497)	10%	(104)	1051
Community: Rural	7%	(43)	11%	(67)	13%	(80)	54%	(322)	14%	(82)	594
Employ: Private Sector	14%	(82)	17%	(98)	16%	(90)	48%	(277)	6%	(34)	582
Employ: Government	16%	(26)	21%	(34)	15%	(25)	41%	(67)	8%	(12)	165
Employ: Self-Employed	11%	(21)	16%	(29)	13%	(25)	54%	(100)	6%	(11)	186
Employ: Homemaker	5%	(9)	8%	(12)	9%	(14)	59%	(96)	20%	(32)	164
Employ: Retired	9%	(43)	12%	(55)	17%	(78)	56%	(260)	7%	(31)	467
Employ: Unemployed	11%	(34)	14%	(40)	12%	(34)	46%	(138)	17%	(50)	296
Employ: Other	11%	(21)	10%	(19)	12%	(23)	36%	(68)	31%	(58)	189
Military HH: Yes	14%	(51)	15%	(53)	12%	(42)	50%	(180)	8%	(30)	356
Military HH: No	11%	(204)	14%	(261)	15%	(270)	48%	(877)	13%	(232)	1844
RD/WT: Right Direction	12%	(81)	19%	(132)	14%	(99)	45%	(314)	11%	(75)	701
RD/WT: Wrong Track	12%	(174)	12%	(182)	14%	(213)	50%	(742)	13%	(188)	1499
Trump Job Approve	11%	(100)	16%	(149)	15%	(135)	49%	(443)	9%	(81)	909
Trump Job Disapprove	13%	(146)	13%	(154)	14%	(164)	50%	(577)	10%	(112)	1153
Trump Job Strongly Approve	12%	(60)	14%	(68)	13%	(62)	52%	(252)	9%	(44)	485
Trump Job Somewhat Approve	10%	(41)	19%	(81)	17%	(73)	45%	(191)	9%	(37)	424
Trump Job Somewhat Disapprove	13%	(32)	22%	(55)	16%	(40)	41%	(101)	8%	(20)	248
Trump Job Strongly Disapprove	13%	(113)	11%	(99)	14%	(124)	53%	(476)	10%	(92)	904

Continued on next page

Table HR17_9: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The MLB's New York Yankees featuring Derek Jeter, Roger Clemens and Mariano Rivera

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(255)	14%	(314)	14%	(312)	48%	(1057)	12%	(262)	2200
Favorable of Trump	11%	(100)	16%	(143)	15%	(132)	50%	(441)	8%	(74)	890
Unfavorable of Trump	12%	(140)	14%	(161)	15%	(169)	50%	(575)	10%	(111)	1156
Very Favorable of Trump	13%	(69)	15%	(76)	11%	(57)	51%	(264)	10%	(49)	515
Somewhat Favorable of Trump	8%	(31)	18%	(66)	20%	(75)	47%	(177)	7%	(25)	374
Somewhat Unfavorable of Trump	9%	(19)	22%	(48)	16%	(34)	41%	(90)	12%	(26)	217
Very Unfavorable of Trump	13%	(121)	12%	(113)	14%	(135)	52%	(485)	9%	(85)	939
#1 Issue: Economy	13%	(101)	17%	(137)	15%	(114)	48%	(377)	8%	(60)	789
#1 Issue: Security	12%	(27)	10%	(24)	13%	(30)	54%	(125)	11%	(25)	230
#1 Issue: Health Care	12%	(46)	17%	(65)	14%	(56)	49%	(192)	9%	(33)	392
#1 Issue: Medicare / Social Security	8%	(24)	10%	(29)	15%	(43)	51%	(152)	16%	(47)	296
#1 Issue: Women's Issues	12%	(12)	15%	(14)	8%	(8)	38%	(36)	27%	(26)	96
#1 Issue: Education	13%	(18)	14%	(20)	17%	(24)	42%	(61)	15%	(22)	146
#1 Issue: Energy	14%	(12)	10%	(9)	21%	(20)	36%	(33)	19%	(18)	91
#1 Issue: Other	9%	(15)	10%	(16)	10%	(17)	50%	(81)	20%	(32)	160
2018 House Vote: Democrat	14%	(101)	14%	(102)	16%	(117)	49%	(360)	8%	(59)	737
2018 House Vote: Republican	13%	(80)	16%	(104)	14%	(89)	50%	(320)	7%	(44)	636
2018 House Vote: Someone else	6%	(5)	14%	(12)	9%	(8)	52%	(44)	20%	(17)	86
2016 Vote: Hillary Clinton	14%	(97)	13%	(91)	15%	(101)	50%	(340)	8%	(55)	684
2016 Vote: Donald Trump	12%	(78)	17%	(114)	14%	(90)	52%	(344)	6%	(39)	665
2016 Vote: Other	13%	(17)	15%	(19)	17%	(22)	49%	(64)	6%	(8)	130
2016 Vote: Didn't Vote	9%	(63)	12%	(88)	14%	(99)	43%	(310)	22%	(160)	720
Voted in 2014: Yes	13%	(169)	15%	(198)	14%	(186)	50%	(655)	7%	(95)	1303
Voted in 2014: No	10%	(86)	13%	(116)	14%	(126)	45%	(402)	19%	(167)	897
2012 Vote: Barack Obama	14%	(109)	15%	(121)	15%	(115)	48%	(382)	8%	(63)	791
2012 Vote: Mitt Romney	12%	(63)	15%	(73)	14%	(73)	53%	(267)	6%	(29)	506
2012 Vote: Other	8%	(7)	18%	(16)	8%	(7)	57%	(50)	8%	(7)	87
2012 Vote: Didn't Vote	9%	(75)	13%	(102)	14%	(117)	44%	(356)	20%	(162)	811

Continued on next page

Table HR17_9: And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?
The MLB's New York Yankees featuring Derek Jeter, Roger Clemens and Mariano Rivera

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(255)	14%	(314)	14%	(312)	48%	(1057)	12%	(262)	2200
4-Region: Northeast	17%	(65)	16%	(65)	15%	(58)	42%	(166)	10%	(39)	394
4-Region: Midwest	9%	(40)	13%	(59)	16%	(75)	55%	(256)	7%	(31)	462
4-Region: South	12%	(96)	14%	(119)	14%	(117)	47%	(386)	13%	(106)	824
4-Region: West	10%	(54)	14%	(70)	12%	(63)	48%	(247)	17%	(86)	520
Watch TV: Every day	13%	(143)	14%	(150)	15%	(167)	49%	(528)	9%	(100)	1088
Watch TV: Several times per week	13%	(64)	19%	(94)	14%	(69)	46%	(229)	9%	(43)	500
Watch TV: About once per week	8%	(12)	13%	(18)	12%	(16)	51%	(70)	16%	(22)	138
Watch TV: Several times per month	7%	(9)	18%	(22)	16%	(19)	49%	(59)	11%	(13)	121
Watch TV: About once per month	15%	(9)	18%	(12)	19%	(12)	38%	(24)	10%	(6)	63
Watch TV: Less often than once per month	8%	(7)	7%	(7)	9%	(9)	64%	(59)	11%	(10)	91
Watch TV: Never	6%	(12)	6%	(12)	10%	(20)	44%	(88)	34%	(68)	199
Watch Movies: Every day	17%	(74)	16%	(69)	16%	(68)	37%	(160)	14%	(62)	433
Watch Movies: Several times per week	13%	(70)	16%	(86)	14%	(76)	49%	(269)	9%	(49)	549
Watch Movies: About once per week	13%	(48)	16%	(62)	17%	(66)	49%	(185)	5%	(20)	380
Watch Movies: Several times per month	10%	(22)	20%	(46)	16%	(36)	44%	(100)	11%	(24)	227
Watch Movies: About once per month	7%	(16)	12%	(26)	13%	(27)	57%	(120)	11%	(24)	212
Watch Movies: Less often than once per month	8%	(16)	7%	(14)	12%	(24)	60%	(117)	12%	(23)	193
Watch Movies: Never	5%	(10)	5%	(11)	8%	(17)	51%	(106)	30%	(62)	206
Watch Sporting Events: Every day	36%	(57)	20%	(31)	12%	(19)	21%	(34)	11%	(17)	158
Watch Sporting Events: Several times per week	26%	(67)	27%	(70)	17%	(44)	23%	(58)	8%	(20)	258
Watch Sporting Events: About once per week	17%	(34)	22%	(44)	22%	(44)	30%	(60)	8%	(17)	198
Watch Sporting Events: Several times per month	12%	(25)	27%	(56)	16%	(34)	40%	(83)	6%	(12)	209
Watch Sporting Events: About once per month	12%	(20)	15%	(25)	22%	(35)	41%	(66)	10%	(15)	161
Watch Sporting Events: Less often than once per month	7%	(27)	15%	(60)	15%	(58)	53%	(208)	10%	(40)	393
Watch Sporting Events: Never	3%	(26)	3%	(28)	10%	(80)	66%	(547)	17%	(142)	823
Cable TV: Currently subscribe	13%	(124)	15%	(148)	15%	(146)	46%	(448)	11%	(103)	968
Cable TV: Subscribed in past	11%	(80)	16%	(118)	16%	(120)	49%	(372)	9%	(67)	756
Cable TV: Never subscribed	11%	(52)	10%	(48)	10%	(46)	50%	(237)	20%	(93)	476

Continued on next page

Table HR17_9: And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?
The MLB's New York Yankees featuring Derek Jeter, Roger Clemens and Mariano Rivera

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(255)	14%	(314)	14%	(312)	48%	(1057)	12%	(262)	2200
Satellite TV: Currently subscribe	13%	(65)	16%	(80)	13%	(67)	43%	(218)	15%	(78)	508
Satellite TV: Subscribed in past	12%	(71)	15%	(90)	15%	(89)	48%	(286)	11%	(65)	601
Satellite TV: Never subscribed	11%	(119)	13%	(144)	14%	(156)	51%	(553)	11%	(119)	1092
Streaming Services: Currently subscribe	12%	(163)	15%	(201)	15%	(206)	48%	(643)	10%	(139)	1353
Streaming Services: Subscribed in past	8%	(17)	13%	(27)	21%	(45)	44%	(93)	13%	(28)	210
Streaming Services: Never subscribed	12%	(74)	13%	(86)	10%	(62)	50%	(320)	15%	(96)	637
Film: An avid fan	16%	(116)	15%	(109)	15%	(106)	39%	(277)	14%	(98)	706
Film: A casual fan	10%	(122)	15%	(181)	15%	(185)	51%	(626)	8%	(103)	1218
Film: Not a fan	6%	(17)	9%	(24)	8%	(22)	56%	(153)	22%	(61)	276
Television: An avid fan	13%	(128)	16%	(155)	16%	(150)	44%	(418)	11%	(108)	958
Television: A casual fan	11%	(115)	13%	(141)	14%	(150)	52%	(550)	10%	(102)	1058
Television: Not a fan	7%	(12)	10%	(18)	7%	(13)	48%	(89)	28%	(52)	184
Music: An avid fan	15%	(161)	14%	(150)	15%	(165)	42%	(449)	13%	(142)	1067
Music: A casual fan	8%	(82)	16%	(154)	14%	(140)	54%	(525)	8%	(78)	979
Music: Not a fan	8%	(12)	6%	(10)	5%	(8)	54%	(83)	27%	(43)	155
Fashion: An avid fan	18%	(54)	12%	(38)	13%	(38)	36%	(111)	21%	(63)	304
Fashion: A casual fan	12%	(109)	15%	(138)	18%	(158)	45%	(401)	10%	(91)	897
Fashion: Not a fan	9%	(92)	14%	(138)	12%	(116)	55%	(545)	11%	(108)	999

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

Table HR17_10: And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?
The NBA's Boston Celtics featuring Larry Bird, Kevin McHale and Robert Parrish

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(269)	17%	(366)	14%	(306)	46%	(1006)	11%	(253)	2200
Gender: Male	18%	(192)	24%	(260)	13%	(137)	35%	(367)	10%	(106)	1062
Gender: Female	7%	(76)	9%	(107)	15%	(170)	56%	(639)	13%	(147)	1138
Age: 18-34	12%	(78)	18%	(121)	15%	(96)	36%	(237)	19%	(123)	655
Age: 35-44	18%	(65)	21%	(76)	13%	(48)	36%	(127)	12%	(42)	358
Age: 45-64	13%	(100)	15%	(113)	13%	(101)	50%	(376)	8%	(61)	751
Age: 65+	6%	(26)	13%	(57)	14%	(61)	61%	(266)	6%	(26)	436
GenZers: 1997-2012	8%	(25)	19%	(61)	13%	(43)	37%	(119)	23%	(73)	323
Millennials: 1981-1996	17%	(88)	20%	(102)	16%	(81)	32%	(163)	14%	(69)	503
GenXers: 1965-1980	16%	(88)	18%	(98)	10%	(58)	45%	(253)	11%	(61)	558
Baby Boomers: 1946-1964	9%	(62)	13%	(90)	15%	(112)	57%	(412)	6%	(46)	722
PID: Dem (no lean)	13%	(101)	18%	(145)	15%	(117)	43%	(344)	12%	(97)	804
PID: Ind (no lean)	13%	(90)	15%	(102)	12%	(86)	48%	(335)	12%	(87)	701
PID: Rep (no lean)	11%	(77)	17%	(119)	15%	(104)	47%	(327)	10%	(69)	696
PID/Gender: Dem Men	17%	(62)	27%	(99)	11%	(41)	33%	(123)	12%	(44)	368
PID/Gender: Dem Women	9%	(38)	11%	(46)	17%	(76)	51%	(221)	12%	(53)	435
PID/Gender: Ind Men	21%	(71)	21%	(72)	11%	(38)	36%	(120)	11%	(36)	337
PID/Gender: Ind Women	5%	(19)	8%	(30)	13%	(48)	59%	(215)	14%	(51)	364
PID/Gender: Rep Men	16%	(59)	25%	(89)	16%	(59)	35%	(124)	7%	(26)	357
PID/Gender: Rep Women	6%	(19)	9%	(30)	13%	(45)	60%	(203)	12%	(42)	339
Ideo: Liberal (1-3)	14%	(86)	19%	(119)	14%	(85)	43%	(272)	11%	(69)	632
Ideo: Moderate (4)	14%	(77)	18%	(97)	15%	(82)	45%	(245)	8%	(46)	546
Ideo: Conservative (5-7)	12%	(87)	17%	(131)	15%	(111)	49%	(368)	7%	(56)	753
Educ: < College	10%	(151)	15%	(224)	14%	(207)	48%	(719)	14%	(211)	1512
Educ: Bachelors degree	18%	(80)	21%	(95)	15%	(66)	41%	(184)	4%	(20)	444
Educ: Post-grad	16%	(38)	19%	(47)	14%	(34)	42%	(103)	9%	(22)	244
Income: Under 50k	10%	(115)	15%	(172)	12%	(141)	48%	(562)	16%	(187)	1178
Income: 50k-100k	14%	(91)	17%	(111)	18%	(116)	47%	(311)	4%	(27)	657
Income: 100k+	17%	(63)	23%	(82)	13%	(49)	36%	(133)	11%	(38)	365
Ethnicity: White	12%	(205)	15%	(255)	14%	(240)	50%	(861)	9%	(160)	1722
Ethnicity: Hispanic	11%	(39)	13%	(47)	13%	(47)	39%	(136)	23%	(81)	349

Continued on next page

Table HR17_10: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NBA's Boston Celtics featuring Larry Bird, Kevin McHale and Robert Parrish

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(269)	17%	(366)	14%	(306)	46%	(1006)	11%	(253)	2200
Ethnicity: Afr. Am.	11%	(31)	26%	(71)	13%	(36)	33%	(89)	17%	(47)	274
Ethnicity: Other	16%	(32)	20%	(40)	15%	(31)	27%	(56)	22%	(46)	204
All Christian	14%	(139)	18%	(174)	15%	(150)	47%	(463)	6%	(63)	988
All Non-Christian	14%	(15)	19%	(20)	9%	(10)	41%	(44)	17%	(19)	108
Atheist	14%	(13)	14%	(13)	11%	(10)	55%	(53)	7%	(6)	96
Agnostic/Nothing in particular	10%	(102)	16%	(158)	14%	(137)	44%	(446)	16%	(165)	1008
Religious Non-Protestant/Catholic	15%	(21)	19%	(26)	12%	(17)	38%	(53)	16%	(22)	140
Evangelical	13%	(77)	17%	(101)	13%	(77)	44%	(255)	12%	(71)	580
Non-Evangelical	12%	(99)	17%	(138)	16%	(129)	48%	(387)	6%	(44)	798
Community: Urban	14%	(75)	19%	(103)	14%	(75)	41%	(228)	13%	(73)	555
Community: Suburban	13%	(135)	17%	(178)	15%	(155)	45%	(476)	10%	(107)	1051
Community: Rural	10%	(58)	14%	(85)	13%	(76)	51%	(302)	12%	(74)	594
Employ: Private Sector	16%	(93)	21%	(120)	14%	(82)	43%	(253)	6%	(34)	582
Employ: Government	21%	(34)	23%	(39)	14%	(23)	34%	(56)	8%	(14)	165
Employ: Self-Employed	11%	(21)	17%	(32)	20%	(37)	44%	(82)	8%	(15)	186
Employ: Homemaker	7%	(12)	5%	(9)	12%	(19)	56%	(91)	20%	(33)	164
Employ: Retired	6%	(28)	11%	(51)	17%	(79)	60%	(282)	6%	(28)	467
Employ: Unemployed	12%	(36)	18%	(54)	10%	(30)	46%	(136)	14%	(40)	296
Employ: Other	11%	(20)	14%	(26)	10%	(18)	37%	(69)	29%	(55)	189
Military HH: Yes	14%	(50)	17%	(59)	10%	(37)	49%	(175)	10%	(35)	356
Military HH: No	12%	(219)	17%	(307)	15%	(269)	45%	(831)	12%	(218)	1844
RD/WT: Right Direction	12%	(86)	19%	(133)	14%	(99)	43%	(303)	11%	(80)	701
RD/WT: Wrong Track	12%	(182)	16%	(233)	14%	(208)	47%	(703)	12%	(173)	1499
Trump Job Approve	13%	(117)	17%	(154)	15%	(132)	45%	(413)	10%	(92)	909
Trump Job Disapprove	13%	(144)	17%	(193)	14%	(163)	48%	(549)	9%	(104)	1153
Trump Job Strongly Approve	13%	(65)	15%	(73)	12%	(57)	50%	(240)	10%	(50)	485
Trump Job Somewhat Approve	12%	(52)	19%	(81)	18%	(76)	41%	(173)	10%	(42)	424
Trump Job Somewhat Disapprove	13%	(32)	23%	(58)	15%	(36)	42%	(104)	7%	(18)	248
Trump Job Strongly Disapprove	12%	(113)	15%	(135)	14%	(127)	49%	(445)	9%	(85)	904

Continued on next page

Table HR17_10: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NBA's Boston Celtics featuring Larry Bird, Kevin McHale and Robert Parrish

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(269)	17%	(366)	14%	(306)	46%	(1006)	11%	(253)	2200
Favorable of Trump	13%	(111)	17%	(149)	15%	(133)	47%	(418)	9%	(79)	890
Unfavorable of Trump	13%	(148)	17%	(199)	14%	(162)	47%	(547)	9%	(100)	1156
Very Favorable of Trump	14%	(73)	14%	(73)	11%	(58)	51%	(263)	9%	(48)	515
Somewhat Favorable of Trump	10%	(38)	20%	(76)	20%	(74)	42%	(156)	8%	(30)	374
Somewhat Unfavorable of Trump	16%	(36)	21%	(45)	15%	(32)	40%	(88)	8%	(17)	217
Very Unfavorable of Trump	12%	(112)	16%	(154)	14%	(130)	49%	(459)	9%	(83)	939
#1 Issue: Economy	16%	(122)	22%	(174)	13%	(106)	42%	(331)	7%	(56)	789
#1 Issue: Security	8%	(20)	13%	(30)	14%	(32)	52%	(120)	12%	(28)	230
#1 Issue: Health Care	11%	(42)	21%	(81)	14%	(56)	46%	(181)	8%	(32)	392
#1 Issue: Medicare / Social Security	8%	(23)	9%	(26)	12%	(36)	58%	(173)	13%	(39)	296
#1 Issue: Women's Issues	12%	(11)	10%	(10)	20%	(19)	37%	(35)	22%	(21)	96
#1 Issue: Education	14%	(20)	16%	(23)	14%	(20)	42%	(61)	15%	(22)	146
#1 Issue: Energy	18%	(17)	11%	(10)	18%	(17)	30%	(27)	23%	(21)	91
#1 Issue: Other	9%	(14)	8%	(13)	13%	(21)	49%	(78)	21%	(34)	160
2018 House Vote: Democrat	14%	(106)	18%	(134)	15%	(110)	46%	(336)	7%	(51)	737
2018 House Vote: Republican	13%	(83)	18%	(115)	14%	(87)	48%	(303)	8%	(48)	636
2018 House Vote: Someone else	3%	(3)	13%	(12)	15%	(13)	53%	(46)	16%	(14)	86
2016 Vote: Hillary Clinton	13%	(92)	19%	(128)	15%	(103)	46%	(313)	7%	(47)	684
2016 Vote: Donald Trump	13%	(85)	18%	(119)	13%	(88)	50%	(331)	6%	(42)	665
2016 Vote: Other	16%	(21)	14%	(18)	15%	(20)	46%	(60)	8%	(11)	130
2016 Vote: Didn't Vote	10%	(70)	14%	(98)	13%	(96)	42%	(302)	21%	(153)	720
Voted in 2014: Yes	13%	(174)	18%	(237)	15%	(196)	46%	(604)	7%	(92)	1303
Voted in 2014: No	11%	(95)	14%	(129)	12%	(111)	45%	(402)	18%	(161)	897
2012 Vote: Barack Obama	13%	(104)	20%	(156)	16%	(123)	45%	(354)	7%	(55)	791
2012 Vote: Mitt Romney	14%	(68)	15%	(75)	15%	(76)	50%	(252)	7%	(34)	506
2012 Vote: Other	12%	(11)	17%	(14)	11%	(9)	54%	(47)	6%	(5)	87
2012 Vote: Didn't Vote	10%	(84)	15%	(119)	12%	(98)	43%	(351)	19%	(158)	811

Continued on next page

Table HR17_10: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NBA's Boston Celtics featuring Larry Bird, Kevin McHale and Robert Parrish

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(269)	17%	(366)	14%	(306)	46%	(1006)	11%	(253)	2200
4-Region: Northeast	16%	(64)	18%	(72)	13%	(50)	44%	(174)	8%	(33)	394
4-Region: Midwest	10%	(45)	16%	(73)	15%	(69)	53%	(246)	6%	(29)	462
4-Region: South	11%	(91)	19%	(153)	13%	(104)	45%	(370)	13%	(106)	824
4-Region: West	13%	(69)	13%	(67)	16%	(83)	42%	(216)	16%	(85)	520
Watch TV: Every day	13%	(141)	17%	(180)	14%	(150)	47%	(517)	9%	(101)	1088
Watch TV: Several times per week	13%	(67)	20%	(101)	16%	(78)	41%	(205)	10%	(48)	500
Watch TV: About once per week	9%	(12)	15%	(21)	20%	(28)	43%	(59)	14%	(19)	138
Watch TV: Several times per month	8%	(10)	24%	(30)	14%	(17)	43%	(52)	11%	(13)	121
Watch TV: About once per month	9%	(6)	14%	(9)	14%	(9)	49%	(31)	13%	(8)	63
Watch TV: Less often than once per month	16%	(14)	14%	(13)	10%	(9)	50%	(46)	10%	(9)	91
Watch TV: Never	10%	(20)	7%	(13)	8%	(15)	49%	(97)	27%	(54)	199
Watch Movies: Every day	16%	(71)	18%	(76)	15%	(66)	37%	(159)	14%	(60)	433
Watch Movies: Several times per week	14%	(79)	17%	(96)	15%	(81)	45%	(249)	8%	(44)	549
Watch Movies: About once per week	10%	(39)	20%	(75)	18%	(67)	48%	(182)	5%	(17)	380
Watch Movies: Several times per month	11%	(25)	20%	(45)	15%	(35)	43%	(97)	11%	(24)	227
Watch Movies: About once per month	10%	(21)	16%	(33)	12%	(25)	52%	(110)	11%	(23)	212
Watch Movies: Less often than once per month	10%	(19)	12%	(23)	8%	(16)	56%	(108)	14%	(27)	193
Watch Movies: Never	7%	(14)	9%	(18)	8%	(16)	49%	(101)	27%	(56)	206
Watch Sporting Events: Every day	33%	(52)	30%	(47)	13%	(21)	18%	(28)	7%	(11)	158
Watch Sporting Events: Several times per week	31%	(79)	31%	(80)	11%	(29)	21%	(53)	7%	(17)	258
Watch Sporting Events: About once per week	15%	(30)	28%	(56)	17%	(33)	32%	(63)	8%	(16)	198
Watch Sporting Events: Several times per month	12%	(26)	25%	(53)	17%	(35)	38%	(79)	8%	(17)	209
Watch Sporting Events: About once per month	10%	(17)	18%	(28)	25%	(40)	39%	(63)	8%	(13)	161
Watch Sporting Events: Less often than once per month	10%	(38)	16%	(64)	17%	(67)	46%	(180)	11%	(44)	393
Watch Sporting Events: Never	3%	(27)	5%	(38)	10%	(82)	66%	(540)	17%	(136)	823
Cable TV: Currently subscribe	13%	(124)	19%	(184)	14%	(134)	44%	(424)	10%	(102)	968
Cable TV: Subscribed in past	12%	(93)	15%	(115)	16%	(122)	48%	(360)	9%	(66)	756
Cable TV: Never subscribed	11%	(52)	14%	(67)	11%	(51)	46%	(221)	18%	(85)	476

Continued on next page

Table HR17_10: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NBA's Boston Celtics featuring Larry Bird, Kevin McHale and Robert Parrish

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(269)	17%	(366)	14%	(306)	46%	(1006)	11%	(253)	2200
Satellite TV: Currently subscribe	13%	(66)	18%	(91)	12%	(61)	40%	(204)	17%	(85)	508
Satellite TV: Subscribed in past	14%	(81)	16%	(98)	16%	(95)	44%	(265)	10%	(62)	601
Satellite TV: Never subscribed	11%	(121)	16%	(178)	14%	(150)	49%	(537)	10%	(106)	1092
Streaming Services: Currently subscribe	12%	(166)	19%	(257)	14%	(196)	43%	(588)	11%	(145)	1353
Streaming Services: Subscribed in past	13%	(28)	14%	(29)	15%	(32)	49%	(102)	9%	(19)	210
Streaming Services: Never subscribed	12%	(74)	13%	(80)	12%	(79)	49%	(315)	14%	(88)	637
Film: An avid fan	19%	(132)	15%	(106)	16%	(110)	37%	(260)	14%	(99)	706
Film: A casual fan	10%	(117)	18%	(220)	15%	(178)	49%	(599)	9%	(104)	1218
Film: Not a fan	7%	(20)	15%	(41)	7%	(19)	53%	(147)	18%	(50)	276
Television: An avid fan	16%	(151)	16%	(155)	15%	(143)	42%	(404)	11%	(104)	958
Television: A casual fan	9%	(97)	18%	(186)	14%	(150)	49%	(520)	10%	(104)	1058
Television: Not a fan	11%	(20)	14%	(25)	7%	(14)	44%	(82)	24%	(44)	184
Music: An avid fan	16%	(173)	17%	(186)	15%	(161)	39%	(419)	12%	(128)	1067
Music: A casual fan	9%	(85)	18%	(172)	14%	(136)	51%	(504)	8%	(82)	979
Music: Not a fan	7%	(10)	6%	(9)	6%	(9)	54%	(84)	28%	(43)	155
Fashion: An avid fan	16%	(50)	15%	(47)	12%	(37)	37%	(111)	19%	(59)	304
Fashion: A casual fan	13%	(117)	17%	(148)	17%	(155)	43%	(382)	10%	(94)	897
Fashion: Not a fan	10%	(101)	17%	(171)	11%	(114)	51%	(512)	10%	(100)	999

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

Table HR17_11: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NHL's Edmonton Oilers featuring Wayne Gretzky, Mark Messier and Paul Coffey

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	8% (183)	13% (294)	15% (330)	51% (1122)	12% (271)	2200
Gender: Male	13% (140)	16% (172)	16% (170)	44% (469)	10% (111)	1062
Gender: Female	4% (43)	11% (123)	14% (160)	57% (653)	14% (160)	1138
Age: 18-34	9% (62)	15% (99)	16% (105)	40% (260)	20% (129)	655
Age: 35-44	15% (54)	18% (64)	12% (42)	44% (158)	11% (40)	358
Age: 45-64	7% (55)	12% (91)	14% (103)	57% (428)	10% (74)	751
Age: 65+	3% (12)	9% (40)	18% (80)	63% (276)	7% (29)	436
GenZers: 1997-2012	7% (23)	15% (50)	13% (43)	40% (128)	24% (78)	323
Millennials: 1981-1996	14% (69)	17% (87)	18% (90)	37% (184)	15% (73)	503
GenXers: 1965-1980	10% (53)	13% (75)	13% (70)	53% (294)	12% (65)	558
Baby Boomers: 1946-1964	5% (35)	10% (71)	15% (111)	63% (455)	7% (49)	722
PID: Dem (no lean)	7% (60)	14% (114)	16% (129)	49% (398)	13% (103)	804
PID: Ind (no lean)	10% (67)	13% (91)	11% (80)	52% (361)	14% (101)	701
PID: Rep (no lean)	8% (56)	13% (89)	17% (121)	52% (362)	10% (68)	696
PID/Gender: Dem Men	11% (40)	16% (61)	15% (57)	44% (163)	13% (48)	368
PID/Gender: Dem Women	5% (20)	12% (54)	17% (72)	54% (235)	12% (54)	435
PID/Gender: Ind Men	17% (56)	16% (53)	12% (41)	44% (149)	11% (38)	337
PID/Gender: Ind Women	3% (11)	10% (38)	11% (40)	58% (213)	17% (63)	364
PID/Gender: Rep Men	12% (43)	16% (58)	20% (73)	44% (158)	7% (25)	357
PID/Gender: Rep Women	4% (12)	9% (31)	14% (48)	60% (204)	13% (43)	339
Ideo: Liberal (1-3)	10% (62)	15% (96)	15% (94)	50% (314)	10% (66)	632
Ideo: Moderate (4)	9% (47)	17% (91)	16% (90)	48% (264)	10% (54)	546
Ideo: Conservative (5-7)	8% (64)	13% (96)	16% (122)	55% (415)	8% (56)	753
Educ: < College	7% (105)	12% (186)	14% (208)	52% (785)	15% (227)	1512
Educ: Bachelors degree	12% (53)	16% (71)	19% (85)	48% (213)	5% (22)	444
Educ: Post-grad	10% (25)	15% (37)	15% (36)	50% (123)	9% (23)	244
Income: Under 50k	5% (65)	12% (140)	13% (157)	52% (617)	17% (199)	1178
Income: 50k-100k	9% (56)	16% (104)	18% (119)	52% (345)	5% (33)	657
Income: 100k+	17% (62)	14% (51)	15% (54)	44% (160)	11% (39)	365
Ethnicity: White	8% (142)	13% (221)	15% (255)	54% (930)	10% (174)	1722
Ethnicity: Hispanic	6% (20)	14% (50)	15% (52)	43% (151)	22% (77)	349

Continued on next page

Table HR17_11: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NHL's Edmonton Oilers featuring Wayne Gretzky, Mark Messier and Paul Coffey

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(183)	13%	(294)	15%	(330)	51%	(1122)	12%	(271)	2200
Ethnicity: Afr. Am.	8%	(22)	15%	(40)	17%	(47)	41%	(114)	19%	(52)	274
Ethnicity: Other	9%	(19)	16%	(33)	14%	(29)	38%	(78)	22%	(46)	204
All Christian	9%	(89)	14%	(134)	15%	(151)	55%	(543)	7%	(71)	988
All Non-Christian	8%	(9)	11%	(12)	14%	(15)	48%	(51)	20%	(21)	108
Atheist	17%	(16)	16%	(16)	6%	(6)	53%	(51)	8%	(7)	96
Agnostic/Nothing in particular	7%	(69)	13%	(132)	16%	(159)	47%	(476)	17%	(171)	1008
Religious Non-Protestant/Catholic	13%	(18)	10%	(14)	16%	(22)	44%	(61)	18%	(25)	140
Evangelical	7%	(43)	13%	(75)	17%	(100)	50%	(292)	12%	(71)	580
Non-Evangelical	8%	(66)	14%	(111)	15%	(122)	56%	(444)	7%	(55)	798
Community: Urban	8%	(46)	14%	(79)	15%	(85)	47%	(261)	15%	(84)	555
Community: Suburban	10%	(106)	14%	(147)	17%	(175)	49%	(519)	10%	(104)	1051
Community: Rural	5%	(31)	11%	(68)	12%	(71)	57%	(341)	14%	(84)	594
Employ: Private Sector	12%	(68)	17%	(100)	15%	(89)	49%	(288)	6%	(37)	582
Employ: Government	17%	(28)	21%	(35)	11%	(19)	44%	(72)	7%	(12)	165
Employ: Self-Employed	8%	(16)	15%	(28)	15%	(28)	51%	(95)	10%	(18)	186
Employ: Homemaker	4%	(7)	6%	(9)	13%	(22)	58%	(96)	18%	(30)	164
Employ: Retired	2%	(11)	8%	(39)	19%	(89)	63%	(294)	7%	(34)	467
Employ: Unemployed	8%	(23)	11%	(32)	14%	(42)	50%	(149)	17%	(50)	296
Employ: Other	9%	(17)	11%	(21)	10%	(19)	43%	(81)	27%	(52)	189
Military HH: Yes	9%	(32)	13%	(45)	14%	(51)	54%	(193)	10%	(36)	356
Military HH: No	8%	(151)	14%	(250)	15%	(280)	50%	(928)	13%	(236)	1844
RD/WT: Right Direction	10%	(72)	14%	(97)	17%	(118)	47%	(332)	12%	(81)	701
RD/WT: Wrong Track	7%	(110)	13%	(197)	14%	(212)	53%	(789)	13%	(190)	1499
Trump Job Approve	10%	(87)	14%	(124)	16%	(149)	51%	(459)	10%	(90)	909
Trump Job Disapprove	8%	(89)	14%	(158)	15%	(169)	53%	(615)	11%	(122)	1153
Trump Job Strongly Approve	11%	(52)	12%	(57)	13%	(65)	53%	(259)	11%	(51)	485
Trump Job Somewhat Approve	8%	(34)	16%	(67)	20%	(84)	47%	(200)	9%	(38)	424
Trump Job Somewhat Disapprove	11%	(26)	19%	(48)	14%	(35)	44%	(108)	12%	(31)	248
Trump Job Strongly Disapprove	7%	(63)	12%	(109)	15%	(134)	56%	(507)	10%	(91)	904

Continued on next page

Table HR17_11: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NHL's Edmonton Oilers featuring Wayne Gretzky, Mark Messier and Paul Coffey

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(183)	13%	(294)	15%	(330)	51%	(1122)	12%	(271)	2200
Favorable of Trump	9%	(85)	14%	(122)	17%	(147)	52%	(459)	9%	(77)	890
Unfavorable of Trump	8%	(90)	14%	(159)	15%	(172)	54%	(621)	10%	(115)	1156
Very Favorable of Trump	12%	(60)	11%	(56)	14%	(72)	53%	(274)	10%	(53)	515
Somewhat Favorable of Trump	7%	(25)	18%	(66)	20%	(75)	49%	(184)	6%	(24)	374
Somewhat Unfavorable of Trump	10%	(21)	17%	(38)	14%	(30)	47%	(103)	12%	(26)	217
Very Unfavorable of Trump	7%	(69)	13%	(121)	15%	(142)	55%	(518)	9%	(88)	939
#1 Issue: Economy	10%	(79)	16%	(128)	16%	(126)	49%	(384)	9%	(72)	789
#1 Issue: Security	7%	(17)	11%	(26)	16%	(36)	55%	(126)	11%	(25)	230
#1 Issue: Health Care	8%	(31)	16%	(63)	14%	(55)	52%	(205)	10%	(39)	392
#1 Issue: Medicare / Social Security	3%	(9)	9%	(27)	14%	(42)	62%	(182)	12%	(37)	296
#1 Issue: Women's Issues	9%	(8)	8%	(7)	17%	(16)	43%	(41)	24%	(23)	96
#1 Issue: Education	12%	(18)	13%	(19)	13%	(20)	44%	(64)	17%	(25)	146
#1 Issue: Energy	10%	(9)	14%	(13)	19%	(18)	39%	(36)	17%	(16)	91
#1 Issue: Other	7%	(12)	7%	(12)	11%	(18)	52%	(84)	21%	(34)	160
2018 House Vote: Democrat	8%	(62)	14%	(104)	16%	(118)	53%	(391)	9%	(63)	737
2018 House Vote: Republican	10%	(63)	14%	(91)	15%	(95)	53%	(336)	8%	(51)	636
2018 House Vote: Someone else	3%	(3)	17%	(15)	10%	(9)	58%	(50)	11%	(9)	86
2016 Vote: Hillary Clinton	8%	(52)	13%	(87)	17%	(114)	54%	(368)	9%	(62)	684
2016 Vote: Donald Trump	10%	(65)	13%	(89)	16%	(103)	55%	(365)	6%	(42)	665
2016 Vote: Other	13%	(16)	21%	(28)	15%	(19)	45%	(58)	6%	(8)	130
2016 Vote: Didn't Vote	7%	(49)	13%	(90)	13%	(93)	46%	(328)	22%	(159)	720
Voted in 2014: Yes	9%	(113)	14%	(180)	16%	(211)	53%	(697)	8%	(103)	1303
Voted in 2014: No	8%	(70)	13%	(114)	13%	(120)	47%	(425)	19%	(168)	897
2012 Vote: Barack Obama	9%	(74)	14%	(110)	16%	(124)	52%	(413)	9%	(70)	791
2012 Vote: Mitt Romney	9%	(45)	13%	(68)	17%	(86)	55%	(276)	6%	(30)	506
2012 Vote: Other	7%	(6)	15%	(13)	14%	(12)	57%	(49)	7%	(6)	87
2012 Vote: Didn't Vote	7%	(58)	13%	(103)	13%	(108)	47%	(378)	20%	(164)	811

Continued on next page

Table HR17_11: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NHL's Edmonton Oilers featuring Wayne Gretzky, Mark Messier and Paul Coffey

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(183)	13%	(294)	15%	(330)	51%	(1122)	12%	(271)	2200
4-Region: Northeast	10%	(39)	14%	(54)	16%	(63)	51%	(202)	9%	(35)	394
4-Region: Midwest	8%	(38)	13%	(59)	16%	(74)	56%	(259)	7%	(33)	462
4-Region: South	8%	(62)	14%	(115)	15%	(121)	50%	(412)	14%	(114)	824
4-Region: West	9%	(45)	13%	(67)	14%	(71)	48%	(248)	17%	(90)	520
Watch TV: Every day	10%	(104)	13%	(138)	15%	(163)	52%	(569)	10%	(114)	1088
Watch TV: Several times per week	9%	(45)	17%	(87)	17%	(84)	47%	(237)	9%	(47)	500
Watch TV: About once per week	5%	(8)	12%	(16)	15%	(21)	51%	(70)	17%	(23)	138
Watch TV: Several times per month	7%	(8)	23%	(28)	13%	(16)	47%	(57)	9%	(11)	121
Watch TV: About once per month	5%	(3)	9%	(6)	18%	(11)	56%	(35)	13%	(8)	63
Watch TV: Less often than once per month	12%	(11)	10%	(9)	12%	(11)	57%	(52)	8%	(7)	91
Watch TV: Never	2%	(4)	5%	(10)	12%	(23)	50%	(100)	31%	(61)	199
Watch Movies: Every day	12%	(54)	14%	(62)	16%	(67)	42%	(181)	16%	(68)	433
Watch Movies: Several times per week	9%	(49)	16%	(88)	14%	(77)	52%	(288)	9%	(48)	549
Watch Movies: About once per week	10%	(37)	15%	(57)	17%	(65)	52%	(198)	6%	(23)	380
Watch Movies: Several times per month	7%	(17)	17%	(39)	19%	(44)	46%	(104)	10%	(24)	227
Watch Movies: About once per month	6%	(14)	12%	(24)	14%	(29)	58%	(123)	10%	(22)	212
Watch Movies: Less often than once per month	5%	(9)	8%	(15)	13%	(25)	60%	(115)	15%	(29)	193
Watch Movies: Never	2%	(5)	4%	(8)	11%	(23)	54%	(112)	28%	(58)	206
Watch Sporting Events: Every day	31%	(49)	24%	(38)	9%	(15)	30%	(47)	6%	(9)	158
Watch Sporting Events: Several times per week	18%	(48)	26%	(66)	20%	(52)	30%	(77)	6%	(16)	258
Watch Sporting Events: About once per week	15%	(30)	25%	(49)	18%	(36)	33%	(65)	10%	(19)	198
Watch Sporting Events: Several times per month	10%	(22)	22%	(45)	18%	(37)	43%	(90)	7%	(16)	209
Watch Sporting Events: About once per month	6%	(10)	12%	(19)	22%	(35)	48%	(78)	12%	(19)	161
Watch Sporting Events: Less often than once per month	3%	(13)	12%	(47)	19%	(75)	52%	(204)	14%	(53)	393
Watch Sporting Events: Never	1%	(12)	4%	(30)	10%	(81)	68%	(560)	17%	(140)	823
Cable TV: Currently subscribe	8%	(81)	15%	(145)	16%	(158)	49%	(477)	11%	(107)	968
Cable TV: Subscribed in past	8%	(60)	13%	(100)	15%	(115)	54%	(410)	9%	(70)	756
Cable TV: Never subscribed	9%	(41)	10%	(49)	12%	(57)	49%	(234)	20%	(95)	476

Continued on next page

Table HR17_11: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NHL's Edmonton Oilers featuring Wayne Gretzky, Mark Messier and Paul Coffey

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(183)	13%	(294)	15%	(330)	51%	(1122)	12%	(271)	2200
Satellite TV: Currently subscribe	10%	(49)	13%	(67)	14%	(70)	47%	(240)	16%	(83)	508
Satellite TV: Subscribed in past	9%	(55)	14%	(85)	15%	(92)	50%	(300)	11%	(68)	601
Satellite TV: Never subscribed	7%	(79)	13%	(142)	15%	(168)	53%	(581)	11%	(120)	1092
Streaming Services: Currently subscribe	9%	(117)	14%	(194)	14%	(194)	51%	(692)	12%	(157)	1353
Streaming Services: Subscribed in past	9%	(18)	16%	(35)	17%	(36)	50%	(105)	8%	(17)	210
Streaming Services: Never subscribed	8%	(48)	10%	(66)	16%	(101)	51%	(325)	15%	(97)	637
Film: An avid fan	13%	(89)	15%	(108)	16%	(116)	42%	(300)	13%	(94)	706
Film: A casual fan	7%	(81)	14%	(167)	15%	(181)	55%	(670)	10%	(119)	1218
Film: Not a fan	5%	(13)	7%	(20)	12%	(33)	55%	(152)	21%	(59)	276
Television: An avid fan	10%	(92)	13%	(129)	16%	(158)	49%	(471)	11%	(108)	958
Television: A casual fan	7%	(79)	14%	(148)	15%	(157)	54%	(567)	10%	(107)	1058
Television: Not a fan	6%	(11)	10%	(18)	8%	(15)	46%	(84)	30%	(56)	184
Music: An avid fan	11%	(116)	15%	(164)	15%	(162)	44%	(473)	14%	(151)	1067
Music: A casual fan	6%	(60)	13%	(124)	16%	(157)	57%	(556)	8%	(82)	979
Music: Not a fan	4%	(7)	5%	(7)	7%	(11)	60%	(92)	25%	(38)	155
Fashion: An avid fan	12%	(37)	15%	(47)	15%	(46)	38%	(115)	19%	(59)	304
Fashion: A casual fan	9%	(79)	14%	(129)	18%	(164)	47%	(423)	11%	(102)	897
Fashion: Not a fan	7%	(67)	12%	(119)	12%	(120)	58%	(584)	11%	(110)	999

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

Table HR17_12: And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?
The NHL's New York Islanders featuring Mike Bossy, Bryan Trottier and Denis Potvin

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	5%	(100)	10%	(210)	17%	(383)	56%	(1231)	13%	(276)	2200
Gender: Male	6%	(68)	14%	(146)	20%	(211)	50%	(528)	10%	(109)	1062
Gender: Female	3%	(32)	6%	(64)	15%	(172)	62%	(703)	15%	(168)	1138
Age: 18-34	6%	(39)	13%	(87)	18%	(116)	45%	(295)	18%	(118)	655
Age: 35-44	7%	(25)	13%	(48)	18%	(64)	49%	(174)	13%	(46)	358
Age: 45-64	4%	(30)	8%	(61)	16%	(117)	62%	(467)	10%	(76)	751
Age: 65+	1%	(6)	3%	(14)	20%	(86)	68%	(295)	8%	(36)	436
GenZers: 1997-2012	4%	(14)	13%	(42)	14%	(46)	46%	(147)	23%	(74)	323
Millennials: 1981-1996	8%	(41)	14%	(72)	22%	(111)	42%	(210)	14%	(69)	503
GenXers: 1965-1980	4%	(24)	11%	(59)	15%	(82)	58%	(321)	13%	(72)	558
Baby Boomers: 1946-1964	3%	(20)	4%	(29)	18%	(131)	67%	(485)	8%	(57)	722
PID: Dem (no lean)	5%	(41)	10%	(82)	17%	(140)	54%	(431)	14%	(110)	804
PID: Ind (no lean)	4%	(28)	9%	(63)	15%	(105)	58%	(404)	14%	(101)	701
PID: Rep (no lean)	4%	(31)	9%	(65)	20%	(138)	57%	(396)	10%	(66)	696
PID/Gender: Dem Men	7%	(25)	13%	(47)	19%	(70)	48%	(176)	13%	(50)	368
PID/Gender: Dem Women	4%	(16)	8%	(34)	16%	(71)	58%	(255)	14%	(60)	435
PID/Gender: Ind Men	6%	(19)	15%	(49)	17%	(58)	52%	(175)	11%	(36)	337
PID/Gender: Ind Women	2%	(9)	4%	(14)	13%	(47)	63%	(229)	18%	(65)	364
PID/Gender: Rep Men	7%	(24)	14%	(49)	24%	(84)	50%	(177)	7%	(23)	357
PID/Gender: Rep Women	2%	(7)	5%	(16)	16%	(54)	65%	(219)	13%	(43)	339
Ideo: Liberal (1-3)	5%	(33)	12%	(78)	17%	(105)	54%	(344)	11%	(71)	632
Ideo: Moderate (4)	6%	(33)	10%	(54)	19%	(105)	54%	(297)	11%	(57)	546
Ideo: Conservative (5-7)	4%	(28)	9%	(66)	19%	(143)	61%	(459)	8%	(57)	753
Educ: < College	4%	(58)	8%	(126)	16%	(238)	56%	(854)	16%	(235)	1512
Educ: Bachelors degree	6%	(27)	13%	(60)	21%	(95)	55%	(243)	4%	(19)	444
Educ: Post-grad	6%	(15)	10%	(24)	20%	(49)	55%	(134)	9%	(22)	244
Income: Under 50k	4%	(46)	9%	(101)	14%	(163)	56%	(659)	18%	(209)	1178
Income: 50k-100k	4%	(29)	10%	(65)	22%	(143)	59%	(389)	5%	(31)	657
Income: 100k+	7%	(25)	12%	(44)	21%	(76)	50%	(183)	10%	(36)	365
Ethnicity: White	4%	(75)	8%	(144)	18%	(311)	59%	(1009)	11%	(182)	1722
Ethnicity: Hispanic	5%	(18)	10%	(35)	18%	(61)	47%	(166)	20%	(69)	349

Continued on next page

Table HR17_12: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NHL's New York Islanders featuring Mike Bossy, Bryan Trottier and Denis Potvin

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	5%	(100)	10%	(210)	17%	(383)	56%	(1231)	13%	(276)	2200
Ethnicity: Afr. Am.	4%	(12)	13%	(35)	14%	(39)	50%	(137)	19%	(52)	274
Ethnicity: Other	6%	(13)	15%	(31)	16%	(33)	42%	(85)	21%	(43)	204
All Christian	5%	(47)	10%	(100)	18%	(179)	59%	(584)	8%	(78)	988
All Non-Christian	6%	(7)	10%	(10)	15%	(16)	52%	(56)	17%	(18)	108
Atheist	8%	(7)	17%	(17)	12%	(11)	55%	(53)	8%	(8)	96
Agnostic/Nothing in particular	4%	(39)	8%	(82)	17%	(176)	53%	(538)	17%	(172)	1008
Religious Non-Protestant/Catholic	6%	(9)	10%	(14)	20%	(28)	47%	(66)	16%	(22)	140
Evangelical	3%	(17)	11%	(63)	17%	(99)	56%	(323)	13%	(78)	580
Non-Evangelical	5%	(40)	8%	(67)	18%	(141)	61%	(489)	8%	(60)	798
Community: Urban	6%	(33)	12%	(66)	16%	(88)	52%	(288)	14%	(80)	555
Community: Suburban	5%	(52)	10%	(102)	20%	(210)	55%	(575)	11%	(111)	1051
Community: Rural	2%	(15)	7%	(41)	14%	(85)	62%	(368)	14%	(85)	594
Employ: Private Sector	6%	(33)	13%	(76)	21%	(121)	54%	(317)	6%	(36)	582
Employ: Government	10%	(17)	13%	(22)	16%	(27)	52%	(86)	8%	(13)	165
Employ: Self-Employed	4%	(8)	10%	(19)	20%	(38)	56%	(104)	9%	(16)	186
Employ: Homemaker	1%	(1)	5%	(8)	12%	(19)	64%	(105)	18%	(30)	164
Employ: Retired	1%	(5)	4%	(19)	17%	(81)	69%	(321)	9%	(40)	467
Employ: Unemployed	6%	(17)	8%	(23)	14%	(42)	55%	(164)	17%	(50)	296
Employ: Other	5%	(9)	9%	(17)	16%	(29)	42%	(79)	28%	(54)	189
Military HH: Yes	6%	(20)	9%	(33)	17%	(59)	58%	(207)	10%	(37)	356
Military HH: No	4%	(79)	10%	(176)	18%	(324)	56%	(1024)	13%	(240)	1844
RD/WT: Right Direction	5%	(35)	11%	(76)	19%	(135)	53%	(371)	12%	(83)	701
RD/WT: Wrong Track	4%	(64)	9%	(134)	17%	(248)	57%	(860)	13%	(193)	1499
Trump Job Approve	5%	(45)	10%	(95)	19%	(172)	55%	(504)	10%	(93)	909
Trump Job Disapprove	4%	(50)	9%	(107)	17%	(197)	59%	(676)	11%	(123)	1153
Trump Job Strongly Approve	5%	(25)	9%	(43)	17%	(85)	58%	(283)	10%	(49)	485
Trump Job Somewhat Approve	5%	(20)	12%	(52)	21%	(88)	52%	(221)	10%	(43)	424
Trump Job Somewhat Disapprove	6%	(15)	14%	(36)	18%	(44)	51%	(126)	11%	(27)	248
Trump Job Strongly Disapprove	4%	(34)	8%	(72)	17%	(153)	61%	(550)	11%	(96)	904

Continued on next page

Table HR17_12: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NHL's New York Islanders featuring Mike Bossy, Bryan Trottier and Denis Potvin

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	5%	(100)	10%	(210)	17%	(383)	56%	(1231)	13%	(276)	2200
Favorable of Trump	5%	(41)	10%	(93)	19%	(171)	57%	(503)	9%	(82)	890
Unfavorable of Trump	4%	(50)	9%	(107)	17%	(196)	59%	(681)	11%	(122)	1156
Very Favorable of Trump	5%	(28)	9%	(48)	17%	(87)	58%	(300)	10%	(52)	515
Somewhat Favorable of Trump	3%	(13)	12%	(45)	22%	(84)	54%	(203)	8%	(29)	374
Somewhat Unfavorable of Trump	5%	(11)	11%	(25)	17%	(37)	54%	(118)	13%	(27)	217
Very Unfavorable of Trump	4%	(39)	9%	(82)	17%	(159)	60%	(563)	10%	(95)	939
#1 Issue: Economy	5%	(43)	13%	(101)	18%	(144)	55%	(436)	8%	(65)	789
#1 Issue: Security	5%	(12)	9%	(20)	16%	(37)	59%	(136)	11%	(25)	230
#1 Issue: Health Care	4%	(16)	9%	(37)	20%	(80)	55%	(215)	11%	(44)	392
#1 Issue: Medicare / Social Security	2%	(5)	4%	(11)	15%	(44)	65%	(193)	15%	(44)	296
#1 Issue: Women's Issues	7%	(7)	9%	(9)	15%	(14)	43%	(42)	26%	(24)	96
#1 Issue: Education	7%	(10)	10%	(14)	16%	(23)	52%	(76)	15%	(22)	146
#1 Issue: Energy	5%	(5)	11%	(10)	18%	(16)	49%	(45)	17%	(15)	91
#1 Issue: Other	2%	(3)	5%	(8)	15%	(24)	56%	(89)	22%	(36)	160
2018 House Vote: Democrat	5%	(36)	11%	(79)	18%	(133)	58%	(428)	8%	(61)	737
2018 House Vote: Republican	5%	(29)	11%	(67)	19%	(120)	58%	(369)	8%	(50)	636
2018 House Vote: Someone else	1%	(1)	6%	(5)	21%	(18)	59%	(51)	13%	(12)	86
2016 Vote: Hillary Clinton	5%	(37)	10%	(69)	17%	(119)	58%	(397)	9%	(62)	684
2016 Vote: Donald Trump	5%	(31)	9%	(63)	18%	(119)	61%	(406)	7%	(47)	665
2016 Vote: Other	5%	(6)	11%	(14)	24%	(31)	51%	(67)	9%	(12)	130
2016 Vote: Didn't Vote	4%	(26)	9%	(64)	16%	(115)	50%	(360)	22%	(155)	720
Voted in 2014: Yes	5%	(60)	10%	(128)	18%	(240)	59%	(766)	8%	(109)	1303
Voted in 2014: No	4%	(40)	9%	(82)	16%	(143)	52%	(465)	19%	(167)	897
2012 Vote: Barack Obama	5%	(36)	11%	(89)	18%	(146)	56%	(446)	9%	(74)	791
2012 Vote: Mitt Romney	5%	(23)	8%	(41)	19%	(98)	61%	(307)	7%	(38)	506
2012 Vote: Other	5%	(5)	8%	(7)	18%	(16)	61%	(53)	7%	(6)	87
2012 Vote: Didn't Vote	4%	(36)	9%	(73)	15%	(123)	52%	(421)	19%	(158)	811

Continued on next page

Table HR17_12: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NHL's New York Islanders featuring Mike Bossy, Bryan Trottier and Denis Potvin

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	5%	(100)	10%	(210)	17%	(383)	56%	(1231)	13%	(276)	2200
4-Region: Northeast	6%	(25)	11%	(43)	20%	(77)	53%	(210)	10%	(39)	394
4-Region: Midwest	3%	(15)	9%	(42)	17%	(79)	63%	(292)	7%	(34)	462
4-Region: South	4%	(34)	10%	(79)	16%	(135)	56%	(463)	14%	(113)	824
4-Region: West	5%	(25)	9%	(46)	18%	(93)	51%	(266)	17%	(90)	520
Watch TV: Every day	5%	(54)	10%	(113)	16%	(179)	57%	(622)	11%	(120)	1088
Watch TV: Several times per week	5%	(23)	10%	(49)	21%	(104)	55%	(273)	10%	(50)	500
Watch TV: About once per week	3%	(4)	10%	(14)	20%	(28)	53%	(74)	14%	(19)	138
Watch TV: Several times per month	4%	(4)	14%	(17)	17%	(20)	57%	(69)	9%	(11)	121
Watch TV: About once per month	8%	(5)	9%	(5)	21%	(13)	52%	(33)	11%	(7)	63
Watch TV: Less often than once per month	6%	(6)	6%	(6)	15%	(14)	61%	(56)	11%	(10)	91
Watch TV: Never	2%	(4)	3%	(5)	13%	(25)	53%	(105)	30%	(60)	199
Watch Movies: Every day	7%	(30)	13%	(57)	20%	(89)	44%	(190)	16%	(68)	433
Watch Movies: Several times per week	6%	(30)	11%	(61)	18%	(97)	57%	(314)	9%	(47)	549
Watch Movies: About once per week	4%	(14)	11%	(41)	19%	(72)	60%	(227)	7%	(25)	380
Watch Movies: Several times per month	5%	(12)	9%	(22)	21%	(47)	53%	(120)	12%	(26)	227
Watch Movies: About once per month	1%	(3)	7%	(14)	15%	(32)	66%	(139)	11%	(24)	212
Watch Movies: Less often than once per month	2%	(4)	5%	(10)	11%	(21)	67%	(131)	14%	(28)	193
Watch Movies: Never	3%	(6)	2%	(5)	12%	(25)	54%	(111)	28%	(59)	206
Watch Sporting Events: Every day	17%	(27)	21%	(34)	19%	(29)	37%	(58)	6%	(9)	158
Watch Sporting Events: Several times per week	9%	(24)	25%	(64)	25%	(64)	33%	(86)	8%	(21)	258
Watch Sporting Events: About once per week	7%	(13)	14%	(28)	24%	(48)	45%	(89)	10%	(21)	198
Watch Sporting Events: Several times per month	5%	(12)	13%	(27)	20%	(42)	53%	(112)	8%	(16)	209
Watch Sporting Events: About once per month	6%	(9)	10%	(16)	22%	(35)	53%	(85)	10%	(15)	161
Watch Sporting Events: Less often than once per month	2%	(8)	7%	(27)	19%	(76)	58%	(227)	14%	(56)	393
Watch Sporting Events: Never	1%	(6)	2%	(14)	11%	(89)	70%	(575)	17%	(139)	823
Cable TV: Currently subscribe	5%	(49)	10%	(98)	19%	(187)	54%	(520)	12%	(115)	968
Cable TV: Subscribed in past	4%	(30)	9%	(71)	18%	(134)	59%	(447)	10%	(73)	756
Cable TV: Never subscribed	4%	(21)	8%	(40)	13%	(62)	56%	(265)	19%	(88)	476

Continued on next page

Table HR17_12: *And specifically, how interested would you be in a documentary series or movie about the following sports dynasties?*
The NHL's New York Islanders featuring Mike Bossy, Bryan Trottier and Denis Potvin

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	5%	(100)	10%	(210)	17%	(383)	56%	(1231)	13%	(276)	2200
Satellite TV: Currently subscribe	6%	(30)	10%	(49)	16%	(82)	52%	(265)	16%	(82)	508
Satellite TV: Subscribed in past	5%	(29)	10%	(57)	17%	(104)	56%	(336)	12%	(74)	601
Satellite TV: Never subscribed	4%	(41)	9%	(103)	18%	(197)	58%	(630)	11%	(121)	1092
Streaming Services: Currently subscribe	4%	(56)	10%	(136)	18%	(248)	56%	(753)	12%	(159)	1353
Streaming Services: Subscribed in past	6%	(12)	13%	(28)	16%	(34)	58%	(123)	7%	(15)	210
Streaming Services: Never subscribed	5%	(32)	7%	(45)	16%	(101)	56%	(355)	16%	(103)	637
Film: An avid fan	6%	(45)	14%	(102)	18%	(129)	47%	(330)	14%	(100)	706
Film: A casual fan	4%	(45)	8%	(99)	18%	(225)	60%	(731)	10%	(118)	1218
Film: Not a fan	3%	(10)	3%	(9)	10%	(29)	62%	(171)	21%	(59)	276
Television: An avid fan	4%	(43)	10%	(92)	19%	(186)	54%	(517)	13%	(120)	958
Television: A casual fan	5%	(48)	9%	(99)	17%	(182)	59%	(619)	10%	(110)	1058
Television: Not a fan	5%	(9)	10%	(19)	8%	(15)	52%	(95)	25%	(47)	184
Music: An avid fan	6%	(64)	11%	(116)	19%	(205)	50%	(528)	14%	(153)	1067
Music: A casual fan	3%	(33)	8%	(82)	17%	(167)	63%	(617)	8%	(81)	979
Music: Not a fan	2%	(3)	8%	(12)	7%	(11)	56%	(86)	28%	(43)	155
Fashion: An avid fan	12%	(37)	11%	(32)	14%	(43)	41%	(124)	22%	(68)	304
Fashion: A casual fan	4%	(32)	12%	(105)	21%	(187)	53%	(473)	11%	(100)	897
Fashion: Not a fan	3%	(31)	7%	(72)	15%	(153)	63%	(634)	11%	(109)	999

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

Table HR18_1: *Thinking of sports documentary series or movies, would the following make you more or less likely to watch?*
Rare or never-before-seen footage

Demographic	Much more likely to watch	Somewhat more likely to watch	About the same	Somewhat less likely to watch	Much less likely to watch	Don't know / No opinion	Total N
Adults	20% (451)	20% (440)	21% (473)	5% (106)	18% (386)	16% (345)	2200
Gender: Male	27% (288)	24% (252)	17% (183)	5% (57)	15% (157)	12% (125)	1062
Gender: Female	14% (162)	16% (188)	25% (290)	4% (49)	20% (229)	19% (220)	1138
Age: 18-34	25% (162)	19% (122)	19% (127)	5% (35)	16% (103)	16% (105)	655
Age: 35-44	31% (109)	20% (70)	18% (64)	6% (23)	9% (31)	17% (60)	358
Age: 45-64	18% (137)	20% (152)	23% (174)	3% (25)	19% (140)	16% (123)	751
Age: 65+	10% (42)	22% (95)	25% (108)	5% (23)	26% (111)	13% (57)	436
GenZers: 1997-2012	22% (71)	20% (65)	16% (51)	6% (19)	17% (54)	19% (62)	323
Millennials: 1981-1996	30% (149)	18% (89)	21% (105)	5% (27)	13% (64)	14% (69)	503
GenXers: 1965-1980	24% (133)	20% (112)	19% (104)	4% (24)	15% (83)	18% (101)	558
Baby Boomers: 1946-1964	12% (85)	21% (149)	27% (194)	4% (27)	22% (159)	15% (108)	722
PID: Dem (no lean)	23% (188)	18% (144)	24% (197)	5% (39)	16% (125)	14% (111)	804
PID: Ind (no lean)	19% (131)	19% (132)	20% (143)	4% (31)	17% (122)	20% (143)	701
PID: Rep (no lean)	19% (132)	24% (164)	19% (133)	5% (36)	20% (139)	13% (92)	696
PID/Gender: Dem Men	30% (112)	18% (65)	19% (70)	5% (18)	13% (49)	15% (54)	368
PID/Gender: Dem Women	17% (76)	18% (79)	29% (127)	5% (21)	18% (77)	13% (57)	435
PID/Gender: Ind Men	26% (87)	24% (81)	19% (63)	5% (18)	12% (41)	14% (47)	337
PID/Gender: Ind Women	12% (44)	14% (51)	22% (80)	4% (13)	22% (80)	26% (96)	364
PID/Gender: Rep Men	25% (89)	30% (106)	14% (50)	6% (21)	19% (67)	7% (24)	357
PID/Gender: Rep Women	13% (43)	17% (58)	25% (83)	4% (15)	21% (72)	20% (68)	339
Ideo: Liberal (1-3)	26% (164)	20% (129)	22% (142)	5% (31)	13% (85)	13% (82)	632
Ideo: Moderate (4)	21% (113)	19% (102)	23% (127)	6% (30)	19% (104)	13% (69)	546
Ideo: Conservative (5-7)	19% (141)	23% (173)	22% (166)	5% (38)	18% (139)	13% (96)	753
Educ: < College	19% (285)	18% (267)	21% (318)	4% (65)	20% (300)	18% (277)	1512
Educ: Bachelors degree	25% (110)	24% (108)	21% (94)	6% (28)	13% (59)	10% (45)	444
Educ: Post-grad	23% (55)	26% (64)	25% (61)	5% (13)	11% (27)	10% (24)	244
Income: Under 50k	19% (220)	18% (207)	20% (236)	5% (54)	20% (230)	20% (230)	1178
Income: 50k-100k	20% (129)	22% (148)	26% (172)	5% (34)	18% (117)	9% (58)	657
Income: 100k+	28% (101)	23% (85)	18% (65)	5% (18)	11% (39)	16% (57)	365
Ethnicity: White	18% (316)	21% (355)	23% (398)	4% (76)	19% (325)	15% (252)	1722

Continued on next page

Table HR18_1: *Thinking of sports documentary series or movies, would the following make you more or less likely to watch?*
Rare or never-before-seen footage

Demographic	Much more likely to watch	Somewhat more likely to watch	About the same	Somewhat less likely to watch	Much less likely to watch	Don't know / No opinion	Total N
Adults	20% (451)	20% (440)	21% (473)	5% (106)	18% (386)	16% (345)	2200
Ethnicity: Hispanic	22% (76)	19% (66)	14% (50)	7% (23)	17% (59)	22% (76)	349
Ethnicity: Afr. Am.	26% (72)	15% (42)	16% (43)	7% (19)	18% (48)	18% (50)	274
Ethnicity: Other	30% (62)	21% (43)	16% (32)	5% (11)	6% (13)	21% (44)	204
All Christian	21% (207)	22% (214)	22% (220)	5% (51)	18% (182)	12% (114)	988
All Non-Christian	25% (27)	20% (22)	23% (25)	5% (5)	13% (14)	14% (15)	108
Atheist	25% (24)	18% (18)	23% (22)	1% (1)	19% (18)	13% (12)	96
Agnostic/Nothing in particular	19% (192)	18% (186)	20% (206)	5% (48)	17% (172)	20% (204)	1008
Religious Non-Protestant/Catholic	27% (37)	22% (31)	23% (32)	4% (5)	11% (15)	13% (19)	140
Evangelical	20% (118)	20% (115)	18% (106)	7% (39)	19% (110)	16% (92)	580
Non-Evangelical	20% (163)	21% (169)	24% (191)	5% (38)	18% (143)	12% (93)	798
Community: Urban	24% (135)	20% (113)	20% (112)	4% (20)	17% (92)	15% (83)	555
Community: Suburban	21% (224)	21% (225)	22% (233)	5% (51)	16% (170)	14% (147)	1051
Community: Rural	15% (92)	17% (102)	22% (128)	6% (34)	21% (123)	19% (115)	594
Employ: Private Sector	26% (153)	21% (120)	22% (127)	6% (34)	14% (84)	11% (64)	582
Employ: Government	33% (54)	21% (35)	22% (36)	5% (9)	10% (16)	9% (15)	165
Employ: Self-Employed	25% (46)	25% (46)	21% (40)	7% (12)	12% (23)	10% (19)	186
Employ: Homemaker	11% (17)	11% (18)	26% (43)	5% (8)	20% (33)	27% (44)	164
Employ: Retired	9% (41)	24% (111)	25% (116)	4% (20)	25% (118)	13% (62)	467
Employ: Unemployed	24% (71)	16% (47)	18% (54)	3% (8)	20% (58)	19% (58)	296
Employ: Other	14% (27)	14% (26)	17% (32)	4% (8)	20% (37)	32% (60)	189
Military HH: Yes	22% (79)	21% (76)	18% (63)	7% (23)	18% (66)	14% (50)	356
Military HH: No	20% (372)	20% (364)	22% (410)	4% (83)	17% (320)	16% (296)	1844
RD/WT: Right Direction	20% (144)	23% (160)	20% (141)	5% (32)	19% (132)	13% (92)	701
RD/WT: Wrong Track	20% (307)	19% (280)	22% (332)	5% (74)	17% (254)	17% (253)	1499
Trump Job Approve	20% (184)	22% (203)	20% (185)	5% (41)	18% (168)	14% (128)	909
Trump Job Disapprove	22% (251)	19% (224)	24% (272)	5% (58)	17% (197)	13% (150)	1153

Continued on next page

Table HR18_1: *Thinking of sports documentary series or movies, would the following make you more or less likely to watch?*
Rare or never-before-seen footage

Demographic	Much more likely to watch	Somewhat more likely to watch	About the same	Somewhat less likely to watch	Much less likely to watch	Don't know / No opinion	Total N
Adults	20% (451)	20% (440)	21% (473)	5% (106)	18% (386)	16% (345)	2200
Trump Job Strongly Approve	19% (94)	22% (108)	17% (82)	5% (24)	22% (107)	15% (71)	485
Trump Job Somewhat Approve	21% (90)	22% (95)	24% (104)	4% (17)	14% (61)	13% (57)	424
Trump Job Somewhat Disapprove	24% (59)	20% (49)	23% (58)	6% (14)	16% (40)	11% (27)	248
Trump Job Strongly Disapprove	21% (192)	19% (175)	24% (215)	5% (43)	17% (157)	14% (122)	904
Favorable of Trump	20% (178)	23% (205)	21% (183)	5% (41)	19% (169)	13% (114)	890
Unfavorable of Trump	22% (258)	19% (220)	24% (278)	5% (60)	17% (192)	13% (148)	1156
Very Favorable of Trump	20% (104)	22% (112)	17% (85)	5% (25)	23% (119)	14% (70)	515
Somewhat Favorable of Trump	20% (75)	25% (92)	26% (98)	4% (16)	13% (50)	12% (44)	374
Somewhat Unfavorable of Trump	22% (49)	17% (37)	26% (57)	7% (14)	14% (31)	13% (29)	217
Very Unfavorable of Trump	22% (209)	19% (183)	24% (221)	5% (46)	17% (161)	13% (119)	939
#1 Issue: Economy	24% (189)	21% (162)	21% (166)	5% (36)	18% (146)	11% (90)	789
#1 Issue: Security	16% (38)	22% (50)	19% (44)	6% (14)	19% (43)	18% (41)	230
#1 Issue: Health Care	20% (77)	20% (80)	29% (112)	3% (13)	13% (51)	15% (59)	392
#1 Issue: Medicare / Social Security	10% (31)	17% (50)	20% (59)	6% (18)	28% (84)	18% (54)	296
#1 Issue: Women's Issues	21% (20)	24% (23)	13% (13)	3% (3)	18% (17)	21% (20)	96
#1 Issue: Education	33% (48)	20% (30)	13% (19)	6% (9)	13% (19)	14% (20)	146
#1 Issue: Energy	31% (28)	15% (14)	23% (21)	10% (9)	5% (4)	16% (15)	91
#1 Issue: Other	12% (19)	19% (30)	24% (38)	3% (4)	13% (21)	29% (47)	160
2018 House Vote: Democrat	23% (172)	17% (127)	26% (191)	5% (38)	17% (125)	12% (85)	737
2018 House Vote: Republican	19% (122)	25% (160)	21% (133)	5% (34)	17% (111)	12% (76)	636
2018 House Vote: Someone else	9% (8)	17% (14)	21% (18)	3% (3)	28% (24)	22% (19)	86
2016 Vote: Hillary Clinton	23% (160)	17% (114)	25% (174)	5% (33)	18% (123)	12% (80)	684
2016 Vote: Donald Trump	18% (122)	25% (166)	22% (144)	5% (31)	19% (129)	11% (74)	665
2016 Vote: Other	23% (30)	23% (30)	25% (32)	5% (6)	10% (12)	15% (20)	130
2016 Vote: Didn't Vote	19% (140)	18% (130)	17% (123)	5% (36)	17% (122)	24% (170)	720
Voted in 2014: Yes	21% (274)	21% (273)	23% (294)	5% (67)	18% (229)	13% (165)	1303
Voted in 2014: No	20% (176)	19% (166)	20% (179)	4% (39)	17% (156)	20% (180)	897

Continued on next page

Table HR18_1: *Thinking of sports documentary series or movies, would the following make you more or less likely to watch?*
Rare or never-before-seen footage

Demographic	Much more likely to watch	Somewhat more likely to watch	About the same	Somewhat less likely to watch	Much less likely to watch	Don't know / No opinion	Total N
Adults	20% (451)	20% (440)	21% (473)	5% (106)	18% (386)	16% (345)	2200
2012 Vote: Barack Obama	23% (185)	19% (148)	24% (187)	5% (38)	18% (139)	12% (94)	791
2012 Vote: Mitt Romney	20% (100)	25% (126)	22% (113)	6% (28)	16% (82)	11% (56)	506
2012 Vote: Other	16% (14)	19% (17)	27% (23)	3% (3)	13% (11)	21% (18)	87
2012 Vote: Didn't Vote	19% (151)	18% (148)	18% (149)	5% (37)	19% (153)	21% (174)	811
4-Region: Northeast	22% (87)	20% (78)	24% (93)	4% (16)	17% (66)	13% (52)	394
4-Region: Midwest	18% (84)	20% (92)	26% (118)	6% (26)	20% (91)	11% (50)	462
4-Region: South	20% (169)	23% (187)	19% (160)	4% (34)	16% (132)	17% (143)	824
4-Region: West	21% (110)	16% (82)	20% (102)	6% (30)	19% (97)	19% (100)	520
Watch TV: Every day	24% (258)	20% (218)	21% (230)	5% (50)	17% (187)	13% (146)	1088
Watch TV: Several times per week	22% (112)	25% (125)	26% (128)	4% (19)	14% (68)	10% (48)	500
Watch TV: About once per week	15% (21)	16% (22)	23% (32)	6% (8)	18% (25)	22% (30)	138
Watch TV: Several times per month	18% (22)	20% (24)	20% (24)	10% (12)	20% (24)	12% (15)	121
Watch TV: About once per month	9% (5)	17% (11)	14% (9)	11% (7)	14% (9)	35% (22)	63
Watch TV: Less often than once per month	13% (12)	17% (16)	26% (24)	3% (2)	24% (22)	17% (15)	91
Watch TV: Never	10% (20)	12% (24)	13% (26)	4% (7)	26% (52)	35% (70)	199
Watch Movies: Every day	30% (129)	16% (71)	13% (56)	6% (25)	20% (85)	16% (67)	433
Watch Movies: Several times per week	22% (124)	23% (125)	22% (121)	5% (26)	16% (87)	12% (66)	549
Watch Movies: About once per week	20% (74)	26% (97)	25% (96)	4% (15)	17% (63)	9% (34)	380
Watch Movies: Several times per month	19% (43)	25% (56)	25% (57)	5% (11)	15% (33)	11% (26)	227
Watch Movies: About once per month	14% (30)	16% (33)	34% (73)	3% (7)	15% (31)	18% (38)	212
Watch Movies: Less often than once per month	15% (30)	20% (39)	20% (38)	4% (7)	22% (42)	19% (38)	193
Watch Movies: Never	10% (21)	9% (18)	15% (31)	7% (14)	22% (44)	37% (77)	206
Watch Sporting Events: Every day	56% (89)	14% (21)	12% (18)	3% (4)	10% (16)	6% (9)	158
Watch Sporting Events: Several times per week	40% (103)	31% (79)	19% (48)	3% (7)	3% (9)	4% (12)	258
Watch Sporting Events: About once per week	33% (65)	26% (51)	24% (48)	3% (6)	6% (12)	8% (16)	198
Watch Sporting Events: Several times per month	23% (48)	33% (69)	21% (45)	5% (11)	14% (29)	3% (7)	209
Watch Sporting Events: About once per month	20% (32)	21% (33)	19% (30)	12% (19)	20% (32)	9% (14)	161
Watch Sporting Events: Less often than once per month	16% (63)	27% (107)	22% (88)	5% (22)	13% (52)	16% (62)	393
Watch Sporting Events: Never	6% (50)	10% (79)	24% (196)	4% (36)	29% (235)	27% (226)	823

Continued on next page

Table HR18_1: *Thinking of sports documentary series or movies, would the following make you more or less likely to watch?*
Rare or never-before-seen footage

Demographic	Much more likely to watch	Somewhat more likely to watch	About the same	Somewhat less likely to watch	Much less likely to watch	Don't know / No opinion	Total N
Adults	20% (451)	20% (440)	21% (473)	5% (106)	18% (386)	16% (345)	2200
Cable TV: Currently subscribe	21% (206)	21% (202)	22% (215)	6% (55)	16% (155)	14% (135)	968
Cable TV: Subscribed in past	19% (143)	23% (170)	24% (179)	5% (38)	17% (129)	13% (97)	756
Cable TV: Never subscribed	21% (102)	14% (67)	17% (79)	3% (13)	21% (102)	24% (114)	476
Satellite TV: Currently subscribe	20% (101)	19% (95)	20% (103)	5% (25)	18% (91)	18% (93)	508
Satellite TV: Subscribed in past	23% (136)	22% (130)	23% (141)	4% (24)	16% (94)	13% (77)	601
Satellite TV: Never subscribed	20% (214)	20% (215)	21% (229)	5% (57)	18% (201)	16% (175)	1092
Streaming Services: Currently subscribe	22% (300)	22% (294)	22% (297)	5% (63)	15% (201)	15% (197)	1353
Streaming Services: Subscribed in past	20% (42)	14% (29)	22% (47)	10% (22)	22% (46)	12% (26)	210
Streaming Services: Never subscribed	17% (109)	18% (117)	20% (129)	3% (21)	22% (139)	19% (122)	637
Film: An avid fan	30% (214)	18% (124)	17% (120)	4% (29)	17% (118)	14% (99)	706
Film: A casual fan	17% (211)	23% (285)	24% (296)	5% (57)	17% (204)	14% (166)	1218
Film: Not a fan	9% (25)	11% (30)	21% (57)	7% (20)	23% (64)	29% (80)	276
Television: An avid fan	23% (224)	21% (203)	19% (186)	4% (39)	17% (162)	15% (145)	958
Television: A casual fan	19% (197)	19% (205)	25% (267)	6% (60)	18% (190)	13% (139)	1058
Television: Not a fan	16% (30)	17% (32)	11% (21)	4% (7)	19% (34)	33% (61)	184
Music: An avid fan	27% (292)	20% (209)	20% (209)	4% (42)	16% (169)	14% (145)	1067
Music: A casual fan	15% (145)	22% (213)	24% (235)	6% (57)	18% (177)	16% (152)	979
Music: Not a fan	9% (13)	11% (18)	19% (29)	4% (7)	25% (39)	31% (49)	155
Fashion: An avid fan	30% (91)	13% (41)	17% (51)	6% (17)	14% (43)	20% (62)	304
Fashion: A casual fan	21% (192)	21% (186)	23% (204)	5% (43)	16% (147)	14% (124)	897
Fashion: Not a fan	17% (167)	21% (212)	22% (219)	5% (46)	20% (196)	16% (159)	999

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

Table HR18_2: *Thinking of sports documentary series or movies, would the following make you more or less likely to watch?*
Exclusive interviews

Demographic	Much more likely to watch	Somewhat more likely to watch	About the same	Somewhat less likely to watch	Much less likely to watch	Don't know / No opinion	Total N
Adults	14% (314)	17% (371)	28% (626)	5% (111)	19% (413)	17% (365)	2200
Gender: Male	20% (210)	20% (210)	26% (280)	6% (62)	15% (163)	13% (136)	1062
Gender: Female	9% (103)	14% (161)	30% (345)	4% (48)	22% (250)	20% (230)	1138
Age: 18-34	18% (119)	18% (118)	23% (154)	6% (38)	16% (107)	18% (120)	655
Age: 35-44	23% (82)	22% (79)	23% (83)	5% (18)	10% (37)	16% (58)	358
Age: 45-64	12% (89)	15% (115)	31% (235)	3% (26)	20% (152)	18% (134)	751
Age: 65+	5% (24)	14% (59)	35% (154)	7% (29)	27% (117)	12% (53)	436
GenZers: 1997-2012	13% (43)	18% (57)	22% (71)	7% (22)	18% (58)	22% (70)	323
Millennials: 1981-1996	24% (119)	20% (101)	23% (118)	5% (25)	12% (63)	16% (78)	503
GenXers: 1965-1980	17% (95)	18% (100)	26% (145)	4% (24)	16% (90)	18% (103)	558
Baby Boomers: 1946-1964	7% (49)	14% (100)	36% (262)	4% (32)	23% (169)	15% (109)	722
PID: Dem (no lean)	17% (138)	18% (144)	28% (227)	5% (43)	16% (132)	15% (119)	804
PID: Ind (no lean)	11% (79)	18% (129)	26% (180)	5% (33)	19% (136)	20% (144)	701
PID: Rep (no lean)	14% (96)	14% (98)	31% (219)	5% (35)	21% (145)	15% (102)	696
PID/Gender: Dem Men	23% (84)	18% (67)	23% (86)	8% (28)	14% (50)	15% (54)	368
PID/Gender: Dem Women	12% (54)	18% (77)	32% (141)	3% (15)	19% (82)	15% (65)	435
PID/Gender: Ind Men	17% (57)	25% (83)	25% (83)	5% (16)	14% (48)	15% (50)	337
PID/Gender: Ind Women	6% (22)	13% (47)	27% (97)	5% (17)	24% (87)	26% (94)	364
PID/Gender: Rep Men	19% (69)	17% (61)	31% (112)	5% (19)	18% (65)	9% (32)	357
PID/Gender: Rep Women	8% (27)	11% (38)	32% (107)	5% (16)	24% (81)	21% (71)	339
Ideo: Liberal (1-3)	19% (118)	19% (123)	28% (178)	5% (32)	14% (89)	14% (91)	632
Ideo: Moderate (4)	13% (71)	18% (101)	31% (168)	5% (29)	19% (106)	13% (71)	546
Ideo: Conservative (5-7)	12% (93)	16% (119)	32% (240)	5% (37)	21% (161)	14% (103)	753
Educ: < College	13% (195)	15% (232)	26% (391)	6% (84)	21% (321)	19% (290)	1512
Educ: Bachelors degree	18% (82)	19% (86)	33% (148)	4% (19)	14% (60)	11% (48)	444
Educ: Post-grad	15% (37)	22% (54)	36% (87)	3% (8)	13% (32)	11% (27)	244
Income: Under 50k	13% (152)	16% (188)	24% (280)	6% (66)	22% (257)	20% (235)	1178
Income: 50k-100k	13% (88)	17% (111)	36% (239)	5% (30)	18% (119)	11% (70)	657
Income: 100k+	20% (74)	20% (72)	29% (107)	4% (14)	10% (38)	17% (60)	365
Ethnicity: White	13% (219)	16% (269)	31% (533)	5% (82)	20% (351)	16% (267)	1722

Continued on next page

Table HR18_2: *Thinking of sports documentary series or movies, would the following make you more or less likely to watch?*

Exclusive interviews

Demographic	Much more likely to watch		Somewhat more likely to watch		About the same		Somewhat less likely to watch		Much less likely to watch		Don't know / No opinion		Total N
Adults	14%	(314)	17%	(371)	28%	(626)	5%	(111)	19%	(413)	17%	(365)	2200
Ethnicity: Hispanic	14%	(50)	20%	(70)	19%	(67)	6%	(23)	16%	(56)	24%	(84)	349
Ethnicity: Afr. Am.	21%	(59)	20%	(55)	16%	(45)	8%	(22)	16%	(44)	18%	(49)	274
Ethnicity: Other	18%	(36)	23%	(47)	23%	(48)	3%	(7)	9%	(18)	24%	(49)	204
All Christian	14%	(142)	17%	(172)	31%	(308)	4%	(43)	21%	(205)	12%	(119)	988
All Non-Christian	19%	(21)	18%	(20)	29%	(31)	4%	(4)	14%	(16)	15%	(17)	108
Atheist	13%	(13)	18%	(17)	33%	(32)	1%	(1)	19%	(18)	16%	(16)	96
Agnostic/Nothing in particular	14%	(138)	16%	(162)	25%	(255)	6%	(64)	17%	(175)	21%	(214)	1008
Religious Non-Protestant/Catholic	22%	(31)	18%	(25)	31%	(43)	3%	(4)	12%	(17)	14%	(20)	140
Evangelical	15%	(87)	16%	(94)	26%	(149)	5%	(31)	22%	(128)	16%	(91)	580
Non-Evangelical	13%	(103)	17%	(135)	33%	(260)	5%	(41)	19%	(155)	13%	(103)	798
Community: Urban	19%	(108)	18%	(100)	24%	(133)	6%	(36)	15%	(86)	17%	(92)	555
Community: Suburban	14%	(143)	18%	(194)	31%	(324)	4%	(41)	18%	(194)	15%	(154)	1051
Community: Rural	11%	(63)	13%	(77)	28%	(168)	6%	(34)	22%	(133)	20%	(119)	594
Employ: Private Sector	18%	(107)	23%	(136)	28%	(163)	5%	(29)	14%	(81)	11%	(66)	582
Employ: Government	22%	(37)	15%	(25)	35%	(57)	8%	(13)	9%	(14)	12%	(19)	165
Employ: Self-Employed	20%	(38)	16%	(30)	31%	(57)	4%	(7)	19%	(34)	10%	(19)	186
Employ: Homemaker	9%	(14)	9%	(15)	29%	(48)	2%	(4)	21%	(34)	30%	(49)	164
Employ: Retired	5%	(21)	13%	(63)	36%	(168)	7%	(32)	27%	(124)	13%	(59)	467
Employ: Unemployed	14%	(40)	19%	(56)	19%	(57)	3%	(8)	23%	(67)	23%	(67)	296
Employ: Other	15%	(28)	7%	(14)	19%	(36)	5%	(9)	20%	(39)	34%	(64)	189
Military HH: Yes	13%	(47)	14%	(51)	31%	(110)	7%	(25)	20%	(71)	14%	(52)	356
Military HH: No	14%	(266)	17%	(320)	28%	(516)	5%	(86)	19%	(342)	17%	(314)	1844
RD/WT: Right Direction	14%	(99)	17%	(118)	30%	(211)	5%	(37)	19%	(134)	14%	(101)	701
RD/WT: Wrong Track	14%	(214)	17%	(253)	28%	(415)	5%	(74)	19%	(279)	18%	(264)	1499
Trump Job Approve	14%	(126)	17%	(151)	30%	(269)	5%	(43)	20%	(183)	15%	(137)	909
Trump Job Disapprove	15%	(173)	18%	(205)	30%	(341)	5%	(61)	18%	(213)	14%	(159)	1153

Continued on next page

Table HR18_2: *Thinking of sports documentary series or movies, would the following make you more or less likely to watch?*
Exclusive interviews

Demographic	Much more likely to watch	Somewhat more likely to watch	About the same	Somewhat less likely to watch	Much less likely to watch	Don't know / No opinion	Total N
Adults	14% (314)	17% (371)	28% (626)	5% (111)	19% (413)	17% (365)	2200
Trump Job Strongly Approve	13% (65)	15% (74)	26% (128)	5% (25)	24% (116)	16% (77)	485
Trump Job Somewhat Approve	14% (61)	18% (77)	33% (141)	4% (18)	16% (67)	14% (60)	424
Trump Job Somewhat Disapprove	15% (37)	21% (52)	31% (76)	7% (17)	17% (43)	9% (23)	248
Trump Job Strongly Disapprove	15% (136)	17% (153)	29% (265)	5% (45)	19% (169)	15% (136)	904
Favorable of Trump	15% (131)	16% (146)	30% (265)	5% (42)	20% (180)	14% (126)	890
Unfavorable of Trump	15% (174)	18% (208)	30% (346)	5% (63)	18% (209)	14% (157)	1156
Very Favorable of Trump	16% (81)	14% (75)	25% (129)	5% (27)	24% (124)	15% (80)	515
Somewhat Favorable of Trump	13% (49)	19% (72)	36% (135)	4% (15)	15% (57)	12% (46)	374
Somewhat Unfavorable of Trump	13% (29)	18% (39)	35% (77)	6% (12)	17% (37)	11% (24)	217
Very Unfavorable of Trump	15% (145)	18% (169)	29% (269)	5% (51)	18% (172)	14% (133)	939
#1 Issue: Economy	17% (132)	20% (155)	28% (217)	4% (31)	19% (154)	13% (99)	789
#1 Issue: Security	12% (27)	13% (29)	32% (73)	3% (7)	22% (51)	19% (43)	230
#1 Issue: Health Care	14% (54)	19% (76)	34% (134)	3% (13)	13% (53)	16% (63)	392
#1 Issue: Medicare / Social Security	8% (24)	13% (38)	25% (75)	8% (22)	28% (84)	18% (52)	296
#1 Issue: Women's Issues	14% (13)	18% (18)	22% (21)	7% (7)	14% (13)	24% (23)	96
#1 Issue: Education	23% (33)	17% (25)	22% (32)	6% (9)	17% (25)	15% (22)	146
#1 Issue: Energy	21% (19)	11% (10)	28% (25)	12% (11)	9% (8)	20% (18)	91
#1 Issue: Other	7% (12)	13% (20)	30% (48)	6% (10)	16% (26)	28% (44)	160
2018 House Vote: Democrat	17% (127)	18% (134)	31% (227)	4% (32)	17% (126)	12% (91)	737
2018 House Vote: Republican	14% (88)	16% (103)	33% (209)	5% (31)	20% (126)	12% (78)	636
2018 House Vote: Someone else	8% (7)	14% (12)	31% (27)	8% (6)	23% (20)	16% (14)	86
2016 Vote: Hillary Clinton	17% (114)	18% (124)	31% (211)	5% (34)	17% (116)	12% (84)	684
2016 Vote: Donald Trump	12% (83)	15% (103)	34% (226)	4% (30)	21% (141)	12% (82)	665
2016 Vote: Other	19% (25)	20% (27)	30% (39)	5% (7)	12% (16)	13% (16)	130
2016 Vote: Didn't Vote	13% (92)	16% (118)	21% (149)	6% (41)	19% (139)	25% (181)	720
Voted in 2014: Yes	15% (195)	18% (232)	31% (403)	5% (61)	19% (245)	13% (168)	1303
Voted in 2014: No	13% (118)	16% (140)	25% (223)	6% (50)	19% (168)	22% (198)	897

Continued on next page

Table HR18_2: *Thinking of sports documentary series or movies, would the following make you more or less likely to watch?*

Exclusive interviews

Demographic	Much more likely to watch	Somewhat more likely to watch	About the same	Somewhat less likely to watch	Much less likely to watch	Don't know / No opinion	Total N
Adults	14% (314)	17% (371)	28% (626)	5% (111)	19% (413)	17% (365)	2200
2012 Vote: Barack Obama	17% (135)	18% (145)	30% (237)	5% (37)	18% (140)	12% (97)	791
2012 Vote: Mitt Romney	14% (70)	17% (87)	34% (171)	4% (20)	20% (102)	11% (56)	506
2012 Vote: Other	10% (8)	14% (12)	37% (32)	5% (4)	14% (12)	21% (18)	87
2012 Vote: Didn't Vote	12% (99)	16% (126)	23% (184)	6% (50)	20% (159)	24% (193)	811
4-Region: Northeast	16% (64)	16% (62)	28% (111)	6% (23)	18% (70)	16% (63)	394
4-Region: Midwest	12% (58)	16% (73)	33% (153)	6% (29)	21% (98)	11% (52)	462
4-Region: South	14% (114)	19% (154)	27% (220)	4% (37)	18% (151)	18% (149)	824
4-Region: West	15% (79)	16% (83)	27% (142)	4% (22)	18% (94)	20% (101)	520
Watch TV: Every day	17% (186)	17% (181)	29% (317)	4% (47)	19% (209)	14% (148)	1088
Watch TV: Several times per week	14% (72)	20% (102)	33% (165)	5% (23)	16% (82)	11% (54)	500
Watch TV: About once per week	10% (13)	16% (22)	24% (33)	4% (6)	14% (20)	31% (43)	138
Watch TV: Several times per month	10% (13)	19% (23)	26% (32)	6% (7)	23% (28)	16% (19)	121
Watch TV: About once per month	4% (3)	9% (6)	27% (17)	19% (12)	21% (13)	20% (13)	63
Watch TV: Less often than once per month	8% (8)	18% (16)	27% (25)	5% (4)	25% (23)	17% (15)	91
Watch TV: Never	9% (18)	10% (21)	19% (37)	6% (11)	20% (39)	36% (72)	199
Watch Movies: Every day	24% (102)	18% (78)	19% (83)	5% (21)	17% (76)	17% (73)	433
Watch Movies: Several times per week	16% (88)	18% (97)	32% (175)	4% (24)	17% (96)	12% (68)	549
Watch Movies: About once per week	13% (48)	18% (67)	34% (130)	6% (24)	17% (66)	12% (45)	380
Watch Movies: Several times per month	12% (28)	22% (50)	28% (63)	7% (16)	17% (39)	14% (31)	227
Watch Movies: About once per month	8% (17)	11% (24)	36% (77)	6% (13)	21% (45)	17% (36)	212
Watch Movies: Less often than once per month	8% (15)	19% (36)	27% (53)	3% (6)	22% (43)	21% (40)	193
Watch Movies: Never	7% (14)	9% (19)	22% (45)	4% (7)	23% (48)	35% (72)	206
Watch Sporting Events: Every day	43% (68)	16% (25)	23% (36)	5% (8)	7% (11)	6% (10)	158
Watch Sporting Events: Several times per week	32% (82)	31% (79)	28% (72)	2% (6)	3% (8)	4% (10)	258
Watch Sporting Events: About once per week	22% (44)	27% (53)	26% (52)	6% (13)	9% (19)	9% (17)	198
Watch Sporting Events: Several times per month	14% (30)	28% (58)	31% (65)	4% (9)	14% (29)	9% (18)	209
Watch Sporting Events: About once per month	13% (21)	16% (26)	30% (48)	11% (18)	20% (32)	10% (16)	161
Watch Sporting Events: Less often than once per month	9% (37)	20% (79)	34% (132)	6% (22)	15% (59)	16% (64)	393
Watch Sporting Events: Never	4% (32)	6% (50)	27% (221)	4% (35)	31% (255)	28% (230)	823

Continued on next page

Table HR18_2: Thinking of sports documentary series or movies, would the following make you more or less likely to watch?
Exclusive interviews

Demographic	Much more likely to watch	Somewhat more likely to watch	About the same	Somewhat less likely to watch	Much less likely to watch	Don't know / No opinion	Total N
Adults	14% (314)	17% (371)	28% (626)	5% (111)	19% (413)	17% (365)	2200
Cable TV: Currently subscribe	15% (146)	17% (162)	30% (287)	6% (57)	18% (172)	15% (146)	968
Cable TV: Subscribed in past	12% (87)	21% (157)	30% (230)	4% (33)	19% (146)	14% (103)	756
Cable TV: Never subscribed	17% (81)	11% (53)	23% (110)	4% (21)	20% (95)	24% (116)	476
Satellite TV: Currently subscribe	14% (71)	17% (86)	26% (131)	5% (27)	18% (91)	20% (103)	508
Satellite TV: Subscribed in past	14% (84)	20% (121)	30% (180)	5% (28)	18% (108)	13% (79)	601
Satellite TV: Never subscribed	15% (158)	15% (165)	29% (315)	5% (56)	20% (214)	17% (183)	1092
Streaming Services: Currently subscribe	16% (212)	18% (243)	30% (399)	5% (69)	16% (210)	16% (219)	1353
Streaming Services: Subscribed in past	15% (32)	19% (39)	26% (56)	7% (14)	23% (49)	10% (21)	210
Streaming Services: Never subscribed	11% (70)	14% (89)	27% (171)	4% (28)	24% (154)	20% (125)	637
Film: An avid fan	23% (163)	18% (125)	23% (163)	4% (28)	17% (120)	15% (107)	706
Film: A casual fan	11% (138)	18% (218)	33% (400)	5% (66)	18% (215)	15% (181)	1218
Film: Not a fan	5% (13)	10% (28)	23% (63)	6% (17)	29% (79)	28% (77)	276
Television: An avid fan	18% (173)	19% (179)	25% (240)	4% (41)	18% (173)	16% (152)	958
Television: A casual fan	12% (124)	16% (170)	33% (351)	6% (61)	19% (202)	14% (150)	1058
Television: Not a fan	9% (16)	12% (22)	19% (35)	5% (9)	21% (38)	34% (64)	184
Music: An avid fan	22% (232)	18% (195)	24% (257)	4% (47)	17% (177)	15% (158)	1067
Music: A casual fan	7% (71)	17% (166)	34% (331)	5% (54)	21% (202)	16% (155)	979
Music: Not a fan	7% (11)	7% (10)	24% (38)	6% (10)	22% (35)	33% (52)	155
Fashion: An avid fan	25% (76)	18% (54)	19% (58)	3% (10)	14% (41)	21% (65)	304
Fashion: A casual fan	15% (134)	18% (162)	29% (257)	6% (53)	17% (155)	15% (136)	897
Fashion: Not a fan	10% (104)	16% (155)	31% (311)	5% (48)	22% (217)	16% (164)	999

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

Table HR18_3: *Thinking of sports documentary series or movies, would the following make you more or less likely to watch?*
Interviews with athletes' families

Demographic	Much more likely to watch	Somewhat more likely to watch	About the same	Somewhat less likely to watch	Much less likely to watch	Don't know / No opinion	Total N
Adults	10% (224)	16% (359)	28% (626)	7% (162)	21% (463)	17% (366)	2200
Gender: Male	13% (133)	17% (179)	29% (304)	10% (104)	18% (196)	14% (146)	1062
Gender: Female	8% (90)	16% (180)	28% (323)	5% (58)	23% (267)	19% (220)	1138
Age: 18-34	14% (94)	17% (112)	24% (157)	7% (46)	18% (119)	19% (127)	655
Age: 35-44	15% (55)	22% (79)	28% (100)	6% (23)	12% (43)	16% (58)	358
Age: 45-64	8% (56)	14% (104)	32% (239)	6% (45)	24% (179)	17% (127)	751
Age: 65+	4% (19)	15% (65)	30% (130)	11% (47)	28% (122)	12% (54)	436
GenZers: 1997-2012	8% (27)	18% (57)	22% (72)	6% (19)	22% (71)	23% (75)	323
Millennials: 1981-1996	20% (100)	19% (94)	26% (130)	7% (33)	13% (65)	16% (81)	503
GenXers: 1965-1980	11% (59)	18% (98)	29% (160)	6% (34)	20% (111)	17% (96)	558
Baby Boomers: 1946-1964	4% (31)	13% (93)	33% (237)	9% (65)	26% (185)	15% (110)	722
PID: Dem (no lean)	12% (99)	17% (139)	32% (256)	5% (44)	18% (144)	15% (122)	804
PID: Ind (no lean)	9% (60)	15% (107)	25% (174)	7% (51)	22% (156)	22% (152)	701
PID: Rep (no lean)	9% (64)	16% (113)	28% (197)	10% (66)	23% (163)	13% (92)	696
PID/Gender: Dem Men	14% (53)	17% (61)	30% (112)	6% (22)	16% (58)	16% (61)	368
PID/Gender: Dem Women	11% (46)	18% (78)	33% (144)	5% (22)	20% (85)	14% (61)	435
PID/Gender: Ind Men	10% (35)	18% (61)	29% (96)	9% (31)	17% (57)	17% (56)	337
PID/Gender: Ind Women	7% (25)	13% (47)	21% (77)	5% (20)	27% (100)	26% (95)	364
PID/Gender: Rep Men	13% (45)	16% (57)	27% (95)	14% (50)	23% (81)	8% (29)	357
PID/Gender: Rep Women	6% (19)	17% (56)	30% (102)	5% (16)	24% (82)	19% (64)	339
Ideo: Liberal (1-3)	13% (81)	20% (125)	32% (200)	5% (32)	16% (104)	14% (90)	632
Ideo: Moderate (4)	9% (51)	17% (91)	31% (168)	9% (48)	21% (117)	13% (70)	546
Ideo: Conservative (5-7)	9% (70)	15% (109)	30% (226)	9% (70)	24% (182)	13% (96)	753
Educ: < College	10% (151)	14% (219)	26% (399)	7% (103)	23% (351)	19% (289)	1512
Educ: Bachelors degree	9% (41)	22% (97)	33% (145)	8% (36)	16% (73)	11% (51)	444
Educ: Post-grad	13% (31)	18% (44)	34% (82)	9% (22)	16% (39)	11% (26)	244
Income: Under 50k	9% (112)	15% (181)	24% (281)	7% (88)	24% (277)	20% (239)	1178
Income: 50k-100k	10% (67)	17% (114)	34% (223)	8% (53)	20% (130)	11% (71)	657
Income: 100k+	12% (45)	18% (65)	34% (122)	6% (21)	15% (56)	15% (56)	365
Ethnicity: White	9% (156)	16% (268)	30% (510)	8% (131)	23% (393)	15% (263)	1722

Continued on next page

Table HR18_3: *Thinking of sports documentary series or movies, would the following make you more or less likely to watch?*
Interviews with athletes' families

Demographic	Much more likely to watch	Somewhat more likely to watch	About the same	Somewhat less likely to watch	Much less likely to watch	Don't know / No opinion	Total N
Adults	10% (224)	16% (359)	28% (626)	7% (162)	21% (463)	17% (366)	2200
Ethnicity: Hispanic	10% (37)	17% (60)	19% (67)	9% (30)	22% (75)	23% (80)	349
Ethnicity: Afr. Am.	16% (44)	17% (46)	23% (62)	6% (17)	16% (44)	22% (61)	274
Ethnicity: Other	11% (23)	22% (45)	26% (54)	7% (14)	13% (26)	20% (42)	204
All Christian	10% (96)	17% (164)	31% (302)	9% (88)	23% (225)	12% (114)	988
All Non-Christian	12% (13)	22% (23)	27% (29)	7% (7)	14% (15)	19% (20)	108
Atheist	9% (8)	18% (17)	30% (29)	5% (5)	26% (25)	13% (12)	96
Agnostic/Nothing in particular	11% (106)	15% (155)	26% (266)	6% (62)	20% (199)	22% (220)	1008
Religious Non-Protestant/Catholic	15% (21)	20% (28)	30% (42)	6% (9)	12% (17)	16% (23)	140
Evangelical	11% (63)	18% (104)	25% (145)	7% (43)	24% (136)	15% (89)	580
Non-Evangelical	9% (76)	15% (123)	32% (254)	9% (70)	22% (178)	12% (98)	798
Community: Urban	14% (77)	18% (99)	26% (146)	6% (34)	19% (107)	16% (91)	555
Community: Suburban	9% (98)	17% (175)	30% (319)	8% (83)	21% (219)	15% (158)	1051
Community: Rural	8% (48)	14% (86)	27% (161)	7% (44)	23% (137)	20% (118)	594
Employ: Private Sector	12% (69)	19% (109)	33% (191)	7% (44)	17% (97)	12% (72)	582
Employ: Government	15% (25)	19% (32)	32% (53)	9% (15)	11% (18)	14% (23)	165
Employ: Self-Employed	14% (25)	22% (41)	26% (49)	10% (18)	19% (36)	9% (17)	186
Employ: Homemaker	6% (9)	13% (21)	30% (49)	3% (5)	19% (31)	30% (48)	164
Employ: Retired	4% (17)	15% (69)	31% (144)	10% (46)	28% (132)	13% (60)	467
Employ: Unemployed	11% (34)	13% (39)	21% (62)	5% (15)	27% (80)	22% (66)	296
Employ: Other	13% (24)	9% (17)	20% (39)	6% (11)	24% (46)	28% (54)	189
Military HH: Yes	10% (35)	13% (45)	31% (109)	9% (34)	23% (81)	15% (52)	356
Military HH: No	10% (188)	17% (315)	28% (517)	7% (128)	21% (382)	17% (314)	1844
RD/WT: Right Direction	10% (70)	17% (118)	29% (201)	9% (62)	21% (149)	14% (100)	701
RD/WT: Wrong Track	10% (154)	16% (241)	28% (425)	7% (100)	21% (314)	18% (266)	1499
Trump Job Approve	10% (89)	16% (150)	28% (256)	9% (80)	22% (203)	15% (132)	909
Trump Job Disapprove	11% (121)	17% (198)	30% (349)	7% (77)	21% (243)	14% (164)	1153

Continued on next page

Table HR18_3: *Thinking of sports documentary series or movies, would the following make you more or less likely to watch?*
Interviews with athletes' families

Demographic	Much more likely to watch	Somewhat more likely to watch	About the same	Somewhat less likely to watch	Much less likely to watch	Don't know / No opinion	Total N
Adults	10% (224)	16% (359)	28% (626)	7% (162)	21% (463)	17% (366)	2200
Trump Job Strongly Approve	9% (43)	15% (73)	25% (121)	9% (42)	27% (130)	16% (76)	485
Trump Job Somewhat Approve	11% (45)	18% (76)	32% (135)	9% (38)	17% (73)	13% (56)	424
Trump Job Somewhat Disapprove	14% (34)	18% (44)	27% (67)	9% (23)	22% (55)	10% (25)	248
Trump Job Strongly Disapprove	10% (87)	17% (153)	31% (282)	6% (53)	21% (189)	15% (139)	904
Favorable of Trump	11% (94)	16% (143)	29% (255)	9% (83)	22% (199)	13% (117)	890
Unfavorable of Trump	10% (121)	18% (207)	30% (350)	6% (75)	21% (243)	14% (160)	1156
Very Favorable of Trump	11% (58)	14% (73)	25% (128)	9% (45)	26% (134)	15% (77)	515
Somewhat Favorable of Trump	10% (36)	19% (70)	34% (127)	10% (38)	17% (64)	11% (40)	374
Somewhat Unfavorable of Trump	12% (25)	15% (33)	29% (63)	9% (20)	22% (48)	13% (28)	217
Very Unfavorable of Trump	10% (96)	19% (174)	31% (287)	6% (55)	21% (195)	14% (132)	939
#1 Issue: Economy	11% (87)	19% (147)	28% (224)	7% (56)	22% (171)	13% (103)	789
#1 Issue: Security	8% (18)	11% (25)	31% (70)	8% (18)	25% (57)	18% (41)	230
#1 Issue: Health Care	11% (43)	16% (62)	35% (136)	7% (27)	16% (64)	16% (61)	392
#1 Issue: Medicare / Social Security	5% (13)	13% (40)	24% (70)	11% (33)	29% (87)	18% (53)	296
#1 Issue: Women's Issues	12% (11)	16% (15)	27% (26)	3% (3)	14% (14)	28% (27)	96
#1 Issue: Education	20% (29)	22% (32)	17% (25)	6% (9)	21% (31)	13% (19)	146
#1 Issue: Energy	14% (13)	20% (18)	30% (27)	9% (8)	7% (7)	20% (18)	91
#1 Issue: Other	5% (8)	12% (20)	30% (47)	5% (8)	20% (32)	28% (45)	160
2018 House Vote: Democrat	11% (81)	19% (142)	31% (231)	8% (57)	19% (137)	12% (89)	737
2018 House Vote: Republican	9% (60)	17% (105)	31% (196)	10% (63)	22% (137)	12% (75)	636
2018 House Vote: Someone else	11% (9)	6% (6)	27% (23)	4% (3)	26% (23)	26% (22)	86
2016 Vote: Hillary Clinton	12% (80)	18% (124)	32% (219)	7% (48)	19% (129)	12% (84)	684
2016 Vote: Donald Trump	8% (56)	17% (110)	31% (204)	9% (60)	24% (162)	11% (74)	665
2016 Vote: Other	9% (12)	19% (25)	32% (42)	7% (9)	14% (18)	18% (24)	130
2016 Vote: Didn't Vote	11% (76)	14% (100)	22% (161)	6% (45)	22% (155)	25% (183)	720
Voted in 2014: Yes	10% (134)	18% (236)	30% (393)	8% (99)	21% (272)	13% (169)	1303
Voted in 2014: No	10% (89)	14% (123)	26% (233)	7% (63)	21% (191)	22% (197)	897

Continued on next page

Table HR18_3: *Thinking of sports documentary series or movies, would the following make you more or less likely to watch?*
Interviews with athletes' families

Demographic	Much more likely to watch	Somewhat more likely to watch	About the same	Somewhat less likely to watch	Much less likely to watch	Don't know / No opinion	Total N
Adults	10% (224)	16% (359)	28% (626)	7% (162)	21% (463)	17% (366)	2200
2012 Vote: Barack Obama	12% (95)	20% (158)	29% (231)	7% (54)	20% (155)	12% (98)	791
2012 Vote: Mitt Romney	9% (47)	16% (81)	33% (165)	10% (50)	22% (112)	10% (52)	506
2012 Vote: Other	5% (4)	13% (12)	36% (31)	4% (4)	16% (14)	25% (22)	87
2012 Vote: Didn't Vote	10% (78)	13% (107)	24% (198)	7% (54)	22% (182)	24% (192)	811
4-Region: Northeast	12% (45)	15% (59)	31% (122)	6% (24)	21% (81)	16% (62)	394
4-Region: Midwest	8% (37)	16% (76)	31% (144)	9% (41)	23% (107)	12% (58)	462
4-Region: South	9% (78)	17% (139)	29% (241)	7% (56)	21% (173)	17% (137)	824
4-Region: West	12% (63)	16% (85)	23% (120)	8% (40)	20% (102)	21% (109)	520
Watch TV: Every day	12% (132)	17% (184)	29% (313)	7% (72)	22% (238)	14% (148)	1088
Watch TV: Several times per week	8% (42)	19% (95)	36% (182)	6% (32)	19% (96)	10% (51)	500
Watch TV: About once per week	9% (12)	13% (17)	28% (39)	8% (11)	17% (24)	25% (35)	138
Watch TV: Several times per month	11% (13)	19% (24)	23% (28)	9% (11)	20% (24)	18% (22)	121
Watch TV: About once per month	5% (3)	18% (12)	21% (13)	8% (5)	24% (15)	24% (15)	63
Watch TV: Less often than once per month	6% (6)	15% (14)	20% (18)	13% (11)	23% (21)	24% (22)	91
Watch TV: Never	8% (16)	7% (13)	17% (33)	9% (18)	23% (45)	37% (73)	199
Watch Movies: Every day	17% (76)	16% (70)	20% (86)	5% (22)	25% (106)	17% (72)	433
Watch Movies: Several times per week	10% (53)	18% (98)	32% (178)	8% (46)	20% (108)	12% (65)	549
Watch Movies: About once per week	10% (37)	18% (69)	35% (132)	9% (32)	19% (70)	10% (39)	380
Watch Movies: Several times per month	11% (25)	21% (48)	27% (62)	8% (18)	19% (44)	13% (30)	227
Watch Movies: About once per month	6% (13)	16% (34)	37% (79)	5% (10)	16% (34)	20% (42)	212
Watch Movies: Less often than once per month	5% (10)	15% (29)	27% (52)	6% (11)	25% (48)	23% (44)	193
Watch Movies: Never	5% (10)	6% (11)	18% (37)	11% (22)	26% (53)	36% (73)	206
Watch Sporting Events: Every day	32% (50)	13% (21)	25% (39)	10% (15)	11% (17)	10% (16)	158
Watch Sporting Events: Several times per week	21% (53)	30% (78)	30% (78)	8% (21)	5% (12)	6% (15)	258
Watch Sporting Events: About once per week	15% (30)	23% (45)	30% (59)	9% (18)	15% (29)	9% (17)	198
Watch Sporting Events: Several times per month	7% (14)	27% (58)	29% (60)	13% (28)	16% (34)	7% (15)	209
Watch Sporting Events: About once per month	8% (13)	18% (28)	35% (57)	8% (13)	20% (33)	10% (16)	161
Watch Sporting Events: Less often than once per month	9% (35)	19% (75)	32% (127)	7% (27)	18% (69)	15% (60)	393
Watch Sporting Events: Never	3% (28)	7% (54)	25% (206)	5% (39)	33% (269)	28% (227)	823

Continued on next page

Table HR18_3: *Thinking of sports documentary series or movies, would the following make you more or less likely to watch?*
Interviews with athletes' families

Demographic	Much more likely to watch	Somewhat more likely to watch	About the same	Somewhat less likely to watch	Much less likely to watch	Don't know / No opinion	Total N
Adults	10% (224)	16% (359)	28% (626)	7% (162)	21% (463)	17% (366)	2200
Cable TV: Currently subscribe	11% (105)	16% (157)	29% (284)	9% (87)	20% (193)	15% (142)	968
Cable TV: Subscribed in past	8% (58)	18% (139)	33% (250)	6% (47)	20% (154)	14% (107)	756
Cable TV: Never subscribed	13% (61)	13% (63)	19% (92)	6% (27)	24% (116)	24% (117)	476
Satellite TV: Currently subscribe	11% (57)	14% (73)	27% (137)	8% (41)	21% (106)	19% (94)	508
Satellite TV: Subscribed in past	9% (54)	20% (118)	30% (181)	7% (44)	20% (118)	14% (85)	601
Satellite TV: Never subscribed	10% (113)	15% (168)	28% (309)	7% (76)	22% (238)	17% (187)	1092
Streaming Services: Currently subscribe	10% (138)	18% (250)	31% (415)	6% (87)	19% (251)	16% (212)	1353
Streaming Services: Subscribed in past	12% (26)	16% (33)	24% (51)	10% (21)	23% (48)	15% (32)	210
Streaming Services: Never subscribed	9% (60)	12% (77)	25% (161)	8% (53)	26% (164)	19% (122)	637
Film: An avid fan	16% (110)	18% (124)	24% (169)	7% (51)	21% (146)	15% (106)	706
Film: A casual fan	8% (96)	18% (216)	33% (397)	7% (89)	19% (234)	15% (185)	1218
Film: Not a fan	6% (17)	7% (20)	22% (60)	8% (21)	30% (83)	27% (75)	276
Television: An avid fan	13% (122)	19% (179)	26% (245)	7% (66)	21% (199)	15% (146)	958
Television: A casual fan	8% (85)	15% (159)	33% (353)	8% (86)	21% (226)	14% (149)	1058
Television: Not a fan	9% (16)	12% (22)	15% (28)	5% (10)	20% (38)	38% (71)	184
Music: An avid fan	14% (153)	19% (204)	26% (274)	7% (78)	19% (200)	15% (158)	1067
Music: A casual fan	6% (61)	14% (141)	32% (317)	8% (82)	23% (222)	16% (156)	979
Music: Not a fan	6% (10)	10% (15)	23% (35)	1% (2)	27% (42)	33% (52)	155
Fashion: An avid fan	22% (66)	17% (52)	16% (49)	6% (18)	17% (53)	22% (66)	304
Fashion: A casual fan	10% (85)	21% (185)	30% (265)	7% (60)	19% (174)	14% (128)	897
Fashion: Not a fan	7% (73)	12% (122)	31% (312)	8% (84)	24% (236)	17% (172)	999

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

Table HR18_4: *Thinking of sports documentary series or movies, would the following make you more or less likely to watch?*
Interviews with athletes' coaches and trainers

Demographic	Much more likely to watch	Somewhat more likely to watch	About the same	Somewhat less likely to watch	Much less likely to watch	Don't know / No opinion	Total N
Adults	11% (235)	16% (351)	29% (647)	7% (150)	21% (451)	17% (366)	2200
Gender: Male	16% (172)	21% (223)	27% (283)	6% (67)	17% (183)	13% (134)	1062
Gender: Female	6% (63)	11% (129)	32% (363)	7% (83)	24% (269)	20% (231)	1138
Age: 18-34	15% (99)	20% (130)	24% (158)	7% (45)	16% (104)	18% (119)	655
Age: 35-44	17% (61)	19% (67)	30% (106)	6% (20)	11% (41)	17% (62)	358
Age: 45-64	8% (63)	14% (106)	32% (239)	6% (43)	23% (176)	17% (124)	751
Age: 65+	2% (11)	11% (48)	33% (144)	10% (43)	30% (131)	14% (60)	436
GenZers: 1997-2012	12% (40)	20% (64)	22% (71)	7% (22)	18% (56)	21% (69)	323
Millennials: 1981-1996	18% (92)	20% (99)	27% (134)	7% (33)	14% (68)	15% (77)	503
GenXers: 1965-1980	13% (70)	17% (95)	29% (163)	5% (30)	18% (101)	17% (97)	558
Baby Boomers: 1946-1964	4% (29)	11% (81)	35% (250)	8% (59)	26% (185)	16% (118)	722
PID: Dem (no lean)	13% (107)	16% (128)	31% (253)	6% (46)	18% (147)	15% (121)	804
PID: Ind (no lean)	10% (67)	16% (113)	25% (178)	7% (47)	21% (147)	21% (150)	701
PID: Rep (no lean)	9% (61)	16% (110)	31% (215)	8% (57)	23% (157)	14% (95)	696
PID/Gender: Dem Men	20% (72)	19% (72)	26% (94)	4% (13)	17% (63)	15% (54)	368
PID/Gender: Dem Women	8% (35)	13% (57)	36% (159)	8% (33)	19% (84)	15% (67)	435
PID/Gender: Ind Men	16% (52)	22% (74)	25% (86)	6% (22)	15% (50)	16% (53)	337
PID/Gender: Ind Women	4% (14)	11% (39)	25% (93)	7% (25)	26% (96)	27% (97)	364
PID/Gender: Rep Men	13% (47)	22% (77)	29% (103)	9% (32)	19% (69)	8% (28)	357
PID/Gender: Rep Women	4% (13)	10% (33)	33% (112)	7% (25)	26% (88)	20% (67)	339
Ideo: Liberal (1-3)	14% (90)	20% (126)	30% (190)	5% (31)	16% (100)	15% (95)	632
Ideo: Moderate (4)	10% (56)	15% (82)	33% (178)	10% (52)	19% (104)	13% (73)	546
Ideo: Conservative (5-7)	9% (68)	16% (118)	31% (232)	7% (53)	25% (186)	13% (96)	753
Educ: < College	10% (147)	13% (203)	28% (419)	7% (112)	22% (340)	19% (290)	1512
Educ: Bachelors degree	12% (54)	22% (97)	33% (145)	6% (26)	16% (73)	11% (50)	444
Educ: Post-grad	14% (34)	21% (52)	34% (83)	5% (12)	16% (38)	10% (26)	244
Income: Under 50k	9% (108)	13% (157)	25% (299)	8% (97)	23% (275)	20% (241)	1178
Income: 50k-100k	10% (65)	19% (126)	35% (233)	5% (36)	20% (133)	10% (64)	657
Income: 100k+	17% (62)	18% (68)	31% (114)	5% (17)	12% (44)	17% (61)	365
Ethnicity: White	9% (159)	15% (254)	31% (533)	7% (123)	22% (384)	16% (269)	1722

Continued on next page

Table HR18_4: *Thinking of sports documentary series or movies, would the following make you more or less likely to watch?*
Interviews with athletes' coaches and trainers

Demographic	Much more likely to watch	Somewhat more likely to watch	About the same	Somewhat less likely to watch	Much less likely to watch	Don't know / No opinion	Total N
Adults	11% (235)	16% (351)	29% (647)	7% (150)	21% (451)	17% (366)	2200
Ethnicity: Hispanic	12% (42)	18% (62)	19% (68)	9% (31)	17% (61)	25% (87)	349
Ethnicity: Afr. Am.	16% (44)	20% (54)	23% (63)	6% (17)	18% (49)	18% (48)	274
Ethnicity: Other	16% (32)	21% (44)	25% (51)	5% (11)	9% (18)	24% (48)	204
All Christian	10% (102)	16% (159)	32% (314)	7% (68)	22% (220)	13% (124)	988
All Non-Christian	18% (19)	15% (16)	32% (35)	5% (6)	13% (14)	16% (18)	108
Atheist	12% (11)	20% (20)	29% (27)	3% (3)	24% (23)	12% (11)	96
Agnostic/Nothing in particular	10% (102)	15% (156)	27% (270)	7% (74)	19% (194)	21% (212)	1008
Religious Non-Protestant/Catholic	20% (28)	16% (22)	34% (47)	4% (6)	11% (15)	15% (21)	140
Evangelical	10% (61)	16% (95)	25% (148)	8% (44)	24% (141)	16% (91)	580
Non-Evangelical	9% (75)	16% (124)	34% (268)	7% (53)	21% (170)	14% (109)	798
Community: Urban	14% (75)	18% (102)	27% (148)	7% (37)	19% (105)	16% (88)	555
Community: Suburban	10% (103)	18% (190)	30% (320)	6% (64)	21% (216)	15% (158)	1051
Community: Rural	9% (56)	10% (60)	30% (178)	8% (49)	22% (131)	20% (120)	594
Employ: Private Sector	14% (83)	21% (123)	30% (175)	7% (40)	16% (95)	11% (66)	582
Employ: Government	19% (31)	19% (32)	32% (52)	5% (8)	12% (20)	13% (22)	165
Employ: Self-Employed	17% (32)	14% (27)	37% (68)	3% (6)	19% (35)	9% (17)	186
Employ: Homemaker	4% (6)	8% (14)	33% (54)	6% (10)	19% (31)	30% (49)	164
Employ: Retired	3% (13)	10% (48)	35% (162)	8% (38)	30% (138)	14% (67)	467
Employ: Unemployed	9% (28)	14% (42)	22% (67)	8% (22)	26% (76)	21% (62)	296
Employ: Other	10% (20)	13% (25)	18% (33)	7% (14)	19% (36)	32% (61)	189
Military HH: Yes	12% (42)	14% (51)	28% (99)	8% (28)	24% (84)	15% (52)	356
Military HH: No	10% (192)	16% (301)	30% (547)	7% (122)	20% (367)	17% (314)	1844
RD/WT: Right Direction	11% (78)	18% (129)	29% (200)	7% (48)	22% (152)	13% (93)	701
RD/WT: Wrong Track	10% (156)	15% (222)	30% (446)	7% (103)	20% (300)	18% (273)	1499
Trump Job Approve	10% (90)	18% (161)	29% (260)	7% (67)	22% (198)	15% (134)	909
Trump Job Disapprove	11% (130)	16% (179)	32% (370)	6% (74)	21% (236)	14% (164)	1153

Continued on next page

Table HR18_4: *Thinking of sports documentary series or movies, would the following make you more or less likely to watch?*
Interviews with athletes' coaches and trainers

Demographic	Much more likely to watch	Somewhat more likely to watch	About the same	Somewhat less likely to watch	Much less likely to watch	Don't know / No opinion	Total N
Adults	11% (235)	16% (351)	29% (647)	7% (150)	21% (451)	17% (366)	2200
Trump Job Strongly Approve	10% (48)	16% (78)	25% (123)	7% (36)	27% (128)	15% (72)	485
Trump Job Somewhat Approve	10% (42)	20% (83)	32% (137)	7% (31)	16% (69)	15% (62)	424
Trump Job Somewhat Disapprove	13% (33)	18% (45)	31% (78)	9% (22)	19% (48)	9% (23)	248
Trump Job Strongly Disapprove	11% (97)	15% (134)	32% (292)	6% (52)	21% (188)	16% (141)	904
Favorable of Trump	11% (94)	16% (146)	30% (264)	8% (68)	22% (197)	14% (120)	890
Unfavorable of Trump	11% (130)	16% (190)	32% (367)	6% (73)	20% (235)	14% (162)	1156
Very Favorable of Trump	12% (64)	15% (77)	25% (129)	7% (36)	26% (135)	15% (75)	515
Somewhat Favorable of Trump	8% (31)	18% (69)	36% (135)	9% (33)	17% (63)	12% (45)	374
Somewhat Unfavorable of Trump	12% (27)	18% (39)	30% (65)	8% (16)	20% (44)	12% (26)	217
Very Unfavorable of Trump	11% (103)	16% (151)	32% (302)	6% (56)	20% (191)	14% (136)	939
#1 Issue: Economy	13% (101)	19% (149)	28% (225)	6% (45)	22% (172)	12% (98)	789
#1 Issue: Security	6% (14)	13% (30)	33% (75)	7% (16)	21% (48)	20% (46)	230
#1 Issue: Health Care	9% (34)	17% (67)	37% (146)	6% (23)	17% (65)	15% (57)	392
#1 Issue: Medicare / Social Security	6% (19)	11% (32)	22% (66)	10% (28)	31% (91)	20% (59)	296
#1 Issue: Women's Issues	13% (12)	20% (19)	22% (21)	7% (7)	13% (12)	25% (24)	96
#1 Issue: Education	18% (26)	17% (24)	24% (35)	8% (12)	19% (27)	14% (21)	146
#1 Issue: Energy	22% (20)	13% (12)	29% (27)	13% (12)	9% (8)	14% (13)	91
#1 Issue: Other	5% (8)	11% (17)	32% (52)	5% (8)	17% (28)	30% (48)	160
2018 House Vote: Democrat	13% (93)	18% (135)	31% (230)	6% (47)	20% (144)	12% (88)	737
2018 House Vote: Republican	10% (61)	16% (104)	33% (212)	7% (42)	22% (140)	12% (77)	636
2018 House Vote: Someone else	11% (10)	9% (7)	24% (21)	7% (6)	27% (23)	23% (20)	86
2016 Vote: Hillary Clinton	12% (82)	18% (123)	32% (216)	6% (43)	20% (136)	12% (83)	684
2016 Vote: Donald Trump	9% (57)	15% (99)	35% (229)	7% (48)	23% (152)	12% (80)	665
2016 Vote: Other	11% (14)	20% (26)	32% (41)	5% (6)	14% (19)	18% (23)	130
2016 Vote: Didn't Vote	11% (82)	14% (104)	22% (159)	7% (53)	20% (144)	25% (177)	720
Voted in 2014: Yes	11% (137)	17% (218)	32% (417)	6% (78)	21% (278)	13% (175)	1303
Voted in 2014: No	11% (97)	15% (134)	26% (230)	8% (72)	19% (173)	21% (191)	897

Continued on next page

Table HR18_4: *Thinking of sports documentary series or movies, would the following make you more or less likely to watch?*
Interviews with athletes' coaches and trainers

Demographic	Much more likely to watch	Somewhat more likely to watch	About the same	Somewhat less likely to watch	Much less likely to watch	Don't know / No opinion	Total N
Adults	11% (235)	16% (351)	29% (647)	7% (150)	21% (451)	17% (366)	2200
2012 Vote: Barack Obama	13% (105)	17% (131)	31% (248)	6% (47)	20% (158)	13% (102)	791
2012 Vote: Mitt Romney	9% (44)	16% (78)	36% (180)	8% (41)	21% (107)	11% (55)	506
2012 Vote: Other	6% (5)	15% (13)	30% (26)	7% (6)	15% (13)	26% (22)	87
2012 Vote: Didn't Vote	10% (80)	16% (128)	23% (190)	7% (56)	21% (173)	23% (184)	811
4-Region: Northeast	13% (50)	15% (59)	30% (118)	5% (22)	22% (86)	15% (60)	394
4-Region: Midwest	9% (41)	15% (70)	33% (151)	9% (42)	22% (104)	12% (54)	462
4-Region: South	10% (80)	17% (143)	30% (246)	6% (48)	20% (162)	18% (146)	824
4-Region: West	12% (64)	15% (80)	25% (132)	7% (38)	19% (99)	20% (106)	520
Watch TV: Every day	12% (136)	16% (180)	30% (329)	6% (63)	21% (232)	14% (149)	1088
Watch TV: Several times per week	10% (51)	17% (86)	37% (183)	6% (32)	19% (94)	11% (53)	500
Watch TV: About once per week	7% (10)	14% (19)	25% (35)	9% (13)	16% (23)	28% (39)	138
Watch TV: Several times per month	9% (11)	22% (26)	26% (32)	9% (11)	22% (27)	12% (14)	121
Watch TV: About once per month	3% (2)	14% (9)	25% (16)	12% (7)	14% (9)	32% (20)	63
Watch TV: Less often than once per month	13% (12)	10% (9)	21% (19)	8% (7)	27% (25)	20% (19)	91
Watch TV: Never	6% (13)	11% (23)	17% (33)	9% (17)	21% (42)	36% (71)	199
Watch Movies: Every day	20% (85)	17% (72)	19% (82)	7% (30)	22% (97)	15% (67)	433
Watch Movies: Several times per week	10% (54)	18% (101)	35% (190)	6% (36)	18% (100)	12% (69)	549
Watch Movies: About once per week	10% (37)	19% (73)	35% (133)	6% (24)	18% (69)	12% (44)	380
Watch Movies: Several times per month	10% (23)	14% (31)	34% (78)	10% (23)	20% (46)	11% (26)	227
Watch Movies: About once per month	8% (16)	14% (29)	34% (73)	6% (13)	19% (41)	19% (41)	212
Watch Movies: Less often than once per month	6% (12)	13% (26)	28% (54)	5% (9)	23% (45)	25% (48)	193
Watch Movies: Never	3% (7)	9% (19)	18% (37)	8% (16)	27% (55)	35% (73)	206
Watch Sporting Events: Every day	41% (64)	21% (34)	17% (28)	3% (4)	11% (17)	7% (11)	158
Watch Sporting Events: Several times per week	26% (68)	33% (85)	27% (70)	5% (14)	4% (10)	4% (11)	258
Watch Sporting Events: About once per week	16% (33)	22% (44)	38% (75)	4% (7)	12% (24)	8% (15)	198
Watch Sporting Events: Several times per month	7% (15)	22% (46)	34% (71)	12% (24)	18% (38)	7% (14)	209
Watch Sporting Events: About once per month	6% (9)	19% (30)	34% (55)	8% (13)	22% (35)	11% (18)	161
Watch Sporting Events: Less often than once per month	7% (27)	15% (60)	33% (131)	10% (39)	19% (73)	16% (63)	393
Watch Sporting Events: Never	2% (19)	6% (51)	26% (217)	6% (48)	31% (255)	28% (233)	823

Continued on next page

Table HR18_4: *Thinking of sports documentary series or movies, would the following make you more or less likely to watch?*
Interviews with athletes' coaches and trainers

Demographic	Much more likely to watch	Somewhat more likely to watch	About the same	Somewhat less likely to watch	Much less likely to watch	Don't know / No opinion	Total N
Adults	11% (235)	16% (351)	29% (647)	7% (150)	21% (451)	17% (366)	2200
Cable TV: Currently subscribe	11% (110)	17% (162)	29% (283)	8% (79)	20% (196)	14% (139)	968
Cable TV: Subscribed in past	9% (66)	19% (142)	34% (256)	5% (39)	20% (149)	14% (104)	756
Cable TV: Never subscribed	12% (59)	10% (47)	23% (108)	7% (32)	22% (107)	26% (123)	476
Satellite TV: Currently subscribe	12% (59)	16% (82)	25% (128)	8% (38)	20% (101)	20% (100)	508
Satellite TV: Subscribed in past	12% (73)	16% (97)	32% (191)	6% (38)	19% (116)	14% (86)	601
Satellite TV: Never subscribed	9% (103)	16% (173)	30% (328)	7% (74)	22% (235)	16% (179)	1092
Streaming Services: Currently subscribe	11% (147)	18% (241)	32% (431)	6% (79)	17% (235)	16% (219)	1353
Streaming Services: Subscribed in past	16% (34)	16% (33)	25% (52)	7% (15)	24% (50)	12% (26)	210
Streaming Services: Never subscribed	8% (54)	12% (77)	26% (163)	9% (56)	26% (165)	19% (121)	637
Film: An avid fan	17% (123)	19% (134)	24% (171)	6% (40)	19% (136)	14% (102)	706
Film: A casual fan	8% (101)	16% (193)	34% (417)	7% (83)	19% (234)	16% (189)	1218
Film: Not a fan	4% (11)	9% (24)	21% (58)	10% (27)	29% (81)	27% (75)	276
Television: An avid fan	13% (129)	15% (146)	29% (275)	6% (57)	21% (204)	15% (148)	958
Television: A casual fan	8% (85)	17% (176)	33% (346)	8% (87)	20% (208)	15% (156)	1058
Television: Not a fan	12% (22)	16% (30)	14% (26)	3% (6)	21% (39)	34% (62)	184
Music: An avid fan	15% (156)	20% (208)	27% (284)	6% (67)	18% (194)	15% (156)	1067
Music: A casual fan	7% (71)	13% (130)	34% (331)	7% (70)	22% (219)	16% (158)	979
Music: Not a fan	5% (8)	9% (13)	20% (31)	8% (12)	25% (38)	33% (52)	155
Fashion: An avid fan	20% (61)	14% (43)	20% (61)	6% (18)	19% (58)	21% (63)	304
Fashion: A casual fan	9% (84)	19% (174)	30% (272)	7% (60)	19% (170)	15% (136)	897
Fashion: Not a fan	9% (89)	13% (134)	31% (314)	7% (72)	22% (223)	17% (167)	999

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

Table HR18_5: *Thinking of sports documentary series or movies, would the following make you more or less likely to watch?*
Interviews with athletes' entourage, including friends and security guards

Demographic	Much more likely to watch	Somewhat more likely to watch	About the same	Somewhat less likely to watch	Much less likely to watch	Don't know / No opinion	Total N
Adults	10% (215)	15% (321)	28% (611)	8% (170)	23% (507)	17% (377)	2200
Gender: Male	13% (134)	18% (186)	25% (270)	9% (99)	22% (234)	13% (138)	1062
Gender: Female	7% (80)	12% (134)	30% (341)	6% (71)	24% (273)	21% (239)	1138
Age: 18-34	13% (87)	19% (122)	25% (164)	6% (36)	18% (121)	19% (125)	655
Age: 35-44	17% (59)	20% (71)	25% (89)	7% (26)	13% (47)	18% (65)	358
Age: 45-64	8% (57)	11% (86)	30% (222)	8% (59)	27% (200)	17% (126)	751
Age: 65+	2% (11)	9% (41)	31% (136)	11% (49)	32% (139)	14% (61)	436
GenZers: 1997-2012	11% (34)	18% (59)	22% (71)	6% (19)	22% (72)	21% (67)	323
Millennials: 1981-1996	17% (86)	20% (101)	26% (130)	6% (29)	13% (67)	18% (91)	503
GenXers: 1965-1980	11% (62)	14% (81)	27% (149)	8% (47)	22% (121)	18% (98)	558
Baby Boomers: 1946-1964	4% (29)	10% (74)	32% (229)	9% (62)	30% (213)	16% (115)	722
PID: Dem (no lean)	13% (104)	16% (126)	28% (223)	6% (52)	21% (172)	16% (126)	804
PID: Ind (no lean)	8% (59)	14% (100)	24% (171)	8% (56)	23% (162)	22% (152)	701
PID: Rep (no lean)	7% (51)	14% (94)	31% (216)	9% (62)	25% (173)	14% (99)	696
PID/Gender: Dem Men	16% (58)	18% (66)	23% (83)	8% (28)	21% (77)	15% (56)	368
PID/Gender: Dem Women	11% (47)	14% (60)	32% (140)	5% (24)	22% (95)	16% (69)	435
PID/Gender: Ind Men	12% (40)	18% (61)	25% (85)	9% (31)	19% (66)	16% (54)	337
PID/Gender: Ind Women	5% (19)	11% (39)	24% (86)	7% (26)	26% (96)	27% (98)	364
PID/Gender: Rep Men	10% (37)	17% (59)	28% (101)	11% (40)	26% (92)	8% (28)	357
PID/Gender: Rep Women	4% (14)	10% (35)	34% (115)	6% (22)	24% (81)	21% (72)	339
Ideo: Liberal (1-3)	12% (78)	17% (107)	30% (187)	6% (40)	19% (121)	15% (97)	632
Ideo: Moderate (4)	9% (48)	17% (90)	29% (161)	8% (44)	23% (127)	14% (75)	546
Ideo: Conservative (5-7)	8% (61)	13% (98)	29% (218)	9% (71)	27% (207)	13% (98)	753
Educ: < College	10% (149)	13% (196)	26% (386)	7% (109)	25% (372)	20% (300)	1512
Educ: Bachelors degree	9% (41)	18% (80)	33% (147)	9% (41)	19% (85)	11% (51)	444
Educ: Post-grad	10% (25)	18% (44)	32% (77)	9% (21)	21% (50)	11% (27)	244
Income: Under 50k	9% (109)	13% (150)	24% (285)	8% (91)	25% (291)	21% (253)	1178
Income: 50k-100k	9% (60)	17% (109)	33% (218)	7% (46)	25% (161)	10% (63)	657
Income: 100k+	13% (46)	17% (62)	29% (108)	9% (34)	15% (55)	17% (61)	365
Ethnicity: White	8% (135)	13% (229)	30% (515)	8% (139)	25% (424)	16% (280)	1722

Continued on next page

Table HR18_5: *Thinking of sports documentary series or movies, would the following make you more or less likely to watch?*
Interviews with athletes' entourage, including friends and security guards

Demographic	Much more likely to watch		Somewhat more likely to watch		About the same		Somewhat less likely to watch		Much less likely to watch		Don't know / No opinion		Total N
Adults	10%	(215)	15%	(321)	28%	(611)	8%	(170)	23%	(507)	17%	(377)	2200
Ethnicity: Hispanic	11%	(37)	19%	(66)	17%	(60)	8%	(30)	18%	(64)	27%	(93)	349
Ethnicity: Afr. Am.	17%	(47)	17%	(46)	18%	(51)	7%	(18)	22%	(60)	19%	(51)	274
Ethnicity: Other	16%	(32)	22%	(45)	22%	(45)	7%	(13)	11%	(22)	23%	(46)	204
All Christian	9%	(88)	15%	(149)	29%	(286)	9%	(90)	26%	(253)	12%	(122)	988
All Non-Christian	14%	(15)	17%	(19)	28%	(30)	8%	(9)	17%	(18)	16%	(17)	108
Atheist	12%	(11)	13%	(12)	34%	(32)	3%	(3)	26%	(25)	13%	(12)	96
Agnostic/Nothing in particular	10%	(100)	14%	(140)	26%	(263)	7%	(69)	21%	(211)	22%	(225)	1008
Religious Non-Protestant/Catholic	16%	(22)	16%	(23)	30%	(41)	9%	(12)	14%	(20)	15%	(21)	140
Evangelical	10%	(60)	16%	(91)	25%	(145)	6%	(36)	27%	(159)	15%	(88)	580
Non-Evangelical	8%	(65)	13%	(104)	31%	(249)	10%	(76)	23%	(187)	15%	(117)	798
Community: Urban	12%	(69)	17%	(92)	25%	(139)	8%	(44)	21%	(117)	17%	(94)	555
Community: Suburban	9%	(96)	16%	(168)	29%	(304)	8%	(83)	23%	(240)	15%	(159)	1051
Community: Rural	8%	(50)	10%	(61)	28%	(168)	7%	(42)	25%	(150)	21%	(123)	594
Employ: Private Sector	10%	(60)	21%	(120)	30%	(175)	7%	(40)	20%	(116)	12%	(70)	582
Employ: Government	15%	(25)	18%	(29)	30%	(50)	9%	(15)	14%	(23)	14%	(23)	165
Employ: Self-Employed	16%	(30)	19%	(35)	26%	(49)	9%	(16)	20%	(37)	10%	(19)	186
Employ: Homemaker	4%	(7)	9%	(14)	30%	(50)	3%	(6)	23%	(38)	30%	(50)	164
Employ: Retired	3%	(12)	7%	(34)	32%	(152)	11%	(52)	32%	(150)	15%	(68)	467
Employ: Unemployed	11%	(33)	15%	(43)	19%	(57)	7%	(21)	25%	(73)	23%	(68)	296
Employ: Other	11%	(21)	8%	(16)	20%	(38)	6%	(11)	23%	(44)	31%	(58)	189
Military HH: Yes	9%	(33)	13%	(47)	29%	(104)	9%	(31)	25%	(90)	14%	(51)	356
Military HH: No	10%	(182)	15%	(273)	27%	(507)	8%	(139)	23%	(416)	18%	(326)	1844
RD/WT: Right Direction	9%	(66)	16%	(113)	28%	(194)	9%	(60)	24%	(169)	14%	(99)	701
RD/WT: Wrong Track	10%	(149)	14%	(208)	28%	(416)	7%	(110)	23%	(338)	19%	(278)	1499
Trump Job Approve	10%	(87)	14%	(131)	28%	(259)	8%	(74)	24%	(221)	15%	(136)	909
Trump Job Disapprove	10%	(115)	16%	(180)	29%	(336)	7%	(85)	23%	(265)	15%	(173)	1153

Continued on next page

Table HR18_5: *Thinking of sports documentary series or movies, would the following make you more or less likely to watch?*
Interviews with athletes' entourage, including friends and security guards

Demographic	Much more likely to watch		Somewhat more likely to watch		About the same		Somewhat less likely to watch		Much less likely to watch		Don't know / No opinion		Total N
Adults	10%	(215)	15%	(321)	28%	(611)	8%	(170)	23%	(507)	17%	(377)	2200
Trump Job Strongly Approve	10%	(47)	13%	(61)	27%	(132)	7%	(36)	27%	(131)	16%	(79)	485
Trump Job Somewhat Approve	10%	(40)	17%	(70)	30%	(127)	9%	(38)	21%	(91)	13%	(57)	424
Trump Job Somewhat Disapprove	11%	(27)	20%	(49)	30%	(75)	6%	(14)	22%	(54)	12%	(29)	248
Trump Job Strongly Disapprove	10%	(87)	15%	(131)	29%	(261)	8%	(70)	23%	(211)	16%	(144)	904
Favorable of Trump	10%	(89)	14%	(128)	29%	(260)	8%	(73)	25%	(221)	13%	(118)	890
Unfavorable of Trump	10%	(117)	16%	(186)	29%	(333)	7%	(84)	23%	(266)	15%	(171)	1156
Very Favorable of Trump	11%	(55)	12%	(63)	27%	(140)	8%	(40)	27%	(138)	15%	(78)	515
Somewhat Favorable of Trump	9%	(34)	17%	(65)	32%	(119)	9%	(33)	22%	(83)	11%	(40)	374
Somewhat Unfavorable of Trump	11%	(24)	19%	(42)	28%	(61)	7%	(14)	20%	(43)	15%	(33)	217
Very Unfavorable of Trump	10%	(93)	15%	(144)	29%	(272)	7%	(70)	24%	(223)	15%	(138)	939
#1 Issue: Economy	10%	(83)	17%	(138)	27%	(215)	7%	(58)	24%	(192)	13%	(103)	789
#1 Issue: Security	7%	(15)	9%	(20)	31%	(70)	9%	(21)	28%	(64)	17%	(39)	230
#1 Issue: Health Care	10%	(40)	17%	(66)	32%	(126)	8%	(32)	17%	(66)	16%	(63)	392
#1 Issue: Medicare / Social Security	5%	(14)	9%	(28)	23%	(68)	9%	(27)	32%	(96)	22%	(64)	296
#1 Issue: Women's Issues	16%	(15)	14%	(13)	24%	(23)	6%	(6)	17%	(17)	23%	(22)	96
#1 Issue: Education	19%	(28)	18%	(26)	19%	(27)	8%	(12)	22%	(32)	14%	(20)	146
#1 Issue: Energy	15%	(14)	13%	(12)	33%	(30)	7%	(7)	10%	(9)	21%	(19)	91
#1 Issue: Other	4%	(6)	11%	(17)	32%	(52)	5%	(8)	19%	(31)	29%	(47)	160
2018 House Vote: Democrat	11%	(80)	17%	(124)	29%	(215)	8%	(62)	22%	(161)	13%	(96)	737
2018 House Vote: Republican	8%	(48)	14%	(89)	33%	(208)	9%	(60)	24%	(152)	12%	(79)	636
2018 House Vote: Someone else	9%	(8)	13%	(11)	19%	(16)	7%	(6)	28%	(24)	25%	(22)	86
2016 Vote: Hillary Clinton	11%	(75)	16%	(106)	29%	(198)	9%	(59)	22%	(153)	13%	(92)	684
2016 Vote: Donald Trump	8%	(53)	14%	(91)	31%	(209)	8%	(54)	27%	(180)	12%	(78)	665
2016 Vote: Other	5%	(7)	17%	(22)	33%	(43)	12%	(15)	16%	(21)	17%	(23)	130
2016 Vote: Didn't Vote	11%	(79)	14%	(102)	22%	(161)	6%	(42)	21%	(153)	25%	(183)	720
Voted in 2014: Yes	9%	(116)	15%	(190)	30%	(390)	9%	(115)	24%	(309)	14%	(184)	1303
Voted in 2014: No	11%	(98)	15%	(130)	25%	(220)	6%	(56)	22%	(198)	22%	(194)	897

Continued on next page

Table HR18_5: *Thinking of sports documentary series or movies, would the following make you more or less likely to watch?*
Interviews with athletes' entourage, including friends and security guards

Demographic	Much more likely to watch		Somewhat more likely to watch		About the same		Somewhat less likely to watch		Much less likely to watch		Don't know / No opinion		Total N
Adults	10%	(215)	15%	(321)	28%	(611)	8%	(170)	23%	(507)	17%	(377)	2200
2012 Vote: Barack Obama	11%	(88)	17%	(131)	28%	(225)	9%	(68)	21%	(170)	14%	(111)	791
2012 Vote: Mitt Romney	7%	(38)	13%	(66)	32%	(164)	11%	(54)	26%	(130)	11%	(54)	506
2012 Vote: Other	4%	(4)	12%	(11)	29%	(25)	7%	(6)	22%	(19)	25%	(22)	87
2012 Vote: Didn't Vote	11%	(86)	14%	(112)	24%	(195)	5%	(43)	23%	(188)	23%	(188)	811
4-Region: Northeast	11%	(43)	15%	(57)	28%	(110)	6%	(25)	25%	(98)	15%	(61)	394
4-Region: Midwest	8%	(35)	16%	(72)	29%	(135)	10%	(46)	27%	(123)	11%	(50)	462
4-Region: South	10%	(83)	14%	(116)	29%	(241)	7%	(60)	20%	(168)	19%	(157)	824
4-Region: West	10%	(53)	14%	(75)	24%	(125)	7%	(39)	23%	(118)	21%	(109)	520
Watch TV: Every day	11%	(124)	13%	(144)	30%	(327)	8%	(82)	24%	(257)	14%	(155)	1088
Watch TV: Several times per week	10%	(49)	20%	(98)	30%	(151)	7%	(35)	22%	(109)	11%	(57)	500
Watch TV: About once per week	2%	(3)	19%	(27)	24%	(33)	10%	(13)	20%	(27)	25%	(35)	138
Watch TV: Several times per month	7%	(8)	20%	(24)	25%	(30)	8%	(9)	27%	(32)	14%	(17)	121
Watch TV: About once per month	9%	(5)	10%	(7)	20%	(13)	10%	(7)	22%	(14)	29%	(18)	63
Watch TV: Less often than once per month	9%	(8)	13%	(11)	24%	(22)	8%	(7)	29%	(26)	17%	(16)	91
Watch TV: Never	9%	(17)	5%	(10)	18%	(36)	8%	(17)	21%	(41)	39%	(78)	199
Watch Movies: Every day	18%	(77)	14%	(59)	21%	(89)	7%	(28)	23%	(100)	18%	(79)	433
Watch Movies: Several times per week	9%	(49)	16%	(86)	33%	(181)	8%	(42)	21%	(116)	14%	(75)	549
Watch Movies: About once per week	8%	(31)	19%	(72)	31%	(118)	10%	(37)	23%	(86)	9%	(36)	380
Watch Movies: Several times per month	9%	(21)	18%	(41)	30%	(68)	8%	(18)	22%	(49)	13%	(30)	227
Watch Movies: About once per month	8%	(17)	12%	(26)	34%	(72)	7%	(14)	23%	(48)	16%	(35)	212
Watch Movies: Less often than once per month	5%	(10)	12%	(22)	22%	(42)	9%	(18)	30%	(58)	23%	(44)	193
Watch Movies: Never	5%	(10)	7%	(13)	20%	(40)	7%	(13)	24%	(50)	38%	(79)	206
Watch Sporting Events: Every day	36%	(57)	16%	(25)	20%	(31)	6%	(10)	13%	(20)	9%	(14)	158
Watch Sporting Events: Several times per week	19%	(48)	32%	(81)	28%	(72)	8%	(21)	10%	(27)	3%	(8)	258
Watch Sporting Events: About once per week	12%	(24)	24%	(48)	29%	(58)	7%	(14)	16%	(32)	11%	(22)	198
Watch Sporting Events: Several times per month	8%	(16)	16%	(33)	32%	(66)	12%	(25)	28%	(58)	5%	(11)	209
Watch Sporting Events: About once per month	8%	(12)	13%	(21)	30%	(49)	13%	(20)	27%	(44)	9%	(14)	161
Watch Sporting Events: Less often than once per month	6%	(25)	17%	(66)	31%	(122)	11%	(44)	18%	(71)	17%	(66)	393
Watch Sporting Events: Never	4%	(31)	6%	(47)	26%	(213)	4%	(36)	31%	(254)	29%	(242)	823

Continued on next page

Table HR18_5: *Thinking of sports documentary series or movies, would the following make you more or less likely to watch?*
Interviews with athletes' entourage, including friends and security guards

Demographic	Much more likely to watch		Somewhat more likely to watch		About the same		Somewhat less likely to watch		Much less likely to watch		Don't know / No opinion		Total N
Adults	10%	(215)	15%	(321)	28%	(611)	8%	(170)	23%	(507)	17%	(377)	2200
Cable TV: Currently subscribe	10%	(99)	15%	(142)	30%	(286)	9%	(82)	22%	(215)	15%	(143)	968
Cable TV: Subscribed in past	8%	(57)	18%	(135)	29%	(219)	7%	(55)	24%	(181)	14%	(108)	756
Cable TV: Never subscribed	12%	(58)	9%	(44)	22%	(105)	7%	(33)	23%	(110)	27%	(126)	476
Satellite TV: Currently subscribe	12%	(60)	12%	(63)	26%	(130)	8%	(38)	22%	(112)	20%	(104)	508
Satellite TV: Subscribed in past	10%	(59)	18%	(108)	28%	(168)	8%	(50)	22%	(129)	15%	(87)	601
Satellite TV: Never subscribed	9%	(95)	14%	(150)	29%	(313)	8%	(82)	24%	(265)	17%	(186)	1092
Streaming Services: Currently subscribe	10%	(135)	17%	(223)	29%	(391)	7%	(97)	20%	(277)	17%	(228)	1353
Streaming Services: Subscribed in past	13%	(26)	13%	(26)	29%	(61)	7%	(15)	28%	(59)	11%	(23)	210
Streaming Services: Never subscribed	8%	(53)	11%	(71)	25%	(159)	9%	(58)	27%	(171)	20%	(126)	637
Film: An avid fan	16%	(113)	16%	(110)	26%	(180)	6%	(44)	21%	(148)	16%	(110)	706
Film: A casual fan	7%	(90)	15%	(183)	31%	(377)	9%	(106)	23%	(275)	15%	(186)	1218
Film: Not a fan	4%	(12)	10%	(27)	19%	(53)	7%	(20)	30%	(83)	29%	(81)	276
Television: An avid fan	12%	(111)	16%	(149)	27%	(262)	7%	(64)	22%	(212)	17%	(161)	958
Television: A casual fan	8%	(87)	14%	(150)	31%	(325)	9%	(94)	23%	(247)	15%	(156)	1058
Television: Not a fan	9%	(16)	12%	(22)	13%	(24)	7%	(13)	26%	(48)	33%	(61)	184
Music: An avid fan	15%	(157)	17%	(182)	25%	(268)	7%	(72)	21%	(224)	15%	(163)	1067
Music: A casual fan	5%	(50)	13%	(125)	32%	(311)	9%	(92)	24%	(237)	17%	(163)	979
Music: Not a fan	5%	(7)	9%	(14)	21%	(32)	4%	(6)	29%	(45)	33%	(50)	155
Fashion: An avid fan	18%	(55)	16%	(49)	21%	(64)	5%	(14)	17%	(52)	23%	(70)	304
Fashion: A casual fan	10%	(91)	17%	(153)	29%	(256)	8%	(75)	21%	(188)	15%	(133)	897
Fashion: Not a fan	7%	(69)	12%	(119)	29%	(290)	8%	(81)	27%	(267)	17%	(174)	999

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

Table HR18_6: Thinking of sports documentary series or movies, would the following make you more or less likely to watch?
Behind-the-scenes footage

Demographic	Much more likely to watch	Somewhat more likely to watch	About the same	Somewhat less likely to watch	Much less likely to watch	Don't know / No opinion	Total N
Adults	17% (367)	19% (425)	24% (536)	6% (122)	18% (405)	16% (346)	2200
Gender: Male	22% (237)	22% (235)	22% (239)	6% (69)	15% (156)	12% (127)	1062
Gender: Female	11% (131)	17% (190)	26% (297)	5% (53)	22% (248)	19% (219)	1138
Age: 18-34	21% (140)	21% (137)	19% (123)	7% (45)	16% (106)	16% (103)	655
Age: 35-44	26% (93)	21% (75)	22% (80)	4% (16)	9% (32)	17% (62)	358
Age: 45-64	14% (107)	18% (137)	27% (204)	4% (33)	20% (147)	17% (124)	751
Age: 65+	6% (27)	17% (76)	30% (129)	6% (28)	27% (119)	13% (57)	436
GenZers: 1997-2012	19% (63)	22% (72)	15% (49)	9% (28)	17% (54)	18% (57)	323
Millennials: 1981-1996	26% (130)	20% (100)	21% (106)	5% (27)	13% (66)	15% (75)	503
GenXers: 1965-1980	20% (109)	20% (109)	24% (136)	4% (22)	15% (86)	17% (95)	558
Baby Boomers: 1946-1964	8% (57)	18% (127)	31% (223)	5% (35)	23% (166)	16% (114)	722
PID: Dem (no lean)	20% (165)	19% (154)	25% (198)	6% (47)	16% (127)	14% (113)	804
PID: Ind (no lean)	14% (98)	19% (131)	23% (162)	6% (41)	18% (129)	20% (140)	701
PID: Rep (no lean)	15% (105)	20% (139)	25% (176)	5% (34)	21% (149)	13% (93)	696
PID/Gender: Dem Men	26% (97)	19% (71)	21% (77)	8% (28)	11% (42)	15% (54)	368
PID/Gender: Dem Women	16% (68)	19% (83)	28% (121)	4% (19)	19% (85)	14% (60)	435
PID/Gender: Ind Men	20% (68)	24% (81)	22% (73)	6% (20)	14% (47)	14% (47)	337
PID/Gender: Ind Women	8% (30)	14% (50)	24% (89)	6% (21)	22% (82)	25% (93)	364
PID/Gender: Rep Men	20% (71)	23% (82)	25% (89)	6% (21)	19% (67)	7% (26)	357
PID/Gender: Rep Women	10% (33)	17% (57)	26% (87)	4% (13)	24% (82)	20% (66)	339
Ideo: Liberal (1-3)	21% (134)	21% (134)	25% (160)	5% (29)	13% (83)	14% (91)	632
Ideo: Moderate (4)	17% (94)	17% (91)	29% (158)	6% (35)	19% (103)	12% (65)	546
Ideo: Conservative (5-7)	14% (105)	22% (163)	25% (189)	5% (38)	22% (164)	13% (95)	753
Educ: < College	15% (229)	17% (255)	24% (358)	6% (88)	20% (310)	18% (273)	1512
Educ: Bachelors degree	21% (93)	23% (103)	25% (109)	6% (25)	15% (66)	11% (48)	444
Educ: Post-grad	19% (45)	28% (68)	28% (69)	4% (10)	12% (28)	10% (24)	244
Income: Under 50k	15% (176)	17% (195)	23% (265)	6% (73)	21% (244)	19% (224)	1178
Income: 50k-100k	16% (106)	21% (139)	29% (192)	5% (35)	18% (117)	10% (68)	657
Income: 100k+	23% (85)	25% (91)	21% (78)	4% (14)	12% (44)	15% (53)	365
Ethnicity: White	15% (256)	19% (327)	26% (449)	5% (85)	20% (346)	15% (259)	1722

Continued on next page

Table HR18_6: *Thinking of sports documentary series or movies, would the following make you more or less likely to watch?*
Behind-the-scenes footage

Demographic	Much more likely to watch	Somewhat more likely to watch	About the same	Somewhat less likely to watch	Much less likely to watch	Don't know / No opinion	Total N
Adults	17% (367)	19% (425)	24% (536)	6% (122)	18% (405)	16% (346)	2200
Ethnicity: Hispanic	17% (61)	21% (73)	17% (60)	6% (23)	16% (57)	22% (77)	349
Ethnicity: Afr. Am.	23% (64)	19% (53)	16% (43)	10% (28)	15% (41)	17% (46)	274
Ethnicity: Other	23% (47)	22% (45)	21% (43)	5% (10)	9% (18)	20% (41)	204
All Christian	17% (167)	21% (208)	26% (258)	6% (56)	19% (191)	11% (109)	988
All Non-Christian	25% (27)	15% (16)	26% (28)	6% (7)	12% (13)	16% (17)	108
Atheist	25% (24)	17% (16)	23% (22)	— (0)	22% (21)	13% (12)	96
Agnostic/Nothing in particular	15% (148)	18% (185)	23% (227)	6% (60)	18% (180)	21% (208)	1008
Religious Non-Protestant/Catholic	26% (37)	16% (22)	27% (37)	6% (9)	11% (16)	14% (19)	140
Evangelical	15% (87)	19% (113)	24% (136)	5% (32)	21% (123)	15% (90)	580
Non-Evangelical	17% (137)	19% (153)	27% (216)	6% (48)	19% (151)	12% (93)	798
Community: Urban	22% (120)	21% (116)	20% (109)	6% (35)	15% (86)	16% (89)	555
Community: Suburban	17% (177)	21% (225)	25% (264)	5% (51)	18% (192)	14% (143)	1051
Community: Rural	12% (70)	14% (84)	27% (163)	6% (36)	21% (127)	19% (114)	594
Employ: Private Sector	21% (120)	24% (141)	25% (144)	5% (28)	15% (84)	11% (63)	582
Employ: Government	25% (40)	22% (36)	25% (41)	10% (16)	7% (12)	12% (19)	165
Employ: Self-Employed	22% (40)	24% (44)	26% (49)	3% (6)	16% (29)	9% (17)	186
Employ: Homemaker	7% (12)	9% (15)	30% (49)	6% (10)	20% (33)	28% (45)	164
Employ: Retired	5% (26)	18% (85)	31% (145)	5% (23)	27% (126)	14% (64)	467
Employ: Unemployed	22% (64)	14% (42)	14% (43)	7% (20)	23% (68)	20% (59)	296
Employ: Other	15% (29)	10% (18)	19% (36)	7% (12)	19% (36)	30% (58)	189
Military HH: Yes	18% (64)	17% (59)	26% (91)	7% (26)	18% (65)	14% (51)	356
Military HH: No	16% (303)	20% (365)	24% (445)	5% (96)	18% (340)	16% (295)	1844
RD/WT: Right Direction	16% (111)	21% (150)	25% (178)	5% (37)	19% (133)	13% (92)	701
RD/WT: Wrong Track	17% (256)	18% (275)	24% (358)	6% (85)	18% (272)	17% (254)	1499
Trump Job Approve	16% (141)	21% (187)	25% (226)	5% (44)	20% (184)	14% (126)	909
Trump Job Disapprove	18% (212)	19% (222)	25% (292)	6% (69)	18% (206)	13% (150)	1153

Continued on next page

Table HR18_6: *Thinking of sports documentary series or movies, would the following make you more or less likely to watch?*
Behind-the-scenes footage

Demographic	Much more likely to watch	Somewhat more likely to watch	About the same	Somewhat less likely to watch	Much less likely to watch	Don't know / No opinion	Total N
Adults	17% (367)	19% (425)	24% (536)	6% (122)	18% (405)	16% (346)	2200
Trump Job Strongly Approve	16% (75)	19% (92)	22% (108)	4% (21)	24% (115)	15% (73)	485
Trump Job Somewhat Approve	15% (66)	22% (95)	28% (118)	5% (23)	16% (69)	12% (53)	424
Trump Job Somewhat Disapprove	19% (47)	24% (60)	23% (57)	7% (18)	18% (44)	9% (22)	248
Trump Job Strongly Disapprove	18% (165)	18% (162)	26% (235)	6% (51)	18% (162)	14% (129)	904
Favorable of Trump	16% (143)	21% (184)	26% (228)	5% (40)	20% (179)	13% (115)	890
Unfavorable of Trump	18% (214)	19% (224)	25% (293)	6% (70)	18% (207)	13% (149)	1156
Very Favorable of Trump	17% (85)	18% (93)	23% (118)	5% (24)	23% (120)	15% (75)	515
Somewhat Favorable of Trump	15% (58)	24% (91)	29% (110)	4% (16)	16% (60)	11% (40)	374
Somewhat Unfavorable of Trump	16% (35)	23% (49)	24% (52)	8% (16)	18% (40)	11% (25)	217
Very Unfavorable of Trump	19% (179)	19% (174)	26% (241)	6% (53)	18% (167)	13% (124)	939
#1 Issue: Economy	19% (150)	21% (169)	22% (174)	6% (45)	20% (156)	12% (94)	789
#1 Issue: Security	15% (34)	14% (33)	28% (64)	4% (10)	21% (49)	17% (40)	230
#1 Issue: Health Care	18% (69)	20% (78)	30% (117)	5% (21)	14% (55)	14% (53)	392
#1 Issue: Medicare / Social Security	7% (20)	16% (47)	25% (74)	5% (16)	28% (82)	19% (57)	296
#1 Issue: Women's Issues	15% (14)	26% (24)	22% (21)	4% (4)	14% (13)	20% (19)	96
#1 Issue: Education	30% (43)	20% (29)	16% (23)	9% (13)	14% (20)	12% (18)	146
#1 Issue: Energy	20% (18)	24% (22)	25% (22)	8% (7)	6% (6)	17% (16)	91
#1 Issue: Other	11% (18)	15% (24)	25% (41)	3% (5)	15% (24)	30% (48)	160
2018 House Vote: Democrat	20% (146)	19% (140)	26% (192)	6% (45)	18% (131)	11% (84)	737
2018 House Vote: Republican	15% (93)	21% (134)	28% (180)	5% (31)	19% (118)	13% (80)	636
2018 House Vote: Someone else	10% (9)	17% (14)	23% (20)	4% (4)	23% (20)	22% (19)	86
2016 Vote: Hillary Clinton	19% (133)	19% (127)	26% (179)	6% (41)	18% (124)	12% (80)	684
2016 Vote: Donald Trump	14% (92)	21% (138)	29% (192)	5% (33)	20% (135)	11% (74)	665
2016 Vote: Other	18% (23)	25% (33)	24% (31)	5% (7)	12% (15)	16% (21)	130
2016 Vote: Didn't Vote	17% (119)	18% (127)	19% (134)	6% (42)	18% (130)	23% (168)	720
Voted in 2014: Yes	17% (219)	21% (270)	26% (339)	5% (69)	18% (239)	13% (167)	1303
Voted in 2014: No	17% (148)	17% (155)	22% (196)	6% (53)	18% (165)	20% (179)	897

Continued on next page

Table HR18_6: *Thinking of sports documentary series or movies, would the following make you more or less likely to watch?*
Behind-the-scenes footage

Demographic	Much more likely to watch	Somewhat more likely to watch	About the same	Somewhat less likely to watch	Much less likely to watch	Don't know / No opinion	Total N
Adults	17% (367)	19% (425)	24% (536)	6% (122)	18% (405)	16% (346)	2200
2012 Vote: Barack Obama	19% (152)	19% (151)	26% (202)	6% (47)	18% (144)	12% (94)	791
2012 Vote: Mitt Romney	15% (75)	22% (109)	30% (150)	5% (23)	18% (93)	11% (56)	506
2012 Vote: Other	12% (11)	21% (18)	24% (21)	7% (6)	13% (11)	23% (20)	87
2012 Vote: Didn't Vote	16% (128)	18% (145)	20% (162)	6% (46)	19% (155)	21% (174)	811
4-Region: Northeast	20% (78)	16% (63)	27% (106)	6% (25)	18% (69)	13% (52)	394
4-Region: Midwest	16% (72)	19% (88)	26% (118)	7% (30)	20% (94)	13% (60)	462
4-Region: South	16% (131)	21% (172)	25% (204)	5% (45)	17% (144)	16% (129)	824
4-Region: West	17% (87)	19% (101)	21% (107)	4% (22)	19% (97)	20% (105)	520
Watch TV: Every day	19% (209)	19% (212)	25% (268)	5% (52)	19% (208)	13% (140)	1088
Watch TV: Several times per week	18% (91)	22% (112)	30% (151)	3% (16)	16% (79)	10% (51)	500
Watch TV: About once per week	8% (11)	19% (26)	19% (27)	16% (22)	15% (21)	23% (32)	138
Watch TV: Several times per month	16% (20)	21% (25)	19% (23)	9% (11)	21% (25)	14% (17)	121
Watch TV: About once per month	13% (8)	16% (10)	16% (10)	13% (8)	11% (7)	31% (20)	63
Watch TV: Less often than once per month	13% (11)	20% (18)	20% (18)	6% (5)	24% (22)	17% (16)	91
Watch TV: Never	9% (17)	11% (21)	20% (39)	4% (9)	21% (41)	36% (71)	199
Watch Movies: Every day	24% (106)	20% (88)	14% (61)	7% (32)	19% (81)	15% (66)	433
Watch Movies: Several times per week	20% (109)	19% (102)	29% (161)	4% (22)	16% (90)	12% (65)	549
Watch Movies: About once per week	16% (60)	25% (96)	27% (103)	5% (19)	17% (65)	9% (36)	380
Watch Movies: Several times per month	16% (36)	25% (58)	25% (56)	6% (14)	17% (38)	11% (25)	227
Watch Movies: About once per month	10% (22)	15% (33)	33% (71)	6% (12)	19% (40)	16% (34)	212
Watch Movies: Less often than once per month	12% (22)	17% (32)	22% (42)	6% (12)	23% (44)	21% (41)	193
Watch Movies: Never	6% (12)	8% (17)	20% (41)	5% (11)	22% (46)	39% (79)	206
Watch Sporting Events: Every day	46% (73)	21% (33)	12% (19)	8% (12)	7% (11)	6% (10)	158
Watch Sporting Events: Several times per week	38% (98)	29% (75)	23% (59)	2% (6)	3% (6)	5% (12)	258
Watch Sporting Events: About once per week	26% (51)	26% (52)	28% (56)	5% (10)	7% (14)	8% (15)	198
Watch Sporting Events: Several times per month	17% (37)	27% (56)	25% (53)	10% (21)	14% (30)	7% (14)	209
Watch Sporting Events: About once per month	14% (22)	21% (34)	25% (40)	9% (14)	23% (37)	8% (13)	161
Watch Sporting Events: Less often than once per month	12% (49)	24% (94)	26% (101)	7% (26)	17% (65)	15% (58)	393
Watch Sporting Events: Never	5% (37)	10% (81)	25% (207)	4% (33)	29% (242)	27% (222)	823

Continued on next page

Table HR18_6: *Thinking of sports documentary series or movies, would the following make you more or less likely to watch?*
Behind-the-scenes footage

Demographic	Much more likely to watch	Somewhat more likely to watch	About the same	Somewhat less likely to watch	Much less likely to watch	Don't know / No opinion	Total N
Adults	17% (367)	19% (425)	24% (536)	6% (122)	18% (405)	16% (346)	2200
Cable TV: Currently subscribe	17% (168)	19% (188)	26% (253)	6% (59)	17% (162)	14% (139)	968
Cable TV: Subscribed in past	14% (107)	23% (172)	26% (200)	4% (34)	20% (151)	12% (92)	756
Cable TV: Never subscribed	19% (93)	14% (65)	17% (82)	6% (30)	19% (92)	24% (115)	476
Satellite TV: Currently subscribe	15% (74)	19% (94)	23% (117)	6% (31)	19% (97)	18% (94)	508
Satellite TV: Subscribed in past	19% (115)	21% (128)	25% (148)	4% (26)	17% (103)	13% (81)	601
Satellite TV: Never subscribed	16% (178)	19% (203)	25% (271)	6% (66)	19% (204)	16% (171)	1092
Streaming Services: Currently subscribe	18% (249)	21% (289)	25% (342)	4% (59)	16% (213)	15% (199)	1353
Streaming Services: Subscribed in past	18% (37)	19% (39)	21% (45)	8% (17)	20% (42)	14% (30)	210
Streaming Services: Never subscribed	13% (80)	15% (96)	23% (149)	7% (46)	23% (149)	18% (117)	637
Film: An avid fan	26% (185)	21% (145)	18% (127)	4% (28)	17% (119)	14% (102)	706
Film: A casual fan	14% (165)	21% (251)	29% (347)	6% (72)	17% (210)	14% (173)	1218
Film: Not a fan	6% (18)	10% (29)	22% (62)	8% (22)	27% (76)	26% (71)	276
Television: An avid fan	20% (188)	20% (196)	22% (208)	5% (44)	18% (175)	15% (147)	958
Television: A casual fan	15% (157)	18% (194)	29% (306)	6% (65)	18% (196)	13% (141)	1058
Television: Not a fan	12% (22)	19% (35)	12% (22)	7% (12)	19% (35)	32% (58)	184
Music: An avid fan	23% (245)	22% (230)	20% (216)	5% (56)	17% (177)	13% (143)	1067
Music: A casual fan	11% (110)	18% (177)	29% (288)	6% (61)	19% (186)	16% (156)	979
Music: Not a fan	8% (12)	12% (18)	21% (32)	3% (5)	27% (42)	30% (46)	155
Fashion: An avid fan	25% (76)	16% (50)	14% (43)	6% (20)	15% (46)	23% (69)	304
Fashion: A casual fan	18% (164)	21% (188)	25% (227)	5% (46)	17% (148)	14% (123)	897
Fashion: Not a fan	13% (126)	19% (187)	27% (266)	6% (56)	21% (210)	15% (154)	999

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)	106
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)	33
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)	220
Ethnicity: White	50% (868)	24% (409)	6% (95)	5% (80)	3% (50)	4% (66)	9% (154)	172
Ethnicity: Hispanic	40% (138)	24% (85)	9% (32)	7% (25)	5% (18)	3% (10)	12% (42)	34
Ethnicity: Afr. Am.	53% (144)	16% (45)	6% (16)	10% (27)	1% (3)	6% (18)	8% (22)	27
Ethnicity: Other	38% (77)	22% (45)	13% (27)	7% (14)	5% (11)	4% (8)	11% (23)	20
All Christian	52% (518)	22% (221)	6% (59)	5% (47)	3% (29)	4% (40)	7% (74)	98
All Non-Christian	44% (48)	18% (19)	9% (10)	4% (4)	1% (1)	6% (7)	18% (19)	10
Atheist	52% (50)	31% (30)	5% (5)	5% (5)	— (0)	3% (3)	3% (3)	9
Agnostic/Nothing in particular	47% (473)	23% (229)	6% (63)	6% (65)	3% (34)	4% (41)	10% (103)	100
Religious Non-Protestant/Catholic	43% (60)	19% (27)	8% (11)	6% (8)	1% (1)	5% (7)	18% (25)	14
Evangelical	50% (287)	23% (131)	6% (38)	5% (28)	2% (11)	6% (33)	9% (53)	58
Non-Evangelical	54% (428)	23% (184)	6% (45)	5% (37)	4% (30)	3% (27)	6% (47)	79
Community: Urban	47% (260)	25% (137)	6% (36)	6% (31)	3% (18)	3% (19)	10% (53)	53
Community: Suburban	53% (552)	22% (229)	6% (64)	6% (60)	3% (30)	4% (44)	7% (72)	10
Community: Rural	46% (276)	22% (133)	6% (38)	5% (30)	3% (15)	5% (29)	12% (73)	59
Employ: Private Sector	47% (276)	28% (162)	7% (41)	5% (27)	4% (20)	4% (26)	5% (30)	58
Employ: Government	52% (87)	26% (42)	5% (8)	3% (4)	1% (2)	4% (7)	8% (14)	16
Employ: Self-Employed	46% (85)	32% (58)	4% (8)	7% (13)	3% (6)	4% (7)	5% (10)	18
Employ: Homemaker	45% (74)	24% (40)	8% (13)	6% (9)	4% (6)	3% (6)	10% (16)	16
Employ: Retired	60% (282)	15% (72)	3% (13)	3% (15)	2% (8)	4% (19)	13% (59)	46
Employ: Unemployed	48% (141)	22% (65)	7% (20)	10% (29)	2% (7)	5% (15)	6% (18)	29
Employ: Other	41% (78)	12% (24)	12% (23)	3% (6)	6% (12)	3% (5)	23% (43)	18
Military HH: Yes	53% (187)	20% (70)	5% (18)	5% (19)	5% (17)	3% (11)	10% (34)	35
Military HH: No	49% (901)	23% (430)	7% (120)	6% (102)	3% (46)	4% (80)	9% (164)	184
RD/WT: Right Direction	51% (357)	22% (157)	5% (36)	5% (33)	3% (19)	4% (31)	10% (68)	7
RD/WT: Wrong Track	49% (731)	23% (343)	7% (102)	6% (88)	3% (44)	4% (60)	9% (131)	145
Trump Job Approve	50% (450)	23% (207)	7% (59)	4% (38)	3% (26)	4% (37)	10% (92)	90
Trump Job Disapprove	51% (589)	24% (273)	6% (74)	6% (75)	3% (31)	4% (44)	6% (67)	115

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)	66
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)	136
Voted in 2014: No	45% (401)	22% (201)	8% (75)	6% (49)	4% (33)	5% (42)	11% (95)	89

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
2012 Vote: Barack Obama	55% (434)	23% (183)	5% (43)	6% (44)	2% (15)	4% (29)	5% (42)	7
2012 Vote: Mitt Romney	51% (260)	23% (117)	4% (23)	4% (18)	2% (12)	4% (20)	11% (55)	50
2012 Vote: Other	42% (37)	26% (23)	8% (7)	9% (8)	4% (4)	5% (5)	5% (4)	8
2012 Vote: Didn't Vote	44% (357)	21% (173)	8% (65)	6% (50)	4% (33)	5% (37)	12% (96)	8
4-Region: Northeast	52% (205)	22% (87)	6% (24)	6% (23)	3% (13)	2% (9)	8% (33)	39
4-Region: Midwest	51% (238)	24% (109)	6% (27)	6% (27)	2% (9)	5% (24)	6% (28)	40
4-Region: South	51% (417)	23% (189)	6% (50)	6% (45)	3% (21)	5% (37)	8% (65)	82
4-Region: West	44% (228)	22% (115)	7% (37)	5% (26)	4% (20)	4% (21)	14% (73)	52
Watch TV: Every day	100%(1088)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	108
Watch TV: Several times per week	— (0)	100% (500)	— (0)	— (0)	— (0)	— (0)	— (0)	50
Watch TV: About once per week	— (0)	— (0)	100% (138)	— (0)	— (0)	— (0)	— (0)	13
Watch TV: Several times per month	— (0)	— (0)	— (0)	100% (121)	— (0)	— (0)	— (0)	1
Watch TV: About once per month	— (0)	— (0)	— (0)	— (0)	100% (63)	— (0)	— (0)	6
Watch TV: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (91)	— (0)	9
Watch TV: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (199)	19
Watch Movies: Every day	78% (338)	12% (50)	3% (15)	2% (8)	— (1)	2% (7)	3% (13)	43
Watch Movies: Several times per week	56% (306)	34% (184)	5% (28)	2% (11)	1% (7)	1% (7)	1% (6)	54
Watch Movies: About once per week	43% (162)	34% (131)	12% (46)	4% (16)	2% (7)	2% (8)	3% (10)	38
Watch Movies: Several times per month	41% (93)	25% (57)	5% (12)	17% (38)	5% (11)	4% (9)	3% (6)	22
Watch Movies: About once per month	41% (87)	18% (38)	9% (20)	11% (23)	11% (22)	6% (12)	4% (9)	2
Watch Movies: Less often than once per month	42% (82)	15% (29)	6% (11)	6% (12)	7% (13)	19% (37)	5% (10)	19
Watch Movies: Never	9% (19)	5% (11)	3% (6)	6% (13)	1% (1)	6% (11)	70% (144)	20

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)	23
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)	66
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

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)	7
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)	7
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)	15
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

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
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

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
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)	89
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)	86
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)	152
Watch Sporting Events: Several times per week	21% (55)	37% (95)	21% (54)	8% (20)	6% (15)	6% (14)	2% (4)	231
Watch Sporting Events: About once per week	20% (39)	33% (66)	27% (54)	7% (15)	5% (10)	6% (13)	1% (3)	195
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)	140
Watch Sporting Events: Less often than once per month	17% (66)	25% (99)	18% (72)	12% (48)	10% (41)	14% (57)	3% (11)	393
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)	969
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)	600
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)	1333
Streaming Services: Subscribed in past	24% (50)	16% (34)	18% (38)	10% (21)	11% (24)	11% (23)	10% (20)	200
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)	702
Film: A casual fan	12% (148)	24% (291)	21% (253)	13% (159)	13% (154)	11% (136)	6% (77)	1218
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)	95
Television: A casual fan	14% (152)	28% (291)	19% (203)	10% (109)	11% (121)	11% (112)	7% (70)	103
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

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)	100
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)	70
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)	36
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)	33
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)	73
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

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
Income: Under 50k	6% (70)	9% (104)	8% (89)	10% (112)	6% (75)	18% (217)	43% (510)	117
Income: 50k-100k	7% (48)	12% (80)	12% (80)	10% (67)	10% (66)	16% (105)	32% (211)	63
Income: 100k+	11% (39)	20% (73)	8% (30)	8% (30)	5% (20)	20% (72)	28% (102)	36
Ethnicity: White	6% (107)	11% (195)	8% (144)	10% (166)	7% (128)	18% (318)	39% (664)	172
Ethnicity: Hispanic	9% (33)	11% (40)	8% (27)	10% (35)	7% (25)	16% (56)	38% (134)	34
Ethnicity: Afr. Am.	10% (28)	11% (31)	12% (34)	9% (26)	7% (18)	14% (39)	36% (98)	27
Ethnicity: Other	11% (23)	15% (31)	10% (20)	9% (18)	7% (15)	18% (36)	30% (62)	20
All Christian	7% (69)	14% (138)	10% (96)	11% (109)	7% (70)	19% (187)	32% (321)	98
All Non-Christian	10% (11)	14% (16)	7% (8)	5% (6)	4% (5)	26% (29)	32% (35)	10
Atheist	11% (11)	16% (15)	12% (12)	3% (3)	6% (6)	13% (12)	39% (38)	9
Agnostic/Nothing in particular	7% (67)	9% (89)	8% (83)	9% (93)	8% (81)	16% (166)	43% (429)	100
Religious Non-Protestant/Catholic	8% (11)	14% (20)	10% (14)	5% (7)	4% (5)	25% (35)	34% (48)	14
Evangelical	5% (31)	12% (72)	11% (66)	11% (66)	8% (45)	16% (91)	36% (208)	58
Non-Evangelical	8% (64)	12% (96)	9% (68)	10% (80)	8% (66)	20% (163)	33% (261)	79
Community: Urban	9% (51)	15% (85)	7% (39)	10% (54)	8% (43)	17% (92)	34% (190)	53
Community: Suburban	8% (80)	12% (129)	9% (96)	9% (95)	8% (83)	19% (197)	35% (370)	10
Community: Rural	4% (26)	7% (43)	11% (63)	10% (60)	6% (36)	18% (104)	44% (262)	59
Employ: Private Sector	10% (58)	17% (99)	11% (62)	11% (66)	6% (35)	18% (102)	28% (160)	58
Employ: Government	11% (19)	16% (27)	10% (17)	6% (11)	7% (12)	17% (28)	32% (52)	16
Employ: Self-Employed	7% (13)	15% (27)	8% (15)	8% (16)	8% (15)	18% (34)	36% (66)	18
Employ: Homemaker	— (0)	1% (2)	6% (9)	12% (19)	11% (18)	16% (26)	55% (89)	16
Employ: Retired	3% (14)	9% (42)	9% (41)	10% (47)	7% (34)	20% (95)	42% (194)	46
Employ: Unemployed	9% (26)	7% (20)	7% (21)	8% (23)	8% (23)	17% (52)	44% (131)	29
Employ: Other	8% (16)	10% (18)	9% (17)	5% (10)	7% (14)	16% (31)	44% (84)	18
Military HH: Yes	4% (15)	15% (53)	9% (33)	12% (43)	9% (34)	16% (59)	34% (120)	35
Military HH: No	8% (143)	11% (205)	9% (165)	9% (167)	7% (127)	18% (335)	38% (703)	184

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
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)	113
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)	113
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)	8
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

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
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)	2
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)	66
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)	129
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)	85
Fashion: Not a fan	7% (75)	11% (114)	8% (84)	9% (91)	7% (68)	17% (172)	40% (396)	99

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

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
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

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

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
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

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
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

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

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
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

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

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
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

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
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?

Film

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

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

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
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

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

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
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

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
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

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

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
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

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
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

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

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
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

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	

Continued on next page

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	
xnrl	RD/WT: Right Direction	701	32%
	RD/WT: Wrong Track	1499	68%
	N	2200	

Continued on next page

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	

Continued on next page

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	

Continued on next page

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	

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

