MORNING CONSULT + The Hollywood Reporter

National Tracking Poll #200657
June 11-13, 2020

Crosstabulation Results

Methodology:
This poll was conducted between June 11-June 13, 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 gender, educational attainment, age, race, 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:** *How likely is it you would go to a movie theater within a month of your state passing White House benchmarks for re-opening the economy?* 8

2 **Table HR2_1:** *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy? Sanitized every seat in between movies* 13

3 **Table HR2_2:** *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy? Sanitized high touch areas such as concession stands* 18

4 **Table HR2_3:** *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy? Staggered available seats to allow space between moviegoers* 23

5 **Table HR2_4:** *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy? Introduced contact-free methods to pay for movie tickets and concessions* 28

6 **Table HR2_5:** *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy? Shortened hours* 33

7 **Table HR2_6:** *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy? Had fewer movie screenings available* 38

8 **Table HR2_7:** *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy? Limited the number of moviegoers per movie* 43

9 **Table HR2_8:** *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy? Required all moviegoers and employees wear a face mask* 48

10 **Table HR2_9:** *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy? Required all employees to wear gloves* 53

11 **Table HR3:** *As you may know, multiple movies are set to premiere in movie theaters during the month of July, including Tenet and Mulan. Considering the COVID-19 pandemic (coronavirus), how likely is it you would go to a movie in theaters during the month of July?* . . . 58

12 **Table HR4_1:** *And specifically, how likely is it you would see a movie at the following times? The movie's opening weekend in July* 63

13 **Table HR4_2:** *And specifically, how likely is it you would see a movie at the following times? Within the first two weeks the movie is in theaters in July* 68

14 **Table HR5_1:** *And specifically, to what extent are you interested in seeing the following movies during opening weekend? Warner Bros. Pictures' 'Tenet' in movie theaters during its July 17 opening weekend* 73

15 **Table HR5_2:** *And specifically, to what extent are you interested in seeing the following movies during opening weekend? Disney's live-action 'Mulan' in movie theaters during its July 24 opening weekend* 78

16 **Table HR6:** *If Warner Bros. were to release Warner Bros. Pictures' 'Tenet' for a video-on-demand rental for 24 to 48 hours for $19.99, to what extent would you be interested in renting and watching it on opening weekend?* 83

17 **Table HR7:** *And if Disney were to release the live-action 'Mulan' for a video-on-demand rental for 24 to 48 hours for $19.99, to what extent would you be interested in renting and watching it on opening weekend?* 88

18 **Table HR8:** *In your opinion, should movie studios and executives delay the premieres of movies scheduled to premiere during the month of July?* 93

19 **Table HR9:** *If you had a choice, would you prefer to watch a movie that was just released at a movie theater or at home via a streaming service?* 98

20 **Table HR10_1:** *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right? Gone With the Wind (1939)* 103

21 **Table HR10_2:** *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right? Dumbo (1941)* 109

22 **Table HR10_3:** *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right? Song of the South* 115

23 **Table HR10_4:** *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right? Jungle Book (1967)* 121

24 **Table HR10_5:** *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right? Fantasia (1940)* 127

25 **Table HR10_6:** *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right? Swiss Family Robinson (1940, 1960)* 133

26 **Table HR10_7:** *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right? The Aristocats (1970)* 139

27 **Table HR10_8:** *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right? Peter Pan (1953)* 145

28 **Table HR10_9:** *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right? Lady and the Tramp (1955)* 151

29 **Table HR10_10:** *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right? White Christmas (1942)* 157

30 **Table HR10_11:** *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right? Pocahontas (1995)* 163

31 **Table HR10_12:** *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right? Mulan (1998)* 169

32 **Table HR10_13:** *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right? Breakfast at Tiffany's (1961)* 175

33 **Table HR10_14:** *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right? Sixteen Candles (1984)* 181

34 **Table HR10_15:** *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right? The Love Guru (2008)* 187

35 **Table HR10_16:** *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right? Tropic Thunder (2008)* 193

36 **Table HR11:** *Which statement is closest to your opinion, even if neither is exactly right?* . . . 199

37 **Table HR12_1:** *Consider if a streaming service chose not to remove a classic movie or TV show that is considered controversial or racist. To what extent would the following actions make it more or less appropriate to continue to stream the movie or TV show? Added a content warning about the controversial nature of the movie or TV show* 205

38 **Table HR12_2:** *Consider if a streaming service chose not to remove a classic movie or TV show that is considered controversial or racist. To what extent would the following actions make it more or less appropriate to continue to stream the movie or TV show? Removed the controversial scenes from the movie or TV show* 210

39 **Table HR12_3:** *Consider if a streaming service chose not to remove a classic movie or TV show that is considered controversial or racist. To what extent would the following actions make it more or less appropriate to continue to stream the movie or TV show? Added information about the historical context the movie or TV show is based in* 215

40 **Table HR12_4:** *Consider if a streaming service chose not to remove a classic movie or TV show that is considered controversial or racist. To what extent would the following actions make it more or less appropriate to continue to stream the movie or TV show? Added in a statement denouncing racism and prejudice before the movie or TV show* 220

41 **Table HR13:** *As you may know, HBO Max has temporarily removed 'Gone With The Wind' from it's streaming platform. HBO Max announced 'Gone With the Wind' will eventually return to the platform with a discussion of its historical context and a denouncement of those very depictions of black Americans and slavery.Based on what you know now, do you support or oppose HBO Max's choice to temporarily remove 'Gone With the Wind'?* 225

42 **Table HR14:** *As you may know, Disney+ has included content warnings on classic movies considered controversial or racist, including 'Dumbo' and 'The Jungle Book,' since its launch in November 2019.Based on what you know now, do you support or oppose Disney+'s choice to continue to stream controversial movies with a content warning?* 230

43 **Table HR15:** *As you may know, Disney has committed to never sharing 'Song of the South' on any of its platforms due to its racist depictions. Do you support or oppose Disney's choice to never share 'Song of the South'?* 235

44 **Table HR16_1:** *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Cops* 240

45 **Table HR16_2:** *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Live PD* 245

46 **Table HR16_3:** *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Law and Order: Special Victims Unit* 250

47 **Table HR16_4:** *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Blue Bloods* 255

48 **Table HR16_5:** *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Brooklyn Nine-Nine* 260

49 **Table HR16_6:** *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? The Shield* 265

50 **Table HR16_7:** *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Reno 911* 270

51 **Table HR16_8:** *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? The Rookie* 275

52 **Table HR16_9:** *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? S.W.A.T* 280

53 **Table HR17_1:** *Do you agree or disagree with the following statements? Shows about police and law enforcement officers should change to better represent the criminal justice system* . . 285

54 **Table HR17_2:** *Do you agree or disagree with the following statements? Shows about police and law enforcement officers should change to better represent alternative views about the police* 290

55 **Table HR17_3:** *Do you agree or disagree with the following statements? Shows about police and law enforcement officers should change to more accurately reflect policing in the United States* 295

56 **Table HR17_4:** *Do you agree or disagree with the following statements? Shows about police and law enforcement officers accurately reflect policing and the criminal justice system in the United States* 300

57 **Table HR17_5:** *Do you agree or disagree with the following statements? Police officers should not be portrayed in a comedic light* 305

58 **Table HR17_6:** *Do you agree or disagree with the following statements? Police officers should not be portrayed in a sympathetic light* 310

59 **Table HR17_7:** *Do you agree or disagree with the following statements? Police officers should be portrayed as heroes in TV shows* 315

60 **Table HR18:** *As you may know, some actors who have appeared as police officers in TV shows have donated money to bail funds and other justice organizations in response to protests across the country following the murder of George Floyd. Do you support or oppose these actions?* . 320

61 **Table HRdem1_1:** *How often do you watch or stream the following? TV shows* 325

62 **Table HRdem1_2:** *How often do you watch or stream the following? Movies* 330

63 **Table HRdem1_3:** *How often do you watch or stream the following? Sporting events* 336

64 **Table HRdem2_1:** *Do you, or anyone in your household, subscribe to the following? Cable television* 342

65 **Table HRdem2_2:** *Do you, or anyone in your household, subscribe to the following? Satellite television* 347

66 **Table HRdem2_3:** *Do you, or anyone in your household, subscribe to the following? Streaming service(s)* 352

67 **Table HRdem3_1:** *In general, what kind of fan do you consider yourself of the following? Film* 357

68 **Table HRdem3_2:** *In general, what kind of fan do you consider yourself of the following? Television* 362

69 **Table HRdem3_3:** *In general, what kind of fan do you consider yourself of the following? Music* 367

70 **Table HRdem3_4:** *In general, what kind of fan do you consider yourself of the following? Fashion* 372

71 **Summary Statistics of Survey Respondent Demographics** 377

Crosstabulation Results by Respondent Demographics

Table HR1: *How likely is it you would go to a movie theater within a month of your state passing White House benchmarks for re-opening the economy?*

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	13%	(287)	18%	(395)	17%	(384)	46%	(1010)	6%	(124)	2200
Gender: Male	17%	(176)	20%	(210)	17%	(181)	41%	(434)	6%	(61)	1062
Gender: Female	10%	(111)	16%	(185)	18%	(203)	51%	(576)	6%	(63)	1138
Age: 18-34	20%	(128)	25%	(166)	21%	(138)	25%	(166)	9%	(56)	655
Age: 35-44	21%	(74)	21%	(74)	17%	(62)	36%	(128)	5%	(20)	358
Age: 45-64	9%	(71)	15%	(114)	16%	(120)	55%	(414)	4%	(32)	751
Age: 65+	3%	(14)	9%	(41)	15%	(64)	69%	(301)	4%	(16)	436
GenZers: 1997-2012	18%	(52)	28%	(83)	20%	(59)	23%	(67)	11%	(32)	294
Millennials: 1981-1996	21%	(114)	23%	(122)	20%	(109)	30%	(159)	6%	(31)	535
GenXers: 1965-1980	14%	(74)	19%	(103)	15%	(79)	45%	(243)	7%	(37)	536
Baby Boomers: 1946-1964	6%	(46)	11%	(83)	16%	(120)	64%	(482)	2%	(17)	748
PID: Dem (no lean)	9%	(76)	17%	(145)	19%	(160)	50%	(409)	4%	(36)	826
PID: Ind (no lean)	14%	(97)	17%	(116)	19%	(133)	42%	(297)	8%	(57)	700
PID: Rep (no lean)	17%	(114)	20%	(135)	14%	(92)	45%	(304)	4%	(30)	674
PID/Gender: Dem Men	13%	(50)	22%	(83)	20%	(77)	40%	(151)	4%	(16)	377
PID/Gender: Dem Women	6%	(26)	14%	(62)	18%	(83)	57%	(258)	5%	(20)	449
PID/Gender: Ind Men	15%	(56)	17%	(62)	16%	(60)	44%	(162)	8%	(29)	369
PID/Gender: Ind Women	12%	(41)	16%	(53)	22%	(73)	41%	(135)	9%	(29)	331
PID/Gender: Rep Men	22%	(70)	21%	(65)	14%	(44)	38%	(121)	5%	(16)	316
PID/Gender: Rep Women	12%	(44)	19%	(70)	13%	(48)	51%	(183)	4%	(14)	358
Ideo: Liberal (1-3)	12%	(86)	17%	(119)	19%	(133)	47%	(325)	3%	(22)	686
Ideo: Moderate (4)	13%	(79)	16%	(95)	18%	(112)	48%	(291)	5%	(32)	608
Ideo: Conservative (5-7)	15%	(108)	20%	(143)	16%	(115)	45%	(325)	4%	(27)	720
Educ: < College	13%	(201)	17%	(257)	16%	(248)	47%	(704)	7%	(103)	1512
Educ: Bachelors degree	11%	(48)	20%	(91)	18%	(81)	48%	(211)	3%	(13)	444
Educ: Post-grad	16%	(38)	20%	(48)	23%	(56)	39%	(95)	3%	(7)	244
Income: Under 50k	11%	(135)	17%	(205)	17%	(212)	47%	(575)	7%	(87)	1213
Income: 50k-100k	15%	(107)	19%	(136)	17%	(117)	44%	(308)	4%	(29)	698
Income: 100k+	15%	(45)	19%	(55)	19%	(55)	44%	(127)	2%	(7)	289

Continued on next page

Table HR1: *How likely is it you would go to a movie theater within a month of your state passing White House benchmarks for re-opening the economy?*

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	13%	(287)	18%	(395)	17%	(384)	46%	(1010)	6%	(124)	2200
Ethnicity: White	13%	(227)	17%	(294)	18%	(302)	48%	(821)	4%	(77)	1722
Ethnicity: Hispanic	22%	(77)	24%	(85)	16%	(58)	31%	(110)	6%	(20)	349
Ethnicity: Afr. Am.	14%	(38)	20%	(56)	15%	(42)	41%	(112)	10%	(27)	274
Ethnicity: Other	11%	(22)	22%	(45)	20%	(40)	37%	(76)	10%	(20)	204
All Christian	15%	(163)	17%	(189)	16%	(172)	47%	(511)	5%	(56)	1090
All Non-Christian	14%	(15)	22%	(23)	20%	(21)	38%	(40)	6%	(6)	106
Atheist	12%	(14)	13%	(15)	21%	(25)	55%	(66)	—	(0)	121
Agnostic/Nothing in particular	11%	(95)	19%	(168)	19%	(166)	44%	(393)	7%	(61)	883
Religious Non-Protestant/Catholic	17%	(23)	23%	(31)	20%	(26)	35%	(46)	5%	(6)	132
Evangelical	20%	(112)	16%	(92)	13%	(72)	46%	(260)	6%	(33)	571
Non-Evangelical	10%	(79)	18%	(149)	18%	(146)	49%	(402)	6%	(49)	826
Community: Urban	15%	(89)	24%	(138)	19%	(111)	37%	(213)	4%	(24)	574
Community: Suburban	13%	(135)	16%	(170)	17%	(171)	49%	(504)	5%	(54)	1033
Community: Rural	11%	(63)	15%	(88)	17%	(103)	49%	(293)	8%	(46)	593
Employ: Private Sector	18%	(122)	24%	(161)	17%	(114)	38%	(257)	4%	(25)	679
Employ: Government	17%	(21)	19%	(24)	21%	(26)	40%	(50)	3%	(4)	126
Employ: Self-Employed	13%	(24)	26%	(46)	23%	(42)	34%	(62)	4%	(7)	181
Employ: Homemaker	11%	(14)	14%	(17)	12%	(14)	55%	(67)	8%	(9)	121
Employ: Retired	6%	(29)	10%	(51)	15%	(79)	66%	(342)	3%	(16)	517
Employ: Unemployed	13%	(40)	16%	(50)	19%	(58)	42%	(131)	11%	(35)	313
Employ: Other	13%	(15)	8%	(10)	13%	(15)	55%	(66)	12%	(14)	120
Military HH: Yes	14%	(53)	20%	(77)	13%	(51)	48%	(186)	4%	(17)	384
Military HH: No	13%	(234)	18%	(318)	18%	(334)	45%	(824)	6%	(107)	1816
RD/WT: Right Direction	22%	(135)	20%	(127)	15%	(92)	37%	(232)	7%	(43)	629
RD/WT: Wrong Track	10%	(152)	17%	(269)	19%	(293)	49%	(777)	5%	(80)	1571
Trump Job Approve	20%	(164)	19%	(157)	15%	(126)	40%	(335)	6%	(46)	828
Trump Job Disapprove	8%	(110)	18%	(232)	19%	(249)	51%	(661)	4%	(51)	1304
Trump Job Strongly Approve	25%	(118)	14%	(67)	14%	(64)	41%	(194)	5%	(24)	467
Trump Job Somewhat Approve	13%	(46)	25%	(90)	17%	(62)	39%	(141)	6%	(22)	361
Trump Job Somewhat Disapprove	10%	(28)	32%	(89)	21%	(59)	35%	(97)	3%	(8)	282
Trump Job Strongly Disapprove	8%	(82)	14%	(143)	19%	(190)	55%	(563)	4%	(42)	1022

Continued on next page

Table HR1: *How likely is it you would go to a movie theater within a month of your state passing White House benchmarks for re-opening the economy?*

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	13%	(287)	18%	(395)	17%	(384)	46%	(1010)	6%	(124)	2200
Favorable of Trump	18%	(152)	19%	(158)	16%	(129)	42%	(345)	5%	(42)	826
Unfavorable of Trump	9%	(113)	17%	(220)	19%	(237)	51%	(647)	4%	(52)	1269
Very Favorable of Trump	21%	(100)	15%	(73)	15%	(72)	43%	(204)	5%	(23)	471
Somewhat Favorable of Trump	15%	(52)	24%	(86)	16%	(58)	40%	(141)	5%	(19)	355
Somewhat Unfavorable of Trump	10%	(21)	28%	(55)	18%	(35)	41%	(82)	3%	(5)	199
Very Unfavorable of Trump	9%	(93)	15%	(165)	19%	(201)	53%	(565)	4%	(47)	1071
#1 Issue: Economy	15%	(105)	20%	(137)	21%	(146)	36%	(255)	8%	(57)	700
#1 Issue: Security	17%	(46)	23%	(61)	14%	(37)	40%	(108)	6%	(16)	268
#1 Issue: Health Care	9%	(35)	17%	(68)	16%	(65)	53%	(216)	5%	(21)	405
#1 Issue: Medicare / Social Security	8%	(27)	12%	(37)	15%	(47)	64%	(203)	2%	(6)	320
#1 Issue: Women's Issues	22%	(21)	21%	(21)	14%	(13)	37%	(36)	6%	(6)	97
#1 Issue: Education	16%	(22)	18%	(24)	24%	(32)	36%	(49)	6%	(8)	135
#1 Issue: Energy	13%	(13)	21%	(20)	22%	(22)	38%	(38)	6%	(6)	99
#1 Issue: Other	10%	(18)	15%	(27)	13%	(23)	59%	(103)	2%	(4)	176
2018 House Vote: Democrat	9%	(70)	15%	(120)	19%	(152)	54%	(421)	3%	(22)	784
2018 House Vote: Republican	18%	(112)	19%	(118)	16%	(99)	44%	(277)	4%	(25)	632
2018 House Vote: Someone else	9%	(6)	17%	(12)	14%	(10)	49%	(34)	11%	(7)	69
2016 Vote: Hillary Clinton	9%	(63)	16%	(112)	20%	(143)	52%	(368)	3%	(25)	711
2016 Vote: Donald Trump	18%	(120)	19%	(132)	15%	(101)	45%	(303)	4%	(25)	680
2016 Vote: Other	10%	(15)	13%	(18)	15%	(21)	59%	(83)	3%	(5)	141
2016 Vote: Didn't Vote	13%	(89)	20%	(133)	18%	(120)	38%	(256)	10%	(69)	667
Voted in 2014: Yes	13%	(161)	17%	(216)	17%	(212)	51%	(647)	3%	(43)	1277
Voted in 2014: No	14%	(126)	19%	(180)	19%	(173)	39%	(363)	9%	(81)	923
2012 Vote: Barack Obama	9%	(78)	16%	(136)	20%	(171)	52%	(436)	3%	(24)	844
2012 Vote: Mitt Romney	16%	(75)	16%	(80)	12%	(60)	51%	(249)	4%	(21)	485
2012 Vote: Other	13%	(11)	13%	(11)	13%	(11)	49%	(40)	11%	(9)	82
2012 Vote: Didn't Vote	15%	(117)	21%	(168)	18%	(143)	36%	(285)	9%	(70)	782
4-Region: Northeast	13%	(52)	18%	(69)	19%	(74)	46%	(180)	5%	(18)	394
4-Region: Midwest	9%	(42)	15%	(70)	18%	(84)	51%	(233)	7%	(33)	462
4-Region: South	13%	(103)	18%	(148)	18%	(147)	45%	(370)	7%	(56)	824
4-Region: West	17%	(90)	21%	(108)	15%	(80)	43%	(226)	3%	(16)	520

Continued on next page

Table HR1: *How likely is it you would go to a movie theater within a month of your state passing White House benchmarks for re-opening the economy?*

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	13%	(287)	18%	(395)	17%	(384)	46%	(1010)	6%	(124)	2200
Watch TV: Every day	14%	(151)	17%	(193)	17%	(192)	48%	(536)	4%	(44)	1115
Watch TV: Several times per week	13%	(65)	22%	(113)	20%	(102)	42%	(212)	4%	(18)	511
Watch TV: About once per week	19%	(32)	21%	(35)	14%	(23)	41%	(68)	4%	(7)	165
Watch TV: Several times per month	7%	(7)	24%	(23)	19%	(18)	44%	(42)	6%	(6)	97
Watch TV: Less often than once per month	6%	(6)	6%	(6)	15%	(13)	53%	(49)	20%	(18)	93
Watch TV: Never	12%	(21)	7%	(13)	17%	(31)	47%	(85)	17%	(31)	181
Watch Movies: Every day	22%	(90)	19%	(76)	16%	(63)	39%	(157)	4%	(17)	402
Watch Movies: Several times per week	15%	(91)	21%	(130)	17%	(104)	43%	(263)	5%	(30)	618
Watch Movies: About once per week	11%	(40)	21%	(74)	19%	(66)	44%	(154)	4%	(14)	348
Watch Movies: Several times per month	11%	(31)	19%	(55)	22%	(63)	43%	(125)	5%	(13)	287
Watch Movies: About once per month	9%	(17)	17%	(33)	16%	(30)	55%	(105)	3%	(5)	189
Watch Movies: Less often than once per month	2%	(3)	10%	(17)	16%	(26)	59%	(95)	13%	(21)	162
Watch Movies: Never	8%	(15)	6%	(11)	17%	(32)	57%	(112)	12%	(24)	194
Watch Sporting Events: Every day	33%	(37)	27%	(29)	13%	(15)	26%	(28)	1%	(1)	109
Watch Sporting Events: Several times per week	20%	(58)	24%	(69)	17%	(49)	36%	(105)	2%	(7)	288
Watch Sporting Events: About once per week	16%	(38)	19%	(46)	23%	(54)	40%	(97)	2%	(5)	240
Watch Sporting Events: Several times per month	11%	(24)	22%	(50)	17%	(39)	43%	(98)	6%	(14)	225
Watch Sporting Events: About once per month	15%	(21)	17%	(25)	27%	(39)	39%	(55)	3%	(4)	144
Watch Sporting Events: Less often than once per month	8%	(33)	19%	(76)	15%	(60)	51%	(205)	7%	(26)	400
Watch Sporting Events: Never	10%	(76)	13%	(100)	16%	(129)	53%	(421)	8%	(66)	793
Cable TV: Currently subscribe	11%	(118)	18%	(189)	18%	(189)	46%	(469)	6%	(62)	1026
Cable TV: Subscribed in past	12%	(81)	21%	(146)	17%	(123)	47%	(329)	4%	(28)	706
Cable TV: Never subscribed	19%	(88)	13%	(61)	16%	(73)	45%	(212)	7%	(34)	468
Satellite TV: Currently subscribe	15%	(72)	19%	(88)	18%	(84)	40%	(188)	8%	(37)	469
Satellite TV: Subscribed in past	12%	(77)	21%	(132)	19%	(119)	43%	(271)	4%	(26)	626
Satellite TV: Never subscribed	13%	(138)	16%	(175)	16%	(181)	50%	(550)	6%	(61)	1106
Streaming Services: Currently subscribe	13%	(185)	19%	(260)	18%	(251)	45%	(612)	5%	(64)	1372
Streaming Services: Subscribed in past	19%	(37)	24%	(47)	23%	(44)	30%	(57)	4%	(7)	192
Streaming Services: Never subscribed	10%	(65)	14%	(88)	14%	(90)	54%	(341)	8%	(52)	636

Continued on next page

Table HR1: *How likely is it you would go to a movie theater within a month of your state passing White House benchmarks for re-opening the economy?*

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	13%	(287)	18%	(395)	17%	(384)	46%	(1010)	6%	(124)	2200
Film: An avid fan	21%	(154)	23%	(165)	18%	(131)	35%	(252)	4%	(26)	728
Film: A casual fan	8%	(101)	18%	(213)	17%	(207)	50%	(596)	6%	(76)	1193
Film: Not a fan	11%	(32)	6%	(18)	17%	(47)	58%	(162)	8%	(21)	280
Television: An avid fan	15%	(156)	18%	(191)	17%	(176)	46%	(473)	4%	(39)	1035
Television: A casual fan	11%	(106)	18%	(183)	19%	(187)	46%	(461)	6%	(57)	995
Television: Not a fan	14%	(24)	13%	(22)	12%	(21)	44%	(75)	16%	(28)	170
Music: An avid fan	16%	(167)	23%	(242)	19%	(201)	38%	(411)	5%	(49)	1070
Music: A casual fan	11%	(105)	14%	(140)	16%	(158)	53%	(524)	6%	(60)	985
Music: Not a fan	11%	(15)	9%	(13)	18%	(26)	52%	(75)	10%	(15)	144
Fashion: An avid fan	26%	(86)	19%	(63)	16%	(54)	33%	(110)	7%	(22)	336
Fashion: A casual fan	12%	(106)	22%	(195)	18%	(162)	42%	(378)	6%	(51)	892
Fashion: Not a fan	10%	(95)	14%	(137)	17%	(168)	54%	(522)	5%	(50)	973

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

Table HR2_1: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Sanitized every seat in between movies

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	29%	(649)	27%	(587)	9%	(204)	22%	(480)	13%	(281)	2200
Gender: Male	29%	(309)	27%	(283)	11%	(117)	21%	(223)	12%	(130)	1062
Gender: Female	30%	(340)	27%	(304)	8%	(87)	23%	(257)	13%	(151)	1138
Age: 18-34	39%	(257)	29%	(187)	9%	(57)	10%	(66)	14%	(89)	655
Age: 35-44	32%	(115)	30%	(106)	10%	(35)	17%	(62)	11%	(40)	358
Age: 45-64	27%	(203)	27%	(202)	9%	(71)	25%	(188)	12%	(87)	751
Age: 65+	17%	(74)	21%	(92)	9%	(41)	38%	(164)	15%	(66)	436
GenZers: 1997-2012	44%	(129)	27%	(80)	9%	(27)	7%	(22)	12%	(37)	294
Millennials: 1981-1996	34%	(180)	29%	(157)	9%	(49)	15%	(80)	13%	(69)	535
GenXers: 1965-1980	31%	(168)	30%	(159)	8%	(44)	20%	(108)	11%	(56)	536
Baby Boomers: 1946-1964	21%	(154)	22%	(168)	10%	(75)	32%	(241)	15%	(110)	748
PID: Dem (no lean)	31%	(257)	26%	(213)	10%	(85)	23%	(192)	10%	(79)	826
PID: Ind (no lean)	31%	(214)	27%	(186)	7%	(48)	20%	(142)	16%	(109)	700
PID: Rep (no lean)	26%	(178)	28%	(188)	10%	(70)	22%	(145)	14%	(93)	674
PID/Gender: Dem Men	33%	(123)	24%	(89)	13%	(49)	21%	(80)	10%	(36)	377
PID/Gender: Dem Women	30%	(134)	28%	(124)	8%	(36)	25%	(111)	10%	(43)	449
PID/Gender: Ind Men	27%	(98)	27%	(99)	7%	(27)	22%	(83)	17%	(62)	369
PID/Gender: Ind Women	35%	(116)	26%	(87)	6%	(21)	18%	(59)	14%	(48)	331
PID/Gender: Rep Men	28%	(88)	30%	(95)	13%	(41)	19%	(60)	10%	(32)	316
PID/Gender: Rep Women	25%	(89)	26%	(93)	8%	(30)	24%	(86)	17%	(60)	358
Ideo: Liberal (1-3)	33%	(229)	27%	(187)	10%	(69)	21%	(146)	8%	(55)	686
Ideo: Moderate (4)	28%	(172)	27%	(166)	8%	(47)	25%	(150)	12%	(72)	608
Ideo: Conservative (5-7)	27%	(194)	27%	(195)	11%	(78)	21%	(153)	14%	(100)	720
Educ: < College	30%	(454)	25%	(371)	9%	(131)	23%	(343)	14%	(212)	1512
Educ: Bachelors degree	29%	(127)	29%	(129)	9%	(42)	21%	(94)	12%	(52)	444
Educ: Post-grad	28%	(67)	36%	(87)	12%	(30)	18%	(43)	7%	(17)	244
Income: Under 50k	29%	(356)	24%	(288)	9%	(107)	23%	(285)	15%	(178)	1213
Income: 50k-100k	31%	(213)	28%	(195)	11%	(75)	21%	(144)	10%	(70)	698
Income: 100k+	27%	(79)	36%	(103)	8%	(22)	18%	(51)	12%	(33)	289
Ethnicity: White	27%	(468)	28%	(478)	10%	(164)	23%	(392)	13%	(220)	1722

Continued on next page

Table HR2_1: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Sanitized every seat in between movies

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	29%	(649)	27%	(587)	9%	(204)	22%	(480)	13%	(281)	2200
Ethnicity: Hispanic	44%	(155)	22%	(78)	7%	(24)	18%	(63)	9%	(30)	349
Ethnicity: Afr. Am.	37%	(100)	23%	(62)	10%	(27)	17%	(46)	14%	(38)	274
Ethnicity: Other	40%	(81)	23%	(46)	6%	(13)	20%	(41)	11%	(23)	204
All Christian	29%	(320)	28%	(307)	9%	(93)	23%	(251)	11%	(119)	1090
All Non-Christian	28%	(30)	29%	(30)	10%	(11)	23%	(24)	10%	(11)	106
Atheist	26%	(31)	28%	(34)	5%	(7)	29%	(35)	12%	(14)	121
Agnostic/Nothing in particular	30%	(268)	24%	(215)	11%	(93)	19%	(170)	16%	(138)	883
Religious Non-Protestant/Catholic	28%	(37)	30%	(39)	11%	(15)	20%	(26)	12%	(16)	132
Evangelical	29%	(168)	25%	(144)	10%	(57)	22%	(124)	13%	(77)	571
Non-Evangelical	32%	(264)	28%	(230)	8%	(65)	23%	(187)	10%	(80)	826
Community: Urban	35%	(199)	25%	(142)	11%	(61)	19%	(109)	11%	(63)	574
Community: Suburban	30%	(305)	29%	(299)	9%	(94)	20%	(211)	12%	(125)	1033
Community: Rural	24%	(145)	25%	(146)	8%	(49)	27%	(160)	16%	(93)	593
Employ: Private Sector	33%	(222)	31%	(213)	9%	(63)	17%	(118)	9%	(63)	679
Employ: Government	35%	(44)	23%	(29)	13%	(16)	25%	(31)	5%	(6)	126
Employ: Self-Employed	37%	(67)	23%	(41)	16%	(28)	12%	(21)	13%	(24)	181
Employ: Homemaker	31%	(37)	21%	(25)	2%	(3)	30%	(36)	16%	(19)	121
Employ: Retired	19%	(100)	22%	(116)	9%	(48)	35%	(183)	14%	(70)	517
Employ: Unemployed	32%	(100)	28%	(88)	7%	(22)	19%	(60)	14%	(44)	313
Employ: Other	24%	(28)	26%	(32)	9%	(11)	18%	(22)	23%	(28)	120
Military HH: Yes	25%	(98)	27%	(103)	10%	(38)	25%	(96)	13%	(49)	384
Military HH: No	30%	(551)	27%	(484)	9%	(166)	21%	(383)	13%	(232)	1816
RD/WT: Right Direction	27%	(169)	30%	(192)	9%	(54)	18%	(113)	16%	(102)	629
RD/WT: Wrong Track	31%	(480)	25%	(395)	10%	(150)	23%	(367)	11%	(179)	1571
Trump Job Approve	28%	(233)	28%	(232)	10%	(80)	19%	(158)	15%	(126)	828
Trump Job Disapprove	31%	(401)	26%	(344)	9%	(119)	24%	(313)	10%	(126)	1304

Continued on next page

Table HR2_1: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Sanitized every seat in between movies

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	29%	(649)	27%	(587)	9%	(204)	22%	(480)	13%	(281)	2200
Trump Job Strongly Approve	29%	(136)	23%	(108)	8%	(36)	23%	(109)	17%	(78)	467
Trump Job Somewhat Approve	27%	(97)	34%	(124)	12%	(44)	14%	(49)	13%	(47)	361
Trump Job Somewhat Disapprove	39%	(109)	31%	(87)	4%	(12)	15%	(43)	11%	(31)	282
Trump Job Strongly Disapprove	29%	(292)	25%	(257)	10%	(107)	26%	(270)	9%	(95)	1022
Favorable of Trump	29%	(243)	27%	(223)	8%	(69)	20%	(169)	15%	(122)	826
Unfavorable of Trump	30%	(379)	27%	(343)	10%	(125)	24%	(304)	9%	(118)	1269
Very Favorable of Trump	29%	(139)	24%	(111)	6%	(30)	24%	(115)	16%	(77)	471
Somewhat Favorable of Trump	30%	(105)	31%	(112)	11%	(40)	15%	(54)	13%	(45)	355
Somewhat Unfavorable of Trump	34%	(68)	35%	(69)	7%	(14)	17%	(33)	7%	(14)	199
Very Unfavorable of Trump	29%	(311)	26%	(275)	10%	(111)	25%	(271)	10%	(103)	1071
#1 Issue: Economy	35%	(242)	27%	(188)	9%	(66)	17%	(119)	12%	(84)	700
#1 Issue: Security	31%	(83)	27%	(73)	8%	(21)	18%	(49)	15%	(41)	268
#1 Issue: Health Care	27%	(108)	32%	(130)	11%	(46)	22%	(88)	8%	(32)	405
#1 Issue: Medicare / Social Security	19%	(60)	22%	(70)	6%	(19)	37%	(119)	16%	(51)	320
#1 Issue: Women's Issues	38%	(37)	23%	(23)	8%	(7)	21%	(20)	10%	(10)	97
#1 Issue: Education	34%	(46)	29%	(39)	7%	(10)	14%	(19)	16%	(21)	135
#1 Issue: Energy	34%	(34)	24%	(24)	19%	(19)	16%	(16)	7%	(7)	99
#1 Issue: Other	22%	(38)	23%	(40)	8%	(14)	28%	(49)	20%	(35)	176
2018 House Vote: Democrat	30%	(234)	26%	(206)	10%	(76)	24%	(191)	10%	(76)	784
2018 House Vote: Republican	26%	(165)	29%	(181)	10%	(62)	22%	(139)	13%	(84)	632
2018 House Vote: Someone else	31%	(21)	14%	(10)	12%	(8)	32%	(22)	12%	(8)	69
2016 Vote: Hillary Clinton	30%	(217)	25%	(181)	10%	(73)	25%	(179)	9%	(62)	711
2016 Vote: Donald Trump	26%	(175)	29%	(195)	10%	(65)	23%	(156)	13%	(90)	680
2016 Vote: Other	26%	(37)	26%	(37)	10%	(15)	25%	(36)	12%	(17)	141
2016 Vote: Didn't Vote	33%	(220)	26%	(174)	8%	(52)	16%	(109)	17%	(112)	667
Voted in 2014: Yes	28%	(359)	26%	(334)	10%	(132)	24%	(305)	12%	(148)	1277
Voted in 2014: No	31%	(290)	27%	(253)	8%	(72)	19%	(175)	14%	(133)	923

Continued on next page

Table HR2_1: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Sanitized every seat in between movies

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	29%	(649)	27%	(587)	9%	(204)	22%	(480)	13%	(281)	2200
2012 Vote: Barack Obama	29%	(246)	27%	(231)	10%	(85)	24%	(201)	10%	(81)	844
2012 Vote: Mitt Romney	26%	(125)	27%	(133)	9%	(45)	23%	(114)	14%	(68)	485
2012 Vote: Other	22%	(18)	19%	(16)	15%	(13)	32%	(26)	11%	(9)	82
2012 Vote: Didn't Vote	32%	(254)	26%	(207)	8%	(61)	18%	(138)	16%	(122)	782
4-Region: Northeast	30%	(120)	27%	(106)	9%	(36)	20%	(79)	13%	(52)	394
4-Region: Midwest	26%	(119)	24%	(111)	10%	(47)	28%	(128)	12%	(57)	462
4-Region: South	31%	(252)	29%	(236)	7%	(61)	21%	(170)	13%	(106)	824
4-Region: West	30%	(158)	26%	(135)	11%	(59)	20%	(103)	13%	(66)	520
Watch TV: Every day	32%	(356)	25%	(284)	9%	(103)	22%	(246)	11%	(127)	1115
Watch TV: Several times per week	29%	(150)	33%	(168)	10%	(51)	17%	(89)	10%	(53)	511
Watch TV: About once per week	21%	(35)	33%	(54)	14%	(23)	22%	(36)	11%	(17)	165
Watch TV: Several times per month	28%	(27)	28%	(27)	7%	(7)	25%	(24)	11%	(11)	97
Watch TV: Less often than once per month	37%	(34)	11%	(10)	13%	(12)	21%	(20)	17%	(16)	93
Watch TV: Never	22%	(39)	14%	(26)	3%	(6)	32%	(58)	29%	(52)	181
Watch Movies: Every day	41%	(164)	22%	(88)	8%	(34)	21%	(83)	8%	(34)	402
Watch Movies: Several times per week	32%	(197)	27%	(169)	9%	(58)	20%	(122)	12%	(73)	618
Watch Movies: About once per week	27%	(93)	33%	(114)	9%	(30)	24%	(82)	8%	(29)	348
Watch Movies: Several times per month	29%	(82)	32%	(93)	11%	(33)	17%	(49)	11%	(30)	287
Watch Movies: About once per month	25%	(48)	28%	(52)	10%	(20)	15%	(28)	22%	(41)	189
Watch Movies: Less often than once per month	18%	(30)	27%	(44)	11%	(18)	27%	(44)	15%	(25)	162
Watch Movies: Never	18%	(35)	13%	(26)	6%	(11)	37%	(72)	26%	(50)	194
Watch Sporting Events: Every day	46%	(50)	30%	(33)	9%	(10)	10%	(11)	6%	(6)	109
Watch Sporting Events: Several times per week	31%	(89)	32%	(93)	13%	(39)	18%	(51)	6%	(18)	288
Watch Sporting Events: About once per week	37%	(89)	24%	(59)	11%	(27)	20%	(48)	8%	(18)	240
Watch Sporting Events: Several times per month	26%	(59)	33%	(73)	8%	(18)	19%	(43)	14%	(32)	225
Watch Sporting Events: About once per month	29%	(42)	33%	(47)	10%	(15)	18%	(25)	10%	(15)	144
Watch Sporting Events: Less often than once per month	28%	(110)	28%	(113)	11%	(42)	21%	(84)	13%	(51)	400
Watch Sporting Events: Never	26%	(210)	21%	(170)	7%	(54)	28%	(218)	18%	(141)	793

Continued on next page

Table HR2_1: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Sanitized every seat in between movies

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	29%	(649)	27%	(587)	9%	(204)	22%	(480)	13%	(281)	2200
Cable TV: Currently subscribe	31%	(316)	27%	(279)	9%	(94)	23%	(231)	10%	(106)	1026
Cable TV: Subscribed in past	29%	(202)	28%	(195)	9%	(64)	19%	(133)	16%	(111)	706
Cable TV: Never subscribed	28%	(130)	24%	(112)	10%	(46)	25%	(115)	14%	(64)	468
Satellite TV: Currently subscribe	32%	(148)	28%	(132)	7%	(35)	19%	(88)	14%	(66)	469
Satellite TV: Subscribed in past	29%	(184)	27%	(170)	11%	(67)	20%	(126)	13%	(79)	626
Satellite TV: Never subscribed	29%	(317)	26%	(285)	9%	(101)	24%	(265)	12%	(137)	1106
Streaming Services: Currently subscribe	32%	(444)	29%	(392)	8%	(114)	20%	(279)	10%	(144)	1372
Streaming Services: Subscribed in past	33%	(64)	23%	(44)	14%	(26)	16%	(31)	14%	(27)	192
Streaming Services: Never subscribed	22%	(142)	24%	(150)	10%	(64)	27%	(170)	17%	(110)	636
Film: An avid fan	38%	(279)	27%	(197)	7%	(52)	17%	(121)	11%	(77)	728
Film: A casual fan	26%	(312)	28%	(339)	11%	(131)	22%	(260)	13%	(151)	1193
Film: Not a fan	21%	(58)	18%	(50)	7%	(20)	35%	(99)	19%	(52)	280
Television: An avid fan	34%	(354)	26%	(270)	8%	(87)	20%	(207)	11%	(118)	1035
Television: A casual fan	26%	(255)	29%	(290)	10%	(103)	23%	(231)	12%	(116)	995
Television: Not a fan	24%	(40)	15%	(26)	8%	(14)	25%	(42)	28%	(47)	170
Music: An avid fan	37%	(394)	27%	(286)	8%	(91)	17%	(187)	11%	(113)	1070
Music: A casual fan	23%	(226)	29%	(281)	10%	(102)	24%	(241)	14%	(135)	985
Music: Not a fan	20%	(28)	14%	(20)	7%	(10)	36%	(52)	23%	(34)	144
Fashion: An avid fan	41%	(137)	24%	(82)	9%	(29)	15%	(49)	11%	(39)	336
Fashion: A casual fan	33%	(295)	30%	(265)	9%	(80)	18%	(162)	10%	(90)	892
Fashion: Not a fan	22%	(217)	25%	(239)	10%	(95)	28%	(269)	16%	(152)	973

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

Table HR2_2: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Sanitized high touch areas such as concession stands

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	28%	(622)	27%	(595)	10%	(226)	22%	(491)	12%	(265)	2200
Gender: Male	28%	(300)	27%	(292)	11%	(118)	22%	(229)	12%	(123)	1062
Gender: Female	28%	(321)	27%	(304)	10%	(108)	23%	(263)	13%	(142)	1138
Age: 18-34	37%	(242)	32%	(209)	10%	(68)	9%	(59)	12%	(78)	655
Age: 35-44	32%	(116)	29%	(105)	11%	(40)	16%	(59)	11%	(38)	358
Age: 45-64	25%	(191)	25%	(190)	10%	(77)	27%	(203)	12%	(91)	751
Age: 65+	17%	(73)	21%	(92)	10%	(42)	39%	(171)	13%	(58)	436
GenZers: 1997-2012	39%	(116)	34%	(99)	8%	(25)	7%	(21)	11%	(34)	294
Millennials: 1981-1996	33%	(179)	30%	(159)	12%	(66)	13%	(70)	11%	(60)	535
GenXers: 1965-1980	31%	(164)	27%	(146)	9%	(48)	22%	(119)	11%	(60)	536
Baby Boomers: 1946-1964	19%	(140)	23%	(175)	11%	(79)	34%	(251)	14%	(103)	748
PID: Dem (no lean)	29%	(237)	28%	(232)	12%	(102)	23%	(192)	8%	(63)	826
PID: Ind (no lean)	28%	(199)	29%	(199)	7%	(49)	20%	(142)	16%	(111)	700
PID: Rep (no lean)	28%	(187)	24%	(164)	11%	(75)	23%	(157)	14%	(91)	674
PID/Gender: Dem Men	31%	(116)	28%	(107)	13%	(48)	21%	(80)	7%	(26)	377
PID/Gender: Dem Women	27%	(120)	28%	(125)	12%	(54)	25%	(112)	8%	(37)	449
PID/Gender: Ind Men	24%	(87)	28%	(105)	7%	(26)	24%	(87)	17%	(64)	369
PID/Gender: Ind Women	34%	(112)	29%	(94)	7%	(23)	17%	(55)	14%	(47)	331
PID/Gender: Rep Men	31%	(97)	25%	(80)	14%	(44)	19%	(61)	10%	(33)	316
PID/Gender: Rep Women	25%	(89)	23%	(84)	9%	(31)	27%	(96)	16%	(58)	358
Ideo: Liberal (1-3)	32%	(222)	28%	(195)	11%	(72)	22%	(151)	7%	(46)	686
Ideo: Moderate (4)	24%	(148)	29%	(177)	10%	(62)	25%	(150)	11%	(70)	608
Ideo: Conservative (5-7)	29%	(209)	24%	(175)	12%	(84)	22%	(161)	13%	(90)	720
Educ: < College	29%	(431)	26%	(392)	9%	(141)	23%	(353)	13%	(195)	1512
Educ: Bachelors degree	26%	(117)	29%	(129)	11%	(48)	22%	(97)	12%	(53)	444
Educ: Post-grad	30%	(74)	31%	(74)	15%	(37)	17%	(41)	7%	(17)	244
Income: Under 50k	29%	(349)	24%	(295)	10%	(117)	24%	(288)	13%	(164)	1213
Income: 50k-100k	27%	(187)	31%	(215)	11%	(78)	22%	(152)	9%	(66)	698
Income: 100k+	29%	(85)	30%	(85)	11%	(31)	18%	(52)	12%	(36)	289
Ethnicity: White	26%	(454)	28%	(479)	10%	(176)	23%	(403)	12%	(209)	1722

Continued on next page

Table HR2_2: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Sanitized high touch areas such as concession stands

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	28%	(622)	27%	(595)	10%	(226)	22%	(491)	12%	(265)	2200
Ethnicity: Hispanic	39%	(138)	26%	(91)	11%	(39)	17%	(60)	6%	(22)	349
Ethnicity: Afr. Am.	36%	(98)	23%	(63)	11%	(31)	17%	(46)	13%	(36)	274
Ethnicity: Other	34%	(69)	26%	(54)	9%	(19)	21%	(42)	10%	(20)	204
All Christian	30%	(328)	26%	(279)	10%	(105)	24%	(266)	10%	(113)	1090
All Non-Christian	28%	(30)	31%	(33)	9%	(10)	20%	(22)	11%	(12)	106
Atheist	21%	(25)	31%	(38)	10%	(12)	28%	(34)	10%	(12)	121
Agnostic/Nothing in particular	27%	(239)	28%	(246)	11%	(100)	19%	(169)	15%	(129)	883
Religious Non-Protestant/Catholic	28%	(37)	29%	(38)	12%	(16)	18%	(24)	13%	(17)	132
Evangelical	29%	(164)	25%	(142)	9%	(53)	23%	(129)	14%	(81)	571
Non-Evangelical	31%	(256)	28%	(227)	9%	(74)	24%	(199)	8%	(70)	826
Community: Urban	34%	(193)	26%	(150)	12%	(68)	19%	(106)	10%	(56)	574
Community: Suburban	28%	(292)	29%	(298)	10%	(99)	22%	(230)	11%	(114)	1033
Community: Rural	23%	(136)	25%	(147)	10%	(59)	26%	(155)	16%	(95)	593
Employ: Private Sector	33%	(225)	30%	(202)	11%	(74)	18%	(119)	9%	(59)	679
Employ: Government	27%	(35)	29%	(37)	16%	(21)	21%	(27)	5%	(7)	126
Employ: Self-Employed	38%	(69)	22%	(40)	12%	(23)	13%	(23)	14%	(26)	181
Employ: Homemaker	24%	(29)	23%	(28)	3%	(4)	34%	(41)	16%	(19)	121
Employ: Retired	18%	(94)	22%	(114)	11%	(55)	37%	(193)	12%	(61)	517
Employ: Unemployed	28%	(87)	30%	(95)	10%	(30)	19%	(58)	14%	(44)	313
Employ: Other	27%	(32)	24%	(29)	10%	(12)	17%	(20)	22%	(27)	120
Military HH: Yes	24%	(94)	26%	(100)	12%	(47)	25%	(95)	12%	(47)	384
Military HH: No	29%	(528)	27%	(496)	10%	(179)	22%	(396)	12%	(218)	1816
RD/WT: Right Direction	28%	(179)	29%	(185)	10%	(61)	18%	(113)	15%	(92)	629
RD/WT: Wrong Track	28%	(443)	26%	(411)	11%	(165)	24%	(378)	11%	(173)	1571
Trump Job Approve	28%	(233)	28%	(230)	10%	(82)	20%	(164)	14%	(120)	828
Trump Job Disapprove	28%	(371)	27%	(357)	11%	(140)	25%	(321)	9%	(115)	1304

Continued on next page

Table HR2_2: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Sanitized high touch areas such as concession stands

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	28%	(622)	27%	(595)	10%	(226)	22%	(491)	12%	(265)	2200
Trump Job Strongly Approve	31%	(143)	21%	(97)	8%	(38)	24%	(113)	16%	(77)	467
Trump Job Somewhat Approve	25%	(90)	37%	(133)	12%	(44)	14%	(51)	12%	(43)	361
Trump Job Somewhat Disapprove	36%	(102)	30%	(85)	11%	(31)	13%	(37)	9%	(27)	282
Trump Job Strongly Disapprove	26%	(269)	27%	(272)	11%	(108)	28%	(284)	9%	(88)	1022
Favorable of Trump	29%	(238)	27%	(219)	10%	(80)	21%	(172)	14%	(118)	826
Unfavorable of Trump	28%	(353)	28%	(359)	11%	(138)	25%	(313)	8%	(107)	1269
Very Favorable of Trump	31%	(147)	21%	(101)	7%	(33)	25%	(117)	16%	(74)	471
Somewhat Favorable of Trump	26%	(91)	33%	(118)	13%	(47)	15%	(55)	12%	(44)	355
Somewhat Unfavorable of Trump	31%	(62)	36%	(71)	9%	(19)	14%	(29)	9%	(18)	199
Very Unfavorable of Trump	27%	(290)	27%	(288)	11%	(120)	27%	(284)	8%	(89)	1071
#1 Issue: Economy	31%	(218)	29%	(204)	11%	(76)	17%	(119)	12%	(83)	700
#1 Issue: Security	31%	(83)	24%	(64)	11%	(30)	20%	(53)	14%	(39)	268
#1 Issue: Health Care	27%	(111)	30%	(122)	12%	(50)	23%	(94)	7%	(29)	405
#1 Issue: Medicare / Social Security	16%	(53)	25%	(80)	6%	(18)	37%	(120)	15%	(49)	320
#1 Issue: Women's Issues	36%	(35)	25%	(25)	14%	(13)	15%	(14)	10%	(10)	97
#1 Issue: Education	41%	(55)	24%	(32)	10%	(14)	13%	(18)	12%	(16)	135
#1 Issue: Energy	31%	(31)	32%	(32)	8%	(8)	19%	(19)	10%	(10)	99
#1 Issue: Other	20%	(36)	21%	(38)	10%	(18)	31%	(55)	17%	(30)	176
2018 House Vote: Democrat	27%	(215)	28%	(217)	11%	(90)	26%	(203)	8%	(59)	784
2018 House Vote: Republican	28%	(179)	24%	(153)	10%	(66)	23%	(145)	14%	(88)	632
2018 House Vote: Someone else	32%	(22)	17%	(12)	11%	(7)	28%	(20)	12%	(8)	69
2016 Vote: Hillary Clinton	28%	(201)	26%	(187)	13%	(90)	26%	(185)	7%	(48)	711
2016 Vote: Donald Trump	27%	(182)	25%	(173)	10%	(69)	24%	(164)	14%	(93)	680
2016 Vote: Other	26%	(37)	26%	(37)	9%	(12)	27%	(38)	12%	(18)	141
2016 Vote: Didn't Vote	30%	(202)	30%	(198)	8%	(55)	16%	(104)	16%	(107)	667
Voted in 2014: Yes	27%	(348)	25%	(318)	11%	(142)	26%	(328)	11%	(142)	1277
Voted in 2014: No	30%	(274)	30%	(277)	9%	(84)	18%	(163)	13%	(124)	923

Continued on next page

Table HR2_2: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Sanitized high touch areas such as concession stands

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	28%	(622)	27%	(595)	10%	(226)	22%	(491)	12%	(265)	2200
2012 Vote: Barack Obama	29%	(242)	27%	(226)	11%	(90)	25%	(210)	9%	(76)	844
2012 Vote: Mitt Romney	26%	(125)	24%	(114)	11%	(55)	26%	(127)	13%	(64)	485
2012 Vote: Other	19%	(16)	22%	(18)	12%	(9)	35%	(28)	13%	(11)	82
2012 Vote: Didn't Vote	30%	(233)	30%	(237)	9%	(73)	16%	(125)	15%	(114)	782
4-Region: Northeast	30%	(118)	26%	(104)	10%	(39)	21%	(84)	12%	(49)	394
4-Region: Midwest	25%	(115)	25%	(118)	10%	(45)	28%	(128)	12%	(56)	462
4-Region: South	30%	(247)	28%	(227)	10%	(81)	20%	(169)	12%	(101)	824
4-Region: West	27%	(142)	28%	(147)	12%	(62)	21%	(110)	11%	(60)	520
Watch TV: Every day	30%	(332)	26%	(295)	10%	(113)	23%	(258)	11%	(117)	1115
Watch TV: Several times per week	29%	(149)	32%	(162)	12%	(63)	17%	(88)	9%	(48)	511
Watch TV: About once per week	22%	(37)	34%	(56)	11%	(19)	21%	(35)	11%	(18)	165
Watch TV: Several times per month	23%	(22)	36%	(35)	10%	(9)	20%	(20)	11%	(11)	97
Watch TV: Less often than once per month	34%	(32)	15%	(14)	13%	(12)	22%	(21)	15%	(14)	93
Watch TV: Never	21%	(37)	13%	(23)	5%	(9)	33%	(59)	29%	(53)	181
Watch Movies: Every day	38%	(152)	24%	(98)	9%	(37)	21%	(85)	7%	(30)	402
Watch Movies: Several times per week	30%	(187)	29%	(177)	10%	(61)	20%	(123)	11%	(70)	618
Watch Movies: About once per week	26%	(90)	33%	(114)	10%	(36)	24%	(82)	7%	(25)	348
Watch Movies: Several times per month	30%	(87)	28%	(80)	12%	(33)	19%	(55)	11%	(31)	287
Watch Movies: About once per month	22%	(41)	31%	(58)	16%	(30)	16%	(30)	17%	(31)	189
Watch Movies: Less often than once per month	19%	(30)	27%	(43)	10%	(16)	27%	(44)	17%	(28)	162
Watch Movies: Never	18%	(34)	13%	(25)	7%	(13)	37%	(72)	25%	(49)	194
Watch Sporting Events: Every day	48%	(52)	25%	(27)	11%	(12)	11%	(12)	6%	(6)	109
Watch Sporting Events: Several times per week	33%	(94)	32%	(91)	10%	(28)	21%	(59)	5%	(15)	288
Watch Sporting Events: About once per week	28%	(67)	31%	(74)	13%	(31)	18%	(43)	10%	(25)	240
Watch Sporting Events: Several times per month	24%	(54)	31%	(70)	11%	(25)	19%	(44)	14%	(32)	225
Watch Sporting Events: About once per month	33%	(47)	30%	(44)	12%	(17)	16%	(22)	10%	(14)	144
Watch Sporting Events: Less often than once per month	28%	(114)	26%	(102)	13%	(53)	23%	(92)	10%	(40)	400
Watch Sporting Events: Never	24%	(193)	24%	(186)	8%	(60)	28%	(219)	17%	(134)	793

Continued on next page

Table HR2_2: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Sanitized high touch areas such as concession stands

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	28%	(622)	27%	(595)	10%	(226)	22%	(491)	12%	(265)	2200
Cable TV: Currently subscribe	31%	(313)	27%	(275)	9%	(91)	23%	(238)	11%	(109)	1026
Cable TV: Subscribed in past	26%	(183)	30%	(212)	11%	(80)	20%	(140)	13%	(91)	706
Cable TV: Never subscribed	27%	(126)	23%	(108)	12%	(56)	24%	(113)	14%	(64)	468
Satellite TV: Currently subscribe	30%	(143)	28%	(132)	10%	(46)	18%	(85)	13%	(63)	469
Satellite TV: Subscribed in past	27%	(171)	29%	(179)	12%	(77)	21%	(131)	11%	(67)	626
Satellite TV: Never subscribed	28%	(308)	26%	(285)	9%	(104)	25%	(274)	12%	(135)	1106
Streaming Services: Currently subscribe	30%	(408)	30%	(408)	10%	(138)	21%	(283)	10%	(135)	1372
Streaming Services: Subscribed in past	33%	(64)	28%	(55)	7%	(14)	17%	(33)	14%	(26)	192
Streaming Services: Never subscribed	24%	(150)	21%	(133)	12%	(74)	28%	(175)	16%	(104)	636
Film: An avid fan	37%	(269)	28%	(202)	10%	(73)	16%	(118)	9%	(65)	728
Film: A casual fan	25%	(298)	29%	(347)	11%	(127)	23%	(269)	13%	(152)	1193
Film: Not a fan	20%	(55)	17%	(47)	9%	(26)	37%	(103)	17%	(48)	280
Television: An avid fan	33%	(339)	27%	(275)	9%	(97)	21%	(221)	10%	(103)	1035
Television: A casual fan	25%	(252)	29%	(287)	11%	(112)	23%	(228)	12%	(117)	995
Television: Not a fan	18%	(31)	20%	(34)	10%	(18)	25%	(42)	27%	(45)	170
Music: An avid fan	35%	(379)	27%	(294)	9%	(99)	18%	(191)	10%	(106)	1070
Music: A casual fan	23%	(223)	27%	(267)	12%	(114)	26%	(251)	13%	(130)	985
Music: Not a fan	13%	(19)	24%	(35)	9%	(13)	34%	(48)	20%	(29)	144
Fashion: An avid fan	39%	(132)	26%	(88)	9%	(30)	14%	(48)	12%	(39)	336
Fashion: A casual fan	32%	(283)	29%	(255)	11%	(98)	18%	(164)	10%	(91)	892
Fashion: Not a fan	21%	(207)	26%	(253)	10%	(98)	29%	(279)	14%	(136)	973

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

Table HR2_3: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Staggered available seats to allow space between moviegoers

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	25%	(550)	29%	(630)	11%	(233)	24%	(521)	12%	(267)	2200
Gender: Male	24%	(258)	30%	(320)	12%	(125)	23%	(240)	11%	(120)	1062
Gender: Female	26%	(292)	27%	(310)	10%	(108)	25%	(281)	13%	(147)	1138
Age: 18-34	33%	(216)	33%	(216)	11%	(73)	11%	(73)	12%	(77)	655
Age: 35-44	25%	(90)	32%	(115)	13%	(45)	18%	(65)	12%	(43)	358
Age: 45-64	24%	(179)	26%	(198)	11%	(79)	28%	(209)	11%	(85)	751
Age: 65+	15%	(65)	23%	(101)	8%	(36)	40%	(173)	14%	(62)	436
GenZers: 1997-2012	35%	(104)	31%	(92)	10%	(29)	11%	(32)	13%	(37)	294
Millennials: 1981-1996	30%	(159)	32%	(173)	13%	(70)	15%	(78)	10%	(56)	535
GenXers: 1965-1980	25%	(137)	29%	(157)	11%	(57)	23%	(121)	12%	(65)	536
Baby Boomers: 1946-1964	18%	(132)	25%	(188)	9%	(67)	35%	(260)	14%	(101)	748
PID: Dem (no lean)	25%	(210)	29%	(242)	12%	(103)	24%	(198)	9%	(74)	826
PID: Ind (no lean)	26%	(181)	30%	(207)	9%	(65)	21%	(144)	15%	(103)	700
PID: Rep (no lean)	23%	(158)	27%	(181)	10%	(65)	27%	(179)	13%	(91)	674
PID/Gender: Dem Men	26%	(97)	31%	(115)	14%	(53)	22%	(83)	8%	(28)	377
PID/Gender: Dem Women	25%	(113)	28%	(126)	11%	(50)	26%	(115)	10%	(45)	449
PID/Gender: Ind Men	20%	(74)	30%	(112)	10%	(37)	23%	(86)	16%	(60)	369
PID/Gender: Ind Women	33%	(108)	29%	(94)	8%	(28)	17%	(58)	13%	(43)	331
PID/Gender: Rep Men	28%	(87)	29%	(92)	11%	(35)	22%	(70)	10%	(32)	316
PID/Gender: Rep Women	20%	(71)	25%	(89)	8%	(30)	30%	(109)	16%	(59)	358
Ideo: Liberal (1-3)	27%	(182)	32%	(221)	11%	(74)	23%	(160)	7%	(49)	686
Ideo: Moderate (4)	25%	(150)	29%	(176)	9%	(53)	25%	(154)	12%	(74)	608
Ideo: Conservative (5-7)	24%	(174)	27%	(196)	12%	(83)	24%	(175)	13%	(91)	720
Educ: < College	26%	(391)	27%	(401)	9%	(141)	25%	(381)	13%	(197)	1512
Educ: Bachelors degree	21%	(93)	33%	(148)	11%	(51)	23%	(102)	11%	(50)	444
Educ: Post-grad	27%	(65)	33%	(80)	17%	(41)	16%	(38)	8%	(20)	244
Income: Under 50k	25%	(305)	25%	(301)	11%	(135)	26%	(315)	13%	(158)	1213
Income: 50k-100k	25%	(176)	32%	(224)	10%	(68)	23%	(157)	10%	(73)	698
Income: 100k+	24%	(69)	36%	(105)	10%	(30)	17%	(48)	13%	(37)	289
Ethnicity: White	24%	(411)	29%	(504)	10%	(177)	24%	(419)	12%	(211)	1722

Continued on next page

Table HR2_3: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Staggered available seats to allow space between moviegoers

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	25%	(550)	29%	(630)	11%	(233)	24%	(521)	12%	(267)	2200
Ethnicity: Hispanic	38%	(134)	25%	(86)	10%	(36)	21%	(75)	5%	(18)	349
Ethnicity: Afr. Am.	26%	(72)	28%	(75)	12%	(32)	20%	(55)	14%	(39)	274
Ethnicity: Other	33%	(66)	24%	(50)	12%	(24)	23%	(46)	9%	(18)	204
All Christian	25%	(267)	30%	(323)	10%	(107)	26%	(278)	11%	(115)	1090
All Non-Christian	23%	(24)	30%	(32)	9%	(10)	23%	(25)	14%	(14)	106
Atheist	24%	(29)	32%	(38)	9%	(11)	29%	(35)	6%	(8)	121
Agnostic/Nothing in particular	26%	(230)	27%	(236)	12%	(105)	21%	(182)	15%	(131)	883
Religious Non-Protestant/Catholic	23%	(30)	28%	(37)	10%	(13)	23%	(31)	15%	(20)	132
Evangelical	25%	(144)	25%	(144)	10%	(58)	25%	(140)	15%	(85)	571
Non-Evangelical	26%	(213)	31%	(254)	10%	(83)	24%	(198)	9%	(77)	826
Community: Urban	29%	(169)	27%	(155)	13%	(74)	21%	(121)	10%	(55)	574
Community: Suburban	25%	(257)	31%	(318)	10%	(103)	23%	(234)	12%	(121)	1033
Community: Rural	21%	(124)	26%	(156)	9%	(56)	28%	(166)	15%	(91)	593
Employ: Private Sector	29%	(194)	34%	(233)	10%	(69)	18%	(125)	8%	(57)	679
Employ: Government	21%	(27)	34%	(42)	12%	(15)	26%	(32)	7%	(9)	126
Employ: Self-Employed	35%	(63)	24%	(43)	18%	(32)	9%	(17)	14%	(26)	181
Employ: Homemaker	19%	(23)	25%	(30)	6%	(7)	37%	(45)	13%	(16)	121
Employ: Retired	17%	(87)	23%	(117)	9%	(45)	39%	(202)	13%	(66)	517
Employ: Unemployed	28%	(89)	28%	(87)	12%	(38)	19%	(61)	12%	(39)	313
Employ: Other	19%	(23)	20%	(24)	15%	(18)	21%	(25)	24%	(29)	120
Military HH: Yes	24%	(91)	26%	(99)	10%	(40)	27%	(104)	13%	(50)	384
Military HH: No	25%	(459)	29%	(531)	11%	(193)	23%	(417)	12%	(217)	1816
RD/WT: Right Direction	23%	(146)	31%	(195)	9%	(54)	21%	(135)	16%	(100)	629
RD/WT: Wrong Track	26%	(404)	28%	(434)	11%	(179)	25%	(386)	11%	(167)	1571
Trump Job Approve	25%	(205)	28%	(233)	10%	(84)	23%	(188)	14%	(119)	828
Trump Job Disapprove	25%	(331)	29%	(385)	11%	(143)	25%	(326)	9%	(118)	1304

Continued on next page

Table HR2_3: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Staggered available seats to allow space between moviegoers

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	25%	(550)	29%	(630)	11%	(233)	24%	(521)	12%	(267)	2200
Trump Job Strongly Approve	27%	(125)	22%	(101)	8%	(39)	28%	(132)	15%	(70)	467
Trump Job Somewhat Approve	22%	(80)	36%	(132)	12%	(44)	15%	(56)	14%	(49)	361
Trump Job Somewhat Disapprove	30%	(84)	36%	(102)	10%	(27)	14%	(40)	10%	(29)	282
Trump Job Strongly Disapprove	24%	(247)	28%	(283)	11%	(116)	28%	(286)	9%	(89)	1022
Favorable of Trump	25%	(208)	28%	(235)	9%	(72)	24%	(197)	14%	(114)	826
Unfavorable of Trump	25%	(315)	30%	(378)	12%	(151)	25%	(316)	9%	(110)	1269
Very Favorable of Trump	27%	(126)	22%	(104)	8%	(39)	29%	(138)	14%	(64)	471
Somewhat Favorable of Trump	23%	(82)	37%	(131)	9%	(34)	17%	(59)	14%	(51)	355
Somewhat Unfavorable of Trump	24%	(47)	41%	(82)	11%	(21)	16%	(31)	9%	(17)	199
Very Unfavorable of Trump	25%	(268)	28%	(296)	12%	(130)	27%	(284)	9%	(93)	1071
#1 Issue: Economy	28%	(195)	31%	(215)	13%	(88)	18%	(125)	11%	(76)	700
#1 Issue: Security	27%	(73)	23%	(63)	9%	(24)	23%	(62)	17%	(46)	268
#1 Issue: Health Care	25%	(102)	32%	(130)	14%	(57)	21%	(87)	7%	(30)	405
#1 Issue: Medicare / Social Security	16%	(51)	23%	(75)	4%	(13)	41%	(130)	16%	(51)	320
#1 Issue: Women's Issues	29%	(28)	27%	(26)	9%	(8)	25%	(24)	10%	(10)	97
#1 Issue: Education	29%	(40)	32%	(44)	11%	(15)	15%	(21)	12%	(16)	135
#1 Issue: Energy	28%	(28)	37%	(36)	10%	(10)	13%	(13)	12%	(12)	99
#1 Issue: Other	19%	(34)	23%	(40)	9%	(16)	33%	(59)	15%	(27)	176
2018 House Vote: Democrat	25%	(197)	30%	(231)	12%	(95)	25%	(195)	8%	(66)	784
2018 House Vote: Republican	24%	(150)	27%	(173)	10%	(64)	26%	(166)	13%	(79)	632
2018 House Vote: Someone else	29%	(20)	16%	(11)	9%	(6)	31%	(21)	16%	(11)	69
2016 Vote: Hillary Clinton	25%	(180)	29%	(203)	13%	(94)	26%	(182)	7%	(53)	711
2016 Vote: Donald Trump	23%	(157)	28%	(192)	10%	(68)	26%	(175)	13%	(88)	680
2016 Vote: Other	21%	(29)	27%	(39)	8%	(11)	31%	(44)	13%	(18)	141
2016 Vote: Didn't Vote	28%	(184)	29%	(196)	9%	(59)	18%	(119)	16%	(108)	667
Voted in 2014: Yes	24%	(305)	28%	(352)	11%	(145)	26%	(338)	11%	(137)	1277
Voted in 2014: No	27%	(245)	30%	(277)	9%	(88)	20%	(183)	14%	(130)	923

Continued on next page

Table HR2_3: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Staggered available seats to allow space between moviegoers

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	25%	(550)	29%	(630)	11%	(233)	24%	(521)	12%	(267)	2200
2012 Vote: Barack Obama	25%	(209)	30%	(253)	11%	(96)	24%	(203)	10%	(83)	844
2012 Vote: Mitt Romney	22%	(108)	26%	(128)	10%	(49)	28%	(136)	13%	(65)	485
2012 Vote: Other	20%	(16)	18%	(15)	11%	(9)	38%	(31)	14%	(11)	82
2012 Vote: Didn't Vote	27%	(211)	30%	(234)	10%	(79)	19%	(150)	14%	(108)	782
4-Region: Northeast	26%	(103)	28%	(109)	10%	(39)	24%	(94)	12%	(48)	394
4-Region: Midwest	20%	(95)	29%	(135)	11%	(51)	29%	(132)	11%	(50)	462
4-Region: South	28%	(227)	29%	(238)	10%	(80)	21%	(176)	13%	(104)	824
4-Region: West	24%	(125)	28%	(148)	12%	(63)	23%	(119)	13%	(65)	520
Watch TV: Every day	26%	(295)	28%	(309)	11%	(121)	25%	(275)	10%	(114)	1115
Watch TV: Several times per week	26%	(135)	34%	(174)	11%	(58)	18%	(94)	10%	(50)	511
Watch TV: About once per week	19%	(31)	32%	(52)	12%	(20)	25%	(41)	12%	(21)	165
Watch TV: Several times per month	21%	(20)	35%	(34)	11%	(10)	22%	(21)	12%	(12)	97
Watch TV: Less often than once per month	28%	(26)	18%	(16)	13%	(12)	24%	(22)	18%	(17)	93
Watch TV: Never	21%	(38)	15%	(27)	4%	(8)	33%	(59)	27%	(49)	181
Watch Movies: Every day	33%	(135)	24%	(98)	8%	(33)	25%	(102)	9%	(34)	402
Watch Movies: Several times per week	28%	(171)	32%	(199)	10%	(62)	20%	(126)	10%	(60)	618
Watch Movies: About once per week	25%	(87)	33%	(115)	10%	(34)	25%	(86)	8%	(26)	348
Watch Movies: Several times per month	24%	(69)	32%	(92)	12%	(35)	20%	(59)	11%	(32)	287
Watch Movies: About once per month	15%	(29)	33%	(62)	18%	(34)	17%	(32)	18%	(33)	189
Watch Movies: Less often than once per month	17%	(28)	22%	(35)	12%	(20)	30%	(48)	19%	(30)	162
Watch Movies: Never	16%	(31)	14%	(28)	8%	(16)	35%	(68)	27%	(52)	194
Watch Sporting Events: Every day	42%	(46)	25%	(27)	11%	(12)	15%	(16)	7%	(8)	109
Watch Sporting Events: Several times per week	27%	(77)	37%	(107)	11%	(33)	20%	(57)	5%	(14)	288
Watch Sporting Events: About once per week	24%	(58)	35%	(84)	12%	(28)	20%	(49)	9%	(22)	240
Watch Sporting Events: Several times per month	30%	(67)	24%	(55)	13%	(29)	21%	(48)	12%	(27)	225
Watch Sporting Events: About once per month	20%	(28)	38%	(55)	11%	(16)	18%	(26)	13%	(19)	144
Watch Sporting Events: Less often than once per month	24%	(96)	30%	(120)	12%	(47)	24%	(95)	10%	(41)	400
Watch Sporting Events: Never	22%	(176)	23%	(182)	8%	(67)	29%	(231)	17%	(137)	793

Continued on next page

Table HR2_3: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Staggered available seats to allow space between moviegoers

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	25%	(550)	29%	(630)	11%	(233)	24%	(521)	12%	(267)	2200
Cable TV: Currently subscribe	25%	(258)	30%	(303)	10%	(102)	25%	(252)	11%	(111)	1026
Cable TV: Subscribed in past	25%	(180)	30%	(211)	11%	(77)	20%	(144)	13%	(94)	706
Cable TV: Never subscribed	24%	(113)	25%	(115)	12%	(54)	27%	(124)	13%	(62)	468
Satellite TV: Currently subscribe	24%	(114)	30%	(140)	10%	(48)	21%	(100)	14%	(67)	469
Satellite TV: Subscribed in past	26%	(164)	30%	(190)	11%	(69)	22%	(137)	11%	(66)	626
Satellite TV: Never subscribed	25%	(272)	27%	(300)	10%	(116)	26%	(284)	12%	(134)	1106
Streaming Services: Currently subscribe	26%	(352)	33%	(452)	10%	(137)	22%	(296)	10%	(135)	1372
Streaming Services: Subscribed in past	31%	(60)	25%	(49)	11%	(20)	20%	(38)	13%	(26)	192
Streaming Services: Never subscribed	22%	(138)	20%	(129)	12%	(75)	29%	(187)	17%	(107)	636
Film: An avid fan	34%	(248)	29%	(211)	10%	(75)	18%	(130)	9%	(64)	728
Film: A casual fan	21%	(248)	32%	(378)	11%	(137)	23%	(278)	13%	(153)	1193
Film: Not a fan	19%	(54)	14%	(40)	8%	(22)	40%	(113)	18%	(51)	280
Television: An avid fan	30%	(311)	28%	(286)	9%	(91)	23%	(241)	10%	(106)	1035
Television: A casual fan	21%	(213)	31%	(304)	13%	(129)	23%	(226)	12%	(122)	995
Television: Not a fan	15%	(25)	23%	(39)	7%	(12)	32%	(54)	23%	(39)	170
Music: An avid fan	31%	(331)	30%	(319)	10%	(111)	19%	(203)	10%	(106)	1070
Music: A casual fan	20%	(196)	29%	(284)	11%	(112)	27%	(263)	13%	(130)	985
Music: Not a fan	16%	(22)	19%	(27)	7%	(10)	38%	(54)	21%	(31)	144
Fashion: An avid fan	33%	(111)	28%	(94)	10%	(35)	16%	(55)	12%	(41)	336
Fashion: A casual fan	27%	(244)	31%	(278)	11%	(100)	20%	(176)	10%	(94)	892
Fashion: Not a fan	20%	(194)	26%	(258)	10%	(98)	30%	(290)	14%	(132)	973

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

Table HR2_4: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Introduced contact-free methods to pay for movie tickets and concessions

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	22%	(484)	27%	(596)	11%	(238)	24%	(536)	16%	(345)	2200
Gender: Male	23%	(242)	27%	(283)	12%	(129)	24%	(250)	15%	(158)	1062
Gender: Female	21%	(241)	28%	(313)	10%	(109)	25%	(286)	17%	(188)	1138
Age: 18-34	32%	(211)	31%	(202)	11%	(71)	10%	(64)	16%	(108)	655
Age: 35-44	26%	(93)	31%	(111)	11%	(38)	19%	(67)	14%	(48)	358
Age: 45-64	18%	(136)	25%	(191)	11%	(84)	30%	(225)	15%	(115)	751
Age: 65+	10%	(45)	21%	(92)	10%	(45)	41%	(180)	17%	(75)	436
GenZers: 1997-2012	37%	(108)	28%	(83)	10%	(30)	8%	(24)	16%	(48)	294
Millennials: 1981-1996	27%	(145)	32%	(171)	12%	(62)	14%	(76)	15%	(81)	535
GenXers: 1965-1980	23%	(121)	29%	(157)	10%	(51)	24%	(130)	14%	(77)	536
Baby Boomers: 1946-1964	13%	(96)	22%	(165)	11%	(82)	37%	(276)	17%	(128)	748
PID: Dem (no lean)	25%	(205)	28%	(229)	12%	(99)	25%	(205)	11%	(88)	826
PID: Ind (no lean)	22%	(155)	26%	(183)	10%	(72)	22%	(153)	20%	(137)	700
PID: Rep (no lean)	18%	(124)	27%	(183)	10%	(68)	27%	(179)	18%	(120)	674
PID/Gender: Dem Men	29%	(110)	26%	(97)	13%	(48)	23%	(86)	10%	(36)	377
PID/Gender: Dem Women	21%	(96)	29%	(132)	11%	(50)	26%	(119)	12%	(52)	449
PID/Gender: Ind Men	17%	(62)	26%	(97)	11%	(41)	25%	(94)	20%	(75)	369
PID/Gender: Ind Women	28%	(93)	26%	(86)	9%	(31)	18%	(59)	19%	(62)	331
PID/Gender: Rep Men	22%	(71)	28%	(88)	13%	(40)	22%	(70)	15%	(47)	316
PID/Gender: Rep Women	15%	(53)	27%	(95)	8%	(28)	30%	(108)	21%	(74)	358
Ideo: Liberal (1-3)	25%	(172)	31%	(212)	11%	(78)	23%	(160)	9%	(65)	686
Ideo: Moderate (4)	20%	(123)	27%	(165)	11%	(65)	27%	(164)	15%	(91)	608
Ideo: Conservative (5-7)	20%	(145)	25%	(182)	12%	(83)	25%	(183)	18%	(127)	720
Educ: < College	23%	(343)	26%	(388)	10%	(145)	25%	(382)	17%	(253)	1512
Educ: Bachelors degree	20%	(87)	29%	(127)	11%	(51)	25%	(110)	16%	(69)	444
Educ: Post-grad	22%	(53)	33%	(81)	17%	(43)	18%	(44)	9%	(23)	244
Income: Under 50k	23%	(274)	25%	(297)	11%	(138)	26%	(312)	16%	(192)	1213
Income: 50k-100k	21%	(147)	29%	(205)	10%	(71)	24%	(169)	15%	(105)	698
Income: 100k+	22%	(63)	32%	(93)	10%	(29)	19%	(55)	17%	(48)	289
Ethnicity: White	20%	(341)	28%	(480)	11%	(185)	26%	(440)	16%	(275)	1722

Continued on next page

Table HR2_4: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Introduced contact-free methods to pay for movie tickets and concessions

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	22%	(484)	27%	(596)	11%	(238)	24%	(536)	16%	(345)	2200
Ethnicity: Hispanic	39%	(136)	20%	(71)	11%	(39)	20%	(70)	10%	(34)	349
Ethnicity: Afr. Am.	29%	(80)	28%	(77)	9%	(26)	18%	(51)	15%	(41)	274
Ethnicity: Other	31%	(63)	19%	(39)	14%	(28)	23%	(46)	14%	(29)	204
All Christian	22%	(238)	28%	(303)	10%	(108)	26%	(285)	14%	(156)	1090
All Non-Christian	22%	(23)	29%	(30)	14%	(15)	21%	(23)	14%	(15)	106
Atheist	20%	(25)	28%	(34)	6%	(7)	32%	(38)	14%	(17)	121
Agnostic/Nothing in particular	23%	(199)	26%	(229)	12%	(108)	22%	(190)	18%	(157)	883
Religious Non-Protestant/Catholic	24%	(32)	25%	(34)	13%	(18)	19%	(25)	18%	(23)	132
Evangelical	20%	(115)	28%	(158)	9%	(53)	25%	(142)	18%	(102)	571
Non-Evangelical	23%	(191)	29%	(236)	10%	(86)	25%	(207)	13%	(105)	826
Community: Urban	27%	(155)	27%	(154)	12%	(70)	21%	(121)	13%	(74)	574
Community: Suburban	22%	(228)	29%	(304)	10%	(108)	23%	(240)	15%	(154)	1033
Community: Rural	17%	(102)	23%	(138)	10%	(60)	30%	(175)	20%	(118)	593
Employ: Private Sector	27%	(180)	32%	(220)	10%	(68)	19%	(127)	12%	(83)	679
Employ: Government	23%	(29)	27%	(34)	15%	(19)	23%	(29)	12%	(15)	126
Employ: Self-Employed	27%	(49)	26%	(47)	15%	(27)	15%	(27)	17%	(30)	181
Employ: Homemaker	21%	(25)	22%	(26)	4%	(4)	37%	(44)	18%	(21)	121
Employ: Retired	12%	(64)	21%	(111)	11%	(57)	40%	(205)	16%	(81)	517
Employ: Unemployed	25%	(78)	27%	(85)	11%	(35)	20%	(64)	16%	(52)	313
Employ: Other	16%	(19)	21%	(25)	13%	(15)	24%	(28)	27%	(32)	120
Military HH: Yes	19%	(71)	26%	(101)	14%	(53)	24%	(94)	17%	(64)	384
Military HH: No	23%	(412)	27%	(495)	10%	(185)	24%	(442)	16%	(282)	1816
RD/WT: Right Direction	22%	(136)	29%	(183)	8%	(51)	22%	(136)	20%	(124)	629
RD/WT: Wrong Track	22%	(348)	26%	(413)	12%	(188)	25%	(400)	14%	(222)	1571
Trump Job Approve	21%	(170)	27%	(228)	10%	(79)	23%	(188)	20%	(164)	828
Trump Job Disapprove	23%	(303)	28%	(362)	12%	(154)	26%	(338)	11%	(146)	1304

Continued on next page

Table HR2_4: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Introduced contact-free methods to pay for movie tickets and concessions

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	22%	(484)	27%	(596)	11%	(238)	24%	(536)	16%	(345)	2200
Trump Job Strongly Approve	21%	(99)	23%	(107)	8%	(39)	28%	(129)	20%	(94)	467
Trump Job Somewhat Approve	20%	(72)	33%	(121)	11%	(40)	16%	(59)	19%	(69)	361
Trump Job Somewhat Disapprove	30%	(84)	33%	(92)	10%	(28)	16%	(46)	12%	(33)	282
Trump Job Strongly Disapprove	21%	(219)	26%	(270)	12%	(127)	29%	(293)	11%	(114)	1022
Favorable of Trump	21%	(176)	27%	(221)	9%	(72)	24%	(201)	19%	(156)	826
Unfavorable of Trump	23%	(288)	28%	(354)	12%	(158)	26%	(326)	11%	(144)	1269
Very Favorable of Trump	23%	(108)	22%	(104)	8%	(36)	29%	(135)	19%	(89)	471
Somewhat Favorable of Trump	19%	(69)	33%	(117)	10%	(35)	19%	(66)	19%	(68)	355
Somewhat Unfavorable of Trump	25%	(49)	33%	(65)	13%	(26)	16%	(32)	13%	(26)	199
Very Unfavorable of Trump	22%	(239)	27%	(289)	12%	(131)	27%	(294)	11%	(118)	1071
#1 Issue: Economy	27%	(186)	29%	(202)	11%	(75)	18%	(129)	15%	(108)	700
#1 Issue: Security	22%	(60)	27%	(72)	9%	(24)	23%	(61)	19%	(50)	268
#1 Issue: Health Care	22%	(88)	31%	(126)	13%	(53)	23%	(95)	11%	(44)	405
#1 Issue: Medicare / Social Security	14%	(46)	16%	(52)	9%	(29)	41%	(130)	20%	(63)	320
#1 Issue: Women's Issues	22%	(22)	28%	(27)	15%	(14)	25%	(24)	11%	(10)	97
#1 Issue: Education	27%	(36)	28%	(38)	9%	(12)	16%	(21)	20%	(28)	135
#1 Issue: Energy	24%	(24)	33%	(32)	15%	(15)	16%	(16)	12%	(12)	99
#1 Issue: Other	13%	(22)	26%	(47)	9%	(16)	34%	(60)	18%	(31)	176
2018 House Vote: Democrat	24%	(185)	28%	(222)	11%	(85)	27%	(210)	11%	(82)	784
2018 House Vote: Republican	20%	(125)	26%	(161)	10%	(66)	26%	(165)	18%	(114)	632
2018 House Vote: Someone else	26%	(18)	19%	(13)	10%	(7)	30%	(21)	15%	(10)	69
2016 Vote: Hillary Clinton	24%	(174)	27%	(191)	12%	(85)	27%	(191)	10%	(72)	711
2016 Vote: Donald Trump	19%	(128)	26%	(179)	10%	(71)	27%	(187)	17%	(116)	680
2016 Vote: Other	21%	(30)	22%	(32)	10%	(14)	30%	(42)	17%	(24)	141
2016 Vote: Didn't Vote	23%	(152)	29%	(195)	10%	(69)	18%	(117)	20%	(134)	667
Voted in 2014: Yes	22%	(278)	26%	(333)	10%	(133)	28%	(352)	14%	(181)	1277
Voted in 2014: No	22%	(206)	28%	(263)	11%	(106)	20%	(184)	18%	(165)	923

Continued on next page

Table HR2_4: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Introduced contact-free methods to pay for movie tickets and concessions

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	22%	(484)	27%	(596)	11%	(238)	24%	(536)	16%	(345)	2200
2012 Vote: Barack Obama	23%	(193)	28%	(234)	11%	(95)	26%	(216)	13%	(106)	844
2012 Vote: Mitt Romney	18%	(89)	25%	(121)	10%	(50)	28%	(138)	18%	(86)	485
2012 Vote: Other	13%	(11)	20%	(16)	12%	(10)	40%	(33)	15%	(13)	82
2012 Vote: Didn't Vote	24%	(186)	29%	(223)	11%	(83)	19%	(150)	18%	(139)	782
4-Region: Northeast	27%	(104)	23%	(92)	11%	(44)	25%	(97)	14%	(57)	394
4-Region: Midwest	17%	(80)	26%	(118)	11%	(49)	30%	(138)	17%	(77)	462
4-Region: South	23%	(188)	28%	(233)	10%	(80)	23%	(186)	17%	(138)	824
4-Region: West	22%	(112)	29%	(153)	13%	(65)	22%	(116)	14%	(73)	520
Watch TV: Every day	25%	(280)	25%	(281)	10%	(112)	26%	(284)	14%	(158)	1115
Watch TV: Several times per week	21%	(106)	33%	(170)	13%	(66)	20%	(104)	12%	(64)	511
Watch TV: About once per week	14%	(22)	35%	(57)	13%	(22)	22%	(37)	16%	(27)	165
Watch TV: Several times per month	16%	(15)	27%	(26)	15%	(15)	23%	(22)	20%	(19)	97
Watch TV: Less often than once per month	27%	(25)	16%	(15)	13%	(12)	25%	(23)	19%	(18)	93
Watch TV: Never	16%	(30)	16%	(28)	5%	(9)	33%	(60)	30%	(55)	181
Watch Movies: Every day	33%	(134)	23%	(93)	9%	(37)	25%	(99)	10%	(39)	402
Watch Movies: Several times per week	23%	(142)	28%	(171)	12%	(77)	23%	(139)	14%	(89)	618
Watch Movies: About once per week	18%	(64)	36%	(125)	10%	(35)	23%	(81)	12%	(43)	348
Watch Movies: Several times per month	22%	(64)	29%	(83)	14%	(39)	21%	(60)	14%	(41)	287
Watch Movies: About once per month	19%	(37)	32%	(61)	10%	(19)	17%	(32)	21%	(40)	189
Watch Movies: Less often than once per month	14%	(23)	19%	(30)	11%	(18)	35%	(56)	21%	(34)	162
Watch Movies: Never	11%	(21)	17%	(32)	7%	(13)	36%	(69)	30%	(58)	194
Watch Sporting Events: Every day	43%	(47)	26%	(28)	12%	(13)	12%	(13)	7%	(7)	109
Watch Sporting Events: Several times per week	24%	(69)	36%	(104)	11%	(32)	22%	(64)	6%	(19)	288
Watch Sporting Events: About once per week	26%	(62)	27%	(66)	13%	(30)	22%	(52)	13%	(31)	240
Watch Sporting Events: Several times per month	19%	(43)	26%	(58)	12%	(27)	20%	(45)	22%	(51)	225
Watch Sporting Events: About once per month	18%	(26)	29%	(42)	18%	(25)	19%	(27)	16%	(23)	144
Watch Sporting Events: Less often than once per month	20%	(81)	29%	(117)	13%	(51)	24%	(96)	14%	(55)	400
Watch Sporting Events: Never	19%	(154)	23%	(180)	7%	(59)	30%	(238)	20%	(161)	793

Continued on next page

Table HR2_4: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Introduced contact-free methods to pay for movie tickets and concessions

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	22%	(484)	27%	(596)	11%	(238)	24%	(536)	16%	(345)	2200
Cable TV: Currently subscribe	23%	(232)	28%	(283)	10%	(106)	26%	(270)	13%	(134)	1026
Cable TV: Subscribed in past	22%	(154)	28%	(198)	12%	(82)	20%	(143)	18%	(130)	706
Cable TV: Never subscribed	21%	(99)	24%	(114)	11%	(50)	26%	(123)	17%	(81)	468
Satellite TV: Currently subscribe	22%	(105)	26%	(124)	11%	(50)	22%	(101)	19%	(88)	469
Satellite TV: Subscribed in past	23%	(142)	28%	(173)	13%	(80)	22%	(138)	15%	(92)	626
Satellite TV: Never subscribed	21%	(237)	27%	(299)	10%	(108)	27%	(297)	15%	(166)	1106
Streaming Services: Currently subscribe	23%	(316)	30%	(414)	10%	(140)	23%	(310)	14%	(191)	1372
Streaming Services: Subscribed in past	30%	(57)	24%	(47)	14%	(27)	17%	(33)	15%	(29)	192
Streaming Services: Never subscribed	17%	(111)	21%	(135)	11%	(71)	30%	(193)	20%	(125)	636
Film: An avid fan	31%	(226)	28%	(206)	10%	(72)	19%	(139)	12%	(85)	728
Film: A casual fan	18%	(219)	29%	(343)	12%	(145)	24%	(288)	17%	(198)	1193
Film: Not a fan	14%	(39)	17%	(47)	8%	(22)	39%	(109)	22%	(63)	280
Television: An avid fan	26%	(273)	28%	(285)	9%	(95)	24%	(250)	13%	(132)	1035
Television: A casual fan	19%	(189)	28%	(276)	13%	(126)	24%	(236)	17%	(167)	995
Television: Not a fan	13%	(22)	20%	(34)	10%	(18)	30%	(50)	27%	(46)	170
Music: An avid fan	30%	(317)	29%	(312)	10%	(108)	19%	(201)	12%	(132)	1070
Music: A casual fan	15%	(148)	27%	(267)	11%	(110)	28%	(280)	18%	(180)	985
Music: Not a fan	13%	(19)	12%	(17)	14%	(20)	38%	(55)	23%	(33)	144
Fashion: An avid fan	31%	(106)	28%	(95)	11%	(35)	16%	(54)	14%	(47)	336
Fashion: A casual fan	25%	(223)	31%	(279)	10%	(92)	20%	(176)	14%	(121)	892
Fashion: Not a fan	16%	(155)	23%	(222)	11%	(111)	32%	(307)	18%	(178)	973

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

Table HR2_5: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Shortened hours

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	12%	(256)	21%	(466)	16%	(359)	30%	(651)	21%	(468)	2200
Gender: Male	11%	(112)	23%	(244)	19%	(205)	28%	(297)	19%	(204)	1062
Gender: Female	13%	(144)	20%	(222)	14%	(154)	31%	(354)	23%	(264)	1138
Age: 18-34	14%	(95)	25%	(165)	21%	(136)	20%	(130)	20%	(129)	655
Age: 35-44	13%	(47)	27%	(96)	16%	(56)	26%	(92)	19%	(67)	358
Age: 45-64	11%	(85)	19%	(144)	14%	(107)	33%	(247)	22%	(168)	751
Age: 65+	7%	(29)	14%	(62)	14%	(60)	42%	(182)	24%	(104)	436
GenZers: 1997-2012	13%	(39)	28%	(84)	19%	(56)	19%	(57)	20%	(58)	294
Millennials: 1981-1996	15%	(79)	24%	(127)	21%	(112)	22%	(120)	18%	(97)	535
GenXers: 1965-1980	12%	(66)	23%	(123)	13%	(71)	29%	(157)	22%	(118)	536
Baby Boomers: 1946-1964	8%	(61)	16%	(119)	14%	(106)	38%	(285)	24%	(176)	748
PID: Dem (no lean)	12%	(100)	25%	(206)	17%	(139)	28%	(234)	18%	(148)	826
PID: Ind (no lean)	13%	(91)	17%	(116)	17%	(116)	28%	(199)	25%	(177)	700
PID: Rep (no lean)	10%	(64)	21%	(144)	16%	(105)	32%	(218)	21%	(143)	674
PID/Gender: Dem Men	13%	(50)	27%	(101)	19%	(72)	26%	(99)	14%	(54)	377
PID/Gender: Dem Women	11%	(50)	23%	(105)	15%	(66)	30%	(135)	21%	(94)	449
PID/Gender: Ind Men	7%	(26)	18%	(67)	19%	(71)	32%	(118)	23%	(87)	369
PID/Gender: Ind Women	20%	(66)	15%	(49)	14%	(45)	24%	(81)	27%	(91)	331
PID/Gender: Rep Men	11%	(36)	24%	(75)	19%	(61)	25%	(80)	20%	(64)	316
PID/Gender: Rep Women	8%	(28)	19%	(69)	12%	(43)	39%	(138)	22%	(79)	358
Ideo: Liberal (1-3)	12%	(81)	24%	(165)	18%	(124)	29%	(201)	17%	(114)	686
Ideo: Moderate (4)	12%	(75)	20%	(123)	15%	(91)	32%	(193)	21%	(125)	608
Ideo: Conservative (5-7)	10%	(73)	20%	(147)	18%	(128)	31%	(220)	21%	(152)	720
Educ: < College	12%	(189)	21%	(316)	14%	(213)	31%	(463)	22%	(332)	1512
Educ: Bachelors degree	9%	(39)	20%	(87)	21%	(94)	29%	(127)	22%	(96)	444
Educ: Post-grad	11%	(28)	26%	(63)	22%	(53)	25%	(61)	16%	(40)	244
Income: Under 50k	13%	(154)	20%	(243)	16%	(190)	31%	(373)	21%	(254)	1213
Income: 50k-100k	11%	(78)	23%	(162)	16%	(113)	30%	(207)	20%	(137)	698
Income: 100k+	8%	(24)	21%	(61)	19%	(56)	24%	(70)	27%	(78)	289
Ethnicity: White	11%	(184)	21%	(367)	16%	(270)	30%	(519)	22%	(382)	1722

Continued on next page

Table HR2_5: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Shortened hours

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	12%	(256)	21%	(466)	16%	(359)	30%	(651)	21%	(468)	2200
Ethnicity: Hispanic	18%	(63)	24%	(84)	19%	(65)	25%	(88)	14%	(49)	349
Ethnicity: Afr. Am.	16%	(43)	18%	(50)	20%	(54)	28%	(77)	18%	(50)	274
Ethnicity: Other	14%	(28)	24%	(49)	17%	(36)	27%	(55)	18%	(36)	204
All Christian	12%	(132)	21%	(232)	16%	(178)	29%	(320)	21%	(229)	1090
All Non-Christian	12%	(12)	30%	(31)	16%	(17)	23%	(24)	20%	(21)	106
Atheist	9%	(11)	17%	(20)	16%	(20)	35%	(42)	23%	(27)	121
Agnostic/Nothing in particular	11%	(100)	21%	(183)	16%	(144)	30%	(265)	22%	(191)	883
Religious Non-Protestant/Catholic	14%	(18)	24%	(32)	15%	(20)	25%	(33)	21%	(28)	132
Evangelical	11%	(60)	21%	(120)	16%	(91)	31%	(177)	22%	(123)	571
Non-Evangelical	13%	(107)	22%	(184)	15%	(126)	29%	(243)	20%	(165)	826
Community: Urban	16%	(93)	20%	(118)	21%	(120)	25%	(144)	17%	(99)	574
Community: Suburban	10%	(106)	23%	(237)	18%	(181)	29%	(297)	21%	(213)	1033
Community: Rural	10%	(57)	19%	(111)	10%	(58)	35%	(210)	26%	(156)	593
Employ: Private Sector	14%	(94)	25%	(169)	17%	(115)	25%	(173)	19%	(128)	679
Employ: Government	8%	(10)	26%	(32)	18%	(22)	32%	(41)	16%	(21)	126
Employ: Self-Employed	14%	(26)	20%	(35)	22%	(40)	21%	(37)	23%	(42)	181
Employ: Homemaker	17%	(21)	15%	(18)	8%	(9)	39%	(47)	21%	(26)	121
Employ: Retired	7%	(38)	15%	(78)	14%	(72)	42%	(215)	22%	(114)	517
Employ: Unemployed	15%	(47)	25%	(77)	17%	(52)	24%	(75)	19%	(61)	313
Employ: Other	6%	(7)	16%	(20)	18%	(22)	30%	(36)	30%	(36)	120
Military HH: Yes	8%	(32)	18%	(70)	18%	(70)	31%	(117)	25%	(95)	384
Military HH: No	12%	(224)	22%	(396)	16%	(290)	29%	(534)	21%	(374)	1816
RD/WT: Right Direction	11%	(71)	23%	(142)	17%	(106)	26%	(162)	23%	(148)	629
RD/WT: Wrong Track	12%	(184)	21%	(324)	16%	(253)	31%	(489)	20%	(320)	1571
Trump Job Approve	11%	(92)	20%	(166)	17%	(137)	28%	(233)	24%	(200)	828
Trump Job Disapprove	12%	(153)	22%	(291)	17%	(216)	31%	(410)	18%	(234)	1304

Continued on next page

Table HR2_5: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Shortened hours

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	12%	(256)	21%	(466)	16%	(359)	30%	(651)	21%	(468)	2200
Trump Job Strongly Approve	12%	(58)	17%	(78)	13%	(62)	32%	(152)	25%	(118)	467
Trump Job Somewhat Approve	10%	(35)	25%	(89)	21%	(75)	23%	(82)	23%	(82)	361
Trump Job Somewhat Disapprove	16%	(44)	28%	(79)	19%	(53)	21%	(59)	17%	(48)	282
Trump Job Strongly Disapprove	11%	(109)	21%	(212)	16%	(164)	34%	(351)	18%	(186)	1022
Favorable of Trump	11%	(92)	20%	(169)	15%	(128)	29%	(242)	24%	(197)	826
Unfavorable of Trump	12%	(146)	22%	(282)	17%	(221)	31%	(399)	17%	(222)	1269
Very Favorable of Trump	13%	(59)	18%	(83)	12%	(58)	33%	(157)	24%	(114)	471
Somewhat Favorable of Trump	9%	(32)	24%	(86)	20%	(70)	24%	(85)	23%	(83)	355
Somewhat Unfavorable of Trump	10%	(20)	32%	(64)	18%	(36)	22%	(45)	17%	(33)	199
Very Unfavorable of Trump	12%	(126)	20%	(217)	17%	(185)	33%	(355)	18%	(189)	1071
#1 Issue: Economy	13%	(94)	22%	(155)	19%	(130)	25%	(176)	21%	(145)	700
#1 Issue: Security	12%	(33)	22%	(59)	11%	(30)	28%	(76)	26%	(68)	268
#1 Issue: Health Care	12%	(50)	22%	(89)	21%	(86)	26%	(107)	18%	(72)	405
#1 Issue: Medicare / Social Security	8%	(27)	16%	(52)	11%	(36)	42%	(133)	23%	(72)	320
#1 Issue: Women's Issues	9%	(8)	31%	(30)	15%	(15)	26%	(25)	19%	(19)	97
#1 Issue: Education	14%	(19)	23%	(31)	12%	(17)	31%	(42)	20%	(27)	135
#1 Issue: Energy	9%	(9)	25%	(25)	25%	(25)	19%	(19)	22%	(22)	99
#1 Issue: Other	9%	(16)	13%	(24)	12%	(21)	42%	(74)	24%	(43)	176
2018 House Vote: Democrat	12%	(95)	22%	(172)	18%	(142)	30%	(236)	18%	(139)	784
2018 House Vote: Republican	10%	(63)	19%	(122)	16%	(98)	32%	(203)	23%	(145)	632
2018 House Vote: Someone else	16%	(11)	13%	(9)	13%	(9)	34%	(24)	24%	(16)	69
2016 Vote: Hillary Clinton	13%	(93)	20%	(142)	19%	(132)	31%	(220)	17%	(124)	711
2016 Vote: Donald Trump	9%	(60)	20%	(137)	17%	(116)	32%	(215)	23%	(153)	680
2016 Vote: Other	13%	(19)	16%	(23)	13%	(18)	38%	(53)	21%	(29)	141
2016 Vote: Didn't Vote	13%	(85)	25%	(164)	14%	(94)	24%	(163)	24%	(161)	667
Voted in 2014: Yes	12%	(155)	19%	(239)	17%	(218)	32%	(407)	20%	(259)	1277
Voted in 2014: No	11%	(101)	25%	(227)	15%	(142)	26%	(244)	23%	(209)	923

Continued on next page

Table HR2_5: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Shortened hours

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	12%	(256)	21%	(466)	16%	(359)	30%	(651)	21%	(468)	2200
2012 Vote: Barack Obama	12%	(102)	21%	(174)	18%	(153)	30%	(250)	20%	(166)	844
2012 Vote: Mitt Romney	10%	(50)	19%	(91)	14%	(70)	34%	(165)	23%	(109)	485
2012 Vote: Other	10%	(8)	13%	(11)	13%	(10)	49%	(40)	15%	(13)	82
2012 Vote: Didn't Vote	11%	(90)	24%	(190)	16%	(126)	25%	(196)	23%	(180)	782
4-Region: Northeast	13%	(53)	20%	(80)	17%	(68)	28%	(110)	21%	(82)	394
4-Region: Midwest	7%	(32)	21%	(97)	15%	(72)	32%	(149)	24%	(113)	462
4-Region: South	13%	(110)	22%	(184)	14%	(118)	29%	(241)	21%	(171)	824
4-Region: West	12%	(60)	20%	(105)	20%	(101)	29%	(151)	20%	(103)	520
Watch TV: Every day	13%	(144)	18%	(201)	17%	(185)	32%	(352)	21%	(234)	1115
Watch TV: Several times per week	8%	(43)	29%	(148)	20%	(102)	24%	(123)	19%	(96)	511
Watch TV: About once per week	10%	(17)	26%	(42)	17%	(28)	30%	(50)	17%	(28)	165
Watch TV: Several times per month	14%	(13)	22%	(22)	15%	(14)	27%	(26)	22%	(21)	97
Watch TV: Less often than once per month	18%	(16)	19%	(18)	14%	(13)	24%	(22)	25%	(23)	93
Watch TV: Never	11%	(21)	12%	(22)	6%	(11)	38%	(68)	33%	(60)	181
Watch Movies: Every day	19%	(77)	21%	(84)	15%	(61)	30%	(121)	15%	(60)	402
Watch Movies: Several times per week	9%	(58)	24%	(151)	18%	(111)	28%	(175)	20%	(123)	618
Watch Movies: About once per week	11%	(38)	27%	(93)	15%	(54)	29%	(102)	18%	(62)	348
Watch Movies: Several times per month	14%	(40)	20%	(56)	18%	(51)	25%	(72)	24%	(68)	287
Watch Movies: About once per month	7%	(14)	25%	(47)	19%	(35)	24%	(46)	25%	(47)	189
Watch Movies: Less often than once per month	9%	(15)	9%	(14)	17%	(27)	38%	(62)	26%	(43)	162
Watch Movies: Never	8%	(15)	11%	(21)	10%	(20)	38%	(73)	34%	(66)	194
Watch Sporting Events: Every day	25%	(28)	21%	(23)	23%	(26)	18%	(19)	13%	(14)	109
Watch Sporting Events: Several times per week	9%	(26)	31%	(88)	20%	(58)	29%	(82)	11%	(33)	288
Watch Sporting Events: About once per week	9%	(22)	26%	(62)	18%	(43)	28%	(67)	19%	(47)	240
Watch Sporting Events: Several times per month	8%	(18)	21%	(48)	14%	(32)	28%	(62)	29%	(65)	225
Watch Sporting Events: About once per month	11%	(15)	21%	(31)	23%	(33)	25%	(36)	20%	(28)	144
Watch Sporting Events: Less often than once per month	11%	(43)	22%	(86)	21%	(84)	28%	(111)	19%	(76)	400
Watch Sporting Events: Never	13%	(102)	16%	(128)	10%	(83)	34%	(273)	26%	(206)	793

Continued on next page

Table HR2_5: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Shortened hours

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	12%	(256)	21%	(466)	16%	(359)	30%	(651)	21%	(468)	2200
Cable TV: Currently subscribe	12%	(124)	21%	(212)	16%	(167)	30%	(312)	21%	(211)	1026
Cable TV: Subscribed in past	11%	(80)	24%	(168)	17%	(122)	26%	(182)	22%	(153)	706
Cable TV: Never subscribed	11%	(52)	18%	(85)	15%	(70)	33%	(156)	22%	(104)	468
Satellite TV: Currently subscribe	9%	(44)	26%	(122)	12%	(58)	29%	(138)	23%	(106)	469
Satellite TV: Subscribed in past	13%	(82)	22%	(136)	18%	(113)	28%	(178)	19%	(117)	626
Satellite TV: Never subscribed	12%	(130)	19%	(208)	17%	(188)	30%	(335)	22%	(245)	1106
Streaming Services: Currently subscribe	12%	(160)	23%	(311)	16%	(226)	29%	(398)	20%	(277)	1372
Streaming Services: Subscribed in past	18%	(34)	23%	(45)	21%	(40)	21%	(40)	18%	(34)	192
Streaming Services: Never subscribed	10%	(62)	17%	(109)	15%	(93)	34%	(213)	25%	(157)	636
Film: An avid fan	15%	(110)	24%	(176)	19%	(138)	24%	(175)	18%	(129)	728
Film: A casual fan	10%	(118)	21%	(250)	17%	(200)	29%	(346)	23%	(279)	1193
Film: Not a fan	10%	(29)	15%	(41)	8%	(22)	46%	(129)	21%	(59)	280
Television: An avid fan	14%	(141)	23%	(241)	16%	(168)	27%	(283)	19%	(202)	1035
Television: A casual fan	10%	(99)	20%	(196)	18%	(179)	31%	(304)	22%	(217)	995
Television: Not a fan	10%	(17)	17%	(28)	7%	(11)	37%	(64)	29%	(50)	170
Music: An avid fan	13%	(140)	25%	(272)	17%	(179)	26%	(278)	19%	(201)	1070
Music: A casual fan	10%	(101)	17%	(172)	17%	(168)	32%	(317)	23%	(228)	985
Music: Not a fan	10%	(15)	15%	(22)	9%	(13)	39%	(56)	27%	(39)	144
Fashion: An avid fan	19%	(65)	23%	(78)	16%	(52)	23%	(78)	19%	(63)	336
Fashion: A casual fan	13%	(116)	24%	(211)	17%	(152)	26%	(229)	21%	(183)	892
Fashion: Not a fan	8%	(75)	18%	(176)	16%	(155)	35%	(344)	23%	(222)	973

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

Table HR2_6: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Had fewer movie screenings available

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	13%	(294)	20%	(442)	17%	(377)	29%	(646)	20%	(441)	2200
Gender: Male	13%	(143)	21%	(219)	18%	(194)	29%	(307)	19%	(198)	1062
Gender: Female	13%	(151)	20%	(223)	16%	(182)	30%	(339)	21%	(243)	1138
Age: 18-34	19%	(123)	24%	(154)	21%	(136)	19%	(125)	18%	(117)	655
Age: 35-44	15%	(54)	22%	(80)	19%	(69)	26%	(92)	17%	(62)	358
Age: 45-64	13%	(97)	19%	(140)	16%	(120)	32%	(238)	21%	(155)	751
Age: 65+	4%	(19)	15%	(68)	12%	(51)	44%	(191)	25%	(108)	436
GenZers: 1997-2012	18%	(54)	24%	(71)	22%	(66)	18%	(54)	17%	(49)	294
Millennials: 1981-1996	17%	(90)	23%	(123)	21%	(111)	22%	(117)	18%	(94)	535
GenXers: 1965-1980	15%	(82)	22%	(120)	14%	(78)	29%	(156)	19%	(100)	536
Baby Boomers: 1946-1964	8%	(61)	15%	(115)	14%	(107)	38%	(288)	24%	(177)	748
PID: Dem (no lean)	15%	(126)	23%	(188)	17%	(143)	28%	(230)	17%	(138)	826
PID: Ind (no lean)	13%	(88)	18%	(127)	17%	(119)	29%	(203)	23%	(162)	700
PID: Rep (no lean)	12%	(80)	19%	(126)	17%	(114)	32%	(212)	21%	(142)	674
PID/Gender: Dem Men	18%	(70)	24%	(90)	18%	(68)	25%	(95)	14%	(54)	377
PID/Gender: Dem Women	12%	(56)	22%	(98)	17%	(75)	30%	(136)	19%	(84)	449
PID/Gender: Ind Men	8%	(30)	17%	(63)	18%	(65)	35%	(128)	23%	(83)	369
PID/Gender: Ind Women	18%	(58)	20%	(65)	16%	(54)	23%	(76)	24%	(78)	331
PID/Gender: Rep Men	14%	(43)	21%	(66)	19%	(61)	27%	(85)	19%	(61)	316
PID/Gender: Rep Women	10%	(37)	17%	(60)	15%	(53)	36%	(128)	22%	(80)	358
Ideo: Liberal (1-3)	16%	(108)	23%	(156)	18%	(120)	28%	(193)	16%	(109)	686
Ideo: Moderate (4)	12%	(76)	19%	(118)	18%	(107)	30%	(184)	20%	(123)	608
Ideo: Conservative (5-7)	12%	(87)	20%	(144)	16%	(117)	32%	(232)	19%	(140)	720
Educ: < College	14%	(217)	19%	(287)	15%	(231)	31%	(464)	21%	(313)	1512
Educ: Bachelors degree	11%	(48)	21%	(92)	20%	(91)	29%	(128)	19%	(84)	444
Educ: Post-grad	12%	(29)	26%	(63)	22%	(55)	22%	(53)	18%	(44)	244
Income: Under 50k	14%	(164)	18%	(219)	17%	(206)	30%	(368)	21%	(257)	1213
Income: 50k-100k	13%	(92)	22%	(151)	18%	(126)	30%	(209)	17%	(119)	698
Income: 100k+	13%	(38)	25%	(72)	15%	(44)	24%	(69)	23%	(65)	289
Ethnicity: White	11%	(197)	21%	(356)	17%	(295)	30%	(516)	21%	(357)	1722

Continued on next page

Table HR2_6: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Had fewer movie screenings available

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	13%	(294)	20%	(442)	17%	(377)	29%	(646)	20%	(441)	2200
Ethnicity: Hispanic	24%	(82)	21%	(75)	17%	(59)	25%	(87)	13%	(46)	349
Ethnicity: Afr. Am.	23%	(63)	16%	(44)	16%	(43)	27%	(73)	19%	(51)	274
Ethnicity: Other	17%	(34)	20%	(41)	19%	(38)	28%	(58)	16%	(33)	204
All Christian	14%	(153)	20%	(217)	16%	(172)	30%	(332)	20%	(216)	1090
All Non-Christian	7%	(7)	26%	(27)	21%	(22)	27%	(28)	20%	(21)	106
Atheist	9%	(10)	24%	(29)	17%	(21)	35%	(42)	15%	(18)	121
Agnostic/Nothing in particular	14%	(122)	19%	(169)	18%	(162)	28%	(244)	21%	(186)	883
Religious Non-Protestant/Catholic	9%	(12)	23%	(30)	21%	(28)	26%	(35)	21%	(28)	132
Evangelical	15%	(85)	16%	(92)	17%	(95)	30%	(174)	22%	(125)	571
Non-Evangelical	14%	(115)	23%	(191)	15%	(123)	30%	(246)	18%	(151)	826
Community: Urban	17%	(96)	24%	(140)	17%	(100)	25%	(146)	16%	(92)	574
Community: Suburban	13%	(132)	20%	(208)	19%	(191)	29%	(303)	19%	(198)	1033
Community: Rural	11%	(65)	16%	(94)	14%	(85)	33%	(197)	25%	(150)	593
Employ: Private Sector	15%	(104)	26%	(176)	16%	(107)	25%	(172)	18%	(120)	679
Employ: Government	14%	(18)	19%	(23)	28%	(35)	28%	(35)	12%	(15)	126
Employ: Self-Employed	19%	(34)	18%	(32)	20%	(37)	21%	(38)	22%	(40)	181
Employ: Homemaker	14%	(17)	17%	(21)	17%	(20)	35%	(43)	17%	(21)	121
Employ: Retired	7%	(35)	15%	(77)	13%	(69)	42%	(219)	23%	(117)	517
Employ: Unemployed	17%	(54)	20%	(62)	19%	(58)	25%	(79)	19%	(60)	313
Employ: Other	8%	(10)	17%	(21)	13%	(16)	31%	(37)	30%	(36)	120
Military HH: Yes	11%	(41)	20%	(77)	17%	(64)	31%	(120)	21%	(82)	384
Military HH: No	14%	(253)	20%	(365)	17%	(313)	29%	(526)	20%	(359)	1816
RD/WT: Right Direction	13%	(82)	22%	(139)	17%	(105)	25%	(159)	23%	(144)	629
RD/WT: Wrong Track	13%	(212)	19%	(303)	17%	(272)	31%	(487)	19%	(297)	1571
Trump Job Approve	12%	(103)	20%	(167)	16%	(134)	28%	(236)	23%	(189)	828
Trump Job Disapprove	14%	(181)	21%	(270)	18%	(232)	31%	(400)	17%	(220)	1304

Continued on next page

Table HR2_6: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Had fewer movie screenings available

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	13%	(294)	20%	(442)	17%	(377)	29%	(646)	20%	(441)	2200
Trump Job Strongly Approve	14%	(64)	17%	(78)	15%	(68)	31%	(146)	24%	(111)	467
Trump Job Somewhat Approve	11%	(39)	25%	(89)	18%	(66)	25%	(90)	21%	(78)	361
Trump Job Somewhat Disapprove	17%	(48)	25%	(70)	19%	(54)	23%	(66)	16%	(44)	282
Trump Job Strongly Disapprove	13%	(133)	20%	(200)	17%	(178)	33%	(334)	17%	(176)	1022
Favorable of Trump	13%	(104)	19%	(159)	16%	(133)	30%	(248)	22%	(182)	826
Unfavorable of Trump	14%	(174)	21%	(262)	18%	(233)	31%	(389)	17%	(211)	1269
Very Favorable of Trump	15%	(69)	17%	(82)	13%	(60)	32%	(151)	23%	(109)	471
Somewhat Favorable of Trump	10%	(35)	22%	(78)	21%	(74)	27%	(96)	20%	(72)	355
Somewhat Unfavorable of Trump	10%	(19)	22%	(44)	25%	(49)	27%	(54)	16%	(33)	199
Very Unfavorable of Trump	14%	(155)	20%	(218)	17%	(184)	31%	(336)	17%	(179)	1071
#1 Issue: Economy	17%	(117)	22%	(156)	19%	(134)	24%	(170)	18%	(124)	700
#1 Issue: Security	12%	(33)	18%	(49)	16%	(44)	29%	(77)	24%	(64)	268
#1 Issue: Health Care	13%	(54)	23%	(93)	19%	(79)	27%	(110)	17%	(69)	405
#1 Issue: Medicare / Social Security	10%	(33)	15%	(48)	9%	(28)	42%	(135)	24%	(76)	320
#1 Issue: Women's Issues	12%	(12)	22%	(21)	21%	(20)	20%	(19)	25%	(24)	97
#1 Issue: Education	14%	(19)	22%	(29)	20%	(27)	26%	(36)	18%	(24)	135
#1 Issue: Energy	12%	(12)	17%	(17)	19%	(19)	27%	(27)	24%	(24)	99
#1 Issue: Other	8%	(14)	16%	(28)	15%	(26)	41%	(73)	20%	(35)	176
2018 House Vote: Democrat	15%	(118)	22%	(173)	16%	(126)	30%	(237)	17%	(130)	784
2018 House Vote: Republican	11%	(70)	19%	(119)	19%	(118)	30%	(189)	21%	(135)	632
2018 House Vote: Someone else	14%	(9)	11%	(8)	17%	(12)	33%	(23)	26%	(18)	69
2016 Vote: Hillary Clinton	15%	(106)	20%	(143)	18%	(129)	30%	(215)	17%	(118)	711
2016 Vote: Donald Trump	12%	(79)	19%	(128)	17%	(119)	31%	(211)	21%	(144)	680
2016 Vote: Other	13%	(18)	15%	(21)	17%	(24)	36%	(50)	20%	(28)	141
2016 Vote: Didn't Vote	14%	(91)	23%	(150)	16%	(105)	25%	(169)	23%	(152)	667
Voted in 2014: Yes	14%	(173)	19%	(247)	17%	(221)	31%	(393)	19%	(243)	1277
Voted in 2014: No	13%	(121)	21%	(195)	17%	(156)	27%	(253)	21%	(198)	923

Continued on next page

Table HR2_6: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Had fewer movie screenings available

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	13%	(294)	20%	(442)	17%	(377)	29%	(646)	20%	(441)	2200
2012 Vote: Barack Obama	13%	(112)	20%	(170)	19%	(158)	29%	(244)	19%	(161)	844
2012 Vote: Mitt Romney	9%	(45)	19%	(94)	16%	(78)	33%	(161)	22%	(106)	485
2012 Vote: Other	12%	(10)	15%	(12)	15%	(12)	40%	(33)	18%	(15)	82
2012 Vote: Didn't Vote	16%	(121)	21%	(166)	16%	(129)	26%	(207)	20%	(159)	782
4-Region: Northeast	15%	(60)	19%	(76)	16%	(64)	29%	(115)	20%	(79)	394
4-Region: Midwest	10%	(47)	18%	(81)	16%	(75)	34%	(156)	22%	(103)	462
4-Region: South	14%	(117)	22%	(181)	17%	(136)	28%	(230)	19%	(159)	824
4-Region: West	13%	(69)	20%	(104)	20%	(101)	28%	(145)	19%	(100)	520
Watch TV: Every day	14%	(161)	19%	(210)	17%	(190)	30%	(337)	19%	(217)	1115
Watch TV: Several times per week	13%	(66)	25%	(128)	19%	(96)	26%	(134)	17%	(87)	511
Watch TV: About once per week	11%	(18)	23%	(38)	21%	(34)	28%	(46)	18%	(29)	165
Watch TV: Several times per month	9%	(8)	27%	(26)	19%	(19)	24%	(24)	21%	(20)	97
Watch TV: Less often than once per month	22%	(20)	7%	(6)	20%	(18)	29%	(27)	22%	(20)	93
Watch TV: Never	11%	(19)	13%	(23)	6%	(10)	37%	(68)	34%	(61)	181
Watch Movies: Every day	23%	(94)	19%	(76)	15%	(61)	30%	(120)	13%	(50)	402
Watch Movies: Several times per week	12%	(73)	22%	(134)	19%	(114)	29%	(182)	19%	(115)	618
Watch Movies: About once per week	10%	(35)	27%	(95)	17%	(60)	30%	(105)	15%	(53)	348
Watch Movies: Several times per month	14%	(39)	22%	(62)	22%	(64)	23%	(65)	20%	(56)	287
Watch Movies: About once per month	11%	(21)	20%	(37)	19%	(36)	23%	(43)	28%	(52)	189
Watch Movies: Less often than once per month	10%	(16)	10%	(17)	15%	(24)	36%	(58)	28%	(46)	162
Watch Movies: Never	8%	(15)	11%	(21)	9%	(17)	38%	(74)	35%	(68)	194
Watch Sporting Events: Every day	34%	(37)	22%	(24)	21%	(23)	13%	(15)	10%	(11)	109
Watch Sporting Events: Several times per week	14%	(41)	28%	(81)	17%	(50)	28%	(81)	12%	(35)	288
Watch Sporting Events: About once per week	11%	(26)	25%	(59)	22%	(53)	27%	(64)	16%	(39)	240
Watch Sporting Events: Several times per month	12%	(26)	20%	(45)	20%	(45)	25%	(57)	23%	(52)	225
Watch Sporting Events: About once per month	9%	(13)	21%	(30)	23%	(34)	25%	(36)	22%	(32)	144
Watch Sporting Events: Less often than once per month	13%	(52)	18%	(73)	20%	(82)	29%	(118)	19%	(75)	400
Watch Sporting Events: Never	12%	(99)	16%	(130)	11%	(90)	35%	(276)	25%	(198)	793

Continued on next page

Table HR2_6: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Had fewer movie screenings available

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	13%	(294)	20%	(442)	17%	(377)	29%	(646)	20%	(441)	2200
Cable TV: Currently subscribe	14%	(144)	19%	(198)	17%	(173)	30%	(309)	20%	(202)	1026
Cable TV: Subscribed in past	12%	(83)	23%	(162)	19%	(132)	26%	(183)	21%	(146)	706
Cable TV: Never subscribed	14%	(68)	17%	(82)	15%	(72)	33%	(155)	20%	(92)	468
Satellite TV: Currently subscribe	14%	(64)	21%	(98)	17%	(79)	27%	(125)	22%	(103)	469
Satellite TV: Subscribed in past	14%	(88)	22%	(135)	18%	(112)	29%	(179)	18%	(111)	626
Satellite TV: Never subscribed	13%	(141)	19%	(209)	17%	(186)	31%	(342)	21%	(227)	1106
Streaming Services: Currently subscribe	13%	(180)	22%	(306)	18%	(245)	28%	(390)	18%	(251)	1372
Streaming Services: Subscribed in past	22%	(42)	17%	(33)	18%	(35)	27%	(52)	16%	(31)	192
Streaming Services: Never subscribed	11%	(71)	16%	(103)	15%	(97)	32%	(204)	25%	(160)	636
Film: An avid fan	19%	(137)	25%	(179)	17%	(124)	24%	(173)	16%	(115)	728
Film: A casual fan	11%	(129)	20%	(233)	18%	(219)	30%	(356)	22%	(256)	1193
Film: Not a fan	10%	(28)	11%	(31)	12%	(33)	42%	(117)	25%	(70)	280
Television: An avid fan	17%	(171)	22%	(224)	16%	(165)	28%	(293)	18%	(183)	1035
Television: A casual fan	11%	(105)	20%	(200)	19%	(188)	29%	(289)	21%	(213)	995
Television: Not a fan	10%	(17)	11%	(18)	14%	(24)	38%	(64)	27%	(46)	170
Music: An avid fan	16%	(175)	24%	(261)	16%	(170)	25%	(273)	18%	(190)	1070
Music: A casual fan	10%	(100)	17%	(165)	19%	(186)	33%	(321)	22%	(212)	985
Music: Not a fan	12%	(18)	11%	(16)	14%	(20)	36%	(52)	27%	(39)	144
Fashion: An avid fan	24%	(79)	22%	(74)	17%	(56)	21%	(71)	17%	(55)	336
Fashion: A casual fan	13%	(117)	24%	(212)	18%	(160)	26%	(228)	19%	(174)	892
Fashion: Not a fan	10%	(97)	16%	(156)	17%	(161)	36%	(347)	22%	(212)	973

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

Table HR2_7: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Limited the number of moviegoers per movie

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	24%	(539)	29%	(645)	11%	(243)	23%	(500)	12%	(273)	2200
Gender: Male	24%	(253)	31%	(328)	12%	(132)	21%	(227)	11%	(121)	1062
Gender: Female	25%	(286)	28%	(318)	10%	(110)	24%	(273)	13%	(151)	1138
Age: 18-34	33%	(215)	32%	(210)	13%	(85)	10%	(69)	12%	(77)	655
Age: 35-44	27%	(96)	34%	(120)	11%	(38)	18%	(63)	11%	(39)	358
Age: 45-64	22%	(169)	28%	(207)	11%	(81)	27%	(204)	12%	(90)	751
Age: 65+	13%	(58)	25%	(108)	9%	(39)	38%	(164)	15%	(67)	436
GenZers: 1997-2012	36%	(106)	31%	(92)	12%	(34)	9%	(27)	12%	(35)	294
Millennials: 1981-1996	28%	(152)	32%	(173)	14%	(77)	14%	(77)	11%	(56)	535
GenXers: 1965-1980	27%	(146)	31%	(164)	8%	(45)	22%	(117)	12%	(63)	536
Baby Boomers: 1946-1964	16%	(122)	26%	(192)	10%	(74)	34%	(252)	14%	(107)	748
PID: Dem (no lean)	25%	(211)	31%	(254)	12%	(97)	23%	(193)	9%	(72)	826
PID: Ind (no lean)	26%	(185)	29%	(203)	9%	(61)	21%	(146)	15%	(106)	700
PID: Rep (no lean)	21%	(143)	28%	(189)	13%	(85)	24%	(162)	14%	(95)	674
PID/Gender: Dem Men	25%	(94)	33%	(124)	13%	(50)	21%	(81)	8%	(28)	377
PID/Gender: Dem Women	26%	(117)	29%	(130)	10%	(47)	25%	(112)	10%	(44)	449
PID/Gender: Ind Men	21%	(79)	30%	(112)	8%	(31)	24%	(88)	16%	(60)	369
PID/Gender: Ind Women	32%	(106)	28%	(92)	9%	(30)	17%	(58)	14%	(45)	331
PID/Gender: Rep Men	26%	(81)	29%	(92)	16%	(51)	19%	(59)	10%	(33)	316
PID/Gender: Rep Women	17%	(63)	27%	(96)	9%	(34)	29%	(103)	17%	(62)	358
Ideo: Liberal (1-3)	28%	(194)	32%	(220)	11%	(73)	22%	(149)	7%	(49)	686
Ideo: Moderate (4)	24%	(144)	29%	(174)	10%	(60)	25%	(152)	13%	(77)	608
Ideo: Conservative (5-7)	21%	(154)	30%	(215)	12%	(89)	23%	(167)	13%	(94)	720
Educ: < College	25%	(378)	27%	(406)	10%	(157)	24%	(368)	13%	(204)	1512
Educ: Bachelors degree	23%	(101)	33%	(148)	11%	(48)	22%	(96)	11%	(50)	444
Educ: Post-grad	24%	(60)	38%	(92)	15%	(37)	15%	(37)	8%	(18)	244
Income: Under 50k	25%	(303)	26%	(317)	11%	(129)	24%	(296)	14%	(169)	1213
Income: 50k-100k	24%	(169)	32%	(224)	11%	(79)	22%	(157)	10%	(69)	698
Income: 100k+	23%	(67)	36%	(104)	12%	(35)	17%	(48)	12%	(35)	289
Ethnicity: White	23%	(391)	31%	(530)	11%	(187)	23%	(396)	13%	(217)	1722

Continued on next page

Table HR2_7: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Limited the number of moviegoers per movie

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	24%	(539)	29%	(645)	11%	(243)	23%	(500)	12%	(273)	2200
Ethnicity: Hispanic	39%	(135)	28%	(96)	11%	(38)	15%	(54)	7%	(25)	349
Ethnicity: Afr. Am.	32%	(88)	21%	(58)	12%	(33)	23%	(62)	12%	(34)	274
Ethnicity: Other	29%	(60)	28%	(57)	11%	(23)	21%	(43)	11%	(22)	204
All Christian	26%	(279)	29%	(317)	10%	(114)	24%	(260)	11%	(121)	1090
All Non-Christian	20%	(21)	37%	(39)	9%	(9)	22%	(24)	12%	(13)	106
Atheist	15%	(19)	39%	(47)	8%	(10)	28%	(33)	10%	(12)	121
Agnostic/Nothing in particular	25%	(221)	27%	(242)	12%	(110)	21%	(184)	14%	(127)	883
Religious Non-Protestant/Catholic	20%	(26)	34%	(45)	13%	(18)	20%	(26)	13%	(17)	132
Evangelical	25%	(141)	26%	(149)	11%	(61)	24%	(134)	15%	(85)	571
Non-Evangelical	26%	(217)	30%	(251)	10%	(84)	24%	(196)	9%	(78)	826
Community: Urban	31%	(177)	29%	(167)	11%	(64)	19%	(110)	10%	(56)	574
Community: Suburban	24%	(243)	31%	(322)	11%	(118)	22%	(230)	12%	(121)	1033
Community: Rural	20%	(118)	26%	(156)	10%	(61)	27%	(161)	16%	(96)	593
Employ: Private Sector	27%	(180)	36%	(243)	11%	(73)	18%	(124)	9%	(58)	679
Employ: Government	25%	(31)	34%	(43)	12%	(15)	24%	(30)	5%	(7)	126
Employ: Self-Employed	35%	(64)	23%	(42)	16%	(29)	11%	(20)	15%	(27)	181
Employ: Homemaker	26%	(32)	21%	(26)	5%	(6)	33%	(40)	15%	(18)	121
Employ: Retired	16%	(80)	24%	(125)	10%	(53)	37%	(190)	13%	(69)	517
Employ: Unemployed	26%	(81)	31%	(98)	10%	(32)	20%	(61)	13%	(40)	313
Employ: Other	18%	(22)	24%	(29)	14%	(17)	19%	(23)	24%	(29)	120
Military HH: Yes	23%	(88)	27%	(103)	11%	(42)	26%	(100)	13%	(51)	384
Military HH: No	25%	(451)	30%	(542)	11%	(201)	22%	(401)	12%	(222)	1816
RD/WT: Right Direction	24%	(149)	30%	(192)	11%	(70)	19%	(119)	16%	(100)	629
RD/WT: Wrong Track	25%	(390)	29%	(454)	11%	(172)	24%	(382)	11%	(173)	1571
Trump Job Approve	23%	(189)	29%	(244)	11%	(94)	21%	(175)	15%	(127)	828
Trump Job Disapprove	26%	(333)	30%	(391)	11%	(141)	24%	(318)	9%	(121)	1304

Continued on next page

Table HR2_7: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Limited the number of moviegoers per movie

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	24%	(539)	29%	(645)	11%	(243)	23%	(500)	12%	(273)	2200
Trump Job Strongly Approve	24%	(111)	24%	(110)	11%	(49)	25%	(118)	17%	(79)	467
Trump Job Somewhat Approve	22%	(78)	37%	(134)	12%	(45)	16%	(57)	13%	(48)	361
Trump Job Somewhat Disapprove	29%	(82)	34%	(96)	11%	(31)	15%	(43)	10%	(29)	282
Trump Job Strongly Disapprove	25%	(250)	29%	(295)	11%	(110)	27%	(275)	9%	(91)	1022
Favorable of Trump	22%	(183)	30%	(248)	11%	(87)	22%	(183)	15%	(126)	826
Unfavorable of Trump	26%	(327)	30%	(380)	12%	(148)	24%	(307)	9%	(108)	1269
Very Favorable of Trump	23%	(110)	25%	(116)	9%	(44)	27%	(125)	16%	(75)	471
Somewhat Favorable of Trump	20%	(73)	37%	(131)	12%	(43)	16%	(58)	14%	(50)	355
Somewhat Unfavorable of Trump	27%	(54)	38%	(75)	12%	(23)	16%	(31)	8%	(16)	199
Very Unfavorable of Trump	25%	(273)	29%	(305)	12%	(125)	26%	(276)	9%	(93)	1071
#1 Issue: Economy	24%	(167)	34%	(239)	13%	(91)	18%	(124)	11%	(79)	700
#1 Issue: Security	27%	(71)	26%	(69)	10%	(26)	22%	(59)	16%	(43)	268
#1 Issue: Health Care	25%	(100)	32%	(131)	13%	(54)	21%	(86)	9%	(34)	405
#1 Issue: Medicare / Social Security	16%	(51)	25%	(81)	5%	(15)	38%	(121)	16%	(51)	320
#1 Issue: Women's Issues	36%	(35)	22%	(21)	14%	(14)	20%	(19)	9%	(9)	97
#1 Issue: Education	33%	(44)	27%	(37)	14%	(19)	13%	(18)	13%	(18)	135
#1 Issue: Energy	28%	(28)	39%	(38)	7%	(7)	19%	(19)	7%	(7)	99
#1 Issue: Other	25%	(43)	17%	(30)	10%	(18)	31%	(55)	18%	(31)	176
2018 House Vote: Democrat	26%	(203)	30%	(238)	10%	(82)	25%	(197)	8%	(65)	784
2018 House Vote: Republican	23%	(143)	27%	(171)	13%	(81)	24%	(152)	13%	(85)	632
2018 House Vote: Someone else	30%	(21)	17%	(12)	13%	(9)	27%	(19)	12%	(8)	69
2016 Vote: Hillary Clinton	25%	(181)	30%	(213)	11%	(78)	27%	(189)	7%	(50)	711
2016 Vote: Donald Trump	22%	(153)	28%	(190)	12%	(82)	24%	(165)	13%	(91)	680
2016 Vote: Other	24%	(34)	27%	(38)	10%	(14)	25%	(35)	14%	(20)	141
2016 Vote: Didn't Vote	26%	(171)	31%	(205)	10%	(69)	17%	(111)	17%	(111)	667
Voted in 2014: Yes	25%	(319)	27%	(350)	11%	(147)	25%	(320)	11%	(141)	1277
Voted in 2014: No	24%	(219)	32%	(295)	10%	(96)	20%	(180)	14%	(132)	923

Continued on next page

Table HR2_7: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Limited the number of moviegoers per movie

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	24%	(539)	29%	(645)	11%	(243)	23%	(500)	12%	(273)	2200
2012 Vote: Barack Obama	26%	(223)	30%	(253)	9%	(77)	25%	(214)	9%	(77)	844
2012 Vote: Mitt Romney	21%	(101)	27%	(131)	13%	(61)	25%	(121)	14%	(70)	485
2012 Vote: Other	19%	(16)	16%	(13)	17%	(14)	34%	(28)	14%	(12)	82
2012 Vote: Didn't Vote	25%	(196)	31%	(245)	12%	(90)	18%	(137)	14%	(113)	782
4-Region: Northeast	26%	(101)	29%	(112)	11%	(43)	22%	(85)	13%	(52)	394
4-Region: Midwest	20%	(94)	29%	(134)	11%	(50)	28%	(130)	11%	(53)	462
4-Region: South	28%	(228)	28%	(232)	10%	(85)	21%	(176)	13%	(104)	824
4-Region: West	22%	(116)	32%	(167)	12%	(64)	21%	(108)	12%	(64)	520
Watch TV: Every day	26%	(290)	28%	(314)	11%	(120)	24%	(267)	11%	(124)	1115
Watch TV: Several times per week	26%	(131)	36%	(183)	12%	(62)	18%	(92)	8%	(43)	511
Watch TV: About once per week	23%	(37)	32%	(52)	14%	(23)	18%	(30)	14%	(22)	165
Watch TV: Several times per month	22%	(21)	29%	(28)	14%	(14)	24%	(23)	11%	(10)	97
Watch TV: Less often than once per month	25%	(23)	20%	(19)	12%	(11)	24%	(22)	18%	(17)	93
Watch TV: Never	16%	(28)	17%	(31)	6%	(10)	33%	(59)	29%	(52)	181
Watch Movies: Every day	34%	(135)	26%	(105)	8%	(34)	23%	(91)	9%	(38)	402
Watch Movies: Several times per week	27%	(170)	30%	(185)	12%	(73)	21%	(128)	10%	(62)	618
Watch Movies: About once per week	24%	(83)	36%	(124)	10%	(34)	23%	(78)	8%	(29)	348
Watch Movies: Several times per month	24%	(70)	32%	(92)	13%	(37)	19%	(54)	11%	(33)	287
Watch Movies: About once per month	20%	(37)	31%	(59)	15%	(29)	16%	(30)	18%	(34)	189
Watch Movies: Less often than once per month	16%	(26)	26%	(42)	14%	(23)	30%	(48)	15%	(24)	162
Watch Movies: Never	9%	(18)	20%	(38)	7%	(14)	36%	(71)	28%	(54)	194
Watch Sporting Events: Every day	43%	(47)	27%	(30)	9%	(10)	15%	(17)	6%	(7)	109
Watch Sporting Events: Several times per week	28%	(82)	36%	(103)	12%	(34)	19%	(55)	5%	(14)	288
Watch Sporting Events: About once per week	25%	(61)	34%	(82)	14%	(33)	16%	(40)	10%	(25)	240
Watch Sporting Events: Several times per month	22%	(50)	31%	(70)	12%	(26)	21%	(47)	14%	(31)	225
Watch Sporting Events: About once per month	27%	(38)	29%	(42)	12%	(18)	21%	(31)	10%	(15)	144
Watch Sporting Events: Less often than once per month	21%	(84)	32%	(127)	15%	(59)	22%	(86)	11%	(43)	400
Watch Sporting Events: Never	22%	(176)	24%	(191)	8%	(64)	28%	(225)	17%	(138)	793

Continued on next page

Table HR2_7: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Limited the number of moviegoers per movie

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	24%	(539)	29%	(645)	11%	(243)	23%	(500)	12%	(273)	2200
Cable TV: Currently subscribe	26%	(262)	29%	(300)	11%	(115)	24%	(243)	10%	(106)	1026
Cable TV: Subscribed in past	24%	(167)	33%	(230)	10%	(70)	19%	(137)	15%	(102)	706
Cable TV: Never subscribed	23%	(110)	25%	(116)	12%	(58)	26%	(120)	14%	(64)	468
Satellite TV: Currently subscribe	22%	(102)	32%	(149)	12%	(54)	21%	(100)	14%	(64)	469
Satellite TV: Subscribed in past	26%	(164)	31%	(191)	11%	(70)	21%	(133)	11%	(69)	626
Satellite TV: Never subscribed	25%	(273)	28%	(306)	11%	(119)	24%	(268)	13%	(140)	1106
Streaming Services: Currently subscribe	26%	(362)	32%	(439)	10%	(134)	21%	(294)	10%	(144)	1372
Streaming Services: Subscribed in past	29%	(57)	27%	(51)	13%	(25)	18%	(34)	13%	(25)	192
Streaming Services: Never subscribed	19%	(120)	24%	(156)	13%	(84)	27%	(172)	16%	(104)	636
Film: An avid fan	36%	(259)	28%	(207)	10%	(73)	17%	(122)	9%	(67)	728
Film: A casual fan	20%	(242)	32%	(379)	12%	(144)	23%	(274)	13%	(152)	1193
Film: Not a fan	13%	(37)	21%	(59)	9%	(26)	37%	(104)	19%	(53)	280
Television: An avid fan	28%	(291)	30%	(307)	10%	(100)	22%	(231)	10%	(107)	1035
Television: A casual fan	21%	(210)	31%	(307)	13%	(129)	23%	(227)	12%	(122)	995
Television: Not a fan	22%	(37)	19%	(32)	8%	(14)	25%	(43)	25%	(43)	170
Music: An avid fan	31%	(334)	29%	(314)	11%	(113)	20%	(210)	9%	(100)	1070
Music: A casual fan	18%	(182)	30%	(300)	12%	(118)	25%	(245)	14%	(140)	985
Music: Not a fan	16%	(23)	22%	(32)	8%	(12)	31%	(45)	22%	(32)	144
Fashion: An avid fan	37%	(126)	25%	(85)	12%	(39)	16%	(54)	10%	(33)	336
Fashion: A casual fan	29%	(261)	30%	(264)	11%	(98)	19%	(169)	11%	(99)	892
Fashion: Not a fan	16%	(152)	30%	(296)	11%	(106)	29%	(277)	14%	(141)	973

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

Table HR2_8: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Required all moviegoers and employees wear a face mask

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	21%	(465)	25%	(546)	13%	(281)	30%	(652)	12%	(257)	2200
Gender: Male	22%	(231)	25%	(268)	14%	(148)	28%	(299)	11%	(116)	1062
Gender: Female	21%	(234)	24%	(278)	12%	(133)	31%	(353)	12%	(141)	1138
Age: 18-34	30%	(193)	27%	(179)	14%	(94)	17%	(110)	12%	(79)	655
Age: 35-44	24%	(86)	26%	(93)	14%	(51)	25%	(91)	10%	(36)	358
Age: 45-64	17%	(130)	24%	(180)	13%	(98)	35%	(263)	11%	(80)	751
Age: 65+	13%	(55)	21%	(93)	9%	(37)	43%	(188)	14%	(62)	436
GenZers: 1997-2012	31%	(90)	25%	(74)	16%	(46)	18%	(52)	11%	(33)	294
Millennials: 1981-1996	25%	(133)	28%	(151)	15%	(81)	21%	(110)	11%	(60)	535
GenXers: 1965-1980	23%	(126)	25%	(134)	12%	(65)	29%	(157)	10%	(54)	536
Baby Boomers: 1946-1964	14%	(101)	22%	(165)	11%	(81)	40%	(302)	13%	(98)	748
PID: Dem (no lean)	25%	(209)	27%	(223)	14%	(115)	25%	(206)	9%	(74)	826
PID: Ind (no lean)	21%	(150)	24%	(165)	10%	(73)	31%	(216)	14%	(96)	700
PID: Rep (no lean)	16%	(106)	24%	(158)	14%	(93)	34%	(230)	13%	(87)	674
PID/Gender: Dem Men	28%	(104)	27%	(101)	15%	(57)	22%	(85)	8%	(30)	377
PID/Gender: Dem Women	23%	(105)	27%	(122)	13%	(57)	27%	(121)	10%	(44)	449
PID/Gender: Ind Men	17%	(63)	25%	(90)	11%	(40)	32%	(119)	15%	(57)	369
PID/Gender: Ind Women	26%	(87)	22%	(74)	10%	(33)	29%	(97)	12%	(39)	331
PID/Gender: Rep Men	20%	(64)	24%	(76)	16%	(51)	30%	(95)	9%	(30)	316
PID/Gender: Rep Women	12%	(42)	23%	(82)	12%	(42)	38%	(135)	16%	(57)	358
Ideo: Liberal (1-3)	26%	(178)	29%	(202)	13%	(89)	25%	(171)	7%	(47)	686
Ideo: Moderate (4)	21%	(130)	25%	(153)	11%	(67)	30%	(182)	13%	(76)	608
Ideo: Conservative (5-7)	16%	(118)	22%	(158)	15%	(110)	35%	(253)	11%	(82)	720
Educ: < College	21%	(314)	23%	(349)	12%	(188)	31%	(465)	13%	(195)	1512
Educ: Bachelors degree	22%	(98)	26%	(116)	11%	(50)	30%	(134)	10%	(47)	444
Educ: Post-grad	22%	(53)	33%	(80)	17%	(43)	22%	(53)	7%	(16)	244
Income: Under 50k	23%	(275)	23%	(276)	12%	(149)	29%	(357)	13%	(157)	1213
Income: 50k-100k	19%	(134)	27%	(185)	13%	(90)	32%	(223)	9%	(66)	698
Income: 100k+	19%	(56)	29%	(85)	15%	(42)	25%	(71)	12%	(35)	289
Ethnicity: White	19%	(323)	26%	(442)	13%	(216)	31%	(538)	12%	(202)	1722

Continued on next page

Table HR2_8: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Required all moviegoers and employees wear a face mask

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	21%	(465)	25%	(546)	13%	(281)	30%	(652)	12%	(257)	2200
Ethnicity: Hispanic	30%	(106)	25%	(88)	14%	(50)	26%	(89)	5%	(16)	349
Ethnicity: Afr. Am.	29%	(80)	23%	(63)	16%	(43)	19%	(51)	13%	(37)	274
Ethnicity: Other	30%	(61)	20%	(40)	11%	(21)	31%	(62)	9%	(18)	204
All Christian	21%	(233)	25%	(271)	12%	(134)	31%	(341)	10%	(112)	1090
All Non-Christian	23%	(25)	31%	(33)	9%	(9)	23%	(25)	13%	(14)	106
Atheist	17%	(21)	30%	(36)	9%	(11)	35%	(42)	9%	(11)	121
Agnostic/Nothing in particular	21%	(187)	23%	(206)	14%	(126)	28%	(244)	14%	(120)	883
Religious Non-Protestant/Catholic	20%	(26)	28%	(37)	12%	(16)	25%	(34)	15%	(19)	132
Evangelical	21%	(117)	23%	(132)	12%	(67)	31%	(176)	14%	(78)	571
Non-Evangelical	23%	(193)	26%	(211)	12%	(100)	30%	(244)	9%	(78)	826
Community: Urban	26%	(147)	26%	(149)	17%	(96)	22%	(128)	10%	(55)	574
Community: Suburban	21%	(218)	26%	(265)	12%	(125)	30%	(308)	11%	(117)	1033
Community: Rural	17%	(100)	22%	(132)	10%	(60)	36%	(215)	14%	(86)	593
Employ: Private Sector	23%	(153)	30%	(202)	14%	(94)	25%	(173)	8%	(56)	679
Employ: Government	21%	(27)	23%	(28)	16%	(21)	34%	(43)	5%	(7)	126
Employ: Self-Employed	29%	(52)	23%	(41)	16%	(28)	20%	(35)	13%	(24)	181
Employ: Homemaker	19%	(23)	17%	(21)	8%	(9)	45%	(54)	12%	(14)	121
Employ: Retired	13%	(68)	21%	(111)	10%	(52)	42%	(219)	13%	(68)	517
Employ: Unemployed	29%	(92)	21%	(67)	13%	(42)	22%	(70)	13%	(42)	313
Employ: Other	16%	(19)	22%	(26)	15%	(17)	30%	(36)	18%	(22)	120
Military HH: Yes	16%	(63)	24%	(94)	13%	(52)	33%	(126)	13%	(49)	384
Military HH: No	22%	(402)	25%	(452)	13%	(229)	29%	(526)	11%	(208)	1816
RD/WT: Right Direction	19%	(117)	25%	(155)	14%	(85)	29%	(181)	14%	(91)	629
RD/WT: Wrong Track	22%	(347)	25%	(391)	12%	(195)	30%	(470)	11%	(167)	1571
Trump Job Approve	18%	(146)	22%	(178)	13%	(112)	33%	(276)	14%	(116)	828
Trump Job Disapprove	24%	(311)	28%	(359)	12%	(163)	28%	(360)	8%	(111)	1304

Continued on next page

Table HR2_8: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Required all moviegoers and employees wear a face mask

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	21%	(465)	25%	(546)	13%	(281)	30%	(652)	12%	(257)	2200
Trump Job Strongly Approve	18%	(85)	17%	(79)	12%	(55)	39%	(181)	15%	(68)	467
Trump Job Somewhat Approve	17%	(62)	28%	(99)	16%	(57)	26%	(95)	13%	(48)	361
Trump Job Somewhat Disapprove	24%	(66)	33%	(93)	15%	(43)	21%	(58)	7%	(21)	282
Trump Job Strongly Disapprove	24%	(245)	26%	(266)	12%	(119)	30%	(302)	9%	(90)	1022
Favorable of Trump	18%	(147)	21%	(177)	13%	(109)	34%	(285)	13%	(109)	826
Unfavorable of Trump	23%	(292)	28%	(352)	13%	(165)	28%	(350)	9%	(110)	1269
Very Favorable of Trump	20%	(96)	16%	(76)	12%	(56)	38%	(181)	13%	(62)	471
Somewhat Favorable of Trump	14%	(51)	28%	(101)	15%	(53)	29%	(103)	13%	(46)	355
Somewhat Unfavorable of Trump	21%	(42)	33%	(66)	15%	(30)	22%	(43)	9%	(17)	199
Very Unfavorable of Trump	23%	(250)	27%	(285)	13%	(136)	29%	(307)	9%	(93)	1071
#1 Issue: Economy	23%	(163)	25%	(177)	13%	(88)	27%	(192)	11%	(80)	700
#1 Issue: Security	20%	(53)	23%	(62)	10%	(27)	33%	(89)	14%	(37)	268
#1 Issue: Health Care	22%	(89)	28%	(114)	16%	(65)	26%	(107)	7%	(29)	405
#1 Issue: Medicare / Social Security	15%	(47)	23%	(72)	9%	(29)	38%	(122)	16%	(50)	320
#1 Issue: Women's Issues	26%	(25)	20%	(19)	21%	(20)	24%	(23)	9%	(9)	97
#1 Issue: Education	26%	(35)	26%	(35)	15%	(20)	22%	(30)	11%	(15)	135
#1 Issue: Energy	24%	(24)	29%	(28)	18%	(18)	19%	(19)	9%	(9)	99
#1 Issue: Other	16%	(28)	22%	(38)	7%	(13)	39%	(69)	16%	(28)	176
2018 House Vote: Democrat	24%	(190)	27%	(210)	14%	(109)	27%	(209)	9%	(67)	784
2018 House Vote: Republican	18%	(112)	20%	(125)	13%	(84)	37%	(235)	12%	(77)	632
2018 House Vote: Someone else	23%	(16)	19%	(13)	9%	(6)	36%	(25)	14%	(10)	69
2016 Vote: Hillary Clinton	24%	(168)	27%	(194)	13%	(95)	28%	(201)	7%	(52)	711
2016 Vote: Donald Trump	17%	(114)	22%	(148)	14%	(95)	35%	(239)	13%	(85)	680
2016 Vote: Other	18%	(25)	23%	(32)	10%	(14)	38%	(53)	12%	(16)	141
2016 Vote: Didn't Vote	24%	(158)	26%	(171)	11%	(76)	24%	(158)	16%	(103)	667
Voted in 2014: Yes	20%	(260)	24%	(305)	13%	(171)	32%	(407)	10%	(134)	1277
Voted in 2014: No	22%	(205)	26%	(240)	12%	(110)	27%	(245)	13%	(123)	923

Continued on next page

Table HR2_8: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Required all moviegoers and employees wear a face mask

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	21%	(465)	25%	(546)	13%	(281)	30%	(652)	12%	(257)	2200
2012 Vote: Barack Obama	24%	(201)	28%	(233)	12%	(100)	27%	(232)	9%	(79)	844
2012 Vote: Mitt Romney	14%	(68)	22%	(105)	14%	(66)	38%	(184)	13%	(62)	485
2012 Vote: Other	17%	(14)	16%	(13)	10%	(8)	51%	(42)	7%	(5)	82
2012 Vote: Didn't Vote	23%	(180)	24%	(191)	14%	(107)	25%	(194)	14%	(111)	782
4-Region: Northeast	23%	(91)	25%	(97)	14%	(55)	26%	(104)	12%	(46)	394
4-Region: Midwest	18%	(81)	21%	(97)	13%	(60)	36%	(166)	13%	(59)	462
4-Region: South	23%	(188)	26%	(218)	11%	(90)	28%	(234)	11%	(94)	824
4-Region: West	20%	(105)	26%	(133)	14%	(75)	29%	(149)	11%	(58)	520
Watch TV: Every day	23%	(252)	25%	(278)	13%	(143)	30%	(335)	10%	(109)	1115
Watch TV: Several times per week	22%	(112)	28%	(145)	16%	(80)	25%	(130)	9%	(44)	511
Watch TV: About once per week	19%	(31)	26%	(43)	18%	(29)	24%	(40)	13%	(21)	165
Watch TV: Several times per month	20%	(19)	26%	(26)	8%	(8)	32%	(31)	13%	(13)	97
Watch TV: Less often than once per month	26%	(24)	10%	(10)	11%	(10)	35%	(32)	17%	(16)	93
Watch TV: Never	13%	(23)	17%	(31)	2%	(4)	41%	(73)	27%	(50)	181
Watch Movies: Every day	32%	(128)	22%	(87)	11%	(45)	28%	(114)	7%	(29)	402
Watch Movies: Several times per week	22%	(134)	26%	(158)	15%	(94)	28%	(174)	9%	(58)	618
Watch Movies: About once per week	20%	(70)	30%	(106)	13%	(44)	29%	(102)	8%	(26)	348
Watch Movies: Several times per month	19%	(56)	30%	(85)	12%	(35)	27%	(78)	12%	(33)	287
Watch Movies: About once per month	17%	(32)	29%	(54)	15%	(29)	22%	(42)	17%	(32)	189
Watch Movies: Less often than once per month	15%	(24)	16%	(26)	12%	(19)	40%	(64)	17%	(28)	162
Watch Movies: Never	10%	(20)	16%	(31)	7%	(14)	40%	(78)	27%	(52)	194
Watch Sporting Events: Every day	40%	(44)	22%	(24)	18%	(20)	14%	(15)	6%	(6)	109
Watch Sporting Events: Several times per week	26%	(75)	30%	(87)	15%	(42)	26%	(74)	3%	(10)	288
Watch Sporting Events: About once per week	22%	(53)	26%	(63)	19%	(45)	24%	(57)	10%	(23)	240
Watch Sporting Events: Several times per month	16%	(36)	28%	(64)	15%	(33)	27%	(60)	14%	(32)	225
Watch Sporting Events: About once per month	22%	(32)	31%	(44)	14%	(20)	23%	(33)	10%	(14)	144
Watch Sporting Events: Less often than once per month	21%	(82)	23%	(90)	15%	(60)	33%	(131)	9%	(37)	400
Watch Sporting Events: Never	18%	(142)	22%	(173)	8%	(61)	36%	(281)	17%	(135)	793

Continued on next page

Table HR2_8: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Required all moviegoers and employees wear a face mask

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	21%	(465)	25%	(546)	13%	(281)	30%	(652)	12%	(257)	2200
Cable TV: Currently subscribe	22%	(222)	25%	(260)	13%	(138)	30%	(304)	10%	(102)	1026
Cable TV: Subscribed in past	22%	(153)	25%	(178)	13%	(93)	27%	(190)	13%	(93)	706
Cable TV: Never subscribed	19%	(90)	23%	(108)	11%	(49)	34%	(158)	13%	(63)	468
Satellite TV: Currently subscribe	20%	(91)	25%	(118)	14%	(66)	27%	(127)	14%	(66)	469
Satellite TV: Subscribed in past	22%	(141)	25%	(155)	14%	(88)	28%	(174)	11%	(68)	626
Satellite TV: Never subscribed	21%	(233)	25%	(273)	11%	(127)	32%	(351)	11%	(123)	1106
Streaming Services: Currently subscribe	22%	(299)	26%	(359)	14%	(192)	29%	(400)	9%	(122)	1372
Streaming Services: Subscribed in past	27%	(51)	24%	(47)	13%	(25)	20%	(39)	16%	(30)	192
Streaming Services: Never subscribed	18%	(115)	22%	(140)	10%	(63)	33%	(213)	16%	(105)	636
Film: An avid fan	29%	(211)	28%	(203)	12%	(89)	23%	(170)	8%	(56)	728
Film: A casual fan	18%	(220)	25%	(300)	14%	(163)	30%	(355)	13%	(156)	1193
Film: Not a fan	12%	(34)	16%	(43)	10%	(28)	46%	(128)	16%	(46)	280
Television: An avid fan	25%	(256)	25%	(259)	12%	(129)	28%	(294)	9%	(98)	1035
Television: A casual fan	18%	(184)	26%	(261)	14%	(139)	29%	(289)	12%	(122)	995
Television: Not a fan	15%	(25)	15%	(26)	8%	(13)	40%	(68)	22%	(37)	170
Music: An avid fan	27%	(289)	26%	(281)	12%	(126)	25%	(269)	10%	(105)	1070
Music: A casual fan	16%	(157)	25%	(242)	14%	(137)	33%	(325)	13%	(124)	985
Music: Not a fan	13%	(18)	16%	(23)	12%	(17)	40%	(57)	20%	(28)	144
Fashion: An avid fan	32%	(106)	25%	(83)	11%	(39)	20%	(69)	12%	(39)	336
Fashion: A casual fan	24%	(211)	28%	(248)	14%	(122)	25%	(225)	10%	(85)	892
Fashion: Not a fan	15%	(147)	22%	(215)	12%	(120)	37%	(358)	14%	(132)	973

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

Table HR2_9: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Required all employees to wear gloves

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	23%	(498)	25%	(546)	13%	(296)	24%	(537)	15%	(324)	2200
Gender: Male	23%	(247)	25%	(265)	15%	(158)	23%	(244)	14%	(147)	1062
Gender: Female	22%	(251)	25%	(281)	12%	(138)	26%	(293)	15%	(176)	1138
Age: 18-34	33%	(217)	27%	(174)	15%	(98)	12%	(78)	14%	(89)	655
Age: 35-44	23%	(83)	28%	(98)	16%	(58)	20%	(71)	13%	(47)	358
Age: 45-64	19%	(144)	25%	(191)	11%	(85)	30%	(224)	14%	(108)	751
Age: 65+	12%	(53)	19%	(83)	13%	(55)	38%	(165)	18%	(79)	436
GenZers: 1997-2012	35%	(103)	27%	(80)	16%	(47)	9%	(27)	13%	(37)	294
Millennials: 1981-1996	28%	(151)	25%	(132)	16%	(88)	17%	(90)	14%	(73)	535
GenXers: 1965-1980	24%	(127)	28%	(152)	9%	(51)	25%	(134)	13%	(72)	536
Baby Boomers: 1946-1964	14%	(104)	22%	(162)	13%	(96)	35%	(262)	17%	(124)	748
PID: Dem (no lean)	25%	(210)	25%	(204)	16%	(129)	23%	(190)	11%	(92)	826
PID: Ind (no lean)	23%	(160)	25%	(175)	12%	(85)	22%	(152)	18%	(127)	700
PID: Rep (no lean)	19%	(127)	25%	(167)	12%	(81)	29%	(194)	16%	(105)	674
PID/Gender: Dem Men	29%	(110)	25%	(93)	17%	(64)	20%	(74)	9%	(36)	377
PID/Gender: Dem Women	22%	(101)	25%	(111)	15%	(65)	26%	(116)	12%	(56)	449
PID/Gender: Ind Men	18%	(67)	25%	(94)	12%	(45)	25%	(92)	19%	(71)	369
PID/Gender: Ind Women	28%	(94)	25%	(81)	12%	(40)	18%	(60)	17%	(56)	331
PID/Gender: Rep Men	22%	(71)	25%	(78)	16%	(49)	25%	(78)	13%	(41)	316
PID/Gender: Rep Women	16%	(56)	25%	(89)	9%	(32)	32%	(116)	18%	(64)	358
Ideo: Liberal (1-3)	25%	(170)	27%	(184)	18%	(121)	22%	(148)	9%	(64)	686
Ideo: Moderate (4)	21%	(125)	26%	(159)	12%	(71)	27%	(165)	14%	(87)	608
Ideo: Conservative (5-7)	21%	(154)	24%	(172)	12%	(90)	27%	(193)	15%	(110)	720
Educ: < College	24%	(361)	22%	(337)	13%	(191)	25%	(377)	16%	(245)	1512
Educ: Bachelors degree	18%	(80)	31%	(138)	14%	(61)	26%	(115)	11%	(49)	444
Educ: Post-grad	23%	(56)	29%	(70)	18%	(44)	18%	(45)	12%	(29)	244
Income: Under 50k	23%	(282)	22%	(271)	13%	(158)	25%	(308)	16%	(195)	1213
Income: 50k-100k	23%	(158)	26%	(181)	15%	(103)	24%	(170)	12%	(84)	698
Income: 100k+	20%	(58)	33%	(94)	12%	(34)	20%	(58)	15%	(44)	289
Ethnicity: White	19%	(336)	26%	(443)	14%	(236)	26%	(443)	15%	(263)	1722

Continued on next page

Table HR2_9: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Required all employees to wear gloves

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	23%	(498)	25%	(546)	13%	(296)	24%	(537)	15%	(324)	2200
Ethnicity: Hispanic	37%	(130)	21%	(74)	16%	(56)	18%	(62)	8%	(28)	349
Ethnicity: Afr. Am.	36%	(99)	22%	(60)	10%	(26)	20%	(54)	13%	(35)	274
Ethnicity: Other	31%	(63)	21%	(43)	16%	(33)	19%	(40)	12%	(25)	204
All Christian	22%	(241)	25%	(269)	14%	(153)	25%	(277)	14%	(150)	1090
All Non-Christian	22%	(24)	28%	(29)	14%	(14)	23%	(24)	13%	(14)	106
Atheist	23%	(28)	25%	(30)	11%	(14)	29%	(35)	11%	(13)	121
Agnostic/Nothing in particular	23%	(205)	25%	(217)	13%	(115)	23%	(201)	17%	(146)	883
Religious Non-Protestant/Catholic	22%	(29)	26%	(35)	13%	(17)	24%	(32)	15%	(19)	132
Evangelical	22%	(123)	23%	(133)	13%	(72)	25%	(144)	17%	(98)	571
Non-Evangelical	25%	(203)	26%	(214)	14%	(115)	23%	(194)	12%	(100)	826
Community: Urban	28%	(162)	22%	(127)	14%	(83)	23%	(130)	12%	(71)	574
Community: Suburban	23%	(236)	29%	(295)	13%	(136)	22%	(230)	13%	(137)	1033
Community: Rural	17%	(100)	21%	(123)	13%	(77)	30%	(177)	20%	(116)	593
Employ: Private Sector	27%	(183)	27%	(185)	13%	(91)	21%	(143)	11%	(76)	679
Employ: Government	23%	(29)	24%	(30)	20%	(26)	23%	(29)	10%	(12)	126
Employ: Self-Employed	29%	(53)	21%	(37)	18%	(33)	14%	(25)	18%	(32)	181
Employ: Homemaker	25%	(30)	19%	(23)	4%	(5)	39%	(47)	13%	(16)	121
Employ: Retired	13%	(65)	23%	(119)	12%	(61)	37%	(189)	16%	(83)	517
Employ: Unemployed	28%	(86)	24%	(76)	13%	(40)	20%	(63)	15%	(48)	313
Employ: Other	14%	(17)	26%	(31)	11%	(14)	24%	(29)	25%	(29)	120
Military HH: Yes	20%	(77)	24%	(94)	14%	(54)	26%	(99)	16%	(61)	384
Military HH: No	23%	(421)	25%	(452)	13%	(242)	24%	(438)	14%	(263)	1816
RD/WT: Right Direction	21%	(132)	27%	(169)	13%	(84)	22%	(140)	17%	(106)	629
RD/WT: Wrong Track	23%	(366)	24%	(377)	14%	(212)	25%	(397)	14%	(218)	1571
Trump Job Approve	20%	(169)	25%	(208)	13%	(104)	25%	(203)	17%	(144)	828
Trump Job Disapprove	24%	(319)	25%	(324)	14%	(183)	25%	(328)	11%	(150)	1304

Continued on next page

Table HR2_9: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Required all employees to wear gloves

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	23%	(498)	25%	(546)	13%	(296)	24%	(537)	15%	(324)	2200
Trump Job Strongly Approve	22%	(105)	20%	(94)	10%	(47)	29%	(135)	19%	(87)	467
Trump Job Somewhat Approve	18%	(64)	32%	(114)	16%	(57)	19%	(68)	16%	(58)	361
Trump Job Somewhat Disapprove	34%	(96)	26%	(73)	12%	(35)	17%	(47)	11%	(31)	282
Trump Job Strongly Disapprove	22%	(223)	25%	(252)	14%	(148)	27%	(281)	12%	(118)	1022
Favorable of Trump	20%	(164)	26%	(211)	11%	(95)	26%	(216)	17%	(141)	826
Unfavorable of Trump	25%	(311)	25%	(318)	15%	(188)	25%	(313)	11%	(139)	1269
Very Favorable of Trump	23%	(106)	21%	(97)	9%	(44)	30%	(142)	17%	(81)	471
Somewhat Favorable of Trump	16%	(57)	32%	(114)	14%	(51)	21%	(74)	17%	(60)	355
Somewhat Unfavorable of Trump	29%	(58)	27%	(54)	16%	(33)	17%	(34)	11%	(21)	199
Very Unfavorable of Trump	24%	(254)	25%	(264)	15%	(155)	26%	(280)	11%	(118)	1071
#1 Issue: Economy	26%	(179)	27%	(190)	15%	(103)	20%	(139)	13%	(89)	700
#1 Issue: Security	21%	(55)	24%	(65)	12%	(31)	25%	(66)	19%	(51)	268
#1 Issue: Health Care	25%	(100)	25%	(103)	15%	(59)	23%	(95)	12%	(48)	405
#1 Issue: Medicare / Social Security	16%	(52)	19%	(62)	8%	(25)	37%	(119)	19%	(62)	320
#1 Issue: Women's Issues	26%	(26)	24%	(23)	21%	(21)	15%	(15)	14%	(13)	97
#1 Issue: Education	24%	(33)	31%	(41)	12%	(17)	19%	(26)	14%	(19)	135
#1 Issue: Energy	24%	(23)	25%	(24)	23%	(23)	17%	(17)	12%	(12)	99
#1 Issue: Other	17%	(30)	21%	(37)	10%	(17)	35%	(62)	17%	(30)	176
2018 House Vote: Democrat	25%	(193)	25%	(193)	16%	(122)	24%	(191)	11%	(86)	784
2018 House Vote: Republican	19%	(121)	24%	(151)	13%	(81)	28%	(175)	16%	(103)	632
2018 House Vote: Someone else	29%	(20)	17%	(11)	12%	(8)	32%	(22)	11%	(7)	69
2016 Vote: Hillary Clinton	25%	(180)	23%	(164)	16%	(116)	26%	(181)	10%	(70)	711
2016 Vote: Donald Trump	19%	(130)	25%	(173)	12%	(84)	28%	(188)	15%	(105)	680
2016 Vote: Other	21%	(30)	26%	(36)	11%	(16)	30%	(43)	12%	(17)	141
2016 Vote: Didn't Vote	24%	(158)	26%	(172)	12%	(80)	19%	(125)	20%	(132)	667
Voted in 2014: Yes	22%	(282)	23%	(299)	15%	(187)	27%	(340)	13%	(169)	1277
Voted in 2014: No	23%	(215)	27%	(247)	12%	(109)	21%	(197)	17%	(154)	923

Continued on next page

Table HR2_9: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Required all employees to wear gloves

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	23%	(498)	25%	(546)	13%	(296)	24%	(537)	15%	(324)	2200
2012 Vote: Barack Obama	24%	(200)	25%	(210)	15%	(123)	25%	(210)	12%	(101)	844
2012 Vote: Mitt Romney	17%	(83)	24%	(117)	13%	(64)	29%	(143)	16%	(78)	485
2012 Vote: Other	17%	(14)	25%	(21)	9%	(8)	37%	(31)	11%	(9)	82
2012 Vote: Didn't Vote	26%	(200)	25%	(197)	13%	(98)	20%	(153)	17%	(134)	782
4-Region: Northeast	25%	(99)	23%	(92)	14%	(53)	24%	(94)	14%	(55)	394
4-Region: Midwest	14%	(64)	25%	(115)	15%	(70)	29%	(133)	17%	(79)	462
4-Region: South	26%	(210)	26%	(218)	11%	(94)	22%	(184)	14%	(118)	824
4-Region: West	24%	(124)	23%	(121)	15%	(79)	24%	(126)	14%	(71)	520
Watch TV: Every day	26%	(285)	23%	(253)	14%	(157)	25%	(275)	13%	(146)	1115
Watch TV: Several times per week	21%	(105)	34%	(173)	14%	(70)	20%	(100)	12%	(63)	511
Watch TV: About once per week	20%	(34)	23%	(38)	18%	(30)	24%	(40)	14%	(23)	165
Watch TV: Several times per month	18%	(18)	30%	(29)	15%	(14)	26%	(25)	12%	(11)	97
Watch TV: Less often than once per month	24%	(22)	13%	(12)	13%	(12)	31%	(28)	20%	(18)	93
Watch TV: Never	16%	(28)	14%	(25)	5%	(9)	34%	(62)	31%	(56)	181
Watch Movies: Every day	33%	(131)	21%	(86)	12%	(48)	24%	(95)	10%	(42)	402
Watch Movies: Several times per week	24%	(147)	25%	(154)	18%	(111)	21%	(127)	13%	(79)	618
Watch Movies: About once per week	23%	(79)	32%	(111)	11%	(39)	24%	(84)	10%	(33)	348
Watch Movies: Several times per month	21%	(60)	27%	(78)	15%	(43)	22%	(63)	15%	(43)	287
Watch Movies: About once per month	20%	(38)	28%	(53)	10%	(19)	22%	(41)	20%	(38)	189
Watch Movies: Less often than once per month	14%	(22)	22%	(35)	12%	(19)	34%	(55)	18%	(30)	162
Watch Movies: Never	10%	(20)	14%	(28)	9%	(17)	37%	(71)	30%	(58)	194
Watch Sporting Events: Every day	40%	(44)	27%	(30)	15%	(17)	11%	(12)	7%	(7)	109
Watch Sporting Events: Several times per week	26%	(74)	32%	(94)	15%	(43)	19%	(54)	8%	(24)	288
Watch Sporting Events: About once per week	24%	(59)	25%	(60)	17%	(41)	20%	(47)	14%	(34)	240
Watch Sporting Events: Several times per month	23%	(51)	27%	(61)	13%	(28)	23%	(51)	15%	(33)	225
Watch Sporting Events: About once per month	22%	(31)	31%	(44)	13%	(19)	19%	(28)	15%	(21)	144
Watch Sporting Events: Less often than once per month	20%	(78)	26%	(102)	18%	(70)	25%	(99)	13%	(51)	400
Watch Sporting Events: Never	20%	(160)	20%	(155)	10%	(77)	31%	(246)	19%	(153)	793

Continued on next page

Table HR2_9: *If a movie theater did the following, would it make you more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*
Required all employees to wear gloves

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	23%	(498)	25%	(546)	13%	(296)	24%	(537)	15%	(324)	2200
Cable TV: Currently subscribe	25%	(252)	26%	(262)	13%	(131)	25%	(254)	12%	(128)	1026
Cable TV: Subscribed in past	20%	(144)	25%	(177)	15%	(109)	22%	(153)	17%	(122)	706
Cable TV: Never subscribed	22%	(102)	23%	(107)	12%	(56)	28%	(130)	16%	(73)	468
Satellite TV: Currently subscribe	20%	(95)	27%	(128)	12%	(56)	22%	(103)	18%	(86)	469
Satellite TV: Subscribed in past	25%	(157)	25%	(157)	16%	(97)	21%	(131)	13%	(83)	626
Satellite TV: Never subscribed	22%	(246)	24%	(261)	13%	(142)	27%	(303)	14%	(154)	1106
Streaming Services: Currently subscribe	24%	(324)	28%	(379)	14%	(187)	23%	(311)	12%	(171)	1372
Streaming Services: Subscribed in past	33%	(63)	20%	(39)	15%	(28)	18%	(34)	15%	(28)	192
Streaming Services: Never subscribed	17%	(111)	20%	(128)	13%	(81)	30%	(192)	20%	(125)	636
Film: An avid fan	31%	(226)	28%	(201)	12%	(91)	18%	(128)	11%	(82)	728
Film: A casual fan	19%	(232)	26%	(304)	15%	(174)	24%	(292)	16%	(190)	1193
Film: Not a fan	14%	(39)	15%	(41)	11%	(31)	42%	(117)	18%	(51)	280
Television: An avid fan	27%	(281)	25%	(259)	13%	(134)	22%	(230)	13%	(130)	1035
Television: A casual fan	19%	(187)	26%	(261)	14%	(144)	25%	(253)	15%	(151)	995
Television: Not a fan	17%	(29)	15%	(26)	10%	(18)	32%	(54)	25%	(42)	170
Music: An avid fan	30%	(318)	25%	(271)	13%	(135)	20%	(219)	12%	(128)	1070
Music: A casual fan	16%	(154)	26%	(256)	15%	(145)	28%	(275)	16%	(155)	985
Music: Not a fan	18%	(26)	13%	(19)	11%	(16)	30%	(44)	28%	(40)	144
Fashion: An avid fan	36%	(119)	20%	(66)	13%	(44)	18%	(60)	14%	(46)	336
Fashion: A casual fan	26%	(232)	28%	(246)	15%	(134)	19%	(172)	12%	(108)	892
Fashion: Not a fan	15%	(147)	24%	(234)	12%	(118)	31%	(304)	18%	(170)	973

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

Table HR3: *As you may know, multiple movies are set to premiere in movie theaters during the month of July, including Tenet and Mulan. Considering the COVID-19 pandemic (coronavirus), how likely is it you would go to a movie in theaters during the month of July?*

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	10%	(211)	16%	(344)	15%	(321)	52%	(1146)	8%	(178)	2200
Gender: Male	12%	(123)	17%	(185)	15%	(163)	48%	(507)	8%	(85)	1062
Gender: Female	8%	(88)	14%	(160)	14%	(158)	56%	(639)	8%	(93)	1138
Age: 18-34	15%	(100)	22%	(144)	17%	(114)	33%	(216)	12%	(80)	655
Age: 35-44	13%	(48)	21%	(75)	16%	(57)	43%	(155)	6%	(22)	358
Age: 45-64	8%	(58)	12%	(89)	13%	(99)	59%	(443)	8%	(62)	751
Age: 65+	1%	(5)	8%	(36)	12%	(51)	76%	(331)	3%	(14)	436
GenZers: 1997-2012	11%	(31)	25%	(74)	18%	(52)	36%	(105)	11%	(32)	294
Millennials: 1981-1996	18%	(95)	20%	(107)	17%	(90)	35%	(187)	10%	(56)	535
GenXers: 1965-1980	11%	(57)	17%	(90)	14%	(73)	50%	(269)	9%	(46)	536
Baby Boomers: 1946-1964	4%	(28)	9%	(70)	13%	(94)	69%	(513)	6%	(42)	748
PID: Dem (no lean)	6%	(51)	18%	(147)	15%	(127)	54%	(443)	7%	(58)	826
PID: Ind (no lean)	10%	(73)	12%	(87)	15%	(106)	52%	(365)	10%	(69)	700
PID: Rep (no lean)	13%	(87)	16%	(111)	13%	(88)	50%	(337)	8%	(51)	674
PID/Gender: Dem Men	9%	(35)	21%	(80)	19%	(72)	47%	(177)	4%	(13)	377
PID/Gender: Dem Women	4%	(17)	15%	(67)	12%	(55)	59%	(266)	10%	(45)	449
PID/Gender: Ind Men	11%	(39)	14%	(52)	12%	(46)	51%	(189)	12%	(44)	369
PID/Gender: Ind Women	10%	(34)	11%	(35)	18%	(60)	53%	(176)	8%	(25)	331
PID/Gender: Rep Men	16%	(49)	17%	(53)	14%	(45)	45%	(141)	9%	(28)	316
PID/Gender: Rep Women	10%	(38)	16%	(58)	12%	(43)	55%	(196)	7%	(24)	358
Ideo: Liberal (1-3)	9%	(60)	18%	(122)	15%	(100)	56%	(384)	3%	(20)	686
Ideo: Moderate (4)	9%	(55)	15%	(89)	16%	(96)	50%	(304)	10%	(64)	608
Ideo: Conservative (5-7)	11%	(79)	16%	(112)	14%	(100)	54%	(385)	6%	(43)	720
Educ: < College	9%	(142)	16%	(238)	13%	(200)	52%	(793)	9%	(140)	1512
Educ: Bachelors degree	9%	(41)	16%	(70)	16%	(72)	53%	(235)	6%	(27)	444
Educ: Post-grad	12%	(28)	15%	(37)	20%	(50)	48%	(118)	5%	(12)	244
Income: Under 50k	8%	(95)	15%	(179)	13%	(162)	53%	(647)	11%	(129)	1213
Income: 50k-100k	11%	(78)	17%	(117)	16%	(111)	50%	(352)	6%	(39)	698
Income: 100k+	13%	(37)	17%	(48)	16%	(48)	51%	(147)	3%	(9)	289
Ethnicity: White	9%	(163)	16%	(274)	14%	(241)	53%	(919)	7%	(124)	1722
Ethnicity: Hispanic	12%	(43)	18%	(63)	14%	(50)	47%	(163)	9%	(31)	349

Continued on next page

Table HR3: *As you may know, multiple movies are set to premiere in movie theaters during the month of July, including Tenet and Mulan. Considering the COVID-19 pandemic (coronavirus), how likely is it you would go to a movie in theaters during the month of July?*

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	10%	(211)	16%	(344)	15%	(321)	52%	(1146)	8%	(178)	2200
Ethnicity: Afr. Am.	13%	(36)	14%	(39)	16%	(43)	44%	(122)	13%	(35)	274
Ethnicity: Other	6%	(12)	15%	(31)	18%	(37)	51%	(105)	9%	(19)	204
All Christian	11%	(119)	15%	(164)	13%	(143)	55%	(604)	6%	(60)	1090
All Non-Christian	13%	(14)	13%	(14)	19%	(20)	47%	(50)	8%	(9)	106
Atheist	6%	(7)	9%	(10)	9%	(11)	75%	(90)	2%	(2)	121
Agnostic/Nothing in particular	8%	(70)	18%	(156)	17%	(148)	45%	(402)	12%	(107)	883
Religious Non-Protestant/Catholic	16%	(21)	13%	(18)	17%	(23)	45%	(59)	8%	(11)	132
Evangelical	15%	(83)	16%	(92)	11%	(64)	49%	(278)	9%	(54)	571
Non-Evangelical	8%	(62)	15%	(125)	16%	(130)	56%	(461)	6%	(47)	826
Community: Urban	12%	(69)	18%	(106)	16%	(94)	46%	(263)	7%	(42)	574
Community: Suburban	10%	(100)	16%	(163)	15%	(158)	53%	(546)	6%	(67)	1033
Community: Rural	7%	(42)	13%	(76)	12%	(69)	57%	(336)	12%	(69)	593
Employ: Private Sector	14%	(95)	21%	(145)	16%	(110)	42%	(285)	6%	(43)	679
Employ: Government	14%	(17)	22%	(27)	15%	(19)	48%	(60)	1%	(2)	126
Employ: Self-Employed	13%	(23)	18%	(32)	16%	(29)	49%	(88)	5%	(9)	181
Employ: Homemaker	7%	(9)	9%	(11)	8%	(10)	62%	(75)	14%	(17)	121
Employ: Retired	3%	(17)	8%	(43)	11%	(59)	73%	(375)	4%	(23)	517
Employ: Unemployed	7%	(23)	15%	(47)	15%	(47)	46%	(143)	17%	(52)	313
Employ: Other	7%	(9)	6%	(7)	19%	(23)	55%	(66)	12%	(14)	120
Military HH: Yes	11%	(44)	17%	(63)	17%	(64)	47%	(180)	8%	(32)	384
Military HH: No	9%	(167)	15%	(281)	14%	(256)	53%	(966)	8%	(146)	1816
RD/WT: Right Direction	15%	(91)	19%	(117)	13%	(81)	44%	(275)	10%	(65)	629
RD/WT: Wrong Track	8%	(120)	14%	(227)	15%	(240)	55%	(871)	7%	(113)	1571
Trump Job Approve	15%	(124)	18%	(145)	13%	(105)	46%	(383)	9%	(71)	828
Trump Job Disapprove	6%	(77)	15%	(193)	16%	(209)	57%	(743)	6%	(81)	1304
Trump Job Strongly Approve	18%	(84)	14%	(67)	11%	(50)	48%	(223)	9%	(43)	467
Trump Job Somewhat Approve	11%	(40)	22%	(78)	15%	(55)	44%	(160)	8%	(28)	361
Trump Job Somewhat Disapprove	9%	(24)	23%	(64)	21%	(58)	43%	(120)	5%	(15)	282
Trump Job Strongly Disapprove	5%	(53)	13%	(129)	15%	(151)	61%	(623)	6%	(66)	1022

Continued on next page

Table HR3: *As you may know, multiple movies are set to premiere in movie theaters during the month of July, including Tenet and Mulan. Considering the COVID-19 pandemic (coronavirus), how likely is it you would go to a movie in theaters during the month of July?*

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	10%	(211)	16%	(344)	15%	(321)	52%	(1146)	8%	(178)	2200
Favorable of Trump	13%	(110)	17%	(138)	14%	(115)	48%	(394)	9%	(70)	826
Unfavorable of Trump	6%	(82)	15%	(197)	15%	(197)	57%	(722)	6%	(72)	1269
Very Favorable of Trump	15%	(71)	16%	(75)	12%	(57)	49%	(233)	8%	(35)	471
Somewhat Favorable of Trump	11%	(39)	18%	(63)	16%	(58)	45%	(161)	10%	(35)	355
Somewhat Unfavorable of Trump	10%	(21)	21%	(42)	16%	(33)	49%	(98)	3%	(5)	199
Very Unfavorable of Trump	6%	(61)	14%	(154)	15%	(164)	58%	(625)	6%	(67)	1071
#1 Issue: Economy	11%	(80)	18%	(127)	20%	(142)	42%	(296)	8%	(55)	700
#1 Issue: Security	14%	(37)	20%	(53)	9%	(25)	47%	(127)	9%	(25)	268
#1 Issue: Health Care	8%	(32)	14%	(58)	14%	(57)	58%	(235)	6%	(24)	405
#1 Issue: Medicare / Social Security	5%	(15)	8%	(26)	10%	(33)	69%	(221)	8%	(26)	320
#1 Issue: Women's Issues	11%	(11)	21%	(21)	13%	(13)	45%	(44)	9%	(9)	97
#1 Issue: Education	8%	(11)	19%	(26)	13%	(18)	50%	(68)	9%	(13)	135
#1 Issue: Energy	12%	(12)	20%	(20)	12%	(12)	48%	(48)	8%	(8)	99
#1 Issue: Other	7%	(13)	8%	(14)	12%	(22)	61%	(108)	11%	(19)	176
2018 House Vote: Democrat	6%	(46)	15%	(118)	16%	(129)	57%	(450)	5%	(42)	784
2018 House Vote: Republican	14%	(87)	16%	(102)	13%	(85)	51%	(320)	6%	(37)	632
2018 House Vote: Someone else	8%	(5)	7%	(5)	12%	(8)	71%	(49)	3%	(2)	69
2016 Vote: Hillary Clinton	6%	(42)	15%	(106)	17%	(121)	57%	(402)	6%	(40)	711
2016 Vote: Donald Trump	13%	(90)	16%	(106)	13%	(91)	52%	(357)	6%	(38)	680
2016 Vote: Other	10%	(14)	10%	(14)	14%	(19)	62%	(88)	5%	(7)	141
2016 Vote: Didn't Vote	10%	(65)	18%	(119)	13%	(90)	45%	(299)	14%	(94)	667
Voted in 2014: Yes	9%	(121)	14%	(180)	15%	(191)	56%	(717)	5%	(68)	1277
Voted in 2014: No	10%	(90)	18%	(164)	14%	(130)	46%	(429)	12%	(110)	923
2012 Vote: Barack Obama	7%	(62)	15%	(124)	15%	(125)	56%	(473)	7%	(60)	844
2012 Vote: Mitt Romney	13%	(63)	13%	(64)	12%	(59)	57%	(276)	5%	(23)	485
2012 Vote: Other	7%	(6)	7%	(6)	11%	(9)	68%	(56)	7%	(6)	82
2012 Vote: Didn't Vote	10%	(78)	19%	(151)	16%	(125)	43%	(340)	11%	(89)	782

Continued on next page

Table HR3: *As you may know, multiple movies are set to premiere in movie theaters during the month of July, including Tenet and Mulan. Considering the COVID-19 pandemic (coronavirus), how likely is it you would go to a movie in theaters during the month of July?*

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	10%	(211)	16%	(344)	15%	(321)	52%	(1146)	8%	(178)	2200
4-Region: Northeast	8%	(30)	13%	(51)	15%	(59)	57%	(224)	8%	(30)	394
4-Region: Midwest	8%	(36)	15%	(70)	16%	(73)	53%	(245)	8%	(39)	462
4-Region: South	10%	(86)	17%	(140)	14%	(112)	51%	(417)	8%	(69)	824
4-Region: West	11%	(59)	16%	(84)	15%	(77)	50%	(260)	8%	(40)	520
Watch TV: Every day	11%	(119)	15%	(170)	14%	(154)	54%	(606)	6%	(66)	1115
Watch TV: Several times per week	9%	(43)	20%	(100)	17%	(89)	48%	(244)	7%	(34)	511
Watch TV: About once per week	11%	(17)	15%	(25)	17%	(28)	48%	(79)	10%	(16)	165
Watch TV: Several times per month	7%	(7)	20%	(20)	20%	(19)	46%	(45)	7%	(7)	97
Watch TV: Less often than once per month	7%	(6)	9%	(8)	11%	(10)	57%	(53)	16%	(15)	93
Watch TV: Never	7%	(13)	7%	(12)	11%	(20)	54%	(97)	22%	(39)	181
Watch Movies: Every day	17%	(68)	21%	(86)	13%	(52)	44%	(176)	5%	(19)	402
Watch Movies: Several times per week	11%	(66)	18%	(109)	13%	(82)	51%	(317)	7%	(43)	618
Watch Movies: About once per week	8%	(29)	19%	(65)	16%	(56)	49%	(171)	8%	(26)	348
Watch Movies: Several times per month	7%	(19)	16%	(45)	21%	(61)	47%	(134)	10%	(27)	287
Watch Movies: About once per month	6%	(11)	11%	(21)	15%	(29)	63%	(118)	5%	(10)	189
Watch Movies: Less often than once per month	2%	(4)	6%	(9)	13%	(21)	66%	(107)	13%	(21)	162
Watch Movies: Never	7%	(14)	4%	(9)	10%	(19)	63%	(122)	16%	(31)	194
Watch Sporting Events: Every day	32%	(35)	17%	(19)	25%	(27)	24%	(26)	2%	(2)	109
Watch Sporting Events: Several times per week	15%	(43)	25%	(71)	15%	(43)	43%	(125)	2%	(7)	288
Watch Sporting Events: About once per week	12%	(30)	21%	(50)	15%	(37)	48%	(115)	4%	(9)	240
Watch Sporting Events: Several times per month	10%	(23)	16%	(36)	16%	(36)	51%	(115)	6%	(15)	225
Watch Sporting Events: About once per month	11%	(16)	17%	(25)	17%	(25)	47%	(67)	8%	(11)	144
Watch Sporting Events: Less often than once per month	5%	(20)	14%	(57)	17%	(68)	55%	(222)	8%	(34)	400
Watch Sporting Events: Never	6%	(45)	11%	(85)	11%	(85)	60%	(476)	13%	(102)	793
Cable TV: Currently subscribe	8%	(85)	16%	(160)	15%	(150)	54%	(553)	8%	(78)	1026
Cable TV: Subscribed in past	9%	(60)	18%	(126)	16%	(114)	51%	(363)	6%	(42)	706
Cable TV: Never subscribed	14%	(65)	12%	(58)	12%	(57)	49%	(230)	13%	(58)	468
Satellite TV: Currently subscribe	11%	(53)	20%	(92)	13%	(63)	46%	(216)	9%	(44)	469
Satellite TV: Subscribed in past	9%	(55)	19%	(117)	16%	(98)	51%	(319)	6%	(38)	626
Satellite TV: Never subscribed	9%	(102)	12%	(136)	14%	(160)	55%	(611)	9%	(96)	1106

Continued on next page

Table HR3: *As you may know, multiple movies are set to premiere in movie theaters during the month of July, including Tenet and Mulan. Considering the COVID-19 pandemic (coronavirus), how likely is it you would go to a movie in theaters during the month of July?*

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	10%	(211)	16%	(344)	15%	(321)	52%	(1146)	8%	(178)	2200
Streaming Services: Currently subscribe	10%	(133)	18%	(241)	15%	(200)	52%	(707)	7%	(91)	1372
Streaming Services: Subscribed in past	15%	(30)	18%	(34)	20%	(38)	39%	(74)	8%	(16)	192
Streaming Services: Never subscribed	8%	(48)	11%	(69)	13%	(83)	57%	(364)	11%	(72)	636
Film: An avid fan	16%	(116)	22%	(160)	15%	(112)	41%	(296)	6%	(43)	728
Film: A casual fan	6%	(75)	14%	(161)	16%	(190)	57%	(675)	8%	(91)	1193
Film: Not a fan	7%	(20)	8%	(23)	7%	(18)	62%	(174)	16%	(44)	280
Television: An avid fan	11%	(114)	18%	(183)	14%	(144)	51%	(524)	7%	(71)	1035
Television: A casual fan	8%	(80)	14%	(143)	15%	(153)	55%	(551)	7%	(68)	995
Television: Not a fan	10%	(16)	11%	(19)	15%	(25)	41%	(70)	23%	(39)	170
Music: An avid fan	12%	(133)	20%	(212)	15%	(161)	45%	(483)	8%	(81)	1070
Music: A casual fan	7%	(69)	12%	(116)	15%	(148)	59%	(581)	7%	(72)	985
Music: Not a fan	6%	(9)	11%	(16)	9%	(13)	56%	(81)	18%	(26)	144
Fashion: An avid fan	22%	(74)	16%	(55)	17%	(57)	37%	(125)	8%	(25)	336
Fashion: A casual fan	8%	(74)	20%	(177)	15%	(138)	49%	(437)	7%	(65)	892
Fashion: Not a fan	6%	(62)	12%	(113)	13%	(126)	60%	(584)	9%	(88)	973

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

Table HR4_1: *And specifically, how likely is it you would see a movie at the following times?*
The movie's opening weekend in July

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	9%	(187)	10%	(228)	15%	(335)	58%	(1271)	8%	(178)	2200
Gender: Male	10%	(111)	12%	(125)	17%	(181)	52%	(548)	9%	(98)	1062
Gender: Female	7%	(77)	9%	(104)	14%	(155)	64%	(723)	7%	(80)	1138
Age: 18-34	15%	(98)	13%	(85)	22%	(147)	38%	(248)	12%	(77)	655
Age: 35-44	11%	(39)	17%	(61)	15%	(52)	49%	(177)	8%	(28)	358
Age: 45-64	6%	(45)	9%	(64)	14%	(105)	65%	(488)	6%	(48)	751
Age: 65+	1%	(5)	4%	(18)	7%	(31)	82%	(358)	6%	(24)	436
GenZers: 1997-2012	12%	(35)	15%	(44)	25%	(74)	36%	(106)	12%	(35)	294
Millennials: 1981-1996	16%	(83)	14%	(74)	19%	(104)	41%	(217)	11%	(56)	535
GenXers: 1965-1980	9%	(46)	12%	(65)	12%	(67)	59%	(316)	8%	(41)	536
Baby Boomers: 1946-1964	3%	(21)	5%	(40)	11%	(86)	75%	(559)	6%	(42)	748
PID: Dem (no lean)	8%	(66)	10%	(83)	17%	(139)	59%	(489)	6%	(49)	826
PID: Ind (no lean)	8%	(57)	10%	(67)	14%	(100)	58%	(404)	10%	(72)	700
PID: Rep (no lean)	10%	(65)	12%	(79)	14%	(97)	56%	(378)	8%	(56)	674
PID/Gender: Dem Men	11%	(41)	11%	(42)	19%	(73)	51%	(193)	7%	(28)	377
PID/Gender: Dem Women	6%	(25)	9%	(41)	15%	(66)	66%	(296)	5%	(21)	449
PID/Gender: Ind Men	8%	(30)	10%	(38)	15%	(55)	55%	(203)	11%	(42)	369
PID/Gender: Ind Women	8%	(26)	9%	(29)	14%	(45)	61%	(200)	9%	(30)	331
PID/Gender: Rep Men	12%	(39)	14%	(45)	17%	(52)	48%	(151)	9%	(28)	316
PID/Gender: Rep Women	7%	(26)	9%	(34)	12%	(44)	63%	(227)	8%	(28)	358
Ideo: Liberal (1-3)	10%	(69)	9%	(65)	16%	(110)	60%	(412)	4%	(30)	686
Ideo: Moderate (4)	8%	(46)	12%	(71)	16%	(98)	57%	(345)	8%	(48)	608
Ideo: Conservative (5-7)	9%	(62)	10%	(73)	15%	(105)	60%	(429)	7%	(51)	720
Educ: < College	8%	(128)	10%	(155)	15%	(228)	57%	(864)	9%	(138)	1512
Educ: Bachelors degree	7%	(32)	11%	(47)	15%	(67)	61%	(269)	6%	(29)	444
Educ: Post-grad	11%	(28)	11%	(26)	17%	(41)	57%	(139)	5%	(11)	244
Income: Under 50k	7%	(90)	9%	(113)	15%	(182)	58%	(706)	10%	(121)	1213
Income: 50k-100k	9%	(66)	11%	(79)	16%	(111)	57%	(397)	7%	(46)	698
Income: 100k+	11%	(32)	13%	(36)	15%	(42)	58%	(168)	4%	(11)	289
Ethnicity: White	8%	(146)	10%	(172)	15%	(250)	60%	(1029)	7%	(125)	1722
Ethnicity: Hispanic	17%	(58)	6%	(22)	18%	(64)	50%	(176)	8%	(29)	349

Continued on next page

Table HR4_1: *And specifically, how likely is it you would see a movie at the following times?*
The movie's opening weekend in July

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	9%	(187)	10%	(228)	15%	(335)	58%	(1271)	8%	(178)	2200
Ethnicity: Afr. Am.	12%	(32)	13%	(35)	19%	(51)	45%	(123)	12%	(33)	274
Ethnicity: Other	5%	(10)	10%	(21)	17%	(34)	59%	(119)	10%	(20)	204
All Christian	9%	(99)	10%	(112)	14%	(151)	60%	(658)	6%	(71)	1090
All Non-Christian	8%	(8)	9%	(9)	22%	(23)	55%	(58)	6%	(6)	106
Atheist	9%	(11)	5%	(6)	9%	(10)	77%	(92)	1%	(1)	121
Agnostic/Nothing in particular	8%	(69)	12%	(102)	17%	(151)	52%	(463)	11%	(99)	883
Religious Non-Protestant/Catholic	9%	(13)	9%	(12)	19%	(26)	52%	(68)	10%	(14)	132
Evangelical	13%	(71)	11%	(63)	12%	(71)	55%	(311)	10%	(54)	571
Non-Evangelical	6%	(53)	11%	(92)	16%	(129)	61%	(503)	6%	(49)	826
Community: Urban	13%	(72)	12%	(69)	17%	(99)	48%	(277)	10%	(57)	574
Community: Suburban	7%	(76)	11%	(110)	15%	(151)	61%	(630)	6%	(66)	1033
Community: Rural	7%	(39)	8%	(49)	14%	(85)	61%	(364)	9%	(55)	593
Employ: Private Sector	13%	(87)	14%	(96)	19%	(127)	48%	(325)	6%	(44)	679
Employ: Government	11%	(14)	15%	(19)	19%	(25)	52%	(66)	2%	(3)	126
Employ: Self-Employed	9%	(17)	11%	(19)	20%	(36)	54%	(98)	6%	(11)	181
Employ: Homemaker	9%	(11)	7%	(8)	4%	(5)	72%	(87)	9%	(11)	121
Employ: Retired	4%	(20)	5%	(25)	7%	(37)	79%	(409)	5%	(27)	517
Employ: Unemployed	6%	(20)	11%	(36)	17%	(53)	51%	(159)	14%	(45)	313
Employ: Other	5%	(6)	8%	(10)	13%	(16)	60%	(72)	13%	(16)	120
Military HH: Yes	10%	(38)	9%	(33)	17%	(65)	57%	(219)	7%	(28)	384
Military HH: No	8%	(149)	11%	(196)	15%	(270)	58%	(1052)	8%	(150)	1816
RD/WT: Right Direction	12%	(74)	13%	(81)	16%	(104)	47%	(298)	11%	(72)	629
RD/WT: Wrong Track	7%	(113)	9%	(147)	15%	(232)	62%	(973)	7%	(106)	1571
Trump Job Approve	11%	(88)	13%	(105)	15%	(122)	52%	(431)	10%	(81)	828
Trump Job Disapprove	7%	(92)	9%	(119)	16%	(206)	63%	(815)	5%	(72)	1304
Trump Job Strongly Approve	14%	(67)	13%	(59)	13%	(60)	50%	(234)	10%	(48)	467
Trump Job Somewhat Approve	6%	(21)	13%	(47)	17%	(62)	55%	(197)	9%	(34)	361
Trump Job Somewhat Disapprove	12%	(34)	15%	(42)	22%	(61)	44%	(124)	8%	(21)	282
Trump Job Strongly Disapprove	6%	(59)	8%	(77)	14%	(144)	68%	(692)	5%	(50)	1022

Continued on next page

Table HR4_1: *And specifically, how likely is it you would see a movie at the following times?*
The movie's opening weekend in July

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	9%	(187)	10%	(228)	15%	(335)	58%	(1271)	8%	(178)	2200
Favorable of Trump	11%	(88)	13%	(109)	15%	(123)	53%	(438)	8%	(68)	826
Unfavorable of Trump	7%	(87)	9%	(115)	16%	(201)	63%	(800)	5%	(66)	1269
Very Favorable of Trump	12%	(59)	13%	(60)	13%	(62)	52%	(247)	9%	(43)	471
Somewhat Favorable of Trump	8%	(30)	14%	(49)	17%	(60)	54%	(191)	7%	(25)	355
Somewhat Unfavorable of Trump	12%	(23)	12%	(24)	21%	(42)	51%	(102)	4%	(8)	199
Very Unfavorable of Trump	6%	(64)	9%	(91)	15%	(159)	65%	(698)	5%	(59)	1071
#1 Issue: Economy	10%	(69)	12%	(85)	18%	(125)	52%	(361)	8%	(59)	700
#1 Issue: Security	12%	(33)	15%	(39)	14%	(39)	48%	(128)	11%	(29)	268
#1 Issue: Health Care	9%	(36)	9%	(38)	14%	(57)	63%	(255)	5%	(19)	405
#1 Issue: Medicare / Social Security	4%	(12)	5%	(18)	11%	(35)	73%	(233)	7%	(21)	320
#1 Issue: Women's Issues	8%	(8)	15%	(14)	17%	(17)	51%	(49)	9%	(9)	97
#1 Issue: Education	6%	(8)	10%	(14)	17%	(23)	56%	(76)	11%	(15)	135
#1 Issue: Energy	9%	(9)	6%	(6)	23%	(23)	54%	(54)	8%	(8)	99
#1 Issue: Other	8%	(13)	9%	(15)	10%	(17)	65%	(114)	9%	(17)	176
2018 House Vote: Democrat	7%	(56)	8%	(63)	16%	(123)	64%	(501)	5%	(42)	784
2018 House Vote: Republican	11%	(71)	13%	(82)	14%	(86)	56%	(351)	7%	(42)	632
2018 House Vote: Someone else	9%	(6)	5%	(4)	6%	(4)	78%	(54)	2%	(1)	69
2016 Vote: Hillary Clinton	8%	(54)	9%	(66)	15%	(107)	63%	(448)	5%	(36)	711
2016 Vote: Donald Trump	10%	(71)	12%	(84)	13%	(89)	58%	(394)	6%	(43)	680
2016 Vote: Other	10%	(14)	6%	(9)	11%	(16)	67%	(95)	5%	(7)	141
2016 Vote: Didn't Vote	7%	(49)	10%	(69)	19%	(124)	50%	(334)	14%	(91)	667
Voted in 2014: Yes	9%	(113)	10%	(126)	14%	(176)	62%	(788)	6%	(75)	1277
Voted in 2014: No	8%	(75)	11%	(103)	17%	(160)	52%	(483)	11%	(103)	923
2012 Vote: Barack Obama	7%	(59)	9%	(75)	15%	(125)	64%	(537)	6%	(48)	844
2012 Vote: Mitt Romney	9%	(45)	11%	(51)	13%	(62)	61%	(296)	6%	(31)	485
2012 Vote: Other	6%	(5)	9%	(7)	9%	(7)	73%	(60)	3%	(3)	82
2012 Vote: Didn't Vote	9%	(73)	12%	(96)	18%	(142)	48%	(378)	12%	(94)	782

Continued on next page

Table HR4_1: *And specifically, how likely is it you would see a movie at the following times?*
The movie's opening weekend in July

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	9%	(187)	10%	(228)	15%	(335)	58%	(1271)	8%	(178)	2200
4-Region: Northeast	9%	(34)	7%	(30)	14%	(56)	60%	(238)	9%	(36)	394
4-Region: Midwest	7%	(32)	10%	(47)	12%	(56)	63%	(293)	7%	(34)	462
4-Region: South	10%	(79)	12%	(95)	16%	(128)	56%	(458)	8%	(64)	824
4-Region: West	8%	(42)	11%	(57)	18%	(95)	54%	(283)	8%	(44)	520
Watch TV: Every day	9%	(103)	10%	(114)	15%	(173)	60%	(664)	5%	(61)	1115
Watch TV: Several times per week	10%	(51)	12%	(63)	16%	(79)	56%	(286)	6%	(31)	511
Watch TV: About once per week	7%	(11)	13%	(21)	25%	(40)	47%	(78)	9%	(14)	165
Watch TV: Several times per month	8%	(8)	10%	(10)	18%	(17)	56%	(54)	8%	(7)	97
Watch TV: Less often than once per month	3%	(3)	7%	(6)	6%	(5)	62%	(57)	23%	(21)	93
Watch TV: Never	6%	(12)	5%	(10)	7%	(13)	59%	(107)	22%	(40)	181
Watch Movies: Every day	16%	(63)	17%	(68)	13%	(53)	48%	(195)	6%	(23)	402
Watch Movies: Several times per week	11%	(65)	13%	(78)	16%	(96)	56%	(348)	5%	(30)	618
Watch Movies: About once per week	9%	(30)	10%	(36)	18%	(64)	55%	(190)	8%	(27)	348
Watch Movies: Several times per month	4%	(11)	8%	(24)	23%	(66)	56%	(160)	9%	(25)	287
Watch Movies: About once per month	3%	(6)	5%	(9)	15%	(29)	69%	(131)	8%	(15)	189
Watch Movies: Less often than once per month	1%	(2)	3%	(5)	9%	(14)	74%	(119)	14%	(22)	162
Watch Movies: Never	5%	(10)	4%	(8)	7%	(13)	66%	(128)	18%	(35)	194
Watch Sporting Events: Every day	31%	(34)	19%	(21)	17%	(19)	25%	(27)	8%	(9)	109
Watch Sporting Events: Several times per week	13%	(38)	17%	(48)	19%	(54)	48%	(137)	4%	(10)	288
Watch Sporting Events: About once per week	11%	(26)	18%	(43)	18%	(43)	50%	(119)	4%	(10)	240
Watch Sporting Events: Several times per month	7%	(16)	9%	(21)	20%	(44)	57%	(128)	7%	(15)	225
Watch Sporting Events: About once per month	5%	(8)	15%	(22)	21%	(31)	53%	(76)	5%	(7)	144
Watch Sporting Events: Less often than once per month	4%	(16)	8%	(33)	15%	(61)	64%	(258)	8%	(32)	400
Watch Sporting Events: Never	6%	(49)	5%	(40)	11%	(84)	66%	(526)	12%	(95)	793
Cable TV: Currently subscribe	8%	(81)	10%	(105)	15%	(158)	59%	(609)	7%	(73)	1026
Cable TV: Subscribed in past	6%	(42)	12%	(84)	17%	(123)	58%	(409)	7%	(48)	706
Cable TV: Never subscribed	14%	(64)	8%	(39)	12%	(54)	54%	(254)	12%	(57)	468
Satellite TV: Currently subscribe	10%	(47)	14%	(64)	16%	(73)	51%	(239)	10%	(46)	469
Satellite TV: Subscribed in past	9%	(56)	11%	(68)	20%	(124)	55%	(345)	5%	(34)	626
Satellite TV: Never subscribed	8%	(85)	9%	(96)	13%	(139)	62%	(688)	9%	(98)	1106

Continued on next page

Table HR4_1: *And specifically, how likely is it you would see a movie at the following times?*
The movie's opening weekend in July

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	9%	(187)	10%	(228)	15%	(335)	58%	(1271)	8%	(178)	2200
Streaming Services: Currently subscribe	8%	(116)	11%	(149)	16%	(224)	58%	(799)	6%	(85)	1372
Streaming Services: Subscribed in past	15%	(30)	11%	(22)	25%	(48)	40%	(77)	9%	(17)	192
Streaming Services: Never subscribed	7%	(42)	9%	(57)	10%	(64)	62%	(396)	12%	(76)	636
Film: An avid fan	15%	(111)	14%	(103)	18%	(134)	46%	(335)	6%	(46)	728
Film: A casual fan	5%	(61)	9%	(112)	14%	(172)	63%	(757)	8%	(90)	1193
Film: Not a fan	6%	(16)	5%	(14)	11%	(29)	64%	(179)	15%	(42)	280
Television: An avid fan	10%	(104)	12%	(121)	15%	(153)	58%	(598)	6%	(59)	1035
Television: A casual fan	7%	(72)	9%	(94)	16%	(162)	59%	(589)	8%	(78)	995
Television: Not a fan	7%	(11)	7%	(13)	12%	(21)	50%	(85)	24%	(40)	170
Music: An avid fan	11%	(119)	13%	(140)	16%	(174)	52%	(555)	8%	(82)	1070
Music: A casual fan	6%	(57)	8%	(81)	14%	(138)	65%	(636)	7%	(72)	985
Music: Not a fan	8%	(11)	5%	(8)	16%	(23)	55%	(80)	16%	(23)	144
Fashion: An avid fan	17%	(57)	18%	(59)	13%	(43)	42%	(140)	11%	(36)	336
Fashion: A casual fan	8%	(72)	11%	(101)	18%	(162)	56%	(502)	6%	(54)	892
Fashion: Not a fan	6%	(59)	7%	(68)	13%	(130)	65%	(629)	9%	(87)	973

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

Table HR4_2: *And specifically, how likely is it you would see a movie at the following times? Within the first two weeks the movie is in theaters in July*

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	10%	(214)	15%	(330)	14%	(300)	53%	(1176)	8%	(179)	2200
Gender: Male	12%	(131)	18%	(189)	14%	(149)	47%	(497)	9%	(96)	1062
Gender: Female	7%	(84)	12%	(141)	13%	(152)	60%	(679)	7%	(83)	1138
Age: 18-34	15%	(97)	23%	(148)	16%	(108)	34%	(224)	12%	(79)	655
Age: 35-44	13%	(46)	22%	(79)	14%	(51)	44%	(157)	7%	(25)	358
Age: 45-64	9%	(64)	11%	(79)	14%	(106)	60%	(452)	7%	(50)	751
Age: 65+	2%	(8)	5%	(24)	8%	(35)	79%	(344)	6%	(25)	436
GenZers: 1997-2012	9%	(27)	30%	(87)	14%	(41)	35%	(103)	12%	(36)	294
Millennials: 1981-1996	18%	(98)	18%	(99)	18%	(97)	35%	(188)	10%	(53)	535
GenXers: 1965-1980	10%	(52)	16%	(86)	14%	(73)	53%	(284)	8%	(41)	536
Baby Boomers: 1946-1964	5%	(36)	7%	(54)	12%	(86)	71%	(529)	6%	(43)	748
PID: Dem (no lean)	8%	(68)	15%	(126)	14%	(119)	55%	(457)	7%	(56)	826
PID: Ind (no lean)	10%	(70)	14%	(96)	13%	(90)	53%	(373)	10%	(71)	700
PID: Rep (no lean)	11%	(77)	16%	(108)	14%	(91)	51%	(346)	8%	(52)	674
PID/Gender: Dem Men	11%	(42)	17%	(63)	17%	(63)	47%	(176)	9%	(33)	377
PID/Gender: Dem Women	6%	(26)	14%	(63)	13%	(56)	63%	(281)	5%	(23)	449
PID/Gender: Ind Men	12%	(44)	17%	(62)	12%	(46)	48%	(178)	11%	(39)	369
PID/Gender: Ind Women	8%	(26)	10%	(34)	13%	(44)	59%	(195)	10%	(32)	331
PID/Gender: Rep Men	14%	(45)	20%	(64)	13%	(40)	45%	(142)	7%	(24)	316
PID/Gender: Rep Women	9%	(31)	12%	(44)	14%	(51)	57%	(204)	8%	(28)	358
Ideo: Liberal (1-3)	11%	(76)	13%	(86)	16%	(111)	55%	(380)	5%	(33)	686
Ideo: Moderate (4)	9%	(52)	17%	(104)	14%	(87)	53%	(320)	7%	(44)	608
Ideo: Conservative (5-7)	11%	(77)	15%	(111)	12%	(85)	55%	(397)	7%	(50)	720
Educ: < College	10%	(152)	15%	(227)	12%	(181)	54%	(810)	9%	(142)	1512
Educ: Bachelors degree	9%	(38)	15%	(66)	16%	(70)	55%	(243)	6%	(27)	444
Educ: Post-grad	10%	(25)	15%	(37)	20%	(49)	51%	(124)	4%	(10)	244
Income: Under 50k	9%	(104)	14%	(168)	12%	(146)	55%	(669)	10%	(126)	1213
Income: 50k-100k	12%	(82)	16%	(115)	16%	(111)	50%	(348)	6%	(42)	698
Income: 100k+	10%	(29)	16%	(47)	15%	(44)	55%	(158)	4%	(11)	289
Ethnicity: White	10%	(172)	15%	(251)	13%	(230)	55%	(949)	7%	(119)	1722
Ethnicity: Hispanic	13%	(46)	18%	(62)	12%	(41)	51%	(177)	7%	(24)	349

Continued on next page

Table HR4_2: *And specifically, how likely is it you would see a movie at the following times? Within the first two weeks the movie is in theaters in July*

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	10%	(214)	15%	(330)	14%	(300)	53%	(1176)	8%	(179)	2200
Ethnicity: Afr. Am.	12%	(32)	17%	(46)	12%	(34)	45%	(123)	14%	(39)	274
Ethnicity: Other	5%	(10)	16%	(33)	18%	(36)	51%	(104)	10%	(21)	204
All Christian	11%	(123)	13%	(146)	13%	(144)	56%	(608)	6%	(70)	1090
All Non-Christian	7%	(7)	22%	(23)	16%	(17)	48%	(51)	7%	(7)	106
Atheist	9%	(11)	8%	(10)	9%	(11)	73%	(88)	1%	(1)	121
Agnostic/Nothing in particular	8%	(74)	17%	(151)	15%	(128)	49%	(430)	11%	(100)	883
Religious Non-Protestant/Catholic	10%	(13)	20%	(27)	17%	(23)	44%	(58)	9%	(12)	132
Evangelical	14%	(80)	15%	(84)	12%	(70)	49%	(282)	10%	(55)	571
Non-Evangelical	8%	(64)	14%	(120)	14%	(118)	57%	(470)	6%	(53)	826
Community: Urban	13%	(75)	17%	(100)	15%	(84)	45%	(259)	10%	(57)	574
Community: Suburban	10%	(101)	15%	(154)	14%	(143)	55%	(572)	6%	(64)	1033
Community: Rural	7%	(39)	13%	(76)	13%	(74)	58%	(344)	10%	(59)	593
Employ: Private Sector	14%	(98)	21%	(140)	16%	(107)	43%	(293)	6%	(40)	679
Employ: Government	12%	(15)	23%	(29)	17%	(21)	46%	(58)	2%	(3)	126
Employ: Self-Employed	10%	(19)	18%	(32)	15%	(28)	52%	(93)	5%	(9)	181
Employ: Homemaker	10%	(12)	8%	(10)	6%	(7)	65%	(79)	11%	(13)	121
Employ: Retired	4%	(23)	5%	(25)	9%	(47)	75%	(389)	6%	(33)	517
Employ: Unemployed	7%	(23)	17%	(53)	15%	(48)	47%	(147)	14%	(43)	313
Employ: Other	9%	(10)	7%	(8)	14%	(17)	55%	(66)	15%	(18)	120
Military HH: Yes	9%	(36)	17%	(64)	12%	(47)	52%	(200)	10%	(37)	384
Military HH: No	10%	(178)	15%	(266)	14%	(253)	54%	(976)	8%	(142)	1816
RD/WT: Right Direction	14%	(87)	19%	(117)	12%	(77)	44%	(277)	11%	(72)	629
RD/WT: Wrong Track	8%	(128)	14%	(213)	14%	(223)	57%	(899)	7%	(107)	1571
Trump Job Approve	13%	(108)	18%	(148)	12%	(97)	48%	(394)	10%	(81)	828
Trump Job Disapprove	8%	(98)	14%	(176)	15%	(197)	58%	(760)	6%	(72)	1304
Trump Job Strongly Approve	17%	(77)	16%	(76)	10%	(46)	48%	(226)	9%	(42)	467
Trump Job Somewhat Approve	9%	(31)	20%	(71)	14%	(51)	46%	(168)	11%	(39)	361
Trump Job Somewhat Disapprove	11%	(31)	21%	(59)	21%	(59)	42%	(118)	5%	(15)	282
Trump Job Strongly Disapprove	7%	(67)	12%	(118)	14%	(138)	63%	(642)	6%	(57)	1022

Continued on next page

Table HR4_2: *And specifically, how likely is it you would see a movie at the following times? Within the first two weeks the movie is in theaters in July*

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	10%	(214)	15%	(330)	14%	(300)	53%	(1176)	8%	(179)	2200
Favorable of Trump	14%	(113)	17%	(144)	12%	(103)	49%	(401)	8%	(65)	826
Unfavorable of Trump	7%	(90)	13%	(171)	15%	(194)	59%	(743)	6%	(71)	1269
Very Favorable of Trump	16%	(74)	14%	(67)	12%	(57)	50%	(236)	8%	(37)	471
Somewhat Favorable of Trump	11%	(39)	22%	(77)	13%	(46)	47%	(165)	8%	(28)	355
Somewhat Unfavorable of Trump	11%	(22)	18%	(35)	23%	(46)	44%	(87)	5%	(9)	199
Very Unfavorable of Trump	6%	(69)	13%	(136)	14%	(148)	61%	(656)	6%	(62)	1071
#1 Issue: Economy	12%	(82)	17%	(121)	16%	(109)	48%	(333)	8%	(55)	700
#1 Issue: Security	13%	(34)	19%	(52)	11%	(29)	45%	(122)	11%	(31)	268
#1 Issue: Health Care	9%	(37)	12%	(50)	15%	(61)	59%	(237)	5%	(21)	405
#1 Issue: Medicare / Social Security	4%	(11)	8%	(27)	10%	(31)	69%	(220)	9%	(30)	320
#1 Issue: Women's Issues	8%	(7)	27%	(26)	14%	(14)	45%	(43)	6%	(6)	97
#1 Issue: Education	12%	(17)	12%	(16)	15%	(21)	50%	(67)	11%	(15)	135
#1 Issue: Energy	10%	(10)	21%	(21)	16%	(16)	45%	(44)	8%	(8)	99
#1 Issue: Other	9%	(16)	10%	(18)	11%	(19)	62%	(109)	8%	(14)	176
2018 House Vote: Democrat	8%	(64)	11%	(90)	14%	(111)	61%	(479)	5%	(40)	784
2018 House Vote: Republican	13%	(84)	16%	(102)	13%	(80)	51%	(323)	7%	(43)	632
2018 House Vote: Someone else	10%	(7)	2%	(1)	12%	(8)	74%	(51)	2%	(1)	69
2016 Vote: Hillary Clinton	9%	(61)	12%	(88)	14%	(102)	59%	(419)	6%	(41)	711
2016 Vote: Donald Trump	13%	(86)	15%	(102)	13%	(86)	54%	(368)	6%	(38)	680
2016 Vote: Other	11%	(15)	8%	(11)	13%	(19)	62%	(87)	6%	(9)	141
2016 Vote: Didn't Vote	8%	(53)	19%	(129)	14%	(93)	45%	(301)	14%	(91)	667
Voted in 2014: Yes	10%	(130)	12%	(152)	13%	(171)	59%	(750)	6%	(73)	1277
Voted in 2014: No	9%	(85)	19%	(177)	14%	(129)	46%	(425)	11%	(106)	923
2012 Vote: Barack Obama	8%	(68)	12%	(102)	15%	(130)	59%	(494)	6%	(49)	844
2012 Vote: Mitt Romney	11%	(53)	13%	(63)	12%	(61)	58%	(280)	6%	(28)	485
2012 Vote: Other	10%	(8)	11%	(9)	5%	(4)	71%	(58)	3%	(3)	82
2012 Vote: Didn't Vote	10%	(81)	20%	(154)	14%	(106)	44%	(343)	12%	(98)	782

Continued on next page

Table HR4_2: *And specifically, how likely is it you would see a movie at the following times? Within the first two weeks the movie is in theaters in July*

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	10%	(214)	15%	(330)	14%	(300)	53%	(1176)	8%	(179)	2200
4-Region: Northeast	11%	(42)	10%	(40)	14%	(57)	56%	(221)	9%	(35)	394
4-Region: Midwest	8%	(37)	14%	(63)	13%	(59)	58%	(269)	8%	(35)	462
4-Region: South	10%	(81)	16%	(136)	14%	(117)	51%	(420)	9%	(71)	824
4-Region: West	11%	(56)	18%	(91)	13%	(68)	51%	(266)	7%	(39)	520
Watch TV: Every day	12%	(136)	12%	(133)	14%	(155)	56%	(627)	6%	(65)	1115
Watch TV: Several times per week	9%	(48)	19%	(98)	14%	(71)	51%	(260)	7%	(34)	511
Watch TV: About once per week	8%	(13)	27%	(45)	19%	(32)	38%	(63)	8%	(13)	165
Watch TV: Several times per month	4%	(4)	23%	(23)	13%	(13)	50%	(48)	9%	(9)	97
Watch TV: Less often than once per month	2%	(2)	6%	(5)	14%	(13)	58%	(53)	20%	(18)	93
Watch TV: Never	6%	(11)	11%	(20)	5%	(10)	57%	(102)	21%	(38)	181
Watch Movies: Every day	18%	(72)	19%	(76)	14%	(57)	41%	(164)	8%	(33)	402
Watch Movies: Several times per week	13%	(80)	16%	(98)	14%	(86)	52%	(323)	5%	(32)	618
Watch Movies: About once per week	8%	(26)	20%	(68)	15%	(52)	52%	(182)	5%	(19)	348
Watch Movies: Several times per month	6%	(17)	17%	(49)	17%	(49)	51%	(145)	9%	(27)	287
Watch Movies: About once per month	4%	(7)	9%	(17)	15%	(28)	65%	(123)	7%	(13)	189
Watch Movies: Less often than once per month	2%	(2)	7%	(11)	8%	(14)	69%	(112)	14%	(23)	162
Watch Movies: Never	5%	(9)	5%	(11)	8%	(15)	65%	(126)	17%	(33)	194
Watch Sporting Events: Every day	30%	(33)	22%	(24)	15%	(17)	23%	(25)	11%	(12)	109
Watch Sporting Events: Several times per week	18%	(51)	21%	(61)	16%	(47)	41%	(119)	3%	(9)	288
Watch Sporting Events: About once per week	13%	(32)	19%	(46)	17%	(40)	46%	(111)	5%	(11)	240
Watch Sporting Events: Several times per month	9%	(20)	16%	(37)	18%	(40)	52%	(118)	5%	(11)	225
Watch Sporting Events: About once per month	10%	(14)	19%	(27)	17%	(24)	48%	(69)	6%	(9)	144
Watch Sporting Events: Less often than once per month	4%	(16)	14%	(58)	13%	(52)	60%	(241)	9%	(34)	400
Watch Sporting Events: Never	6%	(48)	10%	(78)	10%	(80)	62%	(494)	12%	(93)	793
Cable TV: Currently subscribe	8%	(83)	14%	(145)	15%	(155)	55%	(566)	7%	(76)	1026
Cable TV: Subscribed in past	9%	(65)	17%	(118)	13%	(94)	54%	(380)	7%	(48)	706
Cable TV: Never subscribed	14%	(67)	14%	(66)	11%	(51)	49%	(229)	12%	(55)	468
Satellite TV: Currently subscribe	12%	(54)	18%	(83)	16%	(74)	46%	(216)	9%	(42)	469
Satellite TV: Subscribed in past	11%	(66)	17%	(105)	12%	(75)	55%	(346)	5%	(34)	626
Satellite TV: Never subscribed	8%	(94)	13%	(142)	14%	(152)	56%	(614)	9%	(104)	1106

Continued on next page

Table HR4_2: *And specifically, how likely is it you would see a movie at the following times? Within the first two weeks the movie is in theaters in July*

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	10%	(214)	15%	(330)	14%	(300)	53%	(1176)	8%	(179)	2200
Streaming Services: Currently subscribe	11%	(146)	16%	(216)	15%	(208)	52%	(715)	6%	(86)	1372
Streaming Services: Subscribed in past	13%	(24)	21%	(41)	17%	(33)	39%	(75)	10%	(19)	192
Streaming Services: Never subscribed	7%	(44)	12%	(73)	9%	(59)	61%	(385)	12%	(74)	636
Film: An avid fan	18%	(134)	17%	(126)	14%	(105)	43%	(314)	7%	(48)	728
Film: A casual fan	5%	(65)	15%	(176)	14%	(171)	58%	(690)	8%	(91)	1193
Film: Not a fan	5%	(15)	10%	(28)	9%	(25)	61%	(171)	15%	(41)	280
Television: An avid fan	12%	(126)	14%	(149)	14%	(141)	53%	(552)	6%	(67)	1035
Television: A casual fan	8%	(77)	15%	(151)	15%	(146)	55%	(547)	7%	(74)	995
Television: Not a fan	7%	(11)	18%	(31)	8%	(13)	45%	(77)	22%	(38)	170
Music: An avid fan	12%	(131)	18%	(195)	16%	(167)	46%	(496)	8%	(82)	1070
Music: A casual fan	7%	(68)	12%	(119)	13%	(127)	61%	(597)	8%	(75)	985
Music: Not a fan	10%	(15)	11%	(17)	5%	(7)	58%	(83)	15%	(22)	144
Fashion: An avid fan	19%	(64)	18%	(62)	14%	(47)	38%	(127)	11%	(36)	336
Fashion: A casual fan	8%	(74)	18%	(158)	17%	(151)	51%	(455)	6%	(54)	892
Fashion: Not a fan	8%	(77)	11%	(111)	11%	(102)	61%	(594)	9%	(89)	973

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

Table HR5_1: *And specifically, to what extent are you interested in seeing the following movies during opening weekend? Warner Bros. Pictures' 'Tenet' in movie theaters during its July 17 opening weekend*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(173)	15%	(324)	16%	(357)	47%	(1029)	14%	(316)	2200
Gender: Male	11%	(118)	19%	(202)	18%	(193)	40%	(424)	12%	(125)	1062
Gender: Female	5%	(55)	11%	(123)	14%	(164)	53%	(605)	17%	(191)	1138
Age: 18-34	11%	(71)	19%	(123)	18%	(118)	31%	(205)	21%	(139)	655
Age: 35-44	15%	(53)	20%	(70)	18%	(64)	33%	(118)	15%	(53)	358
Age: 45-64	6%	(45)	12%	(91)	17%	(124)	54%	(402)	12%	(88)	751
Age: 65+	1%	(4)	9%	(41)	12%	(51)	70%	(304)	8%	(37)	436
GenZers: 1997-2012	8%	(22)	16%	(48)	20%	(59)	36%	(104)	20%	(60)	294
Millennials: 1981-1996	14%	(75)	21%	(114)	18%	(99)	27%	(142)	20%	(105)	535
GenXers: 1965-1980	11%	(58)	15%	(81)	15%	(81)	47%	(251)	12%	(65)	536
Baby Boomers: 1946-1964	2%	(17)	10%	(72)	15%	(112)	63%	(469)	11%	(79)	748
PID: Dem (no lean)	9%	(72)	17%	(138)	16%	(135)	44%	(367)	14%	(114)	826
PID: Ind (no lean)	6%	(45)	13%	(88)	14%	(101)	48%	(339)	18%	(126)	700
PID: Rep (no lean)	8%	(56)	15%	(98)	18%	(121)	48%	(323)	11%	(76)	674
PID/Gender: Dem Men	13%	(50)	24%	(92)	18%	(68)	35%	(133)	9%	(34)	377
PID/Gender: Dem Women	5%	(23)	10%	(46)	15%	(66)	52%	(234)	18%	(80)	449
PID/Gender: Ind Men	8%	(31)	14%	(51)	18%	(67)	43%	(159)	17%	(61)	369
PID/Gender: Ind Women	4%	(14)	11%	(38)	10%	(34)	54%	(180)	20%	(65)	331
PID/Gender: Rep Men	12%	(38)	19%	(59)	18%	(58)	42%	(131)	10%	(30)	316
PID/Gender: Rep Women	5%	(18)	11%	(39)	18%	(64)	53%	(191)	13%	(46)	358
Ideo: Liberal (1-3)	11%	(77)	15%	(103)	18%	(122)	44%	(302)	12%	(81)	686
Ideo: Moderate (4)	8%	(48)	16%	(96)	16%	(98)	45%	(276)	15%	(89)	608
Ideo: Conservative (5-7)	6%	(44)	15%	(110)	16%	(119)	51%	(367)	11%	(80)	720
Educ: < College	7%	(108)	15%	(221)	15%	(231)	48%	(729)	15%	(223)	1512
Educ: Bachelors degree	8%	(37)	14%	(62)	20%	(89)	43%	(192)	14%	(62)	444
Educ: Post-grad	12%	(28)	17%	(41)	15%	(37)	44%	(107)	13%	(31)	244
Income: Under 50k	7%	(91)	15%	(180)	15%	(182)	48%	(579)	15%	(182)	1213
Income: 50k-100k	8%	(54)	15%	(105)	18%	(126)	45%	(315)	14%	(98)	698
Income: 100k+	10%	(28)	14%	(39)	17%	(50)	47%	(135)	13%	(37)	289
Ethnicity: White	7%	(119)	15%	(254)	16%	(273)	49%	(836)	14%	(239)	1722
Ethnicity: Hispanic	10%	(35)	20%	(71)	20%	(68)	35%	(122)	15%	(52)	349

Continued on next page

Table HR5_1: *And specifically, to what extent are you interested in seeing the following movies during opening weekend? Warner Bros. Pictures' 'Tenet' in movie theaters during its July 17 opening weekend*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(173)	15%	(324)	16%	(357)	47%	(1029)	14%	(316)	2200
Ethnicity: Afr. Am.	13%	(35)	14%	(39)	17%	(47)	38%	(104)	18%	(50)	274
Ethnicity: Other	9%	(19)	15%	(31)	18%	(38)	44%	(89)	13%	(27)	204
All Christian	9%	(93)	15%	(161)	16%	(173)	50%	(542)	11%	(122)	1090
All Non-Christian	10%	(10)	22%	(23)	14%	(15)	44%	(47)	10%	(11)	106
Atheist	10%	(12)	14%	(17)	16%	(20)	54%	(65)	7%	(8)	121
Agnostic/Nothing in particular	7%	(58)	14%	(124)	17%	(150)	43%	(376)	20%	(176)	883
Religious Non-Protestant/Catholic	12%	(16)	19%	(25)	16%	(21)	41%	(54)	13%	(17)	132
Evangelical	10%	(58)	15%	(84)	16%	(90)	46%	(262)	14%	(78)	571
Non-Evangelical	6%	(53)	14%	(117)	17%	(139)	50%	(414)	12%	(102)	826
Community: Urban	14%	(77)	19%	(112)	17%	(96)	36%	(205)	15%	(84)	574
Community: Suburban	7%	(73)	13%	(136)	17%	(171)	49%	(506)	14%	(148)	1033
Community: Rural	4%	(23)	13%	(76)	15%	(90)	54%	(319)	14%	(84)	593
Employ: Private Sector	13%	(89)	22%	(147)	17%	(117)	36%	(241)	12%	(84)	679
Employ: Government	6%	(8)	14%	(17)	20%	(25)	47%	(59)	13%	(17)	126
Employ: Self-Employed	11%	(20)	16%	(29)	21%	(39)	38%	(68)	14%	(25)	181
Employ: Homemaker	8%	(9)	5%	(5)	14%	(17)	58%	(71)	15%	(18)	121
Employ: Retired	2%	(10)	9%	(47)	13%	(69)	67%	(345)	9%	(47)	517
Employ: Unemployed	6%	(18)	17%	(53)	16%	(49)	41%	(129)	21%	(64)	313
Employ: Other	7%	(9)	4%	(5)	15%	(19)	53%	(63)	20%	(24)	120
Military HH: Yes	7%	(26)	15%	(58)	16%	(61)	48%	(185)	14%	(54)	384
Military HH: No	8%	(147)	15%	(266)	16%	(296)	46%	(844)	14%	(262)	1816
RD/WT: Right Direction	11%	(66)	17%	(109)	16%	(103)	42%	(263)	14%	(88)	629
RD/WT: Wrong Track	7%	(107)	14%	(215)	16%	(254)	49%	(766)	15%	(228)	1571
Trump Job Approve	10%	(85)	17%	(138)	16%	(131)	45%	(371)	13%	(104)	828
Trump Job Disapprove	6%	(82)	14%	(178)	17%	(221)	49%	(636)	14%	(187)	1304
Trump Job Strongly Approve	11%	(53)	15%	(72)	13%	(63)	49%	(228)	11%	(52)	467
Trump Job Somewhat Approve	9%	(32)	18%	(66)	19%	(68)	39%	(143)	14%	(52)	361
Trump Job Somewhat Disapprove	8%	(24)	17%	(49)	21%	(58)	36%	(101)	18%	(50)	282
Trump Job Strongly Disapprove	6%	(58)	13%	(129)	16%	(163)	52%	(535)	13%	(137)	1022

Continued on next page

Table HR5_1: *And specifically, to what extent are you interested in seeing the following movies during opening weekend? Warner Bros. Pictures' 'Tenet' in movie theaters during its July 17 opening weekend*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(173)	15%	(324)	16%	(357)	47%	(1029)	14%	(316)	2200
Favorable of Trump	9%	(78)	16%	(133)	16%	(136)	46%	(380)	12%	(100)	826
Unfavorable of Trump	7%	(84)	14%	(176)	17%	(214)	49%	(621)	14%	(175)	1269
Very Favorable of Trump	11%	(50)	15%	(72)	14%	(68)	50%	(235)	10%	(46)	471
Somewhat Favorable of Trump	8%	(28)	17%	(61)	19%	(68)	41%	(145)	15%	(54)	355
Somewhat Unfavorable of Trump	10%	(21)	17%	(33)	18%	(35)	40%	(80)	15%	(29)	199
Very Unfavorable of Trump	6%	(63)	13%	(142)	17%	(179)	51%	(541)	14%	(145)	1071
#1 Issue: Economy	9%	(60)	19%	(134)	19%	(131)	39%	(272)	15%	(103)	700
#1 Issue: Security	11%	(29)	18%	(48)	12%	(33)	46%	(124)	12%	(33)	268
#1 Issue: Health Care	9%	(38)	15%	(60)	18%	(72)	47%	(191)	11%	(44)	405
#1 Issue: Medicare / Social Security	3%	(9)	9%	(28)	13%	(42)	63%	(203)	12%	(39)	320
#1 Issue: Women's Issues	6%	(6)	10%	(9)	16%	(16)	45%	(44)	23%	(22)	97
#1 Issue: Education	9%	(13)	8%	(10)	18%	(24)	44%	(60)	21%	(28)	135
#1 Issue: Energy	11%	(11)	21%	(21)	14%	(14)	41%	(40)	13%	(13)	99
#1 Issue: Other	5%	(8)	8%	(14)	14%	(25)	54%	(94)	20%	(34)	176
2018 House Vote: Democrat	9%	(71)	16%	(124)	17%	(132)	46%	(364)	12%	(94)	784
2018 House Vote: Republican	9%	(55)	15%	(95)	17%	(105)	49%	(310)	11%	(67)	632
2018 House Vote: Someone else	6%	(4)	8%	(6)	10%	(7)	64%	(44)	12%	(8)	69
2016 Vote: Hillary Clinton	8%	(59)	16%	(113)	15%	(109)	48%	(341)	13%	(89)	711
2016 Vote: Donald Trump	9%	(64)	15%	(100)	17%	(119)	49%	(333)	9%	(65)	680
2016 Vote: Other	9%	(12)	9%	(13)	17%	(24)	48%	(68)	17%	(24)	141
2016 Vote: Didn't Vote	6%	(39)	15%	(97)	16%	(105)	43%	(288)	21%	(138)	667
Voted in 2014: Yes	8%	(108)	15%	(192)	17%	(218)	49%	(623)	11%	(137)	1277
Voted in 2014: No	7%	(65)	14%	(133)	15%	(139)	44%	(406)	19%	(180)	923
2012 Vote: Barack Obama	8%	(67)	16%	(131)	16%	(137)	47%	(399)	13%	(110)	844
2012 Vote: Mitt Romney	7%	(35)	12%	(57)	17%	(80)	54%	(261)	11%	(52)	485
2012 Vote: Other	7%	(6)	15%	(13)	11%	(9)	58%	(48)	8%	(7)	82
2012 Vote: Didn't Vote	8%	(61)	16%	(123)	17%	(131)	41%	(321)	19%	(146)	782

Continued on next page

Table HR5_1: *And specifically, to what extent are you interested in seeing the following movies during opening weekend? Warner Bros. Pictures' 'Tenet' in movie theaters during its July 17 opening weekend*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(173)	15%	(324)	16%	(357)	47%	(1029)	14%	(316)	2200
4-Region: Northeast	10%	(39)	12%	(48)	19%	(75)	46%	(182)	13%	(49)	394
4-Region: Midwest	6%	(28)	13%	(58)	18%	(85)	49%	(225)	14%	(66)	462
4-Region: South	8%	(62)	16%	(132)	14%	(114)	47%	(388)	15%	(127)	824
4-Region: West	9%	(45)	16%	(85)	16%	(83)	45%	(233)	14%	(74)	520
Watch TV: Every day	9%	(103)	14%	(161)	16%	(174)	48%	(538)	13%	(140)	1115
Watch TV: Several times per week	8%	(40)	20%	(101)	19%	(95)	41%	(210)	13%	(65)	511
Watch TV: About once per week	6%	(10)	15%	(24)	20%	(32)	47%	(77)	13%	(21)	165
Watch TV: Several times per month	9%	(8)	13%	(12)	17%	(16)	51%	(49)	11%	(11)	97
Watch TV: Less often than once per month	5%	(5)	6%	(5)	21%	(20)	47%	(44)	21%	(19)	93
Watch TV: Never	4%	(7)	7%	(13)	7%	(13)	51%	(93)	30%	(55)	181
Watch Movies: Every day	16%	(66)	19%	(78)	14%	(57)	38%	(152)	12%	(50)	402
Watch Movies: Several times per week	8%	(52)	20%	(123)	17%	(107)	42%	(261)	12%	(74)	618
Watch Movies: About once per week	7%	(25)	15%	(51)	19%	(67)	43%	(149)	16%	(56)	348
Watch Movies: Several times per month	5%	(15)	13%	(38)	18%	(53)	48%	(137)	16%	(45)	287
Watch Movies: About once per month	2%	(4)	10%	(19)	21%	(39)	56%	(106)	11%	(21)	189
Watch Movies: Less often than once per month	—	(0)	4%	(6)	12%	(19)	66%	(107)	18%	(29)	162
Watch Movies: Never	6%	(11)	5%	(10)	8%	(15)	60%	(117)	21%	(41)	194
Watch Sporting Events: Every day	32%	(35)	28%	(30)	18%	(20)	15%	(17)	7%	(7)	109
Watch Sporting Events: Several times per week	14%	(41)	23%	(68)	19%	(55)	37%	(107)	6%	(17)	288
Watch Sporting Events: About once per week	12%	(29)	14%	(34)	21%	(51)	41%	(98)	12%	(28)	240
Watch Sporting Events: Several times per month	6%	(14)	20%	(46)	21%	(48)	42%	(94)	10%	(23)	225
Watch Sporting Events: About once per month	4%	(6)	13%	(18)	18%	(26)	46%	(66)	19%	(27)	144
Watch Sporting Events: Less often than once per month	4%	(16)	14%	(58)	19%	(77)	47%	(190)	15%	(60)	400
Watch Sporting Events: Never	4%	(33)	9%	(71)	10%	(80)	58%	(456)	19%	(154)	793
Cable TV: Currently subscribe	7%	(69)	16%	(161)	16%	(162)	49%	(507)	12%	(127)	1026
Cable TV: Subscribed in past	7%	(51)	15%	(107)	19%	(131)	44%	(311)	15%	(107)	706
Cable TV: Never subscribed	11%	(53)	12%	(56)	14%	(64)	45%	(211)	18%	(83)	468
Satellite TV: Currently subscribe	10%	(47)	18%	(83)	16%	(75)	42%	(196)	14%	(68)	469
Satellite TV: Subscribed in past	7%	(44)	18%	(114)	17%	(108)	43%	(269)	15%	(91)	626
Satellite TV: Never subscribed	7%	(82)	11%	(127)	16%	(175)	51%	(564)	14%	(158)	1106

Continued on next page

Table HR5_1: *And specifically, to what extent are you interested in seeing the following movies during opening weekend? Warner Bros. Pictures' 'Tenet' in movie theaters during its July 17 opening weekend*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(173)	15%	(324)	16%	(357)	47%	(1029)	14%	(316)	2200
Streaming Services: Currently subscribe	8%	(112)	16%	(219)	17%	(235)	44%	(608)	14%	(198)	1372
Streaming Services: Subscribed in past	10%	(19)	22%	(42)	15%	(28)	39%	(76)	14%	(27)	192
Streaming Services: Never subscribed	7%	(42)	10%	(64)	15%	(94)	54%	(345)	14%	(91)	636
Film: An avid fan	16%	(115)	21%	(155)	18%	(130)	34%	(245)	11%	(83)	728
Film: A casual fan	4%	(42)	13%	(154)	16%	(193)	52%	(625)	15%	(178)	1193
Film: Not a fan	6%	(16)	5%	(15)	12%	(34)	57%	(159)	20%	(56)	280
Television: An avid fan	11%	(116)	17%	(173)	16%	(168)	45%	(462)	11%	(116)	1035
Television: A casual fan	5%	(53)	14%	(136)	16%	(161)	49%	(488)	16%	(157)	995
Television: Not a fan	3%	(5)	9%	(15)	16%	(27)	46%	(79)	26%	(44)	170
Music: An avid fan	11%	(122)	19%	(204)	16%	(174)	40%	(425)	14%	(145)	1070
Music: A casual fan	4%	(43)	11%	(106)	17%	(166)	54%	(531)	14%	(139)	985
Music: Not a fan	6%	(8)	10%	(15)	12%	(17)	51%	(73)	22%	(32)	144
Fashion: An avid fan	19%	(65)	18%	(61)	14%	(49)	33%	(112)	15%	(49)	336
Fashion: A casual fan	8%	(67)	16%	(144)	20%	(181)	43%	(383)	13%	(117)	892
Fashion: Not a fan	4%	(41)	12%	(120)	13%	(127)	55%	(534)	15%	(150)	973

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

Table HR5_2: *And specifically, to what extent are you interested in seeing the following movies during opening weekend? Disney's live-action 'Mulan' in movie theaters during its July 24 opening weekend*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(259)	18%	(401)	15%	(330)	47%	(1034)	8%	(176)	2200
Gender: Male	14%	(143)	19%	(201)	16%	(170)	43%	(460)	8%	(88)	1062
Gender: Female	10%	(115)	18%	(200)	14%	(161)	50%	(574)	8%	(88)	1138
Age: 18-34	20%	(132)	27%	(178)	16%	(106)	25%	(162)	12%	(77)	655
Age: 35-44	17%	(62)	26%	(93)	18%	(63)	31%	(110)	8%	(30)	358
Age: 45-64	8%	(57)	14%	(104)	14%	(109)	58%	(439)	6%	(42)	751
Age: 65+	2%	(9)	6%	(27)	12%	(52)	74%	(323)	6%	(26)	436
GenZers: 1997-2012	18%	(52)	30%	(88)	17%	(50)	24%	(70)	11%	(34)	294
Millennials: 1981-1996	21%	(113)	26%	(140)	17%	(90)	25%	(133)	11%	(58)	535
GenXers: 1965-1980	12%	(65)	18%	(94)	16%	(83)	48%	(259)	6%	(34)	536
Baby Boomers: 1946-1964	4%	(26)	9%	(71)	13%	(99)	68%	(506)	6%	(45)	748
PID: Dem (no lean)	13%	(108)	20%	(162)	15%	(125)	45%	(375)	7%	(56)	826
PID: Ind (no lean)	11%	(76)	19%	(130)	13%	(92)	46%	(324)	11%	(78)	700
PID: Rep (no lean)	11%	(75)	16%	(109)	17%	(113)	50%	(335)	6%	(41)	674
PID/Gender: Dem Men	16%	(60)	22%	(81)	14%	(52)	43%	(161)	6%	(23)	377
PID/Gender: Dem Women	11%	(48)	18%	(81)	16%	(73)	48%	(214)	7%	(33)	449
PID/Gender: Ind Men	11%	(39)	17%	(62)	17%	(64)	43%	(160)	12%	(44)	369
PID/Gender: Ind Women	11%	(37)	20%	(68)	9%	(28)	50%	(164)	10%	(34)	331
PID/Gender: Rep Men	14%	(44)	18%	(57)	17%	(54)	44%	(139)	7%	(21)	316
PID/Gender: Rep Women	9%	(31)	15%	(52)	17%	(60)	55%	(196)	6%	(20)	358
Ideo: Liberal (1-3)	15%	(104)	22%	(149)	15%	(106)	43%	(296)	4%	(31)	686
Ideo: Moderate (4)	12%	(76)	16%	(97)	14%	(87)	49%	(299)	8%	(49)	608
Ideo: Conservative (5-7)	9%	(66)	17%	(121)	16%	(119)	52%	(371)	6%	(43)	720
Educ: < College	11%	(171)	17%	(260)	15%	(225)	47%	(717)	9%	(138)	1512
Educ: Bachelors degree	13%	(57)	20%	(88)	15%	(65)	47%	(208)	6%	(26)	444
Educ: Post-grad	13%	(31)	22%	(53)	16%	(40)	45%	(109)	5%	(12)	244
Income: Under 50k	10%	(125)	18%	(215)	14%	(168)	48%	(585)	10%	(121)	1213
Income: 50k-100k	14%	(97)	19%	(129)	17%	(116)	45%	(314)	6%	(42)	698
Income: 100k+	13%	(38)	20%	(57)	16%	(46)	47%	(135)	4%	(13)	289
Ethnicity: White	11%	(182)	17%	(300)	15%	(261)	50%	(868)	6%	(111)	1722
Ethnicity: Hispanic	15%	(52)	28%	(96)	15%	(52)	34%	(118)	9%	(30)	349

Continued on next page

Table HR5_2: *And specifically, to what extent are you interested in seeing the following movies during opening weekend? Disney's live-action 'Mulan' in movie theaters during its July 24 opening weekend*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(259)	18%	(401)	15%	(330)	47%	(1034)	8%	(176)	2200
Ethnicity: Afr. Am.	17%	(45)	18%	(50)	13%	(37)	38%	(104)	14%	(39)	274
Ethnicity: Other	15%	(31)	25%	(52)	16%	(33)	31%	(62)	13%	(26)	204
All Christian	12%	(136)	18%	(193)	14%	(148)	51%	(558)	5%	(55)	1090
All Non-Christian	13%	(14)	23%	(24)	15%	(16)	41%	(44)	8%	(9)	106
Atheist	9%	(10)	26%	(32)	13%	(15)	50%	(60)	3%	(3)	121
Agnostic/Nothing in particular	11%	(99)	17%	(152)	17%	(151)	42%	(372)	12%	(109)	883
Religious Non-Protestant/Catholic	19%	(25)	20%	(27)	15%	(20)	37%	(49)	8%	(11)	132
Evangelical	13%	(74)	19%	(106)	14%	(80)	46%	(260)	9%	(50)	571
Non-Evangelical	11%	(87)	18%	(150)	15%	(121)	51%	(421)	6%	(47)	826
Community: Urban	16%	(92)	22%	(129)	14%	(78)	39%	(226)	9%	(50)	574
Community: Suburban	12%	(121)	17%	(180)	16%	(162)	48%	(496)	7%	(76)	1033
Community: Rural	8%	(46)	16%	(93)	15%	(90)	53%	(312)	8%	(50)	593
Employ: Private Sector	17%	(113)	23%	(158)	17%	(113)	38%	(259)	5%	(37)	679
Employ: Government	18%	(23)	23%	(29)	21%	(26)	35%	(44)	3%	(3)	126
Employ: Self-Employed	14%	(25)	17%	(30)	19%	(34)	40%	(72)	11%	(19)	181
Employ: Homemaker	12%	(14)	12%	(14)	9%	(11)	58%	(70)	10%	(12)	121
Employ: Retired	3%	(17)	8%	(43)	11%	(57)	71%	(368)	6%	(33)	517
Employ: Unemployed	10%	(30)	22%	(68)	17%	(52)	40%	(127)	12%	(36)	313
Employ: Other	13%	(16)	12%	(14)	16%	(19)	46%	(55)	13%	(16)	120
Military HH: Yes	11%	(43)	16%	(63)	14%	(53)	51%	(194)	8%	(31)	384
Military HH: No	12%	(216)	19%	(338)	15%	(277)	46%	(840)	8%	(145)	1816
RD/WT: Right Direction	13%	(82)	17%	(109)	17%	(105)	43%	(271)	10%	(63)	629
RD/WT: Wrong Track	11%	(177)	19%	(293)	14%	(225)	49%	(764)	7%	(112)	1571
Trump Job Approve	12%	(99)	17%	(145)	17%	(138)	46%	(380)	8%	(66)	828
Trump Job Disapprove	12%	(152)	19%	(245)	14%	(188)	48%	(632)	7%	(87)	1304
Trump Job Strongly Approve	13%	(59)	16%	(73)	14%	(66)	51%	(236)	7%	(32)	467
Trump Job Somewhat Approve	11%	(40)	20%	(71)	20%	(72)	40%	(144)	9%	(34)	361
Trump Job Somewhat Disapprove	16%	(44)	22%	(63)	14%	(39)	41%	(114)	7%	(21)	282
Trump Job Strongly Disapprove	11%	(108)	18%	(182)	15%	(148)	51%	(517)	6%	(66)	1022

Continued on next page

Table HR5_2: *And specifically, to what extent are you interested in seeing the following movies during opening weekend? Disney's live-action 'Mulan' in movie theaters during its July 24 opening weekend*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(259)	18%	(401)	15%	(330)	47%	(1034)	8%	(176)	2200
Favorable of Trump	12%	(100)	17%	(144)	16%	(132)	47%	(392)	7%	(58)	826
Unfavorable of Trump	12%	(148)	19%	(240)	15%	(190)	49%	(616)	6%	(76)	1269
Very Favorable of Trump	13%	(63)	15%	(72)	14%	(65)	52%	(245)	5%	(25)	471
Somewhat Favorable of Trump	10%	(37)	20%	(71)	19%	(67)	41%	(147)	9%	(33)	355
Somewhat Unfavorable of Trump	14%	(28)	23%	(46)	16%	(33)	42%	(83)	4%	(8)	199
Very Unfavorable of Trump	11%	(120)	18%	(193)	15%	(157)	50%	(533)	6%	(68)	1071
#1 Issue: Economy	12%	(84)	20%	(143)	20%	(141)	39%	(272)	9%	(61)	700
#1 Issue: Security	12%	(33)	21%	(56)	10%	(27)	48%	(129)	8%	(22)	268
#1 Issue: Health Care	15%	(61)	16%	(64)	15%	(61)	49%	(198)	5%	(21)	405
#1 Issue: Medicare / Social Security	5%	(14)	11%	(35)	10%	(31)	68%	(216)	7%	(23)	320
#1 Issue: Women's Issues	12%	(12)	26%	(25)	20%	(19)	33%	(32)	10%	(9)	97
#1 Issue: Education	18%	(25)	20%	(27)	11%	(15)	39%	(52)	12%	(16)	135
#1 Issue: Energy	15%	(15)	25%	(24)	16%	(16)	35%	(35)	9%	(9)	99
#1 Issue: Other	9%	(15)	15%	(27)	11%	(20)	57%	(100)	8%	(14)	176
2018 House Vote: Democrat	13%	(100)	17%	(134)	16%	(125)	49%	(386)	5%	(39)	784
2018 House Vote: Republican	13%	(83)	17%	(104)	16%	(102)	49%	(311)	5%	(32)	632
2018 House Vote: Someone else	18%	(12)	7%	(5)	6%	(4)	63%	(43)	6%	(4)	69
2016 Vote: Hillary Clinton	12%	(87)	17%	(123)	14%	(102)	51%	(363)	5%	(37)	711
2016 Vote: Donald Trump	12%	(79)	17%	(115)	16%	(112)	50%	(343)	5%	(31)	680
2016 Vote: Other	16%	(22)	11%	(15)	12%	(17)	54%	(77)	7%	(10)	141
2016 Vote: Didn't Vote	11%	(71)	22%	(148)	15%	(99)	38%	(252)	15%	(97)	667
Voted in 2014: Yes	12%	(157)	16%	(201)	15%	(192)	52%	(661)	5%	(67)	1277
Voted in 2014: No	11%	(102)	22%	(200)	15%	(138)	40%	(374)	12%	(109)	923
2012 Vote: Barack Obama	12%	(98)	16%	(135)	16%	(135)	50%	(426)	6%	(51)	844
2012 Vote: Mitt Romney	11%	(52)	14%	(69)	15%	(75)	54%	(263)	5%	(26)	485
2012 Vote: Other	8%	(7)	13%	(10)	8%	(7)	68%	(56)	3%	(3)	82
2012 Vote: Didn't Vote	12%	(98)	24%	(187)	15%	(114)	37%	(290)	12%	(94)	782

Continued on next page

Table HR5_2: *And specifically, to what extent are you interested in seeing the following movies during opening weekend? Disney's live-action 'Mulan' in movie theaters during its July 24 opening weekend*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(259)	18%	(401)	15%	(330)	47%	(1034)	8%	(176)	2200
4-Region: Northeast	11%	(45)	16%	(64)	16%	(62)	47%	(185)	9%	(37)	394
4-Region: Midwest	11%	(52)	16%	(75)	18%	(81)	48%	(221)	7%	(33)	462
4-Region: South	13%	(105)	19%	(155)	13%	(104)	47%	(387)	9%	(74)	824
4-Region: West	11%	(57)	21%	(107)	16%	(83)	46%	(241)	6%	(32)	520
Watch TV: Every day	14%	(152)	18%	(205)	13%	(145)	49%	(549)	6%	(63)	1115
Watch TV: Several times per week	11%	(57)	22%	(111)	20%	(100)	42%	(214)	6%	(30)	511
Watch TV: About once per week	11%	(18)	18%	(30)	15%	(25)	47%	(78)	8%	(13)	165
Watch TV: Several times per month	14%	(13)	15%	(15)	21%	(20)	48%	(47)	2%	(2)	97
Watch TV: Less often than once per month	6%	(5)	18%	(17)	15%	(14)	41%	(38)	20%	(18)	93
Watch TV: Never	6%	(10)	6%	(11)	11%	(20)	52%	(95)	25%	(46)	181
Watch Movies: Every day	22%	(87)	23%	(92)	12%	(47)	38%	(152)	6%	(24)	402
Watch Movies: Several times per week	13%	(82)	25%	(155)	15%	(93)	42%	(260)	4%	(28)	618
Watch Movies: About once per week	9%	(30)	18%	(63)	22%	(76)	42%	(146)	9%	(33)	348
Watch Movies: Several times per month	11%	(31)	18%	(51)	17%	(47)	50%	(143)	5%	(15)	287
Watch Movies: About once per month	8%	(15)	9%	(16)	19%	(36)	54%	(103)	10%	(19)	189
Watch Movies: Less often than once per month	2%	(3)	9%	(14)	8%	(13)	69%	(111)	13%	(21)	162
Watch Movies: Never	6%	(11)	5%	(10)	9%	(17)	61%	(119)	19%	(37)	194
Watch Sporting Events: Every day	25%	(27)	34%	(37)	12%	(13)	24%	(27)	5%	(6)	109
Watch Sporting Events: Several times per week	20%	(57)	25%	(71)	15%	(44)	37%	(107)	3%	(10)	288
Watch Sporting Events: About once per week	13%	(31)	28%	(68)	15%	(37)	41%	(98)	2%	(6)	240
Watch Sporting Events: Several times per month	13%	(30)	23%	(52)	17%	(38)	41%	(93)	5%	(12)	225
Watch Sporting Events: About once per month	12%	(18)	18%	(26)	16%	(22)	46%	(67)	8%	(11)	144
Watch Sporting Events: Less often than once per month	8%	(34)	16%	(64)	20%	(79)	48%	(193)	8%	(31)	400
Watch Sporting Events: Never	8%	(62)	10%	(83)	12%	(98)	57%	(450)	13%	(100)	793
Cable TV: Currently subscribe	12%	(120)	19%	(192)	14%	(145)	49%	(505)	6%	(64)	1026
Cable TV: Subscribed in past	11%	(76)	18%	(130)	17%	(117)	47%	(330)	7%	(53)	706
Cable TV: Never subscribed	13%	(62)	17%	(79)	14%	(68)	43%	(200)	13%	(59)	468
Satellite TV: Currently subscribe	14%	(66)	22%	(105)	14%	(66)	40%	(188)	9%	(44)	469
Satellite TV: Subscribed in past	13%	(82)	21%	(129)	15%	(94)	45%	(281)	6%	(39)	626
Satellite TV: Never subscribed	10%	(110)	15%	(167)	15%	(170)	51%	(565)	8%	(93)	1106

Continued on next page

Table HR5_2: *And specifically, to what extent are you interested in seeing the following movies during opening weekend? Disney's live-action 'Mulan' in movie theaters during its July 24 opening weekend*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(259)	18%	(401)	15%	(330)	47%	(1034)	8%	(176)	2200
Streaming Services: Currently subscribe	14%	(186)	21%	(293)	15%	(207)	44%	(599)	6%	(87)	1372
Streaming Services: Subscribed in past	10%	(19)	20%	(39)	19%	(36)	43%	(83)	8%	(16)	192
Streaming Services: Never subscribed	8%	(54)	11%	(70)	14%	(87)	55%	(352)	11%	(73)	636
Film: An avid fan	21%	(156)	21%	(155)	15%	(106)	36%	(263)	6%	(47)	728
Film: A casual fan	7%	(84)	18%	(216)	17%	(203)	50%	(600)	7%	(89)	1193
Film: Not a fan	6%	(18)	11%	(30)	8%	(21)	61%	(170)	14%	(40)	280
Television: An avid fan	15%	(153)	17%	(180)	15%	(159)	47%	(487)	5%	(55)	1035
Television: A casual fan	9%	(92)	20%	(200)	15%	(146)	48%	(473)	8%	(84)	995
Television: Not a fan	8%	(13)	12%	(21)	15%	(25)	43%	(74)	21%	(36)	170
Music: An avid fan	16%	(172)	23%	(243)	16%	(171)	38%	(406)	7%	(79)	1070
Music: A casual fan	8%	(79)	14%	(140)	14%	(142)	55%	(547)	8%	(77)	985
Music: Not a fan	6%	(8)	13%	(18)	12%	(17)	56%	(81)	14%	(20)	144
Fashion: An avid fan	23%	(76)	24%	(81)	14%	(48)	29%	(97)	10%	(33)	336
Fashion: A casual fan	13%	(119)	21%	(187)	17%	(148)	43%	(382)	6%	(56)	892
Fashion: Not a fan	6%	(63)	14%	(133)	14%	(134)	57%	(555)	9%	(87)	973

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

Table HR6: *If Warner Bros. were to release Warner Bros. Pictures' 'Tenet' for a video-on-demand rental for 24 to 48 hours for $19.99, to what extent would you be interested in renting and watching it on opening weekend?*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(165)	13%	(296)	18%	(389)	53%	(1158)	9%	(191)	2200
Gender: Male	11%	(121)	16%	(175)	18%	(190)	47%	(503)	7%	(73)	1062
Gender: Female	4%	(44)	11%	(121)	18%	(200)	58%	(655)	10%	(119)	1138
Age: 18-34	12%	(78)	19%	(122)	21%	(140)	34%	(221)	14%	(93)	655
Age: 35-44	15%	(53)	21%	(75)	13%	(48)	41%	(146)	10%	(36)	358
Age: 45-64	4%	(30)	9%	(71)	18%	(138)	62%	(467)	6%	(45)	751
Age: 65+	1%	(4)	6%	(28)	15%	(63)	74%	(324)	4%	(17)	436
GenZers: 1997-2012	8%	(23)	21%	(61)	22%	(65)	34%	(99)	15%	(45)	294
Millennials: 1981-1996	15%	(81)	20%	(104)	20%	(107)	34%	(182)	11%	(61)	535
GenXers: 1965-1980	9%	(49)	14%	(75)	16%	(87)	51%	(275)	9%	(49)	536
Baby Boomers: 1946-1964	2%	(12)	7%	(55)	15%	(114)	71%	(534)	4%	(33)	748
PID: Dem (no lean)	10%	(79)	17%	(139)	17%	(138)	50%	(409)	7%	(61)	826
PID: Ind (no lean)	3%	(22)	13%	(91)	18%	(129)	52%	(367)	13%	(91)	700
PID: Rep (no lean)	10%	(64)	10%	(66)	18%	(122)	57%	(382)	6%	(39)	674
PID/Gender: Dem Men	16%	(61)	20%	(75)	16%	(60)	43%	(162)	5%	(19)	377
PID/Gender: Dem Women	4%	(17)	14%	(64)	17%	(78)	55%	(247)	9%	(42)	449
PID/Gender: Ind Men	4%	(15)	16%	(60)	19%	(70)	51%	(187)	10%	(38)	369
PID/Gender: Ind Women	2%	(7)	9%	(31)	18%	(59)	54%	(180)	16%	(53)	331
PID/Gender: Rep Men	14%	(45)	13%	(40)	19%	(60)	49%	(155)	5%	(16)	316
PID/Gender: Rep Women	5%	(20)	7%	(26)	17%	(62)	64%	(228)	6%	(23)	358
Ideo: Liberal (1-3)	11%	(77)	15%	(105)	17%	(117)	50%	(342)	7%	(45)	686
Ideo: Moderate (4)	7%	(45)	17%	(103)	20%	(118)	49%	(299)	7%	(43)	608
Ideo: Conservative (5-7)	6%	(40)	10%	(73)	18%	(127)	61%	(438)	6%	(41)	720
Educ: < College	7%	(103)	13%	(194)	17%	(256)	55%	(826)	9%	(134)	1512
Educ: Bachelors degree	7%	(29)	17%	(74)	19%	(83)	49%	(218)	9%	(40)	444
Educ: Post-grad	14%	(33)	12%	(29)	21%	(51)	47%	(114)	7%	(17)	244
Income: Under 50k	6%	(78)	13%	(153)	17%	(202)	55%	(668)	9%	(112)	1213
Income: 50k-100k	8%	(53)	14%	(99)	19%	(132)	51%	(357)	8%	(56)	698
Income: 100k+	12%	(34)	15%	(44)	19%	(55)	46%	(133)	8%	(23)	289
Ethnicity: White	6%	(111)	12%	(205)	17%	(299)	56%	(966)	8%	(140)	1722
Ethnicity: Hispanic	13%	(44)	25%	(87)	19%	(68)	32%	(112)	11%	(40)	349

Continued on next page

Table HR6: *If Warner Bros. were to release Warner Bros. Pictures' 'Tenet' for a video-on-demand rental for 24 to 48 hours for $19.99, to what extent would you be interested in renting and watching it on opening weekend?*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(165)	13%	(296)	18%	(389)	53%	(1158)	9%	(191)	2200
Ethnicity: Afr. Am.	14%	(38)	16%	(43)	18%	(51)	44%	(120)	8%	(23)	274
Ethnicity: Other	8%	(16)	23%	(48)	19%	(40)	35%	(72)	14%	(29)	204
All Christian	7%	(79)	13%	(142)	18%	(194)	56%	(608)	6%	(68)	1090
All Non-Christian	13%	(14)	15%	(16)	19%	(20)	48%	(51)	5%	(5)	106
Atheist	2%	(2)	18%	(21)	13%	(15)	58%	(70)	10%	(12)	121
Agnostic/Nothing in particular	8%	(70)	13%	(117)	18%	(160)	49%	(430)	12%	(107)	883
Religious Non-Protestant/Catholic	12%	(16)	16%	(21)	21%	(28)	47%	(61)	5%	(6)	132
Evangelical	9%	(51)	12%	(71)	18%	(104)	53%	(303)	7%	(41)	571
Non-Evangelical	7%	(56)	11%	(95)	17%	(144)	56%	(466)	8%	(64)	826
Community: Urban	14%	(80)	18%	(104)	17%	(96)	43%	(246)	8%	(48)	574
Community: Suburban	6%	(59)	12%	(121)	20%	(205)	55%	(573)	7%	(76)	1033
Community: Rural	4%	(26)	12%	(72)	15%	(88)	57%	(339)	11%	(67)	593
Employ: Private Sector	13%	(89)	19%	(128)	21%	(142)	41%	(276)	6%	(44)	679
Employ: Government	10%	(12)	13%	(16)	24%	(30)	48%	(60)	6%	(8)	126
Employ: Self-Employed	11%	(20)	19%	(34)	18%	(33)	41%	(74)	11%	(19)	181
Employ: Homemaker	4%	(4)	11%	(13)	18%	(22)	58%	(70)	10%	(12)	121
Employ: Retired	2%	(8)	7%	(34)	12%	(64)	76%	(392)	4%	(19)	517
Employ: Unemployed	6%	(20)	12%	(37)	16%	(49)	52%	(163)	14%	(45)	313
Employ: Other	3%	(4)	11%	(14)	13%	(15)	52%	(63)	20%	(24)	120
Military HH: Yes	6%	(23)	12%	(45)	18%	(69)	57%	(218)	8%	(29)	384
Military HH: No	8%	(141)	14%	(252)	18%	(320)	52%	(940)	9%	(162)	1816
RD/WT: Right Direction	11%	(67)	15%	(95)	18%	(112)	49%	(309)	7%	(47)	629
RD/WT: Wrong Track	6%	(98)	13%	(202)	18%	(277)	54%	(849)	9%	(144)	1571
Trump Job Approve	9%	(76)	12%	(96)	18%	(147)	56%	(463)	6%	(47)	828
Trump Job Disapprove	7%	(89)	15%	(199)	18%	(232)	52%	(674)	8%	(109)	1304
Trump Job Strongly Approve	11%	(51)	9%	(44)	15%	(68)	60%	(282)	5%	(22)	467
Trump Job Somewhat Approve	7%	(25)	14%	(52)	22%	(79)	50%	(181)	7%	(25)	361
Trump Job Somewhat Disapprove	7%	(19)	21%	(60)	27%	(77)	38%	(106)	7%	(20)	282
Trump Job Strongly Disapprove	7%	(70)	14%	(139)	15%	(155)	56%	(568)	9%	(90)	1022

Continued on next page

Table HR6: *If Warner Bros. were to release Warner Bros. Pictures' 'Tenet' for a video-on-demand rental for 24 to 48 hours for $19.99, to what extent would you be interested in renting and watching it on opening weekend?*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(165)	13%	(296)	18%	(389)	53%	(1158)	9%	(191)	2200
Favorable of Trump	9%	(72)	11%	(92)	17%	(141)	57%	(474)	6%	(47)	826
Unfavorable of Trump	7%	(87)	15%	(189)	18%	(231)	52%	(660)	8%	(104)	1269
Very Favorable of Trump	10%	(49)	10%	(47)	15%	(70)	60%	(283)	5%	(22)	471
Somewhat Favorable of Trump	7%	(23)	12%	(44)	20%	(71)	54%	(191)	7%	(26)	355
Somewhat Unfavorable of Trump	7%	(14)	20%	(41)	25%	(49)	40%	(80)	8%	(15)	199
Very Unfavorable of Trump	7%	(72)	14%	(148)	17%	(182)	54%	(579)	8%	(89)	1071
#1 Issue: Economy	9%	(65)	17%	(117)	19%	(136)	45%	(312)	10%	(69)	700
#1 Issue: Security	8%	(22)	11%	(30)	18%	(48)	55%	(148)	7%	(19)	268
#1 Issue: Health Care	10%	(41)	12%	(50)	22%	(89)	51%	(206)	5%	(18)	405
#1 Issue: Medicare / Social Security	1%	(5)	10%	(32)	12%	(39)	71%	(228)	5%	(16)	320
#1 Issue: Women's Issues	7%	(7)	11%	(10)	19%	(18)	40%	(39)	23%	(23)	97
#1 Issue: Education	7%	(10)	17%	(23)	16%	(21)	48%	(65)	12%	(17)	135
#1 Issue: Energy	12%	(12)	20%	(20)	13%	(13)	39%	(39)	16%	(16)	99
#1 Issue: Other	2%	(3)	8%	(14)	14%	(24)	69%	(122)	7%	(13)	176
2018 House Vote: Democrat	10%	(78)	16%	(125)	16%	(124)	51%	(404)	7%	(54)	784
2018 House Vote: Republican	8%	(49)	11%	(67)	19%	(119)	58%	(369)	4%	(28)	632
2018 House Vote: Someone else	2%	(2)	17%	(12)	23%	(16)	48%	(33)	9%	(6)	69
2016 Vote: Hillary Clinton	9%	(63)	16%	(111)	16%	(114)	52%	(373)	7%	(49)	711
2016 Vote: Donald Trump	8%	(53)	12%	(80)	19%	(132)	57%	(387)	4%	(28)	680
2016 Vote: Other	3%	(5)	15%	(21)	14%	(19)	58%	(82)	10%	(14)	141
2016 Vote: Didn't Vote	7%	(44)	13%	(84)	19%	(124)	47%	(316)	15%	(99)	667
Voted in 2014: Yes	8%	(105)	14%	(173)	18%	(225)	56%	(710)	5%	(66)	1277
Voted in 2014: No	7%	(60)	13%	(123)	18%	(165)	49%	(449)	14%	(126)	923
2012 Vote: Barack Obama	8%	(69)	15%	(129)	17%	(142)	53%	(446)	7%	(59)	844
2012 Vote: Mitt Romney	6%	(31)	8%	(39)	17%	(82)	64%	(310)	5%	(23)	485
2012 Vote: Other	1%	(1)	12%	(10)	20%	(17)	58%	(47)	9%	(7)	82
2012 Vote: Didn't Vote	8%	(59)	15%	(119)	19%	(149)	45%	(353)	13%	(102)	782

Continued on next page

Table HR6: *If Warner Bros. were to release Warner Bros. Pictures' 'Tenet' for a video-on-demand rental for 24 to 48 hours for $19.99, to what extent would you be interested in renting and watching it on opening weekend?*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(165)	13%	(296)	18%	(389)	53%	(1158)	9%	(191)	2200
4-Region: Northeast	8%	(33)	14%	(54)	19%	(73)	52%	(206)	7%	(28)	394
4-Region: Midwest	6%	(26)	8%	(37)	17%	(78)	61%	(280)	9%	(41)	462
4-Region: South	8%	(66)	14%	(118)	17%	(142)	51%	(417)	10%	(81)	824
4-Region: West	8%	(40)	17%	(87)	19%	(97)	49%	(255)	8%	(41)	520
Watch TV: Every day	9%	(103)	11%	(127)	18%	(195)	54%	(605)	8%	(85)	1115
Watch TV: Several times per week	8%	(39)	19%	(97)	20%	(100)	46%	(237)	7%	(38)	511
Watch TV: About once per week	5%	(8)	21%	(35)	21%	(34)	47%	(77)	7%	(11)	165
Watch TV: Several times per month	4%	(3)	16%	(16)	18%	(17)	52%	(50)	11%	(10)	97
Watch TV: Less often than once per month	6%	(6)	9%	(9)	13%	(12)	58%	(53)	14%	(13)	93
Watch TV: Never	3%	(6)	5%	(9)	12%	(21)	63%	(114)	18%	(32)	181
Watch Movies: Every day	16%	(66)	15%	(61)	18%	(71)	45%	(180)	6%	(25)	402
Watch Movies: Several times per week	8%	(49)	18%	(110)	20%	(121)	45%	(277)	10%	(61)	618
Watch Movies: About once per week	8%	(28)	12%	(42)	21%	(74)	52%	(180)	7%	(24)	348
Watch Movies: Several times per month	3%	(10)	17%	(47)	17%	(49)	55%	(158)	8%	(22)	287
Watch Movies: About once per month	2%	(3)	14%	(27)	18%	(34)	57%	(107)	9%	(18)	189
Watch Movies: Less often than once per month	—	(0)	2%	(3)	10%	(17)	80%	(128)	8%	(13)	162
Watch Movies: Never	5%	(9)	3%	(6)	12%	(23)	66%	(128)	15%	(29)	194
Watch Sporting Events: Every day	33%	(36)	18%	(20)	21%	(23)	25%	(27)	4%	(4)	109
Watch Sporting Events: Several times per week	14%	(41)	21%	(60)	17%	(50)	41%	(119)	6%	(18)	288
Watch Sporting Events: About once per week	13%	(30)	14%	(34)	22%	(54)	45%	(108)	6%	(16)	240
Watch Sporting Events: Several times per month	4%	(10)	18%	(41)	23%	(51)	46%	(103)	9%	(20)	225
Watch Sporting Events: About once per month	3%	(5)	13%	(19)	22%	(32)	53%	(76)	8%	(11)	144
Watch Sporting Events: Less often than once per month	1%	(5)	16%	(65)	18%	(72)	56%	(224)	9%	(35)	400
Watch Sporting Events: Never	5%	(38)	7%	(58)	14%	(108)	63%	(501)	11%	(88)	793
Cable TV: Currently subscribe	8%	(84)	14%	(141)	17%	(171)	54%	(554)	7%	(76)	1026
Cable TV: Subscribed in past	5%	(38)	14%	(102)	20%	(142)	52%	(366)	8%	(58)	706
Cable TV: Never subscribed	9%	(42)	12%	(54)	16%	(76)	51%	(239)	12%	(57)	468
Satellite TV: Currently subscribe	11%	(50)	14%	(66)	18%	(86)	46%	(217)	10%	(49)	469
Satellite TV: Subscribed in past	7%	(43)	17%	(104)	19%	(117)	50%	(311)	8%	(50)	626
Satellite TV: Never subscribed	6%	(71)	11%	(125)	17%	(187)	57%	(630)	8%	(92)	1106

Continued on next page

Table HR6: *If Warner Bros. were to release Warner Bros. Pictures' 'Tenet' for a video-on-demand rental for 24 to 48 hours for $19.99, to what extent would you be interested in renting and watching it on opening weekend?*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(165)	13%	(296)	18%	(389)	53%	(1158)	9%	(191)	2200
Streaming Services: Currently subscribe	8%	(111)	15%	(207)	19%	(261)	49%	(670)	9%	(123)	1372
Streaming Services: Subscribed in past	11%	(21)	24%	(45)	17%	(33)	44%	(84)	5%	(9)	192
Streaming Services: Never subscribed	5%	(33)	7%	(44)	15%	(95)	64%	(404)	9%	(59)	636
Film: An avid fan	14%	(103)	18%	(131)	20%	(146)	40%	(293)	7%	(54)	728
Film: A casual fan	4%	(50)	12%	(149)	18%	(213)	56%	(673)	9%	(109)	1193
Film: Not a fan	4%	(12)	6%	(17)	11%	(30)	69%	(192)	10%	(29)	280
Television: An avid fan	11%	(109)	15%	(159)	17%	(177)	50%	(519)	7%	(72)	1035
Television: A casual fan	5%	(49)	12%	(122)	18%	(181)	55%	(551)	9%	(93)	995
Television: Not a fan	4%	(7)	9%	(16)	18%	(31)	52%	(89)	16%	(27)	170
Music: An avid fan	12%	(125)	15%	(165)	18%	(194)	46%	(491)	9%	(96)	1070
Music: A casual fan	3%	(30)	11%	(108)	18%	(178)	60%	(592)	8%	(78)	985
Music: Not a fan	7%	(10)	16%	(23)	13%	(18)	53%	(76)	12%	(18)	144
Fashion: An avid fan	21%	(71)	19%	(62)	16%	(55)	37%	(123)	8%	(25)	336
Fashion: A casual fan	6%	(51)	15%	(130)	20%	(181)	50%	(442)	10%	(86)	892
Fashion: Not a fan	4%	(43)	11%	(104)	16%	(153)	61%	(593)	8%	(80)	973

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

Table HR7: *And if Disney were to release the live-action 'Mulan' for a video-on-demand rental for 24 to 48 hours for $19.99, to what extent would you be interested in renting and watching it on opening weekend?*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	11%	(236)	16%	(362)	17%	(384)	50%	(1099)	5%	(120)	2200
Gender: Male	13%	(141)	17%	(181)	18%	(186)	47%	(498)	5%	(56)	1062
Gender: Female	8%	(95)	16%	(181)	17%	(197)	53%	(601)	6%	(64)	1138
Age: 18-34	19%	(127)	26%	(172)	20%	(133)	25%	(162)	9%	(61)	655
Age: 35-44	17%	(60)	25%	(89)	16%	(57)	37%	(131)	6%	(20)	358
Age: 45-64	6%	(44)	10%	(76)	17%	(126)	64%	(478)	4%	(27)	751
Age: 65+	1%	(4)	6%	(25)	15%	(67)	75%	(328)	3%	(12)	436
GenZers: 1997-2012	21%	(61)	27%	(78)	17%	(51)	25%	(74)	10%	(29)	294
Millennials: 1981-1996	19%	(100)	27%	(142)	22%	(118)	25%	(133)	8%	(41)	535
GenXers: 1965-1980	10%	(55)	17%	(89)	17%	(90)	52%	(276)	5%	(26)	536
Baby Boomers: 1946-1964	2%	(18)	7%	(50)	14%	(106)	74%	(551)	3%	(22)	748
PID: Dem (no lean)	15%	(128)	17%	(143)	17%	(138)	47%	(388)	4%	(29)	826
PID: Ind (no lean)	7%	(48)	17%	(116)	18%	(125)	49%	(345)	9%	(65)	700
PID: Rep (no lean)	9%	(60)	15%	(103)	18%	(120)	54%	(365)	4%	(26)	674
PID/Gender: Dem Men	20%	(74)	18%	(69)	15%	(58)	43%	(162)	4%	(14)	377
PID/Gender: Dem Women	12%	(54)	16%	(73)	18%	(81)	50%	(226)	3%	(15)	449
PID/Gender: Ind Men	7%	(25)	16%	(58)	21%	(78)	48%	(179)	8%	(29)	369
PID/Gender: Ind Women	7%	(23)	18%	(58)	14%	(47)	50%	(166)	11%	(36)	331
PID/Gender: Rep Men	13%	(42)	17%	(54)	16%	(51)	50%	(157)	4%	(13)	316
PID/Gender: Rep Women	5%	(18)	14%	(49)	19%	(70)	58%	(208)	4%	(13)	358
Ideo: Liberal (1-3)	15%	(105)	19%	(128)	17%	(119)	46%	(314)	3%	(21)	686
Ideo: Moderate (4)	11%	(66)	18%	(107)	19%	(113)	49%	(295)	4%	(25)	608
Ideo: Conservative (5-7)	7%	(50)	14%	(101)	17%	(119)	58%	(419)	4%	(30)	720
Educ: < College	11%	(160)	16%	(238)	17%	(254)	51%	(770)	6%	(91)	1512
Educ: Bachelors degree	9%	(38)	20%	(90)	18%	(82)	48%	(215)	4%	(19)	444
Educ: Post-grad	15%	(38)	14%	(35)	20%	(48)	47%	(114)	4%	(10)	244
Income: Under 50k	10%	(120)	14%	(165)	17%	(209)	52%	(632)	7%	(88)	1213
Income: 50k-100k	10%	(73)	20%	(142)	18%	(124)	48%	(333)	4%	(26)	698
Income: 100k+	15%	(43)	19%	(55)	18%	(51)	46%	(134)	2%	(6)	289
Ethnicity: White	8%	(145)	16%	(268)	17%	(291)	55%	(940)	5%	(78)	1722
Ethnicity: Hispanic	22%	(76)	22%	(77)	19%	(68)	30%	(105)	7%	(24)	349

Continued on next page

Table HR7: *And if Disney were to release the live-action 'Mulan' for a video-on-demand rental for 24 to 48 hours for $19.99, to what extent would you be interested in renting and watching it on opening weekend?*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	11%	(236)	16%	(362)	17%	(384)	50%	(1099)	5%	(120)	2200
Ethnicity: Afr. Am.	21%	(59)	15%	(43)	19%	(51)	39%	(106)	6%	(16)	274
Ethnicity: Other	16%	(32)	25%	(52)	20%	(42)	26%	(52)	13%	(26)	204
All Christian	11%	(123)	15%	(164)	17%	(180)	54%	(585)	4%	(38)	1090
All Non-Christian	12%	(13)	17%	(18)	19%	(20)	48%	(51)	4%	(5)	106
Atheist	10%	(12)	17%	(21)	15%	(19)	49%	(59)	8%	(10)	121
Agnostic/Nothing in particular	10%	(88)	18%	(160)	19%	(165)	46%	(404)	8%	(67)	883
Religious Non-Protestant/Catholic	11%	(15)	21%	(28)	19%	(25)	45%	(60)	3%	(5)	132
Evangelical	12%	(71)	17%	(99)	17%	(98)	49%	(277)	5%	(26)	571
Non-Evangelical	11%	(87)	13%	(109)	17%	(144)	55%	(450)	4%	(36)	826
Community: Urban	17%	(97)	19%	(110)	17%	(96)	41%	(236)	6%	(34)	574
Community: Suburban	9%	(95)	15%	(152)	20%	(202)	53%	(547)	4%	(38)	1033
Community: Rural	7%	(43)	17%	(100)	14%	(86)	53%	(316)	8%	(48)	593
Employ: Private Sector	16%	(110)	20%	(136)	20%	(137)	40%	(270)	4%	(25)	679
Employ: Government	15%	(19)	23%	(29)	16%	(20)	46%	(58)	—	(0)	126
Employ: Self-Employed	11%	(19)	25%	(45)	17%	(31)	42%	(76)	6%	(10)	181
Employ: Homemaker	6%	(7)	17%	(20)	22%	(26)	48%	(58)	8%	(9)	121
Employ: Retired	3%	(16)	6%	(32)	12%	(64)	76%	(391)	3%	(13)	517
Employ: Unemployed	11%	(35)	14%	(45)	18%	(57)	48%	(149)	8%	(27)	313
Employ: Other	6%	(7)	16%	(19)	14%	(17)	48%	(57)	16%	(20)	120
Military HH: Yes	9%	(36)	13%	(50)	17%	(66)	57%	(218)	4%	(14)	384
Military HH: No	11%	(200)	17%	(312)	18%	(318)	48%	(880)	6%	(106)	1816
RD/WT: Right Direction	12%	(77)	16%	(99)	18%	(114)	47%	(298)	7%	(41)	629
RD/WT: Wrong Track	10%	(159)	17%	(263)	17%	(269)	51%	(801)	5%	(79)	1571
Trump Job Approve	10%	(80)	16%	(129)	18%	(147)	52%	(434)	5%	(38)	828
Trump Job Disapprove	12%	(152)	17%	(228)	17%	(226)	50%	(646)	4%	(52)	1304
Trump Job Strongly Approve	11%	(53)	13%	(59)	15%	(69)	58%	(270)	4%	(17)	467
Trump Job Somewhat Approve	8%	(27)	19%	(70)	22%	(78)	46%	(164)	6%	(21)	361
Trump Job Somewhat Disapprove	10%	(27)	25%	(69)	25%	(70)	38%	(108)	3%	(7)	282
Trump Job Strongly Disapprove	12%	(124)	16%	(159)	15%	(156)	53%	(538)	4%	(45)	1022

Continued on next page

Table HR7: *And if Disney were to release the live-action 'Mulan' for a video-on-demand rental for 24 to 48 hours for $19.99, to what extent would you be interested in renting and watching it on opening weekend?*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	11%	(236)	16%	(362)	17%	(384)	50%	(1099)	5%	(120)	2200
Favorable of Trump	9%	(76)	15%	(128)	18%	(145)	53%	(440)	4%	(37)	826
Unfavorable of Trump	12%	(147)	17%	(215)	18%	(226)	50%	(633)	4%	(49)	1269
Very Favorable of Trump	10%	(48)	15%	(71)	14%	(66)	57%	(270)	3%	(16)	471
Somewhat Favorable of Trump	8%	(28)	16%	(57)	22%	(79)	48%	(170)	6%	(21)	355
Somewhat Unfavorable of Trump	10%	(19)	20%	(40)	25%	(50)	44%	(86)	2%	(3)	199
Very Unfavorable of Trump	12%	(127)	16%	(176)	16%	(176)	51%	(546)	4%	(46)	1071
#1 Issue: Economy	10%	(71)	21%	(147)	20%	(140)	42%	(297)	6%	(45)	700
#1 Issue: Security	11%	(30)	11%	(30)	16%	(43)	56%	(150)	5%	(14)	268
#1 Issue: Health Care	13%	(53)	16%	(66)	17%	(70)	51%	(205)	3%	(12)	405
#1 Issue: Medicare / Social Security	7%	(21)	7%	(23)	13%	(42)	69%	(221)	4%	(13)	320
#1 Issue: Women's Issues	20%	(19)	17%	(17)	19%	(18)	33%	(32)	11%	(10)	97
#1 Issue: Education	10%	(14)	27%	(36)	19%	(25)	35%	(47)	9%	(12)	135
#1 Issue: Energy	15%	(15)	23%	(23)	20%	(20)	34%	(34)	7%	(7)	99
#1 Issue: Other	7%	(12)	12%	(20)	14%	(25)	64%	(113)	3%	(6)	176
2018 House Vote: Democrat	15%	(118)	17%	(129)	16%	(124)	50%	(389)	3%	(23)	784
2018 House Vote: Republican	8%	(51)	14%	(88)	20%	(124)	56%	(355)	2%	(13)	632
2018 House Vote: Someone else	10%	(7)	19%	(13)	21%	(15)	46%	(32)	4%	(3)	69
2016 Vote: Hillary Clinton	14%	(100)	16%	(114)	15%	(109)	51%	(365)	3%	(23)	711
2016 Vote: Donald Trump	8%	(53)	15%	(102)	18%	(125)	56%	(384)	2%	(16)	680
2016 Vote: Other	7%	(10)	12%	(18)	23%	(33)	52%	(74)	5%	(7)	141
2016 Vote: Didn't Vote	11%	(73)	19%	(128)	18%	(117)	41%	(275)	11%	(74)	667
Voted in 2014: Yes	11%	(139)	14%	(184)	17%	(221)	55%	(701)	3%	(33)	1277
Voted in 2014: No	10%	(97)	19%	(178)	18%	(163)	43%	(397)	9%	(87)	923
2012 Vote: Barack Obama	12%	(100)	15%	(129)	17%	(144)	53%	(444)	3%	(28)	844
2012 Vote: Mitt Romney	7%	(33)	13%	(61)	17%	(81)	61%	(296)	3%	(13)	485
2012 Vote: Other	2%	(2)	8%	(6)	21%	(17)	67%	(55)	2%	(1)	82
2012 Vote: Didn't Vote	12%	(96)	21%	(165)	18%	(140)	39%	(303)	10%	(78)	782

Continued on next page

Table HR7: *And if Disney were to release the live-action 'Mulan' for a video-on-demand rental for 24 to 48 hours for $19.99, to what extent would you be interested in renting and watching it on opening weekend?*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	11%	(236)	16%	(362)	17%	(384)	50%	(1099)	5%	(120)	2200
4-Region: Northeast	11%	(45)	14%	(56)	19%	(73)	50%	(196)	6%	(24)	394
4-Region: Midwest	10%	(45)	11%	(51)	19%	(86)	55%	(254)	6%	(26)	462
4-Region: South	11%	(87)	19%	(158)	16%	(130)	49%	(402)	6%	(47)	824
4-Region: West	11%	(60)	19%	(97)	18%	(95)	47%	(246)	4%	(23)	520
Watch TV: Every day	13%	(145)	15%	(168)	17%	(190)	51%	(572)	4%	(40)	1115
Watch TV: Several times per week	11%	(54)	22%	(112)	20%	(102)	43%	(221)	4%	(22)	511
Watch TV: About once per week	6%	(10)	19%	(31)	23%	(37)	47%	(77)	5%	(8)	165
Watch TV: Several times per month	5%	(5)	20%	(20)	18%	(18)	49%	(47)	7%	(7)	97
Watch TV: Less often than once per month	12%	(11)	8%	(8)	16%	(15)	51%	(47)	13%	(12)	93
Watch TV: Never	6%	(11)	7%	(13)	8%	(14)	64%	(116)	15%	(27)	181
Watch Movies: Every day	21%	(84)	19%	(77)	17%	(68)	40%	(162)	3%	(13)	402
Watch Movies: Several times per week	12%	(73)	23%	(142)	19%	(120)	41%	(256)	4%	(27)	618
Watch Movies: About once per week	8%	(28)	16%	(54)	19%	(65)	53%	(185)	5%	(16)	348
Watch Movies: Several times per month	11%	(31)	13%	(39)	18%	(50)	53%	(152)	5%	(16)	287
Watch Movies: About once per month	4%	(7)	14%	(27)	25%	(48)	49%	(92)	8%	(15)	189
Watch Movies: Less often than once per month	2%	(3)	4%	(7)	8%	(13)	79%	(128)	7%	(11)	162
Watch Movies: Never	5%	(11)	8%	(16)	10%	(20)	64%	(125)	12%	(23)	194
Watch Sporting Events: Every day	34%	(38)	19%	(21)	17%	(19)	26%	(28)	4%	(5)	109
Watch Sporting Events: Several times per week	16%	(47)	23%	(66)	18%	(51)	41%	(118)	2%	(6)	288
Watch Sporting Events: About once per week	16%	(38)	19%	(47)	20%	(49)	44%	(106)	—	(1)	240
Watch Sporting Events: Several times per month	8%	(19)	18%	(40)	19%	(43)	48%	(107)	7%	(15)	225
Watch Sporting Events: About once per month	9%	(12)	20%	(29)	20%	(28)	45%	(65)	7%	(10)	144
Watch Sporting Events: Less often than once per month	8%	(31)	16%	(63)	18%	(71)	53%	(214)	5%	(22)	400
Watch Sporting Events: Never	6%	(51)	12%	(97)	15%	(122)	58%	(462)	8%	(61)	793
Cable TV: Currently subscribe	12%	(126)	15%	(156)	17%	(179)	51%	(525)	4%	(40)	1026
Cable TV: Subscribed in past	8%	(53)	20%	(139)	19%	(133)	50%	(350)	4%	(31)	706
Cable TV: Never subscribed	12%	(56)	14%	(66)	15%	(72)	48%	(224)	10%	(49)	468
Satellite TV: Currently subscribe	11%	(53)	20%	(92)	18%	(85)	45%	(209)	6%	(29)	469
Satellite TV: Subscribed in past	11%	(72)	20%	(123)	18%	(111)	47%	(292)	4%	(28)	626
Satellite TV: Never subscribed	10%	(111)	13%	(147)	17%	(188)	54%	(598)	6%	(63)	1106

Continued on next page

Table HR7: *And if Disney were to release the live-action 'Mulan' for a video-on-demand rental for 24 to 48 hours for $19.99, to what extent would you be interested in renting and watching it on opening weekend?*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	11%	(236)	16%	(362)	17%	(384)	50%	(1099)	5%	(120)	2200
Streaming Services: Currently subscribe	12%	(168)	19%	(260)	18%	(244)	47%	(639)	4%	(62)	1372
Streaming Services: Subscribed in past	15%	(30)	24%	(46)	21%	(41)	35%	(68)	4%	(8)	192
Streaming Services: Never subscribed	6%	(38)	9%	(56)	16%	(99)	62%	(392)	8%	(50)	636
Film: An avid fan	19%	(138)	20%	(145)	18%	(129)	39%	(281)	5%	(35)	728
Film: A casual fan	7%	(80)	17%	(202)	19%	(225)	53%	(627)	5%	(60)	1193
Film: Not a fan	6%	(18)	6%	(16)	11%	(29)	68%	(191)	9%	(26)	280
Television: An avid fan	14%	(146)	18%	(185)	16%	(166)	48%	(502)	4%	(37)	1035
Television: A casual fan	8%	(80)	15%	(152)	19%	(193)	51%	(512)	6%	(58)	995
Television: Not a fan	6%	(10)	15%	(25)	15%	(25)	50%	(85)	15%	(25)	170
Music: An avid fan	16%	(168)	20%	(211)	18%	(196)	41%	(443)	5%	(52)	1070
Music: A casual fan	5%	(52)	14%	(135)	17%	(168)	58%	(574)	6%	(56)	985
Music: Not a fan	11%	(15)	11%	(16)	13%	(19)	56%	(81)	9%	(13)	144
Fashion: An avid fan	24%	(82)	23%	(79)	13%	(43)	34%	(115)	5%	(18)	336
Fashion: A casual fan	10%	(90)	19%	(171)	21%	(185)	45%	(399)	5%	(47)	892
Fashion: Not a fan	7%	(64)	12%	(112)	16%	(155)	60%	(585)	6%	(56)	973

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

Table HR8: *In your opinion, should movie studios and executives delay the premieres of movies scheduled to premiere during the month of July?*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	23%	(514)	29%	(638)	18%	(401)	10%	(226)	19%	(421)	2200
Gender: Male	25%	(268)	29%	(306)	19%	(197)	10%	(102)	18%	(188)	1062
Gender: Female	22%	(246)	29%	(332)	18%	(204)	11%	(124)	20%	(233)	1138
Age: 18-34	24%	(155)	31%	(206)	23%	(149)	6%	(40)	16%	(106)	655
Age: 35-44	24%	(85)	34%	(121)	16%	(56)	10%	(37)	16%	(59)	358
Age: 45-64	23%	(173)	24%	(181)	19%	(142)	14%	(106)	20%	(150)	751
Age: 65+	23%	(101)	30%	(131)	12%	(54)	10%	(43)	25%	(108)	436
GenZers: 1997-2012	24%	(69)	35%	(102)	21%	(61)	5%	(14)	17%	(49)	294
Millennials: 1981-1996	24%	(128)	32%	(171)	22%	(116)	7%	(38)	15%	(82)	535
GenXers: 1965-1980	23%	(121)	26%	(140)	18%	(95)	14%	(77)	19%	(103)	536
Baby Boomers: 1946-1964	23%	(171)	27%	(202)	15%	(115)	12%	(90)	23%	(169)	748
PID: Dem (no lean)	31%	(254)	32%	(265)	16%	(133)	6%	(49)	15%	(126)	826
PID: Ind (no lean)	18%	(128)	29%	(203)	18%	(129)	13%	(89)	22%	(151)	700
PID: Rep (no lean)	20%	(132)	25%	(170)	21%	(139)	13%	(88)	21%	(145)	674
PID/Gender: Dem Men	33%	(123)	31%	(117)	16%	(61)	6%	(21)	14%	(55)	377
PID/Gender: Dem Women	29%	(130)	33%	(148)	16%	(72)	6%	(27)	16%	(71)	449
PID/Gender: Ind Men	20%	(72)	27%	(100)	19%	(69)	13%	(47)	22%	(80)	369
PID/Gender: Ind Women	17%	(56)	31%	(102)	18%	(60)	13%	(42)	21%	(71)	331
PID/Gender: Rep Men	23%	(72)	28%	(89)	21%	(68)	10%	(33)	17%	(54)	316
PID/Gender: Rep Women	17%	(60)	23%	(81)	20%	(72)	15%	(55)	25%	(91)	358
Ideo: Liberal (1-3)	32%	(217)	33%	(226)	16%	(109)	6%	(43)	13%	(90)	686
Ideo: Moderate (4)	23%	(139)	31%	(190)	19%	(113)	9%	(55)	18%	(111)	608
Ideo: Conservative (5-7)	18%	(126)	25%	(182)	22%	(158)	15%	(111)	20%	(143)	720
Educ: < College	23%	(344)	27%	(413)	18%	(270)	12%	(179)	20%	(307)	1512
Educ: Bachelors degree	23%	(104)	32%	(140)	19%	(83)	8%	(34)	19%	(83)	444
Educ: Post-grad	27%	(66)	35%	(85)	20%	(48)	5%	(13)	13%	(32)	244
Income: Under 50k	22%	(269)	28%	(344)	18%	(213)	11%	(133)	21%	(255)	1213
Income: 50k-100k	25%	(175)	30%	(206)	19%	(131)	10%	(69)	17%	(117)	698
Income: 100k+	24%	(70)	31%	(88)	20%	(58)	8%	(23)	17%	(50)	289
Ethnicity: White	22%	(370)	30%	(514)	18%	(311)	11%	(187)	20%	(339)	1722
Ethnicity: Hispanic	30%	(104)	26%	(92)	25%	(87)	4%	(15)	15%	(52)	349
Ethnicity: Afr. Am.	28%	(77)	27%	(74)	18%	(49)	9%	(24)	18%	(51)	274

Continued on next page

Table HR8: *In your opinion, should movie studios and executives delay the premieres of movies scheduled to premiere during the month of July?*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	23%	(514)	29%	(638)	18%	(401)	10%	(226)	19%	(421)	2200
Ethnicity: Other	33%	(67)	24%	(50)	20%	(41)	7%	(15)	15%	(31)	204
All Christian	25%	(272)	28%	(305)	17%	(187)	10%	(111)	20%	(216)	1090
All Non-Christian	33%	(34)	28%	(30)	21%	(22)	5%	(5)	13%	(14)	106
Atheist	20%	(24)	35%	(42)	16%	(19)	12%	(15)	17%	(21)	121
Agnostic/Nothing in particular	21%	(183)	30%	(261)	20%	(173)	11%	(95)	19%	(171)	883
Religious Non-Protestant/Catholic	28%	(36)	29%	(38)	19%	(26)	10%	(13)	14%	(19)	132
Evangelical	25%	(142)	25%	(145)	19%	(106)	14%	(81)	17%	(97)	571
Non-Evangelical	23%	(192)	32%	(261)	16%	(135)	8%	(67)	21%	(170)	826
Community: Urban	30%	(170)	33%	(188)	19%	(106)	5%	(30)	14%	(80)	574
Community: Suburban	22%	(232)	28%	(291)	20%	(209)	10%	(105)	19%	(196)	1033
Community: Rural	19%	(111)	27%	(160)	14%	(85)	15%	(90)	25%	(146)	593
Employ: Private Sector	25%	(169)	31%	(209)	20%	(136)	10%	(65)	15%	(100)	679
Employ: Government	24%	(30)	21%	(26)	30%	(38)	9%	(11)	17%	(21)	126
Employ: Self-Employed	21%	(38)	28%	(51)	22%	(39)	11%	(21)	18%	(32)	181
Employ: Homemaker	24%	(30)	26%	(31)	4%	(5)	14%	(17)	32%	(38)	121
Employ: Retired	24%	(124)	27%	(140)	15%	(76)	12%	(62)	22%	(114)	517
Employ: Unemployed	22%	(69)	30%	(96)	18%	(57)	9%	(28)	20%	(64)	313
Employ: Other	17%	(21)	26%	(31)	21%	(25)	14%	(16)	22%	(27)	120
Military HH: Yes	22%	(84)	27%	(105)	18%	(69)	11%	(43)	21%	(82)	384
Military HH: No	24%	(430)	29%	(533)	18%	(332)	10%	(182)	19%	(340)	1816
RD/WT: Right Direction	20%	(123)	26%	(163)	20%	(126)	13%	(82)	22%	(135)	629
RD/WT: Wrong Track	25%	(391)	30%	(475)	17%	(275)	9%	(144)	18%	(286)	1571
Trump Job Approve	18%	(146)	25%	(206)	21%	(175)	15%	(123)	22%	(179)	828
Trump Job Disapprove	28%	(363)	32%	(422)	17%	(220)	7%	(93)	16%	(205)	1304
Trump Job Strongly Approve	20%	(94)	23%	(106)	18%	(84)	18%	(86)	21%	(97)	467
Trump Job Somewhat Approve	14%	(52)	28%	(99)	25%	(91)	10%	(37)	23%	(82)	361
Trump Job Somewhat Disapprove	19%	(54)	38%	(109)	23%	(66)	6%	(18)	12%	(35)	282
Trump Job Strongly Disapprove	30%	(309)	31%	(314)	15%	(154)	7%	(74)	17%	(170)	1022
Favorable of Trump	18%	(147)	25%	(209)	22%	(179)	15%	(122)	21%	(170)	826
Unfavorable of Trump	27%	(346)	32%	(412)	17%	(215)	7%	(92)	16%	(204)	1269

Continued on next page

Table HR8: *In your opinion, should movie studios and executives delay the premieres of movies scheduled to premiere during the month of July?*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	23%	(514)	29%	(638)	18%	(401)	10%	(226)	19%	(421)	2200
Very Favorable of Trump	19%	(89)	23%	(109)	19%	(90)	19%	(91)	20%	(92)	471
Somewhat Favorable of Trump	16%	(58)	28%	(99)	25%	(89)	9%	(31)	22%	(78)	355
Somewhat Unfavorable of Trump	16%	(32)	41%	(81)	20%	(40)	7%	(15)	16%	(31)	199
Very Unfavorable of Trump	29%	(314)	31%	(330)	16%	(176)	7%	(77)	16%	(173)	1071
#1 Issue: Economy	18%	(126)	33%	(229)	21%	(146)	10%	(67)	19%	(133)	700
#1 Issue: Security	17%	(45)	24%	(63)	19%	(51)	20%	(53)	21%	(56)	268
#1 Issue: Health Care	27%	(111)	28%	(112)	20%	(81)	8%	(34)	16%	(66)	405
#1 Issue: Medicare / Social Security	32%	(102)	26%	(84)	10%	(32)	10%	(33)	21%	(68)	320
#1 Issue: Women's Issues	21%	(20)	28%	(27)	22%	(22)	7%	(6)	23%	(22)	97
#1 Issue: Education	26%	(35)	39%	(53)	14%	(19)	6%	(8)	15%	(20)	135
#1 Issue: Energy	26%	(26)	36%	(35)	20%	(19)	3%	(3)	15%	(15)	99
#1 Issue: Other	28%	(49)	19%	(34)	17%	(31)	12%	(21)	23%	(41)	176
2018 House Vote: Democrat	31%	(241)	32%	(253)	15%	(115)	7%	(53)	16%	(124)	784
2018 House Vote: Republican	20%	(123)	27%	(168)	18%	(115)	14%	(90)	21%	(135)	632
2018 House Vote: Someone else	23%	(16)	18%	(12)	18%	(12)	17%	(12)	24%	(17)	69
2016 Vote: Hillary Clinton	32%	(230)	31%	(220)	14%	(103)	6%	(45)	16%	(114)	711
2016 Vote: Donald Trump	19%	(129)	26%	(177)	20%	(133)	14%	(95)	22%	(146)	680
2016 Vote: Other	22%	(31)	28%	(40)	20%	(29)	13%	(18)	17%	(24)	141
2016 Vote: Didn't Vote	19%	(124)	30%	(201)	20%	(137)	10%	(68)	21%	(138)	667
Voted in 2014: Yes	26%	(332)	28%	(352)	17%	(215)	11%	(137)	19%	(241)	1277
Voted in 2014: No	20%	(181)	31%	(286)	20%	(186)	10%	(89)	20%	(180)	923
2012 Vote: Barack Obama	28%	(236)	32%	(268)	15%	(129)	8%	(64)	17%	(147)	844
2012 Vote: Mitt Romney	20%	(96)	22%	(106)	19%	(92)	17%	(83)	22%	(107)	485
2012 Vote: Other	11%	(9)	24%	(20)	16%	(13)	17%	(14)	32%	(26)	82
2012 Vote: Didn't Vote	21%	(167)	31%	(244)	21%	(166)	8%	(65)	18%	(141)	782
4-Region: Northeast	30%	(119)	28%	(109)	17%	(65)	7%	(28)	18%	(72)	394
4-Region: Midwest	18%	(83)	28%	(131)	20%	(91)	13%	(58)	22%	(100)	462
4-Region: South	23%	(190)	29%	(243)	17%	(142)	11%	(93)	19%	(156)	824
4-Region: West	23%	(122)	30%	(155)	20%	(103)	9%	(46)	18%	(94)	520

Continued on next page

Table HR8: *In your opinion, should movie studios and executives delay the premieres of movies scheduled to premiere during the month of July?*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	23%	(514)	29%	(638)	18%	(401)	10%	(226)	19%	(421)	2200
Watch TV: Every day	25%	(279)	28%	(310)	20%	(221)	9%	(105)	18%	(200)	1115
Watch TV: Several times per week	23%	(116)	33%	(169)	18%	(93)	8%	(42)	18%	(91)	511
Watch TV: About once per week	23%	(38)	37%	(62)	20%	(32)	8%	(14)	12%	(19)	165
Watch TV: Several times per month	19%	(18)	28%	(27)	18%	(17)	11%	(11)	24%	(23)	97
Watch TV: Less often than once per month	16%	(15)	29%	(27)	11%	(11)	15%	(13)	29%	(27)	93
Watch TV: Never	21%	(37)	15%	(28)	13%	(24)	21%	(38)	30%	(54)	181
Watch Movies: Every day	31%	(123)	28%	(114)	18%	(71)	9%	(37)	14%	(57)	402
Watch Movies: Several times per week	24%	(146)	32%	(196)	20%	(126)	10%	(60)	14%	(89)	618
Watch Movies: About once per week	23%	(79)	31%	(109)	20%	(68)	7%	(23)	20%	(68)	348
Watch Movies: Several times per month	21%	(60)	31%	(88)	18%	(52)	8%	(24)	22%	(63)	287
Watch Movies: About once per month	20%	(37)	31%	(59)	21%	(39)	11%	(20)	18%	(34)	189
Watch Movies: Less often than once per month	14%	(23)	24%	(39)	14%	(23)	14%	(23)	33%	(53)	162
Watch Movies: Never	23%	(45)	17%	(33)	11%	(22)	19%	(38)	29%	(57)	194
Watch Sporting Events: Every day	42%	(46)	23%	(25)	20%	(22)	5%	(5)	10%	(11)	109
Watch Sporting Events: Several times per week	26%	(74)	40%	(114)	18%	(52)	8%	(22)	9%	(26)	288
Watch Sporting Events: About once per week	30%	(73)	31%	(76)	16%	(39)	8%	(19)	14%	(35)	240
Watch Sporting Events: Several times per month	18%	(40)	33%	(73)	20%	(44)	10%	(22)	20%	(45)	225
Watch Sporting Events: About once per month	15%	(22)	30%	(44)	23%	(33)	14%	(20)	17%	(25)	144
Watch Sporting Events: Less often than once per month	22%	(90)	31%	(122)	21%	(84)	8%	(33)	18%	(71)	400
Watch Sporting Events: Never	21%	(168)	23%	(184)	16%	(127)	13%	(105)	26%	(208)	793
Cable TV: Currently subscribe	25%	(258)	30%	(312)	17%	(178)	9%	(92)	18%	(185)	1026
Cable TV: Subscribed in past	21%	(147)	30%	(214)	21%	(148)	8%	(57)	20%	(140)	706
Cable TV: Never subscribed	23%	(109)	24%	(112)	16%	(75)	16%	(77)	20%	(96)	468
Satellite TV: Currently subscribe	24%	(113)	30%	(140)	17%	(81)	10%	(49)	18%	(86)	469
Satellite TV: Subscribed in past	24%	(152)	32%	(200)	19%	(116)	9%	(56)	16%	(102)	626
Satellite TV: Never subscribed	22%	(249)	27%	(298)	18%	(205)	11%	(121)	21%	(234)	1106
Streaming Services: Currently subscribe	23%	(314)	32%	(438)	19%	(265)	8%	(110)	18%	(246)	1372
Streaming Services: Subscribed in past	30%	(57)	23%	(45)	17%	(32)	14%	(26)	16%	(32)	192
Streaming Services: Never subscribed	22%	(142)	24%	(155)	16%	(104)	14%	(90)	23%	(144)	636

Continued on next page

Table HR8: *In your opinion, should movie studios and executives delay the premieres of movies scheduled to premiere during the month of July?*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	23%	(514)	29%	(638)	18%	(401)	10%	(226)	19%	(421)	2200
Film: An avid fan	28%	(205)	30%	(220)	21%	(149)	9%	(69)	12%	(85)	728
Film: A casual fan	22%	(258)	31%	(364)	18%	(209)	9%	(102)	22%	(260)	1193
Film: Not a fan	18%	(51)	19%	(54)	15%	(43)	20%	(55)	27%	(77)	280
Television: An avid fan	27%	(275)	29%	(305)	19%	(199)	9%	(96)	15%	(160)	1035
Television: A casual fan	22%	(216)	30%	(296)	17%	(167)	10%	(103)	21%	(213)	995
Television: Not a fan	13%	(22)	22%	(37)	21%	(35)	16%	(27)	28%	(48)	170
Music: An avid fan	26%	(274)	30%	(324)	20%	(213)	8%	(84)	16%	(175)	1070
Music: A casual fan	20%	(201)	29%	(286)	17%	(166)	12%	(116)	22%	(216)	985
Music: Not a fan	27%	(39)	19%	(28)	15%	(22)	17%	(25)	21%	(31)	144
Fashion: An avid fan	31%	(102)	27%	(90)	20%	(67)	9%	(29)	14%	(47)	336
Fashion: A casual fan	24%	(214)	32%	(286)	19%	(169)	7%	(61)	18%	(160)	892
Fashion: Not a fan	20%	(197)	27%	(262)	17%	(165)	14%	(135)	22%	(214)	973

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

Table HR9: *If you had a choice, would you prefer to watch a movie that was just released at a movie theater or at home via a streaming service?*

Demographic	Strongly prefer watching it at a theater		Somewhat prefer watching it at a theater		Somewhat prefer watching it at home via a streaming service		Strongly prefer watching it at home via a streaming service		Don't know / No opinion		Total N
Adults	14%	(301)	16%	(350)	20%	(431)	36%	(802)	14%	(317)	2200
Gender: Male	18%	(192)	17%	(178)	19%	(202)	32%	(339)	14%	(151)	1062
Gender: Female	10%	(109)	15%	(172)	20%	(228)	41%	(463)	15%	(167)	1138
Age: 18-34	15%	(96)	23%	(152)	21%	(140)	30%	(199)	10%	(69)	655
Age: 35-44	19%	(69)	17%	(59)	21%	(77)	33%	(120)	9%	(33)	358
Age: 45-64	14%	(108)	12%	(93)	18%	(132)	41%	(306)	15%	(112)	751
Age: 65+	7%	(29)	10%	(45)	19%	(82)	41%	(177)	24%	(103)	436
GenZers: 1997-2012	15%	(43)	26%	(77)	18%	(53)	30%	(90)	11%	(31)	294
Millennials: 1981-1996	15%	(82)	21%	(111)	23%	(121)	31%	(166)	10%	(55)	535
GenXers: 1965-1980	16%	(86)	12%	(66)	19%	(103)	40%	(216)	12%	(65)	536
Baby Boomers: 1946-1964	11%	(81)	12%	(87)	18%	(137)	39%	(292)	20%	(150)	748
PID: Dem (no lean)	13%	(105)	19%	(155)	23%	(188)	34%	(282)	12%	(97)	826
PID: Ind (no lean)	13%	(90)	13%	(93)	18%	(123)	41%	(289)	15%	(104)	700
PID: Rep (no lean)	16%	(106)	15%	(102)	18%	(119)	34%	(231)	17%	(117)	674
PID/Gender: Dem Men	16%	(61)	22%	(82)	20%	(76)	30%	(113)	12%	(45)	377
PID/Gender: Dem Women	10%	(43)	16%	(73)	25%	(112)	38%	(169)	12%	(52)	449
PID/Gender: Ind Men	16%	(61)	11%	(41)	20%	(73)	35%	(131)	17%	(63)	369
PID/Gender: Ind Women	9%	(29)	16%	(52)	15%	(50)	48%	(158)	12%	(41)	331
PID/Gender: Rep Men	22%	(70)	17%	(54)	17%	(53)	30%	(95)	14%	(43)	316
PID/Gender: Rep Women	10%	(36)	13%	(47)	18%	(66)	38%	(136)	20%	(73)	358
Ideo: Liberal (1-3)	15%	(100)	19%	(128)	20%	(138)	37%	(254)	10%	(66)	686
Ideo: Moderate (4)	12%	(76)	15%	(93)	21%	(125)	39%	(235)	13%	(79)	608
Ideo: Conservative (5-7)	15%	(107)	16%	(116)	19%	(137)	34%	(244)	16%	(116)	720
Educ: < College	12%	(188)	15%	(224)	19%	(281)	37%	(566)	17%	(254)	1512
Educ: Bachelors degree	15%	(67)	18%	(81)	21%	(95)	36%	(159)	9%	(42)	444
Educ: Post-grad	19%	(46)	18%	(45)	22%	(54)	32%	(77)	9%	(21)	244
Income: Under 50k	11%	(131)	14%	(169)	19%	(228)	38%	(466)	18%	(219)	1213
Income: 50k-100k	17%	(119)	18%	(128)	21%	(146)	33%	(229)	11%	(75)	698
Income: 100k+	18%	(51)	18%	(52)	19%	(56)	37%	(106)	8%	(23)	289

Continued on next page

Table HR9: *If you had a choice, would you prefer to watch a movie that was just released at a movie theater or at home via a streaming service?*

Demographic	Strongly prefer watching it at a theater		Somewhat prefer watching it at a theater		Somewhat prefer watching it at home via a streaming service		Strongly prefer watching it at home via a streaming service		Don't know / No opinion		Total N
Adults	14%	(301)	16%	(350)	20%	(431)	36%	(802)	14%	(317)	2200
Ethnicity: White	14%	(237)	16%	(271)	20%	(337)	36%	(615)	15%	(262)	1722
Ethnicity: Hispanic	12%	(43)	26%	(92)	18%	(62)	36%	(124)	8%	(28)	349
Ethnicity: Afr. Am.	18%	(50)	16%	(44)	19%	(51)	35%	(96)	12%	(33)	274
Ethnicity: Other	7%	(14)	17%	(35)	21%	(43)	44%	(91)	11%	(22)	204
All Christian	15%	(162)	16%	(179)	21%	(227)	34%	(369)	14%	(154)	1090
All Non-Christian	18%	(19)	16%	(17)	22%	(24)	34%	(36)	9%	(9)	106
Atheist	12%	(15)	7%	(9)	17%	(20)	50%	(60)	13%	(16)	121
Agnostic/Nothing in particular	12%	(105)	16%	(145)	18%	(160)	38%	(336)	16%	(138)	883
Religious Non-Protestant/Catholic	18%	(24)	18%	(24)	25%	(32)	31%	(41)	9%	(11)	132
Evangelical	17%	(98)	16%	(89)	17%	(98)	34%	(195)	16%	(89)	571
Non-Evangelical	11%	(94)	17%	(143)	21%	(177)	36%	(295)	14%	(117)	826
Community: Urban	16%	(94)	20%	(115)	21%	(118)	33%	(188)	10%	(59)	574
Community: Suburban	14%	(148)	16%	(165)	21%	(216)	35%	(366)	13%	(138)	1033
Community: Rural	10%	(58)	12%	(69)	16%	(96)	42%	(248)	20%	(121)	593
Employ: Private Sector	19%	(128)	18%	(120)	22%	(147)	33%	(224)	9%	(60)	679
Employ: Government	10%	(12)	22%	(28)	21%	(26)	40%	(51)	7%	(9)	126
Employ: Self-Employed	16%	(28)	18%	(32)	23%	(42)	31%	(56)	12%	(23)	181
Employ: Homemaker	11%	(14)	10%	(12)	19%	(23)	39%	(47)	21%	(26)	121
Employ: Retired	9%	(45)	12%	(61)	16%	(84)	43%	(220)	21%	(106)	517
Employ: Unemployed	14%	(43)	15%	(48)	19%	(58)	34%	(108)	18%	(56)	313
Employ: Other	9%	(11)	10%	(12)	18%	(22)	42%	(51)	20%	(24)	120
Military HH: Yes	14%	(54)	19%	(74)	18%	(68)	33%	(126)	16%	(61)	384
Military HH: No	14%	(247)	15%	(276)	20%	(362)	37%	(675)	14%	(256)	1816
RD/WT: Right Direction	16%	(102)	18%	(113)	17%	(108)	30%	(191)	18%	(116)	629
RD/WT: Wrong Track	13%	(199)	15%	(237)	21%	(322)	39%	(611)	13%	(201)	1571
Trump Job Approve	16%	(136)	15%	(126)	19%	(157)	33%	(272)	17%	(138)	828
Trump Job Disapprove	12%	(154)	17%	(221)	20%	(266)	39%	(511)	12%	(151)	1304

Continued on next page

Table HR9: *If you had a choice, would you prefer to watch a movie that was just released at a movie theater or at home via a streaming service?*

Demographic	Strongly prefer watching it at a theater		Somewhat prefer watching it at a theater		Somewhat prefer watching it at home via a streaming service		Strongly prefer watching it at home via a streaming service		Don't know / No opinion		Total N
Adults	14%	(301)	16%	(350)	20%	(431)	36%	(802)	14%	(317)	2200
Trump Job Strongly Approve	21%	(100)	13%	(59)	13%	(59)	33%	(153)	21%	(96)	467
Trump Job Somewhat Approve	10%	(36)	18%	(67)	27%	(98)	33%	(119)	12%	(42)	361
Trump Job Somewhat Disapprove	8%	(22)	23%	(64)	25%	(69)	34%	(96)	11%	(30)	282
Trump Job Strongly Disapprove	13%	(132)	15%	(156)	19%	(197)	41%	(415)	12%	(122)	1022
Favorable of Trump	15%	(127)	14%	(118)	19%	(160)	35%	(288)	16%	(134)	826
Unfavorable of Trump	12%	(159)	17%	(220)	21%	(261)	38%	(486)	11%	(144)	1269
Very Favorable of Trump	19%	(88)	12%	(55)	13%	(63)	36%	(169)	20%	(96)	471
Somewhat Favorable of Trump	11%	(39)	18%	(63)	27%	(97)	33%	(119)	11%	(38)	355
Somewhat Unfavorable of Trump	9%	(18)	22%	(44)	26%	(52)	32%	(64)	10%	(20)	199
Very Unfavorable of Trump	13%	(140)	16%	(176)	20%	(209)	39%	(422)	12%	(124)	1071
#1 Issue: Economy	15%	(107)	17%	(119)	20%	(141)	36%	(255)	11%	(77)	700
#1 Issue: Security	14%	(37)	16%	(43)	18%	(47)	32%	(87)	20%	(54)	268
#1 Issue: Health Care	13%	(53)	17%	(68)	22%	(89)	40%	(164)	8%	(31)	405
#1 Issue: Medicare / Social Security	12%	(38)	10%	(33)	18%	(57)	36%	(116)	23%	(74)	320
#1 Issue: Women's Issues	13%	(13)	21%	(20)	17%	(16)	38%	(37)	11%	(11)	97
#1 Issue: Education	9%	(13)	13%	(18)	24%	(32)	38%	(52)	15%	(20)	135
#1 Issue: Energy	13%	(12)	26%	(26)	20%	(20)	29%	(29)	12%	(12)	99
#1 Issue: Other	15%	(27)	12%	(22)	15%	(27)	35%	(62)	22%	(39)	176
2018 House Vote: Democrat	13%	(101)	17%	(132)	22%	(170)	37%	(293)	11%	(89)	784
2018 House Vote: Republican	16%	(103)	14%	(87)	20%	(126)	33%	(208)	17%	(107)	632
2018 House Vote: Someone else	16%	(11)	12%	(8)	16%	(11)	46%	(32)	10%	(7)	69
2016 Vote: Hillary Clinton	14%	(97)	17%	(120)	21%	(147)	37%	(260)	12%	(87)	711
2016 Vote: Donald Trump	15%	(105)	15%	(103)	20%	(133)	34%	(230)	16%	(109)	680
2016 Vote: Other	15%	(22)	15%	(21)	14%	(20)	42%	(59)	14%	(20)	141
2016 Vote: Didn't Vote	12%	(77)	16%	(105)	20%	(131)	38%	(252)	15%	(101)	667
Voted in 2014: Yes	15%	(193)	15%	(196)	19%	(249)	36%	(454)	15%	(187)	1277
Voted in 2014: No	12%	(108)	17%	(154)	20%	(182)	38%	(348)	14%	(131)	923

Continued on next page

Table HR9: *If you had a choice, would you prefer to watch a movie that was just released at a movie theater or at home via a streaming service?*

Demographic	Strongly prefer watching it at a theater		Somewhat prefer watching it at a theater		Somewhat prefer watching it at home via a streaming service		Strongly prefer watching it at home via a streaming service		Don't know / No opinion		Total N
Adults	14%	(301)	16%	(350)	20%	(431)	36%	(802)	14%	(317)	2200
2012 Vote: Barack Obama	14%	(117)	15%	(128)	23%	(190)	36%	(305)	12%	(105)	844
2012 Vote: Mitt Romney	14%	(66)	16%	(78)	16%	(75)	35%	(172)	19%	(94)	485
2012 Vote: Other	13%	(11)	13%	(11)	14%	(12)	43%	(36)	16%	(13)	82
2012 Vote: Didn't Vote	13%	(103)	17%	(133)	19%	(152)	37%	(289)	13%	(105)	782
4-Region: Northeast	11%	(43)	17%	(65)	20%	(79)	35%	(137)	18%	(70)	394
4-Region: Midwest	15%	(70)	14%	(66)	15%	(68)	37%	(170)	19%	(88)	462
4-Region: South	13%	(109)	15%	(124)	21%	(172)	38%	(312)	13%	(107)	824
4-Region: West	15%	(79)	18%	(94)	22%	(112)	35%	(182)	10%	(52)	520
Watch TV: Every day	13%	(148)	16%	(179)	19%	(211)	38%	(424)	14%	(154)	1115
Watch TV: Several times per week	15%	(78)	17%	(87)	21%	(109)	38%	(195)	8%	(41)	511
Watch TV: About once per week	19%	(31)	19%	(32)	27%	(45)	26%	(42)	8%	(14)	165
Watch TV: Several times per month	10%	(10)	21%	(21)	28%	(28)	29%	(28)	12%	(11)	97
Watch TV: Less often than once per month	5%	(5)	10%	(10)	15%	(14)	42%	(39)	27%	(25)	93
Watch TV: Never	13%	(24)	8%	(14)	9%	(15)	33%	(59)	38%	(68)	181
Watch Movies: Every day	18%	(74)	15%	(60)	19%	(75)	39%	(155)	9%	(37)	402
Watch Movies: Several times per week	14%	(89)	17%	(103)	22%	(133)	40%	(248)	7%	(44)	618
Watch Movies: About once per week	14%	(49)	19%	(66)	24%	(85)	34%	(119)	8%	(29)	348
Watch Movies: Several times per month	14%	(40)	19%	(53)	22%	(64)	31%	(90)	14%	(39)	287
Watch Movies: About once per month	7%	(14)	20%	(38)	18%	(34)	39%	(75)	15%	(29)	189
Watch Movies: Less often than once per month	8%	(12)	9%	(15)	16%	(26)	37%	(60)	30%	(49)	162
Watch Movies: Never	11%	(21)	7%	(14)	7%	(14)	28%	(55)	46%	(90)	194
Watch Sporting Events: Every day	31%	(34)	15%	(17)	28%	(31)	15%	(17)	11%	(12)	109
Watch Sporting Events: Several times per week	19%	(55)	22%	(64)	19%	(54)	33%	(95)	7%	(21)	288
Watch Sporting Events: About once per week	17%	(42)	21%	(51)	18%	(43)	35%	(85)	8%	(19)	240
Watch Sporting Events: Several times per month	15%	(33)	20%	(44)	22%	(50)	33%	(75)	10%	(23)	225
Watch Sporting Events: About once per month	8%	(11)	14%	(21)	30%	(43)	37%	(53)	11%	(16)	144
Watch Sporting Events: Less often than once per month	10%	(39)	19%	(75)	20%	(79)	38%	(152)	14%	(54)	400
Watch Sporting Events: Never	11%	(86)	10%	(78)	16%	(131)	41%	(325)	22%	(173)	793

Continued on next page

Table HR9: *If you had a choice, would you prefer to watch a movie that was just released at a movie theater or at home via a streaming service?*

Demographic	Strongly prefer watching it at a theater		Somewhat prefer watching it at a theater		Somewhat prefer watching it at home via a streaming service		Strongly prefer watching it at home via a streaming service		Don't know / No opinion		Total N
Adults	14%	(301)	16%	(350)	20%	(431)	36%	(802)	14%	(317)	2200
Cable TV: Currently subscribe	15%	(152)	16%	(166)	19%	(192)	36%	(369)	14%	(148)	1026
Cable TV: Subscribed in past	11%	(77)	18%	(126)	21%	(146)	39%	(279)	11%	(79)	706
Cable TV: Never subscribed	15%	(72)	12%	(58)	20%	(93)	33%	(154)	19%	(90)	468
Satellite TV: Currently subscribe	15%	(72)	17%	(78)	18%	(83)	36%	(167)	15%	(69)	469
Satellite TV: Subscribed in past	13%	(80)	17%	(105)	22%	(138)	38%	(237)	10%	(66)	626
Satellite TV: Never subscribed	13%	(149)	15%	(167)	19%	(209)	36%	(397)	17%	(183)	1106
Streaming Services: Currently subscribe	13%	(179)	16%	(220)	21%	(292)	42%	(574)	8%	(107)	1372
Streaming Services: Subscribed in past	19%	(37)	20%	(38)	24%	(45)	28%	(54)	9%	(18)	192
Streaming Services: Never subscribed	13%	(84)	15%	(92)	15%	(93)	27%	(174)	30%	(192)	636
Film: An avid fan	20%	(144)	20%	(146)	20%	(142)	33%	(239)	8%	(56)	728
Film: A casual fan	11%	(133)	14%	(167)	21%	(256)	40%	(472)	14%	(165)	1193
Film: Not a fan	8%	(24)	13%	(36)	12%	(33)	32%	(91)	34%	(96)	280
Television: An avid fan	14%	(147)	17%	(173)	20%	(209)	37%	(379)	12%	(127)	1035
Television: A casual fan	14%	(137)	15%	(150)	20%	(203)	36%	(362)	14%	(143)	995
Television: Not a fan	9%	(16)	16%	(27)	11%	(19)	35%	(60)	28%	(48)	170
Music: An avid fan	15%	(155)	18%	(192)	21%	(227)	37%	(398)	9%	(98)	1070
Music: A casual fan	13%	(131)	14%	(139)	19%	(184)	36%	(356)	18%	(175)	985
Music: Not a fan	10%	(15)	13%	(19)	14%	(20)	33%	(47)	31%	(44)	144
Fashion: An avid fan	21%	(71)	21%	(70)	20%	(66)	31%	(105)	7%	(23)	336
Fashion: A casual fan	11%	(98)	17%	(151)	24%	(215)	37%	(330)	11%	(98)	892
Fashion: Not a fan	13%	(131)	13%	(129)	15%	(150)	38%	(367)	20%	(196)	973

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

Table HR10_1: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Gone With the Wind (1939)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	7%	(145)	67%	(1472)	19%	(421)	7%	(162)	2200
Gender: Male	7%	(77)	62%	(658)	22%	(229)	9%	(97)	1062
Gender: Female	6%	(68)	72%	(814)	17%	(192)	6%	(65)	1138
Age: 18-34	8%	(50)	46%	(301)	28%	(181)	19%	(123)	655
Age: 35-44	9%	(34)	66%	(235)	16%	(58)	9%	(31)	358
Age: 45-64	5%	(39)	78%	(584)	17%	(124)	—	(4)	751
Age: 65+	5%	(23)	81%	(352)	13%	(57)	1%	(4)	436
GenZers: 1997-2012	9%	(25)	38%	(111)	29%	(84)	25%	(74)	294
Millennials: 1981-1996	7%	(39)	57%	(304)	24%	(130)	12%	(62)	535
GenXers: 1965-1980	7%	(39)	72%	(383)	18%	(94)	4%	(19)	536
Baby Boomers: 1946-1964	5%	(34)	81%	(602)	14%	(106)	1%	(5)	748
PID: Dem (no lean)	10%	(86)	61%	(504)	22%	(180)	7%	(56)	826
PID: Ind (no lean)	6%	(39)	62%	(435)	22%	(152)	10%	(73)	700
PID: Rep (no lean)	3%	(19)	79%	(533)	13%	(89)	5%	(33)	674
PID/Gender: Dem Men	11%	(42)	56%	(211)	25%	(95)	8%	(29)	377
PID/Gender: Dem Women	10%	(44)	65%	(293)	19%	(85)	6%	(27)	449
PID/Gender: Ind Men	6%	(22)	60%	(220)	24%	(87)	11%	(41)	369
PID/Gender: Ind Women	5%	(18)	65%	(215)	20%	(65)	10%	(32)	331
PID/Gender: Rep Men	4%	(14)	72%	(227)	15%	(47)	9%	(28)	316
PID/Gender: Rep Women	2%	(6)	85%	(306)	12%	(41)	2%	(6)	358
Ideo: Liberal (1-3)	10%	(69)	62%	(427)	21%	(143)	7%	(47)	686
Ideo: Moderate (4)	7%	(42)	70%	(426)	18%	(110)	5%	(30)	608
Ideo: Conservative (5-7)	4%	(30)	76%	(550)	14%	(100)	5%	(39)	720
Educ: < College	6%	(94)	65%	(990)	20%	(307)	8%	(121)	1512
Educ: Bachelors degree	7%	(31)	71%	(314)	17%	(75)	5%	(24)	444
Educ: Post-grad	8%	(19)	69%	(169)	16%	(39)	7%	(17)	244

Continued on next page

Table HR10_1: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Gone With the Wind (1939)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	7%	(145)	67%	(1472)	19%	(421)	7%	(162)	2200
Income: Under 50k	6%	(76)	63%	(767)	22%	(266)	9%	(104)	1213
Income: 50k-100k	7%	(46)	70%	(489)	16%	(114)	7%	(48)	698
Income: 100k+	8%	(23)	75%	(216)	14%	(41)	3%	(10)	289
Ethnicity: White	5%	(80)	74%	(1277)	16%	(281)	5%	(83)	1722
Ethnicity: Hispanic	6%	(22)	52%	(181)	24%	(85)	17%	(60)	349
Ethnicity: Afr. Am.	18%	(50)	37%	(101)	31%	(86)	14%	(37)	274
Ethnicity: Other	7%	(15)	46%	(94)	26%	(54)	20%	(41)	204
All Christian	5%	(52)	75%	(820)	15%	(167)	5%	(52)	1090
All Non-Christian	11%	(12)	57%	(60)	24%	(25)	8%	(9)	106
Atheist	14%	(16)	58%	(70)	20%	(24)	9%	(10)	121
Agnostic/Nothing in particular	7%	(65)	59%	(523)	23%	(205)	10%	(91)	883
Religious Non-Protestant/Catholic	11%	(14)	57%	(76)	20%	(27)	12%	(15)	132
Evangelical	5%	(29)	76%	(434)	15%	(87)	4%	(20)	571
Non-Evangelical	6%	(48)	70%	(578)	17%	(142)	7%	(57)	826
Community: Urban	10%	(56)	57%	(329)	24%	(137)	9%	(52)	574
Community: Suburban	7%	(67)	70%	(721)	17%	(181)	6%	(64)	1033
Community: Rural	4%	(21)	71%	(422)	17%	(103)	8%	(46)	593
Employ: Private Sector	7%	(49)	70%	(476)	17%	(117)	6%	(38)	679
Employ: Government	3%	(4)	67%	(85)	22%	(27)	8%	(10)	126
Employ: Self-Employed	9%	(16)	66%	(119)	18%	(33)	7%	(13)	181
Employ: Homemaker	4%	(5)	66%	(80)	19%	(23)	11%	(13)	121
Employ: Retired	6%	(34)	77%	(396)	17%	(85)	—	(2)	517
Employ: Unemployed	8%	(25)	57%	(179)	24%	(74)	11%	(35)	313
Employ: Other	4%	(5)	61%	(73)	22%	(27)	13%	(15)	120
Military HH: Yes	7%	(27)	73%	(281)	16%	(61)	4%	(15)	384
Military HH: No	6%	(118)	66%	(1192)	20%	(360)	8%	(147)	1816

Continued on next page

Table HR10_1: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Gone With the Wind (1939)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	7%	(145)	67%	(1472)	19%	(421)	7%	(162)	2200
RD/WT: Right Direction	4%	(26)	72%	(451)	16%	(100)	8%	(52)	629
RD/WT: Wrong Track	8%	(119)	65%	(1021)	20%	(321)	7%	(110)	1571
Trump Job Approve	3%	(25)	78%	(644)	13%	(107)	6%	(51)	828
Trump Job Disapprove	9%	(118)	61%	(796)	22%	(291)	8%	(98)	1304
Trump Job Strongly Approve	4%	(18)	79%	(369)	12%	(54)	6%	(26)	467
Trump Job Somewhat Approve	2%	(7)	76%	(275)	15%	(53)	7%	(25)	361
Trump Job Somewhat Disapprove	4%	(12)	57%	(162)	26%	(73)	13%	(35)	282
Trump Job Strongly Disapprove	10%	(106)	62%	(634)	21%	(218)	6%	(63)	1022
Favorable of Trump	2%	(16)	80%	(659)	13%	(107)	5%	(43)	826
Unfavorable of Trump	10%	(124)	61%	(774)	22%	(284)	7%	(88)	1269
Very Favorable of Trump	2%	(10)	83%	(393)	10%	(47)	4%	(20)	471
Somewhat Favorable of Trump	2%	(6)	75%	(267)	17%	(60)	6%	(23)	355
Somewhat Unfavorable of Trump	4%	(8)	65%	(129)	23%	(47)	8%	(15)	199
Very Unfavorable of Trump	11%	(116)	60%	(645)	22%	(238)	7%	(73)	1071
#1 Issue: Economy	7%	(50)	65%	(452)	21%	(144)	8%	(54)	700
#1 Issue: Security	3%	(8)	78%	(208)	14%	(37)	6%	(15)	268
#1 Issue: Health Care	8%	(33)	65%	(263)	22%	(90)	5%	(19)	405
#1 Issue: Medicare / Social Security	4%	(13)	79%	(251)	16%	(51)	2%	(5)	320
#1 Issue: Women's Issues	13%	(12)	52%	(51)	24%	(23)	11%	(11)	97
#1 Issue: Education	6%	(8)	59%	(80)	16%	(22)	19%	(26)	135
#1 Issue: Energy	8%	(8)	58%	(58)	19%	(19)	14%	(14)	99
#1 Issue: Other	7%	(12)	63%	(110)	21%	(36)	10%	(17)	176
2018 House Vote: Democrat	12%	(91)	66%	(516)	18%	(145)	4%	(33)	784
2018 House Vote: Republican	2%	(13)	86%	(542)	9%	(57)	3%	(19)	632
2018 House Vote: Someone else	9%	(6)	57%	(39)	28%	(19)	7%	(5)	69

Continued on next page

Table HR10_1: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Gone With the Wind (1939)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	7%	(145)	67%	(1472)	19%	(421)	7%	(162)	2200
2016 Vote: Hillary Clinton	11%	(79)	65%	(464)	20%	(145)	3%	(23)	711
2016 Vote: Donald Trump	3%	(22)	85%	(576)	9%	(64)	3%	(18)	680
2016 Vote: Other	4%	(5)	76%	(107)	17%	(24)	3%	(5)	141
2016 Vote: Didn't Vote	6%	(38)	49%	(325)	28%	(188)	17%	(116)	667
Voted in 2014: Yes	7%	(94)	76%	(974)	14%	(183)	2%	(26)	1277
Voted in 2014: No	6%	(51)	54%	(498)	26%	(238)	15%	(136)	923
2012 Vote: Barack Obama	10%	(85)	71%	(601)	16%	(133)	3%	(26)	844
2012 Vote: Mitt Romney	2%	(10)	87%	(421)	9%	(46)	2%	(9)	485
2012 Vote: Other	6%	(5)	75%	(62)	19%	(15)	—	(0)	82
2012 Vote: Didn't Vote	6%	(45)	49%	(386)	29%	(223)	16%	(128)	782
4-Region: Northeast	9%	(36)	61%	(240)	22%	(88)	8%	(30)	394
4-Region: Midwest	7%	(31)	72%	(333)	15%	(70)	6%	(29)	462
4-Region: South	6%	(46)	69%	(569)	18%	(152)	7%	(57)	824
4-Region: West	6%	(31)	64%	(331)	21%	(112)	9%	(46)	520
Watch TV: Every day	7%	(81)	71%	(787)	16%	(180)	6%	(67)	1115
Watch TV: Several times per week	6%	(32)	70%	(360)	18%	(92)	5%	(27)	511
Watch TV: About once per week	9%	(15)	53%	(87)	29%	(48)	9%	(15)	165
Watch TV: Several times per month	7%	(7)	64%	(62)	24%	(23)	5%	(5)	97
Watch TV: Less often than once per month	3%	(3)	60%	(56)	20%	(18)	17%	(16)	93
Watch TV: Never	2%	(4)	54%	(98)	29%	(52)	15%	(27)	181

Continued on next page

Table HR10_1: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Gone With the Wind (1939)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	7%	(145)	67%	(1472)	19%	(421)	7%	(162)	2200
Watch Movies: Every day	8%	(34)	69%	(279)	15%	(60)	8%	(30)	402
Watch Movies: Several times per week	9%	(57)	70%	(430)	15%	(92)	6%	(38)	618
Watch Movies: About once per week	6%	(21)	67%	(231)	21%	(73)	6%	(22)	348
Watch Movies: Several times per month	5%	(13)	71%	(203)	20%	(57)	5%	(14)	287
Watch Movies: About once per month	6%	(12)	59%	(111)	24%	(46)	10%	(20)	189
Watch Movies: Less often than once per month	3%	(4)	64%	(103)	26%	(42)	7%	(12)	162
Watch Movies: Never	1%	(3)	59%	(115)	26%	(51)	13%	(25)	194
Watch Sporting Events: Every day	12%	(13)	60%	(66)	16%	(17)	12%	(13)	109
Watch Sporting Events: Several times per week	11%	(33)	68%	(197)	15%	(45)	5%	(14)	288
Watch Sporting Events: About once per week	8%	(20)	72%	(174)	14%	(35)	5%	(12)	240
Watch Sporting Events: Several times per month	9%	(21)	66%	(149)	18%	(42)	6%	(14)	225
Watch Sporting Events: About once per month	4%	(5)	66%	(95)	25%	(35)	6%	(8)	144
Watch Sporting Events: Less often than once per month	5%	(20)	70%	(281)	19%	(76)	6%	(23)	400
Watch Sporting Events: Never	4%	(33)	64%	(510)	22%	(171)	10%	(79)	793
Cable TV: Currently subscribe	7%	(69)	69%	(712)	18%	(185)	6%	(60)	1026
Cable TV: Subscribed in past	5%	(35)	69%	(486)	20%	(139)	6%	(46)	706
Cable TV: Never subscribed	9%	(41)	59%	(275)	21%	(97)	12%	(56)	468
Satellite TV: Currently subscribe	7%	(31)	67%	(312)	16%	(73)	11%	(51)	469
Satellite TV: Subscribed in past	6%	(36)	69%	(431)	19%	(118)	7%	(41)	626
Satellite TV: Never subscribed	7%	(77)	66%	(729)	21%	(230)	6%	(70)	1106
Streaming Services: Currently subscribe	7%	(93)	69%	(941)	17%	(239)	7%	(99)	1372
Streaming Services: Subscribed in past	10%	(19)	59%	(113)	23%	(45)	8%	(15)	192
Streaming Services: Never subscribed	5%	(32)	66%	(419)	21%	(136)	8%	(48)	636
Film: An avid fan	8%	(59)	71%	(520)	14%	(105)	6%	(44)	728
Film: A casual fan	6%	(73)	67%	(796)	20%	(242)	7%	(82)	1193
Film: Not a fan	5%	(13)	56%	(157)	26%	(74)	13%	(36)	280

Continued on next page

Table HR10_1: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Gone With the Wind (1939)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	7%	(145)	67%	(1472)	19%	(421)	7%	(162)	2200
Television: An avid fan	8%	(79)	72%	(750)	15%	(156)	5%	(50)	1035
Television: A casual fan	6%	(60)	65%	(644)	21%	(211)	8%	(80)	995
Television: Not a fan	4%	(7)	46%	(79)	31%	(53)	18%	(31)	170
Music: An avid fan	9%	(95)	65%	(699)	18%	(190)	8%	(86)	1070
Music: A casual fan	4%	(44)	71%	(698)	19%	(189)	6%	(55)	985
Music: Not a fan	4%	(6)	53%	(76)	29%	(42)	14%	(20)	144
Fashion: An avid fan	11%	(38)	54%	(182)	21%	(71)	13%	(45)	336
Fashion: A casual fan	7%	(66)	68%	(603)	17%	(156)	8%	(67)	892
Fashion: Not a fan	4%	(41)	71%	(687)	20%	(194)	5%	(50)	973

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

Table HR10_2: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Dumbo (1941)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(88)	68%	(1502)	23%	(507)	5%	(104)	2200
Gender: Male	4%	(48)	65%	(690)	24%	(255)	7%	(69)	1062
Gender: Female	4%	(40)	71%	(812)	22%	(251)	3%	(35)	1138
Age: 18-34	8%	(50)	58%	(383)	25%	(162)	9%	(60)	655
Age: 35-44	3%	(10)	67%	(241)	24%	(86)	6%	(21)	358
Age: 45-64	3%	(23)	72%	(543)	23%	(170)	2%	(15)	751
Age: 65+	1%	(6)	77%	(335)	20%	(88)	2%	(8)	436
GenZers: 1997-2012	9%	(25)	56%	(164)	25%	(73)	11%	(32)	294
Millennials: 1981-1996	5%	(29)	62%	(331)	26%	(138)	7%	(36)	535
GenXers: 1965-1980	3%	(14)	70%	(375)	23%	(124)	4%	(23)	536
Baby Boomers: 1946-1964	2%	(17)	75%	(563)	21%	(157)	1%	(11)	748
PID: Dem (no lean)	7%	(56)	62%	(509)	27%	(221)	5%	(40)	826
PID: Ind (no lean)	3%	(21)	67%	(466)	25%	(178)	5%	(35)	700
PID: Rep (no lean)	2%	(11)	78%	(527)	16%	(107)	4%	(28)	674
PID/Gender: Dem Men	8%	(29)	60%	(225)	26%	(97)	7%	(26)	377
PID/Gender: Dem Women	6%	(27)	63%	(284)	28%	(124)	3%	(14)	449
PID/Gender: Ind Men	3%	(13)	63%	(234)	27%	(100)	6%	(22)	369
PID/Gender: Ind Women	2%	(8)	70%	(232)	23%	(78)	4%	(14)	331
PID/Gender: Rep Men	2%	(6)	73%	(230)	18%	(58)	7%	(22)	316
PID/Gender: Rep Women	2%	(5)	83%	(297)	14%	(49)	2%	(7)	358
Ideo: Liberal (1-3)	7%	(46)	62%	(424)	27%	(183)	5%	(33)	686
Ideo: Moderate (4)	3%	(20)	70%	(424)	23%	(139)	4%	(24)	608
Ideo: Conservative (5-7)	3%	(18)	77%	(558)	16%	(117)	4%	(27)	720
Educ: < College	4%	(60)	69%	(1037)	23%	(347)	5%	(68)	1512
Educ: Bachelors degree	4%	(20)	66%	(293)	25%	(113)	4%	(18)	444
Educ: Post-grad	4%	(9)	70%	(171)	19%	(46)	7%	(18)	244

Continued on next page

Table HR10_2: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Dumbo (1941)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(88)	68%	(1502)	23%	(507)	5%	(104)	2200
Income: Under 50k	4%	(54)	65%	(785)	25%	(309)	5%	(65)	1213
Income: 50k-100k	3%	(21)	71%	(498)	21%	(149)	4%	(30)	698
Income: 100k+	5%	(14)	75%	(218)	17%	(49)	3%	(9)	289
Ethnicity: White	3%	(49)	73%	(1251)	21%	(359)	4%	(63)	1722
Ethnicity: Hispanic	8%	(27)	63%	(222)	24%	(85)	4%	(16)	349
Ethnicity: Afr. Am.	13%	(35)	45%	(123)	36%	(98)	7%	(18)	274
Ethnicity: Other	2%	(5)	62%	(127)	24%	(49)	11%	(23)	204
All Christian	3%	(34)	75%	(812)	19%	(210)	3%	(34)	1090
All Non-Christian	4%	(4)	57%	(61)	25%	(27)	13%	(14)	106
Atheist	5%	(6)	65%	(79)	25%	(31)	4%	(5)	121
Agnostic/Nothing in particular	5%	(44)	62%	(550)	27%	(239)	6%	(50)	883
Religious Non-Protestant/Catholic	3%	(4)	59%	(77)	26%	(34)	13%	(17)	132
Evangelical	4%	(23)	74%	(424)	18%	(103)	4%	(20)	571
Non-Evangelical	3%	(27)	72%	(595)	21%	(177)	3%	(27)	826
Community: Urban	7%	(43)	60%	(343)	25%	(146)	7%	(42)	574
Community: Suburban	2%	(24)	71%	(737)	23%	(240)	3%	(32)	1033
Community: Rural	4%	(21)	71%	(422)	20%	(121)	5%	(29)	593
Employ: Private Sector	6%	(38)	70%	(473)	20%	(133)	5%	(35)	679
Employ: Government	8%	(10)	69%	(87)	17%	(21)	6%	(8)	126
Employ: Self-Employed	3%	(6)	71%	(128)	24%	(43)	2%	(3)	181
Employ: Homemaker	1%	(2)	71%	(86)	25%	(30)	3%	(3)	121
Employ: Retired	3%	(15)	73%	(376)	23%	(118)	1%	(8)	517
Employ: Unemployed	2%	(6)	61%	(190)	31%	(96)	7%	(21)	313
Employ: Other	1%	(2)	70%	(84)	23%	(27)	6%	(7)	120
Military HH: Yes	4%	(16)	73%	(282)	19%	(74)	3%	(12)	384
Military HH: No	4%	(72)	67%	(1220)	24%	(433)	5%	(92)	1816

Continued on next page

Table HR10_2: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Dumbo (1941)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(88)	68%	(1502)	23%	(507)	5%	(104)	2200
RD/WT: Right Direction	3%	(21)	72%	(456)	18%	(116)	6%	(37)	629
RD/WT: Wrong Track	4%	(67)	67%	(1046)	25%	(390)	4%	(67)	1571
Trump Job Approve	2%	(15)	78%	(645)	15%	(127)	5%	(41)	828
Trump Job Disapprove	6%	(72)	63%	(824)	27%	(356)	4%	(52)	1304
Trump Job Strongly Approve	1%	(5)	81%	(377)	14%	(65)	4%	(21)	467
Trump Job Somewhat Approve	3%	(9)	74%	(268)	17%	(63)	6%	(20)	361
Trump Job Somewhat Disapprove	7%	(20)	62%	(175)	24%	(68)	7%	(20)	282
Trump Job Strongly Disapprove	5%	(52)	64%	(649)	28%	(288)	3%	(32)	1022
Favorable of Trump	2%	(16)	78%	(648)	16%	(132)	4%	(31)	826
Unfavorable of Trump	5%	(68)	64%	(807)	27%	(343)	4%	(51)	1269
Very Favorable of Trump	2%	(8)	81%	(381)	14%	(68)	3%	(14)	471
Somewhat Favorable of Trump	2%	(7)	75%	(268)	18%	(64)	5%	(16)	355
Somewhat Unfavorable of Trump	3%	(6)	69%	(137)	24%	(47)	5%	(9)	199
Very Unfavorable of Trump	6%	(63)	63%	(670)	28%	(296)	4%	(42)	1071
#1 Issue: Economy	6%	(39)	67%	(471)	22%	(152)	5%	(38)	700
#1 Issue: Security	1%	(1)	77%	(207)	19%	(50)	3%	(9)	268
#1 Issue: Health Care	3%	(13)	68%	(274)	25%	(100)	4%	(18)	405
#1 Issue: Medicare / Social Security	4%	(12)	72%	(229)	22%	(70)	3%	(9)	320
#1 Issue: Women's Issues	9%	(9)	61%	(59)	24%	(24)	6%	(6)	97
#1 Issue: Education	5%	(7)	66%	(89)	23%	(32)	5%	(7)	135
#1 Issue: Energy	2%	(2)	62%	(61)	27%	(27)	10%	(9)	99
#1 Issue: Other	3%	(6)	63%	(111)	30%	(53)	4%	(7)	176
2018 House Vote: Democrat	6%	(48)	65%	(513)	26%	(204)	2%	(19)	784
2018 House Vote: Republican	2%	(11)	81%	(510)	15%	(94)	3%	(17)	632
2018 House Vote: Someone else	3%	(2)	69%	(48)	26%	(18)	2%	(1)	69

Continued on next page

Table HR10_2: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Dumbo (1941)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(88)	68%	(1502)	23%	(507)	5%	(104)	2200
2016 Vote: Hillary Clinton	6%	(44)	66%	(467)	25%	(179)	3%	(22)	711
2016 Vote: Donald Trump	2%	(11)	82%	(556)	15%	(102)	2%	(12)	680
2016 Vote: Other	3%	(4)	68%	(96)	27%	(39)	2%	(3)	141
2016 Vote: Didn't Vote	4%	(29)	57%	(383)	28%	(187)	10%	(67)	667
Voted in 2014: Yes	4%	(54)	73%	(932)	21%	(266)	2%	(26)	1277
Voted in 2014: No	4%	(34)	62%	(570)	26%	(241)	8%	(77)	923
2012 Vote: Barack Obama	3%	(29)	69%	(583)	24%	(206)	3%	(25)	844
2012 Vote: Mitt Romney	1%	(7)	82%	(397)	15%	(72)	2%	(9)	485
2012 Vote: Other	2%	(2)	71%	(59)	26%	(21)	1%	(0)	82
2012 Vote: Didn't Vote	6%	(47)	59%	(461)	26%	(206)	9%	(69)	782
4-Region: Northeast	5%	(21)	67%	(263)	22%	(87)	6%	(22)	394
4-Region: Midwest	2%	(9)	71%	(327)	24%	(110)	3%	(16)	462
4-Region: South	4%	(36)	69%	(568)	22%	(182)	5%	(39)	824
4-Region: West	4%	(22)	66%	(343)	25%	(128)	5%	(26)	520
Watch TV: Every day	4%	(47)	73%	(811)	20%	(226)	3%	(31)	1115
Watch TV: Several times per week	3%	(16)	70%	(357)	24%	(122)	3%	(17)	511
Watch TV: About once per week	6%	(9)	60%	(99)	29%	(48)	5%	(9)	165
Watch TV: Several times per month	5%	(5)	63%	(61)	28%	(27)	5%	(5)	97
Watch TV: Less often than once per month	4%	(3)	56%	(52)	25%	(23)	15%	(14)	93
Watch TV: Never	2%	(4)	56%	(101)	29%	(52)	13%	(24)	181

Continued on next page

Table HR10_2: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Dumbo (1941)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(88)	68%	(1502)	23%	(507)	5%	(104)	2200
Watch Movies: Every day	7%	(29)	73%	(292)	18%	(71)	3%	(10)	402
Watch Movies: Several times per week	3%	(17)	73%	(453)	21%	(130)	3%	(18)	618
Watch Movies: About once per week	3%	(9)	66%	(231)	27%	(94)	4%	(14)	348
Watch Movies: Several times per month	4%	(11)	71%	(204)	23%	(65)	2%	(7)	287
Watch Movies: About once per month	7%	(13)	55%	(104)	32%	(61)	6%	(11)	189
Watch Movies: Less often than once per month	2%	(3)	66%	(107)	23%	(37)	9%	(15)	162
Watch Movies: Never	3%	(6)	57%	(111)	25%	(48)	15%	(28)	194
Watch Sporting Events: Every day	8%	(8)	70%	(76)	17%	(18)	6%	(7)	109
Watch Sporting Events: Several times per week	4%	(12)	75%	(216)	19%	(55)	2%	(6)	288
Watch Sporting Events: About once per week	8%	(18)	71%	(171)	16%	(39)	5%	(12)	240
Watch Sporting Events: Several times per month	3%	(6)	71%	(160)	23%	(51)	3%	(8)	225
Watch Sporting Events: About once per month	3%	(4)	63%	(91)	32%	(46)	2%	(3)	144
Watch Sporting Events: Less often than once per month	6%	(23)	67%	(269)	24%	(94)	3%	(14)	400
Watch Sporting Events: Never	2%	(16)	65%	(519)	26%	(204)	7%	(54)	793
Cable TV: Currently subscribe	3%	(31)	70%	(719)	23%	(231)	4%	(45)	1026
Cable TV: Subscribed in past	5%	(35)	70%	(493)	21%	(150)	4%	(27)	706
Cable TV: Never subscribed	5%	(22)	62%	(289)	27%	(125)	7%	(31)	468
Satellite TV: Currently subscribe	4%	(21)	68%	(319)	22%	(104)	5%	(25)	469
Satellite TV: Subscribed in past	4%	(27)	70%	(437)	21%	(132)	5%	(29)	626
Satellite TV: Never subscribed	4%	(40)	67%	(746)	24%	(271)	4%	(49)	1106
Streaming Services: Currently subscribe	3%	(48)	72%	(987)	21%	(291)	3%	(47)	1372
Streaming Services: Subscribed in past	7%	(13)	58%	(112)	26%	(51)	9%	(17)	192
Streaming Services: Never subscribed	4%	(28)	63%	(402)	26%	(165)	6%	(40)	636
Film: An avid fan	5%	(39)	75%	(547)	16%	(114)	4%	(28)	728
Film: A casual fan	3%	(36)	67%	(795)	26%	(313)	4%	(49)	1193
Film: Not a fan	5%	(14)	57%	(160)	29%	(80)	9%	(26)	280

Continued on next page

Table HR10_2: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Dumbo (1941)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(88)	68%	(1502)	23%	(507)	5%	(104)	2200
Television: An avid fan	4%	(43)	74%	(768)	19%	(195)	3%	(29)	1035
Television: A casual fan	3%	(34)	66%	(656)	26%	(254)	5%	(51)	995
Television: Not a fan	6%	(11)	45%	(77)	34%	(58)	14%	(24)	170
Music: An avid fan	5%	(51)	70%	(753)	21%	(221)	4%	(45)	1070
Music: A casual fan	3%	(30)	69%	(676)	25%	(243)	4%	(37)	985
Music: Not a fan	5%	(8)	51%	(73)	29%	(42)	15%	(22)	144
Fashion: An avid fan	6%	(19)	60%	(201)	26%	(86)	9%	(30)	336
Fashion: A casual fan	5%	(41)	69%	(614)	23%	(203)	4%	(33)	892
Fashion: Not a fan	3%	(28)	71%	(686)	22%	(218)	4%	(40)	973

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

Table HR10_3: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Song of the South

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	9%	(196)	41%	(895)	20%	(433)	31%	(676)	2200
Gender: Male	10%	(104)	41%	(433)	21%	(219)	29%	(306)	1062
Gender: Female	8%	(92)	41%	(462)	19%	(214)	33%	(370)	1138
Age: 18-34	13%	(84)	26%	(171)	20%	(131)	41%	(270)	655
Age: 35-44	10%	(35)	39%	(139)	17%	(59)	35%	(124)	358
Age: 45-64	6%	(44)	49%	(365)	20%	(152)	25%	(191)	751
Age: 65+	8%	(34)	50%	(220)	21%	(91)	21%	(92)	436
GenZers: 1997-2012	11%	(32)	23%	(68)	19%	(54)	47%	(139)	294
Millennials: 1981-1996	13%	(69)	31%	(167)	20%	(107)	36%	(192)	535
GenXers: 1965-1980	7%	(37)	45%	(239)	20%	(107)	28%	(152)	536
Baby Boomers: 1946-1964	7%	(52)	49%	(370)	20%	(149)	24%	(177)	748
PID: Dem (no lean)	15%	(122)	33%	(276)	22%	(182)	30%	(245)	826
PID: Ind (no lean)	8%	(54)	39%	(276)	20%	(137)	33%	(234)	700
PID: Rep (no lean)	3%	(20)	51%	(343)	17%	(114)	29%	(197)	674
PID/Gender: Dem Men	17%	(65)	34%	(129)	22%	(82)	27%	(100)	377
PID/Gender: Dem Women	13%	(57)	33%	(148)	22%	(100)	32%	(145)	449
PID/Gender: Ind Men	7%	(27)	40%	(148)	22%	(81)	31%	(113)	369
PID/Gender: Ind Women	8%	(27)	39%	(128)	17%	(55)	36%	(121)	331
PID/Gender: Rep Men	4%	(12)	50%	(156)	17%	(55)	29%	(92)	316
PID/Gender: Rep Women	2%	(8)	52%	(187)	16%	(59)	29%	(105)	358
Ideo: Liberal (1-3)	16%	(113)	33%	(223)	23%	(157)	28%	(193)	686
Ideo: Moderate (4)	6%	(39)	45%	(276)	19%	(113)	30%	(180)	608
Ideo: Conservative (5-7)	5%	(38)	51%	(366)	17%	(122)	27%	(194)	720
Educ: < College	8%	(122)	40%	(600)	19%	(289)	33%	(500)	1512
Educ: Bachelors degree	11%	(48)	41%	(184)	22%	(100)	25%	(112)	444
Educ: Post-grad	10%	(26)	45%	(111)	18%	(44)	26%	(63)	244

Continued on next page

Table HR10_3: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Song of the South

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	9%	(196)	41%	(895)	20%	(433)	31%	(676)	2200
Income: Under 50k	9%	(111)	38%	(458)	20%	(247)	33%	(397)	1213
Income: 50k-100k	8%	(58)	44%	(307)	18%	(128)	29%	(205)	698
Income: 100k+	9%	(27)	45%	(130)	20%	(58)	25%	(73)	289
Ethnicity: White	8%	(142)	46%	(787)	19%	(331)	27%	(462)	1722
Ethnicity: Hispanic	11%	(37)	32%	(112)	18%	(62)	39%	(138)	349
Ethnicity: Afr. Am.	14%	(39)	23%	(63)	23%	(62)	40%	(109)	274
Ethnicity: Other	8%	(16)	22%	(44)	20%	(40)	51%	(104)	204
All Christian	7%	(77)	47%	(516)	18%	(197)	28%	(300)	1090
All Non-Christian	13%	(13)	31%	(33)	25%	(27)	31%	(32)	106
Atheist	21%	(26)	29%	(35)	21%	(26)	28%	(34)	121
Agnostic/Nothing in particular	9%	(81)	35%	(310)	21%	(184)	35%	(309)	883
Religious Non-Protestant/Catholic	12%	(15)	37%	(49)	22%	(29)	29%	(39)	132
Evangelical	6%	(32)	47%	(270)	18%	(101)	29%	(168)	571
Non-Evangelical	8%	(66)	41%	(339)	19%	(157)	32%	(263)	826
Community: Urban	12%	(68)	35%	(201)	21%	(121)	32%	(184)	574
Community: Suburban	9%	(97)	42%	(436)	19%	(199)	29%	(302)	1033
Community: Rural	5%	(31)	44%	(258)	19%	(113)	32%	(190)	593
Employ: Private Sector	11%	(74)	45%	(303)	17%	(119)	27%	(183)	679
Employ: Government	11%	(13)	35%	(44)	20%	(25)	35%	(44)	126
Employ: Self-Employed	7%	(12)	43%	(78)	24%	(44)	26%	(47)	181
Employ: Homemaker	7%	(8)	41%	(50)	22%	(26)	30%	(37)	121
Employ: Retired	8%	(42)	48%	(251)	21%	(109)	22%	(115)	517
Employ: Unemployed	10%	(30)	31%	(97)	22%	(70)	37%	(117)	313
Employ: Other	4%	(5)	34%	(40)	20%	(24)	42%	(50)	120
Military HH: Yes	7%	(25)	51%	(194)	17%	(66)	25%	(98)	384
Military HH: No	9%	(171)	39%	(701)	20%	(367)	32%	(578)	1816

Continued on next page

Table HR10_3: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Song of the South

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	9%	(196)	41%	(895)	20%	(433)	31%	(676)	2200
RD/WT: Right Direction	4%	(27)	48%	(303)	18%	(113)	30%	(186)	629
RD/WT: Wrong Track	11%	(169)	38%	(592)	20%	(320)	31%	(489)	1571
Trump Job Approve	3%	(23)	52%	(431)	17%	(141)	28%	(233)	828
Trump Job Disapprove	13%	(171)	34%	(450)	21%	(269)	32%	(414)	1304
Trump Job Strongly Approve	2%	(9)	58%	(273)	15%	(72)	24%	(113)	467
Trump Job Somewhat Approve	4%	(14)	44%	(158)	19%	(69)	33%	(121)	361
Trump Job Somewhat Disapprove	9%	(25)	36%	(103)	20%	(56)	35%	(98)	282
Trump Job Strongly Disapprove	14%	(146)	34%	(347)	21%	(213)	31%	(316)	1022
Favorable of Trump	3%	(26)	52%	(431)	18%	(146)	27%	(224)	826
Unfavorable of Trump	13%	(168)	35%	(441)	20%	(255)	32%	(405)	1269
Very Favorable of Trump	2%	(8)	58%	(271)	17%	(79)	24%	(113)	471
Somewhat Favorable of Trump	5%	(18)	45%	(160)	19%	(68)	31%	(110)	355
Somewhat Unfavorable of Trump	6%	(11)	38%	(76)	18%	(36)	38%	(75)	199
Very Unfavorable of Trump	15%	(156)	34%	(365)	20%	(219)	31%	(330)	1071
#1 Issue: Economy	10%	(67)	41%	(284)	19%	(133)	31%	(217)	700
#1 Issue: Security	4%	(11)	53%	(143)	18%	(48)	25%	(66)	268
#1 Issue: Health Care	12%	(47)	39%	(156)	20%	(80)	30%	(122)	405
#1 Issue: Medicare / Social Security	7%	(23)	46%	(148)	23%	(75)	23%	(73)	320
#1 Issue: Women's Issues	13%	(12)	33%	(32)	22%	(22)	32%	(31)	97
#1 Issue: Education	6%	(8)	26%	(36)	16%	(22)	51%	(69)	135
#1 Issue: Energy	8%	(8)	37%	(37)	16%	(16)	39%	(38)	99
#1 Issue: Other	12%	(21)	33%	(59)	21%	(37)	34%	(60)	176
2018 House Vote: Democrat	16%	(128)	37%	(293)	21%	(162)	26%	(202)	784
2018 House Vote: Republican	3%	(18)	59%	(376)	16%	(99)	22%	(140)	632
2018 House Vote: Someone else	6%	(4)	38%	(26)	31%	(22)	25%	(17)	69

Continued on next page

Table HR10_3: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Song of the South

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	9%	(196)	41%	(895)	20%	(433)	31%	(676)	2200
2016 Vote: Hillary Clinton	15%	(109)	37%	(262)	22%	(157)	26%	(183)	711
2016 Vote: Donald Trump	4%	(27)	58%	(391)	17%	(116)	21%	(146)	680
2016 Vote: Other	5%	(6)	41%	(58)	26%	(37)	28%	(40)	141
2016 Vote: Didn't Vote	8%	(54)	27%	(183)	18%	(123)	46%	(307)	667
Voted in 2014: Yes	10%	(126)	49%	(624)	19%	(247)	22%	(281)	1277
Voted in 2014: No	8%	(71)	29%	(271)	20%	(186)	43%	(395)	923
2012 Vote: Barack Obama	12%	(105)	41%	(342)	22%	(185)	25%	(212)	844
2012 Vote: Mitt Romney	2%	(11)	61%	(294)	16%	(79)	21%	(101)	485
2012 Vote: Other	3%	(2)	47%	(38)	29%	(24)	22%	(18)	82
2012 Vote: Didn't Vote	10%	(78)	27%	(214)	19%	(145)	44%	(345)	782
4-Region: Northeast	10%	(39)	39%	(152)	23%	(92)	28%	(110)	394
4-Region: Midwest	9%	(40)	39%	(182)	20%	(92)	32%	(149)	462
4-Region: South	7%	(58)	44%	(361)	20%	(162)	30%	(243)	824
4-Region: West	11%	(59)	39%	(200)	17%	(87)	33%	(173)	520
Watch TV: Every day	12%	(129)	41%	(458)	19%	(214)	28%	(314)	1115
Watch TV: Several times per week	7%	(37)	42%	(216)	20%	(103)	30%	(155)	511
Watch TV: About once per week	7%	(12)	33%	(55)	21%	(35)	38%	(62)	165
Watch TV: Several times per month	7%	(7)	50%	(49)	17%	(16)	26%	(25)	97
Watch TV: Less often than once per month	4%	(3)	35%	(32)	16%	(15)	46%	(43)	93
Watch TV: Never	2%	(4)	41%	(73)	23%	(41)	34%	(62)	181

Continued on next page

Table HR10_3: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Song of the South

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	9%	(196)	41%	(895)	20%	(433)	31%	(676)	2200
Watch Movies: Every day	13%	(52)	42%	(170)	19%	(75)	26%	(105)	402
Watch Movies: Several times per week	10%	(62)	42%	(259)	17%	(107)	31%	(190)	618
Watch Movies: About once per week	6%	(22)	41%	(142)	22%	(78)	31%	(106)	348
Watch Movies: Several times per month	7%	(20)	44%	(125)	22%	(62)	28%	(81)	287
Watch Movies: About once per month	11%	(20)	31%	(58)	23%	(43)	36%	(68)	189
Watch Movies: Less often than once per month	7%	(11)	41%	(66)	15%	(24)	38%	(61)	162
Watch Movies: Never	5%	(10)	39%	(76)	22%	(43)	34%	(66)	194
Watch Sporting Events: Every day	15%	(16)	42%	(46)	19%	(21)	24%	(27)	109
Watch Sporting Events: Several times per week	8%	(24)	45%	(130)	18%	(51)	29%	(84)	288
Watch Sporting Events: About once per week	11%	(26)	41%	(97)	18%	(42)	31%	(75)	240
Watch Sporting Events: Several times per month	11%	(24)	41%	(93)	17%	(38)	31%	(70)	225
Watch Sporting Events: About once per month	13%	(18)	32%	(46)	29%	(42)	26%	(37)	144
Watch Sporting Events: Less often than once per month	10%	(39)	41%	(165)	21%	(85)	28%	(111)	400
Watch Sporting Events: Never	6%	(49)	40%	(318)	19%	(154)	34%	(272)	793
Cable TV: Currently subscribe	9%	(95)	42%	(426)	20%	(207)	29%	(298)	1026
Cable TV: Subscribed in past	9%	(63)	40%	(282)	20%	(141)	31%	(220)	706
Cable TV: Never subscribed	8%	(38)	40%	(187)	18%	(85)	34%	(157)	468
Satellite TV: Currently subscribe	9%	(40)	44%	(207)	18%	(84)	29%	(138)	469
Satellite TV: Subscribed in past	9%	(56)	41%	(259)	20%	(123)	30%	(187)	626
Satellite TV: Never subscribed	9%	(100)	39%	(429)	20%	(226)	32%	(351)	1106
Streaming Services: Currently subscribe	10%	(142)	41%	(567)	18%	(250)	30%	(413)	1372
Streaming Services: Subscribed in past	8%	(15)	38%	(74)	25%	(48)	29%	(55)	192
Streaming Services: Never subscribed	6%	(39)	40%	(254)	21%	(135)	33%	(207)	636
Film: An avid fan	13%	(95)	46%	(333)	16%	(119)	25%	(181)	728
Film: A casual fan	8%	(91)	40%	(475)	20%	(240)	32%	(387)	1193
Film: Not a fan	4%	(11)	31%	(86)	27%	(75)	39%	(108)	280

Continued on next page

Table HR10_3: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Song of the South

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	9%	(196)	41%	(895)	20%	(433)	31%	(676)	2200
Television: An avid fan	11%	(114)	45%	(468)	17%	(180)	26%	(274)	1035
Television: A casual fan	8%	(77)	37%	(371)	21%	(213)	34%	(334)	995
Television: Not a fan	3%	(5)	33%	(56)	24%	(40)	40%	(69)	170
Music: An avid fan	12%	(124)	40%	(426)	17%	(185)	31%	(335)	1070
Music: A casual fan	7%	(65)	42%	(412)	22%	(215)	30%	(294)	985
Music: Not a fan	5%	(7)	40%	(58)	23%	(33)	32%	(46)	144
Fashion: An avid fan	9%	(29)	37%	(123)	20%	(67)	35%	(116)	336
Fashion: A casual fan	10%	(86)	39%	(347)	20%	(177)	32%	(282)	892
Fashion: Not a fan	8%	(81)	44%	(425)	19%	(189)	29%	(277)	973

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

Table HR10_4: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Jungle Book (1967)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(98)	67%	(1476)	23%	(507)	5%	(118)	2200
Gender: Male	6%	(62)	63%	(670)	23%	(242)	8%	(88)	1062
Gender: Female	3%	(37)	71%	(806)	23%	(265)	3%	(31)	1138
Age: 18-34	7%	(43)	62%	(403)	22%	(142)	10%	(67)	655
Age: 35-44	4%	(14)	70%	(251)	20%	(70)	6%	(22)	358
Age: 45-64	4%	(28)	71%	(530)	23%	(174)	3%	(19)	751
Age: 65+	3%	(13)	67%	(292)	28%	(121)	2%	(10)	436
GenZers: 1997-2012	9%	(25)	58%	(172)	22%	(64)	11%	(33)	294
Millennials: 1981-1996	5%	(26)	66%	(353)	21%	(112)	8%	(44)	535
GenXers: 1965-1980	2%	(13)	69%	(371)	24%	(127)	5%	(25)	536
Baby Boomers: 1946-1964	4%	(33)	70%	(520)	24%	(182)	2%	(12)	748
PID: Dem (no lean)	7%	(56)	63%	(520)	24%	(201)	6%	(48)	826
PID: Ind (no lean)	3%	(24)	65%	(458)	25%	(177)	6%	(40)	700
PID: Rep (no lean)	3%	(18)	74%	(498)	19%	(128)	5%	(31)	674
PID/Gender: Dem Men	9%	(35)	58%	(219)	23%	(88)	9%	(35)	377
PID/Gender: Dem Women	5%	(22)	67%	(302)	25%	(113)	3%	(13)	449
PID/Gender: Ind Men	3%	(11)	64%	(237)	25%	(91)	8%	(30)	369
PID/Gender: Ind Women	4%	(13)	67%	(221)	26%	(86)	3%	(10)	331
PID/Gender: Rep Men	5%	(16)	68%	(215)	20%	(63)	7%	(23)	316
PID/Gender: Rep Women	1%	(2)	79%	(283)	18%	(65)	2%	(8)	358
Ideo: Liberal (1-3)	8%	(53)	62%	(427)	24%	(164)	6%	(43)	686
Ideo: Moderate (4)	3%	(19)	69%	(417)	24%	(147)	4%	(25)	608
Ideo: Conservative (5-7)	3%	(20)	75%	(540)	18%	(129)	4%	(31)	720
Educ: < College	4%	(66)	67%	(1006)	24%	(361)	5%	(79)	1512
Educ: Bachelors degree	4%	(18)	69%	(306)	22%	(95)	5%	(24)	444
Educ: Post-grad	6%	(15)	67%	(164)	21%	(51)	6%	(15)	244

Continued on next page

Table HR10_4: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Jungle Book (1967)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(98)	67%	(1476)	23%	(507)	5%	(118)	2200
Income: Under 50k	5%	(56)	64%	(781)	26%	(311)	5%	(65)	1213
Income: 50k-100k	5%	(33)	69%	(482)	20%	(142)	6%	(40)	698
Income: 100k+	3%	(10)	74%	(213)	19%	(54)	4%	(13)	289
Ethnicity: White	4%	(65)	70%	(1211)	22%	(373)	4%	(74)	1722
Ethnicity: Hispanic	6%	(19)	65%	(227)	22%	(78)	7%	(26)	349
Ethnicity: Afr. Am.	10%	(28)	51%	(140)	31%	(86)	8%	(21)	274
Ethnicity: Other	3%	(6)	61%	(125)	24%	(48)	12%	(24)	204
All Christian	4%	(44)	71%	(777)	21%	(226)	4%	(44)	1090
All Non-Christian	6%	(6)	57%	(60)	28%	(30)	9%	(9)	106
Atheist	2%	(3)	66%	(80)	27%	(33)	4%	(5)	121
Agnostic/Nothing in particular	5%	(46)	63%	(559)	25%	(219)	7%	(60)	883
Religious Non-Protestant/Catholic	5%	(6)	61%	(81)	25%	(34)	9%	(12)	132
Evangelical	4%	(23)	72%	(409)	20%	(116)	4%	(23)	571
Non-Evangelical	4%	(30)	69%	(574)	22%	(184)	5%	(38)	826
Community: Urban	7%	(40)	61%	(351)	25%	(146)	6%	(37)	574
Community: Suburban	4%	(40)	71%	(733)	20%	(211)	5%	(50)	1033
Community: Rural	3%	(19)	66%	(393)	25%	(149)	5%	(32)	593
Employ: Private Sector	5%	(33)	72%	(491)	18%	(119)	5%	(35)	679
Employ: Government	3%	(3)	71%	(90)	20%	(25)	6%	(8)	126
Employ: Self-Employed	3%	(5)	68%	(122)	26%	(47)	4%	(7)	181
Employ: Homemaker	1%	(1)	76%	(93)	18%	(22)	4%	(5)	121
Employ: Retired	4%	(21)	65%	(336)	29%	(152)	2%	(8)	517
Employ: Unemployed	7%	(23)	57%	(178)	29%	(91)	7%	(21)	313
Employ: Other	—	(0)	72%	(87)	21%	(25)	7%	(8)	120
Military HH: Yes	6%	(24)	68%	(262)	21%	(81)	4%	(16)	384
Military HH: No	4%	(74)	67%	(1214)	23%	(426)	6%	(102)	1816

Continued on next page

Table HR10_4: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Jungle Book (1967)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(98)	67%	(1476)	23%	(507)	5%	(118)	2200
RD/WT: Right Direction	5%	(28)	70%	(444)	19%	(122)	6%	(36)	629
RD/WT: Wrong Track	4%	(70)	66%	(1033)	25%	(385)	5%	(83)	1571
Trump Job Approve	3%	(24)	74%	(611)	19%	(154)	5%	(40)	828
Trump Job Disapprove	6%	(73)	64%	(831)	25%	(331)	5%	(68)	1304
Trump Job Strongly Approve	3%	(13)	76%	(355)	17%	(78)	5%	(22)	467
Trump Job Somewhat Approve	3%	(11)	71%	(256)	21%	(76)	5%	(18)	361
Trump Job Somewhat Disapprove	3%	(9)	62%	(174)	26%	(74)	9%	(25)	282
Trump Job Strongly Disapprove	6%	(64)	64%	(658)	25%	(257)	4%	(43)	1022
Favorable of Trump	3%	(21)	74%	(613)	19%	(156)	4%	(36)	826
Unfavorable of Trump	6%	(74)	65%	(819)	25%	(315)	5%	(61)	1269
Very Favorable of Trump	2%	(11)	78%	(367)	16%	(76)	4%	(18)	471
Somewhat Favorable of Trump	3%	(10)	69%	(247)	22%	(80)	5%	(19)	355
Somewhat Unfavorable of Trump	3%	(5)	69%	(137)	23%	(45)	6%	(11)	199
Very Unfavorable of Trump	6%	(69)	64%	(682)	25%	(270)	5%	(50)	1071
#1 Issue: Economy	3%	(24)	69%	(484)	22%	(151)	6%	(42)	700
#1 Issue: Security	4%	(11)	73%	(196)	19%	(51)	4%	(10)	268
#1 Issue: Health Care	5%	(21)	66%	(267)	24%	(98)	5%	(20)	405
#1 Issue: Medicare / Social Security	3%	(9)	67%	(214)	27%	(85)	3%	(10)	320
#1 Issue: Women's Issues	8%	(8)	62%	(60)	25%	(24)	5%	(5)	97
#1 Issue: Education	4%	(6)	66%	(89)	19%	(26)	11%	(15)	135
#1 Issue: Energy	13%	(13)	61%	(60)	19%	(19)	7%	(7)	99
#1 Issue: Other	4%	(7)	60%	(107)	30%	(53)	6%	(10)	176
2018 House Vote: Democrat	6%	(43)	67%	(525)	24%	(188)	3%	(27)	784
2018 House Vote: Republican	3%	(16)	76%	(481)	18%	(111)	4%	(24)	632
2018 House Vote: Someone else	6%	(4)	60%	(41)	31%	(22)	3%	(2)	69

Continued on next page

Table HR10_4: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Jungle Book (1967)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(98)	67%	(1476)	23%	(507)	5%	(118)	2200
2016 Vote: Hillary Clinton	7%	(50)	65%	(463)	24%	(171)	4%	(27)	711
2016 Vote: Donald Trump	2%	(15)	78%	(530)	17%	(118)	3%	(18)	680
2016 Vote: Other	2%	(2)	70%	(99)	22%	(31)	7%	(9)	141
2016 Vote: Didn't Vote	5%	(32)	58%	(384)	28%	(187)	10%	(64)	667
Voted in 2014: Yes	4%	(53)	71%	(913)	22%	(276)	3%	(35)	1277
Voted in 2014: No	5%	(45)	61%	(563)	25%	(231)	9%	(83)	923
2012 Vote: Barack Obama	5%	(41)	69%	(580)	24%	(199)	3%	(24)	844
2012 Vote: Mitt Romney	2%	(11)	77%	(373)	18%	(85)	3%	(16)	485
2012 Vote: Other	1%	(1)	72%	(59)	26%	(21)	1%	(0)	82
2012 Vote: Didn't Vote	6%	(45)	59%	(462)	26%	(201)	10%	(75)	782
4-Region: Northeast	9%	(36)	61%	(239)	23%	(90)	7%	(28)	394
4-Region: Midwest	4%	(20)	68%	(313)	24%	(109)	4%	(20)	462
4-Region: South	3%	(22)	70%	(574)	23%	(186)	5%	(42)	824
4-Region: West	4%	(21)	67%	(350)	23%	(122)	5%	(28)	520
Watch TV: Every day	5%	(55)	70%	(778)	22%	(242)	4%	(40)	1115
Watch TV: Several times per week	4%	(20)	69%	(353)	23%	(119)	4%	(19)	511
Watch TV: About once per week	6%	(10)	62%	(103)	24%	(40)	7%	(12)	165
Watch TV: Several times per month	5%	(5)	68%	(66)	23%	(22)	4%	(4)	97
Watch TV: Less often than once per month	1%	(1)	65%	(61)	22%	(21)	11%	(10)	93
Watch TV: Never	4%	(6)	53%	(95)	28%	(51)	15%	(28)	181

Continued on next page

Table HR10_4: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Jungle Book (1967)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(98)	67%	(1476)	23%	(507)	5%	(118)	2200
Watch Movies: Every day	8%	(33)	73%	(295)	15%	(62)	3%	(13)	402
Watch Movies: Several times per week	4%	(23)	73%	(449)	20%	(126)	3%	(20)	618
Watch Movies: About once per week	3%	(11)	67%	(235)	25%	(86)	5%	(16)	348
Watch Movies: Several times per month	5%	(14)	66%	(190)	25%	(72)	4%	(11)	287
Watch Movies: About once per month	3%	(5)	61%	(115)	30%	(57)	6%	(12)	189
Watch Movies: Less often than once per month	3%	(5)	57%	(93)	30%	(49)	9%	(15)	162
Watch Movies: Never	4%	(7)	52%	(101)	28%	(55)	16%	(31)	194
Watch Sporting Events: Every day	13%	(14)	69%	(76)	13%	(15)	5%	(5)	109
Watch Sporting Events: Several times per week	6%	(18)	73%	(212)	17%	(49)	3%	(9)	288
Watch Sporting Events: About once per week	3%	(8)	72%	(174)	18%	(43)	7%	(16)	240
Watch Sporting Events: Several times per month	4%	(9)	68%	(152)	26%	(58)	3%	(6)	225
Watch Sporting Events: About once per month	3%	(5)	65%	(93)	26%	(37)	6%	(9)	144
Watch Sporting Events: Less often than once per month	4%	(18)	68%	(271)	26%	(103)	2%	(9)	400
Watch Sporting Events: Never	3%	(26)	63%	(499)	26%	(202)	8%	(65)	793
Cable TV: Currently subscribe	4%	(44)	67%	(693)	23%	(235)	5%	(55)	1026
Cable TV: Subscribed in past	4%	(27)	71%	(503)	21%	(150)	4%	(26)	706
Cable TV: Never subscribed	6%	(28)	60%	(281)	26%	(122)	8%	(37)	468
Satellite TV: Currently subscribe	5%	(22)	66%	(311)	23%	(108)	6%	(28)	469
Satellite TV: Subscribed in past	4%	(24)	72%	(449)	20%	(124)	5%	(29)	626
Satellite TV: Never subscribed	5%	(53)	65%	(716)	25%	(275)	6%	(62)	1106
Streaming Services: Currently subscribe	4%	(50)	72%	(988)	20%	(279)	4%	(55)	1372
Streaming Services: Subscribed in past	11%	(22)	55%	(106)	26%	(50)	8%	(15)	192
Streaming Services: Never subscribed	4%	(27)	60%	(382)	28%	(178)	8%	(49)	636
Film: An avid fan	5%	(39)	75%	(544)	17%	(121)	3%	(23)	728
Film: A casual fan	4%	(44)	65%	(774)	26%	(308)	6%	(67)	1193
Film: Not a fan	5%	(15)	57%	(158)	28%	(77)	10%	(28)	280

Continued on next page

Table HR10_4: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Jungle Book (1967)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(98)	67%	(1476)	23%	(507)	5%	(118)	2200
Television: An avid fan	6%	(63)	72%	(742)	19%	(196)	3%	(35)	1035
Television: A casual fan	3%	(27)	65%	(645)	27%	(265)	6%	(58)	995
Television: Not a fan	5%	(8)	53%	(89)	27%	(47)	15%	(26)	170
Music: An avid fan	6%	(61)	70%	(747)	20%	(209)	5%	(54)	1070
Music: A casual fan	3%	(33)	67%	(657)	26%	(254)	4%	(41)	985
Music: Not a fan	3%	(5)	50%	(73)	30%	(43)	17%	(24)	144
Fashion: An avid fan	6%	(20)	64%	(214)	22%	(74)	8%	(28)	336
Fashion: A casual fan	5%	(46)	68%	(602)	23%	(206)	4%	(37)	892
Fashion: Not a fan	3%	(33)	68%	(660)	23%	(227)	5%	(53)	973

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

Table HR10_5: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Fantasia (1940)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(84)	57%	(1250)	27%	(590)	13%	(276)	2200
Gender: Male	5%	(53)	54%	(578)	25%	(261)	16%	(170)	1062
Gender: Female	3%	(31)	59%	(672)	29%	(329)	9%	(106)	1138
Age: 18-34	8%	(52)	45%	(292)	24%	(155)	24%	(157)	655
Age: 35-44	5%	(17)	57%	(205)	27%	(95)	11%	(40)	358
Age: 45-64	1%	(10)	64%	(479)	29%	(217)	6%	(45)	751
Age: 65+	1%	(4)	63%	(275)	28%	(123)	8%	(35)	436
GenZers: 1997-2012	7%	(21)	39%	(115)	26%	(77)	28%	(82)	294
Millennials: 1981-1996	8%	(40)	51%	(273)	24%	(129)	17%	(93)	535
GenXers: 1965-1980	2%	(12)	62%	(332)	27%	(146)	9%	(46)	536
Baby Boomers: 1946-1964	1%	(11)	63%	(474)	29%	(217)	6%	(46)	748
PID: Dem (no lean)	6%	(47)	53%	(435)	30%	(248)	12%	(96)	826
PID: Ind (no lean)	3%	(19)	57%	(396)	26%	(184)	14%	(101)	700
PID: Rep (no lean)	3%	(18)	62%	(419)	23%	(158)	12%	(79)	674
PID/Gender: Dem Men	6%	(24)	53%	(198)	26%	(97)	15%	(58)	377
PID/Gender: Dem Women	5%	(23)	53%	(237)	34%	(151)	9%	(38)	449
PID/Gender: Ind Men	3%	(12)	53%	(194)	26%	(97)	18%	(66)	369
PID/Gender: Ind Women	2%	(6)	61%	(202)	26%	(87)	11%	(35)	331
PID/Gender: Rep Men	5%	(16)	59%	(186)	21%	(67)	15%	(47)	316
PID/Gender: Rep Women	1%	(2)	65%	(233)	25%	(91)	9%	(32)	358
Ideo: Liberal (1-3)	7%	(46)	54%	(369)	29%	(202)	10%	(69)	686
Ideo: Moderate (4)	3%	(20)	57%	(346)	27%	(165)	13%	(77)	608
Ideo: Conservative (5-7)	2%	(13)	65%	(468)	22%	(155)	11%	(82)	720
Educ: < College	4%	(54)	55%	(837)	28%	(426)	13%	(195)	1512
Educ: Bachelors degree	4%	(17)	59%	(262)	25%	(112)	12%	(53)	444
Educ: Post-grad	5%	(13)	62%	(150)	21%	(52)	12%	(28)	244

Continued on next page

Table HR10_5: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Fantasia (1940)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(84)	57%	(1250)	27%	(590)	13%	(276)	2200
Income: Under 50k	4%	(43)	54%	(653)	29%	(352)	14%	(165)	1213
Income: 50k-100k	4%	(29)	60%	(415)	24%	(169)	12%	(84)	698
Income: 100k+	4%	(12)	63%	(182)	24%	(69)	9%	(27)	289
Ethnicity: White	3%	(51)	61%	(1054)	26%	(444)	10%	(174)	1722
Ethnicity: Hispanic	8%	(27)	52%	(182)	19%	(68)	21%	(72)	349
Ethnicity: Afr. Am.	7%	(20)	39%	(108)	34%	(94)	19%	(51)	274
Ethnicity: Other	6%	(13)	43%	(88)	25%	(51)	25%	(51)	204
All Christian	4%	(43)	61%	(670)	25%	(272)	10%	(106)	1090
All Non-Christian	3%	(3)	47%	(49)	31%	(33)	19%	(20)	106
Atheist	3%	(4)	60%	(73)	28%	(34)	8%	(10)	121
Agnostic/Nothing in particular	4%	(34)	52%	(458)	28%	(251)	16%	(140)	883
Religious Non-Protestant/Catholic	3%	(4)	48%	(63)	32%	(42)	18%	(23)	132
Evangelical	6%	(32)	58%	(330)	27%	(155)	9%	(53)	571
Non-Evangelical	3%	(24)	60%	(496)	25%	(206)	12%	(100)	826
Community: Urban	6%	(36)	51%	(293)	27%	(152)	16%	(93)	574
Community: Suburban	2%	(20)	60%	(620)	27%	(283)	11%	(110)	1033
Community: Rural	5%	(27)	57%	(337)	26%	(155)	12%	(74)	593
Employ: Private Sector	6%	(41)	59%	(400)	23%	(155)	12%	(82)	679
Employ: Government	7%	(9)	55%	(69)	23%	(29)	15%	(19)	126
Employ: Self-Employed	6%	(11)	60%	(108)	26%	(47)	8%	(15)	181
Employ: Homemaker	1%	(1)	61%	(74)	21%	(25)	17%	(21)	121
Employ: Retired	2%	(11)	61%	(315)	31%	(161)	6%	(30)	517
Employ: Unemployed	3%	(8)	51%	(159)	33%	(103)	14%	(44)	313
Employ: Other	1%	(1)	55%	(66)	27%	(32)	17%	(21)	120
Military HH: Yes	6%	(24)	58%	(224)	24%	(92)	11%	(44)	384
Military HH: No	3%	(60)	56%	(1026)	27%	(498)	13%	(233)	1816

Continued on next page

Table HR10_5: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Fantasia (1940)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(84)	57%	(1250)	27%	(590)	13%	(276)	2200
RD/WT: Right Direction	5%	(30)	59%	(369)	24%	(153)	12%	(78)	629
RD/WT: Wrong Track	3%	(54)	56%	(881)	28%	(437)	13%	(198)	1571
Trump Job Approve	3%	(22)	62%	(510)	24%	(195)	12%	(101)	828
Trump Job Disapprove	5%	(62)	55%	(715)	28%	(366)	12%	(161)	1304
Trump Job Strongly Approve	2%	(12)	64%	(298)	22%	(104)	11%	(53)	467
Trump Job Somewhat Approve	3%	(10)	58%	(211)	25%	(91)	13%	(48)	361
Trump Job Somewhat Disapprove	5%	(14)	53%	(149)	25%	(71)	17%	(48)	282
Trump Job Strongly Disapprove	5%	(48)	55%	(565)	29%	(295)	11%	(113)	1022
Favorable of Trump	3%	(22)	62%	(511)	24%	(196)	12%	(98)	826
Unfavorable of Trump	5%	(58)	55%	(699)	29%	(362)	12%	(150)	1269
Very Favorable of Trump	3%	(14)	65%	(308)	21%	(100)	10%	(49)	471
Somewhat Favorable of Trump	2%	(8)	57%	(203)	27%	(96)	14%	(48)	355
Somewhat Unfavorable of Trump	5%	(10)	50%	(100)	28%	(55)	17%	(33)	199
Very Unfavorable of Trump	4%	(48)	56%	(599)	29%	(307)	11%	(117)	1071
#1 Issue: Economy	5%	(32)	56%	(391)	26%	(180)	14%	(97)	700
#1 Issue: Security	2%	(6)	64%	(170)	24%	(63)	11%	(28)	268
#1 Issue: Health Care	3%	(11)	57%	(231)	28%	(113)	12%	(50)	405
#1 Issue: Medicare / Social Security	2%	(7)	63%	(200)	29%	(92)	6%	(21)	320
#1 Issue: Women's Issues	13%	(12)	43%	(42)	26%	(25)	18%	(18)	97
#1 Issue: Education	6%	(8)	48%	(65)	25%	(34)	21%	(28)	135
#1 Issue: Energy	5%	(5)	56%	(56)	25%	(25)	14%	(14)	99
#1 Issue: Other	1%	(3)	54%	(96)	33%	(58)	12%	(20)	176
2018 House Vote: Democrat	5%	(40)	60%	(468)	27%	(213)	8%	(63)	784
2018 House Vote: Republican	3%	(20)	67%	(420)	22%	(138)	8%	(53)	632
2018 House Vote: Someone else	3%	(2)	63%	(43)	28%	(20)	6%	(4)	69

Continued on next page

Table HR10_5: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Fantasia (1940)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(84)	57%	(1250)	27%	(590)	13%	(276)	2200
2016 Vote: Hillary Clinton	5%	(36)	60%	(429)	27%	(190)	8%	(57)	711
2016 Vote: Donald Trump	3%	(20)	67%	(457)	22%	(149)	8%	(55)	680
2016 Vote: Other	1%	(2)	57%	(81)	35%	(50)	6%	(9)	141
2016 Vote: Didn't Vote	4%	(27)	42%	(283)	30%	(202)	23%	(155)	667
Voted in 2014: Yes	4%	(45)	65%	(826)	25%	(325)	6%	(81)	1277
Voted in 2014: No	4%	(38)	46%	(424)	29%	(265)	21%	(196)	923
2012 Vote: Barack Obama	4%	(33)	61%	(514)	28%	(236)	7%	(62)	844
2012 Vote: Mitt Romney	2%	(8)	71%	(343)	21%	(102)	7%	(32)	485
2012 Vote: Other	2%	(2)	59%	(49)	28%	(23)	11%	(9)	82
2012 Vote: Didn't Vote	5%	(42)	43%	(339)	29%	(227)	22%	(173)	782
4-Region: Northeast	7%	(27)	56%	(221)	25%	(98)	12%	(48)	394
4-Region: Midwest	2%	(8)	58%	(269)	29%	(132)	11%	(53)	462
4-Region: South	4%	(30)	57%	(472)	27%	(222)	12%	(100)	824
4-Region: West	4%	(19)	55%	(288)	26%	(138)	15%	(76)	520
Watch TV: Every day	4%	(45)	60%	(664)	27%	(298)	10%	(108)	1115
Watch TV: Several times per week	4%	(20)	59%	(302)	25%	(129)	12%	(60)	511
Watch TV: About once per week	5%	(8)	44%	(72)	31%	(51)	20%	(33)	165
Watch TV: Several times per month	6%	(6)	56%	(54)	27%	(27)	11%	(10)	97
Watch TV: Less often than once per month	1%	(1)	47%	(44)	27%	(25)	25%	(23)	93
Watch TV: Never	1%	(2)	51%	(92)	29%	(52)	19%	(34)	181

Continued on next page

Table HR10_5: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Fantasia (1940)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(84)	57%	(1250)	27%	(590)	13%	(276)	2200
Watch Movies: Every day	8%	(32)	58%	(235)	24%	(97)	10%	(39)	402
Watch Movies: Several times per week	3%	(19)	64%	(395)	22%	(139)	11%	(65)	618
Watch Movies: About once per week	4%	(14)	51%	(177)	28%	(97)	17%	(60)	348
Watch Movies: Several times per month	3%	(9)	56%	(162)	33%	(96)	7%	(20)	287
Watch Movies: About once per month	2%	(4)	52%	(99)	31%	(59)	15%	(28)	189
Watch Movies: Less often than once per month	2%	(4)	51%	(83)	31%	(51)	15%	(24)	162
Watch Movies: Never	1%	(3)	51%	(99)	27%	(52)	21%	(40)	194
Watch Sporting Events: Every day	15%	(16)	55%	(60)	21%	(23)	9%	(10)	109
Watch Sporting Events: Several times per week	6%	(18)	57%	(164)	27%	(78)	10%	(29)	288
Watch Sporting Events: About once per week	7%	(17)	55%	(133)	22%	(53)	16%	(38)	240
Watch Sporting Events: Several times per month	4%	(9)	57%	(128)	27%	(61)	12%	(28)	225
Watch Sporting Events: About once per month	2%	(3)	53%	(77)	32%	(46)	13%	(18)	144
Watch Sporting Events: Less often than once per month	2%	(9)	63%	(253)	25%	(100)	10%	(38)	400
Watch Sporting Events: Never	1%	(12)	55%	(436)	29%	(230)	14%	(115)	793
Cable TV: Currently subscribe	3%	(34)	58%	(599)	26%	(263)	13%	(130)	1026
Cable TV: Subscribed in past	4%	(31)	59%	(415)	27%	(193)	9%	(66)	706
Cable TV: Never subscribed	4%	(18)	50%	(236)	29%	(134)	17%	(80)	468
Satellite TV: Currently subscribe	4%	(18)	56%	(261)	27%	(126)	14%	(64)	469
Satellite TV: Subscribed in past	4%	(27)	55%	(347)	27%	(169)	13%	(83)	626
Satellite TV: Never subscribed	4%	(39)	58%	(642)	27%	(295)	12%	(130)	1106
Streaming Services: Currently subscribe	4%	(53)	60%	(816)	25%	(343)	12%	(159)	1372
Streaming Services: Subscribed in past	10%	(19)	49%	(95)	27%	(51)	14%	(27)	192
Streaming Services: Never subscribed	2%	(11)	53%	(339)	31%	(195)	14%	(90)	636
Film: An avid fan	6%	(46)	65%	(474)	20%	(146)	9%	(62)	728
Film: A casual fan	2%	(27)	54%	(648)	30%	(359)	13%	(160)	1193
Film: Not a fan	4%	(11)	46%	(129)	30%	(85)	20%	(55)	280

Continued on next page

Table HR10_5: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Fantasia (1940)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(84)	57%	(1250)	27%	(590)	13%	(276)	2200
Television: An avid fan	5%	(47)	63%	(651)	23%	(242)	9%	(95)	1035
Television: A casual fan	3%	(28)	54%	(534)	29%	(293)	14%	(140)	995
Television: Not a fan	5%	(8)	38%	(65)	33%	(55)	24%	(41)	170
Music: An avid fan	5%	(58)	59%	(631)	24%	(256)	12%	(125)	1070
Music: A casual fan	2%	(20)	56%	(553)	30%	(296)	12%	(116)	985
Music: Not a fan	4%	(6)	46%	(66)	26%	(38)	24%	(35)	144
Fashion: An avid fan	7%	(23)	52%	(174)	24%	(81)	17%	(58)	336
Fashion: A casual fan	5%	(44)	56%	(495)	28%	(246)	12%	(106)	892
Fashion: Not a fan	2%	(17)	60%	(581)	27%	(262)	12%	(113)	973

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

Table HR10_6: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Swiss Family Robinson (1940, 1960)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	3%	(74)	56%	(1234)	25%	(547)	16%	(346)	2200
Gender: Male	4%	(47)	55%	(581)	25%	(268)	16%	(165)	1062
Gender: Female	2%	(27)	57%	(653)	24%	(278)	16%	(181)	1138
Age: 18-34	6%	(40)	34%	(220)	20%	(132)	40%	(263)	655
Age: 35-44	4%	(16)	50%	(179)	33%	(117)	13%	(46)	358
Age: 45-64	2%	(12)	67%	(504)	27%	(203)	4%	(32)	751
Age: 65+	1%	(5)	76%	(331)	22%	(95)	1%	(5)	436
GenZers: 1997-2012	4%	(13)	23%	(69)	21%	(61)	52%	(152)	294
Millennials: 1981-1996	7%	(36)	44%	(234)	24%	(131)	25%	(134)	535
GenXers: 1965-1980	2%	(12)	58%	(313)	31%	(164)	9%	(47)	536
Baby Boomers: 1946-1964	1%	(10)	74%	(550)	23%	(175)	2%	(12)	748
PID: Dem (no lean)	5%	(40)	50%	(416)	29%	(236)	16%	(134)	826
PID: Ind (no lean)	3%	(20)	50%	(349)	27%	(187)	21%	(144)	700
PID: Rep (no lean)	2%	(14)	70%	(469)	18%	(123)	10%	(68)	674
PID/Gender: Dem Men	6%	(21)	54%	(202)	28%	(104)	13%	(49)	377
PID/Gender: Dem Women	4%	(19)	48%	(214)	29%	(132)	19%	(85)	449
PID/Gender: Ind Men	4%	(15)	48%	(176)	28%	(102)	21%	(76)	369
PID/Gender: Ind Women	2%	(5)	52%	(173)	26%	(85)	20%	(67)	331
PID/Gender: Rep Men	3%	(11)	64%	(203)	20%	(63)	12%	(39)	316
PID/Gender: Rep Women	1%	(3)	74%	(266)	17%	(61)	8%	(29)	358
Ideo: Liberal (1-3)	5%	(32)	50%	(344)	29%	(196)	17%	(114)	686
Ideo: Moderate (4)	4%	(23)	59%	(361)	24%	(144)	13%	(79)	608
Ideo: Conservative (5-7)	2%	(16)	68%	(490)	19%	(137)	11%	(76)	720
Educ: < College	3%	(45)	55%	(833)	25%	(373)	17%	(261)	1512
Educ: Bachelors degree	3%	(15)	57%	(254)	27%	(121)	12%	(54)	444
Educ: Post-grad	6%	(14)	61%	(148)	22%	(53)	12%	(30)	244

Continued on next page

Table HR10_6: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Swiss Family Robinson (1940, 1960)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	3%	(74)	56%	(1234)	25%	(547)	16%	(346)	2200
Income: Under 50k	3%	(38)	53%	(641)	26%	(312)	18%	(223)	1213
Income: 50k-100k	3%	(22)	59%	(409)	25%	(173)	13%	(93)	698
Income: 100k+	5%	(14)	63%	(183)	21%	(62)	10%	(30)	289
Ethnicity: White	3%	(47)	62%	(1073)	24%	(416)	11%	(186)	1722
Ethnicity: Hispanic	5%	(16)	45%	(156)	26%	(91)	25%	(86)	349
Ethnicity: Afr. Am.	7%	(19)	33%	(92)	27%	(73)	33%	(90)	274
Ethnicity: Other	4%	(8)	34%	(69)	28%	(57)	34%	(69)	204
All Christian	2%	(27)	66%	(721)	21%	(229)	10%	(113)	1090
All Non-Christian	8%	(8)	47%	(49)	28%	(29)	18%	(19)	106
Atheist	5%	(6)	40%	(48)	34%	(41)	21%	(26)	121
Agnostic/Nothing in particular	4%	(33)	47%	(415)	28%	(247)	21%	(189)	883
Religious Non-Protestant/Catholic	7%	(9)	50%	(65)	26%	(35)	17%	(23)	132
Evangelical	3%	(18)	65%	(369)	22%	(124)	10%	(59)	571
Non-Evangelical	2%	(17)	61%	(502)	22%	(183)	15%	(124)	826
Community: Urban	7%	(38)	47%	(267)	26%	(151)	20%	(118)	574
Community: Suburban	2%	(25)	61%	(627)	23%	(243)	13%	(139)	1033
Community: Rural	2%	(11)	57%	(339)	26%	(153)	15%	(89)	593
Employ: Private Sector	5%	(32)	60%	(405)	24%	(163)	12%	(78)	679
Employ: Government	4%	(5)	55%	(70)	25%	(31)	16%	(20)	126
Employ: Self-Employed	6%	(11)	60%	(109)	23%	(41)	11%	(21)	181
Employ: Homemaker	3%	(4)	53%	(64)	25%	(30)	19%	(23)	121
Employ: Retired	1%	(7)	74%	(382)	24%	(123)	1%	(5)	517
Employ: Unemployed	4%	(14)	38%	(118)	30%	(94)	28%	(88)	313
Employ: Other	—	(1)	41%	(50)	34%	(40)	24%	(29)	120
Military HH: Yes	2%	(9)	65%	(250)	22%	(83)	11%	(42)	384
Military HH: No	4%	(65)	54%	(984)	26%	(464)	17%	(303)	1816

Continued on next page

Table HR10_6: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Swiss Family Robinson (1940, 1960)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	3%	(74)	56%	(1234)	25%	(547)	16%	(346)	2200
RD/WT: Right Direction	3%	(21)	65%	(407)	19%	(117)	13%	(84)	629
RD/WT: Wrong Track	3%	(53)	53%	(827)	27%	(429)	17%	(261)	1571
Trump Job Approve	2%	(16)	70%	(576)	17%	(145)	11%	(91)	828
Trump Job Disapprove	4%	(57)	49%	(644)	28%	(368)	18%	(235)	1304
Trump Job Strongly Approve	2%	(10)	73%	(343)	17%	(77)	8%	(38)	467
Trump Job Somewhat Approve	2%	(7)	65%	(233)	19%	(68)	15%	(53)	361
Trump Job Somewhat Disapprove	7%	(21)	45%	(126)	21%	(59)	27%	(76)	282
Trump Job Strongly Disapprove	4%	(36)	51%	(518)	30%	(309)	16%	(159)	1022
Favorable of Trump	2%	(17)	70%	(578)	17%	(145)	11%	(87)	826
Unfavorable of Trump	4%	(52)	50%	(632)	29%	(365)	17%	(220)	1269
Very Favorable of Trump	1%	(7)	76%	(356)	17%	(79)	6%	(30)	471
Somewhat Favorable of Trump	3%	(10)	63%	(222)	19%	(66)	16%	(57)	355
Somewhat Unfavorable of Trump	5%	(9)	48%	(96)	26%	(51)	22%	(43)	199
Very Unfavorable of Trump	4%	(43)	50%	(537)	29%	(314)	17%	(177)	1071
#1 Issue: Economy	4%	(31)	55%	(382)	27%	(186)	14%	(101)	700
#1 Issue: Security	3%	(9)	69%	(185)	16%	(43)	12%	(31)	268
#1 Issue: Health Care	4%	(14)	56%	(227)	25%	(102)	15%	(61)	405
#1 Issue: Medicare / Social Security	2%	(5)	69%	(219)	26%	(83)	4%	(12)	320
#1 Issue: Women's Issues	3%	(3)	39%	(38)	26%	(25)	32%	(31)	97
#1 Issue: Education	2%	(2)	41%	(56)	20%	(27)	38%	(51)	135
#1 Issue: Energy	4%	(4)	43%	(43)	26%	(26)	27%	(27)	99
#1 Issue: Other	3%	(5)	48%	(84)	31%	(55)	18%	(32)	176
2018 House Vote: Democrat	5%	(37)	58%	(458)	27%	(214)	10%	(76)	784
2018 House Vote: Republican	2%	(10)	76%	(483)	16%	(99)	6%	(40)	632
2018 House Vote: Someone else	7%	(5)	42%	(29)	35%	(24)	15%	(11)	69

Continued on next page

Table HR10_6: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Swiss Family Robinson (1940, 1960)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	3%	(74)	56%	(1234)	25%	(547)	16%	(346)	2200
2016 Vote: Hillary Clinton	5%	(36)	57%	(403)	31%	(219)	8%	(54)	711
2016 Vote: Donald Trump	2%	(11)	77%	(523)	15%	(105)	6%	(41)	680
2016 Vote: Other	4%	(5)	61%	(87)	25%	(36)	10%	(14)	141
2016 Vote: Didn't Vote	3%	(22)	33%	(221)	28%	(187)	35%	(237)	667
Voted in 2014: Yes	3%	(42)	68%	(868)	23%	(299)	5%	(68)	1277
Voted in 2014: No	3%	(32)	40%	(366)	27%	(248)	30%	(277)	923
2012 Vote: Barack Obama	3%	(29)	60%	(506)	28%	(239)	8%	(69)	844
2012 Vote: Mitt Romney	2%	(9)	80%	(386)	15%	(75)	3%	(15)	485
2012 Vote: Other	—	(0)	69%	(56)	29%	(24)	2%	(1)	82
2012 Vote: Didn't Vote	4%	(33)	36%	(284)	26%	(206)	33%	(259)	782
4-Region: Northeast	4%	(16)	56%	(221)	24%	(95)	16%	(62)	394
4-Region: Midwest	2%	(11)	59%	(273)	26%	(120)	13%	(59)	462
4-Region: South	3%	(22)	58%	(475)	24%	(198)	16%	(130)	824
4-Region: West	5%	(25)	51%	(266)	26%	(134)	18%	(95)	520
Watch TV: Every day	3%	(37)	60%	(672)	24%	(271)	12%	(134)	1115
Watch TV: Several times per week	3%	(14)	57%	(289)	23%	(119)	17%	(89)	511
Watch TV: About once per week	5%	(8)	48%	(79)	25%	(41)	23%	(37)	165
Watch TV: Several times per month	6%	(6)	54%	(52)	28%	(27)	12%	(12)	97
Watch TV: Less often than once per month	2%	(2)	43%	(40)	25%	(24)	30%	(28)	93
Watch TV: Never	4%	(7)	49%	(89)	27%	(49)	20%	(36)	181

Continued on next page

Table HR10_6: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Swiss Family Robinson (1940, 1960)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	3%	(74)	56%	(1234)	25%	(547)	16%	(346)	2200
Watch Movies: Every day	7%	(27)	58%	(234)	21%	(86)	14%	(55)	402
Watch Movies: Several times per week	3%	(20)	56%	(348)	23%	(143)	17%	(107)	618
Watch Movies: About once per week	3%	(9)	58%	(203)	24%	(82)	15%	(53)	348
Watch Movies: Several times per month	2%	(6)	58%	(167)	27%	(76)	13%	(38)	287
Watch Movies: About once per month	2%	(3)	47%	(90)	31%	(58)	20%	(39)	189
Watch Movies: Less often than once per month	1%	(2)	55%	(88)	29%	(48)	15%	(24)	162
Watch Movies: Never	3%	(7)	53%	(104)	28%	(54)	16%	(30)	194
Watch Sporting Events: Every day	11%	(12)	58%	(64)	17%	(18)	14%	(16)	109
Watch Sporting Events: Several times per week	5%	(13)	61%	(176)	24%	(69)	11%	(31)	288
Watch Sporting Events: About once per week	5%	(11)	61%	(147)	20%	(47)	14%	(35)	240
Watch Sporting Events: Several times per month	3%	(6)	56%	(125)	27%	(60)	15%	(33)	225
Watch Sporting Events: About once per month	2%	(3)	45%	(65)	35%	(50)	18%	(26)	144
Watch Sporting Events: Less often than once per month	2%	(9)	58%	(233)	28%	(112)	12%	(47)	400
Watch Sporting Events: Never	2%	(19)	54%	(425)	24%	(190)	20%	(158)	793
Cable TV: Currently subscribe	3%	(31)	58%	(593)	25%	(253)	14%	(149)	1026
Cable TV: Subscribed in past	4%	(28)	56%	(394)	24%	(172)	16%	(112)	706
Cable TV: Never subscribed	3%	(15)	53%	(247)	26%	(121)	18%	(85)	468
Satellite TV: Currently subscribe	3%	(16)	58%	(273)	23%	(106)	16%	(74)	469
Satellite TV: Subscribed in past	5%	(31)	56%	(352)	24%	(147)	15%	(95)	626
Satellite TV: Never subscribed	2%	(27)	55%	(609)	27%	(293)	16%	(177)	1106
Streaming Services: Currently subscribe	3%	(47)	55%	(760)	24%	(335)	17%	(230)	1372
Streaming Services: Subscribed in past	7%	(13)	50%	(96)	24%	(46)	19%	(37)	192
Streaming Services: Never subscribed	2%	(14)	59%	(378)	26%	(165)	12%	(78)	636
Film: An avid fan	4%	(30)	61%	(446)	20%	(144)	15%	(108)	728
Film: A casual fan	3%	(37)	54%	(639)	28%	(329)	16%	(188)	1193
Film: Not a fan	2%	(7)	53%	(149)	26%	(74)	18%	(50)	280

Continued on next page

Table HR10_6: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Swiss Family Robinson (1940, 1960)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	3%	(74)	56%	(1234)	25%	(547)	16%	(346)	2200
Television: An avid fan	3%	(35)	62%	(646)	23%	(243)	11%	(111)	1035
Television: A casual fan	3%	(29)	52%	(519)	26%	(258)	19%	(189)	995
Television: Not a fan	6%	(10)	41%	(69)	27%	(46)	26%	(45)	170
Music: An avid fan	4%	(43)	54%	(574)	23%	(251)	19%	(203)	1070
Music: A casual fan	2%	(21)	60%	(588)	26%	(256)	12%	(121)	985
Music: Not a fan	7%	(11)	50%	(72)	28%	(40)	15%	(22)	144
Fashion: An avid fan	5%	(18)	48%	(160)	22%	(75)	25%	(83)	336
Fashion: A casual fan	4%	(31)	55%	(488)	24%	(210)	18%	(162)	892
Fashion: Not a fan	3%	(25)	60%	(586)	27%	(261)	10%	(101)	973

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

Table HR10_7: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
The Aristocats (1970)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	3%	(73)	55%	(1207)	28%	(625)	13%	(296)	2200
Gender: Male	5%	(49)	50%	(532)	28%	(299)	17%	(183)	1062
Gender: Female	2%	(24)	59%	(675)	29%	(326)	10%	(113)	1138
Age: 18-34	7%	(46)	50%	(327)	25%	(166)	18%	(116)	655
Age: 35-44	3%	(11)	59%	(210)	26%	(93)	12%	(44)	358
Age: 45-64	1%	(10)	58%	(433)	31%	(229)	11%	(79)	751
Age: 65+	1%	(6)	55%	(238)	31%	(136)	13%	(57)	436
GenZers: 1997-2012	7%	(21)	47%	(137)	24%	(72)	22%	(64)	294
Millennials: 1981-1996	6%	(30)	55%	(294)	26%	(139)	13%	(71)	535
GenXers: 1965-1980	2%	(12)	57%	(305)	29%	(155)	12%	(64)	536
Baby Boomers: 1946-1964	1%	(10)	57%	(422)	32%	(237)	10%	(77)	748
PID: Dem (no lean)	4%	(34)	52%	(427)	31%	(255)	13%	(110)	826
PID: Ind (no lean)	3%	(23)	53%	(368)	30%	(210)	14%	(98)	700
PID: Rep (no lean)	2%	(16)	61%	(412)	24%	(159)	13%	(87)	674
PID/Gender: Dem Men	5%	(19)	50%	(188)	28%	(107)	17%	(63)	377
PID/Gender: Dem Women	3%	(15)	53%	(239)	33%	(148)	10%	(47)	449
PID/Gender: Ind Men	4%	(15)	48%	(176)	30%	(111)	18%	(67)	369
PID/Gender: Ind Women	2%	(7)	58%	(192)	30%	(99)	10%	(32)	331
PID/Gender: Rep Men	5%	(15)	53%	(168)	25%	(80)	17%	(53)	316
PID/Gender: Rep Women	—	(1)	68%	(244)	22%	(79)	10%	(35)	358
Ideo: Liberal (1-3)	4%	(31)	49%	(339)	32%	(222)	14%	(94)	686
Ideo: Moderate (4)	3%	(18)	59%	(358)	26%	(160)	12%	(72)	608
Ideo: Conservative (5-7)	3%	(22)	61%	(440)	24%	(175)	12%	(83)	720
Educ: < College	3%	(44)	55%	(828)	28%	(420)	15%	(221)	1512
Educ: Bachelors degree	4%	(17)	54%	(238)	32%	(141)	11%	(47)	444
Educ: Post-grad	5%	(11)	58%	(141)	26%	(64)	11%	(28)	244

Continued on next page

Table HR10_7: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
The Aristocats (1970)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	3%	(73)	55%	(1207)	28%	(625)	13%	(296)	2200
Income: Under 50k	3%	(38)	51%	(619)	31%	(380)	15%	(177)	1213
Income: 50k-100k	3%	(19)	60%	(417)	25%	(177)	12%	(84)	698
Income: 100k+	5%	(15)	59%	(171)	24%	(68)	12%	(36)	289
Ethnicity: White	3%	(45)	59%	(1009)	28%	(479)	11%	(188)	1722
Ethnicity: Hispanic	6%	(22)	51%	(176)	27%	(95)	16%	(56)	349
Ethnicity: Afr. Am.	7%	(19)	41%	(112)	34%	(93)	19%	(51)	274
Ethnicity: Other	5%	(9)	42%	(86)	26%	(53)	28%	(57)	204
All Christian	3%	(30)	60%	(653)	26%	(278)	12%	(129)	1090
All Non-Christian	4%	(5)	45%	(48)	30%	(31)	21%	(22)	106
Atheist	6%	(8)	45%	(54)	38%	(46)	11%	(13)	121
Agnostic/Nothing in particular	3%	(31)	51%	(452)	30%	(269)	15%	(132)	883
Religious Non-Protestant/Catholic	5%	(6)	50%	(66)	26%	(34)	20%	(26)	132
Evangelical	3%	(15)	59%	(336)	25%	(144)	13%	(76)	571
Non-Evangelical	2%	(19)	57%	(473)	29%	(239)	12%	(95)	826
Community: Urban	7%	(42)	49%	(283)	30%	(171)	14%	(78)	574
Community: Suburban	3%	(27)	57%	(584)	28%	(286)	13%	(136)	1033
Community: Rural	1%	(4)	57%	(339)	28%	(168)	14%	(81)	593
Employ: Private Sector	4%	(24)	59%	(401)	27%	(183)	10%	(71)	679
Employ: Government	4%	(5)	56%	(70)	19%	(24)	22%	(27)	126
Employ: Self-Employed	5%	(9)	57%	(102)	27%	(48)	12%	(21)	181
Employ: Homemaker	—	(1)	64%	(78)	28%	(34)	7%	(8)	121
Employ: Retired	2%	(9)	54%	(281)	33%	(173)	11%	(54)	517
Employ: Unemployed	3%	(9)	49%	(155)	31%	(97)	17%	(52)	313
Employ: Other	4%	(5)	46%	(55)	32%	(38)	18%	(22)	120
Military HH: Yes	3%	(12)	58%	(222)	26%	(99)	13%	(51)	384
Military HH: No	3%	(61)	54%	(985)	29%	(526)	13%	(245)	1816

Continued on next page

Table HR10_7: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
The Aristocats (1970)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	3%	(73)	55%	(1207)	28%	(625)	13%	(296)	2200
RD/WT: Right Direction	3%	(17)	61%	(386)	22%	(140)	14%	(86)	629
RD/WT: Wrong Track	4%	(55)	52%	(821)	31%	(484)	13%	(210)	1571
Trump Job Approve	2%	(19)	61%	(508)	24%	(195)	13%	(106)	828
Trump Job Disapprove	4%	(53)	51%	(670)	31%	(405)	13%	(175)	1304
Trump Job Strongly Approve	2%	(10)	65%	(303)	22%	(101)	11%	(53)	467
Trump Job Somewhat Approve	2%	(9)	57%	(205)	26%	(94)	15%	(53)	361
Trump Job Somewhat Disapprove	5%	(15)	50%	(142)	28%	(80)	16%	(46)	282
Trump Job Strongly Disapprove	4%	(39)	52%	(528)	32%	(325)	13%	(130)	1022
Favorable of Trump	2%	(20)	62%	(511)	25%	(203)	11%	(93)	826
Unfavorable of Trump	4%	(49)	52%	(654)	31%	(390)	14%	(176)	1269
Very Favorable of Trump	3%	(12)	66%	(310)	21%	(100)	10%	(49)	471
Somewhat Favorable of Trump	2%	(8)	57%	(201)	29%	(103)	12%	(44)	355
Somewhat Unfavorable of Trump	5%	(9)	50%	(99)	26%	(52)	19%	(38)	199
Very Unfavorable of Trump	4%	(40)	52%	(555)	32%	(338)	13%	(139)	1071
#1 Issue: Economy	3%	(21)	55%	(386)	29%	(204)	13%	(89)	700
#1 Issue: Security	3%	(8)	65%	(173)	20%	(54)	12%	(33)	268
#1 Issue: Health Care	3%	(14)	52%	(212)	31%	(127)	13%	(52)	405
#1 Issue: Medicare / Social Security	1%	(4)	56%	(178)	30%	(97)	13%	(40)	320
#1 Issue: Women's Issues	8%	(8)	51%	(49)	22%	(21)	20%	(19)	97
#1 Issue: Education	3%	(4)	57%	(77)	29%	(40)	11%	(15)	135
#1 Issue: Energy	10%	(10)	45%	(45)	27%	(26)	18%	(18)	99
#1 Issue: Other	3%	(4)	49%	(87)	32%	(56)	17%	(29)	176
2018 House Vote: Democrat	3%	(25)	53%	(418)	33%	(259)	11%	(83)	784
2018 House Vote: Republican	2%	(11)	66%	(416)	22%	(137)	11%	(68)	632
2018 House Vote: Someone else	3%	(2)	57%	(39)	28%	(19)	12%	(8)	69

Continued on next page

Table HR10_7: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
The Aristocats (1970)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	3%	(73)	55%	(1207)	28%	(625)	13%	(296)	2200
2016 Vote: Hillary Clinton	3%	(21)	52%	(368)	34%	(241)	11%	(81)	711
2016 Vote: Donald Trump	2%	(16)	66%	(448)	22%	(152)	10%	(65)	680
2016 Vote: Other	1%	(2)	58%	(82)	26%	(37)	15%	(21)	141
2016 Vote: Didn't Vote	5%	(33)	46%	(309)	29%	(195)	19%	(129)	667
Voted in 2014: Yes	2%	(31)	60%	(767)	28%	(358)	9%	(121)	1277
Voted in 2014: No	4%	(41)	48%	(440)	29%	(266)	19%	(175)	923
2012 Vote: Barack Obama	2%	(16)	55%	(467)	32%	(267)	11%	(94)	844
2012 Vote: Mitt Romney	2%	(9)	67%	(326)	22%	(105)	9%	(45)	485
2012 Vote: Other	1%	(1)	60%	(49)	30%	(25)	9%	(8)	82
2012 Vote: Didn't Vote	6%	(47)	46%	(359)	29%	(227)	19%	(149)	782
4-Region: Northeast	4%	(17)	54%	(214)	28%	(110)	13%	(52)	394
4-Region: Midwest	3%	(13)	55%	(255)	26%	(122)	16%	(73)	462
4-Region: South	3%	(21)	56%	(460)	29%	(236)	13%	(108)	824
4-Region: West	4%	(22)	54%	(278)	30%	(156)	12%	(63)	520
Watch TV: Every day	3%	(31)	58%	(648)	28%	(317)	11%	(120)	1115
Watch TV: Several times per week	4%	(20)	55%	(282)	28%	(143)	13%	(66)	511
Watch TV: About once per week	5%	(8)	51%	(85)	29%	(47)	15%	(25)	165
Watch TV: Several times per month	5%	(4)	55%	(54)	30%	(29)	10%	(10)	97
Watch TV: Less often than once per month	6%	(5)	45%	(42)	28%	(26)	21%	(19)	93
Watch TV: Never	2%	(3)	45%	(81)	27%	(49)	26%	(47)	181

Continued on next page

Table HR10_7: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
The Aristocats (1970)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	3%	(73)	55%	(1207)	28%	(625)	13%	(296)	2200
Watch Movies: Every day	5%	(21)	60%	(241)	24%	(97)	11%	(43)	402
Watch Movies: Several times per week	4%	(23)	56%	(349)	28%	(173)	12%	(72)	618
Watch Movies: About once per week	3%	(11)	55%	(192)	30%	(105)	12%	(41)	348
Watch Movies: Several times per month	3%	(7)	60%	(173)	28%	(80)	9%	(26)	287
Watch Movies: About once per month	3%	(5)	46%	(87)	33%	(62)	19%	(36)	189
Watch Movies: Less often than once per month	—	(1)	48%	(77)	34%	(55)	18%	(28)	162
Watch Movies: Never	2%	(4)	45%	(88)	27%	(52)	25%	(50)	194
Watch Sporting Events: Every day	8%	(9)	63%	(69)	16%	(18)	13%	(14)	109
Watch Sporting Events: Several times per week	4%	(11)	58%	(168)	23%	(68)	14%	(41)	288
Watch Sporting Events: About once per week	5%	(12)	54%	(130)	28%	(68)	13%	(32)	240
Watch Sporting Events: Several times per month	3%	(6)	55%	(123)	29%	(65)	13%	(30)	225
Watch Sporting Events: About once per month	4%	(6)	50%	(73)	33%	(47)	13%	(18)	144
Watch Sporting Events: Less often than once per month	5%	(18)	54%	(216)	31%	(124)	10%	(42)	400
Watch Sporting Events: Never	1%	(10)	54%	(428)	30%	(235)	15%	(119)	793
Cable TV: Currently subscribe	3%	(35)	56%	(573)	27%	(279)	14%	(139)	1026
Cable TV: Subscribed in past	3%	(22)	54%	(382)	30%	(214)	12%	(87)	706
Cable TV: Never subscribed	3%	(15)	54%	(251)	28%	(132)	15%	(69)	468
Satellite TV: Currently subscribe	3%	(15)	56%	(261)	27%	(124)	15%	(68)	469
Satellite TV: Subscribed in past	4%	(23)	56%	(349)	28%	(172)	13%	(82)	626
Satellite TV: Never subscribed	3%	(35)	54%	(597)	30%	(328)	13%	(146)	1106
Streaming Services: Currently subscribe	3%	(46)	58%	(802)	27%	(369)	11%	(155)	1372
Streaming Services: Subscribed in past	8%	(16)	55%	(105)	23%	(44)	14%	(26)	192
Streaming Services: Never subscribed	2%	(11)	47%	(299)	33%	(211)	18%	(114)	636
Film: An avid fan	5%	(36)	62%	(450)	22%	(161)	11%	(80)	728
Film: A casual fan	3%	(32)	53%	(627)	32%	(382)	13%	(152)	1193
Film: Not a fan	2%	(5)	46%	(129)	29%	(82)	23%	(63)	280

Continued on next page

Table HR10_7: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
The Aristocats (1970)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	3%	(73)	55%	(1207)	28%	(625)	13%	(296)	2200
Television: An avid fan	3%	(31)	61%	(628)	25%	(263)	11%	(113)	1035
Television: A casual fan	3%	(32)	52%	(513)	31%	(308)	14%	(142)	995
Television: Not a fan	5%	(9)	39%	(66)	31%	(53)	24%	(41)	170
Music: An avid fan	4%	(48)	57%	(611)	27%	(286)	12%	(126)	1070
Music: A casual fan	2%	(19)	55%	(541)	31%	(303)	12%	(123)	985
Music: Not a fan	4%	(6)	39%	(56)	25%	(36)	33%	(47)	144
Fashion: An avid fan	6%	(22)	55%	(184)	23%	(79)	15%	(51)	336
Fashion: A casual fan	3%	(26)	56%	(496)	28%	(250)	13%	(119)	892
Fashion: Not a fan	3%	(25)	54%	(526)	30%	(296)	13%	(126)	973

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

Table HR10_8: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Peter Pan (1953)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(84)	69%	(1526)	23%	(499)	4%	(91)	2200
Gender: Male	5%	(52)	65%	(692)	23%	(247)	7%	(71)	1062
Gender: Female	3%	(32)	73%	(834)	22%	(252)	2%	(20)	1138
Age: 18-34	8%	(52)	60%	(395)	24%	(159)	8%	(49)	655
Age: 35-44	5%	(17)	66%	(234)	22%	(80)	7%	(26)	358
Age: 45-64	2%	(12)	73%	(551)	24%	(177)	2%	(12)	751
Age: 65+	1%	(3)	79%	(346)	19%	(83)	1%	(4)	436
GenZers: 1997-2012	10%	(31)	55%	(161)	27%	(79)	8%	(24)	294
Millennials: 1981-1996	6%	(32)	64%	(344)	23%	(120)	7%	(38)	535
GenXers: 1965-1980	3%	(14)	70%	(375)	23%	(125)	4%	(21)	536
Baby Boomers: 1946-1964	1%	(6)	77%	(576)	21%	(160)	1%	(7)	748
PID: Dem (no lean)	5%	(41)	65%	(535)	27%	(222)	3%	(28)	826
PID: Ind (no lean)	5%	(32)	66%	(461)	25%	(174)	5%	(32)	700
PID: Rep (no lean)	2%	(11)	79%	(529)	15%	(103)	4%	(30)	674
PID/Gender: Dem Men	7%	(25)	63%	(236)	26%	(98)	5%	(18)	377
PID/Gender: Dem Women	4%	(16)	67%	(299)	28%	(124)	2%	(10)	449
PID/Gender: Ind Men	5%	(18)	62%	(229)	27%	(98)	7%	(25)	369
PID/Gender: Ind Women	4%	(15)	70%	(232)	23%	(76)	2%	(8)	331
PID/Gender: Rep Men	3%	(10)	72%	(227)	16%	(51)	9%	(28)	316
PID/Gender: Rep Women	—	(1)	84%	(303)	15%	(53)	1%	(2)	358
Ideo: Liberal (1-3)	6%	(43)	63%	(434)	27%	(183)	4%	(26)	686
Ideo: Moderate (4)	4%	(24)	69%	(419)	23%	(138)	4%	(26)	608
Ideo: Conservative (5-7)	2%	(16)	80%	(573)	16%	(112)	3%	(19)	720
Educ: < College	3%	(51)	69%	(1037)	24%	(363)	4%	(60)	1512
Educ: Bachelors degree	4%	(19)	70%	(311)	22%	(97)	4%	(16)	444
Educ: Post-grad	5%	(13)	73%	(178)	16%	(39)	6%	(14)	244

Continued on next page

Table HR10_8: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Peter Pan (1953)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(84)	69%	(1526)	23%	(499)	4%	(91)	2200
Income: Under 50k	4%	(50)	67%	(808)	25%	(307)	4%	(49)	1213
Income: 50k-100k	3%	(20)	72%	(500)	21%	(148)	4%	(28)	698
Income: 100k+	5%	(14)	75%	(217)	15%	(44)	5%	(13)	289
Ethnicity: White	3%	(48)	73%	(1254)	21%	(358)	4%	(62)	1722
Ethnicity: Hispanic	8%	(30)	62%	(217)	24%	(84)	5%	(19)	349
Ethnicity: Afr. Am.	10%	(27)	52%	(143)	35%	(95)	3%	(9)	274
Ethnicity: Other	5%	(10)	63%	(128)	23%	(47)	10%	(20)	204
All Christian	3%	(34)	75%	(823)	19%	(207)	2%	(27)	1090
All Non-Christian	9%	(10)	61%	(64)	23%	(24)	7%	(8)	106
Atheist	4%	(5)	58%	(71)	34%	(41)	3%	(4)	121
Agnostic/Nothing in particular	4%	(35)	64%	(568)	26%	(228)	6%	(52)	883
Religious Non-Protestant/Catholic	8%	(11)	60%	(80)	22%	(28)	10%	(13)	132
Evangelical	4%	(22)	75%	(428)	18%	(104)	3%	(18)	571
Non-Evangelical	2%	(21)	73%	(607)	22%	(180)	2%	(19)	826
Community: Urban	8%	(44)	61%	(351)	26%	(149)	5%	(30)	574
Community: Suburban	2%	(25)	73%	(757)	21%	(219)	3%	(32)	1033
Community: Rural	3%	(15)	70%	(417)	22%	(131)	5%	(29)	593
Employ: Private Sector	5%	(37)	70%	(476)	19%	(131)	5%	(36)	679
Employ: Government	6%	(8)	68%	(85)	21%	(27)	5%	(7)	126
Employ: Self-Employed	3%	(6)	72%	(131)	23%	(41)	2%	(3)	181
Employ: Homemaker	2%	(3)	71%	(86)	24%	(29)	3%	(3)	121
Employ: Retired	1%	(7)	76%	(391)	23%	(118)	—	(2)	517
Employ: Unemployed	2%	(7)	60%	(187)	31%	(98)	7%	(21)	313
Employ: Other	4%	(5)	72%	(86)	18%	(22)	6%	(7)	120
Military HH: Yes	6%	(22)	72%	(278)	19%	(74)	2%	(9)	384
Military HH: No	3%	(62)	69%	(1248)	23%	(425)	4%	(82)	1816

Continued on next page

Table HR10_8: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Peter Pan (1953)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(84)	69%	(1526)	23%	(499)	4%	(91)	2200
RD/WT: Right Direction	5%	(29)	72%	(456)	17%	(106)	6%	(39)	629
RD/WT: Wrong Track	4%	(56)	68%	(1070)	25%	(394)	3%	(51)	1571
Trump Job Approve	3%	(21)	77%	(641)	15%	(122)	5%	(44)	828
Trump Job Disapprove	5%	(62)	66%	(854)	27%	(350)	3%	(37)	1304
Trump Job Strongly Approve	3%	(12)	80%	(372)	12%	(57)	6%	(27)	467
Trump Job Somewhat Approve	2%	(8)	75%	(270)	18%	(66)	5%	(17)	361
Trump Job Somewhat Disapprove	4%	(12)	67%	(189)	24%	(66)	5%	(14)	282
Trump Job Strongly Disapprove	5%	(50)	65%	(665)	28%	(284)	2%	(23)	1022
Favorable of Trump	2%	(17)	79%	(650)	15%	(125)	4%	(34)	826
Unfavorable of Trump	5%	(62)	65%	(829)	27%	(342)	3%	(37)	1269
Very Favorable of Trump	2%	(9)	82%	(385)	13%	(62)	3%	(15)	471
Somewhat Favorable of Trump	2%	(8)	74%	(264)	18%	(64)	5%	(19)	355
Somewhat Unfavorable of Trump	4%	(9)	69%	(138)	23%	(46)	3%	(6)	199
Very Unfavorable of Trump	5%	(53)	65%	(691)	28%	(296)	3%	(31)	1071
#1 Issue: Economy	3%	(23)	69%	(485)	24%	(165)	4%	(27)	700
#1 Issue: Security	3%	(8)	76%	(204)	17%	(45)	4%	(10)	268
#1 Issue: Health Care	4%	(15)	70%	(283)	23%	(94)	3%	(13)	405
#1 Issue: Medicare / Social Security	5%	(15)	74%	(236)	20%	(65)	1%	(4)	320
#1 Issue: Women's Issues	4%	(4)	55%	(54)	29%	(28)	12%	(11)	97
#1 Issue: Education	1%	(1)	72%	(98)	20%	(27)	7%	(9)	135
#1 Issue: Energy	13%	(13)	59%	(58)	19%	(19)	9%	(9)	99
#1 Issue: Other	3%	(5)	61%	(108)	33%	(57)	4%	(7)	176
2018 House Vote: Democrat	5%	(38)	67%	(524)	26%	(200)	3%	(23)	784
2018 House Vote: Republican	3%	(18)	82%	(516)	13%	(82)	3%	(16)	632
2018 House Vote: Someone else	3%	(2)	71%	(49)	22%	(15)	4%	(2)	69

Continued on next page

Table HR10_8: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Peter Pan (1953)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(84)	69%	(1526)	23%	(499)	4%	(91)	2200
2016 Vote: Hillary Clinton	5%	(34)	69%	(489)	24%	(174)	2%	(15)	711
2016 Vote: Donald Trump	2%	(12)	82%	(556)	14%	(96)	3%	(17)	680
2016 Vote: Other	5%	(6)	70%	(99)	23%	(32)	3%	(4)	141
2016 Vote: Didn't Vote	5%	(32)	57%	(382)	30%	(197)	8%	(56)	667
Voted in 2014: Yes	4%	(46)	75%	(953)	20%	(259)	2%	(19)	1277
Voted in 2014: No	4%	(38)	62%	(573)	26%	(241)	8%	(71)	923
2012 Vote: Barack Obama	3%	(27)	71%	(600)	24%	(200)	2%	(17)	844
2012 Vote: Mitt Romney	2%	(10)	82%	(397)	14%	(67)	2%	(11)	485
2012 Vote: Other	2%	(2)	70%	(58)	28%	(23)	—	(0)	82
2012 Vote: Didn't Vote	6%	(46)	59%	(465)	27%	(208)	8%	(63)	782
4-Region: Northeast	6%	(23)	66%	(261)	25%	(97)	3%	(12)	394
4-Region: Midwest	3%	(16)	69%	(321)	23%	(106)	4%	(19)	462
4-Region: South	3%	(25)	71%	(588)	22%	(181)	4%	(31)	824
4-Region: West	4%	(20)	69%	(357)	22%	(115)	5%	(28)	520
Watch TV: Every day	3%	(36)	73%	(817)	21%	(237)	2%	(25)	1115
Watch TV: Several times per week	4%	(21)	73%	(371)	21%	(106)	3%	(13)	511
Watch TV: About once per week	6%	(9)	61%	(101)	26%	(43)	7%	(11)	165
Watch TV: Several times per month	10%	(10)	60%	(58)	26%	(25)	4%	(4)	97
Watch TV: Less often than once per month	4%	(4)	56%	(52)	26%	(24)	13%	(12)	93
Watch TV: Never	1%	(2)	59%	(106)	27%	(49)	13%	(24)	181

Continued on next page

Table HR10_8: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Peter Pan (1953)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(84)	69%	(1526)	23%	(499)	4%	(91)	2200
Watch Movies: Every day	6%	(24)	75%	(301)	18%	(72)	1%	(5)	402
Watch Movies: Several times per week	3%	(21)	76%	(467)	19%	(116)	2%	(13)	618
Watch Movies: About once per week	5%	(17)	67%	(232)	23%	(80)	6%	(19)	348
Watch Movies: Several times per month	4%	(13)	67%	(191)	26%	(74)	3%	(9)	287
Watch Movies: About once per month	3%	(6)	61%	(116)	33%	(62)	3%	(5)	189
Watch Movies: Less often than once per month	1%	(1)	67%	(108)	24%	(39)	8%	(13)	162
Watch Movies: Never	1%	(1)	57%	(110)	29%	(56)	14%	(26)	194
Watch Sporting Events: Every day	7%	(8)	73%	(80)	16%	(17)	4%	(4)	109
Watch Sporting Events: Several times per week	6%	(16)	74%	(212)	19%	(56)	2%	(4)	288
Watch Sporting Events: About once per week	5%	(12)	76%	(183)	16%	(39)	3%	(6)	240
Watch Sporting Events: Several times per month	4%	(9)	69%	(155)	24%	(54)	3%	(7)	225
Watch Sporting Events: About once per month	6%	(8)	60%	(87)	28%	(40)	6%	(8)	144
Watch Sporting Events: Less often than once per month	4%	(15)	72%	(287)	21%	(86)	3%	(12)	400
Watch Sporting Events: Never	2%	(15)	66%	(522)	26%	(207)	6%	(48)	793
Cable TV: Currently subscribe	3%	(34)	70%	(722)	24%	(242)	3%	(28)	1026
Cable TV: Subscribed in past	4%	(32)	73%	(512)	21%	(148)	2%	(14)	706
Cable TV: Never subscribed	4%	(19)	62%	(291)	23%	(109)	10%	(48)	468
Satellite TV: Currently subscribe	3%	(15)	71%	(330)	21%	(96)	6%	(27)	469
Satellite TV: Subscribed in past	4%	(25)	71%	(445)	22%	(137)	3%	(18)	626
Satellite TV: Never subscribed	4%	(44)	68%	(750)	24%	(266)	4%	(46)	1106
Streaming Services: Currently subscribe	3%	(45)	72%	(993)	21%	(291)	3%	(43)	1372
Streaming Services: Subscribed in past	12%	(24)	59%	(114)	22%	(42)	7%	(13)	192
Streaming Services: Never subscribed	2%	(15)	66%	(419)	26%	(166)	6%	(35)	636
Film: An avid fan	6%	(40)	76%	(550)	16%	(119)	3%	(19)	728
Film: A casual fan	3%	(37)	68%	(807)	25%	(302)	4%	(47)	1193
Film: Not a fan	3%	(7)	61%	(169)	28%	(79)	9%	(24)	280

Continued on next page

Table HR10_8: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Peter Pan (1953)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(84)	69%	(1526)	23%	(499)	4%	(91)	2200
Television: An avid fan	4%	(39)	75%	(776)	19%	(196)	2%	(24)	1035
Television: A casual fan	4%	(35)	67%	(664)	25%	(252)	4%	(44)	995
Television: Not a fan	6%	(10)	51%	(86)	30%	(51)	13%	(23)	170
Music: An avid fan	5%	(58)	71%	(755)	20%	(219)	4%	(38)	1070
Music: A casual fan	2%	(17)	71%	(698)	24%	(239)	3%	(32)	985
Music: Not a fan	6%	(9)	51%	(73)	29%	(41)	15%	(21)	144
Fashion: An avid fan	8%	(28)	62%	(208)	22%	(72)	8%	(28)	336
Fashion: A casual fan	3%	(27)	71%	(633)	23%	(205)	3%	(27)	892
Fashion: Not a fan	3%	(29)	70%	(685)	23%	(222)	4%	(36)	973

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

Table HR10_9: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Lady and the Tramp (1955)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(95)	68%	(1486)	23%	(510)	5%	(109)	2200
Gender: Male	6%	(64)	61%	(650)	25%	(266)	8%	(81)	1062
Gender: Female	3%	(31)	73%	(836)	21%	(244)	2%	(28)	1138
Age: 18-34	9%	(57)	56%	(365)	24%	(160)	11%	(73)	655
Age: 35-44	5%	(18)	68%	(241)	22%	(80)	5%	(18)	358
Age: 45-64	2%	(12)	72%	(544)	24%	(181)	2%	(14)	751
Age: 65+	2%	(7)	77%	(337)	20%	(88)	1%	(5)	436
GenZers: 1997-2012	10%	(30)	52%	(153)	25%	(74)	12%	(36)	294
Millennials: 1981-1996	7%	(38)	60%	(322)	25%	(131)	8%	(44)	535
GenXers: 1965-1980	2%	(13)	71%	(379)	23%	(125)	4%	(19)	536
Baby Boomers: 1946-1964	1%	(9)	75%	(563)	22%	(165)	1%	(10)	748
PID: Dem (no lean)	7%	(57)	62%	(516)	26%	(219)	4%	(35)	826
PID: Ind (no lean)	3%	(23)	65%	(454)	25%	(176)	7%	(46)	700
PID: Rep (no lean)	2%	(15)	77%	(516)	17%	(115)	4%	(28)	674
PID/Gender: Dem Men	9%	(34)	57%	(214)	28%	(105)	7%	(25)	377
PID/Gender: Dem Women	5%	(22)	67%	(302)	25%	(114)	2%	(10)	449
PID/Gender: Ind Men	4%	(15)	58%	(213)	29%	(105)	9%	(35)	369
PID/Gender: Ind Women	2%	(8)	73%	(241)	21%	(71)	3%	(11)	331
PID/Gender: Rep Men	5%	(14)	71%	(223)	18%	(57)	7%	(22)	316
PID/Gender: Rep Women	—	(1)	82%	(293)	16%	(58)	2%	(7)	358
Ideo: Liberal (1-3)	6%	(42)	61%	(421)	28%	(195)	4%	(29)	686
Ideo: Moderate (4)	4%	(25)	68%	(416)	23%	(142)	4%	(25)	608
Ideo: Conservative (5-7)	3%	(24)	76%	(547)	17%	(121)	4%	(27)	720
Educ: < College	4%	(63)	68%	(1026)	23%	(349)	5%	(73)	1512
Educ: Bachelors degree	4%	(16)	67%	(298)	25%	(111)	4%	(19)	444
Educ: Post-grad	6%	(15)	66%	(162)	21%	(50)	7%	(16)	244

Continued on next page

Table HR10_9: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Lady and the Tramp (1955)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(95)	68%	(1486)	23%	(510)	5%	(109)	2200
Income: Under 50k	5%	(61)	64%	(772)	25%	(306)	6%	(74)	1213
Income: 50k-100k	3%	(23)	71%	(496)	22%	(151)	4%	(27)	698
Income: 100k+	4%	(11)	75%	(218)	18%	(52)	3%	(8)	289
Ethnicity: White	3%	(53)	72%	(1241)	22%	(378)	3%	(51)	1722
Ethnicity: Hispanic	10%	(35)	58%	(202)	27%	(94)	5%	(19)	349
Ethnicity: Afr. Am.	13%	(36)	45%	(125)	30%	(82)	12%	(32)	274
Ethnicity: Other	3%	(6)	59%	(121)	25%	(50)	13%	(27)	204
All Christian	3%	(35)	73%	(801)	21%	(226)	3%	(28)	1090
All Non-Christian	8%	(8)	55%	(58)	28%	(29)	10%	(10)	106
Atheist	10%	(12)	59%	(72)	27%	(33)	3%	(4)	121
Agnostic/Nothing in particular	4%	(39)	63%	(556)	25%	(222)	8%	(67)	883
Religious Non-Protestant/Catholic	7%	(10)	58%	(76)	26%	(34)	9%	(13)	132
Evangelical	5%	(29)	71%	(406)	20%	(113)	4%	(23)	571
Non-Evangelical	2%	(13)	73%	(604)	23%	(192)	2%	(18)	826
Community: Urban	8%	(49)	57%	(325)	26%	(148)	9%	(52)	574
Community: Suburban	3%	(31)	71%	(738)	23%	(239)	2%	(26)	1033
Community: Rural	3%	(15)	71%	(423)	21%	(123)	5%	(32)	593
Employ: Private Sector	6%	(40)	69%	(467)	20%	(138)	5%	(33)	679
Employ: Government	6%	(8)	68%	(85)	20%	(25)	6%	(7)	126
Employ: Self-Employed	4%	(8)	70%	(127)	22%	(40)	4%	(7)	181
Employ: Homemaker	4%	(5)	69%	(83)	24%	(29)	3%	(4)	121
Employ: Retired	3%	(16)	73%	(377)	23%	(121)	1%	(3)	517
Employ: Unemployed	3%	(9)	60%	(188)	30%	(94)	7%	(22)	313
Employ: Other	—	(1)	76%	(91)	17%	(20)	7%	(8)	120
Military HH: Yes	6%	(24)	72%	(275)	20%	(76)	2%	(9)	384
Military HH: No	4%	(71)	67%	(1211)	24%	(434)	6%	(101)	1816

Continued on next page

Table HR10_9: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Lady and the Tramp (1955)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(95)	68%	(1486)	23%	(510)	5%	(109)	2200
RD/WT: Right Direction	5%	(33)	71%	(444)	19%	(117)	6%	(36)	629
RD/WT: Wrong Track	4%	(62)	66%	(1042)	25%	(393)	5%	(73)	1571
Trump Job Approve	3%	(28)	76%	(626)	16%	(132)	5%	(42)	828
Trump Job Disapprove	5%	(66)	63%	(826)	27%	(355)	4%	(57)	1304
Trump Job Strongly Approve	3%	(15)	79%	(370)	13%	(61)	5%	(22)	467
Trump Job Somewhat Approve	4%	(14)	71%	(256)	20%	(71)	6%	(20)	361
Trump Job Somewhat Disapprove	7%	(21)	57%	(161)	29%	(81)	7%	(19)	282
Trump Job Strongly Disapprove	4%	(45)	65%	(665)	27%	(274)	4%	(38)	1022
Favorable of Trump	2%	(15)	77%	(639)	17%	(141)	4%	(31)	826
Unfavorable of Trump	6%	(72)	63%	(799)	27%	(345)	4%	(54)	1269
Very Favorable of Trump	2%	(11)	81%	(381)	14%	(65)	3%	(14)	471
Somewhat Favorable of Trump	1%	(3)	73%	(258)	22%	(77)	5%	(17)	355
Somewhat Unfavorable of Trump	6%	(11)	64%	(127)	26%	(51)	5%	(9)	199
Very Unfavorable of Trump	6%	(61)	63%	(672)	27%	(294)	4%	(45)	1071
#1 Issue: Economy	5%	(38)	66%	(464)	23%	(158)	6%	(41)	700
#1 Issue: Security	2%	(7)	75%	(200)	19%	(51)	4%	(10)	268
#1 Issue: Health Care	4%	(15)	68%	(277)	24%	(97)	4%	(17)	405
#1 Issue: Medicare / Social Security	4%	(13)	74%	(235)	20%	(65)	2%	(7)	320
#1 Issue: Women's Issues	8%	(7)	59%	(57)	25%	(24)	9%	(9)	97
#1 Issue: Education	3%	(4)	65%	(88)	25%	(34)	6%	(9)	135
#1 Issue: Energy	3%	(3)	61%	(61)	24%	(24)	11%	(11)	99
#1 Issue: Other	5%	(9)	60%	(105)	32%	(56)	4%	(6)	176
2018 House Vote: Democrat	7%	(53)	65%	(513)	26%	(204)	2%	(14)	784
2018 House Vote: Republican	2%	(10)	80%	(502)	16%	(103)	3%	(16)	632
2018 House Vote: Someone else	5%	(4)	65%	(45)	29%	(20)	1%	(1)	69

Continued on next page

Table HR10_9: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Lady and the Tramp (1955)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(95)	68%	(1486)	23%	(510)	5%	(109)	2200
2016 Vote: Hillary Clinton	6%	(46)	66%	(471)	25%	(179)	2%	(16)	711
2016 Vote: Donald Trump	3%	(19)	80%	(543)	15%	(103)	2%	(16)	680
2016 Vote: Other	2%	(3)	67%	(95)	29%	(41)	1%	(2)	141
2016 Vote: Didn't Vote	4%	(27)	57%	(377)	28%	(187)	11%	(76)	667
Voted in 2014: Yes	5%	(61)	72%	(926)	21%	(270)	2%	(21)	1277
Voted in 2014: No	4%	(34)	61%	(560)	26%	(240)	10%	(89)	923
2012 Vote: Barack Obama	4%	(36)	70%	(591)	23%	(197)	2%	(20)	844
2012 Vote: Mitt Romney	2%	(9)	80%	(388)	17%	(82)	1%	(6)	485
2012 Vote: Other	1%	(1)	73%	(60)	23%	(19)	3%	(2)	82
2012 Vote: Didn't Vote	6%	(49)	57%	(445)	27%	(208)	10%	(80)	782
4-Region: Northeast	6%	(24)	64%	(252)	25%	(100)	5%	(18)	394
4-Region: Midwest	3%	(14)	70%	(321)	24%	(112)	3%	(15)	462
4-Region: South	4%	(31)	68%	(562)	22%	(185)	6%	(46)	824
4-Region: West	5%	(26)	67%	(350)	22%	(114)	6%	(30)	520
Watch TV: Every day	5%	(51)	71%	(788)	22%	(242)	3%	(34)	1115
Watch TV: Several times per week	3%	(17)	70%	(355)	24%	(123)	3%	(16)	511
Watch TV: About once per week	11%	(18)	63%	(104)	20%	(33)	6%	(10)	165
Watch TV: Several times per month	3%	(3)	67%	(65)	22%	(22)	7%	(7)	97
Watch TV: Less often than once per month	1%	(1)	55%	(51)	28%	(26)	15%	(14)	93
Watch TV: Never	1%	(2)	56%	(102)	29%	(53)	13%	(23)	181

Continued on next page

Table HR10_9: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Lady and the Tramp (1955)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(95)	68%	(1486)	23%	(510)	5%	(109)	2200
Watch Movies: Every day	7%	(27)	70%	(283)	19%	(75)	4%	(17)	402
Watch Movies: Several times per week	4%	(28)	72%	(443)	21%	(129)	3%	(17)	618
Watch Movies: About once per week	3%	(12)	69%	(240)	25%	(86)	3%	(10)	348
Watch Movies: Several times per month	4%	(11)	68%	(196)	23%	(67)	5%	(14)	287
Watch Movies: About once per month	6%	(12)	61%	(115)	25%	(48)	7%	(14)	189
Watch Movies: Less often than once per month	1%	(2)	63%	(102)	29%	(48)	6%	(10)	162
Watch Movies: Never	2%	(4)	55%	(106)	30%	(57)	14%	(27)	194
Watch Sporting Events: Every day	12%	(13)	64%	(70)	16%	(18)	8%	(8)	109
Watch Sporting Events: Several times per week	7%	(19)	68%	(197)	21%	(61)	4%	(10)	288
Watch Sporting Events: About once per week	6%	(14)	69%	(167)	19%	(45)	6%	(15)	240
Watch Sporting Events: Several times per month	7%	(16)	66%	(148)	24%	(53)	3%	(7)	225
Watch Sporting Events: About once per month	—	(1)	68%	(97)	26%	(37)	6%	(9)	144
Watch Sporting Events: Less often than once per month	5%	(19)	70%	(279)	24%	(96)	2%	(7)	400
Watch Sporting Events: Never	2%	(12)	67%	(527)	25%	(201)	7%	(52)	793
Cable TV: Currently subscribe	4%	(44)	68%	(702)	23%	(232)	5%	(48)	1026
Cable TV: Subscribed in past	4%	(29)	71%	(499)	22%	(152)	4%	(26)	706
Cable TV: Never subscribed	5%	(22)	61%	(285)	27%	(125)	8%	(35)	468
Satellite TV: Currently subscribe	4%	(21)	67%	(314)	22%	(105)	6%	(29)	469
Satellite TV: Subscribed in past	5%	(32)	70%	(435)	21%	(129)	5%	(30)	626
Satellite TV: Never subscribed	4%	(42)	67%	(736)	25%	(277)	5%	(51)	1106
Streaming Services: Currently subscribe	4%	(48)	71%	(968)	22%	(301)	4%	(54)	1372
Streaming Services: Subscribed in past	11%	(22)	57%	(109)	26%	(50)	6%	(11)	192
Streaming Services: Never subscribed	4%	(24)	64%	(408)	25%	(159)	7%	(44)	636
Film: An avid fan	6%	(46)	72%	(525)	18%	(129)	4%	(28)	728
Film: A casual fan	3%	(35)	67%	(795)	26%	(307)	5%	(56)	1193
Film: Not a fan	5%	(13)	60%	(167)	26%	(74)	9%	(25)	280

Continued on next page

Table HR10_9: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Lady and the Tramp (1955)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(95)	68%	(1486)	23%	(510)	5%	(109)	2200
Television: An avid fan	4%	(42)	74%	(762)	19%	(194)	4%	(38)	1035
Television: A casual fan	4%	(39)	65%	(651)	26%	(261)	5%	(45)	995
Television: Not a fan	8%	(14)	43%	(74)	33%	(55)	16%	(27)	170
Music: An avid fan	5%	(55)	69%	(737)	21%	(223)	5%	(55)	1070
Music: A casual fan	2%	(24)	69%	(684)	25%	(243)	3%	(33)	985
Music: Not a fan	11%	(15)	45%	(65)	30%	(43)	14%	(21)	144
Fashion: An avid fan	6%	(19)	58%	(196)	26%	(88)	10%	(32)	336
Fashion: A casual fan	4%	(35)	69%	(617)	23%	(205)	4%	(35)	892
Fashion: Not a fan	4%	(40)	69%	(673)	22%	(217)	4%	(43)	973

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

Table HR10_10: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
White Christmas (1942)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	3%	(74)	60%	(1312)	24%	(519)	13%	(295)	2200
Gender: Male	4%	(47)	56%	(591)	25%	(266)	15%	(158)	1062
Gender: Female	2%	(26)	63%	(722)	22%	(253)	12%	(137)	1138
Age: 18-34	6%	(41)	37%	(242)	26%	(171)	31%	(201)	655
Age: 35-44	4%	(13)	54%	(193)	30%	(106)	13%	(45)	358
Age: 45-64	2%	(15)	70%	(525)	23%	(170)	5%	(41)	751
Age: 65+	1%	(4)	81%	(352)	16%	(72)	2%	(8)	436
GenZers: 1997-2012	7%	(19)	28%	(81)	26%	(77)	40%	(117)	294
Millennials: 1981-1996	5%	(27)	48%	(254)	28%	(149)	20%	(105)	535
GenXers: 1965-1980	3%	(18)	60%	(322)	26%	(141)	10%	(55)	536
Baby Boomers: 1946-1964	1%	(9)	78%	(583)	19%	(139)	2%	(16)	748
PID: Dem (no lean)	5%	(38)	56%	(460)	26%	(214)	14%	(114)	826
PID: Ind (no lean)	4%	(26)	52%	(362)	27%	(191)	17%	(121)	700
PID: Rep (no lean)	1%	(10)	73%	(490)	17%	(114)	9%	(60)	674
PID/Gender: Dem Men	6%	(21)	55%	(207)	25%	(95)	14%	(54)	377
PID/Gender: Dem Women	4%	(17)	56%	(253)	26%	(118)	13%	(61)	449
PID/Gender: Ind Men	5%	(20)	47%	(173)	30%	(112)	17%	(63)	369
PID/Gender: Ind Women	2%	(6)	57%	(189)	24%	(79)	17%	(57)	331
PID/Gender: Rep Men	2%	(6)	67%	(210)	19%	(59)	13%	(41)	316
PID/Gender: Rep Women	1%	(4)	78%	(280)	16%	(56)	5%	(20)	358
Ideo: Liberal (1-3)	5%	(36)	53%	(365)	27%	(187)	14%	(98)	686
Ideo: Moderate (4)	4%	(25)	63%	(382)	21%	(130)	12%	(71)	608
Ideo: Conservative (5-7)	1%	(9)	72%	(515)	19%	(134)	9%	(61)	720
Educ: < College	3%	(43)	59%	(885)	24%	(366)	14%	(218)	1512
Educ: Bachelors degree	4%	(17)	61%	(271)	23%	(101)	12%	(55)	444
Educ: Post-grad	5%	(13)	64%	(157)	21%	(52)	9%	(22)	244

Continued on next page

Table HR10_10: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
White Christmas (1942)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	3%	(74)	60%	(1312)	24%	(519)	13%	(295)	2200
Income: Under 50k	3%	(40)	56%	(680)	26%	(313)	15%	(180)	1213
Income: 50k-100k	3%	(20)	62%	(431)	23%	(158)	13%	(88)	698
Income: 100k+	5%	(13)	69%	(201)	16%	(47)	10%	(28)	289
Ethnicity: White	2%	(37)	65%	(1127)	21%	(370)	11%	(187)	1722
Ethnicity: Hispanic	4%	(13)	46%	(161)	29%	(100)	21%	(75)	349
Ethnicity: Afr. Am.	11%	(29)	38%	(103)	35%	(95)	17%	(47)	274
Ethnicity: Other	4%	(7)	40%	(82)	26%	(54)	30%	(61)	204
All Christian	3%	(35)	69%	(757)	19%	(209)	8%	(89)	1090
All Non-Christian	5%	(5)	47%	(49)	31%	(32)	18%	(19)	106
Atheist	2%	(3)	44%	(53)	39%	(47)	14%	(17)	121
Agnostic/Nothing in particular	3%	(31)	51%	(452)	26%	(230)	19%	(170)	883
Religious Non-Protestant/Catholic	5%	(6)	49%	(64)	30%	(40)	16%	(22)	132
Evangelical	4%	(20)	66%	(377)	21%	(122)	9%	(51)	571
Non-Evangelical	3%	(26)	66%	(541)	19%	(157)	12%	(102)	826
Community: Urban	7%	(39)	53%	(303)	23%	(132)	17%	(100)	574
Community: Suburban	2%	(21)	62%	(641)	24%	(247)	12%	(125)	1033
Community: Rural	2%	(14)	62%	(369)	23%	(139)	12%	(71)	593
Employ: Private Sector	5%	(32)	62%	(423)	21%	(146)	12%	(79)	679
Employ: Government	3%	(4)	61%	(77)	18%	(22)	18%	(22)	126
Employ: Self-Employed	5%	(9)	59%	(106)	26%	(47)	10%	(19)	181
Employ: Homemaker	4%	(5)	56%	(67)	25%	(30)	15%	(18)	121
Employ: Retired	2%	(9)	76%	(394)	20%	(103)	2%	(11)	517
Employ: Unemployed	3%	(9)	43%	(136)	32%	(101)	22%	(68)	313
Employ: Other	—	(0)	48%	(58)	30%	(36)	22%	(26)	120
Military HH: Yes	4%	(14)	70%	(270)	19%	(72)	7%	(28)	384
Military HH: No	3%	(60)	57%	(1043)	25%	(447)	15%	(267)	1816

Continued on next page

Table HR10_10: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
White Christmas (1942)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	3%	(74)	60%	(1312)	24%	(519)	13%	(295)	2200
RD/WT: Right Direction	2%	(15)	65%	(408)	20%	(123)	13%	(84)	629
RD/WT: Wrong Track	4%	(59)	58%	(904)	25%	(396)	13%	(212)	1571
Trump Job Approve	2%	(15)	71%	(585)	18%	(146)	10%	(83)	828
Trump Job Disapprove	5%	(59)	54%	(708)	26%	(340)	15%	(196)	1304
Trump Job Strongly Approve	1%	(6)	74%	(347)	16%	(73)	9%	(41)	467
Trump Job Somewhat Approve	2%	(9)	66%	(238)	20%	(72)	12%	(42)	361
Trump Job Somewhat Disapprove	6%	(16)	53%	(148)	20%	(56)	22%	(62)	282
Trump Job Strongly Disapprove	4%	(42)	55%	(560)	28%	(285)	13%	(135)	1022
Favorable of Trump	2%	(13)	72%	(597)	17%	(140)	9%	(76)	826
Unfavorable of Trump	5%	(60)	54%	(686)	26%	(335)	15%	(189)	1269
Very Favorable of Trump	2%	(8)	78%	(365)	13%	(62)	8%	(35)	471
Somewhat Favorable of Trump	1%	(5)	65%	(232)	22%	(78)	11%	(41)	355
Somewhat Unfavorable of Trump	8%	(16)	51%	(102)	22%	(45)	18%	(35)	199
Very Unfavorable of Trump	4%	(44)	55%	(584)	27%	(290)	14%	(153)	1071
#1 Issue: Economy	4%	(25)	59%	(414)	23%	(164)	14%	(97)	700
#1 Issue: Security	4%	(12)	66%	(176)	21%	(56)	9%	(24)	268
#1 Issue: Health Care	3%	(13)	60%	(245)	26%	(103)	11%	(44)	405
#1 Issue: Medicare / Social Security	2%	(7)	74%	(236)	21%	(66)	3%	(10)	320
#1 Issue: Women's Issues	3%	(3)	48%	(47)	23%	(22)	25%	(25)	97
#1 Issue: Education	2%	(2)	44%	(59)	20%	(26)	35%	(48)	135
#1 Issue: Energy	3%	(3)	45%	(45)	26%	(26)	25%	(25)	99
#1 Issue: Other	5%	(8)	51%	(91)	30%	(54)	13%	(24)	176
2018 House Vote: Democrat	5%	(35)	62%	(483)	25%	(199)	9%	(67)	784
2018 House Vote: Republican	2%	(11)	77%	(486)	15%	(95)	6%	(40)	632
2018 House Vote: Someone else	4%	(3)	55%	(38)	27%	(19)	14%	(10)	69

Continued on next page

Table HR10_10: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
White Christmas (1942)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	3%	(74)	60%	(1312)	24%	(519)	13%	(295)	2200
2016 Vote: Hillary Clinton	5%	(36)	61%	(433)	26%	(186)	8%	(57)	711
2016 Vote: Donald Trump	1%	(9)	78%	(531)	15%	(102)	6%	(38)	680
2016 Vote: Other	2%	(3)	63%	(89)	25%	(35)	10%	(15)	141
2016 Vote: Didn't Vote	4%	(25)	39%	(259)	29%	(197)	28%	(186)	667
Voted in 2014: Yes	3%	(41)	71%	(903)	21%	(266)	5%	(68)	1277
Voted in 2014: No	4%	(33)	44%	(409)	27%	(253)	25%	(228)	923
2012 Vote: Barack Obama	4%	(32)	64%	(537)	24%	(204)	8%	(71)	844
2012 Vote: Mitt Romney	1%	(6)	80%	(389)	16%	(77)	3%	(13)	485
2012 Vote: Other	1%	(1)	65%	(53)	24%	(20)	10%	(8)	82
2012 Vote: Didn't Vote	5%	(35)	42%	(328)	28%	(217)	26%	(203)	782
4-Region: Northeast	6%	(24)	61%	(239)	21%	(83)	12%	(48)	394
4-Region: Midwest	2%	(10)	65%	(300)	23%	(106)	10%	(46)	462
4-Region: South	2%	(19)	60%	(492)	24%	(194)	14%	(119)	824
4-Region: West	4%	(21)	54%	(281)	26%	(136)	16%	(83)	520
Watch TV: Every day	4%	(48)	65%	(722)	22%	(241)	9%	(104)	1115
Watch TV: Several times per week	2%	(13)	58%	(294)	25%	(127)	15%	(77)	511
Watch TV: About once per week	2%	(3)	50%	(82)	25%	(41)	23%	(38)	165
Watch TV: Several times per month	5%	(5)	63%	(61)	21%	(20)	11%	(11)	97
Watch TV: Less often than once per month	2%	(1)	43%	(40)	29%	(27)	26%	(24)	93
Watch TV: Never	1%	(2)	52%	(93)	29%	(53)	18%	(33)	181

Continued on next page

Table HR10_10: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
White Christmas (1942)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	3%	(74)	60%	(1312)	24%	(519)	13%	(295)	2200
Watch Movies: Every day	7%	(29)	60%	(241)	21%	(85)	12%	(47)	402
Watch Movies: Several times per week	3%	(18)	62%	(383)	22%	(134)	13%	(82)	618
Watch Movies: About once per week	3%	(10)	60%	(210)	22%	(78)	14%	(50)	348
Watch Movies: Several times per month	3%	(9)	61%	(175)	24%	(70)	11%	(32)	287
Watch Movies: About once per month	2%	(4)	53%	(101)	29%	(56)	15%	(29)	189
Watch Movies: Less often than once per month	1%	(1)	57%	(92)	27%	(44)	15%	(24)	162
Watch Movies: Never	1%	(2)	57%	(110)	27%	(52)	16%	(30)	194
Watch Sporting Events: Every day	9%	(10)	68%	(74)	13%	(14)	10%	(11)	109
Watch Sporting Events: Several times per week	5%	(16)	62%	(180)	24%	(70)	8%	(22)	288
Watch Sporting Events: About once per week	5%	(12)	66%	(159)	17%	(40)	12%	(30)	240
Watch Sporting Events: Several times per month	4%	(8)	60%	(136)	24%	(54)	12%	(26)	225
Watch Sporting Events: About once per month	2%	(3)	54%	(78)	29%	(41)	15%	(21)	144
Watch Sporting Events: Less often than once per month	3%	(12)	60%	(241)	25%	(100)	12%	(47)	400
Watch Sporting Events: Never	2%	(12)	56%	(444)	25%	(198)	17%	(138)	793
Cable TV: Currently subscribe	4%	(39)	62%	(633)	23%	(232)	12%	(122)	1026
Cable TV: Subscribed in past	3%	(20)	60%	(425)	24%	(173)	12%	(88)	706
Cable TV: Never subscribed	3%	(14)	54%	(254)	24%	(114)	18%	(85)	468
Satellite TV: Currently subscribe	4%	(18)	59%	(275)	23%	(105)	15%	(70)	469
Satellite TV: Subscribed in past	4%	(22)	59%	(366)	25%	(155)	13%	(82)	626
Satellite TV: Never subscribed	3%	(33)	61%	(671)	23%	(258)	13%	(143)	1106
Streaming Services: Currently subscribe	4%	(53)	60%	(822)	23%	(313)	13%	(184)	1372
Streaming Services: Subscribed in past	5%	(9)	53%	(101)	27%	(52)	16%	(30)	192
Streaming Services: Never subscribed	2%	(12)	61%	(389)	24%	(153)	13%	(82)	636
Film: An avid fan	5%	(35)	64%	(466)	20%	(149)	11%	(78)	728
Film: A casual fan	3%	(33)	58%	(690)	25%	(295)	15%	(174)	1193
Film: Not a fan	2%	(5)	56%	(156)	27%	(75)	15%	(43)	280

Continued on next page

Table HR10_10: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
White Christmas (1942)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	3%	(74)	60%	(1312)	24%	(519)	13%	(295)	2200
Television: An avid fan	3%	(35)	67%	(694)	21%	(219)	8%	(88)	1035
Television: A casual fan	4%	(35)	55%	(545)	25%	(254)	16%	(161)	995
Television: Not a fan	2%	(3)	43%	(73)	27%	(46)	28%	(47)	170
Music: An avid fan	4%	(44)	59%	(630)	23%	(249)	14%	(147)	1070
Music: A casual fan	3%	(25)	62%	(608)	24%	(237)	12%	(116)	985
Music: Not a fan	3%	(4)	52%	(74)	23%	(33)	23%	(33)	144
Fashion: An avid fan	6%	(19)	51%	(172)	24%	(81)	19%	(63)	336
Fashion: A casual fan	4%	(40)	59%	(530)	23%	(201)	14%	(121)	892
Fashion: Not a fan	1%	(14)	63%	(610)	24%	(237)	11%	(111)	973

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

Table HR10_11: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Pocahontas (1995)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	6%	(130)	65%	(1429)	24%	(521)	5%	(121)	2200
Gender: Male	7%	(72)	59%	(625)	26%	(277)	8%	(86)	1062
Gender: Female	5%	(57)	71%	(803)	21%	(243)	3%	(34)	1138
Age: 18-34	10%	(67)	62%	(409)	19%	(127)	8%	(53)	655
Age: 35-44	6%	(20)	64%	(229)	24%	(86)	6%	(23)	358
Age: 45-64	4%	(31)	66%	(497)	26%	(193)	4%	(29)	751
Age: 65+	3%	(11)	67%	(294)	26%	(115)	4%	(16)	436
GenZers: 1997-2012	12%	(35)	60%	(175)	20%	(58)	9%	(26)	294
Millennials: 1981-1996	7%	(40)	64%	(343)	22%	(118)	6%	(34)	535
GenXers: 1965-1980	5%	(25)	65%	(349)	24%	(128)	6%	(33)	536
Baby Boomers: 1946-1964	4%	(27)	66%	(496)	27%	(202)	3%	(23)	748
PID: Dem (no lean)	10%	(86)	58%	(478)	28%	(231)	4%	(32)	826
PID: Ind (no lean)	5%	(32)	65%	(458)	23%	(162)	7%	(48)	700
PID: Rep (no lean)	2%	(13)	73%	(493)	19%	(127)	6%	(41)	674
PID/Gender: Dem Men	12%	(47)	54%	(204)	28%	(104)	6%	(22)	377
PID/Gender: Dem Women	9%	(39)	61%	(273)	28%	(127)	2%	(10)	449
PID/Gender: Ind Men	5%	(20)	58%	(215)	28%	(103)	9%	(32)	369
PID/Gender: Ind Women	4%	(12)	73%	(243)	18%	(60)	5%	(16)	331
PID/Gender: Rep Men	2%	(6)	65%	(206)	22%	(71)	10%	(33)	316
PID/Gender: Rep Women	2%	(6)	80%	(287)	16%	(56)	2%	(8)	358
Ideo: Liberal (1-3)	11%	(77)	58%	(397)	26%	(181)	4%	(31)	686
Ideo: Moderate (4)	5%	(33)	66%	(398)	24%	(147)	5%	(29)	608
Ideo: Conservative (5-7)	2%	(14)	75%	(538)	18%	(132)	5%	(36)	720
Educ: < College	5%	(79)	66%	(994)	24%	(356)	5%	(82)	1512
Educ: Bachelors degree	8%	(34)	62%	(274)	26%	(114)	5%	(22)	444
Educ: Post-grad	7%	(17)	66%	(160)	21%	(50)	7%	(17)	244

Continued on next page

Table HR10_11: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Pocahontas (1995)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	6%	(130)	65%	(1429)	24%	(521)	5%	(121)	2200
Income: Under 50k	6%	(69)	62%	(751)	26%	(312)	7%	(81)	1213
Income: 50k-100k	6%	(41)	67%	(469)	22%	(156)	5%	(32)	698
Income: 100k+	7%	(20)	72%	(208)	18%	(53)	3%	(8)	289
Ethnicity: White	4%	(76)	68%	(1168)	23%	(398)	5%	(80)	1722
Ethnicity: Hispanic	7%	(23)	62%	(216)	25%	(88)	6%	(22)	349
Ethnicity: Afr. Am.	14%	(37)	53%	(144)	28%	(76)	6%	(17)	274
Ethnicity: Other	8%	(16)	57%	(116)	23%	(47)	12%	(24)	204
All Christian	4%	(47)	71%	(779)	21%	(227)	3%	(37)	1090
All Non-Christian	8%	(8)	46%	(49)	27%	(28)	19%	(20)	106
Atheist	9%	(10)	53%	(64)	37%	(45)	2%	(2)	121
Agnostic/Nothing in particular	7%	(64)	61%	(537)	25%	(221)	7%	(61)	883
Religious Non-Protestant/Catholic	6%	(8)	51%	(67)	23%	(31)	20%	(26)	132
Evangelical	4%	(22)	72%	(412)	20%	(113)	4%	(23)	571
Non-Evangelical	5%	(42)	70%	(575)	22%	(180)	3%	(28)	826
Community: Urban	10%	(58)	58%	(330)	26%	(146)	7%	(39)	574
Community: Suburban	5%	(49)	68%	(706)	23%	(239)	4%	(39)	1033
Community: Rural	4%	(23)	66%	(392)	23%	(135)	7%	(43)	593
Employ: Private Sector	7%	(48)	67%	(452)	21%	(144)	5%	(34)	679
Employ: Government	9%	(11)	63%	(80)	18%	(22)	10%	(13)	126
Employ: Self-Employed	4%	(8)	65%	(118)	26%	(47)	4%	(8)	181
Employ: Homemaker	3%	(4)	75%	(91)	19%	(23)	3%	(4)	121
Employ: Retired	3%	(18)	67%	(348)	27%	(137)	3%	(14)	517
Employ: Unemployed	8%	(26)	55%	(171)	29%	(92)	8%	(24)	313
Employ: Other	2%	(2)	63%	(76)	29%	(35)	6%	(7)	120
Military HH: Yes	5%	(18)	69%	(263)	21%	(81)	6%	(21)	384
Military HH: No	6%	(112)	64%	(1165)	24%	(440)	5%	(99)	1816

Continued on next page

Table HR10_11: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Pocahontas (1995)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	6%	(130)	65%	(1429)	24%	(521)	5%	(121)	2200
RD/WT: Right Direction	3%	(18)	72%	(453)	17%	(109)	8%	(50)	629
RD/WT: Wrong Track	7%	(112)	62%	(976)	26%	(412)	5%	(71)	1571
Trump Job Approve	2%	(15)	75%	(620)	17%	(142)	6%	(52)	828
Trump Job Disapprove	9%	(113)	60%	(779)	27%	(355)	4%	(56)	1304
Trump Job Strongly Approve	2%	(7)	78%	(366)	14%	(67)	6%	(27)	467
Trump Job Somewhat Approve	2%	(8)	70%	(254)	21%	(75)	7%	(24)	361
Trump Job Somewhat Disapprove	7%	(20)	58%	(163)	28%	(80)	7%	(19)	282
Trump Job Strongly Disapprove	9%	(92)	60%	(617)	27%	(276)	4%	(37)	1022
Favorable of Trump	2%	(15)	75%	(618)	17%	(143)	6%	(50)	826
Unfavorable of Trump	9%	(112)	61%	(768)	27%	(344)	4%	(45)	1269
Very Favorable of Trump	2%	(9)	78%	(369)	14%	(66)	6%	(26)	471
Somewhat Favorable of Trump	2%	(6)	70%	(249)	21%	(76)	7%	(24)	355
Somewhat Unfavorable of Trump	5%	(11)	63%	(124)	27%	(54)	5%	(10)	199
Very Unfavorable of Trump	9%	(101)	60%	(644)	27%	(290)	3%	(36)	1071
#1 Issue: Economy	6%	(41)	63%	(441)	25%	(174)	6%	(44)	700
#1 Issue: Security	3%	(8)	73%	(195)	19%	(50)	6%	(16)	268
#1 Issue: Health Care	8%	(31)	63%	(254)	25%	(100)	5%	(20)	405
#1 Issue: Medicare / Social Security	2%	(8)	69%	(222)	23%	(72)	5%	(17)	320
#1 Issue: Women's Issues	14%	(13)	60%	(58)	23%	(22)	3%	(3)	97
#1 Issue: Education	7%	(9)	74%	(100)	15%	(20)	4%	(6)	135
#1 Issue: Energy	8%	(8)	63%	(63)	21%	(21)	8%	(8)	99
#1 Issue: Other	7%	(12)	54%	(95)	35%	(61)	4%	(8)	176
2018 House Vote: Democrat	10%	(78)	60%	(467)	28%	(218)	3%	(21)	784
2018 House Vote: Republican	2%	(11)	77%	(483)	16%	(100)	6%	(36)	632
2018 House Vote: Someone else	4%	(2)	63%	(44)	30%	(21)	3%	(2)	69

Continued on next page

Table HR10_11: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Pocahontas (1995)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	6%	(130)	65%	(1429)	24%	(521)	5%	(121)	2200
2016 Vote: Hillary Clinton	9%	(66)	59%	(416)	28%	(201)	4%	(28)	711
2016 Vote: Donald Trump	2%	(14)	76%	(520)	18%	(120)	4%	(28)	680
2016 Vote: Other	6%	(8)	66%	(93)	26%	(36)	3%	(4)	141
2016 Vote: Didn't Vote	6%	(42)	60%	(400)	25%	(164)	9%	(61)	667
Voted in 2014: Yes	6%	(74)	68%	(865)	23%	(298)	3%	(40)	1277
Voted in 2014: No	6%	(56)	61%	(563)	24%	(223)	9%	(81)	923
2012 Vote: Barack Obama	7%	(57)	64%	(538)	26%	(219)	4%	(30)	844
2012 Vote: Mitt Romney	2%	(9)	77%	(372)	18%	(86)	4%	(17)	485
2012 Vote: Other	3%	(3)	65%	(53)	32%	(26)	—	(0)	82
2012 Vote: Didn't Vote	8%	(61)	59%	(463)	24%	(185)	9%	(74)	782
4-Region: Northeast	8%	(30)	63%	(246)	24%	(96)	6%	(22)	394
4-Region: Midwest	4%	(20)	65%	(302)	26%	(118)	5%	(22)	462
4-Region: South	5%	(40)	68%	(562)	21%	(174)	6%	(49)	824
4-Region: West	8%	(39)	61%	(318)	26%	(134)	6%	(29)	520
Watch TV: Every day	6%	(69)	69%	(766)	22%	(249)	3%	(32)	1115
Watch TV: Several times per week	6%	(29)	67%	(341)	23%	(119)	4%	(22)	511
Watch TV: About once per week	11%	(19)	58%	(95)	23%	(38)	8%	(12)	165
Watch TV: Several times per month	6%	(6)	57%	(55)	26%	(25)	12%	(11)	97
Watch TV: Less often than once per month	2%	(2)	56%	(52)	30%	(27)	12%	(11)	93
Watch TV: Never	2%	(3)	54%	(98)	29%	(52)	16%	(28)	181

Continued on next page

Table HR10_11: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Pocahontas (1995)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	6%	(130)	65%	(1429)	24%	(521)	5%	(121)	2200
Watch Movies: Every day	7%	(27)	72%	(288)	18%	(71)	4%	(16)	402
Watch Movies: Several times per week	6%	(36)	70%	(432)	21%	(131)	3%	(20)	618
Watch Movies: About once per week	8%	(26)	64%	(222)	24%	(83)	5%	(16)	348
Watch Movies: Several times per month	5%	(15)	63%	(180)	28%	(81)	4%	(11)	287
Watch Movies: About once per month	8%	(14)	55%	(103)	29%	(55)	9%	(16)	189
Watch Movies: Less often than once per month	5%	(7)	60%	(97)	27%	(44)	8%	(14)	162
Watch Movies: Never	2%	(4)	55%	(106)	29%	(56)	15%	(29)	194
Watch Sporting Events: Every day	9%	(10)	71%	(78)	15%	(16)	5%	(5)	109
Watch Sporting Events: Several times per week	6%	(18)	70%	(203)	20%	(59)	3%	(8)	288
Watch Sporting Events: About once per week	9%	(22)	66%	(159)	19%	(46)	5%	(12)	240
Watch Sporting Events: Several times per month	5%	(10)	63%	(142)	25%	(55)	7%	(17)	225
Watch Sporting Events: About once per month	4%	(6)	58%	(84)	31%	(45)	7%	(9)	144
Watch Sporting Events: Less often than once per month	7%	(28)	64%	(257)	26%	(103)	3%	(13)	400
Watch Sporting Events: Never	4%	(35)	64%	(505)	25%	(197)	7%	(56)	793
Cable TV: Currently subscribe	6%	(58)	66%	(681)	23%	(236)	5%	(51)	1026
Cable TV: Subscribed in past	6%	(44)	65%	(462)	24%	(169)	4%	(31)	706
Cable TV: Never subscribed	6%	(27)	61%	(286)	25%	(116)	8%	(38)	468
Satellite TV: Currently subscribe	7%	(31)	69%	(325)	19%	(87)	6%	(26)	469
Satellite TV: Subscribed in past	7%	(41)	67%	(420)	22%	(137)	4%	(28)	626
Satellite TV: Never subscribed	5%	(58)	62%	(684)	27%	(297)	6%	(67)	1106
Streaming Services: Currently subscribe	7%	(90)	68%	(936)	21%	(294)	4%	(51)	1372
Streaming Services: Subscribed in past	7%	(14)	59%	(114)	25%	(49)	8%	(16)	192
Streaming Services: Never subscribed	4%	(25)	60%	(379)	28%	(178)	8%	(54)	636
Film: An avid fan	7%	(54)	70%	(508)	19%	(137)	4%	(29)	728
Film: A casual fan	5%	(63)	64%	(759)	26%	(313)	5%	(58)	1193
Film: Not a fan	5%	(13)	58%	(162)	25%	(71)	12%	(34)	280

Continued on next page

Table HR10_11: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Pocahontas (1995)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	6%	(130)	65%	(1429)	24%	(521)	5%	(121)	2200
Television: An avid fan	6%	(61)	70%	(728)	20%	(205)	4%	(41)	1035
Television: A casual fan	5%	(55)	63%	(626)	26%	(261)	5%	(54)	995
Television: Not a fan	8%	(14)	44%	(74)	32%	(55)	16%	(27)	170
Music: An avid fan	8%	(81)	68%	(730)	20%	(214)	4%	(46)	1070
Music: A casual fan	4%	(39)	64%	(633)	27%	(264)	5%	(49)	985
Music: Not a fan	7%	(10)	46%	(66)	30%	(43)	18%	(26)	144
Fashion: An avid fan	9%	(29)	61%	(203)	23%	(77)	8%	(26)	336
Fashion: A casual fan	6%	(52)	66%	(590)	24%	(211)	4%	(38)	892
Fashion: Not a fan	5%	(48)	65%	(636)	24%	(233)	6%	(56)	973

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

Table HR10_12: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Mulan (1998)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	3%	(76)	57%	(1247)	30%	(670)	9%	(206)	2200
Gender: Male	4%	(47)	51%	(546)	32%	(338)	12%	(131)	1062
Gender: Female	3%	(29)	62%	(702)	29%	(332)	7%	(76)	1138
Age: 18-34	6%	(37)	66%	(434)	21%	(140)	7%	(45)	655
Age: 35-44	5%	(19)	61%	(217)	28%	(99)	6%	(22)	358
Age: 45-64	2%	(15)	54%	(404)	35%	(263)	9%	(68)	751
Age: 65+	1%	(5)	44%	(192)	38%	(167)	16%	(71)	436
GenZers: 1997-2012	8%	(24)	64%	(187)	22%	(65)	6%	(18)	294
Millennials: 1981-1996	4%	(24)	65%	(347)	24%	(128)	7%	(36)	535
GenXers: 1965-1980	3%	(16)	57%	(305)	33%	(178)	7%	(37)	536
Baby Boomers: 1946-1964	2%	(13)	49%	(370)	36%	(270)	13%	(96)	748
PID: Dem (no lean)	5%	(42)	57%	(473)	31%	(255)	7%	(56)	826
PID: Ind (no lean)	3%	(22)	55%	(386)	32%	(222)	10%	(70)	700
PID: Rep (no lean)	2%	(12)	58%	(388)	29%	(193)	12%	(81)	674
PID/Gender: Dem Men	7%	(25)	54%	(205)	31%	(116)	8%	(31)	377
PID/Gender: Dem Women	4%	(16)	60%	(268)	31%	(139)	6%	(26)	449
PID/Gender: Ind Men	4%	(14)	50%	(184)	34%	(125)	13%	(47)	369
PID/Gender: Ind Women	3%	(8)	61%	(203)	29%	(97)	7%	(22)	331
PID/Gender: Rep Men	3%	(8)	50%	(157)	31%	(97)	17%	(53)	316
PID/Gender: Rep Women	1%	(4)	64%	(230)	27%	(96)	8%	(27)	358
Ideo: Liberal (1-3)	6%	(40)	55%	(380)	32%	(222)	7%	(45)	686
Ideo: Moderate (4)	3%	(18)	60%	(362)	29%	(174)	9%	(53)	608
Ideo: Conservative (5-7)	2%	(16)	58%	(420)	28%	(202)	11%	(82)	720
Educ: < College	4%	(54)	56%	(846)	31%	(462)	10%	(150)	1512
Educ: Bachelors degree	2%	(11)	59%	(262)	31%	(138)	7%	(33)	444
Educ: Post-grad	4%	(11)	57%	(139)	29%	(71)	10%	(23)	244

Continued on next page

Table HR10_12: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Mulan (1998)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	3%	(76)	57%	(1247)	30%	(670)	9%	(206)	2200
Income: Under 50k	4%	(48)	53%	(639)	32%	(394)	11%	(133)	1213
Income: 50k-100k	2%	(17)	60%	(421)	29%	(203)	8%	(58)	698
Income: 100k+	4%	(12)	65%	(188)	25%	(74)	5%	(16)	289
Ethnicity: White	3%	(45)	58%	(992)	30%	(519)	10%	(166)	1722
Ethnicity: Hispanic	6%	(21)	61%	(215)	28%	(99)	4%	(14)	349
Ethnicity: Afr. Am.	9%	(24)	46%	(126)	37%	(101)	9%	(23)	274
Ethnicity: Other	4%	(8)	63%	(129)	25%	(51)	8%	(17)	204
All Christian	2%	(25)	59%	(644)	30%	(329)	8%	(92)	1090
All Non-Christian	5%	(6)	46%	(48)	28%	(29)	21%	(23)	106
Atheist	4%	(5)	56%	(68)	35%	(42)	4%	(5)	121
Agnostic/Nothing in particular	5%	(40)	55%	(487)	30%	(269)	10%	(87)	883
Religious Non-Protestant/Catholic	4%	(6)	49%	(65)	27%	(36)	20%	(26)	132
Evangelical	3%	(18)	59%	(335)	29%	(164)	9%	(53)	571
Non-Evangelical	2%	(16)	58%	(480)	31%	(260)	9%	(70)	826
Community: Urban	5%	(27)	54%	(312)	32%	(183)	9%	(52)	574
Community: Suburban	3%	(30)	59%	(608)	30%	(312)	8%	(83)	1033
Community: Rural	3%	(19)	55%	(328)	29%	(175)	12%	(72)	593
Employ: Private Sector	4%	(30)	61%	(411)	27%	(184)	8%	(53)	679
Employ: Government	4%	(5)	61%	(77)	28%	(36)	6%	(8)	126
Employ: Self-Employed	5%	(8)	65%	(117)	25%	(46)	5%	(10)	181
Employ: Homemaker	2%	(2)	68%	(82)	26%	(32)	4%	(5)	121
Employ: Retired	2%	(10)	45%	(233)	39%	(200)	14%	(74)	517
Employ: Unemployed	3%	(8)	58%	(182)	31%	(99)	8%	(25)	313
Employ: Other	—	(0)	49%	(59)	36%	(43)	15%	(18)	120
Military HH: Yes	6%	(21)	53%	(204)	32%	(123)	9%	(35)	384
Military HH: No	3%	(55)	57%	(1043)	30%	(547)	9%	(171)	1816

Continued on next page

Table HR10_12: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Mulan (1998)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	3%	(76)	57%	(1247)	30%	(670)	9%	(206)	2200
RD/WT: Right Direction	3%	(16)	59%	(374)	27%	(170)	11%	(69)	629
RD/WT: Wrong Track	4%	(60)	56%	(873)	32%	(500)	9%	(137)	1571
Trump Job Approve	3%	(22)	57%	(475)	27%	(224)	13%	(106)	828
Trump Job Disapprove	4%	(54)	57%	(742)	32%	(419)	7%	(89)	1304
Trump Job Strongly Approve	3%	(13)	60%	(279)	25%	(119)	12%	(56)	467
Trump Job Somewhat Approve	3%	(9)	54%	(196)	29%	(105)	14%	(50)	361
Trump Job Somewhat Disapprove	3%	(7)	60%	(168)	30%	(85)	8%	(22)	282
Trump Job Strongly Disapprove	5%	(47)	56%	(574)	33%	(334)	7%	(67)	1022
Favorable of Trump	2%	(18)	58%	(482)	28%	(229)	12%	(98)	826
Unfavorable of Trump	4%	(56)	57%	(722)	32%	(405)	7%	(86)	1269
Very Favorable of Trump	1%	(7)	60%	(284)	27%	(126)	11%	(54)	471
Somewhat Favorable of Trump	3%	(11)	56%	(197)	29%	(103)	13%	(45)	355
Somewhat Unfavorable of Trump	3%	(7)	59%	(116)	30%	(60)	8%	(15)	199
Very Unfavorable of Trump	5%	(49)	57%	(606)	32%	(345)	7%	(71)	1071
#1 Issue: Economy	3%	(24)	60%	(419)	29%	(201)	8%	(56)	700
#1 Issue: Security	2%	(5)	56%	(151)	32%	(87)	9%	(25)	268
#1 Issue: Health Care	4%	(16)	57%	(229)	32%	(129)	8%	(31)	405
#1 Issue: Medicare / Social Security	2%	(5)	50%	(160)	33%	(105)	16%	(50)	320
#1 Issue: Women's Issues	11%	(11)	61%	(59)	22%	(21)	6%	(6)	97
#1 Issue: Education	2%	(3)	69%	(94)	22%	(29)	7%	(10)	135
#1 Issue: Energy	7%	(7)	53%	(52)	28%	(28)	12%	(12)	99
#1 Issue: Other	3%	(5)	47%	(83)	40%	(70)	10%	(18)	176
2018 House Vote: Democrat	4%	(33)	58%	(458)	31%	(245)	6%	(49)	784
2018 House Vote: Republican	3%	(17)	58%	(365)	28%	(179)	11%	(71)	632
2018 House Vote: Someone else	3%	(2)	57%	(39)	30%	(21)	10%	(7)	69

Continued on next page

Table HR10_12: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Mulan (1998)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	3%	(76)	57%	(1247)	30%	(670)	9%	(206)	2200
2016 Vote: Hillary Clinton	5%	(33)	57%	(405)	32%	(226)	7%	(47)	711
2016 Vote: Donald Trump	2%	(13)	59%	(400)	29%	(196)	11%	(72)	680
2016 Vote: Other	3%	(5)	54%	(76)	35%	(49)	8%	(11)	141
2016 Vote: Didn't Vote	4%	(26)	55%	(366)	30%	(199)	12%	(77)	667
Voted in 2014: Yes	3%	(43)	56%	(721)	32%	(409)	8%	(104)	1277
Voted in 2014: No	4%	(33)	57%	(526)	28%	(261)	11%	(102)	923
2012 Vote: Barack Obama	3%	(29)	56%	(469)	34%	(285)	7%	(60)	844
2012 Vote: Mitt Romney	2%	(12)	58%	(281)	29%	(140)	11%	(52)	485
2012 Vote: Other	1%	(1)	44%	(36)	42%	(35)	13%	(11)	82
2012 Vote: Didn't Vote	4%	(34)	58%	(456)	27%	(209)	11%	(83)	782
4-Region: Northeast	5%	(21)	53%	(209)	32%	(127)	9%	(37)	394
4-Region: Midwest	3%	(13)	55%	(253)	32%	(147)	11%	(49)	462
4-Region: South	3%	(26)	57%	(471)	30%	(244)	10%	(82)	824
4-Region: West	3%	(17)	60%	(314)	29%	(151)	7%	(38)	520
Watch TV: Every day	3%	(35)	60%	(664)	30%	(337)	7%	(80)	1115
Watch TV: Several times per week	3%	(18)	62%	(318)	28%	(141)	7%	(35)	511
Watch TV: About once per week	6%	(10)	49%	(81)	38%	(63)	6%	(11)	165
Watch TV: Several times per month	7%	(7)	57%	(55)	27%	(26)	9%	(9)	97
Watch TV: Less often than once per month	2%	(2)	42%	(39)	33%	(30)	24%	(22)	93
Watch TV: Never	2%	(3)	40%	(73)	34%	(62)	24%	(43)	181

Continued on next page

Table HR10_12: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Mulan (1998)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	3%	(76)	57%	(1247)	30%	(670)	9%	(206)	2200
Watch Movies: Every day	4%	(18)	66%	(267)	24%	(97)	5%	(21)	402
Watch Movies: Several times per week	3%	(16)	61%	(377)	31%	(189)	6%	(35)	618
Watch Movies: About once per week	5%	(18)	54%	(188)	33%	(114)	8%	(28)	348
Watch Movies: Several times per month	3%	(10)	58%	(167)	30%	(86)	8%	(24)	287
Watch Movies: About once per month	2%	(3)	54%	(101)	34%	(64)	11%	(21)	189
Watch Movies: Less often than once per month	4%	(6)	44%	(70)	39%	(62)	14%	(23)	162
Watch Movies: Never	3%	(6)	39%	(76)	30%	(58)	28%	(55)	194
Watch Sporting Events: Every day	5%	(6)	65%	(71)	21%	(23)	9%	(10)	109
Watch Sporting Events: Several times per week	4%	(12)	62%	(177)	28%	(82)	6%	(17)	288
Watch Sporting Events: About once per week	5%	(12)	61%	(146)	27%	(65)	7%	(18)	240
Watch Sporting Events: Several times per month	4%	(9)	56%	(126)	30%	(68)	10%	(22)	225
Watch Sporting Events: About once per month	6%	(9)	50%	(72)	34%	(50)	9%	(14)	144
Watch Sporting Events: Less often than once per month	4%	(14)	56%	(223)	35%	(139)	6%	(25)	400
Watch Sporting Events: Never	2%	(14)	55%	(432)	31%	(244)	13%	(102)	793
Cable TV: Currently subscribe	3%	(29)	56%	(577)	32%	(331)	9%	(89)	1026
Cable TV: Subscribed in past	4%	(29)	59%	(414)	29%	(204)	8%	(60)	706
Cable TV: Never subscribed	4%	(18)	55%	(257)	29%	(135)	12%	(57)	468
Satellite TV: Currently subscribe	3%	(16)	58%	(270)	30%	(140)	9%	(42)	469
Satellite TV: Subscribed in past	5%	(30)	59%	(367)	27%	(169)	9%	(59)	626
Satellite TV: Never subscribed	3%	(30)	55%	(611)	33%	(361)	9%	(105)	1106
Streaming Services: Currently subscribe	3%	(40)	63%	(863)	28%	(388)	6%	(81)	1372
Streaming Services: Subscribed in past	10%	(18)	55%	(107)	25%	(48)	10%	(20)	192
Streaming Services: Never subscribed	3%	(17)	44%	(278)	37%	(234)	17%	(106)	636
Film: An avid fan	4%	(31)	66%	(479)	25%	(179)	5%	(39)	728
Film: A casual fan	3%	(30)	55%	(654)	33%	(396)	9%	(113)	1193
Film: Not a fan	5%	(15)	41%	(114)	34%	(95)	20%	(55)	280

Continued on next page

Table HR10_12: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Mulan (1998)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	3%	(76)	57%	(1247)	30%	(670)	9%	(206)	2200
Television: An avid fan	3%	(36)	61%	(637)	28%	(290)	7%	(73)	1035
Television: A casual fan	3%	(28)	55%	(550)	32%	(321)	10%	(97)	995
Television: Not a fan	7%	(13)	36%	(61)	35%	(60)	21%	(36)	170
Music: An avid fan	4%	(46)	61%	(648)	29%	(313)	6%	(64)	1070
Music: A casual fan	2%	(21)	55%	(542)	32%	(315)	11%	(107)	985
Music: Not a fan	6%	(9)	40%	(57)	29%	(42)	25%	(36)	144
Fashion: An avid fan	5%	(18)	60%	(201)	27%	(92)	7%	(25)	336
Fashion: A casual fan	3%	(30)	59%	(523)	32%	(284)	6%	(55)	892
Fashion: Not a fan	3%	(28)	54%	(524)	30%	(294)	13%	(127)	973

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

Table HR10_13: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Breakfast at Tiffany's (1961)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(86)	56%	(1227)	29%	(631)	12%	(256)	2200
Gender: Male	5%	(53)	53%	(560)	28%	(302)	14%	(147)	1062
Gender: Female	3%	(33)	59%	(667)	29%	(330)	10%	(109)	1138
Age: 18-34	6%	(41)	38%	(250)	31%	(204)	24%	(160)	655
Age: 35-44	5%	(19)	53%	(190)	29%	(103)	13%	(46)	358
Age: 45-64	2%	(14)	64%	(480)	29%	(215)	5%	(41)	751
Age: 65+	3%	(12)	70%	(306)	25%	(109)	2%	(10)	436
GenZers: 1997-2012	5%	(14)	30%	(89)	34%	(100)	31%	(91)	294
Millennials: 1981-1996	7%	(37)	47%	(250)	29%	(157)	17%	(91)	535
GenXers: 1965-1980	3%	(16)	58%	(312)	30%	(162)	9%	(46)	536
Baby Boomers: 1946-1964	2%	(17)	68%	(509)	26%	(194)	4%	(27)	748
PID: Dem (no lean)	6%	(51)	53%	(439)	29%	(239)	12%	(97)	826
PID: Ind (no lean)	4%	(25)	49%	(345)	33%	(229)	14%	(101)	700
PID: Rep (no lean)	2%	(10)	66%	(443)	24%	(163)	9%	(58)	674
PID/Gender: Dem Men	8%	(29)	51%	(192)	27%	(102)	15%	(55)	377
PID/Gender: Dem Women	5%	(22)	55%	(247)	31%	(138)	9%	(42)	449
PID/Gender: Ind Men	4%	(15)	47%	(175)	33%	(121)	16%	(58)	369
PID/Gender: Ind Women	3%	(10)	51%	(170)	33%	(108)	13%	(43)	331
PID/Gender: Rep Men	3%	(9)	61%	(193)	25%	(79)	11%	(35)	316
PID/Gender: Rep Women	—	(1)	70%	(251)	23%	(84)	6%	(23)	358
Ideo: Liberal (1-3)	6%	(40)	52%	(356)	32%	(222)	10%	(67)	686
Ideo: Moderate (4)	4%	(22)	58%	(350)	28%	(171)	11%	(66)	608
Ideo: Conservative (5-7)	3%	(20)	65%	(468)	23%	(169)	9%	(62)	720
Educ: < College	4%	(57)	53%	(800)	30%	(454)	13%	(200)	1512
Educ: Bachelors degree	4%	(17)	61%	(271)	28%	(123)	7%	(33)	444
Educ: Post-grad	5%	(12)	64%	(156)	22%	(54)	9%	(23)	244

Continued on next page

Table HR10_13: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Breakfast at Tiffany's (1961)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(86)	56%	(1227)	29%	(631)	12%	(256)	2200
Income: Under 50k	5%	(55)	50%	(604)	32%	(390)	14%	(165)	1213
Income: 50k-100k	3%	(18)	62%	(435)	25%	(177)	10%	(67)	698
Income: 100k+	5%	(13)	65%	(188)	22%	(64)	8%	(24)	289
Ethnicity: White	3%	(56)	61%	(1049)	27%	(471)	8%	(145)	1722
Ethnicity: Hispanic	8%	(27)	47%	(163)	28%	(98)	17%	(60)	349
Ethnicity: Afr. Am.	7%	(19)	34%	(92)	37%	(101)	22%	(61)	274
Ethnicity: Other	5%	(10)	42%	(85)	29%	(59)	24%	(50)	204
All Christian	3%	(38)	64%	(703)	25%	(270)	7%	(79)	1090
All Non-Christian	5%	(5)	56%	(59)	27%	(28)	13%	(14)	106
Atheist	4%	(5)	44%	(53)	42%	(50)	10%	(12)	121
Agnostic/Nothing in particular	4%	(38)	47%	(412)	32%	(283)	17%	(151)	883
Religious Non-Protestant/Catholic	4%	(6)	56%	(74)	27%	(36)	13%	(17)	132
Evangelical	3%	(18)	58%	(331)	28%	(162)	10%	(59)	571
Non-Evangelical	4%	(29)	61%	(501)	27%	(221)	9%	(74)	826
Community: Urban	8%	(45)	46%	(264)	32%	(182)	14%	(83)	574
Community: Suburban	3%	(27)	62%	(640)	27%	(279)	8%	(88)	1033
Community: Rural	2%	(14)	54%	(322)	29%	(171)	14%	(85)	593
Employ: Private Sector	5%	(35)	60%	(408)	26%	(174)	9%	(62)	679
Employ: Government	6%	(7)	55%	(69)	26%	(32)	14%	(18)	126
Employ: Self-Employed	3%	(6)	58%	(105)	29%	(53)	9%	(17)	181
Employ: Homemaker	1%	(1)	53%	(64)	30%	(36)	17%	(20)	121
Employ: Retired	3%	(14)	65%	(336)	29%	(151)	3%	(16)	517
Employ: Unemployed	4%	(13)	45%	(142)	35%	(111)	15%	(48)	313
Employ: Other	1%	(1)	44%	(53)	32%	(39)	23%	(27)	120
Military HH: Yes	3%	(12)	65%	(250)	24%	(90)	8%	(31)	384
Military HH: No	4%	(74)	54%	(976)	30%	(541)	12%	(225)	1816

Continued on next page

Table HR10_13: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Breakfast at Tiffany's (1961)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(86)	56%	(1227)	29%	(631)	12%	(256)	2200
RD/WT: Right Direction	3%	(17)	62%	(393)	24%	(148)	11%	(72)	629
RD/WT: Wrong Track	4%	(69)	53%	(834)	31%	(483)	12%	(185)	1571
Trump Job Approve	2%	(13)	65%	(538)	23%	(193)	10%	(84)	828
Trump Job Disapprove	6%	(73)	51%	(668)	31%	(406)	12%	(156)	1304
Trump Job Strongly Approve	1%	(5)	67%	(313)	22%	(105)	9%	(44)	467
Trump Job Somewhat Approve	2%	(8)	62%	(224)	25%	(89)	11%	(40)	361
Trump Job Somewhat Disapprove	8%	(22)	45%	(125)	33%	(92)	15%	(42)	282
Trump Job Strongly Disapprove	5%	(50)	53%	(543)	31%	(314)	11%	(115)	1022
Favorable of Trump	2%	(16)	65%	(534)	25%	(207)	8%	(70)	826
Unfavorable of Trump	5%	(68)	52%	(657)	31%	(391)	12%	(154)	1269
Very Favorable of Trump	2%	(7)	67%	(318)	24%	(111)	7%	(35)	471
Somewhat Favorable of Trump	2%	(8)	61%	(216)	27%	(96)	10%	(35)	355
Somewhat Unfavorable of Trump	5%	(10)	51%	(101)	37%	(73)	7%	(14)	199
Very Unfavorable of Trump	5%	(58)	52%	(556)	30%	(318)	13%	(140)	1071
#1 Issue: Economy	5%	(33)	52%	(367)	28%	(197)	15%	(104)	700
#1 Issue: Security	5%	(12)	64%	(171)	25%	(66)	7%	(18)	268
#1 Issue: Health Care	4%	(18)	55%	(224)	30%	(122)	10%	(41)	405
#1 Issue: Medicare / Social Security	2%	(7)	68%	(218)	26%	(85)	3%	(11)	320
#1 Issue: Women's Issues	4%	(4)	47%	(45)	30%	(29)	20%	(20)	97
#1 Issue: Education	2%	(2)	50%	(68)	26%	(35)	22%	(30)	135
#1 Issue: Energy	8%	(8)	50%	(49)	27%	(26)	15%	(15)	99
#1 Issue: Other	1%	(3)	49%	(85)	41%	(72)	9%	(17)	176
2018 House Vote: Democrat	6%	(47)	58%	(454)	27%	(214)	9%	(68)	784
2018 House Vote: Republican	1%	(8)	72%	(456)	22%	(136)	5%	(31)	632
2018 House Vote: Someone else	6%	(4)	49%	(34)	42%	(29)	3%	(2)	69

Continued on next page

Table HR10_13: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Breakfast at Tiffany's (1961)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(86)	56%	(1227)	29%	(631)	12%	(256)	2200
2016 Vote: Hillary Clinton	7%	(49)	58%	(416)	27%	(192)	8%	(54)	711
2016 Vote: Donald Trump	2%	(10)	72%	(489)	23%	(157)	4%	(24)	680
2016 Vote: Other	1%	(2)	57%	(80)	34%	(48)	8%	(11)	141
2016 Vote: Didn't Vote	4%	(24)	36%	(242)	35%	(234)	25%	(166)	667
Voted in 2014: Yes	4%	(51)	65%	(836)	25%	(323)	5%	(67)	1277
Voted in 2014: No	4%	(34)	42%	(391)	33%	(308)	21%	(190)	923
2012 Vote: Barack Obama	4%	(32)	63%	(528)	26%	(222)	7%	(62)	844
2012 Vote: Mitt Romney	1%	(6)	72%	(348)	24%	(114)	4%	(17)	485
2012 Vote: Other	1%	(1)	60%	(49)	37%	(31)	2%	(1)	82
2012 Vote: Didn't Vote	6%	(44)	38%	(300)	34%	(263)	22%	(176)	782
4-Region: Northeast	6%	(22)	58%	(226)	29%	(113)	8%	(32)	394
4-Region: Midwest	3%	(14)	57%	(264)	27%	(125)	13%	(59)	462
4-Region: South	2%	(19)	54%	(447)	29%	(242)	14%	(116)	824
4-Region: West	6%	(31)	56%	(289)	29%	(151)	9%	(49)	520
Watch TV: Every day	5%	(50)	61%	(676)	27%	(300)	8%	(89)	1115
Watch TV: Several times per week	4%	(20)	56%	(284)	28%	(145)	12%	(62)	511
Watch TV: About once per week	4%	(7)	47%	(77)	28%	(47)	21%	(34)	165
Watch TV: Several times per month	4%	(4)	53%	(52)	36%	(35)	6%	(6)	97
Watch TV: Less often than once per month	—	(0)	38%	(36)	41%	(38)	21%	(19)	93
Watch TV: Never	2%	(4)	47%	(85)	30%	(53)	21%	(39)	181

Continued on next page

Table HR10_13: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Breakfast at Tiffany's (1961)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(86)	56%	(1227)	29%	(631)	12%	(256)	2200
Watch Movies: Every day	5%	(22)	55%	(222)	29%	(118)	10%	(41)	402
Watch Movies: Several times per week	5%	(32)	59%	(363)	26%	(159)	10%	(63)	618
Watch Movies: About once per week	3%	(9)	57%	(198)	27%	(95)	13%	(46)	348
Watch Movies: Several times per month	3%	(9)	58%	(166)	29%	(84)	10%	(28)	287
Watch Movies: About once per month	4%	(7)	50%	(94)	33%	(62)	14%	(26)	189
Watch Movies: Less often than once per month	2%	(3)	53%	(85)	37%	(59)	9%	(15)	162
Watch Movies: Never	2%	(3)	51%	(99)	28%	(54)	20%	(38)	194
Watch Sporting Events: Every day	6%	(6)	64%	(70)	19%	(21)	11%	(12)	109
Watch Sporting Events: Several times per week	5%	(14)	66%	(190)	22%	(63)	7%	(22)	288
Watch Sporting Events: About once per week	6%	(16)	55%	(132)	26%	(62)	13%	(31)	240
Watch Sporting Events: Several times per month	4%	(9)	60%	(135)	31%	(70)	5%	(12)	225
Watch Sporting Events: About once per month	2%	(3)	54%	(78)	32%	(46)	12%	(17)	144
Watch Sporting Events: Less often than once per month	6%	(22)	53%	(210)	33%	(131)	9%	(36)	400
Watch Sporting Events: Never	2%	(16)	52%	(411)	30%	(239)	16%	(126)	793
Cable TV: Currently subscribe	3%	(33)	59%	(602)	28%	(289)	10%	(102)	1026
Cable TV: Subscribed in past	5%	(37)	56%	(392)	28%	(200)	11%	(76)	706
Cable TV: Never subscribed	3%	(16)	50%	(233)	30%	(142)	17%	(78)	468
Satellite TV: Currently subscribe	3%	(16)	57%	(265)	27%	(129)	13%	(59)	469
Satellite TV: Subscribed in past	6%	(37)	54%	(336)	28%	(174)	13%	(79)	626
Satellite TV: Never subscribed	3%	(32)	57%	(626)	30%	(329)	11%	(119)	1106
Streaming Services: Currently subscribe	4%	(52)	58%	(801)	28%	(387)	10%	(132)	1372
Streaming Services: Subscribed in past	6%	(11)	52%	(99)	28%	(53)	15%	(28)	192
Streaming Services: Never subscribed	4%	(23)	51%	(327)	30%	(191)	15%	(96)	636
Film: An avid fan	7%	(50)	63%	(457)	22%	(159)	9%	(62)	728
Film: A casual fan	3%	(33)	54%	(649)	31%	(375)	11%	(135)	1193
Film: Not a fan	1%	(3)	43%	(121)	35%	(97)	21%	(59)	280

Continued on next page

Table HR10_13: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Breakfast at Tiffany's (1961)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(86)	56%	(1227)	29%	(631)	12%	(256)	2200
Television: An avid fan	5%	(55)	63%	(651)	24%	(249)	8%	(81)	1035
Television: A casual fan	3%	(28)	52%	(516)	32%	(321)	13%	(130)	995
Television: Not a fan	2%	(3)	35%	(60)	37%	(62)	27%	(45)	170
Music: An avid fan	5%	(55)	56%	(604)	27%	(289)	11%	(123)	1070
Music: A casual fan	2%	(23)	57%	(561)	30%	(299)	10%	(103)	985
Music: Not a fan	5%	(8)	43%	(62)	31%	(44)	21%	(30)	144
Fashion: An avid fan	5%	(17)	52%	(176)	27%	(92)	15%	(51)	336
Fashion: A casual fan	4%	(35)	58%	(514)	27%	(240)	11%	(102)	892
Fashion: Not a fan	3%	(34)	55%	(537)	31%	(299)	11%	(103)	973

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

Table HR10_14: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Sixteen Candles (1984)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(97)	52%	(1154)	31%	(671)	13%	(279)	2200
Gender: Male	5%	(56)	48%	(511)	31%	(330)	15%	(164)	1062
Gender: Female	4%	(41)	56%	(643)	30%	(341)	10%	(114)	1138
Age: 18-34	7%	(44)	41%	(267)	30%	(195)	23%	(149)	655
Age: 35-44	6%	(22)	57%	(205)	28%	(99)	9%	(32)	358
Age: 45-64	3%	(19)	61%	(455)	29%	(220)	8%	(57)	751
Age: 65+	3%	(12)	52%	(227)	36%	(157)	9%	(41)	436
GenZers: 1997-2012	6%	(16)	35%	(102)	31%	(92)	29%	(84)	294
Millennials: 1981-1996	7%	(39)	49%	(260)	29%	(158)	15%	(78)	535
GenXers: 1965-1980	4%	(21)	61%	(327)	28%	(152)	7%	(35)	536
Baby Boomers: 1946-1964	2%	(15)	56%	(419)	32%	(242)	9%	(71)	748
PID: Dem (no lean)	8%	(62)	50%	(415)	30%	(251)	12%	(97)	826
PID: Ind (no lean)	2%	(17)	48%	(333)	35%	(244)	15%	(105)	700
PID: Rep (no lean)	3%	(17)	60%	(405)	26%	(176)	11%	(76)	674
PID/Gender: Dem Men	10%	(37)	45%	(168)	30%	(112)	16%	(59)	377
PID/Gender: Dem Women	6%	(25)	55%	(247)	31%	(139)	9%	(38)	449
PID/Gender: Ind Men	2%	(9)	43%	(159)	37%	(135)	18%	(67)	369
PID/Gender: Ind Women	3%	(9)	53%	(175)	33%	(109)	12%	(38)	331
PID/Gender: Rep Men	3%	(10)	58%	(184)	26%	(83)	12%	(39)	316
PID/Gender: Rep Women	2%	(7)	62%	(221)	26%	(93)	11%	(38)	358
Ideo: Liberal (1-3)	7%	(51)	48%	(333)	33%	(229)	11%	(73)	686
Ideo: Moderate (4)	3%	(21)	54%	(331)	32%	(193)	10%	(62)	608
Ideo: Conservative (5-7)	3%	(19)	60%	(431)	25%	(180)	12%	(90)	720
Educ: < College	4%	(62)	51%	(775)	31%	(476)	13%	(199)	1512
Educ: Bachelors degree	5%	(21)	54%	(238)	30%	(132)	12%	(53)	444
Educ: Post-grad	6%	(13)	58%	(141)	26%	(64)	11%	(26)	244

Continued on next page

Table HR10_14: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Sixteen Candles (1984)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(97)	52%	(1154)	31%	(671)	13%	(279)	2200
Income: Under 50k	5%	(56)	47%	(572)	35%	(424)	13%	(161)	1213
Income: 50k-100k	4%	(28)	58%	(402)	25%	(173)	13%	(94)	698
Income: 100k+	4%	(12)	62%	(180)	25%	(74)	8%	(23)	289
Ethnicity: White	3%	(56)	57%	(978)	29%	(507)	10%	(180)	1722
Ethnicity: Hispanic	5%	(19)	45%	(158)	32%	(112)	17%	(60)	349
Ethnicity: Afr. Am.	11%	(31)	34%	(94)	38%	(105)	16%	(45)	274
Ethnicity: Other	5%	(10)	40%	(81)	29%	(58)	27%	(54)	204
All Christian	3%	(34)	59%	(646)	29%	(311)	9%	(100)	1090
All Non-Christian	8%	(9)	46%	(48)	27%	(29)	19%	(20)	106
Atheist	4%	(5)	39%	(46)	43%	(52)	14%	(17)	121
Agnostic/Nothing in particular	6%	(49)	47%	(413)	32%	(279)	16%	(142)	883
Religious Non-Protestant/Catholic	7%	(9)	46%	(60)	28%	(37)	19%	(26)	132
Evangelical	4%	(24)	59%	(339)	28%	(160)	8%	(47)	571
Non-Evangelical	3%	(21)	57%	(470)	30%	(249)	10%	(86)	826
Community: Urban	8%	(45)	44%	(254)	33%	(187)	15%	(88)	574
Community: Suburban	3%	(35)	56%	(580)	30%	(314)	10%	(105)	1033
Community: Rural	3%	(17)	54%	(320)	29%	(170)	14%	(86)	593
Employ: Private Sector	7%	(45)	58%	(391)	27%	(182)	9%	(60)	679
Employ: Government	2%	(3)	63%	(79)	20%	(26)	15%	(19)	126
Employ: Self-Employed	3%	(6)	54%	(98)	30%	(55)	12%	(22)	181
Employ: Homemaker	2%	(2)	58%	(70)	28%	(34)	12%	(15)	121
Employ: Retired	2%	(9)	53%	(274)	36%	(187)	9%	(48)	517
Employ: Unemployed	6%	(20)	44%	(137)	35%	(109)	15%	(47)	313
Employ: Other	3%	(3)	45%	(54)	30%	(35)	23%	(27)	120
Military HH: Yes	4%	(17)	56%	(215)	31%	(117)	9%	(35)	384
Military HH: No	4%	(80)	52%	(939)	31%	(554)	13%	(243)	1816

Continued on next page

Table HR10_14: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Sixteen Candles (1984)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(97)	52%	(1154)	31%	(671)	13%	(279)	2200
RD/WT: Right Direction	4%	(24)	59%	(369)	24%	(151)	14%	(85)	629
RD/WT: Wrong Track	5%	(73)	50%	(785)	33%	(520)	12%	(193)	1571
Trump Job Approve	3%	(28)	60%	(501)	25%	(204)	12%	(96)	828
Trump Job Disapprove	5%	(69)	48%	(630)	34%	(441)	13%	(164)	1304
Trump Job Strongly Approve	3%	(14)	62%	(290)	23%	(109)	12%	(55)	467
Trump Job Somewhat Approve	4%	(13)	58%	(211)	27%	(96)	11%	(41)	361
Trump Job Somewhat Disapprove	6%	(16)	44%	(125)	32%	(90)	18%	(51)	282
Trump Job Strongly Disapprove	5%	(53)	49%	(505)	34%	(350)	11%	(113)	1022
Favorable of Trump	3%	(21)	61%	(507)	25%	(207)	11%	(91)	826
Unfavorable of Trump	6%	(73)	49%	(619)	34%	(429)	12%	(149)	1269
Very Favorable of Trump	2%	(11)	65%	(308)	21%	(101)	11%	(51)	471
Somewhat Favorable of Trump	3%	(11)	56%	(199)	30%	(106)	11%	(39)	355
Somewhat Unfavorable of Trump	4%	(7)	48%	(95)	35%	(70)	13%	(26)	199
Very Unfavorable of Trump	6%	(66)	49%	(523)	33%	(358)	12%	(123)	1071
#1 Issue: Economy	5%	(32)	55%	(388)	28%	(195)	12%	(86)	700
#1 Issue: Security	5%	(13)	56%	(150)	29%	(78)	10%	(26)	268
#1 Issue: Health Care	4%	(18)	51%	(206)	33%	(135)	11%	(45)	405
#1 Issue: Medicare / Social Security	2%	(7)	57%	(182)	31%	(100)	10%	(30)	320
#1 Issue: Women's Issues	8%	(7)	39%	(38)	38%	(37)	16%	(15)	97
#1 Issue: Education	4%	(6)	54%	(73)	25%	(33)	17%	(23)	135
#1 Issue: Energy	4%	(4)	41%	(40)	35%	(35)	21%	(20)	99
#1 Issue: Other	5%	(10)	43%	(76)	33%	(58)	18%	(32)	176
2018 House Vote: Democrat	7%	(52)	52%	(407)	32%	(251)	9%	(74)	784
2018 House Vote: Republican	2%	(15)	63%	(397)	25%	(159)	10%	(61)	632
2018 House Vote: Someone else	2%	(2)	48%	(33)	39%	(27)	11%	(8)	69

Continued on next page

Table HR10_14: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Sixteen Candles (1984)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(97)	52%	(1154)	31%	(671)	13%	(279)	2200
2016 Vote: Hillary Clinton	7%	(50)	51%	(364)	32%	(230)	9%	(66)	711
2016 Vote: Donald Trump	2%	(14)	64%	(439)	24%	(167)	9%	(61)	680
2016 Vote: Other	3%	(4)	49%	(70)	38%	(53)	10%	(15)	141
2016 Vote: Didn't Vote	4%	(29)	42%	(281)	33%	(221)	20%	(137)	667
Voted in 2014: Yes	5%	(60)	57%	(725)	30%	(381)	9%	(111)	1277
Voted in 2014: No	4%	(36)	46%	(428)	31%	(290)	18%	(168)	923
2012 Vote: Barack Obama	5%	(39)	54%	(455)	32%	(272)	9%	(79)	844
2012 Vote: Mitt Romney	2%	(10)	63%	(306)	27%	(133)	7%	(36)	485
2012 Vote: Other	1%	(1)	59%	(49)	34%	(28)	6%	(5)	82
2012 Vote: Didn't Vote	6%	(47)	43%	(339)	30%	(237)	20%	(159)	782
4-Region: Northeast	7%	(26)	50%	(198)	31%	(123)	12%	(47)	394
4-Region: Midwest	4%	(18)	51%	(234)	35%	(160)	11%	(51)	462
4-Region: South	3%	(26)	55%	(454)	29%	(240)	13%	(104)	824
4-Region: West	5%	(27)	52%	(268)	28%	(148)	15%	(77)	520
Watch TV: Every day	5%	(56)	56%	(625)	30%	(339)	9%	(96)	1115
Watch TV: Several times per week	4%	(20)	53%	(270)	29%	(148)	14%	(74)	511
Watch TV: About once per week	7%	(11)	51%	(84)	30%	(49)	13%	(21)	165
Watch TV: Several times per month	5%	(4)	52%	(50)	33%	(32)	11%	(10)	97
Watch TV: Less often than once per month	2%	(2)	34%	(32)	35%	(33)	28%	(26)	93
Watch TV: Never	1%	(2)	43%	(79)	31%	(56)	25%	(45)	181

Continued on next page

Table HR10_14: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Sixteen Candles (1984)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(97)	52%	(1154)	31%	(671)	13%	(279)	2200
Watch Movies: Every day	6%	(24)	58%	(233)	27%	(109)	9%	(36)	402
Watch Movies: Several times per week	4%	(25)	56%	(348)	29%	(180)	10%	(64)	618
Watch Movies: About once per week	5%	(16)	53%	(183)	30%	(103)	13%	(46)	348
Watch Movies: Several times per month	4%	(13)	53%	(153)	31%	(89)	11%	(33)	287
Watch Movies: About once per month	6%	(12)	42%	(79)	36%	(68)	16%	(31)	189
Watch Movies: Less often than once per month	4%	(6)	45%	(73)	37%	(60)	14%	(23)	162
Watch Movies: Never	1%	(1)	44%	(85)	31%	(61)	24%	(47)	194
Watch Sporting Events: Every day	11%	(12)	59%	(65)	21%	(23)	9%	(10)	109
Watch Sporting Events: Several times per week	6%	(18)	56%	(160)	30%	(85)	9%	(26)	288
Watch Sporting Events: About once per week	5%	(12)	58%	(140)	29%	(69)	8%	(19)	240
Watch Sporting Events: Several times per month	4%	(9)	53%	(120)	34%	(77)	9%	(19)	225
Watch Sporting Events: About once per month	1%	(2)	52%	(75)	36%	(52)	10%	(15)	144
Watch Sporting Events: Less often than once per month	6%	(24)	52%	(209)	31%	(125)	11%	(43)	400
Watch Sporting Events: Never	3%	(21)	49%	(385)	30%	(240)	19%	(147)	793
Cable TV: Currently subscribe	4%	(42)	54%	(550)	31%	(323)	11%	(111)	1026
Cable TV: Subscribed in past	5%	(36)	56%	(397)	29%	(202)	10%	(70)	706
Cable TV: Never subscribed	4%	(19)	44%	(206)	31%	(146)	21%	(97)	468
Satellite TV: Currently subscribe	3%	(16)	55%	(256)	27%	(128)	14%	(68)	469
Satellite TV: Subscribed in past	5%	(34)	55%	(343)	29%	(184)	10%	(64)	626
Satellite TV: Never subscribed	4%	(46)	50%	(554)	32%	(359)	13%	(147)	1106
Streaming Services: Currently subscribe	4%	(61)	56%	(769)	28%	(390)	11%	(152)	1372
Streaming Services: Subscribed in past	7%	(14)	52%	(99)	27%	(52)	14%	(27)	192
Streaming Services: Never subscribed	3%	(22)	45%	(285)	36%	(229)	16%	(99)	636
Film: An avid fan	6%	(43)	61%	(447)	24%	(173)	9%	(65)	728
Film: A casual fan	4%	(44)	48%	(578)	35%	(412)	13%	(159)	1193
Film: Not a fan	4%	(10)	46%	(129)	31%	(86)	20%	(55)	280

Continued on next page

Table HR10_14: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Sixteen Candles (1984)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	4%	(97)	52%	(1154)	31%	(671)	13%	(279)	2200
Television: An avid fan	5%	(56)	59%	(614)	27%	(279)	8%	(87)	1035
Television: A casual fan	3%	(33)	49%	(492)	34%	(338)	13%	(132)	995
Television: Not a fan	5%	(8)	28%	(48)	32%	(54)	36%	(60)	170
Music: An avid fan	6%	(62)	55%	(589)	29%	(313)	10%	(106)	1070
Music: A casual fan	3%	(29)	52%	(510)	32%	(311)	14%	(135)	985
Music: Not a fan	4%	(5)	38%	(54)	33%	(47)	26%	(38)	144
Fashion: An avid fan	5%	(18)	52%	(175)	29%	(96)	14%	(47)	336
Fashion: A casual fan	5%	(46)	54%	(485)	28%	(246)	13%	(114)	892
Fashion: Not a fan	3%	(33)	51%	(494)	34%	(329)	12%	(117)	973

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

Table HR10_15: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
The Love Guru (2008)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	6%	(122)	25%	(555)	25%	(552)	44%	(971)	2200
Gender: Male	7%	(78)	29%	(308)	26%	(273)	38%	(403)	1062
Gender: Female	4%	(45)	22%	(246)	25%	(279)	50%	(568)	1138
Age: 18-34	10%	(63)	22%	(145)	27%	(174)	42%	(273)	655
Age: 35-44	7%	(25)	33%	(119)	28%	(100)	32%	(113)	358
Age: 45-64	3%	(26)	26%	(197)	24%	(177)	47%	(350)	751
Age: 65+	2%	(8)	21%	(93)	23%	(101)	54%	(235)	436
GenZers: 1997-2012	6%	(18)	17%	(50)	28%	(84)	48%	(142)	294
Millennials: 1981-1996	11%	(61)	27%	(147)	29%	(153)	33%	(174)	535
GenXers: 1965-1980	4%	(24)	31%	(166)	23%	(125)	41%	(221)	536
Baby Boomers: 1946-1964	2%	(17)	23%	(169)	23%	(171)	52%	(391)	748
PID: Dem (no lean)	6%	(48)	24%	(200)	27%	(226)	43%	(352)	826
PID: Ind (no lean)	6%	(43)	23%	(164)	28%	(193)	43%	(300)	700
PID: Rep (no lean)	5%	(32)	28%	(191)	20%	(133)	47%	(319)	674
PID/Gender: Dem Men	8%	(30)	30%	(114)	29%	(108)	33%	(126)	377
PID/Gender: Dem Women	4%	(18)	19%	(87)	26%	(118)	50%	(226)	449
PID/Gender: Ind Men	7%	(24)	26%	(97)	28%	(102)	39%	(145)	369
PID/Gender: Ind Women	6%	(19)	20%	(66)	27%	(91)	47%	(155)	331
PID/Gender: Rep Men	7%	(23)	31%	(97)	20%	(63)	42%	(132)	316
PID/Gender: Rep Women	2%	(8)	26%	(94)	19%	(70)	52%	(187)	358
Ideo: Liberal (1-3)	9%	(60)	22%	(149)	29%	(198)	41%	(279)	686
Ideo: Moderate (4)	6%	(37)	30%	(182)	22%	(132)	42%	(256)	608
Ideo: Conservative (5-7)	3%	(21)	29%	(208)	22%	(161)	46%	(330)	720
Educ: < College	5%	(82)	24%	(366)	25%	(384)	45%	(680)	1512
Educ: Bachelors degree	5%	(21)	26%	(116)	28%	(123)	42%	(184)	444
Educ: Post-grad	8%	(19)	30%	(73)	19%	(45)	44%	(106)	244

Continued on next page

Table HR10_15: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
The Love Guru (2008)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	6%	(122)	25%	(555)	25%	(552)	44%	(971)	2200
Income: Under 50k	6%	(70)	24%	(293)	27%	(330)	43%	(520)	1213
Income: 50k-100k	5%	(38)	26%	(180)	25%	(175)	44%	(305)	698
Income: 100k+	5%	(14)	28%	(82)	16%	(47)	50%	(146)	289
Ethnicity: White	5%	(81)	27%	(459)	24%	(408)	45%	(774)	1722
Ethnicity: Hispanic	9%	(31)	26%	(90)	26%	(89)	40%	(139)	349
Ethnicity: Afr. Am.	7%	(20)	20%	(56)	34%	(92)	39%	(106)	274
Ethnicity: Other	10%	(21)	19%	(39)	25%	(52)	45%	(92)	204
All Christian	5%	(54)	27%	(291)	23%	(248)	46%	(496)	1090
All Non-Christian	7%	(7)	25%	(26)	22%	(23)	47%	(50)	106
Atheist	9%	(11)	26%	(31)	27%	(33)	38%	(46)	121
Agnostic/Nothing in particular	6%	(50)	23%	(207)	28%	(248)	43%	(379)	883
Religious Non-Protestant/Catholic	5%	(7)	25%	(32)	22%	(30)	48%	(63)	132
Evangelical	8%	(43)	29%	(167)	20%	(116)	43%	(244)	571
Non-Evangelical	3%	(29)	23%	(189)	28%	(228)	46%	(381)	826
Community: Urban	9%	(50)	27%	(156)	24%	(140)	40%	(228)	574
Community: Suburban	4%	(45)	27%	(280)	25%	(258)	44%	(450)	1033
Community: Rural	5%	(27)	20%	(118)	26%	(154)	49%	(293)	593
Employ: Private Sector	8%	(55)	31%	(210)	24%	(160)	37%	(254)	679
Employ: Government	6%	(8)	20%	(25)	21%	(26)	53%	(67)	126
Employ: Self-Employed	6%	(11)	28%	(50)	26%	(48)	40%	(72)	181
Employ: Homemaker	6%	(7)	26%	(31)	25%	(30)	44%	(53)	121
Employ: Retired	3%	(15)	22%	(114)	24%	(122)	51%	(266)	517
Employ: Unemployed	5%	(16)	23%	(73)	29%	(91)	43%	(134)	313
Employ: Other	6%	(7)	18%	(22)	34%	(40)	42%	(51)	120
Military HH: Yes	6%	(24)	24%	(93)	27%	(103)	42%	(163)	384
Military HH: No	5%	(98)	25%	(461)	25%	(449)	44%	(808)	1816

Continued on next page

Table HR10_15: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
The Love Guru (2008)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	6%	(122)	25%	(555)	25%	(552)	44%	(971)	2200
RD/WT: Right Direction	6%	(40)	28%	(173)	22%	(137)	44%	(280)	629
RD/WT: Wrong Track	5%	(82)	24%	(381)	26%	(416)	44%	(691)	1571
Trump Job Approve	4%	(35)	30%	(248)	22%	(181)	44%	(365)	828
Trump Job Disapprove	7%	(86)	23%	(295)	26%	(345)	44%	(578)	1304
Trump Job Strongly Approve	4%	(20)	32%	(150)	21%	(97)	43%	(200)	467
Trump Job Somewhat Approve	4%	(15)	27%	(98)	23%	(84)	45%	(164)	361
Trump Job Somewhat Disapprove	6%	(18)	26%	(73)	26%	(73)	42%	(118)	282
Trump Job Strongly Disapprove	7%	(68)	22%	(222)	27%	(273)	45%	(459)	1022
Favorable of Trump	5%	(40)	30%	(244)	22%	(184)	43%	(358)	826
Unfavorable of Trump	6%	(77)	23%	(288)	27%	(340)	44%	(564)	1269
Very Favorable of Trump	4%	(21)	32%	(151)	21%	(98)	43%	(200)	471
Somewhat Favorable of Trump	5%	(19)	26%	(93)	24%	(86)	44%	(157)	355
Somewhat Unfavorable of Trump	8%	(16)	20%	(39)	30%	(60)	42%	(83)	199
Very Unfavorable of Trump	6%	(61)	23%	(249)	26%	(280)	45%	(481)	1071
#1 Issue: Economy	7%	(50)	25%	(176)	25%	(173)	43%	(300)	700
#1 Issue: Security	5%	(13)	32%	(84)	22%	(60)	41%	(111)	268
#1 Issue: Health Care	6%	(24)	26%	(106)	24%	(98)	44%	(177)	405
#1 Issue: Medicare / Social Security	4%	(12)	24%	(76)	25%	(79)	48%	(152)	320
#1 Issue: Women's Issues	6%	(6)	19%	(18)	28%	(27)	47%	(46)	97
#1 Issue: Education	6%	(9)	20%	(28)	29%	(39)	45%	(60)	135
#1 Issue: Energy	2%	(2)	32%	(32)	28%	(28)	37%	(37)	99
#1 Issue: Other	3%	(6)	19%	(34)	28%	(48)	50%	(88)	176
2018 House Vote: Democrat	6%	(46)	26%	(203)	26%	(208)	42%	(328)	784
2018 House Vote: Republican	5%	(30)	29%	(183)	21%	(135)	45%	(283)	632
2018 House Vote: Someone else	10%	(7)	21%	(15)	29%	(20)	40%	(27)	69

Continued on next page

Table HR10_15: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
The Love Guru (2008)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	6%	(122)	25%	(555)	25%	(552)	44%	(971)	2200
2016 Vote: Hillary Clinton	6%	(43)	26%	(185)	27%	(190)	41%	(293)	711
2016 Vote: Donald Trump	4%	(25)	32%	(216)	21%	(144)	43%	(295)	680
2016 Vote: Other	7%	(10)	18%	(25)	27%	(39)	48%	(68)	141
2016 Vote: Didn't Vote	7%	(44)	19%	(129)	27%	(179)	47%	(315)	667
Voted in 2014: Yes	5%	(66)	27%	(345)	24%	(311)	43%	(554)	1277
Voted in 2014: No	6%	(56)	23%	(209)	26%	(241)	45%	(417)	923
2012 Vote: Barack Obama	6%	(50)	27%	(230)	26%	(218)	41%	(347)	844
2012 Vote: Mitt Romney	3%	(17)	27%	(132)	20%	(98)	49%	(238)	485
2012 Vote: Other	6%	(5)	23%	(19)	22%	(18)	49%	(40)	82
2012 Vote: Didn't Vote	7%	(51)	22%	(172)	27%	(214)	44%	(345)	782
4-Region: Northeast	8%	(30)	24%	(93)	26%	(101)	43%	(170)	394
4-Region: Midwest	5%	(21)	25%	(115)	22%	(100)	49%	(225)	462
4-Region: South	4%	(34)	25%	(209)	28%	(228)	43%	(353)	824
4-Region: West	7%	(37)	26%	(137)	24%	(123)	43%	(222)	520
Watch TV: Every day	7%	(79)	27%	(301)	22%	(248)	44%	(488)	1115
Watch TV: Several times per week	4%	(20)	26%	(133)	26%	(131)	44%	(226)	511
Watch TV: About once per week	6%	(10)	26%	(42)	30%	(49)	39%	(64)	165
Watch TV: Several times per month	9%	(9)	20%	(19)	35%	(34)	36%	(35)	97
Watch TV: Less often than once per month	1%	(1)	23%	(21)	29%	(27)	47%	(44)	93
Watch TV: Never	2%	(3)	17%	(31)	29%	(53)	52%	(94)	181

Continued on next page

Table HR10_15: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
The Love Guru (2008)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	6%	(122)	25%	(555)	25%	(552)	44%	(971)	2200
Watch Movies: Every day	12%	(49)	28%	(113)	26%	(106)	33%	(134)	402
Watch Movies: Several times per week	5%	(29)	29%	(178)	26%	(162)	40%	(249)	618
Watch Movies: About once per week	6%	(21)	24%	(82)	22%	(78)	48%	(167)	348
Watch Movies: Several times per month	4%	(11)	21%	(61)	28%	(80)	47%	(135)	287
Watch Movies: About once per month	3%	(6)	24%	(45)	25%	(48)	47%	(90)	189
Watch Movies: Less often than once per month	2%	(4)	19%	(31)	20%	(33)	58%	(94)	162
Watch Movies: Never	1%	(3)	23%	(45)	23%	(45)	52%	(101)	194
Watch Sporting Events: Every day	20%	(22)	34%	(37)	19%	(21)	27%	(30)	109
Watch Sporting Events: Several times per week	9%	(27)	38%	(110)	25%	(72)	27%	(79)	288
Watch Sporting Events: About once per week	6%	(15)	28%	(67)	22%	(53)	44%	(105)	240
Watch Sporting Events: Several times per month	5%	(10)	22%	(50)	29%	(66)	44%	(99)	225
Watch Sporting Events: About once per month	9%	(13)	19%	(27)	29%	(42)	43%	(62)	144
Watch Sporting Events: Less often than once per month	4%	(15)	25%	(100)	25%	(100)	46%	(186)	400
Watch Sporting Events: Never	2%	(20)	21%	(164)	25%	(199)	52%	(410)	793
Cable TV: Currently subscribe	5%	(55)	26%	(266)	25%	(260)	43%	(445)	1026
Cable TV: Subscribed in past	5%	(39)	24%	(173)	25%	(176)	45%	(319)	706
Cable TV: Never subscribed	6%	(29)	25%	(116)	25%	(116)	44%	(207)	468
Satellite TV: Currently subscribe	5%	(24)	27%	(128)	22%	(102)	46%	(214)	469
Satellite TV: Subscribed in past	6%	(35)	25%	(155)	29%	(181)	41%	(255)	626
Satellite TV: Never subscribed	6%	(62)	25%	(272)	24%	(270)	45%	(502)	1106
Streaming Services: Currently subscribe	6%	(88)	26%	(362)	26%	(356)	41%	(566)	1372
Streaming Services: Subscribed in past	7%	(14)	28%	(54)	28%	(53)	37%	(71)	192
Streaming Services: Never subscribed	3%	(20)	22%	(139)	22%	(143)	53%	(334)	636
Film: An avid fan	8%	(58)	36%	(262)	24%	(176)	32%	(232)	728
Film: A casual fan	5%	(58)	21%	(247)	26%	(312)	48%	(576)	1193
Film: Not a fan	2%	(6)	16%	(46)	23%	(64)	58%	(163)	280

Continued on next page

Table HR10_15: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
The Love Guru (2008)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	6%	(122)	25%	(555)	25%	(552)	44%	(971)	2200
Television: An avid fan	6%	(67)	31%	(325)	22%	(229)	40%	(414)	1035
Television: A casual fan	5%	(49)	21%	(212)	26%	(262)	47%	(472)	995
Television: Not a fan	4%	(7)	10%	(17)	36%	(61)	50%	(85)	170
Music: An avid fan	8%	(87)	28%	(300)	25%	(269)	39%	(415)	1070
Music: A casual fan	3%	(33)	23%	(228)	25%	(248)	48%	(476)	985
Music: Not a fan	1%	(2)	18%	(27)	24%	(35)	56%	(81)	144
Fashion: An avid fan	6%	(21)	29%	(97)	26%	(89)	38%	(128)	336
Fashion: A casual fan	7%	(60)	25%	(225)	25%	(227)	43%	(380)	892
Fashion: Not a fan	4%	(41)	24%	(233)	24%	(236)	48%	(463)	973

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

Table HR10_16: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Tropic Thunder (2008)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	6%	(122)	30%	(658)	27%	(600)	37%	(819)	2200
Gender: Male	7%	(76)	36%	(381)	29%	(303)	28%	(302)	1062
Gender: Female	4%	(46)	24%	(278)	26%	(297)	45%	(518)	1138
Age: 18-34	8%	(54)	29%	(191)	26%	(173)	36%	(237)	655
Age: 35-44	7%	(27)	39%	(140)	31%	(111)	22%	(80)	358
Age: 45-64	4%	(31)	31%	(230)	29%	(216)	36%	(274)	751
Age: 65+	2%	(10)	22%	(97)	23%	(100)	52%	(229)	436
GenZers: 1997-2012	5%	(15)	22%	(64)	26%	(77)	47%	(138)	294
Millennials: 1981-1996	10%	(55)	37%	(196)	28%	(150)	25%	(134)	535
GenXers: 1965-1980	6%	(30)	34%	(180)	31%	(167)	30%	(159)	536
Baby Boomers: 1946-1964	3%	(20)	26%	(198)	25%	(188)	46%	(342)	748
PID: Dem (no lean)	7%	(57)	27%	(223)	29%	(236)	38%	(310)	826
PID: Ind (no lean)	6%	(41)	30%	(210)	30%	(211)	34%	(237)	700
PID: Rep (no lean)	4%	(24)	33%	(226)	23%	(153)	40%	(272)	674
PID/Gender: Dem Men	10%	(38)	32%	(122)	30%	(111)	28%	(106)	377
PID/Gender: Dem Women	4%	(19)	22%	(101)	28%	(125)	45%	(204)	449
PID/Gender: Ind Men	6%	(24)	35%	(128)	32%	(117)	27%	(100)	369
PID/Gender: Ind Women	5%	(18)	25%	(82)	28%	(94)	41%	(137)	331
PID/Gender: Rep Men	5%	(15)	41%	(131)	24%	(75)	30%	(95)	316
PID/Gender: Rep Women	3%	(9)	26%	(95)	22%	(78)	49%	(177)	358
Ideo: Liberal (1-3)	8%	(52)	29%	(200)	30%	(203)	34%	(231)	686
Ideo: Moderate (4)	7%	(45)	34%	(206)	24%	(148)	34%	(208)	608
Ideo: Conservative (5-7)	3%	(19)	32%	(232)	27%	(191)	39%	(277)	720
Educ: < College	5%	(81)	28%	(429)	28%	(421)	38%	(580)	1512
Educ: Bachelors degree	5%	(24)	34%	(150)	27%	(120)	34%	(151)	444
Educ: Post-grad	7%	(17)	33%	(80)	24%	(59)	36%	(89)	244

Continued on next page

Table HR10_16: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Tropic Thunder (2008)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	6%	(122)	30%	(658)	27%	(600)	37%	(819)	2200
Income: Under 50k	5%	(65)	27%	(326)	29%	(354)	39%	(468)	1213
Income: 50k-100k	6%	(40)	32%	(226)	27%	(187)	35%	(244)	698
Income: 100k+	6%	(17)	37%	(107)	20%	(58)	37%	(107)	289
Ethnicity: White	5%	(87)	31%	(528)	27%	(460)	38%	(646)	1722
Ethnicity: Hispanic	7%	(25)	32%	(111)	32%	(113)	29%	(101)	349
Ethnicity: Afr. Am.	9%	(25)	24%	(67)	34%	(93)	33%	(90)	274
Ethnicity: Other	5%	(9)	31%	(64)	23%	(47)	41%	(84)	204
All Christian	4%	(48)	31%	(343)	23%	(254)	41%	(445)	1090
All Non-Christian	5%	(5)	28%	(29)	22%	(24)	45%	(48)	106
Atheist	7%	(8)	32%	(39)	32%	(38)	29%	(35)	121
Agnostic/Nothing in particular	7%	(60)	28%	(247)	32%	(284)	33%	(292)	883
Religious Non-Protestant/Catholic	5%	(7)	30%	(39)	21%	(27)	45%	(59)	132
Evangelical	6%	(37)	29%	(163)	26%	(149)	39%	(222)	571
Non-Evangelical	4%	(33)	30%	(249)	24%	(202)	41%	(342)	826
Community: Urban	7%	(41)	30%	(173)	30%	(175)	32%	(185)	574
Community: Suburban	5%	(53)	33%	(340)	26%	(269)	36%	(371)	1033
Community: Rural	5%	(28)	25%	(145)	26%	(156)	44%	(263)	593
Employ: Private Sector	7%	(50)	40%	(271)	26%	(175)	27%	(183)	679
Employ: Government	7%	(9)	26%	(33)	25%	(31)	42%	(53)	126
Employ: Self-Employed	5%	(9)	33%	(60)	29%	(52)	33%	(59)	181
Employ: Homemaker	6%	(7)	28%	(34)	26%	(31)	40%	(49)	121
Employ: Retired	3%	(16)	23%	(120)	27%	(139)	47%	(243)	517
Employ: Unemployed	7%	(21)	26%	(80)	32%	(100)	36%	(112)	313
Employ: Other	3%	(4)	26%	(31)	33%	(39)	38%	(46)	120
Military HH: Yes	5%	(20)	30%	(113)	28%	(106)	38%	(144)	384
Military HH: No	6%	(102)	30%	(545)	27%	(494)	37%	(675)	1816

Continued on next page

Table HR10_16: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Tropic Thunder (2008)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	6%	(122)	30%	(658)	27%	(600)	37%	(819)	2200
RD/WT: Right Direction	4%	(27)	35%	(218)	24%	(149)	37%	(235)	629
RD/WT: Wrong Track	6%	(95)	28%	(441)	29%	(451)	37%	(584)	1571
Trump Job Approve	3%	(26)	35%	(291)	24%	(199)	38%	(312)	828
Trump Job Disapprove	7%	(94)	27%	(353)	29%	(375)	37%	(481)	1304
Trump Job Strongly Approve	4%	(17)	38%	(179)	21%	(99)	37%	(172)	467
Trump Job Somewhat Approve	2%	(9)	31%	(112)	28%	(100)	39%	(140)	361
Trump Job Somewhat Disapprove	8%	(24)	28%	(79)	30%	(86)	33%	(93)	282
Trump Job Strongly Disapprove	7%	(71)	27%	(274)	28%	(289)	38%	(388)	1022
Favorable of Trump	4%	(34)	35%	(293)	23%	(191)	37%	(308)	826
Unfavorable of Trump	7%	(84)	27%	(341)	30%	(380)	37%	(465)	1269
Very Favorable of Trump	3%	(16)	40%	(188)	20%	(95)	37%	(173)	471
Somewhat Favorable of Trump	5%	(18)	30%	(105)	27%	(96)	38%	(136)	355
Somewhat Unfavorable of Trump	6%	(12)	31%	(61)	28%	(56)	35%	(69)	199
Very Unfavorable of Trump	7%	(72)	26%	(280)	30%	(323)	37%	(396)	1071
#1 Issue: Economy	7%	(50)	32%	(222)	26%	(185)	35%	(244)	700
#1 Issue: Security	4%	(10)	35%	(93)	26%	(70)	35%	(94)	268
#1 Issue: Health Care	6%	(23)	33%	(133)	28%	(114)	33%	(135)	405
#1 Issue: Medicare / Social Security	2%	(8)	26%	(82)	27%	(87)	45%	(143)	320
#1 Issue: Women's Issues	8%	(8)	17%	(17)	30%	(29)	44%	(43)	97
#1 Issue: Education	7%	(10)	22%	(30)	22%	(30)	48%	(66)	135
#1 Issue: Energy	4%	(4)	32%	(32)	35%	(35)	28%	(28)	99
#1 Issue: Other	5%	(9)	28%	(49)	29%	(51)	38%	(68)	176
2018 House Vote: Democrat	7%	(54)	30%	(239)	28%	(216)	35%	(275)	784
2018 House Vote: Republican	4%	(27)	35%	(223)	21%	(135)	39%	(246)	632
2018 House Vote: Someone else	6%	(4)	30%	(21)	34%	(23)	30%	(21)	69

Continued on next page

Table HR10_16: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Tropic Thunder (2008)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	6%	(122)	30%	(658)	27%	(600)	37%	(819)	2200
2016 Vote: Hillary Clinton	7%	(48)	29%	(208)	30%	(212)	34%	(243)	711
2016 Vote: Donald Trump	4%	(25)	36%	(247)	24%	(161)	36%	(248)	680
2016 Vote: Other	8%	(11)	28%	(39)	28%	(40)	36%	(50)	141
2016 Vote: Didn't Vote	6%	(37)	25%	(165)	28%	(187)	42%	(278)	667
Voted in 2014: Yes	6%	(77)	31%	(398)	27%	(341)	36%	(461)	1277
Voted in 2014: No	5%	(45)	28%	(260)	28%	(259)	39%	(358)	923
2012 Vote: Barack Obama	7%	(57)	32%	(268)	28%	(239)	33%	(280)	844
2012 Vote: Mitt Romney	3%	(15)	32%	(154)	24%	(117)	41%	(198)	485
2012 Vote: Other	7%	(6)	30%	(25)	29%	(24)	34%	(28)	82
2012 Vote: Didn't Vote	5%	(41)	27%	(210)	28%	(219)	40%	(312)	782
4-Region: Northeast	6%	(24)	31%	(120)	27%	(105)	37%	(144)	394
4-Region: Midwest	5%	(23)	26%	(122)	25%	(116)	44%	(201)	462
4-Region: South	6%	(48)	31%	(253)	28%	(230)	36%	(294)	824
4-Region: West	5%	(28)	31%	(163)	29%	(149)	35%	(180)	520
Watch TV: Every day	5%	(56)	33%	(373)	27%	(300)	35%	(387)	1115
Watch TV: Several times per week	6%	(31)	30%	(155)	26%	(135)	37%	(190)	511
Watch TV: About once per week	8%	(14)	28%	(47)	29%	(47)	35%	(57)	165
Watch TV: Several times per month	9%	(9)	25%	(24)	27%	(26)	39%	(38)	97
Watch TV: Less often than once per month	1%	(1)	22%	(20)	26%	(24)	51%	(47)	93
Watch TV: Never	4%	(7)	20%	(36)	29%	(52)	47%	(86)	181

Continued on next page

Table HR10_16: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Tropic Thunder (2008)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	6%	(122)	30%	(658)	27%	(600)	37%	(819)	2200
Watch Movies: Every day	8%	(34)	39%	(159)	27%	(109)	25%	(100)	402
Watch Movies: Several times per week	5%	(31)	33%	(207)	27%	(169)	34%	(210)	618
Watch Movies: About once per week	7%	(24)	27%	(95)	30%	(103)	36%	(126)	348
Watch Movies: Several times per month	5%	(14)	26%	(75)	28%	(81)	41%	(117)	287
Watch Movies: About once per month	5%	(9)	26%	(49)	30%	(58)	39%	(74)	189
Watch Movies: Less often than once per month	2%	(3)	20%	(32)	21%	(34)	57%	(93)	162
Watch Movies: Never	3%	(7)	22%	(42)	23%	(46)	51%	(100)	194
Watch Sporting Events: Every day	9%	(9)	41%	(45)	32%	(35)	19%	(20)	109
Watch Sporting Events: Several times per week	11%	(32)	42%	(120)	21%	(61)	26%	(75)	288
Watch Sporting Events: About once per week	8%	(18)	34%	(82)	27%	(65)	31%	(75)	240
Watch Sporting Events: Several times per month	3%	(7)	30%	(68)	29%	(65)	38%	(85)	225
Watch Sporting Events: About once per month	3%	(5)	30%	(43)	34%	(49)	32%	(46)	144
Watch Sporting Events: Less often than once per month	5%	(20)	27%	(109)	33%	(134)	35%	(138)	400
Watch Sporting Events: Never	4%	(30)	24%	(191)	24%	(192)	48%	(379)	793
Cable TV: Currently subscribe	5%	(54)	32%	(327)	26%	(265)	37%	(380)	1026
Cable TV: Subscribed in past	7%	(47)	27%	(193)	29%	(201)	37%	(265)	706
Cable TV: Never subscribed	5%	(21)	29%	(138)	29%	(134)	37%	(174)	468
Satellite TV: Currently subscribe	5%	(24)	30%	(138)	25%	(118)	40%	(188)	469
Satellite TV: Subscribed in past	6%	(35)	29%	(182)	29%	(182)	36%	(227)	626
Satellite TV: Never subscribed	6%	(63)	31%	(339)	27%	(300)	37%	(404)	1106
Streaming Services: Currently subscribe	6%	(84)	32%	(440)	28%	(381)	34%	(466)	1372
Streaming Services: Subscribed in past	9%	(17)	33%	(63)	29%	(57)	29%	(56)	192
Streaming Services: Never subscribed	3%	(21)	24%	(155)	26%	(162)	47%	(297)	636
Film: An avid fan	8%	(58)	43%	(313)	26%	(193)	23%	(165)	728
Film: A casual fan	5%	(57)	25%	(296)	27%	(323)	43%	(517)	1193
Film: Not a fan	3%	(8)	18%	(50)	30%	(84)	49%	(138)	280

Continued on next page

Table HR10_16: *Now on a different topic…The following is a list of movies and TV shows. Some believe their depiction of black Americans, people of color and indigenous people is controversial and racist and they should not be available to rent or stream. Others believe they accurately depict the historical time and context and should be available to stream or rent.Based on what you know about each, which is closest to your opinion, even if neither is exactly right?*
Tropic Thunder (2008)

Demographic	Controversial and should not be available		Historical and should be available		Heard of, no opinion		Never heard of		Total N
Adults	6%	(122)	30%	(658)	27%	(600)	37%	(819)	2200
Television: An avid fan	6%	(66)	34%	(355)	27%	(276)	33%	(338)	1035
Television: A casual fan	5%	(50)	29%	(284)	27%	(265)	40%	(396)	995
Television: Not a fan	4%	(6)	11%	(19)	35%	(59)	50%	(85)	170
Music: An avid fan	7%	(78)	33%	(356)	28%	(296)	32%	(340)	1070
Music: A casual fan	4%	(41)	28%	(271)	27%	(263)	42%	(410)	985
Music: Not a fan	2%	(3)	22%	(31)	28%	(41)	48%	(69)	144
Fashion: An avid fan	8%	(28)	33%	(112)	27%	(89)	32%	(106)	336
Fashion: A casual fan	7%	(58)	28%	(246)	27%	(240)	39%	(348)	892
Fashion: Not a fan	4%	(36)	31%	(300)	28%	(271)	38%	(366)	973

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

Table HR11: *Which statement is closest to your opinion, even if neither is exactly right?*

Demographic	Streaming services have an obligation to remove classic movies or TV shows that are considered racist or controversial		Streaming services have an obligation to keep classic movies or TV shows available that are considered racist or controversial because of the historical context		Don't know / No opinion		Total N
Adults	16%	(346)	60%	(1314)	25%	(540)	2200
Gender: Male	18%	(195)	57%	(609)	24%	(257)	1062
Gender: Female	13%	(151)	62%	(705)	25%	(283)	1138
Age: 18-34	23%	(149)	49%	(323)	28%	(183)	655
Age: 35-44	21%	(75)	61%	(217)	19%	(66)	358
Age: 45-64	9%	(70)	66%	(495)	25%	(186)	751
Age: 65+	12%	(52)	64%	(280)	24%	(105)	436
GenZers: 1997-2012	27%	(80)	42%	(122)	31%	(91)	294
Millennials: 1981-1996	19%	(102)	57%	(307)	24%	(126)	535
GenXers: 1965-1980	14%	(77)	63%	(335)	23%	(124)	536
Baby Boomers: 1946-1964	9%	(70)	66%	(492)	25%	(185)	748
PID: Dem (no lean)	22%	(183)	53%	(436)	25%	(208)	826
PID: Ind (no lean)	14%	(100)	57%	(399)	29%	(201)	700
PID: Rep (no lean)	9%	(63)	71%	(479)	20%	(132)	674
PID/Gender: Dem Men	25%	(95)	54%	(203)	21%	(79)	377
PID/Gender: Dem Women	19%	(87)	52%	(233)	29%	(129)	449
PID/Gender: Ind Men	14%	(51)	55%	(202)	31%	(115)	369
PID/Gender: Ind Women	15%	(49)	59%	(197)	26%	(85)	331
PID/Gender: Rep Men	15%	(48)	65%	(204)	20%	(63)	316
PID/Gender: Rep Women	4%	(15)	77%	(275)	19%	(68)	358
Ideo: Liberal (1-3)	23%	(157)	52%	(359)	25%	(170)	686
Ideo: Moderate (4)	15%	(94)	59%	(359)	26%	(155)	608
Ideo: Conservative (5-7)	11%	(78)	72%	(522)	17%	(120)	720
Educ: < College	16%	(235)	58%	(873)	27%	(404)	1512
Educ: Bachelors degree	15%	(67)	64%	(283)	21%	(94)	444
Educ: Post-grad	18%	(44)	65%	(158)	17%	(42)	244

Continued on next page

Table HR11: *Which statement is closest to your opinion, even if neither is exactly right?*

Demographic	Streaming services have an obligation to remove classic movies or TV shows that are considered racist or controversial		Streaming services have an obligation to keep classic movies or TV shows available that are considered racist or controversial because of the historical context		Don't know / No opinion		Total N
Adults	16%	(346)	60%	(1314)	25%	(540)	2200
Income: Under 50k	16%	(196)	56%	(674)	28%	(344)	1213
Income: 50k-100k	15%	(103)	64%	(447)	21%	(148)	698
Income: 100k+	16%	(47)	67%	(194)	17%	(48)	289
Ethnicity: White	12%	(207)	65%	(1117)	23%	(397)	1722
Ethnicity: Hispanic	24%	(83)	55%	(194)	21%	(72)	349
Ethnicity: Afr. Am.	33%	(91)	36%	(98)	31%	(85)	274
Ethnicity: Other	23%	(47)	49%	(99)	28%	(58)	204
All Christian	14%	(151)	65%	(711)	21%	(229)	1090
All Non-Christian	20%	(21)	52%	(55)	29%	(30)	106
Atheist	16%	(19)	62%	(75)	22%	(27)	121
Agnostic/Nothing in particular	18%	(155)	54%	(474)	29%	(254)	883
Religious Non-Protestant/Catholic	17%	(22)	59%	(77)	24%	(32)	132
Evangelical	16%	(93)	62%	(355)	21%	(122)	571
Non-Evangelical	14%	(115)	62%	(514)	24%	(197)	826
Community: Urban	26%	(150)	50%	(284)	24%	(140)	574
Community: Suburban	13%	(132)	64%	(663)	23%	(238)	1033
Community: Rural	11%	(63)	62%	(367)	27%	(162)	593
Employ: Private Sector	16%	(108)	65%	(440)	19%	(131)	679
Employ: Government	22%	(28)	57%	(71)	21%	(26)	126
Employ: Self-Employed	18%	(32)	61%	(111)	21%	(38)	181
Employ: Homemaker	7%	(8)	65%	(79)	28%	(34)	121
Employ: Retired	12%	(61)	63%	(327)	25%	(129)	517
Employ: Unemployed	18%	(58)	51%	(161)	30%	(95)	313
Employ: Other	6%	(8)	54%	(64)	40%	(48)	120
Military HH: Yes	14%	(55)	64%	(244)	22%	(85)	384
Military HH: No	16%	(291)	59%	(1070)	25%	(455)	1816

Continued on next page

Table HR11: *Which statement is closest to your opinion, even if neither is exactly right?*

Demographic	Streaming services have an obligation to remove classic movies or TV shows that are considered racist or controversial		Streaming services have an obligation to keep classic movies or TV shows available that are considered racist or controversial because of the historical context		Don't know / No opinion		Total N
Adults	16%	(346)	60%	(1314)	25%	(540)	2200
RD/WT: Right Direction	11%	(70)	67%	(422)	22%	(137)	629
RD/WT: Wrong Track	18%	(276)	57%	(892)	26%	(403)	1571
Trump Job Approve	10%	(80)	72%	(594)	19%	(155)	828
Trump Job Disapprove	20%	(262)	53%	(697)	26%	(345)	1304
Trump Job Strongly Approve	9%	(43)	75%	(349)	16%	(75)	467
Trump Job Somewhat Approve	10%	(36)	68%	(245)	22%	(80)	361
Trump Job Somewhat Disapprove	22%	(61)	55%	(154)	24%	(67)	282
Trump Job Strongly Disapprove	20%	(201)	53%	(543)	27%	(278)	1022
Favorable of Trump	10%	(79)	73%	(601)	18%	(147)	826
Unfavorable of Trump	20%	(251)	53%	(672)	27%	(346)	1269
Very Favorable of Trump	9%	(43)	75%	(355)	15%	(73)	471
Somewhat Favorable of Trump	10%	(35)	69%	(245)	21%	(74)	355
Somewhat Unfavorable of Trump	17%	(33)	57%	(113)	26%	(52)	199
Very Unfavorable of Trump	20%	(217)	52%	(559)	27%	(294)	1071
#1 Issue: Economy	16%	(112)	60%	(421)	24%	(167)	700
#1 Issue: Security	11%	(30)	71%	(191)	18%	(47)	268
#1 Issue: Health Care	17%	(70)	57%	(233)	25%	(102)	405
#1 Issue: Medicare / Social Security	13%	(41)	61%	(196)	26%	(82)	320
#1 Issue: Women's Issues	22%	(21)	53%	(52)	25%	(24)	97
#1 Issue: Education	18%	(24)	54%	(74)	28%	(38)	135
#1 Issue: Energy	18%	(18)	52%	(52)	30%	(29)	99
#1 Issue: Other	17%	(30)	55%	(97)	28%	(50)	176
2018 House Vote: Democrat	21%	(168)	56%	(442)	22%	(174)	784
2018 House Vote: Republican	9%	(57)	74%	(470)	17%	(105)	632
2018 House Vote: Someone else	16%	(11)	61%	(43)	23%	(16)	69

Continued on next page

Table HR11: *Which statement is closest to your opinion, even if neither is exactly right?*

Demographic	Streaming services have an obligation to remove classic movies or TV shows that are considered racist or controversial		Streaming services have an obligation to keep classic movies or TV shows available that are considered racist or controversial because of the historical context		Don't know / No opinion		Total N
Adults	16%	(346)	60%	(1314)	25%	(540)	2200
2016 Vote: Hillary Clinton	20%	(143)	57%	(407)	23%	(162)	711
2016 Vote: Donald Trump	9%	(63)	75%	(511)	16%	(106)	680
2016 Vote: Other	11%	(16)	60%	(85)	29%	(41)	141
2016 Vote: Didn't Vote	19%	(124)	47%	(311)	35%	(231)	667
Voted in 2014: Yes	14%	(181)	66%	(847)	20%	(249)	1277
Voted in 2014: No	18%	(165)	51%	(467)	32%	(291)	923
2012 Vote: Barack Obama	17%	(147)	59%	(501)	23%	(196)	844
2012 Vote: Mitt Romney	7%	(32)	77%	(373)	16%	(80)	485
2012 Vote: Other	5%	(4)	76%	(62)	20%	(16)	82
2012 Vote: Didn't Vote	21%	(161)	48%	(373)	32%	(248)	782
4-Region: Northeast	19%	(76)	55%	(216)	26%	(102)	394
4-Region: Midwest	12%	(54)	62%	(287)	26%	(121)	462
4-Region: South	16%	(133)	60%	(496)	24%	(195)	824
4-Region: West	16%	(82)	61%	(315)	24%	(123)	520
Watch TV: Every day	17%	(185)	62%	(686)	22%	(244)	1115
Watch TV: Several times per week	15%	(79)	62%	(318)	22%	(114)	511
Watch TV: About once per week	16%	(26)	58%	(96)	26%	(42)	165
Watch TV: Several times per month	14%	(14)	64%	(62)	22%	(22)	97
Watch TV: Less often than once per month	11%	(10)	53%	(49)	36%	(33)	93
Watch TV: Never	15%	(27)	45%	(82)	40%	(72)	181

Continued on next page

Table HR11: *Which statement is closest to your opinion, even if neither is exactly right?*

Demographic	Streaming services have an obligation to remove classic movies or TV shows that are considered racist or controversial		Streaming services have an obligation to keep classic movies or TV shows available that are considered racist or controversial because of the historical context		Don't know / No opinion		Total N
Adults	16%	(346)	60%	(1314)	25%	(540)	2200
Watch Movies: Every day	22%	(87)	59%	(236)	20%	(79)	402
Watch Movies: Several times per week	16%	(98)	65%	(401)	19%	(119)	618
Watch Movies: About once per week	13%	(45)	58%	(201)	29%	(102)	348
Watch Movies: Several times per month	13%	(37)	65%	(187)	22%	(63)	287
Watch Movies: About once per month	20%	(37)	56%	(105)	25%	(47)	189
Watch Movies: Less often than once per month	11%	(18)	60%	(97)	29%	(47)	162
Watch Movies: Never	12%	(23)	45%	(87)	43%	(84)	194
Watch Sporting Events: Every day	29%	(32)	57%	(62)	14%	(16)	109
Watch Sporting Events: Several times per week	19%	(56)	64%	(186)	16%	(47)	288
Watch Sporting Events: About once per week	22%	(52)	57%	(138)	21%	(51)	240
Watch Sporting Events: Several times per month	13%	(28)	67%	(150)	21%	(47)	225
Watch Sporting Events: About once per month	12%	(17)	63%	(91)	25%	(36)	144
Watch Sporting Events: Less often than once per month	15%	(60)	60%	(238)	25%	(102)	400
Watch Sporting Events: Never	13%	(101)	57%	(450)	30%	(242)	793
Cable TV: Currently subscribe	16%	(169)	62%	(631)	22%	(226)	1026
Cable TV: Subscribed in past	15%	(103)	61%	(430)	25%	(174)	706
Cable TV: Never subscribed	16%	(74)	54%	(254)	30%	(140)	468
Satellite TV: Currently subscribe	18%	(86)	58%	(273)	23%	(109)	469
Satellite TV: Subscribed in past	16%	(97)	62%	(388)	23%	(141)	626
Satellite TV: Never subscribed	15%	(162)	59%	(654)	26%	(290)	1106
Streaming Services: Currently subscribe	16%	(218)	63%	(870)	21%	(284)	1372
Streaming Services: Subscribed in past	23%	(44)	52%	(101)	25%	(48)	192
Streaming Services: Never subscribed	13%	(85)	54%	(343)	33%	(208)	636
Film: An avid fan	19%	(139)	61%	(443)	20%	(146)	728
Film: A casual fan	14%	(167)	61%	(725)	25%	(301)	1193
Film: Not a fan	14%	(40)	52%	(146)	33%	(93)	280

Continued on next page

Table HR11: *Which statement is closest to your opinion, even if neither is exactly right?*

Demographic	Streaming services have an obligation to remove classic movies or TV shows that are considered racist or controversial		Streaming services have an obligation to keep classic movies or TV shows available that are considered racist or controversial because of the historical context		Don't know / No opinion		Total N
Adults	16%	(346)	60%	(1314)	25%	(540)	2200
Television: An avid fan	16%	(168)	63%	(653)	21%	(214)	1035
Television: A casual fan	15%	(148)	59%	(589)	26%	(258)	995
Television: Not a fan	18%	(31)	42%	(72)	40%	(68)	170
Music: An avid fan	20%	(210)	58%	(619)	23%	(241)	1070
Music: A casual fan	11%	(110)	63%	(623)	26%	(252)	985
Music: Not a fan	18%	(26)	50%	(72)	32%	(46)	144
Fashion: An avid fan	23%	(76)	50%	(169)	27%	(90)	336
Fashion: A casual fan	18%	(160)	59%	(523)	23%	(209)	892
Fashion: Not a fan	11%	(109)	64%	(622)	25%	(241)	973

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

Table HR12_1: *Consider if a streaming service chose not to remove a classic movie or TV show that is considered controversial or racist. To what extent would the following actions make it more or less appropriate to continue to stream the movie or TV show?*
Added a content warning about the controversial nature of the movie or TV show

Demographic	Much more appropriate	Somewhat more appropriate	Neither more nor less appropriate	Somewhat less appropriate	Much less appropriate	Don't know / No opinion	Total N
Adults	32% (705)	28% (611)	17% (382)	3% (70)	7% (150)	13% (282)	2200
Gender: Male	30% (315)	28% (292)	20% (211)	4% (39)	7% (71)	13% (134)	1062
Gender: Female	34% (390)	28% (319)	15% (170)	3% (31)	7% (79)	13% (148)	1138
Age: 18-34	39% (259)	26% (171)	13% (85)	4% (24)	4% (25)	14% (92)	655
Age: 35-44	35% (127)	29% (103)	17% (61)	2% (9)	6% (21)	10% (36)	358
Age: 45-64	26% (198)	28% (210)	20% (152)	4% (27)	9% (66)	13% (98)	751
Age: 65+	28% (122)	29% (127)	19% (84)	2% (10)	9% (38)	13% (55)	436
GenZers: 1997-2012	45% (131)	24% (71)	13% (39)	3% (10)	3% (7)	12% (36)	294
Millennials: 1981-1996	33% (175)	29% (156)	15% (78)	4% (21)	5% (29)	14% (75)	535
GenXers: 1965-1980	31% (166)	27% (145)	20% (108)	3% (15)	7% (35)	13% (68)	536
Baby Boomers: 1946-1964	28% (209)	29% (216)	18% (138)	3% (22)	9% (70)	12% (93)	748
PID: Dem (no lean)	39% (319)	29% (242)	14% (113)	3% (21)	5% (45)	10% (86)	826
PID: Ind (no lean)	33% (233)	25% (173)	17% (120)	3% (19)	6% (39)	16% (115)	700
PID: Rep (no lean)	23% (153)	29% (196)	22% (149)	4% (30)	10% (65)	12% (81)	674
PID/Gender: Dem Men	36% (135)	30% (112)	17% (65)	4% (15)	5% (17)	9% (33)	377
PID/Gender: Dem Women	41% (185)	29% (130)	11% (48)	1% (6)	6% (28)	12% (52)	449
PID/Gender: Ind Men	30% (111)	25% (92)	20% (74)	3% (12)	6% (21)	16% (59)	369
PID/Gender: Ind Women	37% (122)	25% (81)	14% (46)	2% (7)	6% (19)	17% (56)	331
PID/Gender: Rep Men	22% (69)	28% (88)	23% (72)	4% (12)	10% (33)	13% (41)	316
PID/Gender: Rep Women	23% (84)	30% (107)	22% (77)	5% (18)	9% (32)	11% (40)	358
Ideo: Liberal (1-3)	44% (305)	31% (214)	12% (83)	3% (18)	3% (22)	6% (44)	686
Ideo: Moderate (4)	31% (190)	28% (172)	19% (116)	3% (16)	5% (33)	13% (80)	608
Ideo: Conservative (5-7)	24% (176)	26% (187)	22% (159)	5% (34)	12% (87)	11% (76)	720
Educ: < College	31% (469)	26% (400)	17% (263)	3% (46)	7% (109)	15% (226)	1512
Educ: Bachelors degree	34% (153)	29% (130)	17% (74)	4% (17)	7% (30)	9% (41)	444
Educ: Post-grad	34% (83)	33% (82)	19% (45)	3% (8)	5% (11)	6% (15)	244
Income: Under 50k	31% (379)	25% (302)	18% (220)	3% (37)	7% (87)	16% (189)	1213
Income: 50k-100k	32% (225)	30% (209)	17% (119)	3% (23)	7% (46)	11% (76)	698
Income: 100k+	35% (101)	34% (100)	15% (43)	4% (11)	6% (18)	6% (17)	289

Continued on next page

Table HR12_1: *Consider if a streaming service chose not to remove a classic movie or TV show that is considered controversial or racist. To what extent would the following actions make it more or less appropriate to continue to stream the movie or TV show?*
Added a content warning about the controversial nature of the movie or TV show

Demographic	Much more appropriate	Somewhat more appropriate	Neither more nor less appropriate	Somewhat less appropriate	Much less appropriate	Don't know / No opinion	Total N
Adults	32% (705)	28% (611)	17% (382)	3% (70)	7% (150)	13% (282)	2200
Ethnicity: White	31% (535)	28% (488)	17% (301)	3% (55)	8% (132)	12% (211)	1722
Ethnicity: Hispanic	40% (141)	28% (98)	13% (45)	4% (13)	4% (16)	11% (37)	349
Ethnicity: Afr. Am.	35% (95)	25% (69)	14% (40)	4% (11)	4% (11)	18% (48)	274
Ethnicity: Other	37% (75)	26% (54)	20% (42)	2% (5)	3% (7)	11% (23)	204
All Christian	32% (348)	27% (296)	19% (207)	4% (46)	8% (86)	10% (109)	1090
All Non-Christian	30% (31)	27% (29)	16% (17)	7% (7)	6% (6)	15% (16)	106
Atheist	31% (38)	41% (50)	12% (14)	3% (4)	6% (7)	7% (9)	121
Agnostic/Nothing in particular	33% (288)	27% (236)	16% (144)	2% (14)	6% (52)	17% (149)	883
Religious Non-Protestant/Catholic	28% (37)	28% (37)	19% (26)	5% (7)	4% (6)	15% (20)	132
Evangelical	33% (190)	25% (142)	19% (111)	4% (23)	7% (42)	11% (63)	571
Non-Evangelical	32% (267)	29% (237)	17% (139)	3% (27)	8% (63)	11% (92)	826
Community: Urban	35% (203)	27% (156)	17% (98)	5% (29)	4% (23)	11% (65)	574
Community: Suburban	30% (314)	31% (319)	16% (166)	3% (28)	8% (80)	12% (127)	1033
Community: Rural	32% (189)	23% (136)	20% (117)	2% (14)	8% (47)	15% (90)	593
Employ: Private Sector	31% (213)	32% (215)	18% (125)	4% (25)	7% (46)	8% (54)	679
Employ: Government	35% (44)	34% (42)	16% (20)	3% (4)	8% (10)	3% (4)	126
Employ: Self-Employed	39% (71)	26% (48)	18% (33)	3% (5)	4% (7)	9% (17)	181
Employ: Homemaker	25% (31)	17% (21)	17% (20)	6% (7)	8% (10)	27% (33)	121
Employ: Retired	28% (143)	28% (143)	18% (94)	3% (14)	10% (53)	14% (70)	517
Employ: Unemployed	34% (105)	25% (79)	15% (47)	3% (8)	6% (19)	17% (55)	313
Employ: Other	29% (35)	24% (29)	17% (20)	3% (3)	2% (3)	24% (29)	120
Military HH: Yes	31% (120)	27% (103)	21% (80)	2% (8)	9% (35)	10% (39)	384
Military HH: No	32% (585)	28% (508)	17% (302)	3% (63)	6% (115)	13% (243)	1816
RD/WT: Right Direction	26% (162)	25% (157)	21% (135)	4% (27)	9% (59)	14% (89)	629
RD/WT: Wrong Track	35% (543)	29% (454)	16% (247)	3% (43)	6% (90)	12% (193)	1571
Trump Job Approve	25% (204)	26% (216)	23% (189)	4% (34)	10% (85)	12% (101)	828
Trump Job Disapprove	38% (490)	30% (385)	14% (183)	3% (35)	5% (63)	11% (147)	1304

Continued on next page

Table HR12_1: *Consider if a streaming service chose not to remove a classic movie or TV show that is considered controversial or racist. To what extent would the following actions make it more or less appropriate to continue to stream the movie or TV show?*
Added a content warning about the controversial nature of the movie or TV show

Demographic	Much more appropriate	Somewhat more appropriate	Neither more nor less appropriate	Somewhat less appropriate	Much less appropriate	Don't know / No opinion	Total N
Adults	32% (705)	28% (611)	17% (382)	3% (70)	7% (150)	13% (282)	2200
Trump Job Strongly Approve	25% (117)	21% (97)	23% (107)	5% (22)	13% (61)	14% (64)	467
Trump Job Somewhat Approve	24% (87)	33% (119)	23% (81)	3% (12)	7% (24)	10% (38)	361
Trump Job Somewhat Disapprove	28% (80)	36% (101)	17% (49)	4% (10)	3% (10)	11% (32)	282
Trump Job Strongly Disapprove	40% (411)	28% (284)	13% (134)	2% (24)	5% (54)	11% (115)	1022
Favorable of Trump	25% (204)	27% (223)	22% (180)	4% (35)	11% (87)	12% (97)	826
Unfavorable of Trump	38% (477)	29% (373)	15% (189)	3% (35)	5% (61)	11% (135)	1269
Very Favorable of Trump	26% (121)	20% (96)	23% (107)	5% (23)	14% (66)	12% (58)	471
Somewhat Favorable of Trump	23% (83)	36% (127)	21% (73)	3% (12)	6% (22)	11% (39)	355
Somewhat Unfavorable of Trump	25% (50)	36% (72)	26% (51)	3% (6)	5% (10)	5% (9)	199
Very Unfavorable of Trump	40% (427)	28% (301)	13% (138)	3% (29)	5% (51)	12% (125)	1071
#1 Issue: Economy	29% (205)	31% (215)	18% (124)	4% (30)	6% (43)	12% (82)	700
#1 Issue: Security	24% (65)	19% (51)	26% (69)	4% (11)	12% (32)	14% (38)	268
#1 Issue: Health Care	38% (154)	28% (114)	14% (58)	2% (10)	5% (22)	12% (47)	405
#1 Issue: Medicare / Social Security	27% (86)	26% (84)	19% (60)	3% (9)	9% (28)	16% (52)	320
#1 Issue: Women's Issues	39% (38)	28% (27)	13% (13)	3% (3)	9% (9)	8% (8)	97
#1 Issue: Education	41% (55)	27% (36)	11% (16)	3% (4)	3% (4)	15% (20)	135
#1 Issue: Energy	43% (43)	31% (31)	13% (13)	2% (2)	3% (3)	8% (8)	99
#1 Issue: Other	33% (59)	29% (51)	17% (29)	1% (2)	5% (9)	15% (27)	176
2018 House Vote: Democrat	40% (312)	32% (254)	13% (105)	2% (13)	4% (32)	9% (68)	784
2018 House Vote: Republican	23% (146)	28% (176)	23% (144)	5% (34)	12% (73)	9% (58)	632
2018 House Vote: Someone else	27% (18)	24% (16)	24% (16)	— (0)	8% (6)	18% (12)	69
2016 Vote: Hillary Clinton	41% (288)	31% (217)	13% (95)	2% (15)	4% (31)	9% (65)	711
2016 Vote: Donald Trump	23% (159)	29% (200)	24% (160)	5% (33)	11% (73)	8% (55)	680
2016 Vote: Other	29% (41)	30% (43)	17% (25)	1% (2)	9% (12)	13% (19)	141
2016 Vote: Didn't Vote	32% (217)	23% (151)	15% (102)	3% (21)	5% (34)	21% (143)	667
Voted in 2014: Yes	31% (398)	30% (378)	19% (241)	3% (40)	9% (109)	9% (111)	1277
Voted in 2014: No	33% (307)	25% (233)	15% (141)	3% (30)	4% (40)	19% (171)	923

Continued on next page

Table HR12_1: *Consider if a streaming service chose not to remove a classic movie or TV show that is considered controversial or racist. To what extent would the following actions make it more or less appropriate to continue to stream the movie or TV show?*
Added a content warning about the controversial nature of the movie or TV show

Demographic	Much more appropriate	Somewhat more appropriate	Neither more nor less appropriate	Somewhat less appropriate	Much less appropriate	Don't know / No opinion	Total N
Adults	32% (705)	28% (611)	17% (382)	3% (70)	7% (150)	13% (282)	2200
2012 Vote: Barack Obama	37% (312)	31% (259)	16% (133)	3% (25)	5% (43)	9% (72)	844
2012 Vote: Mitt Romney	23% (111)	27% (130)	23% (111)	5% (24)	13% (62)	10% (47)	485
2012 Vote: Other	17% (14)	32% (26)	21% (17)	— (0)	11% (9)	19% (15)	82
2012 Vote: Didn't Vote	34% (266)	25% (193)	15% (120)	3% (22)	4% (34)	19% (147)	782
4-Region: Northeast	34% (132)	24% (94)	17% (65)	4% (17)	9% (34)	13% (52)	394
4-Region: Midwest	26% (119)	31% (143)	18% (84)	4% (18)	7% (35)	14% (64)	462
4-Region: South	33% (271)	28% (229)	16% (135)	3% (22)	6% (49)	14% (117)	824
4-Region: West	35% (183)	28% (146)	19% (98)	3% (13)	6% (32)	9% (49)	520
Watch TV: Every day	35% (389)	28% (317)	16% (183)	3% (30)	7% (74)	11% (123)	1115
Watch TV: Several times per week	37% (189)	27% (137)	16% (81)	4% (19)	7% (34)	10% (50)	511
Watch TV: About once per week	28% (45)	27% (45)	24% (40)	4% (7)	7% (12)	10% (16)	165
Watch TV: Several times per month	22% (21)	33% (32)	20% (19)	5% (5)	8% (8)	13% (12)	97
Watch TV: Less often than once per month	26% (24)	27% (25)	18% (17)	4% (4)	10% (9)	15% (14)	93
Watch TV: Never	15% (28)	23% (41)	20% (36)	2% (3)	6% (10)	35% (63)	181
Watch Movies: Every day	41% (166)	24% (97)	15% (61)	2% (8)	6% (25)	12% (46)	402
Watch Movies: Several times per week	37% (226)	30% (184)	15% (93)	4% (28)	6% (36)	8% (52)	618
Watch Movies: About once per week	29% (101)	30% (103)	17% (59)	2% (7)	7% (26)	15% (51)	348
Watch Movies: Several times per month	31% (89)	28% (79)	20% (56)	4% (11)	9% (26)	9% (26)	287
Watch Movies: About once per month	28% (53)	37% (69)	17% (32)	4% (8)	5% (10)	9% (17)	189
Watch Movies: Less often than once per month	25% (41)	25% (41)	21% (34)	3% (5)	8% (13)	18% (29)	162
Watch Movies: Never	15% (29)	19% (38)	24% (47)	2% (4)	8% (15)	32% (62)	194
Watch Sporting Events: Every day	41% (45)	33% (36)	11% (12)	3% (3)	5% (6)	8% (9)	109
Watch Sporting Events: Several times per week	35% (102)	29% (82)	17% (48)	4% (12)	8% (23)	7% (20)	288
Watch Sporting Events: About once per week	36% (86)	30% (73)	17% (41)	3% (7)	8% (20)	5% (13)	240
Watch Sporting Events: Several times per month	31% (69)	34% (76)	18% (40)	3% (7)	5% (11)	10% (22)	225
Watch Sporting Events: About once per month	33% (47)	30% (43)	14% (20)	5% (7)	2% (2)	17% (24)	144
Watch Sporting Events: Less often than once per month	32% (126)	29% (115)	19% (75)	4% (14)	6% (26)	11% (44)	400
Watch Sporting Events: Never	29% (230)	23% (186)	18% (145)	2% (20)	8% (62)	19% (150)	793

Continued on next page

Table HR12_1: *Consider if a streaming service chose not to remove a classic movie or TV show that is considered controversial or racist. To what extent would the following actions make it more or less appropriate to continue to stream the movie or TV show?*
Added a content warning about the controversial nature of the movie or TV show

Demographic	Much more appropriate	Somewhat more appropriate	Neither more nor less appropriate	Somewhat less appropriate	Much less appropriate	Don't know / No opinion	Total N
Adults	32% (705)	28% (611)	17% (382)	3% (70)	7% (150)	13% (282)	2200
Cable TV: Currently subscribe	33% (334)	27% (276)	18% (187)	4% (39)	7% (75)	11% (115)	1026
Cable TV: Subscribed in past	35% (249)	29% (207)	17% (117)	2% (16)	6% (40)	11% (77)	706
Cable TV: Never subscribed	26% (121)	27% (128)	17% (78)	3% (16)	8% (35)	19% (89)	468
Satellite TV: Currently subscribe	32% (149)	27% (125)	16% (77)	4% (20)	8% (39)	12% (58)	469
Satellite TV: Subscribed in past	36% (225)	27% (168)	18% (114)	3% (16)	6% (34)	11% (68)	626
Satellite TV: Never subscribed	30% (331)	29% (317)	17% (192)	3% (35)	7% (76)	14% (155)	1106
Streaming Services: Currently subscribe	36% (492)	29% (395)	17% (228)	3% (42)	6% (79)	10% (137)	1372
Streaming Services: Subscribed in past	24% (45)	31% (60)	21% (41)	6% (11)	8% (15)	10% (19)	192
Streaming Services: Never subscribed	26% (167)	25% (156)	18% (113)	3% (18)	9% (56)	20% (126)	636
Film: An avid fan	37% (272)	27% (197)	16% (118)	3% (25)	6% (45)	10% (70)	728
Film: A casual fan	31% (369)	31% (365)	18% (212)	3% (36)	5% (64)	12% (146)	1193
Film: Not a fan	23% (64)	17% (49)	18% (51)	3% (9)	15% (41)	24% (66)	280
Television: An avid fan	38% (394)	27% (279)	17% (171)	2% (24)	6% (67)	10% (100)	1035
Television: A casual fan	29% (284)	29% (289)	18% (183)	4% (41)	7% (67)	13% (131)	995
Television: Not a fan	16% (27)	25% (43)	17% (28)	3% (5)	9% (16)	30% (51)	170
Music: An avid fan	39% (414)	27% (291)	16% (172)	3% (34)	4% (46)	11% (113)	1070
Music: A casual fan	27% (264)	30% (295)	18% (178)	3% (32)	9% (86)	13% (130)	985
Music: Not a fan	19% (28)	17% (24)	22% (32)	3% (4)	12% (18)	27% (39)	144
Fashion: An avid fan	34% (113)	28% (94)	17% (57)	4% (12)	3% (10)	15% (49)	336
Fashion: A casual fan	33% (298)	29% (263)	16% (142)	3% (27)	6% (55)	12% (105)	892
Fashion: Not a fan	30% (294)	26% (254)	19% (182)	3% (31)	9% (84)	13% (127)	973

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

Table HR12_2: *Consider if a streaming service chose not to remove a classic movie or TV show that is considered controversial or racist. To what extent would the following actions make it more or less appropriate to continue to stream the movie or TV show?*
Removed the controversial scenes from the movie or TV show

Demographic	Much more appropriate	Somewhat more appropriate	Neither more nor less appropriate	Somewhat less appropriate	Much less appropriate	Don't know / No opinion	Total N
Adults	9% (201)	12% (264)	22% (482)	10% (222)	31% (691)	16% (342)	2200
Gender: Male	10% (111)	14% (143)	23% (247)	10% (104)	29% (311)	14% (147)	1062
Gender: Female	8% (90)	11% (120)	21% (235)	10% (118)	33% (380)	17% (195)	1138
Age: 18-34	13% (88)	17% (108)	20% (133)	12% (81)	20% (131)	17% (115)	655
Age: 35-44	11% (40)	16% (58)	25% (88)	7% (26)	29% (102)	12% (45)	358
Age: 45-64	7% (52)	8% (57)	22% (167)	9% (69)	39% (290)	15% (116)	751
Age: 65+	5% (22)	9% (40)	22% (95)	10% (45)	38% (168)	15% (67)	436
GenZers: 1997-2012	14% (40)	19% (55)	18% (54)	14% (40)	19% (55)	17% (49)	294
Millennials: 1981-1996	14% (73)	15% (81)	24% (129)	10% (51)	22% (117)	16% (84)	535
GenXers: 1965-1980	8% (41)	11% (58)	22% (120)	8% (44)	35% (189)	16% (84)	536
Baby Boomers: 1946-1964	6% (43)	7% (54)	22% (165)	10% (78)	39% (294)	15% (113)	748
PID: Dem (no lean)	12% (102)	16% (130)	22% (180)	11% (87)	24% (202)	15% (124)	826
PID: Ind (no lean)	7% (50)	10% (68)	21% (147)	9% (64)	35% (245)	18% (126)	700
PID: Rep (no lean)	7% (48)	10% (66)	23% (154)	11% (71)	36% (243)	14% (92)	674
PID/Gender: Dem Men	14% (51)	17% (63)	25% (93)	11% (40)	23% (87)	12% (44)	377
PID/Gender: Dem Women	11% (51)	15% (68)	20% (88)	10% (47)	26% (116)	18% (80)	449
PID/Gender: Ind Men	8% (29)	10% (38)	23% (84)	7% (27)	33% (124)	18% (68)	369
PID/Gender: Ind Women	7% (22)	9% (30)	19% (63)	11% (37)	37% (121)	18% (58)	331
PID/Gender: Rep Men	10% (31)	14% (43)	22% (70)	12% (37)	32% (100)	11% (35)	316
PID/Gender: Rep Women	5% (17)	6% (23)	23% (84)	10% (34)	40% (143)	16% (57)	358
Ideo: Liberal (1-3)	12% (86)	16% (111)	22% (150)	12% (82)	27% (185)	11% (72)	686
Ideo: Moderate (4)	8% (49)	11% (69)	25% (151)	10% (59)	30% (181)	16% (98)	608
Ideo: Conservative (5-7)	8% (54)	10% (70)	20% (145)	10% (74)	41% (295)	11% (82)	720
Educ: < College	9% (139)	11% (169)	23% (344)	10% (147)	30% (452)	17% (262)	1512
Educ: Bachelors degree	8% (36)	11% (47)	21% (94)	12% (53)	36% (159)	12% (54)	444
Educ: Post-grad	10% (26)	19% (48)	18% (44)	9% (21)	33% (79)	11% (26)	244
Income: Under 50k	9% (110)	12% (143)	23% (281)	10% (122)	28% (338)	18% (220)	1213
Income: 50k-100k	9% (65)	11% (77)	21% (145)	10% (70)	35% (244)	14% (96)	698
Income: 100k+	9% (26)	15% (43)	19% (56)	10% (29)	38% (109)	9% (26)	289

Continued on next page

Table HR12_2: *Consider if a streaming service chose not to remove a classic movie or TV show that is considered controversial or racist. To what extent would the following actions make it more or less appropriate to continue to stream the movie or TV show?*
Removed the controversial scenes from the movie or TV show

Demographic	Much more appropriate	Somewhat more appropriate	Neither more nor less appropriate	Somewhat less appropriate	Much less appropriate	Don't know / No opinion	Total N
Adults	9% (201)	12% (264)	22% (482)	10% (222)	31% (691)	16% (342)	2200
Ethnicity: White	7% (127)	11% (183)	22% (374)	10% (167)	35% (604)	15% (266)	1722
Ethnicity: Hispanic	15% (51)	14% (50)	23% (82)	8% (29)	24% (84)	15% (54)	349
Ethnicity: Afr. Am.	16% (44)	18% (50)	23% (63)	11% (30)	13% (37)	18% (50)	274
Ethnicity: Other	14% (29)	15% (31)	22% (44)	12% (25)	24% (49)	13% (26)	204
All Christian	9% (102)	11% (124)	22% (241)	10% (114)	34% (371)	13% (138)	1090
All Non-Christian	11% (11)	14% (15)	22% (24)	15% (16)	18% (19)	20% (21)	106
Atheist	4% (5)	9% (11)	28% (33)	10% (12)	41% (49)	9% (11)	121
Agnostic/Nothing in particular	9% (82)	13% (114)	21% (184)	9% (79)	28% (252)	20% (173)	883
Religious Non-Protestant/Catholic	10% (13)	14% (18)	25% (33)	14% (19)	17% (23)	20% (26)	132
Evangelical	12% (71)	14% (82)	19% (110)	10% (56)	32% (180)	13% (71)	571
Non-Evangelical	9% (71)	10% (79)	23% (192)	10% (82)	34% (278)	15% (123)	826
Community: Urban	14% (81)	18% (101)	24% (137)	9% (52)	21% (118)	15% (85)	574
Community: Suburban	8% (82)	11% (111)	20% (210)	11% (117)	35% (358)	15% (154)	1033
Community: Rural	6% (37)	9% (52)	23% (134)	9% (53)	36% (214)	17% (103)	593
Employ: Private Sector	12% (83)	13% (90)	22% (151)	10% (68)	33% (221)	10% (65)	679
Employ: Government	8% (11)	15% (18)	22% (28)	17% (21)	30% (38)	8% (10)	126
Employ: Self-Employed	11% (20)	14% (25)	22% (39)	12% (22)	30% (54)	12% (21)	181
Employ: Homemaker	4% (4)	11% (14)	18% (22)	8% (10)	34% (42)	24% (30)	121
Employ: Retired	6% (30)	9% (44)	23% (118)	10% (50)	37% (194)	16% (80)	517
Employ: Unemployed	11% (33)	13% (39)	16% (51)	9% (29)	26% (82)	25% (79)	313
Employ: Other	3% (3)	7% (8)	30% (36)	2% (3)	29% (35)	29% (35)	120
Military HH: Yes	7% (27)	11% (42)	22% (84)	12% (45)	37% (141)	12% (45)	384
Military HH: No	10% (174)	12% (222)	22% (397)	10% (177)	30% (549)	16% (297)	1816
RD/WT: Right Direction	10% (62)	12% (75)	20% (125)	10% (62)	34% (212)	15% (94)	629
RD/WT: Wrong Track	9% (138)	12% (189)	23% (356)	10% (160)	30% (479)	16% (248)	1571
Trump Job Approve	6% (50)	10% (81)	22% (183)	10% (83)	39% (322)	13% (109)	828
Trump Job Disapprove	11% (146)	14% (180)	22% (287)	10% (135)	27% (358)	15% (198)	1304

Continued on next page

Table HR12_2: *Consider if a streaming service chose not to remove a classic movie or TV show that is considered controversial or racist. To what extent would the following actions make it more or less appropriate to continue to stream the movie or TV show?*
Removed the controversial scenes from the movie or TV show

Demographic	Much more appropriate	Somewhat more appropriate	Neither more nor less appropriate	Somewhat less appropriate	Much less appropriate	Don't know / No opinion	Total N
Adults	9% (201)	12% (264)	22% (482)	10% (222)	31% (691)	16% (342)	2200
Trump Job Strongly Approve	7% (33)	9% (43)	20% (94)	7% (32)	42% (198)	14% (67)	467
Trump Job Somewhat Approve	5% (17)	11% (38)	25% (89)	14% (51)	34% (124)	12% (42)	361
Trump Job Somewhat Disapprove	13% (38)	13% (37)	29% (82)	10% (27)	20% (58)	14% (39)	282
Trump Job Strongly Disapprove	11% (108)	14% (143)	20% (205)	10% (107)	29% (300)	16% (159)	1022
Favorable of Trump	7% (62)	9% (78)	21% (171)	11% (89)	39% (326)	12% (102)	826
Unfavorable of Trump	10% (126)	14% (180)	23% (293)	10% (126)	28% (352)	15% (194)	1269
Very Favorable of Trump	7% (34)	8% (40)	20% (93)	8% (37)	44% (208)	13% (59)	471
Somewhat Favorable of Trump	8% (27)	11% (38)	22% (78)	14% (51)	33% (118)	12% (43)	355
Somewhat Unfavorable of Trump	12% (23)	12% (23)	36% (71)	11% (22)	23% (45)	7% (14)	199
Very Unfavorable of Trump	10% (102)	15% (156)	21% (223)	10% (103)	29% (306)	17% (180)	1071
#1 Issue: Economy	9% (64)	11% (78)	23% (162)	11% (74)	31% (218)	15% (104)	700
#1 Issue: Security	11% (29)	7% (19)	22% (60)	9% (24)	38% (101)	13% (35)	268
#1 Issue: Health Care	10% (41)	15% (62)	19% (77)	12% (48)	29% (118)	14% (59)	405
#1 Issue: Medicare / Social Security	7% (22)	10% (33)	21% (68)	8% (25)	33% (105)	21% (66)	320
#1 Issue: Women's Issues	13% (13)	11% (11)	18% (18)	17% (16)	21% (20)	20% (20)	97
#1 Issue: Education	13% (17)	14% (19)	19% (26)	9% (12)	31% (42)	15% (20)	135
#1 Issue: Energy	7% (7)	23% (23)	22% (22)	10% (10)	25% (25)	13% (13)	99
#1 Issue: Other	4% (7)	12% (20)	28% (49)	7% (13)	34% (60)	15% (26)	176
2018 House Vote: Democrat	11% (87)	15% (120)	22% (176)	10% (78)	29% (227)	12% (96)	784
2018 House Vote: Republican	7% (44)	8% (53)	22% (140)	11% (66)	42% (262)	11% (67)	632
2018 House Vote: Someone else	6% (4)	10% (7)	20% (14)	8% (5)	36% (25)	21% (14)	69
2016 Vote: Hillary Clinton	11% (79)	14% (100)	23% (165)	9% (66)	28% (200)	14% (100)	711
2016 Vote: Donald Trump	7% (48)	9% (59)	23% (156)	11% (76)	41% (278)	9% (64)	680
2016 Vote: Other	6% (8)	6% (8)	21% (30)	14% (19)	39% (55)	15% (21)	141
2016 Vote: Didn't Vote	10% (66)	14% (96)	20% (131)	9% (60)	24% (157)	23% (157)	667
Voted in 2014: Yes	8% (105)	11% (142)	22% (284)	10% (130)	36% (464)	12% (152)	1277
Voted in 2014: No	10% (95)	13% (122)	21% (197)	10% (92)	25% (227)	21% (190)	923

Continued on next page

Table HR12_2: *Consider if a streaming service chose not to remove a classic movie or TV show that is considered controversial or racist. To what extent would the following actions make it more or less appropriate to continue to stream the movie or TV show?*
Removed the controversial scenes from the movie or TV show

Demographic	Much more appropriate	Somewhat more appropriate	Neither more nor less appropriate	Somewhat less appropriate	Much less appropriate	Don't know / No opinion	Total N
Adults	9% (201)	12% (264)	22% (482)	10% (222)	31% (691)	16% (342)	2200
2012 Vote: Barack Obama	10% (88)	12% (104)	23% (197)	10% (88)	30% (256)	13% (112)	844
2012 Vote: Mitt Romney	4% (19)	9% (45)	21% (100)	11% (51)	45% (216)	11% (54)	485
2012 Vote: Other	1% (1)	6% (5)	19% (16)	8% (7)	47% (39)	19% (16)	82
2012 Vote: Didn't Vote	11% (90)	14% (110)	21% (167)	10% (76)	23% (178)	21% (161)	782
4-Region: Northeast	14% (53)	12% (49)	21% (83)	8% (30)	30% (119)	15% (59)	394
4-Region: Midwest	5% (22)	13% (58)	23% (105)	11% (51)	35% (160)	14% (66)	462
4-Region: South	10% (81)	12% (95)	21% (176)	10% (83)	30% (246)	17% (143)	824
4-Region: West	8% (44)	12% (61)	23% (118)	11% (58)	32% (165)	14% (74)	520
Watch TV: Every day	10% (110)	12% (129)	23% (253)	9% (102)	33% (368)	14% (153)	1115
Watch TV: Several times per week	9% (45)	13% (67)	20% (100)	14% (70)	32% (163)	13% (65)	511
Watch TV: About once per week	6% (10)	19% (32)	26% (43)	11% (19)	25% (41)	12% (20)	165
Watch TV: Several times per month	8% (8)	10% (9)	19% (18)	11% (11)	37% (36)	16% (15)	97
Watch TV: Less often than once per month	9% (8)	11% (10)	22% (20)	7% (6)	34% (31)	18% (17)	93
Watch TV: Never	10% (18)	6% (11)	19% (35)	3% (6)	24% (43)	37% (67)	181
Watch Movies: Every day	14% (58)	13% (53)	25% (102)	9% (38)	25% (100)	13% (51)	402
Watch Movies: Several times per week	10% (64)	12% (74)	21% (132)	12% (72)	34% (212)	10% (63)	618
Watch Movies: About once per week	5% (18)	15% (52)	19% (66)	13% (45)	32% (110)	16% (56)	348
Watch Movies: Several times per month	6% (17)	12% (35)	25% (71)	7% (21)	35% (101)	14% (41)	287
Watch Movies: About once per month	6% (12)	11% (21)	20% (38)	13% (24)	32% (61)	17% (32)	189
Watch Movies: Less often than once per month	8% (13)	9% (15)	22% (35)	9% (14)	34% (54)	19% (31)	162
Watch Movies: Never	9% (17)	7% (14)	19% (37)	4% (8)	27% (52)	34% (66)	194
Watch Sporting Events: Every day	26% (28)	25% (28)	17% (18)	8% (9)	16% (18)	8% (9)	109
Watch Sporting Events: Several times per week	14% (40)	14% (39)	21% (61)	10% (30)	34% (98)	7% (20)	288
Watch Sporting Events: About once per week	10% (24)	15% (36)	23% (55)	15% (35)	30% (73)	7% (16)	240
Watch Sporting Events: Several times per month	7% (15)	10% (23)	25% (56)	14% (31)	34% (76)	10% (23)	225
Watch Sporting Events: About once per month	10% (14)	10% (15)	19% (27)	13% (19)	25% (37)	23% (33)	144
Watch Sporting Events: Less often than once per month	6% (22)	11% (45)	26% (103)	8% (32)	35% (140)	15% (59)	400
Watch Sporting Events: Never	7% (57)	10% (78)	20% (161)	8% (66)	31% (250)	23% (181)	793

Continued on next page

Table HR12_2: *Consider if a streaming service chose not to remove a classic movie or TV show that is considered controversial or racist. To what extent would the following actions make it more or less appropriate to continue to stream the movie or TV show?*
Removed the controversial scenes from the movie or TV show

Demographic	Much more appropriate	Somewhat more appropriate	Neither more nor less appropriate	Somewhat less appropriate	Much less appropriate	Don't know / No opinion	Total N
Adults	9% (201)	12% (264)	22% (482)	10% (222)	31% (691)	16% (342)	2200
Cable TV: Currently subscribe	9% (97)	12% (120)	22% (226)	10% (104)	33% (334)	14% (145)	1026
Cable TV: Subscribed in past	9% (65)	11% (78)	23% (160)	11% (79)	32% (226)	14% (99)	706
Cable TV: Never subscribed	8% (39)	14% (66)	20% (96)	8% (38)	28% (131)	21% (98)	468
Satellite TV: Currently subscribe	10% (47)	14% (67)	22% (105)	10% (49)	29% (137)	14% (64)	469
Satellite TV: Subscribed in past	10% (61)	12% (74)	23% (144)	11% (72)	30% (187)	14% (89)	626
Satellite TV: Never subscribed	8% (92)	11% (123)	21% (233)	9% (101)	33% (366)	17% (190)	1106
Streaming Services: Currently subscribe	9% (129)	12% (163)	22% (297)	11% (149)	33% (455)	13% (180)	1372
Streaming Services: Subscribed in past	8% (16)	21% (41)	23% (45)	11% (21)	21% (41)	15% (29)	192
Streaming Services: Never subscribed	9% (56)	9% (60)	22% (139)	8% (52)	31% (195)	21% (134)	636
Film: An avid fan	12% (87)	14% (103)	21% (155)	10% (74)	29% (213)	13% (95)	728
Film: A casual fan	8% (91)	11% (134)	23% (274)	10% (118)	33% (398)	15% (177)	1193
Film: Not a fan	8% (22)	10% (27)	19% (52)	10% (29)	28% (79)	25% (70)	280
Television: An avid fan	11% (117)	13% (129)	22% (228)	10% (105)	31% (326)	12% (129)	1035
Television: A casual fan	7% (72)	12% (117)	23% (228)	11% (105)	32% (317)	16% (155)	995
Television: Not a fan	7% (12)	10% (17)	15% (25)	6% (11)	28% (47)	34% (58)	170
Music: An avid fan	12% (133)	14% (146)	23% (242)	10% (103)	28% (304)	13% (142)	1070
Music: A casual fan	6% (59)	11% (105)	21% (205)	11% (104)	36% (356)	16% (156)	985
Music: Not a fan	6% (8)	9% (13)	24% (34)	10% (14)	21% (30)	31% (45)	144
Fashion: An avid fan	19% (64)	16% (52)	21% (72)	10% (33)	16% (54)	18% (60)	336
Fashion: A casual fan	9% (83)	13% (116)	20% (182)	12% (108)	31% (277)	14% (125)	892
Fashion: Not a fan	6% (54)	10% (95)	23% (227)	8% (80)	37% (360)	16% (157)	973

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

Table HR12_3: *Consider if a streaming service chose not to remove a classic movie or TV show that is considered controversial or racist. To what extent would the following actions make it more or less appropriate to continue to stream the movie or TV show?*
Added information about the historical context the movie or TV show is based in

Demographic	Much more appropriate	Somewhat more appropriate	Neither more nor less appropriate	Somewhat less appropriate	Much less appropriate	Don't know / No opinion	Total N
Adults	29% (638)	28% (609)	21% (452)	3% (63)	6% (127)	14% (310)	2200
Gender: Male	27% (287)	27% (288)	23% (248)	3% (36)	6% (66)	13% (136)	1062
Gender: Female	31% (351)	28% (321)	18% (204)	2% (27)	5% (61)	15% (174)	1138
Age: 18-34	34% (223)	27% (175)	17% (108)	4% (25)	4% (26)	15% (97)	655
Age: 35-44	31% (111)	29% (104)	21% (75)	2% (9)	3% (12)	13% (47)	358
Age: 45-64	25% (189)	27% (205)	23% (170)	2% (19)	8% (60)	14% (108)	751
Age: 65+	26% (115)	29% (126)	22% (98)	2% (10)	7% (29)	13% (58)	436
GenZers: 1997-2012	41% (121)	29% (84)	11% (33)	4% (11)	3% (8)	12% (37)	294
Millennials: 1981-1996	28% (148)	27% (146)	22% (118)	4% (20)	4% (22)	15% (81)	535
GenXers: 1965-1980	28% (151)	27% (143)	21% (115)	3% (15)	5% (29)	16% (83)	536
Baby Boomers: 1946-1964	27% (199)	28% (213)	23% (169)	1% (10)	8% (58)	13% (98)	748
PID: Dem (no lean)	34% (284)	30% (244)	17% (144)	2% (20)	5% (39)	11% (95)	826
PID: Ind (no lean)	28% (199)	27% (187)	20% (140)	2% (14)	4% (31)	18% (129)	700
PID: Rep (no lean)	23% (155)	26% (178)	25% (168)	4% (29)	9% (57)	13% (86)	674
PID/Gender: Dem Men	33% (126)	29% (109)	22% (82)	3% (12)	4% (16)	8% (31)	377
PID/Gender: Dem Women	35% (158)	30% (136)	14% (62)	2% (8)	5% (22)	14% (63)	449
PID/Gender: Ind Men	24% (89)	27% (99)	24% (90)	2% (7)	5% (20)	17% (64)	369
PID/Gender: Ind Women	33% (110)	27% (88)	15% (50)	2% (7)	3% (11)	20% (65)	331
PID/Gender: Rep Men	23% (72)	26% (81)	24% (76)	5% (17)	10% (30)	13% (40)	316
PID/Gender: Rep Women	23% (83)	27% (97)	26% (92)	4% (13)	8% (27)	13% (46)	358
Ideo: Liberal (1-3)	41% (279)	32% (220)	15% (103)	2% (16)	2% (16)	8% (53)	686
Ideo: Moderate (4)	28% (169)	26% (156)	24% (144)	2% (12)	6% (39)	15% (88)	608
Ideo: Conservative (5-7)	23% (167)	27% (193)	25% (179)	4% (32)	9% (67)	12% (83)	720
Educ: < College	27% (413)	26% (396)	21% (324)	3% (47)	5% (81)	17% (251)	1512
Educ: Bachelors degree	32% (143)	31% (137)	18% (79)	2% (11)	7% (30)	10% (43)	444
Educ: Post-grad	33% (82)	31% (76)	20% (49)	2% (5)	6% (16)	7% (16)	244
Income: Under 50k	28% (336)	25% (306)	21% (255)	4% (44)	6% (74)	16% (199)	1213
Income: 50k-100k	29% (201)	30% (211)	22% (150)	1% (10)	5% (38)	12% (86)	698
Income: 100k+	35% (101)	32% (92)	16% (46)	3% (9)	5% (16)	9% (25)	289

Continued on next page

Table HR12_3: *Consider if a streaming service chose not to remove a classic movie or TV show that is considered controversial or racist. To what extent would the following actions make it more or less appropriate to continue to stream the movie or TV show?*
Added information about the historical context the movie or TV show is based in

Demographic	Much more appropriate	Somewhat more appropriate	Neither more nor less appropriate	Somewhat less appropriate	Much less appropriate	Don't know / No opinion	Total N
Adults	29% (638)	28% (609)	21% (452)	3% (63)	6% (127)	14% (310)	2200
Ethnicity: White	28% (485)	28% (483)	21% (358)	3% (48)	6% (111)	14% (237)	1722
Ethnicity: Hispanic	37% (128)	26% (92)	18% (62)	2% (7)	5% (16)	12% (43)	349
Ethnicity: Afr. Am.	28% (78)	27% (73)	20% (54)	3% (8)	4% (12)	18% (49)	274
Ethnicity: Other	37% (75)	26% (54)	19% (40)	3% (7)	2% (4)	12% (24)	204
All Christian	27% (300)	29% (311)	23% (248)	3% (32)	7% (73)	12% (127)	1090
All Non-Christian	27% (28)	33% (35)	12% (13)	10% (11)	3% (4)	15% (15)	106
Atheist	33% (40)	37% (44)	15% (18)	2% (2)	6% (7)	7% (8)	121
Agnostic/Nothing in particular	31% (270)	25% (219)	20% (173)	2% (19)	5% (43)	18% (160)	883
Religious Non-Protestant/Catholic	24% (32)	33% (43)	17% (23)	10% (13)	3% (4)	13% (17)	132
Evangelical	29% (168)	26% (146)	23% (130)	3% (18)	6% (36)	13% (73)	571
Non-Evangelical	30% (247)	30% (248)	18% (152)	2% (18)	6% (52)	13% (108)	826
Community: Urban	34% (194)	26% (150)	22% (124)	3% (18)	3% (19)	12% (69)	574
Community: Suburban	29% (297)	30% (309)	19% (200)	3% (30)	6% (66)	13% (130)	1033
Community: Rural	25% (147)	25% (150)	22% (128)	3% (15)	7% (42)	19% (111)	593
Employ: Private Sector	29% (198)	30% (202)	22% (147)	3% (22)	6% (41)	10% (68)	679
Employ: Government	33% (42)	32% (41)	17% (21)	5% (6)	3% (3)	10% (13)	126
Employ: Self-Employed	34% (62)	25% (46)	24% (43)	2% (4)	3% (6)	11% (20)	181
Employ: Homemaker	22% (27)	18% (22)	21% (25)	6% (7)	7% (8)	26% (31)	121
Employ: Retired	26% (135)	28% (144)	23% (120)	2% (10)	7% (35)	14% (73)	517
Employ: Unemployed	26% (80)	26% (81)	19% (60)	3% (9)	9% (27)	18% (58)	313
Employ: Other	32% (39)	22% (27)	16% (19)	— (1)	3% (3)	27% (32)	120
Military HH: Yes	30% (113)	25% (98)	23% (87)	3% (11)	8% (30)	11% (44)	384
Military HH: No	29% (525)	28% (512)	20% (365)	3% (52)	5% (97)	15% (266)	1816
RD/WT: Right Direction	23% (143)	27% (170)	22% (141)	5% (30)	9% (55)	15% (91)	629
RD/WT: Wrong Track	32% (495)	28% (439)	20% (311)	2% (33)	5% (72)	14% (219)	1571
Trump Job Approve	24% (196)	27% (223)	24% (201)	4% (31)	8% (69)	13% (109)	828
Trump Job Disapprove	33% (431)	29% (380)	18% (240)	2% (32)	4% (55)	13% (167)	1304

Continued on next page

Table HR12_3: *Consider if a streaming service chose not to remove a classic movie or TV show that is considered controversial or racist. To what extent would the following actions make it more or less appropriate to continue to stream the movie or TV show?*
Added information about the historical context the movie or TV show is based in

Demographic	Much more appropriate	Somewhat more appropriate	Neither more nor less appropriate	Somewhat less appropriate	Much less appropriate	Don't know / No opinion	Total N
Adults	29% (638)	28% (609)	21% (452)	3% (63)	6% (127)	14% (310)	2200
Trump Job Strongly Approve	25% (115)	22% (105)	24% (112)	3% (14)	11% (50)	15% (70)	467
Trump Job Somewhat Approve	22% (81)	33% (118)	25% (89)	5% (16)	5% (18)	11% (39)	361
Trump Job Somewhat Disapprove	22% (62)	32% (91)	28% (79)	2% (7)	5% (13)	10% (29)	282
Trump Job Strongly Disapprove	36% (369)	28% (289)	16% (160)	2% (25)	4% (41)	13% (137)	1022
Favorable of Trump	24% (196)	28% (231)	23% (193)	4% (31)	9% (72)	13% (104)	826
Unfavorable of Trump	33% (422)	29% (368)	19% (242)	2% (27)	4% (50)	13% (159)	1269
Very Favorable of Trump	26% (121)	23% (106)	24% (112)	3% (15)	11% (52)	14% (66)	471
Somewhat Favorable of Trump	21% (75)	35% (124)	23% (81)	4% (16)	6% (21)	11% (39)	355
Somewhat Unfavorable of Trump	20% (40)	39% (77)	30% (60)	3% (6)	3% (6)	5% (11)	199
Very Unfavorable of Trump	36% (382)	27% (291)	17% (183)	2% (21)	4% (45)	14% (148)	1071
#1 Issue: Economy	27% (192)	32% (221)	21% (145)	2% (16)	5% (38)	13% (89)	700
#1 Issue: Security	20% (54)	24% (64)	28% (76)	3% (9)	9% (23)	16% (42)	268
#1 Issue: Health Care	33% (134)	30% (121)	16% (65)	3% (13)	5% (18)	13% (54)	405
#1 Issue: Medicare / Social Security	22% (71)	24% (76)	25% (80)	3% (11)	8% (26)	17% (55)	320
#1 Issue: Women's Issues	36% (35)	25% (24)	11% (11)	10% (10)	2% (2)	16% (15)	97
#1 Issue: Education	33% (45)	29% (39)	14% (19)	2% (3)	6% (9)	16% (21)	135
#1 Issue: Energy	48% (48)	22% (22)	18% (18)	1% (1)	3% (3)	8% (8)	99
#1 Issue: Other	34% (59)	24% (43)	22% (39)	1% (1)	5% (8)	15% (26)	176
2018 House Vote: Democrat	35% (276)	31% (243)	18% (143)	2% (16)	4% (28)	10% (78)	784
2018 House Vote: Republican	23% (143)	29% (184)	25% (157)	4% (24)	9% (56)	11% (68)	632
2018 House Vote: Someone else	27% (19)	14% (10)	24% (17)	2% (1)	12% (9)	20% (14)	69
2016 Vote: Hillary Clinton	36% (255)	29% (207)	18% (131)	3% (20)	3% (23)	11% (77)	711
2016 Vote: Donald Trump	22% (153)	30% (205)	27% (181)	3% (22)	8% (57)	9% (63)	680
2016 Vote: Other	29% (41)	21% (30)	23% (32)	1% (1)	10% (14)	17% (23)	141
2016 Vote: Didn't Vote	28% (190)	25% (168)	16% (108)	3% (21)	5% (33)	22% (147)	667
Voted in 2014: Yes	28% (361)	30% (377)	22% (286)	3% (36)	7% (84)	10% (133)	1277
Voted in 2014: No	30% (277)	25% (232)	18% (166)	3% (27)	5% (43)	19% (178)	923

Continued on next page

Table HR12_3: *Consider if a streaming service chose not to remove a classic movie or TV show that is considered controversial or racist. To what extent would the following actions make it more or less appropriate to continue to stream the movie or TV show?*
Added information about the historical context the movie or TV show is based in

Demographic	Much more appropriate	Somewhat more appropriate	Neither more nor less appropriate	Somewhat less appropriate	Much less appropriate	Don't know / No opinion	Total N
Adults	29% (638)	28% (609)	21% (452)	3% (63)	6% (127)	14% (310)	2200
2012 Vote: Barack Obama	33% (275)	30% (254)	20% (168)	3% (22)	4% (32)	11% (92)	844
2012 Vote: Mitt Romney	21% (102)	30% (146)	24% (119)	4% (18)	10% (47)	11% (54)	485
2012 Vote: Other	20% (16)	21% (17)	27% (23)	— (0)	14% (12)	18% (15)	82
2012 Vote: Didn't Vote	31% (240)	25% (192)	18% (142)	3% (23)	5% (35)	19% (150)	782
4-Region: Northeast	33% (129)	23% (92)	21% (82)	3% (12)	6% (25)	14% (54)	394
4-Region: Midwest	25% (113)	31% (144)	19% (90)	3% (15)	7% (30)	15% (70)	462
4-Region: South	29% (240)	28% (232)	20% (167)	2% (17)	5% (38)	16% (130)	824
4-Region: West	30% (155)	27% (142)	22% (113)	4% (19)	7% (34)	11% (57)	520
Watch TV: Every day	31% (351)	27% (296)	21% (236)	2% (25)	6% (67)	13% (140)	1115
Watch TV: Several times per week	32% (161)	30% (151)	19% (97)	3% (17)	5% (26)	11% (58)	511
Watch TV: About once per week	22% (36)	36% (60)	24% (40)	3% (5)	5% (8)	10% (17)	165
Watch TV: Several times per month	20% (19)	27% (26)	21% (21)	6% (6)	8% (8)	17% (17)	97
Watch TV: Less often than once per month	34% (32)	23% (21)	18% (17)	— (0)	6% (6)	18% (17)	93
Watch TV: Never	16% (30)	21% (39)	19% (35)	4% (7)	7% (12)	32% (59)	181
Watch Movies: Every day	38% (152)	23% (93)	21% (84)	1% (4)	5% (20)	12% (49)	402
Watch Movies: Several times per week	35% (216)	28% (171)	19% (119)	3% (19)	5% (31)	10% (62)	618
Watch Movies: About once per week	24% (83)	34% (118)	19% (66)	5% (16)	4% (14)	15% (51)	348
Watch Movies: Several times per month	26% (73)	28% (80)	21% (59)	3% (9)	10% (30)	13% (36)	287
Watch Movies: About once per month	24% (46)	30% (57)	26% (48)	3% (6)	6% (12)	11% (20)	189
Watch Movies: Less often than once per month	23% (36)	31% (50)	22% (35)	— (0)	3% (6)	21% (34)	162
Watch Movies: Never	16% (31)	21% (41)	21% (41)	4% (9)	7% (15)	30% (58)	194
Watch Sporting Events: Every day	38% (42)	37% (40)	10% (11)	2% (2)	4% (4)	9% (10)	109
Watch Sporting Events: Several times per week	34% (97)	26% (74)	23% (67)	2% (7)	6% (18)	9% (26)	288
Watch Sporting Events: About once per week	31% (75)	36% (86)	17% (42)	5% (12)	6% (15)	4% (10)	240
Watch Sporting Events: Several times per month	26% (59)	40% (89)	16% (36)	2% (5)	5% (12)	11% (24)	225
Watch Sporting Events: About once per month	24% (35)	28% (41)	20% (29)	4% (6)	5% (7)	18% (26)	144
Watch Sporting Events: Less often than once per month	31% (125)	23% (93)	24% (95)	3% (10)	6% (22)	14% (55)	400
Watch Sporting Events: Never	26% (204)	23% (186)	22% (173)	3% (21)	6% (49)	20% (159)	793

Continued on next page

Table HR12_3: *Consider if a streaming service chose not to remove a classic movie or TV show that is considered controversial or racist. To what extent would the following actions make it more or less appropriate to continue to stream the movie or TV show?*
Added information about the historical context the movie or TV show is based in

Demographic	Much more appropriate	Somewhat more appropriate	Neither more nor less appropriate	Somewhat less appropriate	Much less appropriate	Don't know / No opinion	Total N
Adults	29% (638)	28% (609)	21% (452)	3% (63)	6% (127)	14% (310)	2200
Cable TV: Currently subscribe	30% (305)	27% (281)	21% (219)	2% (24)	7% (69)	13% (129)	1026
Cable TV: Subscribed in past	31% (219)	30% (214)	20% (140)	2% (17)	5% (34)	12% (83)	706
Cable TV: Never subscribed	24% (113)	24% (114)	20% (94)	5% (23)	5% (24)	21% (99)	468
Satellite TV: Currently subscribe	30% (142)	26% (122)	20% (95)	3% (15)	7% (32)	13% (63)	469
Satellite TV: Subscribed in past	31% (195)	29% (180)	20% (127)	2% (12)	6% (37)	12% (75)	626
Satellite TV: Never subscribed	27% (301)	28% (308)	21% (229)	3% (36)	5% (59)	16% (173)	1106
Streaming Services: Currently subscribe	32% (438)	30% (412)	19% (259)	3% (38)	5% (62)	12% (163)	1372
Streaming Services: Subscribed in past	21% (41)	30% (57)	28% (55)	2% (4)	7% (14)	11% (22)	192
Streaming Services: Never subscribed	25% (159)	22% (141)	22% (138)	3% (21)	8% (52)	20% (126)	636
Film: An avid fan	35% (252)	25% (179)	21% (152)	4% (28)	6% (42)	10% (74)	728
Film: A casual fan	28% (336)	31% (365)	20% (242)	2% (25)	5% (55)	14% (170)	1193
Film: Not a fan	18% (49)	23% (65)	21% (58)	4% (10)	11% (30)	24% (67)	280
Television: An avid fan	32% (330)	26% (265)	22% (227)	3% (32)	6% (66)	11% (115)	1035
Television: A casual fan	28% (274)	31% (307)	20% (195)	3% (29)	5% (47)	14% (144)	995
Television: Not a fan	20% (34)	22% (37)	18% (30)	2% (3)	8% (14)	30% (52)	170
Music: An avid fan	36% (382)	27% (284)	19% (204)	3% (32)	4% (43)	12% (126)	1070
Music: A casual fan	24% (238)	30% (295)	22% (217)	2% (23)	7% (67)	15% (145)	985
Music: Not a fan	13% (18)	21% (30)	21% (31)	5% (8)	12% (18)	27% (39)	144
Fashion: An avid fan	35% (117)	24% (81)	19% (63)	4% (14)	3% (10)	15% (50)	336
Fashion: A casual fan	31% (273)	30% (263)	19% (169)	3% (23)	5% (41)	14% (122)	892
Fashion: Not a fan	25% (247)	27% (265)	23% (220)	3% (26)	8% (76)	14% (139)	973

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

Table HR12_4: *Consider if a streaming service chose not to remove a classic movie or TV show that is considered controversial or racist. To what extent would the following actions make it more or less appropriate to continue to stream the movie or TV show?*
Added in a statement denouncing racism and prejudice before the movie or TV show

Demographic	Much more appropriate	Somewhat more appropriate	Neither more nor less appropriate	Somewhat less appropriate	Much less appropriate	Don't know / No opinion	Total N
Adults	26% (575)	22% (490)	23% (502)	5% (109)	10% (216)	14% (308)	2200
Gender: Male	25% (267)	21% (227)	25% (267)	5% (57)	9% (100)	14% (143)	1062
Gender: Female	27% (308)	23% (263)	21% (234)	5% (52)	10% (116)	14% (165)	1138
Age: 18-34	32% (213)	24% (157)	17% (109)	5% (31)	6% (42)	16% (103)	655
Age: 35-44	29% (104)	25% (91)	21% (75)	7% (23)	7% (26)	11% (38)	358
Age: 45-64	21% (154)	20% (153)	28% (212)	4% (30)	13% (97)	14% (106)	751
Age: 65+	24% (104)	20% (89)	24% (106)	5% (24)	12% (51)	14% (62)	436
GenZers: 1997-2012	36% (105)	25% (74)	15% (45)	5% (13)	4% (12)	15% (43)	294
Millennials: 1981-1996	28% (147)	24% (127)	21% (112)	6% (31)	8% (42)	14% (75)	535
GenXers: 1965-1980	26% (138)	22% (116)	23% (124)	6% (32)	9% (48)	15% (79)	536
Baby Boomers: 1946-1964	22% (166)	20% (152)	27% (202)	4% (28)	13% (99)	13% (100)	748
PID: Dem (no lean)	34% (282)	26% (214)	17% (140)	4% (29)	8% (65)	12% (95)	826
PID: Ind (no lean)	26% (179)	21% (144)	24% (165)	5% (33)	8% (55)	18% (124)	700
PID: Rep (no lean)	17% (115)	20% (133)	29% (196)	7% (46)	14% (96)	13% (89)	674
PID/Gender: Dem Men	34% (127)	25% (95)	21% (80)	2% (7)	8% (30)	10% (38)	377
PID/Gender: Dem Women	34% (155)	27% (119)	13% (60)	5% (22)	8% (35)	13% (58)	449
PID/Gender: Ind Men	22% (80)	21% (78)	26% (97)	6% (22)	7% (27)	17% (64)	369
PID/Gender: Ind Women	30% (98)	20% (65)	20% (67)	3% (11)	8% (28)	18% (61)	331
PID/Gender: Rep Men	19% (59)	17% (54)	29% (90)	8% (27)	14% (43)	13% (42)	316
PID/Gender: Rep Women	15% (55)	22% (78)	30% (106)	5% (19)	15% (53)	13% (47)	358
Ideo: Liberal (1-3)	39% (268)	30% (205)	17% (114)	3% (21)	4% (28)	7% (50)	686
Ideo: Moderate (4)	25% (150)	19% (114)	27% (167)	6% (34)	9% (57)	14% (87)	608
Ideo: Conservative (5-7)	19% (139)	19% (135)	26% (188)	7% (47)	17% (123)	12% (88)	720
Educ: < College	26% (390)	21% (311)	24% (358)	4% (67)	9% (139)	16% (247)	1512
Educ: Bachelors degree	28% (122)	23% (102)	20% (90)	7% (31)	12% (52)	10% (46)	444
Educ: Post-grad	26% (63)	32% (78)	22% (53)	4% (10)	10% (25)	6% (16)	244
Income: Under 50k	25% (300)	21% (249)	23% (276)	6% (68)	10% (120)	17% (201)	1213
Income: 50k-100k	26% (185)	22% (154)	25% (173)	4% (28)	10% (72)	12% (86)	698
Income: 100k+	31% (91)	30% (88)	18% (53)	4% (12)	8% (24)	8% (22)	289

Continued on next page

Table HR12_4: *Consider if a streaming service chose not to remove a classic movie or TV show that is considered controversial or racist. To what extent would the following actions make it more or less appropriate to continue to stream the movie or TV show?*
Added in a statement denouncing racism and prejudice before the movie or TV show

Demographic	Much more appropriate	Somewhat more appropriate	Neither more nor less appropriate	Somewhat less appropriate	Much less appropriate	Don't know / No opinion	Total N
Adults	26% (575)	22% (490)	23% (502)	5% (109)	10% (216)	14% (308)	2200
Ethnicity: White	24% (409)	22% (380)	25% (422)	5% (88)	11% (185)	14% (238)	1722
Ethnicity: Hispanic	36% (126)	20% (71)	17% (60)	7% (24)	9% (33)	10% (37)	349
Ethnicity: Afr. Am.	33% (90)	22% (61)	16% (43)	4% (12)	7% (20)	18% (49)	274
Ethnicity: Other	38% (77)	24% (49)	18% (37)	4% (9)	6% (11)	11% (21)	204
All Christian	24% (265)	22% (238)	25% (278)	6% (64)	11% (118)	12% (127)	1090
All Non-Christian	33% (35)	23% (24)	16% (17)	6% (6)	7% (8)	15% (16)	106
Atheist	31% (37)	36% (44)	11% (14)	2% (3)	12% (14)	7% (9)	121
Agnostic/Nothing in particular	27% (238)	21% (184)	22% (193)	4% (36)	9% (76)	18% (157)	883
Religious Non-Protestant/Catholic	28% (38)	21% (28)	21% (27)	8% (11)	6% (9)	15% (20)	132
Evangelical	27% (155)	22% (126)	24% (137)	6% (31)	9% (50)	13% (72)	571
Non-Evangelical	26% (213)	22% (181)	24% (202)	5% (38)	10% (86)	13% (105)	826
Community: Urban	31% (178)	26% (147)	20% (115)	5% (28)	7% (42)	11% (65)	574
Community: Suburban	26% (269)	22% (231)	23% (236)	5% (52)	10% (105)	14% (142)	1033
Community: Rural	22% (129)	19% (113)	25% (150)	5% (29)	12% (69)	17% (102)	593
Employ: Private Sector	26% (178)	24% (164)	23% (159)	6% (40)	11% (72)	10% (66)	679
Employ: Government	27% (33)	25% (31)	27% (35)	8% (11)	6% (8)	7% (8)	126
Employ: Self-Employed	34% (62)	19% (35)	23% (42)	4% (8)	6% (11)	13% (23)	181
Employ: Homemaker	19% (23)	15% (18)	22% (26)	9% (11)	12% (14)	24% (29)	121
Employ: Retired	25% (128)	19% (100)	25% (129)	4% (18)	13% (66)	15% (76)	517
Employ: Unemployed	23% (72)	24% (75)	21% (65)	4% (14)	9% (28)	19% (59)	313
Employ: Other	23% (27)	26% (32)	19% (23)	4% (4)	5% (7)	22% (27)	120
Military HH: Yes	26% (100)	20% (77)	22% (86)	7% (26)	12% (46)	13% (48)	384
Military HH: No	26% (475)	23% (414)	23% (416)	5% (83)	9% (170)	14% (260)	1816
RD/WT: Right Direction	22% (137)	18% (112)	25% (157)	6% (38)	15% (94)	15% (93)	629
RD/WT: Wrong Track	28% (438)	24% (379)	22% (345)	5% (71)	8% (122)	14% (215)	1571
Trump Job Approve	18% (145)	19% (155)	28% (233)	6% (54)	15% (128)	14% (114)	828
Trump Job Disapprove	32% (420)	25% (329)	20% (255)	4% (52)	7% (85)	12% (161)	1304

Continued on next page

Table HR12_4: *Consider if a streaming service chose not to remove a classic movie or TV show that is considered controversial or racist. To what extent would the following actions make it more or less appropriate to continue to stream the movie or TV show?*
Added in a statement denouncing racism and prejudice before the movie or TV show

Demographic	Much more appropriate	Somewhat more appropriate	Neither more nor less appropriate	Somewhat less appropriate	Much less appropriate	Don't know / No opinion	Total N
Adults	26% (575)	22% (490)	23% (502)	5% (109)	10% (216)	14% (308)	2200
Trump Job Strongly Approve	18% (85)	17% (79)	25% (116)	6% (26)	19% (91)	15% (70)	467
Trump Job Somewhat Approve	17% (61)	21% (76)	32% (116)	8% (27)	10% (37)	12% (44)	361
Trump Job Somewhat Disapprove	24% (67)	27% (76)	27% (77)	4% (11)	8% (22)	10% (29)	282
Trump Job Strongly Disapprove	35% (354)	25% (253)	17% (178)	4% (41)	6% (62)	13% (133)	1022
Favorable of Trump	19% (161)	18% (145)	28% (231)	7% (58)	15% (125)	13% (108)	826
Unfavorable of Trump	31% (399)	26% (333)	20% (248)	4% (50)	7% (87)	12% (152)	1269
Very Favorable of Trump	20% (95)	15% (72)	25% (118)	6% (27)	20% (93)	14% (66)	471
Somewhat Favorable of Trump	19% (66)	20% (73)	32% (112)	9% (30)	9% (32)	12% (42)	355
Somewhat Unfavorable of Trump	22% (43)	32% (64)	29% (57)	6% (11)	7% (14)	5% (9)	199
Very Unfavorable of Trump	33% (356)	25% (269)	18% (191)	4% (39)	7% (73)	13% (143)	1071
#1 Issue: Economy	25% (176)	22% (155)	23% (164)	5% (38)	11% (75)	13% (92)	700
#1 Issue: Security	16% (42)	18% (48)	29% (77)	6% (16)	17% (45)	15% (40)	268
#1 Issue: Health Care	29% (119)	26% (105)	22% (87)	4% (18)	6% (25)	13% (51)	405
#1 Issue: Medicare / Social Security	25% (80)	18% (58)	24% (75)	4% (12)	12% (38)	17% (55)	320
#1 Issue: Women's Issues	38% (36)	27% (26)	16% (15)	6% (6)	5% (5)	9% (8)	97
#1 Issue: Education	25% (34)	26% (35)	22% (30)	4% (5)	6% (8)	17% (23)	135
#1 Issue: Energy	39% (39)	26% (26)	13% (13)	6% (6)	7% (7)	9% (9)	99
#1 Issue: Other	28% (50)	21% (38)	22% (39)	5% (8)	7% (12)	16% (29)	176
2018 House Vote: Democrat	35% (276)	28% (222)	17% (136)	3% (20)	7% (52)	10% (78)	784
2018 House Vote: Republican	17% (106)	18% (114)	30% (191)	7% (43)	17% (107)	11% (70)	632
2018 House Vote: Someone else	13% (9)	22% (15)	34% (24)	4% (3)	8% (6)	18% (12)	69
2016 Vote: Hillary Clinton	35% (248)	27% (192)	18% (127)	3% (23)	7% (50)	10% (72)	711
2016 Vote: Donald Trump	17% (117)	20% (138)	30% (203)	7% (47)	16% (108)	10% (68)	680
2016 Vote: Other	22% (31)	24% (34)	26% (36)	3% (4)	11% (16)	14% (19)	141
2016 Vote: Didn't Vote	27% (180)	19% (127)	20% (135)	5% (34)	6% (42)	22% (149)	667
Voted in 2014: Yes	26% (328)	24% (303)	23% (300)	5% (61)	12% (152)	10% (133)	1277
Voted in 2014: No	27% (248)	20% (187)	22% (201)	5% (47)	7% (64)	19% (175)	923

Continued on next page

Table HR12_4: *Consider if a streaming service chose not to remove a classic movie or TV show that is considered controversial or racist. To what extent would the following actions make it more or less appropriate to continue to stream the movie or TV show?*
Added in a statement denouncing racism and prejudice before the movie or TV show

Demographic	Much more appropriate	Somewhat more appropriate	Neither more nor less appropriate	Somewhat less appropriate	Much less appropriate	Don't know / No opinion	Total N
Adults	26% (575)	22% (490)	23% (502)	5% (109)	10% (216)	14% (308)	2200
2012 Vote: Barack Obama	32% (268)	28% (238)	19% (159)	5% (38)	7% (59)	10% (83)	844
2012 Vote: Mitt Romney	16% (79)	17% (82)	30% (145)	8% (38)	17% (84)	11% (55)	485
2012 Vote: Other	9% (8)	18% (15)	38% (31)	2% (1)	17% (14)	16% (13)	82
2012 Vote: Didn't Vote	28% (216)	20% (155)	21% (166)	4% (31)	7% (58)	20% (157)	782
4-Region: Northeast	31% (123)	20% (78)	22% (87)	4% (16)	10% (39)	13% (51)	394
4-Region: Midwest	22% (100)	23% (107)	26% (118)	4% (18)	10% (48)	15% (71)	462
4-Region: South	26% (214)	23% (185)	22% (184)	5% (44)	9% (70)	15% (126)	824
4-Region: West	27% (138)	23% (120)	22% (112)	6% (31)	11% (59)	11% (59)	520
Watch TV: Every day	29% (326)	24% (265)	20% (228)	4% (50)	10% (113)	12% (135)	1115
Watch TV: Several times per week	27% (137)	25% (126)	24% (121)	4% (23)	9% (47)	11% (57)	511
Watch TV: About once per week	19% (32)	20% (33)	32% (52)	12% (19)	8% (13)	10% (17)	165
Watch TV: Several times per month	22% (21)	22% (21)	22% (21)	7% (7)	9% (9)	18% (18)	97
Watch TV: Less often than once per month	23% (22)	21% (19)	22% (20)	2% (2)	14% (13)	18% (16)	93
Watch TV: Never	17% (31)	9% (17)	28% (51)	2% (3)	9% (16)	35% (63)	181
Watch Movies: Every day	34% (136)	23% (91)	20% (81)	4% (14)	9% (36)	11% (44)	402
Watch Movies: Several times per week	28% (176)	26% (159)	22% (133)	4% (27)	9% (58)	10% (65)	618
Watch Movies: About once per week	28% (97)	20% (69)	23% (81)	8% (27)	7% (25)	14% (49)	348
Watch Movies: Several times per month	23% (65)	22% (63)	25% (72)	5% (14)	14% (40)	12% (33)	287
Watch Movies: About once per month	21% (39)	27% (52)	21% (39)	7% (14)	13% (25)	11% (21)	189
Watch Movies: Less often than once per month	19% (30)	22% (35)	25% (41)	5% (7)	9% (14)	21% (33)	162
Watch Movies: Never	17% (33)	11% (22)	28% (54)	3% (5)	9% (17)	33% (64)	194
Watch Sporting Events: Every day	47% (51)	23% (25)	16% (18)	1% (2)	6% (6)	7% (8)	109
Watch Sporting Events: Several times per week	29% (84)	27% (78)	20% (58)	3% (10)	12% (34)	8% (25)	288
Watch Sporting Events: About once per week	29% (70)	24% (57)	22% (53)	10% (24)	9% (21)	6% (15)	240
Watch Sporting Events: Several times per month	24% (55)	25% (57)	23% (52)	7% (15)	9% (20)	12% (26)	225
Watch Sporting Events: About once per month	30% (43)	21% (30)	21% (30)	9% (12)	5% (8)	14% (21)	144
Watch Sporting Events: Less often than once per month	24% (97)	24% (95)	23% (94)	5% (22)	10% (40)	13% (54)	400
Watch Sporting Events: Never	22% (176)	19% (148)	25% (197)	3% (24)	11% (87)	20% (161)	793

Continued on next page

Table HR12_4: *Consider if a streaming service chose not to remove a classic movie or TV show that is considered controversial or racist. To what extent would the following actions make it more or less appropriate to continue to stream the movie or TV show?*
Added in a statement denouncing racism and prejudice before the movie or TV show

Demographic	Much more appropriate	Somewhat more appropriate	Neither more nor less appropriate	Somewhat less appropriate	Much less appropriate	Don't know / No opinion	Total N
Adults	26% (575)	22% (490)	23% (502)	5% (109)	10% (216)	14% (308)	2200
Cable TV: Currently subscribe	28% (287)	22% (228)	23% (235)	4% (39)	11% (109)	12% (128)	1026
Cable TV: Subscribed in past	26% (186)	26% (182)	21% (149)	6% (41)	9% (63)	12% (85)	706
Cable TV: Never subscribed	22% (102)	17% (80)	25% (118)	6% (29)	9% (44)	20% (95)	468
Satellite TV: Currently subscribe	28% (130)	22% (103)	22% (104)	5% (22)	10% (49)	13% (61)	469
Satellite TV: Subscribed in past	26% (163)	25% (154)	23% (142)	5% (32)	10% (60)	12% (75)	626
Satellite TV: Never subscribed	26% (283)	21% (233)	23% (256)	5% (55)	10% (107)	16% (172)	1106
Streaming Services: Currently subscribe	30% (405)	23% (320)	24% (323)	4% (59)	8% (112)	11% (154)	1372
Streaming Services: Subscribed in past	20% (38)	25% (49)	25% (48)	6% (12)	13% (25)	11% (20)	192
Streaming Services: Never subscribed	21% (133)	19% (122)	21% (131)	6% (38)	12% (79)	21% (134)	636
Film: An avid fan	32% (232)	23% (170)	20% (149)	4% (27)	10% (70)	11% (79)	728
Film: A casual fan	25% (301)	24% (281)	24% (292)	5% (57)	8% (100)	14% (162)	1193
Film: Not a fan	15% (43)	14% (39)	22% (61)	9% (25)	16% (46)	24% (67)	280
Television: An avid fan	31% (322)	23% (234)	22% (226)	4% (39)	10% (103)	11% (112)	1035
Television: A casual fan	24% (236)	24% (237)	23% (226)	6% (61)	9% (92)	14% (144)	995
Television: Not a fan	10% (18)	12% (20)	29% (50)	5% (9)	12% (21)	31% (53)	170
Music: An avid fan	33% (354)	24% (258)	20% (209)	4% (48)	8% (80)	11% (121)	1070
Music: A casual fan	21% (208)	21% (211)	26% (254)	5% (50)	12% (117)	15% (146)	985
Music: Not a fan	9% (13)	15% (21)	27% (38)	8% (11)	13% (19)	29% (41)	144
Fashion: An avid fan	37% (123)	18% (62)	18% (59)	5% (17)	6% (20)	16% (54)	336
Fashion: A casual fan	26% (233)	27% (239)	21% (188)	5% (42)	9% (78)	12% (111)	892
Fashion: Not a fan	23% (219)	19% (189)	26% (255)	5% (49)	12% (117)	15% (144)	973

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

Table HR13: *As you may know, HBO Max has temporarily removed 'Gone With The Wind' from it's streaming platform. HBO Max announced 'Gone With the Wind' will eventually return to the platform with a discussion of its historical context and a denouncement of those very depictions of black Americans and slavery.Based on what you know now, do you support or oppose HBO Max's choice to temporarily remove 'Gone With the Wind'?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	13%	(293)	16%	(355)	15%	(340)	38%	(841)	17%	(371)	2200
Gender: Male	14%	(147)	17%	(178)	15%	(160)	37%	(392)	17%	(185)	1062
Gender: Female	13%	(146)	16%	(177)	16%	(180)	39%	(449)	16%	(186)	1138
Age: 18-34	21%	(137)	21%	(141)	16%	(106)	16%	(107)	25%	(165)	655
Age: 35-44	15%	(55)	18%	(63)	14%	(52)	36%	(129)	17%	(59)	358
Age: 45-64	10%	(72)	13%	(99)	15%	(111)	50%	(373)	13%	(96)	751
Age: 65+	7%	(29)	12%	(52)	16%	(71)	53%	(232)	12%	(52)	436
GenZers: 1997-2012	23%	(68)	22%	(66)	15%	(44)	11%	(31)	29%	(85)	294
Millennials: 1981-1996	17%	(89)	21%	(112)	17%	(89)	25%	(135)	21%	(111)	535
GenXers: 1965-1980	13%	(68)	13%	(69)	15%	(78)	45%	(239)	15%	(82)	536
Baby Boomers: 1946-1964	8%	(62)	13%	(101)	15%	(115)	52%	(385)	11%	(84)	748
PID: Dem (no lean)	22%	(179)	21%	(176)	16%	(132)	25%	(204)	16%	(136)	826
PID: Ind (no lean)	9%	(60)	16%	(113)	15%	(102)	37%	(260)	24%	(165)	700
PID: Rep (no lean)	8%	(53)	10%	(66)	16%	(107)	56%	(377)	10%	(71)	674
PID/Gender: Dem Men	24%	(90)	22%	(82)	17%	(65)	23%	(87)	14%	(54)	377
PID/Gender: Dem Women	20%	(90)	21%	(94)	15%	(67)	26%	(117)	18%	(81)	449
PID/Gender: Ind Men	7%	(28)	15%	(56)	14%	(51)	38%	(141)	26%	(94)	369
PID/Gender: Ind Women	10%	(33)	17%	(57)	15%	(51)	36%	(119)	21%	(71)	331
PID/Gender: Rep Men	9%	(30)	13%	(40)	14%	(44)	52%	(165)	12%	(37)	316
PID/Gender: Rep Women	7%	(23)	7%	(26)	17%	(62)	59%	(212)	10%	(34)	358
Ideo: Liberal (1-3)	24%	(163)	24%	(165)	15%	(105)	22%	(151)	15%	(101)	686
Ideo: Moderate (4)	11%	(66)	16%	(96)	18%	(109)	38%	(231)	17%	(105)	608
Ideo: Conservative (5-7)	6%	(46)	11%	(76)	15%	(105)	57%	(412)	11%	(80)	720
Educ: < College	13%	(197)	14%	(215)	15%	(228)	40%	(601)	18%	(270)	1512
Educ: Bachelors degree	12%	(54)	19%	(84)	16%	(72)	36%	(160)	17%	(74)	444
Educ: Post-grad	17%	(42)	23%	(56)	16%	(40)	33%	(79)	11%	(27)	244
Income: Under 50k	13%	(159)	16%	(190)	16%	(191)	36%	(432)	20%	(242)	1213
Income: 50k-100k	14%	(94)	16%	(109)	14%	(98)	42%	(294)	15%	(103)	698
Income: 100k+	14%	(40)	20%	(57)	17%	(51)	40%	(115)	9%	(27)	289
Ethnicity: White	11%	(186)	15%	(253)	15%	(263)	45%	(770)	14%	(249)	1722

Continued on next page

Table HR13: *As you may know, HBO Max has temporarily removed 'Gone With The Wind' from it's streaming platform. HBO Max announced 'Gone With the Wind' will eventually return to the platform with a discussion of its historical context and a denouncement of those very depictions of black Americans and slavery.Based on what you know now, do you support or oppose HBO Max's choice to temporarily remove 'Gone With the Wind'?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	13%	(293)	16%	(355)	15%	(340)	38%	(841)	17%	(371)	2200
Ethnicity: Hispanic	20%	(68)	22%	(77)	15%	(52)	25%	(88)	18%	(65)	349
Ethnicity: Afr. Am.	26%	(72)	19%	(52)	16%	(43)	12%	(34)	27%	(73)	274
Ethnicity: Other	17%	(34)	24%	(50)	17%	(34)	18%	(37)	24%	(49)	204
All Christian	12%	(127)	14%	(158)	16%	(175)	45%	(492)	13%	(140)	1090
All Non-Christian	18%	(19)	24%	(25)	12%	(13)	25%	(27)	21%	(22)	106
Atheist	18%	(22)	26%	(31)	13%	(16)	34%	(40)	10%	(12)	121
Agnostic/Nothing in particular	14%	(126)	16%	(140)	15%	(137)	32%	(282)	22%	(198)	883
Religious Non-Protestant/Catholic	18%	(23)	21%	(28)	14%	(19)	28%	(37)	19%	(25)	132
Evangelical	13%	(75)	13%	(75)	15%	(87)	43%	(246)	15%	(88)	571
Non-Evangelical	12%	(100)	16%	(129)	15%	(124)	42%	(347)	15%	(127)	826
Community: Urban	20%	(114)	25%	(142)	14%	(83)	26%	(152)	14%	(82)	574
Community: Suburban	11%	(118)	15%	(157)	17%	(177)	41%	(421)	15%	(160)	1033
Community: Rural	10%	(60)	9%	(55)	14%	(80)	45%	(268)	22%	(129)	593
Employ: Private Sector	14%	(94)	19%	(130)	17%	(113)	36%	(245)	14%	(97)	679
Employ: Government	11%	(14)	23%	(29)	21%	(27)	34%	(43)	11%	(14)	126
Employ: Self-Employed	11%	(20)	19%	(35)	16%	(29)	38%	(68)	16%	(28)	181
Employ: Homemaker	9%	(10)	15%	(18)	9%	(11)	47%	(57)	20%	(24)	121
Employ: Retired	8%	(41)	12%	(63)	14%	(73)	53%	(276)	12%	(64)	517
Employ: Unemployed	20%	(63)	13%	(39)	13%	(39)	29%	(90)	26%	(82)	313
Employ: Other	13%	(16)	11%	(13)	16%	(19)	37%	(44)	24%	(28)	120
Military HH: Yes	13%	(52)	10%	(40)	14%	(52)	47%	(179)	16%	(61)	384
Military HH: No	13%	(241)	17%	(315)	16%	(288)	36%	(662)	17%	(311)	1816
RD/WT: Right Direction	14%	(88)	9%	(59)	13%	(79)	49%	(309)	15%	(95)	629
RD/WT: Wrong Track	13%	(205)	19%	(296)	17%	(261)	34%	(532)	18%	(277)	1571
Trump Job Approve	9%	(73)	9%	(76)	14%	(116)	56%	(467)	12%	(96)	828
Trump Job Disapprove	16%	(215)	21%	(275)	17%	(220)	27%	(355)	18%	(239)	1304

Continued on next page

Table HR13: *As you may know, HBO Max has temporarily removed 'Gone With The Wind' from it's streaming platform. HBO Max announced 'Gone With the Wind' will eventually return to the platform with a discussion of its historical context and a denouncement of those very depictions of black Americans and slavery.Based on what you know now, do you support or oppose HBO Max's choice to temporarily remove 'Gone With the Wind'?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	13%	(293)	16%	(355)	15%	(340)	38%	(841)	17%	(371)	2200
Trump Job Strongly Approve	11%	(52)	6%	(27)	9%	(44)	63%	(297)	10%	(48)	467
Trump Job Somewhat Approve	6%	(21)	14%	(50)	20%	(72)	47%	(171)	13%	(48)	361
Trump Job Somewhat Disapprove	7%	(19)	24%	(69)	23%	(65)	27%	(76)	19%	(54)	282
Trump Job Strongly Disapprove	19%	(195)	20%	(206)	15%	(155)	27%	(279)	18%	(185)	1022
Favorable of Trump	7%	(57)	10%	(80)	13%	(108)	59%	(484)	12%	(98)	826
Unfavorable of Trump	17%	(216)	21%	(265)	17%	(221)	27%	(339)	18%	(229)	1269
Very Favorable of Trump	8%	(39)	7%	(33)	11%	(51)	67%	(313)	7%	(35)	471
Somewhat Favorable of Trump	5%	(19)	13%	(47)	16%	(57)	48%	(171)	18%	(62)	355
Somewhat Unfavorable of Trump	8%	(16)	25%	(49)	24%	(47)	31%	(61)	13%	(26)	199
Very Unfavorable of Trump	19%	(199)	20%	(216)	16%	(174)	26%	(279)	19%	(203)	1071
#1 Issue: Economy	11%	(78)	14%	(99)	18%	(129)	38%	(264)	19%	(131)	700
#1 Issue: Security	11%	(28)	10%	(28)	9%	(25)	57%	(153)	12%	(33)	268
#1 Issue: Health Care	15%	(61)	20%	(81)	18%	(75)	32%	(131)	14%	(57)	405
#1 Issue: Medicare / Social Security	12%	(39)	12%	(37)	15%	(46)	48%	(152)	14%	(44)	320
#1 Issue: Women's Issues	25%	(24)	19%	(18)	12%	(12)	24%	(23)	20%	(19)	97
#1 Issue: Education	14%	(19)	18%	(24)	14%	(18)	29%	(39)	26%	(35)	135
#1 Issue: Energy	25%	(24)	29%	(29)	12%	(12)	19%	(19)	15%	(15)	99
#1 Issue: Other	10%	(18)	22%	(39)	13%	(22)	34%	(60)	21%	(37)	176
2018 House Vote: Democrat	21%	(166)	22%	(173)	16%	(128)	27%	(211)	14%	(106)	784
2018 House Vote: Republican	6%	(37)	9%	(59)	14%	(89)	63%	(396)	8%	(51)	632
2018 House Vote: Someone else	6%	(4)	15%	(11)	18%	(12)	39%	(27)	22%	(15)	69
2016 Vote: Hillary Clinton	19%	(138)	22%	(158)	18%	(125)	27%	(189)	14%	(101)	711
2016 Vote: Donald Trump	6%	(43)	8%	(58)	14%	(98)	64%	(434)	7%	(48)	680
2016 Vote: Other	13%	(19)	15%	(22)	17%	(24)	38%	(53)	16%	(23)	141
2016 Vote: Didn't Vote	14%	(93)	18%	(117)	14%	(92)	25%	(165)	30%	(199)	667
Voted in 2014: Yes	14%	(174)	15%	(192)	16%	(198)	45%	(578)	11%	(135)	1277
Voted in 2014: No	13%	(119)	18%	(162)	15%	(142)	29%	(263)	26%	(236)	923

Continued on next page

Table HR13: *As you may know, HBO Max has temporarily removed 'Gone With The Wind' from it's streaming platform. HBO Max announced 'Gone With the Wind' will eventually return to the platform with a discussion of its historical context and a denouncement of those very depictions of black Americans and slavery.Based on what you know now, do you support or oppose HBO Max's choice to temporarily remove 'Gone With the Wind'?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	13%	(293)	16%	(355)	15%	(340)	38%	(841)	17%	(371)	2200
2012 Vote: Barack Obama	16%	(138)	20%	(169)	17%	(143)	33%	(275)	14%	(119)	844
2012 Vote: Mitt Romney	5%	(25)	8%	(37)	13%	(65)	66%	(318)	8%	(39)	485
2012 Vote: Other	6%	(5)	13%	(11)	12%	(10)	60%	(49)	9%	(8)	82
2012 Vote: Didn't Vote	15%	(120)	18%	(138)	16%	(122)	25%	(198)	26%	(204)	782
4-Region: Northeast	17%	(66)	15%	(60)	14%	(55)	37%	(144)	18%	(70)	394
4-Region: Midwest	10%	(47)	15%	(68)	15%	(70)	45%	(206)	15%	(71)	462
4-Region: South	14%	(115)	14%	(119)	15%	(125)	38%	(314)	18%	(152)	824
4-Region: West	13%	(65)	21%	(108)	17%	(91)	34%	(177)	15%	(79)	520
Watch TV: Every day	15%	(164)	15%	(168)	14%	(157)	42%	(464)	15%	(162)	1115
Watch TV: Several times per week	11%	(59)	19%	(98)	18%	(93)	35%	(179)	16%	(82)	511
Watch TV: About once per week	15%	(24)	21%	(34)	17%	(28)	33%	(54)	15%	(25)	165
Watch TV: Several times per month	9%	(9)	25%	(25)	23%	(22)	26%	(25)	17%	(16)	97
Watch TV: Less often than once per month	13%	(12)	10%	(9)	17%	(16)	35%	(33)	25%	(23)	93
Watch TV: Never	12%	(21)	7%	(13)	10%	(19)	39%	(71)	32%	(58)	181
Watch Movies: Every day	20%	(81)	16%	(65)	15%	(59)	36%	(146)	13%	(52)	402
Watch Movies: Several times per week	13%	(79)	19%	(119)	15%	(93)	39%	(240)	14%	(87)	618
Watch Movies: About once per week	13%	(44)	17%	(58)	14%	(50)	38%	(131)	19%	(66)	348
Watch Movies: Several times per month	11%	(32)	20%	(57)	17%	(49)	36%	(105)	16%	(45)	287
Watch Movies: About once per month	12%	(23)	12%	(22)	22%	(41)	36%	(68)	19%	(35)	189
Watch Movies: Less often than once per month	6%	(9)	12%	(20)	17%	(28)	40%	(65)	25%	(40)	162
Watch Movies: Never	13%	(25)	8%	(15)	11%	(21)	45%	(87)	24%	(47)	194
Watch Sporting Events: Every day	34%	(37)	19%	(21)	11%	(12)	25%	(28)	11%	(12)	109
Watch Sporting Events: Several times per week	15%	(43)	19%	(54)	14%	(42)	41%	(118)	11%	(31)	288
Watch Sporting Events: About once per week	14%	(32)	21%	(51)	18%	(44)	35%	(84)	12%	(29)	240
Watch Sporting Events: Several times per month	9%	(21)	15%	(33)	21%	(46)	38%	(86)	17%	(39)	225
Watch Sporting Events: About once per month	13%	(19)	17%	(24)	16%	(23)	33%	(47)	21%	(30)	144
Watch Sporting Events: Less often than once per month	11%	(42)	17%	(67)	18%	(73)	38%	(152)	17%	(67)	400
Watch Sporting Events: Never	12%	(98)	13%	(104)	13%	(100)	41%	(327)	21%	(164)	793

Continued on next page

Table HR13: *As you may know, HBO Max has temporarily removed 'Gone With The Wind' from it's streaming platform. HBO Max announced 'Gone With the Wind' will eventually return to the platform with a discussion of its historical context and a denouncement of those very depictions of black Americans and slavery.Based on what you know now, do you support or oppose HBO Max's choice to temporarily remove 'Gone With the Wind'?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	13%	(293)	16%	(355)	15%	(340)	38%	(841)	17%	(371)	2200
Cable TV: Currently subscribe	13%	(132)	16%	(162)	15%	(151)	42%	(432)	15%	(150)	1026
Cable TV: Subscribed in past	12%	(84)	17%	(123)	18%	(129)	35%	(245)	18%	(125)	706
Cable TV: Never subscribed	16%	(77)	15%	(70)	13%	(60)	35%	(164)	21%	(97)	468
Satellite TV: Currently subscribe	12%	(56)	17%	(78)	16%	(74)	39%	(184)	17%	(78)	469
Satellite TV: Subscribed in past	13%	(81)	18%	(115)	17%	(104)	36%	(228)	16%	(97)	626
Satellite TV: Never subscribed	14%	(156)	15%	(162)	15%	(162)	39%	(429)	18%	(196)	1106
Streaming Services: Currently subscribe	13%	(182)	18%	(244)	15%	(211)	38%	(516)	16%	(219)	1372
Streaming Services: Subscribed in past	21%	(41)	17%	(33)	16%	(31)	28%	(54)	17%	(33)	192
Streaming Services: Never subscribed	11%	(69)	12%	(78)	16%	(99)	43%	(270)	19%	(119)	636
Film: An avid fan	16%	(120)	17%	(122)	16%	(116)	38%	(277)	13%	(91)	728
Film: A casual fan	11%	(136)	17%	(205)	16%	(196)	37%	(440)	18%	(215)	1193
Film: Not a fan	13%	(36)	10%	(28)	10%	(27)	44%	(123)	23%	(65)	280
Television: An avid fan	16%	(167)	15%	(152)	15%	(151)	43%	(440)	12%	(125)	1035
Television: A casual fan	10%	(103)	18%	(181)	17%	(170)	35%	(349)	19%	(192)	995
Television: Not a fan	14%	(23)	13%	(22)	11%	(19)	30%	(51)	32%	(54)	170
Music: An avid fan	17%	(187)	17%	(185)	15%	(161)	34%	(360)	17%	(178)	1070
Music: A casual fan	9%	(84)	15%	(151)	16%	(159)	43%	(425)	17%	(166)	985
Music: Not a fan	15%	(22)	14%	(20)	13%	(19)	39%	(56)	19%	(27)	144
Fashion: An avid fan	29%	(98)	21%	(71)	11%	(38)	20%	(66)	19%	(62)	336
Fashion: A casual fan	13%	(114)	17%	(155)	19%	(165)	36%	(317)	16%	(141)	892
Fashion: Not a fan	8%	(80)	13%	(129)	14%	(138)	47%	(458)	17%	(168)	973

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

Table HR14: *As you may know, Disney+ has included content warnings on classic movies considered controversial or racist, including 'Dumbo' and 'The Jungle Book,' since its launch in November 2019.Based on what you know now, do you support or oppose Disney+'s choice to continue to stream controversial movies with a content warning?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	32%	(705)	26%	(579)	10%	(210)	17%	(381)	15%	(325)	2200
Gender: Male	30%	(316)	27%	(288)	9%	(94)	18%	(193)	16%	(171)	1062
Gender: Female	34%	(389)	26%	(291)	10%	(116)	17%	(188)	13%	(153)	1138
Age: 18-34	34%	(225)	30%	(198)	12%	(80)	10%	(65)	13%	(88)	655
Age: 35-44	36%	(129)	26%	(93)	8%	(28)	14%	(50)	16%	(59)	358
Age: 45-64	30%	(223)	23%	(174)	10%	(73)	23%	(173)	14%	(107)	751
Age: 65+	29%	(127)	26%	(114)	7%	(30)	21%	(94)	16%	(71)	436
GenZers: 1997-2012	32%	(95)	34%	(100)	11%	(32)	7%	(21)	15%	(45)	294
Millennials: 1981-1996	33%	(177)	29%	(157)	12%	(62)	13%	(69)	13%	(70)	535
GenXers: 1965-1980	38%	(201)	20%	(107)	9%	(49)	16%	(87)	17%	(92)	536
Baby Boomers: 1946-1964	29%	(218)	25%	(187)	8%	(59)	24%	(181)	14%	(102)	748
PID: Dem (no lean)	34%	(278)	29%	(241)	9%	(76)	13%	(110)	15%	(121)	826
PID: Ind (no lean)	32%	(227)	25%	(174)	11%	(75)	14%	(97)	18%	(127)	700
PID: Rep (no lean)	30%	(201)	24%	(164)	9%	(59)	26%	(174)	11%	(76)	674
PID/Gender: Dem Men	32%	(119)	32%	(121)	7%	(27)	14%	(54)	15%	(55)	377
PID/Gender: Dem Women	35%	(159)	27%	(119)	11%	(49)	12%	(56)	15%	(66)	449
PID/Gender: Ind Men	29%	(109)	24%	(88)	11%	(41)	15%	(57)	20%	(74)	369
PID/Gender: Ind Women	36%	(118)	26%	(86)	10%	(34)	12%	(40)	16%	(53)	331
PID/Gender: Rep Men	28%	(88)	25%	(78)	8%	(26)	26%	(82)	13%	(42)	316
PID/Gender: Rep Women	31%	(112)	24%	(86)	9%	(33)	26%	(92)	10%	(34)	358
Ideo: Liberal (1-3)	38%	(263)	33%	(226)	6%	(43)	9%	(62)	14%	(93)	686
Ideo: Moderate (4)	32%	(194)	26%	(159)	12%	(72)	16%	(99)	14%	(83)	608
Ideo: Conservative (5-7)	29%	(206)	22%	(161)	10%	(69)	27%	(196)	12%	(88)	720
Educ: < College	31%	(475)	24%	(368)	10%	(146)	19%	(288)	16%	(235)	1512
Educ: Bachelors degree	33%	(147)	30%	(132)	9%	(38)	14%	(64)	14%	(63)	444
Educ: Post-grad	34%	(84)	32%	(79)	11%	(26)	12%	(29)	11%	(26)	244
Income: Under 50k	30%	(366)	24%	(293)	9%	(108)	19%	(234)	18%	(212)	1213
Income: 50k-100k	33%	(229)	29%	(202)	10%	(70)	15%	(108)	13%	(88)	698
Income: 100k+	38%	(110)	29%	(84)	11%	(32)	14%	(39)	8%	(24)	289
Ethnicity: White	33%	(571)	26%	(449)	9%	(159)	18%	(318)	13%	(225)	1722

Continued on next page

Table HR14: *As you may know, Disney+ has included content warnings on classic movies considered controversial or racist, including 'Dumbo' and 'The Jungle Book,' since its launch in November 2019.Based on what you know now, do you support or oppose Disney+'s choice to continue to stream controversial movies with a content warning?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	32%	(705)	26%	(579)	10%	(210)	17%	(381)	15%	(325)	2200
Ethnicity: Hispanic	34%	(120)	29%	(102)	13%	(44)	13%	(46)	11%	(38)	349
Ethnicity: Afr. Am.	29%	(81)	27%	(74)	8%	(22)	13%	(37)	22%	(61)	274
Ethnicity: Other	26%	(53)	28%	(56)	15%	(30)	13%	(26)	19%	(39)	204
All Christian	33%	(355)	25%	(270)	10%	(112)	19%	(208)	13%	(146)	1090
All Non-Christian	33%	(35)	24%	(25)	10%	(11)	13%	(14)	20%	(21)	106
Atheist	35%	(43)	38%	(46)	6%	(7)	11%	(13)	10%	(12)	121
Agnostic/Nothing in particular	31%	(273)	27%	(238)	9%	(81)	17%	(146)	16%	(146)	883
Religious Non-Protestant/Catholic	32%	(42)	25%	(34)	13%	(17)	13%	(17)	17%	(23)	132
Evangelical	32%	(184)	26%	(149)	9%	(54)	19%	(108)	13%	(75)	571
Non-Evangelical	34%	(278)	24%	(196)	9%	(73)	19%	(158)	15%	(120)	826
Community: Urban	33%	(187)	28%	(161)	11%	(65)	14%	(78)	15%	(84)	574
Community: Suburban	33%	(343)	27%	(279)	9%	(94)	17%	(177)	14%	(141)	1033
Community: Rural	30%	(176)	23%	(139)	9%	(52)	21%	(127)	17%	(100)	593
Employ: Private Sector	32%	(218)	29%	(198)	10%	(65)	17%	(115)	12%	(83)	679
Employ: Government	27%	(34)	30%	(38)	13%	(17)	19%	(23)	11%	(14)	126
Employ: Self-Employed	41%	(73)	27%	(49)	12%	(22)	11%	(20)	9%	(16)	181
Employ: Homemaker	35%	(42)	15%	(18)	15%	(19)	18%	(21)	17%	(21)	121
Employ: Retired	29%	(152)	25%	(130)	7%	(34)	23%	(117)	16%	(84)	517
Employ: Unemployed	34%	(108)	19%	(59)	12%	(38)	16%	(51)	18%	(57)	313
Employ: Other	28%	(34)	20%	(24)	6%	(7)	20%	(24)	26%	(31)	120
Military HH: Yes	33%	(127)	23%	(89)	10%	(40)	18%	(70)	15%	(58)	384
Military HH: No	32%	(578)	27%	(490)	9%	(171)	17%	(311)	15%	(266)	1816
RD/WT: Right Direction	34%	(213)	24%	(150)	7%	(46)	23%	(142)	12%	(79)	629
RD/WT: Wrong Track	31%	(492)	27%	(429)	10%	(164)	15%	(239)	16%	(246)	1571
Trump Job Approve	31%	(256)	23%	(192)	8%	(69)	25%	(205)	13%	(105)	828
Trump Job Disapprove	33%	(430)	29%	(379)	11%	(141)	13%	(166)	14%	(189)	1304

Continued on next page

Table HR14: *As you may know, Disney+ has included content warnings on classic movies considered controversial or racist, including 'Dumbo' and 'The Jungle Book,' since its launch in November 2019.Based on what you know now, do you support or oppose Disney+'s choice to continue to stream controversial movies with a content warning?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	32%	(705)	26%	(579)	10%	(210)	17%	(381)	15%	(325)	2200
Trump Job Strongly Approve	34%	(160)	18%	(85)	6%	(30)	30%	(140)	11%	(52)	467
Trump Job Somewhat Approve	27%	(96)	30%	(107)	11%	(39)	18%	(65)	15%	(53)	361
Trump Job Somewhat Disapprove	31%	(86)	30%	(84)	15%	(44)	14%	(39)	11%	(30)	282
Trump Job Strongly Disapprove	34%	(343)	29%	(295)	9%	(97)	12%	(127)	16%	(159)	1022
Favorable of Trump	32%	(261)	23%	(188)	8%	(64)	26%	(217)	12%	(96)	826
Unfavorable of Trump	33%	(415)	29%	(372)	11%	(138)	12%	(157)	15%	(188)	1269
Very Favorable of Trump	34%	(162)	18%	(83)	7%	(35)	31%	(146)	9%	(44)	471
Somewhat Favorable of Trump	28%	(99)	29%	(105)	8%	(29)	20%	(71)	15%	(52)	355
Somewhat Unfavorable of Trump	31%	(61)	29%	(58)	16%	(32)	14%	(28)	10%	(20)	199
Very Unfavorable of Trump	33%	(354)	29%	(314)	10%	(106)	12%	(129)	16%	(168)	1071
#1 Issue: Economy	30%	(213)	25%	(177)	11%	(74)	18%	(125)	16%	(111)	700
#1 Issue: Security	30%	(79)	23%	(61)	7%	(18)	26%	(68)	15%	(41)	268
#1 Issue: Health Care	36%	(147)	26%	(106)	11%	(45)	16%	(63)	11%	(45)	405
#1 Issue: Medicare / Social Security	31%	(99)	24%	(78)	8%	(26)	20%	(64)	16%	(52)	320
#1 Issue: Women's Issues	38%	(36)	26%	(25)	9%	(9)	13%	(12)	14%	(14)	97
#1 Issue: Education	33%	(45)	29%	(39)	15%	(20)	13%	(18)	9%	(13)	135
#1 Issue: Energy	34%	(34)	33%	(33)	7%	(7)	9%	(9)	16%	(16)	99
#1 Issue: Other	29%	(52)	34%	(60)	6%	(11)	12%	(21)	19%	(33)	176
2018 House Vote: Democrat	36%	(281)	30%	(238)	7%	(56)	13%	(100)	14%	(109)	784
2018 House Vote: Republican	32%	(202)	23%	(142)	7%	(47)	28%	(175)	10%	(66)	632
2018 House Vote: Someone else	26%	(18)	14%	(10)	22%	(15)	22%	(15)	16%	(11)	69
2016 Vote: Hillary Clinton	37%	(261)	29%	(209)	8%	(55)	12%	(86)	14%	(101)	711
2016 Vote: Donald Trump	32%	(215)	24%	(163)	8%	(52)	28%	(188)	9%	(63)	680
2016 Vote: Other	28%	(40)	31%	(43)	8%	(11)	20%	(28)	14%	(19)	141
2016 Vote: Didn't Vote	28%	(190)	25%	(164)	14%	(93)	12%	(79)	21%	(141)	667
Voted in 2014: Yes	34%	(435)	26%	(335)	7%	(95)	20%	(259)	12%	(153)	1277
Voted in 2014: No	29%	(270)	26%	(244)	13%	(116)	13%	(121)	19%	(171)	923

Continued on next page

Table HR14: *As you may know, Disney+ has included content warnings on classic movies considered controversial or racist, including 'Dumbo' and 'The Jungle Book,' since its launch in November 2019.Based on what you know now, do you support or oppose Disney+'s choice to continue to stream controversial movies with a content warning?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	32%	(705)	26%	(579)	10%	(210)	17%	(381)	15%	(325)	2200
2012 Vote: Barack Obama	37%	(308)	28%	(239)	8%	(70)	13%	(113)	13%	(114)	844
2012 Vote: Mitt Romney	30%	(143)	22%	(108)	7%	(33)	31%	(150)	11%	(51)	485
2012 Vote: Other	27%	(22)	28%	(23)	11%	(9)	19%	(16)	15%	(12)	82
2012 Vote: Didn't Vote	29%	(227)	27%	(208)	13%	(99)	13%	(101)	19%	(148)	782
4-Region: Northeast	32%	(127)	24%	(96)	8%	(31)	18%	(72)	17%	(68)	394
4-Region: Midwest	31%	(141)	27%	(126)	8%	(38)	20%	(94)	14%	(63)	462
4-Region: South	35%	(291)	24%	(199)	10%	(82)	16%	(129)	15%	(123)	824
4-Region: West	28%	(146)	30%	(157)	12%	(60)	17%	(87)	13%	(70)	520
Watch TV: Every day	36%	(399)	25%	(277)	8%	(94)	18%	(201)	13%	(145)	1115
Watch TV: Several times per week	30%	(155)	33%	(167)	8%	(43)	16%	(83)	12%	(63)	511
Watch TV: About once per week	26%	(43)	33%	(54)	19%	(31)	12%	(20)	10%	(17)	165
Watch TV: Several times per month	23%	(22)	32%	(31)	17%	(16)	14%	(14)	15%	(14)	97
Watch TV: Less often than once per month	28%	(26)	17%	(16)	7%	(7)	21%	(20)	26%	(25)	93
Watch TV: Never	27%	(49)	14%	(26)	10%	(18)	19%	(35)	29%	(53)	181
Watch Movies: Every day	40%	(161)	23%	(93)	8%	(31)	18%	(71)	12%	(46)	402
Watch Movies: Several times per week	35%	(219)	31%	(194)	7%	(46)	16%	(98)	10%	(61)	618
Watch Movies: About once per week	28%	(97)	29%	(101)	14%	(48)	12%	(43)	17%	(58)	348
Watch Movies: Several times per month	26%	(74)	31%	(90)	10%	(30)	19%	(54)	14%	(40)	287
Watch Movies: About once per month	26%	(49)	23%	(44)	13%	(24)	22%	(41)	16%	(30)	189
Watch Movies: Less often than once per month	28%	(45)	20%	(32)	7%	(12)	21%	(34)	24%	(39)	162
Watch Movies: Never	30%	(59)	13%	(25)	10%	(19)	20%	(39)	26%	(51)	194
Watch Sporting Events: Every day	43%	(48)	26%	(29)	7%	(8)	14%	(15)	9%	(10)	109
Watch Sporting Events: Several times per week	37%	(108)	27%	(78)	9%	(26)	17%	(50)	9%	(27)	288
Watch Sporting Events: About once per week	33%	(79)	33%	(80)	8%	(19)	19%	(45)	7%	(18)	240
Watch Sporting Events: Several times per month	27%	(62)	33%	(73)	12%	(27)	14%	(33)	13%	(30)	225
Watch Sporting Events: About once per month	31%	(44)	31%	(44)	9%	(13)	13%	(19)	17%	(24)	144
Watch Sporting Events: Less often than once per month	30%	(119)	30%	(122)	5%	(21)	16%	(66)	18%	(73)	400
Watch Sporting Events: Never	31%	(246)	19%	(154)	12%	(97)	19%	(154)	18%	(142)	793

Continued on next page

Table HR14: *As you may know, Disney+ has included content warnings on classic movies considered controversial or racist, including 'Dumbo' and 'The Jungle Book,' since its launch in November 2019.Based on what you know now, do you support or oppose Disney+'s choice to continue to stream controversial movies with a content warning?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	32%	(705)	26%	(579)	10%	(210)	17%	(381)	15%	(325)	2200
Cable TV: Currently subscribe	32%	(333)	27%	(278)	8%	(81)	19%	(197)	13%	(137)	1026
Cable TV: Subscribed in past	33%	(236)	26%	(184)	12%	(81)	14%	(98)	15%	(107)	706
Cable TV: Never subscribed	29%	(136)	25%	(117)	10%	(48)	18%	(86)	17%	(81)	468
Satellite TV: Currently subscribe	33%	(155)	24%	(115)	10%	(45)	19%	(88)	14%	(67)	469
Satellite TV: Subscribed in past	33%	(209)	26%	(164)	11%	(69)	16%	(103)	13%	(80)	626
Satellite TV: Never subscribed	31%	(341)	27%	(301)	9%	(96)	17%	(190)	16%	(178)	1106
Streaming Services: Currently subscribe	35%	(478)	28%	(385)	9%	(126)	15%	(206)	13%	(177)	1372
Streaming Services: Subscribed in past	29%	(56)	26%	(50)	8%	(16)	20%	(39)	16%	(31)	192
Streaming Services: Never subscribed	27%	(172)	23%	(144)	11%	(69)	21%	(135)	18%	(116)	636
Film: An avid fan	39%	(284)	25%	(180)	10%	(70)	16%	(119)	10%	(75)	728
Film: A casual fan	30%	(358)	28%	(339)	10%	(115)	16%	(196)	16%	(186)	1193
Film: Not a fan	23%	(63)	22%	(60)	9%	(26)	24%	(66)	23%	(64)	280
Television: An avid fan	37%	(384)	25%	(259)	8%	(81)	19%	(193)	11%	(118)	1035
Television: A casual fan	29%	(287)	28%	(275)	12%	(116)	16%	(159)	16%	(158)	995
Television: Not a fan	20%	(34)	26%	(45)	8%	(13)	17%	(29)	29%	(49)	170
Music: An avid fan	36%	(387)	26%	(280)	10%	(106)	15%	(160)	13%	(137)	1070
Music: A casual fan	29%	(283)	28%	(274)	9%	(90)	19%	(185)	16%	(153)	985
Music: Not a fan	24%	(35)	17%	(25)	10%	(14)	25%	(36)	23%	(34)	144
Fashion: An avid fan	37%	(126)	27%	(92)	10%	(33)	9%	(31)	16%	(55)	336
Fashion: A casual fan	34%	(304)	27%	(241)	11%	(95)	15%	(130)	14%	(122)	892
Fashion: Not a fan	28%	(276)	25%	(246)	9%	(83)	23%	(219)	15%	(148)	973

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

Table HR15: *As you may know, Disney has committed to never sharing 'Song of the South' on any of its platforms due to its racist depictions. Do you support or oppose Disney's choice to never share 'Song of the South'?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	17%	(367)	13%	(286)	14%	(310)	28%	(621)	28%	(616)	2200
Gender: Male	18%	(191)	14%	(150)	13%	(140)	29%	(309)	26%	(272)	1062
Gender: Female	16%	(177)	12%	(136)	15%	(170)	27%	(312)	30%	(344)	1138
Age: 18-34	26%	(171)	16%	(108)	15%	(98)	13%	(85)	30%	(194)	655
Age: 35-44	20%	(70)	13%	(48)	14%	(48)	25%	(89)	28%	(102)	358
Age: 45-64	10%	(78)	12%	(87)	14%	(108)	38%	(282)	26%	(196)	751
Age: 65+	11%	(49)	10%	(42)	13%	(56)	38%	(164)	28%	(124)	436
GenZers: 1997-2012	24%	(71)	15%	(45)	20%	(59)	10%	(30)	30%	(87)	294
Millennials: 1981-1996	25%	(132)	16%	(86)	12%	(64)	17%	(90)	30%	(163)	535
GenXers: 1965-1980	14%	(77)	12%	(64)	13%	(72)	34%	(181)	26%	(141)	536
Baby Boomers: 1946-1964	11%	(80)	11%	(79)	14%	(105)	38%	(281)	27%	(203)	748
PID: Dem (no lean)	26%	(215)	17%	(141)	13%	(111)	17%	(143)	26%	(217)	826
PID: Ind (no lean)	14%	(99)	11%	(78)	16%	(111)	26%	(185)	32%	(227)	700
PID: Rep (no lean)	8%	(54)	10%	(67)	13%	(89)	43%	(293)	25%	(171)	674
PID/Gender: Dem Men	27%	(102)	19%	(73)	11%	(42)	19%	(70)	24%	(91)	377
PID/Gender: Dem Women	25%	(113)	15%	(68)	15%	(69)	16%	(73)	28%	(126)	449
PID/Gender: Ind Men	13%	(50)	10%	(38)	16%	(58)	28%	(104)	32%	(120)	369
PID/Gender: Ind Women	15%	(49)	12%	(40)	16%	(53)	25%	(81)	33%	(108)	331
PID/Gender: Rep Men	12%	(39)	12%	(39)	13%	(41)	43%	(135)	20%	(62)	316
PID/Gender: Rep Women	4%	(15)	8%	(28)	14%	(48)	44%	(158)	31%	(109)	358
Ideo: Liberal (1-3)	30%	(207)	15%	(106)	15%	(101)	16%	(107)	24%	(165)	686
Ideo: Moderate (4)	13%	(78)	16%	(95)	16%	(99)	25%	(152)	30%	(184)	608
Ideo: Conservative (5-7)	9%	(67)	9%	(67)	13%	(92)	46%	(332)	22%	(162)	720
Educ: < College	16%	(238)	11%	(170)	13%	(199)	31%	(469)	29%	(436)	1512
Educ: Bachelors degree	17%	(78)	16%	(72)	18%	(81)	21%	(94)	27%	(120)	444
Educ: Post-grad	21%	(52)	18%	(44)	12%	(30)	24%	(58)	25%	(60)	244
Income: Under 50k	17%	(208)	11%	(134)	14%	(167)	27%	(331)	31%	(374)	1213
Income: 50k-100k	16%	(109)	15%	(102)	13%	(93)	30%	(213)	26%	(181)	698
Income: 100k+	18%	(51)	17%	(50)	18%	(51)	27%	(77)	21%	(61)	289
Ethnicity: White	14%	(242)	12%	(209)	15%	(259)	33%	(561)	26%	(451)	1722
Ethnicity: Hispanic	22%	(76)	15%	(54)	22%	(77)	19%	(65)	22%	(77)	349

Continued on next page

Table HR15: *As you may know, Disney has committed to never sharing 'Song of the South' on any of its platforms due to its racist depictions. Do you support or oppose Disney's choice to never share 'Song of the South'?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	17%	(367)	13%	(286)	14%	(310)	28%	(621)	28%	(616)	2200
Ethnicity: Afr. Am.	35%	(96)	15%	(40)	6%	(15)	11%	(30)	34%	(93)	274
Ethnicity: Other	15%	(30)	18%	(36)	18%	(36)	14%	(29)	35%	(72)	204
All Christian	15%	(159)	12%	(129)	15%	(165)	33%	(360)	25%	(278)	1090
All Non-Christian	24%	(26)	18%	(19)	9%	(10)	16%	(17)	33%	(35)	106
Atheist	28%	(34)	12%	(14)	10%	(12)	25%	(30)	25%	(30)	121
Agnostic/Nothing in particular	17%	(149)	14%	(124)	14%	(123)	24%	(215)	31%	(273)	883
Religious Non-Protestant/Catholic	21%	(28)	15%	(20)	15%	(20)	17%	(23)	30%	(40)	132
Evangelical	16%	(91)	12%	(68)	12%	(70)	32%	(181)	28%	(160)	571
Non-Evangelical	15%	(126)	13%	(105)	14%	(114)	31%	(255)	27%	(226)	826
Community: Urban	25%	(142)	17%	(98)	13%	(75)	20%	(113)	26%	(147)	574
Community: Suburban	17%	(173)	13%	(130)	15%	(151)	29%	(303)	27%	(277)	1033
Community: Rural	9%	(53)	10%	(58)	14%	(85)	35%	(205)	32%	(192)	593
Employ: Private Sector	21%	(142)	18%	(119)	14%	(94)	28%	(189)	20%	(135)	679
Employ: Government	14%	(18)	13%	(16)	21%	(27)	19%	(23)	33%	(42)	126
Employ: Self-Employed	18%	(32)	16%	(29)	13%	(24)	29%	(52)	24%	(44)	181
Employ: Homemaker	12%	(14)	4%	(5)	10%	(12)	36%	(44)	38%	(46)	121
Employ: Retired	11%	(59)	10%	(50)	11%	(55)	38%	(199)	30%	(154)	517
Employ: Unemployed	15%	(47)	13%	(42)	17%	(54)	21%	(67)	33%	(104)	313
Employ: Other	11%	(13)	8%	(9)	15%	(17)	22%	(27)	44%	(53)	120
Military HH: Yes	13%	(50)	13%	(51)	11%	(44)	35%	(134)	28%	(106)	384
Military HH: No	17%	(318)	13%	(235)	15%	(266)	27%	(487)	28%	(510)	1816
RD/WT: Right Direction	12%	(75)	12%	(75)	11%	(70)	41%	(257)	24%	(153)	629
RD/WT: Wrong Track	19%	(293)	13%	(211)	15%	(240)	23%	(364)	29%	(463)	1571
Trump Job Approve	8%	(67)	10%	(80)	13%	(106)	44%	(367)	25%	(208)	828
Trump Job Disapprove	23%	(295)	16%	(202)	15%	(199)	18%	(238)	28%	(369)	1304
Trump Job Strongly Approve	10%	(46)	8%	(36)	9%	(40)	53%	(250)	21%	(96)	467
Trump Job Somewhat Approve	6%	(21)	12%	(45)	18%	(66)	32%	(117)	31%	(112)	361
Trump Job Somewhat Disapprove	18%	(50)	22%	(61)	20%	(57)	14%	(40)	26%	(74)	282
Trump Job Strongly Disapprove	24%	(246)	14%	(141)	14%	(142)	19%	(198)	29%	(295)	1022

Continued on next page

Table HR15: *As you may know, Disney has committed to never sharing 'Song of the South' on any of its platforms due to its racist depictions. Do you support or oppose Disney's choice to never share 'Song of the South'?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	17%	(367)	13%	(286)	14%	(310)	28%	(621)	28%	(616)	2200
Favorable of Trump	8%	(70)	9%	(76)	11%	(94)	45%	(376)	26%	(211)	826
Unfavorable of Trump	22%	(285)	15%	(195)	16%	(201)	18%	(233)	28%	(354)	1269
Very Favorable of Trump	10%	(46)	7%	(32)	9%	(43)	56%	(261)	19%	(89)	471
Somewhat Favorable of Trump	7%	(24)	12%	(44)	14%	(50)	32%	(114)	35%	(123)	355
Somewhat Unfavorable of Trump	13%	(25)	23%	(46)	20%	(40)	18%	(37)	25%	(50)	199
Very Unfavorable of Trump	24%	(260)	14%	(149)	15%	(161)	18%	(197)	28%	(304)	1071
#1 Issue: Economy	15%	(105)	15%	(106)	13%	(91)	28%	(199)	28%	(199)	700
#1 Issue: Security	8%	(22)	7%	(19)	12%	(32)	48%	(127)	25%	(68)	268
#1 Issue: Health Care	21%	(86)	18%	(73)	13%	(52)	24%	(96)	24%	(98)	405
#1 Issue: Medicare / Social Security	13%	(42)	6%	(20)	16%	(52)	34%	(110)	30%	(97)	320
#1 Issue: Women's Issues	25%	(25)	10%	(10)	27%	(26)	9%	(9)	28%	(27)	97
#1 Issue: Education	17%	(23)	16%	(21)	11%	(15)	22%	(30)	35%	(47)	135
#1 Issue: Energy	32%	(32)	17%	(17)	15%	(15)	15%	(15)	21%	(20)	99
#1 Issue: Other	19%	(34)	11%	(19)	16%	(28)	20%	(36)	34%	(59)	176
2018 House Vote: Democrat	28%	(216)	16%	(129)	14%	(107)	18%	(143)	24%	(189)	784
2018 House Vote: Republican	7%	(44)	9%	(55)	12%	(79)	49%	(308)	23%	(146)	632
2018 House Vote: Someone else	9%	(6)	12%	(8)	12%	(8)	31%	(22)	36%	(25)	69
2016 Vote: Hillary Clinton	26%	(186)	16%	(110)	15%	(104)	18%	(126)	26%	(185)	711
2016 Vote: Donald Trump	9%	(61)	9%	(63)	12%	(79)	49%	(332)	21%	(146)	680
2016 Vote: Other	13%	(19)	11%	(16)	15%	(22)	24%	(34)	36%	(51)	141
2016 Vote: Didn't Vote	15%	(101)	14%	(97)	16%	(106)	19%	(130)	35%	(234)	667
Voted in 2014: Yes	17%	(222)	12%	(148)	13%	(166)	34%	(435)	24%	(307)	1277
Voted in 2014: No	16%	(145)	15%	(138)	16%	(144)	20%	(186)	33%	(309)	923
2012 Vote: Barack Obama	22%	(189)	16%	(132)	14%	(115)	22%	(185)	26%	(224)	844
2012 Vote: Mitt Romney	5%	(26)	8%	(37)	12%	(59)	52%	(253)	23%	(109)	485
2012 Vote: Other	7%	(6)	9%	(7)	17%	(14)	42%	(34)	25%	(21)	82
2012 Vote: Didn't Vote	18%	(143)	14%	(109)	16%	(121)	19%	(147)	33%	(261)	782

Continued on next page

Table HR15: *As you may know, Disney has committed to never sharing 'Song of the South' on any of its platforms due to its racist depictions. Do you support or oppose Disney's choice to never share 'Song of the South'?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	17%	(367)	13%	(286)	14%	(310)	28%	(621)	28%	(616)	2200
4-Region: Northeast	20%	(77)	16%	(62)	11%	(42)	28%	(110)	26%	(103)	394
4-Region: Midwest	15%	(70)	12%	(54)	13%	(59)	33%	(152)	27%	(127)	462
4-Region: South	16%	(130)	14%	(114)	15%	(125)	27%	(226)	28%	(230)	824
4-Region: West	17%	(91)	11%	(56)	16%	(84)	26%	(134)	30%	(156)	520
Watch TV: Every day	19%	(217)	13%	(142)	13%	(150)	29%	(326)	25%	(281)	1115
Watch TV: Several times per week	14%	(74)	15%	(75)	15%	(75)	28%	(141)	29%	(146)	511
Watch TV: About once per week	13%	(21)	15%	(25)	19%	(32)	24%	(39)	29%	(48)	165
Watch TV: Several times per month	16%	(16)	18%	(18)	18%	(17)	19%	(19)	29%	(28)	97
Watch TV: Less often than once per month	16%	(15)	8%	(7)	13%	(12)	29%	(27)	34%	(32)	93
Watch TV: Never	12%	(22)	6%	(10)	10%	(17)	32%	(57)	41%	(74)	181
Watch Movies: Every day	23%	(91)	15%	(59)	12%	(49)	29%	(115)	22%	(89)	402
Watch Movies: Several times per week	19%	(117)	16%	(100)	14%	(85)	28%	(173)	23%	(142)	618
Watch Movies: About once per week	13%	(47)	13%	(46)	16%	(55)	25%	(89)	32%	(111)	348
Watch Movies: Several times per month	15%	(42)	12%	(34)	16%	(47)	27%	(76)	31%	(88)	287
Watch Movies: About once per month	15%	(29)	9%	(17)	18%	(33)	25%	(48)	33%	(62)	189
Watch Movies: Less often than once per month	10%	(16)	8%	(14)	12%	(19)	32%	(52)	38%	(61)	162
Watch Movies: Never	13%	(25)	8%	(16)	11%	(22)	35%	(68)	33%	(63)	194
Watch Sporting Events: Every day	26%	(29)	26%	(28)	7%	(8)	26%	(28)	15%	(17)	109
Watch Sporting Events: Several times per week	22%	(65)	22%	(64)	12%	(35)	26%	(76)	17%	(49)	288
Watch Sporting Events: About once per week	20%	(48)	17%	(40)	17%	(42)	26%	(63)	20%	(47)	240
Watch Sporting Events: Several times per month	14%	(32)	10%	(23)	17%	(39)	30%	(67)	29%	(65)	225
Watch Sporting Events: About once per month	17%	(25)	12%	(18)	16%	(22)	19%	(27)	36%	(52)	144
Watch Sporting Events: Less often than once per month	15%	(59)	10%	(40)	18%	(72)	28%	(112)	29%	(118)	400
Watch Sporting Events: Never	14%	(111)	9%	(73)	12%	(92)	31%	(248)	34%	(269)	793
Cable TV: Currently subscribe	17%	(177)	13%	(137)	13%	(138)	31%	(313)	25%	(260)	1026
Cable TV: Subscribed in past	17%	(119)	13%	(94)	16%	(113)	25%	(173)	29%	(207)	706
Cable TV: Never subscribed	15%	(71)	12%	(54)	13%	(59)	29%	(134)	32%	(149)	468
Satellite TV: Currently subscribe	19%	(87)	16%	(73)	13%	(61)	29%	(135)	24%	(113)	469
Satellite TV: Subscribed in past	15%	(94)	14%	(90)	16%	(102)	26%	(162)	28%	(177)	626
Satellite TV: Never subscribed	17%	(186)	11%	(123)	13%	(147)	29%	(324)	29%	(326)	1106

Continued on next page

Table HR15: *As you may know, Disney has committed to never sharing 'Song of the South' on any of its platforms due to its racist depictions. Do you support or oppose Disney's choice to never share 'Song of the South'?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	17%	(367)	13%	(286)	14%	(310)	28%	(621)	28%	(616)	2200
Streaming Services: Currently subscribe	18%	(247)	14%	(189)	14%	(193)	28%	(378)	27%	(366)	1372
Streaming Services: Subscribed in past	19%	(36)	16%	(30)	17%	(32)	23%	(44)	26%	(50)	192
Streaming Services: Never subscribed	13%	(85)	10%	(67)	13%	(85)	31%	(199)	32%	(200)	636
Film: An avid fan	23%	(170)	16%	(117)	11%	(81)	29%	(213)	20%	(147)	728
Film: A casual fan	15%	(173)	12%	(139)	16%	(195)	26%	(309)	32%	(377)	1193
Film: Not a fan	9%	(24)	11%	(30)	12%	(34)	35%	(99)	33%	(92)	280
Television: An avid fan	19%	(201)	14%	(143)	14%	(143)	31%	(317)	22%	(230)	1035
Television: A casual fan	15%	(150)	13%	(129)	14%	(143)	26%	(261)	31%	(313)	995
Television: Not a fan	10%	(17)	8%	(13)	14%	(24)	25%	(43)	43%	(73)	170
Music: An avid fan	22%	(239)	15%	(160)	13%	(135)	25%	(265)	25%	(271)	1070
Music: A casual fan	12%	(114)	11%	(109)	15%	(151)	32%	(313)	30%	(299)	985
Music: Not a fan	10%	(14)	12%	(17)	17%	(25)	30%	(43)	32%	(46)	144
Fashion: An avid fan	29%	(96)	17%	(56)	16%	(53)	14%	(47)	25%	(84)	336
Fashion: A casual fan	17%	(156)	14%	(127)	15%	(132)	24%	(214)	30%	(263)	892
Fashion: Not a fan	12%	(115)	11%	(103)	13%	(126)	37%	(361)	28%	(269)	973

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

Table HR16_1: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Cops*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	24%	(535)	28%	(609)	10%	(215)	6%	(131)	32%	(711)	2200
Gender: Male	27%	(289)	29%	(304)	12%	(128)	6%	(67)	26%	(274)	1062
Gender: Female	22%	(245)	27%	(305)	8%	(87)	6%	(64)	38%	(437)	1138
Age: 18-34	20%	(134)	26%	(173)	12%	(81)	8%	(53)	33%	(215)	655
Age: 35-44	29%	(105)	30%	(107)	10%	(36)	6%	(21)	25%	(88)	358
Age: 45-64	27%	(200)	29%	(214)	8%	(59)	5%	(37)	32%	(241)	751
Age: 65+	22%	(96)	26%	(115)	9%	(40)	4%	(19)	38%	(166)	436
GenZers: 1997-2012	15%	(43)	29%	(85)	9%	(27)	10%	(29)	38%	(110)	294
Millennials: 1981-1996	26%	(136)	28%	(149)	14%	(75)	7%	(36)	26%	(139)	535
GenXers: 1965-1980	32%	(170)	26%	(138)	7%	(38)	6%	(30)	30%	(159)	536
Baby Boomers: 1946-1964	22%	(167)	28%	(212)	9%	(69)	4%	(33)	36%	(268)	748
PID: Dem (no lean)	21%	(171)	26%	(216)	12%	(96)	9%	(75)	32%	(268)	826
PID: Ind (no lean)	23%	(164)	26%	(181)	10%	(71)	5%	(38)	35%	(246)	700
PID: Rep (no lean)	30%	(200)	31%	(212)	7%	(48)	3%	(18)	29%	(197)	674
PID/Gender: Dem Men	22%	(83)	29%	(109)	15%	(58)	10%	(38)	24%	(89)	377
PID/Gender: Dem Women	20%	(89)	24%	(107)	9%	(38)	8%	(36)	40%	(179)	449
PID/Gender: Ind Men	27%	(98)	28%	(102)	11%	(40)	5%	(20)	30%	(109)	369
PID/Gender: Ind Women	20%	(65)	24%	(79)	9%	(31)	6%	(18)	41%	(137)	331
PID/Gender: Rep Men	34%	(108)	29%	(93)	9%	(30)	3%	(9)	24%	(76)	316
PID/Gender: Rep Women	25%	(91)	33%	(119)	5%	(18)	3%	(9)	34%	(121)	358
Ideo: Liberal (1-3)	21%	(143)	27%	(184)	11%	(78)	9%	(64)	32%	(217)	686
Ideo: Moderate (4)	26%	(159)	30%	(185)	12%	(71)	7%	(41)	25%	(152)	608
Ideo: Conservative (5-7)	29%	(207)	28%	(203)	8%	(57)	3%	(19)	33%	(234)	720
Educ: < College	27%	(401)	27%	(414)	9%	(131)	6%	(92)	31%	(475)	1512
Educ: Bachelors degree	19%	(84)	29%	(129)	13%	(56)	5%	(22)	34%	(153)	444
Educ: Post-grad	20%	(49)	27%	(66)	12%	(29)	7%	(17)	34%	(84)	244
Income: Under 50k	25%	(307)	26%	(313)	10%	(115)	7%	(81)	33%	(398)	1213
Income: 50k-100k	24%	(169)	30%	(207)	10%	(70)	5%	(35)	31%	(216)	698
Income: 100k+	20%	(59)	31%	(90)	10%	(29)	5%	(15)	33%	(96)	289
Ethnicity: White	25%	(425)	28%	(475)	9%	(163)	4%	(75)	34%	(584)	1722
Ethnicity: Hispanic	28%	(99)	24%	(84)	13%	(45)	5%	(18)	29%	(103)	349

Continued on next page

Table HR16_1: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Cops*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	24%	(535)	28%	(609)	10%	(215)	6%	(131)	32%	(711)	2200
Ethnicity: Afr. Am.	24%	(65)	26%	(72)	12%	(32)	14%	(38)	24%	(66)	274
Ethnicity: Other	22%	(44)	30%	(61)	10%	(20)	9%	(18)	30%	(61)	204
All Christian	24%	(267)	30%	(332)	9%	(94)	5%	(56)	31%	(342)	1090
All Non-Christian	19%	(20)	30%	(32)	11%	(12)	5%	(5)	35%	(37)	106
Atheist	22%	(26)	30%	(36)	10%	(12)	13%	(15)	27%	(32)	121
Agnostic/Nothing in particular	25%	(222)	24%	(209)	11%	(97)	6%	(55)	34%	(300)	883
Religious Non-Protestant/Catholic	17%	(22)	29%	(38)	13%	(17)	4%	(5)	38%	(50)	132
Evangelical	28%	(162)	32%	(184)	6%	(33)	5%	(30)	28%	(162)	571
Non-Evangelical	25%	(209)	27%	(224)	9%	(73)	6%	(47)	33%	(273)	826
Community: Urban	24%	(137)	28%	(159)	12%	(67)	8%	(44)	29%	(167)	574
Community: Suburban	25%	(261)	26%	(271)	10%	(99)	6%	(63)	33%	(339)	1033
Community: Rural	23%	(137)	30%	(179)	8%	(49)	4%	(23)	34%	(204)	593
Employ: Private Sector	25%	(168)	33%	(224)	11%	(78)	5%	(37)	25%	(172)	679
Employ: Government	30%	(38)	25%	(32)	7%	(9)	8%	(10)	29%	(37)	126
Employ: Self-Employed	20%	(36)	28%	(51)	7%	(12)	10%	(17)	35%	(64)	181
Employ: Homemaker	23%	(28)	18%	(21)	9%	(10)	5%	(6)	46%	(56)	121
Employ: Retired	23%	(119)	26%	(136)	11%	(55)	5%	(24)	35%	(184)	517
Employ: Unemployed	28%	(88)	24%	(76)	10%	(30)	7%	(22)	31%	(98)	313
Employ: Other	30%	(36)	31%	(37)	6%	(7)	5%	(6)	28%	(33)	120
Military HH: Yes	25%	(97)	27%	(105)	7%	(27)	7%	(26)	34%	(129)	384
Military HH: No	24%	(437)	28%	(504)	10%	(189)	6%	(105)	32%	(582)	1816
RD/WT: Right Direction	30%	(191)	29%	(185)	8%	(50)	3%	(19)	29%	(184)	629
RD/WT: Wrong Track	22%	(343)	27%	(423)	11%	(166)	7%	(111)	34%	(527)	1571
Trump Job Approve	33%	(270)	30%	(245)	7%	(61)	2%	(16)	29%	(236)	828
Trump Job Disapprove	20%	(257)	27%	(356)	12%	(151)	9%	(112)	33%	(428)	1304
Trump Job Strongly Approve	38%	(178)	26%	(121)	8%	(36)	3%	(12)	26%	(121)	467
Trump Job Somewhat Approve	25%	(92)	34%	(124)	7%	(25)	1%	(5)	32%	(116)	361
Trump Job Somewhat Disapprove	21%	(58)	34%	(97)	16%	(45)	5%	(15)	24%	(68)	282
Trump Job Strongly Disapprove	19%	(199)	25%	(260)	10%	(106)	9%	(97)	35%	(360)	1022

Continued on next page

Table HR16_1: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Cops*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	24%	(535)	28%	(609)	10%	(215)	6%	(131)	32%	(711)	2200
Favorable of Trump	34%	(282)	30%	(247)	7%	(55)	2%	(16)	27%	(227)	826
Unfavorable of Trump	19%	(240)	27%	(346)	12%	(149)	9%	(111)	33%	(424)	1269
Very Favorable of Trump	41%	(195)	25%	(119)	5%	(24)	3%	(13)	25%	(119)	471
Somewhat Favorable of Trump	24%	(87)	36%	(128)	9%	(30)	1%	(3)	30%	(107)	355
Somewhat Unfavorable of Trump	23%	(45)	35%	(69)	11%	(22)	7%	(13)	25%	(50)	199
Very Unfavorable of Trump	18%	(195)	26%	(277)	12%	(127)	9%	(98)	35%	(374)	1071
#1 Issue: Economy	24%	(170)	30%	(210)	11%	(79)	6%	(41)	29%	(200)	700
#1 Issue: Security	36%	(97)	24%	(64)	5%	(13)	3%	(7)	32%	(86)	268
#1 Issue: Health Care	22%	(89)	30%	(122)	11%	(46)	8%	(31)	29%	(118)	405
#1 Issue: Medicare / Social Security	26%	(84)	26%	(82)	10%	(31)	5%	(16)	33%	(106)	320
#1 Issue: Women's Issues	22%	(21)	24%	(23)	9%	(9)	10%	(9)	36%	(34)	97
#1 Issue: Education	19%	(26)	31%	(41)	5%	(7)	6%	(8)	39%	(52)	135
#1 Issue: Energy	16%	(16)	28%	(27)	8%	(8)	8%	(7)	40%	(40)	99
#1 Issue: Other	17%	(30)	22%	(38)	13%	(22)	6%	(11)	42%	(74)	176
2018 House Vote: Democrat	22%	(169)	29%	(229)	12%	(97)	8%	(61)	29%	(228)	784
2018 House Vote: Republican	31%	(194)	29%	(183)	8%	(53)	2%	(13)	30%	(189)	632
2018 House Vote: Someone else	19%	(13)	26%	(18)	5%	(4)	8%	(6)	42%	(29)	69
2016 Vote: Hillary Clinton	21%	(149)	27%	(192)	14%	(100)	8%	(53)	31%	(217)	711
2016 Vote: Donald Trump	32%	(219)	31%	(212)	8%	(53)	2%	(12)	27%	(184)	680
2016 Vote: Other	17%	(24)	30%	(42)	5%	(8)	10%	(14)	38%	(54)	141
2016 Vote: Didn't Vote	21%	(142)	25%	(164)	8%	(54)	8%	(51)	38%	(255)	667
Voted in 2014: Yes	26%	(333)	28%	(359)	11%	(135)	5%	(66)	30%	(384)	1277
Voted in 2014: No	22%	(202)	27%	(250)	9%	(80)	7%	(64)	35%	(326)	923
2012 Vote: Barack Obama	24%	(203)	28%	(236)	12%	(100)	6%	(53)	30%	(252)	844
2012 Vote: Mitt Romney	29%	(141)	29%	(142)	7%	(34)	2%	(12)	32%	(156)	485
2012 Vote: Other	20%	(16)	34%	(28)	7%	(6)	5%	(4)	35%	(29)	82
2012 Vote: Didn't Vote	22%	(172)	26%	(202)	10%	(75)	8%	(60)	35%	(274)	782

Continued on next page

Table HR16_1: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Cops*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	24%	(535)	28%	(609)	10%	(215)	6%	(131)	32%	(711)	2200
4-Region: Northeast	26%	(104)	24%	(94)	10%	(39)	6%	(25)	33%	(130)	394
4-Region: Midwest	22%	(100)	30%	(140)	10%	(47)	7%	(32)	31%	(144)	462
4-Region: South	25%	(202)	30%	(246)	8%	(67)	5%	(41)	32%	(267)	824
4-Region: West	25%	(129)	25%	(129)	12%	(62)	6%	(32)	32%	(169)	520
Watch TV: Every day	28%	(312)	28%	(316)	8%	(91)	5%	(58)	30%	(338)	1115
Watch TV: Several times per week	23%	(118)	29%	(149)	11%	(54)	5%	(27)	32%	(163)	511
Watch TV: About once per week	17%	(28)	32%	(53)	17%	(29)	7%	(12)	26%	(42)	165
Watch TV: Several times per month	17%	(16)	19%	(19)	14%	(14)	9%	(9)	41%	(40)	97
Watch TV: Less often than once per month	15%	(14)	30%	(28)	7%	(7)	11%	(10)	37%	(34)	93
Watch TV: Never	21%	(39)	19%	(34)	8%	(15)	8%	(14)	44%	(79)	181
Watch Movies: Every day	32%	(129)	28%	(111)	9%	(37)	8%	(33)	23%	(93)	402
Watch Movies: Several times per week	26%	(162)	30%	(184)	10%	(60)	5%	(33)	29%	(179)	618
Watch Movies: About once per week	21%	(73)	28%	(97)	11%	(40)	5%	(17)	35%	(121)	348
Watch Movies: Several times per month	22%	(63)	29%	(83)	7%	(21)	6%	(18)	35%	(102)	287
Watch Movies: About once per month	17%	(33)	28%	(53)	15%	(29)	5%	(9)	35%	(66)	189
Watch Movies: Less often than once per month	17%	(28)	27%	(43)	6%	(10)	8%	(13)	43%	(69)	162
Watch Movies: Never	24%	(47)	20%	(38)	10%	(19)	5%	(9)	42%	(81)	194
Watch Sporting Events: Every day	41%	(45)	25%	(27)	12%	(13)	9%	(10)	14%	(15)	109
Watch Sporting Events: Several times per week	28%	(80)	37%	(107)	12%	(34)	5%	(14)	19%	(54)	288
Watch Sporting Events: About once per week	30%	(73)	30%	(72)	9%	(21)	7%	(17)	24%	(58)	240
Watch Sporting Events: Several times per month	23%	(52)	32%	(72)	10%	(22)	6%	(14)	29%	(64)	225
Watch Sporting Events: About once per month	21%	(30)	31%	(45)	10%	(14)	3%	(5)	35%	(50)	144
Watch Sporting Events: Less often than once per month	18%	(73)	27%	(109)	11%	(42)	6%	(23)	38%	(153)	400
Watch Sporting Events: Never	23%	(182)	22%	(176)	9%	(69)	6%	(48)	40%	(317)	793
Cable TV: Currently subscribe	28%	(282)	29%	(293)	10%	(99)	5%	(56)	29%	(296)	1026
Cable TV: Subscribed in past	21%	(150)	28%	(194)	11%	(74)	6%	(44)	34%	(243)	706
Cable TV: Never subscribed	22%	(103)	26%	(121)	9%	(42)	7%	(31)	37%	(172)	468
Satellite TV: Currently subscribe	27%	(126)	29%	(135)	8%	(36)	6%	(27)	31%	(145)	469
Satellite TV: Subscribed in past	22%	(140)	29%	(183)	13%	(80)	5%	(32)	30%	(190)	626
Satellite TV: Never subscribed	24%	(268)	26%	(290)	9%	(100)	7%	(72)	34%	(376)	1106

Continued on next page

Table HR16_1: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Cops*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	24%	(535)	28%	(609)	10%	(215)	6%	(131)	32%	(711)	2200
Streaming Services: Currently subscribe	24%	(325)	29%	(404)	11%	(146)	6%	(77)	31%	(419)	1372
Streaming Services: Subscribed in past	29%	(56)	27%	(52)	9%	(17)	10%	(18)	25%	(49)	192
Streaming Services: Never subscribed	24%	(153)	24%	(153)	8%	(52)	5%	(35)	38%	(243)	636
Film: An avid fan	30%	(215)	29%	(210)	11%	(82)	6%	(40)	25%	(180)	728
Film: A casual fan	20%	(241)	28%	(340)	9%	(111)	6%	(69)	36%	(432)	1193
Film: Not a fan	28%	(78)	21%	(60)	8%	(22)	8%	(21)	35%	(98)	280
Television: An avid fan	30%	(310)	30%	(309)	9%	(94)	6%	(59)	25%	(263)	1035
Television: A casual fan	19%	(192)	28%	(274)	10%	(103)	6%	(60)	37%	(366)	995
Television: Not a fan	19%	(33)	15%	(26)	11%	(18)	6%	(11)	48%	(82)	170
Music: An avid fan	27%	(290)	30%	(322)	10%	(103)	7%	(73)	26%	(281)	1070
Music: A casual fan	21%	(207)	27%	(266)	10%	(96)	5%	(49)	37%	(368)	985
Music: Not a fan	26%	(37)	14%	(21)	11%	(16)	6%	(9)	42%	(61)	144
Fashion: An avid fan	25%	(83)	27%	(92)	10%	(35)	8%	(27)	30%	(99)	336
Fashion: A casual fan	22%	(193)	29%	(259)	10%	(92)	6%	(56)	33%	(292)	892
Fashion: Not a fan	27%	(259)	27%	(259)	9%	(88)	5%	(47)	33%	(319)	973

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

Table HR16_2: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Live PD*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	22%	(479)	19%	(426)	7%	(146)	5%	(116)	47%	(1033)	2200
Gender: Male	24%	(256)	21%	(223)	8%	(89)	7%	(72)	40%	(422)	1062
Gender: Female	20%	(223)	18%	(203)	5%	(58)	4%	(44)	54%	(611)	1138
Age: 18-34	20%	(133)	21%	(137)	8%	(53)	8%	(54)	42%	(278)	655
Age: 35-44	26%	(91)	22%	(78)	8%	(29)	5%	(19)	39%	(141)	358
Age: 45-64	22%	(166)	18%	(137)	6%	(42)	4%	(31)	50%	(375)	751
Age: 65+	20%	(88)	17%	(75)	5%	(22)	3%	(12)	55%	(240)	436
GenZers: 1997-2012	16%	(46)	23%	(68)	7%	(19)	11%	(33)	43%	(127)	294
Millennials: 1981-1996	24%	(129)	21%	(110)	9%	(51)	6%	(34)	40%	(212)	535
GenXers: 1965-1980	27%	(146)	18%	(98)	6%	(32)	4%	(21)	45%	(239)	536
Baby Boomers: 1946-1964	18%	(138)	18%	(133)	5%	(39)	4%	(26)	55%	(411)	748
PID: Dem (no lean)	18%	(151)	19%	(158)	8%	(67)	6%	(46)	49%	(404)	826
PID: Ind (no lean)	20%	(137)	17%	(120)	8%	(52)	6%	(44)	50%	(347)	700
PID: Rep (no lean)	28%	(190)	22%	(148)	4%	(27)	4%	(27)	42%	(282)	674
PID/Gender: Dem Men	22%	(82)	21%	(78)	11%	(41)	8%	(29)	39%	(147)	377
PID/Gender: Dem Women	15%	(69)	18%	(80)	6%	(27)	4%	(17)	57%	(257)	449
PID/Gender: Ind Men	22%	(80)	18%	(66)	9%	(33)	6%	(24)	45%	(166)	369
PID/Gender: Ind Women	17%	(57)	16%	(54)	6%	(20)	6%	(20)	55%	(180)	331
PID/Gender: Rep Men	30%	(94)	25%	(79)	5%	(15)	6%	(19)	34%	(109)	316
PID/Gender: Rep Women	27%	(97)	19%	(69)	3%	(11)	2%	(7)	48%	(174)	358
Ideo: Liberal (1-3)	16%	(111)	19%	(132)	9%	(65)	5%	(35)	50%	(343)	686
Ideo: Moderate (4)	23%	(142)	22%	(133)	7%	(43)	7%	(41)	41%	(249)	608
Ideo: Conservative (5-7)	27%	(194)	19%	(135)	4%	(31)	4%	(32)	45%	(327)	720
Educ: < College	24%	(363)	19%	(293)	6%	(86)	6%	(90)	45%	(680)	1512
Educ: Bachelors degree	17%	(73)	19%	(84)	9%	(38)	3%	(15)	53%	(233)	444
Educ: Post-grad	17%	(42)	20%	(50)	9%	(22)	4%	(11)	49%	(120)	244
Income: Under 50k	23%	(281)	18%	(224)	7%	(84)	6%	(76)	45%	(549)	1213
Income: 50k-100k	21%	(149)	20%	(139)	7%	(46)	4%	(28)	48%	(335)	698
Income: 100k+	17%	(49)	22%	(63)	6%	(16)	4%	(12)	52%	(149)	289
Ethnicity: White	22%	(379)	19%	(325)	6%	(99)	4%	(75)	49%	(844)	1722
Ethnicity: Hispanic	22%	(77)	22%	(76)	7%	(26)	10%	(36)	39%	(135)	349

Continued on next page

Table HR16_2: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Live PD*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	22%	(479)	19%	(426)	7%	(146)	5%	(116)	47%	(1033)	2200
Ethnicity: Afr. Am.	25%	(68)	19%	(52)	11%	(31)	8%	(21)	38%	(103)	274
Ethnicity: Other	16%	(32)	24%	(49)	8%	(17)	10%	(20)	42%	(87)	204
All Christian	21%	(233)	21%	(228)	6%	(63)	5%	(56)	47%	(511)	1090
All Non-Christian	17%	(18)	18%	(19)	11%	(11)	2%	(3)	53%	(55)	106
Atheist	19%	(23)	19%	(23)	9%	(10)	8%	(9)	46%	(56)	121
Agnostic/Nothing in particular	23%	(206)	18%	(156)	7%	(62)	5%	(49)	47%	(411)	883
Religious Non-Protestant/Catholic	16%	(21)	15%	(20)	9%	(11)	4%	(6)	56%	(74)	132
Evangelical	25%	(142)	23%	(131)	6%	(34)	3%	(20)	43%	(243)	571
Non-Evangelical	23%	(186)	20%	(165)	6%	(46)	5%	(42)	47%	(387)	826
Community: Urban	22%	(125)	21%	(118)	9%	(51)	6%	(36)	42%	(243)	574
Community: Suburban	22%	(225)	17%	(179)	7%	(71)	5%	(56)	49%	(502)	1033
Community: Rural	22%	(129)	22%	(128)	4%	(24)	4%	(24)	49%	(288)	593
Employ: Private Sector	24%	(161)	23%	(158)	7%	(49)	4%	(27)	42%	(284)	679
Employ: Government	24%	(30)	16%	(20)	9%	(12)	4%	(5)	47%	(59)	126
Employ: Self-Employed	18%	(33)	20%	(37)	6%	(11)	8%	(15)	47%	(85)	181
Employ: Homemaker	14%	(17)	19%	(23)	6%	(8)	3%	(4)	57%	(69)	121
Employ: Retired	21%	(108)	17%	(89)	5%	(26)	3%	(17)	53%	(276)	517
Employ: Unemployed	24%	(76)	15%	(46)	8%	(24)	10%	(31)	44%	(137)	313
Employ: Other	25%	(30)	21%	(25)	2%	(3)	3%	(4)	48%	(58)	120
Military HH: Yes	23%	(88)	18%	(70)	5%	(17)	5%	(19)	49%	(189)	384
Military HH: No	22%	(391)	20%	(356)	7%	(129)	5%	(97)	46%	(844)	1816
RD/WT: Right Direction	28%	(173)	23%	(147)	7%	(41)	4%	(23)	39%	(244)	629
RD/WT: Wrong Track	19%	(305)	18%	(279)	7%	(105)	6%	(93)	50%	(789)	1571
Trump Job Approve	30%	(249)	20%	(165)	5%	(42)	3%	(28)	42%	(345)	828
Trump Job Disapprove	17%	(224)	20%	(256)	8%	(103)	6%	(85)	49%	(637)	1304
Trump Job Strongly Approve	34%	(160)	19%	(87)	5%	(25)	4%	(20)	38%	(177)	467
Trump Job Somewhat Approve	25%	(89)	22%	(79)	5%	(17)	2%	(8)	47%	(168)	361
Trump Job Somewhat Disapprove	22%	(61)	29%	(80)	9%	(24)	5%	(15)	36%	(101)	282
Trump Job Strongly Disapprove	16%	(162)	17%	(176)	8%	(79)	7%	(70)	52%	(536)	1022

Continued on next page

Table HR16_2: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Live PD*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	22%	(479)	19%	(426)	7%	(146)	5%	(116)	47%	(1033)	2200
Favorable of Trump	30%	(251)	21%	(170)	5%	(37)	3%	(27)	41%	(341)	826
Unfavorable of Trump	17%	(216)	19%	(246)	8%	(103)	6%	(82)	49%	(622)	1269
Very Favorable of Trump	35%	(166)	19%	(88)	4%	(21)	3%	(14)	39%	(182)	471
Somewhat Favorable of Trump	24%	(85)	23%	(82)	5%	(17)	3%	(12)	45%	(159)	355
Somewhat Unfavorable of Trump	17%	(34)	32%	(63)	10%	(19)	3%	(6)	38%	(76)	199
Very Unfavorable of Trump	17%	(182)	17%	(183)	8%	(83)	7%	(76)	51%	(546)	1071
#1 Issue: Economy	23%	(158)	24%	(168)	7%	(51)	5%	(36)	41%	(288)	700
#1 Issue: Security	27%	(73)	17%	(47)	4%	(10)	5%	(14)	46%	(124)	268
#1 Issue: Health Care	21%	(85)	18%	(74)	7%	(28)	7%	(29)	47%	(189)	405
#1 Issue: Medicare / Social Security	22%	(71)	16%	(53)	7%	(21)	2%	(8)	52%	(167)	320
#1 Issue: Women's Issues	22%	(22)	16%	(15)	6%	(6)	10%	(10)	45%	(44)	97
#1 Issue: Education	18%	(25)	24%	(32)	7%	(9)	1%	(2)	49%	(67)	135
#1 Issue: Energy	19%	(18)	14%	(14)	9%	(9)	11%	(11)	48%	(47)	99
#1 Issue: Other	15%	(27)	13%	(23)	7%	(12)	4%	(6)	61%	(107)	176
2018 House Vote: Democrat	19%	(150)	19%	(152)	8%	(64)	4%	(35)	49%	(383)	784
2018 House Vote: Republican	27%	(168)	21%	(133)	6%	(35)	3%	(19)	44%	(277)	632
2018 House Vote: Someone else	19%	(13)	18%	(13)	4%	(3)	7%	(5)	51%	(36)	69
2016 Vote: Hillary Clinton	19%	(133)	18%	(131)	9%	(67)	4%	(31)	49%	(349)	711
2016 Vote: Donald Trump	29%	(196)	21%	(144)	4%	(30)	3%	(20)	43%	(289)	680
2016 Vote: Other	13%	(19)	15%	(21)	6%	(8)	7%	(10)	59%	(83)	141
2016 Vote: Didn't Vote	20%	(131)	19%	(129)	6%	(41)	8%	(54)	47%	(312)	667
Voted in 2014: Yes	23%	(297)	19%	(245)	7%	(92)	4%	(51)	46%	(593)	1277
Voted in 2014: No	20%	(182)	20%	(181)	6%	(55)	7%	(65)	48%	(440)	923
2012 Vote: Barack Obama	21%	(176)	18%	(151)	8%	(72)	5%	(40)	48%	(406)	844
2012 Vote: Mitt Romney	26%	(128)	20%	(97)	5%	(23)	3%	(13)	46%	(224)	485
2012 Vote: Other	15%	(13)	20%	(16)	6%	(5)	3%	(3)	56%	(46)	82
2012 Vote: Didn't Vote	21%	(162)	20%	(157)	6%	(47)	8%	(59)	46%	(357)	782

Continued on next page

Table HR16_2: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Live PD*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	22%	(479)	19%	(426)	7%	(146)	5%	(116)	47%	(1033)	2200
4-Region: Northeast	23%	(92)	18%	(70)	9%	(34)	6%	(25)	44%	(172)	394
4-Region: Midwest	20%	(95)	20%	(93)	6%	(30)	5%	(23)	48%	(222)	462
4-Region: South	24%	(195)	23%	(187)	6%	(49)	4%	(30)	44%	(362)	824
4-Region: West	19%	(96)	15%	(76)	6%	(34)	7%	(37)	53%	(276)	520
Watch TV: Every day	26%	(289)	19%	(212)	7%	(74)	4%	(47)	44%	(493)	1115
Watch TV: Several times per week	21%	(106)	21%	(107)	5%	(24)	5%	(28)	48%	(246)	511
Watch TV: About once per week	19%	(31)	28%	(47)	8%	(13)	11%	(18)	34%	(56)	165
Watch TV: Several times per month	17%	(17)	11%	(11)	16%	(15)	2%	(2)	53%	(52)	97
Watch TV: Less often than once per month	14%	(13)	14%	(13)	2%	(2)	8%	(7)	62%	(57)	93
Watch TV: Never	10%	(19)	16%	(29)	5%	(10)	7%	(12)	62%	(112)	181
Watch Movies: Every day	30%	(121)	21%	(84)	9%	(37)	6%	(25)	33%	(135)	402
Watch Movies: Several times per week	22%	(136)	20%	(126)	6%	(40)	5%	(32)	46%	(284)	618
Watch Movies: About once per week	17%	(58)	20%	(70)	5%	(17)	6%	(21)	52%	(182)	348
Watch Movies: Several times per month	22%	(63)	20%	(58)	6%	(17)	4%	(11)	48%	(138)	287
Watch Movies: About once per month	21%	(39)	15%	(28)	8%	(16)	5%	(9)	52%	(97)	189
Watch Movies: Less often than once per month	15%	(24)	19%	(30)	7%	(11)	5%	(9)	55%	(88)	162
Watch Movies: Never	19%	(37)	15%	(30)	4%	(8)	5%	(10)	56%	(109)	194
Watch Sporting Events: Every day	36%	(39)	21%	(23)	16%	(17)	7%	(8)	20%	(22)	109
Watch Sporting Events: Several times per week	27%	(79)	26%	(74)	9%	(25)	7%	(21)	31%	(90)	288
Watch Sporting Events: About once per week	25%	(59)	31%	(74)	5%	(12)	3%	(8)	36%	(87)	240
Watch Sporting Events: Several times per month	23%	(53)	22%	(49)	6%	(14)	4%	(10)	44%	(100)	225
Watch Sporting Events: About once per month	22%	(31)	18%	(26)	8%	(11)	6%	(9)	47%	(67)	144
Watch Sporting Events: Less often than once per month	18%	(73)	16%	(65)	7%	(27)	5%	(21)	54%	(215)	400
Watch Sporting Events: Never	18%	(145)	15%	(115)	5%	(41)	5%	(40)	57%	(452)	793
Cable TV: Currently subscribe	26%	(271)	19%	(200)	7%	(67)	5%	(48)	43%	(440)	1026
Cable TV: Subscribed in past	18%	(128)	20%	(140)	7%	(49)	5%	(36)	50%	(354)	706
Cable TV: Never subscribed	17%	(80)	18%	(86)	7%	(31)	7%	(32)	51%	(239)	468
Satellite TV: Currently subscribe	24%	(114)	23%	(109)	7%	(31)	6%	(26)	40%	(188)	469
Satellite TV: Subscribed in past	21%	(133)	20%	(125)	7%	(45)	5%	(33)	46%	(290)	626
Satellite TV: Never subscribed	21%	(232)	17%	(192)	6%	(70)	5%	(57)	50%	(555)	1106

Continued on next page

Table HR16_2: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Live PD*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	22%	(479)	19%	(426)	7%	(146)	5%	(116)	47%	(1033)	2200
Streaming Services: Currently subscribe	21%	(293)	20%	(273)	8%	(103)	5%	(68)	46%	(635)	1372
Streaming Services: Subscribed in past	23%	(44)	23%	(45)	9%	(18)	9%	(17)	36%	(70)	192
Streaming Services: Never subscribed	22%	(142)	17%	(108)	4%	(26)	5%	(32)	52%	(328)	636
Film: An avid fan	25%	(182)	19%	(141)	9%	(63)	5%	(37)	42%	(305)	728
Film: A casual fan	18%	(220)	21%	(246)	6%	(70)	5%	(60)	50%	(596)	1193
Film: Not a fan	27%	(76)	14%	(39)	5%	(13)	7%	(19)	47%	(132)	280
Television: An avid fan	26%	(273)	20%	(208)	7%	(77)	5%	(55)	41%	(423)	1035
Television: A casual fan	18%	(181)	20%	(203)	6%	(57)	5%	(49)	51%	(504)	995
Television: Not a fan	15%	(25)	9%	(15)	7%	(12)	7%	(12)	63%	(107)	170
Music: An avid fan	25%	(272)	20%	(219)	8%	(87)	6%	(66)	40%	(426)	1070
Music: A casual fan	19%	(183)	18%	(180)	6%	(56)	4%	(39)	53%	(526)	985
Music: Not a fan	16%	(23)	19%	(27)	2%	(3)	7%	(11)	56%	(80)	144
Fashion: An avid fan	23%	(76)	21%	(70)	8%	(26)	9%	(30)	40%	(135)	336
Fashion: A casual fan	20%	(180)	21%	(185)	7%	(63)	4%	(37)	48%	(427)	892
Fashion: Not a fan	23%	(223)	18%	(171)	6%	(57)	5%	(50)	49%	(472)	973

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

Table HR16_3: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Law and Order: Special Victims Unit*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	17%	(384)	32%	(708)	12%	(264)	7%	(162)	31%	(683)	2200
Gender: Male	16%	(175)	32%	(337)	14%	(145)	8%	(89)	30%	(317)	1062
Gender: Female	18%	(210)	33%	(371)	10%	(119)	6%	(73)	32%	(365)	1138
Age: 18-34	17%	(113)	25%	(164)	17%	(108)	10%	(63)	32%	(207)	655
Age: 35-44	16%	(58)	32%	(116)	14%	(51)	10%	(36)	27%	(97)	358
Age: 45-64	16%	(121)	35%	(262)	9%	(71)	7%	(52)	33%	(245)	751
Age: 65+	21%	(93)	38%	(166)	8%	(34)	2%	(11)	30%	(133)	436
GenZers: 1997-2012	15%	(44)	22%	(65)	15%	(43)	11%	(32)	37%	(109)	294
Millennials: 1981-1996	17%	(90)	29%	(153)	18%	(97)	10%	(54)	26%	(141)	535
GenXers: 1965-1980	17%	(94)	33%	(179)	10%	(54)	8%	(44)	31%	(165)	536
Baby Boomers: 1946-1964	18%	(135)	37%	(278)	9%	(65)	4%	(28)	32%	(241)	748
PID: Dem (no lean)	19%	(159)	33%	(276)	13%	(110)	7%	(61)	27%	(221)	826
PID: Ind (no lean)	13%	(91)	28%	(199)	14%	(97)	8%	(58)	36%	(255)	700
PID: Rep (no lean)	20%	(134)	35%	(233)	8%	(57)	6%	(43)	31%	(207)	674
PID/Gender: Dem Men	19%	(70)	34%	(128)	16%	(60)	7%	(28)	24%	(91)	377
PID/Gender: Dem Women	20%	(89)	33%	(148)	11%	(50)	7%	(33)	29%	(129)	449
PID/Gender: Ind Men	12%	(43)	29%	(107)	16%	(58)	8%	(30)	36%	(131)	369
PID/Gender: Ind Women	15%	(48)	28%	(92)	12%	(39)	8%	(28)	37%	(123)	331
PID/Gender: Rep Men	19%	(62)	32%	(102)	8%	(26)	10%	(31)	30%	(95)	316
PID/Gender: Rep Women	20%	(72)	36%	(131)	9%	(31)	3%	(12)	31%	(112)	358
Ideo: Liberal (1-3)	17%	(117)	33%	(230)	15%	(100)	9%	(63)	26%	(177)	686
Ideo: Moderate (4)	18%	(112)	35%	(211)	12%	(71)	8%	(47)	28%	(167)	608
Ideo: Conservative (5-7)	18%	(131)	33%	(238)	11%	(77)	5%	(39)	33%	(235)	720
Educ: < College	19%	(287)	31%	(467)	11%	(174)	8%	(117)	31%	(468)	1512
Educ: Bachelors degree	13%	(57)	36%	(162)	11%	(50)	7%	(29)	33%	(146)	444
Educ: Post-grad	16%	(40)	32%	(79)	17%	(40)	6%	(16)	28%	(69)	244
Income: Under 50k	19%	(228)	29%	(356)	12%	(146)	9%	(105)	31%	(378)	1213
Income: 50k-100k	16%	(111)	35%	(247)	13%	(89)	5%	(37)	31%	(213)	698
Income: 100k+	16%	(45)	36%	(104)	10%	(29)	7%	(19)	32%	(92)	289
Ethnicity: White	17%	(293)	33%	(568)	11%	(184)	7%	(124)	32%	(552)	1722
Ethnicity: Hispanic	15%	(54)	26%	(91)	16%	(55)	9%	(33)	33%	(117)	349

Continued on next page

Table HR16_3: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers?*
Law and Order: Special Victims Unit

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	17%	(384)	32%	(708)	12%	(264)	7%	(162)	31%	(683)	2200
Ethnicity: Afr. Am.	23%	(63)	32%	(88)	16%	(45)	5%	(15)	23%	(64)	274
Ethnicity: Other	14%	(29)	25%	(51)	17%	(35)	11%	(23)	33%	(67)	204
All Christian	19%	(210)	34%	(375)	11%	(119)	7%	(71)	29%	(314)	1090
All Non-Christian	24%	(25)	28%	(29)	14%	(15)	5%	(5)	30%	(31)	106
Atheist	10%	(12)	33%	(40)	18%	(22)	18%	(21)	21%	(25)	121
Agnostic/Nothing in particular	15%	(137)	30%	(263)	12%	(108)	7%	(64)	35%	(312)	883
Religious Non-Protestant/Catholic	20%	(26)	27%	(36)	14%	(18)	4%	(6)	35%	(46)	132
Evangelical	22%	(127)	34%	(195)	10%	(60)	5%	(27)	29%	(163)	571
Non-Evangelical	17%	(136)	35%	(292)	11%	(91)	6%	(53)	31%	(254)	826
Community: Urban	17%	(98)	32%	(182)	16%	(94)	6%	(33)	29%	(167)	574
Community: Suburban	17%	(174)	34%	(349)	11%	(113)	8%	(82)	31%	(316)	1033
Community: Rural	19%	(112)	30%	(176)	10%	(57)	8%	(47)	34%	(200)	593
Employ: Private Sector	16%	(107)	35%	(235)	14%	(96)	8%	(53)	28%	(188)	679
Employ: Government	16%	(21)	34%	(43)	15%	(19)	7%	(9)	28%	(35)	126
Employ: Self-Employed	16%	(29)	27%	(48)	19%	(34)	10%	(17)	29%	(52)	181
Employ: Homemaker	18%	(22)	26%	(32)	9%	(10)	5%	(6)	42%	(51)	121
Employ: Retired	21%	(109)	36%	(188)	9%	(44)	4%	(20)	30%	(156)	517
Employ: Unemployed	18%	(56)	30%	(94)	11%	(33)	11%	(33)	31%	(97)	313
Employ: Other	14%	(17)	43%	(52)	4%	(5)	8%	(10)	31%	(37)	120
Military HH: Yes	18%	(70)	35%	(134)	11%	(41)	5%	(18)	31%	(120)	384
Military HH: No	17%	(315)	32%	(573)	12%	(223)	8%	(143)	31%	(562)	1816
RD/WT: Right Direction	21%	(130)	30%	(188)	10%	(65)	5%	(33)	34%	(214)	629
RD/WT: Wrong Track	16%	(254)	33%	(519)	13%	(199)	8%	(129)	30%	(469)	1571
Trump Job Approve	20%	(165)	33%	(276)	11%	(88)	5%	(41)	31%	(259)	828
Trump Job Disapprove	16%	(213)	32%	(421)	13%	(175)	9%	(117)	29%	(379)	1304
Trump Job Strongly Approve	25%	(115)	28%	(133)	10%	(49)	6%	(28)	30%	(142)	467
Trump Job Somewhat Approve	14%	(50)	40%	(143)	11%	(39)	3%	(12)	32%	(117)	361
Trump Job Somewhat Disapprove	18%	(51)	35%	(99)	16%	(46)	9%	(25)	22%	(61)	282
Trump Job Strongly Disapprove	16%	(162)	32%	(322)	13%	(129)	9%	(91)	31%	(318)	1022

Continued on next page

Table HR16_3: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Law and Order: Special Victims Unit*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	17%	(384)	32%	(708)	12%	(264)	7%	(162)	31%	(683)	2200
Favorable of Trump	21%	(174)	35%	(288)	10%	(85)	5%	(38)	29%	(242)	826
Unfavorable of Trump	15%	(196)	32%	(409)	14%	(172)	9%	(110)	30%	(382)	1269
Very Favorable of Trump	25%	(118)	32%	(150)	10%	(45)	5%	(23)	29%	(134)	471
Somewhat Favorable of Trump	16%	(56)	39%	(137)	11%	(40)	4%	(15)	30%	(107)	355
Somewhat Unfavorable of Trump	14%	(28)	37%	(73)	15%	(29)	7%	(13)	28%	(56)	199
Very Unfavorable of Trump	16%	(168)	31%	(335)	13%	(143)	9%	(97)	30%	(326)	1071
#1 Issue: Economy	16%	(114)	35%	(242)	14%	(95)	8%	(53)	28%	(196)	700
#1 Issue: Security	21%	(55)	27%	(74)	14%	(36)	3%	(9)	35%	(93)	268
#1 Issue: Health Care	14%	(57)	33%	(136)	13%	(54)	11%	(43)	29%	(116)	405
#1 Issue: Medicare / Social Security	23%	(74)	37%	(118)	7%	(23)	5%	(15)	28%	(89)	320
#1 Issue: Women's Issues	26%	(25)	22%	(21)	10%	(10)	16%	(15)	27%	(26)	97
#1 Issue: Education	16%	(21)	30%	(40)	8%	(10)	4%	(5)	43%	(58)	135
#1 Issue: Energy	10%	(10)	25%	(25)	15%	(15)	8%	(8)	42%	(41)	99
#1 Issue: Other	16%	(28)	29%	(51)	11%	(20)	8%	(14)	36%	(64)	176
2018 House Vote: Democrat	19%	(151)	33%	(262)	14%	(111)	8%	(63)	25%	(199)	784
2018 House Vote: Republican	18%	(113)	37%	(233)	10%	(61)	5%	(33)	30%	(191)	632
2018 House Vote: Someone else	17%	(12)	31%	(21)	12%	(8)	11%	(8)	29%	(20)	69
2016 Vote: Hillary Clinton	18%	(129)	33%	(238)	15%	(104)	7%	(51)	27%	(190)	711
2016 Vote: Donald Trump	19%	(133)	35%	(237)	11%	(73)	6%	(40)	29%	(198)	680
2016 Vote: Other	11%	(15)	40%	(56)	9%	(13)	9%	(13)	32%	(45)	141
2016 Vote: Didn't Vote	16%	(108)	26%	(177)	11%	(75)	9%	(57)	38%	(250)	667
Voted in 2014: Yes	19%	(247)	36%	(455)	12%	(156)	6%	(81)	27%	(339)	1277
Voted in 2014: No	15%	(137)	27%	(252)	12%	(108)	9%	(81)	37%	(344)	923
2012 Vote: Barack Obama	18%	(153)	38%	(319)	13%	(109)	7%	(61)	24%	(203)	844
2012 Vote: Mitt Romney	21%	(101)	33%	(158)	9%	(45)	5%	(24)	32%	(156)	485
2012 Vote: Other	9%	(7)	35%	(29)	15%	(12)	4%	(3)	38%	(31)	82
2012 Vote: Didn't Vote	15%	(119)	26%	(202)	13%	(98)	9%	(72)	37%	(291)	782

Continued on next page

Table HR16_3: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Law and Order: Special Victims Unit*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	17%	(384)	32%	(708)	12%	(264)	7%	(162)	31%	(683)	2200
4-Region: Northeast	19%	(74)	30%	(119)	12%	(48)	9%	(35)	30%	(117)	394
4-Region: Midwest	16%	(74)	36%	(166)	10%	(44)	8%	(36)	31%	(143)	462
4-Region: South	21%	(169)	32%	(267)	11%	(94)	6%	(50)	30%	(244)	824
4-Region: West	13%	(67)	30%	(156)	15%	(78)	8%	(41)	34%	(177)	520
Watch TV: Every day	22%	(240)	34%	(378)	11%	(120)	7%	(73)	27%	(304)	1115
Watch TV: Several times per week	16%	(79)	34%	(172)	11%	(58)	7%	(35)	33%	(166)	511
Watch TV: About once per week	11%	(18)	34%	(55)	18%	(30)	11%	(17)	27%	(44)	165
Watch TV: Several times per month	11%	(11)	29%	(28)	21%	(20)	9%	(9)	30%	(29)	97
Watch TV: Less often than once per month	8%	(7)	27%	(25)	12%	(11)	11%	(10)	43%	(40)	93
Watch TV: Never	15%	(27)	22%	(40)	7%	(13)	8%	(14)	48%	(86)	181
Watch Movies: Every day	23%	(93)	37%	(148)	13%	(51)	7%	(27)	21%	(84)	402
Watch Movies: Several times per week	19%	(118)	31%	(189)	13%	(79)	8%	(51)	29%	(180)	618
Watch Movies: About once per week	13%	(46)	35%	(121)	15%	(51)	7%	(25)	30%	(105)	348
Watch Movies: Several times per month	18%	(51)	33%	(93)	11%	(31)	7%	(19)	32%	(92)	287
Watch Movies: About once per month	11%	(22)	35%	(66)	14%	(27)	6%	(12)	33%	(63)	189
Watch Movies: Less often than once per month	11%	(17)	29%	(47)	9%	(15)	8%	(13)	43%	(69)	162
Watch Movies: Never	19%	(37)	22%	(43)	5%	(10)	8%	(15)	46%	(89)	194
Watch Sporting Events: Every day	32%	(35)	32%	(35)	13%	(15)	8%	(9)	14%	(15)	109
Watch Sporting Events: Several times per week	19%	(56)	39%	(113)	12%	(36)	8%	(24)	21%	(60)	288
Watch Sporting Events: About once per week	15%	(36)	44%	(105)	12%	(29)	6%	(15)	23%	(55)	240
Watch Sporting Events: Several times per month	21%	(47)	27%	(61)	14%	(31)	8%	(18)	30%	(67)	225
Watch Sporting Events: About once per month	14%	(20)	38%	(55)	15%	(22)	4%	(6)	28%	(41)	144
Watch Sporting Events: Less often than once per month	12%	(48)	34%	(135)	13%	(51)	6%	(24)	35%	(142)	400
Watch Sporting Events: Never	18%	(142)	26%	(203)	10%	(81)	8%	(65)	38%	(302)	793
Cable TV: Currently subscribe	20%	(200)	34%	(347)	11%	(112)	8%	(81)	28%	(286)	1026
Cable TV: Subscribed in past	14%	(100)	33%	(234)	14%	(99)	6%	(45)	32%	(228)	706
Cable TV: Never subscribed	18%	(84)	27%	(127)	11%	(53)	8%	(36)	36%	(168)	468
Satellite TV: Currently subscribe	20%	(95)	34%	(159)	10%	(47)	5%	(26)	30%	(143)	469
Satellite TV: Subscribed in past	19%	(120)	31%	(197)	13%	(84)	8%	(49)	28%	(177)	626
Satellite TV: Never subscribed	15%	(170)	32%	(352)	12%	(133)	8%	(87)	33%	(363)	1106

Continued on next page

Table HR16_3: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Law and Order: Special Victims Unit*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	17%	(384)	32%	(708)	12%	(264)	7%	(162)	31%	(683)	2200
Streaming Services: Currently subscribe	14%	(197)	35%	(478)	11%	(157)	8%	(116)	31%	(423)	1372
Streaming Services: Subscribed in past	24%	(47)	26%	(50)	19%	(36)	6%	(12)	25%	(48)	192
Streaming Services: Never subscribed	22%	(141)	28%	(179)	11%	(71)	5%	(34)	33%	(211)	636
Film: An avid fan	23%	(165)	32%	(236)	12%	(90)	8%	(60)	24%	(178)	728
Film: A casual fan	13%	(158)	34%	(410)	12%	(144)	7%	(85)	33%	(396)	1193
Film: Not a fan	22%	(62)	22%	(62)	11%	(30)	6%	(17)	39%	(109)	280
Television: An avid fan	23%	(240)	36%	(376)	11%	(111)	6%	(66)	23%	(242)	1035
Television: A casual fan	12%	(121)	31%	(307)	13%	(134)	8%	(79)	36%	(353)	995
Television: Not a fan	13%	(23)	14%	(24)	12%	(20)	10%	(16)	51%	(87)	170
Music: An avid fan	20%	(212)	33%	(350)	12%	(134)	8%	(89)	27%	(286)	1070
Music: A casual fan	14%	(139)	33%	(328)	12%	(114)	6%	(63)	35%	(341)	985
Music: Not a fan	23%	(33)	20%	(29)	11%	(16)	7%	(10)	38%	(55)	144
Fashion: An avid fan	21%	(71)	29%	(98)	12%	(41)	10%	(32)	28%	(93)	336
Fashion: A casual fan	17%	(155)	35%	(313)	13%	(114)	6%	(57)	28%	(253)	892
Fashion: Not a fan	16%	(158)	30%	(297)	11%	(109)	7%	(72)	35%	(337)	973

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

Table HR16_4: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Blue Bloods*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	14%	(309)	24%	(528)	10%	(209)	8%	(172)	45%	(981)	2200
Gender: Male	14%	(148)	25%	(262)	12%	(125)	9%	(96)	41%	(430)	1062
Gender: Female	14%	(160)	23%	(266)	7%	(85)	7%	(76)	48%	(551)	1138
Age: 18-34	10%	(67)	17%	(114)	10%	(64)	12%	(76)	51%	(335)	655
Age: 35-44	14%	(50)	21%	(74)	14%	(51)	9%	(30)	43%	(153)	358
Age: 45-64	14%	(107)	27%	(201)	8%	(60)	7%	(55)	44%	(328)	751
Age: 65+	20%	(85)	32%	(139)	8%	(34)	3%	(11)	38%	(166)	436
GenZers: 1997-2012	5%	(15)	16%	(46)	10%	(29)	14%	(41)	56%	(163)	294
Millennials: 1981-1996	14%	(73)	18%	(97)	13%	(69)	11%	(57)	45%	(240)	535
GenXers: 1965-1980	14%	(75)	25%	(133)	9%	(47)	7%	(35)	46%	(246)	536
Baby Boomers: 1946-1964	17%	(125)	30%	(228)	8%	(56)	5%	(35)	41%	(303)	748
PID: Dem (no lean)	15%	(121)	24%	(198)	10%	(79)	8%	(68)	43%	(359)	826
PID: Ind (no lean)	8%	(59)	21%	(146)	10%	(69)	9%	(61)	52%	(365)	700
PID: Rep (no lean)	19%	(129)	27%	(184)	9%	(61)	6%	(44)	38%	(257)	674
PID/Gender: Dem Men	16%	(59)	27%	(104)	11%	(41)	9%	(32)	38%	(142)	377
PID/Gender: Dem Women	14%	(62)	21%	(95)	9%	(39)	8%	(36)	48%	(217)	449
PID/Gender: Ind Men	8%	(28)	22%	(81)	11%	(42)	10%	(38)	49%	(181)	369
PID/Gender: Ind Women	9%	(31)	20%	(65)	8%	(27)	7%	(23)	56%	(184)	331
PID/Gender: Rep Men	19%	(62)	25%	(78)	14%	(43)	8%	(26)	34%	(108)	316
PID/Gender: Rep Women	19%	(67)	30%	(106)	5%	(18)	5%	(17)	42%	(150)	358
Ideo: Liberal (1-3)	12%	(82)	20%	(138)	11%	(77)	11%	(74)	46%	(314)	686
Ideo: Moderate (4)	17%	(106)	25%	(153)	10%	(62)	8%	(51)	39%	(236)	608
Ideo: Conservative (5-7)	15%	(111)	29%	(212)	9%	(66)	6%	(40)	40%	(291)	720
Educ: < College	15%	(227)	23%	(353)	9%	(131)	9%	(129)	44%	(673)	1512
Educ: Bachelors degree	11%	(47)	25%	(112)	11%	(47)	6%	(27)	47%	(210)	444
Educ: Post-grad	14%	(35)	26%	(63)	13%	(31)	7%	(16)	40%	(98)	244
Income: Under 50k	15%	(179)	23%	(279)	9%	(110)	10%	(116)	44%	(529)	1213
Income: 50k-100k	13%	(91)	25%	(174)	10%	(69)	6%	(40)	46%	(324)	698
Income: 100k+	13%	(38)	26%	(75)	11%	(30)	6%	(17)	44%	(128)	289
Ethnicity: White	15%	(256)	25%	(434)	8%	(139)	7%	(127)	44%	(765)	1722
Ethnicity: Hispanic	14%	(48)	19%	(66)	15%	(51)	11%	(39)	42%	(146)	349

Continued on next page

Table HR16_4: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Blue Bloods*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	14%	(309)	24%	(528)	10%	(209)	8%	(172)	45%	(981)	2200
Ethnicity: Afr. Am.	12%	(32)	24%	(66)	14%	(38)	7%	(20)	43%	(118)	274
Ethnicity: Other	10%	(21)	13%	(27)	16%	(33)	12%	(25)	48%	(98)	204
All Christian	17%	(186)	28%	(305)	9%	(100)	6%	(66)	40%	(433)	1090
All Non-Christian	19%	(20)	17%	(17)	7%	(7)	9%	(9)	48%	(51)	106
Atheist	7%	(8)	24%	(28)	12%	(14)	17%	(21)	40%	(48)	121
Agnostic/Nothing in particular	11%	(95)	20%	(177)	10%	(88)	9%	(76)	51%	(448)	883
Religious Non-Protestant/Catholic	18%	(24)	17%	(23)	9%	(12)	7%	(9)	48%	(64)	132
Evangelical	18%	(103)	29%	(166)	9%	(53)	6%	(33)	38%	(216)	571
Non-Evangelical	15%	(122)	25%	(210)	9%	(72)	7%	(55)	44%	(366)	826
Community: Urban	14%	(82)	25%	(145)	11%	(63)	7%	(43)	42%	(242)	574
Community: Suburban	13%	(137)	24%	(247)	9%	(91)	8%	(86)	46%	(472)	1033
Community: Rural	15%	(89)	23%	(136)	9%	(55)	7%	(44)	45%	(267)	593
Employ: Private Sector	14%	(93)	24%	(163)	11%	(77)	9%	(63)	42%	(283)	679
Employ: Government	12%	(15)	25%	(31)	10%	(13)	11%	(14)	42%	(53)	126
Employ: Self-Employed	10%	(19)	23%	(41)	15%	(27)	8%	(15)	44%	(79)	181
Employ: Homemaker	15%	(18)	20%	(25)	4%	(5)	5%	(7)	55%	(66)	121
Employ: Retired	19%	(99)	31%	(159)	8%	(42)	4%	(18)	38%	(199)	517
Employ: Unemployed	13%	(41)	21%	(66)	9%	(29)	8%	(25)	49%	(152)	313
Employ: Other	13%	(16)	17%	(21)	5%	(6)	10%	(12)	55%	(66)	120
Military HH: Yes	14%	(55)	27%	(105)	10%	(38)	6%	(22)	43%	(164)	384
Military HH: No	14%	(254)	23%	(424)	9%	(172)	8%	(150)	45%	(817)	1816
RD/WT: Right Direction	19%	(119)	27%	(167)	10%	(62)	6%	(38)	39%	(243)	629
RD/WT: Wrong Track	12%	(190)	23%	(361)	9%	(148)	9%	(134)	47%	(738)	1571
Trump Job Approve	20%	(166)	26%	(218)	9%	(74)	5%	(42)	40%	(329)	828
Trump Job Disapprove	11%	(139)	23%	(304)	10%	(135)	10%	(127)	46%	(598)	1304
Trump Job Strongly Approve	25%	(118)	24%	(110)	10%	(47)	5%	(25)	36%	(168)	467
Trump Job Somewhat Approve	13%	(48)	30%	(108)	7%	(27)	5%	(17)	45%	(161)	361
Trump Job Somewhat Disapprove	10%	(29)	31%	(88)	11%	(30)	8%	(23)	40%	(112)	282
Trump Job Strongly Disapprove	11%	(111)	21%	(217)	10%	(105)	10%	(104)	48%	(486)	1022

Continued on next page

Table HR16_4: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Blue Bloods*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	14%	(309)	24%	(528)	10%	(209)	8%	(172)	45%	(981)	2200
Favorable of Trump	20%	(166)	26%	(216)	10%	(83)	5%	(43)	38%	(318)	826
Unfavorable of Trump	10%	(133)	24%	(301)	9%	(119)	10%	(125)	47%	(591)	1269
Very Favorable of Trump	24%	(114)	24%	(115)	10%	(49)	6%	(29)	35%	(164)	471
Somewhat Favorable of Trump	15%	(52)	28%	(101)	10%	(34)	4%	(14)	43%	(154)	355
Somewhat Unfavorable of Trump	10%	(19)	32%	(64)	8%	(16)	8%	(15)	43%	(85)	199
Very Unfavorable of Trump	11%	(114)	22%	(238)	10%	(103)	10%	(110)	47%	(506)	1071
#1 Issue: Economy	13%	(94)	25%	(177)	11%	(77)	8%	(59)	42%	(293)	700
#1 Issue: Security	19%	(51)	23%	(61)	11%	(29)	6%	(15)	41%	(111)	268
#1 Issue: Health Care	15%	(62)	22%	(91)	9%	(36)	9%	(36)	45%	(180)	405
#1 Issue: Medicare / Social Security	18%	(56)	31%	(99)	6%	(18)	5%	(17)	40%	(129)	320
#1 Issue: Women's Issues	13%	(12)	13%	(12)	17%	(16)	10%	(10)	48%	(46)	97
#1 Issue: Education	6%	(8)	20%	(27)	6%	(8)	5%	(7)	64%	(86)	135
#1 Issue: Energy	8%	(8)	17%	(17)	14%	(14)	15%	(15)	46%	(45)	99
#1 Issue: Other	10%	(17)	25%	(44)	7%	(12)	8%	(13)	51%	(90)	176
2018 House Vote: Democrat	14%	(113)	25%	(198)	10%	(77)	8%	(65)	42%	(330)	784
2018 House Vote: Republican	19%	(121)	28%	(178)	9%	(59)	6%	(37)	37%	(236)	632
2018 House Vote: Someone else	7%	(5)	23%	(16)	7%	(5)	14%	(10)	49%	(34)	69
2016 Vote: Hillary Clinton	14%	(100)	27%	(190)	10%	(74)	6%	(44)	43%	(303)	711
2016 Vote: Donald Trump	20%	(133)	28%	(192)	9%	(64)	6%	(42)	37%	(250)	680
2016 Vote: Other	9%	(13)	20%	(28)	5%	(7)	13%	(19)	53%	(74)	141
2016 Vote: Didn't Vote	9%	(63)	18%	(119)	10%	(64)	10%	(68)	53%	(353)	667
Voted in 2014: Yes	17%	(221)	28%	(358)	10%	(125)	7%	(83)	38%	(490)	1277
Voted in 2014: No	10%	(88)	18%	(170)	9%	(84)	10%	(89)	53%	(491)	923
2012 Vote: Barack Obama	15%	(125)	27%	(226)	10%	(88)	7%	(60)	41%	(345)	844
2012 Vote: Mitt Romney	21%	(103)	28%	(135)	10%	(47)	5%	(25)	36%	(176)	485
2012 Vote: Other	11%	(9)	23%	(19)	7%	(5)	6%	(5)	54%	(45)	82
2012 Vote: Didn't Vote	9%	(68)	19%	(148)	9%	(69)	10%	(82)	53%	(415)	782

Continued on next page

Table HR16_4: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Blue Bloods*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	14%	(309)	24%	(528)	10%	(209)	8%	(172)	45%	(981)	2200
4-Region: Northeast	15%	(60)	26%	(103)	10%	(39)	8%	(30)	41%	(161)	394
4-Region: Midwest	14%	(63)	25%	(116)	8%	(36)	11%	(51)	42%	(196)	462
4-Region: South	15%	(127)	23%	(194)	10%	(83)	6%	(47)	45%	(374)	824
4-Region: West	11%	(58)	22%	(116)	10%	(51)	9%	(45)	48%	(250)	520
Watch TV: Every day	18%	(195)	26%	(288)	9%	(102)	8%	(86)	40%	(444)	1115
Watch TV: Several times per week	11%	(56)	24%	(120)	10%	(50)	7%	(38)	48%	(247)	511
Watch TV: About once per week	10%	(16)	27%	(44)	13%	(21)	11%	(18)	39%	(65)	165
Watch TV: Several times per month	11%	(10)	20%	(19)	17%	(16)	6%	(6)	47%	(46)	97
Watch TV: Less often than once per month	10%	(10)	16%	(15)	6%	(6)	13%	(12)	54%	(50)	93
Watch TV: Never	11%	(20)	18%	(33)	6%	(10)	5%	(8)	61%	(110)	181
Watch Movies: Every day	19%	(76)	27%	(107)	12%	(48)	8%	(32)	35%	(140)	402
Watch Movies: Several times per week	15%	(92)	21%	(133)	11%	(68)	9%	(58)	43%	(267)	618
Watch Movies: About once per week	11%	(38)	26%	(89)	9%	(31)	7%	(26)	47%	(164)	348
Watch Movies: Several times per month	14%	(40)	25%	(71)	10%	(27)	6%	(18)	46%	(131)	287
Watch Movies: About once per month	12%	(22)	26%	(49)	7%	(13)	8%	(15)	48%	(91)	189
Watch Movies: Less often than once per month	6%	(10)	27%	(43)	7%	(11)	9%	(15)	51%	(83)	162
Watch Movies: Never	16%	(31)	19%	(37)	6%	(11)	5%	(9)	55%	(106)	194
Watch Sporting Events: Every day	29%	(32)	28%	(31)	9%	(10)	10%	(11)	23%	(26)	109
Watch Sporting Events: Several times per week	20%	(58)	33%	(95)	11%	(33)	8%	(24)	27%	(78)	288
Watch Sporting Events: About once per week	14%	(34)	27%	(66)	12%	(29)	6%	(14)	40%	(97)	240
Watch Sporting Events: Several times per month	13%	(30)	24%	(54)	11%	(24)	9%	(20)	43%	(98)	225
Watch Sporting Events: About once per month	5%	(8)	25%	(37)	14%	(20)	8%	(12)	47%	(68)	144
Watch Sporting Events: Less often than once per month	9%	(35)	26%	(103)	10%	(39)	9%	(35)	47%	(189)	400
Watch Sporting Events: Never	14%	(112)	18%	(143)	7%	(55)	7%	(57)	54%	(425)	793
Cable TV: Currently subscribe	16%	(166)	26%	(264)	10%	(100)	6%	(66)	42%	(430)	1026
Cable TV: Subscribed in past	9%	(67)	23%	(165)	9%	(64)	9%	(67)	49%	(344)	706
Cable TV: Never subscribed	16%	(75)	21%	(99)	10%	(46)	9%	(40)	44%	(207)	468
Satellite TV: Currently subscribe	18%	(82)	24%	(113)	10%	(49)	6%	(29)	42%	(196)	469
Satellite TV: Subscribed in past	12%	(72)	24%	(153)	11%	(68)	8%	(53)	45%	(279)	626
Satellite TV: Never subscribed	14%	(154)	24%	(262)	8%	(92)	8%	(91)	46%	(506)	1106

Continued on next page

Table HR16_4: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Blue Bloods*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	14%	(309)	24%	(528)	10%	(209)	8%	(172)	45%	(981)	2200
Streaming Services: Currently subscribe	12%	(159)	23%	(313)	11%	(144)	8%	(116)	47%	(640)	1372
Streaming Services: Subscribed in past	19%	(36)	26%	(50)	10%	(18)	10%	(19)	36%	(69)	192
Streaming Services: Never subscribed	18%	(114)	26%	(166)	7%	(47)	6%	(37)	43%	(272)	636
Film: An avid fan	16%	(120)	27%	(200)	11%	(81)	7%	(53)	38%	(275)	728
Film: A casual fan	12%	(146)	24%	(283)	8%	(95)	8%	(91)	48%	(577)	1193
Film: Not a fan	15%	(43)	16%	(46)	12%	(33)	10%	(28)	46%	(129)	280
Television: An avid fan	20%	(206)	27%	(283)	10%	(101)	8%	(81)	35%	(364)	1035
Television: A casual fan	9%	(95)	22%	(223)	9%	(91)	8%	(77)	51%	(510)	995
Television: Not a fan	5%	(8)	13%	(23)	10%	(18)	9%	(15)	63%	(106)	170
Music: An avid fan	15%	(156)	24%	(253)	11%	(113)	10%	(103)	42%	(445)	1070
Music: A casual fan	13%	(126)	25%	(249)	8%	(83)	6%	(61)	47%	(466)	985
Music: Not a fan	19%	(27)	18%	(26)	9%	(13)	6%	(9)	48%	(70)	144
Fashion: An avid fan	17%	(57)	20%	(67)	11%	(37)	12%	(40)	40%	(134)	336
Fashion: A casual fan	14%	(123)	26%	(230)	10%	(90)	5%	(48)	45%	(401)	892
Fashion: Not a fan	13%	(129)	24%	(231)	8%	(82)	9%	(84)	46%	(446)	973

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

Table HR16_5: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Brooklyn Nine-Nine*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	7%	(158)	11%	(239)	13%	(293)	16%	(353)	53%	(1156)	2200
Gender: Male	9%	(97)	13%	(142)	16%	(169)	18%	(194)	43%	(460)	1062
Gender: Female	5%	(61)	9%	(97)	11%	(124)	14%	(159)	61%	(697)	1138
Age: 18-34	9%	(58)	14%	(93)	17%	(112)	22%	(142)	38%	(251)	655
Age: 35-44	10%	(37)	12%	(43)	17%	(59)	18%	(64)	43%	(155)	358
Age: 45-64	6%	(45)	9%	(66)	10%	(73)	16%	(118)	60%	(450)	751
Age: 65+	4%	(19)	9%	(38)	11%	(49)	7%	(29)	69%	(301)	436
GenZers: 1997-2012	7%	(21)	13%	(38)	18%	(54)	24%	(72)	37%	(109)	294
Millennials: 1981-1996	10%	(54)	15%	(78)	18%	(99)	18%	(97)	39%	(207)	535
GenXers: 1965-1980	9%	(47)	9%	(51)	11%	(58)	18%	(97)	53%	(284)	536
Baby Boomers: 1946-1964	4%	(30)	9%	(66)	9%	(69)	11%	(83)	67%	(500)	748
PID: Dem (no lean)	9%	(74)	11%	(89)	14%	(115)	18%	(150)	48%	(397)	826
PID: Ind (no lean)	4%	(26)	9%	(61)	13%	(94)	19%	(130)	56%	(389)	700
PID: Rep (no lean)	9%	(59)	13%	(89)	13%	(84)	11%	(72)	55%	(370)	674
PID/Gender: Dem Men	12%	(46)	16%	(62)	15%	(55)	20%	(74)	37%	(140)	377
PID/Gender: Dem Women	6%	(29)	6%	(28)	13%	(60)	17%	(76)	57%	(257)	449
PID/Gender: Ind Men	5%	(18)	9%	(32)	18%	(65)	20%	(73)	49%	(181)	369
PID/Gender: Ind Women	2%	(8)	9%	(29)	9%	(29)	17%	(57)	63%	(208)	331
PID/Gender: Rep Men	11%	(34)	15%	(49)	16%	(49)	15%	(46)	44%	(138)	316
PID/Gender: Rep Women	7%	(25)	11%	(40)	10%	(35)	7%	(26)	65%	(232)	358
Ideo: Liberal (1-3)	9%	(58)	11%	(75)	15%	(104)	23%	(159)	42%	(290)	686
Ideo: Moderate (4)	8%	(49)	10%	(63)	16%	(94)	16%	(98)	50%	(304)	608
Ideo: Conservative (5-7)	7%	(47)	12%	(85)	11%	(81)	10%	(74)	60%	(432)	720
Educ: < College	8%	(116)	10%	(155)	13%	(191)	15%	(229)	54%	(823)	1512
Educ: Bachelors degree	4%	(19)	12%	(55)	15%	(66)	20%	(89)	49%	(216)	444
Educ: Post-grad	10%	(24)	12%	(30)	15%	(37)	14%	(35)	48%	(118)	244
Income: Under 50k	7%	(90)	10%	(127)	12%	(145)	15%	(187)	55%	(664)	1213
Income: 50k-100k	7%	(48)	11%	(80)	15%	(106)	16%	(108)	51%	(355)	698
Income: 100k+	7%	(20)	11%	(32)	14%	(42)	20%	(58)	48%	(138)	289
Ethnicity: White	7%	(120)	10%	(175)	12%	(209)	15%	(261)	56%	(956)	1722
Ethnicity: Hispanic	10%	(35)	16%	(56)	14%	(50)	22%	(77)	38%	(132)	349

Continued on next page

Table HR16_5: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Brooklyn Nine-Nine*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	7%	(158)	11%	(239)	13%	(293)	16%	(353)	53%	(1156)	2200
Ethnicity: Afr. Am.	10%	(29)	15%	(40)	18%	(48)	14%	(38)	43%	(119)	274
Ethnicity: Other	5%	(9)	12%	(25)	18%	(36)	26%	(53)	40%	(81)	204
All Christian	7%	(80)	11%	(119)	13%	(145)	13%	(144)	55%	(603)	1090
All Non-Christian	8%	(8)	12%	(13)	20%	(21)	15%	(16)	45%	(48)	106
Atheist	6%	(7)	14%	(16)	16%	(19)	33%	(40)	32%	(39)	121
Agnostic/Nothing in particular	7%	(63)	10%	(92)	12%	(108)	17%	(154)	53%	(466)	883
Religious Non-Protestant/Catholic	6%	(8)	11%	(14)	23%	(30)	12%	(16)	48%	(63)	132
Evangelical	8%	(47)	13%	(75)	13%	(73)	10%	(60)	55%	(315)	571
Non-Evangelical	7%	(56)	9%	(74)	13%	(104)	15%	(125)	57%	(467)	826
Community: Urban	10%	(60)	16%	(91)	14%	(80)	15%	(88)	44%	(255)	574
Community: Suburban	5%	(56)	10%	(104)	13%	(136)	19%	(200)	52%	(538)	1033
Community: Rural	7%	(42)	7%	(44)	13%	(78)	11%	(64)	61%	(364)	593
Employ: Private Sector	9%	(58)	14%	(94)	14%	(95)	21%	(142)	43%	(290)	679
Employ: Government	10%	(12)	8%	(10)	17%	(22)	15%	(19)	50%	(63)	126
Employ: Self-Employed	5%	(10)	13%	(23)	16%	(29)	13%	(24)	52%	(94)	181
Employ: Homemaker	5%	(6)	11%	(13)	10%	(12)	12%	(14)	63%	(76)	121
Employ: Retired	6%	(31)	10%	(50)	10%	(52)	10%	(52)	64%	(331)	517
Employ: Unemployed	8%	(26)	8%	(24)	14%	(42)	18%	(56)	52%	(164)	313
Employ: Other	6%	(7)	8%	(10)	13%	(16)	15%	(18)	58%	(70)	120
Military HH: Yes	6%	(22)	12%	(47)	11%	(42)	15%	(59)	56%	(213)	384
Military HH: No	7%	(136)	11%	(192)	14%	(251)	16%	(294)	52%	(943)	1816
RD/WT: Right Direction	11%	(70)	15%	(93)	13%	(84)	10%	(63)	51%	(319)	629
RD/WT: Wrong Track	6%	(88)	9%	(146)	13%	(210)	18%	(290)	53%	(837)	1571
Trump Job Approve	10%	(79)	12%	(100)	12%	(102)	10%	(81)	56%	(465)	828
Trump Job Disapprove	6%	(76)	10%	(137)	15%	(190)	20%	(264)	49%	(636)	1304
Trump Job Strongly Approve	14%	(63)	12%	(57)	11%	(52)	9%	(42)	54%	(253)	467
Trump Job Somewhat Approve	4%	(16)	12%	(43)	14%	(51)	11%	(39)	59%	(212)	361
Trump Job Somewhat Disapprove	6%	(16)	16%	(44)	20%	(55)	16%	(44)	43%	(122)	282
Trump Job Strongly Disapprove	6%	(60)	9%	(93)	13%	(135)	22%	(220)	50%	(514)	1022

Continued on next page

Table HR16_5: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Brooklyn Nine-Nine*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	7%	(158)	11%	(239)	13%	(293)	16%	(353)	53%	(1156)	2200
Favorable of Trump	9%	(76)	12%	(102)	13%	(105)	11%	(88)	55%	(455)	826
Unfavorable of Trump	6%	(75)	10%	(129)	14%	(181)	20%	(252)	50%	(632)	1269
Very Favorable of Trump	12%	(57)	12%	(58)	12%	(57)	9%	(44)	54%	(256)	471
Somewhat Favorable of Trump	5%	(19)	13%	(45)	13%	(48)	13%	(44)	56%	(199)	355
Somewhat Unfavorable of Trump	6%	(12)	13%	(26)	19%	(38)	14%	(28)	48%	(95)	199
Very Unfavorable of Trump	6%	(63)	10%	(103)	13%	(143)	21%	(224)	50%	(537)	1071
#1 Issue: Economy	6%	(43)	12%	(87)	15%	(103)	17%	(121)	49%	(346)	700
#1 Issue: Security	12%	(31)	14%	(36)	11%	(29)	11%	(29)	53%	(142)	268
#1 Issue: Health Care	8%	(33)	10%	(40)	14%	(58)	19%	(75)	49%	(199)	405
#1 Issue: Medicare / Social Security	5%	(17)	8%	(27)	11%	(35)	10%	(33)	65%	(207)	320
#1 Issue: Women's Issues	12%	(12)	14%	(13)	13%	(13)	21%	(20)	40%	(38)	97
#1 Issue: Education	6%	(8)	8%	(11)	13%	(18)	15%	(20)	57%	(78)	135
#1 Issue: Energy	5%	(5)	14%	(14)	14%	(14)	21%	(21)	46%	(46)	99
#1 Issue: Other	5%	(8)	6%	(11)	14%	(24)	19%	(34)	56%	(99)	176
2018 House Vote: Democrat	8%	(65)	10%	(81)	14%	(109)	18%	(138)	50%	(391)	784
2018 House Vote: Republican	8%	(51)	13%	(79)	13%	(82)	11%	(67)	56%	(352)	632
2018 House Vote: Someone else	3%	(2)	12%	(8)	8%	(6)	31%	(22)	45%	(31)	69
2016 Vote: Hillary Clinton	7%	(51)	11%	(75)	13%	(93)	17%	(122)	52%	(371)	711
2016 Vote: Donald Trump	9%	(58)	14%	(95)	13%	(88)	10%	(68)	55%	(372)	680
2016 Vote: Other	2%	(3)	7%	(9)	8%	(11)	31%	(44)	52%	(74)	141
2016 Vote: Didn't Vote	7%	(46)	9%	(60)	15%	(102)	18%	(119)	51%	(339)	667
Voted in 2014: Yes	8%	(99)	12%	(150)	13%	(164)	13%	(168)	55%	(697)	1277
Voted in 2014: No	6%	(60)	10%	(89)	14%	(130)	20%	(185)	50%	(460)	923
2012 Vote: Barack Obama	7%	(63)	10%	(87)	13%	(112)	16%	(138)	53%	(444)	844
2012 Vote: Mitt Romney	7%	(34)	11%	(55)	12%	(59)	11%	(54)	58%	(283)	485
2012 Vote: Other	5%	(4)	4%	(4)	12%	(10)	18%	(14)	61%	(50)	82
2012 Vote: Didn't Vote	7%	(54)	12%	(93)	14%	(112)	18%	(145)	48%	(378)	782

Continued on next page

Table HR16_5: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Brooklyn Nine-Nine*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	7%	(158)	11%	(239)	13%	(293)	16%	(353)	53%	(1156)	2200
4-Region: Northeast	10%	(38)	11%	(45)	14%	(54)	15%	(59)	50%	(198)	394
4-Region: Midwest	6%	(30)	9%	(43)	13%	(60)	17%	(80)	54%	(250)	462
4-Region: South	9%	(71)	11%	(91)	14%	(113)	14%	(113)	53%	(436)	824
4-Region: West	4%	(19)	12%	(60)	13%	(67)	20%	(101)	52%	(273)	520
Watch TV: Every day	8%	(93)	11%	(123)	14%	(161)	17%	(188)	49%	(550)	1115
Watch TV: Several times per week	6%	(30)	11%	(59)	14%	(70)	18%	(92)	51%	(260)	511
Watch TV: About once per week	6%	(10)	12%	(20)	15%	(24)	19%	(31)	48%	(79)	165
Watch TV: Several times per month	9%	(9)	8%	(8)	20%	(19)	7%	(7)	55%	(53)	97
Watch TV: Less often than once per month	4%	(3)	9%	(8)	6%	(5)	16%	(15)	65%	(60)	93
Watch TV: Never	6%	(11)	7%	(14)	5%	(9)	8%	(14)	74%	(134)	181
Watch Movies: Every day	14%	(55)	15%	(59)	17%	(69)	16%	(65)	38%	(154)	402
Watch Movies: Several times per week	7%	(43)	11%	(69)	15%	(95)	19%	(115)	48%	(296)	618
Watch Movies: About once per week	5%	(17)	13%	(45)	11%	(39)	19%	(66)	52%	(181)	348
Watch Movies: Several times per month	5%	(16)	8%	(23)	15%	(42)	13%	(36)	59%	(170)	287
Watch Movies: About once per month	5%	(9)	9%	(17)	12%	(22)	13%	(24)	62%	(117)	189
Watch Movies: Less often than once per month	1%	(1)	6%	(9)	9%	(14)	21%	(33)	64%	(104)	162
Watch Movies: Never	9%	(17)	9%	(17)	7%	(13)	7%	(13)	69%	(134)	194
Watch Sporting Events: Every day	28%	(31)	27%	(29)	12%	(13)	11%	(12)	23%	(25)	109
Watch Sporting Events: Several times per week	9%	(25)	16%	(46)	20%	(59)	20%	(59)	34%	(99)	288
Watch Sporting Events: About once per week	6%	(14)	11%	(26)	21%	(51)	17%	(40)	45%	(109)	240
Watch Sporting Events: Several times per month	6%	(13)	10%	(22)	17%	(37)	22%	(49)	46%	(104)	225
Watch Sporting Events: About once per month	4%	(6)	10%	(15)	12%	(17)	19%	(27)	55%	(79)	144
Watch Sporting Events: Less often than once per month	4%	(15)	10%	(39)	10%	(38)	17%	(69)	60%	(240)	400
Watch Sporting Events: Never	7%	(55)	8%	(63)	10%	(77)	12%	(96)	63%	(501)	793
Cable TV: Currently subscribe	7%	(73)	10%	(107)	14%	(147)	17%	(171)	51%	(528)	1026
Cable TV: Subscribed in past	5%	(33)	11%	(80)	14%	(97)	16%	(116)	54%	(380)	706
Cable TV: Never subscribed	11%	(52)	11%	(53)	11%	(50)	14%	(66)	53%	(248)	468
Satellite TV: Currently subscribe	9%	(42)	15%	(71)	12%	(58)	13%	(63)	50%	(234)	469
Satellite TV: Subscribed in past	7%	(42)	10%	(61)	16%	(100)	17%	(103)	51%	(320)	626
Satellite TV: Never subscribed	7%	(74)	10%	(108)	12%	(135)	17%	(187)	54%	(602)	1106

Continued on next page

Table HR16_5: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Brooklyn Nine-Nine*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	7%	(158)	11%	(239)	13%	(293)	16%	(353)	53%	(1156)	2200
Streaming Services: Currently subscribe	6%	(85)	11%	(153)	15%	(203)	19%	(266)	48%	(664)	1372
Streaming Services: Subscribed in past	9%	(17)	16%	(30)	17%	(33)	12%	(24)	46%	(88)	192
Streaming Services: Never subscribed	9%	(56)	9%	(56)	9%	(57)	10%	(63)	64%	(404)	636
Film: An avid fan	11%	(77)	14%	(104)	15%	(111)	21%	(153)	39%	(283)	728
Film: A casual fan	5%	(56)	10%	(119)	13%	(153)	14%	(169)	58%	(696)	1193
Film: Not a fan	9%	(25)	6%	(17)	10%	(29)	11%	(31)	63%	(177)	280
Television: An avid fan	10%	(101)	12%	(128)	15%	(153)	16%	(168)	47%	(484)	1035
Television: A casual fan	5%	(45)	10%	(96)	13%	(126)	17%	(170)	56%	(559)	995
Television: Not a fan	7%	(12)	9%	(15)	9%	(15)	9%	(15)	67%	(113)	170
Music: An avid fan	8%	(90)	14%	(146)	15%	(161)	19%	(200)	44%	(474)	1070
Music: A casual fan	5%	(54)	8%	(81)	12%	(119)	14%	(136)	60%	(595)	985
Music: Not a fan	10%	(15)	8%	(12)	9%	(14)	12%	(17)	60%	(86)	144
Fashion: An avid fan	14%	(47)	11%	(37)	15%	(52)	17%	(57)	43%	(143)	336
Fashion: A casual fan	6%	(56)	13%	(115)	15%	(133)	15%	(137)	51%	(450)	892
Fashion: Not a fan	6%	(56)	9%	(87)	11%	(109)	16%	(159)	58%	(563)	973

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

Table HR16_6: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? The Shield*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	9%	(192)	16%	(344)	9%	(203)	8%	(173)	59%	(1288)	2200
Gender: Male	11%	(113)	20%	(217)	13%	(133)	9%	(99)	47%	(499)	1062
Gender: Female	7%	(79)	11%	(127)	6%	(69)	6%	(74)	69%	(790)	1138
Age: 18-34	11%	(72)	14%	(90)	10%	(64)	11%	(71)	55%	(359)	655
Age: 35-44	10%	(35)	20%	(72)	11%	(41)	10%	(36)	48%	(173)	358
Age: 45-64	7%	(51)	16%	(123)	9%	(67)	7%	(54)	61%	(456)	751
Age: 65+	8%	(35)	14%	(59)	7%	(30)	3%	(11)	69%	(301)	436
GenZers: 1997-2012	8%	(24)	11%	(33)	9%	(28)	12%	(37)	59%	(172)	294
Millennials: 1981-1996	12%	(62)	18%	(95)	11%	(59)	11%	(60)	48%	(259)	535
GenXers: 1965-1980	10%	(53)	17%	(93)	9%	(49)	8%	(42)	56%	(298)	536
Baby Boomers: 1946-1964	6%	(45)	15%	(115)	7%	(56)	4%	(32)	67%	(500)	748
PID: Dem (no lean)	10%	(85)	14%	(120)	8%	(67)	9%	(75)	58%	(480)	826
PID: Ind (no lean)	6%	(42)	17%	(119)	10%	(68)	7%	(49)	60%	(422)	700
PID: Rep (no lean)	10%	(66)	16%	(105)	10%	(68)	7%	(49)	57%	(386)	674
PID/Gender: Dem Men	13%	(49)	21%	(78)	11%	(43)	12%	(44)	43%	(163)	377
PID/Gender: Dem Women	8%	(36)	9%	(42)	5%	(23)	7%	(31)	71%	(317)	449
PID/Gender: Ind Men	8%	(30)	20%	(74)	13%	(49)	7%	(24)	52%	(192)	369
PID/Gender: Ind Women	4%	(12)	14%	(45)	6%	(19)	8%	(25)	70%	(230)	331
PID/Gender: Rep Men	11%	(35)	21%	(65)	13%	(41)	10%	(32)	46%	(144)	316
PID/Gender: Rep Women	9%	(31)	11%	(41)	8%	(27)	5%	(17)	67%	(242)	358
Ideo: Liberal (1-3)	9%	(62)	17%	(115)	7%	(48)	10%	(65)	58%	(395)	686
Ideo: Moderate (4)	10%	(61)	17%	(101)	12%	(73)	8%	(50)	53%	(323)	608
Ideo: Conservative (5-7)	9%	(66)	15%	(109)	10%	(73)	6%	(45)	59%	(427)	720
Educ: < College	10%	(154)	15%	(228)	8%	(124)	8%	(127)	58%	(880)	1512
Educ: Bachelors degree	3%	(14)	17%	(74)	11%	(48)	7%	(30)	63%	(277)	444
Educ: Post-grad	10%	(24)	17%	(42)	12%	(30)	7%	(17)	54%	(131)	244
Income: Under 50k	10%	(119)	15%	(188)	8%	(102)	9%	(111)	57%	(694)	1213
Income: 50k-100k	7%	(52)	17%	(118)	11%	(74)	6%	(44)	59%	(410)	698
Income: 100k+	7%	(20)	13%	(39)	9%	(27)	6%	(19)	64%	(185)	289
Ethnicity: White	8%	(141)	15%	(265)	9%	(159)	7%	(116)	60%	(1041)	1722
Ethnicity: Hispanic	11%	(39)	17%	(59)	11%	(39)	10%	(36)	50%	(176)	349

Continued on next page

Table HR16_6: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? The Shield*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	9%	(192)	16%	(344)	9%	(203)	8%	(173)	59%	(1288)	2200
Ethnicity: Afr. Am.	15%	(40)	15%	(42)	9%	(26)	13%	(35)	48%	(132)	274
Ethnicity: Other	5%	(11)	18%	(37)	9%	(18)	11%	(23)	56%	(115)	204
All Christian	8%	(92)	17%	(183)	9%	(101)	7%	(76)	59%	(639)	1090
All Non-Christian	10%	(11)	16%	(17)	14%	(14)	5%	(5)	55%	(58)	106
Atheist	10%	(12)	21%	(25)	9%	(11)	13%	(16)	47%	(57)	121
Agnostic/Nothing in particular	9%	(78)	13%	(119)	9%	(76)	9%	(77)	61%	(535)	883
Religious Non-Protestant/Catholic	11%	(14)	16%	(22)	14%	(19)	5%	(6)	54%	(72)	132
Evangelical	9%	(50)	18%	(102)	9%	(50)	7%	(39)	58%	(330)	571
Non-Evangelical	8%	(69)	16%	(129)	8%	(66)	7%	(60)	61%	(502)	826
Community: Urban	11%	(65)	20%	(113)	11%	(64)	8%	(48)	49%	(284)	574
Community: Suburban	7%	(71)	15%	(153)	10%	(100)	8%	(78)	61%	(631)	1033
Community: Rural	9%	(55)	13%	(78)	6%	(38)	8%	(47)	63%	(374)	593
Employ: Private Sector	10%	(66)	20%	(133)	10%	(71)	8%	(56)	52%	(353)	679
Employ: Government	9%	(12)	13%	(17)	11%	(13)	11%	(13)	56%	(70)	126
Employ: Self-Employed	9%	(16)	16%	(28)	11%	(20)	11%	(20)	54%	(97)	181
Employ: Homemaker	9%	(11)	6%	(7)	6%	(7)	8%	(10)	70%	(85)	121
Employ: Retired	9%	(45)	16%	(83)	7%	(37)	4%	(22)	64%	(330)	517
Employ: Unemployed	9%	(29)	13%	(39)	10%	(31)	11%	(34)	58%	(180)	313
Employ: Other	6%	(7)	11%	(13)	9%	(11)	5%	(6)	69%	(82)	120
Military HH: Yes	7%	(25)	14%	(56)	11%	(41)	8%	(30)	60%	(232)	384
Military HH: No	9%	(167)	16%	(288)	9%	(162)	8%	(143)	58%	(1057)	1816
RD/WT: Right Direction	12%	(74)	19%	(118)	9%	(57)	7%	(43)	54%	(337)	629
RD/WT: Wrong Track	8%	(118)	14%	(226)	9%	(146)	8%	(130)	61%	(951)	1571
Trump Job Approve	11%	(88)	18%	(147)	8%	(69)	5%	(42)	58%	(482)	828
Trump Job Disapprove	8%	(104)	15%	(192)	10%	(133)	10%	(128)	57%	(747)	1304
Trump Job Strongly Approve	13%	(63)	17%	(78)	9%	(44)	6%	(27)	55%	(256)	467
Trump Job Somewhat Approve	7%	(25)	19%	(69)	7%	(26)	4%	(16)	62%	(225)	361
Trump Job Somewhat Disapprove	9%	(27)	22%	(62)	11%	(31)	10%	(29)	47%	(133)	282
Trump Job Strongly Disapprove	8%	(77)	13%	(130)	10%	(102)	10%	(99)	60%	(614)	1022

Continued on next page

Table HR16_6: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? The Shield*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	9%	(192)	16%	(344)	9%	(203)	8%	(173)	59%	(1288)	2200
Favorable of Trump	11%	(91)	17%	(141)	9%	(78)	5%	(41)	57%	(474)	826
Unfavorable of Trump	8%	(97)	15%	(189)	9%	(119)	9%	(120)	59%	(744)	1269
Very Favorable of Trump	14%	(66)	16%	(76)	10%	(45)	6%	(28)	54%	(257)	471
Somewhat Favorable of Trump	7%	(26)	18%	(65)	9%	(33)	4%	(14)	61%	(217)	355
Somewhat Unfavorable of Trump	6%	(12)	22%	(43)	10%	(21)	8%	(17)	54%	(107)	199
Very Unfavorable of Trump	8%	(86)	14%	(146)	9%	(98)	10%	(103)	60%	(638)	1071
#1 Issue: Economy	10%	(73)	15%	(105)	9%	(62)	9%	(60)	57%	(400)	700
#1 Issue: Security	13%	(35)	17%	(46)	12%	(32)	5%	(14)	52%	(140)	268
#1 Issue: Health Care	9%	(36)	18%	(74)	9%	(38)	9%	(37)	54%	(221)	405
#1 Issue: Medicare / Social Security	6%	(20)	14%	(44)	11%	(34)	6%	(19)	64%	(204)	320
#1 Issue: Women's Issues	13%	(13)	10%	(10)	6%	(6)	13%	(12)	57%	(56)	97
#1 Issue: Education	5%	(6)	15%	(20)	6%	(8)	4%	(5)	71%	(96)	135
#1 Issue: Energy	5%	(5)	23%	(22)	10%	(10)	15%	(14)	47%	(47)	99
#1 Issue: Other	2%	(4)	13%	(23)	7%	(12)	6%	(11)	72%	(126)	176
2018 House Vote: Democrat	10%	(77)	15%	(119)	8%	(65)	9%	(70)	58%	(452)	784
2018 House Vote: Republican	10%	(63)	17%	(107)	10%	(63)	5%	(35)	58%	(364)	632
2018 House Vote: Someone else	7%	(5)	20%	(14)	8%	(5)	19%	(13)	47%	(32)	69
2016 Vote: Hillary Clinton	9%	(64)	17%	(118)	9%	(63)	8%	(60)	57%	(406)	711
2016 Vote: Donald Trump	11%	(75)	18%	(122)	10%	(66)	5%	(36)	56%	(382)	680
2016 Vote: Other	4%	(6)	17%	(23)	5%	(8)	13%	(18)	61%	(86)	141
2016 Vote: Didn't Vote	7%	(47)	12%	(81)	10%	(66)	9%	(58)	62%	(414)	667
Voted in 2014: Yes	10%	(126)	17%	(220)	9%	(118)	7%	(89)	57%	(725)	1277
Voted in 2014: No	7%	(66)	13%	(124)	9%	(85)	9%	(84)	61%	(563)	923
2012 Vote: Barack Obama	8%	(71)	18%	(153)	9%	(75)	7%	(60)	57%	(484)	844
2012 Vote: Mitt Romney	9%	(46)	15%	(74)	9%	(42)	5%	(26)	62%	(298)	485
2012 Vote: Other	6%	(5)	20%	(17)	6%	(5)	6%	(5)	63%	(51)	82
2012 Vote: Didn't Vote	9%	(67)	13%	(101)	10%	(81)	10%	(81)	58%	(453)	782

Continued on next page

Table HR16_6: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? The Shield*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	9%	(192)	16%	(344)	9%	(203)	8%	(173)	59%	(1288)	2200
4-Region: Northeast	10%	(39)	15%	(61)	11%	(42)	10%	(39)	54%	(214)	394
4-Region: Midwest	6%	(27)	17%	(80)	7%	(33)	8%	(35)	62%	(287)	462
4-Region: South	9%	(78)	17%	(137)	9%	(76)	7%	(54)	58%	(479)	824
4-Region: West	9%	(49)	13%	(66)	10%	(52)	9%	(45)	59%	(308)	520
Watch TV: Every day	10%	(115)	15%	(172)	10%	(113)	8%	(87)	56%	(628)	1115
Watch TV: Several times per week	6%	(30)	18%	(91)	9%	(44)	8%	(39)	60%	(307)	511
Watch TV: About once per week	9%	(14)	21%	(35)	12%	(20)	9%	(15)	49%	(81)	165
Watch TV: Several times per month	10%	(9)	12%	(12)	11%	(11)	4%	(4)	63%	(61)	97
Watch TV: Less often than once per month	4%	(4)	13%	(12)	6%	(5)	11%	(10)	66%	(61)	93
Watch TV: Never	11%	(19)	9%	(16)	3%	(6)	7%	(12)	71%	(128)	181
Watch Movies: Every day	17%	(68)	20%	(81)	11%	(46)	10%	(42)	41%	(165)	402
Watch Movies: Several times per week	7%	(46)	19%	(117)	11%	(67)	7%	(43)	56%	(345)	618
Watch Movies: About once per week	6%	(21)	15%	(53)	9%	(30)	8%	(28)	62%	(216)	348
Watch Movies: Several times per month	7%	(21)	13%	(36)	8%	(22)	6%	(18)	66%	(189)	287
Watch Movies: About once per month	8%	(15)	10%	(18)	8%	(16)	7%	(14)	67%	(127)	189
Watch Movies: Less often than once per month	3%	(5)	10%	(16)	9%	(15)	8%	(13)	70%	(112)	162
Watch Movies: Never	8%	(16)	12%	(23)	3%	(6)	8%	(15)	69%	(135)	194
Watch Sporting Events: Every day	26%	(29)	26%	(28)	13%	(14)	15%	(16)	20%	(22)	109
Watch Sporting Events: Several times per week	12%	(35)	27%	(78)	14%	(41)	10%	(28)	36%	(105)	288
Watch Sporting Events: About once per week	6%	(15)	22%	(53)	12%	(28)	6%	(13)	54%	(130)	240
Watch Sporting Events: Several times per month	6%	(14)	16%	(36)	14%	(31)	6%	(14)	58%	(129)	225
Watch Sporting Events: About once per month	6%	(8)	15%	(21)	6%	(8)	7%	(10)	67%	(96)	144
Watch Sporting Events: Less often than once per month	6%	(24)	14%	(54)	9%	(36)	7%	(26)	65%	(260)	400
Watch Sporting Events: Never	8%	(66)	9%	(73)	5%	(43)	8%	(65)	69%	(546)	793
Cable TV: Currently subscribe	8%	(86)	18%	(188)	10%	(98)	7%	(74)	57%	(580)	1026
Cable TV: Subscribed in past	8%	(58)	13%	(94)	10%	(73)	8%	(56)	60%	(426)	706
Cable TV: Never subscribed	10%	(49)	13%	(62)	7%	(32)	9%	(43)	60%	(282)	468
Satellite TV: Currently subscribe	10%	(47)	17%	(79)	10%	(45)	6%	(29)	57%	(269)	469
Satellite TV: Subscribed in past	9%	(59)	17%	(105)	11%	(69)	7%	(45)	56%	(349)	626
Satellite TV: Never subscribed	8%	(86)	14%	(160)	8%	(89)	9%	(100)	61%	(671)	1106

Continued on next page

Table HR16_6: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? The Shield*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	9%	(192)	16%	(344)	9%	(203)	8%	(173)	59%	(1288)	2200
Streaming Services: Currently subscribe	7%	(97)	16%	(221)	10%	(144)	8%	(116)	58%	(794)	1372
Streaming Services: Subscribed in past	11%	(21)	23%	(44)	12%	(23)	9%	(18)	45%	(87)	192
Streaming Services: Never subscribed	12%	(74)	12%	(79)	6%	(36)	6%	(39)	64%	(408)	636
Film: An avid fan	13%	(96)	21%	(154)	10%	(75)	9%	(63)	47%	(340)	728
Film: A casual fan	6%	(66)	14%	(166)	9%	(102)	7%	(85)	65%	(773)	1193
Film: Not a fan	11%	(30)	8%	(24)	9%	(25)	9%	(25)	63%	(176)	280
Television: An avid fan	12%	(127)	19%	(194)	10%	(106)	8%	(88)	50%	(520)	1035
Television: A casual fan	5%	(49)	14%	(135)	9%	(86)	7%	(70)	66%	(656)	995
Television: Not a fan	9%	(16)	9%	(15)	6%	(10)	9%	(16)	67%	(113)	170
Music: An avid fan	11%	(118)	19%	(199)	10%	(111)	9%	(99)	51%	(544)	1070
Music: A casual fan	6%	(56)	13%	(132)	8%	(79)	6%	(62)	67%	(656)	985
Music: Not a fan	13%	(19)	9%	(13)	9%	(12)	8%	(12)	62%	(89)	144
Fashion: An avid fan	13%	(43)	17%	(57)	10%	(33)	13%	(43)	48%	(160)	336
Fashion: A casual fan	9%	(76)	17%	(154)	9%	(81)	7%	(58)	58%	(521)	892
Fashion: Not a fan	7%	(72)	14%	(133)	9%	(89)	7%	(72)	62%	(607)	973

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

Table HR16_7: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Reno 911*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	7%	(149)	9%	(202)	9%	(209)	20%	(442)	54%	(1198)	2200
Gender: Male	9%	(93)	11%	(120)	11%	(120)	25%	(268)	43%	(460)	1062
Gender: Female	5%	(55)	7%	(82)	8%	(88)	15%	(174)	65%	(739)	1138
Age: 18-34	9%	(61)	12%	(79)	11%	(75)	19%	(122)	49%	(319)	655
Age: 35-44	8%	(30)	10%	(36)	9%	(31)	35%	(125)	38%	(135)	358
Age: 45-64	6%	(42)	8%	(63)	9%	(66)	21%	(157)	56%	(423)	751
Age: 65+	4%	(16)	5%	(24)	8%	(37)	9%	(39)	74%	(321)	436
GenZers: 1997-2012	7%	(21)	9%	(26)	12%	(35)	11%	(31)	62%	(181)	294
Millennials: 1981-1996	10%	(53)	14%	(74)	12%	(62)	28%	(151)	36%	(195)	535
GenXers: 1965-1980	9%	(46)	8%	(45)	8%	(43)	29%	(153)	46%	(249)	536
Baby Boomers: 1946-1964	3%	(23)	7%	(53)	8%	(61)	13%	(101)	68%	(510)	748
PID: Dem (no lean)	8%	(68)	11%	(87)	10%	(85)	18%	(147)	53%	(438)	826
PID: Ind (no lean)	4%	(27)	6%	(44)	11%	(74)	24%	(168)	55%	(387)	700
PID: Rep (no lean)	8%	(53)	11%	(71)	7%	(49)	19%	(127)	55%	(373)	674
PID/Gender: Dem Men	12%	(46)	15%	(58)	12%	(46)	20%	(75)	40%	(152)	377
PID/Gender: Dem Women	5%	(23)	6%	(29)	9%	(39)	16%	(72)	64%	(286)	449
PID/Gender: Ind Men	4%	(16)	7%	(25)	12%	(43)	29%	(106)	49%	(180)	369
PID/Gender: Ind Women	3%	(11)	6%	(19)	9%	(31)	19%	(62)	63%	(207)	331
PID/Gender: Rep Men	10%	(32)	12%	(37)	10%	(32)	28%	(87)	40%	(128)	316
PID/Gender: Rep Women	6%	(21)	9%	(34)	5%	(17)	11%	(40)	69%	(246)	358
Ideo: Liberal (1-3)	9%	(59)	10%	(65)	9%	(65)	22%	(154)	50%	(343)	686
Ideo: Moderate (4)	7%	(44)	9%	(55)	12%	(76)	24%	(144)	48%	(289)	608
Ideo: Conservative (5-7)	6%	(42)	10%	(73)	8%	(56)	17%	(120)	60%	(429)	720
Educ: < College	7%	(106)	8%	(122)	10%	(150)	19%	(291)	56%	(844)	1512
Educ: Bachelors degree	5%	(20)	11%	(51)	8%	(35)	24%	(105)	53%	(233)	444
Educ: Post-grad	9%	(23)	12%	(30)	10%	(24)	19%	(46)	50%	(121)	244
Income: Under 50k	7%	(87)	9%	(109)	9%	(111)	19%	(229)	56%	(678)	1213
Income: 50k-100k	6%	(45)	9%	(64)	11%	(74)	21%	(146)	53%	(368)	698
Income: 100k+	6%	(17)	10%	(29)	8%	(23)	23%	(67)	53%	(152)	289
Ethnicity: White	7%	(116)	8%	(144)	9%	(154)	20%	(345)	56%	(962)	1722
Ethnicity: Hispanic	10%	(35)	14%	(47)	10%	(36)	21%	(72)	45%	(159)	349

Continued on next page

Table HR16_7: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers?*
Reno 911

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	7%	(149)	9%	(202)	9%	(209)	20%	(442)	54%	(1198)	2200
Ethnicity: Afr. Am.	9%	(24)	12%	(34)	13%	(37)	18%	(51)	47%	(129)	274
Ethnicity: Other	5%	(9)	12%	(24)	9%	(18)	23%	(46)	52%	(107)	204
All Christian	7%	(75)	9%	(104)	9%	(100)	17%	(188)	57%	(623)	1090
All Non-Christian	10%	(11)	14%	(14)	12%	(12)	10%	(10)	55%	(58)	106
Atheist	9%	(11)	13%	(16)	9%	(11)	33%	(39)	36%	(44)	121
Agnostic/Nothing in particular	6%	(52)	8%	(68)	10%	(85)	23%	(204)	54%	(474)	883
Religious Non-Protestant/Catholic	9%	(11)	12%	(15)	11%	(14)	10%	(14)	59%	(78)	132
Evangelical	9%	(53)	9%	(53)	8%	(47)	17%	(97)	56%	(320)	571
Non-Evangelical	5%	(41)	9%	(73)	9%	(77)	19%	(154)	58%	(481)	826
Community: Urban	9%	(51)	14%	(82)	11%	(65)	20%	(117)	45%	(259)	574
Community: Suburban	5%	(56)	8%	(80)	10%	(100)	21%	(222)	56%	(575)	1033
Community: Rural	7%	(42)	7%	(40)	7%	(43)	17%	(103)	62%	(365)	593
Employ: Private Sector	7%	(50)	13%	(89)	11%	(73)	27%	(183)	42%	(283)	679
Employ: Government	7%	(9)	4%	(5)	12%	(15)	23%	(29)	54%	(68)	126
Employ: Self-Employed	8%	(14)	14%	(25)	8%	(15)	25%	(46)	44%	(80)	181
Employ: Homemaker	6%	(7)	9%	(11)	9%	(11)	15%	(18)	61%	(74)	121
Employ: Retired	5%	(28)	7%	(37)	9%	(45)	12%	(60)	67%	(346)	517
Employ: Unemployed	9%	(27)	6%	(19)	8%	(25)	24%	(75)	53%	(167)	313
Employ: Other	6%	(7)	6%	(7)	7%	(9)	16%	(19)	64%	(77)	120
Military HH: Yes	7%	(25)	8%	(32)	9%	(33)	18%	(69)	59%	(225)	384
Military HH: No	7%	(124)	9%	(170)	10%	(175)	21%	(373)	54%	(974)	1816
RD/WT: Right Direction	11%	(72)	11%	(71)	10%	(64)	16%	(100)	51%	(324)	629
RD/WT: Wrong Track	5%	(77)	8%	(131)	9%	(145)	22%	(342)	56%	(875)	1571
Trump Job Approve	9%	(77)	10%	(80)	9%	(71)	17%	(141)	55%	(459)	828
Trump Job Disapprove	5%	(70)	9%	(120)	10%	(132)	23%	(294)	53%	(688)	1304
Trump Job Strongly Approve	13%	(59)	10%	(45)	8%	(39)	17%	(77)	53%	(247)	467
Trump Job Somewhat Approve	5%	(18)	10%	(35)	9%	(32)	18%	(64)	59%	(212)	361
Trump Job Somewhat Disapprove	7%	(19)	14%	(40)	10%	(27)	21%	(59)	48%	(136)	282
Trump Job Strongly Disapprove	5%	(50)	8%	(80)	10%	(105)	23%	(234)	54%	(552)	1022

Continued on next page

Table HR16_7: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Reno 911*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	7%	(149)	9%	(202)	9%	(209)	20%	(442)	54%	(1198)	2200
Favorable of Trump	8%	(67)	10%	(86)	9%	(73)	18%	(147)	55%	(453)	826
Unfavorable of Trump	5%	(68)	9%	(111)	10%	(131)	22%	(280)	53%	(679)	1269
Very Favorable of Trump	12%	(55)	11%	(51)	9%	(41)	17%	(80)	52%	(245)	471
Somewhat Favorable of Trump	4%	(13)	10%	(34)	9%	(32)	19%	(68)	59%	(208)	355
Somewhat Unfavorable of Trump	6%	(12)	11%	(23)	11%	(21)	21%	(41)	51%	(102)	199
Very Unfavorable of Trump	5%	(56)	8%	(88)	10%	(110)	22%	(239)	54%	(577)	1071
#1 Issue: Economy	7%	(46)	11%	(77)	10%	(70)	22%	(156)	50%	(351)	700
#1 Issue: Security	11%	(28)	12%	(32)	10%	(26)	19%	(50)	49%	(131)	268
#1 Issue: Health Care	7%	(30)	9%	(37)	9%	(38)	24%	(97)	50%	(202)	405
#1 Issue: Medicare / Social Security	5%	(15)	6%	(19)	9%	(29)	13%	(42)	67%	(216)	320
#1 Issue: Women's Issues	11%	(11)	10%	(9)	10%	(9)	14%	(14)	55%	(54)	97
#1 Issue: Education	6%	(8)	10%	(13)	9%	(12)	17%	(23)	59%	(80)	135
#1 Issue: Energy	4%	(4)	9%	(9)	7%	(7)	19%	(19)	61%	(60)	99
#1 Issue: Other	4%	(8)	3%	(5)	10%	(17)	24%	(42)	59%	(104)	176
2018 House Vote: Democrat	7%	(56)	11%	(83)	11%	(84)	20%	(159)	51%	(403)	784
2018 House Vote: Republican	7%	(42)	11%	(66)	9%	(57)	17%	(110)	56%	(356)	632
2018 House Vote: Someone else	3%	(2)	9%	(6)	4%	(3)	35%	(24)	49%	(34)	69
2016 Vote: Hillary Clinton	7%	(47)	11%	(79)	10%	(74)	20%	(143)	52%	(369)	711
2016 Vote: Donald Trump	7%	(50)	11%	(74)	10%	(71)	17%	(112)	55%	(373)	680
2016 Vote: Other	1%	(2)	6%	(8)	6%	(9)	35%	(49)	52%	(74)	141
2016 Vote: Didn't Vote	8%	(50)	6%	(42)	8%	(55)	21%	(137)	57%	(383)	667
Voted in 2014: Yes	7%	(87)	10%	(134)	10%	(131)	19%	(240)	54%	(685)	1277
Voted in 2014: No	7%	(62)	7%	(68)	8%	(77)	22%	(202)	56%	(513)	923
2012 Vote: Barack Obama	6%	(54)	10%	(82)	11%	(90)	21%	(181)	52%	(437)	844
2012 Vote: Mitt Romney	7%	(33)	8%	(40)	7%	(35)	17%	(84)	61%	(293)	485
2012 Vote: Other	6%	(5)	5%	(4)	9%	(7)	25%	(21)	55%	(45)	82
2012 Vote: Didn't Vote	7%	(54)	10%	(76)	10%	(76)	20%	(155)	54%	(421)	782

Continued on next page

Table HR16_7: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Reno 911*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	7%	(149)	9%	(202)	9%	(209)	20%	(442)	54%	(1198)	2200
4-Region: Northeast	8%	(32)	8%	(33)	12%	(46)	17%	(65)	55%	(217)	394
4-Region: Midwest	5%	(23)	8%	(35)	10%	(44)	20%	(92)	58%	(268)	462
4-Region: South	8%	(65)	10%	(80)	9%	(75)	20%	(165)	53%	(439)	824
4-Region: West	6%	(29)	10%	(53)	8%	(44)	23%	(120)	53%	(274)	520
Watch TV: Every day	8%	(86)	10%	(107)	9%	(103)	22%	(246)	51%	(574)	1115
Watch TV: Several times per week	4%	(20)	9%	(46)	12%	(61)	20%	(103)	55%	(282)	511
Watch TV: About once per week	8%	(14)	10%	(17)	10%	(16)	23%	(37)	49%	(80)	165
Watch TV: Several times per month	10%	(9)	9%	(9)	14%	(13)	11%	(11)	56%	(55)	97
Watch TV: Less often than once per month	7%	(6)	6%	(6)	3%	(3)	18%	(16)	66%	(61)	93
Watch TV: Never	6%	(10)	6%	(12)	6%	(11)	13%	(23)	69%	(125)	181
Watch Movies: Every day	13%	(53)	11%	(46)	12%	(46)	24%	(98)	40%	(159)	402
Watch Movies: Several times per week	6%	(39)	10%	(63)	10%	(64)	21%	(132)	52%	(319)	618
Watch Movies: About once per week	5%	(17)	9%	(33)	11%	(39)	20%	(69)	55%	(190)	348
Watch Movies: Several times per month	5%	(14)	9%	(27)	10%	(29)	17%	(50)	58%	(167)	287
Watch Movies: About once per month	4%	(8)	9%	(18)	7%	(13)	17%	(32)	63%	(119)	189
Watch Movies: Less often than once per month	2%	(3)	3%	(4)	4%	(7)	23%	(37)	68%	(110)	162
Watch Movies: Never	7%	(14)	6%	(12)	5%	(10)	12%	(24)	69%	(134)	194
Watch Sporting Events: Every day	24%	(27)	22%	(24)	12%	(13)	17%	(18)	25%	(28)	109
Watch Sporting Events: Several times per week	9%	(26)	14%	(39)	14%	(40)	25%	(73)	38%	(110)	288
Watch Sporting Events: About once per week	7%	(17)	10%	(25)	11%	(26)	23%	(56)	48%	(116)	240
Watch Sporting Events: Several times per month	3%	(7)	10%	(22)	8%	(18)	25%	(57)	54%	(122)	225
Watch Sporting Events: About once per month	4%	(6)	9%	(13)	8%	(11)	25%	(36)	54%	(78)	144
Watch Sporting Events: Less often than once per month	4%	(15)	8%	(32)	9%	(37)	19%	(76)	60%	(241)	400
Watch Sporting Events: Never	6%	(51)	6%	(48)	8%	(63)	16%	(127)	64%	(503)	793
Cable TV: Currently subscribe	6%	(65)	10%	(107)	10%	(101)	20%	(205)	53%	(549)	1026
Cable TV: Subscribed in past	5%	(34)	8%	(56)	11%	(74)	22%	(153)	55%	(389)	706
Cable TV: Never subscribed	11%	(49)	8%	(40)	7%	(33)	18%	(85)	56%	(261)	468
Satellite TV: Currently subscribe	9%	(44)	11%	(49)	8%	(36)	17%	(79)	56%	(260)	469
Satellite TV: Subscribed in past	5%	(31)	11%	(68)	10%	(64)	22%	(137)	52%	(326)	626
Satellite TV: Never subscribed	7%	(74)	8%	(85)	10%	(108)	20%	(226)	55%	(612)	1106

Continued on next page

Table HR16_7: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? Reno 911*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	7%	(149)	9%	(202)	9%	(209)	20%	(442)	54%	(1198)	2200
Streaming Services: Currently subscribe	5%	(66)	9%	(124)	10%	(137)	24%	(332)	52%	(712)	1372
Streaming Services: Subscribed in past	14%	(27)	14%	(28)	13%	(24)	17%	(33)	42%	(80)	192
Streaming Services: Never subscribed	9%	(55)	8%	(50)	7%	(47)	12%	(78)	64%	(405)	636
Film: An avid fan	10%	(71)	14%	(101)	11%	(84)	24%	(177)	40%	(294)	728
Film: A casual fan	5%	(54)	7%	(88)	9%	(102)	18%	(216)	61%	(732)	1193
Film: Not a fan	8%	(24)	4%	(13)	8%	(23)	17%	(49)	62%	(172)	280
Television: An avid fan	7%	(77)	11%	(113)	11%	(110)	22%	(230)	49%	(505)	1035
Television: A casual fan	6%	(56)	8%	(80)	9%	(87)	19%	(194)	58%	(578)	995
Television: Not a fan	9%	(15)	5%	(9)	7%	(12)	11%	(19)	68%	(115)	170
Music: An avid fan	8%	(80)	11%	(118)	12%	(124)	23%	(246)	47%	(502)	1070
Music: A casual fan	5%	(52)	7%	(73)	8%	(76)	18%	(180)	61%	(605)	985
Music: Not a fan	12%	(17)	8%	(11)	6%	(9)	11%	(16)	63%	(92)	144
Fashion: An avid fan	12%	(40)	12%	(42)	11%	(37)	19%	(64)	46%	(154)	336
Fashion: A casual fan	6%	(56)	10%	(92)	10%	(89)	18%	(158)	56%	(496)	892
Fashion: Not a fan	6%	(54)	7%	(68)	9%	(83)	23%	(220)	56%	(548)	973

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

Table HR16_8: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? The Rookie*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	10%	(224)	18%	(398)	10%	(221)	7%	(158)	55%	(1199)	2200
Gender: Male	12%	(123)	20%	(209)	13%	(136)	8%	(86)	48%	(508)	1062
Gender: Female	9%	(101)	17%	(189)	7%	(85)	6%	(72)	61%	(692)	1138
Age: 18-34	9%	(61)	14%	(93)	11%	(69)	10%	(64)	56%	(369)	655
Age: 35-44	11%	(41)	17%	(60)	12%	(43)	7%	(24)	53%	(189)	358
Age: 45-64	10%	(75)	19%	(145)	9%	(68)	7%	(54)	55%	(410)	751
Age: 65+	11%	(48)	23%	(100)	9%	(41)	4%	(16)	53%	(232)	436
GenZers: 1997-2012	8%	(24)	12%	(37)	11%	(32)	11%	(32)	58%	(170)	294
Millennials: 1981-1996	11%	(57)	15%	(82)	11%	(61)	9%	(49)	53%	(285)	535
GenXers: 1965-1980	11%	(57)	17%	(93)	10%	(53)	8%	(41)	54%	(291)	536
Baby Boomers: 1946-1964	10%	(77)	22%	(165)	9%	(65)	4%	(33)	55%	(408)	748
PID: Dem (no lean)	12%	(97)	20%	(169)	11%	(88)	6%	(51)	51%	(420)	826
PID: Ind (no lean)	5%	(37)	14%	(94)	11%	(78)	9%	(64)	61%	(425)	700
PID: Rep (no lean)	13%	(89)	20%	(134)	8%	(54)	6%	(43)	52%	(354)	674
PID/Gender: Dem Men	15%	(55)	24%	(89)	15%	(57)	7%	(25)	40%	(151)	377
PID/Gender: Dem Women	9%	(42)	18%	(80)	7%	(31)	6%	(26)	60%	(270)	449
PID/Gender: Ind Men	6%	(22)	14%	(52)	14%	(50)	9%	(32)	58%	(213)	369
PID/Gender: Ind Women	5%	(16)	13%	(43)	9%	(28)	10%	(32)	64%	(212)	331
PID/Gender: Rep Men	15%	(47)	21%	(68)	9%	(28)	9%	(29)	46%	(144)	316
PID/Gender: Rep Women	12%	(43)	18%	(66)	7%	(26)	4%	(14)	59%	(210)	358
Ideo: Liberal (1-3)	11%	(73)	17%	(114)	10%	(69)	9%	(59)	54%	(371)	686
Ideo: Moderate (4)	12%	(73)	21%	(126)	13%	(79)	6%	(35)	48%	(294)	608
Ideo: Conservative (5-7)	10%	(71)	20%	(141)	9%	(64)	7%	(50)	55%	(393)	720
Educ: < College	11%	(167)	17%	(261)	9%	(135)	7%	(113)	55%	(836)	1512
Educ: Bachelors degree	5%	(22)	21%	(92)	12%	(53)	6%	(27)	56%	(250)	444
Educ: Post-grad	14%	(34)	19%	(46)	13%	(33)	7%	(17)	47%	(114)	244
Income: Under 50k	11%	(132)	17%	(210)	9%	(113)	9%	(104)	54%	(655)	1213
Income: 50k-100k	10%	(69)	18%	(125)	11%	(78)	5%	(33)	56%	(392)	698
Income: 100k+	8%	(22)	22%	(63)	11%	(31)	7%	(20)	53%	(153)	289
Ethnicity: White	10%	(174)	17%	(295)	10%	(172)	7%	(117)	56%	(963)	1722
Ethnicity: Hispanic	13%	(46)	15%	(52)	11%	(39)	9%	(32)	52%	(181)	349

Continued on next page

Table HR16_8: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? The Rookie*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	10%	(224)	18%	(398)	10%	(221)	7%	(158)	55%	(1199)	2200
Ethnicity: Afr. Am.	13%	(37)	24%	(67)	9%	(26)	7%	(19)	46%	(126)	274
Ethnicity: Other	6%	(12)	18%	(36)	11%	(23)	11%	(22)	54%	(111)	204
All Christian	11%	(125)	20%	(221)	11%	(118)	7%	(71)	51%	(555)	1090
All Non-Christian	11%	(11)	23%	(24)	11%	(12)	5%	(5)	51%	(54)	106
Atheist	8%	(10)	13%	(16)	11%	(13)	12%	(14)	56%	(68)	121
Agnostic/Nothing in particular	9%	(77)	16%	(137)	9%	(79)	8%	(67)	59%	(523)	883
Religious Non-Protestant/Catholic	11%	(14)	22%	(30)	10%	(13)	6%	(8)	50%	(67)	132
Evangelical	13%	(76)	21%	(118)	9%	(53)	5%	(26)	52%	(297)	571
Non-Evangelical	10%	(81)	19%	(157)	9%	(78)	7%	(59)	54%	(450)	826
Community: Urban	12%	(69)	20%	(114)	13%	(76)	7%	(38)	48%	(276)	574
Community: Suburban	8%	(85)	18%	(181)	10%	(101)	8%	(82)	57%	(584)	1033
Community: Rural	12%	(70)	17%	(102)	7%	(44)	6%	(37)	57%	(339)	593
Employ: Private Sector	11%	(72)	19%	(130)	10%	(69)	9%	(60)	51%	(348)	679
Employ: Government	6%	(8)	21%	(27)	11%	(14)	7%	(9)	54%	(69)	126
Employ: Self-Employed	7%	(13)	21%	(38)	14%	(25)	8%	(15)	49%	(89)	181
Employ: Homemaker	9%	(11)	11%	(13)	8%	(10)	9%	(11)	63%	(76)	121
Employ: Retired	13%	(67)	21%	(109)	10%	(51)	4%	(18)	53%	(272)	517
Employ: Unemployed	10%	(30)	16%	(52)	12%	(37)	5%	(17)	57%	(178)	313
Employ: Other	11%	(13)	15%	(18)	5%	(6)	7%	(9)	62%	(75)	120
Military HH: Yes	11%	(44)	21%	(80)	9%	(34)	5%	(18)	54%	(207)	384
Military HH: No	10%	(180)	17%	(318)	10%	(187)	8%	(140)	55%	(992)	1816
RD/WT: Right Direction	17%	(104)	18%	(113)	10%	(65)	5%	(33)	50%	(315)	629
RD/WT: Wrong Track	8%	(120)	18%	(285)	10%	(157)	8%	(125)	56%	(885)	1571
Trump Job Approve	14%	(115)	19%	(160)	9%	(78)	5%	(42)	52%	(432)	828
Trump Job Disapprove	8%	(104)	18%	(234)	11%	(141)	9%	(113)	55%	(711)	1304
Trump Job Strongly Approve	19%	(89)	16%	(76)	9%	(44)	6%	(28)	49%	(230)	467
Trump Job Somewhat Approve	7%	(26)	23%	(85)	10%	(35)	4%	(14)	56%	(202)	361
Trump Job Somewhat Disapprove	7%	(21)	24%	(67)	16%	(46)	7%	(19)	46%	(130)	282
Trump Job Strongly Disapprove	8%	(84)	16%	(168)	9%	(96)	9%	(94)	57%	(581)	1022

Continued on next page

Table HR16_8: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? The Rookie*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	10%	(224)	18%	(398)	10%	(221)	7%	(158)	55%	(1199)	2200
Favorable of Trump	14%	(113)	19%	(160)	10%	(79)	5%	(40)	53%	(435)	826
Unfavorable of Trump	8%	(102)	18%	(233)	10%	(132)	9%	(109)	55%	(694)	1269
Very Favorable of Trump	18%	(84)	17%	(81)	9%	(42)	7%	(31)	50%	(234)	471
Somewhat Favorable of Trump	8%	(29)	22%	(79)	10%	(37)	3%	(9)	57%	(202)	355
Somewhat Unfavorable of Trump	6%	(12)	22%	(44)	14%	(28)	8%	(16)	50%	(99)	199
Very Unfavorable of Trump	8%	(90)	18%	(189)	10%	(104)	9%	(93)	56%	(595)	1071
#1 Issue: Economy	9%	(65)	20%	(137)	11%	(78)	7%	(51)	53%	(369)	700
#1 Issue: Security	15%	(39)	20%	(52)	9%	(23)	7%	(18)	50%	(135)	268
#1 Issue: Health Care	11%	(43)	20%	(81)	12%	(49)	7%	(28)	51%	(205)	405
#1 Issue: Medicare / Social Security	13%	(42)	20%	(64)	9%	(30)	5%	(17)	52%	(166)	320
#1 Issue: Women's Issues	10%	(10)	12%	(11)	11%	(11)	6%	(6)	61%	(59)	97
#1 Issue: Education	6%	(8)	14%	(19)	7%	(10)	7%	(9)	65%	(88)	135
#1 Issue: Energy	8%	(8)	16%	(16)	7%	(7)	14%	(14)	55%	(55)	99
#1 Issue: Other	5%	(9)	10%	(17)	8%	(14)	8%	(14)	70%	(123)	176
2018 House Vote: Democrat	12%	(91)	20%	(153)	12%	(95)	6%	(51)	50%	(394)	784
2018 House Vote: Republican	12%	(75)	21%	(132)	10%	(60)	6%	(36)	52%	(328)	632
2018 House Vote: Someone else	7%	(5)	20%	(14)	6%	(4)	16%	(11)	50%	(35)	69
2016 Vote: Hillary Clinton	11%	(76)	20%	(141)	13%	(95)	6%	(46)	50%	(353)	711
2016 Vote: Donald Trump	14%	(93)	21%	(143)	9%	(65)	5%	(34)	51%	(347)	680
2016 Vote: Other	7%	(10)	17%	(25)	6%	(9)	10%	(15)	59%	(84)	141
2016 Vote: Didn't Vote	7%	(46)	13%	(89)	8%	(53)	10%	(64)	62%	(415)	667
Voted in 2014: Yes	12%	(157)	20%	(260)	11%	(144)	6%	(82)	50%	(635)	1277
Voted in 2014: No	7%	(67)	15%	(138)	8%	(77)	8%	(76)	61%	(565)	923
2012 Vote: Barack Obama	11%	(96)	19%	(161)	12%	(101)	6%	(52)	51%	(434)	844
2012 Vote: Mitt Romney	12%	(58)	21%	(100)	9%	(44)	6%	(30)	52%	(253)	485
2012 Vote: Other	10%	(9)	16%	(13)	6%	(5)	7%	(5)	61%	(50)	82
2012 Vote: Didn't Vote	7%	(58)	16%	(124)	9%	(71)	9%	(69)	59%	(460)	782

Continued on next page

Table HR16_8: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? The Rookie*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	10%	(224)	18%	(398)	10%	(221)	7%	(158)	55%	(1199)	2200
4-Region: Northeast	11%	(44)	19%	(74)	11%	(43)	6%	(25)	53%	(207)	394
4-Region: Midwest	7%	(34)	21%	(97)	9%	(43)	7%	(33)	55%	(256)	462
4-Region: South	12%	(96)	18%	(148)	10%	(84)	7%	(56)	53%	(439)	824
4-Region: West	9%	(49)	15%	(79)	10%	(51)	8%	(43)	57%	(297)	520
Watch TV: Every day	12%	(139)	20%	(226)	10%	(107)	6%	(65)	52%	(578)	1115
Watch TV: Several times per week	8%	(41)	18%	(93)	8%	(43)	9%	(44)	57%	(290)	511
Watch TV: About once per week	7%	(12)	20%	(33)	14%	(23)	12%	(20)	46%	(76)	165
Watch TV: Several times per month	9%	(8)	17%	(16)	22%	(21)	2%	(2)	50%	(49)	97
Watch TV: Less often than once per month	7%	(6)	5%	(4)	10%	(9)	10%	(9)	69%	(63)	93
Watch TV: Never	8%	(15)	12%	(22)	5%	(10)	7%	(12)	68%	(123)	181
Watch Movies: Every day	18%	(72)	23%	(91)	11%	(45)	8%	(32)	40%	(162)	402
Watch Movies: Several times per week	9%	(56)	17%	(104)	10%	(64)	7%	(46)	56%	(348)	618
Watch Movies: About once per week	7%	(25)	22%	(76)	10%	(35)	6%	(21)	55%	(192)	348
Watch Movies: Several times per month	10%	(28)	16%	(47)	12%	(35)	5%	(15)	57%	(162)	287
Watch Movies: About once per month	6%	(12)	19%	(37)	6%	(12)	8%	(15)	60%	(114)	189
Watch Movies: Less often than once per month	5%	(7)	10%	(15)	10%	(16)	10%	(16)	66%	(107)	162
Watch Movies: Never	13%	(25)	15%	(28)	7%	(15)	6%	(12)	59%	(114)	194
Watch Sporting Events: Every day	33%	(36)	27%	(30)	13%	(14)	6%	(7)	21%	(23)	109
Watch Sporting Events: Several times per week	12%	(35)	25%	(72)	14%	(41)	8%	(22)	41%	(118)	288
Watch Sporting Events: About once per week	8%	(18)	24%	(57)	16%	(38)	7%	(16)	46%	(111)	240
Watch Sporting Events: Several times per month	8%	(17)	20%	(45)	11%	(24)	7%	(16)	54%	(121)	225
Watch Sporting Events: About once per month	9%	(13)	20%	(28)	8%	(11)	6%	(8)	58%	(84)	144
Watch Sporting Events: Less often than once per month	7%	(27)	15%	(62)	10%	(38)	7%	(30)	61%	(243)	400
Watch Sporting Events: Never	10%	(76)	13%	(104)	7%	(54)	7%	(59)	63%	(499)	793
Cable TV: Currently subscribe	11%	(115)	20%	(206)	11%	(110)	7%	(67)	51%	(528)	1026
Cable TV: Subscribed in past	6%	(44)	18%	(124)	10%	(71)	8%	(53)	59%	(414)	706
Cable TV: Never subscribed	14%	(65)	15%	(68)	9%	(40)	8%	(37)	55%	(258)	468
Satellite TV: Currently subscribe	14%	(64)	19%	(89)	10%	(47)	5%	(25)	52%	(243)	469
Satellite TV: Subscribed in past	8%	(52)	19%	(120)	11%	(70)	9%	(54)	53%	(330)	626
Satellite TV: Never subscribed	10%	(107)	17%	(188)	9%	(105)	7%	(78)	57%	(627)	1106

Continued on next page

Table HR16_8: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? The Rookie*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	10%	(224)	18%	(398)	10%	(221)	7%	(158)	55%	(1199)	2200
Streaming Services: Currently subscribe	8%	(104)	17%	(240)	10%	(138)	8%	(106)	57%	(785)	1372
Streaming Services: Subscribed in past	17%	(34)	16%	(30)	15%	(28)	12%	(22)	41%	(78)	192
Streaming Services: Never subscribed	14%	(86)	20%	(128)	9%	(55)	5%	(30)	53%	(336)	636
Film: An avid fan	14%	(100)	20%	(146)	12%	(85)	7%	(52)	47%	(346)	728
Film: A casual fan	7%	(84)	18%	(221)	10%	(114)	7%	(80)	58%	(695)	1193
Film: Not a fan	14%	(40)	11%	(32)	8%	(22)	9%	(26)	57%	(159)	280
Television: An avid fan	15%	(153)	22%	(224)	10%	(105)	7%	(74)	46%	(479)	1035
Television: A casual fan	6%	(61)	16%	(155)	11%	(106)	7%	(67)	61%	(606)	995
Television: Not a fan	6%	(10)	11%	(19)	6%	(10)	10%	(16)	67%	(114)	170
Music: An avid fan	11%	(120)	19%	(200)	11%	(119)	8%	(85)	51%	(546)	1070
Music: A casual fan	8%	(83)	17%	(167)	9%	(88)	6%	(63)	59%	(584)	985
Music: Not a fan	14%	(20)	21%	(30)	10%	(15)	7%	(10)	48%	(70)	144
Fashion: An avid fan	14%	(46)	20%	(66)	12%	(40)	9%	(31)	45%	(153)	336
Fashion: A casual fan	10%	(90)	19%	(167)	11%	(96)	7%	(61)	53%	(477)	892
Fashion: Not a fan	9%	(87)	17%	(165)	9%	(85)	7%	(66)	59%	(570)	973

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

Table HR16_9: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? S.W.A.T*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	13%	(293)	20%	(431)	11%	(251)	8%	(172)	48%	(1053)	2200
Gender: Male	14%	(151)	23%	(245)	13%	(137)	9%	(100)	40%	(429)	1062
Gender: Female	12%	(142)	16%	(185)	10%	(114)	6%	(72)	55%	(625)	1138
Age: 18-34	13%	(82)	16%	(107)	12%	(77)	11%	(69)	49%	(320)	655
Age: 35-44	13%	(45)	20%	(70)	14%	(52)	10%	(36)	43%	(155)	358
Age: 45-64	14%	(104)	21%	(155)	10%	(76)	7%	(50)	49%	(366)	751
Age: 65+	14%	(61)	23%	(99)	11%	(46)	4%	(17)	49%	(212)	436
GenZers: 1997-2012	9%	(27)	13%	(40)	13%	(37)	13%	(39)	52%	(151)	294
Millennials: 1981-1996	14%	(73)	19%	(104)	13%	(72)	10%	(56)	43%	(230)	535
GenXers: 1965-1980	14%	(76)	18%	(98)	10%	(55)	6%	(34)	51%	(273)	536
Baby Boomers: 1946-1964	14%	(103)	23%	(169)	10%	(76)	5%	(40)	48%	(360)	748
PID: Dem (no lean)	13%	(110)	18%	(152)	12%	(99)	9%	(75)	47%	(390)	826
PID: Ind (no lean)	8%	(58)	19%	(131)	11%	(79)	9%	(64)	53%	(369)	700
PID: Rep (no lean)	19%	(125)	22%	(148)	11%	(73)	5%	(33)	44%	(295)	674
PID/Gender: Dem Men	15%	(56)	23%	(88)	13%	(51)	11%	(40)	38%	(143)	377
PID/Gender: Dem Women	12%	(55)	14%	(64)	11%	(49)	8%	(35)	55%	(247)	449
PID/Gender: Ind Men	9%	(31)	21%	(79)	12%	(43)	10%	(39)	48%	(177)	369
PID/Gender: Ind Women	8%	(26)	16%	(52)	11%	(36)	8%	(25)	58%	(191)	331
PID/Gender: Rep Men	20%	(64)	25%	(79)	14%	(43)	7%	(21)	34%	(109)	316
PID/Gender: Rep Women	17%	(61)	19%	(69)	8%	(30)	3%	(12)	52%	(186)	358
Ideo: Liberal (1-3)	12%	(82)	15%	(105)	11%	(77)	10%	(72)	51%	(349)	686
Ideo: Moderate (4)	15%	(89)	23%	(137)	14%	(83)	9%	(53)	40%	(245)	608
Ideo: Conservative (5-7)	16%	(112)	23%	(169)	10%	(75)	4%	(32)	46%	(330)	720
Educ: < College	14%	(219)	19%	(291)	11%	(164)	8%	(119)	48%	(720)	1512
Educ: Bachelors degree	8%	(37)	21%	(95)	12%	(52)	7%	(32)	52%	(229)	444
Educ: Post-grad	15%	(38)	18%	(45)	15%	(36)	9%	(21)	43%	(105)	244
Income: Under 50k	15%	(187)	17%	(208)	10%	(127)	9%	(114)	48%	(578)	1213
Income: 50k-100k	10%	(67)	24%	(171)	12%	(85)	6%	(40)	48%	(334)	698
Income: 100k+	13%	(39)	18%	(52)	13%	(39)	6%	(18)	49%	(141)	289
Ethnicity: White	13%	(228)	19%	(335)	11%	(197)	6%	(108)	50%	(854)	1722
Ethnicity: Hispanic	13%	(45)	16%	(58)	15%	(53)	10%	(36)	45%	(157)	349

Continued on next page

Table HR16_9: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? S.W.A.T*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	13%	(293)	20%	(431)	11%	(251)	8%	(172)	48%	(1053)	2200
Ethnicity: Afr. Am.	16%	(43)	22%	(61)	10%	(29)	13%	(35)	39%	(106)	274
Ethnicity: Other	11%	(22)	17%	(34)	13%	(26)	14%	(29)	46%	(94)	204
All Christian	14%	(151)	25%	(267)	11%	(123)	6%	(70)	44%	(479)	1090
All Non-Christian	18%	(19)	16%	(16)	12%	(13)	7%	(7)	47%	(50)	106
Atheist	10%	(12)	13%	(16)	12%	(15)	19%	(23)	46%	(55)	121
Agnostic/Nothing in particular	12%	(110)	15%	(131)	11%	(101)	8%	(72)	53%	(470)	883
Religious Non-Protestant/Catholic	18%	(24)	14%	(19)	12%	(15)	8%	(11)	48%	(63)	132
Evangelical	18%	(101)	27%	(152)	11%	(63)	4%	(21)	41%	(233)	571
Non-Evangelical	11%	(91)	22%	(179)	11%	(88)	7%	(62)	49%	(406)	826
Community: Urban	16%	(94)	21%	(122)	12%	(69)	7%	(40)	43%	(248)	574
Community: Suburban	11%	(115)	19%	(197)	10%	(108)	9%	(92)	51%	(522)	1033
Community: Rural	14%	(84)	19%	(111)	12%	(74)	7%	(40)	48%	(283)	593
Employ: Private Sector	11%	(78)	22%	(153)	14%	(97)	8%	(57)	43%	(295)	679
Employ: Government	9%	(11)	20%	(25)	11%	(14)	8%	(10)	53%	(67)	126
Employ: Self-Employed	16%	(28)	19%	(35)	14%	(26)	10%	(18)	41%	(74)	181
Employ: Homemaker	16%	(19)	17%	(21)	2%	(2)	6%	(7)	59%	(72)	121
Employ: Retired	17%	(86)	22%	(112)	11%	(58)	4%	(21)	47%	(241)	517
Employ: Unemployed	13%	(40)	14%	(45)	10%	(32)	11%	(33)	52%	(163)	313
Employ: Other	12%	(14)	22%	(27)	7%	(8)	7%	(9)	52%	(63)	120
Military HH: Yes	12%	(45)	22%	(86)	13%	(51)	7%	(27)	45%	(174)	384
Military HH: No	14%	(249)	19%	(345)	11%	(200)	8%	(145)	48%	(879)	1816
RD/WT: Right Direction	20%	(125)	21%	(133)	11%	(71)	5%	(33)	42%	(267)	629
RD/WT: Wrong Track	11%	(168)	19%	(298)	11%	(180)	9%	(139)	50%	(786)	1571
Trump Job Approve	18%	(150)	23%	(188)	9%	(75)	5%	(39)	45%	(376)	828
Trump Job Disapprove	11%	(140)	18%	(240)	13%	(170)	10%	(130)	48%	(624)	1304
Trump Job Strongly Approve	24%	(113)	21%	(99)	9%	(44)	5%	(24)	40%	(187)	467
Trump Job Somewhat Approve	10%	(37)	25%	(89)	8%	(30)	4%	(15)	53%	(190)	361
Trump Job Somewhat Disapprove	13%	(36)	24%	(67)	16%	(44)	8%	(24)	40%	(111)	282
Trump Job Strongly Disapprove	10%	(104)	17%	(172)	12%	(127)	10%	(107)	50%	(513)	1022

Continued on next page

Table HR16_9: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? S.W.A.T*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	13%	(293)	20%	(431)	11%	(251)	8%	(172)	48%	(1053)	2200
Favorable of Trump	18%	(151)	23%	(191)	10%	(82)	5%	(41)	44%	(361)	826
Unfavorable of Trump	11%	(134)	18%	(234)	12%	(154)	10%	(122)	49%	(625)	1269
Very Favorable of Trump	24%	(115)	22%	(103)	10%	(47)	5%	(24)	39%	(182)	471
Somewhat Favorable of Trump	10%	(36)	25%	(88)	10%	(35)	5%	(17)	50%	(179)	355
Somewhat Unfavorable of Trump	11%	(21)	25%	(50)	11%	(23)	7%	(13)	46%	(92)	199
Very Unfavorable of Trump	11%	(113)	17%	(184)	12%	(132)	10%	(109)	50%	(533)	1071
#1 Issue: Economy	13%	(94)	22%	(153)	13%	(94)	6%	(45)	45%	(315)	700
#1 Issue: Security	21%	(56)	19%	(52)	9%	(24)	6%	(17)	44%	(118)	268
#1 Issue: Health Care	12%	(48)	22%	(91)	12%	(47)	9%	(37)	45%	(183)	405
#1 Issue: Medicare / Social Security	15%	(47)	23%	(73)	10%	(31)	6%	(19)	46%	(148)	320
#1 Issue: Women's Issues	16%	(15)	10%	(9)	18%	(17)	8%	(8)	48%	(47)	97
#1 Issue: Education	12%	(17)	14%	(19)	10%	(13)	8%	(11)	57%	(76)	135
#1 Issue: Energy	6%	(6)	18%	(18)	8%	(8)	16%	(16)	52%	(52)	99
#1 Issue: Other	5%	(10)	9%	(16)	10%	(17)	11%	(19)	65%	(115)	176
2018 House Vote: Democrat	14%	(111)	19%	(150)	13%	(99)	8%	(64)	46%	(360)	784
2018 House Vote: Republican	16%	(102)	24%	(150)	11%	(67)	5%	(34)	44%	(278)	632
2018 House Vote: Someone else	11%	(7)	19%	(13)	8%	(6)	16%	(11)	46%	(32)	69
2016 Vote: Hillary Clinton	13%	(90)	20%	(142)	13%	(90)	7%	(50)	48%	(338)	711
2016 Vote: Donald Trump	18%	(121)	25%	(167)	10%	(68)	6%	(41)	42%	(283)	680
2016 Vote: Other	12%	(16)	10%	(15)	10%	(15)	10%	(14)	58%	(81)	141
2016 Vote: Didn't Vote	10%	(66)	16%	(106)	12%	(78)	10%	(66)	53%	(351)	667
Voted in 2014: Yes	15%	(195)	22%	(286)	12%	(150)	7%	(85)	44%	(562)	1277
Voted in 2014: No	11%	(99)	16%	(145)	11%	(101)	9%	(87)	53%	(492)	923
2012 Vote: Barack Obama	14%	(115)	21%	(176)	13%	(106)	7%	(58)	46%	(391)	844
2012 Vote: Mitt Romney	18%	(88)	23%	(111)	9%	(44)	6%	(27)	44%	(214)	485
2012 Vote: Other	6%	(5)	23%	(19)	13%	(11)	6%	(5)	52%	(43)	82
2012 Vote: Didn't Vote	10%	(82)	16%	(125)	12%	(90)	10%	(81)	52%	(405)	782

Continued on next page

Table HR16_9: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? S.W.A.T*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	13%	(293)	20%	(431)	11%	(251)	8%	(172)	48%	(1053)	2200
4-Region: Northeast	15%	(58)	19%	(76)	11%	(44)	8%	(30)	47%	(186)	394
4-Region: Midwest	11%	(49)	20%	(91)	10%	(47)	9%	(41)	51%	(234)	462
4-Region: South	15%	(123)	20%	(166)	13%	(106)	6%	(53)	46%	(377)	824
4-Region: West	12%	(63)	19%	(98)	10%	(54)	9%	(48)	49%	(257)	520
Watch TV: Every day	17%	(187)	21%	(233)	11%	(120)	7%	(80)	44%	(495)	1115
Watch TV: Several times per week	9%	(45)	21%	(108)	13%	(66)	6%	(33)	51%	(259)	511
Watch TV: About once per week	9%	(15)	24%	(40)	14%	(23)	14%	(23)	39%	(65)	165
Watch TV: Several times per month	13%	(13)	13%	(12)	16%	(15)	6%	(6)	52%	(51)	97
Watch TV: Less often than once per month	5%	(5)	12%	(11)	11%	(10)	16%	(14)	57%	(53)	93
Watch TV: Never	14%	(24)	12%	(21)	8%	(15)	6%	(10)	61%	(110)	181
Watch Movies: Every day	23%	(93)	23%	(91)	14%	(57)	9%	(37)	31%	(125)	402
Watch Movies: Several times per week	10%	(62)	21%	(131)	13%	(81)	8%	(48)	48%	(296)	618
Watch Movies: About once per week	10%	(36)	20%	(70)	9%	(31)	6%	(22)	54%	(189)	348
Watch Movies: Several times per month	16%	(46)	19%	(53)	11%	(31)	6%	(18)	49%	(139)	287
Watch Movies: About once per month	8%	(16)	19%	(36)	7%	(14)	10%	(20)	55%	(104)	189
Watch Movies: Less often than once per month	8%	(13)	13%	(20)	13%	(22)	9%	(14)	57%	(92)	162
Watch Movies: Never	14%	(27)	15%	(30)	8%	(15)	7%	(13)	56%	(109)	194
Watch Sporting Events: Every day	37%	(41)	23%	(25)	8%	(9)	10%	(10)	22%	(24)	109
Watch Sporting Events: Several times per week	14%	(40)	32%	(91)	12%	(35)	9%	(27)	33%	(95)	288
Watch Sporting Events: About once per week	10%	(24)	25%	(61)	18%	(43)	6%	(14)	41%	(99)	240
Watch Sporting Events: Several times per month	11%	(25)	22%	(49)	14%	(32)	9%	(21)	43%	(98)	225
Watch Sporting Events: About once per month	13%	(19)	22%	(32)	6%	(9)	7%	(10)	52%	(74)	144
Watch Sporting Events: Less often than once per month	9%	(36)	16%	(62)	13%	(52)	8%	(34)	54%	(216)	400
Watch Sporting Events: Never	14%	(108)	14%	(110)	9%	(70)	7%	(56)	57%	(448)	793
Cable TV: Currently subscribe	14%	(142)	23%	(237)	11%	(112)	7%	(75)	45%	(460)	1026
Cable TV: Subscribed in past	11%	(78)	16%	(116)	14%	(98)	8%	(56)	51%	(359)	706
Cable TV: Never subscribed	16%	(74)	17%	(78)	9%	(41)	9%	(41)	50%	(234)	468
Satellite TV: Currently subscribe	14%	(67)	23%	(106)	12%	(58)	7%	(31)	44%	(208)	469
Satellite TV: Subscribed in past	14%	(85)	19%	(117)	14%	(87)	8%	(50)	46%	(286)	626
Satellite TV: Never subscribed	13%	(141)	19%	(207)	10%	(107)	8%	(91)	51%	(559)	1106

Continued on next page

Table HR16_9: *Based on what you know about the following TV shows, how accurately do they depict the police and other law enforcement officers? S.W.A.T*

Demographic	Very accurately		Somewhat accurately		Not that accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	13%	(293)	20%	(431)	11%	(251)	8%	(172)	48%	(1053)	2200
Streaming Services: Currently subscribe	10%	(141)	20%	(273)	13%	(181)	8%	(108)	49%	(670)	1372
Streaming Services: Subscribed in past	19%	(37)	20%	(38)	12%	(24)	11%	(21)	37%	(72)	192
Streaming Services: Never subscribed	18%	(115)	19%	(119)	7%	(47)	7%	(43)	49%	(312)	636
Film: An avid fan	16%	(115)	23%	(167)	14%	(100)	8%	(55)	40%	(290)	728
Film: A casual fan	10%	(125)	19%	(230)	10%	(119)	7%	(88)	53%	(631)	1193
Film: Not a fan	19%	(53)	12%	(34)	11%	(32)	10%	(28)	48%	(133)	280
Television: An avid fan	17%	(178)	24%	(249)	11%	(115)	7%	(75)	40%	(418)	1035
Television: A casual fan	10%	(100)	16%	(161)	12%	(116)	8%	(81)	54%	(538)	995
Television: Not a fan	9%	(16)	12%	(20)	12%	(20)	9%	(16)	58%	(98)	170
Music: An avid fan	15%	(155)	22%	(232)	11%	(120)	10%	(106)	43%	(457)	1070
Music: A casual fan	11%	(109)	18%	(176)	11%	(107)	6%	(57)	54%	(536)	985
Music: Not a fan	20%	(29)	16%	(23)	16%	(24)	7%	(9)	42%	(60)	144
Fashion: An avid fan	18%	(62)	19%	(63)	11%	(39)	15%	(50)	36%	(122)	336
Fashion: A casual fan	12%	(104)	20%	(179)	12%	(108)	6%	(55)	50%	(446)	892
Fashion: Not a fan	13%	(128)	19%	(189)	11%	(105)	7%	(67)	50%	(485)	973

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

Table HR17_1: *Do you agree or disagree with the following statements?*
Shows about police and law enforcement officers should change to better represent the criminal justice system

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	22%	(487)	34%	(747)	12%	(263)	10%	(215)	22%	(488)	2200
Gender: Male	21%	(227)	34%	(358)	13%	(136)	11%	(120)	21%	(220)	1062
Gender: Female	23%	(260)	34%	(389)	11%	(127)	8%	(95)	23%	(267)	1138
Age: 18-34	26%	(172)	30%	(199)	13%	(88)	7%	(48)	22%	(147)	655
Age: 35-44	25%	(89)	35%	(125)	9%	(34)	11%	(39)	20%	(70)	358
Age: 45-64	19%	(140)	32%	(244)	12%	(92)	11%	(84)	25%	(191)	751
Age: 65+	20%	(86)	41%	(179)	11%	(48)	10%	(44)	18%	(79)	436
GenZers: 1997-2012	28%	(84)	25%	(74)	18%	(52)	7%	(19)	22%	(65)	294
Millennials: 1981-1996	25%	(132)	33%	(179)	11%	(59)	10%	(51)	21%	(113)	535
GenXers: 1965-1980	21%	(115)	32%	(172)	9%	(51)	11%	(59)	26%	(139)	536
Baby Boomers: 1946-1964	19%	(142)	38%	(285)	12%	(93)	10%	(76)	20%	(152)	748
PID: Dem (no lean)	31%	(255)	35%	(292)	10%	(80)	8%	(63)	17%	(136)	826
PID: Ind (no lean)	19%	(130)	33%	(229)	12%	(85)	9%	(61)	28%	(195)	700
PID: Rep (no lean)	15%	(102)	34%	(227)	15%	(98)	14%	(92)	23%	(156)	674
PID/Gender: Dem Men	31%	(115)	35%	(133)	11%	(40)	9%	(33)	15%	(55)	377
PID/Gender: Dem Women	31%	(140)	35%	(158)	9%	(39)	7%	(30)	18%	(81)	449
PID/Gender: Ind Men	15%	(57)	33%	(120)	14%	(51)	10%	(37)	28%	(104)	369
PID/Gender: Ind Women	22%	(73)	33%	(109)	10%	(34)	7%	(24)	28%	(91)	331
PID/Gender: Rep Men	18%	(55)	33%	(105)	14%	(44)	16%	(50)	19%	(61)	316
PID/Gender: Rep Women	13%	(47)	34%	(122)	15%	(54)	12%	(41)	26%	(95)	358
Ideo: Liberal (1-3)	32%	(221)	36%	(246)	10%	(68)	5%	(37)	17%	(114)	686
Ideo: Moderate (4)	20%	(123)	37%	(226)	11%	(70)	9%	(57)	22%	(133)	608
Ideo: Conservative (5-7)	16%	(115)	32%	(233)	15%	(109)	15%	(109)	21%	(154)	720
Educ: < College	22%	(334)	33%	(494)	12%	(181)	11%	(164)	22%	(339)	1512
Educ: Bachelors degree	21%	(95)	36%	(159)	10%	(46)	7%	(31)	25%	(113)	444
Educ: Post-grad	24%	(58)	38%	(93)	15%	(35)	8%	(20)	15%	(36)	244
Income: Under 50k	23%	(275)	34%	(407)	11%	(135)	10%	(117)	23%	(279)	1213
Income: 50k-100k	20%	(142)	34%	(235)	13%	(90)	10%	(73)	23%	(157)	698
Income: 100k+	24%	(70)	36%	(105)	13%	(37)	9%	(26)	18%	(51)	289
Ethnicity: White	19%	(335)	36%	(624)	12%	(214)	10%	(173)	22%	(377)	1722
Ethnicity: Hispanic	28%	(98)	28%	(97)	12%	(40)	10%	(34)	23%	(81)	349

Continued on next page

Table HR17_1: *Do you agree or disagree with the following statements?*
Shows about police and law enforcement officers should change to better represent the criminal justice system

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	22%	(487)	34%	(747)	12%	(263)	10%	(215)	22%	(488)	2200
Ethnicity: Afr. Am.	38%	(103)	21%	(56)	10%	(28)	10%	(27)	22%	(60)	274
Ethnicity: Other	24%	(49)	33%	(67)	10%	(21)	8%	(16)	25%	(51)	204
All Christian	21%	(229)	35%	(386)	13%	(138)	8%	(92)	23%	(245)	1090
All Non-Christian	30%	(32)	38%	(40)	8%	(9)	7%	(8)	17%	(18)	106
Atheist	25%	(30)	35%	(43)	10%	(12)	12%	(15)	18%	(21)	121
Agnostic/Nothing in particular	22%	(197)	32%	(279)	12%	(104)	11%	(101)	23%	(203)	883
Religious Non-Protestant/Catholic	25%	(32)	38%	(50)	10%	(14)	7%	(9)	20%	(27)	132
Evangelical	24%	(134)	31%	(178)	14%	(80)	9%	(52)	22%	(126)	571
Non-Evangelical	22%	(179)	37%	(303)	12%	(96)	9%	(74)	21%	(174)	826
Community: Urban	28%	(164)	31%	(180)	12%	(69)	10%	(59)	18%	(103)	574
Community: Suburban	22%	(224)	36%	(367)	11%	(118)	9%	(95)	22%	(230)	1033
Community: Rural	17%	(100)	34%	(200)	13%	(76)	10%	(62)	26%	(155)	593
Employ: Private Sector	23%	(155)	34%	(230)	13%	(86)	11%	(76)	19%	(132)	679
Employ: Government	19%	(24)	37%	(47)	15%	(19)	10%	(12)	19%	(24)	126
Employ: Self-Employed	20%	(37)	34%	(62)	16%	(28)	10%	(18)	20%	(36)	181
Employ: Homemaker	13%	(16)	34%	(42)	9%	(11)	6%	(7)	37%	(45)	121
Employ: Retired	19%	(101)	39%	(204)	11%	(59)	11%	(55)	19%	(99)	517
Employ: Unemployed	27%	(83)	29%	(90)	9%	(27)	10%	(31)	26%	(82)	313
Employ: Other	25%	(30)	27%	(32)	8%	(9)	8%	(10)	32%	(38)	120
Military HH: Yes	21%	(79)	34%	(132)	14%	(55)	9%	(34)	22%	(83)	384
Military HH: No	22%	(408)	34%	(616)	11%	(208)	10%	(181)	22%	(404)	1816
RD/WT: Right Direction	19%	(119)	33%	(205)	14%	(87)	12%	(78)	22%	(141)	629
RD/WT: Wrong Track	23%	(368)	35%	(542)	11%	(176)	9%	(137)	22%	(347)	1571
Trump Job Approve	15%	(122)	33%	(270)	15%	(128)	14%	(115)	23%	(193)	828
Trump Job Disapprove	27%	(356)	36%	(468)	10%	(134)	8%	(99)	19%	(247)	1304
Trump Job Strongly Approve	17%	(79)	27%	(128)	14%	(65)	18%	(86)	23%	(110)	467
Trump Job Somewhat Approve	12%	(44)	39%	(142)	18%	(63)	8%	(30)	23%	(83)	361
Trump Job Somewhat Disapprove	20%	(55)	43%	(121)	11%	(31)	8%	(24)	18%	(50)	282
Trump Job Strongly Disapprove	29%	(301)	34%	(347)	10%	(103)	7%	(75)	19%	(196)	1022

Continued on next page

Table HR17_1: *Do you agree or disagree with the following statements?*
Shows about police and law enforcement officers should change to better represent the criminal justice system

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	22%	(487)	34%	(747)	12%	(263)	10%	(215)	22%	(488)	2200
Favorable of Trump	15%	(126)	33%	(275)	15%	(121)	14%	(119)	22%	(185)	826
Unfavorable of Trump	27%	(341)	35%	(449)	11%	(139)	7%	(94)	19%	(246)	1269
Very Favorable of Trump	17%	(82)	27%	(130)	14%	(64)	19%	(88)	23%	(107)	471
Somewhat Favorable of Trump	13%	(44)	41%	(146)	16%	(57)	9%	(30)	22%	(78)	355
Somewhat Unfavorable of Trump	18%	(35)	46%	(92)	13%	(25)	7%	(13)	17%	(33)	199
Very Unfavorable of Trump	29%	(306)	33%	(357)	11%	(114)	8%	(81)	20%	(212)	1071
#1 Issue: Economy	22%	(154)	36%	(251)	11%	(80)	10%	(68)	21%	(147)	700
#1 Issue: Security	13%	(36)	32%	(86)	13%	(35)	14%	(39)	27%	(72)	268
#1 Issue: Health Care	27%	(109)	34%	(139)	9%	(37)	11%	(45)	19%	(75)	405
#1 Issue: Medicare / Social Security	24%	(75)	37%	(117)	12%	(39)	9%	(30)	18%	(58)	320
#1 Issue: Women's Issues	30%	(30)	26%	(25)	20%	(20)	3%	(3)	21%	(20)	97
#1 Issue: Education	19%	(26)	36%	(49)	9%	(13)	7%	(9)	28%	(39)	135
#1 Issue: Energy	22%	(22)	24%	(24)	24%	(24)	4%	(4)	25%	(25)	99
#1 Issue: Other	21%	(36)	32%	(56)	9%	(15)	10%	(17)	29%	(52)	176
2018 House Vote: Democrat	30%	(232)	38%	(297)	10%	(78)	8%	(64)	15%	(114)	784
2018 House Vote: Republican	14%	(89)	34%	(214)	14%	(88)	15%	(94)	23%	(146)	632
2018 House Vote: Someone else	19%	(13)	28%	(19)	12%	(8)	15%	(10)	26%	(18)	69
2016 Vote: Hillary Clinton	28%	(202)	39%	(277)	9%	(63)	7%	(51)	17%	(117)	711
2016 Vote: Donald Trump	15%	(102)	34%	(229)	14%	(96)	15%	(100)	22%	(153)	680
2016 Vote: Other	22%	(32)	32%	(45)	11%	(15)	7%	(10)	28%	(39)	141
2016 Vote: Didn't Vote	23%	(151)	29%	(195)	13%	(89)	8%	(53)	27%	(178)	667
Voted in 2014: Yes	22%	(287)	35%	(451)	11%	(142)	12%	(150)	19%	(247)	1277
Voted in 2014: No	22%	(201)	32%	(296)	13%	(120)	7%	(65)	26%	(240)	923
2012 Vote: Barack Obama	27%	(232)	37%	(316)	9%	(76)	9%	(74)	17%	(146)	844
2012 Vote: Mitt Romney	13%	(62)	35%	(171)	13%	(63)	13%	(65)	26%	(124)	485
2012 Vote: Other	11%	(9)	32%	(26)	14%	(12)	10%	(8)	33%	(27)	82
2012 Vote: Didn't Vote	23%	(180)	30%	(232)	14%	(112)	9%	(68)	24%	(190)	782

Continued on next page

Table HR17_1: *Do you agree or disagree with the following statements?*
Shows about police and law enforcement officers should change to better represent the criminal justice system

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	22%	(487)	34%	(747)	12%	(263)	10%	(215)	22%	(488)	2200
4-Region: Northeast	24%	(94)	30%	(118)	16%	(62)	9%	(35)	21%	(84)	394
4-Region: Midwest	20%	(92)	34%	(156)	11%	(49)	11%	(50)	25%	(116)	462
4-Region: South	24%	(197)	36%	(297)	10%	(83)	9%	(74)	21%	(173)	824
4-Region: West	20%	(104)	34%	(176)	13%	(68)	11%	(57)	22%	(115)	520
Watch TV: Every day	25%	(276)	34%	(382)	12%	(132)	11%	(123)	18%	(203)	1115
Watch TV: Several times per week	19%	(99)	39%	(200)	11%	(54)	9%	(45)	22%	(113)	511
Watch TV: About once per week	20%	(32)	37%	(61)	15%	(24)	6%	(10)	23%	(38)	165
Watch TV: Several times per month	15%	(15)	34%	(33)	17%	(17)	8%	(8)	26%	(25)	97
Watch TV: Less often than once per month	16%	(15)	25%	(23)	12%	(11)	9%	(8)	37%	(34)	93
Watch TV: Never	22%	(40)	21%	(38)	11%	(19)	10%	(18)	37%	(67)	181
Watch Movies: Every day	29%	(115)	32%	(129)	13%	(53)	12%	(49)	14%	(56)	402
Watch Movies: Several times per week	26%	(163)	34%	(210)	11%	(69)	9%	(55)	20%	(121)	618
Watch Movies: About once per week	14%	(49)	41%	(143)	15%	(52)	8%	(29)	22%	(75)	348
Watch Movies: Several times per month	17%	(50)	35%	(101)	11%	(31)	10%	(27)	27%	(78)	287
Watch Movies: About once per month	20%	(38)	33%	(62)	12%	(23)	13%	(25)	22%	(42)	189
Watch Movies: Less often than once per month	18%	(30)	37%	(59)	9%	(14)	6%	(10)	30%	(48)	162
Watch Movies: Never	22%	(42)	23%	(45)	11%	(20)	11%	(20)	34%	(67)	194
Watch Sporting Events: Every day	32%	(35)	29%	(32)	18%	(19)	8%	(9)	13%	(14)	109
Watch Sporting Events: Several times per week	25%	(73)	40%	(116)	12%	(34)	10%	(29)	12%	(36)	288
Watch Sporting Events: About once per week	27%	(65)	35%	(84)	15%	(36)	9%	(21)	15%	(36)	240
Watch Sporting Events: Several times per month	21%	(48)	31%	(69)	15%	(33)	8%	(18)	25%	(56)	225
Watch Sporting Events: About once per month	20%	(29)	40%	(58)	7%	(10)	8%	(11)	25%	(36)	144
Watch Sporting Events: Less often than once per month	20%	(81)	35%	(141)	12%	(49)	9%	(38)	23%	(91)	400
Watch Sporting Events: Never	20%	(156)	31%	(247)	10%	(81)	11%	(89)	28%	(218)	793
Cable TV: Currently subscribe	25%	(253)	34%	(349)	12%	(122)	10%	(98)	20%	(204)	1026
Cable TV: Subscribed in past	21%	(147)	37%	(259)	12%	(84)	10%	(68)	21%	(148)	706
Cable TV: Never subscribed	19%	(87)	30%	(139)	12%	(56)	11%	(50)	29%	(135)	468
Satellite TV: Currently subscribe	22%	(103)	34%	(161)	14%	(66)	9%	(43)	20%	(96)	469
Satellite TV: Subscribed in past	21%	(132)	38%	(240)	12%	(74)	11%	(68)	18%	(113)	626
Satellite TV: Never subscribed	23%	(253)	31%	(347)	11%	(123)	9%	(105)	25%	(279)	1106

Continued on next page

Table HR17_1: *Do you agree or disagree with the following statements?*
Shows about police and law enforcement officers should change to better represent the criminal justice system

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	22%	(487)	34%	(747)	12%	(263)	10%	(215)	22%	(488)	2200
Streaming Services: Currently subscribe	23%	(313)	36%	(497)	11%	(158)	9%	(120)	21%	(284)	1372
Streaming Services: Subscribed in past	22%	(42)	32%	(62)	11%	(21)	11%	(21)	24%	(46)	192
Streaming Services: Never subscribed	21%	(132)	30%	(188)	13%	(84)	12%	(74)	25%	(157)	636
Film: An avid fan	28%	(201)	32%	(230)	11%	(83)	10%	(76)	19%	(138)	728
Film: A casual fan	20%	(234)	37%	(442)	12%	(138)	9%	(104)	23%	(275)	1193
Film: Not a fan	19%	(52)	27%	(76)	15%	(42)	13%	(35)	27%	(75)	280
Television: An avid fan	26%	(264)	34%	(356)	12%	(121)	10%	(108)	18%	(187)	1035
Television: A casual fan	20%	(195)	36%	(362)	12%	(123)	9%	(89)	23%	(227)	995
Television: Not a fan	17%	(28)	18%	(30)	11%	(19)	11%	(19)	44%	(74)	170
Music: An avid fan	27%	(292)	32%	(346)	11%	(122)	10%	(105)	19%	(204)	1070
Music: A casual fan	16%	(162)	37%	(368)	12%	(116)	10%	(96)	25%	(243)	985
Music: Not a fan	23%	(33)	23%	(33)	17%	(24)	9%	(14)	28%	(40)	144
Fashion: An avid fan	31%	(104)	27%	(92)	12%	(41)	8%	(27)	22%	(73)	336
Fashion: A casual fan	24%	(218)	38%	(335)	11%	(99)	7%	(63)	20%	(177)	892
Fashion: Not a fan	17%	(166)	33%	(321)	13%	(123)	13%	(126)	24%	(238)	973

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

Table HR17_2: *Do you agree or disagree with the following statements?*
Shows about police and law enforcement officers should change to better represent alternative views about the police

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	18%	(390)	29%	(643)	14%	(318)	14%	(302)	25%	(547)	2200
Gender: Male	18%	(193)	28%	(301)	15%	(163)	15%	(162)	23%	(242)	1062
Gender: Female	17%	(197)	30%	(342)	14%	(156)	12%	(139)	27%	(304)	1138
Age: 18-34	21%	(139)	30%	(199)	14%	(92)	9%	(58)	26%	(168)	655
Age: 35-44	25%	(88)	23%	(84)	14%	(48)	16%	(59)	22%	(79)	358
Age: 45-64	13%	(100)	29%	(219)	16%	(120)	16%	(121)	25%	(191)	751
Age: 65+	15%	(64)	33%	(142)	13%	(58)	15%	(64)	25%	(109)	436
GenZers: 1997-2012	20%	(59)	29%	(84)	14%	(40)	11%	(32)	27%	(79)	294
Millennials: 1981-1996	23%	(124)	29%	(153)	13%	(72)	11%	(58)	24%	(127)	535
GenXers: 1965-1980	18%	(96)	26%	(139)	15%	(80)	16%	(87)	25%	(133)	536
Baby Boomers: 1946-1964	13%	(97)	31%	(234)	15%	(114)	15%	(112)	25%	(190)	748
PID: Dem (no lean)	25%	(203)	33%	(277)	12%	(102)	8%	(62)	22%	(182)	826
PID: Ind (no lean)	15%	(106)	25%	(176)	14%	(97)	15%	(104)	31%	(217)	700
PID: Rep (no lean)	12%	(81)	28%	(191)	18%	(119)	20%	(135)	22%	(148)	674
PID/Gender: Dem Men	27%	(100)	30%	(114)	12%	(46)	9%	(36)	21%	(81)	377
PID/Gender: Dem Women	23%	(103)	36%	(162)	13%	(56)	6%	(27)	22%	(101)	449
PID/Gender: Ind Men	13%	(48)	25%	(92)	16%	(59)	17%	(63)	29%	(108)	369
PID/Gender: Ind Women	17%	(58)	25%	(84)	11%	(38)	13%	(42)	33%	(109)	331
PID/Gender: Rep Men	14%	(45)	30%	(95)	18%	(58)	20%	(64)	17%	(53)	316
PID/Gender: Rep Women	10%	(36)	27%	(95)	17%	(61)	20%	(71)	26%	(95)	358
Ideo: Liberal (1-3)	26%	(180)	36%	(249)	9%	(65)	9%	(61)	19%	(131)	686
Ideo: Moderate (4)	18%	(110)	30%	(183)	15%	(89)	12%	(72)	25%	(153)	608
Ideo: Conservative (5-7)	11%	(81)	24%	(174)	21%	(151)	20%	(147)	23%	(167)	720
Educ: < College	17%	(264)	28%	(426)	14%	(216)	14%	(216)	26%	(390)	1512
Educ: Bachelors degree	16%	(71)	31%	(138)	15%	(68)	13%	(57)	25%	(109)	444
Educ: Post-grad	22%	(55)	32%	(79)	14%	(35)	11%	(28)	19%	(47)	244
Income: Under 50k	19%	(228)	27%	(332)	15%	(179)	12%	(146)	27%	(329)	1213
Income: 50k-100k	16%	(109)	31%	(214)	14%	(95)	17%	(118)	23%	(163)	698
Income: 100k+	19%	(54)	34%	(97)	16%	(45)	13%	(38)	19%	(55)	289
Ethnicity: White	16%	(271)	30%	(514)	15%	(253)	15%	(252)	25%	(432)	1722
Ethnicity: Hispanic	26%	(90)	26%	(90)	13%	(47)	13%	(45)	22%	(78)	349

Continued on next page

Table HR17_2: *Do you agree or disagree with the following statements?*
Shows about police and law enforcement officers should change to better represent alternative views about the police

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	18%	(390)	29%	(643)	14%	(318)	14%	(302)	25%	(547)	2200
Ethnicity: Afr. Am.	30%	(82)	23%	(64)	14%	(39)	8%	(21)	25%	(69)	274
Ethnicity: Other	19%	(38)	32%	(65)	13%	(27)	14%	(28)	22%	(46)	204
All Christian	16%	(175)	29%	(313)	16%	(180)	15%	(168)	23%	(255)	1090
All Non-Christian	21%	(22)	35%	(37)	15%	(16)	12%	(12)	17%	(18)	106
Atheist	27%	(32)	32%	(39)	12%	(15)	13%	(15)	16%	(19)	121
Agnostic/Nothing in particular	18%	(161)	29%	(254)	12%	(108)	12%	(106)	29%	(255)	883
Religious Non-Protestant/Catholic	18%	(23)	32%	(42)	16%	(21)	17%	(22)	18%	(24)	132
Evangelical	18%	(105)	28%	(158)	14%	(82)	16%	(92)	23%	(134)	571
Non-Evangelical	16%	(131)	30%	(246)	16%	(133)	13%	(104)	26%	(211)	826
Community: Urban	24%	(140)	31%	(180)	15%	(85)	9%	(50)	21%	(119)	574
Community: Suburban	16%	(162)	31%	(321)	15%	(159)	14%	(144)	24%	(246)	1033
Community: Rural	15%	(88)	24%	(141)	13%	(75)	18%	(107)	31%	(182)	593
Employ: Private Sector	19%	(130)	32%	(215)	15%	(99)	15%	(104)	19%	(131)	679
Employ: Government	14%	(18)	24%	(30)	23%	(29)	18%	(23)	20%	(26)	126
Employ: Self-Employed	17%	(31)	24%	(43)	15%	(27)	19%	(33)	26%	(46)	181
Employ: Homemaker	12%	(15)	30%	(36)	10%	(13)	9%	(11)	38%	(46)	121
Employ: Retired	15%	(75)	32%	(167)	13%	(68)	15%	(76)	25%	(131)	517
Employ: Unemployed	18%	(57)	27%	(85)	16%	(49)	11%	(33)	28%	(89)	313
Employ: Other	15%	(18)	31%	(38)	11%	(13)	8%	(10)	34%	(41)	120
Military HH: Yes	19%	(72)	24%	(92)	12%	(47)	18%	(69)	27%	(104)	384
Military HH: No	18%	(318)	30%	(551)	15%	(272)	13%	(233)	24%	(443)	1816
RD/WT: Right Direction	16%	(99)	27%	(170)	16%	(99)	17%	(105)	25%	(156)	629
RD/WT: Wrong Track	19%	(291)	30%	(473)	14%	(219)	13%	(196)	25%	(391)	1571
Trump Job Approve	11%	(95)	26%	(212)	17%	(142)	22%	(183)	24%	(196)	828
Trump Job Disapprove	22%	(286)	33%	(428)	13%	(174)	9%	(117)	23%	(299)	1304
Trump Job Strongly Approve	12%	(58)	23%	(107)	15%	(70)	28%	(130)	22%	(102)	467
Trump Job Somewhat Approve	10%	(37)	29%	(105)	20%	(72)	15%	(52)	26%	(94)	361
Trump Job Somewhat Disapprove	16%	(44)	39%	(109)	20%	(55)	8%	(22)	18%	(51)	282
Trump Job Strongly Disapprove	24%	(242)	31%	(319)	12%	(119)	9%	(95)	24%	(248)	1022

Continued on next page

Table HR17_2: *Do you agree or disagree with the following statements?*
Shows about police and law enforcement officers should change to better represent alternative views about the police

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	18%	(390)	29%	(643)	14%	(318)	14%	(302)	25%	(547)	2200
Favorable of Trump	12%	(100)	27%	(221)	17%	(138)	22%	(180)	23%	(187)	826
Unfavorable of Trump	21%	(267)	33%	(413)	14%	(173)	9%	(117)	24%	(299)	1269
Very Favorable of Trump	13%	(62)	24%	(113)	15%	(70)	27%	(129)	21%	(98)	471
Somewhat Favorable of Trump	11%	(38)	31%	(109)	19%	(68)	14%	(51)	25%	(90)	355
Somewhat Unfavorable of Trump	13%	(25)	41%	(82)	17%	(35)	9%	(19)	19%	(39)	199
Very Unfavorable of Trump	23%	(242)	31%	(331)	13%	(138)	9%	(98)	24%	(261)	1071
#1 Issue: Economy	15%	(108)	30%	(210)	14%	(101)	16%	(110)	24%	(171)	700
#1 Issue: Security	13%	(34)	24%	(64)	16%	(42)	21%	(58)	26%	(70)	268
#1 Issue: Health Care	20%	(81)	36%	(144)	14%	(55)	11%	(46)	20%	(79)	405
#1 Issue: Medicare / Social Security	18%	(57)	28%	(89)	16%	(52)	13%	(41)	25%	(81)	320
#1 Issue: Women's Issues	22%	(21)	35%	(33)	16%	(15)	7%	(7)	20%	(20)	97
#1 Issue: Education	24%	(32)	22%	(29)	14%	(20)	10%	(13)	30%	(41)	135
#1 Issue: Energy	28%	(28)	27%	(27)	15%	(15)	10%	(9)	21%	(20)	99
#1 Issue: Other	17%	(30)	27%	(47)	11%	(19)	9%	(16)	37%	(65)	176
2018 House Vote: Democrat	24%	(189)	35%	(277)	13%	(100)	10%	(75)	18%	(143)	784
2018 House Vote: Republican	11%	(70)	27%	(172)	18%	(113)	23%	(144)	21%	(133)	632
2018 House Vote: Someone else	16%	(11)	27%	(19)	13%	(9)	16%	(11)	28%	(19)	69
2016 Vote: Hillary Clinton	23%	(165)	35%	(251)	13%	(90)	8%	(60)	20%	(145)	711
2016 Vote: Donald Trump	13%	(86)	28%	(189)	17%	(117)	23%	(155)	20%	(135)	680
2016 Vote: Other	15%	(21)	29%	(41)	8%	(12)	11%	(15)	36%	(51)	141
2016 Vote: Didn't Vote	18%	(118)	24%	(162)	15%	(100)	11%	(71)	32%	(216)	667
Voted in 2014: Yes	18%	(227)	31%	(396)	15%	(185)	16%	(205)	21%	(264)	1277
Voted in 2014: No	18%	(163)	27%	(247)	14%	(133)	10%	(97)	31%	(282)	923
2012 Vote: Barack Obama	24%	(201)	33%	(279)	12%	(104)	10%	(83)	21%	(177)	844
2012 Vote: Mitt Romney	7%	(35)	26%	(128)	18%	(89)	25%	(121)	23%	(112)	485
2012 Vote: Other	9%	(7)	31%	(25)	9%	(7)	17%	(14)	34%	(28)	82
2012 Vote: Didn't Vote	19%	(146)	26%	(207)	15%	(117)	11%	(83)	29%	(229)	782

Continued on next page

Table HR17_2: *Do you agree or disagree with the following statements?*
Shows about police and law enforcement officers should change to better represent alternative views about the police

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	18%	(390)	29%	(643)	14%	(318)	14%	(302)	25%	(547)	2200
4-Region: Northeast	21%	(82)	29%	(114)	16%	(63)	12%	(45)	23%	(89)	394
4-Region: Midwest	16%	(74)	25%	(115)	12%	(58)	20%	(91)	27%	(124)	462
4-Region: South	17%	(139)	31%	(257)	15%	(122)	11%	(89)	26%	(217)	824
4-Region: West	18%	(95)	30%	(157)	15%	(76)	15%	(76)	22%	(116)	520
Watch TV: Every day	21%	(230)	28%	(317)	15%	(167)	14%	(159)	22%	(243)	1115
Watch TV: Several times per week	16%	(80)	30%	(151)	15%	(77)	15%	(76)	25%	(127)	511
Watch TV: About once per week	16%	(26)	37%	(60)	11%	(17)	15%	(25)	22%	(36)	165
Watch TV: Several times per month	6%	(6)	33%	(32)	19%	(19)	10%	(9)	32%	(31)	97
Watch TV: Less often than once per month	9%	(8)	31%	(28)	10%	(9)	16%	(15)	34%	(32)	93
Watch TV: Never	18%	(32)	22%	(40)	14%	(25)	7%	(13)	39%	(70)	181
Watch Movies: Every day	27%	(107)	29%	(116)	15%	(62)	13%	(51)	17%	(66)	402
Watch Movies: Several times per week	21%	(131)	28%	(171)	15%	(94)	15%	(92)	21%	(129)	618
Watch Movies: About once per week	11%	(39)	32%	(112)	16%	(57)	15%	(52)	26%	(89)	348
Watch Movies: Several times per month	15%	(43)	31%	(89)	10%	(30)	11%	(33)	32%	(92)	287
Watch Movies: About once per month	12%	(23)	33%	(62)	15%	(29)	18%	(34)	22%	(42)	189
Watch Movies: Less often than once per month	11%	(18)	27%	(44)	14%	(23)	13%	(21)	35%	(56)	162
Watch Movies: Never	16%	(30)	26%	(50)	13%	(25)	9%	(18)	37%	(72)	194
Watch Sporting Events: Every day	34%	(38)	32%	(35)	11%	(12)	10%	(11)	12%	(13)	109
Watch Sporting Events: Several times per week	22%	(65)	28%	(80)	19%	(56)	16%	(46)	14%	(42)	288
Watch Sporting Events: About once per week	19%	(47)	35%	(85)	17%	(40)	14%	(35)	14%	(35)	240
Watch Sporting Events: Several times per month	17%	(39)	33%	(75)	13%	(28)	12%	(27)	25%	(56)	225
Watch Sporting Events: About once per month	18%	(25)	36%	(51)	9%	(13)	11%	(16)	27%	(38)	144
Watch Sporting Events: Less often than once per month	15%	(60)	30%	(119)	16%	(64)	13%	(53)	26%	(104)	400
Watch Sporting Events: Never	15%	(118)	25%	(197)	13%	(105)	14%	(114)	33%	(259)	793
Cable TV: Currently subscribe	19%	(198)	28%	(289)	15%	(149)	14%	(144)	24%	(246)	1026
Cable TV: Subscribed in past	17%	(119)	32%	(228)	15%	(107)	12%	(86)	24%	(167)	706
Cable TV: Never subscribed	16%	(74)	27%	(126)	13%	(63)	15%	(72)	29%	(134)	468
Satellite TV: Currently subscribe	18%	(82)	30%	(139)	14%	(66)	17%	(77)	22%	(103)	469
Satellite TV: Subscribed in past	19%	(118)	29%	(180)	17%	(108)	13%	(83)	22%	(137)	626
Satellite TV: Never subscribed	17%	(190)	29%	(324)	13%	(145)	13%	(141)	28%	(306)	1106

Continued on next page

Table HR17_2: *Do you agree or disagree with the following statements?*
Shows about police and law enforcement officers should change to better represent alternative views about the police

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	18%	(390)	29%	(643)	14%	(318)	14%	(302)	25%	(547)	2200
Streaming Services: Currently subscribe	18%	(241)	32%	(436)	14%	(195)	13%	(181)	23%	(319)	1372
Streaming Services: Subscribed in past	20%	(39)	27%	(52)	14%	(27)	18%	(35)	20%	(39)	192
Streaming Services: Never subscribed	17%	(110)	25%	(156)	15%	(96)	13%	(85)	30%	(188)	636
Film: An avid fan	24%	(176)	29%	(215)	15%	(108)	12%	(88)	19%	(141)	728
Film: A casual fan	15%	(175)	30%	(362)	14%	(169)	14%	(162)	27%	(324)	1193
Film: Not a fan	14%	(40)	24%	(66)	15%	(41)	18%	(51)	29%	(81)	280
Television: An avid fan	22%	(224)	30%	(311)	15%	(153)	14%	(144)	20%	(204)	1035
Television: A casual fan	14%	(144)	30%	(300)	14%	(139)	14%	(138)	28%	(274)	995
Television: Not a fan	13%	(22)	19%	(32)	15%	(26)	12%	(20)	41%	(69)	170
Music: An avid fan	23%	(244)	30%	(323)	13%	(135)	13%	(139)	21%	(230)	1070
Music: A casual fan	12%	(117)	29%	(289)	16%	(161)	14%	(137)	29%	(282)	985
Music: Not a fan	21%	(30)	21%	(31)	16%	(23)	18%	(26)	24%	(35)	144
Fashion: An avid fan	26%	(86)	30%	(102)	9%	(30)	12%	(40)	23%	(78)	336
Fashion: A casual fan	18%	(164)	34%	(300)	13%	(117)	11%	(99)	24%	(211)	892
Fashion: Not a fan	14%	(141)	25%	(241)	18%	(171)	17%	(162)	26%	(257)	973

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

Table HR17_3: *Do you agree or disagree with the following statements?*
Shows about police and law enforcement officers should change to more accurately reflect policing in the United States

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	23%	(509)	33%	(716)	13%	(294)	9%	(198)	22%	(484)	2200
Gender: Male	24%	(253)	31%	(330)	15%	(158)	10%	(101)	21%	(220)	1062
Gender: Female	23%	(256)	34%	(386)	12%	(136)	9%	(97)	23%	(264)	1138
Age: 18-34	26%	(172)	28%	(187)	15%	(100)	8%	(51)	22%	(145)	655
Age: 35-44	27%	(96)	32%	(115)	12%	(43)	9%	(33)	19%	(70)	358
Age: 45-64	20%	(151)	30%	(228)	14%	(102)	10%	(73)	26%	(196)	751
Age: 65+	21%	(89)	42%	(185)	11%	(48)	9%	(41)	17%	(73)	436
GenZers: 1997-2012	26%	(76)	29%	(87)	16%	(47)	9%	(26)	19%	(57)	294
Millennials: 1981-1996	27%	(142)	28%	(151)	15%	(82)	7%	(39)	23%	(121)	535
GenXers: 1965-1980	23%	(123)	30%	(159)	11%	(59)	10%	(55)	26%	(139)	536
Baby Boomers: 1946-1964	19%	(144)	38%	(283)	13%	(98)	9%	(71)	20%	(153)	748
PID: Dem (no lean)	31%	(256)	34%	(284)	12%	(101)	5%	(43)	17%	(141)	826
PID: Ind (no lean)	22%	(156)	28%	(196)	12%	(82)	10%	(73)	28%	(193)	700
PID: Rep (no lean)	14%	(97)	35%	(236)	16%	(111)	12%	(82)	22%	(149)	674
PID/Gender: Dem Men	33%	(123)	31%	(117)	16%	(59)	3%	(13)	17%	(65)	377
PID/Gender: Dem Women	30%	(133)	37%	(167)	9%	(42)	7%	(30)	17%	(77)	449
PID/Gender: Ind Men	20%	(75)	29%	(106)	13%	(47)	10%	(37)	28%	(103)	369
PID/Gender: Ind Women	24%	(81)	27%	(90)	10%	(35)	11%	(36)	27%	(90)	331
PID/Gender: Rep Men	17%	(54)	34%	(107)	16%	(52)	16%	(51)	16%	(52)	316
PID/Gender: Rep Women	12%	(43)	36%	(128)	16%	(59)	9%	(31)	27%	(97)	358
Ideo: Liberal (1-3)	33%	(229)	34%	(234)	12%	(84)	5%	(33)	15%	(105)	686
Ideo: Moderate (4)	22%	(132)	35%	(214)	12%	(75)	8%	(51)	22%	(135)	608
Ideo: Conservative (5-7)	16%	(114)	31%	(222)	17%	(123)	14%	(101)	22%	(160)	720
Educ: < College	24%	(357)	31%	(472)	13%	(195)	9%	(137)	23%	(351)	1512
Educ: Bachelors degree	20%	(91)	34%	(152)	14%	(63)	9%	(38)	22%	(99)	444
Educ: Post-grad	25%	(61)	38%	(92)	15%	(36)	9%	(23)	13%	(33)	244
Income: Under 50k	26%	(310)	31%	(374)	11%	(135)	9%	(107)	24%	(287)	1213
Income: 50k-100k	21%	(146)	33%	(230)	16%	(111)	9%	(64)	21%	(147)	698
Income: 100k+	18%	(53)	39%	(111)	17%	(48)	9%	(27)	17%	(50)	289
Ethnicity: White	20%	(350)	34%	(581)	14%	(241)	9%	(157)	23%	(393)	1722
Ethnicity: Hispanic	26%	(91)	25%	(88)	18%	(64)	10%	(35)	20%	(71)	349

Continued on next page

Table HR17_3: *Do you agree or disagree with the following statements?*
Shows about police and law enforcement officers should change to more accurately reflect policing in the United States

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	23%	(509)	33%	(716)	13%	(294)	9%	(198)	22%	(484)	2200
Ethnicity: Afr. Am.	40%	(109)	26%	(73)	10%	(28)	6%	(16)	18%	(49)	274
Ethnicity: Other	24%	(50)	30%	(62)	12%	(24)	12%	(25)	21%	(42)	204
All Christian	21%	(229)	36%	(395)	13%	(143)	9%	(97)	21%	(226)	1090
All Non-Christian	29%	(31)	37%	(39)	8%	(9)	11%	(12)	15%	(16)	106
Atheist	37%	(44)	25%	(30)	14%	(17)	9%	(10)	16%	(19)	121
Agnostic/Nothing in particular	23%	(206)	29%	(252)	14%	(124)	9%	(79)	25%	(223)	883
Religious Non-Protestant/Catholic	28%	(37)	37%	(49)	9%	(11)	10%	(13)	17%	(22)	132
Evangelical	24%	(136)	32%	(184)	13%	(76)	10%	(56)	21%	(119)	571
Non-Evangelical	21%	(175)	36%	(300)	13%	(107)	8%	(66)	22%	(178)	826
Community: Urban	26%	(149)	32%	(185)	15%	(84)	8%	(47)	19%	(110)	574
Community: Suburban	25%	(254)	33%	(342)	13%	(138)	8%	(79)	21%	(220)	1033
Community: Rural	18%	(106)	32%	(189)	12%	(71)	12%	(72)	26%	(154)	593
Employ: Private Sector	23%	(158)	32%	(216)	16%	(106)	10%	(69)	19%	(130)	679
Employ: Government	25%	(31)	30%	(38)	17%	(21)	10%	(13)	18%	(22)	126
Employ: Self-Employed	21%	(38)	30%	(54)	14%	(26)	13%	(23)	21%	(39)	181
Employ: Homemaker	19%	(23)	31%	(37)	10%	(12)	4%	(5)	37%	(45)	121
Employ: Retired	20%	(103)	38%	(199)	14%	(71)	9%	(44)	19%	(100)	517
Employ: Unemployed	27%	(85)	30%	(94)	7%	(23)	8%	(27)	27%	(84)	313
Employ: Other	20%	(24)	29%	(35)	14%	(16)	5%	(6)	32%	(38)	120
Military HH: Yes	25%	(94)	31%	(120)	14%	(52)	10%	(40)	20%	(78)	384
Military HH: No	23%	(415)	33%	(596)	13%	(242)	9%	(158)	22%	(406)	1816
RD/WT: Right Direction	18%	(111)	33%	(207)	16%	(101)	11%	(67)	23%	(143)	629
RD/WT: Wrong Track	25%	(398)	32%	(509)	12%	(192)	8%	(131)	22%	(341)	1571
Trump Job Approve	14%	(114)	33%	(272)	16%	(129)	13%	(111)	24%	(202)	828
Trump Job Disapprove	30%	(385)	33%	(435)	12%	(161)	7%	(86)	18%	(237)	1304
Trump Job Strongly Approve	16%	(76)	27%	(128)	15%	(70)	16%	(76)	25%	(117)	467
Trump Job Somewhat Approve	11%	(39)	40%	(143)	16%	(59)	10%	(35)	24%	(85)	361
Trump Job Somewhat Disapprove	19%	(54)	44%	(125)	14%	(39)	7%	(20)	16%	(45)	282
Trump Job Strongly Disapprove	32%	(331)	30%	(310)	12%	(122)	7%	(66)	19%	(192)	1022

Continued on next page

Table HR17_3: *Do you agree or disagree with the following statements?*
Shows about police and law enforcement officers should change to more accurately reflect policing in the United States

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	23%	(509)	33%	(716)	13%	(294)	9%	(198)	22%	(484)	2200
Favorable of Trump	14%	(120)	33%	(276)	15%	(123)	14%	(113)	24%	(194)	826
Unfavorable of Trump	29%	(373)	33%	(417)	13%	(164)	6%	(79)	19%	(237)	1269
Very Favorable of Trump	17%	(80)	28%	(131)	15%	(69)	17%	(80)	24%	(112)	471
Somewhat Favorable of Trump	11%	(40)	41%	(146)	15%	(54)	9%	(33)	23%	(82)	355
Somewhat Unfavorable of Trump	18%	(36)	43%	(86)	16%	(32)	7%	(15)	15%	(31)	199
Very Unfavorable of Trump	32%	(337)	31%	(332)	12%	(132)	6%	(64)	19%	(206)	1071
#1 Issue: Economy	22%	(151)	32%	(227)	15%	(105)	9%	(61)	22%	(156)	700
#1 Issue: Security	17%	(46)	31%	(84)	15%	(40)	11%	(30)	26%	(69)	268
#1 Issue: Health Care	26%	(103)	33%	(135)	12%	(48)	10%	(39)	20%	(79)	405
#1 Issue: Medicare / Social Security	26%	(83)	36%	(114)	10%	(32)	9%	(29)	19%	(62)	320
#1 Issue: Women's Issues	24%	(23)	34%	(33)	16%	(16)	12%	(12)	14%	(13)	97
#1 Issue: Education	23%	(32)	30%	(41)	13%	(18)	4%	(6)	29%	(39)	135
#1 Issue: Energy	30%	(30)	29%	(28)	14%	(14)	7%	(7)	21%	(20)	99
#1 Issue: Other	23%	(41)	31%	(55)	12%	(21)	8%	(14)	26%	(45)	176
2018 House Vote: Democrat	31%	(246)	36%	(285)	13%	(99)	5%	(42)	14%	(113)	784
2018 House Vote: Republican	14%	(86)	34%	(215)	17%	(106)	14%	(88)	22%	(136)	632
2018 House Vote: Someone else	19%	(13)	28%	(19)	12%	(8)	12%	(8)	30%	(20)	69
2016 Vote: Hillary Clinton	31%	(217)	36%	(257)	12%	(85)	5%	(33)	17%	(119)	711
2016 Vote: Donald Trump	15%	(105)	33%	(226)	16%	(108)	14%	(93)	22%	(148)	680
2016 Vote: Other	20%	(29)	31%	(44)	13%	(19)	7%	(10)	28%	(39)	141
2016 Vote: Didn't Vote	24%	(158)	28%	(188)	12%	(81)	9%	(62)	27%	(178)	667
Voted in 2014: Yes	23%	(289)	35%	(446)	14%	(178)	10%	(123)	19%	(241)	1277
Voted in 2014: No	24%	(220)	29%	(270)	13%	(115)	8%	(75)	26%	(243)	923
2012 Vote: Barack Obama	29%	(244)	36%	(305)	10%	(82)	7%	(58)	18%	(154)	844
2012 Vote: Mitt Romney	14%	(68)	33%	(159)	17%	(82)	14%	(68)	22%	(108)	485
2012 Vote: Other	12%	(10)	31%	(26)	15%	(13)	11%	(9)	31%	(25)	82
2012 Vote: Didn't Vote	24%	(187)	28%	(220)	15%	(117)	8%	(62)	25%	(196)	782

Continued on next page

Table HR17_3: *Do you agree or disagree with the following statements?*
Shows about police and law enforcement officers should change to more accurately reflect policing in the United States

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	23%	(509)	33%	(716)	13%	(294)	9%	(198)	22%	(484)	2200
4-Region: Northeast	24%	(93)	32%	(128)	15%	(61)	8%	(32)	20%	(79)	394
4-Region: Midwest	22%	(99)	33%	(155)	11%	(52)	11%	(49)	23%	(108)	462
4-Region: South	24%	(199)	33%	(272)	12%	(101)	8%	(66)	23%	(187)	824
4-Region: West	23%	(117)	31%	(162)	15%	(80)	10%	(51)	21%	(110)	520
Watch TV: Every day	26%	(288)	33%	(371)	13%	(147)	9%	(97)	19%	(212)	1115
Watch TV: Several times per week	20%	(102)	33%	(171)	15%	(78)	10%	(51)	21%	(109)	511
Watch TV: About once per week	22%	(37)	37%	(62)	12%	(20)	8%	(13)	20%	(33)	165
Watch TV: Several times per month	17%	(16)	34%	(33)	15%	(14)	5%	(5)	29%	(28)	97
Watch TV: Less often than once per month	21%	(20)	28%	(26)	11%	(10)	11%	(10)	30%	(27)	93
Watch TV: Never	21%	(38)	20%	(35)	12%	(22)	9%	(15)	38%	(70)	181
Watch Movies: Every day	31%	(125)	31%	(125)	12%	(48)	10%	(39)	16%	(66)	402
Watch Movies: Several times per week	26%	(158)	34%	(211)	14%	(89)	9%	(54)	17%	(106)	618
Watch Movies: About once per week	18%	(62)	37%	(129)	14%	(47)	8%	(29)	23%	(80)	348
Watch Movies: Several times per month	17%	(48)	32%	(92)	16%	(47)	9%	(25)	26%	(75)	287
Watch Movies: About once per month	24%	(44)	31%	(58)	14%	(27)	11%	(20)	21%	(40)	189
Watch Movies: Less often than once per month	18%	(30)	35%	(56)	9%	(15)	9%	(14)	29%	(47)	162
Watch Movies: Never	22%	(43)	24%	(46)	11%	(21)	9%	(17)	35%	(68)	194
Watch Sporting Events: Every day	39%	(43)	28%	(31)	17%	(18)	5%	(6)	11%	(12)	109
Watch Sporting Events: Several times per week	29%	(83)	37%	(106)	13%	(38)	8%	(23)	13%	(38)	288
Watch Sporting Events: About once per week	24%	(58)	40%	(95)	15%	(36)	9%	(22)	12%	(29)	240
Watch Sporting Events: Several times per month	19%	(43)	37%	(82)	11%	(26)	8%	(18)	25%	(56)	225
Watch Sporting Events: About once per month	25%	(35)	32%	(46)	12%	(17)	7%	(11)	24%	(35)	144
Watch Sporting Events: Less often than once per month	18%	(74)	32%	(128)	18%	(70)	9%	(37)	23%	(91)	400
Watch Sporting Events: Never	22%	(173)	29%	(227)	11%	(88)	10%	(83)	28%	(222)	793
Cable TV: Currently subscribe	25%	(257)	33%	(336)	13%	(133)	9%	(97)	20%	(202)	1026
Cable TV: Subscribed in past	22%	(154)	35%	(244)	14%	(100)	8%	(53)	22%	(155)	706
Cable TV: Never subscribed	21%	(98)	29%	(136)	13%	(60)	10%	(48)	27%	(127)	468
Satellite TV: Currently subscribe	25%	(116)	35%	(166)	12%	(58)	9%	(43)	18%	(85)	469
Satellite TV: Subscribed in past	22%	(137)	32%	(200)	15%	(97)	11%	(67)	20%	(126)	626
Satellite TV: Never subscribed	23%	(256)	32%	(349)	13%	(139)	8%	(88)	25%	(273)	1106

Continued on next page

Table HR17_3: *Do you agree or disagree with the following statements?*
Shows about police and law enforcement officers should change to more accurately reflect policing in the United States

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	23%	(509)	33%	(716)	13%	(294)	9%	(198)	22%	(484)	2200
Streaming Services: Currently subscribe	24%	(323)	32%	(442)	14%	(193)	9%	(125)	21%	(289)	1372
Streaming Services: Subscribed in past	25%	(48)	34%	(65)	15%	(29)	7%	(14)	19%	(36)	192
Streaming Services: Never subscribed	22%	(138)	33%	(208)	11%	(72)	9%	(58)	25%	(159)	636
Film: An avid fan	28%	(207)	32%	(229)	15%	(110)	8%	(56)	17%	(126)	728
Film: A casual fan	20%	(234)	36%	(424)	12%	(148)	9%	(106)	24%	(282)	1193
Film: Not a fan	25%	(68)	22%	(62)	13%	(36)	13%	(37)	27%	(76)	280
Television: An avid fan	27%	(282)	32%	(331)	14%	(143)	9%	(91)	18%	(187)	1035
Television: A casual fan	20%	(200)	35%	(351)	13%	(128)	9%	(85)	23%	(231)	995
Television: Not a fan	16%	(27)	20%	(33)	13%	(23)	13%	(22)	38%	(65)	170
Music: An avid fan	28%	(304)	32%	(340)	12%	(132)	9%	(92)	19%	(202)	1070
Music: A casual fan	16%	(160)	34%	(339)	14%	(140)	9%	(92)	26%	(255)	985
Music: Not a fan	31%	(45)	26%	(37)	15%	(21)	10%	(14)	19%	(27)	144
Fashion: An avid fan	28%	(93)	33%	(110)	12%	(40)	7%	(24)	21%	(70)	336
Fashion: A casual fan	25%	(220)	36%	(321)	11%	(100)	8%	(68)	20%	(182)	892
Fashion: Not a fan	20%	(196)	29%	(284)	16%	(154)	11%	(106)	24%	(232)	973

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

Table HR17_4: *Do you agree or disagree with the following statements?*
Shows about police and law enforcement officers accurately reflect policing and the criminal justice system in the United States

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	16%	(351)	29%	(647)	18%	(399)	14%	(307)	23%	(496)	2200
Gender: Male	17%	(182)	30%	(316)	18%	(192)	14%	(145)	21%	(226)	1062
Gender: Female	15%	(169)	29%	(330)	18%	(206)	14%	(163)	24%	(270)	1138
Age: 18-34	16%	(102)	26%	(171)	18%	(121)	15%	(98)	25%	(164)	655
Age: 35-44	20%	(72)	29%	(105)	14%	(49)	18%	(64)	19%	(68)	358
Age: 45-64	14%	(106)	29%	(221)	18%	(138)	14%	(102)	25%	(185)	751
Age: 65+	17%	(72)	34%	(149)	21%	(91)	10%	(45)	18%	(80)	436
GenZers: 1997-2012	15%	(43)	26%	(77)	16%	(47)	17%	(49)	26%	(77)	294
Millennials: 1981-1996	18%	(94)	26%	(140)	18%	(97)	16%	(85)	22%	(118)	535
GenXers: 1965-1980	17%	(90)	29%	(155)	17%	(89)	14%	(75)	24%	(126)	536
Baby Boomers: 1946-1964	14%	(106)	33%	(245)	20%	(147)	12%	(90)	21%	(160)	748
PID: Dem (no lean)	16%	(136)	28%	(231)	19%	(153)	18%	(145)	20%	(161)	826
PID: Ind (no lean)	13%	(92)	27%	(189)	17%	(118)	16%	(109)	27%	(192)	700
PID: Rep (no lean)	18%	(123)	34%	(227)	19%	(127)	8%	(53)	21%	(143)	674
PID/Gender: Dem Men	19%	(72)	26%	(98)	19%	(71)	16%	(60)	20%	(76)	377
PID/Gender: Dem Women	14%	(64)	29%	(132)	18%	(82)	19%	(85)	19%	(85)	449
PID/Gender: Ind Men	13%	(49)	29%	(108)	17%	(62)	15%	(54)	26%	(95)	369
PID/Gender: Ind Women	13%	(43)	24%	(80)	17%	(56)	17%	(55)	29%	(97)	331
PID/Gender: Rep Men	19%	(61)	35%	(110)	19%	(60)	10%	(30)	18%	(55)	316
PID/Gender: Rep Women	17%	(62)	33%	(117)	19%	(68)	6%	(23)	24%	(88)	358
Ideo: Liberal (1-3)	17%	(116)	27%	(186)	19%	(129)	21%	(144)	16%	(111)	686
Ideo: Moderate (4)	14%	(84)	30%	(185)	19%	(114)	14%	(87)	23%	(138)	608
Ideo: Conservative (5-7)	19%	(136)	33%	(240)	17%	(123)	9%	(64)	22%	(157)	720
Educ: < College	17%	(259)	28%	(430)	17%	(262)	13%	(202)	24%	(359)	1512
Educ: Bachelors degree	11%	(50)	31%	(139)	21%	(92)	16%	(70)	21%	(93)	444
Educ: Post-grad	17%	(42)	32%	(78)	18%	(44)	15%	(36)	18%	(44)	244
Income: Under 50k	17%	(211)	28%	(337)	17%	(208)	13%	(161)	24%	(297)	1213
Income: 50k-100k	14%	(100)	32%	(224)	19%	(134)	14%	(97)	20%	(142)	698
Income: 100k+	14%	(40)	30%	(86)	19%	(56)	17%	(50)	20%	(57)	289
Ethnicity: White	15%	(261)	30%	(514)	19%	(327)	14%	(237)	22%	(383)	1722
Ethnicity: Hispanic	16%	(57)	26%	(92)	18%	(62)	16%	(57)	24%	(82)	349

Continued on next page

Table HR17_4: *Do you agree or disagree with the following statements?*
Shows about police and law enforcement officers accurately reflect policing and the criminal justice system in the United States

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	16%	(351)	29%	(647)	18%	(399)	14%	(307)	23%	(496)	2200
Ethnicity: Afr. Am.	20%	(56)	28%	(78)	13%	(36)	16%	(43)	22%	(62)	274
Ethnicity: Other	17%	(34)	27%	(55)	18%	(36)	13%	(28)	25%	(52)	204
All Christian	16%	(169)	33%	(358)	19%	(204)	11%	(119)	22%	(240)	1090
All Non-Christian	14%	(15)	32%	(34)	20%	(21)	17%	(18)	17%	(18)	106
Atheist	15%	(18)	21%	(25)	15%	(18)	32%	(38)	18%	(21)	121
Agnostic/Nothing in particular	17%	(150)	26%	(229)	18%	(155)	15%	(132)	25%	(217)	883
Religious Non-Protestant/Catholic	13%	(17)	30%	(39)	21%	(28)	15%	(20)	21%	(28)	132
Evangelical	19%	(110)	31%	(177)	17%	(98)	11%	(60)	22%	(126)	571
Non-Evangelical	14%	(117)	34%	(280)	18%	(153)	12%	(96)	22%	(180)	826
Community: Urban	19%	(112)	29%	(164)	19%	(109)	15%	(84)	18%	(104)	574
Community: Suburban	14%	(149)	31%	(325)	17%	(177)	14%	(142)	23%	(240)	1033
Community: Rural	15%	(90)	27%	(158)	19%	(112)	14%	(81)	26%	(152)	593
Employ: Private Sector	18%	(120)	29%	(195)	21%	(143)	15%	(102)	17%	(118)	679
Employ: Government	10%	(13)	39%	(50)	21%	(26)	12%	(16)	17%	(22)	126
Employ: Self-Employed	18%	(32)	27%	(48)	16%	(30)	15%	(28)	24%	(43)	181
Employ: Homemaker	12%	(14)	27%	(33)	10%	(13)	14%	(17)	37%	(44)	121
Employ: Retired	19%	(96)	31%	(159)	20%	(103)	11%	(55)	20%	(104)	517
Employ: Unemployed	13%	(40)	29%	(89)	16%	(49)	15%	(47)	28%	(88)	313
Employ: Other	13%	(16)	30%	(36)	11%	(13)	13%	(15)	33%	(39)	120
Military HH: Yes	15%	(57)	33%	(128)	16%	(62)	15%	(58)	21%	(79)	384
Military HH: No	16%	(294)	29%	(519)	19%	(337)	14%	(250)	23%	(417)	1816
RD/WT: Right Direction	20%	(128)	33%	(206)	16%	(103)	7%	(43)	24%	(150)	629
RD/WT: Wrong Track	14%	(223)	28%	(440)	19%	(296)	17%	(264)	22%	(347)	1571
Trump Job Approve	18%	(151)	34%	(284)	16%	(134)	8%	(68)	23%	(191)	828
Trump Job Disapprove	15%	(195)	28%	(360)	20%	(257)	18%	(234)	20%	(258)	1304
Trump Job Strongly Approve	25%	(117)	30%	(140)	14%	(65)	8%	(38)	23%	(107)	467
Trump Job Somewhat Approve	9%	(34)	40%	(145)	19%	(69)	8%	(30)	23%	(84)	361
Trump Job Somewhat Disapprove	16%	(45)	35%	(98)	23%	(65)	6%	(18)	20%	(56)	282
Trump Job Strongly Disapprove	15%	(150)	26%	(261)	19%	(192)	21%	(216)	20%	(203)	1022

Continued on next page

Table HR17_4: *Do you agree or disagree with the following statements?*
Shows about police and law enforcement officers accurately reflect policing and the criminal justice system in the United States

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	16%	(351)	29%	(647)	18%	(399)	14%	(307)	23%	(496)	2200
Favorable of Trump	20%	(165)	34%	(279)	16%	(129)	8%	(68)	22%	(185)	826
Unfavorable of Trump	14%	(173)	28%	(352)	20%	(258)	18%	(232)	20%	(253)	1269
Very Favorable of Trump	26%	(122)	30%	(143)	14%	(64)	8%	(40)	22%	(102)	471
Somewhat Favorable of Trump	12%	(43)	38%	(135)	18%	(65)	8%	(28)	23%	(83)	355
Somewhat Unfavorable of Trump	12%	(24)	43%	(86)	20%	(40)	7%	(14)	18%	(36)	199
Very Unfavorable of Trump	14%	(149)	25%	(267)	20%	(219)	20%	(219)	20%	(217)	1071
#1 Issue: Economy	15%	(102)	30%	(208)	21%	(150)	11%	(78)	23%	(162)	700
#1 Issue: Security	23%	(62)	30%	(81)	15%	(40)	6%	(15)	26%	(70)	268
#1 Issue: Health Care	16%	(65)	29%	(116)	19%	(77)	20%	(79)	17%	(68)	405
#1 Issue: Medicare / Social Security	17%	(53)	35%	(112)	16%	(52)	12%	(38)	20%	(64)	320
#1 Issue: Women's Issues	20%	(20)	28%	(27)	11%	(11)	22%	(21)	18%	(18)	97
#1 Issue: Education	8%	(11)	29%	(39)	14%	(19)	18%	(24)	31%	(42)	135
#1 Issue: Energy	15%	(15)	24%	(23)	22%	(21)	17%	(17)	23%	(23)	99
#1 Issue: Other	13%	(23)	23%	(40)	16%	(28)	19%	(34)	29%	(51)	176
2018 House Vote: Democrat	14%	(114)	30%	(236)	20%	(158)	20%	(158)	15%	(119)	784
2018 House Vote: Republican	19%	(120)	33%	(207)	19%	(122)	9%	(55)	20%	(128)	632
2018 House Vote: Someone else	18%	(12)	19%	(13)	18%	(12)	13%	(9)	33%	(23)	69
2016 Vote: Hillary Clinton	15%	(106)	29%	(203)	21%	(147)	18%	(126)	18%	(129)	711
2016 Vote: Donald Trump	19%	(131)	34%	(234)	17%	(119)	9%	(63)	20%	(133)	680
2016 Vote: Other	15%	(21)	24%	(33)	14%	(19)	20%	(29)	27%	(39)	141
2016 Vote: Didn't Vote	14%	(93)	26%	(176)	17%	(114)	13%	(89)	29%	(196)	667
Voted in 2014: Yes	17%	(214)	32%	(406)	19%	(242)	14%	(182)	18%	(234)	1277
Voted in 2014: No	15%	(137)	26%	(241)	17%	(156)	14%	(125)	28%	(262)	923
2012 Vote: Barack Obama	15%	(129)	29%	(246)	20%	(172)	17%	(147)	18%	(150)	844
2012 Vote: Mitt Romney	18%	(87)	36%	(173)	17%	(82)	9%	(43)	21%	(100)	485
2012 Vote: Other	11%	(9)	18%	(15)	18%	(15)	18%	(15)	36%	(29)	82
2012 Vote: Didn't Vote	16%	(126)	27%	(209)	17%	(130)	13%	(102)	28%	(216)	782

Continued on next page

Table HR17_4: *Do you agree or disagree with the following statements?*
Shows about police and law enforcement officers accurately reflect policing and the criminal justice system in the United States

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	16%	(351)	29%	(647)	18%	(399)	14%	(307)	23%	(496)	2200
4-Region: Northeast	19%	(76)	29%	(113)	17%	(66)	12%	(48)	23%	(90)	394
4-Region: Midwest	12%	(57)	32%	(146)	17%	(78)	17%	(80)	22%	(101)	462
4-Region: South	18%	(147)	29%	(239)	18%	(152)	13%	(105)	22%	(180)	824
4-Region: West	14%	(71)	29%	(148)	19%	(101)	14%	(75)	24%	(124)	520
Watch TV: Every day	18%	(205)	30%	(340)	19%	(213)	15%	(162)	18%	(196)	1115
Watch TV: Several times per week	13%	(64)	31%	(157)	18%	(94)	15%	(79)	23%	(117)	511
Watch TV: About once per week	16%	(26)	33%	(55)	17%	(28)	12%	(20)	21%	(35)	165
Watch TV: Several times per month	14%	(13)	25%	(24)	20%	(19)	11%	(11)	30%	(29)	97
Watch TV: Less often than once per month	15%	(14)	28%	(26)	10%	(10)	16%	(15)	31%	(29)	93
Watch TV: Never	14%	(25)	20%	(36)	13%	(23)	7%	(13)	46%	(83)	181
Watch Movies: Every day	22%	(89)	30%	(122)	16%	(64)	13%	(53)	19%	(74)	402
Watch Movies: Several times per week	17%	(107)	26%	(162)	21%	(132)	18%	(113)	17%	(103)	618
Watch Movies: About once per week	12%	(43)	36%	(126)	15%	(51)	14%	(49)	23%	(79)	348
Watch Movies: Several times per month	13%	(37)	30%	(87)	21%	(60)	9%	(27)	26%	(76)	287
Watch Movies: About once per month	16%	(31)	32%	(60)	18%	(35)	16%	(30)	17%	(33)	189
Watch Movies: Less often than once per month	12%	(19)	19%	(31)	21%	(34)	12%	(19)	36%	(58)	162
Watch Movies: Never	13%	(25)	30%	(58)	11%	(21)	8%	(16)	38%	(74)	194
Watch Sporting Events: Every day	33%	(36)	29%	(31)	16%	(17)	10%	(11)	12%	(14)	109
Watch Sporting Events: Several times per week	21%	(61)	38%	(111)	16%	(47)	11%	(33)	13%	(36)	288
Watch Sporting Events: About once per week	16%	(38)	34%	(83)	23%	(55)	13%	(30)	14%	(33)	240
Watch Sporting Events: Several times per month	13%	(30)	29%	(65)	21%	(48)	17%	(38)	20%	(45)	225
Watch Sporting Events: About once per month	21%	(31)	26%	(37)	15%	(22)	14%	(19)	24%	(35)	144
Watch Sporting Events: Less often than once per month	12%	(47)	32%	(130)	20%	(79)	13%	(54)	23%	(91)	400
Watch Sporting Events: Never	14%	(108)	24%	(190)	16%	(131)	15%	(122)	31%	(242)	793
Cable TV: Currently subscribe	17%	(174)	31%	(322)	17%	(175)	15%	(156)	19%	(199)	1026
Cable TV: Subscribed in past	14%	(97)	29%	(207)	21%	(148)	15%	(106)	21%	(149)	706
Cable TV: Never subscribed	17%	(81)	25%	(118)	16%	(75)	10%	(46)	32%	(148)	468
Satellite TV: Currently subscribe	17%	(78)	30%	(139)	20%	(92)	12%	(57)	22%	(103)	469
Satellite TV: Subscribed in past	14%	(87)	33%	(205)	20%	(122)	15%	(97)	18%	(115)	626
Satellite TV: Never subscribed	17%	(187)	27%	(302)	17%	(184)	14%	(154)	25%	(279)	1106

Continued on next page

Table HR17_4: *Do you agree or disagree with the following statements?*
Shows about police and law enforcement officers accurately reflect policing and the criminal justice system in the United States

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	16%	(351)	29%	(647)	18%	(399)	14%	(307)	23%	(496)	2200
Streaming Services: Currently subscribe	14%	(198)	30%	(407)	19%	(258)	17%	(227)	21%	(283)	1372
Streaming Services: Subscribed in past	23%	(43)	33%	(63)	14%	(26)	10%	(20)	21%	(40)	192
Streaming Services: Never subscribed	17%	(110)	28%	(177)	18%	(115)	10%	(61)	27%	(173)	636
Film: An avid fan	20%	(142)	29%	(214)	19%	(138)	14%	(101)	18%	(132)	728
Film: A casual fan	13%	(150)	30%	(356)	19%	(228)	15%	(174)	24%	(285)	1193
Film: Not a fan	21%	(59)	27%	(77)	12%	(33)	12%	(32)	28%	(79)	280
Television: An avid fan	19%	(197)	32%	(331)	19%	(197)	13%	(140)	16%	(170)	1035
Television: A casual fan	13%	(125)	28%	(279)	19%	(190)	15%	(154)	25%	(247)	995
Television: Not a fan	17%	(29)	22%	(37)	6%	(11)	8%	(14)	47%	(79)	170
Music: An avid fan	18%	(193)	29%	(315)	18%	(195)	15%	(161)	19%	(206)	1070
Music: A casual fan	14%	(136)	29%	(290)	19%	(187)	13%	(130)	25%	(243)	985
Music: Not a fan	15%	(22)	29%	(42)	11%	(16)	12%	(17)	33%	(48)	144
Fashion: An avid fan	22%	(73)	25%	(85)	17%	(57)	11%	(38)	25%	(83)	336
Fashion: A casual fan	15%	(137)	32%	(288)	18%	(158)	14%	(124)	21%	(184)	892
Fashion: Not a fan	15%	(141)	28%	(273)	19%	(183)	15%	(145)	24%	(229)	973

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

Table HR17_5: *Do you agree or disagree with the following statements?*
Police officers should not be portrayed in a comedic light

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	15%	(340)	19%	(413)	21%	(460)	22%	(490)	23%	(496)	2200
Gender: Male	14%	(153)	19%	(204)	21%	(224)	24%	(254)	21%	(228)	1062
Gender: Female	16%	(187)	18%	(209)	21%	(237)	21%	(236)	24%	(269)	1138
Age: 18-34	11%	(71)	20%	(130)	22%	(143)	22%	(144)	26%	(167)	655
Age: 35-44	12%	(42)	16%	(58)	22%	(77)	28%	(100)	23%	(81)	358
Age: 45-64	17%	(124)	16%	(121)	22%	(167)	23%	(172)	22%	(166)	751
Age: 65+	24%	(103)	24%	(104)	17%	(73)	17%	(74)	19%	(82)	436
GenZers: 1997-2012	8%	(23)	20%	(58)	24%	(70)	23%	(69)	25%	(75)	294
Millennials: 1981-1996	12%	(66)	18%	(96)	22%	(116)	23%	(125)	24%	(131)	535
GenXers: 1965-1980	15%	(82)	17%	(93)	19%	(103)	26%	(138)	22%	(120)	536
Baby Boomers: 1946-1964	20%	(151)	19%	(142)	21%	(156)	19%	(140)	21%	(159)	748
PID: Dem (no lean)	14%	(119)	21%	(170)	22%	(185)	22%	(185)	20%	(167)	826
PID: Ind (no lean)	12%	(85)	16%	(110)	21%	(148)	23%	(158)	28%	(199)	700
PID: Rep (no lean)	20%	(136)	20%	(134)	19%	(127)	22%	(147)	19%	(130)	674
PID/Gender: Dem Men	15%	(58)	22%	(82)	21%	(79)	22%	(83)	20%	(74)	377
PID/Gender: Dem Women	14%	(61)	19%	(87)	23%	(105)	23%	(102)	21%	(93)	449
PID/Gender: Ind Men	11%	(40)	13%	(49)	24%	(88)	25%	(94)	27%	(98)	369
PID/Gender: Ind Women	13%	(44)	18%	(61)	18%	(61)	19%	(64)	31%	(101)	331
PID/Gender: Rep Men	17%	(54)	23%	(72)	18%	(56)	24%	(77)	18%	(56)	316
PID/Gender: Rep Women	23%	(82)	17%	(61)	20%	(71)	20%	(70)	21%	(74)	358
Ideo: Liberal (1-3)	14%	(93)	17%	(117)	23%	(159)	28%	(193)	18%	(124)	686
Ideo: Moderate (4)	17%	(104)	19%	(113)	24%	(144)	20%	(121)	21%	(126)	608
Ideo: Conservative (5-7)	18%	(127)	20%	(145)	19%	(137)	23%	(165)	20%	(147)	720
Educ: < College	16%	(244)	19%	(287)	20%	(303)	21%	(316)	24%	(362)	1512
Educ: Bachelors degree	14%	(61)	17%	(77)	22%	(98)	27%	(118)	20%	(91)	444
Educ: Post-grad	14%	(35)	20%	(50)	24%	(59)	23%	(57)	18%	(43)	244
Income: Under 50k	16%	(199)	18%	(223)	19%	(231)	21%	(255)	25%	(304)	1213
Income: 50k-100k	15%	(101)	18%	(128)	25%	(175)	22%	(153)	20%	(140)	698
Income: 100k+	14%	(39)	21%	(61)	19%	(54)	28%	(81)	18%	(52)	289
Ethnicity: White	16%	(283)	18%	(307)	21%	(367)	23%	(398)	21%	(367)	1722
Ethnicity: Hispanic	12%	(43)	22%	(77)	17%	(60)	29%	(103)	19%	(67)	349

Continued on next page

Table HR17_5: *Do you agree or disagree with the following statements?*
Police officers should not be portrayed in a comedic light

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	15%	(340)	19%	(413)	21%	(460)	22%	(490)	23%	(496)	2200
Ethnicity: Afr. Am.	15%	(41)	20%	(54)	21%	(56)	18%	(49)	27%	(74)	274
Ethnicity: Other	8%	(16)	26%	(52)	18%	(37)	21%	(43)	27%	(56)	204
All Christian	17%	(186)	20%	(219)	21%	(227)	22%	(238)	20%	(221)	1090
All Non-Christian	15%	(16)	24%	(25)	22%	(23)	17%	(18)	22%	(24)	106
Atheist	13%	(16)	18%	(22)	18%	(21)	35%	(43)	16%	(19)	121
Agnostic/Nothing in particular	14%	(123)	17%	(147)	21%	(189)	22%	(191)	26%	(233)	883
Religious Non-Protestant/Catholic	13%	(17)	23%	(31)	22%	(29)	19%	(24)	24%	(32)	132
Evangelical	20%	(112)	19%	(106)	21%	(117)	18%	(105)	23%	(130)	571
Non-Evangelical	17%	(143)	21%	(173)	20%	(167)	21%	(173)	20%	(169)	826
Community: Urban	14%	(78)	20%	(116)	20%	(114)	24%	(140)	22%	(126)	574
Community: Suburban	16%	(169)	18%	(188)	23%	(237)	21%	(221)	21%	(219)	1033
Community: Rural	16%	(93)	18%	(109)	18%	(109)	22%	(130)	25%	(151)	593
Employ: Private Sector	15%	(104)	19%	(131)	20%	(137)	27%	(183)	18%	(124)	679
Employ: Government	14%	(18)	20%	(25)	25%	(31)	26%	(32)	15%	(19)	126
Employ: Self-Employed	14%	(25)	16%	(29)	22%	(40)	24%	(44)	23%	(42)	181
Employ: Homemaker	14%	(17)	20%	(24)	16%	(19)	17%	(21)	33%	(41)	121
Employ: Retired	21%	(111)	20%	(101)	21%	(108)	19%	(98)	19%	(99)	517
Employ: Unemployed	14%	(43)	19%	(59)	21%	(65)	18%	(56)	29%	(90)	313
Employ: Other	13%	(15)	18%	(22)	17%	(20)	17%	(21)	35%	(42)	120
Military HH: Yes	19%	(73)	19%	(74)	18%	(71)	24%	(92)	19%	(74)	384
Military HH: No	15%	(267)	19%	(339)	21%	(389)	22%	(398)	23%	(423)	1816
RD/WT: Right Direction	19%	(119)	21%	(132)	19%	(121)	19%	(120)	22%	(138)	629
RD/WT: Wrong Track	14%	(221)	18%	(281)	22%	(339)	24%	(371)	23%	(358)	1571
Trump Job Approve	18%	(148)	19%	(161)	21%	(173)	21%	(175)	21%	(171)	828
Trump Job Disapprove	14%	(186)	19%	(249)	22%	(285)	24%	(307)	21%	(277)	1304
Trump Job Strongly Approve	23%	(106)	18%	(82)	17%	(81)	22%	(101)	21%	(98)	467
Trump Job Somewhat Approve	12%	(43)	22%	(79)	25%	(92)	20%	(74)	20%	(73)	361
Trump Job Somewhat Disapprove	10%	(27)	27%	(76)	27%	(75)	20%	(56)	17%	(48)	282
Trump Job Strongly Disapprove	16%	(159)	17%	(173)	21%	(210)	25%	(251)	22%	(229)	1022

Continued on next page

Table HR17_5: *Do you agree or disagree with the following statements?*
Police officers should not be portrayed in a comedic light

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	15%	(340)	19%	(413)	21%	(460)	22%	(490)	23%	(496)	2200
Favorable of Trump	19%	(154)	20%	(162)	20%	(163)	22%	(181)	20%	(166)	826
Unfavorable of Trump	14%	(175)	19%	(242)	23%	(288)	23%	(297)	21%	(266)	1269
Very Favorable of Trump	23%	(109)	17%	(82)	18%	(86)	21%	(99)	20%	(96)	471
Somewhat Favorable of Trump	13%	(45)	23%	(80)	22%	(77)	23%	(83)	20%	(71)	355
Somewhat Unfavorable of Trump	12%	(25)	30%	(60)	25%	(49)	19%	(38)	14%	(27)	199
Very Unfavorable of Trump	14%	(151)	17%	(183)	22%	(239)	24%	(259)	22%	(239)	1071
#1 Issue: Economy	15%	(105)	21%	(148)	20%	(138)	23%	(161)	21%	(148)	700
#1 Issue: Security	16%	(42)	21%	(57)	21%	(57)	19%	(51)	23%	(62)	268
#1 Issue: Health Care	13%	(54)	19%	(78)	21%	(83)	26%	(103)	21%	(86)	405
#1 Issue: Medicare / Social Security	23%	(73)	22%	(70)	16%	(52)	17%	(55)	22%	(70)	320
#1 Issue: Women's Issues	12%	(12)	13%	(12)	21%	(20)	28%	(27)	26%	(25)	97
#1 Issue: Education	6%	(7)	19%	(25)	31%	(41)	17%	(23)	28%	(39)	135
#1 Issue: Energy	16%	(16)	11%	(11)	29%	(29)	23%	(23)	21%	(21)	99
#1 Issue: Other	18%	(31)	7%	(13)	22%	(39)	27%	(47)	26%	(46)	176
2018 House Vote: Democrat	16%	(123)	20%	(154)	23%	(180)	24%	(192)	17%	(135)	784
2018 House Vote: Republican	21%	(130)	18%	(116)	21%	(131)	22%	(141)	18%	(114)	632
2018 House Vote: Someone else	11%	(7)	18%	(13)	23%	(16)	17%	(12)	31%	(22)	69
2016 Vote: Hillary Clinton	14%	(100)	21%	(148)	23%	(164)	23%	(165)	19%	(135)	711
2016 Vote: Donald Trump	19%	(129)	18%	(121)	21%	(146)	24%	(164)	18%	(120)	680
2016 Vote: Other	16%	(22)	21%	(30)	17%	(25)	22%	(31)	24%	(34)	141
2016 Vote: Didn't Vote	13%	(89)	17%	(115)	19%	(126)	19%	(129)	31%	(207)	667
Voted in 2014: Yes	18%	(228)	19%	(241)	22%	(277)	23%	(296)	18%	(234)	1277
Voted in 2014: No	12%	(112)	19%	(172)	20%	(183)	21%	(194)	28%	(262)	923
2012 Vote: Barack Obama	15%	(130)	18%	(149)	23%	(192)	25%	(208)	20%	(166)	844
2012 Vote: Mitt Romney	19%	(93)	21%	(102)	18%	(88)	23%	(111)	19%	(91)	485
2012 Vote: Other	17%	(14)	19%	(16)	23%	(19)	21%	(17)	21%	(17)	82
2012 Vote: Didn't Vote	13%	(99)	19%	(147)	21%	(161)	20%	(153)	28%	(222)	782

Continued on next page

Table HR17_5: *Do you agree or disagree with the following statements?*
Police officers should not be portrayed in a comedic light

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	15%	(340)	19%	(413)	21%	(460)	22%	(490)	23%	(496)	2200
4-Region: Northeast	20%	(77)	17%	(66)	20%	(80)	20%	(80)	23%	(91)	394
4-Region: Midwest	15%	(69)	19%	(86)	24%	(110)	23%	(107)	20%	(91)	462
4-Region: South	16%	(128)	19%	(158)	21%	(175)	21%	(171)	23%	(192)	824
4-Region: West	13%	(65)	20%	(104)	18%	(96)	25%	(132)	24%	(123)	520
Watch TV: Every day	17%	(188)	18%	(203)	20%	(228)	25%	(282)	19%	(215)	1115
Watch TV: Several times per week	13%	(67)	19%	(99)	24%	(121)	24%	(122)	20%	(102)	511
Watch TV: About once per week	16%	(26)	26%	(43)	19%	(32)	15%	(24)	24%	(39)	165
Watch TV: Several times per month	7%	(7)	21%	(21)	25%	(24)	15%	(15)	31%	(30)	97
Watch TV: Less often than once per month	9%	(8)	12%	(11)	22%	(20)	24%	(23)	33%	(31)	93
Watch TV: Never	22%	(40)	14%	(26)	14%	(25)	10%	(17)	40%	(73)	181
Watch Movies: Every day	21%	(85)	18%	(71)	18%	(72)	23%	(93)	20%	(81)	402
Watch Movies: Several times per week	15%	(93)	19%	(114)	22%	(138)	25%	(156)	19%	(117)	618
Watch Movies: About once per week	11%	(38)	23%	(81)	20%	(70)	26%	(91)	20%	(68)	348
Watch Movies: Several times per month	14%	(40)	18%	(53)	21%	(61)	22%	(64)	24%	(69)	287
Watch Movies: About once per month	11%	(21)	19%	(36)	27%	(52)	18%	(35)	24%	(46)	189
Watch Movies: Less often than once per month	12%	(19)	19%	(31)	25%	(40)	19%	(30)	26%	(42)	162
Watch Movies: Never	23%	(44)	14%	(28)	14%	(27)	11%	(21)	38%	(74)	194
Watch Sporting Events: Every day	21%	(23)	20%	(22)	19%	(21)	20%	(22)	19%	(21)	109
Watch Sporting Events: Several times per week	18%	(51)	18%	(51)	24%	(70)	27%	(77)	14%	(39)	288
Watch Sporting Events: About once per week	22%	(53)	22%	(52)	22%	(53)	24%	(58)	10%	(24)	240
Watch Sporting Events: Several times per month	10%	(22)	20%	(45)	19%	(43)	28%	(63)	23%	(51)	225
Watch Sporting Events: About once per month	10%	(14)	17%	(24)	22%	(31)	22%	(31)	30%	(43)	144
Watch Sporting Events: Less often than once per month	11%	(42)	23%	(90)	22%	(90)	23%	(92)	22%	(87)	400
Watch Sporting Events: Never	17%	(134)	16%	(128)	19%	(151)	19%	(147)	29%	(232)	793
Cable TV: Currently subscribe	16%	(167)	19%	(193)	22%	(230)	21%	(217)	21%	(218)	1026
Cable TV: Subscribed in past	14%	(97)	19%	(131)	21%	(149)	25%	(178)	21%	(151)	706
Cable TV: Never subscribed	16%	(75)	19%	(89)	17%	(81)	20%	(95)	27%	(127)	468
Satellite TV: Currently subscribe	17%	(79)	21%	(99)	18%	(87)	21%	(100)	22%	(104)	469
Satellite TV: Subscribed in past	13%	(82)	21%	(132)	24%	(152)	24%	(148)	18%	(111)	626
Satellite TV: Never subscribed	16%	(179)	16%	(182)	20%	(221)	22%	(241)	25%	(282)	1106

Continued on next page

Table HR17_5: *Do you agree or disagree with the following statements?*
Police officers should not be portrayed in a comedic light

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	15%	(340)	19%	(413)	21%	(460)	22%	(490)	23%	(496)	2200
Streaming Services: Currently subscribe	13%	(183)	18%	(254)	23%	(310)	25%	(340)	21%	(286)	1372
Streaming Services: Subscribed in past	19%	(37)	21%	(40)	24%	(47)	14%	(27)	21%	(41)	192
Streaming Services: Never subscribed	19%	(120)	19%	(120)	16%	(104)	19%	(123)	27%	(169)	636
Film: An avid fan	15%	(110)	19%	(135)	21%	(154)	26%	(191)	19%	(137)	728
Film: A casual fan	15%	(173)	20%	(239)	22%	(262)	21%	(245)	23%	(274)	1193
Film: Not a fan	20%	(56)	14%	(39)	16%	(45)	19%	(54)	31%	(85)	280
Television: An avid fan	19%	(198)	18%	(190)	22%	(224)	23%	(234)	18%	(190)	1035
Television: A casual fan	12%	(124)	20%	(198)	21%	(213)	22%	(222)	24%	(238)	995
Television: Not a fan	11%	(19)	15%	(26)	13%	(23)	20%	(34)	40%	(69)	170
Music: An avid fan	15%	(164)	18%	(198)	22%	(233)	23%	(250)	21%	(226)	1070
Music: A casual fan	15%	(145)	19%	(186)	21%	(209)	21%	(211)	24%	(235)	985
Music: Not a fan	22%	(32)	21%	(30)	13%	(18)	20%	(29)	25%	(36)	144
Fashion: An avid fan	17%	(58)	19%	(63)	19%	(64)	17%	(57)	28%	(93)	336
Fashion: A casual fan	14%	(122)	19%	(170)	25%	(222)	22%	(197)	20%	(181)	892
Fashion: Not a fan	16%	(160)	19%	(180)	18%	(174)	24%	(236)	23%	(223)	973

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

Table HR17_6: *Do you agree or disagree with the following statements?*
Police officers should not be portrayed in a sympathetic light

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	9%	(204)	15%	(326)	26%	(565)	27%	(598)	23%	(508)	2200
Gender: Male	11%	(115)	16%	(174)	27%	(286)	24%	(258)	22%	(229)	1062
Gender: Female	8%	(89)	13%	(152)	25%	(279)	30%	(340)	24%	(279)	1138
Age: 18-34	13%	(84)	19%	(127)	27%	(176)	16%	(107)	25%	(161)	655
Age: 35-44	13%	(45)	18%	(63)	22%	(77)	27%	(97)	21%	(75)	358
Age: 45-64	7%	(52)	12%	(87)	26%	(194)	32%	(240)	24%	(179)	751
Age: 65+	5%	(24)	11%	(49)	27%	(117)	35%	(154)	21%	(93)	436
GenZers: 1997-2012	13%	(38)	21%	(61)	27%	(78)	17%	(49)	23%	(68)	294
Millennials: 1981-1996	13%	(70)	18%	(96)	26%	(138)	18%	(98)	25%	(133)	535
GenXers: 1965-1980	10%	(55)	14%	(74)	23%	(122)	30%	(161)	23%	(124)	536
Baby Boomers: 1946-1964	5%	(37)	12%	(88)	27%	(199)	35%	(259)	22%	(165)	748
PID: Dem (no lean)	13%	(109)	18%	(149)	27%	(220)	21%	(170)	22%	(178)	826
PID: Ind (no lean)	9%	(60)	15%	(108)	25%	(177)	24%	(167)	27%	(187)	700
PID: Rep (no lean)	5%	(35)	10%	(69)	25%	(168)	39%	(261)	21%	(142)	674
PID/Gender: Dem Men	17%	(64)	19%	(72)	26%	(96)	18%	(68)	20%	(77)	377
PID/Gender: Dem Women	10%	(45)	17%	(77)	27%	(123)	23%	(102)	23%	(102)	449
PID/Gender: Ind Men	8%	(31)	16%	(58)	28%	(103)	22%	(81)	26%	(95)	369
PID/Gender: Ind Women	9%	(29)	15%	(50)	22%	(74)	26%	(86)	28%	(92)	331
PID/Gender: Rep Men	6%	(20)	14%	(44)	27%	(86)	35%	(109)	18%	(57)	316
PID/Gender: Rep Women	4%	(15)	7%	(25)	23%	(82)	42%	(151)	24%	(85)	358
Ideo: Liberal (1-3)	13%	(92)	19%	(133)	25%	(172)	22%	(148)	21%	(142)	686
Ideo: Moderate (4)	9%	(54)	17%	(102)	29%	(179)	23%	(141)	22%	(132)	608
Ideo: Conservative (5-7)	6%	(41)	10%	(70)	26%	(184)	40%	(288)	19%	(137)	720
Educ: < College	10%	(153)	15%	(221)	25%	(372)	26%	(396)	24%	(369)	1512
Educ: Bachelors degree	6%	(26)	15%	(66)	28%	(125)	31%	(137)	20%	(90)	444
Educ: Post-grad	10%	(25)	16%	(40)	28%	(68)	26%	(64)	20%	(48)	244
Income: Under 50k	10%	(124)	15%	(182)	26%	(311)	23%	(285)	26%	(312)	1213
Income: 50k-100k	7%	(51)	15%	(107)	26%	(181)	32%	(221)	20%	(137)	698
Income: 100k+	10%	(30)	13%	(37)	25%	(73)	32%	(91)	20%	(58)	289
Ethnicity: White	8%	(133)	13%	(222)	27%	(456)	30%	(520)	23%	(390)	1722
Ethnicity: Hispanic	11%	(39)	16%	(57)	30%	(106)	23%	(79)	20%	(69)	349

Continued on next page

Table HR17_6: *Do you agree or disagree with the following statements?*
Police officers should not be portrayed in a sympathetic light

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	9%	(204)	15%	(326)	26%	(565)	27%	(598)	23%	(508)	2200
Ethnicity: Afr. Am.	17%	(47)	24%	(66)	20%	(56)	13%	(36)	25%	(69)	274
Ethnicity: Other	12%	(24)	18%	(37)	26%	(52)	20%	(41)	24%	(49)	204
All Christian	7%	(79)	13%	(146)	27%	(296)	30%	(329)	22%	(240)	1090
All Non-Christian	9%	(10)	22%	(23)	26%	(28)	23%	(24)	19%	(21)	106
Atheist	18%	(22)	20%	(24)	21%	(25)	21%	(25)	20%	(24)	121
Agnostic/Nothing in particular	11%	(93)	15%	(132)	24%	(215)	25%	(219)	25%	(223)	883
Religious Non-Protestant/Catholic	9%	(12)	19%	(25)	25%	(33)	26%	(34)	22%	(29)	132
Evangelical	9%	(49)	15%	(84)	24%	(136)	32%	(181)	21%	(120)	571
Non-Evangelical	8%	(69)	15%	(122)	28%	(228)	26%	(216)	23%	(189)	826
Community: Urban	13%	(73)	17%	(100)	29%	(165)	21%	(123)	20%	(113)	574
Community: Suburban	8%	(81)	14%	(147)	26%	(268)	29%	(304)	23%	(233)	1033
Community: Rural	8%	(50)	13%	(78)	22%	(132)	29%	(171)	27%	(161)	593
Employ: Private Sector	10%	(71)	14%	(98)	28%	(191)	28%	(193)	18%	(125)	679
Employ: Government	10%	(12)	17%	(21)	28%	(35)	29%	(37)	16%	(20)	126
Employ: Self-Employed	6%	(12)	19%	(34)	23%	(42)	29%	(53)	22%	(40)	181
Employ: Homemaker	12%	(15)	12%	(14)	22%	(27)	14%	(17)	40%	(48)	121
Employ: Retired	6%	(31)	15%	(75)	25%	(131)	32%	(168)	22%	(113)	517
Employ: Unemployed	11%	(35)	15%	(46)	23%	(73)	25%	(80)	25%	(80)	313
Employ: Other	7%	(8)	10%	(12)	27%	(32)	21%	(25)	36%	(43)	120
Military HH: Yes	6%	(23)	13%	(50)	24%	(91)	33%	(126)	24%	(93)	384
Military HH: No	10%	(181)	15%	(276)	26%	(474)	26%	(472)	23%	(415)	1816
RD/WT: Right Direction	8%	(47)	14%	(88)	24%	(149)	30%	(189)	25%	(156)	629
RD/WT: Wrong Track	10%	(157)	15%	(238)	26%	(416)	26%	(408)	22%	(352)	1571
Trump Job Approve	5%	(44)	10%	(87)	24%	(202)	38%	(314)	22%	(181)	828
Trump Job Disapprove	12%	(152)	18%	(236)	27%	(354)	21%	(276)	22%	(285)	1304
Trump Job Strongly Approve	6%	(30)	10%	(48)	20%	(91)	41%	(192)	22%	(105)	467
Trump Job Somewhat Approve	4%	(13)	11%	(38)	31%	(111)	34%	(121)	21%	(77)	361
Trump Job Somewhat Disapprove	7%	(20)	25%	(70)	35%	(100)	14%	(39)	19%	(54)	282
Trump Job Strongly Disapprove	13%	(132)	16%	(166)	25%	(254)	23%	(238)	23%	(232)	1022

Continued on next page

Table HR17_6: *Do you agree or disagree with the following statements? Police officers should not be portrayed in a sympathetic light*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	9%	(204)	15%	(326)	26%	(565)	27%	(598)	23%	(508)	2200
Favorable of Trump	6%	(47)	12%	(98)	25%	(203)	38%	(313)	20%	(165)	826
Unfavorable of Trump	11%	(146)	17%	(210)	28%	(355)	21%	(273)	23%	(286)	1269
Very Favorable of Trump	6%	(29)	11%	(54)	20%	(96)	41%	(191)	22%	(102)	471
Somewhat Favorable of Trump	5%	(18)	12%	(44)	30%	(107)	34%	(122)	18%	(64)	355
Somewhat Unfavorable of Trump	8%	(15)	18%	(36)	39%	(77)	18%	(35)	18%	(35)	199
Very Unfavorable of Trump	12%	(131)	16%	(173)	26%	(278)	22%	(237)	23%	(252)	1071
#1 Issue: Economy	10%	(72)	15%	(104)	27%	(191)	28%	(194)	20%	(139)	700
#1 Issue: Security	8%	(21)	12%	(32)	24%	(64)	33%	(90)	23%	(62)	268
#1 Issue: Health Care	10%	(41)	17%	(67)	28%	(112)	24%	(96)	22%	(88)	405
#1 Issue: Medicare / Social Security	4%	(14)	15%	(48)	26%	(82)	32%	(101)	23%	(74)	320
#1 Issue: Women's Issues	15%	(14)	17%	(16)	18%	(17)	22%	(21)	29%	(28)	97
#1 Issue: Education	10%	(13)	19%	(25)	23%	(30)	22%	(30)	27%	(36)	135
#1 Issue: Energy	12%	(12)	11%	(11)	39%	(38)	14%	(14)	24%	(24)	99
#1 Issue: Other	9%	(16)	13%	(23)	17%	(31)	29%	(50)	32%	(56)	176
2018 House Vote: Democrat	13%	(100)	20%	(156)	26%	(205)	22%	(173)	19%	(151)	784
2018 House Vote: Republican	4%	(25)	10%	(60)	26%	(166)	40%	(254)	20%	(126)	632
2018 House Vote: Someone else	9%	(6)	16%	(11)	22%	(15)	26%	(18)	28%	(19)	69
2016 Vote: Hillary Clinton	12%	(87)	18%	(129)	26%	(187)	22%	(158)	21%	(151)	711
2016 Vote: Donald Trump	5%	(35)	11%	(72)	25%	(171)	39%	(269)	20%	(134)	680
2016 Vote: Other	4%	(5)	16%	(23)	23%	(33)	32%	(46)	24%	(34)	141
2016 Vote: Didn't Vote	12%	(78)	15%	(101)	26%	(174)	19%	(125)	28%	(189)	667
Voted in 2014: Yes	8%	(107)	14%	(183)	26%	(332)	32%	(407)	19%	(247)	1277
Voted in 2014: No	10%	(97)	15%	(143)	25%	(232)	21%	(191)	28%	(260)	923
2012 Vote: Barack Obama	11%	(92)	16%	(134)	27%	(225)	26%	(217)	21%	(176)	844
2012 Vote: Mitt Romney	3%	(15)	8%	(40)	24%	(118)	44%	(212)	21%	(100)	485
2012 Vote: Other	2%	(1)	12%	(10)	28%	(23)	25%	(20)	34%	(28)	82
2012 Vote: Didn't Vote	12%	(96)	18%	(140)	25%	(195)	19%	(147)	26%	(204)	782

Continued on next page

Table HR17_6: *Do you agree or disagree with the following statements?*
Police officers should not be portrayed in a sympathetic light

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	9%	(204)	15%	(326)	26%	(565)	27%	(598)	23%	(508)	2200
4-Region: Northeast	10%	(41)	13%	(53)	29%	(115)	22%	(85)	25%	(99)	394
4-Region: Midwest	8%	(35)	14%	(66)	24%	(111)	30%	(141)	24%	(109)	462
4-Region: South	10%	(83)	16%	(130)	24%	(200)	27%	(220)	23%	(191)	824
4-Region: West	9%	(46)	15%	(77)	27%	(138)	29%	(152)	21%	(108)	520
Watch TV: Every day	10%	(116)	15%	(162)	25%	(281)	29%	(323)	21%	(233)	1115
Watch TV: Several times per week	8%	(43)	15%	(76)	28%	(141)	30%	(155)	19%	(96)	511
Watch TV: About once per week	7%	(11)	19%	(31)	30%	(49)	18%	(30)	27%	(44)	165
Watch TV: Several times per month	9%	(9)	17%	(17)	20%	(20)	23%	(23)	30%	(29)	97
Watch TV: Less often than once per month	6%	(5)	13%	(12)	28%	(25)	23%	(22)	30%	(28)	93
Watch TV: Never	9%	(16)	11%	(20)	20%	(36)	22%	(40)	39%	(70)	181
Watch Movies: Every day	16%	(64)	18%	(74)	24%	(98)	24%	(96)	17%	(70)	402
Watch Movies: Several times per week	11%	(69)	16%	(100)	26%	(158)	28%	(170)	20%	(121)	618
Watch Movies: About once per week	6%	(20)	13%	(44)	24%	(85)	34%	(117)	23%	(81)	348
Watch Movies: Several times per month	6%	(16)	16%	(47)	29%	(82)	26%	(73)	24%	(69)	287
Watch Movies: About once per month	6%	(11)	14%	(26)	33%	(63)	24%	(45)	23%	(44)	189
Watch Movies: Less often than once per month	7%	(11)	12%	(19)	23%	(37)	29%	(47)	29%	(47)	162
Watch Movies: Never	7%	(14)	8%	(15)	21%	(41)	25%	(48)	39%	(76)	194
Watch Sporting Events: Every day	22%	(24)	30%	(33)	16%	(18)	18%	(19)	14%	(15)	109
Watch Sporting Events: Several times per week	13%	(36)	21%	(61)	25%	(73)	30%	(86)	12%	(33)	288
Watch Sporting Events: About once per week	8%	(20)	14%	(35)	34%	(83)	28%	(68)	14%	(35)	240
Watch Sporting Events: Several times per month	9%	(21)	14%	(32)	20%	(45)	31%	(69)	25%	(57)	225
Watch Sporting Events: About once per month	11%	(16)	14%	(21)	24%	(34)	23%	(33)	28%	(40)	144
Watch Sporting Events: Less often than once per month	7%	(28)	12%	(49)	30%	(119)	30%	(122)	21%	(83)	400
Watch Sporting Events: Never	7%	(59)	12%	(96)	24%	(193)	25%	(200)	31%	(245)	793
Cable TV: Currently subscribe	9%	(96)	16%	(168)	26%	(263)	28%	(289)	20%	(209)	1026
Cable TV: Subscribed in past	8%	(56)	15%	(103)	29%	(205)	26%	(182)	23%	(160)	706
Cable TV: Never subscribed	11%	(52)	12%	(55)	21%	(96)	27%	(126)	30%	(139)	468
Satellite TV: Currently subscribe	8%	(38)	17%	(81)	24%	(113)	27%	(128)	23%	(108)	469
Satellite TV: Subscribed in past	10%	(62)	17%	(104)	28%	(173)	28%	(178)	17%	(109)	626
Satellite TV: Never subscribed	9%	(104)	13%	(141)	25%	(279)	26%	(291)	26%	(290)	1106

Continued on next page

Table HR17_6: *Do you agree or disagree with the following statements?*
Police officers should not be portrayed in a sympathetic light

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	9%	(204)	15%	(326)	26%	(565)	27%	(598)	23%	(508)	2200
Streaming Services: Currently subscribe	9%	(128)	16%	(220)	26%	(360)	28%	(380)	21%	(285)	1372
Streaming Services: Subscribed in past	11%	(21)	22%	(42)	21%	(41)	23%	(45)	23%	(44)	192
Streaming Services: Never subscribed	9%	(56)	10%	(64)	26%	(164)	27%	(173)	28%	(180)	636
Film: An avid fan	11%	(77)	18%	(130)	25%	(185)	26%	(192)	20%	(143)	728
Film: A casual fan	8%	(98)	14%	(162)	27%	(323)	27%	(318)	24%	(292)	1193
Film: Not a fan	11%	(29)	12%	(33)	20%	(56)	31%	(88)	26%	(73)	280
Television: An avid fan	12%	(120)	15%	(150)	26%	(269)	29%	(303)	19%	(193)	1035
Television: A casual fan	7%	(71)	16%	(159)	26%	(257)	25%	(251)	26%	(257)	995
Television: Not a fan	8%	(13)	10%	(16)	23%	(39)	25%	(43)	34%	(58)	170
Music: An avid fan	12%	(133)	17%	(180)	25%	(265)	26%	(276)	20%	(216)	1070
Music: A casual fan	6%	(58)	13%	(128)	27%	(264)	28%	(279)	26%	(257)	985
Music: Not a fan	9%	(13)	13%	(18)	25%	(35)	30%	(43)	24%	(35)	144
Fashion: An avid fan	15%	(50)	20%	(66)	20%	(66)	23%	(76)	23%	(78)	336
Fashion: A casual fan	9%	(78)	16%	(142)	27%	(243)	25%	(226)	23%	(203)	892
Fashion: Not a fan	8%	(76)	12%	(118)	26%	(256)	30%	(295)	23%	(227)	973

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

Table HR17_7: *Do you agree or disagree with the following statements?*
Police officers should be portrayed as heroes in TV shows

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	16%	(353)	27%	(596)	21%	(464)	12%	(270)	24%	(517)	2200
Gender: Male	17%	(182)	29%	(307)	18%	(196)	12%	(126)	24%	(251)	1062
Gender: Female	15%	(171)	25%	(289)	24%	(268)	13%	(144)	23%	(266)	1138
Age: 18-34	12%	(79)	25%	(161)	23%	(154)	15%	(98)	25%	(163)	655
Age: 35-44	20%	(70)	23%	(81)	23%	(83)	14%	(50)	21%	(74)	358
Age: 45-64	16%	(123)	30%	(229)	17%	(129)	11%	(82)	25%	(187)	751
Age: 65+	19%	(81)	29%	(125)	22%	(98)	9%	(40)	21%	(93)	436
GenZers: 1997-2012	9%	(26)	22%	(64)	28%	(82)	18%	(54)	23%	(68)	294
Millennials: 1981-1996	16%	(87)	25%	(132)	23%	(123)	11%	(61)	25%	(132)	535
GenXers: 1965-1980	18%	(97)	28%	(148)	16%	(86)	13%	(71)	25%	(134)	536
Baby Boomers: 1946-1964	16%	(123)	30%	(224)	21%	(154)	10%	(78)	23%	(169)	748
PID: Dem (no lean)	12%	(101)	23%	(193)	26%	(217)	17%	(144)	21%	(171)	826
PID: Ind (no lean)	11%	(76)	24%	(167)	22%	(152)	12%	(83)	32%	(222)	700
PID: Rep (no lean)	26%	(175)	35%	(237)	14%	(95)	6%	(42)	18%	(125)	674
PID/Gender: Dem Men	15%	(58)	28%	(104)	17%	(63)	19%	(71)	21%	(80)	377
PID/Gender: Dem Women	10%	(43)	20%	(88)	34%	(154)	16%	(73)	20%	(91)	449
PID/Gender: Ind Men	12%	(44)	23%	(86)	24%	(89)	9%	(33)	32%	(117)	369
PID/Gender: Ind Women	10%	(32)	24%	(81)	19%	(63)	15%	(51)	32%	(105)	331
PID/Gender: Rep Men	25%	(79)	37%	(117)	14%	(45)	7%	(22)	17%	(54)	316
PID/Gender: Rep Women	27%	(96)	34%	(120)	14%	(51)	6%	(20)	20%	(71)	358
Ideo: Liberal (1-3)	10%	(67)	21%	(143)	30%	(205)	20%	(134)	20%	(137)	686
Ideo: Moderate (4)	13%	(78)	30%	(180)	21%	(130)	10%	(63)	26%	(157)	608
Ideo: Conservative (5-7)	27%	(198)	34%	(244)	14%	(99)	7%	(51)	18%	(128)	720
Educ: < College	17%	(256)	27%	(404)	20%	(308)	13%	(191)	23%	(353)	1512
Educ: Bachelors degree	13%	(56)	27%	(121)	21%	(93)	13%	(59)	26%	(115)	444
Educ: Post-grad	17%	(41)	29%	(72)	26%	(63)	8%	(20)	20%	(49)	244
Income: Under 50k	15%	(185)	25%	(309)	21%	(249)	13%	(160)	26%	(311)	1213
Income: 50k-100k	17%	(117)	29%	(202)	22%	(152)	11%	(75)	22%	(152)	698
Income: 100k+	18%	(51)	30%	(86)	22%	(63)	12%	(34)	19%	(55)	289
Ethnicity: White	16%	(284)	29%	(504)	21%	(366)	10%	(167)	23%	(401)	1722
Ethnicity: Hispanic	15%	(51)	25%	(86)	24%	(83)	16%	(55)	22%	(76)	349

Continued on next page

Table HR17_7: *Do you agree or disagree with the following statements?*
Police officers should be portrayed as heroes in TV shows

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	16%	(353)	27%	(596)	21%	(464)	12%	(270)	24%	(517)	2200
Ethnicity: Afr. Am.	15%	(41)	18%	(50)	17%	(47)	25%	(68)	25%	(68)	274
Ethnicity: Other	14%	(28)	21%	(42)	25%	(51)	17%	(35)	24%	(49)	204
All Christian	17%	(185)	31%	(334)	19%	(205)	10%	(113)	23%	(253)	1090
All Non-Christian	7%	(8)	41%	(44)	17%	(18)	14%	(15)	20%	(21)	106
Atheist	9%	(11)	19%	(22)	33%	(40)	20%	(24)	19%	(23)	121
Agnostic/Nothing in particular	17%	(149)	22%	(196)	23%	(200)	13%	(118)	25%	(220)	883
Religious Non-Protestant/Catholic	8%	(11)	40%	(53)	18%	(24)	12%	(16)	21%	(28)	132
Evangelical	22%	(124)	32%	(185)	15%	(84)	11%	(61)	20%	(117)	571
Non-Evangelical	17%	(137)	26%	(218)	21%	(175)	11%	(93)	25%	(203)	826
Community: Urban	13%	(74)	26%	(148)	21%	(123)	16%	(93)	24%	(136)	574
Community: Suburban	16%	(170)	29%	(298)	22%	(227)	10%	(104)	23%	(235)	1033
Community: Rural	19%	(110)	25%	(150)	19%	(114)	12%	(73)	25%	(146)	593
Employ: Private Sector	18%	(121)	31%	(207)	19%	(127)	12%	(82)	21%	(141)	679
Employ: Government	12%	(15)	28%	(36)	33%	(42)	15%	(19)	12%	(15)	126
Employ: Self-Employed	15%	(28)	23%	(42)	25%	(45)	15%	(27)	21%	(38)	181
Employ: Homemaker	11%	(13)	27%	(32)	17%	(20)	8%	(9)	38%	(46)	121
Employ: Retired	20%	(102)	28%	(144)	20%	(102)	11%	(58)	21%	(110)	517
Employ: Unemployed	13%	(42)	24%	(76)	23%	(72)	11%	(35)	28%	(89)	313
Employ: Other	17%	(20)	28%	(33)	16%	(19)	7%	(8)	33%	(39)	120
Military HH: Yes	18%	(69)	28%	(109)	19%	(74)	11%	(42)	23%	(90)	384
Military HH: No	16%	(284)	27%	(487)	21%	(390)	13%	(228)	24%	(427)	1816
RD/WT: Right Direction	25%	(155)	34%	(217)	13%	(82)	7%	(43)	21%	(132)	629
RD/WT: Wrong Track	13%	(198)	24%	(380)	24%	(381)	14%	(227)	25%	(385)	1571
Trump Job Approve	25%	(207)	36%	(298)	13%	(106)	5%	(44)	21%	(173)	828
Trump Job Disapprove	11%	(139)	22%	(292)	27%	(353)	17%	(222)	23%	(297)	1304
Trump Job Strongly Approve	32%	(151)	32%	(147)	11%	(51)	5%	(25)	20%	(93)	467
Trump Job Somewhat Approve	16%	(56)	42%	(151)	15%	(54)	5%	(19)	22%	(80)	361
Trump Job Somewhat Disapprove	15%	(41)	30%	(85)	26%	(72)	12%	(34)	18%	(51)	282
Trump Job Strongly Disapprove	10%	(98)	20%	(207)	28%	(281)	18%	(188)	24%	(247)	1022

Continued on next page

Table HR17_7: *Do you agree or disagree with the following statements?*
Police officers should be portrayed as heroes in TV shows

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	16%	(353)	27%	(596)	21%	(464)	12%	(270)	24%	(517)	2200
Favorable of Trump	26%	(211)	36%	(297)	13%	(109)	6%	(49)	19%	(159)	826
Unfavorable of Trump	10%	(128)	22%	(282)	27%	(342)	17%	(217)	24%	(300)	1269
Very Favorable of Trump	32%	(149)	33%	(154)	11%	(53)	6%	(27)	19%	(88)	471
Somewhat Favorable of Trump	18%	(62)	40%	(143)	16%	(56)	6%	(22)	20%	(72)	355
Somewhat Unfavorable of Trump	14%	(28)	34%	(67)	24%	(49)	9%	(18)	19%	(38)	199
Very Unfavorable of Trump	9%	(100)	20%	(216)	27%	(293)	19%	(199)	25%	(263)	1071
#1 Issue: Economy	16%	(112)	29%	(201)	19%	(135)	13%	(88)	24%	(165)	700
#1 Issue: Security	29%	(79)	30%	(82)	14%	(37)	6%	(16)	21%	(55)	268
#1 Issue: Health Care	15%	(59)	26%	(106)	22%	(90)	15%	(62)	22%	(89)	405
#1 Issue: Medicare / Social Security	16%	(50)	32%	(102)	21%	(68)	8%	(24)	24%	(76)	320
#1 Issue: Women's Issues	11%	(11)	14%	(13)	37%	(36)	22%	(21)	17%	(16)	97
#1 Issue: Education	9%	(12)	27%	(37)	19%	(26)	15%	(21)	29%	(40)	135
#1 Issue: Energy	11%	(11)	16%	(16)	34%	(34)	13%	(13)	26%	(26)	99
#1 Issue: Other	12%	(20)	23%	(40)	22%	(38)	15%	(26)	29%	(51)	176
2018 House Vote: Democrat	12%	(93)	24%	(191)	27%	(208)	17%	(134)	20%	(159)	784
2018 House Vote: Republican	26%	(163)	36%	(230)	15%	(92)	5%	(34)	18%	(112)	632
2018 House Vote: Someone else	12%	(9)	16%	(11)	23%	(16)	15%	(11)	33%	(23)	69
2016 Vote: Hillary Clinton	12%	(89)	26%	(185)	24%	(174)	16%	(114)	21%	(150)	711
2016 Vote: Donald Trump	25%	(168)	35%	(240)	16%	(106)	7%	(45)	18%	(121)	680
2016 Vote: Other	11%	(16)	24%	(35)	26%	(37)	13%	(18)	25%	(35)	141
2016 Vote: Didn't Vote	12%	(80)	20%	(136)	22%	(147)	14%	(93)	32%	(211)	667
Voted in 2014: Yes	19%	(238)	30%	(381)	20%	(260)	12%	(148)	20%	(250)	1277
Voted in 2014: No	12%	(114)	23%	(216)	22%	(204)	13%	(122)	29%	(267)	923
2012 Vote: Barack Obama	13%	(108)	26%	(221)	24%	(203)	14%	(121)	23%	(191)	844
2012 Vote: Mitt Romney	25%	(123)	37%	(179)	14%	(68)	6%	(27)	18%	(87)	485
2012 Vote: Other	13%	(11)	26%	(22)	16%	(13)	12%	(10)	33%	(27)	82
2012 Vote: Didn't Vote	14%	(107)	22%	(174)	23%	(179)	14%	(111)	27%	(211)	782

Continued on next page

Table HR17_7: *Do you agree or disagree with the following statements?*
Police officers should be portrayed as heroes in TV shows

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	16%	(353)	27%	(596)	21%	(464)	12%	(270)	24%	(517)	2200
4-Region: Northeast	16%	(63)	24%	(96)	24%	(93)	11%	(44)	25%	(98)	394
4-Region: Midwest	15%	(69)	30%	(140)	20%	(94)	11%	(52)	23%	(107)	462
4-Region: South	16%	(129)	29%	(235)	21%	(171)	12%	(100)	23%	(189)	824
4-Region: West	18%	(91)	24%	(125)	20%	(106)	14%	(74)	24%	(124)	520
Watch TV: Every day	17%	(186)	28%	(316)	21%	(230)	14%	(157)	20%	(226)	1115
Watch TV: Several times per week	14%	(72)	29%	(147)	23%	(118)	12%	(60)	22%	(114)	511
Watch TV: About once per week	14%	(23)	30%	(49)	27%	(44)	7%	(12)	22%	(36)	165
Watch TV: Several times per month	15%	(14)	18%	(17)	27%	(26)	11%	(11)	30%	(29)	97
Watch TV: Less often than once per month	19%	(18)	22%	(20)	19%	(17)	11%	(10)	30%	(28)	93
Watch TV: Never	18%	(32)	22%	(40)	11%	(21)	8%	(15)	41%	(74)	181
Watch Movies: Every day	17%	(68)	29%	(116)	18%	(71)	18%	(74)	18%	(74)	402
Watch Movies: Several times per week	16%	(99)	27%	(167)	24%	(151)	13%	(78)	20%	(121)	618
Watch Movies: About once per week	12%	(42)	34%	(117)	22%	(76)	11%	(38)	22%	(76)	348
Watch Movies: Several times per month	15%	(43)	25%	(72)	22%	(64)	9%	(27)	28%	(81)	287
Watch Movies: About once per month	23%	(44)	20%	(39)	22%	(42)	12%	(22)	22%	(42)	189
Watch Movies: Less often than once per month	17%	(27)	25%	(41)	18%	(29)	11%	(17)	29%	(47)	162
Watch Movies: Never	15%	(29)	23%	(45)	16%	(31)	6%	(12)	39%	(77)	194
Watch Sporting Events: Every day	25%	(28)	28%	(30)	19%	(21)	12%	(13)	15%	(17)	109
Watch Sporting Events: Several times per week	18%	(51)	36%	(105)	21%	(61)	11%	(33)	13%	(39)	288
Watch Sporting Events: About once per week	15%	(37)	31%	(75)	21%	(51)	14%	(34)	18%	(42)	240
Watch Sporting Events: Several times per month	12%	(27)	29%	(66)	19%	(44)	13%	(30)	26%	(58)	225
Watch Sporting Events: About once per month	17%	(24)	23%	(33)	13%	(19)	17%	(25)	30%	(43)	144
Watch Sporting Events: Less often than once per month	15%	(60)	28%	(110)	28%	(111)	9%	(37)	20%	(81)	400
Watch Sporting Events: Never	16%	(125)	22%	(177)	20%	(156)	12%	(97)	30%	(237)	793
Cable TV: Currently subscribe	16%	(165)	30%	(305)	20%	(206)	12%	(124)	22%	(226)	1026
Cable TV: Subscribed in past	15%	(103)	26%	(186)	23%	(161)	14%	(100)	22%	(156)	706
Cable TV: Never subscribed	18%	(84)	22%	(105)	21%	(97)	10%	(46)	29%	(135)	468
Satellite TV: Currently subscribe	20%	(92)	25%	(117)	19%	(91)	14%	(64)	22%	(104)	469
Satellite TV: Subscribed in past	15%	(92)	29%	(184)	23%	(144)	13%	(80)	20%	(126)	626
Satellite TV: Never subscribed	15%	(169)	27%	(296)	21%	(229)	11%	(125)	26%	(288)	1106

Continued on next page

Table HR17_7: *Do you agree or disagree with the following statements?*
Police officers should be portrayed as heroes in TV shows

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	16%	(353)	27%	(596)	21%	(464)	12%	(270)	24%	(517)	2200
Streaming Services: Currently subscribe	15%	(202)	28%	(378)	23%	(315)	13%	(182)	22%	(296)	1372
Streaming Services: Subscribed in past	20%	(39)	29%	(56)	19%	(36)	10%	(20)	22%	(43)	192
Streaming Services: Never subscribed	18%	(113)	26%	(163)	18%	(113)	11%	(68)	28%	(179)	636
Film: An avid fan	16%	(117)	28%	(207)	22%	(158)	14%	(105)	19%	(140)	728
Film: A casual fan	15%	(181)	26%	(315)	22%	(264)	11%	(135)	25%	(297)	1193
Film: Not a fan	20%	(55)	27%	(74)	15%	(41)	11%	(29)	28%	(80)	280
Television: An avid fan	19%	(194)	29%	(302)	21%	(218)	12%	(129)	18%	(191)	1035
Television: A casual fan	13%	(130)	26%	(260)	22%	(214)	13%	(129)	26%	(262)	995
Television: Not a fan	17%	(28)	20%	(34)	18%	(31)	7%	(12)	38%	(64)	170
Music: An avid fan	17%	(182)	25%	(269)	22%	(238)	15%	(159)	21%	(222)	1070
Music: A casual fan	14%	(141)	29%	(291)	20%	(201)	10%	(98)	26%	(255)	985
Music: Not a fan	20%	(29)	25%	(37)	18%	(25)	9%	(13)	28%	(41)	144
Fashion: An avid fan	18%	(59)	22%	(74)	21%	(70)	14%	(48)	25%	(85)	336
Fashion: A casual fan	14%	(124)	28%	(250)	23%	(206)	14%	(123)	21%	(189)	892
Fashion: Not a fan	18%	(170)	28%	(272)	19%	(188)	10%	(99)	25%	(244)	973

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

Table HR18: *As you may know, some actors who have appeared as police officers in TV shows have donated money to bail funds and other justice organizations in response to protests across the country following the murder of George Floyd. Do you support or oppose these actions?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	33%	(721)	20%	(430)	8%	(169)	17%	(365)	23%	(515)	2200
Gender: Male	32%	(339)	20%	(214)	8%	(89)	17%	(182)	22%	(238)	1062
Gender: Female	34%	(382)	19%	(216)	7%	(80)	16%	(184)	24%	(277)	1138
Age: 18-34	46%	(300)	18%	(115)	9%	(60)	8%	(54)	19%	(126)	655
Age: 35-44	36%	(129)	21%	(76)	7%	(24)	12%	(43)	24%	(86)	358
Age: 45-64	25%	(186)	20%	(150)	7%	(56)	23%	(171)	25%	(189)	751
Age: 65+	24%	(106)	21%	(90)	7%	(28)	23%	(98)	26%	(115)	436
GenZers: 1997-2012	49%	(145)	17%	(51)	12%	(35)	6%	(19)	15%	(44)	294
Millennials: 1981-1996	39%	(211)	20%	(107)	8%	(40)	10%	(51)	24%	(126)	535
GenXers: 1965-1980	32%	(170)	17%	(94)	6%	(32)	19%	(100)	26%	(140)	536
Baby Boomers: 1946-1964	23%	(175)	22%	(164)	8%	(57)	23%	(172)	24%	(180)	748
PID: Dem (no lean)	48%	(399)	23%	(187)	6%	(53)	6%	(53)	16%	(134)	826
PID: Ind (no lean)	30%	(210)	17%	(118)	9%	(65)	13%	(93)	31%	(214)	700
PID: Rep (no lean)	17%	(112)	19%	(125)	8%	(51)	32%	(219)	25%	(167)	674
PID/Gender: Dem Men	46%	(172)	24%	(91)	7%	(26)	8%	(30)	15%	(58)	377
PID/Gender: Dem Women	50%	(227)	21%	(96)	6%	(26)	5%	(23)	17%	(77)	449
PID/Gender: Ind Men	27%	(100)	16%	(60)	11%	(39)	16%	(58)	30%	(112)	369
PID/Gender: Ind Women	33%	(110)	18%	(58)	8%	(26)	11%	(35)	31%	(102)	331
PID/Gender: Rep Men	21%	(67)	20%	(63)	8%	(24)	30%	(94)	22%	(68)	316
PID/Gender: Rep Women	13%	(45)	17%	(62)	8%	(27)	35%	(125)	28%	(99)	358
Ideo: Liberal (1-3)	58%	(400)	20%	(135)	5%	(32)	4%	(30)	13%	(89)	686
Ideo: Moderate (4)	27%	(162)	29%	(174)	8%	(47)	13%	(77)	24%	(147)	608
Ideo: Conservative (5-7)	16%	(115)	14%	(104)	11%	(79)	34%	(248)	24%	(174)	720
Educ: < College	31%	(474)	19%	(283)	8%	(119)	17%	(265)	25%	(372)	1512
Educ: Bachelors degree	34%	(151)	21%	(95)	8%	(35)	15%	(68)	21%	(95)	444
Educ: Post-grad	39%	(96)	21%	(52)	6%	(15)	14%	(33)	20%	(48)	244
Income: Under 50k	32%	(387)	19%	(236)	8%	(93)	15%	(186)	26%	(311)	1213
Income: 50k-100k	34%	(237)	19%	(130)	8%	(54)	18%	(126)	22%	(150)	698
Income: 100k+	33%	(96)	22%	(65)	8%	(22)	18%	(53)	18%	(53)	289
Ethnicity: White	28%	(483)	20%	(343)	8%	(138)	19%	(321)	25%	(436)	1722
Ethnicity: Hispanic	46%	(159)	20%	(70)	9%	(31)	8%	(28)	17%	(61)	349

Continued on next page

Table HR18: *As you may know, some actors who have appeared as police officers in TV shows have donated money to bail funds and other justice organizations in response to protests across the country following the murder of George Floyd. Do you support or oppose these actions?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	33%	(721)	20%	(430)	8%	(169)	17%	(365)	23%	(515)	2200
Ethnicity: Afr. Am.	51%	(140)	15%	(42)	6%	(17)	11%	(30)	17%	(46)	274
Ethnicity: Other	48%	(97)	22%	(45)	7%	(14)	7%	(15)	16%	(32)	204
All Christian	28%	(308)	20%	(221)	7%	(79)	20%	(222)	24%	(260)	1090
All Non-Christian	38%	(40)	26%	(27)	8%	(8)	10%	(11)	18%	(19)	106
Atheist	53%	(64)	18%	(22)	1%	(2)	12%	(15)	15%	(18)	121
Agnostic/Nothing in particular	35%	(308)	18%	(160)	9%	(80)	13%	(118)	25%	(217)	883
Religious Non-Protestant/Catholic	32%	(42)	25%	(32)	7%	(10)	13%	(17)	23%	(30)	132
Evangelical	27%	(153)	18%	(100)	7%	(39)	22%	(128)	26%	(150)	571
Non-Evangelical	32%	(267)	20%	(166)	8%	(69)	16%	(135)	23%	(188)	826
Community: Urban	38%	(215)	22%	(129)	8%	(49)	11%	(61)	21%	(121)	574
Community: Suburban	34%	(350)	19%	(197)	6%	(63)	18%	(188)	23%	(235)	1033
Community: Rural	26%	(155)	18%	(104)	10%	(57)	20%	(117)	27%	(159)	593
Employ: Private Sector	33%	(223)	23%	(158)	8%	(57)	17%	(114)	19%	(126)	679
Employ: Government	32%	(41)	20%	(26)	12%	(15)	14%	(17)	22%	(28)	126
Employ: Self-Employed	37%	(67)	20%	(37)	8%	(15)	13%	(24)	21%	(38)	181
Employ: Homemaker	27%	(32)	10%	(12)	5%	(7)	20%	(24)	38%	(46)	121
Employ: Retired	24%	(122)	19%	(101)	7%	(34)	25%	(130)	25%	(130)	517
Employ: Unemployed	38%	(120)	20%	(62)	5%	(15)	9%	(28)	28%	(89)	313
Employ: Other	35%	(42)	13%	(16)	5%	(5)	17%	(20)	30%	(35)	120
Military HH: Yes	27%	(102)	19%	(71)	8%	(29)	23%	(87)	25%	(94)	384
Military HH: No	34%	(619)	20%	(359)	8%	(140)	15%	(279)	23%	(421)	1816
RD/WT: Right Direction	23%	(143)	16%	(103)	8%	(52)	29%	(181)	24%	(151)	629
RD/WT: Wrong Track	37%	(578)	21%	(327)	7%	(117)	12%	(184)	23%	(364)	1571
Trump Job Approve	16%	(129)	16%	(132)	10%	(80)	34%	(278)	25%	(209)	828
Trump Job Disapprove	45%	(586)	23%	(293)	7%	(86)	7%	(85)	19%	(252)	1304
Trump Job Strongly Approve	18%	(84)	9%	(43)	6%	(29)	45%	(209)	22%	(102)	467
Trump Job Somewhat Approve	13%	(45)	25%	(89)	14%	(51)	19%	(69)	30%	(107)	361
Trump Job Somewhat Disapprove	28%	(80)	28%	(79)	11%	(32)	11%	(30)	22%	(61)	282
Trump Job Strongly Disapprove	50%	(506)	21%	(214)	5%	(54)	5%	(55)	19%	(191)	1022

Continued on next page

Table HR18: *As you may know, some actors who have appeared as police officers in TV shows have donated money to bail funds and other justice organizations in response to protests across the country following the murder of George Floyd. Do you support or oppose these actions?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	33%	(721)	20%	(430)	8%	(169)	17%	(365)	23%	(515)	2200
Favorable of Trump	17%	(140)	16%	(133)	9%	(73)	34%	(278)	24%	(202)	826
Unfavorable of Trump	44%	(556)	23%	(290)	7%	(88)	7%	(87)	20%	(249)	1269
Very Favorable of Trump	17%	(79)	10%	(49)	7%	(34)	44%	(209)	21%	(100)	471
Somewhat Favorable of Trump	17%	(61)	24%	(84)	11%	(39)	19%	(69)	29%	(102)	355
Somewhat Unfavorable of Trump	20%	(39)	30%	(59)	15%	(29)	10%	(21)	25%	(50)	199
Very Unfavorable of Trump	48%	(516)	22%	(230)	5%	(58)	6%	(67)	19%	(199)	1071
#1 Issue: Economy	30%	(212)	22%	(152)	9%	(63)	17%	(117)	22%	(156)	700
#1 Issue: Security	16%	(43)	14%	(39)	7%	(20)	37%	(100)	25%	(66)	268
#1 Issue: Health Care	39%	(157)	21%	(83)	6%	(23)	12%	(47)	23%	(94)	405
#1 Issue: Medicare / Social Security	29%	(91)	21%	(66)	8%	(26)	16%	(51)	27%	(85)	320
#1 Issue: Women's Issues	61%	(59)	9%	(9)	11%	(11)	7%	(7)	11%	(11)	97
#1 Issue: Education	39%	(52)	18%	(24)	5%	(7)	9%	(12)	29%	(39)	135
#1 Issue: Energy	42%	(41)	20%	(20)	7%	(7)	6%	(6)	24%	(24)	99
#1 Issue: Other	36%	(64)	20%	(36)	7%	(13)	14%	(25)	22%	(39)	176
2018 House Vote: Democrat	49%	(382)	25%	(200)	4%	(31)	7%	(54)	15%	(117)	784
2018 House Vote: Republican	15%	(92)	16%	(100)	9%	(57)	37%	(233)	24%	(149)	632
2018 House Vote: Someone else	26%	(18)	18%	(12)	14%	(10)	11%	(8)	31%	(21)	69
2016 Vote: Hillary Clinton	48%	(344)	25%	(176)	5%	(32)	7%	(47)	16%	(112)	711
2016 Vote: Donald Trump	14%	(97)	17%	(116)	9%	(59)	36%	(244)	24%	(164)	680
2016 Vote: Other	28%	(40)	23%	(32)	5%	(8)	13%	(18)	31%	(43)	141
2016 Vote: Didn't Vote	36%	(240)	16%	(105)	11%	(70)	9%	(57)	29%	(196)	667
Voted in 2014: Yes	32%	(405)	20%	(262)	7%	(84)	21%	(267)	20%	(260)	1277
Voted in 2014: No	34%	(316)	18%	(169)	9%	(85)	11%	(98)	28%	(255)	923
2012 Vote: Barack Obama	43%	(365)	24%	(203)	6%	(52)	9%	(73)	18%	(150)	844
2012 Vote: Mitt Romney	12%	(59)	17%	(82)	8%	(38)	38%	(187)	25%	(120)	485
2012 Vote: Other	10%	(8)	15%	(12)	9%	(7)	29%	(24)	37%	(30)	82
2012 Vote: Didn't Vote	36%	(284)	17%	(133)	9%	(71)	10%	(81)	27%	(213)	782

Continued on next page

Table HR18: *As you may know, some actors who have appeared as police officers in TV shows have donated money to bail funds and other justice organizations in response to protests across the country following the murder of George Floyd. Do you support or oppose these actions?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	33%	(721)	20%	(430)	8%	(169)	17%	(365)	23%	(515)	2200
4-Region: Northeast	40%	(156)	19%	(76)	6%	(25)	15%	(61)	19%	(76)	394
4-Region: Midwest	28%	(128)	21%	(95)	7%	(31)	18%	(84)	27%	(123)	462
4-Region: South	33%	(268)	19%	(153)	8%	(68)	16%	(130)	25%	(205)	824
4-Region: West	32%	(168)	20%	(106)	9%	(45)	17%	(91)	21%	(110)	520
Watch TV: Every day	35%	(390)	20%	(223)	6%	(68)	18%	(205)	21%	(229)	1115
Watch TV: Several times per week	34%	(176)	19%	(99)	9%	(48)	14%	(72)	23%	(117)	511
Watch TV: About once per week	32%	(52)	25%	(41)	12%	(19)	11%	(19)	20%	(34)	165
Watch TV: Several times per month	23%	(22)	25%	(24)	12%	(12)	15%	(15)	25%	(24)	97
Watch TV: Less often than once per month	27%	(25)	12%	(12)	7%	(6)	20%	(18)	34%	(32)	93
Watch TV: Never	24%	(43)	13%	(24)	8%	(14)	16%	(29)	39%	(71)	181
Watch Movies: Every day	42%	(168)	18%	(74)	7%	(30)	15%	(60)	18%	(71)	402
Watch Movies: Several times per week	36%	(220)	19%	(118)	9%	(56)	15%	(95)	21%	(129)	618
Watch Movies: About once per week	31%	(109)	21%	(72)	8%	(27)	16%	(56)	24%	(83)	348
Watch Movies: Several times per month	27%	(77)	25%	(71)	7%	(19)	17%	(48)	25%	(73)	287
Watch Movies: About once per month	31%	(58)	22%	(41)	8%	(14)	22%	(41)	19%	(35)	189
Watch Movies: Less often than once per month	28%	(45)	20%	(32)	5%	(8)	17%	(27)	31%	(50)	162
Watch Movies: Never	23%	(44)	12%	(22)	8%	(15)	20%	(38)	38%	(74)	194
Watch Sporting Events: Every day	42%	(46)	21%	(23)	6%	(6)	14%	(16)	17%	(18)	109
Watch Sporting Events: Several times per week	34%	(98)	21%	(60)	9%	(27)	17%	(48)	19%	(56)	288
Watch Sporting Events: About once per week	37%	(88)	22%	(53)	10%	(25)	14%	(33)	17%	(42)	240
Watch Sporting Events: Several times per month	28%	(63)	17%	(39)	9%	(20)	20%	(46)	25%	(57)	225
Watch Sporting Events: About once per month	38%	(54)	19%	(27)	9%	(13)	9%	(13)	26%	(37)	144
Watch Sporting Events: Less often than once per month	30%	(119)	24%	(95)	8%	(32)	17%	(67)	22%	(87)	400
Watch Sporting Events: Never	32%	(252)	17%	(133)	6%	(46)	18%	(143)	28%	(218)	793
Cable TV: Currently subscribe	35%	(360)	19%	(197)	7%	(69)	17%	(172)	22%	(228)	1026
Cable TV: Subscribed in past	32%	(223)	20%	(144)	9%	(61)	17%	(123)	22%	(155)	706
Cable TV: Never subscribed	29%	(138)	19%	(89)	8%	(39)	15%	(71)	28%	(131)	468
Satellite TV: Currently subscribe	31%	(146)	23%	(107)	6%	(29)	20%	(91)	20%	(96)	469
Satellite TV: Subscribed in past	31%	(193)	19%	(119)	10%	(65)	17%	(105)	23%	(144)	626
Satellite TV: Never subscribed	35%	(382)	19%	(205)	7%	(75)	15%	(169)	25%	(276)	1106

Continued on next page

Table HR18: *As you may know, some actors who have appeared as police officers in TV shows have donated money to bail funds and other justice organizations in response to protests across the country following the murder of George Floyd. Do you support or oppose these actions?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	33%	(721)	20%	(430)	8%	(169)	17%	(365)	23%	(515)	2200
Streaming Services: Currently subscribe	36%	(492)	20%	(270)	7%	(101)	15%	(209)	22%	(300)	1372
Streaming Services: Subscribed in past	28%	(54)	23%	(45)	11%	(20)	19%	(37)	19%	(36)	192
Streaming Services: Never subscribed	27%	(174)	18%	(116)	7%	(48)	19%	(120)	28%	(179)	636
Film: An avid fan	41%	(299)	20%	(142)	7%	(48)	15%	(107)	18%	(131)	728
Film: A casual fan	31%	(367)	20%	(237)	8%	(94)	16%	(195)	25%	(300)	1193
Film: Not a fan	19%	(54)	18%	(51)	10%	(27)	23%	(64)	30%	(84)	280
Television: An avid fan	37%	(383)	21%	(213)	7%	(68)	16%	(165)	20%	(206)	1035
Television: A casual fan	31%	(305)	20%	(199)	8%	(76)	17%	(168)	25%	(248)	995
Television: Not a fan	19%	(33)	11%	(19)	15%	(25)	19%	(32)	36%	(61)	170
Music: An avid fan	40%	(428)	19%	(200)	7%	(75)	14%	(150)	20%	(217)	1070
Music: A casual fan	27%	(266)	20%	(200)	8%	(76)	20%	(193)	25%	(250)	985
Music: Not a fan	19%	(28)	21%	(30)	12%	(18)	15%	(22)	33%	(47)	144
Fashion: An avid fan	47%	(158)	21%	(72)	5%	(18)	8%	(26)	18%	(62)	336
Fashion: A casual fan	35%	(312)	21%	(184)	9%	(77)	14%	(121)	22%	(197)	892
Fashion: Not a fan	26%	(251)	18%	(174)	8%	(74)	22%	(218)	26%	(256)	973

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	Tota
Adults	51% (1115)	23% (511)	7% (165)	4% (97)	2% (39)	4% (93)	8% (181)	220
Gender: Male	47% (497)	25% (264)	9% (92)	4% (43)	1% (13)	6% (59)	9% (95)	106
Gender: Female	54% (619)	22% (247)	6% (73)	5% (54)	2% (26)	3% (33)	8% (86)	113
Age: 18-34	45% (296)	26% (172)	11% (71)	5% (30)	2% (14)	4% (23)	8% (49)	65
Age: 35-44	48% (171)	26% (92)	7% (26)	5% (17)	2% (7)	7% (23)	6% (21)	35
Age: 45-64	53% (397)	23% (176)	6% (46)	4% (33)	1% (11)	5% (36)	7% (51)	7
Age: 65+	58% (251)	16% (71)	5% (21)	4% (17)	2% (7)	2% (10)	14% (60)	43
GenZers: 1997-2012	39% (115)	30% (88)	12% (35)	4% (11)	3% (10)	7% (19)	5% (16)	29
Millennials: 1981-1996	49% (263)	24% (130)	9% (50)	6% (30)	1% (7)	2% (13)	8% (43)	53
GenXers: 1965-1980	48% (257)	26% (140)	7% (39)	4% (23)	2% (11)	6% (34)	6% (33)	53
Baby Boomers: 1946-1964	58% (434)	19% (143)	5% (34)	4% (31)	1% (11)	3% (23)	9% (71)	74
PID: Dem (no lean)	55% (457)	22% (181)	8% (64)	4% (32)	1% (12)	4% (29)	6% (50)	82
PID: Ind (no lean)	43% (304)	25% (174)	7% (51)	6% (44)	3% (18)	6% (41)	10% (68)	70
PID: Rep (no lean)	53% (354)	23% (156)	7% (49)	3% (21)	1% (9)	3% (22)	9% (63)	67
PID/Gender: Dem Men	53% (199)	24% (92)	7% (28)	3% (13)	2% (6)	5% (18)	6% (21)	37
PID/Gender: Dem Women	57% (258)	20% (89)	8% (37)	4% (19)	1% (6)	3% (11)	6% (29)	44
PID/Gender: Ind Men	39% (144)	26% (94)	9% (32)	5% (20)	2% (6)	8% (30)	11% (42)	36
PID/Gender: Ind Women	48% (159)	24% (79)	6% (19)	7% (24)	4% (12)	3% (11)	8% (26)	3
PID/Gender: Rep Men	48% (153)	25% (77)	10% (32)	3% (10)	— (1)	4% (12)	10% (31)	31
PID/Gender: Rep Women	56% (201)	22% (79)	5% (17)	3% (11)	2% (7)	3% (10)	9% (32)	35
Ideo: Liberal (1-3)	54% (373)	25% (170)	7% (50)	3% (23)	2% (12)	3% (24)	5% (35)	68
Ideo: Moderate (4)	50% (303)	23% (143)	9% (56)	5% (33)	1% (7)	3% (16)	8% (50)	60
Ideo: Conservative (5-7)	50% (359)	24% (172)	6% (43)	4% (31)	2% (14)	5% (34)	9% (66)	72
Educ: < College	51% (766)	21% (322)	7% (111)	4% (68)	2% (27)	5% (70)	10% (149)	15
Educ: Bachelors degree	52% (230)	28% (125)	7% (33)	3% (13)	1% (7)	4% (16)	5% (20)	44
Educ: Post-grad	49% (119)	26% (64)	9% (21)	6% (16)	2% (5)	3% (7)	5% (12)	24
Income: Under 50k	50% (611)	20% (244)	8% (93)	5% (61)	2% (23)	5% (62)	10% (120)	12
Income: 50k-100k	51% (354)	26% (183)	8% (53)	4% (27)	1% (8)	3% (23)	7% (49)	69
Income: 100k+	52% (150)	29% (85)	6% (18)	3% (9)	3% (7)	3% (8)	4% (12)	28

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	Tota
Adults	51% (1115)	23% (511)	7% (165)	4% (97)	2% (39)	4% (93)	8% (181)	220
Ethnicity: White	52% (900)	23% (389)	7% (123)	4% (75)	2% (30)	4% (61)	8% (145)	172
Ethnicity: Hispanic	48% (167)	28% (97)	9% (32)	2% (8)	1% (4)	5% (18)	6% (22)	34
Ethnicity: Afr. Am.	54% (148)	20% (56)	7% (18)	4% (12)	2% (6)	4% (11)	9% (24)	27
Ethnicity: Other	33% (67)	32% (66)	12% (23)	5% (11)	2% (3)	10% (21)	6% (13)	20
All Christian	55% (597)	22% (238)	6% (66)	3% (37)	2% (20)	4% (45)	8% (87)	109
All Non-Christian	46% (48)	20% (21)	9% (9)	8% (9)	3% (4)	5% (5)	9% (9)	10
Atheist	52% (63)	27% (33)	7% (8)	6% (8)	2% (2)	1% (1)	4% (5)	1
Agnostic/Nothing in particular	46% (407)	25% (219)	9% (81)	5% (43)	1% (13)	5% (41)	9% (80)	88
Religious Non-Protestant/Catholic	46% (60)	20% (27)	9% (12)	7% (10)	3% (5)	5% (7)	9% (11)	13
Evangelical	50% (284)	24% (136)	7% (37)	4% (25)	2% (9)	4% (22)	10% (57)	5
Non-Evangelical	54% (444)	22% (183)	7% (54)	3% (28)	2% (20)	4% (35)	7% (62)	82
Community: Urban	51% (292)	23% (132)	9% (51)	4% (21)	3% (16)	3% (19)	7% (43)	57
Community: Suburban	52% (539)	24% (244)	7% (74)	4% (40)	1% (14)	4% (42)	8% (82)	103
Community: Rural	48% (285)	23% (136)	7% (40)	6% (36)	1% (9)	5% (32)	10% (56)	59
Employ: Private Sector	45% (308)	31% (208)	9% (62)	4% (29)	1% (7)	3% (22)	6% (42)	67
Employ: Government	45% (56)	32% (40)	11% (14)	5% (7)	1% (1)	4% (5)	2% (3)	12
Employ: Self-Employed	49% (88)	21% (38)	9% (17)	7% (13)	2% (3)	6% (10)	6% (11)	1
Employ: Homemaker	55% (67)	16% (19)	10% (12)	4% (5)	4% (5)	3% (4)	7% (9)	1
Employ: Retired	60% (313)	16% (82)	3% (17)	3% (18)	2% (8)	4% (20)	11% (59)	5
Employ: Unemployed	51% (159)	20% (64)	6% (20)	5% (16)	1% (2)	5% (16)	11% (36)	3
Employ: Other	50% (60)	18% (22)	6% (7)	6% (7)	3% (3)	8% (10)	9% (11)	12
Military HH: Yes	54% (205)	20% (78)	8% (29)	3% (10)	2% (6)	5% (20)	9% (35)	38
Military HH: No	50% (910)	24% (433)	7% (136)	5% (87)	2% (33)	4% (73)	8% (146)	18
RD/WT: Right Direction	49% (308)	21% (132)	8% (50)	4% (23)	3% (17)	3% (19)	13% (81)	62
RD/WT: Wrong Track	51% (807)	24% (379)	7% (115)	5% (74)	1% (22)	5% (73)	6% (100)	15
Trump Job Approve	49% (402)	23% (188)	7% (56)	4% (34)	2% (19)	5% (40)	11% (89)	82
Trump Job Disapprove	53% (695)	24% (308)	8% (103)	4% (58)	1% (15)	4% (47)	6% (78)	130

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	Tota
Adults	51% (1115)	23% (511)	7% (165)	4% (97)	2% (39)	4% (93)	8% (181)	220
Trump Job Strongly Approve	50% (234)	21% (98)	8% (36)	3% (16)	2% (8)	4% (21)	12% (54)	46
Trump Job Somewhat Approve	47% (168)	25% (90)	5% (20)	5% (18)	3% (11)	5% (19)	10% (35)	3
Trump Job Somewhat Disapprove	49% (137)	23% (63)	11% (31)	7% (19)	1% (1)	4% (10)	7% (20)	28
Trump Job Strongly Disapprove	55% (558)	24% (244)	7% (72)	4% (39)	1% (14)	4% (37)	6% (58)	102
Favorable of Trump	50% (412)	23% (190)	7% (57)	4% (32)	2% (14)	4% (35)	10% (87)	82
Unfavorable of Trump	53% (674)	23% (296)	8% (100)	5% (58)	2% (20)	4% (51)	6% (71)	126
Very Favorable of Trump	53% (250)	21% (99)	7% (33)	3% (15)	2% (8)	4% (20)	10% (47)	4
Somewhat Favorable of Trump	46% (162)	26% (91)	7% (24)	5% (17)	2% (6)	4% (16)	11% (39)	35
Somewhat Unfavorable of Trump	48% (96)	23% (45)	11% (21)	7% (15)	2% (5)	4% (9)	4% (9)	19
Very Unfavorable of Trump	54% (579)	23% (251)	7% (78)	4% (43)	1% (15)	4% (42)	6% (63)	10
#1 Issue: Economy	49% (344)	25% (176)	6% (44)	4% (28)	2% (16)	4% (30)	9% (62)	70
#1 Issue: Security	52% (139)	23% (63)	7% (20)	3% (8)	2% (6)	5% (13)	7% (19)	26
#1 Issue: Health Care	50% (203)	26% (106)	9% (38)	4% (17)	1% (3)	3% (14)	5% (22)	40
#1 Issue: Medicare / Social Security	58% (185)	14% (44)	5% (17)	7% (21)	1% (4)	3% (9)	12% (40)	32
#1 Issue: Women's Issues	60% (58)	14% (13)	11% (11)	5% (5)	2% (2)	2% (2)	6% (5)	9
#1 Issue: Education	41% (55)	31% (42)	11% (15)	3% (4)	3% (4)	8% (11)	3% (4)	13
#1 Issue: Energy	42% (41)	28% (27)	6% (6)	2% (2)	1% (1)	8% (8)	14% (13)	9
#1 Issue: Other	50% (89)	22% (39)	8% (14)	6% (11)	1% (2)	3% (6)	9% (15)	17
2018 House Vote: Democrat	58% (451)	23% (180)	6% (46)	4% (30)	1% (8)	4% (28)	5% (41)	78
2018 House Vote: Republican	52% (329)	24% (154)	5% (34)	4% (24)	2% (11)	4% (24)	9% (56)	63
2018 House Vote: Someone else	54% (37)	19% (13)	7% (5)	7% (5)	— (0)	1% (1)	12% (8)	6
2016 Vote: Hillary Clinton	58% (416)	22% (153)	5% (39)	5% (33)	1% (8)	3% (19)	6% (45)	7
2016 Vote: Donald Trump	52% (357)	25% (169)	6% (44)	3% (20)	1% (10)	3% (23)	8% (57)	68
2016 Vote: Other	47% (66)	27% (38)	6% (9)	5% (8)	1% (2)	6% (8)	8% (11)	1
2016 Vote: Didn't Vote	41% (276)	23% (151)	11% (73)	5% (37)	3% (19)	6% (43)	10% (69)	66
Voted in 2014: Yes	56% (717)	23% (290)	5% (70)	4% (52)	2% (21)	3% (37)	7% (91)	127
Voted in 2014: No	43% (398)	24% (221)	10% (95)	5% (45)	2% (18)	6% (55)	10% (89)	92

Continued on next page

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

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Tota
Adults	51% (1115)	23% (511)	7% (165)	4% (97)	2% (39)	4% (93)	8% (181)	220
2012 Vote: Barack Obama	56% (469)	23% (192)	7% (57)	4% (37)	2% (15)	3% (27)	6% (47)	84
2012 Vote: Mitt Romney	54% (263)	23% (112)	5% (25)	4% (18)	2% (9)	3% (16)	9% (42)	48
2012 Vote: Other	43% (35)	27% (22)	4% (4)	7% (5)	2% (2)	7% (6)	11% (9)	8
2012 Vote: Didn't Vote	44% (347)	23% (183)	10% (80)	5% (37)	2% (13)	6% (44)	10% (80)	78
4-Region: Northeast	58% (227)	19% (76)	6% (24)	4% (17)	1% (5)	5% (19)	6% (24)	39
4-Region: Midwest	50% (233)	24% (112)	5% (21)	4% (17)	1% (5)	7% (32)	9% (41)	46
4-Region: South	48% (397)	26% (211)	7% (58)	6% (47)	1% (12)	3% (24)	9% (76)	82
4-Region: West	50% (258)	22% (112)	12% (61)	3% (15)	3% (16)	3% (17)	8% (40)	52
Watch TV: Every day	100% (1115)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	11
Watch TV: Several times per week	— (0)	100% (511)	— (0)	— (0)	— (0)	— (0)	— (0)	5
Watch TV: About once per week	— (0)	— (0)	100% (165)	— (0)	— (0)	— (0)	— (0)	16
Watch TV: Several times per month	— (0)	— (0)	— (0)	100% (97)	— (0)	— (0)	— (0)	9
Watch TV: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (93)	— (0)	9
Watch TV: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (181)	1
Watch Movies: Every day	78% (313)	10% (39)	5% (19)	1% (4)	— (1)	2% (8)	5% (18)	40
Watch Movies: Several times per week	52% (323)	38% (234)	6% (35)	2% (10)	1% (4)	1% (6)	1% (6)	6
Watch Movies: About once per week	49% (170)	29% (102)	15% (51)	3% (10)	— (1)	1% (4)	3% (10)	34
Watch Movies: Several times per month	42% (121)	23% (67)	10% (28)	17% (50)	2% (6)	4% (10)	2% (5)	28
Watch Movies: About once per month	39% (74)	18% (34)	13% (25)	8% (16)	11% (21)	7% (14)	3% (5)	18
Watch Movies: Less often than once per month	44% (70)	15% (25)	3% (5)	3% (5)	2% (4)	25% (40)	8% (13)	16
Watch Movies: Never	22% (43)	5% (10)	2% (4)	1% (3)	1% (3)	5% (10)	63% (123)	19
Watch Sporting Events: Every day	79% (86)	14% (15)	3% (4)	1% (1)	— (0)	3% (3)	1% (1)	10
Watch Sporting Events: Several times per week	57% (165)	32% (91)	7% (19)	2% (6)	1% (2)	1% (3)	1% (2)	28
Watch Sporting Events: About once per week	60% (145)	26% (61)	12% (29)	1% (2)	— (0)	1% (2)	— (1)	24
Watch Sporting Events: Several times per month	59% (132)	25% (56)	6% (14)	6% (14)	1% (3)	1% (2)	1% (3)	22
Watch Sporting Events: About once per month	51% (74)	19% (28)	10% (14)	12% (17)	5% (8)	2% (3)	1% (1)	14
Watch Sporting Events: Less often than once per month	47% (186)	27% (109)	8% (32)	5% (19)	2% (8)	10% (38)	2% (8)	40
Watch Sporting Events: Never	41% (327)	19% (151)	7% (52)	5% (39)	2% (17)	5% (41)	21% (165)	79

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	Tota
Adults	51% (1115)	23% (511)	7% (165)	4% (97)	2% (39)	4% (93)	8% (181)	220
Cable TV: Currently subscribe	55% (564)	22% (225)	8% (79)	4% (39)	1% (12)	4% (43)	6% (65)	102
Cable TV: Subscribed in past	51% (362)	24% (172)	7% (48)	5% (36)	2% (14)	5% (32)	6% (42)	70
Cable TV: Never subscribed	40% (189)	24% (114)	8% (39)	5% (22)	3% (12)	4% (18)	16% (74)	46
Satellite TV: Currently subscribe	52% (244)	25% (119)	6% (28)	3% (16)	1% (6)	4% (19)	8% (35)	46
Satellite TV: Subscribed in past	49% (307)	27% (169)	7% (42)	6% (36)	2% (11)	4% (22)	6% (40)	62
Satellite TV: Never subscribed	51% (564)	20% (223)	9% (95)	4% (45)	2% (22)	5% (51)	10% (106)	110
Streaming Services: Currently subscribe	53% (726)	27% (369)	7% (93)	4% (57)	2% (21)	4% (50)	4% (56)	137
Streaming Services: Subscribed in past	35% (68)	22% (43)	16% (32)	7% (13)	4% (8)	8% (16)	7% (14)	19
Streaming Services: Never subscribed	51% (322)	16% (100)	6% (40)	4% (27)	2% (10)	4% (27)	17% (110)	63
Film: An avid fan	63% (457)	22% (158)	5% (34)	3% (23)	1% (8)	2% (13)	5% (36)	72
Film: A casual fan	44% (527)	26% (305)	10% (115)	5% (64)	2% (25)	5% (62)	8% (95)	119
Film: Not a fan	47% (131)	17% (48)	6% (16)	4% (10)	2% (6)	6% (18)	18% (50)	28
Television: An avid fan	68% (709)	19% (196)	4% (41)	2% (22)	1% (8)	1% (11)	5% (50)	103
Television: A casual fan	39% (385)	29% (287)	11% (107)	7% (66)	3% (27)	6% (56)	7% (67)	99
Television: Not a fan	13% (22)	16% (27)	10% (17)	6% (10)	2% (3)	15% (26)	38% (64)	17
Music: An avid fan	54% (578)	24% (254)	5% (58)	4% (46)	2% (20)	4% (44)	7% (71)	107
Music: A casual fan	49% (481)	24% (233)	9% (89)	5% (49)	2% (18)	4% (39)	8% (77)	98
Music: Not a fan	39% (56)	16% (23)	12% (18)	2% (3)	— (1)	7% (10)	23% (33)	14
Fashion: An avid fan	52% (176)	20% (67)	9% (29)	3% (12)	2% (5)	5% (17)	9% (30)	33
Fashion: A casual fan	52% (464)	26% (230)	7% (64)	6% (50)	2% (19)	2% (18)	5% (46)	89
Fashion: Not a fan	49% (475)	22% (214)	7% (72)	4% (35)	1% (14)	6% (57)	11% (105)	97

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	Tota
Adults	18% (402)	28% (618)	16% (348)	13% (287)	9% (189)	7% (162)	9% (194)	220
Gender: Male	21% (228)	29% (309)	15% (163)	10% (110)	8% (85)	6% (68)	9% (99)	106
Gender: Female	15% (175)	27% (308)	16% (185)	16% (177)	9% (104)	8% (94)	8% (95)	113
Age: 18-34	19% (124)	31% (204)	18% (115)	13% (85)	9% (57)	5% (30)	6% (40)	65
Age: 35-44	25% (91)	33% (119)	13% (46)	9% (32)	10% (36)	5% (18)	4% (14)	35
Age: 45-64	16% (118)	28% (209)	16% (118)	15% (113)	7% (56)	10% (77)	8% (60)	7
Age: 65+	16% (70)	20% (86)	16% (68)	13% (57)	9% (40)	8% (36)	18% (80)	43
GenZers: 1997-2012	17% (51)	33% (96)	17% (49)	14% (42)	9% (27)	6% (18)	4% (11)	29
Millennials: 1981-1996	21% (114)	33% (174)	17% (90)	11% (60)	8% (44)	3% (18)	6% (34)	53
GenXers: 1965-1980	21% (115)	30% (159)	14% (74)	11% (60)	9% (48)	9% (47)	6% (34)	53
Baby Boomers: 1946-1964	15% (112)	23% (173)	16% (122)	15% (115)	8% (62)	10% (73)	12% (91)	74
PID: Dem (no lean)	19% (156)	29% (236)	17% (140)	13% (108)	9% (73)	7% (60)	6% (52)	82
PID: Ind (no lean)	18% (124)	29% (201)	15% (102)	13% (91)	9% (64)	7% (49)	10% (70)	70
PID: Rep (no lean)	18% (123)	27% (181)	16% (106)	13% (88)	8% (52)	8% (52)	11% (72)	67
PID/Gender: Dem Men	25% (94)	30% (114)	16% (61)	9% (35)	8% (30)	5% (19)	7% (25)	37
PID/Gender: Dem Women	14% (62)	27% (123)	18% (79)	16% (73)	10% (43)	9% (41)	6% (28)	44
PID/Gender: Ind Men	18% (65)	30% (111)	13% (48)	11% (40)	9% (34)	8% (29)	11% (40)	36
PID/Gender: Ind Women	18% (59)	27% (90)	16% (54)	15% (51)	9% (30)	6% (19)	9% (29)	3
PID/Gender: Rep Men	22% (69)	27% (85)	17% (54)	11% (34)	7% (21)	6% (20)	11% (34)	3
PID/Gender: Rep Women	15% (54)	27% (96)	14% (52)	15% (54)	9% (32)	9% (33)	11% (39)	35
Ideo: Liberal (1-3)	18% (120)	32% (219)	19% (130)	13% (86)	8% (53)	6% (40)	5% (37)	68
Ideo: Moderate (4)	22% (135)	27% (167)	13% (79)	15% (90)	8% (49)	6% (35)	9% (53)	60
Ideo: Conservative (5-7)	15% (111)	27% (194)	16% (115)	12% (90)	10% (69)	9% (64)	11% (77)	72
Educ: < College	19% (285)	27% (405)	15% (227)	13% (196)	8% (125)	8% (118)	10% (156)	15
Educ: Bachelors degree	17% (76)	31% (139)	16% (71)	13% (59)	11% (47)	6% (26)	6% (25)	44
Educ: Post-grad	17% (41)	30% (74)	20% (50)	13% (32)	7% (17)	7% (17)	5% (13)	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	Tota
Adults	18% (402)	28% (618)	16% (348)	13% (287)	9% (189)	7% (162)	9% (194)	220
Income: Under 50k	21% (250)	24% (293)	13% (160)	13% (164)	10% (116)	8% (103)	10% (127)	12
Income: 50k-100k	16% (113)	32% (223)	18% (122)	13% (88)	8% (57)	6% (42)	7% (51)	69
Income: 100k+	13% (39)	35% (102)	23% (65)	12% (35)	6% (16)	6% (16)	5% (16)	28
Ethnicity: White	17% (289)	28% (481)	17% (284)	14% (235)	8% (140)	7% (125)	10% (168)	172
Ethnicity: Hispanic	20% (71)	37% (128)	18% (62)	9% (32)	9% (32)	3% (11)	4% (14)	34
Ethnicity: Afr. Am.	31% (86)	25% (69)	10% (28)	11% (30)	9% (26)	6% (18)	7% (19)	27
Ethnicity: Other	13% (28)	33% (68)	18% (36)	11% (23)	12% (24)	9% (19)	4% (8)	20
All Christian	17% (180)	28% (308)	15% (165)	14% (152)	8% (91)	7% (79)	11% (115)	109
All Non-Christian	21% (23)	28% (30)	15% (16)	11% (12)	9% (9)	8% (8)	8% (8)	10
Atheist	15% (18)	38% (46)	13% (15)	18% (21)	11% (14)	3% (3)	3% (4)	1
Agnostic/Nothing in particular	21% (182)	26% (234)	17% (152)	12% (102)	9% (75)	8% (71)	8% (68)	88
Religious Non-Protestant/Catholic	20% (27)	25% (33)	15% (20)	13% (17)	10% (13)	9% (12)	9% (11)	13
Evangelical	23% (130)	29% (166)	13% (72)	12% (69)	7% (38)	6% (33)	11% (62)	5
Non-Evangelical	16% (135)	28% (228)	15% (128)	15% (120)	9% (74)	8% (66)	9% (75)	82
Community: Urban	21% (123)	28% (159)	17% (100)	11% (62)	11% (61)	4% (24)	8% (45)	57
Community: Suburban	17% (176)	31% (318)	17% (171)	11% (114)	8% (78)	8% (84)	9% (92)	103
Community: Rural	18% (104)	24% (141)	13% (77)	19% (111)	8% (50)	9% (53)	10% (57)	59
Employ: Private Sector	14% (98)	32% (220)	19% (128)	14% (95)	8% (57)	6% (42)	6% (38)	67
Employ: Government	19% (24)	27% (34)	27% (34)	13% (16)	6% (7)	5% (6)	3% (4)	12
Employ: Self-Employed	23% (41)	29% (52)	13% (24)	17% (30)	10% (18)	6% (11)	2% (4)	1
Employ: Homemaker	22% (27)	19% (23)	22% (26)	12% (15)	9% (10)	9% (10)	8% (10)	1
Employ: Retired	17% (90)	23% (120)	14% (72)	12% (63)	7% (38)	10% (53)	16% (81)	5
Employ: Unemployed	25% (79)	26% (83)	9% (29)	10% (31)	11% (34)	8% (24)	11% (34)	3
Employ: Other	21% (25)	27% (33)	13% (16)	13% (16)	8% (10)	6% (7)	11% (13)	12
Military HH: Yes	17% (67)	28% (106)	21% (81)	10% (37)	6% (24)	6% (24)	12% (44)	38
Military HH: No	18% (336)	28% (511)	15% (267)	14% (250)	9% (165)	8% (137)	8% (150)	18

Continued on next page

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

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Tota
Adults	18% (402)	28% (618)	16% (348)	13% (287)	9% (189)	7% (162)	9% (194)	220
RD/WT: Right Direction	20% (126)	25% (160)	14% (89)	12% (77)	9% (54)	7% (46)	12% (77)	62
RD/WT: Wrong Track	18% (276)	29% (458)	16% (259)	13% (210)	9% (136)	7% (115)	7% (117)	15
Trump Job Approve	17% (145)	28% (229)	15% (122)	13% (108)	8% (64)	8% (64)	12% (97)	82
Trump Job Disapprove	19% (251)	28% (369)	17% (222)	13% (170)	9% (116)	7% (92)	6% (83)	130
Trump Job Strongly Approve	19% (91)	26% (120)	12% (57)	13% (59)	9% (41)	8% (39)	13% (59)	46
Trump Job Somewhat Approve	15% (54)	30% (109)	18% (64)	14% (49)	6% (22)	7% (24)	11% (38)	3
Trump Job Somewhat Disapprove	21% (60)	30% (85)	16% (44)	10% (28)	12% (34)	5% (13)	6% (18)	28
Trump Job Strongly Disapprove	19% (192)	28% (285)	17% (178)	14% (143)	8% (81)	8% (79)	6% (65)	102
Favorable of Trump	17% (143)	28% (233)	15% (127)	13% (105)	8% (64)	8% (64)	11% (91)	82
Unfavorable of Trump	19% (246)	28% (357)	17% (214)	13% (170)	9% (114)	7% (91)	6% (78)	126
Very Favorable of Trump	21% (99)	27% (126)	12% (59)	11% (53)	8% (40)	8% (38)	12% (58)	4
Somewhat Favorable of Trump	12% (44)	30% (108)	19% (68)	15% (52)	7% (24)	7% (26)	9% (33)	35
Somewhat Unfavorable of Trump	23% (45)	28% (56)	17% (33)	9% (18)	13% (25)	5% (10)	6% (11)	19
Very Unfavorable of Trump	19% (200)	28% (301)	17% (181)	14% (152)	8% (89)	8% (81)	6% (66)	10
#1 Issue: Economy	20% (140)	29% (200)	15% (108)	13% (88)	8% (59)	7% (52)	8% (53)	70
#1 Issue: Security	20% (52)	23% (63)	14% (37)	13% (34)	10% (26)	10% (26)	11% (30)	26
#1 Issue: Health Care	15% (62)	33% (132)	16% (63)	12% (50)	11% (45)	7% (27)	7% (26)	40
#1 Issue: Medicare / Social Security	19% (60)	21% (67)	16% (51)	15% (48)	7% (22)	6% (18)	17% (53)	32
#1 Issue: Women's Issues	19% (18)	29% (28)	18% (17)	16% (15)	8% (7)	8% (8)	3% (3)	9
#1 Issue: Education	16% (21)	39% (52)	19% (25)	8% (11)	8% (11)	7% (10)	4% (5)	13
#1 Issue: Energy	17% (17)	32% (32)	12% (12)	11% (10)	6% (6)	9% (9)	13% (13)	9
#1 Issue: Other	18% (32)	25% (45)	19% (34)	17% (30)	8% (13)	7% (12)	6% (11)	17
2018 House Vote: Democrat	18% (140)	31% (241)	16% (127)	13% (101)	9% (68)	7% (57)	6% (51)	78
2018 House Vote: Republican	17% (105)	27% (168)	17% (105)	14% (86)	8% (47)	9% (55)	10% (65)	63
2018 House Vote: Someone else	23% (16)	37% (25)	6% (4)	8% (6)	6% (4)	8% (5)	12% (8)	6

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	Tota
Adults	18% (402)	28% (618)	16% (348)	13% (287)	9% (189)	7% (162)	9% (194)	220
2016 Vote: Hillary Clinton	20% (140)	31% (218)	17% (120)	12% (83)	7% (51)	8% (54)	6% (45)	7
2016 Vote: Donald Trump	16% (109)	31% (209)	14% (97)	13% (90)	8% (52)	8% (52)	11% (72)	68
2016 Vote: Other	16% (23)	25% (35)	16% (22)	17% (24)	7% (10)	13% (18)	6% (8)	1
2016 Vote: Didn't Vote	19% (129)	23% (155)	16% (109)	13% (89)	11% (76)	6% (38)	10% (70)	66
Voted in 2014: Yes	17% (216)	29% (372)	16% (201)	14% (176)	8% (107)	8% (98)	9% (109)	127
Voted in 2014: No	20% (186)	27% (246)	16% (147)	12% (111)	9% (83)	7% (64)	9% (86)	92
2012 Vote: Barack Obama	20% (172)	29% (242)	17% (140)	13% (109)	8% (68)	7% (59)	7% (55)	84
2012 Vote: Mitt Romney	11% (52)	28% (135)	17% (83)	15% (70)	9% (43)	10% (50)	10% (50)	48
2012 Vote: Other	12% (10)	37% (30)	12% (10)	11% (9)	5% (4)	9% (7)	14% (12)	8
2012 Vote: Didn't Vote	21% (167)	27% (211)	15% (115)	13% (98)	9% (74)	6% (45)	9% (74)	78
4-Region: Northeast	17% (67)	26% (101)	14% (57)	15% (60)	10% (41)	9% (34)	9% (34)	39
4-Region: Midwest	16% (74)	24% (112)	15% (69)	15% (68)	9% (40)	9% (43)	12% (56)	46
4-Region: South	21% (172)	31% (252)	15% (122)	12% (97)	7% (61)	6% (50)	8% (69)	82
4-Region: West	17% (90)	29% (153)	19% (100)	12% (62)	9% (46)	7% (34)	7% (35)	52
Watch TV: Every day	28% (313)	29% (323)	15% (170)	11% (121)	7% (74)	6% (70)	4% (43)	11
Watch TV: Several times per week	8% (39)	46% (234)	20% (102)	13% (67)	7% (34)	5% (25)	2% (10)	5
Watch TV: About once per week	11% (19)	21% (35)	31% (51)	17% (28)	15% (25)	3% (5)	2% (4)	16
Watch TV: Several times per month	4% (4)	10% (10)	10% (10)	52% (50)	17% (16)	6% (5)	3% (3)	9
Watch TV: Less often than once per month	9% (8)	6% (6)	5% (4)	11% (10)	15% (14)	43% (40)	11% (10)	9
Watch TV: Never	10% (18)	4% (6)	6% (10)	3% (5)	3% (5)	7% (13)	68% (123)	1
Watch Movies: Every day	100% (402)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	40
Watch Movies: Several times per week	— (0)	100% (618)	— (0)	— (0)	— (0)	— (0)	— (0)	6
Watch Movies: About once per week	— (0)	— (0)	100% (348)	— (0)	— (0)	— (0)	— (0)	34
Watch Movies: Several times per month	— (0)	— (0)	— (0)	100% (287)	— (0)	— (0)	— (0)	28
Watch Movies: About once per month	— (0)	— (0)	— (0)	— (0)	100% (189)	— (0)	— (0)	18
Watch Movies: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (162)	— (0)	16
Watch Movies: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (194)	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	Tota
Adults	18% (402)	28% (618)	16% (348)	13% (287)	9% (189)	7% (162)	9% (194)	220
Watch Sporting Events: Every day	59% (64)	19% (20)	6% (7)	7% (8)	3% (3)	2% (3)	4% (4)	10
Watch Sporting Events: Several times per week	24% (69)	47% (136)	15% (42)	6% (18)	4% (10)	3% (7)	2% (5)	28
Watch Sporting Events: About once per week	20% (48)	37% (90)	25% (59)	9% (23)	5% (13)	2% (4)	2% (5)	24
Watch Sporting Events: Several times per month	9% (20)	32% (73)	18% (41)	20% (44)	11% (25)	7% (15)	3% (8)	22
Watch Sporting Events: About once per month	19% (28)	23% (33)	18% (26)	18% (26)	15% (22)	5% (8)	1% (2)	14
Watch Sporting Events: Less often than once per month	12% (49)	27% (108)	15% (58)	19% (77)	12% (48)	12% (50)	3% (11)	40
Watch Sporting Events: Never	16% (124)	20% (158)	14% (115)	12% (93)	9% (69)	10% (76)	20% (160)	79
Cable TV: Currently subscribe	17% (175)	30% (303)	14% (146)	14% (141)	9% (88)	8% (82)	9% (91)	102
Cable TV: Subscribed in past	19% (133)	30% (213)	17% (121)	12% (87)	9% (64)	7% (53)	5% (36)	70
Cable TV: Never subscribed	20% (94)	22% (101)	17% (81)	13% (60)	8% (37)	6% (27)	14% (67)	46
Satellite TV: Currently subscribe	23% (109)	30% (141)	12% (56)	12% (58)	6% (29)	7% (32)	9% (43)	46
Satellite TV: Subscribed in past	17% (109)	32% (201)	17% (105)	13% (84)	9% (54)	7% (43)	5% (31)	62
Satellite TV: Never subscribed	17% (185)	25% (275)	17% (188)	13% (145)	10% (106)	8% (87)	11% (120)	110
Streaming Services: Currently subscribe	20% (276)	34% (461)	17% (235)	13% (176)	7% (99)	6% (78)	3% (47)	137
Streaming Services: Subscribed in past	19% (37)	26% (50)	13% (26)	18% (35)	8% (15)	9% (17)	7% (13)	19
Streaming Services: Never subscribed	14% (89)	17% (107)	14% (87)	12% (76)	12% (75)	10% (67)	21% (135)	63
Film: An avid fan	33% (242)	38% (278)	12% (88)	7% (53)	5% (33)	1% (6)	4% (26)	72
Film: A casual fan	11% (130)	25% (301)	19% (226)	17% (203)	11% (137)	9% (108)	7% (88)	119
Film: Not a fan	11% (30)	14% (38)	12% (33)	11% (31)	7% (19)	17% (48)	29% (80)	28
Television: An avid fan	25% (261)	32% (334)	12% (121)	12% (123)	7% (69)	5% (48)	8% (80)	103
Television: A casual fan	12% (115)	26% (258)	20% (199)	15% (146)	11% (106)	10% (95)	8% (76)	99
Television: Not a fan	16% (27)	15% (26)	17% (28)	10% (18)	8% (14)	11% (19)	23% (38)	17
Music: An avid fan	24% (252)	31% (333)	14% (153)	12% (127)	8% (90)	5% (54)	6% (60)	107
Music: A casual fan	13% (132)	27% (264)	17% (167)	14% (142)	10% (95)	10% (94)	9% (91)	98
Music: Not a fan	12% (18)	14% (20)	19% (28)	12% (18)	3% (5)	9% (13)	30% (43)	14

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	Tota
Adults	18% (402)	28% (618)	16% (348)	13% (287)	9% (189)	7% (162)	9% (194)	220
Fashion: An avid fan	29% (98)	24% (80)	16% (55)	12% (41)	5% (18)	4% (12)	9% (31)	33
Fashion: A casual fan	17% (153)	32% (284)	17% (148)	13% (117)	10% (88)	6% (57)	5% (45)	89
Fashion: Not a fan	16% (151)	26% (254)	15% (145)	13% (129)	9% (83)	9% (92)	12% (118)	97

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	Tota
Adults	5% (109)	13% (288)	11% (240)	10% (225)	7% (144)	18% (400)	36% (793)	220
Gender: Male	8% (88)	22% (238)	12% (131)	11% (115)	6% (66)	15% (156)	25% (269)	106
Gender: Female	2% (22)	4% (51)	10% (109)	10% (110)	7% (78)	21% (245)	46% (524)	113
Age: 18-34	7% (48)	13% (87)	10% (66)	10% (65)	6% (40)	16% (104)	37% (245)	65
Age: 35-44	6% (21)	20% (70)	14% (52)	10% (36)	8% (28)	16% (59)	26% (92)	35
Age: 45-64	4% (27)	12% (91)	10% (73)	10% (78)	6% (47)	21% (154)	37% (281)	7
Age: 65+	3% (14)	9% (41)	11% (50)	11% (46)	7% (28)	19% (84)	40% (174)	43
GenZers: 1997-2012	6% (18)	11% (33)	9% (27)	10% (29)	5% (14)	17% (51)	41% (121)	29
Millennials: 1981-1996	7% (39)	17% (88)	12% (65)	11% (59)	8% (42)	15% (78)	31% (164)	53
GenXers: 1965-1980	5% (27)	15% (80)	11% (59)	9% (51)	6% (33)	20% (109)	33% (176)	53
Baby Boomers: 1946-1964	3% (22)	11% (80)	10% (77)	10% (74)	7% (49)	20% (146)	40% (301)	74
PID: Dem (no lean)	6% (48)	13% (105)	12% (96)	9% (75)	7% (58)	21% (174)	33% (271)	82
PID: Ind (no lean)	2% (17)	13% (90)	9% (65)	10% (71)	8% (54)	17% (121)	40% (281)	70
PID: Rep (no lean)	7% (45)	14% (93)	12% (79)	12% (79)	5% (32)	16% (105)	36% (241)	67
PID/Gender: Dem Men	10% (39)	24% (91)	12% (46)	9% (33)	5% (20)	15% (56)	24% (92)	37
PID/Gender: Dem Women	2% (9)	3% (14)	11% (50)	9% (42)	9% (38)	26% (118)	40% (178)	44
PID/Gender: Ind Men	3% (13)	21% (78)	11% (40)	11% (41)	9% (32)	16% (61)	29% (105)	36
PID/Gender: Ind Women	1% (5)	4% (13)	8% (25)	9% (30)	7% (22)	18% (60)	53% (176)	3
PID/Gender: Rep Men	12% (36)	22% (69)	14% (45)	13% (41)	5% (15)	12% (39)	23% (71)	3
PID/Gender: Rep Women	2% (8)	7% (24)	9% (34)	11% (39)	5% (17)	19% (67)	47% (170)	35
Ideo: Liberal (1-3)	5% (35)	14% (96)	11% (76)	11% (74)	7% (47)	21% (142)	31% (215)	68
Ideo: Moderate (4)	5% (30)	15% (94)	11% (67)	11% (69)	6% (38)	15% (92)	36% (219)	60
Ideo: Conservative (5-7)	6% (41)	13% (91)	11% (78)	10% (71)	6% (46)	20% (141)	35% (250)	72
Educ: < College	4% (62)	12% (180)	9% (141)	10% (147)	6% (94)	18% (266)	41% (622)	15
Educ: Bachelors degree	6% (28)	14% (64)	15% (66)	12% (54)	7% (32)	21% (91)	24% (109)	44
Educ: Post-grad	8% (20)	18% (45)	14% (33)	10% (23)	7% (18)	18% (43)	25% (62)	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	Tota
Adults	5% (109)	13% (288)	11% (240)	10% (225)	7% (144)	18% (400)	36% (793)	220
Income: Under 50k	5% (61)	11% (132)	9% (112)	8% (96)	6% (73)	19% (228)	42% (513)	12
Income: 50k-100k	5% (35)	15% (104)	12% (86)	13% (90)	8% (55)	18% (124)	29% (204)	69
Income: 100k+	5% (14)	18% (53)	15% (43)	14% (39)	6% (16)	17% (49)	26% (76)	28
Ethnicity: White	4% (71)	13% (222)	11% (190)	10% (180)	6% (105)	18% (307)	38% (647)	172
Ethnicity: Hispanic	6% (21)	15% (51)	14% (50)	11% (38)	5% (19)	20% (71)	28% (98)	34
Ethnicity: Afr. Am.	10% (29)	14% (40)	9% (24)	9% (24)	9% (26)	18% (51)	30% (82)	27
Ethnicity: Other	5% (9)	13% (27)	13% (27)	10% (20)	7% (14)	21% (43)	31% (63)	20
All Christian	6% (62)	15% (164)	13% (140)	10% (108)	6% (61)	18% (198)	33% (358)	109
All Non-Christian	7% (8)	14% (14)	9% (9)	16% (17)	8% (9)	8% (9)	38% (41)	10
Atheist	4% (4)	14% (16)	6% (8)	19% (23)	7% (8)	19% (23)	32% (39)	1
Agnostic/Nothing in particular	4% (36)	11% (93)	10% (84)	9% (77)	8% (67)	19% (171)	40% (356)	88
Religious Non-Protestant/Catholic	6% (8)	13% (17)	7% (10)	16% (21)	7% (9)	11% (15)	39% (52)	13
Evangelical	6% (35)	15% (88)	12% (66)	8% (48)	7% (39)	15% (85)	37% (210)	5
Non-Evangelical	5% (42)	13% (104)	13% (110)	11% (93)	6% (47)	19% (159)	33% (271)	82
Community: Urban	8% (49)	14% (83)	12% (71)	9% (54)	6% (32)	18% (101)	32% (185)	57
Community: Suburban	4% (45)	15% (156)	11% (111)	11% (113)	7% (75)	18% (190)	33% (344)	103
Community: Rural	3% (16)	8% (50)	10% (58)	10% (58)	6% (37)	19% (110)	45% (264)	59
Employ: Private Sector	5% (34)	17% (117)	14% (93)	14% (95)	8% (52)	18% (123)	24% (165)	67
Employ: Government	8% (10)	10% (13)	17% (21)	14% (18)	8% (10)	17% (21)	26% (33)	12
Employ: Self-Employed	3% (6)	15% (27)	13% (23)	6% (11)	8% (15)	18% (33)	36% (66)	1
Employ: Homemaker	3% (4)	1% (2)	4% (5)	8% (10)	1% (2)	14% (16)	68% (83)	1
Employ: Retired	5% (27)	11% (57)	9% (49)	9% (47)	7% (34)	20% (104)	39% (200)	5
Employ: Unemployed	5% (16)	11% (34)	9% (30)	8% (24)	5% (14)	16% (51)	46% (145)	3
Employ: Other	3% (4)	12% (15)	8% (10)	4% (5)	9% (10)	25% (30)	38% (45)	12
Military HH: Yes	7% (27)	14% (55)	11% (42)	10% (38)	7% (28)	15% (57)	35% (136)	38
Military HH: No	5% (83)	13% (233)	11% (198)	10% (187)	6% (116)	19% (343)	36% (656)	181

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	Tota
Adults	5% (109)	13% (288)	11% (240)	10% (225)	7% (144)	18% (400)	36% (793)	220
RD/WT: Right Direction	8% (49)	15% (92)	10% (63)	11% (70)	6% (35)	14% (89)	37% (231)	62
RD/WT: Wrong Track	4% (61)	13% (197)	11% (177)	10% (155)	7% (109)	20% (311)	36% (561)	15
Trump Job Approve	6% (53)	15% (121)	9% (72)	11% (92)	6% (47)	16% (134)	38% (311)	82
Trump Job Disapprove	4% (53)	13% (165)	13% (164)	10% (129)	7% (91)	20% (256)	34% (446)	130
Trump Job Strongly Approve	8% (37)	13% (61)	8% (38)	10% (47)	6% (28)	14% (66)	40% (189)	46
Trump Job Somewhat Approve	4% (15)	16% (59)	9% (33)	12% (45)	5% (19)	19% (68)	34% (122)	3
Trump Job Somewhat Disapprove	4% (12)	15% (41)	16% (46)	11% (32)	10% (28)	15% (44)	28% (79)	28
Trump Job Strongly Disapprove	4% (41)	12% (124)	12% (118)	10% (97)	6% (63)	21% (212)	36% (367)	102
Favorable of Trump	6% (50)	14% (114)	10% (80)	12% (96)	6% (50)	16% (131)	37% (305)	82
Unfavorable of Trump	4% (53)	13% (163)	12% (155)	10% (121)	7% (85)	20% (256)	34% (436)	126
Very Favorable of Trump	7% (32)	13% (60)	11% (51)	10% (48)	6% (28)	15% (68)	39% (184)	4
Somewhat Favorable of Trump	5% (18)	15% (55)	8% (29)	14% (48)	6% (22)	18% (63)	34% (121)	35
Somewhat Unfavorable of Trump	3% (6)	19% (38)	18% (35)	12% (24)	7% (14)	15% (29)	26% (52)	19
Very Unfavorable of Trump	4% (47)	12% (125)	11% (120)	9% (97)	7% (72)	21% (227)	36% (384)	10
#1 Issue: Economy	5% (34)	15% (108)	13% (89)	10% (73)	6% (39)	17% (121)	34% (236)	70
#1 Issue: Security	7% (19)	13% (35)	8% (21)	13% (35)	7% (19)	18% (48)	33% (90)	26
#1 Issue: Health Care	4% (17)	15% (60)	13% (54)	12% (47)	7% (30)	18% (73)	31% (124)	40
#1 Issue: Medicare / Social Security	4% (13)	11% (34)	11% (34)	9% (28)	7% (21)	15% (49)	44% (140)	32
#1 Issue: Women's Issues	2% (2)	8% (8)	14% (14)	3% (3)	11% (11)	17% (17)	44% (43)	9
#1 Issue: Education	6% (9)	10% (13)	6% (8)	14% (18)	7% (10)	19% (26)	38% (51)	13
#1 Issue: Energy	10% (10)	12% (12)	8% (8)	2% (2)	4% (4)	25% (24)	41% (40)	9
#1 Issue: Other	3% (6)	10% (17)	7% (13)	11% (19)	6% (10)	24% (42)	39% (70)	17
2018 House Vote: Democrat	6% (48)	12% (98)	12% (91)	10% (75)	6% (51)	22% (175)	32% (247)	78
2018 House Vote: Republican	6% (37)	14% (91)	13% (80)	13% (84)	6% (37)	15% (97)	33% (206)	63
2018 House Vote: Someone else	3% (2)	8% (6)	2% (2)	10% (7)	13% (9)	11% (8)	52% (36)	6

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	Tota
Adults	5% (109)	13% (288)	11% (240)	10% (225)	7% (144)	18% (400)	36% (793)	220
2016 Vote: Hillary Clinton	5% (39)	12% (85)	12% (88)	8% (60)	8% (57)	22% (157)	32% (226)	7
2016 Vote: Donald Trump	6% (38)	16% (111)	11% (78)	13% (89)	5% (37)	15% (103)	33% (224)	68
2016 Vote: Other	3% (4)	10% (14)	11% (16)	8% (12)	8% (12)	20% (28)	40% (56)	1
2016 Vote: Didn't Vote	4% (29)	12% (79)	9% (59)	10% (64)	6% (39)	17% (112)	43% (287)	66
Voted in 2014: Yes	6% (72)	13% (172)	12% (153)	12% (151)	7% (85)	19% (243)	31% (402)	127
Voted in 2014: No	4% (38)	13% (117)	10% (88)	8% (74)	6% (59)	17% (157)	42% (391)	92
2012 Vote: Barack Obama	5% (40)	13% (113)	12% (103)	10% (85)	8% (69)	21% (177)	30% (257)	84
2012 Vote: Mitt Romney	4% (21)	12% (57)	12% (56)	13% (61)	6% (28)	17% (84)	37% (178)	48
2012 Vote: Other	3% (2)	16% (13)	12% (10)	9% (7)	4% (3)	12% (10)	44% (36)	8
2012 Vote: Didn't Vote	6% (44)	14% (106)	9% (71)	9% (71)	6% (44)	17% (129)	41% (317)	78
4-Region: Northeast	8% (31)	12% (47)	12% (49)	12% (47)	6% (25)	19% (74)	31% (121)	39
4-Region: Midwest	3% (14)	15% (68)	9% (43)	11% (49)	6% (28)	19% (87)	37% (173)	46
4-Region: South	5% (42)	12% (97)	12% (96)	10% (81)	7% (59)	17% (137)	38% (312)	82
4-Region: West	4% (22)	15% (76)	10% (53)	9% (47)	6% (32)	20% (103)	36% (186)	52
Watch TV: Every day	8% (86)	15% (165)	13% (145)	12% (132)	7% (74)	17% (186)	29% (327)	11
Watch TV: Several times per week	3% (15)	18% (91)	12% (61)	11% (56)	5% (28)	21% (109)	30% (151)	5
Watch TV: About once per week	2% (4)	12% (19)	18% (29)	9% (14)	8% (14)	20% (32)	32% (52)	16
Watch TV: Several times per month	1% (1)	6% (6)	2% (2)	15% (14)	17% (17)	19% (19)	40% (39)	9
Watch TV: Less often than once per month	4% (3)	3% (3)	2% (2)	2% (2)	3% (3)	41% (38)	45% (41)	9
Watch TV: Never	— (1)	1% (2)	— (1)	2% (3)	1% (1)	5% (8)	91% (165)	1

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	Tota
Adults	5% (109)	13% (288)	11% (240)	10% (225)	7% (144)	18% (400)	36% (793)	220
Watch Movies: Every day	16% (64)	17% (69)	12% (48)	5% (20)	7% (28)	12% (49)	31% (124)	40
Watch Movies: Several times per week	3% (20)	22% (136)	15% (90)	12% (73)	5% (33)	18% (108)	26% (158)	6
Watch Movies: About once per week	2% (7)	12% (42)	17% (59)	12% (41)	8% (26)	17% (58)	33% (115)	34
Watch Movies: Several times per month	3% (8)	6% (18)	8% (23)	15% (44)	9% (26)	27% (77)	32% (93)	28
Watch Movies: About once per month	2% (3)	5% (10)	7% (13)	13% (25)	11% (22)	25% (48)	36% (69)	18
Watch Movies: Less often than once per month	2% (3)	4% (7)	3% (4)	9% (15)	5% (8)	31% (50)	47% (76)	16
Watch Movies: Never	2% (4)	3% (5)	3% (5)	4% (8)	1% (2)	5% (11)	82% (160)	19
Watch Sporting Events: Every day	100% (109)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	10
Watch Sporting Events: Several times per week	— (0)	100% (288)	— (0)	— (0)	— (0)	— (0)	— (0)	28
Watch Sporting Events: About once per week	— (0)	— (0)	100% (240)	— (0)	— (0)	— (0)	— (0)	24
Watch Sporting Events: Several times per month	— (0)	— (0)	— (0)	100% (225)	— (0)	— (0)	— (0)	22
Watch Sporting Events: About once per month	— (0)	— (0)	— (0)	— (0)	100% (144)	— (0)	— (0)	14
Watch Sporting Events: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (400)	— (0)	40
Watch Sporting Events: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (793)	79
Cable TV: Currently subscribe	5% (51)	16% (166)	13% (131)	12% (123)	6% (57)	19% (193)	30% (305)	102
Cable TV: Subscribed in past	3% (23)	12% (83)	10% (73)	11% (76)	8% (58)	19% (134)	37% (259)	70
Cable TV: Never subscribed	8% (35)	9% (40)	8% (36)	6% (26)	6% (29)	16% (73)	49% (228)	46
Satellite TV: Currently subscribe	8% (36)	16% (74)	11% (53)	9% (41)	8% (37)	16% (75)	32% (152)	46
Satellite TV: Subscribed in past	4% (27)	14% (89)	11% (71)	11% (67)	6% (37)	20% (126)	33% (209)	62
Satellite TV: Never subscribed	4% (47)	11% (125)	11% (116)	11% (117)	6% (70)	18% (199)	39% (432)	110
Streaming Services: Currently subscribe	4% (55)	15% (202)	12% (165)	11% (154)	7% (96)	19% (257)	32% (444)	137
Streaming Services: Subscribed in past	11% (21)	11% (21)	12% (23)	7% (13)	6% (11)	18% (34)	36% (70)	19
Streaming Services: Never subscribed	5% (34)	10% (66)	8% (53)	9% (59)	6% (37)	17% (109)	44% (278)	63
Film: An avid fan	8% (60)	19% (141)	12% (87)	9% (66)	7% (49)	17% (121)	28% (203)	72
Film: A casual fan	3% (37)	11% (126)	11% (133)	11% (129)	7% (84)	20% (234)	38% (450)	119
Film: Not a fan	5% (13)	8% (22)	7% (20)	11% (30)	4% (11)	16% (45)	50% (139)	28

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	Tota
Adults	5% (109)	13% (288)	11% (240)	10% (225)	7% (144)	18% (400)	36% (793)	220
Television: An avid fan	7% (72)	17% (172)	12% (125)	10% (109)	6% (65)	18% (186)	30% (307)	103
Television: A casual fan	3% (35)	11% (106)	11% (107)	11% (107)	7% (72)	19% (192)	38% (376)	99
Television: Not a fan	2% (3)	6% (10)	5% (8)	5% (9)	4% (7)	13% (23)	65% (110)	17
Music: An avid fan	7% (74)	15% (158)	12% (128)	10% (108)	7% (70)	19% (203)	31% (330)	107
Music: A casual fan	3% (31)	12% (119)	9% (93)	11% (106)	7% (73)	18% (182)	39% (381)	98
Music: Not a fan	3% (5)	8% (12)	13% (19)	7% (11)	— (1)	11% (15)	57% (82)	14
Fashion: An avid fan	11% (35)	14% (46)	10% (33)	10% (34)	9% (30)	18% (60)	29% (97)	33
Fashion: A casual fan	5% (44)	12% (111)	11% (101)	10% (88)	8% (68)	18% (165)	35% (315)	89
Fashion: Not a fan	3% (30)	14% (131)	11% (106)	11% (103)	5% (46)	18% (175)	39% (380)	97

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	47%	(1026)	32%	(706)	21%	(468)	2200
Gender: Male	48%	(514)	30%	(316)	22%	(232)	1062
Gender: Female	45%	(512)	34%	(390)	21%	(236)	1138
Age: 18-34	39%	(258)	33%	(219)	27%	(178)	655
Age: 35-44	45%	(160)	35%	(125)	20%	(73)	358
Age: 45-64	48%	(360)	33%	(249)	19%	(141)	751
Age: 65+	57%	(248)	26%	(113)	17%	(75)	436
GenZers: 1997-2012	42%	(123)	34%	(100)	24%	(72)	294
Millennials: 1981-1996	40%	(215)	33%	(177)	27%	(143)	535
GenXers: 1965-1980	46%	(244)	34%	(182)	20%	(109)	536
Baby Boomers: 1946-1964	53%	(395)	31%	(233)	16%	(120)	748
PID: Dem (no lean)	51%	(422)	30%	(252)	18%	(153)	826
PID: Ind (no lean)	43%	(299)	34%	(238)	23%	(163)	700
PID: Rep (no lean)	45%	(305)	32%	(217)	23%	(153)	674
PID/Gender: Dem Men	52%	(194)	27%	(103)	21%	(80)	377
PID/Gender: Dem Women	51%	(227)	33%	(149)	16%	(73)	449
PID/Gender: Ind Men	46%	(171)	33%	(123)	20%	(75)	369
PID/Gender: Ind Women	39%	(128)	35%	(115)	26%	(87)	331
PID/Gender: Rep Men	47%	(149)	29%	(90)	24%	(77)	316
PID/Gender: Rep Women	44%	(156)	35%	(127)	21%	(76)	358
Ideo: Liberal (1-3)	49%	(339)	32%	(217)	19%	(130)	686
Ideo: Moderate (4)	49%	(300)	31%	(187)	20%	(120)	608
Ideo: Conservative (5-7)	44%	(318)	33%	(238)	23%	(164)	720
Educ: < College	46%	(697)	32%	(489)	22%	(326)	1512
Educ: Bachelors degree	50%	(221)	31%	(137)	19%	(86)	444
Educ: Post-grad	45%	(109)	33%	(80)	23%	(55)	244
Income: Under 50k	44%	(538)	33%	(398)	23%	(278)	1213
Income: 50k-100k	49%	(340)	32%	(226)	19%	(132)	698
Income: 100k+	51%	(149)	29%	(83)	20%	(58)	289
Ethnicity: White	46%	(795)	33%	(566)	21%	(361)	1722
Ethnicity: Hispanic	48%	(167)	29%	(101)	23%	(82)	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	47%	(1026)	32%	(706)	21%	(468)	2200
Ethnicity: Afr. Am.	50%	(138)	31%	(86)	18%	(51)	274
Ethnicity: Other	46%	(94)	27%	(54)	28%	(56)	204
All Christian	49%	(535)	30%	(326)	21%	(229)	1090
All Non-Christian	54%	(57)	24%	(25)	22%	(23)	106
Atheist	46%	(56)	33%	(40)	21%	(25)	121
Agnostic/Nothing in particular	43%	(378)	36%	(315)	22%	(191)	883
Religious Non-Protestant/Catholic	48%	(64)	25%	(33)	26%	(35)	132
Evangelical	42%	(242)	33%	(188)	25%	(141)	571
Non-Evangelical	51%	(422)	30%	(249)	19%	(154)	826
Community: Urban	47%	(269)	31%	(178)	22%	(127)	574
Community: Suburban	52%	(542)	30%	(314)	17%	(178)	1033
Community: Rural	36%	(215)	36%	(214)	27%	(163)	593
Employ: Private Sector	49%	(329)	31%	(210)	21%	(139)	679
Employ: Government	36%	(46)	42%	(53)	22%	(27)	126
Employ: Self-Employed	38%	(68)	37%	(67)	25%	(45)	181
Employ: Homemaker	29%	(35)	49%	(59)	22%	(27)	121
Employ: Retired	55%	(284)	26%	(136)	19%	(98)	517
Employ: Unemployed	48%	(151)	30%	(94)	22%	(69)	313
Employ: Other	39%	(47)	34%	(41)	27%	(32)	120
Military HH: Yes	45%	(174)	32%	(122)	23%	(87)	384
Military HH: No	47%	(852)	32%	(584)	21%	(380)	1816
RD/WT: Right Direction	44%	(275)	31%	(194)	26%	(161)	629
RD/WT: Wrong Track	48%	(751)	33%	(512)	20%	(307)	1571
Trump Job Approve	44%	(368)	32%	(266)	23%	(194)	828
Trump Job Disapprove	49%	(633)	32%	(419)	19%	(252)	1304
Trump Job Strongly Approve	43%	(203)	31%	(143)	26%	(121)	467
Trump Job Somewhat Approve	46%	(166)	34%	(123)	20%	(73)	361
Trump Job Somewhat Disapprove	42%	(119)	37%	(104)	21%	(59)	282
Trump Job Strongly Disapprove	50%	(514)	31%	(315)	19%	(193)	1022

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	47%	(1026)	32%	(706)	21%	(468)	2200
Favorable of Trump	45%	(374)	33%	(269)	22%	(183)	826
Unfavorable of Trump	49%	(616)	32%	(401)	20%	(252)	1269
Very Favorable of Trump	45%	(213)	32%	(152)	22%	(106)	471
Somewhat Favorable of Trump	45%	(161)	33%	(117)	22%	(77)	355
Somewhat Unfavorable of Trump	49%	(97)	30%	(60)	21%	(41)	199
Very Unfavorable of Trump	48%	(519)	32%	(341)	20%	(211)	1071
#1 Issue: Economy	46%	(324)	35%	(245)	19%	(132)	700
#1 Issue: Security	43%	(116)	33%	(88)	24%	(64)	268
#1 Issue: Health Care	51%	(207)	31%	(124)	18%	(73)	405
#1 Issue: Medicare / Social Security	56%	(180)	25%	(79)	19%	(61)	320
#1 Issue: Women's Issues	35%	(34)	34%	(33)	30%	(29)	97
#1 Issue: Education	40%	(54)	33%	(44)	27%	(37)	135
#1 Issue: Energy	33%	(33)	39%	(39)	27%	(27)	99
#1 Issue: Other	45%	(79)	30%	(53)	25%	(45)	176
2018 House Vote: Democrat	53%	(416)	29%	(230)	18%	(139)	784
2018 House Vote: Republican	47%	(296)	31%	(197)	22%	(138)	632
2018 House Vote: Someone else	41%	(28)	31%	(22)	28%	(19)	69
2016 Vote: Hillary Clinton	54%	(381)	30%	(214)	16%	(116)	711
2016 Vote: Donald Trump	47%	(320)	32%	(219)	21%	(142)	680
2016 Vote: Other	45%	(64)	30%	(42)	25%	(35)	141
2016 Vote: Didn't Vote	39%	(261)	35%	(231)	26%	(174)	667
Voted in 2014: Yes	51%	(656)	30%	(382)	19%	(239)	1277
Voted in 2014: No	40%	(370)	35%	(324)	25%	(229)	923
2012 Vote: Barack Obama	52%	(436)	30%	(253)	18%	(155)	844
2012 Vote: Mitt Romney	48%	(233)	31%	(149)	21%	(102)	485
2012 Vote: Other	49%	(41)	33%	(27)	17%	(14)	82
2012 Vote: Didn't Vote	40%	(315)	35%	(276)	24%	(192)	782

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	47%	(1026)	32%	(706)	21%	(468)	2200
4-Region: Northeast	61%	(238)	22%	(86)	18%	(69)	394
4-Region: Midwest	46%	(212)	31%	(146)	23%	(105)	462
4-Region: South	44%	(363)	36%	(293)	20%	(168)	824
4-Region: West	41%	(213)	35%	(181)	24%	(126)	520
Watch TV: Every day	51%	(564)	32%	(362)	17%	(189)	1115
Watch TV: Several times per week	44%	(225)	34%	(172)	22%	(114)	511
Watch TV: About once per week	48%	(79)	29%	(48)	23%	(39)	165
Watch TV: Several times per month	40%	(39)	37%	(36)	22%	(22)	97
Watch TV: Less often than once per month	46%	(43)	35%	(32)	19%	(18)	93
Watch TV: Never	36%	(65)	23%	(42)	41%	(74)	181
Watch Movies: Every day	43%	(175)	33%	(133)	23%	(94)	402
Watch Movies: Several times per week	49%	(303)	34%	(213)	16%	(101)	618
Watch Movies: About once per week	42%	(146)	35%	(121)	23%	(81)	348
Watch Movies: Several times per month	49%	(141)	30%	(87)	21%	(60)	287
Watch Movies: About once per month	46%	(88)	34%	(64)	20%	(37)	189
Watch Movies: Less often than once per month	51%	(82)	33%	(53)	17%	(27)	162
Watch Movies: Never	47%	(91)	18%	(36)	35%	(67)	194
Watch Sporting Events: Every day	47%	(51)	21%	(23)	32%	(35)	109
Watch Sporting Events: Several times per week	57%	(166)	29%	(83)	14%	(40)	288
Watch Sporting Events: About once per week	55%	(131)	30%	(73)	15%	(36)	240
Watch Sporting Events: Several times per month	55%	(123)	34%	(76)	12%	(26)	225
Watch Sporting Events: About once per month	40%	(57)	40%	(58)	20%	(29)	144
Watch Sporting Events: Less often than once per month	48%	(193)	33%	(134)	18%	(73)	400
Watch Sporting Events: Never	38%	(305)	33%	(259)	29%	(228)	793
Cable TV: Currently subscribe	100%	(1026)	—	(0)	—	(0)	1026
Cable TV: Subscribed in past	—	(0)	100%	(706)	—	(0)	706
Cable TV: Never subscribed	—	(0)	—	(0)	100%	(468)	468
Satellite TV: Currently subscribe	28%	(132)	41%	(191)	31%	(146)	469
Satellite TV: Subscribed in past	40%	(252)	51%	(320)	9%	(54)	626
Satellite TV: Never subscribed	58%	(642)	18%	(196)	24%	(268)	1106

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	47%	(1026)	32%	(706)	21%	(468)	2200
Streaming Services: Currently subscribe	47%	(646)	38%	(517)	15%	(209)	1372
Streaming Services: Subscribed in past	40%	(77)	38%	(74)	22%	(41)	192
Streaming Services: Never subscribed	48%	(303)	18%	(115)	34%	(217)	636
Film: An avid fan	50%	(362)	31%	(228)	19%	(138)	728
Film: A casual fan	46%	(546)	33%	(399)	21%	(248)	1193
Film: Not a fan	42%	(118)	28%	(80)	29%	(82)	280
Television: An avid fan	52%	(542)	30%	(313)	17%	(180)	1035
Television: A casual fan	44%	(438)	34%	(343)	22%	(214)	995
Television: Not a fan	27%	(46)	30%	(50)	43%	(74)	170
Music: An avid fan	46%	(490)	35%	(371)	20%	(209)	1070
Music: A casual fan	49%	(479)	31%	(303)	21%	(204)	985
Music: Not a fan	39%	(57)	22%	(32)	38%	(55)	144
Fashion: An avid fan	52%	(175)	25%	(83)	23%	(77)	336
Fashion: A casual fan	47%	(418)	36%	(324)	17%	(150)	892
Fashion: Not a fan	45%	(433)	31%	(299)	25%	(241)	973

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

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	21%	(469)	28%	(626)	50%	(1106)	2200
Gender: Male	21%	(221)	27%	(291)	52%	(549)	1062
Gender: Female	22%	(247)	29%	(334)	49%	(557)	1138
Age: 18-34	21%	(139)	33%	(216)	46%	(300)	655
Age: 35-44	27%	(95)	30%	(106)	44%	(156)	358
Age: 45-64	18%	(134)	28%	(211)	54%	(406)	751
Age: 65+	23%	(101)	21%	(92)	56%	(244)	436
GenZers: 1997-2012	27%	(79)	32%	(94)	41%	(121)	294
Millennials: 1981-1996	19%	(101)	33%	(177)	48%	(256)	535
GenXers: 1965-1980	21%	(113)	29%	(156)	50%	(266)	536
Baby Boomers: 1946-1964	20%	(150)	24%	(181)	56%	(417)	748
PID: Dem (no lean)	21%	(175)	28%	(232)	51%	(419)	826
PID: Ind (no lean)	16%	(112)	30%	(213)	54%	(375)	700
PID: Rep (no lean)	27%	(182)	27%	(181)	46%	(311)	674
PID/Gender: Dem Men	22%	(84)	28%	(106)	50%	(187)	377
PID/Gender: Dem Women	20%	(90)	28%	(127)	52%	(232)	449
PID/Gender: Ind Men	15%	(54)	31%	(113)	55%	(203)	369
PID/Gender: Ind Women	18%	(58)	30%	(100)	52%	(172)	331
PID/Gender: Rep Men	26%	(83)	23%	(73)	51%	(160)	316
PID/Gender: Rep Women	27%	(99)	30%	(108)	42%	(152)	358
Ideo: Liberal (1-3)	20%	(139)	28%	(194)	51%	(353)	686
Ideo: Moderate (4)	21%	(125)	30%	(181)	50%	(302)	608
Ideo: Conservative (5-7)	22%	(160)	29%	(212)	48%	(348)	720
Educ: < College	21%	(321)	29%	(436)	50%	(755)	1512
Educ: Bachelors degree	20%	(89)	28%	(125)	52%	(230)	444
Educ: Post-grad	24%	(58)	27%	(65)	49%	(121)	244
Income: Under 50k	19%	(226)	29%	(351)	52%	(637)	1213
Income: 50k-100k	26%	(179)	28%	(198)	46%	(321)	698
Income: 100k+	22%	(64)	27%	(77)	51%	(148)	289
Ethnicity: White	22%	(373)	28%	(487)	50%	(862)	1722
Ethnicity: Hispanic	20%	(71)	28%	(98)	52%	(181)	349

Continued on next page

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	21%	(469)	28%	(626)	50%	(1106)	2200
Ethnicity: Afr. Am.	22%	(61)	29%	(79)	49%	(134)	274
Ethnicity: Other	17%	(35)	29%	(59)	54%	(110)	204
All Christian	23%	(254)	24%	(264)	52%	(571)	1090
All Non-Christian	19%	(20)	36%	(38)	46%	(48)	106
Atheist	14%	(17)	31%	(37)	55%	(67)	121
Agnostic/Nothing in particular	20%	(177)	32%	(286)	47%	(420)	883
Religious Non-Protestant/Catholic	21%	(28)	32%	(42)	47%	(62)	132
Evangelical	28%	(159)	24%	(138)	48%	(274)	571
Non-Evangelical	20%	(163)	25%	(210)	55%	(453)	826
Community: Urban	22%	(129)	27%	(156)	50%	(289)	574
Community: Suburban	18%	(183)	26%	(272)	56%	(578)	1033
Community: Rural	26%	(156)	33%	(197)	40%	(239)	593
Employ: Private Sector	20%	(136)	31%	(208)	49%	(334)	679
Employ: Government	25%	(32)	29%	(37)	45%	(57)	126
Employ: Self-Employed	20%	(36)	30%	(53)	50%	(91)	181
Employ: Homemaker	18%	(22)	33%	(40)	49%	(60)	121
Employ: Retired	22%	(113)	24%	(122)	55%	(282)	517
Employ: Unemployed	22%	(68)	29%	(91)	49%	(155)	313
Employ: Other	18%	(21)	28%	(34)	54%	(65)	120
Military HH: Yes	25%	(97)	27%	(103)	48%	(183)	384
Military HH: No	20%	(371)	29%	(523)	51%	(922)	1816
RD/WT: Right Direction	26%	(163)	24%	(152)	50%	(315)	629
RD/WT: Wrong Track	19%	(305)	30%	(474)	50%	(791)	1571
Trump Job Approve	24%	(201)	28%	(236)	47%	(391)	828
Trump Job Disapprove	19%	(251)	29%	(374)	52%	(679)	1304
Trump Job Strongly Approve	28%	(131)	25%	(116)	47%	(221)	467
Trump Job Somewhat Approve	19%	(70)	33%	(120)	47%	(170)	361
Trump Job Somewhat Disapprove	21%	(60)	37%	(105)	41%	(117)	282
Trump Job Strongly Disapprove	19%	(191)	26%	(269)	55%	(562)	1022

Continued on next page

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	21%	(469)	28%	(626)	50%	(1106)	2200
Favorable of Trump	25%	(206)	28%	(230)	47%	(391)	826
Unfavorable of Trump	19%	(240)	29%	(373)	52%	(657)	1269
Very Favorable of Trump	29%	(135)	24%	(115)	47%	(221)	471
Somewhat Favorable of Trump	20%	(71)	32%	(114)	48%	(170)	355
Somewhat Unfavorable of Trump	19%	(38)	35%	(70)	46%	(90)	199
Very Unfavorable of Trump	19%	(201)	28%	(303)	53%	(567)	1071
#1 Issue: Economy	21%	(150)	30%	(213)	48%	(337)	700
#1 Issue: Security	26%	(70)	26%	(68)	48%	(130)	268
#1 Issue: Health Care	19%	(75)	26%	(107)	55%	(223)	405
#1 Issue: Medicare / Social Security	20%	(63)	29%	(92)	51%	(164)	320
#1 Issue: Women's Issues	23%	(22)	30%	(29)	47%	(46)	97
#1 Issue: Education	26%	(36)	29%	(39)	45%	(60)	135
#1 Issue: Energy	21%	(20)	29%	(29)	50%	(50)	99
#1 Issue: Other	18%	(32)	27%	(47)	55%	(97)	176
2018 House Vote: Democrat	18%	(144)	27%	(214)	54%	(427)	784
2018 House Vote: Republican	26%	(163)	28%	(176)	46%	(293)	632
2018 House Vote: Someone else	18%	(13)	21%	(14)	61%	(42)	69
2016 Vote: Hillary Clinton	18%	(130)	27%	(191)	55%	(391)	711
2016 Vote: Donald Trump	25%	(171)	27%	(184)	48%	(325)	680
2016 Vote: Other	14%	(19)	32%	(45)	54%	(77)	141
2016 Vote: Didn't Vote	22%	(148)	31%	(206)	47%	(313)	667
Voted in 2014: Yes	21%	(268)	27%	(346)	52%	(663)	1277
Voted in 2014: No	22%	(201)	30%	(280)	48%	(442)	923
2012 Vote: Barack Obama	19%	(164)	25%	(213)	55%	(467)	844
2012 Vote: Mitt Romney	25%	(119)	28%	(134)	48%	(232)	485
2012 Vote: Other	11%	(9)	25%	(21)	63%	(52)	82
2012 Vote: Didn't Vote	22%	(175)	33%	(257)	45%	(350)	782

Continued on next page

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	21%	(469)	28%	(626)	50%	(1106)	2200
4-Region: Northeast	19%	(77)	18%	(72)	62%	(245)	394
4-Region: Midwest	24%	(110)	27%	(125)	49%	(227)	462
4-Region: South	22%	(185)	33%	(272)	45%	(367)	824
4-Region: West	19%	(97)	30%	(157)	51%	(267)	520
Watch TV: Every day	22%	(244)	28%	(307)	51%	(564)	1115
Watch TV: Several times per week	23%	(119)	33%	(169)	44%	(223)	511
Watch TV: About once per week	17%	(28)	25%	(42)	57%	(95)	165
Watch TV: Several times per month	17%	(16)	37%	(36)	47%	(45)	97
Watch TV: Less often than once per month	21%	(19)	24%	(22)	55%	(51)	93
Watch TV: Never	20%	(35)	22%	(40)	58%	(106)	181
Watch Movies: Every day	27%	(109)	27%	(109)	46%	(185)	402
Watch Movies: Several times per week	23%	(141)	33%	(201)	45%	(275)	618
Watch Movies: About once per week	16%	(56)	30%	(105)	54%	(188)	348
Watch Movies: Several times per month	20%	(58)	29%	(84)	51%	(145)	287
Watch Movies: About once per month	16%	(29)	28%	(54)	56%	(106)	189
Watch Movies: Less often than once per month	20%	(32)	27%	(43)	54%	(87)	162
Watch Movies: Never	22%	(43)	16%	(31)	62%	(120)	194
Watch Sporting Events: Every day	33%	(36)	25%	(27)	43%	(47)	109
Watch Sporting Events: Several times per week	26%	(74)	31%	(89)	43%	(125)	288
Watch Sporting Events: About once per week	22%	(53)	29%	(71)	48%	(116)	240
Watch Sporting Events: Several times per month	18%	(41)	30%	(67)	52%	(117)	225
Watch Sporting Events: About once per month	25%	(37)	26%	(37)	49%	(70)	144
Watch Sporting Events: Less often than once per month	19%	(75)	31%	(126)	50%	(199)	400
Watch Sporting Events: Never	19%	(152)	26%	(209)	54%	(432)	793
Cable TV: Currently subscribe	13%	(132)	25%	(252)	63%	(642)	1026
Cable TV: Subscribed in past	27%	(191)	45%	(320)	28%	(196)	706
Cable TV: Never subscribed	31%	(146)	11%	(54)	57%	(268)	468
Satellite TV: Currently subscribe	100%	(469)	—	(0)	—	(0)	469
Satellite TV: Subscribed in past	—	(0)	100%	(626)	—	(0)	626
Satellite TV: Never subscribed	—	(0)	—	(0)	100%	(1106)	1106

Continued on next page

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

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	21%	(469)	28%	(626)	50%	(1106)	2200
Streaming Services: Currently subscribe	22%	(299)	32%	(443)	46%	(630)	1372
Streaming Services: Subscribed in past	21%	(40)	39%	(76)	40%	(77)	192
Streaming Services: Never subscribed	20%	(130)	17%	(108)	63%	(398)	636
Film: An avid fan	22%	(163)	30%	(217)	48%	(348)	728
Film: A casual fan	21%	(251)	28%	(329)	51%	(613)	1193
Film: Not a fan	20%	(55)	29%	(80)	52%	(145)	280
Television: An avid fan	22%	(223)	29%	(304)	49%	(508)	1035
Television: A casual fan	22%	(219)	28%	(275)	50%	(501)	995
Television: Not a fan	16%	(26)	28%	(47)	57%	(97)	170
Music: An avid fan	21%	(229)	32%	(338)	47%	(503)	1070
Music: A casual fan	21%	(207)	25%	(245)	54%	(533)	985
Music: Not a fan	22%	(32)	30%	(43)	48%	(69)	144
Fashion: An avid fan	26%	(87)	22%	(74)	52%	(175)	336
Fashion: A casual fan	22%	(193)	30%	(269)	48%	(429)	892
Fashion: Not a fan	19%	(188)	29%	(282)	52%	(502)	973

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	62%	(1372)	9%	(192)	29%	(636)	2200
Gender: Male	61%	(643)	11%	(118)	28%	(300)	1062
Gender: Female	64%	(729)	7%	(74)	29%	(335)	1138
Age: 18-34	69%	(454)	12%	(76)	19%	(126)	655
Age: 35-44	74%	(265)	9%	(34)	16%	(59)	358
Age: 45-64	60%	(449)	8%	(64)	32%	(238)	751
Age: 65+	47%	(204)	4%	(19)	49%	(213)	436
GenZers: 1997-2012	69%	(202)	13%	(38)	18%	(54)	294
Millennials: 1981-1996	71%	(381)	10%	(54)	19%	(101)	535
GenXers: 1965-1980	68%	(367)	9%	(48)	23%	(121)	536
Baby Boomers: 1946-1964	53%	(396)	7%	(52)	40%	(300)	748
PID: Dem (no lean)	63%	(523)	10%	(79)	27%	(224)	826
PID: Ind (no lean)	65%	(454)	9%	(63)	26%	(183)	700
PID: Rep (no lean)	58%	(394)	8%	(51)	34%	(229)	674
PID/Gender: Dem Men	62%	(234)	13%	(50)	25%	(93)	377
PID/Gender: Dem Women	64%	(290)	6%	(28)	29%	(131)	449
PID/Gender: Ind Men	63%	(234)	12%	(43)	25%	(92)	369
PID/Gender: Ind Women	67%	(220)	6%	(20)	27%	(91)	331
PID/Gender: Rep Men	56%	(176)	8%	(25)	36%	(115)	316
PID/Gender: Rep Women	61%	(219)	7%	(26)	32%	(114)	358
Ideo: Liberal (1-3)	70%	(481)	8%	(57)	21%	(147)	686
Ideo: Moderate (4)	63%	(385)	9%	(52)	28%	(171)	608
Ideo: Conservative (5-7)	56%	(406)	9%	(62)	35%	(251)	720
Educ: < College	60%	(902)	9%	(135)	31%	(475)	1512
Educ: Bachelors degree	70%	(312)	7%	(30)	23%	(102)	444
Educ: Post-grad	65%	(158)	11%	(27)	24%	(59)	244
Income: Under 50k	56%	(678)	10%	(123)	34%	(412)	1213
Income: 50k-100k	68%	(474)	8%	(56)	24%	(167)	698
Income: 100k+	76%	(220)	5%	(13)	19%	(56)	289
Ethnicity: White	63%	(1092)	8%	(131)	29%	(499)	1722
Ethnicity: Hispanic	66%	(231)	12%	(40)	22%	(78)	349

Continued on next page

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

Demographic	Streaming Services: Currently subscribe		Streaming Services: Subscribed in past		Streaming Services: Never subscribed		Total N
Adults	62%	(1372)	9%	(192)	29%	(636)	2200
Ethnicity: Afr. Am.	54%	(149)	13%	(36)	33%	(90)	274
Ethnicity: Other	64%	(131)	13%	(26)	23%	(47)	204
All Christian	61%	(663)	8%	(85)	31%	(342)	1090
All Non-Christian	57%	(60)	17%	(18)	26%	(28)	106
Atheist	64%	(77)	13%	(16)	23%	(28)	121
Agnostic/Nothing in particular	65%	(571)	8%	(74)	27%	(238)	883
Religious Non-Protestant/Catholic	53%	(70)	18%	(23)	29%	(38)	132
Evangelical	60%	(343)	8%	(44)	32%	(184)	571
Non-Evangelical	64%	(525)	8%	(64)	29%	(237)	826
Community: Urban	62%	(358)	10%	(57)	28%	(160)	574
Community: Suburban	66%	(681)	8%	(86)	26%	(267)	1033
Community: Rural	56%	(333)	8%	(50)	35%	(209)	593
Employ: Private Sector	71%	(481)	9%	(58)	21%	(140)	679
Employ: Government	76%	(96)	5%	(7)	18%	(23)	126
Employ: Self-Employed	60%	(109)	13%	(24)	27%	(48)	181
Employ: Homemaker	65%	(79)	7%	(8)	28%	(34)	121
Employ: Retired	47%	(244)	6%	(32)	47%	(241)	517
Employ: Unemployed	62%	(194)	12%	(38)	26%	(82)	313
Employ: Other	64%	(77)	6%	(7)	30%	(36)	120
Military HH: Yes	56%	(213)	10%	(37)	35%	(133)	384
Military HH: No	64%	(1159)	9%	(155)	28%	(502)	1816
RD/WT: Right Direction	57%	(359)	9%	(60)	34%	(211)	629
RD/WT: Wrong Track	65%	(1013)	8%	(133)	27%	(425)	1571
Trump Job Approve	58%	(480)	9%	(77)	33%	(270)	828
Trump Job Disapprove	66%	(854)	8%	(110)	26%	(339)	1304
Trump Job Strongly Approve	54%	(253)	9%	(43)	37%	(172)	467
Trump Job Somewhat Approve	63%	(227)	10%	(35)	27%	(99)	361
Trump Job Somewhat Disapprove	67%	(188)	12%	(33)	22%	(62)	282
Trump Job Strongly Disapprove	65%	(667)	8%	(77)	27%	(278)	1022

Continued on next page

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

Demographic	Streaming Services: Currently subscribe		Streaming Services: Subscribed in past		Streaming Services: Never subscribed		Total N
Adults	62%	(1372)	9%	(192)	29%	(636)	2200
Favorable of Trump	59%	(488)	9%	(75)	32%	(263)	826
Unfavorable of Trump	66%	(832)	8%	(104)	26%	(333)	1269
Very Favorable of Trump	56%	(264)	8%	(39)	36%	(168)	471
Somewhat Favorable of Trump	63%	(225)	10%	(35)	27%	(96)	355
Somewhat Unfavorable of Trump	69%	(138)	11%	(21)	20%	(39)	199
Very Unfavorable of Trump	65%	(695)	8%	(82)	27%	(294)	1071
#1 Issue: Economy	67%	(470)	9%	(66)	23%	(165)	700
#1 Issue: Security	55%	(147)	8%	(21)	37%	(99)	268
#1 Issue: Health Care	69%	(278)	7%	(27)	25%	(100)	405
#1 Issue: Medicare / Social Security	45%	(144)	10%	(32)	45%	(143)	320
#1 Issue: Women's Issues	70%	(68)	6%	(5)	24%	(23)	97
#1 Issue: Education	70%	(95)	8%	(11)	22%	(29)	135
#1 Issue: Energy	67%	(67)	11%	(11)	22%	(21)	99
#1 Issue: Other	58%	(103)	11%	(19)	31%	(54)	176
2018 House Vote: Democrat	65%	(512)	8%	(66)	26%	(206)	784
2018 House Vote: Republican	58%	(368)	7%	(45)	35%	(219)	632
2018 House Vote: Someone else	60%	(42)	9%	(6)	31%	(21)	69
2016 Vote: Hillary Clinton	64%	(453)	8%	(58)	28%	(200)	711
2016 Vote: Donald Trump	60%	(408)	7%	(48)	33%	(225)	680
2016 Vote: Other	67%	(95)	9%	(12)	24%	(34)	141
2016 Vote: Didn't Vote	62%	(416)	11%	(75)	26%	(177)	667
Voted in 2014: Yes	60%	(772)	8%	(99)	32%	(406)	1277
Voted in 2014: No	65%	(600)	10%	(93)	25%	(230)	923
2012 Vote: Barack Obama	64%	(542)	8%	(67)	28%	(235)	844
2012 Vote: Mitt Romney	58%	(281)	6%	(30)	36%	(173)	485
2012 Vote: Other	57%	(47)	8%	(7)	35%	(29)	82
2012 Vote: Didn't Vote	64%	(500)	11%	(88)	25%	(194)	782

Continued on next page

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

Demographic	Streaming Services: Currently subscribe		Streaming Services: Subscribed in past		Streaming Services: Never subscribed		Total N
Adults	62%	(1372)	9%	(192)	29%	(636)	2200
4-Region: Northeast	57%	(226)	10%	(38)	33%	(130)	394
4-Region: Midwest	61%	(280)	6%	(29)	33%	(153)	462
4-Region: South	64%	(528)	9%	(71)	27%	(225)	824
4-Region: West	65%	(338)	11%	(55)	24%	(127)	520
Watch TV: Every day	65%	(726)	6%	(68)	29%	(322)	1115
Watch TV: Several times per week	72%	(369)	8%	(43)	19%	(100)	511
Watch TV: About once per week	56%	(93)	19%	(32)	24%	(40)	165
Watch TV: Several times per month	59%	(57)	13%	(13)	28%	(27)	97
Watch TV: Less often than once per month	54%	(50)	17%	(16)	29%	(27)	93
Watch TV: Never	31%	(56)	8%	(14)	61%	(110)	181
Watch Movies: Every day	69%	(276)	9%	(37)	22%	(89)	402
Watch Movies: Several times per week	75%	(461)	8%	(50)	17%	(107)	618
Watch Movies: About once per week	68%	(235)	7%	(26)	25%	(87)	348
Watch Movies: Several times per month	61%	(176)	12%	(35)	26%	(76)	287
Watch Movies: About once per month	52%	(99)	8%	(15)	40%	(75)	189
Watch Movies: Less often than once per month	48%	(78)	11%	(17)	41%	(67)	162
Watch Movies: Never	24%	(47)	7%	(13)	69%	(135)	194
Watch Sporting Events: Every day	50%	(55)	19%	(21)	31%	(34)	109
Watch Sporting Events: Several times per week	70%	(202)	7%	(21)	23%	(66)	288
Watch Sporting Events: About once per week	69%	(165)	9%	(23)	22%	(53)	240
Watch Sporting Events: Several times per month	68%	(154)	6%	(13)	26%	(59)	225
Watch Sporting Events: About once per month	66%	(96)	8%	(11)	26%	(37)	144
Watch Sporting Events: Less often than once per month	64%	(257)	9%	(34)	27%	(109)	400
Watch Sporting Events: Never	56%	(444)	9%	(70)	35%	(278)	793
Cable TV: Currently subscribe	63%	(646)	8%	(77)	30%	(303)	1026
Cable TV: Subscribed in past	73%	(517)	10%	(74)	16%	(115)	706
Cable TV: Never subscribed	45%	(209)	9%	(41)	46%	(217)	468
Satellite TV: Currently subscribe	64%	(299)	8%	(40)	28%	(130)	469
Satellite TV: Subscribed in past	71%	(443)	12%	(76)	17%	(108)	626
Satellite TV: Never subscribed	57%	(630)	7%	(77)	36%	(398)	1106

Continued on next page

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

Demographic	Streaming Services: Currently subscribe		Streaming Services: Subscribed in past		Streaming Services: Never subscribed		Total N
Adults	62%	(1372)	9%	(192)	29%	(636)	2200
Streaming Services: Currently subscribe	100%	(1372)	—	(0)	—	(0)	1372
Streaming Services: Subscribed in past	—	(0)	100%	(192)	—	(0)	192
Streaming Services: Never subscribed	—	(0)	—	(0)	100%	(636)	636
Film: An avid fan	71%	(517)	8%	(60)	21%	(151)	728
Film: A casual fan	63%	(749)	9%	(106)	28%	(338)	1193
Film: Not a fan	38%	(106)	9%	(27)	52%	(147)	280
Television: An avid fan	64%	(664)	7%	(74)	29%	(297)	1035
Television: A casual fan	63%	(624)	9%	(93)	28%	(278)	995
Television: Not a fan	49%	(84)	15%	(26)	35%	(60)	170
Music: An avid fan	68%	(726)	9%	(97)	23%	(247)	1070
Music: A casual fan	60%	(587)	7%	(74)	33%	(325)	985
Music: Not a fan	40%	(58)	15%	(22)	44%	(64)	144
Fashion: An avid fan	64%	(216)	10%	(35)	25%	(85)	336
Fashion: A casual fan	69%	(618)	8%	(70)	23%	(203)	892
Fashion: Not a fan	55%	(538)	9%	(88)	36%	(347)	973

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	33%	(728)	54%	(1193)	13%	(280)	2200
Gender: Male	39%	(417)	48%	(511)	13%	(133)	1062
Gender: Female	27%	(310)	60%	(682)	13%	(146)	1138
Age: 18-34	37%	(242)	54%	(352)	9%	(62)	655
Age: 35-44	42%	(151)	48%	(171)	10%	(36)	358
Age: 45-64	31%	(233)	53%	(401)	16%	(116)	751
Age: 65+	23%	(102)	62%	(269)	15%	(65)	436
GenZers: 1997-2012	33%	(98)	56%	(165)	11%	(31)	294
Millennials: 1981-1996	42%	(223)	50%	(265)	9%	(46)	535
GenXers: 1965-1980	35%	(186)	53%	(285)	12%	(65)	536
Baby Boomers: 1946-1964	28%	(207)	56%	(419)	16%	(122)	748
PID: Dem (no lean)	37%	(309)	53%	(439)	10%	(79)	826
PID: Ind (no lean)	32%	(223)	56%	(394)	12%	(82)	700
PID: Rep (no lean)	29%	(196)	53%	(360)	18%	(118)	674
PID/Gender: Dem Men	45%	(168)	48%	(179)	8%	(30)	377
PID/Gender: Dem Women	31%	(140)	58%	(259)	11%	(49)	449
PID/Gender: Ind Men	36%	(134)	49%	(182)	14%	(53)	369
PID/Gender: Ind Women	27%	(90)	64%	(212)	9%	(29)	331
PID/Gender: Rep Men	37%	(116)	47%	(150)	16%	(51)	316
PID/Gender: Rep Women	22%	(80)	59%	(210)	19%	(68)	358
Ideo: Liberal (1-3)	41%	(279)	53%	(367)	6%	(40)	686
Ideo: Moderate (4)	32%	(197)	54%	(328)	14%	(82)	608
Ideo: Conservative (5-7)	29%	(208)	53%	(380)	18%	(131)	720
Educ: < College	32%	(478)	54%	(818)	14%	(216)	1512
Educ: Bachelors degree	36%	(159)	54%	(239)	10%	(46)	444
Educ: Post-grad	37%	(91)	56%	(136)	7%	(18)	244
Income: Under 50k	32%	(389)	53%	(639)	15%	(185)	1213
Income: 50k-100k	35%	(246)	55%	(387)	9%	(65)	698
Income: 100k+	32%	(92)	58%	(167)	10%	(30)	289
Ethnicity: White	32%	(547)	55%	(955)	13%	(220)	1722
Ethnicity: Hispanic	42%	(146)	48%	(166)	10%	(36)	349
Ethnicity: Afr. Am.	42%	(116)	44%	(120)	14%	(38)	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	33%	(728)	54%	(1193)	13%	(280)	2200
Ethnicity: Other	31%	(64)	58%	(118)	11%	(22)	204
All Christian	33%	(364)	55%	(595)	12%	(130)	1090
All Non-Christian	37%	(39)	48%	(51)	15%	(16)	106
Atheist	39%	(47)	54%	(66)	7%	(8)	121
Agnostic/Nothing in particular	31%	(277)	54%	(481)	14%	(125)	883
Religious Non-Protestant/Catholic	36%	(47)	50%	(66)	14%	(19)	132
Evangelical	35%	(201)	49%	(281)	16%	(89)	571
Non-Evangelical	30%	(248)	60%	(496)	10%	(82)	826
Community: Urban	41%	(234)	49%	(281)	10%	(59)	574
Community: Suburban	33%	(339)	57%	(585)	11%	(110)	1033
Community: Rural	26%	(155)	55%	(327)	19%	(111)	593
Employ: Private Sector	39%	(262)	52%	(355)	9%	(62)	679
Employ: Government	25%	(32)	63%	(80)	12%	(15)	126
Employ: Self-Employed	36%	(66)	54%	(97)	10%	(18)	181
Employ: Homemaker	29%	(35)	52%	(63)	19%	(23)	121
Employ: Retired	25%	(129)	58%	(298)	17%	(90)	517
Employ: Unemployed	34%	(106)	52%	(163)	14%	(45)	313
Employ: Other	36%	(43)	55%	(66)	9%	(10)	120
Military HH: Yes	30%	(117)	56%	(216)	13%	(51)	384
Military HH: No	34%	(611)	54%	(977)	13%	(228)	1816
RD/WT: Right Direction	32%	(201)	52%	(326)	16%	(103)	629
RD/WT: Wrong Track	34%	(527)	55%	(867)	11%	(176)	1571
Trump Job Approve	29%	(239)	54%	(445)	17%	(145)	828
Trump Job Disapprove	36%	(470)	54%	(710)	9%	(123)	1304
Trump Job Strongly Approve	31%	(145)	50%	(233)	19%	(89)	467
Trump Job Somewhat Approve	26%	(93)	59%	(212)	15%	(55)	361
Trump Job Somewhat Disapprove	39%	(111)	51%	(143)	10%	(27)	282
Trump Job Strongly Disapprove	35%	(359)	55%	(567)	9%	(96)	1022
Favorable of Trump	28%	(235)	54%	(450)	17%	(141)	826
Unfavorable of Trump	36%	(458)	55%	(694)	9%	(118)	1269

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	33%	(728)	54%	(1193)	13%	(280)	2200
Very Favorable of Trump	30%	(140)	51%	(241)	19%	(90)	471
Somewhat Favorable of Trump	27%	(96)	59%	(209)	14%	(51)	355
Somewhat Unfavorable of Trump	36%	(72)	55%	(108)	9%	(18)	199
Very Unfavorable of Trump	36%	(386)	55%	(585)	9%	(100)	1071
#1 Issue: Economy	34%	(235)	55%	(385)	11%	(81)	700
#1 Issue: Security	28%	(74)	49%	(131)	23%	(63)	268
#1 Issue: Health Care	39%	(157)	54%	(221)	7%	(28)	405
#1 Issue: Medicare / Social Security	28%	(89)	55%	(176)	17%	(54)	320
#1 Issue: Women's Issues	27%	(26)	62%	(60)	11%	(11)	97
#1 Issue: Education	33%	(44)	58%	(79)	9%	(12)	135
#1 Issue: Energy	46%	(45)	43%	(42)	12%	(11)	99
#1 Issue: Other	32%	(57)	56%	(99)	12%	(20)	176
2018 House Vote: Democrat	38%	(301)	54%	(423)	8%	(60)	784
2018 House Vote: Republican	29%	(185)	55%	(345)	16%	(102)	632
2018 House Vote: Someone else	33%	(23)	57%	(39)	10%	(7)	69
2016 Vote: Hillary Clinton	38%	(270)	53%	(379)	9%	(63)	711
2016 Vote: Donald Trump	30%	(207)	54%	(370)	15%	(103)	680
2016 Vote: Other	32%	(46)	59%	(84)	8%	(12)	141
2016 Vote: Didn't Vote	31%	(205)	54%	(360)	15%	(102)	667
Voted in 2014: Yes	33%	(427)	55%	(704)	11%	(146)	1277
Voted in 2014: No	33%	(300)	53%	(489)	14%	(134)	923
2012 Vote: Barack Obama	36%	(307)	55%	(462)	9%	(76)	844
2012 Vote: Mitt Romney	27%	(132)	55%	(265)	18%	(88)	485
2012 Vote: Other	31%	(25)	60%	(50)	9%	(7)	82
2012 Vote: Didn't Vote	34%	(264)	52%	(410)	14%	(109)	782
4-Region: Northeast	34%	(134)	52%	(204)	14%	(56)	394
4-Region: Midwest	26%	(121)	59%	(273)	15%	(68)	462
4-Region: South	33%	(273)	54%	(447)	13%	(104)	824
4-Region: West	38%	(200)	52%	(269)	10%	(52)	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	33%	(728)	54%	(1193)	13%	(280)	2200
Watch TV: Every day	41%	(457)	47%	(527)	12%	(131)	1115
Watch TV: Several times per week	31%	(158)	60%	(305)	9%	(48)	511
Watch TV: About once per week	21%	(34)	70%	(115)	10%	(16)	165
Watch TV: Several times per month	24%	(23)	66%	(64)	10%	(10)	97
Watch TV: Less often than once per month	14%	(13)	67%	(62)	19%	(18)	93
Watch TV: Never	20%	(36)	53%	(95)	28%	(50)	181
Watch Movies: Every day	60%	(242)	32%	(130)	7%	(30)	402
Watch Movies: Several times per week	45%	(278)	49%	(301)	6%	(38)	618
Watch Movies: About once per week	25%	(88)	65%	(226)	10%	(33)	348
Watch Movies: Several times per month	19%	(53)	71%	(203)	11%	(31)	287
Watch Movies: About once per month	18%	(33)	72%	(137)	10%	(19)	189
Watch Movies: Less often than once per month	4%	(6)	67%	(108)	30%	(48)	162
Watch Movies: Never	14%	(26)	45%	(88)	41%	(80)	194
Watch Sporting Events: Every day	55%	(60)	34%	(37)	12%	(13)	109
Watch Sporting Events: Several times per week	49%	(141)	44%	(126)	8%	(22)	288
Watch Sporting Events: About once per week	36%	(87)	56%	(133)	8%	(20)	240
Watch Sporting Events: Several times per month	29%	(66)	57%	(129)	13%	(30)	225
Watch Sporting Events: About once per month	34%	(49)	58%	(84)	8%	(11)	144
Watch Sporting Events: Less often than once per month	30%	(121)	58%	(234)	11%	(45)	400
Watch Sporting Events: Never	26%	(203)	57%	(450)	18%	(139)	793
Cable TV: Currently subscribe	35%	(362)	53%	(546)	11%	(118)	1026
Cable TV: Subscribed in past	32%	(228)	56%	(399)	11%	(80)	706
Cable TV: Never subscribed	30%	(138)	53%	(248)	18%	(82)	468
Satellite TV: Currently subscribe	35%	(163)	54%	(251)	12%	(55)	469
Satellite TV: Subscribed in past	35%	(217)	53%	(329)	13%	(80)	626
Satellite TV: Never subscribed	31%	(348)	55%	(613)	13%	(145)	1106
Streaming Services: Currently subscribe	38%	(517)	55%	(749)	8%	(106)	1372
Streaming Services: Subscribed in past	31%	(60)	55%	(106)	14%	(27)	192
Streaming Services: Never subscribed	24%	(151)	53%	(338)	23%	(147)	636

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	33%	(728)	54%	(1193)	13%	(280)	2200
Film: An avid fan	100%	(728)	—	(0)	—	(0)	728
Film: A casual fan	—	(0)	100%	(1193)	—	(0)	1193
Film: Not a fan	—	(0)	—	(0)	100%	(280)	280
Television: An avid fan	52%	(541)	39%	(399)	9%	(95)	1035
Television: A casual fan	16%	(158)	74%	(733)	11%	(105)	995
Television: Not a fan	17%	(30)	36%	(61)	47%	(79)	170
Music: An avid fan	48%	(513)	45%	(486)	7%	(71)	1070
Music: A casual fan	20%	(193)	67%	(660)	13%	(132)	985
Music: Not a fan	15%	(22)	32%	(47)	53%	(76)	144
Fashion: An avid fan	55%	(183)	37%	(124)	9%	(29)	336
Fashion: A casual fan	33%	(293)	60%	(537)	7%	(62)	892
Fashion: Not a fan	26%	(251)	55%	(533)	19%	(189)	973

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	47%	(1035)	45%	(995)	8%	(170)	2200
Gender: Male	47%	(504)	44%	(465)	9%	(93)	1062
Gender: Female	47%	(531)	47%	(530)	7%	(76)	1138
Age: 18-34	39%	(255)	50%	(330)	11%	(70)	655
Age: 35-44	47%	(166)	48%	(170)	6%	(21)	358
Age: 45-64	49%	(370)	44%	(334)	6%	(47)	751
Age: 65+	56%	(243)	37%	(161)	7%	(32)	436
GenZers: 1997-2012	32%	(94)	53%	(155)	15%	(44)	294
Millennials: 1981-1996	43%	(232)	49%	(264)	7%	(39)	535
GenXers: 1965-1980	49%	(264)	44%	(238)	6%	(33)	536
Baby Boomers: 1946-1964	53%	(395)	41%	(305)	6%	(48)	748
PID: Dem (no lean)	53%	(435)	42%	(349)	5%	(43)	826
PID: Ind (no lean)	38%	(268)	50%	(353)	11%	(79)	700
PID: Rep (no lean)	49%	(332)	44%	(294)	7%	(48)	674
PID/Gender: Dem Men	52%	(197)	42%	(158)	6%	(22)	377
PID/Gender: Dem Women	53%	(238)	42%	(190)	5%	(21)	449
PID/Gender: Ind Men	42%	(153)	45%	(165)	14%	(51)	369
PID/Gender: Ind Women	35%	(115)	57%	(188)	8%	(28)	331
PID/Gender: Rep Men	49%	(154)	45%	(142)	6%	(20)	316
PID/Gender: Rep Women	50%	(179)	42%	(152)	8%	(28)	358
Ideo: Liberal (1-3)	50%	(342)	44%	(300)	6%	(44)	686
Ideo: Moderate (4)	49%	(300)	44%	(269)	6%	(39)	608
Ideo: Conservative (5-7)	46%	(335)	45%	(326)	8%	(59)	720
Educ: < College	49%	(736)	43%	(658)	8%	(118)	1512
Educ: Bachelors degree	42%	(186)	50%	(223)	8%	(35)	444
Educ: Post-grad	46%	(113)	47%	(115)	7%	(17)	244
Income: Under 50k	48%	(587)	43%	(523)	9%	(104)	1213
Income: 50k-100k	47%	(329)	46%	(318)	7%	(50)	698
Income: 100k+	41%	(119)	53%	(154)	5%	(16)	289
Ethnicity: White	48%	(820)	45%	(779)	7%	(122)	1722
Ethnicity: Hispanic	46%	(160)	45%	(156)	9%	(33)	349
Ethnicity: Afr. Am.	47%	(128)	43%	(118)	10%	(28)	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	47%	(1035)	45%	(995)	8%	(170)	2200
Ethnicity: Other	43%	(87)	48%	(98)	9%	(19)	204
All Christian	51%	(559)	44%	(479)	5%	(52)	1090
All Non-Christian	47%	(50)	43%	(46)	10%	(10)	106
Atheist	40%	(48)	50%	(60)	10%	(12)	121
Agnostic/Nothing in particular	43%	(379)	46%	(410)	11%	(95)	883
Religious Non-Protestant/Catholic	47%	(62)	45%	(59)	9%	(11)	132
Evangelical	49%	(280)	43%	(246)	8%	(44)	571
Non-Evangelical	49%	(403)	47%	(386)	4%	(37)	826
Community: Urban	47%	(271)	44%	(251)	9%	(53)	574
Community: Suburban	47%	(484)	47%	(482)	6%	(67)	1033
Community: Rural	47%	(280)	44%	(262)	9%	(50)	593
Employ: Private Sector	47%	(316)	47%	(318)	7%	(44)	679
Employ: Government	40%	(50)	49%	(62)	11%	(14)	126
Employ: Self-Employed	37%	(67)	56%	(101)	8%	(14)	181
Employ: Homemaker	44%	(54)	43%	(52)	12%	(15)	121
Employ: Retired	54%	(279)	40%	(207)	6%	(31)	517
Employ: Unemployed	52%	(163)	40%	(126)	8%	(24)	313
Employ: Other	45%	(54)	47%	(56)	9%	(10)	120
Military HH: Yes	47%	(180)	45%	(172)	8%	(31)	384
Military HH: No	47%	(855)	45%	(823)	8%	(138)	1816
RD/WT: Right Direction	47%	(296)	44%	(277)	9%	(57)	629
RD/WT: Wrong Track	47%	(740)	46%	(718)	7%	(113)	1571
Trump Job Approve	46%	(382)	46%	(379)	8%	(68)	828
Trump Job Disapprove	48%	(630)	45%	(587)	7%	(87)	1304
Trump Job Strongly Approve	50%	(233)	41%	(194)	9%	(41)	467
Trump Job Somewhat Approve	41%	(149)	51%	(185)	8%	(27)	361
Trump Job Somewhat Disapprove	43%	(121)	49%	(138)	8%	(23)	282
Trump Job Strongly Disapprove	50%	(509)	44%	(449)	6%	(64)	1022
Favorable of Trump	47%	(387)	45%	(374)	8%	(65)	826
Unfavorable of Trump	48%	(604)	46%	(583)	6%	(82)	1269

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	47%	(1035)	45%	(995)	8%	(170)	2200
Very Favorable of Trump	50%	(236)	41%	(195)	8%	(40)	471
Somewhat Favorable of Trump	42%	(151)	50%	(179)	7%	(26)	355
Somewhat Unfavorable of Trump	42%	(83)	52%	(103)	6%	(13)	199
Very Unfavorable of Trump	49%	(522)	45%	(480)	6%	(69)	1071
#1 Issue: Economy	44%	(311)	48%	(333)	8%	(56)	700
#1 Issue: Security	48%	(130)	42%	(113)	9%	(25)	268
#1 Issue: Health Care	51%	(208)	45%	(181)	4%	(16)	405
#1 Issue: Medicare / Social Security	59%	(187)	36%	(115)	6%	(18)	320
#1 Issue: Women's Issues	49%	(48)	39%	(38)	12%	(11)	97
#1 Issue: Education	34%	(46)	56%	(76)	10%	(14)	135
#1 Issue: Energy	46%	(46)	44%	(44)	10%	(10)	99
#1 Issue: Other	35%	(61)	54%	(95)	11%	(20)	176
2018 House Vote: Democrat	54%	(422)	43%	(334)	4%	(28)	784
2018 House Vote: Republican	48%	(303)	44%	(280)	8%	(48)	632
2018 House Vote: Someone else	38%	(27)	52%	(36)	10%	(7)	69
2016 Vote: Hillary Clinton	55%	(391)	41%	(290)	4%	(30)	711
2016 Vote: Donald Trump	50%	(339)	44%	(296)	7%	(45)	680
2016 Vote: Other	41%	(57)	50%	(71)	9%	(13)	141
2016 Vote: Didn't Vote	37%	(247)	51%	(338)	12%	(82)	667
Voted in 2014: Yes	52%	(663)	43%	(543)	6%	(71)	1277
Voted in 2014: No	40%	(372)	49%	(452)	11%	(99)	923
2012 Vote: Barack Obama	54%	(452)	43%	(359)	4%	(33)	844
2012 Vote: Mitt Romney	47%	(226)	45%	(220)	8%	(39)	485
2012 Vote: Other	50%	(41)	43%	(35)	7%	(6)	82
2012 Vote: Didn't Vote	40%	(314)	48%	(375)	12%	(92)	782
4-Region: Northeast	52%	(204)	41%	(160)	8%	(30)	394
4-Region: Midwest	47%	(218)	47%	(218)	6%	(26)	462
4-Region: South	45%	(370)	46%	(381)	9%	(73)	824
4-Region: West	47%	(243)	45%	(237)	8%	(41)	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	47%	(1035)	45%	(995)	8%	(170)	2200
Watch TV: Every day	64%	(709)	34%	(385)	2%	(22)	1115
Watch TV: Several times per week	38%	(196)	56%	(287)	5%	(27)	511
Watch TV: About once per week	25%	(41)	65%	(107)	10%	(17)	165
Watch TV: Several times per month	22%	(22)	68%	(66)	10%	(10)	97
Watch TV: Less often than once per month	12%	(11)	60%	(56)	28%	(26)	93
Watch TV: Never	27%	(50)	37%	(67)	35%	(64)	181
Watch Movies: Every day	65%	(261)	29%	(115)	7%	(27)	402
Watch Movies: Several times per week	54%	(334)	42%	(258)	4%	(26)	618
Watch Movies: About once per week	35%	(121)	57%	(199)	8%	(28)	348
Watch Movies: Several times per month	43%	(123)	51%	(146)	6%	(18)	287
Watch Movies: About once per month	36%	(69)	56%	(106)	7%	(14)	189
Watch Movies: Less often than once per month	30%	(48)	59%	(95)	12%	(19)	162
Watch Movies: Never	41%	(80)	39%	(76)	20%	(38)	194
Watch Sporting Events: Every day	66%	(72)	32%	(35)	3%	(3)	109
Watch Sporting Events: Several times per week	60%	(172)	37%	(106)	3%	(10)	288
Watch Sporting Events: About once per week	52%	(125)	45%	(107)	3%	(8)	240
Watch Sporting Events: Several times per month	48%	(109)	48%	(107)	4%	(9)	225
Watch Sporting Events: About once per month	45%	(65)	50%	(72)	5%	(7)	144
Watch Sporting Events: Less often than once per month	46%	(186)	48%	(192)	6%	(23)	400
Watch Sporting Events: Never	39%	(307)	47%	(376)	14%	(110)	793
Cable TV: Currently subscribe	53%	(542)	43%	(438)	4%	(46)	1026
Cable TV: Subscribed in past	44%	(313)	49%	(343)	7%	(50)	706
Cable TV: Never subscribed	38%	(180)	46%	(214)	16%	(74)	468
Satellite TV: Currently subscribe	48%	(223)	47%	(219)	6%	(26)	469
Satellite TV: Subscribed in past	49%	(304)	44%	(275)	7%	(47)	626
Satellite TV: Never subscribed	46%	(508)	45%	(501)	9%	(97)	1106
Streaming Services: Currently subscribe	48%	(664)	45%	(624)	6%	(84)	1372
Streaming Services: Subscribed in past	38%	(74)	48%	(93)	13%	(26)	192
Streaming Services: Never subscribed	47%	(297)	44%	(278)	9%	(60)	636

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	47%	(1035)	45%	(995)	8%	(170)	2200
Film: An avid fan	74%	(541)	22%	(158)	4%	(30)	728
Film: A casual fan	33%	(399)	61%	(733)	5%	(61)	1193
Film: Not a fan	34%	(95)	38%	(105)	28%	(79)	280
Television: An avid fan	100%	(1035)	—	(0)	—	(0)	1035
Television: A casual fan	—	(0)	100%	(995)	—	(0)	995
Television: Not a fan	—	(0)	—	(0)	100%	(170)	170
Music: An avid fan	60%	(642)	35%	(372)	5%	(56)	1070
Music: A casual fan	35%	(348)	59%	(577)	6%	(60)	985
Music: Not a fan	31%	(45)	32%	(46)	37%	(53)	144
Fashion: An avid fan	62%	(207)	30%	(99)	9%	(29)	336
Fashion: A casual fan	47%	(416)	48%	(432)	5%	(43)	892
Fashion: Not a fan	42%	(412)	48%	(464)	10%	(97)	973

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	49%	(1070)	45%	(985)	7%	(144)	2200
Gender: Male	50%	(526)	42%	(449)	8%	(87)	1062
Gender: Female	48%	(544)	47%	(536)	5%	(58)	1138
Age: 18-34	63%	(412)	32%	(209)	5%	(34)	655
Age: 35-44	60%	(213)	37%	(133)	3%	(11)	358
Age: 45-64	41%	(309)	52%	(392)	7%	(50)	751
Age: 65+	31%	(136)	58%	(252)	11%	(48)	436
GenZers: 1997-2012	70%	(205)	24%	(72)	6%	(18)	294
Millennials: 1981-1996	56%	(302)	39%	(208)	5%	(25)	535
GenXers: 1965-1980	54%	(291)	42%	(226)	4%	(19)	536
Baby Boomers: 1946-1964	33%	(243)	58%	(431)	10%	(73)	748
PID: Dem (no lean)	51%	(418)	43%	(354)	7%	(54)	826
PID: Ind (no lean)	53%	(369)	41%	(290)	6%	(41)	700
PID: Rep (no lean)	42%	(283)	51%	(342)	7%	(49)	674
PID/Gender: Dem Men	55%	(208)	37%	(140)	8%	(29)	377
PID/Gender: Dem Women	47%	(210)	48%	(214)	6%	(25)	449
PID/Gender: Ind Men	50%	(186)	41%	(150)	9%	(33)	369
PID/Gender: Ind Women	55%	(183)	42%	(140)	3%	(8)	331
PID/Gender: Rep Men	42%	(132)	50%	(159)	8%	(25)	316
PID/Gender: Rep Women	42%	(151)	51%	(183)	7%	(24)	358
Ideo: Liberal (1-3)	53%	(365)	42%	(289)	5%	(33)	686
Ideo: Moderate (4)	52%	(314)	42%	(255)	6%	(39)	608
Ideo: Conservative (5-7)	41%	(293)	51%	(369)	8%	(58)	720
Educ: < College	51%	(765)	42%	(638)	7%	(108)	1512
Educ: Bachelors degree	44%	(197)	51%	(226)	4%	(20)	444
Educ: Post-grad	44%	(108)	49%	(121)	7%	(16)	244
Income: Under 50k	50%	(608)	42%	(514)	8%	(91)	1213
Income: 50k-100k	49%	(340)	46%	(324)	5%	(34)	698
Income: 100k+	43%	(123)	51%	(147)	7%	(19)	289
Ethnicity: White	45%	(767)	49%	(836)	7%	(119)	1722
Ethnicity: Hispanic	59%	(207)	33%	(114)	8%	(29)	349
Ethnicity: Afr. Am.	70%	(192)	27%	(73)	4%	(10)	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	49%	(1070)	45%	(985)	7%	(144)	2200
Ethnicity: Other	55%	(112)	37%	(76)	8%	(16)	204
All Christian	43%	(474)	50%	(551)	6%	(66)	1090
All Non-Christian	48%	(50)	41%	(43)	11%	(12)	106
Atheist	57%	(68)	36%	(44)	7%	(8)	121
Agnostic/Nothing in particular	54%	(478)	39%	(348)	7%	(58)	883
Religious Non-Protestant/Catholic	48%	(63)	41%	(54)	11%	(15)	132
Evangelical	49%	(282)	45%	(255)	6%	(33)	571
Non-Evangelical	47%	(387)	48%	(394)	5%	(44)	826
Community: Urban	56%	(324)	37%	(210)	7%	(40)	574
Community: Suburban	46%	(478)	49%	(502)	5%	(54)	1033
Community: Rural	45%	(268)	46%	(273)	9%	(51)	593
Employ: Private Sector	52%	(356)	43%	(290)	5%	(33)	679
Employ: Government	42%	(53)	48%	(61)	10%	(13)	126
Employ: Self-Employed	54%	(97)	43%	(79)	3%	(5)	181
Employ: Homemaker	53%	(64)	39%	(47)	8%	(10)	121
Employ: Retired	31%	(161)	59%	(303)	10%	(53)	517
Employ: Unemployed	56%	(176)	38%	(118)	6%	(20)	313
Employ: Other	56%	(68)	38%	(45)	6%	(7)	120
Military HH: Yes	45%	(173)	46%	(175)	9%	(35)	384
Military HH: No	49%	(897)	45%	(810)	6%	(110)	1816
RD/WT: Right Direction	43%	(268)	49%	(307)	9%	(55)	629
RD/WT: Wrong Track	51%	(802)	43%	(679)	6%	(90)	1571
Trump Job Approve	44%	(364)	50%	(410)	7%	(54)	828
Trump Job Disapprove	52%	(681)	41%	(539)	6%	(84)	1304
Trump Job Strongly Approve	43%	(199)	49%	(229)	8%	(40)	467
Trump Job Somewhat Approve	46%	(165)	50%	(182)	4%	(15)	361
Trump Job Somewhat Disapprove	52%	(147)	39%	(110)	9%	(25)	282
Trump Job Strongly Disapprove	52%	(534)	42%	(429)	6%	(59)	1022
Favorable of Trump	43%	(356)	51%	(419)	6%	(51)	826
Unfavorable of Trump	53%	(668)	41%	(521)	6%	(79)	1269

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	49%	(1070)	45%	(985)	7%	(144)	2200
Very Favorable of Trump	42%	(196)	50%	(238)	8%	(37)	471
Somewhat Favorable of Trump	45%	(160)	51%	(181)	4%	(14)	355
Somewhat Unfavorable of Trump	50%	(99)	40%	(79)	10%	(20)	199
Very Unfavorable of Trump	53%	(569)	41%	(442)	6%	(59)	1071
#1 Issue: Economy	54%	(375)	42%	(292)	5%	(33)	700
#1 Issue: Security	43%	(115)	50%	(134)	7%	(18)	268
#1 Issue: Health Care	48%	(196)	47%	(189)	5%	(20)	405
#1 Issue: Medicare / Social Security	38%	(122)	49%	(156)	13%	(41)	320
#1 Issue: Women's Issues	58%	(56)	35%	(34)	7%	(7)	97
#1 Issue: Education	53%	(71)	43%	(58)	4%	(6)	135
#1 Issue: Energy	60%	(59)	35%	(35)	5%	(5)	99
#1 Issue: Other	43%	(75)	50%	(88)	7%	(13)	176
2018 House Vote: Democrat	51%	(401)	43%	(339)	6%	(44)	784
2018 House Vote: Republican	40%	(252)	53%	(334)	7%	(46)	632
2018 House Vote: Someone else	47%	(33)	47%	(33)	6%	(4)	69
2016 Vote: Hillary Clinton	48%	(343)	45%	(322)	6%	(46)	711
2016 Vote: Donald Trump	42%	(284)	51%	(347)	7%	(50)	680
2016 Vote: Other	39%	(55)	55%	(77)	6%	(8)	141
2016 Vote: Didn't Vote	58%	(388)	36%	(239)	6%	(40)	667
Voted in 2014: Yes	44%	(565)	49%	(631)	6%	(82)	1277
Voted in 2014: No	55%	(506)	38%	(355)	7%	(62)	923
2012 Vote: Barack Obama	48%	(405)	47%	(393)	6%	(47)	844
2012 Vote: Mitt Romney	38%	(184)	53%	(259)	9%	(42)	485
2012 Vote: Other	35%	(29)	59%	(49)	6%	(5)	82
2012 Vote: Didn't Vote	58%	(451)	36%	(280)	7%	(51)	782
4-Region: Northeast	47%	(186)	46%	(182)	7%	(26)	394
4-Region: Midwest	44%	(205)	50%	(230)	6%	(27)	462
4-Region: South	51%	(421)	43%	(355)	6%	(48)	824
4-Region: West	50%	(259)	42%	(218)	8%	(43)	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	49%	(1070)	45%	(985)	7%	(144)	2200
Watch TV: Every day	52%	(578)	43%	(481)	5%	(56)	1115
Watch TV: Several times per week	50%	(254)	46%	(233)	5%	(23)	511
Watch TV: About once per week	35%	(58)	54%	(89)	11%	(18)	165
Watch TV: Several times per month	47%	(46)	50%	(49)	3%	(3)	97
Watch TV: Less often than once per month	47%	(44)	42%	(39)	11%	(10)	93
Watch TV: Never	39%	(71)	42%	(77)	18%	(33)	181
Watch Movies: Every day	63%	(252)	33%	(132)	4%	(18)	402
Watch Movies: Several times per week	54%	(333)	43%	(264)	3%	(20)	618
Watch Movies: About once per week	44%	(153)	48%	(167)	8%	(28)	348
Watch Movies: Several times per month	44%	(127)	49%	(142)	6%	(18)	287
Watch Movies: About once per month	47%	(90)	50%	(95)	2%	(5)	189
Watch Movies: Less often than once per month	34%	(54)	58%	(94)	8%	(13)	162
Watch Movies: Never	31%	(60)	47%	(91)	22%	(43)	194
Watch Sporting Events: Every day	67%	(74)	28%	(31)	4%	(5)	109
Watch Sporting Events: Several times per week	55%	(158)	41%	(119)	4%	(12)	288
Watch Sporting Events: About once per week	53%	(128)	39%	(93)	8%	(19)	240
Watch Sporting Events: Several times per month	48%	(108)	47%	(106)	5%	(11)	225
Watch Sporting Events: About once per month	49%	(70)	51%	(73)	—	(1)	144
Watch Sporting Events: Less often than once per month	51%	(203)	45%	(182)	4%	(15)	400
Watch Sporting Events: Never	42%	(330)	48%	(381)	10%	(82)	793
Cable TV: Currently subscribe	48%	(490)	47%	(479)	6%	(57)	1026
Cable TV: Subscribed in past	53%	(371)	43%	(303)	5%	(32)	706
Cable TV: Never subscribed	45%	(209)	44%	(204)	12%	(55)	468
Satellite TV: Currently subscribe	49%	(229)	44%	(207)	7%	(32)	469
Satellite TV: Subscribed in past	54%	(338)	39%	(245)	7%	(43)	626
Satellite TV: Never subscribed	46%	(503)	48%	(533)	6%	(69)	1106
Streaming Services: Currently subscribe	53%	(726)	43%	(587)	4%	(58)	1372
Streaming Services: Subscribed in past	50%	(97)	38%	(74)	11%	(22)	192
Streaming Services: Never subscribed	39%	(247)	51%	(325)	10%	(64)	636

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	49%	(1070)	45%	(985)	7%	(144)	2200
Film: An avid fan	70%	(513)	27%	(193)	3%	(22)	728
Film: A casual fan	41%	(486)	55%	(660)	4%	(47)	1193
Film: Not a fan	26%	(71)	47%	(132)	27%	(76)	280
Television: An avid fan	62%	(642)	34%	(348)	4%	(45)	1035
Television: A casual fan	37%	(372)	58%	(577)	5%	(46)	995
Television: Not a fan	33%	(56)	36%	(60)	31%	(53)	170
Music: An avid fan	100%	(1070)	—	(0)	—	(0)	1070
Music: A casual fan	—	(0)	100%	(985)	—	(0)	985
Music: Not a fan	—	(0)	—	(0)	100%	(144)	144
Fashion: An avid fan	81%	(271)	16%	(54)	3%	(11)	336
Fashion: A casual fan	51%	(454)	47%	(420)	2%	(18)	892
Fashion: Not a fan	36%	(345)	53%	(512)	12%	(116)	973

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	15%	(336)	41%	(892)	44%	(973)	2200
Gender: Male	14%	(151)	27%	(290)	58%	(621)	1062
Gender: Female	16%	(185)	53%	(602)	31%	(352)	1138
Age: 18-34	22%	(146)	45%	(296)	32%	(212)	655
Age: 35-44	20%	(72)	40%	(143)	40%	(143)	358
Age: 45-64	12%	(90)	39%	(296)	49%	(366)	751
Age: 65+	6%	(27)	36%	(157)	58%	(252)	436
GenZers: 1997-2012	26%	(77)	43%	(126)	31%	(90)	294
Millennials: 1981-1996	20%	(110)	44%	(237)	35%	(188)	535
GenXers: 1965-1980	17%	(91)	41%	(219)	42%	(226)	536
Baby Boomers: 1946-1964	7%	(51)	37%	(280)	56%	(416)	748
PID: Dem (no lean)	19%	(155)	44%	(366)	37%	(305)	826
PID: Ind (no lean)	14%	(97)	38%	(263)	49%	(340)	700
PID: Rep (no lean)	12%	(83)	39%	(263)	49%	(328)	674
PID/Gender: Dem Men	19%	(71)	31%	(118)	50%	(188)	377
PID/Gender: Dem Women	19%	(84)	55%	(248)	26%	(117)	449
PID/Gender: Ind Men	11%	(40)	25%	(92)	64%	(237)	369
PID/Gender: Ind Women	17%	(57)	52%	(171)	31%	(103)	331
PID/Gender: Rep Men	13%	(40)	25%	(80)	62%	(196)	316
PID/Gender: Rep Women	12%	(43)	51%	(183)	37%	(132)	358
Ideo: Liberal (1-3)	19%	(132)	46%	(313)	35%	(241)	686
Ideo: Moderate (4)	16%	(99)	39%	(235)	45%	(273)	608
Ideo: Conservative (5-7)	11%	(78)	36%	(260)	53%	(382)	720
Educ: < College	15%	(220)	39%	(586)	47%	(707)	1512
Educ: Bachelors degree	16%	(69)	44%	(197)	40%	(178)	444
Educ: Post-grad	19%	(47)	45%	(109)	36%	(88)	244
Income: Under 50k	13%	(163)	39%	(479)	47%	(571)	1213
Income: 50k-100k	17%	(119)	40%	(276)	43%	(302)	698
Income: 100k+	18%	(53)	47%	(136)	34%	(99)	289
Ethnicity: White	11%	(195)	40%	(692)	48%	(835)	1722
Ethnicity: Hispanic	21%	(75)	42%	(148)	36%	(127)	349
Ethnicity: Afr. Am.	34%	(93)	41%	(111)	26%	(70)	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	15%	(336)	41%	(892)	44%	(973)	2200
Ethnicity: Other	24%	(48)	43%	(88)	33%	(68)	204
All Christian	15%	(168)	41%	(450)	43%	(473)	1090
All Non-Christian	23%	(25)	40%	(43)	36%	(39)	106
Atheist	4%	(5)	31%	(38)	64%	(78)	121
Agnostic/Nothing in particular	16%	(138)	41%	(362)	43%	(383)	883
Religious Non-Protestant/Catholic	25%	(33)	37%	(49)	38%	(50)	132
Evangelical	18%	(100)	37%	(213)	45%	(258)	571
Non-Evangelical	15%	(126)	46%	(376)	39%	(324)	826
Community: Urban	22%	(125)	42%	(239)	37%	(210)	574
Community: Suburban	15%	(157)	42%	(431)	43%	(445)	1033
Community: Rural	9%	(54)	37%	(221)	54%	(318)	593
Employ: Private Sector	19%	(131)	40%	(270)	41%	(277)	679
Employ: Government	15%	(19)	49%	(62)	35%	(45)	126
Employ: Self-Employed	20%	(36)	42%	(77)	38%	(68)	181
Employ: Homemaker	15%	(18)	54%	(66)	31%	(38)	121
Employ: Retired	7%	(36)	36%	(187)	57%	(294)	517
Employ: Unemployed	13%	(40)	39%	(121)	48%	(152)	313
Employ: Other	14%	(17)	43%	(51)	43%	(52)	120
Military HH: Yes	12%	(47)	37%	(143)	50%	(193)	384
Military HH: No	16%	(288)	41%	(749)	43%	(779)	1816
RD/WT: Right Direction	15%	(96)	34%	(216)	50%	(317)	629
RD/WT: Wrong Track	15%	(240)	43%	(675)	42%	(656)	1571
Trump Job Approve	14%	(113)	38%	(318)	48%	(398)	828
Trump Job Disapprove	16%	(213)	42%	(550)	42%	(542)	1304
Trump Job Strongly Approve	15%	(72)	32%	(148)	53%	(247)	467
Trump Job Somewhat Approve	11%	(40)	47%	(169)	42%	(151)	361
Trump Job Somewhat Disapprove	17%	(48)	49%	(139)	33%	(94)	282
Trump Job Strongly Disapprove	16%	(164)	40%	(410)	44%	(447)	1022
Favorable of Trump	12%	(99)	39%	(324)	49%	(403)	826
Unfavorable of Trump	17%	(215)	41%	(524)	42%	(530)	1269

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	15%	(336)	41%	(892)	44%	(973)	2200
Very Favorable of Trump	13%	(59)	35%	(165)	53%	(248)	471
Somewhat Favorable of Trump	11%	(40)	45%	(160)	44%	(156)	355
Somewhat Unfavorable of Trump	15%	(29)	48%	(96)	37%	(74)	199
Very Unfavorable of Trump	17%	(186)	40%	(429)	43%	(456)	1071
#1 Issue: Economy	17%	(121)	42%	(293)	41%	(286)	700
#1 Issue: Security	16%	(42)	33%	(88)	51%	(137)	268
#1 Issue: Health Care	15%	(59)	41%	(165)	45%	(181)	405
#1 Issue: Medicare / Social Security	10%	(30)	33%	(106)	57%	(183)	320
#1 Issue: Women's Issues	20%	(19)	47%	(46)	33%	(32)	97
#1 Issue: Education	16%	(22)	56%	(76)	27%	(37)	135
#1 Issue: Energy	26%	(26)	38%	(37)	36%	(36)	99
#1 Issue: Other	9%	(15)	45%	(80)	46%	(81)	176
2018 House Vote: Democrat	17%	(135)	41%	(325)	41%	(324)	784
2018 House Vote: Republican	11%	(72)	40%	(250)	49%	(309)	632
2018 House Vote: Someone else	19%	(13)	43%	(30)	38%	(26)	69
2016 Vote: Hillary Clinton	16%	(113)	44%	(316)	40%	(282)	711
2016 Vote: Donald Trump	12%	(81)	38%	(260)	50%	(340)	680
2016 Vote: Other	10%	(14)	37%	(52)	53%	(75)	141
2016 Vote: Didn't Vote	19%	(127)	40%	(264)	41%	(276)	667
Voted in 2014: Yes	14%	(180)	40%	(513)	46%	(585)	1277
Voted in 2014: No	17%	(156)	41%	(379)	42%	(388)	923
2012 Vote: Barack Obama	16%	(133)	43%	(360)	42%	(351)	844
2012 Vote: Mitt Romney	9%	(45)	38%	(182)	53%	(258)	485
2012 Vote: Other	8%	(7)	40%	(33)	52%	(43)	82
2012 Vote: Didn't Vote	19%	(148)	40%	(315)	41%	(320)	782
4-Region: Northeast	17%	(65)	45%	(176)	39%	(152)	394
4-Region: Midwest	13%	(61)	37%	(173)	49%	(229)	462
4-Region: South	16%	(129)	44%	(365)	40%	(330)	824
4-Region: West	15%	(80)	34%	(178)	50%	(262)	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	15%	(336)	41%	(892)	44%	(973)	2200
Watch TV: Every day	16%	(176)	42%	(464)	43%	(475)	1115
Watch TV: Several times per week	13%	(67)	45%	(230)	42%	(214)	511
Watch TV: About once per week	17%	(29)	39%	(64)	44%	(72)	165
Watch TV: Several times per month	12%	(12)	52%	(50)	36%	(35)	97
Watch TV: Less often than once per month	19%	(17)	20%	(18)	62%	(57)	93
Watch TV: Never	17%	(30)	25%	(46)	58%	(105)	181
Watch Movies: Every day	24%	(98)	38%	(153)	38%	(151)	402
Watch Movies: Several times per week	13%	(80)	46%	(284)	41%	(254)	618
Watch Movies: About once per week	16%	(55)	43%	(148)	42%	(145)	348
Watch Movies: Several times per month	14%	(41)	41%	(117)	45%	(129)	287
Watch Movies: About once per month	9%	(18)	47%	(88)	44%	(83)	189
Watch Movies: Less often than once per month	7%	(12)	35%	(57)	57%	(92)	162
Watch Movies: Never	16%	(31)	23%	(45)	61%	(118)	194
Watch Sporting Events: Every day	32%	(35)	40%	(44)	28%	(30)	109
Watch Sporting Events: Several times per week	16%	(46)	38%	(111)	46%	(131)	288
Watch Sporting Events: About once per week	14%	(33)	42%	(101)	44%	(106)	240
Watch Sporting Events: Several times per month	15%	(34)	39%	(88)	46%	(103)	225
Watch Sporting Events: About once per month	21%	(30)	47%	(68)	32%	(46)	144
Watch Sporting Events: Less often than once per month	15%	(60)	41%	(165)	44%	(175)	400
Watch Sporting Events: Never	12%	(97)	40%	(315)	48%	(380)	793
Cable TV: Currently subscribe	17%	(175)	41%	(418)	42%	(433)	1026
Cable TV: Subscribed in past	12%	(83)	46%	(324)	42%	(299)	706
Cable TV: Never subscribed	16%	(77)	32%	(150)	51%	(241)	468
Satellite TV: Currently subscribe	19%	(87)	41%	(193)	40%	(188)	469
Satellite TV: Subscribed in past	12%	(74)	43%	(269)	45%	(282)	626
Satellite TV: Never subscribed	16%	(175)	39%	(429)	45%	(502)	1106
Streaming Services: Currently subscribe	16%	(216)	45%	(618)	39%	(538)	1372
Streaming Services: Subscribed in past	18%	(35)	36%	(70)	46%	(88)	192
Streaming Services: Never subscribed	13%	(85)	32%	(203)	55%	(347)	636

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	15%	(336)	41%	(892)	44%	(973)	2200
Film: An avid fan	25%	(183)	40%	(293)	35%	(251)	728
Film: A casual fan	10%	(124)	45%	(537)	45%	(533)	1193
Film: Not a fan	10%	(29)	22%	(62)	68%	(189)	280
Television: An avid fan	20%	(207)	40%	(416)	40%	(412)	1035
Television: A casual fan	10%	(99)	43%	(432)	47%	(464)	995
Television: Not a fan	17%	(29)	26%	(43)	57%	(97)	170
Music: An avid fan	25%	(271)	42%	(454)	32%	(345)	1070
Music: A casual fan	5%	(54)	43%	(420)	52%	(512)	985
Music: Not a fan	7%	(11)	12%	(18)	80%	(116)	144
Fashion: An avid fan	100%	(336)	—	(0)	—	(0)	336
Fashion: A casual fan	—	(0)	100%	(892)	—	(0)	892
Fashion: Not a fan	—	(0)	—	(0)	100%	(973)	973

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	294	13%
	Millennials: 1981-1996	535	24%
	GenXers: 1965-1980	536	24%
	Baby Boomers: 1946-1964	748	34%
	N	2112	
xpid3	PID: Dem (no lean)	826	38%
	PID: Ind (no lean)	700	32%
	PID: Rep (no lean)	674	31%
	N	2200	
xpidGender	PID/Gender: Dem Men	377	17%
	PID/Gender: Dem Women	449	20%
	PID/Gender: Ind Men	369	17%
	PID/Gender: Ind Women	331	15%
	PID/Gender: Rep Men	316	14%
	PID/Gender: Rep Women	358	16%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	686	31%
	Ideo: Moderate (4)	608	28%
	Ideo: Conservative (5-7)	720	33%
	N	2013	
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	1213	55%
	Income: 50k-100k	698	32%
	Income: 100k+	289	13%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	1090	50%
	All Non-Christian	106	5%
	Atheist	121	5%
	Agnostic/Nothing in particular	883	40%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	132	6%
xdemEvang	Evangelical	571	26%
	Non-Evangelical	826	38%
	N	1396	
xdemUsr	Community: Urban	574	26%
	Community: Suburban	1033	47%
	Community: Rural	593	27%
	N	2200	
xdemEmploy	Employ: Private Sector	679	31%
	Employ: Government	126	6%
	Employ: Self-Employed	181	8%
	Employ: Homemaker	121	6%
	Employ: Retired	517	24%
	Employ: Unemployed	313	14%
	Employ: Other	120	5%
	N	2057	
xdemMilHH1	Military HH: Yes	384	17%
	Military HH: No	1816	83%
	N	2200	
xnr1	RD/WT: Right Direction	629	29%
	RD/WT: Wrong Track	1571	71%
	N	2200	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	828	38%
	Trump Job Disapprove	1304	59%
	N	2132	
Trump_Approve2	Trump Job Strongly Approve	467	21%
	Trump Job Somewhat Approve	361	16%
	Trump Job Somewhat Disapprove	282	13%
	Trump Job Strongly Disapprove	1022	46%
	N	2132	
Trump_Fav	Favorable of Trump	826	38%
	Unfavorable of Trump	1269	58%
	N	2096	
Trump_Fav_FULL	Very Favorable of Trump	471	21%
	Somewhat Favorable of Trump	355	16%
	Somewhat Unfavorable of Trump	199	9%
	Very Unfavorable of Trump	1071	49%
	N	2096	
xnr3	#1 Issue: Economy	700	32%
	#1 Issue: Security	268	12%
	#1 Issue: Health Care	405	18%
	#1 Issue: Medicare / Social Security	320	15%
	#1 Issue: Women's Issues	97	4%
	#1 Issue: Education	135	6%
	#1 Issue: Energy	99	5%
	#1 Issue: Other	176	8%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	784	36%
	2018 House Vote: Republican	632	29%
	2018 House Vote: Someone else	69	3%
	N	1485	
xsubVote16O	2016 Vote: Hillary Clinton	711	32%
	2016 Vote: Donald Trump	680	31%
	2016 Vote: Other	141	6%
	2016 Vote: Didn't Vote	667	30%
	N	2200	
xsubVote14O	Voted in 2014: Yes	1277	58%
	Voted in 2014: No	923	42%
	N	2200	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	844	38%
	2012 Vote: Mitt Romney	485	22%
	2012 Vote: Other	82	4%
	2012 Vote: Didn't Vote	782	36%
	N	2193	
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	1115	51%
	Watch TV: Several times per week	511	23%
	Watch TV: About once per week	165	7%
	Watch TV: Several times per month	97	4%
	Watch TV: About once per month	39	2%
	Watch TV: Less often than once per month	93	4%
	Watch TV: Never	181	8%
	N	2200	
HRdem1_2	Watch Movies: Every day	402	18%
	Watch Movies: Several times per week	618	28%
	Watch Movies: About once per week	348	16%
	Watch Movies: Several times per month	287	13%
	Watch Movies: About once per month	189	9%
	Watch Movies: Less often than once per month	162	7%
	Watch Movies: Never	194	9%
	N	2200	
HRdem1_3	Watch Sporting Events: Every day	109	5%
	Watch Sporting Events: Several times per week	288	13%
	Watch Sporting Events: About once per week	240	11%
	Watch Sporting Events: Several times per month	225	10%
	Watch Sporting Events: About once per month	144	7%
	Watch Sporting Events: Less often than once per month	400	18%
	Watch Sporting Events: Never	793	36%
	N	2200	
HRdem2_1	Cable TV: Currently subscribe	1026	47%
	Cable TV: Subscribed in past	706	32%
	Cable TV: Never subscribed	468	21%
	N	2200	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
HRdem2_2	Satellite TV: Currently subscribe	469	21%
	Satellite TV: Subscribed in past	626	28%
	Satellite TV: Never subscribed	1106	50%
	N	2200	
HRdem2_3	Streaming Services: Currently subscribe	1372	62%
	Streaming Services: Subscribed in past	192	9%
	Streaming Services: Never subscribed	636	29%
	N	2200	
HRdem3_1	Film: An avid fan	728	33%
	Film: A casual fan	1193	54%
	Film: Not a fan	280	13%
	N	2200	
HRdem3_2	Television: An avid fan	1035	47%
	Television: A casual fan	995	45%
	Television: Not a fan	170	8%
	N	2200	
HRdem3_3	Music: An avid fan	1070	49%
	Music: A casual fan	985	45%
	Music: Not a fan	144	7%
	N	2200	
HRdem3_4	Fashion: An avid fan	336	15%
	Fashion: A casual fan	892	41%
	Fashion: Not a fan	973	44%
	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.

MORNING CONSULT