



National Tracking Poll #200817
August 04-08, 2020

Crosstabulation Results

Methodology:

This poll was conducted between August 4-August 8, 2020 among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, gender, educational attainment, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table MCB1: Prior to the pandemic, how often did you go to a movie theater?

Demographic	Every day	Several times a week	About once a week	Several times a month	About once a month	Several times a year	Once a year or less	Never	Total N
Adults	1% (27)	1% (25)	4% (92)	10%(222)	19% (421)	23%(500)	20%(432)	22% (481)	2200
Gender: Male	2% (22)	2% (16)	4% (46)	10% (111)	23%(240)	21%(228)	17% (185)	20% (213)	1062
Gender: Female	— (5)	1% (8)	4% (46)	10% (111)	16%(180)	24%(273)	22%(247)	24%(268)	1138
Age: 18-34	2% (14)	2% (16)	6% (39)	15% (101)	21% (137)	23% (151)	16%(104)	14% (93)	655
Age: 35-44	3% (9)	1% (3)	5% (19)	15% (55)	24% (85)	21% (76)	18% (64)	13% (47)	358
Age: 45-64	— (3)	1% (6)	3% (25)	5% (41)	20% (152)	26%(192)	21%(160)	23% (172)	751
Age: 65+	— (1)	— (0)	2% (10)	6% (24)	11% (48)	19% (81)	24%(104)	39%(169)	436
GenZers: 1997-2012	2% (5)	4% (9)	9% (23)	15% (38)	28% (70)	19% (49)	12% (29)	12% (30)	253
Millennials: 1981-1996	2% (14)	1% (9)	5% (27)	15% (89)	19% (112)	23% (132)	20% (117)	14% (78)	577
GenXers: 1965-1980	1% (8)	1% (6)	4% (25)	9% (52)	22%(124)	24% (137)	19%(109)	20% (113)	573
Baby Boomers: 1946-1964	— (1)	— (1)	2% (13)	6% (40)	15%(107)	24% (173)	22% (158)	31%(223)	717
PID: Dem (no lean)	— (2)	— (3)	4% (35)	12% (99)	22%(180)	23% (185)	17% (135)	21% (167)	806
PID: Ind (no lean)	1% (7)	1% (11)	5% (33)	8% (61)	19% (137)	21% (150)	23% (169)	21% (153)	720
PID: Rep (no lean)	3% (17)	2% (12)	4% (25)	9% (62)	15%(104)	24% (165)	19% (128)	24% (161)	674
PID/Gender: Dem Men	1% (2)	— (1)	5% (19)	14% (51)	28%(103)	18% (69)	15% (57)	19% (69)	372
PID/Gender: Dem Women	— (0)	— (1)	4% (16)	11% (48)	18% (76)	27% (116)	18% (78)	22% (97)	434
PID/Gender: Ind Men	1% (5)	3% (9)	4% (13)	7% (23)	23% (78)	22% (73)	20% (69)	20% (68)	337
PID/Gender: Ind Women	1% (3)	1% (2)	5% (19)	10% (38)	15% (58)	20% (78)	26%(100)	22% (85)	383
PID/Gender: Rep Men	4% (15)	2% (7)	4% (14)	11% (37)	17% (59)	24% (86)	17% (59)	22% (76)	353
PID/Gender: Rep Women	1% (2)	2% (5)	3% (10)	8% (25)	14% (46)	25% (79)	22% (69)	26% (85)	321
Ideo: Liberal (1-3)	2% (11)	1% (8)	5% (32)	14% (88)	21% (132)	24%(149)	16% (98)	17%(106)	625
Ideo: Moderate (4)	1% (4)	1% (6)	4% (22)	10% (65)	21% (133)	22% (136)	19% (119)	22% (138)	622
Ideo: Conservative (5-7)	1% (10)	1% (8)	4% (30)	8% (56)	17%(126)	24%(176)	22%(160)	24%(176)	742
Educ: < College	1% (19)	1% (15)	4% (60)	9% (138)	17%(262)	20%(305)	21% (318)	26%(394)	1512
Educ: Bachelors degree	1% (4)	1% (4)	3% (15)	13% (59)	24% (105)	29% (127)	15% (68)	14% (62)	444
Educ: Post-grad	2% (4)	2% (6)	7% (16)	10% (25)	22% (53)	28% (69)	19% (45)	11% (26)	244

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Table MCB1: Prior to the pandemic, how often did you go to a movie theater?

Demographic	Every day	Several times a week	About once a week	Several times a month	About once a month	Several times a year	Once a year or less	Never	Total N
Adults	1% (27)	1% (25)	4% (92)	10%(222)	19%(421)	23%(500)	20%(432)	22% (481)	2200
Income: Under 50k	1% (16)	1% (11)	2% (30)	8% (103)	18% (217)	20%(246)	21%(262)	28%(338)	1222
Income: 50k-100k	1% (9)	2% (10)	7% (45)	13% (86)	19%(124)	25%(163)	16%(105)	16% (99)	640
Income: 100k+	1% (2)	1% (4)	5% (18)	10% (33)	24% (80)	27% (91)	19% (65)	13% (44)	338
Ethnicity: White	1% (15)	1% (13)	4% (72)	9% (159)	17%(299)	23%(400)	21%(362)	23%(402)	1722
Ethnicity: Hispanic	— (0)	2% (8)	7% (24)	19% (67)	32% (113)	18% (62)	8% (27)	14% (49)	349
Ethnicity: Black	4% (11)	2% (5)	5% (12)	15% (40)	24% (65)	20% (55)	15% (40)	17% (45)	274
Ethnicity: Other	— (0)	4% (8)	4% (8)	11% (22)	28% (57)	22% (45)	15% (30)	17% (34)	204
All Christian	1% (11)	1% (7)	4% (44)	9% (94)	18% (188)	24%(255)	20% (217)	23%(244)	1060
All Non-Christian	2% (2)	2% (2)	8% (8)	13% (13)	17% (17)	26% (25)	17% (16)	14% (14)	98
Atheist	3% (3)	— (0)	4% (4)	8% (8)	30% (29)	22% (21)	13% (13)	20% (19)	96
Agnostic/Nothing in particular	1% (7)	2% (10)	4% (22)	8% (46)	21% (123)	22% (128)	19% (107)	23% (130)	572
Something Else	1% (4)	2% (6)	4% (14)	16% (61)	17% (64)	19% (71)	21% (79)	20% (74)	373
Religious Non-Protestant/Catholic	2% (2)	2% (2)	7% (9)	12% (15)	14% (18)	28% (35)	19% (24)	17% (21)	126
Evangelical	2% (10)	1% (7)	3% (19)	11% (63)	15% (87)	24% (138)	20% (116)	23% (131)	571
Non-Evangelical	1% (5)	1% (6)	5% (38)	11% (87)	19% (158)	22% (176)	21% (172)	21% (172)	813
Community: Urban	2% (14)	2% (10)	6% (34)	12% (66)	19% (106)	21% (120)	18% (101)	20% (115)	565
Community: Suburban	— (4)	1% (10)	4% (44)	12% (124)	21% (216)	26%(268)	18% (189)	17% (172)	1028
Community: Rural	2% (9)	1% (5)	2% (14)	5% (32)	16% (99)	19% (112)	23% (141)	32%(194)	607
Employ: Private Sector	2% (13)	1% (6)	6% (38)	15% (98)	24% (157)	26% (171)	16% (104)	11% (74)	661
Employ: Government	3% (4)	1% (1)	10% (13)	8% (10)	18% (22)	23% (29)	21% (27)	15% (18)	124
Employ: Self-Employed	1% (2)	2% (3)	4% (7)	18% (30)	13% (23)	23% (40)	20% (34)	19% (33)	171
Employ: Homemaker	1% (2)	— (0)	4% (7)	7% (11)	17% (27)	26% (40)	19% (30)	25% (40)	157
Employ: Retired	1% (4)	1% (3)	2% (12)	4% (20)	13% (64)	20% (103)	23% (116)	36%(184)	507
Employ: Unemployed	— (0)	1% (2)	1% (3)	8% (24)	25% (79)	19% (61)	19% (59)	27% (86)	314
Employ: Other	2% (3)	1% (1)	1% (1)	8% (11)	18% (25)	21% (30)	28% (40)	21% (30)	142
Military HH: Yes	— (1)	— (2)	5% (15)	10% (31)	18% (56)	19% (61)	21% (68)	27% (85)	319
Military HH: No	1% (26)	1% (23)	4% (77)	10% (191)	19%(364)	23%(440)	19%(364)	21%(396)	1881
RD/WT: Right Direction	3% (18)	2% (12)	3% (20)	9% (55)	18% (109)	19% (113)	17% (103)	27% (159)	588
RD/WT: Wrong Track	1% (9)	1% (13)	5% (73)	10% (167)	19% (312)	24%(387)	20%(329)	20%(322)	1612

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Table MCB1: Prior to the pandemic, how often did you go to a movie theater?

Demographic	Every day	Several times a week	About once a week	Several times a month	About once a month	Several times a year	Once a year or less	Never	Total N
Adults	1% (27)	1% (25)	4% (92)	10% (222)	19% (421)	23% (500)	20% (432)	22% (481)	2200
Trump Job Approve	2% (16)	2% (18)	4% (32)	9% (74)	17% (143)	22% (189)	21% (182)	24% (208)	863
Trump Job Disapprove	1% (8)	— (5)	4% (53)	11% (138)	21% (268)	23% (291)	19% (237)	20% (248)	1248
Trump Job Strongly Approve	3% (14)	2% (8)	4% (21)	8% (42)	15% (76)	21% (104)	23% (113)	24% (118)	494
Trump Job Somewhat Approve	1% (3)	3% (10)	3% (11)	9% (32)	18% (67)	23% (85)	19% (69)	25% (91)	369
Trump Job Somewhat Disapprove	— (1)	1% (3)	4% (11)	12% (32)	16% (43)	22% (61)	22% (59)	23% (61)	270
Trump Job Strongly Disapprove	1% (7)	— (2)	4% (43)	11% (106)	23% (225)	24% (231)	18% (178)	19% (187)	978
Favorable of Trump	2% (14)	1% (11)	3% (29)	8% (70)	17% (148)	23% (196)	22% (194)	24% (206)	868
Unfavorable of Trump	1% (7)	1% (7)	5% (55)	11% (138)	21% (253)	23% (283)	18% (221)	20% (241)	1204
Very Favorable of Trump	2% (12)	2% (8)	4% (19)	8% (42)	16% (81)	20% (102)	23% (114)	25% (123)	499
Somewhat Favorable of Trump	1% (3)	1% (3)	3% (10)	8% (28)	18% (67)	26% (94)	22% (81)	23% (83)	369
Somewhat Unfavorable of Trump	2% (4)	2% (5)	5% (12)	11% (24)	16% (35)	24% (51)	17% (36)	23% (50)	217
Very Unfavorable of Trump	— (3)	— (2)	4% (44)	12% (114)	22% (218)	23% (232)	19% (184)	19% (191)	987
#1 Issue: Economy	2% (13)	1% (7)	4% (28)	12% (97)	21% (164)	23% (184)	21% (163)	16% (129)	786
#1 Issue: Security	2% (4)	1% (3)	3% (7)	8% (22)	13% (35)	21% (56)	21% (57)	31% (84)	268
#1 Issue: Health Care	1% (3)	— (2)	6% (28)	10% (44)	19% (80)	26% (111)	17% (75)	20% (85)	428
#1 Issue: Medicare / Social Security	— (1)	1% (2)	3% (7)	5% (13)	16% (46)	21% (61)	21% (62)	34% (100)	292
#1 Issue: Women's Issues	1% (1)	2% (1)	15% (13)	16% (14)	12% (10)	21% (18)	14% (12)	19% (16)	84
#1 Issue: Education	5% (6)	2% (3)	1% (1)	12% (14)	31% (36)	20% (23)	15% (17)	14% (16)	114
#1 Issue: Energy	— (0)	2% (1)	11% (7)	18% (11)	23% (14)	14% (8)	16% (10)	17% (11)	62
#1 Issue: Other	— (0)	4% (6)	1% (2)	4% (6)	21% (34)	24% (39)	22% (37)	25% (40)	165
2018 House Vote: Democrat	— (2)	1% (5)	5% (37)	12% (88)	22% (162)	23% (167)	18% (131)	19% (143)	736
2018 House Vote: Republican	2% (15)	1% (9)	4% (27)	9% (56)	17% (110)	26% (171)	19% (124)	22% (143)	655
2018 House Vote: Someone else	6% (4)	— (0)	9% (6)	9% (5)	20% (13)	15% (10)	22% (14)	20% (13)	63
2016 Vote: Hillary Clinton	1% (7)	— (1)	5% (33)	10% (64)	21% (141)	24% (160)	18% (120)	20% (132)	656
2016 Vote: Donald Trump	1% (9)	2% (14)	4% (26)	8% (58)	16% (113)	25% (176)	20% (140)	24% (165)	700
2016 Vote: Other	3% (4)	— (0)	4% (6)	12% (17)	19% (26)	23% (31)	23% (31)	15% (20)	134
2016 Vote: Didn't Vote	1% (7)	1% (10)	4% (28)	12% (83)	20% (141)	19% (134)	20% (141)	23% (165)	709
Voted in 2014: Yes	1% (18)	1% (13)	5% (58)	10% (129)	19% (241)	24% (314)	19% (246)	21% (270)	1291
Voted in 2014: No	1% (9)	1% (12)	4% (34)	10% (93)	20% (179)	20% (186)	20% (186)	23% (211)	909

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Table MCB1: Prior to the pandemic, how often did you go to a movie theater?

Demographic	Every day	Several times a week	About once a week	Several times a month	About once a month	Several times a year	Once a year or less	Never	Total N
Adults	1% (27)	1% (25)	4% (92)	10%(222)	19%(421)	23%(500)	20%(432)	22%(481)	2200
2012 Vote: Barack Obama	1% (11)	1% (6)	4% (29)	11% (87)	23% (182)	24% (190)	19% (149)	19% (150)	804
2012 Vote: Mitt Romney	1% (4)	1% (6)	5% (26)	8% (41)	11% (58)	28% (142)	22% (113)	24% (122)	512
2012 Vote: Other	4% (4)	— (0)	7% (6)	9% (8)	19% (17)	20% (18)	18% (16)	24% (22)	92
2012 Vote: Didn't Vote	1% (8)	2% (13)	4% (30)	11% (87)	20% (161)	19% (150)	19% (153)	24% (187)	789
4-Region: Northeast	1% (4)	1% (3)	3% (12)	11% (42)	21% (84)	20% (81)	21% (84)	21% (84)	394
4-Region: Midwest	1% (3)	— (2)	3% (14)	9% (42)	16% (72)	25% (113)	19% (88)	28% (128)	462
4-Region: South	1% (12)	1% (10)	4% (34)	9% (78)	18% (146)	23% (193)	20% (166)	22% (185)	824
4-Region: West	2% (8)	2% (10)	6% (32)	11% (59)	23% (119)	22% (114)	18% (93)	16% (85)	520
Film fan	1% (24)	1% (17)	5% (86)	12% (214)	21%(384)	24%(446)	20%(359)	16%(299)	1830
Pop culture fan	2% (21)	1% (19)	6% (79)	14% (183)	23%(302)	25%(337)	17%(227)	13%(170)	1338
Daytime talk show fan	3% (23)	2% (13)	6% (45)	15% (111)	22%(165)	20% (151)	16% (117)	16%(120)	745
Frequent moviegoer	3% (27)	3% (25)	12% (92)	28%(222)	53%(421)	— (0)	— (0)	— (0)	787
Frequent Daytime talk show	4% (26)	3% (18)	6% (41)	15%(100)	23%(149)	18% (118)	14% (94)	16%(105)	651
Prefer theater	4% (26)	2% (14)	8% (56)	16% (116)	26%(184)	27%(196)	12% (87)	6% (42)	720
Prefer streaming	— (1)	1% (10)	3% (35)	8%(100)	17%(205)	22% (261)	23%(277)	25%(294)	1182

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

Table MCB2: How often do you watch daytime talk shows?

Demographic	Every day	Several times a week	About once a week	Several times a month	About once a month	Several times a year	Once a year or less	Never	Total N
Adults	6% (129)	11% (232)	7% (146)	7% (144)	6% (133)	7% (149)	10% (231)	47% (1036)	2200
Gender: Male	6% (62)	10% (104)	7% (70)	6% (67)	5% (53)	5% (53)	8% (87)	53% (565)	1062
Gender: Female	6% (67)	11% (128)	7% (76)	7% (77)	7% (80)	8% (96)	13% (144)	41% (471)	1138
Age: 18-34	6% (36)	14% (89)	9% (59)	9% (58)	7% (46)	8% (50)	12% (76)	37% (240)	655
Age: 35-44	9% (34)	14% (50)	7% (24)	6% (23)	7% (24)	7% (25)	9% (31)	41% (147)	358
Age: 45-64	5% (38)	7% (55)	5% (41)	6% (43)	6% (44)	7% (56)	11% (82)	52% (392)	751
Age: 65+	5% (21)	9% (38)	5% (22)	4% (20)	4% (19)	4% (18)	9% (41)	59% (257)	436
GenZers: 1997-2012	5% (12)	13% (33)	10% (26)	9% (24)	9% (23)	8% (20)	13% (33)	33% (82)	253
Millennials: 1981-1996	8% (49)	13% (74)	7% (42)	8% (46)	6% (34)	8% (46)	10% (58)	40% (228)	577
GenXers: 1965-1980	6% (33)	11% (60)	7% (39)	6% (37)	7% (38)	7% (42)	12% (68)	45% (257)	573
Baby Boomers: 1946-1964	4% (31)	8% (54)	5% (35)	5% (34)	5% (36)	5% (39)	8% (60)	60% (427)	717
PID: Dem (no lean)	8% (63)	15% (117)	6% (50)	8% (68)	5% (43)	7% (60)	11% (88)	39% (316)	806
PID: Ind (no lean)	4% (30)	6% (43)	8% (55)	5% (38)	7% (49)	8% (56)	12% (84)	50% (364)	720
PID: Rep (no lean)	5% (35)	11% (72)	6% (40)	6% (38)	6% (41)	5% (33)	9% (59)	53% (357)	674
PID/Gender: Dem Men	9% (33)	13% (48)	5% (19)	10% (36)	4% (17)	6% (22)	9% (34)	44% (163)	372
PID/Gender: Dem Women	7% (31)	16% (69)	7% (32)	7% (32)	6% (26)	9% (38)	12% (54)	35% (153)	434
PID/Gender: Ind Men	3% (9)	5% (18)	10% (32)	3% (9)	6% (20)	7% (24)	9% (30)	58% (195)	337
PID/Gender: Ind Women	6% (21)	7% (25)	6% (23)	7% (28)	8% (29)	8% (32)	14% (55)	44% (169)	383
PID/Gender: Rep Men	6% (21)	11% (38)	5% (19)	6% (21)	5% (17)	2% (7)	7% (23)	59% (207)	353
PID/Gender: Rep Women	4% (14)	10% (33)	7% (21)	5% (17)	8% (24)	8% (26)	11% (36)	46% (149)	321
Ideo: Liberal (1-3)	6% (38)	13% (83)	6% (40)	7% (42)	6% (37)	9% (56)	13% (82)	40% (248)	625
Ideo: Moderate (4)	8% (49)	10% (65)	11% (66)	8% (51)	6% (40)	5% (32)	10% (59)	42% (260)	622
Ideo: Conservative (5-7)	4% (31)	9% (68)	4% (31)	4% (32)	6% (41)	6% (43)	9% (70)	57% (426)	742
Educ: < College	7% (107)	10% (145)	7% (110)	7% (101)	6% (88)	7% (107)	10% (146)	47% (710)	1512
Educ: Bachelors degree	3% (14)	12% (54)	5% (23)	6% (26)	5% (23)	6% (26)	12% (55)	50% (223)	444
Educ: Post-grad	4% (9)	14% (33)	5% (12)	7% (17)	9% (23)	7% (16)	12% (30)	42% (103)	244
Income: Under 50k	7% (81)	10% (128)	7% (89)	7% (80)	6% (69)	6% (71)	9% (107)	49% (597)	1222
Income: 50k-100k	6% (37)	11% (68)	6% (36)	8% (50)	7% (44)	8% (50)	13% (85)	42% (269)	640
Income: 100k+	3% (11)	11% (36)	6% (21)	4% (13)	6% (20)	8% (28)	12% (39)	50% (170)	338
Ethnicity: White	5% (91)	9% (160)	6% (101)	5% (90)	6% (101)	7% (114)	11% (182)	51% (883)	1722
Ethnicity: Hispanic	5% (18)	14% (50)	9% (31)	9% (31)	7% (26)	6% (22)	13% (44)	36% (127)	349

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Table MCB2: How often do you watch daytime talk shows?

Demographic	Every day	Several times a week	About once a week	Several times a month	About once a month	Several times a year	Once a year or less	Never	Total N
Adults	6% (129)	11% (232)	7% (146)	7% (144)	6% (133)	7% (149)	10% (231)	47% (1036)	2200
Ethnicity: Black	12% (32)	19% (53)	9% (25)	12% (32)	7% (18)	6% (17)	8% (21)	28% (76)	274
Ethnicity: Other	3% (6)	9% (19)	10% (20)	11% (22)	7% (14)	9% (17)	14% (28)	38% (77)	204
All Christian	5% (57)	10% (108)	6% (63)	6% (62)	5% (54)	7% (75)	10% (110)	50% (531)	1060
All Non-Christian	4% (4)	23% (22)	6% (6)	4% (4)	10% (10)	5% (5)	7% (7)	41% (41)	98
Atheist	7% (7)	2% (2)	1% (1)	6% (5)	6% (6)	4% (4)	12% (12)	62% (60)	96
Agnostic/Nothing in particular	6% (33)	10% (57)	8% (48)	6% (32)	6% (35)	6% (37)	10% (57)	48% (273)	572
Something Else	7% (28)	11% (42)	7% (27)	11% (40)	8% (28)	8% (28)	12% (46)	35% (132)	373
Religious Non-Protestant/Catholic	3% (4)	19% (24)	5% (6)	5% (6)	8% (10)	6% (8)	6% (8)	48% (60)	126
Evangelical	7% (41)	11% (64)	7% (42)	5% (31)	6% (34)	7% (42)	10% (57)	46% (260)	571
Non-Evangelical	5% (43)	10% (83)	6% (46)	8% (64)	6% (48)	7% (59)	12% (95)	46% (375)	813
Community: Urban	8% (45)	14% (82)	6% (35)	7% (40)	7% (42)	6% (32)	9% (49)	43% (241)	565
Community: Suburban	4% (42)	11% (109)	7% (72)	7% (72)	5% (54)	7% (76)	13% (130)	46% (473)	1028
Community: Rural	7% (42)	7% (41)	6% (39)	5% (32)	6% (37)	7% (40)	9% (52)	53% (322)	607
Employ: Private Sector	6% (37)	13% (83)	6% (41)	7% (49)	7% (44)	7% (47)	11% (70)	44% (290)	661
Employ: Government	8% (10)	16% (20)	2% (3)	5% (6)	4% (5)	8% (10)	14% (17)	43% (53)	124
Employ: Self-Employed	7% (12)	15% (25)	8% (14)	6% (11)	6% (10)	6% (11)	12% (21)	39% (67)	171
Employ: Homemaker	4% (6)	8% (13)	11% (17)	6% (9)	8% (13)	9% (14)	14% (23)	40% (63)	157
Employ: Retired	5% (25)	9% (46)	5% (27)	5% (23)	5% (24)	4% (22)	9% (47)	58% (293)	507
Employ: Unemployed	9% (27)	7% (23)	10% (31)	8% (24)	3% (10)	6% (19)	8% (24)	50% (156)	314
Employ: Other	7% (10)	8% (11)	6% (8)	3% (5)	6% (9)	10% (14)	12% (17)	49% (69)	142
Military HH: Yes	6% (18)	10% (33)	4% (11)	4% (14)	7% (21)	8% (27)	14% (44)	47% (151)	319
Military HH: No	6% (111)	11% (199)	7% (135)	7% (130)	6% (112)	6% (122)	10% (187)	47% (885)	1881
RD/WT: Right Direction	8% (47)	12% (71)	7% (42)	6% (33)	5% (27)	5% (28)	8% (48)	49% (291)	588
RD/WT: Wrong Track	5% (82)	10% (161)	6% (104)	7% (111)	7% (106)	7% (121)	11% (183)	46% (745)	1612
Trump Job Approve	5% (40)	10% (85)	8% (69)	4% (37)	5% (44)	6% (49)	9% (78)	53% (460)	863
Trump Job Disapprove	7% (88)	11% (138)	6% (70)	8% (97)	6% (79)	7% (90)	12% (143)	43% (542)	1248
Trump Job Strongly Approve	6% (31)	9% (46)	5% (25)	4% (22)	5% (22)	5% (24)	9% (42)	57% (282)	494
Trump Job Somewhat Approve	2% (9)	11% (39)	12% (44)	4% (16)	6% (22)	7% (25)	10% (36)	48% (178)	369
Trump Job Somewhat Disapprove	6% (15)	13% (36)	4% (12)	11% (31)	9% (25)	8% (21)	7% (18)	42% (112)	270
Trump Job Strongly Disapprove	7% (73)	10% (102)	6% (58)	7% (66)	5% (54)	7% (69)	13% (125)	44% (430)	978

Continued on next page

Table MCB2: How often do you watch daytime talk shows?

Demographic	Every day	Several times a week	About once a week	Several times a month	About once a month	Several times a year	Once a year or less	Never	Total N
Adults	6% (129)	11% (232)	7% (146)	7% (144)	6% (133)	7% (149)	10% (231)	47% (1036)	2200
Favorable of Trump	5% (44)	9% (82)	7% (60)	5% (44)	5% (45)	5% (48)	8% (70)	55% (476)	868
Unfavorable of Trump	7% (80)	12% (141)	6% (71)	7% (81)	6% (77)	7% (89)	12% (148)	43% (516)	1204
Very Favorable of Trump	7% (34)	8% (41)	5% (26)	4% (22)	5% (24)	5% (23)	9% (44)	57% (284)	499
Somewhat Favorable of Trump	3% (11)	11% (40)	9% (34)	6% (22)	6% (20)	7% (24)	7% (26)	52% (192)	369
Somewhat Unfavorable of Trump	6% (12)	13% (29)	9% (20)	8% (17)	9% (20)	7% (16)	8% (18)	39% (84)	217
Very Unfavorable of Trump	7% (68)	11% (112)	5% (51)	6% (64)	6% (56)	7% (73)	13% (130)	44% (433)	987
#1 Issue: Economy	6% (49)	11% (83)	7% (54)	6% (50)	7% (56)	8% (63)	12% (93)	43% (337)	786
#1 Issue: Security	7% (19)	9% (24)	5% (13)	4% (11)	5% (13)	2% (5)	8% (22)	60% (162)	268
#1 Issue: Health Care	6% (25)	11% (48)	6% (24)	7% (29)	6% (24)	8% (35)	11% (47)	46% (196)	428
#1 Issue: Medicare / Social Security	8% (23)	12% (35)	4% (13)	7% (20)	3% (9)	6% (18)	8% (24)	51% (150)	292
#1 Issue: Women's Issues	4% (4)	9% (8)	7% (6)	10% (9)	10% (9)	5% (4)	15% (13)	39% (33)	84
#1 Issue: Education	6% (7)	7% (8)	10% (11)	12% (14)	5% (6)	11% (13)	5% (6)	44% (50)	114
#1 Issue: Energy	4% (2)	10% (6)	8% (5)	7% (4)	12% (7)	9% (6)	11% (7)	39% (24)	62
#1 Issue: Other	1% (1)	13% (21)	12% (20)	4% (6)	5% (9)	3% (5)	11% (19)	51% (83)	165
2018 House Vote: Democrat	6% (42)	15% (110)	7% (49)	9% (63)	6% (42)	7% (50)	11% (79)	41% (301)	736
2018 House Vote: Republican	4% (28)	10% (67)	5% (33)	5% (35)	5% (35)	6% (39)	8% (53)	55% (363)	655
2018 House Vote: Someone else	1% (1)	5% (3)	8% (5)	2% (1)	9% (6)	7% (4)	17% (11)	51% (32)	63
2016 Vote: Hillary Clinton	8% (49)	15% (98)	6% (38)	7% (47)	5% (33)	8% (51)	11% (71)	41% (269)	656
2016 Vote: Donald Trump	3% (22)	10% (70)	6% (40)	6% (44)	5% (38)	4% (31)	8% (56)	57% (399)	700
2016 Vote: Other	2% (3)	9% (11)	4% (6)	4% (5)	8% (10)	9% (12)	18% (24)	46% (62)	134
2016 Vote: Didn't Vote	8% (55)	7% (53)	9% (62)	7% (47)	7% (51)	8% (55)	11% (80)	43% (306)	709
Voted in 2014: Yes	5% (64)	13% (169)	5% (69)	7% (86)	6% (73)	6% (79)	10% (125)	49% (626)	1291
Voted in 2014: No	7% (65)	7% (63)	8% (77)	6% (58)	7% (60)	8% (70)	12% (105)	45% (410)	909
2012 Vote: Barack Obama	7% (59)	15% (122)	6% (52)	8% (61)	7% (55)	7% (55)	10% (83)	40% (318)	804
2012 Vote: Mitt Romney	3% (14)	9% (47)	5% (23)	5% (27)	4% (23)	5% (24)	9% (47)	60% (307)	512
2012 Vote: Other	1% (1)	3% (2)	6% (6)	1% (1)	7% (7)	8% (8)	12% (11)	62% (57)	92
2012 Vote: Didn't Vote	7% (54)	8% (61)	8% (65)	7% (55)	6% (49)	8% (61)	12% (91)	45% (352)	789

Continued on next page

Table MCB2: How often do you watch daytime talk shows?

Demographic	Every day	Several times a week	About once a week	Several times a month	About once a month	Several times a year	Once a year or less	Never	Total N
Adults	6% (129)	11% (232)	7% (146)	7% (144)	6% (133)	7% (149)	10% (231)	47% (1036)	2200
4-Region: Northeast	5% (19)	13% (51)	7% (29)	7% (28)	7% (26)	5% (19)	8% (33)	48% (189)	394
4-Region: Midwest	6% (27)	8% (35)	6% (26)	4% (20)	4% (20)	7% (32)	10% (47)	55% (254)	462
4-Region: South	6% (47)	11% (90)	7% (61)	7% (59)	7% (56)	7% (61)	11% (89)	44% (360)	824
4-Region: West	7% (36)	11% (55)	6% (31)	7% (37)	6% (30)	7% (36)	12% (62)	45% (233)	520
Film fan	6% (117)	11% (207)	6% (118)	7% (128)	7% (122)	7% (134)	11% (210)	43% (793)	1830
Pop culture fan	8% (104)	13% (179)	7% (99)	9% (114)	8% (107)	8% (103)	13% (168)	35% (464)	1338
Daytime talk show fan	17% (125)	28% (210)	16% (118)	15% (112)	9% (66)	8% (57)	4% (27)	4% (29)	745
Frequent moviegoer	8% (61)	15% (115)	10% (82)	10% (76)	9% (73)	7% (59)	10% (79)	31% (242)	787
Frequent Daytime talk show	20% (129)	36% (232)	22% (146)	22% (144)	— (0)	— (0)	— (0)	— (0)	651
Prefer theater	7% (48)	13% (94)	8% (57)	6% (46)	7% (49)	7% (52)	11% (79)	41% (295)	720
Prefer streaming	6% (69)	10% (118)	6% (75)	7% (88)	6% (70)	7% (85)	11% (126)	47% (550)	1182

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

Table MCB3_1: How likely are you to watch a newly released movie via the following methods sometime in the next month?
By going to a traditional movie theater

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	7% (150)	11% (234)	14% (304)	60% (1331)	8% (181)	2200
Gender: Male	9% (94)	12% (125)	15% (161)	56% (594)	8% (88)	1062
Gender: Female	5% (57)	10% (109)	13% (143)	65% (737)	8% (93)	1138
Age: 18-34	9% (62)	16% (102)	14% (89)	46% (302)	15% (101)	655
Age: 35-44	11% (38)	10% (34)	22% (77)	51% (182)	7% (26)	358
Age: 45-64	5% (38)	9% (65)	14% (106)	68% (510)	4% (31)	751
Age: 65+	3% (12)	7% (32)	7% (31)	77% (337)	5% (24)	436
GenZers: 1997-2012	11% (29)	21% (53)	9% (22)	45% (114)	14% (35)	253
Millennials: 1981-1996	10% (55)	10% (59)	20% (114)	48% (274)	13% (75)	577
GenXers: 1965-1980	9% (50)	11% (64)	15% (86)	60% (341)	6% (32)	573
Baby Boomers: 1946-1964	2% (15)	7% (49)	11% (77)	76% (545)	4% (31)	717
PID: Dem (no lean)	7% (56)	10% (78)	13% (103)	63% (509)	7% (59)	806
PID: Ind (no lean)	5% (36)	12% (90)	13% (93)	57% (414)	12% (88)	720
PID: Rep (no lean)	9% (58)	10% (66)	16% (108)	61% (408)	5% (34)	674
PID/Gender: Dem Men	8% (29)	11% (41)	15% (58)	56% (209)	9% (35)	372
PID/Gender: Dem Women	6% (27)	9% (38)	10% (45)	69% (300)	6% (24)	434
PID/Gender: Ind Men	7% (22)	14% (48)	12% (42)	56% (190)	10% (35)	337
PID/Gender: Ind Women	4% (14)	11% (42)	13% (50)	58% (224)	14% (53)	383
PID/Gender: Rep Men	12% (42)	10% (36)	17% (62)	55% (195)	5% (18)	353
PID/Gender: Rep Women	5% (16)	9% (29)	15% (47)	66% (213)	5% (16)	321
Ideo: Liberal (1-3)	9% (55)	10% (62)	11% (72)	65% (409)	4% (28)	625
Ideo: Moderate (4)	7% (44)	12% (75)	16% (97)	58% (358)	8% (47)	622
Ideo: Conservative (5-7)	6% (47)	10% (77)	15% (114)	63% (465)	5% (39)	742
Educ: < College	7% (108)	12% (179)	13% (190)	58% (876)	11% (160)	1512
Educ: Bachelors degree	5% (24)	9% (39)	15% (69)	67% (298)	3% (14)	444
Educ: Post-grad	8% (18)	7% (16)	18% (45)	64% (157)	3% (7)	244
Income: Under 50k	7% (87)	12% (148)	12% (147)	57% (700)	12% (141)	1222
Income: 50k-100k	7% (43)	8% (54)	18% (114)	63% (403)	4% (26)	640
Income: 100k+	6% (20)	10% (33)	13% (43)	68% (228)	4% (14)	338
Ethnicity: White	6% (101)	10% (173)	14% (240)	63% (1082)	7% (125)	1722
Ethnicity: Hispanic	13% (46)	15% (54)	16% (54)	43% (149)	13% (46)	349

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Table MCB3_1: How likely are you to watch a newly released movie via the following methods sometime in the next month?
By going to a traditional movie theater

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	7% (150)	11% (234)	14% (304)	60% (1331)	8% (181)	2200
Ethnicity: Black	11% (29)	13% (35)	17% (46)	50% (137)	10% (27)	274
Ethnicity: Other	10% (19)	13% (26)	9% (18)	55% (112)	14% (29)	204
All Christian	6% (69)	10% (103)	14% (154)	63% (670)	6% (65)	1060
All Non-Christian	13% (13)	8% (8)	7% (7)	63% (62)	9% (9)	98
Atheist	2% (2)	5% (5)	17% (17)	69% (66)	7% (7)	96
Agnostic/Nothing in particular	7% (40)	12% (69)	13% (76)	55% (314)	13% (74)	572
Something Else	7% (27)	13% (50)	14% (51)	59% (218)	7% (27)	373
Religious Non-Protestant/Catholic	12% (15)	7% (8)	9% (11)	64% (81)	8% (11)	126
Evangelical	8% (45)	11% (64)	17% (99)	58% (330)	6% (34)	571
Non-Evangelical	5% (44)	11% (86)	12% (101)	65% (528)	7% (54)	813
Community: Urban	10% (57)	11% (61)	13% (73)	55% (310)	11% (65)	565
Community: Suburban	7% (71)	10% (108)	13% (138)	62% (642)	7% (70)	1028
Community: Rural	4% (22)	11% (65)	15% (93)	63% (379)	8% (47)	607
Employ: Private Sector	8% (53)	10% (69)	18% (116)	60% (397)	4% (26)	661
Employ: Government	10% (13)	5% (6)	23% (28)	54% (67)	9% (11)	124
Employ: Self-Employed	9% (16)	16% (27)	12% (20)	57% (97)	6% (10)	171
Employ: Homemaker	2% (4)	9% (15)	14% (22)	63% (99)	11% (18)	157
Employ: Retired	3% (16)	7% (37)	9% (47)	75% (382)	5% (24)	507
Employ: Unemployed	9% (27)	14% (45)	11% (35)	48% (151)	18% (56)	314
Employ: Other	6% (9)	11% (16)	14% (20)	55% (78)	13% (18)	142
Military HH: Yes	8% (24)	7% (22)	17% (53)	63% (202)	5% (17)	319
Military HH: No	7% (126)	11% (212)	13% (251)	60% (1128)	9% (165)	1881
RD/WT: Right Direction	12% (69)	11% (64)	16% (92)	54% (317)	8% (46)	588
RD/WT: Wrong Track	5% (81)	11% (170)	13% (212)	63% (1014)	8% (135)	1612
Trump Job Approve	9% (80)	12% (102)	16% (137)	57% (487)	7% (56)	863
Trump Job Disapprove	5% (65)	10% (119)	13% (158)	65% (808)	8% (97)	1248
Trump Job Strongly Approve	13% (62)	10% (48)	18% (87)	55% (272)	5% (25)	494
Trump Job Somewhat Approve	5% (18)	15% (54)	13% (49)	58% (215)	9% (31)	369
Trump Job Somewhat Disapprove	5% (14)	14% (39)	13% (36)	58% (156)	9% (25)	270
Trump Job Strongly Disapprove	5% (51)	8% (80)	12% (122)	67% (652)	7% (73)	978

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Table MCB3_1: How likely are you to watch a newly released movie via the following methods sometime in the next month?
By going to a traditional movie theater

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	7% (150)	11% (234)	14% (304)	60% (1331)	8% (181)	2200
Favorable of Trump	9% (80)	12% (104)	15% (133)	58% (501)	6% (49)	868
Unfavorable of Trump	5% (57)	10% (116)	13% (157)	65% (784)	7% (89)	1204
Very Favorable of Trump	12% (62)	10% (50)	17% (83)	55% (273)	6% (30)	499
Somewhat Favorable of Trump	5% (18)	15% (54)	14% (50)	62% (228)	5% (19)	369
Somewhat Unfavorable of Trump	7% (15)	16% (36)	13% (27)	58% (126)	6% (12)	217
Very Unfavorable of Trump	4% (42)	8% (80)	13% (130)	67% (658)	8% (76)	987
#1 Issue: Economy	8% (65)	12% (95)	16% (127)	55% (428)	9% (71)	786
#1 Issue: Security	6% (16)	11% (29)	13% (34)	66% (176)	5% (13)	268
#1 Issue: Health Care	7% (30)	9% (37)	13% (55)	65% (280)	6% (26)	428
#1 Issue: Medicare / Social Security	5% (15)	7% (20)	11% (31)	71% (208)	6% (17)	292
#1 Issue: Women's Issues	6% (5)	6% (5)	16% (13)	56% (47)	17% (14)	84
#1 Issue: Education	10% (12)	20% (23)	19% (22)	38% (44)	12% (14)	114
#1 Issue: Energy	6% (3)	13% (8)	11% (7)	58% (36)	12% (8)	62
#1 Issue: Other	3% (5)	11% (17)	8% (14)	67% (110)	11% (19)	165
2018 House Vote: Democrat	7% (50)	10% (72)	13% (95)	66% (488)	4% (32)	736
2018 House Vote: Republican	7% (43)	12% (76)	17% (109)	60% (393)	5% (33)	655
2018 House Vote: Someone else	3% (2)	12% (8)	23% (15)	53% (34)	9% (6)	63
2016 Vote: Hillary Clinton	5% (32)	8% (55)	14% (91)	69% (452)	4% (26)	656
2016 Vote: Donald Trump	7% (51)	11% (78)	16% (110)	61% (427)	5% (33)	700
2016 Vote: Other	3% (4)	15% (21)	18% (24)	58% (77)	6% (8)	134
2016 Vote: Didn't Vote	9% (63)	11% (80)	11% (79)	53% (374)	16% (113)	709
Voted in 2014: Yes	7% (88)	10% (132)	15% (191)	63% (814)	5% (67)	1291
Voted in 2014: No	7% (62)	11% (102)	12% (113)	57% (517)	13% (115)	909
2012 Vote: Barack Obama	7% (60)	10% (84)	14% (113)	63% (509)	5% (37)	804
2012 Vote: Mitt Romney	6% (32)	10% (50)	14% (71)	65% (332)	5% (27)	512
2012 Vote: Other	3% (3)	20% (19)	17% (16)	55% (51)	4% (4)	92
2012 Vote: Didn't Vote	7% (55)	10% (81)	13% (104)	55% (436)	14% (113)	789

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Table MCB3_1: How likely are you to watch a newly released movie via the following methods sometime in the next month?

By going to a traditional movie theater

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	7%	(150)	11%	(234)	14%	(304)	60%	(1331)	8%	(181)	2200
4-Region: Northeast	9%	(36)	9%	(37)	14%	(55)	60%	(234)	8%	(31)	394
4-Region: Midwest	5%	(25)	11%	(50)	14%	(66)	62%	(286)	8%	(36)	462
4-Region: South	6%	(47)	9%	(77)	14%	(117)	62%	(512)	9%	(72)	824
4-Region: West	8%	(43)	13%	(70)	13%	(66)	57%	(299)	8%	(42)	520
Film fan	8%	(141)	12%	(215)	15%	(272)	59%	(1085)	6%	(117)	1830
Pop culture fan	9%	(120)	12%	(166)	16%	(211)	56%	(755)	6%	(85)	1338
Daytime talk show fan	12%	(87)	14%	(105)	16%	(122)	52%	(388)	6%	(43)	745
Frequent moviegoer	15%	(117)	18%	(144)	19%	(147)	41%	(325)	7%	(54)	787
Frequent Daytime talk show	13%	(87)	14%	(94)	17%	(109)	49%	(317)	7%	(44)	651
Prefer theater	13%	(94)	19%	(134)	16%	(116)	47%	(337)	6%	(40)	720
Prefer streaming	5%	(54)	7%	(87)	14%	(166)	68%	(806)	6%	(70)	1182

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

Table MCB3_2: How likely are you to watch a newly released movie via the following methods sometime in the next month?
By going to a drive-in movie theater

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	9% (193)	18% (386)	15% (334)	49% (1071)	10% (216)	2200
Gender: Male	10% (102)	18% (195)	14% (147)	49% (516)	10% (103)	1062
Gender: Female	8% (91)	17% (192)	16% (188)	49% (555)	10% (114)	1138
Age: 18-34	14% (94)	21% (140)	17% (111)	32% (207)	16% (103)	655
Age: 35-44	9% (32)	28% (100)	18% (64)	37% (131)	9% (31)	358
Age: 45-64	8% (58)	14% (104)	17% (126)	56% (421)	6% (42)	751
Age: 65+	2% (9)	10% (42)	8% (34)	71% (311)	9% (40)	436
GenZers: 1997-2012	15% (38)	20% (50)	20% (51)	33% (83)	13% (32)	253
Millennials: 1981-1996	12% (71)	25% (144)	15% (88)	33% (193)	14% (82)	577
GenXers: 1965-1980	10% (56)	18% (102)	19% (107)	47% (267)	7% (41)	573
Baby Boomers: 1946-1964	4% (27)	12% (87)	12% (82)	65% (468)	7% (51)	717
PID: Dem (no lean)	9% (70)	18% (148)	15% (121)	48% (390)	10% (77)	806
PID: Ind (no lean)	9% (65)	17% (120)	17% (120)	44% (318)	14% (97)	720
PID: Rep (no lean)	8% (57)	18% (119)	14% (93)	54% (363)	6% (42)	674
PID/Gender: Dem Men	9% (35)	21% (78)	12% (45)	47% (174)	11% (41)	372
PID/Gender: Dem Women	8% (36)	16% (70)	18% (76)	50% (216)	8% (36)	434
PID/Gender: Ind Men	11% (37)	17% (58)	15% (49)	46% (155)	11% (37)	337
PID/Gender: Ind Women	7% (28)	16% (62)	18% (71)	42% (163)	16% (60)	383
PID/Gender: Rep Men	9% (30)	17% (59)	15% (53)	53% (187)	7% (25)	353
PID/Gender: Rep Women	8% (27)	19% (60)	13% (41)	55% (176)	6% (18)	321
Ideo: Liberal (1-3)	10% (63)	18% (110)	18% (110)	49% (308)	5% (34)	625
Ideo: Moderate (4)	11% (67)	19% (115)	15% (96)	45% (280)	10% (63)	622
Ideo: Conservative (5-7)	7% (50)	17% (123)	15% (112)	55% (407)	7% (50)	742
Educ: < College	10% (150)	16% (241)	13% (199)	49% (739)	12% (184)	1512
Educ: Bachelors degree	5% (21)	23% (100)	21% (94)	48% (212)	4% (17)	444
Educ: Post-grad	9% (22)	18% (45)	17% (42)	49% (120)	6% (15)	244
Income: Under 50k	10% (118)	17% (207)	12% (146)	48% (590)	13% (161)	1222
Income: 50k-100k	8% (51)	17% (111)	20% (126)	49% (311)	7% (42)	640
Income: 100k+	7% (24)	20% (68)	18% (62)	50% (169)	4% (14)	338
Ethnicity: White	7% (119)	18% (305)	16% (273)	51% (871)	9% (152)	1722
Ethnicity: Hispanic	17% (59)	25% (89)	15% (51)	30% (104)	14% (47)	349

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Table MCB3_2: How likely are you to watch a newly released movie via the following methods sometime in the next month?*By going to a drive-in movie theater*

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	9% (193)	18% (386)	15% (334)	49% (1071)	10% (216)	2200
Ethnicity: Black	19% (52)	13% (37)	15% (40)	42% (115)	11% (31)	274
Ethnicity: Other	11% (22)	22% (44)	10% (21)	41% (84)	16% (33)	204
All Christian	7% (75)	17% (184)	16% (174)	51% (537)	8% (90)	1060
All Non-Christian	6% (6)	16% (16)	16% (15)	52% (51)	10% (10)	98
Atheist	4% (3)	12% (11)	20% (19)	54% (52)	10% (10)	96
Agnostic/Nothing in particular	12% (67)	18% (101)	12% (71)	44% (253)	14% (80)	572
Something Else	11% (42)	20% (74)	14% (54)	47% (177)	7% (27)	373
Religious Non-Protestant/Catholic	6% (8)	15% (19)	18% (23)	51% (64)	10% (13)	126
Evangelical	10% (58)	18% (104)	15% (85)	49% (278)	8% (46)	571
Non-Evangelical	7% (56)	18% (149)	16% (129)	51% (412)	8% (66)	813
Community: Urban	10% (55)	20% (113)	12% (70)	46% (257)	12% (70)	565
Community: Suburban	9% (92)	17% (178)	18% (182)	48% (491)	8% (85)	1028
Community: Rural	8% (46)	16% (94)	14% (82)	53% (322)	10% (62)	607
Employ: Private Sector	8% (55)	24% (156)	18% (122)	44% (291)	6% (37)	661
Employ: Government	14% (18)	15% (18)	20% (25)	43% (53)	8% (9)	124
Employ: Self-Employed	8% (14)	23% (39)	17% (29)	42% (72)	10% (18)	171
Employ: Homemaker	12% (19)	22% (35)	14% (21)	44% (70)	8% (12)	157
Employ: Retired	4% (19)	10% (51)	9% (47)	70% (354)	7% (36)	507
Employ: Unemployed	14% (45)	16% (51)	14% (44)	39% (121)	17% (53)	314
Employ: Other	8% (12)	13% (19)	11% (15)	48% (69)	19% (27)	142
Military HH: Yes	7% (22)	17% (56)	18% (58)	50% (159)	7% (24)	319
Military HH: No	9% (170)	18% (331)	15% (276)	48% (912)	10% (193)	1881
RD/WT: Right Direction	10% (59)	19% (110)	13% (75)	48% (285)	10% (59)	588
RD/WT: Wrong Track	8% (134)	17% (276)	16% (259)	49% (786)	10% (157)	1612
Trump Job Approve	11% (93)	16% (139)	14% (119)	51% (441)	8% (71)	863
Trump Job Disapprove	8% (95)	18% (229)	16% (199)	48% (605)	10% (120)	1248
Trump Job Strongly Approve	11% (54)	15% (73)	13% (63)	54% (268)	7% (37)	494
Trump Job Somewhat Approve	11% (39)	18% (65)	15% (56)	47% (173)	9% (35)	369
Trump Job Somewhat Disapprove	5% (15)	19% (52)	17% (47)	47% (126)	11% (31)	270
Trump Job Strongly Disapprove	8% (80)	18% (178)	16% (152)	49% (478)	9% (90)	978

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Table MCB3_2: How likely are you to watch a newly released movie via the following methods sometime in the next month?
By going to a drive-in movie theater

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	9%	(193)	18%	(386)	15%	(334)	49%	(1071)	10%	(216)	2200
Favorable of Trump	11%	(94)	17%	(146)	14%	(118)	51%	(445)	7%	(65)	868
Unfavorable of Trump	7%	(81)	18%	(221)	17%	(201)	49%	(593)	9%	(108)	1204
Very Favorable of Trump	11%	(54)	16%	(81)	13%	(64)	52%	(259)	8%	(41)	499
Somewhat Favorable of Trump	11%	(39)	17%	(64)	15%	(55)	50%	(186)	7%	(24)	369
Somewhat Unfavorable of Trump	4%	(8)	21%	(45)	20%	(43)	46%	(100)	10%	(21)	217
Very Unfavorable of Trump	7%	(73)	18%	(176)	16%	(159)	50%	(493)	9%	(86)	987
#1 Issue: Economy	9%	(70)	19%	(151)	17%	(133)	45%	(351)	10%	(81)	786
#1 Issue: Security	9%	(25)	12%	(31)	12%	(32)	60%	(160)	7%	(20)	268
#1 Issue: Health Care	6%	(27)	21%	(89)	17%	(74)	48%	(206)	7%	(31)	428
#1 Issue: Medicare / Social Security	8%	(23)	11%	(32)	12%	(36)	60%	(174)	9%	(27)	292
#1 Issue: Women's Issues	12%	(10)	24%	(20)	10%	(9)	42%	(35)	12%	(10)	84
#1 Issue: Education	19%	(21)	28%	(32)	16%	(18)	22%	(25)	16%	(18)	114
#1 Issue: Energy	1%	(1)	16%	(10)	28%	(17)	44%	(27)	12%	(7)	62
#1 Issue: Other	9%	(15)	13%	(21)	9%	(15)	55%	(91)	14%	(22)	165
2018 House Vote: Democrat	8%	(62)	18%	(132)	17%	(125)	50%	(365)	7%	(51)	736
2018 House Vote: Republican	8%	(51)	18%	(119)	15%	(97)	52%	(340)	7%	(47)	655
2018 House Vote: Someone else	4%	(2)	17%	(11)	23%	(15)	46%	(29)	10%	(6)	63
2016 Vote: Hillary Clinton	7%	(47)	19%	(122)	17%	(112)	50%	(327)	7%	(49)	656
2016 Vote: Donald Trump	8%	(59)	17%	(121)	14%	(95)	54%	(378)	7%	(46)	700
2016 Vote: Other	7%	(9)	20%	(27)	21%	(28)	46%	(61)	6%	(9)	134
2016 Vote: Didn't Vote	11%	(78)	16%	(116)	14%	(98)	43%	(304)	16%	(112)	709
Voted in 2014: Yes	8%	(107)	18%	(227)	16%	(202)	51%	(659)	7%	(95)	1291
Voted in 2014: No	9%	(85)	18%	(159)	14%	(132)	45%	(412)	13%	(121)	909
2012 Vote: Barack Obama	10%	(77)	18%	(144)	17%	(136)	47%	(382)	8%	(66)	804
2012 Vote: Mitt Romney	7%	(36)	15%	(77)	14%	(70)	58%	(296)	7%	(34)	512
2012 Vote: Other	6%	(6)	21%	(20)	14%	(13)	53%	(49)	6%	(6)	92
2012 Vote: Didn't Vote	9%	(75)	18%	(145)	15%	(115)	43%	(343)	14%	(111)	789

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Table MCB3_2: How likely are you to watch a newly released movie via the following methods sometime in the next month?*By going to a drive-in movie theater*

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	9%	(193)	18%	(386)	15%	(334)	49%	(1071)	10%	(216)	2200
4-Region: Northeast	11%	(42)	21%	(83)	13%	(52)	43%	(169)	12%	(47)	394
4-Region: Midwest	6%	(27)	15%	(72)	17%	(80)	54%	(248)	8%	(36)	462
4-Region: South	10%	(79)	17%	(139)	14%	(115)	49%	(408)	10%	(83)	824
4-Region: West	9%	(45)	18%	(93)	17%	(87)	47%	(246)	10%	(50)	520
Film fan	9%	(173)	19%	(348)	16%	(301)	47%	(857)	8%	(151)	1830
Pop culture fan	12%	(156)	22%	(295)	17%	(229)	41%	(550)	8%	(108)	1338
Daytime talk show fan	13%	(100)	21%	(158)	16%	(116)	40%	(301)	9%	(70)	745
Frequent moviegoer	18%	(139)	25%	(198)	21%	(165)	30%	(232)	7%	(53)	787
Frequent Daytime talk show	15%	(96)	20%	(133)	14%	(93)	40%	(258)	11%	(71)	651
Prefer theater	12%	(87)	24%	(170)	18%	(129)	39%	(279)	8%	(54)	720
Prefer streaming	8%	(99)	16%	(185)	15%	(181)	54%	(637)	7%	(81)	1182

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

**Table MCB3_3: How likely are you to watch a newly released movie via the following methods sometime in the next month?
By renting it online at home for a 48- or 72-hour period**

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	12% (261)	24% (520)	15% (324)	41% (902)	9% (193)	2200
Gender: Male	12% (124)	24% (251)	14% (152)	42% (446)	8% (88)	1062
Gender: Female	12% (137)	24% (268)	15% (171)	40% (457)	9% (105)	1138
Age: 18-34	16% (107)	29% (187)	16% (104)	27% (176)	12% (81)	655
Age: 35-44	16% (57)	31% (112)	18% (63)	28% (100)	7% (25)	358
Age: 45-64	10% (75)	23% (169)	15% (109)	46% (347)	7% (50)	751
Age: 65+	5% (21)	12% (51)	11% (48)	64% (279)	8% (37)	436
GenZers: 1997-2012	14% (35)	33% (84)	15% (39)	25% (64)	12% (31)	253
Millennials: 1981-1996	18% (104)	28% (164)	16% (90)	28% (161)	10% (58)	577
GenXers: 1965-1980	14% (83)	25% (146)	17% (95)	37% (209)	7% (40)	573
Baby Boomers: 1946-1964	5% (39)	17% (121)	13% (92)	57% (411)	8% (54)	717
PID: Dem (no lean)	14% (110)	24% (195)	16% (131)	37% (298)	9% (72)	806
PID: Ind (no lean)	10% (71)	23% (168)	14% (101)	41% (297)	11% (83)	720
PID: Rep (no lean)	12% (80)	23% (157)	14% (92)	46% (307)	6% (39)	674
PID/Gender: Dem Men	15% (55)	24% (88)	13% (50)	38% (142)	10% (38)	372
PID/Gender: Dem Women	13% (55)	25% (108)	19% (81)	36% (156)	8% (34)	434
PID/Gender: Ind Men	7% (25)	25% (85)	15% (52)	42% (142)	10% (34)	337
PID/Gender: Ind Women	12% (46)	22% (83)	13% (50)	41% (155)	13% (49)	383
PID/Gender: Rep Men	13% (45)	22% (79)	14% (51)	46% (162)	5% (17)	353
PID/Gender: Rep Women	11% (35)	24% (78)	13% (41)	45% (146)	7% (22)	321
Ideo: Liberal (1-3)	16% (100)	24% (152)	18% (111)	36% (224)	6% (38)	625
Ideo: Moderate (4)	11% (71)	26% (164)	17% (108)	37% (229)	8% (51)	622
Ideo: Conservative (5-7)	10% (74)	23% (173)	11% (84)	50% (371)	5% (40)	742
Educ: < College	12% (180)	22% (334)	13% (203)	42% (631)	11% (163)	1512
Educ: Bachelors degree	11% (51)	28% (125)	17% (76)	40% (175)	4% (17)	444
Educ: Post-grad	12% (30)	25% (61)	18% (44)	39% (96)	5% (13)	244
Income: Under 50k	11% (139)	21% (257)	13% (161)	42% (513)	12% (152)	1222
Income: 50k-100k	12% (78)	27% (176)	16% (102)	40% (257)	4% (27)	640
Income: 100k+	13% (44)	26% (87)	18% (61)	39% (132)	4% (14)	338
Ethnicity: White	11% (182)	24% (407)	15% (259)	43% (738)	8% (136)	1722
Ethnicity: Hispanic	16% (55)	30% (106)	16% (55)	26% (91)	12% (42)	349

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Table MCB3_3: How likely are you to watch a newly released movie via the following methods sometime in the next month?
By renting it online at home for a 48- or 72-hour period

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	12% (261)	24% (520)	15% (324)	41% (902)	9% (193)	2200
Ethnicity: Black	21% (58)	27% (73)	10% (26)	33% (90)	10% (28)	274
Ethnicity: Other	10% (21)	19% (40)	19% (39)	37% (75)	14% (29)	204
All Christian	10% (110)	23% (241)	16% (166)	45% (473)	7% (70)	1060
All Non-Christian	11% (11)	24% (24)	11% (10)	43% (43)	11% (11)	98
Atheist	19% (19)	17% (17)	11% (10)	45% (43)	8% (7)	96
Agnostic/Nothing in particular	13% (76)	24% (140)	13% (76)	34% (195)	15% (87)	572
Something Else	12% (45)	26% (98)	17% (62)	40% (149)	5% (19)	373
Religious Non-Protestant/Catholic	12% (14)	23% (29)	13% (16)	42% (53)	10% (13)	126
Evangelical	14% (81)	26% (150)	13% (74)	40% (231)	6% (34)	571
Non-Evangelical	9% (70)	22% (181)	18% (144)	45% (368)	6% (50)	813
Community: Urban	16% (92)	22% (122)	16% (88)	38% (216)	8% (47)	565
Community: Suburban	11% (111)	27% (283)	15% (153)	40% (410)	7% (72)	1028
Community: Rural	10% (59)	19% (115)	14% (83)	45% (276)	12% (74)	607
Employ: Private Sector	15% (99)	30% (198)	17% (111)	34% (225)	4% (29)	661
Employ: Government	14% (17)	17% (21)	14% (17)	49% (60)	7% (9)	124
Employ: Self-Employed	12% (20)	28% (49)	15% (25)	40% (68)	5% (9)	171
Employ: Homemaker	14% (23)	25% (39)	17% (26)	36% (57)	8% (13)	157
Employ: Retired	7% (34)	13% (66)	10% (49)	61% (312)	9% (47)	507
Employ: Unemployed	13% (42)	24% (74)	16% (49)	32% (101)	15% (48)	314
Employ: Other	9% (12)	24% (34)	18% (25)	37% (53)	12% (17)	142
Military HH: Yes	9% (30)	21% (66)	12% (39)	49% (155)	9% (29)	319
Military HH: No	12% (231)	24% (454)	15% (285)	40% (747)	9% (164)	1881
RD/WT: Right Direction	13% (77)	24% (140)	13% (75)	41% (240)	10% (56)	588
RD/WT: Wrong Track	11% (184)	24% (380)	15% (249)	41% (662)	9% (137)	1612
Trump Job Approve	12% (100)	24% (207)	14% (122)	44% (376)	7% (58)	863
Trump Job Disapprove	12% (151)	24% (299)	16% (198)	40% (497)	8% (103)	1248
Trump Job Strongly Approve	13% (66)	22% (109)	12% (61)	47% (232)	5% (27)	494
Trump Job Somewhat Approve	9% (34)	27% (98)	17% (61)	39% (144)	8% (31)	369
Trump Job Somewhat Disapprove	9% (25)	23% (62)	12% (32)	42% (114)	13% (36)	270
Trump Job Strongly Disapprove	13% (125)	24% (237)	17% (165)	39% (383)	7% (66)	978

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Table MCB3_3: How likely are you to watch a newly released movie via the following methods sometime in the next month?
By renting it online at home for a 48- or 72-hour period

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	12% (261)	24% (520)	15% (324)	41% (902)	9% (193)	2200
Favorable of Trump	12% (106)	24% (206)	14% (120)	44% (380)	6% (55)	868
Unfavorable of Trump	11% (131)	25% (300)	16% (197)	40% (485)	8% (92)	1204
Very Favorable of Trump	13% (66)	23% (114)	11% (57)	47% (233)	6% (28)	499
Somewhat Favorable of Trump	11% (40)	25% (92)	17% (63)	40% (147)	7% (27)	369
Somewhat Unfavorable of Trump	6% (13)	24% (53)	16% (34)	43% (94)	11% (23)	217
Very Unfavorable of Trump	12% (117)	25% (248)	16% (162)	40% (391)	7% (69)	987
#1 Issue: Economy	13% (106)	26% (205)	16% (129)	36% (284)	8% (62)	786
#1 Issue: Security	10% (26)	26% (70)	10% (27)	49% (131)	5% (14)	268
#1 Issue: Health Care	12% (51)	26% (112)	15% (65)	38% (161)	9% (38)	428
#1 Issue: Medicare / Social Security	8% (23)	12% (34)	10% (31)	61% (178)	9% (27)	292
#1 Issue: Women's Issues	18% (15)	27% (23)	15% (13)	28% (23)	12% (10)	84
#1 Issue: Education	13% (15)	29% (33)	18% (20)	28% (32)	13% (15)	114
#1 Issue: Energy	16% (10)	14% (9)	22% (13)	33% (21)	15% (9)	62
#1 Issue: Other	8% (14)	21% (35)	15% (25)	44% (73)	11% (18)	165
2018 House Vote: Democrat	14% (103)	23% (172)	16% (115)	40% (297)	6% (48)	736
2018 House Vote: Republican	12% (79)	20% (130)	15% (99)	47% (308)	6% (39)	655
2018 House Vote: Someone else	13% (8)	17% (11)	17% (11)	36% (23)	17% (11)	63
2016 Vote: Hillary Clinton	13% (84)	22% (141)	17% (112)	42% (273)	7% (46)	656
2016 Vote: Donald Trump	12% (87)	22% (151)	13% (90)	48% (334)	5% (37)	700
2016 Vote: Other	10% (13)	30% (40)	17% (23)	34% (45)	10% (13)	134
2016 Vote: Didn't Vote	11% (76)	26% (187)	14% (98)	35% (251)	14% (97)	709
Voted in 2014: Yes	12% (154)	20% (262)	16% (204)	45% (580)	7% (90)	1291
Voted in 2014: No	12% (107)	28% (257)	13% (119)	35% (322)	11% (103)	909
2012 Vote: Barack Obama	14% (116)	22% (177)	18% (145)	39% (312)	7% (55)	804
2012 Vote: Mitt Romney	10% (49)	20% (101)	12% (62)	53% (273)	6% (28)	512
2012 Vote: Other	6% (5)	25% (23)	17% (16)	43% (40)	9% (8)	92
2012 Vote: Didn't Vote	11% (90)	28% (217)	13% (101)	35% (278)	13% (102)	789

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Table MCB3_3: How likely are you to watch a newly released movie via the following methods sometime in the next month?
By renting it online at home for a 48- or 72-hour period

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	12% (261)	24% (520)	15% (324)	41% (902)	9% (193)	2200
4-Region: Northeast	14% (54)	23% (90)	15% (61)	38% (148)	10% (41)	394
4-Region: Midwest	10% (47)	21% (98)	14% (65)	48% (224)	6% (29)	462
4-Region: South	12% (101)	24% (200)	13% (108)	40% (334)	10% (81)	824
4-Region: West	11% (59)	25% (132)	17% (91)	38% (197)	8% (42)	520
Film fan	13% (246)	26% (475)	15% (283)	38% (701)	7% (126)	1830
Pop culture fan	17% (223)	30% (397)	14% (185)	33% (448)	6% (85)	1338
Daytime talk show fan	16% (120)	28% (211)	14% (107)	33% (245)	8% (62)	745
Frequent moviegoer	19% (150)	33% (260)	16% (124)	26% (204)	6% (49)	787
Frequent Daytime talk show	16% (104)	25% (163)	16% (102)	34% (223)	9% (59)	651
Prefer theater	16% (118)	25% (180)	17% (122)	35% (253)	7% (47)	720
Prefer streaming	12% (137)	27% (315)	15% (176)	41% (489)	6% (66)	1182

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

**Table MCB3_4: How likely are you to watch a newly released movie via the following methods sometime in the next month?
By watching it on a subscription streaming service**

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	35% (771)	25% (551)	8% (173)	24% (529)	8% (177)	2200
Gender: Male	34% (362)	25% (267)	9% (91)	25% (266)	7% (76)	1062
Gender: Female	36% (409)	25% (284)	7% (82)	23% (263)	9% (100)	1138
Age: 18-34	45% (293)	25% (165)	6% (42)	12% (79)	12% (76)	655
Age: 35-44	48% (172)	29% (103)	7% (24)	9% (32)	8% (28)	358
Age: 45-64	31% (235)	26% (197)	10% (71)	28% (208)	5% (40)	751
Age: 65+	16% (71)	20% (86)	8% (36)	48% (210)	8% (33)	436
GenZers: 1997-2012	44% (111)	26% (65)	8% (21)	11% (27)	11% (29)	253
Millennials: 1981-1996	47% (269)	26% (147)	6% (36)	11% (66)	10% (59)	577
GenXers: 1965-1980	41% (237)	30% (174)	6% (36)	16% (94)	6% (32)	573
Baby Boomers: 1946-1964	21% (149)	22% (156)	10% (74)	41% (295)	6% (44)	717
PID: Dem (no lean)	41% (333)	29% (231)	5% (41)	18% (148)	6% (52)	806
PID: Ind (no lean)	29% (211)	21% (155)	12% (85)	25% (178)	13% (91)	720
PID: Rep (no lean)	34% (227)	25% (165)	7% (47)	30% (202)	5% (33)	674
PID/Gender: Dem Men	42% (155)	30% (111)	5% (17)	18% (68)	6% (21)	372
PID/Gender: Dem Women	41% (178)	28% (120)	5% (24)	19% (80)	7% (31)	434
PID/Gender: Ind Men	27% (91)	21% (69)	14% (48)	27% (92)	11% (37)	337
PID/Gender: Ind Women	31% (120)	22% (85)	10% (37)	22% (86)	14% (55)	383
PID/Gender: Rep Men	33% (116)	25% (87)	7% (25)	30% (105)	5% (19)	353
PID/Gender: Rep Women	35% (111)	24% (78)	7% (22)	30% (96)	4% (14)	321
Ideo: Liberal (1-3)	48% (301)	25% (156)	6% (39)	18% (111)	3% (18)	625
Ideo: Moderate (4)	34% (212)	29% (178)	8% (49)	21% (128)	9% (54)	622
Ideo: Conservative (5-7)	29% (211)	24% (181)	9% (66)	32% (240)	6% (43)	742
Educ: < College	33% (503)	23% (353)	8% (116)	26% (391)	10% (149)	1512
Educ: Bachelors degree	40% (178)	30% (134)	6% (26)	20% (87)	4% (19)	444
Educ: Post-grad	37% (90)	26% (64)	12% (30)	21% (51)	4% (9)	244
Income: Under 50k	33% (400)	22% (272)	7% (82)	27% (336)	11% (133)	1222
Income: 50k-100k	37% (236)	27% (173)	10% (66)	21% (135)	5% (30)	640
Income: 100k+	40% (135)	31% (106)	7% (25)	17% (59)	4% (13)	338
Ethnicity: White	34% (580)	25% (422)	8% (146)	26% (448)	7% (125)	1722
Ethnicity: Hispanic	47% (164)	26% (91)	6% (22)	13% (45)	8% (28)	349

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Table MCB3_4: How likely are you to watch a newly released movie via the following methods sometime in the next month?
By watching it on a subscription streaming service

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	35% (771)	25% (551)	8% (173)	24% (529)	8% (177)	2200
Ethnicity: Black	42% (114)	28% (76)	5% (13)	17% (46)	9% (25)	274
Ethnicity: Other	37% (76)	26% (53)	7% (14)	17% (35)	13% (26)	204
All Christian	31% (328)	27% (286)	8% (89)	26% (278)	7% (79)	1060
All Non-Christian	35% (35)	23% (23)	14% (14)	19% (18)	9% (9)	98
Atheist	45% (43)	19% (18)	4% (4)	23% (22)	9% (8)	96
Agnostic/Nothing in particular	38% (219)	22% (128)	7% (41)	21% (122)	11% (62)	572
Something Else	39% (147)	26% (96)	6% (24)	24% (88)	5% (19)	373
Religious Non-Protestant/Catholic	37% (47)	23% (29)	12% (15)	20% (25)	8% (10)	126
Evangelical	35% (200)	26% (149)	8% (46)	25% (141)	6% (36)	571
Non-Evangelical	32% (256)	27% (219)	8% (67)	26% (213)	7% (57)	813
Community: Urban	40% (225)	24% (134)	8% (47)	19% (106)	9% (53)	565
Community: Suburban	36% (368)	27% (280)	8% (82)	22% (229)	7% (69)	1028
Community: Rural	29% (178)	23% (137)	7% (44)	32% (193)	9% (54)	607
Employ: Private Sector	43% (286)	28% (186)	7% (48)	17% (112)	4% (29)	661
Employ: Government	40% (49)	24% (30)	11% (13)	18% (22)	7% (9)	124
Employ: Self-Employed	34% (58)	24% (42)	8% (14)	28% (48)	5% (9)	171
Employ: Homemaker	47% (73)	27% (43)	8% (12)	12% (19)	6% (10)	157
Employ: Retired	19% (97)	19% (99)	7% (37)	47% (237)	7% (37)	507
Employ: Unemployed	35% (108)	28% (89)	7% (23)	16% (51)	13% (42)	314
Employ: Other	30% (43)	22% (31)	11% (16)	22% (32)	14% (20)	142
Military HH: Yes	29% (94)	23% (74)	7% (21)	35% (111)	6% (19)	319
Military HH: No	36% (677)	25% (477)	8% (152)	22% (418)	8% (158)	1881
RD/WT: Right Direction	32% (188)	25% (147)	7% (40)	28% (165)	8% (47)	588
RD/WT: Wrong Track	36% (583)	25% (404)	8% (133)	23% (363)	8% (129)	1612
Trump Job Approve	33% (282)	23% (201)	9% (78)	29% (251)	6% (51)	863
Trump Job Disapprove	37% (467)	27% (336)	7% (86)	21% (261)	8% (98)	1248
Trump Job Strongly Approve	33% (165)	23% (112)	10% (47)	29% (142)	6% (28)	494
Trump Job Somewhat Approve	32% (117)	24% (89)	8% (31)	30% (109)	6% (24)	369
Trump Job Somewhat Disapprove	30% (80)	33% (89)	4% (11)	22% (60)	11% (30)	270
Trump Job Strongly Disapprove	40% (388)	25% (246)	8% (75)	21% (201)	7% (68)	978

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Table MCB3_4: How likely are you to watch a newly released movie via the following methods sometime in the next month?
By watching it on a subscription streaming service

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	35% (771)	25% (551)	8% (173)	24% (529)	8% (177)	2200
Favorable of Trump	33% (282)	25% (221)	9% (74)	29% (249)	5% (42)	868
Unfavorable of Trump	38% (455)	26% (317)	7% (88)	21% (254)	7% (90)	1204
Very Favorable of Trump	33% (167)	23% (115)	8% (42)	29% (146)	6% (30)	499
Somewhat Favorable of Trump	31% (115)	29% (106)	9% (32)	28% (103)	3% (12)	369
Somewhat Unfavorable of Trump	29% (63)	28% (61)	9% (20)	26% (56)	8% (17)	217
Very Unfavorable of Trump	40% (392)	26% (256)	7% (68)	20% (198)	7% (73)	987
#1 Issue: Economy	40% (316)	25% (195)	8% (65)	20% (160)	6% (50)	786
#1 Issue: Security	26% (70)	23% (63)	6% (17)	36% (97)	8% (21)	268
#1 Issue: Health Care	40% (173)	27% (114)	7% (31)	18% (75)	8% (35)	428
#1 Issue: Medicare / Social Security	22% (66)	19% (57)	10% (28)	40% (116)	9% (25)	292
#1 Issue: Women's Issues	45% (38)	21% (17)	7% (6)	12% (10)	15% (13)	84
#1 Issue: Education	33% (38)	40% (46)	4% (5)	13% (15)	10% (11)	114
#1 Issue: Energy	49% (30)	15% (9)	4% (3)	22% (14)	10% (6)	62
#1 Issue: Other	24% (40)	30% (49)	11% (18)	25% (42)	10% (16)	165
2018 House Vote: Democrat	39% (287)	28% (206)	7% (50)	21% (156)	5% (37)	736
2018 House Vote: Republican	30% (198)	24% (160)	10% (64)	30% (194)	6% (39)	655
2018 House Vote: Someone else	25% (16)	17% (11)	18% (12)	27% (17)	13% (8)	63
2016 Vote: Hillary Clinton	41% (270)	28% (183)	6% (38)	20% (133)	5% (32)	656
2016 Vote: Donald Trump	29% (204)	24% (171)	8% (59)	32% (226)	6% (39)	700
2016 Vote: Other	31% (41)	26% (34)	17% (23)	22% (30)	5% (6)	134
2016 Vote: Didn't Vote	36% (256)	23% (162)	7% (53)	20% (140)	14% (99)	709
Voted in 2014: Yes	33% (425)	25% (329)	8% (105)	27% (351)	6% (82)	1291
Voted in 2014: No	38% (346)	24% (222)	8% (68)	20% (177)	10% (95)	909
2012 Vote: Barack Obama	40% (319)	28% (222)	6% (51)	21% (166)	6% (46)	804
2012 Vote: Mitt Romney	27% (139)	24% (122)	9% (46)	34% (173)	6% (33)	512
2012 Vote: Other	21% (20)	18% (16)	18% (17)	41% (37)	2% (2)	92
2012 Vote: Didn't Vote	37% (293)	24% (190)	7% (58)	19% (152)	12% (96)	789

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Table MCB3_4: How likely are you to watch a newly released movie via the following methods sometime in the next month?

By watching it on a subscription streaming service

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	35% (771)	25% (551)	8% (173)	24% (529)	8% (177)	2200
4-Region: Northeast	37% (144)	25% (97)	7% (28)	21% (84)	10% (40)	394
4-Region: Midwest	30% (137)	24% (110)	7% (35)	32% (147)	7% (33)	462
4-Region: South	37% (302)	26% (216)	7% (58)	23% (190)	7% (59)	824
4-Region: West	36% (187)	25% (129)	10% (52)	21% (108)	8% (44)	520
Film fan	40% (731)	27% (495)	8% (146)	19% (345)	6% (113)	1830
Pop culture fan	45% (609)	28% (374)	7% (97)	13% (170)	7% (89)	1338
Daytime talk show fan	43% (317)	26% (196)	8% (62)	16% (121)	7% (49)	745
Frequent moviegoer	49% (383)	29% (225)	7% (59)	10% (77)	5% (43)	787
Frequent Daytime talk show	41% (265)	28% (181)	7% (48)	17% (108)	8% (49)	651
Prefer theater	38% (270)	29% (208)	10% (73)	20% (142)	4% (26)	720
Prefer streaming	40% (477)	27% (318)	6% (76)	21% (243)	6% (69)	1182

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

Table MCB4: *If you wanted to watch a newly released movie sometime in the next month, how would you prefer to see it?*

Demographic	By going to a traditional movie theater		By going to a drive-in movie theater		By renting it online at home for a 48- or 72-hour period		By watching it on a subscription streaming service		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	15%	(337)	10%	(214)	17%	(383)	41%	(908)	16%	(359)	2200
Gender: Male	17%	(182)	9%	(95)	17%	(185)	41%	(433)	16%	(167)	1062
Gender: Female	14%	(155)	10%	(119)	17%	(198)	42%	(474)	17%	(191)	1138
Age: 18-34	16%	(104)	11%	(69)	16%	(105)	45%	(294)	13%	(83)	655
Age: 35-44	16%	(56)	9%	(31)	21%	(77)	44%	(156)	10%	(37)	358
Age: 45-64	14%	(104)	11%	(85)	18%	(138)	42%	(315)	14%	(107)	751
Age: 65+	17%	(73)	7%	(29)	14%	(63)	33%	(142)	30%	(130)	436
GenZers: 1997-2012	22%	(55)	10%	(24)	18%	(46)	41%	(104)	10%	(24)	253
Millennials: 1981-1996	13%	(74)	11%	(63)	17%	(99)	46%	(266)	13%	(75)	577
GenXers: 1965-1980	15%	(89)	11%	(61)	20%	(114)	43%	(245)	11%	(65)	573
Baby Boomers: 1946-1964	14%	(97)	9%	(63)	16%	(114)	39%	(280)	23%	(162)	717
PID: Dem (no lean)	12%	(98)	8%	(65)	18%	(146)	49%	(393)	13%	(105)	806
PID: Ind (no lean)	17%	(120)	11%	(80)	16%	(114)	36%	(259)	20%	(147)	720
PID: Rep (no lean)	18%	(119)	10%	(69)	18%	(123)	38%	(255)	16%	(107)	674
PID/Gender: Dem Men	11%	(43)	6%	(21)	19%	(71)	49%	(182)	15%	(55)	372
PID/Gender: Dem Women	13%	(55)	10%	(44)	17%	(75)	49%	(211)	11%	(50)	434
PID/Gender: Ind Men	20%	(68)	11%	(37)	16%	(55)	36%	(121)	16%	(56)	337
PID/Gender: Ind Women	14%	(52)	11%	(43)	15%	(58)	36%	(138)	24%	(91)	383
PID/Gender: Rep Men	20%	(71)	10%	(37)	17%	(58)	37%	(130)	16%	(57)	353
PID/Gender: Rep Women	15%	(48)	10%	(32)	20%	(65)	39%	(125)	16%	(51)	321
Ideo: Liberal (1-3)	15%	(92)	8%	(48)	17%	(109)	49%	(308)	11%	(68)	625
Ideo: Moderate (4)	14%	(86)	11%	(66)	20%	(123)	40%	(252)	15%	(95)	622
Ideo: Conservative (5-7)	19%	(142)	11%	(78)	16%	(121)	38%	(284)	16%	(117)	742
Educ: < College	16%	(239)	10%	(154)	17%	(264)	38%	(575)	19%	(280)	1512
Educ: Bachelors degree	13%	(59)	9%	(40)	16%	(69)	50%	(221)	13%	(56)	444
Educ: Post-grad	16%	(40)	8%	(20)	20%	(49)	46%	(112)	9%	(23)	244
Income: Under 50k	16%	(191)	10%	(128)	17%	(213)	36%	(440)	20%	(249)	1222
Income: 50k-100k	15%	(95)	9%	(58)	16%	(104)	47%	(301)	13%	(83)	640
Income: 100k+	15%	(50)	8%	(28)	20%	(66)	49%	(166)	8%	(27)	338

Continued on next page

Table MCB4: *If you wanted to watch a newly released movie sometime in the next month, how would you prefer to see it?*

Demographic	By going to a traditional movie theater		By going to a drive-in movie theater		By renting it online at home for a 48- or 72-hour period		By watching it on a subscription streaming service		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	15%	(337)	10%	(214)	17%	(383)	41%	(908)	16%	(359)	2200
Ethnicity: White	16%	(269)	10%	(170)	18%	(302)	40%	(693)	17%	(288)	1722
Ethnicity: Hispanic	20%	(71)	12%	(40)	18%	(63)	41%	(142)	9%	(33)	349
Ethnicity: Black	15%	(40)	9%	(25)	19%	(53)	45%	(124)	12%	(33)	274
Ethnicity: Other	14%	(28)	10%	(19)	14%	(29)	44%	(90)	18%	(37)	204
All Christian	16%	(174)	10%	(103)	18%	(191)	40%	(421)	16%	(171)	1060
All Non-Christian	9%	(8)	7%	(7)	20%	(19)	45%	(44)	20%	(20)	98
Atheist	15%	(15)	9%	(9)	12%	(12)	51%	(49)	12%	(12)	96
Agnostic/Nothing in particular	15%	(83)	10%	(60)	15%	(87)	43%	(243)	17%	(99)	572
Something Else	15%	(56)	9%	(35)	20%	(73)	40%	(151)	16%	(58)	373
Religious Non-Protestant/Catholic	10%	(13)	6%	(8)	19%	(24)	46%	(58)	18%	(23)	126
Evangelical	15%	(83)	9%	(52)	21%	(123)	41%	(234)	14%	(80)	571
Non-Evangelical	17%	(137)	10%	(83)	17%	(135)	39%	(315)	18%	(143)	813
Community: Urban	14%	(77)	9%	(50)	19%	(107)	44%	(248)	15%	(83)	565
Community: Suburban	17%	(174)	9%	(97)	16%	(167)	42%	(433)	15%	(157)	1028
Community: Rural	14%	(85)	11%	(67)	18%	(109)	37%	(227)	20%	(119)	607
Employ: Private Sector	14%	(94)	9%	(58)	18%	(121)	49%	(326)	9%	(62)	661
Employ: Government	10%	(12)	13%	(15)	19%	(24)	46%	(57)	12%	(15)	124
Employ: Self-Employed	18%	(31)	11%	(19)	24%	(40)	33%	(57)	14%	(23)	171
Employ: Homemaker	15%	(24)	15%	(24)	21%	(32)	37%	(59)	12%	(18)	157
Employ: Retired	14%	(72)	9%	(45)	15%	(74)	35%	(175)	28%	(141)	507
Employ: Unemployed	19%	(61)	8%	(26)	15%	(46)	41%	(128)	17%	(53)	314
Employ: Other	14%	(20)	8%	(11)	21%	(30)	40%	(56)	17%	(24)	142
Military HH: Yes	14%	(46)	9%	(30)	19%	(62)	41%	(131)	16%	(50)	319
Military HH: No	15%	(291)	10%	(184)	17%	(321)	41%	(777)	16%	(308)	1881
RD/WT: Right Direction	19%	(112)	9%	(51)	17%	(101)	36%	(210)	20%	(115)	588
RD/WT: Wrong Track	14%	(225)	10%	(163)	17%	(282)	43%	(698)	15%	(244)	1612
Trump Job Approve	19%	(167)	11%	(91)	17%	(144)	36%	(309)	18%	(151)	863
Trump Job Disapprove	13%	(164)	9%	(109)	19%	(236)	46%	(568)	14%	(170)	1248

Continued on next page

Table MCB4: *If you wanted to watch a newly released movie sometime in the next month, how would you prefer to see it?*

Demographic	By going to a traditional movie theater		By going to a drive-in movie theater		By renting it online at home for a 48- or 72-hour period		By watching it on a subscription streaming service		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	15%	(337)	10%	(214)	17%	(383)	41%	(908)	16%	(359)	2200
Trump Job Strongly Approve	20%	(100)	9%	(46)	18%	(87)	36%	(178)	17%	(83)	494
Trump Job Somewhat Approve	18%	(68)	12%	(45)	16%	(57)	36%	(131)	18%	(68)	369
Trump Job Somewhat Disapprove	12%	(33)	13%	(35)	18%	(48)	42%	(113)	15%	(41)	270
Trump Job Strongly Disapprove	13%	(132)	8%	(74)	19%	(188)	47%	(455)	13%	(129)	978
Favorable of Trump	19%	(168)	10%	(88)	16%	(143)	37%	(322)	17%	(147)	868
Unfavorable of Trump	13%	(157)	9%	(109)	19%	(226)	46%	(550)	14%	(163)	1204
Very Favorable of Trump	20%	(101)	10%	(48)	17%	(82)	36%	(179)	18%	(88)	499
Somewhat Favorable of Trump	18%	(67)	11%	(40)	16%	(61)	39%	(143)	16%	(59)	369
Somewhat Unfavorable of Trump	16%	(35)	12%	(27)	17%	(37)	37%	(80)	18%	(39)	217
Very Unfavorable of Trump	12%	(122)	8%	(82)	19%	(189)	48%	(470)	13%	(125)	987
#1 Issue: Economy	19%	(146)	8%	(66)	17%	(134)	44%	(345)	12%	(95)	786
#1 Issue: Security	15%	(40)	9%	(25)	26%	(70)	31%	(83)	18%	(49)	268
#1 Issue: Health Care	14%	(61)	8%	(36)	20%	(87)	45%	(191)	12%	(53)	428
#1 Issue: Medicare / Social Security	11%	(33)	10%	(30)	10%	(31)	39%	(114)	29%	(85)	292
#1 Issue: Women's Issues	15%	(13)	15%	(13)	15%	(13)	44%	(37)	10%	(8)	84
#1 Issue: Education	14%	(16)	18%	(20)	11%	(12)	40%	(45)	18%	(20)	114
#1 Issue: Energy	10%	(6)	4%	(3)	19%	(12)	48%	(30)	18%	(11)	62
#1 Issue: Other	13%	(22)	13%	(21)	15%	(24)	37%	(61)	22%	(37)	165
2018 House Vote: Democrat	13%	(96)	9%	(69)	17%	(126)	48%	(352)	13%	(93)	736
2018 House Vote: Republican	20%	(134)	10%	(65)	17%	(113)	36%	(235)	16%	(107)	655
2018 House Vote: Someone else	11%	(7)	21%	(14)	14%	(9)	32%	(20)	23%	(14)	63
2016 Vote: Hillary Clinton	13%	(86)	8%	(56)	17%	(115)	49%	(323)	12%	(77)	656
2016 Vote: Donald Trump	20%	(139)	10%	(72)	18%	(123)	36%	(253)	16%	(113)	700
2016 Vote: Other	13%	(18)	14%	(18)	17%	(22)	37%	(50)	19%	(25)	134
2016 Vote: Didn't Vote	13%	(94)	10%	(68)	17%	(123)	40%	(281)	20%	(143)	709
Voted in 2014: Yes	17%	(222)	11%	(140)	16%	(207)	41%	(528)	15%	(194)	1291
Voted in 2014: No	13%	(115)	8%	(74)	19%	(175)	42%	(380)	18%	(164)	909

Continued on next page

Table MCB4: *If you wanted to watch a newly released movie sometime in the next month, how would you prefer to see it?*

Demographic	By going to a traditional movie theater		By going to a drive-in movie theater		By renting it online at home for a 48- or 72-hour period		By watching it on a subscription streaming service		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	15%	(337)	10%	(214)	17%	(383)	41%	(908)	16%	(359)	2200
2012 Vote: Barack Obama	14%	(116)	9%	(74)	16%	(133)	46%	(370)	14%	(112)	804
2012 Vote: Mitt Romney	21%	(105)	10%	(50)	17%	(89)	36%	(182)	17%	(86)	512
2012 Vote: Other	9%	(9)	17%	(16)	15%	(14)	38%	(35)	21%	(19)	92
2012 Vote: Didn't Vote	14%	(107)	9%	(74)	19%	(147)	41%	(320)	18%	(141)	789
4-Region: Northeast	17%	(66)	11%	(42)	16%	(63)	43%	(168)	14%	(54)	394
4-Region: Midwest	18%	(84)	9%	(40)	13%	(58)	38%	(176)	23%	(104)	462
4-Region: South	12%	(100)	10%	(86)	19%	(153)	43%	(353)	16%	(132)	824
4-Region: West	17%	(87)	9%	(47)	21%	(108)	40%	(210)	13%	(68)	520
Film fan	16%	(298)	9%	(169)	18%	(327)	44%	(814)	12%	(221)	1830
Pop culture fan	17%	(227)	11%	(142)	17%	(228)	46%	(615)	9%	(126)	1338
Daytime talk show fan	16%	(118)	12%	(89)	19%	(139)	42%	(315)	11%	(84)	745
Frequent moviegoer	24%	(187)	13%	(99)	16%	(128)	41%	(320)	7%	(53)	787
Frequent Daytime talk show	18%	(115)	13%	(87)	19%	(123)	39%	(257)	11%	(71)	651
Prefer theater	37%	(263)	13%	(93)	15%	(110)	29%	(211)	6%	(42)	720
Prefer streaming	5%	(63)	8%	(96)	21%	(253)	57%	(671)	8%	(99)	1182

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

Table MCB5: *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
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	17%	(367)	16%	(353)	21%	(464)	33%	(718)	14%	(298)	2200
Gender: Male	21%	(226)	17%	(182)	20%	(210)	29%	(304)	13%	(140)	1062
Gender: Female	12%	(141)	15%	(171)	22%	(254)	36%	(414)	14%	(158)	1138
Age: 18-34	15%	(100)	16%	(108)	23%	(152)	34%	(220)	12%	(76)	655
Age: 35-44	21%	(75)	17%	(62)	22%	(78)	30%	(107)	10%	(35)	358
Age: 45-64	16%	(122)	16%	(120)	21%	(154)	36%	(270)	11%	(85)	751
Age: 65+	16%	(70)	14%	(63)	18%	(79)	28%	(122)	24%	(103)	436
GenZers: 1997-2012	13%	(34)	16%	(39)	25%	(64)	34%	(87)	11%	(29)	253
Millennials: 1981-1996	18%	(106)	15%	(89)	23%	(134)	32%	(183)	12%	(66)	577
GenXers: 1965-1980	19%	(107)	18%	(105)	22%	(126)	33%	(191)	8%	(44)	573
Baby Boomers: 1946-1964	15%	(106)	15%	(110)	17%	(123)	34%	(240)	19%	(138)	717
PID: Dem (no lean)	17%	(138)	14%	(117)	19%	(152)	38%	(307)	11%	(92)	806
PID: Ind (no lean)	16%	(113)	15%	(108)	23%	(165)	29%	(210)	17%	(124)	720
PID: Rep (no lean)	17%	(116)	19%	(128)	22%	(147)	30%	(201)	12%	(81)	674
PID/Gender: Dem Men	22%	(82)	14%	(53)	19%	(69)	32%	(118)	13%	(49)	372
PID/Gender: Dem Women	13%	(56)	15%	(63)	19%	(83)	43%	(188)	10%	(44)	434
PID/Gender: Ind Men	20%	(67)	17%	(56)	19%	(65)	29%	(99)	15%	(50)	337
PID/Gender: Ind Women	12%	(45)	13%	(52)	26%	(100)	29%	(111)	19%	(74)	383
PID/Gender: Rep Men	22%	(77)	20%	(72)	22%	(76)	25%	(87)	12%	(41)	353
PID/Gender: Rep Women	12%	(39)	18%	(56)	22%	(71)	36%	(115)	13%	(40)	321
Ideo: Liberal (1-3)	19%	(121)	17%	(104)	17%	(107)	38%	(238)	9%	(55)	625
Ideo: Moderate (4)	16%	(98)	14%	(90)	25%	(158)	32%	(200)	12%	(76)	622
Ideo: Conservative (5-7)	17%	(125)	17%	(125)	22%	(165)	30%	(223)	14%	(103)	742
Educ: < College	15%	(229)	15%	(231)	20%	(304)	34%	(513)	16%	(235)	1512
Educ: Bachelors degree	19%	(84)	18%	(80)	25%	(113)	28%	(125)	9%	(42)	444
Educ: Post-grad	22%	(54)	17%	(41)	19%	(47)	33%	(80)	9%	(21)	244
Income: Under 50k	16%	(190)	14%	(176)	21%	(254)	32%	(395)	17%	(208)	1222
Income: 50k-100k	17%	(112)	17%	(111)	22%	(140)	32%	(207)	11%	(71)	640
Income: 100k+	19%	(65)	20%	(66)	21%	(70)	34%	(116)	6%	(20)	338

Continued on next page

Table MCB5: *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
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	17%	(367)	16%	(353)	21%	(464)	33%	(718)	14%	(298)	2200
Ethnicity: White	17%	(291)	16%	(274)	21%	(354)	32%	(553)	14%	(249)	1722
Ethnicity: Hispanic	19%	(65)	14%	(50)	28%	(97)	33%	(114)	7%	(24)	349
Ethnicity: Black	16%	(43)	15%	(42)	24%	(67)	36%	(99)	8%	(23)	274
Ethnicity: Other	16%	(32)	18%	(37)	21%	(43)	32%	(66)	12%	(25)	204
All Christian	16%	(172)	16%	(173)	23%	(249)	30%	(321)	14%	(145)	1060
All Non-Christian	24%	(23)	20%	(19)	15%	(15)	32%	(32)	9%	(9)	98
Atheist	25%	(24)	17%	(17)	6%	(6)	39%	(37)	13%	(13)	96
Agnostic/Nothing in particular	15%	(85)	15%	(88)	20%	(117)	32%	(182)	17%	(100)	572
Something Else	17%	(63)	15%	(56)	21%	(78)	39%	(145)	8%	(31)	373
Religious Non-Protestant/Catholic	21%	(26)	19%	(24)	19%	(24)	33%	(41)	9%	(11)	126
Evangelical	14%	(80)	16%	(94)	23%	(129)	35%	(201)	12%	(67)	571
Non-Evangelical	18%	(147)	16%	(128)	23%	(185)	31%	(249)	13%	(104)	813
Community: Urban	17%	(96)	17%	(96)	19%	(110)	34%	(194)	12%	(69)	565
Community: Suburban	19%	(194)	16%	(168)	22%	(223)	31%	(315)	12%	(128)	1028
Community: Rural	13%	(76)	15%	(89)	22%	(131)	34%	(209)	17%	(101)	607
Employ: Private Sector	20%	(130)	18%	(122)	24%	(158)	31%	(205)	7%	(48)	661
Employ: Government	17%	(22)	17%	(20)	26%	(32)	32%	(40)	8%	(10)	124
Employ: Self-Employed	27%	(46)	14%	(24)	19%	(32)	30%	(50)	11%	(19)	171
Employ: Homemaker	14%	(22)	16%	(26)	25%	(39)	36%	(56)	9%	(15)	157
Employ: Retired	13%	(64)	15%	(76)	18%	(89)	32%	(162)	23%	(117)	507
Employ: Unemployed	15%	(46)	18%	(55)	21%	(67)	33%	(103)	14%	(43)	314
Employ: Other	13%	(19)	13%	(19)	17%	(25)	40%	(57)	16%	(23)	142
Military HH: Yes	19%	(60)	17%	(55)	21%	(66)	30%	(97)	13%	(41)	319
Military HH: No	16%	(306)	16%	(298)	21%	(399)	33%	(621)	14%	(257)	1881
RD/WT: Right Direction	20%	(119)	17%	(101)	20%	(119)	26%	(153)	16%	(97)	588
RD/WT: Wrong Track	15%	(248)	16%	(252)	21%	(345)	35%	(566)	13%	(202)	1612
Trump Job Approve	18%	(157)	17%	(149)	22%	(193)	28%	(243)	14%	(121)	863
Trump Job Disapprove	16%	(196)	16%	(195)	20%	(254)	37%	(458)	12%	(145)	1248

Continued on next page

Table MCB5: *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
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	17%	(367)	16%	(353)	21%	(464)	33%	(718)	14%	(298)	2200
Trump Job Strongly Approve	23%	(114)	15%	(75)	19%	(94)	29%	(144)	14%	(68)	494
Trump Job Somewhat Approve	12%	(43)	20%	(74)	27%	(99)	27%	(99)	14%	(53)	369
Trump Job Somewhat Disapprove	10%	(28)	21%	(58)	25%	(68)	34%	(92)	9%	(24)	270
Trump Job Strongly Disapprove	17%	(167)	14%	(137)	19%	(186)	37%	(366)	12%	(121)	978
Favorable of Trump	18%	(153)	18%	(157)	22%	(193)	29%	(250)	13%	(116)	868
Unfavorable of Trump	16%	(191)	15%	(186)	21%	(249)	36%	(436)	12%	(142)	1204
Very Favorable of Trump	22%	(111)	16%	(79)	18%	(92)	30%	(150)	13%	(67)	499
Somewhat Favorable of Trump	11%	(42)	21%	(77)	27%	(101)	27%	(100)	13%	(49)	369
Somewhat Unfavorable of Trump	12%	(26)	27%	(58)	25%	(54)	25%	(55)	11%	(23)	217
Very Unfavorable of Trump	17%	(164)	13%	(128)	20%	(195)	39%	(381)	12%	(118)	987
#1 Issue: Economy	17%	(137)	20%	(156)	24%	(187)	30%	(234)	9%	(72)	786
#1 Issue: Security	17%	(46)	13%	(35)	17%	(46)	33%	(88)	20%	(53)	268
#1 Issue: Health Care	17%	(72)	15%	(63)	19%	(83)	38%	(164)	11%	(46)	428
#1 Issue: Medicare / Social Security	15%	(42)	12%	(35)	19%	(55)	32%	(92)	23%	(67)	292
#1 Issue: Women's Issues	21%	(18)	12%	(11)	18%	(15)	41%	(35)	7%	(6)	84
#1 Issue: Education	16%	(18)	25%	(28)	20%	(23)	23%	(26)	17%	(19)	114
#1 Issue: Energy	16%	(10)	12%	(8)	22%	(14)	33%	(20)	18%	(11)	62
#1 Issue: Other	14%	(23)	11%	(18)	25%	(41)	36%	(59)	15%	(24)	165
2018 House Vote: Democrat	20%	(145)	14%	(102)	20%	(144)	35%	(259)	12%	(86)	736
2018 House Vote: Republican	19%	(127)	18%	(120)	21%	(140)	27%	(180)	13%	(88)	655
2018 House Vote: Someone else	17%	(11)	16%	(10)	19%	(12)	30%	(19)	18%	(11)	63
2016 Vote: Hillary Clinton	19%	(127)	15%	(101)	18%	(121)	36%	(234)	11%	(72)	656
2016 Vote: Donald Trump	19%	(135)	17%	(119)	20%	(140)	30%	(211)	14%	(95)	700
2016 Vote: Other	17%	(23)	20%	(26)	24%	(32)	24%	(32)	15%	(20)	134
2016 Vote: Didn't Vote	11%	(81)	15%	(106)	24%	(171)	34%	(241)	16%	(111)	709
Voted in 2014: Yes	20%	(252)	17%	(213)	19%	(245)	32%	(416)	13%	(164)	1291
Voted in 2014: No	13%	(114)	15%	(140)	24%	(219)	33%	(303)	15%	(134)	909

Continued on next page

Table MCB5: *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
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	17%	(367)	16%	(353)	21%	(464)	33%	(718)	14%	(298)	2200
2012 Vote: Barack Obama	19%	(155)	16%	(129)	18%	(146)	35%	(282)	12%	(94)	804
2012 Vote: Mitt Romney	19%	(97)	17%	(89)	19%	(99)	30%	(154)	14%	(73)	512
2012 Vote: Other	17%	(15)	20%	(19)	21%	(20)	26%	(24)	16%	(15)	92
2012 Vote: Didn't Vote	13%	(99)	15%	(116)	25%	(199)	33%	(258)	15%	(117)	789
4-Region: Northeast	20%	(77)	17%	(69)	21%	(82)	30%	(119)	12%	(47)	394
4-Region: Midwest	18%	(83)	17%	(77)	18%	(85)	30%	(138)	17%	(79)	462
4-Region: South	14%	(113)	14%	(118)	23%	(189)	35%	(290)	14%	(115)	824
4-Region: West	18%	(94)	17%	(90)	21%	(108)	33%	(171)	11%	(57)	520
Film fan	19%	(340)	18%	(323)	22%	(402)	32%	(581)	10%	(183)	1830
Pop culture fan	20%	(270)	17%	(231)	23%	(309)	31%	(416)	8%	(112)	1338
Daytime talk show fan	18%	(138)	19%	(142)	22%	(166)	31%	(229)	9%	(71)	745
Frequent moviegoer	30%	(235)	20%	(160)	21%	(166)	23%	(184)	5%	(41)	787
Frequent Daytime talk show	19%	(123)	19%	(122)	22%	(145)	32%	(205)	9%	(55)	651
Prefer theater	51%	(367)	49%	(353)	—	(0)	—	(0)	—	(0)	720
Prefer streaming	—	(0)	—	(0)	39%	(464)	61%	(718)	—	(0)	1182

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

Table MCB6: As you may know, Warner Bros.' 'Tenet' is scheduled to be released in some U.S. cities over Labor Day weekend. 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%	(153)	14%	(317)	18%	(395)	49%	(1078)	12%	(257)	2200
Gender: Male	10%	(109)	16%	(170)	16%	(167)	48%	(511)	10%	(105)	1062
Gender: Female	4%	(45)	13%	(147)	20%	(228)	50%	(567)	13%	(152)	1138
Age: 18-34	10%	(65)	21%	(136)	21%	(137)	34%	(222)	14%	(95)	655
Age: 35-44	14%	(50)	20%	(71)	17%	(61)	37%	(131)	12%	(44)	358
Age: 45-64	4%	(34)	12%	(91)	18%	(138)	55%	(413)	10%	(76)	751
Age: 65+	1%	(4)	4%	(19)	14%	(59)	72%	(312)	10%	(42)	436
GenZers: 1997-2012	7%	(17)	26%	(65)	22%	(57)	29%	(73)	16%	(40)	253
Millennials: 1981-1996	12%	(70)	20%	(114)	19%	(108)	37%	(215)	12%	(71)	577
GenXers: 1965-1980	10%	(55)	17%	(97)	20%	(113)	43%	(247)	11%	(61)	573
Baby Boomers: 1946-1964	1%	(10)	5%	(38)	15%	(106)	68%	(489)	10%	(74)	717
PID: Dem (no lean)	9%	(75)	16%	(126)	19%	(152)	44%	(352)	13%	(101)	806
PID: Ind (no lean)	5%	(33)	13%	(97)	20%	(143)	48%	(347)	14%	(100)	720
PID: Rep (no lean)	7%	(45)	14%	(94)	15%	(100)	56%	(379)	8%	(56)	674
PID/Gender: Dem Men	15%	(56)	18%	(65)	15%	(56)	39%	(146)	13%	(48)	372
PID/Gender: Dem Women	4%	(19)	14%	(60)	22%	(96)	47%	(206)	12%	(53)	434
PID/Gender: Ind Men	5%	(18)	15%	(49)	21%	(69)	49%	(164)	11%	(37)	337
PID/Gender: Ind Women	4%	(15)	13%	(48)	19%	(74)	48%	(183)	16%	(63)	383
PID/Gender: Rep Men	10%	(35)	16%	(56)	12%	(42)	57%	(201)	6%	(20)	353
PID/Gender: Rep Women	3%	(10)	12%	(38)	18%	(58)	55%	(178)	11%	(36)	321
Ideo: Liberal (1-3)	10%	(64)	18%	(111)	21%	(132)	42%	(264)	8%	(53)	625
Ideo: Moderate (4)	8%	(51)	14%	(87)	21%	(131)	43%	(266)	14%	(86)	622
Ideo: Conservative (5-7)	4%	(33)	12%	(91)	14%	(105)	61%	(452)	8%	(60)	742
Educ: < College	6%	(90)	15%	(226)	18%	(267)	49%	(735)	13%	(194)	1512
Educ: Bachelors degree	8%	(35)	13%	(57)	19%	(82)	51%	(226)	10%	(44)	444
Educ: Post-grad	12%	(29)	14%	(33)	19%	(46)	48%	(117)	8%	(19)	244
Income: Under 50k	7%	(87)	14%	(175)	16%	(199)	47%	(578)	15%	(183)	1222
Income: 50k-100k	6%	(41)	15%	(95)	21%	(135)	51%	(326)	7%	(43)	640
Income: 100k+	8%	(26)	14%	(47)	18%	(60)	51%	(174)	9%	(30)	338
Ethnicity: White	6%	(99)	13%	(232)	16%	(284)	53%	(917)	11%	(190)	1722

Continued on next page

Table MCB6: As you may know, Warner Bros.' 'Tenet' is scheduled to be released in some U.S. cities over Labor Day weekend. 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%	(153)	14%	(317)	18%	(395)	49%	(1078)	12%	(257)	2200
Ethnicity: Hispanic	14%	(47)	24%	(85)	21%	(74)	29%	(100)	12%	(43)	349
Ethnicity: Black	13%	(36)	19%	(52)	26%	(71)	29%	(81)	13%	(35)	274
Ethnicity: Other	9%	(19)	16%	(32)	20%	(41)	39%	(80)	16%	(32)	204
All Christian	5%	(54)	14%	(150)	17%	(183)	54%	(573)	9%	(99)	1060
All Non-Christian	7%	(7)	17%	(17)	17%	(17)	48%	(47)	10%	(10)	98
Atheist	10%	(10)	20%	(19)	14%	(14)	51%	(49)	4%	(4)	96
Agnostic/Nothing in particular	9%	(54)	12%	(68)	20%	(112)	41%	(237)	18%	(101)	572
Something Else	8%	(29)	17%	(62)	19%	(69)	46%	(171)	11%	(42)	373
Religious Non-Protestant/Catholic	6%	(7)	17%	(21)	15%	(19)	53%	(66)	10%	(13)	126
Evangelical	7%	(39)	17%	(96)	16%	(93)	50%	(287)	10%	(56)	571
Non-Evangelical	5%	(43)	13%	(109)	19%	(151)	53%	(431)	10%	(79)	813
Community: Urban	12%	(65)	18%	(102)	19%	(107)	40%	(225)	12%	(66)	565
Community: Suburban	6%	(60)	14%	(146)	19%	(198)	51%	(520)	10%	(104)	1028
Community: Rural	5%	(28)	11%	(68)	15%	(91)	55%	(333)	14%	(87)	607
Employ: Private Sector	12%	(80)	19%	(124)	19%	(127)	43%	(285)	7%	(44)	661
Employ: Government	11%	(13)	8%	(10)	22%	(28)	43%	(53)	15%	(19)	124
Employ: Self-Employed	11%	(19)	12%	(20)	15%	(26)	51%	(87)	12%	(20)	171
Employ: Homemaker	3%	(4)	15%	(24)	20%	(31)	49%	(77)	14%	(22)	157
Employ: Retired	1%	(7)	6%	(30)	15%	(74)	68%	(343)	11%	(53)	507
Employ: Unemployed	6%	(19)	18%	(57)	17%	(54)	42%	(132)	17%	(52)	314
Employ: Other	4%	(6)	17%	(24)	17%	(24)	46%	(65)	16%	(23)	142
Military HH: Yes	6%	(19)	11%	(35)	15%	(48)	55%	(176)	13%	(40)	319
Military HH: No	7%	(134)	15%	(282)	18%	(347)	48%	(902)	12%	(216)	1881
RD/WT: Right Direction	10%	(62)	17%	(100)	15%	(87)	48%	(280)	10%	(59)	588
RD/WT: Wrong Track	6%	(92)	13%	(217)	19%	(308)	50%	(798)	12%	(197)	1612
Trump Job Approve	7%	(64)	15%	(129)	17%	(144)	53%	(454)	8%	(72)	863
Trump Job Disapprove	7%	(88)	14%	(174)	20%	(243)	48%	(598)	12%	(145)	1248

Continued on next page

Table MCB6: As you may know, Warner Bros.' 'Tenet' is scheduled to be released in some U.S. cities over Labor Day weekend. 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%	(153)	14%	(317)	18%	(395)	49%	(1078)	12%	(257)	2200
Trump Job Strongly Approve	10%	(48)	11%	(55)	14%	(68)	56%	(279)	9%	(44)	494
Trump Job Somewhat Approve	4%	(16)	20%	(74)	20%	(75)	47%	(175)	8%	(28)	369
Trump Job Somewhat Disapprove	6%	(17)	18%	(48)	19%	(52)	42%	(113)	15%	(40)	270
Trump Job Strongly Disapprove	7%	(71)	13%	(125)	20%	(192)	50%	(485)	11%	(105)	978
Favorable of Trump	7%	(61)	16%	(137)	16%	(138)	52%	(450)	9%	(81)	868
Unfavorable of Trump	7%	(84)	14%	(168)	20%	(237)	49%	(586)	11%	(130)	1204
Very Favorable of Trump	9%	(46)	11%	(55)	14%	(70)	57%	(283)	9%	(46)	499
Somewhat Favorable of Trump	4%	(16)	22%	(82)	18%	(68)	46%	(168)	10%	(35)	369
Somewhat Unfavorable of Trump	8%	(17)	17%	(38)	21%	(46)	45%	(97)	9%	(19)	217
Very Unfavorable of Trump	7%	(67)	13%	(130)	19%	(190)	50%	(489)	11%	(111)	987
#1 Issue: Economy	10%	(78)	14%	(114)	21%	(163)	44%	(345)	11%	(85)	786
#1 Issue: Security	6%	(15)	18%	(47)	12%	(31)	55%	(146)	11%	(28)	268
#1 Issue: Health Care	6%	(24)	20%	(85)	16%	(67)	47%	(203)	12%	(50)	428
#1 Issue: Medicare / Social Security	4%	(12)	7%	(20)	16%	(46)	65%	(190)	8%	(24)	292
#1 Issue: Women's Issues	4%	(3)	19%	(16)	17%	(15)	40%	(33)	21%	(18)	84
#1 Issue: Education	6%	(7)	8%	(9)	21%	(24)	48%	(55)	17%	(19)	114
#1 Issue: Energy	8%	(5)	11%	(7)	33%	(21)	33%	(20)	15%	(9)	62
#1 Issue: Other	5%	(9)	12%	(20)	17%	(28)	52%	(85)	14%	(23)	165
2018 House Vote: Democrat	8%	(59)	14%	(106)	18%	(136)	50%	(368)	9%	(66)	736
2018 House Vote: Republican	7%	(46)	12%	(79)	15%	(101)	57%	(374)	8%	(54)	655
2018 House Vote: Someone else	2%	(1)	21%	(13)	10%	(7)	53%	(34)	13%	(8)	63
2016 Vote: Hillary Clinton	9%	(60)	13%	(83)	19%	(124)	51%	(332)	9%	(56)	656
2016 Vote: Donald Trump	6%	(45)	13%	(91)	16%	(111)	57%	(398)	8%	(54)	700
2016 Vote: Other	2%	(3)	20%	(27)	13%	(17)	52%	(70)	13%	(17)	134
2016 Vote: Didn't Vote	6%	(45)	16%	(115)	20%	(143)	39%	(277)	18%	(129)	709
Voted in 2014: Yes	8%	(98)	13%	(171)	16%	(208)	55%	(705)	8%	(109)	1291
Voted in 2014: No	6%	(56)	16%	(146)	21%	(188)	41%	(373)	16%	(147)	909

Continued on next page

Table MCB6: As you may know, Warner Bros.' 'Tenet' is scheduled to be released in some U.S. cities over Labor Day weekend. 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%	(153)	14%	(317)	18%	(395)	49%	(1078)	12%	(257)	2200
2012 Vote: Barack Obama	9%	(74)	15%	(123)	18%	(148)	49%	(391)	8%	(68)	804
2012 Vote: Mitt Romney	5%	(25)	9%	(47)	13%	(66)	64%	(328)	9%	(46)	512
2012 Vote: Other	1%	(1)	23%	(21)	16%	(15)	52%	(48)	8%	(7)	92
2012 Vote: Didn't Vote	7%	(53)	16%	(125)	21%	(166)	39%	(309)	17%	(136)	789
4-Region: Northeast	8%	(33)	14%	(57)	19%	(74)	48%	(191)	10%	(39)	394
4-Region: Midwest	6%	(27)	9%	(41)	16%	(72)	56%	(257)	14%	(65)	462
4-Region: South	5%	(43)	15%	(126)	18%	(147)	49%	(407)	12%	(102)	824
4-Region: West	10%	(50)	18%	(93)	20%	(102)	43%	(223)	10%	(51)	520
Film fan	8%	(147)	16%	(293)	19%	(341)	47%	(857)	11%	(192)	1830
Pop culture fan	10%	(136)	20%	(263)	19%	(261)	41%	(547)	10%	(132)	1338
Daytime talk show fan	12%	(93)	23%	(171)	18%	(133)	37%	(274)	10%	(74)	745
Frequent moviegoer	15%	(116)	24%	(186)	20%	(159)	35%	(274)	7%	(51)	787
Frequent Daytime talk show	14%	(92)	23%	(149)	19%	(123)	36%	(233)	8%	(54)	651
Prefer theater	10%	(73)	17%	(123)	18%	(128)	48%	(345)	7%	(51)	720
Prefer streaming	7%	(77)	16%	(190)	21%	(248)	47%	(559)	9%	(109)	1182

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

Table MCB7: As you may know, Disney plans to release the live action version of "Mulan" in movie theaters and on its streaming service Disney+ for \$29.99 this September. How would you prefer to see the film?

Demographic	In a movie theater	Via Disney+	Don't know / No opinion	Total N
Adults	20% (440)	26% (572)	54% (1189)	2200
Gender: Male	22% (238)	24% (257)	53% (567)	1062
Gender: Female	18% (202)	28% (314)	55% (622)	1138
Age: 18-34	21% (140)	44% (289)	35% (226)	655
Age: 35-44	27% (98)	31% (112)	41% (148)	358
Age: 45-64	18% (133)	17% (131)	65% (487)	751
Age: 65+	16% (69)	9% (40)	75% (327)	436
GenZers: 1997-2012	22% (54)	52% (132)	26% (66)	253
Millennials: 1981-1996	22% (128)	39% (224)	39% (225)	577
GenXers: 1965-1980	24% (139)	23% (132)	53% (302)	573
Baby Boomers: 1946-1964	14% (104)	11% (77)	75% (536)	717
PID: Dem (no lean)	19% (155)	32% (257)	49% (393)	806
PID: Ind (no lean)	19% (135)	22% (157)	59% (428)	720
PID: Rep (no lean)	22% (150)	23% (157)	54% (367)	674
PID/Gender: Dem Men	22% (83)	30% (111)	48% (178)	372
PID/Gender: Dem Women	17% (72)	34% (146)	50% (215)	434
PID/Gender: Ind Men	17% (59)	18% (62)	64% (217)	337
PID/Gender: Ind Women	20% (76)	25% (96)	55% (211)	383
PID/Gender: Rep Men	27% (96)	24% (85)	49% (171)	353
PID/Gender: Rep Women	17% (53)	23% (72)	61% (196)	321
Ideo: Liberal (1-3)	24% (147)	34% (214)	42% (264)	625
Ideo: Moderate (4)	17% (108)	26% (161)	57% (352)	622
Ideo: Conservative (5-7)	20% (149)	21% (159)	58% (434)	742
Educ: < College	19% (289)	25% (380)	56% (843)	1512
Educ: Bachelors degree	21% (94)	28% (123)	51% (227)	444
Educ: Post-grad	23% (57)	28% (68)	49% (119)	244
Income: Under 50k	21% (254)	24% (293)	55% (675)	1222
Income: 50k-100k	19% (121)	28% (182)	53% (337)	640
Income: 100k+	19% (65)	29% (97)	52% (177)	338
Ethnicity: White	20% (342)	24% (405)	57% (974)	1722
Ethnicity: Hispanic	24% (85)	39% (135)	37% (129)	349

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Table MCB7: As you may know, Disney plans to release the live action version of "Mulan" in movie theaters and on its streaming service Disney+ for \$29.99 this September. How would you prefer to see the film?

Demographic	In a movie theater	Via Disney+	Don't know / No opinion	Total N
Adults	20% (440)	26% (572)	54% (1189)	2200
Ethnicity: Black	20% (56)	32% (89)	47% (129)	274
Ethnicity: Other	20% (41)	38% (78)	42% (85)	204
All Christian	21% (218)	24% (255)	55% (588)	1060
All Non-Christian	22% (22)	30% (30)	48% (47)	98
Atheist	28% (27)	21% (20)	51% (49)	96
Agnostic/Nothing in particular	17% (95)	28% (160)	56% (318)	572
Something Else	21% (79)	29% (108)	50% (186)	373
Religious Non-Protestant/Catholic	21% (26)	27% (34)	52% (65)	126
Evangelical	20% (112)	27% (154)	54% (306)	571
Non-Evangelical	22% (177)	24% (196)	54% (440)	813
Community: Urban	20% (113)	32% (183)	48% (269)	565
Community: Suburban	21% (212)	25% (261)	54% (555)	1028
Community: Rural	19% (115)	21% (127)	60% (364)	607
Employ: Private Sector	22% (147)	32% (213)	46% (301)	661
Employ: Government	23% (28)	31% (38)	46% (57)	124
Employ: Self-Employed	24% (42)	25% (43)	50% (86)	171
Employ: Homemaker	21% (32)	25% (39)	55% (86)	157
Employ: Retired	14% (71)	11% (58)	75% (378)	507
Employ: Unemployed	19% (60)	27% (86)	54% (168)	314
Employ: Other	20% (28)	25% (35)	56% (79)	142
Military HH: Yes	20% (62)	24% (75)	57% (181)	319
Military HH: No	20% (377)	26% (497)	54% (1007)	1881
RD/WT: Right Direction	25% (147)	23% (134)	52% (308)	588
RD/WT: Wrong Track	18% (293)	27% (438)	55% (881)	1612
Trump Job Approve	23% (202)	22% (187)	55% (474)	863
Trump Job Disapprove	17% (216)	30% (371)	53% (660)	1248
Trump Job Strongly Approve	25% (124)	19% (92)	56% (278)	494
Trump Job Somewhat Approve	21% (78)	26% (95)	53% (196)	369
Trump Job Somewhat Disapprove	17% (45)	26% (72)	57% (154)	270
Trump Job Strongly Disapprove	18% (171)	31% (300)	52% (507)	978

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Table MCB7: As you may know, Disney plans to release the live action version of "Mulan" in movie theaters and on its streaming service Disney+ for \$29.99 this September. How would you prefer to see the film?

Demographic	In a movie theater		Via Disney+		Don't know / No opinion		Total N
Adults	20%	(440)	26%	(572)	54%	(1189)	2200
Favorable of Trump	23%	(198)	22%	(190)	55%	(479)	868
Unfavorable of Trump	18%	(211)	29%	(349)	53%	(644)	1204
Very Favorable of Trump	25%	(124)	18%	(88)	58%	(287)	499
Somewhat Favorable of Trump	20%	(74)	28%	(102)	52%	(192)	369
Somewhat Unfavorable of Trump	21%	(45)	19%	(42)	60%	(131)	217
Very Unfavorable of Trump	17%	(167)	31%	(307)	52%	(513)	987
#1 Issue: Economy	24%	(190)	28%	(219)	48%	(377)	786
#1 Issue: Security	16%	(43)	20%	(54)	64%	(171)	268
#1 Issue: Health Care	19%	(83)	30%	(129)	50%	(216)	428
#1 Issue: Medicare / Social Security	13%	(38)	13%	(37)	74%	(218)	292
#1 Issue: Women's Issues	23%	(19)	43%	(36)	34%	(29)	84
#1 Issue: Education	27%	(31)	38%	(44)	35%	(40)	114
#1 Issue: Energy	22%	(14)	37%	(23)	41%	(25)	62
#1 Issue: Other	13%	(22)	18%	(30)	69%	(113)	165
2018 House Vote: Democrat	23%	(166)	26%	(192)	51%	(378)	736
2018 House Vote: Republican	23%	(152)	21%	(134)	56%	(368)	655
2018 House Vote: Someone else	21%	(14)	12%	(7)	67%	(42)	63
2016 Vote: Hillary Clinton	22%	(142)	25%	(167)	53%	(348)	656
2016 Vote: Donald Trump	23%	(161)	21%	(149)	56%	(390)	700
2016 Vote: Other	22%	(29)	13%	(18)	65%	(87)	134
2016 Vote: Didn't Vote	15%	(108)	34%	(238)	51%	(363)	709
Voted in 2014: Yes	23%	(291)	22%	(285)	55%	(716)	1291
Voted in 2014: No	16%	(149)	32%	(287)	52%	(473)	909
2012 Vote: Barack Obama	22%	(178)	26%	(208)	52%	(419)	804
2012 Vote: Mitt Romney	23%	(117)	17%	(87)	60%	(309)	512
2012 Vote: Other	19%	(18)	10%	(10)	70%	(65)	92
2012 Vote: Didn't Vote	16%	(127)	34%	(268)	50%	(395)	789

Continued on next page

Table MCB7: As you may know, Disney plans to release the live action version of "Mulan" in movie theaters and on its streaming service Disney+ for \$29.99 this September. How would you prefer to see the film?

Demographic	In a movie theater	Via Disney+	Don't know / No opinion	Total N
Adults	20% (440)	26% (572)	54% (1189)	2200
4-Region: Northeast	22% (86)	28% (108)	51% (200)	394
4-Region: Midwest	21% (97)	20% (92)	59% (273)	462
4-Region: South	17% (140)	29% (241)	54% (443)	824
4-Region: West	22% (117)	25% (130)	53% (273)	520
Film fan	22% (400)	28% (512)	50% (918)	1830
Pop culture fan	23% (306)	33% (446)	44% (586)	1338
Daytime talk show fan	24% (182)	33% (248)	42% (315)	745
Frequent moviegoer	33% (258)	33% (263)	34% (266)	787
Frequent Daytime talk show	26% (170)	34% (220)	40% (261)	651
Prefer theater	46% (329)	17% (120)	38% (271)	720
Prefer streaming	8% (99)	36% (429)	55% (654)	1182

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

Table MCB8: *And if you were going to watch Warner Bros.' Tenet,' how would you prefer to see this film?*

Demographic	By going to a traditional movie theater		By going to a drive-in movie theater		By renting it online at home for a 48- or 72-hour period		By watching it on a subscription streaming service		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	17%	(382)	8%	(180)	13%	(282)	32%	(710)	29%	(645)	2200
Gender: Male	21%	(221)	8%	(85)	14%	(152)	32%	(341)	25%	(263)	1062
Gender: Female	14%	(162)	8%	(94)	11%	(131)	32%	(370)	34%	(382)	1138
Age: 18-34	19%	(122)	8%	(52)	18%	(119)	32%	(207)	24%	(154)	655
Age: 35-44	18%	(63)	9%	(32)	13%	(46)	35%	(124)	26%	(93)	358
Age: 45-64	17%	(124)	9%	(71)	11%	(86)	33%	(251)	29%	(219)	751
Age: 65+	17%	(73)	6%	(25)	7%	(31)	29%	(128)	41%	(179)	436
GenZers: 1997-2012	15%	(37)	9%	(23)	23%	(59)	31%	(79)	22%	(55)	253
Millennials: 1981-1996	21%	(120)	8%	(46)	14%	(83)	32%	(182)	25%	(145)	577
GenXers: 1965-1980	17%	(99)	8%	(45)	13%	(74)	36%	(208)	26%	(147)	573
Baby Boomers: 1946-1964	15%	(108)	8%	(60)	8%	(58)	32%	(226)	37%	(265)	717
PID: Dem (no lean)	18%	(145)	6%	(46)	13%	(102)	38%	(307)	26%	(206)	806
PID: Ind (no lean)	18%	(127)	10%	(69)	13%	(95)	25%	(179)	35%	(250)	720
PID: Rep (no lean)	16%	(111)	10%	(64)	13%	(85)	33%	(225)	28%	(189)	674
PID/Gender: Dem Men	21%	(78)	5%	(18)	14%	(51)	38%	(140)	23%	(84)	372
PID/Gender: Dem Women	15%	(67)	7%	(28)	12%	(51)	38%	(167)	28%	(122)	434
PID/Gender: Ind Men	23%	(77)	9%	(30)	16%	(54)	23%	(77)	29%	(99)	337
PID/Gender: Ind Women	13%	(50)	10%	(39)	11%	(41)	27%	(102)	39%	(150)	383
PID/Gender: Rep Men	19%	(66)	10%	(37)	13%	(46)	35%	(124)	23%	(80)	353
PID/Gender: Rep Women	14%	(45)	8%	(27)	12%	(39)	31%	(101)	34%	(110)	321
Ideo: Liberal (1-3)	19%	(118)	7%	(43)	12%	(76)	38%	(236)	24%	(152)	625
Ideo: Moderate (4)	15%	(93)	8%	(51)	17%	(105)	32%	(201)	28%	(173)	622
Ideo: Conservative (5-7)	19%	(143)	9%	(68)	10%	(76)	32%	(236)	29%	(218)	742
Educ: < College	16%	(246)	9%	(138)	14%	(214)	29%	(437)	32%	(477)	1512
Educ: Bachelors degree	20%	(87)	6%	(28)	8%	(38)	39%	(175)	26%	(117)	444
Educ: Post-grad	20%	(49)	6%	(14)	13%	(31)	40%	(99)	21%	(52)	244
Income: Under 50k	16%	(198)	8%	(102)	15%	(180)	27%	(334)	33%	(408)	1222
Income: 50k-100k	18%	(118)	9%	(59)	10%	(65)	37%	(237)	25%	(161)	640
Income: 100k+	19%	(66)	5%	(18)	11%	(37)	41%	(140)	23%	(77)	338

Continued on next page

Table MCB8: *And if you were going to watch Warner Bros.’Tenet,’ how would you prefer to see this film?*

Demographic	By going to a traditional movie theater		By going to a drive-in movie theater		By renting it online at home for a 48- or 72-hour period		By watching it on a subscription streaming service		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	17%	(382)	8%	(180)	13%	(282)	32%	(710)	29%	(645)	2200
Ethnicity: White	17%	(293)	9%	(147)	12%	(202)	32%	(548)	31%	(532)	1722
Ethnicity: Hispanic	27%	(93)	7%	(26)	20%	(68)	27%	(96)	19%	(67)	349
Ethnicity: Black	16%	(44)	8%	(21)	21%	(57)	35%	(95)	21%	(57)	274
Ethnicity: Other	22%	(45)	6%	(12)	11%	(23)	33%	(68)	27%	(56)	204
All Christian	18%	(188)	7%	(75)	12%	(125)	32%	(338)	31%	(334)	1060
All Non-Christian	17%	(16)	7%	(7)	15%	(15)	34%	(33)	27%	(26)	98
Atheist	23%	(22)	8%	(7)	13%	(13)	38%	(36)	18%	(18)	96
Agnostic/Nothing in particular	17%	(98)	9%	(50)	13%	(74)	33%	(188)	28%	(162)	572
Something Else	15%	(57)	11%	(40)	15%	(56)	31%	(114)	28%	(105)	373
Religious Non-Protestant/Catholic	15%	(19)	6%	(8)	15%	(19)	34%	(43)	29%	(37)	126
Evangelical	13%	(77)	8%	(44)	15%	(83)	33%	(188)	31%	(179)	571
Non-Evangelical	19%	(158)	9%	(70)	11%	(92)	31%	(248)	30%	(245)	813
Community: Urban	16%	(89)	8%	(44)	14%	(82)	35%	(198)	27%	(152)	565
Community: Suburban	20%	(202)	7%	(75)	12%	(126)	31%	(321)	30%	(304)	1028
Community: Rural	15%	(91)	10%	(61)	12%	(75)	32%	(191)	31%	(189)	607
Employ: Private Sector	19%	(126)	6%	(40)	13%	(87)	40%	(262)	22%	(146)	661
Employ: Government	18%	(23)	8%	(10)	17%	(21)	36%	(44)	20%	(25)	124
Employ: Self-Employed	20%	(34)	11%	(19)	11%	(18)	35%	(59)	24%	(42)	171
Employ: Homemaker	16%	(26)	7%	(11)	14%	(22)	27%	(43)	35%	(55)	157
Employ: Retired	14%	(73)	8%	(40)	8%	(41)	29%	(147)	41%	(207)	507
Employ: Unemployed	18%	(57)	8%	(24)	17%	(53)	26%	(80)	32%	(100)	314
Employ: Other	14%	(20)	11%	(16)	19%	(27)	27%	(39)	29%	(41)	142
Military HH: Yes	18%	(56)	6%	(19)	12%	(39)	33%	(104)	32%	(101)	319
Military HH: No	17%	(326)	9%	(161)	13%	(243)	32%	(606)	29%	(545)	1881
RD/WT: Right Direction	19%	(114)	9%	(52)	14%	(80)	28%	(167)	30%	(175)	588
RD/WT: Wrong Track	17%	(268)	8%	(127)	13%	(203)	34%	(543)	29%	(470)	1612
Trump Job Approve	19%	(163)	10%	(88)	13%	(114)	29%	(254)	28%	(245)	863
Trump Job Disapprove	17%	(208)	7%	(84)	13%	(166)	35%	(437)	28%	(354)	1248

Continued on next page

Table MCB8: And if you were going to watch Warner Bros.’Tenet,’ how would you prefer to see this film?

Demographic	By going to a traditional movie theater		By going to a drive-in movie theater		By renting it online at home for a 48- or 72-hour period		By watching it on a subscription streaming service		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	17%	(382)	8%	(180)	13%	(282)	32%	(710)	29%	(645)	2200
Trump Job Strongly Approve	19%	(92)	11%	(54)	12%	(60)	30%	(150)	28%	(138)	494
Trump Job Somewhat Approve	19%	(71)	9%	(34)	15%	(54)	28%	(103)	29%	(106)	369
Trump Job Somewhat Disapprove	18%	(48)	8%	(22)	12%	(33)	32%	(85)	30%	(82)	270
Trump Job Strongly Disapprove	16%	(160)	6%	(62)	14%	(133)	36%	(352)	28%	(271)	978
Favorable of Trump	19%	(163)	10%	(89)	13%	(114)	30%	(260)	28%	(242)	868
Unfavorable of Trump	16%	(194)	7%	(79)	14%	(164)	35%	(422)	29%	(344)	1204
Very Favorable of Trump	19%	(97)	10%	(52)	11%	(57)	30%	(148)	29%	(145)	499
Somewhat Favorable of Trump	18%	(66)	10%	(37)	16%	(57)	30%	(112)	26%	(96)	369
Somewhat Unfavorable of Trump	18%	(38)	8%	(18)	15%	(33)	29%	(63)	30%	(64)	217
Very Unfavorable of Trump	16%	(156)	6%	(61)	13%	(131)	36%	(359)	28%	(280)	987
#1 Issue: Economy	21%	(162)	8%	(59)	14%	(113)	34%	(264)	24%	(188)	786
#1 Issue: Security	15%	(40)	12%	(31)	18%	(47)	23%	(61)	33%	(88)	268
#1 Issue: Health Care	17%	(75)	6%	(24)	13%	(56)	36%	(155)	28%	(119)	428
#1 Issue: Medicare / Social Security	11%	(32)	11%	(32)	7%	(20)	28%	(82)	43%	(127)	292
#1 Issue: Women's Issues	16%	(13)	5%	(4)	15%	(13)	32%	(27)	33%	(28)	84
#1 Issue: Education	19%	(22)	12%	(14)	7%	(8)	33%	(38)	28%	(32)	114
#1 Issue: Energy	18%	(11)	2%	(1)	8%	(5)	54%	(33)	19%	(12)	62
#1 Issue: Other	17%	(28)	9%	(15)	12%	(20)	30%	(50)	32%	(52)	165
2018 House Vote: Democrat	20%	(151)	6%	(41)	11%	(83)	36%	(265)	27%	(195)	736
2018 House Vote: Republican	19%	(128)	10%	(64)	11%	(71)	31%	(200)	29%	(192)	655
2018 House Vote: Someone else	18%	(12)	7%	(4)	6%	(4)	35%	(22)	34%	(21)	63
2016 Vote: Hillary Clinton	20%	(129)	5%	(32)	11%	(69)	37%	(246)	27%	(180)	656
2016 Vote: Donald Trump	20%	(143)	9%	(61)	12%	(83)	31%	(220)	28%	(192)	700
2016 Vote: Other	17%	(23)	10%	(13)	8%	(11)	33%	(45)	32%	(42)	134
2016 Vote: Didn't Vote	12%	(87)	10%	(72)	17%	(120)	28%	(200)	32%	(230)	709
Voted in 2014: Yes	20%	(261)	8%	(100)	10%	(130)	34%	(433)	29%	(368)	1291
Voted in 2014: No	13%	(122)	9%	(79)	17%	(153)	31%	(278)	30%	(277)	909

Continued on next page

Table MCB8: *And if you were going to watch Warner Bros.’Tenet,’ how would you prefer to see this film?*

Demographic	By going to a traditional movie theater		By going to a drive-in movie theater		By renting it online at home for a 48- or 72-hour period		By watching it on a subscription streaming service		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	17%	(382)	8%	(180)	13%	(282)	32%	(710)	29%	(645)	2200
2012 Vote: Barack Obama	20%	(158)	6%	(48)	11%	(91)	36%	(289)	27%	(218)	804
2012 Vote: Mitt Romney	20%	(100)	9%	(44)	10%	(50)	32%	(163)	30%	(156)	512
2012 Vote: Other	18%	(16)	12%	(11)	11%	(10)	26%	(24)	33%	(31)	92
2012 Vote: Didn't Vote	14%	(108)	10%	(76)	17%	(131)	30%	(233)	30%	(241)	789
4-Region: Northeast	17%	(65)	9%	(37)	14%	(54)	33%	(131)	27%	(107)	394
4-Region: Midwest	19%	(87)	8%	(36)	6%	(28)	32%	(150)	35%	(160)	462
4-Region: South	15%	(120)	8%	(67)	14%	(113)	33%	(268)	31%	(256)	824
4-Region: West	21%	(110)	8%	(39)	17%	(87)	31%	(161)	24%	(122)	520
Film fan	19%	(343)	8%	(147)	13%	(243)	34%	(620)	26%	(476)	1830
Pop culture fan	20%	(270)	8%	(112)	14%	(190)	35%	(465)	23%	(302)	1338
Daytime talk show fan	17%	(127)	11%	(81)	17%	(124)	34%	(254)	21%	(159)	745
Frequent moviegoer	29%	(225)	10%	(78)	14%	(111)	30%	(236)	17%	(137)	787
Frequent Daytime talk show	19%	(124)	11%	(70)	17%	(111)	34%	(219)	19%	(127)	651
Prefer theater	44%	(320)	12%	(85)	9%	(62)	16%	(116)	19%	(137)	720
Prefer streaming	4%	(50)	6%	(71)	18%	(207)	49%	(585)	23%	(269)	1182

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

Table MCB9_1: *In your opinion, should movie studios and executives delay the premieres of movies scheduled to premiere at the following times?
The month of August*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	33%	(720)	17%	(369)	16%	(352)	15%	(323)	20%	(436)	2200
Gender: Male	33%	(349)	16%	(174)	16%	(166)	16%	(165)	20%	(208)	1062
Gender: Female	33%	(371)	17%	(194)	16%	(186)	14%	(159)	20%	(228)	1138
Age: 18-34	32%	(210)	17%	(112)	16%	(106)	14%	(91)	21%	(137)	655
Age: 35-44	34%	(121)	18%	(66)	18%	(64)	14%	(51)	16%	(56)	358
Age: 45-64	32%	(244)	18%	(132)	17%	(129)	14%	(109)	18%	(137)	751
Age: 65+	34%	(146)	13%	(59)	12%	(52)	17%	(73)	24%	(106)	436
GenZers: 1997-2012	31%	(77)	15%	(38)	22%	(55)	14%	(34)	19%	(49)	253
Millennials: 1981-1996	35%	(201)	17%	(100)	14%	(81)	14%	(81)	20%	(115)	577
GenXers: 1965-1980	29%	(167)	20%	(116)	19%	(107)	14%	(83)	18%	(100)	573
Baby Boomers: 1946-1964	35%	(249)	15%	(106)	14%	(102)	15%	(110)	21%	(149)	717
PID: Dem (no lean)	39%	(317)	17%	(136)	12%	(93)	13%	(107)	19%	(152)	806
PID: Ind (no lean)	31%	(226)	16%	(116)	16%	(117)	13%	(96)	23%	(164)	720
PID: Rep (no lean)	26%	(177)	17%	(116)	21%	(141)	18%	(120)	18%	(119)	674
PID/Gender: Dem Men	38%	(142)	17%	(63)	10%	(39)	11%	(43)	23%	(85)	372
PID/Gender: Dem Women	40%	(175)	17%	(73)	13%	(55)	15%	(64)	15%	(67)	434
PID/Gender: Ind Men	32%	(108)	15%	(51)	16%	(53)	17%	(56)	21%	(70)	337
PID/Gender: Ind Women	31%	(118)	17%	(65)	17%	(65)	11%	(40)	25%	(95)	383
PID/Gender: Rep Men	28%	(99)	17%	(60)	21%	(74)	19%	(66)	15%	(53)	353
PID/Gender: Rep Women	24%	(78)	17%	(56)	21%	(67)	17%	(54)	21%	(66)	321
Ideo: Liberal (1-3)	46%	(289)	17%	(108)	12%	(77)	12%	(76)	12%	(75)	625
Ideo: Moderate (4)	31%	(193)	19%	(115)	16%	(99)	13%	(79)	22%	(136)	622
Ideo: Conservative (5-7)	26%	(192)	17%	(125)	21%	(153)	18%	(135)	19%	(137)	742
Educ: < College	30%	(452)	16%	(244)	16%	(235)	16%	(235)	23%	(346)	1512
Educ: Bachelors degree	39%	(171)	19%	(86)	17%	(77)	12%	(53)	13%	(56)	444
Educ: Post-grad	40%	(97)	16%	(39)	16%	(39)	14%	(35)	14%	(34)	244
Income: Under 50k	28%	(345)	17%	(213)	15%	(185)	15%	(179)	25%	(300)	1222
Income: 50k-100k	37%	(236)	16%	(105)	19%	(124)	15%	(95)	12%	(80)	640
Income: 100k+	41%	(139)	15%	(51)	13%	(43)	15%	(49)	17%	(56)	338
Ethnicity: White	33%	(561)	17%	(291)	16%	(283)	15%	(253)	19%	(335)	1722
Ethnicity: Hispanic	30%	(104)	14%	(49)	21%	(72)	17%	(58)	19%	(67)	349

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Table MCB9_1: *In your opinion, should movie studios and executives delay the premieres of movies scheduled to premiere at the following times?
The month of August*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	33%	(720)	17%	(369)	16%	(352)	15%	(323)	20%	(436)	2200
Ethnicity: Black	32%	(88)	20%	(54)	16%	(43)	14%	(39)	19%	(51)	274
Ethnicity: Other	35%	(72)	12%	(24)	13%	(27)	16%	(32)	24%	(50)	204
All Christian	33%	(353)	19%	(200)	17%	(176)	14%	(153)	17%	(177)	1060
All Non-Christian	44%	(43)	13%	(13)	13%	(13)	17%	(17)	14%	(13)	98
Atheist	41%	(40)	9%	(9)	14%	(13)	18%	(17)	18%	(17)	96
Agnostic/Nothing in particular	30%	(173)	15%	(87)	14%	(83)	14%	(80)	26%	(149)	572
Something Else	30%	(111)	16%	(60)	18%	(67)	15%	(56)	21%	(79)	373
Religious Non-Protestant/Catholic	40%	(51)	17%	(22)	13%	(16)	15%	(19)	14%	(18)	126
Evangelical	25%	(143)	20%	(113)	19%	(111)	18%	(101)	18%	(103)	571
Non-Evangelical	38%	(306)	17%	(134)	15%	(125)	13%	(105)	17%	(142)	813
Community: Urban	39%	(219)	17%	(97)	12%	(69)	14%	(78)	18%	(101)	565
Community: Suburban	34%	(344)	17%	(173)	17%	(171)	15%	(153)	18%	(187)	1028
Community: Rural	26%	(157)	16%	(99)	18%	(112)	15%	(92)	24%	(148)	607
Employ: Private Sector	35%	(232)	20%	(130)	16%	(106)	16%	(103)	14%	(91)	661
Employ: Government	32%	(39)	15%	(18)	20%	(25)	16%	(19)	18%	(22)	124
Employ: Self-Employed	34%	(58)	20%	(34)	15%	(25)	13%	(22)	18%	(31)	171
Employ: Homemaker	29%	(46)	19%	(30)	15%	(23)	14%	(22)	23%	(36)	157
Employ: Retired	33%	(169)	13%	(68)	14%	(71)	17%	(87)	22%	(112)	507
Employ: Unemployed	31%	(97)	15%	(48)	18%	(55)	14%	(45)	22%	(68)	314
Employ: Other	30%	(43)	15%	(22)	12%	(17)	14%	(19)	29%	(41)	142
Military HH: Yes	31%	(100)	16%	(51)	16%	(51)	15%	(49)	21%	(68)	319
Military HH: No	33%	(620)	17%	(317)	16%	(301)	15%	(275)	20%	(368)	1881
RD/WT: Right Direction	25%	(146)	18%	(107)	18%	(104)	19%	(109)	21%	(122)	588
RD/WT: Wrong Track	36%	(574)	16%	(262)	15%	(249)	13%	(214)	19%	(313)	1612
Trump Job Approve	24%	(210)	18%	(156)	20%	(172)	18%	(159)	19%	(166)	863
Trump Job Disapprove	40%	(494)	16%	(205)	13%	(163)	13%	(156)	18%	(229)	1248
Trump Job Strongly Approve	25%	(123)	17%	(84)	18%	(90)	23%	(112)	17%	(86)	494
Trump Job Somewhat Approve	24%	(87)	19%	(71)	22%	(83)	13%	(47)	22%	(80)	369
Trump Job Somewhat Disapprove	26%	(71)	22%	(60)	17%	(47)	10%	(28)	24%	(64)	270
Trump Job Strongly Disapprove	43%	(423)	15%	(144)	12%	(116)	13%	(128)	17%	(166)	978

Continued on next page

Table MCB9_1: *In your opinion, should movie studios and executives delay the premieres of movies scheduled to premiere at the following times?
The month of August*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	33%	(720)	17%	(369)	16%	(352)	15%	(323)	20%	(436)	2200
Favorable of Trump	25%	(216)	19%	(161)	20%	(176)	18%	(155)	18%	(160)	868
Unfavorable of Trump	40%	(486)	16%	(195)	13%	(152)	13%	(154)	18%	(217)	1204
Very Favorable of Trump	25%	(126)	17%	(86)	18%	(88)	23%	(114)	17%	(85)	499
Somewhat Favorable of Trump	24%	(90)	20%	(75)	24%	(88)	11%	(42)	20%	(74)	369
Somewhat Unfavorable of Trump	29%	(63)	23%	(49)	18%	(40)	13%	(28)	18%	(38)	217
Very Unfavorable of Trump	43%	(424)	15%	(146)	11%	(112)	13%	(127)	18%	(179)	987
#1 Issue: Economy	29%	(231)	19%	(148)	17%	(137)	17%	(137)	17%	(133)	786
#1 Issue: Security	28%	(75)	16%	(44)	19%	(52)	16%	(43)	20%	(55)	268
#1 Issue: Health Care	39%	(166)	19%	(80)	15%	(64)	11%	(48)	16%	(70)	428
#1 Issue: Medicare / Social Security	33%	(95)	14%	(42)	14%	(40)	17%	(49)	22%	(66)	292
#1 Issue: Women's Issues	39%	(33)	11%	(9)	14%	(12)	11%	(9)	26%	(22)	84
#1 Issue: Education	34%	(38)	12%	(14)	17%	(20)	10%	(11)	27%	(31)	114
#1 Issue: Energy	47%	(29)	17%	(10)	9%	(6)	10%	(7)	17%	(10)	62
#1 Issue: Other	32%	(52)	14%	(22)	13%	(22)	12%	(19)	30%	(49)	165
2018 House Vote: Democrat	41%	(305)	18%	(130)	12%	(88)	15%	(110)	14%	(104)	736
2018 House Vote: Republican	30%	(195)	17%	(112)	20%	(130)	17%	(113)	16%	(104)	655
2018 House Vote: Someone else	30%	(19)	11%	(7)	17%	(11)	9%	(6)	33%	(21)	63
2016 Vote: Hillary Clinton	41%	(271)	17%	(112)	12%	(78)	14%	(93)	16%	(102)	656
2016 Vote: Donald Trump	30%	(207)	18%	(127)	19%	(130)	17%	(120)	17%	(117)	700
2016 Vote: Other	34%	(46)	20%	(27)	15%	(20)	9%	(12)	22%	(29)	134
2016 Vote: Didn't Vote	28%	(195)	14%	(102)	18%	(125)	14%	(98)	27%	(188)	709
Voted in 2014: Yes	35%	(458)	18%	(227)	15%	(193)	16%	(200)	17%	(213)	1291
Voted in 2014: No	29%	(262)	16%	(142)	18%	(159)	14%	(123)	24%	(222)	909
2012 Vote: Barack Obama	40%	(322)	18%	(145)	11%	(91)	14%	(110)	17%	(136)	804
2012 Vote: Mitt Romney	31%	(159)	17%	(89)	18%	(90)	17%	(86)	17%	(89)	512
2012 Vote: Other	28%	(26)	16%	(15)	15%	(14)	18%	(16)	23%	(21)	92
2012 Vote: Didn't Vote	27%	(212)	15%	(120)	20%	(156)	14%	(112)	24%	(189)	789

Continued on next page

Table MCB9_1: *In your opinion, should movie studios and executives delay the premieres of movies scheduled to premiere at the following times?
The month of August*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	33%	(720)	17%	(369)	16%	(352)	15%	(323)	20%	(436)	2200
4-Region: Northeast	36%	(143)	19%	(76)	16%	(61)	14%	(54)	15%	(59)	394
4-Region: Midwest	31%	(145)	17%	(78)	16%	(75)	12%	(57)	23%	(106)	462
4-Region: South	33%	(271)	15%	(125)	16%	(129)	17%	(138)	20%	(162)	824
4-Region: West	31%	(161)	17%	(90)	17%	(87)	14%	(74)	21%	(109)	520
Film fan	34%	(624)	18%	(335)	17%	(310)	14%	(252)	17%	(310)	1830
Pop culture fan	36%	(477)	19%	(250)	18%	(236)	13%	(180)	15%	(196)	1338
Daytime talk show fan	32%	(240)	22%	(163)	18%	(134)	11%	(80)	17%	(127)	745
Frequent moviegoer	38%	(299)	18%	(138)	20%	(159)	14%	(113)	10%	(77)	787
Frequent Daytime talk show	31%	(202)	21%	(140)	19%	(124)	12%	(79)	16%	(106)	651
Prefer theater	35%	(254)	22%	(158)	18%	(131)	15%	(107)	10%	(69)	720
Prefer streaming	34%	(404)	16%	(190)	17%	(203)	15%	(175)	18%	(210)	1182

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

Table MCB9_2: *In your opinion, should movie studios and executives delay the premieres of movies scheduled to premiere at the following times?
The month of September*

Demographic	Yes, definitely	Yes, probably	No, probably not	No, definitely not	Don't know / No opinion	Total N
Adults	24% (533)	24% (531)	18% (392)	14% (300)	20% (445)	2200
Gender: Male	24% (250)	25% (268)	17% (184)	15% (159)	19% (200)	1062
Gender: Female	25% (283)	23% (263)	18% (207)	12% (140)	21% (245)	1138
Age: 18-34	22% (145)	26% (170)	18% (116)	11% (72)	23% (151)	655
Age: 35-44	22% (80)	27% (97)	22% (78)	15% (54)	14% (49)	358
Age: 45-64	26% (196)	24% (178)	18% (134)	14% (103)	19% (139)	751
Age: 65+	26% (112)	20% (86)	14% (63)	16% (69)	24% (106)	436
GenZers: 1997-2012	20% (51)	25% (64)	22% (56)	8% (20)	24% (62)	253
Millennials: 1981-1996	23% (135)	27% (155)	17% (99)	14% (82)	18% (107)	577
GenXers: 1965-1980	22% (128)	28% (158)	20% (113)	13% (74)	17% (100)	573
Baby Boomers: 1946-1964	28% (199)	20% (141)	16% (113)	15% (110)	21% (154)	717
PID: Dem (no lean)	29% (234)	26% (208)	15% (121)	11% (89)	19% (153)	806
PID: Ind (no lean)	22% (162)	23% (163)	19% (139)	12% (90)	23% (167)	720
PID: Rep (no lean)	20% (137)	24% (160)	20% (132)	18% (120)	19% (125)	674
PID/Gender: Dem Men	26% (98)	28% (104)	15% (55)	11% (39)	20% (76)	372
PID/Gender: Dem Women	31% (136)	24% (105)	15% (66)	12% (50)	18% (77)	434
PID/Gender: Ind Men	23% (76)	22% (73)	19% (65)	15% (51)	21% (72)	337
PID/Gender: Ind Women	22% (85)	23% (90)	19% (74)	10% (39)	25% (95)	383
PID/Gender: Rep Men	21% (75)	26% (91)	18% (65)	20% (69)	15% (52)	353
PID/Gender: Rep Women	19% (61)	21% (69)	21% (67)	16% (51)	23% (73)	321
Ideo: Liberal (1-3)	34% (209)	28% (174)	14% (88)	10% (64)	14% (89)	625
Ideo: Moderate (4)	22% (138)	25% (152)	22% (135)	11% (71)	20% (124)	622
Ideo: Conservative (5-7)	20% (152)	22% (165)	20% (147)	18% (137)	19% (140)	742
Educ: < College	22% (328)	23% (344)	17% (264)	14% (218)	24% (357)	1512
Educ: Bachelors degree	28% (126)	29% (130)	18% (81)	11% (51)	12% (55)	444
Educ: Post-grad	32% (78)	23% (56)	19% (46)	13% (31)	14% (33)	244
Income: Under 50k	21% (256)	23% (282)	18% (214)	14% (166)	25% (304)	1222
Income: 50k-100k	28% (178)	24% (156)	20% (129)	14% (92)	13% (86)	640
Income: 100k+	29% (99)	28% (94)	14% (48)	12% (41)	17% (56)	338
Ethnicity: White	25% (422)	24% (411)	18% (309)	14% (239)	20% (341)	1722
Ethnicity: Hispanic	17% (60)	27% (96)	23% (79)	15% (52)	18% (62)	349

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Table MCB9_2: *In your opinion, should movie studios and executives delay the premieres of movies scheduled to premiere at the following times?
The month of September*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	24%	(533)	24%	(531)	18%	(392)	14%	(300)	20%	(445)	2200
Ethnicity: Black	22%	(61)	28%	(77)	17%	(47)	13%	(36)	19%	(53)	274
Ethnicity: Other	24%	(50)	21%	(44)	17%	(35)	12%	(25)	25%	(51)	204
All Christian	25%	(269)	26%	(273)	19%	(206)	13%	(138)	16%	(174)	1060
All Non-Christian	32%	(32)	22%	(22)	13%	(13)	16%	(16)	16%	(16)	98
Atheist	28%	(27)	21%	(20)	15%	(15)	15%	(15)	20%	(20)	96
Agnostic/Nothing in particular	23%	(131)	22%	(123)	17%	(95)	11%	(66)	28%	(158)	572
Something Else	20%	(73)	25%	(93)	17%	(64)	17%	(65)	21%	(78)	373
Religious Non-Protestant/Catholic	30%	(38)	23%	(29)	15%	(19)	15%	(19)	16%	(21)	126
Evangelical	19%	(111)	25%	(144)	20%	(117)	19%	(107)	16%	(93)	571
Non-Evangelical	27%	(222)	26%	(210)	18%	(144)	11%	(89)	18%	(148)	813
Community: Urban	31%	(173)	24%	(136)	14%	(79)	14%	(80)	17%	(98)	565
Community: Suburban	23%	(239)	26%	(264)	20%	(201)	13%	(132)	19%	(191)	1028
Community: Rural	20%	(121)	22%	(131)	18%	(111)	14%	(87)	26%	(156)	607
Employ: Private Sector	26%	(173)	29%	(193)	17%	(113)	15%	(100)	13%	(83)	661
Employ: Government	24%	(30)	22%	(27)	23%	(28)	13%	(16)	18%	(23)	124
Employ: Self-Employed	26%	(44)	22%	(37)	19%	(33)	14%	(24)	20%	(33)	171
Employ: Homemaker	19%	(29)	24%	(38)	21%	(33)	15%	(23)	22%	(34)	157
Employ: Retired	26%	(130)	20%	(103)	16%	(79)	16%	(83)	22%	(113)	507
Employ: Unemployed	28%	(87)	18%	(58)	18%	(57)	10%	(30)	26%	(83)	314
Employ: Other	17%	(24)	27%	(38)	15%	(21)	12%	(17)	30%	(42)	142
Military HH: Yes	23%	(74)	23%	(73)	18%	(57)	15%	(47)	22%	(69)	319
Military HH: No	24%	(459)	24%	(459)	18%	(335)	13%	(253)	20%	(376)	1881
RD/WT: Right Direction	17%	(100)	26%	(150)	19%	(112)	18%	(105)	21%	(121)	588
RD/WT: Wrong Track	27%	(432)	24%	(381)	17%	(280)	12%	(195)	20%	(324)	1612
Trump Job Approve	16%	(141)	23%	(196)	22%	(192)	19%	(163)	20%	(170)	863
Trump Job Disapprove	30%	(374)	26%	(319)	15%	(191)	10%	(131)	19%	(233)	1248
Trump Job Strongly Approve	18%	(87)	21%	(106)	20%	(101)	22%	(110)	18%	(91)	494
Trump Job Somewhat Approve	15%	(54)	24%	(90)	25%	(91)	15%	(53)	22%	(80)	369
Trump Job Somewhat Disapprove	19%	(50)	29%	(79)	19%	(51)	11%	(30)	22%	(60)	270
Trump Job Strongly Disapprove	33%	(324)	25%	(240)	14%	(140)	10%	(101)	18%	(173)	978

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Table MCB9_2: *In your opinion, should movie studios and executives delay the premieres of movies scheduled to premiere at the following times?
The month of September*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	24%	(533)	24%	(531)	18%	(392)	14%	(300)	20%	(445)	2200
Favorable of Trump	18%	(155)	23%	(198)	22%	(188)	18%	(160)	19%	(167)	868
Unfavorable of Trump	30%	(359)	26%	(315)	15%	(184)	11%	(127)	18%	(219)	1204
Very Favorable of Trump	19%	(92)	21%	(104)	20%	(98)	23%	(113)	18%	(91)	499
Somewhat Favorable of Trump	17%	(62)	25%	(93)	24%	(90)	13%	(47)	21%	(76)	369
Somewhat Unfavorable of Trump	18%	(39)	32%	(68)	21%	(46)	12%	(26)	18%	(38)	217
Very Unfavorable of Trump	32%	(320)	25%	(247)	14%	(138)	10%	(102)	18%	(180)	987
#1 Issue: Economy	20%	(158)	27%	(210)	20%	(160)	15%	(115)	18%	(143)	786
#1 Issue: Security	24%	(64)	19%	(50)	21%	(57)	17%	(46)	19%	(52)	268
#1 Issue: Health Care	33%	(141)	25%	(107)	14%	(61)	10%	(44)	18%	(75)	428
#1 Issue: Medicare / Social Security	24%	(71)	22%	(63)	15%	(45)	17%	(49)	22%	(65)	292
#1 Issue: Women's Issues	24%	(20)	28%	(23)	15%	(13)	9%	(8)	24%	(20)	84
#1 Issue: Education	22%	(25)	20%	(23)	22%	(25)	13%	(15)	23%	(26)	114
#1 Issue: Energy	23%	(14)	42%	(26)	5%	(3)	8%	(5)	21%	(13)	62
#1 Issue: Other	24%	(40)	17%	(28)	17%	(28)	11%	(18)	31%	(52)	165
2018 House Vote: Democrat	32%	(232)	26%	(195)	15%	(107)	13%	(97)	14%	(105)	736
2018 House Vote: Republican	21%	(137)	24%	(160)	21%	(137)	17%	(111)	17%	(109)	655
2018 House Vote: Someone else	30%	(19)	21%	(13)	9%	(6)	8%	(5)	33%	(21)	63
2016 Vote: Hillary Clinton	31%	(204)	27%	(180)	13%	(88)	13%	(82)	15%	(101)	656
2016 Vote: Donald Trump	22%	(151)	23%	(160)	22%	(153)	16%	(114)	17%	(122)	700
2016 Vote: Other	27%	(36)	30%	(40)	11%	(15)	10%	(14)	22%	(30)	134
2016 Vote: Didn't Vote	20%	(141)	21%	(151)	19%	(136)	13%	(89)	27%	(192)	709
Voted in 2014: Yes	27%	(345)	25%	(325)	17%	(221)	14%	(182)	17%	(218)	1291
Voted in 2014: No	21%	(188)	23%	(207)	19%	(170)	13%	(117)	25%	(227)	909
2012 Vote: Barack Obama	30%	(240)	27%	(214)	14%	(116)	12%	(93)	18%	(141)	804
2012 Vote: Mitt Romney	24%	(122)	23%	(120)	20%	(103)	15%	(79)	17%	(89)	512
2012 Vote: Other	24%	(23)	22%	(20)	14%	(13)	16%	(15)	23%	(21)	92
2012 Vote: Didn't Vote	19%	(147)	22%	(177)	20%	(159)	14%	(113)	24%	(193)	789

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Table MCB9_2: *In your opinion, should movie studios and executives delay the premieres of movies scheduled to premiere at the following times?
The month of September*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	24%	(533)	24%	(531)	18%	(392)	14%	(300)	20%	(445)	2200
4-Region: Northeast	25%	(98)	25%	(100)	21%	(82)	13%	(52)	15%	(61)	394
4-Region: Midwest	23%	(104)	24%	(110)	18%	(82)	12%	(53)	24%	(112)	462
4-Region: South	24%	(201)	23%	(192)	17%	(137)	16%	(129)	20%	(166)	824
4-Region: West	25%	(129)	25%	(129)	17%	(90)	12%	(65)	20%	(106)	520
Film fan	25%	(457)	27%	(488)	19%	(340)	12%	(228)	17%	(318)	1830
Pop culture fan	25%	(340)	28%	(372)	19%	(261)	12%	(165)	15%	(202)	1338
Daytime talk show fan	23%	(170)	31%	(229)	20%	(149)	10%	(72)	17%	(126)	745
Frequent moviegoer	27%	(211)	30%	(234)	21%	(168)	12%	(97)	10%	(76)	787
Frequent Daytime talk show	23%	(150)	30%	(194)	21%	(137)	10%	(67)	16%	(103)	651
Prefer theater	23%	(164)	30%	(215)	22%	(162)	14%	(100)	11%	(79)	720
Prefer streaming	27%	(318)	25%	(293)	17%	(203)	13%	(158)	18%	(210)	1182

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

Table MCB9_3: *In your opinion, should movie studios and executives delay the premieres of movies scheduled to premiere at the following times?*
The rest of 2020

Demographic	Yes, definitely	Yes, probably	No, probably not	No, definitely not	Don't know / No opinion	Total N
Adults	18% (399)	24% (536)	21% (462)	15% (337)	21% (466)	2200
Gender: Male	19% (198)	25% (261)	21% (218)	16% (168)	20% (217)	1062
Gender: Female	18% (200)	24% (275)	21% (244)	15% (169)	22% (249)	1138
Age: 18-34	17% (109)	24% (160)	23% (149)	16% (104)	20% (134)	655
Age: 35-44	18% (63)	24% (87)	23% (84)	16% (58)	18% (65)	358
Age: 45-64	19% (142)	24% (181)	22% (166)	15% (110)	20% (152)	751
Age: 65+	19% (85)	24% (107)	15% (64)	15% (65)	27% (116)	436
GenZers: 1997-2012	14% (36)	21% (53)	27% (69)	18% (46)	19% (49)	253
Millennials: 1981-1996	18% (104)	27% (157)	20% (117)	15% (87)	20% (113)	577
GenXers: 1965-1980	16% (94)	25% (145)	23% (132)	15% (88)	20% (114)	573
Baby Boomers: 1946-1964	21% (152)	23% (164)	19% (135)	14% (102)	23% (164)	717
PID: Dem (no lean)	22% (180)	29% (235)	18% (141)	12% (99)	19% (151)	806
PID: Ind (no lean)	16% (118)	22% (156)	23% (164)	15% (105)	25% (178)	720
PID: Rep (no lean)	15% (100)	22% (145)	23% (158)	20% (133)	20% (138)	674
PID/Gender: Dem Men	21% (80)	29% (108)	18% (68)	10% (37)	21% (79)	372
PID/Gender: Dem Women	23% (101)	29% (127)	17% (73)	14% (62)	17% (72)	434
PID/Gender: Ind Men	19% (64)	22% (74)	20% (66)	17% (58)	22% (75)	337
PID/Gender: Ind Women	14% (54)	21% (82)	25% (98)	12% (47)	27% (102)	383
PID/Gender: Rep Men	16% (55)	22% (79)	24% (84)	21% (72)	18% (63)	353
PID/Gender: Rep Women	14% (45)	21% (66)	23% (73)	19% (61)	23% (75)	321
Ideo: Liberal (1-3)	23% (141)	33% (203)	20% (125)	11% (70)	14% (85)	625
Ideo: Moderate (4)	17% (105)	24% (146)	24% (148)	13% (82)	23% (140)	622
Ideo: Conservative (5-7)	16% (119)	21% (154)	22% (160)	21% (153)	21% (157)	742
Educ: < College	17% (260)	23% (342)	20% (308)	16% (243)	24% (360)	1512
Educ: Bachelors degree	18% (82)	28% (126)	24% (105)	14% (62)	16% (69)	444
Educ: Post-grad	23% (57)	28% (68)	20% (50)	13% (32)	15% (37)	244
Income: Under 50k	17% (207)	22% (272)	20% (239)	16% (193)	25% (311)	1222
Income: 50k-100k	18% (118)	26% (165)	26% (165)	15% (98)	15% (94)	640
Income: 100k+	22% (74)	29% (99)	17% (58)	14% (46)	18% (61)	338
Ethnicity: White	17% (301)	25% (438)	21% (360)	15% (255)	21% (368)	1722
Ethnicity: Hispanic	16% (57)	22% (76)	28% (96)	17% (60)	17% (61)	349

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Table MCB9_3: In your opinion, should movie studios and executives delay the premieres of movies scheduled to premiere at the following times?
The rest of 2020

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	18%	(399)	24%	(536)	21%	(462)	15%	(337)	21%	(466)	2200
Ethnicity: Black	20%	(54)	21%	(58)	25%	(69)	16%	(44)	18%	(49)	274
Ethnicity: Other	22%	(44)	20%	(40)	16%	(34)	18%	(38)	24%	(48)	204
All Christian	18%	(192)	27%	(286)	22%	(238)	15%	(154)	18%	(190)	1060
All Non-Christian	23%	(23)	31%	(31)	16%	(16)	13%	(13)	16%	(16)	98
Atheist	19%	(18)	22%	(22)	19%	(18)	16%	(16)	24%	(23)	96
Agnostic/Nothing in particular	18%	(100)	21%	(120)	20%	(113)	14%	(82)	27%	(156)	572
Something Else	18%	(65)	21%	(77)	20%	(76)	19%	(72)	22%	(82)	373
Religious Non-Protestant/Catholic	22%	(28)	29%	(37)	17%	(22)	14%	(17)	18%	(22)	126
Evangelical	18%	(103)	22%	(123)	23%	(132)	19%	(109)	18%	(105)	571
Non-Evangelical	18%	(147)	28%	(230)	21%	(173)	13%	(108)	19%	(155)	813
Community: Urban	22%	(123)	27%	(151)	19%	(107)	14%	(82)	18%	(102)	565
Community: Suburban	17%	(180)	26%	(268)	22%	(225)	15%	(153)	20%	(202)	1028
Community: Rural	16%	(96)	19%	(117)	21%	(130)	17%	(102)	27%	(162)	607
Employ: Private Sector	19%	(123)	27%	(178)	24%	(159)	15%	(100)	15%	(101)	661
Employ: Government	20%	(24)	18%	(22)	22%	(27)	20%	(24)	21%	(26)	124
Employ: Self-Employed	21%	(36)	22%	(38)	20%	(34)	18%	(31)	19%	(32)	171
Employ: Homemaker	16%	(25)	21%	(33)	22%	(34)	17%	(27)	25%	(39)	157
Employ: Retired	21%	(108)	23%	(118)	16%	(81)	15%	(78)	24%	(122)	507
Employ: Unemployed	17%	(53)	25%	(79)	24%	(75)	12%	(39)	22%	(69)	314
Employ: Other	14%	(19)	18%	(26)	20%	(28)	17%	(24)	32%	(45)	142
Military HH: Yes	18%	(56)	23%	(72)	21%	(67)	16%	(49)	23%	(74)	319
Military HH: No	18%	(342)	25%	(464)	21%	(396)	15%	(287)	21%	(392)	1881
RD/WT: Right Direction	15%	(86)	20%	(120)	23%	(134)	19%	(111)	23%	(138)	588
RD/WT: Wrong Track	19%	(313)	26%	(416)	20%	(329)	14%	(226)	20%	(328)	1612
Trump Job Approve	14%	(119)	20%	(172)	24%	(209)	20%	(176)	22%	(188)	863
Trump Job Disapprove	22%	(269)	28%	(350)	19%	(237)	12%	(152)	19%	(240)	1248
Trump Job Strongly Approve	15%	(77)	17%	(82)	24%	(120)	23%	(112)	21%	(104)	494
Trump Job Somewhat Approve	11%	(42)	24%	(89)	24%	(89)	17%	(64)	23%	(84)	369
Trump Job Somewhat Disapprove	17%	(46)	24%	(64)	24%	(64)	12%	(33)	23%	(63)	270
Trump Job Strongly Disapprove	23%	(223)	29%	(286)	18%	(173)	12%	(119)	18%	(177)	978

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Table MCB9_3: *In your opinion, should movie studios and executives delay the premieres of movies scheduled to premiere at the following times?
The rest of 2020*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	18%	(399)	24%	(536)	21%	(462)	15%	(337)	21%	(466)	2200
Favorable of Trump	14%	(125)	20%	(177)	23%	(203)	20%	(177)	21%	(186)	868
Unfavorable of Trump	22%	(263)	29%	(345)	19%	(230)	12%	(142)	19%	(224)	1204
Very Favorable of Trump	16%	(81)	16%	(80)	22%	(111)	24%	(119)	21%	(107)	499
Somewhat Favorable of Trump	12%	(44)	26%	(97)	25%	(92)	16%	(58)	21%	(78)	369
Somewhat Unfavorable of Trump	15%	(33)	23%	(51)	28%	(61)	14%	(31)	19%	(40)	217
Very Unfavorable of Trump	23%	(229)	30%	(295)	17%	(169)	11%	(110)	19%	(184)	987
#1 Issue: Economy	15%	(117)	26%	(200)	23%	(180)	19%	(146)	18%	(142)	786
#1 Issue: Security	18%	(49)	17%	(46)	23%	(62)	16%	(44)	25%	(67)	268
#1 Issue: Health Care	24%	(102)	30%	(130)	19%	(81)	10%	(43)	17%	(73)	428
#1 Issue: Medicare / Social Security	22%	(64)	22%	(65)	16%	(48)	15%	(43)	25%	(73)	292
#1 Issue: Women's Issues	14%	(12)	29%	(24)	16%	(13)	20%	(17)	22%	(19)	84
#1 Issue: Education	15%	(17)	17%	(19)	30%	(34)	16%	(18)	23%	(27)	114
#1 Issue: Energy	11%	(7)	28%	(18)	28%	(17)	16%	(10)	18%	(11)	62
#1 Issue: Other	19%	(32)	20%	(34)	16%	(27)	10%	(16)	34%	(55)	165
2018 House Vote: Democrat	22%	(160)	30%	(224)	20%	(144)	13%	(94)	16%	(114)	736
2018 House Vote: Republican	16%	(106)	22%	(143)	23%	(152)	20%	(129)	19%	(124)	655
2018 House Vote: Someone else	23%	(14)	14%	(9)	15%	(10)	13%	(8)	35%	(22)	63
2016 Vote: Hillary Clinton	21%	(141)	32%	(209)	19%	(125)	10%	(68)	17%	(114)	656
2016 Vote: Donald Trump	17%	(120)	21%	(145)	22%	(154)	20%	(139)	20%	(142)	700
2016 Vote: Other	17%	(23)	27%	(37)	19%	(26)	11%	(15)	25%	(33)	134
2016 Vote: Didn't Vote	16%	(115)	20%	(145)	22%	(157)	16%	(115)	25%	(177)	709
Voted in 2014: Yes	19%	(250)	27%	(352)	20%	(264)	15%	(190)	18%	(235)	1291
Voted in 2014: No	16%	(149)	20%	(184)	22%	(198)	16%	(147)	25%	(231)	909
2012 Vote: Barack Obama	21%	(166)	30%	(239)	20%	(163)	11%	(92)	18%	(144)	804
2012 Vote: Mitt Romney	20%	(101)	22%	(112)	20%	(102)	18%	(91)	21%	(106)	512
2012 Vote: Other	13%	(12)	23%	(21)	24%	(22)	18%	(16)	23%	(21)	92
2012 Vote: Didn't Vote	15%	(119)	21%	(163)	22%	(176)	17%	(137)	25%	(195)	789

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Table MCB9_3: In your opinion, should movie studios and executives delay the premieres of movies scheduled to premiere at the following times?
The rest of 2020

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	18%	(399)	24%	(536)	21%	(462)	15%	(337)	21%	(466)	2200
4-Region: Northeast	19%	(74)	26%	(102)	24%	(95)	15%	(60)	16%	(63)	394
4-Region: Midwest	16%	(73)	23%	(104)	21%	(97)	15%	(69)	26%	(119)	462
4-Region: South	20%	(166)	23%	(187)	21%	(170)	15%	(127)	21%	(174)	824
4-Region: West	16%	(85)	28%	(143)	19%	(101)	15%	(80)	21%	(111)	520
Film fan	18%	(331)	27%	(491)	22%	(411)	14%	(260)	18%	(337)	1830
Pop culture fan	19%	(249)	27%	(363)	24%	(315)	15%	(196)	16%	(215)	1338
Daytime talk show fan	18%	(137)	28%	(209)	24%	(179)	13%	(97)	17%	(123)	745
Frequent moviegoer	21%	(165)	27%	(210)	26%	(208)	15%	(119)	11%	(84)	787
Frequent Daytime talk show	19%	(127)	26%	(172)	25%	(161)	14%	(91)	15%	(100)	651
Prefer theater	15%	(105)	28%	(199)	29%	(208)	17%	(125)	12%	(83)	720
Prefer streaming	22%	(258)	26%	(305)	19%	(225)	15%	(174)	19%	(220)	1182

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

Table MCB10: And when should they be rescheduled to?

Demographic	September 2020		October 2020		November 2020		December 2020		Sometime in 2021		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	6%	(75)	11%	(137)	8%	(106)	8%	(107)	54%	(689)	12%	(153)	1267
Gender: Male	7%	(44)	11%	(66)	9%	(57)	10%	(59)	53%	(328)	10%	(58)	613
Gender: Female	5%	(31)	11%	(70)	8%	(49)	7%	(48)	55%	(361)	14%	(94)	654
Age: 18-34	7%	(25)	14%	(55)	8%	(31)	9%	(33)	50%	(191)	12%	(45)	380
Age: 35-44	9%	(19)	16%	(35)	12%	(25)	5%	(12)	47%	(101)	11%	(24)	216
Age: 45-64	5%	(22)	8%	(33)	8%	(36)	10%	(44)	57%	(247)	12%	(53)	435
Age: 65+	4%	(9)	6%	(14)	6%	(15)	8%	(18)	64%	(150)	13%	(31)	236
GenZers: 1997-2012	6%	(9)	17%	(24)	8%	(11)	6%	(9)	50%	(71)	13%	(18)	143
Millennials: 1981-1996	9%	(29)	14%	(48)	8%	(29)	8%	(29)	49%	(170)	12%	(40)	347
GenXers: 1965-1980	6%	(20)	10%	(33)	11%	(36)	9%	(30)	54%	(180)	10%	(33)	331
Baby Boomers: 1946-1964	3%	(13)	7%	(30)	7%	(28)	9%	(36)	59%	(240)	14%	(58)	405
PID: Dem (no lean)	3%	(17)	10%	(52)	6%	(33)	9%	(47)	59%	(305)	13%	(67)	522
PID: Ind (no lean)	6%	(24)	8%	(32)	7%	(26)	9%	(35)	55%	(218)	15%	(58)	393
PID: Rep (no lean)	10%	(34)	15%	(52)	13%	(47)	7%	(25)	47%	(166)	8%	(28)	352
PID/Gender: Dem Men	6%	(14)	10%	(23)	8%	(18)	9%	(20)	56%	(131)	12%	(29)	236
PID/Gender: Dem Women	1%	(3)	10%	(30)	5%	(15)	9%	(26)	61%	(174)	13%	(38)	286
PID/Gender: Ind Men	7%	(12)	8%	(15)	7%	(13)	14%	(26)	56%	(104)	9%	(16)	186
PID/Gender: Ind Women	5%	(11)	9%	(18)	6%	(13)	5%	(10)	55%	(114)	20%	(41)	208
PID/Gender: Rep Men	9%	(17)	15%	(29)	14%	(27)	7%	(14)	48%	(93)	7%	(13)	191
PID/Gender: Rep Women	11%	(17)	14%	(23)	13%	(21)	7%	(11)	45%	(73)	10%	(15)	160
Ideo: Liberal (1-3)	4%	(19)	11%	(51)	6%	(25)	9%	(41)	56%	(254)	13%	(60)	451
Ideo: Moderate (4)	5%	(18)	10%	(35)	9%	(31)	8%	(27)	57%	(201)	11%	(38)	351
Ideo: Conservative (5-7)	8%	(31)	12%	(47)	11%	(43)	8%	(29)	50%	(189)	11%	(42)	381
Educ: < College	6%	(50)	11%	(93)	7%	(59)	7%	(54)	54%	(444)	14%	(116)	815
Educ: Bachelors degree	5%	(15)	10%	(28)	11%	(33)	8%	(24)	57%	(163)	8%	(23)	286
Educ: Post-grad	6%	(10)	9%	(16)	9%	(15)	18%	(29)	50%	(82)	9%	(14)	166
Income: Under 50k	6%	(41)	11%	(70)	6%	(37)	8%	(52)	55%	(355)	14%	(92)	646
Income: 50k-100k	5%	(20)	12%	(48)	11%	(45)	10%	(38)	52%	(208)	10%	(39)	398
Income: 100k+	6%	(14)	9%	(19)	11%	(24)	8%	(18)	57%	(126)	10%	(21)	223
Ethnicity: White	6%	(62)	10%	(96)	9%	(87)	9%	(87)	56%	(548)	11%	(105)	984
Ethnicity: Hispanic	11%	(22)	15%	(29)	5%	(10)	11%	(21)	42%	(85)	16%	(33)	200
Ethnicity: Black	3%	(4)	17%	(28)	8%	(13)	7%	(11)	45%	(72)	20%	(33)	160

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Table MCB10: *And when should they be rescheduled to?*

Demographic	September 2020		October 2020		November 2020		December 2020		Sometime in 2021		Don't Know / No Opinion	Total N	
Adults	6%	(75)	11%	(137)	8%	(106)	8%	(107)	54%	(689)	12%	(153)	1267
Ethnicity: Other	7%	(8)	11%	(13)	6%	(7)	8%	(9)	56%	(68)	13%	(16)	122
All Christian	5%	(32)	11%	(71)	8%	(52)	10%	(62)	55%	(355)	11%	(69)	641
All Non-Christian	4%	(3)	7%	(4)	9%	(6)	10%	(6)	55%	(36)	15%	(10)	65
Atheist	—	(0)	9%	(5)	12%	(7)	11%	(6)	55%	(29)	13%	(7)	53
Agnostic/Nothing in particular	7%	(21)	11%	(32)	8%	(24)	6%	(18)	56%	(168)	13%	(38)	301
Something Else	9%	(19)	12%	(25)	8%	(17)	7%	(15)	49%	(102)	14%	(29)	207
Religious Non-Protestant/Catholic	4%	(4)	8%	(7)	9%	(7)	9%	(8)	55%	(45)	14%	(12)	82
Evangelical	10%	(34)	12%	(39)	10%	(31)	9%	(28)	51%	(166)	8%	(25)	322
Non-Evangelical	3%	(14)	11%	(54)	7%	(35)	9%	(43)	56%	(280)	14%	(72)	498
Community: Urban	8%	(27)	9%	(33)	10%	(33)	10%	(33)	54%	(190)	10%	(34)	351
Community: Suburban	5%	(33)	11%	(66)	7%	(43)	8%	(52)	56%	(343)	12%	(73)	610
Community: Rural	5%	(15)	12%	(37)	10%	(30)	7%	(22)	51%	(156)	15%	(45)	305
Employ: Private Sector	8%	(35)	13%	(55)	13%	(53)	9%	(40)	49%	(205)	8%	(35)	422
Employ: Government	2%	(1)	6%	(4)	13%	(9)	9%	(6)	60%	(41)	11%	(7)	68
Employ: Self-Employed	7%	(7)	11%	(11)	7%	(7)	11%	(11)	48%	(49)	16%	(16)	100
Employ: Homemaker	9%	(8)	11%	(9)	4%	(4)	5%	(4)	63%	(54)	8%	(7)	86
Employ: Retired	4%	(10)	8%	(21)	4%	(11)	9%	(25)	63%	(174)	13%	(35)	277
Employ: Unemployed	6%	(10)	12%	(21)	1%	(2)	7%	(13)	57%	(100)	17%	(30)	175
Employ: Other	4%	(3)	5%	(4)	20%	(14)	6%	(4)	44%	(31)	21%	(15)	71
Military HH: Yes	4%	(7)	10%	(18)	7%	(13)	8%	(14)	54%	(96)	18%	(31)	179
Military HH: No	6%	(68)	11%	(118)	9%	(94)	9%	(93)	55%	(593)	11%	(121)	1087
RD/WT: Right Direction	14%	(43)	17%	(51)	15%	(46)	8%	(26)	39%	(120)	7%	(20)	307
RD/WT: Wrong Track	3%	(32)	9%	(86)	6%	(60)	8%	(81)	59%	(569)	14%	(132)	960
Trump Job Approve	11%	(47)	12%	(51)	14%	(60)	10%	(43)	42%	(175)	11%	(46)	422
Trump Job Disapprove	3%	(24)	10%	(84)	5%	(43)	7%	(60)	61%	(496)	12%	(101)	808
Trump Job Strongly Approve	12%	(29)	17%	(43)	18%	(44)	7%	(17)	35%	(86)	11%	(28)	247
Trump Job Somewhat Approve	10%	(18)	5%	(8)	9%	(16)	15%	(27)	51%	(90)	10%	(18)	175
Trump Job Somewhat Disapprove	3%	(5)	17%	(28)	6%	(9)	10%	(16)	55%	(87)	8%	(13)	159
Trump Job Strongly Disapprove	3%	(19)	9%	(56)	5%	(34)	7%	(44)	63%	(408)	13%	(88)	649
Favorable of Trump	11%	(48)	12%	(53)	14%	(59)	10%	(42)	43%	(186)	11%	(47)	436
Unfavorable of Trump	3%	(23)	10%	(79)	5%	(43)	8%	(62)	61%	(483)	12%	(98)	789

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Table MCB10: And when should they be rescheduled to?

Demographic	September 2020		October 2020		November 2020		December 2020		Sometime in 2021		Don't Know / No Opinion	Total N	
Adults	6%	(75)	11%	(137)	8%	(106)	8%	(107)	54%	(689)	12%	(153)	1267
Very Favorable of Trump	12%	(30)	18%	(44)	16%	(40)	8%	(21)	35%	(86)	11%	(28)	251
Somewhat Favorable of Trump	9%	(18)	5%	(9)	10%	(19)	11%	(21)	54%	(99)	10%	(19)	185
Somewhat Unfavorable of Trump	4%	(5)	22%	(29)	6%	(8)	12%	(16)	49%	(65)	8%	(10)	133
Very Unfavorable of Trump	3%	(18)	8%	(50)	5%	(35)	7%	(46)	64%	(418)	13%	(88)	655
#1 Issue: Economy	7%	(33)	13%	(59)	9%	(40)	11%	(47)	50%	(225)	10%	(43)	447
#1 Issue: Security	7%	(9)	14%	(20)	17%	(24)	5%	(6)	39%	(54)	18%	(26)	139
#1 Issue: Health Care	5%	(16)	9%	(25)	6%	(16)	8%	(22)	61%	(175)	12%	(33)	287
#1 Issue: Medicare / Social Security	3%	(5)	5%	(7)	5%	(8)	10%	(16)	66%	(104)	11%	(17)	157
#1 Issue: Education	7%	(4)	20%	(12)	7%	(4)	2%	(1)	62%	(39)	3%	(2)	63
#1 Issue: Other	6%	(5)	4%	(4)	3%	(2)	5%	(4)	58%	(49)	23%	(20)	84
2018 House Vote: Democrat	1%	(7)	10%	(47)	5%	(27)	9%	(44)	62%	(304)	13%	(62)	491
2018 House Vote: Republican	9%	(32)	14%	(52)	13%	(47)	8%	(30)	46%	(168)	9%	(34)	363
2016 Vote: Hillary Clinton	2%	(8)	7%	(32)	6%	(27)	8%	(34)	63%	(275)	13%	(58)	434
2016 Vote: Donald Trump	9%	(36)	13%	(49)	12%	(48)	8%	(32)	48%	(185)	9%	(36)	386
2016 Vote: Other	8%	(7)	13%	(11)	4%	(3)	12%	(10)	51%	(44)	12%	(10)	85
2016 Vote: Didn't Vote	7%	(24)	12%	(45)	8%	(28)	9%	(31)	51%	(185)	13%	(49)	362
Voted in 2014: Yes	5%	(40)	11%	(86)	9%	(68)	9%	(70)	55%	(434)	12%	(91)	788
Voted in 2014: No	7%	(35)	11%	(51)	8%	(39)	8%	(37)	53%	(255)	13%	(62)	478
2012 Vote: Barack Obama	3%	(18)	11%	(56)	7%	(38)	10%	(50)	57%	(300)	13%	(67)	528
2012 Vote: Mitt Romney	8%	(23)	12%	(34)	11%	(32)	7%	(19)	51%	(149)	11%	(32)	290
2012 Vote: Other	10%	(5)	6%	(3)	7%	(3)	8%	(4)	59%	(29)	11%	(5)	50
2012 Vote: Didn't Vote	7%	(28)	11%	(44)	8%	(33)	9%	(34)	53%	(210)	12%	(49)	397
4-Region: Northeast	4%	(10)	11%	(26)	6%	(14)	8%	(20)	57%	(137)	13%	(32)	239
4-Region: Midwest	4%	(11)	12%	(30)	11%	(27)	9%	(23)	50%	(126)	14%	(36)	254
4-Region: South	5%	(23)	9%	(44)	9%	(40)	7%	(34)	59%	(276)	11%	(54)	471
4-Region: West	10%	(31)	12%	(36)	8%	(25)	10%	(30)	49%	(149)	10%	(31)	302
Film fan	6%	(63)	12%	(130)	9%	(99)	9%	(95)	54%	(605)	12%	(130)	1122
Pop culture fan	7%	(57)	14%	(116)	9%	(73)	8%	(66)	51%	(434)	12%	(99)	845
Daytime talk show fan	9%	(43)	16%	(75)	10%	(47)	9%	(42)	46%	(215)	10%	(47)	470
Frequent moviegoer	8%	(45)	18%	(95)	9%	(50)	11%	(57)	45%	(242)	9%	(50)	539
Frequent Daytime talk show	10%	(39)	14%	(58)	11%	(45)	11%	(43)	47%	(192)	8%	(31)	409

Continued on next page

Table MCB10: *And when should they be rescheduled to?*

Demographic	September 2020		October 2020		November 2020		December 2020		Sometime in 2021		Don't Know / No Opinion	Total N	
Adults	6%	(75)	11%	(137)	8%	(106)	8%	(107)	54%	(689)	12%	(153)	1267
Prefer theater	7%	(34)	16%	(78)	12%	(58)	11%	(52)	44%	(210)	9%	(43)	475
Prefer streaming	6%	(41)	7%	(48)	7%	(47)	7%	(53)	61%	(433)	12%	(84)	706

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

Table MCB11_1: Do you have a favorable or unfavorable opinion of the following celebrities?

Tom Hanks

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of them	Total N
Adults	42% (926)	30% (670)	6% (133)	7% (165)	11% (243)	3% (63)	2200
Gender: Male	43% (452)	32% (338)	5% (57)	9% (97)	8% (84)	3% (34)	1062
Gender: Female	42% (474)	29% (332)	7% (76)	6% (68)	14% (159)	3% (30)	1138
Age: 18-34	28% (181)	30% (200)	6% (41)	10% (64)	19% (126)	7% (43)	655
Age: 35-44	47% (169)	35% (124)	4% (14)	4% (13)	8% (29)	2% (9)	358
Age: 45-64	48% (364)	28% (211)	6% (46)	9% (64)	8% (61)	1% (5)	751
Age: 65+	49% (213)	31% (136)	7% (32)	5% (24)	6% (26)	1% (6)	436
GenZers: 1997-2012	17% (43)	35% (89)	5% (12)	13% (33)	22% (56)	8% (20)	253
Millennials: 1981-1996	39% (224)	29% (169)	7% (39)	6% (32)	15% (85)	5% (29)	577
GenXers: 1965-1980	48% (275)	29% (168)	5% (29)	7% (39)	10% (55)	1% (6)	573
Baby Boomers: 1946-1964	50% (360)	29% (211)	6% (46)	8% (56)	5% (37)	1% (6)	717
PID: Dem (no lean)	52% (420)	30% (239)	2% (19)	4% (32)	10% (80)	2% (15)	806
PID: Ind (no lean)	33% (240)	33% (239)	7% (48)	7% (53)	15% (106)	5% (35)	720
PID: Rep (no lean)	39% (265)	29% (193)	10% (66)	12% (80)	8% (57)	2% (14)	674
PID/Gender: Dem Men	53% (196)	29% (107)	2% (6)	6% (23)	8% (31)	3% (9)	372
PID/Gender: Dem Women	52% (225)	30% (131)	3% (13)	2% (9)	11% (50)	1% (5)	434
PID/Gender: Ind Men	35% (118)	36% (122)	6% (21)	7% (24)	10% (35)	5% (17)	337
PID/Gender: Ind Women	32% (123)	30% (116)	7% (27)	7% (28)	18% (71)	5% (18)	383
PID/Gender: Rep Men	39% (139)	31% (108)	9% (31)	14% (50)	5% (18)	2% (8)	353
PID/Gender: Rep Women	39% (127)	26% (84)	11% (35)	9% (30)	12% (39)	2% (6)	321
Ideo: Liberal (1-3)	53% (328)	27% (168)	2% (10)	5% (30)	11% (67)	3% (21)	625
Ideo: Moderate (4)	45% (277)	34% (214)	5% (32)	5% (32)	10% (62)	1% (6)	622
Ideo: Conservative (5-7)	36% (268)	30% (222)	11% (79)	12% (90)	10% (71)	1% (10)	742
Educ: < College	40% (607)	30% (447)	6% (87)	8% (119)	13% (197)	4% (55)	1512
Educ: Bachelors degree	46% (203)	32% (143)	7% (29)	8% (37)	6% (28)	1% (3)	444
Educ: Post-grad	48% (116)	33% (80)	7% (17)	4% (9)	7% (17)	2% (5)	244
Income: Under 50k	40% (492)	29% (354)	5% (61)	9% (105)	13% (163)	4% (47)	1222
Income: 50k-100k	42% (270)	34% (219)	7% (47)	6% (39)	9% (55)	1% (9)	640
Income: 100k+	48% (163)	29% (97)	7% (25)	6% (20)	7% (24)	2% (7)	338
Ethnicity: White	44% (762)	30% (509)	7% (118)	7% (125)	10% (168)	2% (40)	1722
Ethnicity: Hispanic	37% (131)	29% (101)	4% (14)	9% (32)	16% (58)	4% (15)	349

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Table MCB11_1: Do you have a favorable or unfavorable opinion of the following celebrities?

Tom Hanks

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of them	Total N
Adults	42% (926)	30% (670)	6% (133)	7% (165)	11% (243)	3% (63)	2200
Ethnicity: Black	36% (99)	41% (114)	1% (3)	6% (17)	12% (32)	4% (10)	274
Ethnicity: Other	32% (65)	23% (48)	6% (12)	11% (23)	21% (43)	6% (13)	204
All Christian	44% (462)	31% (330)	7% (77)	7% (78)	9% (96)	2% (18)	1060
All Non-Christian	51% (50)	21% (21)	9% (9)	7% (7)	7% (7)	5% (5)	98
Atheist	46% (44)	17% (16)	6% (6)	11% (11)	18% (17)	2% (2)	96
Agnostic/Nothing in particular	40% (232)	30% (173)	4% (21)	6% (34)	14% (81)	5% (31)	572
Something Else	37% (139)	35% (130)	5% (20)	9% (35)	11% (42)	2% (7)	373
Religious Non-Protestant/Catholic	50% (62)	23% (29)	10% (13)	7% (9)	5% (7)	5% (6)	126
Evangelical	38% (217)	33% (190)	8% (46)	9% (50)	10% (56)	2% (12)	571
Non-Evangelical	45% (365)	31% (254)	5% (45)	7% (60)	10% (79)	1% (10)	813
Community: Urban	46% (259)	31% (176)	5% (26)	5% (29)	10% (58)	3% (18)	565
Community: Suburban	43% (444)	30% (312)	7% (70)	7% (71)	10% (102)	3% (28)	1028
Community: Rural	37% (223)	30% (183)	6% (37)	11% (64)	14% (82)	3% (18)	607
Employ: Private Sector	49% (325)	31% (205)	6% (39)	6% (43)	6% (40)	2% (10)	661
Employ: Government	41% (50)	32% (39)	7% (9)	6% (8)	10% (13)	4% (5)	124
Employ: Self-Employed	37% (63)	27% (47)	6% (10)	15% (26)	13% (22)	2% (3)	171
Employ: Homemaker	36% (56)	30% (46)	9% (14)	4% (7)	16% (26)	5% (8)	157
Employ: Retired	47% (239)	32% (162)	7% (34)	7% (38)	6% (28)	1% (6)	507
Employ: Unemployed	39% (123)	30% (93)	4% (12)	7% (21)	20% (61)	1% (3)	314
Employ: Other	34% (48)	30% (43)	5% (6)	9% (13)	15% (21)	6% (9)	142
Military HH: Yes	44% (141)	29% (93)	9% (29)	9% (29)	7% (23)	1% (4)	319
Military HH: No	42% (786)	31% (577)	6% (104)	7% (136)	12% (220)	3% (60)	1881
RD/WT: Right Direction	38% (224)	30% (178)	8% (49)	10% (60)	9% (55)	4% (22)	588
RD/WT: Wrong Track	44% (702)	31% (492)	5% (84)	6% (105)	12% (188)	3% (41)	1612
Trump Job Approve	33% (289)	31% (266)	11% (91)	13% (111)	9% (79)	3% (27)	863
Trump Job Disapprove	50% (620)	31% (383)	3% (36)	4% (53)	11% (132)	2% (23)	1248
Trump Job Strongly Approve	35% (173)	27% (131)	12% (58)	17% (86)	7% (34)	2% (12)	494
Trump Job Somewhat Approve	31% (115)	37% (135)	9% (33)	7% (25)	12% (46)	4% (15)	369
Trump Job Somewhat Disapprove	36% (96)	44% (119)	5% (13)	3% (8)	12% (32)	1% (2)	270
Trump Job Strongly Disapprove	54% (524)	27% (264)	2% (23)	5% (44)	10% (101)	2% (21)	978

Continued on next page

Table MCB11_1: Do you have a favorable or unfavorable opinion of the following celebrities?

Tom Hanks

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of them	Total N
Adults	42% (926)	30% (670)	6% (133)	7% (165)	11% (243)	3% (63)	2200
Favorable of Trump	34% (299)	33% (284)	10% (88)	12% (106)	9% (74)	2% (16)	868
Unfavorable of Trump	50% (597)	30% (364)	3% (38)	4% (51)	11% (132)	2% (22)	1204
Very Favorable of Trump	35% (176)	27% (133)	12% (58)	17% (85)	7% (36)	2% (11)	499
Somewhat Favorable of Trump	33% (123)	41% (151)	8% (30)	6% (21)	10% (38)	2% (6)	369
Somewhat Unfavorable of Trump	35% (76)	44% (94)	4% (10)	4% (8)	11% (24)	3% (5)	217
Very Unfavorable of Trump	53% (522)	27% (269)	3% (28)	4% (43)	11% (109)	2% (17)	987
#1 Issue: Economy	41% (321)	31% (244)	9% (70)	7% (53)	10% (81)	2% (17)	786
#1 Issue: Security	30% (80)	32% (86)	7% (19)	14% (37)	15% (40)	2% (7)	268
#1 Issue: Health Care	54% (230)	23% (100)	3% (13)	8% (35)	10% (41)	2% (10)	428
#1 Issue: Medicare / Social Security	49% (142)	35% (103)	5% (14)	5% (15)	5% (15)	1% (2)	292
#1 Issue: Women's Issues	30% (26)	38% (32)	4% (3)	7% (6)	18% (16)	1% (1)	84
#1 Issue: Education	34% (39)	25% (29)	7% (8)	3% (4)	22% (26)	7% (8)	114
#1 Issue: Energy	37% (23)	39% (24)	2% (1)	4% (2)	8% (5)	11% (7)	62
#1 Issue: Other	39% (64)	32% (52)	3% (4)	8% (13)	12% (19)	7% (11)	165
2018 House Vote: Democrat	57% (418)	30% (220)	2% (16)	3% (25)	7% (48)	1% (8)	736
2018 House Vote: Republican	36% (236)	30% (198)	11% (73)	13% (88)	8% (52)	1% (9)	655
2018 House Vote: Someone else	34% (21)	33% (21)	10% (7)	1% (1)	15% (10)	6% (4)	63
2016 Vote: Hillary Clinton	60% (394)	29% (191)	1% (7)	4% (24)	5% (34)	1% (5)	656
2016 Vote: Donald Trump	37% (262)	30% (207)	11% (75)	12% (86)	9% (61)	1% (9)	700
2016 Vote: Other	39% (53)	40% (54)	7% (9)	4% (5)	7% (9)	3% (4)	134
2016 Vote: Didn't Vote	31% (217)	31% (217)	6% (41)	7% (50)	20% (139)	6% (45)	709
Voted in 2014: Yes	48% (617)	31% (402)	6% (82)	7% (94)	6% (80)	1% (15)	1291
Voted in 2014: No	34% (310)	29% (268)	6% (51)	8% (71)	18% (162)	5% (48)	909
2012 Vote: Barack Obama	57% (462)	29% (236)	3% (21)	4% (30)	6% (45)	1% (10)	804
2012 Vote: Mitt Romney	36% (184)	31% (161)	12% (62)	12% (60)	8% (39)	2% (8)	512
2012 Vote: Other	32% (30)	35% (32)	5% (5)	11% (11)	14% (12)	3% (3)	92
2012 Vote: Didn't Vote	32% (249)	31% (241)	6% (45)	8% (65)	19% (146)	5% (43)	789

Continued on next page

Table MCB11_1: Do you have a favorable or unfavorable opinion of the following celebrities?
 Tom Hanks

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of them	Total N
Adults	42% (926)	30% (670)	6% (133)	7% (165)	11% (243)	3% (63)	2200
4-Region: Northeast	47% (187)	30% (119)	5% (20)	5% (19)	12% (46)	1% (3)	394
4-Region: Midwest	44% (202)	29% (135)	6% (26)	10% (44)	9% (44)	2% (11)	462
4-Region: South	39% (321)	31% (259)	7% (55)	8% (63)	12% (99)	3% (27)	824
4-Region: West	42% (216)	30% (157)	6% (32)	7% (38)	10% (54)	4% (23)	520
Film fan	46% (850)	31% (572)	6% (115)	6% (105)	9% (167)	1% (21)	1830
Pop culture fan	46% (618)	32% (432)	5% (70)	6% (74)	9% (127)	1% (17)	1338
Daytime talk show fan	45% (334)	35% (258)	5% (37)	5% (39)	9% (66)	2% (11)	745
Frequent moviegoer	44% (348)	32% (249)	5% (43)	8% (63)	8% (63)	3% (22)	787
Frequent Daytime talk show	43% (280)	34% (221)	5% (33)	6% (37)	9% (57)	3% (23)	651
Prefer theater	45% (324)	31% (223)	7% (51)	7% (52)	8% (56)	2% (13)	720
Prefer streaming	43% (514)	31% (370)	6% (71)	7% (83)	11% (128)	1% (17)	1182

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

Table MCB11_2: Do you have a favorable or unfavorable opinion of the following celebrities?

Ellen DeGeneres

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of them	Total N
Adults	13% (284)	26% (580)	17% (382)	28% (619)	13% (278)	3% (57)	2200
Gender: Male	10% (103)	24% (258)	19% (201)	32% (341)	11% (116)	4% (42)	1062
Gender: Female	16% (181)	28% (321)	16% (181)	24% (278)	14% (161)	1% (15)	1138
Age: 18-34	14% (90)	23% (150)	18% (118)	24% (157)	16% (105)	5% (35)	655
Age: 35-44	13% (47)	30% (106)	19% (67)	25% (90)	10% (36)	3% (12)	358
Age: 45-64	14% (107)	28% (208)	18% (134)	29% (218)	10% (77)	1% (7)	751
Age: 65+	9% (40)	27% (116)	14% (63)	35% (154)	14% (60)	1% (3)	436
GenZers: 1997-2012	11% (28)	25% (63)	20% (51)	25% (64)	12% (31)	6% (15)	253
Millennials: 1981-1996	14% (79)	24% (140)	17% (98)	25% (142)	16% (94)	4% (25)	577
GenXers: 1965-1980	16% (93)	28% (160)	19% (109)	25% (142)	10% (58)	2% (12)	573
Baby Boomers: 1946-1964	11% (81)	28% (200)	16% (114)	33% (235)	11% (81)	1% (4)	717
PID: Dem (no lean)	18% (149)	32% (259)	15% (123)	19% (155)	13% (102)	2% (18)	806
PID: Ind (no lean)	10% (70)	26% (191)	19% (134)	26% (184)	16% (115)	4% (26)	720
PID: Rep (no lean)	10% (66)	19% (130)	19% (125)	41% (280)	9% (61)	2% (13)	674
PID/Gender: Dem Men	16% (58)	29% (108)	18% (68)	20% (76)	12% (46)	4% (16)	372
PID/Gender: Dem Women	21% (91)	35% (151)	13% (55)	18% (80)	13% (56)	— (2)	434
PID/Gender: Ind Men	4% (15)	25% (85)	22% (73)	31% (103)	13% (45)	5% (17)	337
PID/Gender: Ind Women	14% (55)	28% (106)	16% (62)	21% (81)	18% (69)	3% (10)	383
PID/Gender: Rep Men	9% (30)	19% (66)	17% (61)	46% (162)	7% (25)	2% (9)	353
PID/Gender: Rep Women	11% (35)	20% (64)	20% (64)	36% (117)	11% (36)	1% (4)	321
Ideo: Liberal (1-3)	18% (114)	30% (187)	18% (111)	21% (133)	10% (64)	3% (17)	625
Ideo: Moderate (4)	14% (85)	30% (187)	19% (117)	21% (129)	15% (93)	2% (11)	622
Ideo: Conservative (5-7)	8% (57)	20% (148)	19% (145)	42% (314)	9% (68)	2% (11)	742
Educ: < College	14% (209)	26% (386)	16% (246)	27% (410)	14% (216)	3% (44)	1512
Educ: Bachelors degree	11% (47)	28% (124)	19% (84)	32% (142)	9% (41)	1% (6)	444
Educ: Post-grad	11% (28)	29% (70)	21% (52)	27% (67)	8% (20)	3% (8)	244
Income: Under 50k	15% (179)	22% (273)	16% (190)	29% (351)	16% (189)	3% (41)	1222
Income: 50k-100k	11% (72)	33% (209)	18% (117)	27% (171)	10% (62)	2% (10)	640
Income: 100k+	10% (34)	29% (98)	22% (76)	29% (97)	8% (26)	2% (6)	338
Ethnicity: White	11% (193)	27% (469)	18% (309)	30% (508)	12% (208)	2% (35)	1722
Ethnicity: Hispanic	13% (47)	24% (84)	19% (67)	26% (92)	15% (51)	3% (9)	349

Continued on next page

Table MCB11_2: Do you have a favorable or unfavorable opinion of the following celebrities?
Ellen DeGeneres

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of them	Total N
Adults	13% (284)	26% (580)	17% (382)	28% (619)	13% (278)	3% (57)	2200
Ethnicity: Black	24% (66)	23% (63)	14% (39)	20% (55)	15% (42)	3% (9)	274
Ethnicity: Other	12% (25)	23% (48)	17% (34)	27% (56)	14% (29)	6% (12)	204
All Christian	11% (122)	28% (292)	17% (184)	31% (326)	11% (119)	2% (18)	1060
All Non-Christian	18% (17)	34% (33)	13% (13)	20% (20)	12% (12)	4% (4)	98
Atheist	5% (5)	22% (21)	20% (20)	33% (32)	16% (15)	4% (4)	96
Agnostic/Nothing in particular	14% (80)	23% (131)	19% (106)	24% (139)	16% (92)	4% (25)	572
Something Else	16% (60)	28% (103)	16% (60)	28% (103)	11% (40)	2% (7)	373
Religious Non-Protestant/Catholic	17% (21)	29% (36)	16% (20)	24% (31)	11% (14)	4% (5)	126
Evangelical	12% (70)	23% (131)	20% (115)	33% (188)	11% (60)	1% (7)	571
Non-Evangelical	13% (108)	31% (256)	15% (121)	27% (222)	11% (92)	2% (15)	813
Community: Urban	15% (86)	26% (146)	16% (93)	25% (141)	15% (86)	2% (13)	565
Community: Suburban	12% (124)	27% (277)	17% (178)	29% (297)	12% (127)	2% (25)	1028
Community: Rural	12% (74)	26% (157)	18% (111)	30% (181)	11% (65)	3% (19)	607
Employ: Private Sector	11% (72)	29% (192)	20% (129)	30% (195)	10% (65)	1% (8)	661
Employ: Government	17% (22)	26% (33)	13% (16)	29% (35)	10% (12)	5% (6)	124
Employ: Self-Employed	13% (22)	24% (41)	19% (32)	33% (57)	8% (14)	3% (6)	171
Employ: Homemaker	16% (26)	27% (42)	22% (34)	21% (33)	11% (18)	2% (4)	157
Employ: Retired	10% (49)	26% (132)	16% (82)	34% (174)	13% (65)	1% (5)	507
Employ: Unemployed	19% (61)	25% (80)	12% (38)	19% (60)	21% (65)	3% (10)	314
Employ: Other	15% (21)	24% (34)	19% (26)	24% (35)	15% (21)	3% (5)	142
Military HH: Yes	12% (38)	29% (92)	13% (43)	32% (102)	12% (37)	2% (7)	319
Military HH: No	13% (246)	26% (487)	18% (339)	28% (517)	13% (241)	3% (50)	1881
RD/WT: Right Direction	11% (65)	19% (113)	15% (91)	39% (228)	11% (65)	4% (26)	588
RD/WT: Wrong Track	14% (219)	29% (467)	18% (291)	24% (391)	13% (213)	2% (31)	1612
Trump Job Approve	11% (92)	19% (165)	17% (151)	40% (343)	10% (87)	3% (25)	863
Trump Job Disapprove	14% (181)	31% (393)	18% (229)	21% (264)	13% (158)	2% (23)	1248
Trump Job Strongly Approve	11% (56)	16% (78)	13% (66)	49% (242)	9% (43)	2% (9)	494
Trump Job Somewhat Approve	10% (36)	24% (87)	23% (84)	27% (101)	12% (44)	4% (16)	369
Trump Job Somewhat Disapprove	11% (29)	32% (87)	19% (51)	21% (56)	15% (41)	2% (5)	270
Trump Job Strongly Disapprove	15% (151)	31% (306)	18% (178)	21% (208)	12% (117)	2% (18)	978

Continued on next page

Table MCB11_2: Do you have a favorable or unfavorable opinion of the following celebrities?

Ellen DeGeneres

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of them	Total N
Adults	13% (284)	26% (580)	17% (382)	28% (619)	13% (278)	3% (57)	2200
Favorable of Trump	11% (96)	19% (163)	18% (153)	40% (346)	11% (93)	2% (18)	868
Unfavorable of Trump	14% (169)	32% (387)	19% (228)	21% (252)	12% (150)	1% (17)	1204
Very Favorable of Trump	11% (53)	16% (80)	13% (66)	49% (246)	9% (46)	2% (8)	499
Somewhat Favorable of Trump	12% (43)	23% (83)	24% (87)	27% (99)	13% (46)	3% (10)	369
Somewhat Unfavorable of Trump	7% (15)	38% (82)	21% (45)	22% (47)	12% (26)	1% (2)	217
Very Unfavorable of Trump	16% (154)	31% (305)	18% (182)	21% (205)	13% (124)	2% (16)	987
#1 Issue: Economy	13% (104)	27% (211)	19% (150)	28% (219)	12% (91)	1% (11)	786
#1 Issue: Security	10% (26)	21% (56)	15% (40)	40% (108)	12% (31)	3% (7)	268
#1 Issue: Health Care	13% (56)	29% (125)	17% (73)	24% (103)	14% (62)	2% (10)	428
#1 Issue: Medicare / Social Security	17% (50)	28% (81)	15% (43)	27% (79)	12% (35)	1% (3)	292
#1 Issue: Women's Issues	12% (10)	27% (23)	16% (14)	29% (24)	15% (13)	1% (1)	84
#1 Issue: Education	14% (16)	18% (20)	17% (20)	26% (29)	18% (21)	7% (8)	114
#1 Issue: Energy	10% (6)	32% (20)	16% (10)	24% (15)	5% (3)	12% (7)	62
#1 Issue: Other	9% (16)	26% (43)	20% (33)	25% (42)	13% (21)	6% (10)	165
2018 House Vote: Democrat	16% (118)	37% (269)	17% (128)	18% (135)	10% (75)	1% (11)	736
2018 House Vote: Republican	8% (50)	18% (121)	18% (121)	45% (295)	9% (62)	1% (7)	655
2018 House Vote: Someone else	9% (6)	24% (15)	17% (11)	28% (18)	19% (12)	3% (2)	63
2016 Vote: Hillary Clinton	17% (113)	37% (242)	17% (114)	17% (111)	10% (67)	1% (10)	656
2016 Vote: Donald Trump	7% (52)	19% (136)	19% (136)	43% (299)	9% (66)	2% (11)	700
2016 Vote: Other	13% (18)	23% (31)	20% (26)	29% (38)	13% (18)	2% (3)	134
2016 Vote: Didn't Vote	14% (101)	24% (171)	15% (107)	24% (169)	18% (127)	5% (34)	709
Voted in 2014: Yes	13% (174)	28% (359)	18% (229)	30% (383)	10% (129)	1% (17)	1291
Voted in 2014: No	12% (110)	24% (221)	17% (153)	26% (236)	16% (149)	4% (40)	909
2012 Vote: Barack Obama	18% (147)	34% (271)	17% (139)	18% (141)	11% (92)	2% (14)	804
2012 Vote: Mitt Romney	8% (41)	19% (98)	17% (89)	45% (230)	9% (47)	1% (7)	512
2012 Vote: Other	6% (5)	23% (21)	27% (25)	35% (32)	8% (8)	1% (1)	92
2012 Vote: Didn't Vote	12% (91)	24% (189)	16% (129)	27% (214)	17% (131)	4% (35)	789

Continued on next page

Table MCB11_2: Do you have a favorable or unfavorable opinion of the following celebrities?
 Ellen DeGeneres

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of them	Total N
Adults	13% (284)	26% (580)	17% (382)	28% (619)	13% (278)	3% (57)	2200
4-Region: Northeast	16% (62)	29% (112)	19% (76)	22% (85)	13% (49)	2% (8)	394
4-Region: Midwest	12% (56)	25% (116)	16% (75)	31% (145)	13% (61)	2% (9)	462
4-Region: South	13% (104)	28% (229)	14% (116)	30% (248)	13% (106)	3% (21)	824
4-Region: West	12% (63)	23% (121)	22% (115)	27% (141)	12% (62)	4% (18)	520
Film fan	14% (262)	27% (501)	19% (341)	27% (487)	12% (216)	1% (23)	1830
Pop culture fan	16% (212)	30% (396)	20% (261)	24% (322)	10% (134)	1% (15)	1338
Daytime talk show fan	22% (161)	31% (233)	16% (122)	19% (143)	10% (74)	2% (12)	745
Frequent moviegoer	15% (122)	29% (228)	19% (146)	26% (206)	9% (70)	2% (16)	787
Frequent Daytime talk show	21% (140)	29% (192)	15% (97)	22% (143)	10% (64)	3% (16)	651
Prefer theater	13% (94)	30% (217)	17% (119)	26% (190)	12% (89)	1% (11)	720
Prefer streaming	14% (169)	27% (315)	18% (219)	29% (344)	10% (119)	2% (18)	1182

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

Table MCB11_3: Do you have a favorable or unfavorable opinion of the following celebrities?

Kanye West

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of them	Total N
Adults	5% (120)	12% (274)	19% (422)	44% (966)	15% (330)	4% (88)	2200
Gender: Male	8% (90)	13% (134)	19% (199)	42% (448)	14% (148)	4% (42)	1062
Gender: Female	3% (30)	12% (140)	20% (223)	45% (517)	16% (182)	4% (46)	1138
Age: 18-34	8% (53)	13% (82)	23% (149)	36% (233)	15% (100)	6% (37)	655
Age: 35-44	7% (23)	11% (40)	20% (72)	46% (164)	14% (50)	2% (8)	358
Age: 45-64	4% (28)	13% (98)	18% (133)	48% (364)	14% (108)	3% (21)	751
Age: 65+	3% (15)	12% (54)	16% (68)	47% (205)	17% (73)	5% (21)	436
GenZers: 1997-2012	10% (26)	9% (23)	27% (68)	34% (86)	12% (30)	8% (20)	253
Millennials: 1981-1996	6% (37)	14% (79)	20% (117)	39% (228)	17% (98)	3% (19)	577
GenXers: 1965-1980	6% (34)	13% (73)	19% (110)	45% (257)	13% (75)	4% (24)	573
Baby Boomers: 1946-1964	3% (22)	12% (89)	16% (113)	51% (363)	15% (109)	3% (19)	717
PID: Dem (no lean)	5% (38)	10% (77)	16% (129)	52% (420)	13% (107)	4% (34)	806
PID: Ind (no lean)	4% (30)	10% (73)	23% (169)	41% (296)	17% (121)	4% (31)	720
PID: Rep (no lean)	8% (52)	18% (125)	19% (125)	37% (249)	15% (102)	3% (22)	674
PID/Gender: Dem Men	8% (28)	9% (35)	14% (54)	50% (186)	14% (50)	5% (18)	372
PID/Gender: Dem Women	2% (10)	10% (42)	17% (75)	54% (234)	13% (57)	4% (17)	434
PID/Gender: Ind Men	7% (23)	10% (34)	24% (82)	39% (131)	15% (51)	5% (16)	337
PID/Gender: Ind Women	2% (7)	10% (39)	23% (86)	43% (165)	19% (71)	4% (15)	383
PID/Gender: Rep Men	11% (39)	19% (65)	18% (64)	37% (130)	13% (47)	2% (7)	353
PID/Gender: Rep Women	4% (13)	18% (59)	19% (61)	37% (119)	17% (55)	5% (15)	321
Ideo: Liberal (1-3)	5% (33)	6% (40)	20% (126)	56% (349)	8% (50)	4% (28)	625
Ideo: Moderate (4)	6% (36)	12% (77)	16% (102)	44% (274)	19% (115)	3% (18)	622
Ideo: Conservative (5-7)	6% (46)	19% (139)	21% (159)	36% (267)	14% (105)	3% (25)	742
Educ: < College	6% (89)	11% (172)	18% (272)	42% (636)	18% (270)	5% (72)	1512
Educ: Bachelors degree	4% (16)	15% (65)	23% (102)	48% (211)	9% (41)	2% (8)	444
Educ: Post-grad	6% (14)	15% (37)	19% (48)	49% (119)	8% (19)	3% (8)	244
Income: Under 50k	7% (82)	12% (148)	17% (207)	40% (488)	18% (226)	6% (72)	1222
Income: 50k-100k	4% (26)	12% (78)	21% (133)	51% (328)	11% (68)	1% (8)	640
Income: 100k+	4% (12)	14% (49)	25% (83)	44% (150)	11% (37)	2% (8)	338
Ethnicity: White	4% (65)	13% (215)	19% (321)	46% (795)	15% (261)	4% (65)	1722
Ethnicity: Hispanic	9% (33)	16% (55)	19% (68)	36% (125)	14% (48)	6% (21)	349

Continued on next page

Table MCB11_3: Do you have a favorable or unfavorable opinion of the following celebrities?

Kanye West

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of them	Total N
Adults	5% (120)	12% (274)	19% (422)	44% (966)	15% (330)	4% (88)	2200
Ethnicity: Black	17% (45)	13% (36)	17% (46)	33% (90)	17% (48)	4% (10)	274
Ethnicity: Other	5% (9)	12% (24)	27% (56)	40% (81)	11% (22)	6% (12)	204
All Christian	5% (55)	14% (148)	20% (216)	42% (449)	14% (153)	4% (39)	1060
All Non-Christian	5% (5)	10% (10)	18% (18)	49% (48)	13% (13)	4% (4)	98
Atheist	3% (3)	4% (4)	12% (12)	63% (61)	16% (15)	2% (2)	96
Agnostic/Nothing in particular	6% (36)	11% (62)	16% (91)	45% (256)	18% (102)	5% (26)	572
Something Else	6% (21)	13% (50)	23% (86)	41% (152)	13% (47)	4% (17)	373
Religious Non-Protestant/Catholic	7% (9)	8% (10)	21% (26)	49% (62)	11% (14)	4% (5)	126
Evangelical	7% (39)	15% (83)	21% (119)	38% (216)	16% (91)	4% (24)	571
Non-Evangelical	4% (32)	14% (110)	21% (172)	45% (366)	13% (105)	4% (29)	813
Community: Urban	7% (41)	13% (73)	18% (105)	41% (233)	16% (88)	5% (26)	565
Community: Suburban	5% (52)	11% (116)	22% (227)	45% (460)	13% (138)	3% (34)	1028
Community: Rural	4% (27)	14% (85)	15% (90)	45% (273)	17% (103)	5% (28)	607
Employ: Private Sector	6% (37)	13% (89)	22% (143)	47% (313)	11% (70)	1% (9)	661
Employ: Government	8% (10)	15% (18)	17% (21)	48% (60)	8% (10)	4% (5)	124
Employ: Self-Employed	6% (10)	16% (27)	16% (28)	44% (76)	15% (25)	3% (5)	171
Employ: Homemaker	3% (4)	13% (20)	17% (27)	44% (69)	21% (34)	3% (4)	157
Employ: Retired	3% (17)	13% (66)	16% (81)	49% (247)	15% (75)	4% (21)	507
Employ: Unemployed	9% (30)	10% (31)	15% (47)	38% (120)	22% (70)	5% (16)	314
Employ: Other	5% (8)	9% (13)	22% (31)	34% (48)	20% (29)	9% (13)	142
Military HH: Yes	5% (17)	12% (39)	22% (69)	42% (135)	14% (46)	4% (12)	319
Military HH: No	5% (103)	13% (236)	19% (353)	44% (831)	15% (284)	4% (75)	1881
RD/WT: Right Direction	10% (58)	22% (129)	16% (94)	32% (188)	14% (81)	6% (37)	588
RD/WT: Wrong Track	4% (62)	9% (145)	20% (328)	48% (778)	15% (249)	3% (50)	1612
Trump Job Approve	9% (80)	20% (169)	19% (167)	33% (285)	15% (126)	4% (35)	863
Trump Job Disapprove	3% (38)	8% (96)	20% (249)	53% (656)	14% (169)	3% (39)	1248
Trump Job Strongly Approve	12% (60)	21% (105)	17% (83)	35% (172)	13% (63)	2% (11)	494
Trump Job Somewhat Approve	5% (20)	17% (64)	23% (85)	31% (113)	17% (63)	6% (24)	369
Trump Job Somewhat Disapprove	3% (9)	18% (47)	22% (59)	35% (95)	20% (55)	2% (5)	270
Trump Job Strongly Disapprove	3% (28)	5% (49)	20% (191)	57% (561)	12% (114)	4% (34)	978

Continued on next page

Table MCB11_3: Do you have a favorable or unfavorable opinion of the following celebrities?

Kanye West

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of them	Total N
Adults	5% (120)	12% (274)	19% (422)	44% (966)	15% (330)	4% (88)	2200
Favorable of Trump	9% (81)	20% (172)	19% (163)	34% (291)	15% (133)	3% (27)	868
Unfavorable of Trump	2% (30)	8% (91)	21% (253)	53% (641)	13% (154)	3% (35)	1204
Very Favorable of Trump	12% (62)	22% (109)	16% (82)	33% (164)	15% (73)	2% (10)	499
Somewhat Favorable of Trump	5% (19)	17% (64)	22% (81)	35% (127)	16% (60)	5% (17)	369
Somewhat Unfavorable of Trump	5% (10)	17% (38)	27% (59)	32% (69)	18% (38)	2% (3)	217
Very Unfavorable of Trump	2% (20)	5% (53)	20% (194)	58% (572)	12% (116)	3% (32)	987
#1 Issue: Economy	7% (53)	15% (119)	21% (167)	39% (310)	15% (119)	2% (18)	786
#1 Issue: Security	9% (23)	16% (44)	15% (40)	38% (101)	16% (43)	6% (17)	268
#1 Issue: Health Care	2% (10)	7% (29)	21% (91)	55% (237)	11% (49)	3% (13)	428
#1 Issue: Medicare / Social Security	4% (12)	13% (37)	13% (39)	46% (134)	19% (55)	5% (15)	292
#1 Issue: Women's Issues	6% (5)	13% (11)	20% (17)	47% (39)	14% (12)	1% (1)	84
#1 Issue: Education	3% (4)	11% (12)	24% (27)	37% (42)	22% (26)	3% (3)	114
#1 Issue: Energy	1% (1)	4% (3)	28% (17)	46% (29)	8% (5)	13% (8)	62
#1 Issue: Other	8% (12)	11% (19)	15% (24)	45% (74)	14% (23)	8% (13)	165
2018 House Vote: Democrat	6% (41)	9% (64)	16% (120)	57% (419)	11% (78)	2% (14)	736
2018 House Vote: Republican	7% (43)	19% (124)	20% (134)	37% (241)	16% (102)	2% (12)	655
2018 House Vote: Someone else	1% (0)	6% (4)	18% (12)	41% (26)	30% (19)	3% (2)	63
2016 Vote: Hillary Clinton	5% (30)	7% (46)	17% (113)	59% (386)	10% (66)	2% (14)	656
2016 Vote: Donald Trump	6% (45)	19% (135)	19% (130)	38% (267)	15% (105)	3% (18)	700
2016 Vote: Other	3% (4)	7% (9)	23% (30)	46% (61)	19% (26)	3% (4)	134
2016 Vote: Didn't Vote	6% (42)	12% (84)	21% (149)	35% (251)	19% (133)	7% (51)	709
Voted in 2014: Yes	5% (67)	13% (167)	17% (225)	48% (622)	14% (177)	3% (33)	1291
Voted in 2014: No	6% (53)	12% (108)	22% (198)	38% (344)	17% (153)	6% (54)	909
2012 Vote: Barack Obama	6% (49)	9% (74)	16% (131)	53% (425)	12% (100)	3% (25)	804
2012 Vote: Mitt Romney	5% (25)	18% (94)	19% (95)	41% (212)	14% (73)	3% (13)	512
2012 Vote: Other	— (0)	14% (13)	21% (19)	31% (29)	27% (25)	7% (7)	92
2012 Vote: Didn't Vote	6% (46)	12% (94)	22% (177)	38% (298)	17% (132)	5% (42)	789

Continued on next page

Table MCB11_3: Do you have a favorable or unfavorable opinion of the following celebrities?*Kanye West*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of them	Total N
Adults	5% (120)	12% (274)	19% (422)	44% (966)	15% (330)	4% (88)	2200
4-Region: Northeast	7% (27)	11% (44)	22% (85)	41% (163)	15% (61)	3% (13)	394
4-Region: Midwest	6% (29)	14% (65)	15% (68)	49% (225)	13% (58)	3% (16)	462
4-Region: South	4% (31)	13% (105)	20% (167)	42% (347)	17% (143)	4% (32)	824
4-Region: West	6% (33)	11% (60)	20% (102)	44% (230)	13% (68)	5% (27)	520
Film fan	6% (105)	13% (232)	20% (365)	45% (823)	14% (263)	2% (42)	1830
Pop culture fan	7% (98)	13% (175)	22% (291)	45% (597)	11% (153)	2% (25)	1338
Daytime talk show fan	11% (79)	15% (113)	21% (154)	37% (277)	14% (101)	3% (19)	745
Frequent moviegoer	10% (75)	12% (93)	21% (168)	43% (336)	12% (92)	3% (22)	787
Frequent Daytime talk show	12% (77)	16% (106)	19% (127)	36% (234)	13% (84)	3% (23)	651
Prefer theater	7% (53)	13% (93)	20% (142)	45% (323)	14% (103)	1% (6)	720
Prefer streaming	5% (58)	13% (156)	21% (247)	45% (535)	13% (152)	3% (34)	1182

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

Table MCB11_4: Do you have a favorable or unfavorable opinion of the following celebrities?

Kim Kardashian

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of them	Total N
Adults	5% (105)	14% (300)	24% (518)	40% (884)	15% (333)	3% (60)	2200
Gender: Male	7% (71)	14% (148)	23% (242)	40% (420)	13% (141)	4% (40)	1062
Gender: Female	3% (33)	13% (152)	24% (276)	41% (464)	17% (193)	2% (20)	1138
Age: 18-34	6% (37)	15% (101)	25% (166)	32% (210)	15% (101)	6% (40)	655
Age: 35-44	8% (30)	16% (58)	21% (75)	41% (146)	12% (42)	2% (6)	358
Age: 45-64	4% (29)	13% (95)	23% (169)	45% (335)	15% (113)	1% (10)	751
Age: 65+	2% (8)	10% (46)	25% (108)	44% (192)	18% (77)	1% (5)	436
GenZers: 1997-2012	5% (13)	13% (34)	31% (78)	26% (67)	16% (40)	8% (21)	253
Millennials: 1981-1996	7% (38)	17% (95)	21% (122)	38% (218)	15% (84)	3% (20)	577
GenXers: 1965-1980	6% (37)	13% (76)	22% (126)	42% (240)	15% (86)	2% (9)	573
Baby Boomers: 1946-1964	2% (17)	12% (86)	24% (172)	45% (325)	15% (109)	1% (8)	717
PID: Dem (no lean)	7% (54)	15% (124)	23% (189)	38% (308)	14% (112)	2% (19)	806
PID: Ind (no lean)	3% (23)	12% (84)	23% (165)	40% (286)	19% (136)	4% (27)	720
PID: Rep (no lean)	4% (28)	14% (92)	24% (164)	43% (290)	13% (86)	2% (14)	674
PID/Gender: Dem Men	11% (40)	16% (60)	22% (83)	32% (119)	14% (51)	5% (18)	372
PID/Gender: Dem Women	3% (13)	15% (64)	24% (106)	44% (189)	14% (61)	— (1)	434
PID/Gender: Ind Men	3% (10)	11% (38)	25% (83)	40% (136)	16% (54)	5% (17)	337
PID/Gender: Ind Women	3% (13)	12% (46)	22% (82)	39% (151)	21% (82)	3% (10)	383
PID/Gender: Rep Men	6% (21)	14% (49)	22% (77)	47% (165)	10% (36)	2% (6)	353
PID/Gender: Rep Women	2% (8)	13% (43)	27% (87)	39% (124)	16% (50)	3% (9)	321
Ideo: Liberal (1-3)	5% (34)	14% (86)	26% (163)	43% (268)	9% (58)	3% (16)	625
Ideo: Moderate (4)	6% (36)	15% (93)	25% (153)	35% (216)	18% (113)	2% (11)	622
Ideo: Conservative (5-7)	4% (29)	13% (96)	24% (180)	44% (328)	13% (94)	2% (16)	742
Educ: < College	5% (74)	13% (204)	22% (332)	38% (580)	18% (272)	3% (50)	1512
Educ: Bachelors degree	4% (16)	14% (64)	27% (120)	45% (201)	9% (38)	1% (5)	444
Educ: Post-grad	6% (14)	13% (33)	27% (66)	42% (103)	10% (24)	2% (5)	244
Income: Under 50k	5% (66)	14% (167)	20% (248)	38% (464)	19% (233)	4% (44)	1222
Income: 50k-100k	4% (25)	14% (87)	28% (181)	42% (270)	11% (70)	1% (8)	640
Income: 100k+	4% (14)	14% (46)	26% (89)	45% (150)	9% (30)	2% (8)	338
Ethnicity: White	4% (61)	13% (218)	23% (402)	43% (747)	15% (254)	2% (39)	1722
Ethnicity: Hispanic	7% (26)	14% (49)	26% (92)	34% (117)	17% (60)	2% (6)	349

Continued on next page

Table MCB11_4: Do you have a favorable or unfavorable opinion of the following celebrities?

Kim Kardashian

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of them	Total N
Adults	5% (105)	14% (300)	24% (518)	40% (884)	15% (333)	3% (60)	2200
Ethnicity: Black	13% (34)	22% (61)	23% (63)	22% (61)	17% (45)	3% (9)	274
Ethnicity: Other	5% (10)	10% (20)	26% (53)	37% (76)	16% (34)	6% (12)	204
All Christian	4% (44)	13% (139)	25% (268)	41% (433)	15% (156)	2% (19)	1060
All Non-Christian	5% (5)	13% (13)	27% (27)	40% (39)	10% (10)	5% (5)	98
Atheist	5% (5)	8% (8)	24% (23)	47% (45)	14% (14)	2% (2)	96
Agnostic/Nothing in particular	5% (29)	12% (67)	22% (126)	41% (234)	16% (93)	4% (24)	572
Something Else	6% (22)	20% (73)	20% (74)	36% (132)	16% (60)	3% (11)	373
Religious Non-Protestant/Catholic	5% (6)	13% (16)	28% (36)	42% (53)	8% (10)	4% (5)	126
Evangelical	6% (32)	14% (81)	24% (135)	38% (215)	17% (100)	1% (9)	571
Non-Evangelical	4% (32)	15% (123)	24% (195)	41% (330)	14% (115)	2% (18)	813
Community: Urban	8% (47)	16% (93)	21% (120)	36% (206)	16% (88)	2% (12)	565
Community: Suburban	4% (37)	13% (136)	28% (286)	40% (406)	13% (138)	2% (25)	1028
Community: Rural	3% (21)	12% (71)	19% (112)	45% (271)	18% (108)	4% (23)	607
Employ: Private Sector	6% (40)	15% (99)	26% (173)	43% (284)	9% (60)	1% (6)	661
Employ: Government	9% (11)	13% (16)	19% (24)	45% (55)	9% (11)	5% (6)	124
Employ: Self-Employed	5% (9)	16% (27)	20% (34)	42% (72)	12% (21)	4% (7)	171
Employ: Homemaker	4% (6)	13% (21)	25% (40)	35% (56)	21% (32)	1% (2)	157
Employ: Retired	2% (11)	11% (55)	24% (122)	46% (234)	15% (78)	1% (7)	507
Employ: Unemployed	7% (21)	15% (47)	20% (61)	32% (99)	24% (75)	3% (10)	314
Employ: Other	4% (5)	11% (16)	19% (27)	32% (46)	29% (41)	5% (7)	142
Military HH: Yes	4% (13)	12% (40)	28% (88)	42% (133)	12% (37)	2% (7)	319
Military HH: No	5% (91)	14% (260)	23% (430)	40% (751)	16% (296)	3% (53)	1881
RD/WT: Right Direction	9% (56)	14% (85)	21% (121)	36% (213)	15% (85)	5% (28)	588
RD/WT: Wrong Track	3% (49)	13% (215)	25% (397)	42% (671)	15% (248)	2% (32)	1612
Trump Job Approve	6% (51)	15% (130)	22% (192)	40% (347)	14% (117)	3% (25)	863
Trump Job Disapprove	4% (50)	13% (159)	26% (319)	41% (512)	15% (185)	2% (24)	1248
Trump Job Strongly Approve	7% (37)	14% (69)	21% (104)	45% (223)	11% (53)	2% (9)	494
Trump Job Somewhat Approve	4% (15)	17% (61)	24% (88)	34% (125)	17% (64)	4% (16)	369
Trump Job Somewhat Disapprove	5% (12)	23% (63)	23% (61)	32% (85)	17% (45)	1% (3)	270
Trump Job Strongly Disapprove	4% (37)	10% (96)	26% (258)	44% (427)	14% (139)	2% (21)	978

Continued on next page

Table MCB11_4: Do you have a favorable or unfavorable opinion of the following celebrities?

Kim Kardashian

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of them	Total N
Adults	5% (105)	14% (300)	24% (518)	40% (884)	15% (333)	3% (60)	2200
Favorable of Trump	6% (55)	15% (133)	21% (186)	41% (359)	13% (116)	2% (19)	868
Unfavorable of Trump	3% (39)	13% (154)	27% (321)	41% (494)	15% (178)	1% (18)	1204
Very Favorable of Trump	7% (36)	14% (70)	20% (100)	45% (224)	12% (59)	2% (10)	499
Somewhat Favorable of Trump	5% (20)	17% (64)	23% (86)	36% (134)	15% (56)	2% (9)	369
Somewhat Unfavorable of Trump	4% (9)	21% (46)	29% (64)	28% (60)	16% (34)	2% (3)	217
Very Unfavorable of Trump	3% (30)	11% (108)	26% (258)	44% (433)	15% (144)	1% (14)	987
#1 Issue: Economy	7% (52)	14% (113)	27% (211)	38% (297)	13% (105)	1% (8)	786
#1 Issue: Security	6% (17)	17% (47)	15% (41)	42% (112)	15% (40)	4% (11)	268
#1 Issue: Health Care	3% (14)	12% (51)	24% (101)	44% (188)	14% (60)	3% (14)	428
#1 Issue: Medicare / Social Security	4% (11)	15% (44)	23% (66)	38% (110)	19% (56)	2% (5)	292
#1 Issue: Women's Issues	6% (5)	14% (12)	19% (16)	42% (36)	17% (15)	1% (1)	84
#1 Issue: Education	3% (4)	7% (8)	20% (23)	43% (49)	23% (26)	4% (5)	114
#1 Issue: Energy	2% (1)	12% (7)	31% (19)	36% (22)	9% (5)	11% (7)	62
#1 Issue: Other	— (0)	11% (17)	25% (40)	42% (69)	16% (27)	6% (10)	165
2018 House Vote: Democrat	7% (49)	14% (100)	24% (176)	42% (308)	13% (94)	1% (10)	736
2018 House Vote: Republican	4% (27)	13% (83)	24% (160)	46% (300)	12% (76)	1% (8)	655
2018 House Vote: Someone else	1% (0)	13% (8)	15% (9)	40% (25)	29% (18)	3% (2)	63
2016 Vote: Hillary Clinton	5% (31)	15% (100)	25% (162)	42% (278)	12% (76)	1% (9)	656
2016 Vote: Donald Trump	5% (34)	14% (96)	23% (159)	45% (313)	13% (90)	1% (9)	700
2016 Vote: Other	2% (3)	10% (14)	23% (31)	44% (58)	19% (25)	2% (3)	134
2016 Vote: Didn't Vote	5% (36)	13% (90)	23% (166)	33% (235)	20% (143)	6% (40)	709
Voted in 2014: Yes	5% (67)	12% (157)	24% (307)	44% (574)	13% (172)	1% (14)	1291
Voted in 2014: No	4% (38)	16% (143)	23% (211)	34% (310)	18% (162)	5% (46)	909
2012 Vote: Barack Obama	6% (49)	15% (124)	22% (177)	41% (331)	14% (111)	1% (11)	804
2012 Vote: Mitt Romney	4% (21)	10% (50)	25% (128)	49% (249)	11% (57)	1% (8)	512
2012 Vote: Other	1% (1)	9% (8)	28% (26)	36% (33)	25% (23)	1% (1)	92
2012 Vote: Didn't Vote	4% (35)	15% (117)	24% (187)	34% (269)	18% (142)	5% (40)	789

Continued on next page

Table MCB11_4: Do you have a favorable or unfavorable opinion of the following celebrities?
 Kim Kardashian

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of them	Total N
Adults	5% (105)	14% (300)	24% (518)	40% (884)	15% (333)	3% (60)	2200
4-Region: Northeast	7% (27)	16% (65)	23% (90)	37% (147)	13% (53)	3% (12)	394
4-Region: Midwest	5% (22)	13% (59)	24% (109)	45% (207)	11% (53)	3% (12)	462
4-Region: South	4% (30)	14% (112)	23% (188)	39% (321)	19% (154)	2% (19)	824
4-Region: West	5% (26)	12% (64)	25% (131)	40% (209)	14% (73)	3% (17)	520
Film fan	5% (97)	14% (250)	25% (466)	40% (736)	14% (256)	1% (24)	1830
Pop culture fan	7% (92)	17% (221)	27% (363)	36% (476)	13% (171)	1% (15)	1338
Daytime talk show fan	10% (78)	20% (148)	28% (206)	26% (192)	14% (106)	2% (14)	745
Frequent moviegoer	8% (66)	14% (107)	27% (216)	37% (290)	11% (88)	2% (19)	787
Frequent Daytime talk show	12% (79)	21% (136)	24% (158)	26% (171)	14% (90)	3% (17)	651
Prefer theater	6% (43)	13% (91)	28% (204)	38% (273)	14% (102)	1% (8)	720
Prefer streaming	5% (56)	15% (179)	23% (274)	42% (495)	13% (158)	2% (20)	1182

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

Table MCB11_5: Do you have a favorable or unfavorable opinion of the following celebrities?

Taylor Swift

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of them	Total N
Adults	16% (344)	33% (736)	15% (328)	15% (320)	19% (412)	3% (60)	2200
Gender: Male	17% (185)	33% (352)	14% (149)	16% (175)	16% (167)	3% (34)	1062
Gender: Female	14% (159)	34% (384)	16% (179)	13% (145)	22% (246)	2% (26)	1138
Age: 18-34	16% (102)	29% (191)	19% (126)	13% (88)	18% (120)	4% (29)	655
Age: 35-44	22% (80)	38% (136)	13% (46)	12% (43)	13% (48)	2% (5)	358
Age: 45-64	14% (108)	33% (245)	14% (102)	16% (121)	21% (156)	3% (19)	751
Age: 65+	13% (55)	37% (164)	13% (55)	16% (69)	20% (88)	1% (6)	436
GenZers: 1997-2012	13% (33)	28% (72)	19% (48)	17% (42)	17% (44)	6% (14)	253
Millennials: 1981-1996	19% (108)	33% (190)	17% (100)	11% (63)	17% (100)	3% (17)	577
GenXers: 1965-1980	19% (110)	32% (184)	13% (76)	15% (86)	17% (100)	3% (17)	573
Baby Boomers: 1946-1964	12% (83)	37% (266)	13% (96)	16% (116)	21% (148)	1% (7)	717
PID: Dem (no lean)	24% (190)	37% (298)	11% (88)	7% (53)	19% (157)	3% (21)	806
PID: Ind (no lean)	9% (63)	31% (222)	19% (133)	15% (104)	24% (173)	3% (24)	720
PID: Rep (no lean)	14% (91)	32% (216)	16% (107)	24% (163)	12% (82)	2% (15)	674
PID/Gender: Dem Men	27% (102)	36% (133)	11% (41)	5% (17)	18% (67)	3% (12)	372
PID/Gender: Dem Women	20% (88)	38% (165)	11% (46)	8% (36)	21% (90)	2% (9)	434
PID/Gender: Ind Men	9% (30)	31% (104)	18% (60)	18% (62)	20% (68)	4% (13)	337
PID/Gender: Ind Women	9% (33)	31% (118)	19% (73)	11% (42)	27% (105)	3% (11)	383
PID/Gender: Rep Men	15% (54)	33% (115)	13% (47)	27% (96)	9% (31)	3% (9)	353
PID/Gender: Rep Women	12% (38)	31% (101)	19% (59)	21% (67)	16% (51)	2% (5)	321
Ideo: Liberal (1-3)	22% (140)	34% (211)	15% (96)	8% (51)	17% (108)	3% (19)	625
Ideo: Moderate (4)	17% (107)	38% (239)	14% (86)	9% (56)	21% (128)	1% (5)	622
Ideo: Conservative (5-7)	11% (79)	31% (230)	16% (122)	25% (187)	14% (106)	2% (18)	742
Educ: < College	16% (239)	30% (456)	15% (220)	15% (228)	21% (319)	3% (51)	1512
Educ: Bachelors degree	15% (65)	43% (189)	16% (72)	14% (63)	11% (50)	1% (5)	444
Educ: Post-grad	17% (41)	37% (91)	15% (36)	12% (29)	18% (43)	2% (4)	244
Income: Under 50k	15% (188)	29% (354)	15% (180)	14% (176)	23% (277)	4% (46)	1222
Income: 50k-100k	16% (101)	39% (248)	15% (98)	16% (99)	14% (87)	1% (8)	640
Income: 100k+	16% (55)	40% (134)	15% (50)	13% (46)	14% (48)	2% (6)	338
Ethnicity: White	15% (256)	34% (592)	15% (258)	16% (283)	17% (299)	2% (34)	1722
Ethnicity: Hispanic	18% (63)	36% (125)	14% (50)	9% (30)	20% (72)	3% (11)	349

Continued on next page

Table MCB11_5: Do you have a favorable or unfavorable opinion of the following celebrities?*Taylor Swift*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of them	Total N
Adults	16% (344)	33% (736)	15% (328)	15% (320)	19% (412)	3% (60)	2200
Ethnicity: Black	22% (59)	27% (75)	15% (41)	7% (19)	24% (65)	5% (14)	274
Ethnicity: Other	14% (29)	34% (69)	14% (28)	9% (18)	23% (48)	6% (12)	204
All Christian	14% (152)	37% (394)	15% (156)	16% (168)	16% (169)	2% (21)	1060
All Non-Christian	19% (19)	38% (37)	11% (10)	11% (11)	16% (16)	5% (5)	98
Atheist	21% (20)	29% (28)	13% (13)	14% (13)	21% (20)	2% (2)	96
Agnostic/Nothing in particular	15% (88)	27% (153)	16% (89)	13% (76)	25% (143)	4% (24)	572
Something Else	18% (65)	33% (124)	16% (60)	14% (52)	17% (64)	2% (8)	373
Religious Non-Protestant/Catholic	19% (24)	38% (48)	13% (16)	12% (15)	14% (17)	4% (5)	126
Evangelical	18% (104)	32% (182)	17% (98)	17% (98)	14% (81)	2% (9)	571
Non-Evangelical	13% (106)	39% (318)	14% (111)	14% (115)	18% (146)	2% (17)	813
Community: Urban	18% (99)	35% (199)	12% (66)	10% (54)	23% (131)	3% (17)	565
Community: Suburban	15% (150)	36% (370)	16% (167)	15% (149)	16% (168)	2% (23)	1028
Community: Rural	16% (94)	27% (166)	16% (95)	19% (117)	19% (114)	3% (20)	607
Employ: Private Sector	19% (124)	39% (261)	14% (91)	14% (94)	12% (82)	2% (10)	661
Employ: Government	15% (18)	32% (39)	12% (15)	22% (27)	14% (17)	5% (6)	124
Employ: Self-Employed	16% (28)	33% (56)	19% (32)	12% (21)	18% (30)	2% (4)	171
Employ: Homemaker	14% (21)	32% (50)	18% (28)	12% (18)	23% (37)	2% (4)	157
Employ: Retired	14% (70)	33% (165)	16% (80)	17% (85)	19% (98)	2% (8)	507
Employ: Unemployed	18% (55)	28% (87)	14% (44)	11% (36)	26% (83)	3% (9)	314
Employ: Other	13% (18)	26% (37)	15% (21)	15% (21)	27% (38)	4% (6)	142
Military HH: Yes	15% (49)	33% (105)	10% (33)	20% (64)	19% (61)	2% (7)	319
Military HH: No	16% (295)	34% (631)	16% (295)	14% (256)	19% (351)	3% (53)	1881
RD/WT: Right Direction	19% (111)	28% (162)	14% (81)	21% (122)	15% (86)	4% (25)	588
RD/WT: Wrong Track	14% (233)	36% (573)	15% (246)	12% (198)	20% (326)	2% (35)	1612
Trump Job Approve	13% (116)	30% (255)	16% (141)	23% (200)	15% (126)	3% (24)	863
Trump Job Disapprove	18% (224)	37% (459)	15% (184)	9% (108)	20% (251)	2% (22)	1248
Trump Job Strongly Approve	14% (71)	26% (127)	15% (74)	30% (149)	13% (62)	2% (10)	494
Trump Job Somewhat Approve	12% (45)	34% (127)	18% (67)	14% (51)	18% (65)	4% (14)	369
Trump Job Somewhat Disapprove	11% (30)	41% (111)	19% (51)	8% (23)	18% (47)	3% (7)	270
Trump Job Strongly Disapprove	20% (193)	36% (347)	14% (132)	9% (86)	21% (204)	2% (15)	978

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Table MCB11_5: Do you have a favorable or unfavorable opinion of the following celebrities?

Taylor Swift

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of them	Total N
Adults	16% (344)	33% (736)	15% (328)	15% (320)	19% (412)	3% (60)	2200
Favorable of Trump	14% (123)	30% (262)	15% (132)	24% (205)	15% (129)	2% (16)	868
Unfavorable of Trump	17% (209)	37% (450)	15% (185)	8% (101)	20% (240)	2% (19)	1204
Very Favorable of Trump	14% (69)	25% (124)	15% (74)	31% (156)	13% (67)	2% (9)	499
Somewhat Favorable of Trump	15% (54)	37% (138)	16% (58)	13% (50)	17% (62)	2% (7)	369
Somewhat Unfavorable of Trump	10% (21)	46% (100)	18% (39)	8% (17)	16% (36)	2% (4)	217
Very Unfavorable of Trump	19% (187)	35% (350)	15% (146)	9% (84)	21% (204)	2% (15)	987
#1 Issue: Economy	16% (126)	36% (280)	15% (115)	15% (116)	17% (135)	2% (14)	786
#1 Issue: Security	14% (38)	25% (66)	17% (45)	26% (70)	16% (44)	2% (5)	268
#1 Issue: Health Care	18% (75)	34% (145)	14% (58)	11% (47)	22% (95)	2% (8)	428
#1 Issue: Medicare / Social Security	18% (52)	35% (101)	12% (35)	12% (35)	21% (63)	3% (7)	292
#1 Issue: Women's Issues	16% (13)	34% (29)	12% (10)	14% (12)	23% (19)	1% (1)	84
#1 Issue: Education	14% (16)	27% (31)	19% (21)	13% (14)	21% (24)	7% (8)	114
#1 Issue: Energy	18% (11)	41% (26)	12% (7)	10% (6)	9% (5)	10% (6)	62
#1 Issue: Other	8% (13)	35% (57)	22% (36)	12% (20)	16% (27)	7% (11)	165
2018 House Vote: Democrat	20% (147)	39% (290)	14% (100)	7% (51)	19% (139)	1% (8)	736
2018 House Vote: Republican	13% (86)	30% (194)	16% (107)	27% (174)	13% (85)	1% (9)	655
2018 House Vote: Someone else	5% (3)	41% (26)	8% (5)	17% (10)	23% (14)	6% (4)	63
2016 Vote: Hillary Clinton	19% (126)	40% (261)	15% (97)	6% (39)	19% (126)	1% (7)	656
2016 Vote: Donald Trump	14% (99)	30% (212)	16% (112)	24% (170)	14% (99)	1% (9)	700
2016 Vote: Other	10% (14)	40% (53)	14% (18)	13% (18)	18% (25)	5% (6)	134
2016 Vote: Didn't Vote	15% (105)	30% (209)	14% (101)	13% (94)	23% (162)	5% (38)	709
Voted in 2014: Yes	16% (211)	36% (463)	15% (190)	15% (193)	16% (210)	2% (24)	1291
Voted in 2014: No	15% (133)	30% (273)	15% (138)	14% (128)	22% (202)	4% (35)	909
2012 Vote: Barack Obama	21% (173)	38% (303)	13% (102)	7% (60)	19% (149)	2% (18)	804
2012 Vote: Mitt Romney	11% (54)	32% (163)	17% (88)	26% (135)	13% (64)	2% (8)	512
2012 Vote: Other	8% (7)	28% (26)	15% (14)	17% (16)	29% (26)	3% (3)	92
2012 Vote: Didn't Vote	14% (109)	31% (242)	16% (124)	14% (111)	22% (173)	4% (32)	789

Continued on next page

Table MCB11_5: Do you have a favorable or unfavorable opinion of the following celebrities?
 Taylor Swift

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of them	Total N
Adults	16% (344)	33% (736)	15% (328)	15% (320)	19% (412)	3% (60)	2200
4-Region: Northeast	16% (61)	40% (158)	13% (52)	13% (50)	17% (67)	2% (6)	394
4-Region: Midwest	15% (71)	31% (143)	15% (70)	18% (84)	18% (84)	2% (9)	462
4-Region: South	16% (131)	32% (266)	16% (132)	15% (125)	18% (147)	3% (24)	824
4-Region: West	15% (81)	32% (168)	14% (74)	12% (62)	22% (115)	4% (21)	520
Film fan	17% (310)	36% (655)	16% (284)	13% (237)	17% (320)	1% (24)	1830
Pop culture fan	20% (269)	37% (499)	15% (206)	11% (150)	15% (206)	1% (10)	1338
Daytime talk show fan	24% (175)	36% (271)	15% (108)	9% (67)	15% (113)	1% (10)	745
Frequent moviegoer	18% (140)	37% (294)	16% (129)	13% (103)	13% (103)	2% (17)	787
Frequent Daytime talk show	25% (163)	38% (250)	12% (80)	9% (55)	13% (87)	2% (15)	651
Prefer theater	18% (131)	35% (255)	13% (96)	16% (112)	17% (121)	1% (5)	720
Prefer streaming	15% (180)	35% (414)	16% (188)	14% (163)	18% (211)	2% (27)	1182

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

Table MCB12_1: *If the following celebrities endorsed a product of service, would you be more or less likely to use it?*

Tom Hanks

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (354)	18% (400)	39% (866)	4% (88)	11% (233)	12% (259)	2200
Gender: Male	18% (191)	18% (196)	37% (398)	3% (35)	10% (107)	13% (136)	1062
Gender: Female	14% (163)	18% (204)	41% (468)	5% (53)	11% (127)	11% (123)	1138
Age: 18-34	16% (108)	15% (95)	35% (232)	4% (27)	14% (89)	16% (105)	655
Age: 35-44	22% (79)	26% (92)	34% (122)	4% (13)	5% (19)	9% (31)	358
Age: 45-64	15% (113)	19% (144)	43% (321)	4% (29)	11% (83)	8% (60)	751
Age: 65+	12% (54)	16% (68)	44% (191)	4% (19)	10% (42)	14% (63)	436
GenZers: 1997-2012	13% (33)	9% (24)	40% (102)	2% (6)	17% (43)	18% (46)	253
Millennials: 1981-1996	20% (117)	20% (118)	31% (179)	5% (29)	10% (57)	13% (77)	577
GenXers: 1965-1980	18% (105)	21% (120)	41% (237)	4% (21)	8% (44)	8% (46)	573
Baby Boomers: 1946-1964	12% (88)	17% (124)	45% (320)	4% (29)	11% (82)	10% (73)	717
PID: Dem (no lean)	20% (162)	24% (195)	35% (280)	3% (22)	8% (60)	11% (86)	806
PID: Ind (no lean)	13% (90)	13% (97)	42% (303)	4% (31)	12% (85)	16% (114)	720
PID: Rep (no lean)	15% (102)	16% (109)	42% (283)	5% (35)	13% (88)	9% (59)	674
PID/Gender: Dem Men	23% (84)	25% (92)	31% (115)	1% (5)	7% (27)	13% (48)	372
PID/Gender: Dem Women	18% (78)	24% (103)	38% (165)	4% (16)	8% (33)	9% (38)	434
PID/Gender: Ind Men	15% (49)	13% (45)	40% (135)	5% (17)	10% (33)	17% (58)	337
PID/Gender: Ind Women	11% (41)	14% (52)	44% (168)	4% (14)	14% (52)	15% (56)	383
PID/Gender: Rep Men	16% (58)	17% (59)	42% (147)	4% (12)	13% (47)	8% (30)	353
PID/Gender: Rep Women	14% (44)	15% (49)	42% (136)	7% (22)	13% (42)	9% (29)	321
Ideo: Liberal (1-3)	19% (120)	22% (139)	35% (221)	3% (22)	8% (51)	12% (72)	625
Ideo: Moderate (4)	20% (126)	19% (116)	40% (246)	3% (19)	8% (50)	10% (64)	622
Ideo: Conservative (5-7)	12% (88)	16% (119)	43% (319)	5% (39)	14% (103)	10% (73)	742
Educ: < College	17% (253)	16% (246)	38% (577)	4% (65)	11% (170)	13% (200)	1512
Educ: Bachelors degree	14% (64)	22% (97)	41% (180)	4% (18)	11% (50)	8% (36)	444
Educ: Post-grad	15% (37)	23% (57)	44% (108)	2% (5)	5% (13)	10% (23)	244
Income: Under 50k	18% (214)	16% (198)	36% (435)	4% (51)	12% (143)	15% (181)	1222
Income: 50k-100k	15% (98)	19% (123)	45% (288)	3% (22)	10% (61)	8% (48)	640
Income: 100k+	12% (42)	23% (79)	42% (143)	5% (15)	9% (29)	9% (30)	338
Ethnicity: White	15% (264)	19% (324)	41% (703)	4% (71)	10% (169)	11% (190)	1722
Ethnicity: Hispanic	21% (75)	19% (66)	32% (111)	4% (16)	12% (42)	11% (39)	349

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Table MCB12_1: *If the following celebrities endorsed a product of service, would you be more or less likely to use it?*

Tom Hanks

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (354)	18% (400)	39% (866)	4% (88)	11% (233)	12% (259)	2200
Ethnicity: Black	25% (69)	17% (46)	32% (88)	3% (8)	13% (35)	11% (29)	274
Ethnicity: Other	10% (21)	15% (31)	36% (74)	4% (8)	14% (29)	20% (40)	204
All Christian	16% (169)	18% (194)	41% (431)	5% (49)	10% (104)	11% (112)	1060
All Non-Christian	16% (16)	17% (17)	40% (39)	1% (1)	10% (10)	16% (15)	98
Atheist	16% (15)	19% (18)	38% (37)	4% (4)	12% (12)	11% (10)	96
Agnostic/Nothing in particular	16% (92)	16% (93)	41% (235)	1% (8)	10% (59)	15% (86)	572
Something Else	16% (61)	21% (77)	33% (124)	7% (26)	13% (48)	10% (36)	373
Religious Non-Protestant/Catholic	19% (24)	16% (20)	41% (51)	1% (2)	9% (11)	14% (17)	126
Evangelical	16% (92)	19% (108)	36% (208)	6% (33)	12% (68)	11% (64)	571
Non-Evangelical	16% (129)	19% (156)	40% (327)	5% (39)	10% (83)	10% (79)	813
Community: Urban	20% (114)	19% (106)	35% (197)	4% (25)	11% (61)	11% (62)	565
Community: Suburban	15% (157)	18% (189)	42% (434)	4% (40)	9% (95)	11% (114)	1028
Community: Rural	14% (83)	17% (105)	39% (234)	4% (22)	13% (78)	14% (84)	607
Employ: Private Sector	17% (114)	25% (165)	39% (259)	3% (20)	9% (58)	7% (45)	661
Employ: Government	17% (22)	18% (22)	41% (51)	2% (2)	8% (10)	14% (17)	124
Employ: Self-Employed	17% (29)	17% (29)	39% (67)	8% (13)	15% (25)	5% (8)	171
Employ: Homemaker	17% (27)	13% (21)	41% (65)	3% (5)	11% (18)	14% (22)	157
Employ: Retired	13% (66)	14% (72)	42% (215)	5% (26)	11% (56)	14% (72)	507
Employ: Unemployed	20% (63)	18% (58)	35% (110)	4% (11)	9% (28)	14% (44)	314
Employ: Other	18% (25)	14% (19)	37% (53)	2% (2)	14% (20)	16% (22)	142
Military HH: Yes	15% (48)	14% (45)	43% (138)	6% (18)	11% (34)	11% (37)	319
Military HH: No	16% (307)	19% (355)	39% (728)	4% (69)	11% (200)	12% (223)	1881
RD/WT: Right Direction	19% (109)	14% (80)	37% (217)	6% (33)	12% (70)	13% (79)	588
RD/WT: Wrong Track	15% (245)	20% (320)	40% (649)	3% (55)	10% (163)	11% (180)	1612
Trump Job Approve	13% (116)	14% (121)	42% (360)	6% (53)	14% (117)	11% (95)	863
Trump Job Disapprove	19% (234)	22% (271)	38% (472)	3% (34)	8% (100)	11% (136)	1248
Trump Job Strongly Approve	14% (67)	13% (62)	40% (197)	7% (34)	17% (85)	10% (49)	494
Trump Job Somewhat Approve	13% (49)	16% (59)	44% (163)	5% (19)	9% (32)	13% (46)	369
Trump Job Somewhat Disapprove	17% (47)	23% (63)	38% (104)	4% (12)	6% (15)	11% (30)	270
Trump Job Strongly Disapprove	19% (188)	21% (208)	38% (368)	2% (23)	9% (85)	11% (107)	978

Continued on next page

Table MCB12_1: *If the following celebrities endorsed a product of service, would you be more or less likely to use it?*

Tom Hanks

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (354)	18% (400)	39% (866)	4% (88)	11% (233)	12% (259)	2200
Favorable of Trump	15% (126)	16% (136)	41% (355)	6% (50)	13% (115)	10% (86)	868
Unfavorable of Trump	18% (214)	22% (259)	39% (474)	3% (35)	8% (96)	10% (125)	1204
Very Favorable of Trump	14% (68)	13% (67)	39% (194)	7% (33)	17% (87)	10% (51)	499
Somewhat Favorable of Trump	16% (58)	19% (69)	44% (160)	5% (18)	8% (28)	9% (35)	369
Somewhat Unfavorable of Trump	11% (25)	19% (42)	47% (101)	5% (12)	6% (13)	12% (25)	217
Very Unfavorable of Trump	19% (190)	22% (218)	38% (373)	2% (23)	8% (83)	10% (100)	987
#1 Issue: Economy	16% (128)	19% (151)	42% (332)	6% (44)	8% (66)	8% (65)	786
#1 Issue: Security	15% (39)	14% (37)	41% (110)	4% (10)	15% (41)	12% (31)	268
#1 Issue: Health Care	19% (82)	18% (79)	35% (152)	3% (14)	12% (51)	12% (50)	428
#1 Issue: Medicare / Social Security	15% (45)	19% (55)	43% (124)	2% (6)	8% (24)	13% (37)	292
#1 Issue: Women's Issues	12% (10)	24% (20)	33% (28)	2% (2)	15% (12)	15% (12)	84
#1 Issue: Education	16% (18)	15% (17)	29% (34)	4% (5)	13% (14)	23% (26)	114
#1 Issue: Energy	8% (5)	33% (21)	34% (21)	4% (3)	9% (6)	11% (7)	62
#1 Issue: Other	16% (27)	12% (20)	40% (66)	3% (4)	11% (18)	19% (30)	165
2018 House Vote: Democrat	19% (140)	24% (174)	38% (278)	4% (29)	6% (42)	10% (73)	736
2018 House Vote: Republican	14% (91)	15% (100)	42% (274)	6% (36)	15% (96)	9% (57)	655
2018 House Vote: Someone else	3% (2)	15% (9)	52% (33)	4% (2)	8% (5)	18% (11)	63
2016 Vote: Hillary Clinton	20% (133)	27% (175)	36% (238)	3% (18)	5% (32)	9% (61)	656
2016 Vote: Donald Trump	13% (94)	15% (102)	44% (305)	6% (41)	14% (96)	9% (62)	700
2016 Vote: Other	10% (14)	18% (24)	50% (67)	4% (5)	5% (7)	13% (18)	134
2016 Vote: Didn't Vote	16% (114)	14% (99)	36% (256)	3% (24)	14% (98)	17% (118)	709
Voted in 2014: Yes	18% (227)	19% (251)	40% (511)	4% (57)	9% (123)	10% (123)	1291
Voted in 2014: No	14% (128)	16% (149)	39% (355)	3% (30)	12% (111)	15% (136)	909
2012 Vote: Barack Obama	22% (175)	24% (190)	36% (287)	3% (26)	6% (48)	10% (79)	804
2012 Vote: Mitt Romney	11% (55)	15% (76)	45% (232)	7% (36)	14% (69)	9% (44)	512
2012 Vote: Other	7% (7)	12% (11)	53% (49)	6% (5)	13% (12)	9% (8)	92
2012 Vote: Didn't Vote	15% (118)	16% (123)	37% (296)	3% (20)	13% (105)	16% (128)	789

Continued on next page

Table MCB12_1: If the following celebrities endorsed a product of service, would you be more or less likely to use it?
 Tom Hanks

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (354)	18% (400)	39% (866)	4% (88)	11% (233)	12% (259)	2200
4-Region: Northeast	21% (84)	18% (69)	40% (159)	2% (7)	8% (30)	11% (45)	394
4-Region: Midwest	13% (62)	18% (83)	42% (193)	3% (15)	13% (61)	10% (48)	462
4-Region: South	13% (109)	18% (150)	40% (329)	4% (34)	12% (96)	13% (108)	824
4-Region: West	19% (99)	19% (98)	36% (185)	6% (32)	9% (47)	11% (58)	520
Film fan	18% (334)	20% (368)	40% (734)	4% (69)	8% (152)	9% (173)	1830
Pop culture fan	20% (266)	21% (280)	38% (515)	4% (56)	8% (103)	9% (119)	1338
Daytime talk show fan	25% (184)	19% (145)	34% (257)	4% (32)	8% (60)	9% (67)	745
Frequent moviegoer	22% (176)	22% (171)	32% (248)	4% (31)	12% (93)	9% (68)	787
Frequent Daytime talk show	25% (161)	19% (125)	32% (209)	5% (34)	10% (63)	9% (59)	651
Prefer theater	15% (106)	22% (156)	41% (295)	5% (34)	10% (71)	8% (57)	720
Prefer streaming	19% (224)	19% (223)	39% (466)	3% (41)	10% (120)	9% (109)	1182

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

Table MCB12_2: *If the following celebrities endorsed a product of service, would you be more or less likely to use it?*

Ellen DeGeneres

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (149)	11% (235)	39% (851)	9% (191)	25% (539)	11% (236)	2200
Gender: Male	6% (62)	10% (109)	38% (405)	9% (95)	26% (280)	10% (111)	1062
Gender: Female	8% (87)	11% (126)	39% (446)	8% (96)	23% (259)	11% (124)	1138
Age: 18-34	9% (62)	16% (102)	33% (218)	9% (58)	20% (129)	13% (86)	655
Age: 35-44	10% (37)	13% (48)	36% (130)	8% (30)	23% (82)	9% (32)	358
Age: 45-64	5% (39)	8% (61)	43% (324)	9% (68)	27% (199)	8% (61)	751
Age: 65+	3% (12)	5% (24)	41% (178)	8% (35)	30% (130)	13% (57)	436
GenZers: 1997-2012	7% (17)	17% (44)	36% (92)	8% (19)	18% (46)	14% (35)	253
Millennials: 1981-1996	10% (61)	15% (86)	32% (183)	9% (51)	23% (131)	12% (67)	577
GenXers: 1965-1980	8% (47)	9% (54)	41% (235)	11% (60)	22% (128)	9% (49)	573
Baby Boomers: 1946-1964	3% (23)	7% (48)	44% (317)	8% (56)	28% (203)	10% (69)	717
PID: Dem (no lean)	10% (84)	14% (113)	41% (331)	9% (76)	15% (118)	10% (84)	806
PID: Ind (no lean)	4% (29)	10% (73)	39% (278)	8% (57)	27% (191)	13% (92)	720
PID: Rep (no lean)	5% (36)	7% (48)	36% (241)	9% (58)	34% (231)	9% (60)	674
PID/Gender: Dem Men	9% (33)	16% (59)	40% (147)	10% (36)	15% (57)	10% (39)	372
PID/Gender: Dem Women	12% (51)	13% (55)	42% (184)	9% (39)	14% (60)	10% (45)	434
PID/Gender: Ind Men	2% (6)	7% (25)	39% (130)	9% (31)	29% (97)	14% (47)	337
PID/Gender: Ind Women	6% (22)	13% (48)	39% (148)	7% (26)	25% (94)	12% (45)	383
PID/Gender: Rep Men	6% (22)	7% (25)	36% (128)	8% (27)	36% (126)	7% (25)	353
PID/Gender: Rep Women	4% (14)	7% (23)	35% (113)	10% (31)	33% (105)	11% (34)	321
Ideo: Liberal (1-3)	9% (53)	14% (85)	40% (249)	11% (66)	17% (107)	11% (66)	625
Ideo: Moderate (4)	7% (47)	14% (86)	43% (266)	9% (56)	17% (105)	10% (62)	622
Ideo: Conservative (5-7)	5% (35)	5% (41)	36% (268)	8% (60)	37% (276)	8% (62)	742
Educ: < College	7% (109)	11% (162)	37% (567)	8% (116)	25% (381)	12% (178)	1512
Educ: Bachelors degree	6% (26)	10% (44)	40% (177)	11% (50)	25% (109)	8% (38)	444
Educ: Post-grad	6% (14)	12% (29)	44% (107)	10% (25)	20% (50)	8% (21)	244
Income: Under 50k	8% (99)	10% (117)	36% (438)	7% (84)	27% (327)	13% (157)	1222
Income: 50k-100k	5% (34)	13% (85)	41% (263)	10% (67)	22% (143)	8% (48)	640
Income: 100k+	5% (16)	10% (32)	44% (150)	12% (40)	21% (70)	9% (31)	338
Ethnicity: White	6% (103)	11% (181)	40% (680)	8% (145)	25% (429)	11% (183)	1722
Ethnicity: Hispanic	12% (44)	12% (42)	35% (121)	11% (38)	21% (72)	9% (33)	349

Continued on next page

Table MCB12_2: *If the following celebrities endorsed a product of service, would you be more or less likely to use it?*
 Ellen DeGeneres

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (149)	11% (235)	39% (851)	9% (191)	25% (539)	11% (236)	2200
Ethnicity: Black	13% (35)	13% (34)	37% (101)	8% (22)	24% (66)	6% (16)	274
Ethnicity: Other	6% (11)	9% (19)	34% (69)	12% (23)	22% (44)	18% (37)	204
All Christian	6% (67)	9% (98)	40% (427)	9% (97)	26% (270)	9% (100)	1060
All Non-Christian	7% (7)	18% (17)	42% (41)	4% (4)	16% (15)	15% (14)	98
Atheist	4% (3)	4% (4)	35% (33)	18% (17)	29% (28)	11% (11)	96
Agnostic/Nothing in particular	8% (46)	10% (60)	41% (232)	7% (39)	21% (122)	13% (73)	572
Something Else	7% (26)	15% (55)	31% (116)	9% (34)	28% (104)	10% (37)	373
Religious Non-Protestant/Catholic	6% (7)	16% (21)	36% (45)	8% (10)	21% (27)	13% (16)	126
Evangelical	7% (40)	9% (50)	32% (184)	10% (57)	31% (179)	11% (61)	571
Non-Evangelical	6% (52)	12% (98)	43% (347)	8% (67)	22% (177)	9% (71)	813
Community: Urban	8% (48)	12% (66)	37% (211)	9% (48)	23% (132)	11% (60)	565
Community: Suburban	6% (64)	9% (92)	41% (417)	10% (106)	24% (242)	10% (106)	1028
Community: Rural	6% (37)	13% (76)	37% (222)	6% (36)	27% (165)	11% (70)	607
Employ: Private Sector	6% (42)	12% (78)	39% (259)	10% (63)	26% (169)	7% (49)	661
Employ: Government	11% (13)	11% (13)	40% (50)	7% (8)	19% (23)	13% (16)	124
Employ: Self-Employed	4% (7)	15% (26)	37% (63)	8% (15)	29% (50)	6% (10)	171
Employ: Homemaker	9% (14)	9% (15)	38% (60)	13% (20)	19% (30)	12% (19)	157
Employ: Retired	2% (11)	7% (35)	39% (200)	8% (40)	29% (149)	14% (71)	507
Employ: Unemployed	12% (39)	12% (38)	41% (128)	6% (18)	19% (60)	10% (31)	314
Employ: Other	9% (12)	9% (13)	35% (49)	9% (12)	26% (37)	13% (19)	142
Military HH: Yes	5% (16)	9% (30)	41% (129)	7% (23)	26% (83)	12% (37)	319
Military HH: No	7% (133)	11% (204)	38% (721)	9% (168)	24% (456)	11% (199)	1881
RD/WT: Right Direction	7% (40)	10% (57)	31% (180)	7% (41)	31% (183)	15% (87)	588
RD/WT: Wrong Track	7% (109)	11% (177)	42% (670)	9% (150)	22% (356)	9% (149)	1612
Trump Job Approve	5% (40)	8% (72)	35% (305)	8% (70)	33% (285)	10% (90)	863
Trump Job Disapprove	8% (102)	13% (156)	41% (512)	10% (121)	19% (239)	9% (117)	1248
Trump Job Strongly Approve	6% (29)	8% (39)	31% (152)	7% (36)	38% (188)	10% (49)	494
Trump Job Somewhat Approve	3% (12)	9% (33)	42% (153)	9% (33)	26% (97)	11% (41)	369
Trump Job Somewhat Disapprove	8% (21)	14% (37)	39% (106)	7% (20)	21% (58)	10% (28)	270
Trump Job Strongly Disapprove	8% (81)	12% (119)	42% (406)	10% (101)	19% (182)	9% (89)	978

Continued on next page

Table MCB12_2: *If the following celebrities endorsed a product of service, would you be more or less likely to use it?*

Ellen DeGeneres

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (149)	11% (235)	39% (851)	9% (191)	25% (539)	11% (236)	2200
Favorable of Trump	5% (44)	9% (75)	35% (305)	8% (67)	34% (295)	9% (81)	868
Unfavorable of Trump	7% (88)	13% (155)	42% (509)	10% (121)	18% (220)	9% (111)	1204
Very Favorable of Trump	6% (29)	7% (37)	31% (153)	6% (32)	40% (198)	10% (51)	499
Somewhat Favorable of Trump	4% (16)	10% (38)	41% (152)	10% (36)	26% (97)	8% (30)	369
Somewhat Unfavorable of Trump	4% (9)	14% (31)	44% (95)	10% (22)	17% (36)	11% (25)	217
Very Unfavorable of Trump	8% (79)	13% (124)	42% (414)	10% (99)	19% (184)	9% (86)	987
#1 Issue: Economy	9% (70)	11% (83)	41% (318)	9% (73)	23% (178)	8% (63)	786
#1 Issue: Security	6% (16)	11% (28)	31% (83)	6% (16)	36% (96)	11% (29)	268
#1 Issue: Health Care	6% (28)	11% (45)	40% (169)	9% (37)	23% (99)	12% (50)	428
#1 Issue: Medicare / Social Security	7% (19)	10% (29)	40% (116)	8% (22)	24% (70)	12% (36)	292
#1 Issue: Women's Issues	4% (4)	17% (14)	31% (26)	13% (11)	23% (20)	12% (10)	84
#1 Issue: Education	7% (8)	8% (9)	35% (40)	14% (15)	22% (25)	14% (16)	114
#1 Issue: Energy	3% (2)	18% (11)	37% (23)	11% (7)	20% (12)	12% (7)	62
#1 Issue: Other	1% (2)	8% (13)	45% (75)	6% (10)	24% (39)	15% (25)	165
2018 House Vote: Democrat	9% (63)	13% (96)	43% (317)	10% (75)	16% (118)	9% (67)	736
2018 House Vote: Republican	4% (28)	7% (43)	35% (228)	9% (62)	36% (237)	9% (57)	655
2018 House Vote: Someone else	— (0)	7% (4)	46% (29)	7% (5)	29% (19)	11% (7)	63
2016 Vote: Hillary Clinton	9% (58)	14% (89)	45% (293)	9% (58)	15% (99)	9% (60)	656
2016 Vote: Donald Trump	4% (31)	6% (43)	35% (247)	10% (68)	36% (249)	9% (61)	700
2016 Vote: Other	3% (3)	9% (13)	43% (58)	10% (13)	26% (35)	9% (13)	134
2016 Vote: Didn't Vote	8% (56)	13% (90)	36% (253)	7% (52)	22% (156)	14% (102)	709
Voted in 2014: Yes	7% (92)	9% (122)	40% (518)	9% (115)	25% (324)	9% (120)	1291
Voted in 2014: No	6% (57)	12% (112)	37% (333)	8% (76)	24% (215)	13% (116)	909
2012 Vote: Barack Obama	9% (73)	13% (107)	42% (342)	9% (76)	16% (129)	10% (78)	804
2012 Vote: Mitt Romney	5% (25)	5% (28)	36% (183)	10% (53)	36% (182)	8% (41)	512
2012 Vote: Other	— (0)	3% (3)	41% (38)	9% (8)	39% (36)	8% (7)	92
2012 Vote: Didn't Vote	6% (51)	12% (97)	36% (287)	7% (53)	24% (191)	14% (110)	789

Continued on next page

Table MCB12_2: *If the following celebrities endorsed a product of service, would you be more or less likely to use it?*
 Ellen DeGeneres

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (149)	11% (235)	39% (851)	9% (191)	25% (539)	11% (236)	2200
4-Region: Northeast	8% (33)	11% (41)	44% (172)	8% (32)	17% (65)	13% (49)	394
4-Region: Midwest	6% (28)	10% (47)	38% (175)	6% (30)	29% (133)	11% (49)	462
4-Region: South	6% (49)	11% (93)	38% (312)	9% (71)	26% (217)	10% (83)	824
4-Region: West	7% (39)	10% (53)	37% (191)	11% (58)	24% (125)	11% (55)	520
Film fan	7% (134)	11% (210)	40% (737)	9% (173)	22% (407)	9% (169)	1830
Pop culture fan	9% (118)	14% (184)	40% (529)	9% (125)	20% (267)	9% (114)	1338
Daytime talk show fan	13% (98)	18% (133)	36% (272)	9% (65)	15% (115)	8% (63)	745
Frequent moviegoer	11% (88)	15% (119)	32% (254)	10% (78)	24% (189)	7% (59)	787
Frequent Daytime talk show	14% (93)	19% (121)	33% (218)	9% (56)	17% (111)	8% (52)	651
Prefer theater	7% (50)	13% (95)	39% (279)	11% (76)	22% (162)	8% (58)	720
Prefer streaming	8% (90)	11% (132)	40% (472)	8% (100)	24% (286)	9% (102)	1182

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

Table MCB12_3: *If the following celebrities endorsed a product of service, would you be more or less likely to use it?*

Kanye West

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (84)	5% (118)	31% (678)	11% (248)	36% (802)	12% (270)	2200
Gender: Male	6% (61)	7% (71)	31% (331)	10% (101)	34% (363)	13% (134)	1062
Gender: Female	2% (24)	4% (46)	30% (346)	13% (146)	39% (439)	12% (136)	1138
Age: 18-34	7% (48)	9% (59)	26% (170)	15% (100)	28% (185)	14% (92)	655
Age: 35-44	6% (23)	7% (26)	27% (98)	11% (38)	38% (137)	10% (36)	358
Age: 45-64	2% (12)	3% (24)	36% (267)	10% (75)	40% (299)	10% (74)	751
Age: 65+	— (2)	2% (8)	33% (142)	8% (35)	42% (182)	16% (68)	436
GenZers: 1997-2012	9% (22)	5% (12)	29% (74)	17% (43)	26% (66)	14% (36)	253
Millennials: 1981-1996	7% (42)	10% (58)	23% (132)	13% (75)	34% (194)	13% (76)	577
GenXers: 1965-1980	3% (15)	6% (33)	33% (188)	11% (63)	39% (222)	9% (52)	573
Baby Boomers: 1946-1964	1% (6)	2% (13)	37% (263)	8% (60)	40% (287)	12% (88)	717
PID: Dem (no lean)	4% (30)	6% (50)	26% (213)	12% (100)	38% (305)	13% (108)	806
PID: Ind (no lean)	4% (26)	4% (30)	30% (219)	12% (83)	37% (266)	14% (98)	720
PID: Rep (no lean)	4% (29)	6% (38)	37% (246)	10% (65)	34% (231)	10% (64)	674
PID/Gender: Dem Men	6% (22)	8% (30)	24% (90)	10% (38)	36% (132)	16% (59)	372
PID/Gender: Dem Women	2% (7)	5% (20)	28% (122)	14% (61)	40% (173)	11% (49)	434
PID/Gender: Ind Men	5% (18)	5% (16)	32% (108)	11% (36)	34% (116)	13% (44)	337
PID/Gender: Ind Women	2% (7)	4% (14)	29% (111)	12% (47)	39% (150)	14% (54)	383
PID/Gender: Rep Men	6% (20)	7% (26)	38% (133)	8% (27)	33% (115)	9% (31)	353
PID/Gender: Rep Women	3% (9)	4% (12)	35% (113)	12% (38)	36% (116)	10% (33)	321
Ideo: Liberal (1-3)	3% (21)	7% (46)	24% (149)	17% (104)	39% (244)	10% (62)	625
Ideo: Moderate (4)	7% (41)	4% (26)	32% (197)	10% (62)	35% (217)	13% (79)	622
Ideo: Conservative (5-7)	3% (21)	5% (40)	37% (276)	9% (66)	34% (255)	11% (85)	742
Educ: < College	4% (62)	5% (74)	29% (444)	11% (170)	36% (539)	15% (222)	1512
Educ: Bachelors degree	2% (10)	6% (27)	34% (149)	12% (51)	40% (178)	6% (29)	444
Educ: Post-grad	5% (12)	7% (16)	35% (84)	11% (26)	35% (85)	8% (20)	244
Income: Under 50k	4% (54)	6% (72)	28% (345)	10% (122)	36% (435)	16% (194)	1222
Income: 50k-100k	4% (23)	4% (25)	33% (212)	13% (82)	39% (250)	7% (47)	640
Income: 100k+	2% (7)	6% (21)	36% (120)	13% (43)	35% (117)	9% (29)	338
Ethnicity: White	3% (46)	4% (77)	32% (559)	11% (189)	38% (648)	12% (203)	1722
Ethnicity: Hispanic	10% (34)	9% (31)	26% (89)	11% (40)	29% (103)	15% (51)	349

Continued on next page

Table MCB12_3: *If the following celebrities endorsed a product of service, would you be more or less likely to use it?*

Kanye West

Demographic	Much more likely		Somewhat more likely		Neither more nor less likely		Somewhat less likely		Much less likely		Don't know / No opinion	Total N	
Adults	4%	(84)	5%	(118)	31%	(678)	11%	(248)	36%	(802)	12%	(270)	2200
Ethnicity: Black	11%	(29)	11%	(31)	21%	(57)	11%	(29)	33%	(92)	13%	(36)	274
Ethnicity: Other	5%	(10)	5%	(10)	30%	(62)	14%	(29)	30%	(62)	15%	(32)	204
All Christian	3%	(32)	5%	(53)	34%	(361)	12%	(128)	35%	(367)	11%	(118)	1060
All Non-Christian	7%	(6)	2%	(2)	34%	(33)	9%	(9)	32%	(32)	16%	(16)	98
Atheist	4%	(4)	1%	(1)	28%	(27)	13%	(12)	48%	(46)	7%	(7)	96
Agnostic/Nothing in particular	5%	(31)	6%	(34)	27%	(156)	9%	(51)	37%	(210)	16%	(91)	572
Something Else	3%	(11)	7%	(27)	27%	(101)	13%	(48)	40%	(148)	10%	(38)	373
Religious Non-Protestant/Catholic	5%	(6)	2%	(2)	31%	(39)	12%	(15)	35%	(45)	15%	(18)	126
Evangelical	5%	(26)	6%	(37)	30%	(172)	11%	(65)	35%	(198)	13%	(74)	571
Non-Evangelical	2%	(16)	5%	(41)	34%	(278)	13%	(105)	37%	(297)	9%	(76)	813
Community: Urban	5%	(27)	9%	(50)	24%	(138)	11%	(63)	35%	(199)	16%	(88)	565
Community: Suburban	4%	(42)	4%	(43)	33%	(339)	12%	(127)	38%	(387)	9%	(89)	1028
Community: Rural	3%	(15)	4%	(25)	33%	(200)	9%	(57)	36%	(216)	15%	(93)	607
Employ: Private Sector	4%	(29)	6%	(43)	31%	(206)	13%	(85)	38%	(248)	8%	(50)	661
Employ: Government	7%	(9)	2%	(3)	35%	(44)	13%	(16)	30%	(36)	13%	(16)	124
Employ: Self-Employed	4%	(6)	12%	(20)	25%	(43)	13%	(22)	39%	(67)	8%	(13)	171
Employ: Homemaker	1%	(2)	6%	(10)	30%	(48)	11%	(17)	42%	(66)	9%	(14)	157
Employ: Retired	1%	(4)	2%	(10)	32%	(162)	8%	(42)	42%	(213)	15%	(76)	507
Employ: Unemployed	8%	(25)	6%	(20)	28%	(87)	8%	(26)	32%	(99)	18%	(56)	314
Employ: Other	2%	(2)	6%	(8)	37%	(53)	13%	(18)	26%	(37)	16%	(23)	142
Military HH: Yes	3%	(9)	2%	(5)	39%	(123)	9%	(28)	36%	(114)	12%	(39)	319
Military HH: No	4%	(75)	6%	(113)	29%	(555)	12%	(219)	37%	(688)	12%	(232)	1881
RD/WT: Right Direction	7%	(43)	8%	(48)	33%	(193)	9%	(52)	28%	(165)	15%	(87)	588
RD/WT: Wrong Track	3%	(41)	4%	(70)	30%	(485)	12%	(196)	40%	(637)	11%	(183)	1612
Trump Job Approve	6%	(48)	7%	(57)	36%	(312)	10%	(85)	30%	(262)	12%	(99)	863
Trump Job Disapprove	3%	(33)	4%	(56)	28%	(348)	13%	(161)	40%	(504)	12%	(146)	1248
Trump Job Strongly Approve	7%	(34)	6%	(31)	35%	(173)	9%	(43)	31%	(156)	12%	(58)	494
Trump Job Somewhat Approve	4%	(14)	7%	(26)	38%	(139)	11%	(42)	29%	(106)	11%	(41)	369
Trump Job Somewhat Disapprove	4%	(9)	8%	(20)	34%	(91)	16%	(42)	26%	(71)	13%	(36)	270
Trump Job Strongly Disapprove	2%	(23)	4%	(36)	26%	(257)	12%	(119)	44%	(432)	11%	(110)	978

Continued on next page

Table MCB12_3: If the following celebrities endorsed a product of service, would you be more or less likely to use it?
Kanye West

Demographic	Much more likely		Somewhat more likely		Neither more nor less likely		Somewhat less likely		Much less likely		Don't know / No opinion	Total N	
Adults	4%	(84)	5%	(118)	31%	(678)	11%	(248)	36%	(802)	12%	(270)	2200
Favorable of Trump	6%	(52)	7%	(59)	36%	(308)	9%	(76)	32%	(274)	11%	(99)	868
Unfavorable of Trump	2%	(29)	4%	(48)	29%	(347)	14%	(164)	40%	(485)	11%	(131)	1204
Very Favorable of Trump	7%	(34)	7%	(33)	34%	(169)	8%	(40)	32%	(162)	12%	(61)	499
Somewhat Favorable of Trump	5%	(17)	7%	(26)	38%	(140)	10%	(36)	30%	(112)	10%	(38)	369
Somewhat Unfavorable of Trump	2%	(4)	9%	(20)	41%	(90)	15%	(32)	21%	(46)	12%	(25)	217
Very Unfavorable of Trump	3%	(25)	3%	(28)	26%	(258)	13%	(132)	45%	(439)	11%	(106)	987
#1 Issue: Economy	5%	(38)	6%	(49)	33%	(263)	13%	(104)	31%	(244)	11%	(88)	786
#1 Issue: Security	4%	(10)	7%	(19)	36%	(98)	9%	(24)	31%	(83)	13%	(35)	268
#1 Issue: Health Care	3%	(12)	3%	(14)	29%	(123)	13%	(57)	43%	(184)	9%	(38)	428
#1 Issue: Medicare / Social Security	1%	(2)	4%	(13)	31%	(91)	6%	(19)	43%	(125)	15%	(43)	292
#1 Issue: Women's Issues	2%	(1)	12%	(10)	20%	(17)	12%	(10)	45%	(38)	10%	(8)	84
#1 Issue: Education	6%	(7)	5%	(6)	20%	(23)	11%	(13)	36%	(41)	21%	(25)	114
#1 Issue: Energy	5%	(3)	2%	(1)	19%	(12)	22%	(13)	36%	(23)	16%	(10)	62
#1 Issue: Other	6%	(11)	3%	(5)	31%	(51)	5%	(8)	40%	(66)	14%	(24)	165
2018 House Vote: Democrat	4%	(28)	6%	(45)	27%	(198)	13%	(96)	41%	(302)	9%	(68)	736
2018 House Vote: Republican	3%	(22)	6%	(40)	35%	(228)	10%	(68)	35%	(228)	10%	(68)	655
2018 House Vote: Someone else	—	(0)	—	(0)	34%	(22)	9%	(5)	41%	(26)	16%	(10)	63
2016 Vote: Hillary Clinton	3%	(19)	4%	(28)	29%	(188)	12%	(80)	43%	(280)	9%	(61)	656
2016 Vote: Donald Trump	4%	(25)	7%	(47)	36%	(251)	10%	(70)	34%	(236)	10%	(71)	700
2016 Vote: Other	1%	(2)	2%	(2)	30%	(40)	12%	(16)	41%	(55)	14%	(19)	134
2016 Vote: Didn't Vote	6%	(39)	5%	(39)	28%	(199)	11%	(81)	33%	(232)	17%	(119)	709
Voted in 2014: Yes	3%	(38)	6%	(73)	30%	(392)	11%	(144)	40%	(510)	10%	(134)	1291
Voted in 2014: No	5%	(46)	5%	(45)	31%	(285)	11%	(104)	32%	(292)	15%	(136)	909
2012 Vote: Barack Obama	3%	(24)	6%	(51)	27%	(215)	12%	(94)	41%	(328)	12%	(93)	804
2012 Vote: Mitt Romney	3%	(14)	5%	(25)	37%	(187)	11%	(58)	36%	(183)	9%	(45)	512
2012 Vote: Other	1%	(1)	1%	(1)	43%	(40)	9%	(8)	36%	(33)	11%	(10)	92
2012 Vote: Didn't Vote	6%	(45)	5%	(41)	30%	(235)	11%	(88)	33%	(258)	15%	(122)	789

Continued on next page

Table MCB12_3: *If the following celebrities endorsed a product of service, would you be more or less likely to use it?*
 Kanye West

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (84)	5% (118)	31% (678)	11% (248)	36% (802)	12% (270)	2200
4-Region: Northeast	3% (12)	8% (30)	31% (121)	12% (47)	31% (121)	16% (63)	394
4-Region: Midwest	5% (21)	6% (27)	31% (143)	10% (47)	37% (172)	11% (52)	462
4-Region: South	2% (19)	4% (36)	32% (261)	11% (88)	40% (327)	11% (92)	824
4-Region: West	6% (32)	5% (25)	29% (151)	13% (66)	35% (182)	12% (63)	520
Film fan	4% (81)	6% (105)	31% (560)	12% (223)	37% (668)	11% (192)	1830
Pop culture fan	6% (75)	7% (92)	30% (403)	13% (169)	36% (485)	8% (113)	1338
Daytime talk show fan	8% (63)	12% (87)	27% (201)	13% (95)	31% (229)	9% (70)	745
Frequent moviegoer	9% (69)	8% (62)	23% (183)	12% (97)	39% (308)	9% (68)	787
Frequent Daytime talk show	10% (67)	12% (77)	25% (166)	13% (84)	30% (194)	10% (63)	651
Prefer theater	5% (35)	8% (60)	31% (223)	12% (83)	37% (263)	8% (56)	720
Prefer streaming	4% (45)	4% (47)	32% (375)	12% (143)	38% (449)	10% (122)	1182

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

Table MCB12_4: *If the following celebrities endorsed a product of service, would you be more or less likely to use it?*

Kim Kardashian

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (81)	6% (139)	33% (720)	12% (267)	35% (769)	10% (224)	2200
Gender: Male	5% (54)	6% (68)	32% (343)	11% (113)	34% (364)	11% (120)	1062
Gender: Female	2% (27)	6% (72)	33% (378)	13% (153)	36% (404)	9% (104)	1138
Age: 18-34	6% (40)	10% (67)	28% (187)	16% (106)	27% (178)	12% (77)	655
Age: 35-44	7% (23)	11% (38)	29% (103)	10% (34)	35% (125)	9% (34)	358
Age: 45-64	2% (17)	3% (23)	37% (277)	11% (84)	39% (295)	7% (54)	751
Age: 65+	— (1)	3% (11)	35% (153)	10% (42)	39% (170)	13% (59)	436
GenZers: 1997-2012	6% (15)	11% (27)	34% (87)	19% (47)	19% (48)	12% (30)	253
Millennials: 1981-1996	7% (39)	9% (54)	24% (140)	13% (78)	34% (198)	12% (68)	577
GenXers: 1965-1980	4% (22)	7% (38)	34% (197)	9% (54)	38% (220)	7% (42)	573
Baby Boomers: 1946-1964	1% (5)	3% (19)	38% (274)	11% (79)	38% (270)	9% (68)	717
PID: Dem (no lean)	5% (41)	7% (60)	34% (276)	11% (90)	33% (269)	9% (70)	806
PID: Ind (no lean)	2% (15)	6% (42)	29% (212)	14% (101)	35% (255)	13% (95)	720
PID: Rep (no lean)	4% (25)	6% (37)	34% (232)	11% (75)	36% (245)	9% (59)	674
PID/Gender: Dem Men	8% (31)	9% (32)	30% (111)	10% (37)	32% (118)	11% (42)	372
PID/Gender: Dem Women	2% (10)	6% (27)	38% (165)	12% (52)	35% (151)	6% (28)	434
PID/Gender: Ind Men	1% (4)	4% (14)	31% (104)	14% (47)	35% (119)	15% (49)	337
PID/Gender: Ind Women	3% (11)	7% (28)	28% (108)	14% (54)	35% (136)	12% (46)	383
PID/Gender: Rep Men	5% (19)	6% (22)	36% (127)	8% (29)	36% (128)	8% (29)	353
PID/Gender: Rep Women	2% (6)	5% (16)	33% (105)	14% (47)	37% (117)	9% (30)	321
Ideo: Liberal (1-3)	4% (24)	9% (56)	31% (197)	15% (91)	33% (206)	8% (52)	625
Ideo: Moderate (4)	5% (29)	5% (31)	35% (219)	10% (63)	34% (213)	11% (67)	622
Ideo: Conservative (5-7)	3% (20)	5% (37)	34% (253)	12% (86)	37% (275)	9% (69)	742
Educ: < College	4% (57)	7% (102)	31% (468)	13% (189)	34% (519)	12% (177)	1512
Educ: Bachelors degree	2% (11)	5% (24)	36% (161)	12% (53)	37% (165)	7% (30)	444
Educ: Post-grad	5% (13)	6% (14)	37% (91)	10% (24)	35% (85)	7% (17)	244
Income: Under 50k	4% (51)	7% (91)	30% (363)	11% (136)	34% (421)	13% (161)	1222
Income: 50k-100k	3% (19)	6% (36)	37% (236)	13% (86)	36% (228)	6% (36)	640
Income: 100k+	3% (12)	3% (12)	36% (122)	13% (45)	35% (119)	8% (28)	338
Ethnicity: White	3% (50)	6% (96)	33% (570)	12% (203)	37% (635)	10% (167)	1722
Ethnicity: Hispanic	8% (26)	8% (30)	30% (104)	15% (51)	31% (107)	9% (31)	349

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Table MCB12_4: *If the following celebrities endorsed a product of service, would you be more or less likely to use it?**Kim Kardashian*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (81)	6% (139)	33% (720)	12% (267)	35% (769)	10% (224)	2200
Ethnicity: Black	8% (21)	13% (37)	31% (85)	10% (28)	27% (74)	10% (29)	274
Ethnicity: Other	5% (10)	3% (7)	32% (65)	17% (35)	29% (59)	14% (28)	204
All Christian	3% (30)	5% (58)	35% (368)	13% (137)	35% (367)	9% (99)	1060
All Non-Christian	9% (8)	7% (7)	40% (39)	3% (3)	29% (29)	12% (12)	98
Atheist	5% (5)	3% (3)	35% (33)	12% (12)	40% (39)	5% (5)	96
Agnostic/Nothing in particular	5% (27)	4% (24)	29% (167)	10% (55)	39% (225)	13% (75)	572
Something Else	3% (11)	13% (47)	30% (113)	16% (61)	29% (109)	9% (33)	373
Religious Non-Protestant/Catholic	7% (8)	7% (9)	36% (46)	7% (9)	32% (40)	10% (13)	126
Evangelical	4% (23)	8% (47)	31% (179)	15% (86)	31% (179)	10% (58)	571
Non-Evangelical	2% (16)	7% (54)	36% (289)	13% (106)	34% (277)	9% (71)	813
Community: Urban	7% (39)	9% (50)	28% (156)	13% (72)	35% (199)	9% (49)	565
Community: Suburban	3% (32)	5% (48)	37% (376)	13% (130)	34% (352)	9% (90)	1028
Community: Rural	2% (10)	7% (41)	31% (188)	11% (65)	36% (217)	14% (85)	607
Employ: Private Sector	5% (31)	6% (42)	34% (224)	12% (81)	36% (240)	6% (42)	661
Employ: Government	10% (12)	6% (8)	31% (38)	9% (11)	33% (41)	11% (14)	124
Employ: Self-Employed	2% (4)	10% (18)	28% (48)	11% (19)	43% (74)	5% (9)	171
Employ: Homemaker	4% (6)	10% (16)	29% (46)	13% (20)	36% (56)	8% (12)	157
Employ: Retired	— (1)	3% (16)	33% (165)	11% (54)	39% (200)	14% (70)	507
Employ: Unemployed	6% (18)	7% (22)	33% (103)	13% (40)	29% (92)	12% (39)	314
Employ: Other	3% (4)	5% (8)	39% (55)	13% (19)	25% (36)	14% (20)	142
Military HH: Yes	3% (8)	4% (13)	38% (121)	11% (36)	34% (109)	10% (31)	319
Military HH: No	4% (73)	7% (126)	32% (599)	12% (230)	35% (660)	10% (193)	1881
RD/WT: Right Direction	6% (38)	8% (49)	32% (186)	9% (56)	29% (173)	15% (86)	588
RD/WT: Wrong Track	3% (43)	6% (90)	33% (534)	13% (211)	37% (596)	9% (138)	1612
Trump Job Approve	4% (33)	7% (64)	35% (304)	10% (85)	33% (286)	10% (91)	863
Trump Job Disapprove	4% (44)	6% (69)	32% (398)	14% (178)	36% (450)	9% (109)	1248
Trump Job Strongly Approve	6% (29)	6% (30)	32% (160)	8% (40)	37% (184)	10% (50)	494
Trump Job Somewhat Approve	1% (4)	9% (33)	39% (145)	12% (45)	28% (102)	11% (40)	369
Trump Job Somewhat Disapprove	4% (12)	14% (37)	30% (80)	13% (36)	31% (83)	8% (22)	270
Trump Job Strongly Disapprove	3% (32)	3% (32)	33% (319)	15% (142)	38% (367)	9% (86)	978

Continued on next page

Table MCB12_4: *If the following celebrities endorsed a product of service, would you be more or less likely to use it?*

Kim Kardashian

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (81)	6% (139)	33% (720)	12% (267)	35% (769)	10% (224)	2200
Favorable of Trump	4% (33)	7% (64)	34% (298)	10% (87)	35% (306)	9% (80)	868
Unfavorable of Trump	3% (35)	6% (67)	33% (396)	15% (176)	35% (426)	9% (104)	1204
Very Favorable of Trump	5% (26)	6% (28)	32% (161)	9% (46)	37% (186)	10% (52)	499
Somewhat Favorable of Trump	2% (8)	10% (36)	37% (137)	11% (41)	32% (119)	8% (28)	369
Somewhat Unfavorable of Trump	5% (12)	11% (23)	34% (74)	14% (30)	27% (58)	9% (21)	217
Very Unfavorable of Trump	2% (23)	4% (44)	33% (323)	15% (146)	37% (368)	8% (83)	987
#1 Issue: Economy	5% (42)	8% (61)	34% (266)	13% (100)	33% (256)	8% (61)	786
#1 Issue: Security	4% (10)	8% (21)	34% (90)	9% (24)	35% (94)	11% (29)	268
#1 Issue: Health Care	2% (10)	5% (20)	32% (137)	15% (63)	38% (165)	8% (33)	428
#1 Issue: Medicare / Social Security	3% (9)	6% (18)	33% (97)	7% (21)	38% (111)	12% (36)	292
#1 Issue: Women's Issues	6% (5)	13% (11)	26% (22)	10% (8)	38% (32)	8% (7)	84
#1 Issue: Education	3% (4)	3% (4)	21% (24)	18% (20)	34% (39)	20% (23)	114
#1 Issue: Energy	2% (1)	4% (2)	35% (22)	15% (9)	33% (21)	12% (7)	62
#1 Issue: Other	— (0)	1% (2)	38% (62)	12% (20)	32% (52)	17% (28)	165
2018 House Vote: Democrat	5% (36)	6% (44)	33% (243)	11% (82)	36% (268)	8% (62)	736
2018 House Vote: Republican	3% (21)	5% (32)	33% (214)	12% (79)	38% (249)	9% (59)	655
2018 House Vote: Someone else	— (0)	3% (2)	31% (19)	13% (8)	39% (25)	14% (9)	63
2016 Vote: Hillary Clinton	4% (24)	5% (36)	34% (222)	12% (80)	37% (244)	8% (50)	656
2016 Vote: Donald Trump	3% (22)	6% (39)	35% (245)	10% (72)	37% (261)	9% (61)	700
2016 Vote: Other	— (0)	4% (5)	33% (44)	12% (16)	39% (52)	13% (18)	134
2016 Vote: Didn't Vote	5% (35)	8% (59)	30% (209)	14% (100)	30% (211)	13% (96)	709
Voted in 2014: Yes	3% (42)	5% (71)	32% (413)	11% (148)	39% (498)	9% (118)	1291
Voted in 2014: No	4% (39)	8% (68)	34% (308)	13% (118)	30% (270)	12% (106)	909
2012 Vote: Barack Obama	4% (32)	7% (53)	32% (257)	12% (93)	37% (299)	9% (69)	804
2012 Vote: Mitt Romney	2% (13)	3% (17)	34% (173)	13% (67)	39% (201)	8% (41)	512
2012 Vote: Other	1% (1)	2% (2)	36% (33)	9% (8)	40% (37)	13% (12)	92
2012 Vote: Didn't Vote	5% (36)	8% (67)	33% (257)	12% (98)	29% (230)	13% (102)	789

Continued on next page

Table MCB12_4: *If the following celebrities endorsed a product of service, would you be more or less likely to use it?*
 Kim Kardashian

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (81)	6% (139)	33% (720)	12% (267)	35% (769)	10% (224)	2200
4-Region: Northeast	5% (21)	6% (25)	33% (130)	12% (45)	31% (121)	13% (51)	394
4-Region: Midwest	4% (17)	5% (22)	33% (152)	11% (49)	37% (173)	11% (50)	462
4-Region: South	2% (17)	8% (70)	33% (270)	11% (93)	36% (294)	10% (80)	824
4-Region: West	5% (26)	4% (23)	32% (168)	15% (79)	35% (181)	8% (43)	520
Film fan	4% (74)	7% (123)	34% (614)	13% (240)	34% (627)	8% (152)	1830
Pop culture fan	5% (69)	9% (124)	34% (457)	13% (168)	32% (423)	7% (97)	1338
Daytime talk show fan	8% (62)	12% (89)	32% (240)	13% (100)	26% (194)	8% (59)	745
Frequent moviegoer	7% (57)	9% (71)	27% (214)	14% (111)	35% (276)	7% (58)	787
Frequent Daytime talk show	10% (65)	13% (82)	32% (207)	12% (76)	26% (166)	8% (55)	651
Prefer theater	5% (34)	6% (43)	35% (250)	11% (83)	37% (265)	6% (45)	720
Prefer streaming	3% (40)	8% (91)	33% (393)	13% (158)	35% (410)	8% (91)	1182

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

Table MCB12_5: *If the following celebrities endorsed a product of service, would you be more or less likely to use it?*
Taylor Swift

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (189)	12% (263)	43% (939)	6% (142)	17% (384)	13% (283)	2200
Gender: Male	10% (105)	11% (119)	41% (434)	7% (69)	18% (196)	13% (139)	1062
Gender: Female	7% (85)	13% (144)	44% (505)	6% (73)	17% (188)	13% (144)	1138
Age: 18-34	12% (81)	15% (101)	34% (222)	8% (53)	15% (100)	15% (97)	655
Age: 35-44	14% (50)	16% (58)	39% (138)	7% (26)	14% (50)	10% (35)	358
Age: 45-64	5% (39)	9% (66)	50% (378)	6% (47)	19% (146)	10% (76)	751
Age: 65+	5% (20)	9% (38)	46% (200)	4% (16)	20% (88)	17% (75)	436
GenZers: 1997-2012	13% (33)	14% (36)	36% (92)	8% (19)	15% (37)	14% (35)	253
Millennials: 1981-1996	13% (74)	16% (90)	34% (195)	8% (45)	16% (92)	14% (82)	577
GenXers: 1965-1980	9% (50)	12% (70)	46% (261)	8% (46)	16% (94)	9% (52)	573
Baby Boomers: 1946-1964	4% (27)	8% (57)	51% (363)	4% (30)	20% (144)	13% (96)	717
PID: Dem (no lean)	13% (106)	16% (128)	42% (341)	6% (49)	10% (82)	12% (100)	806
PID: Ind (no lean)	4% (31)	8% (60)	45% (326)	6% (44)	20% (141)	16% (118)	720
PID: Rep (no lean)	8% (53)	11% (75)	40% (271)	7% (49)	24% (161)	10% (65)	674
PID/Gender: Dem Men	15% (56)	16% (58)	40% (150)	7% (26)	9% (32)	14% (50)	372
PID/Gender: Dem Women	11% (50)	16% (70)	44% (192)	5% (23)	11% (50)	11% (50)	434
PID/Gender: Ind Men	4% (14)	7% (22)	44% (148)	6% (20)	22% (74)	18% (60)	337
PID/Gender: Ind Women	4% (17)	10% (38)	47% (178)	6% (24)	18% (67)	15% (58)	383
PID/Gender: Rep Men	10% (34)	11% (39)	39% (136)	7% (23)	26% (90)	8% (29)	353
PID/Gender: Rep Women	6% (19)	11% (36)	42% (134)	8% (26)	22% (71)	11% (35)	321
Ideo: Liberal (1-3)	12% (74)	15% (95)	42% (263)	9% (55)	10% (64)	12% (74)	625
Ideo: Moderate (4)	11% (65)	14% (85)	47% (295)	5% (28)	13% (78)	11% (70)	622
Ideo: Conservative (5-7)	5% (38)	9% (67)	41% (306)	7% (50)	26% (195)	11% (85)	742
Educ: < College	9% (134)	11% (172)	40% (609)	7% (103)	18% (271)	15% (223)	1512
Educ: Bachelors degree	7% (30)	14% (60)	49% (217)	5% (22)	18% (78)	8% (36)	444
Educ: Post-grad	10% (25)	13% (31)	46% (112)	7% (17)	14% (34)	10% (25)	244
Income: Under 50k	8% (98)	11% (139)	39% (480)	6% (74)	19% (231)	16% (200)	1222
Income: 50k-100k	10% (63)	14% (89)	45% (286)	7% (42)	17% (110)	8% (50)	640
Income: 100k+	8% (28)	10% (35)	51% (173)	8% (27)	12% (42)	10% (33)	338
Ethnicity: White	8% (137)	11% (196)	44% (759)	6% (103)	19% (321)	12% (206)	1722
Ethnicity: Hispanic	11% (40)	17% (60)	39% (138)	8% (29)	11% (37)	13% (45)	349

Continued on next page

Table MCB12_5: *If the following celebrities endorsed a product of service, would you be more or less likely to use it?*

Taylor Swift

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (189)	12% (263)	43% (939)	6% (142)	17% (384)	13% (283)	2200
Ethnicity: Black	12% (32)	16% (43)	38% (104)	6% (16)	14% (39)	15% (40)	274
Ethnicity: Other	10% (20)	12% (25)	37% (76)	11% (23)	12% (24)	18% (37)	204
All Christian	8% (86)	12% (125)	43% (458)	7% (72)	17% (178)	13% (142)	1060
All Non-Christian	12% (11)	17% (16)	42% (41)	1% (1)	15% (15)	13% (13)	98
Atheist	13% (12)	9% (8)	38% (36)	8% (8)	24% (23)	8% (8)	96
Agnostic/Nothing in particular	8% (47)	10% (57)	44% (251)	5% (31)	18% (101)	15% (87)	572
Something Else	9% (33)	15% (57)	41% (151)	8% (31)	18% (67)	9% (34)	373
Religious Non-Protestant/Catholic	12% (15)	18% (22)	39% (49)	5% (6)	15% (19)	12% (15)	126
Evangelical	11% (62)	13% (73)	38% (217)	8% (46)	19% (108)	11% (64)	571
Non-Evangelical	6% (52)	12% (100)	46% (377)	6% (50)	16% (130)	13% (104)	813
Community: Urban	11% (63)	14% (79)	39% (221)	7% (37)	13% (74)	16% (92)	565
Community: Suburban	8% (84)	12% (119)	45% (466)	7% (74)	17% (176)	11% (109)	1028
Community: Rural	7% (42)	11% (65)	42% (252)	5% (31)	22% (134)	13% (82)	607
Employ: Private Sector	10% (68)	16% (106)	43% (285)	7% (43)	17% (109)	8% (50)	661
Employ: Government	15% (19)	6% (8)	39% (48)	7% (9)	17% (21)	15% (19)	124
Employ: Self-Employed	7% (13)	13% (22)	47% (80)	10% (17)	14% (24)	9% (15)	171
Employ: Homemaker	12% (19)	11% (17)	50% (78)	6% (9)	14% (22)	8% (12)	157
Employ: Retired	4% (22)	8% (41)	45% (226)	5% (23)	22% (110)	17% (85)	507
Employ: Unemployed	9% (29)	11% (33)	40% (125)	5% (15)	17% (53)	19% (59)	314
Employ: Other	8% (12)	10% (14)	40% (57)	10% (13)	17% (24)	16% (22)	142
Military HH: Yes	8% (26)	12% (39)	42% (135)	6% (20)	18% (58)	13% (41)	319
Military HH: No	9% (164)	12% (224)	43% (803)	6% (122)	17% (326)	13% (242)	1881
RD/WT: Right Direction	14% (81)	13% (74)	31% (185)	7% (40)	21% (124)	14% (85)	588
RD/WT: Wrong Track	7% (109)	12% (189)	47% (754)	6% (102)	16% (260)	12% (198)	1612
Trump Job Approve	9% (78)	10% (88)	39% (333)	7% (60)	23% (202)	12% (102)	863
Trump Job Disapprove	9% (110)	13% (166)	46% (576)	7% (82)	13% (159)	12% (155)	1248
Trump Job Strongly Approve	12% (58)	9% (42)	34% (166)	6% (29)	29% (143)	11% (56)	494
Trump Job Somewhat Approve	5% (20)	13% (46)	45% (167)	8% (30)	16% (59)	13% (46)	369
Trump Job Somewhat Disapprove	5% (12)	18% (47)	46% (125)	6% (17)	11% (30)	14% (38)	270
Trump Job Strongly Disapprove	10% (97)	12% (118)	46% (451)	7% (65)	13% (129)	12% (117)	978

Continued on next page

Table MCB12_5: If the following celebrities endorsed a product of service, would you be more or less likely to use it?
Taylor Swift

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (189)	12% (263)	43% (939)	6% (142)	17% (384)	13% (283)	2200
Favorable of Trump	9% (76)	11% (95)	38% (333)	7% (63)	23% (202)	11% (99)	868
Unfavorable of Trump	9% (109)	13% (154)	47% (568)	6% (76)	13% (156)	12% (140)	1204
Very Favorable of Trump	11% (53)	9% (43)	33% (167)	6% (31)	30% (149)	11% (57)	499
Somewhat Favorable of Trump	6% (23)	14% (52)	45% (167)	9% (32)	14% (53)	11% (42)	369
Somewhat Unfavorable of Trump	6% (13)	16% (36)	51% (111)	5% (10)	10% (21)	12% (26)	217
Very Unfavorable of Trump	10% (97)	12% (118)	46% (457)	7% (66)	14% (134)	12% (114)	987
#1 Issue: Economy	10% (78)	12% (94)	44% (343)	7% (58)	17% (137)	10% (75)	786
#1 Issue: Security	9% (23)	10% (27)	36% (97)	7% (19)	26% (69)	12% (33)	268
#1 Issue: Health Care	8% (35)	12% (51)	47% (200)	5% (23)	15% (63)	13% (56)	428
#1 Issue: Medicare / Social Security	7% (20)	15% (45)	39% (115)	4% (10)	18% (53)	17% (49)	292
#1 Issue: Women's Issues	10% (8)	19% (16)	36% (30)	7% (6)	12% (10)	16% (14)	84
#1 Issue: Education	11% (12)	11% (12)	37% (42)	13% (15)	15% (17)	14% (16)	114
#1 Issue: Energy	12% (7)	15% (9)	41% (25)	8% (5)	13% (8)	11% (7)	62
#1 Issue: Other	3% (4)	5% (9)	52% (85)	4% (6)	16% (26)	21% (34)	165
2018 House Vote: Democrat	9% (67)	15% (113)	47% (348)	7% (53)	10% (74)	11% (80)	736
2018 House Vote: Republican	9% (57)	9% (61)	38% (248)	8% (50)	26% (173)	10% (67)	655
2018 House Vote: Someone else	4% (2)	6% (4)	50% (31)	4% (3)	18% (11)	18% (12)	63
2016 Vote: Hillary Clinton	9% (60)	14% (95)	50% (329)	6% (39)	9% (62)	11% (71)	656
2016 Vote: Donald Trump	8% (53)	11% (78)	39% (274)	8% (56)	24% (169)	10% (70)	700
2016 Vote: Other	4% (5)	10% (14)	51% (68)	4% (6)	16% (21)	15% (20)	134
2016 Vote: Didn't Vote	10% (72)	11% (76)	38% (267)	6% (41)	19% (131)	17% (122)	709
Voted in 2014: Yes	9% (110)	12% (152)	44% (566)	7% (87)	18% (227)	11% (148)	1291
Voted in 2014: No	9% (79)	12% (111)	41% (373)	6% (55)	17% (157)	15% (135)	909
2012 Vote: Barack Obama	10% (82)	14% (109)	46% (374)	6% (51)	11% (92)	12% (98)	804
2012 Vote: Mitt Romney	6% (29)	10% (53)	41% (210)	8% (41)	26% (131)	10% (49)	512
2012 Vote: Other	5% (5)	3% (3)	52% (48)	6% (5)	23% (21)	12% (11)	92
2012 Vote: Didn't Vote	9% (74)	12% (98)	39% (306)	6% (45)	18% (140)	16% (126)	789

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Table MCB12_5: *If the following celebrities endorsed a product of service, would you be more or less likely to use it?*
 Taylor Swift

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (189)	12% (263)	43% (939)	6% (142)	17% (384)	13% (283)	2200
4-Region: Northeast	7% (28)	18% (72)	43% (171)	4% (16)	12% (45)	15% (61)	394
4-Region: Midwest	7% (34)	8% (37)	46% (212)	5% (24)	21% (99)	12% (57)	462
4-Region: South	9% (74)	13% (106)	41% (339)	7% (59)	19% (153)	11% (94)	824
4-Region: West	10% (53)	9% (49)	42% (216)	8% (43)	17% (86)	14% (72)	520
Film fan	10% (178)	13% (233)	44% (814)	6% (119)	16% (288)	11% (199)	1830
Pop culture fan	12% (166)	16% (210)	43% (578)	6% (87)	13% (174)	9% (123)	1338
Daytime talk show fan	16% (119)	19% (138)	38% (283)	7% (48)	12% (92)	9% (64)	745
Frequent moviegoer	15% (114)	16% (123)	37% (290)	7% (54)	17% (137)	9% (68)	787
Frequent Daytime talk show	17% (109)	21% (136)	36% (231)	6% (40)	12% (78)	9% (56)	651
Prefer theater	10% (75)	12% (89)	45% (321)	7% (49)	17% (123)	9% (63)	720
Prefer streaming	9% (102)	13% (158)	44% (521)	7% (80)	16% (192)	11% (131)	1182

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

Table MCB13: How much have you seen, read or heard about reports that WarnerMedia is conducting an internal investigation into allegations that Ellen DeGeneres' talk show, 'The Ellen DeGeneres Show,' engaged in racist and intimidating behavior?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	17%	(372)	39%	(863)	18%	(407)	25%	(559)	2200
Gender: Male	18%	(190)	38%	(403)	18%	(191)	26%	(278)	1062
Gender: Female	16%	(182)	40%	(460)	19%	(215)	25%	(281)	1138
Age: 18-34	22%	(143)	36%	(233)	18%	(115)	25%	(164)	655
Age: 35-44	19%	(70)	43%	(153)	15%	(54)	22%	(80)	358
Age: 45-64	14%	(102)	40%	(302)	19%	(141)	28%	(207)	751
Age: 65+	13%	(57)	40%	(175)	22%	(97)	25%	(108)	436
GenZers: 1997-2012	24%	(61)	33%	(84)	18%	(45)	25%	(62)	253
Millennials: 1981-1996	21%	(122)	38%	(221)	15%	(89)	25%	(145)	577
GenXers: 1965-1980	15%	(85)	39%	(221)	19%	(106)	28%	(161)	573
Baby Boomers: 1946-1964	14%	(98)	44%	(312)	20%	(140)	23%	(167)	717
PID: Dem (no lean)	18%	(146)	41%	(331)	18%	(143)	23%	(186)	806
PID: Ind (no lean)	12%	(86)	39%	(278)	22%	(159)	27%	(197)	720
PID: Rep (no lean)	21%	(140)	38%	(254)	16%	(105)	26%	(176)	674
PID/Gender: Dem Men	19%	(70)	38%	(142)	17%	(65)	25%	(95)	372
PID/Gender: Dem Women	17%	(75)	44%	(189)	18%	(78)	21%	(92)	434
PID/Gender: Ind Men	13%	(44)	37%	(126)	23%	(78)	27%	(90)	337
PID/Gender: Ind Women	11%	(43)	40%	(153)	21%	(81)	28%	(106)	383
PID/Gender: Rep Men	21%	(76)	38%	(135)	14%	(49)	26%	(93)	353
PID/Gender: Rep Women	20%	(64)	37%	(119)	17%	(56)	26%	(83)	321
Ideo: Liberal (1-3)	22%	(137)	44%	(274)	15%	(93)	19%	(121)	625
Ideo: Moderate (4)	14%	(86)	41%	(253)	20%	(124)	25%	(158)	622
Ideo: Conservative (5-7)	17%	(127)	39%	(290)	19%	(138)	25%	(186)	742
Educ: < College	15%	(229)	36%	(538)	20%	(300)	29%	(444)	1512
Educ: Bachelors degree	20%	(88)	47%	(208)	15%	(67)	18%	(81)	444
Educ: Post-grad	22%	(55)	48%	(117)	16%	(39)	14%	(33)	244
Income: Under 50k	16%	(192)	35%	(429)	19%	(229)	30%	(373)	1222
Income: 50k-100k	18%	(117)	43%	(275)	20%	(125)	19%	(123)	640
Income: 100k+	18%	(62)	47%	(159)	16%	(53)	19%	(63)	338
Ethnicity: White	16%	(277)	40%	(696)	18%	(317)	25%	(432)	1722
Ethnicity: Hispanic	17%	(60)	44%	(155)	17%	(60)	21%	(75)	349
Ethnicity: Black	21%	(57)	33%	(91)	15%	(41)	31%	(86)	274

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Table MCB13: How much have you seen, read or heard about reports that WarnerMedia is conducting an internal investigation into allegations that Ellen DeGeneres' talk show, 'The Ellen DeGeneres Show,' engaged in racist and intimidating behavior?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	17%	(372)	39%	(863)	18%	(407)	25%	(559)	2200
Ethnicity: Other	18%	(38)	37%	(76)	24%	(49)	20%	(41)	204
All Christian	17%	(180)	41%	(436)	20%	(209)	22%	(235)	1060
All Non-Christian	21%	(21)	33%	(32)	22%	(21)	25%	(24)	98
Atheist	23%	(22)	47%	(45)	15%	(14)	16%	(15)	96
Agnostic/Nothing in particular	15%	(84)	40%	(227)	16%	(94)	29%	(167)	572
Something Else	18%	(65)	33%	(123)	18%	(68)	31%	(117)	373
Religious Non-Protestant/Catholic	20%	(25)	30%	(37)	26%	(32)	25%	(31)	126
Evangelical	20%	(112)	34%	(193)	19%	(107)	28%	(159)	571
Non-Evangelical	16%	(127)	43%	(351)	19%	(154)	22%	(182)	813
Community: Urban	19%	(108)	38%	(214)	18%	(104)	25%	(139)	565
Community: Suburban	19%	(192)	40%	(411)	18%	(181)	24%	(244)	1028
Community: Rural	12%	(72)	39%	(238)	20%	(122)	29%	(175)	607
Employ: Private Sector	23%	(153)	42%	(277)	17%	(110)	18%	(121)	661
Employ: Government	23%	(28)	42%	(52)	12%	(14)	24%	(29)	124
Employ: Self-Employed	13%	(22)	44%	(76)	23%	(39)	20%	(34)	171
Employ: Homemaker	19%	(29)	31%	(49)	18%	(28)	33%	(51)	157
Employ: Retired	13%	(65)	41%	(208)	22%	(113)	24%	(121)	507
Employ: Unemployed	11%	(35)	34%	(107)	17%	(54)	37%	(118)	314
Employ: Other	13%	(18)	32%	(46)	16%	(22)	39%	(55)	142
Military HH: Yes	14%	(44)	37%	(117)	22%	(71)	27%	(87)	319
Military HH: No	17%	(328)	40%	(746)	18%	(335)	25%	(472)	1881
RD/WT: Right Direction	21%	(123)	34%	(201)	16%	(93)	29%	(170)	588
RD/WT: Wrong Track	15%	(248)	41%	(661)	19%	(314)	24%	(388)	1612
Trump Job Approve	18%	(157)	37%	(316)	18%	(151)	28%	(238)	863
Trump Job Disapprove	17%	(210)	42%	(524)	19%	(232)	23%	(282)	1248
Trump Job Strongly Approve	23%	(115)	35%	(174)	17%	(82)	25%	(123)	494
Trump Job Somewhat Approve	11%	(42)	38%	(141)	19%	(70)	31%	(115)	369
Trump Job Somewhat Disapprove	10%	(27)	46%	(123)	24%	(65)	20%	(55)	270
Trump Job Strongly Disapprove	19%	(182)	41%	(401)	17%	(167)	23%	(227)	978
Favorable of Trump	18%	(156)	37%	(319)	18%	(154)	27%	(238)	868
Unfavorable of Trump	17%	(203)	43%	(518)	19%	(224)	22%	(259)	1204

Continued on next page

Table MCB13: How much have you seen, read or heard about reports that WarnerMedia is conducting an internal investigation into allegations that Ellen DeGeneres' talk show, 'The Ellen DeGeneres Show,' engaged in racist and intimidating behavior?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	17%	(372)	39%	(863)	18%	(407)	25%	(559)	2200
Very Favorable of Trump	22%	(109)	36%	(178)	16%	(81)	26%	(131)	499
Somewhat Favorable of Trump	13%	(47)	38%	(141)	20%	(73)	29%	(107)	369
Somewhat Unfavorable of Trump	11%	(24)	45%	(98)	25%	(55)	19%	(41)	217
Very Unfavorable of Trump	18%	(179)	43%	(420)	17%	(169)	22%	(219)	987
#1 Issue: Economy	20%	(156)	40%	(317)	16%	(129)	23%	(184)	786
#1 Issue: Security	16%	(42)	37%	(100)	20%	(53)	27%	(74)	268
#1 Issue: Health Care	20%	(87)	36%	(155)	23%	(100)	20%	(86)	428
#1 Issue: Medicare / Social Security	10%	(29)	43%	(125)	18%	(52)	29%	(86)	292
#1 Issue: Women's Issues	29%	(24)	40%	(34)	8%	(7)	23%	(19)	84
#1 Issue: Education	11%	(12)	39%	(45)	21%	(24)	29%	(33)	114
#1 Issue: Energy	13%	(8)	40%	(25)	14%	(9)	33%	(21)	62
#1 Issue: Other	9%	(14)	37%	(61)	20%	(34)	34%	(56)	165
2018 House Vote: Democrat	18%	(132)	48%	(350)	17%	(124)	18%	(130)	736
2018 House Vote: Republican	21%	(135)	39%	(255)	17%	(114)	23%	(151)	655
2018 House Vote: Someone else	8%	(5)	29%	(19)	30%	(19)	32%	(21)	63
2016 Vote: Hillary Clinton	17%	(109)	48%	(314)	17%	(112)	18%	(121)	656
2016 Vote: Donald Trump	21%	(147)	37%	(260)	17%	(116)	25%	(176)	700
2016 Vote: Other	10%	(13)	35%	(47)	29%	(38)	27%	(36)	134
2016 Vote: Didn't Vote	14%	(101)	34%	(241)	20%	(140)	32%	(226)	709
Voted in 2014: Yes	17%	(221)	41%	(531)	19%	(245)	23%	(294)	1291
Voted in 2014: No	17%	(151)	36%	(331)	18%	(161)	29%	(265)	909
2012 Vote: Barack Obama	18%	(147)	43%	(342)	18%	(146)	21%	(169)	804
2012 Vote: Mitt Romney	15%	(78)	42%	(213)	19%	(98)	24%	(123)	512
2012 Vote: Other	10%	(10)	33%	(31)	22%	(21)	34%	(32)	92
2012 Vote: Didn't Vote	17%	(135)	35%	(276)	18%	(142)	30%	(235)	789
4-Region: Northeast	17%	(65)	39%	(155)	18%	(71)	26%	(102)	394
4-Region: Midwest	18%	(84)	40%	(187)	18%	(83)	23%	(108)	462
4-Region: South	17%	(141)	37%	(308)	18%	(150)	27%	(226)	824
4-Region: West	16%	(81)	41%	(213)	20%	(103)	24%	(123)	520
Film fan	18%	(334)	41%	(758)	18%	(328)	22%	(411)	1830
Pop culture fan	22%	(294)	42%	(563)	17%	(226)	19%	(256)	1338

Continued on next page

Table MCB13: How much have you seen, read or heard about reports that WarnerMedia is conducting an internal investigation into allegations that Ellen DeGeneres' talk show, 'The Ellen DeGeneres Show,' engaged in racist and intimidating behavior?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	17%	(372)	39%	(863)	18%	(407)	25%	(559)	2200
Daytime talk show fan	24%	(178)	39%	(292)	16%	(123)	20%	(152)	745
Frequent moviegoer	24%	(192)	40%	(317)	14%	(111)	21%	(167)	787
Frequent Daytime talk show	23%	(150)	40%	(261)	17%	(111)	20%	(129)	651
Prefer theater	20%	(143)	39%	(282)	18%	(132)	23%	(163)	720
Prefer streaming	18%	(208)	41%	(486)	18%	(214)	23%	(274)	1182

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

Table MCB14_1: How likely would you be to watch a daytime talk show hosted by the following people?

James Corden

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	10% (211)	18% (404)	11% (243)	32% (702)	29% (639)	2200
Gender: Male	8% (90)	17% (183)	11% (121)	37% (389)	26% (278)	1062
Gender: Female	11% (121)	19% (221)	11% (122)	27% (313)	32% (361)	1138
Age: 18-34	14% (89)	24% (157)	11% (71)	23% (148)	29% (191)	655
Age: 35-44	13% (46)	21% (77)	13% (47)	28% (101)	24% (86)	358
Age: 45-64	8% (59)	15% (110)	10% (77)	36% (273)	31% (232)	751
Age: 65+	4% (18)	14% (61)	11% (48)	41% (179)	30% (131)	436
GenZers: 1997-2012	13% (32)	28% (71)	12% (31)	17% (44)	30% (76)	253
Millennials: 1981-1996	13% (76)	23% (133)	11% (62)	26% (151)	27% (156)	577
GenXers: 1965-1980	10% (60)	15% (84)	12% (67)	31% (179)	32% (183)	573
Baby Boomers: 1946-1964	6% (43)	15% (108)	11% (78)	40% (285)	28% (202)	717
PID: Dem (no lean)	13% (105)	23% (187)	11% (89)	23% (183)	30% (242)	806
PID: Ind (no lean)	8% (55)	17% (124)	11% (80)	32% (230)	32% (231)	720
PID: Rep (no lean)	8% (51)	14% (94)	11% (74)	43% (288)	25% (167)	674
PID/Gender: Dem Men	10% (39)	25% (94)	9% (34)	24% (89)	31% (116)	372
PID/Gender: Dem Women	15% (67)	21% (93)	13% (55)	22% (94)	29% (126)	434
PID/Gender: Ind Men	6% (21)	13% (42)	14% (47)	40% (136)	27% (91)	337
PID/Gender: Ind Women	9% (34)	21% (81)	9% (33)	25% (95)	37% (140)	383
PID/Gender: Rep Men	9% (30)	13% (47)	11% (40)	46% (164)	20% (71)	353
PID/Gender: Rep Women	6% (21)	15% (47)	11% (34)	39% (124)	30% (96)	321
Ideo: Liberal (1-3)	14% (90)	25% (155)	12% (74)	25% (153)	24% (152)	625
Ideo: Moderate (4)	11% (67)	19% (116)	13% (83)	27% (165)	31% (190)	622
Ideo: Conservative (5-7)	5% (37)	14% (102)	10% (74)	46% (340)	26% (189)	742
Educ: < College	9% (137)	17% (261)	10% (151)	31% (461)	33% (502)	1512
Educ: Bachelors degree	11% (47)	20% (90)	14% (62)	36% (158)	19% (86)	444
Educ: Post-grad	11% (27)	22% (53)	12% (30)	34% (82)	21% (52)	244
Income: Under 50k	10% (117)	16% (194)	10% (120)	32% (385)	33% (406)	1222
Income: 50k-100k	10% (63)	22% (140)	12% (77)	31% (197)	25% (163)	640
Income: 100k+	9% (32)	21% (70)	14% (46)	35% (119)	21% (71)	338
Ethnicity: White	9% (153)	18% (303)	11% (185)	34% (593)	28% (488)	1722
Ethnicity: Hispanic	10% (34)	26% (90)	12% (42)	22% (78)	30% (106)	349

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Table MCB14_1: How likely would you be to watch a daytime talk show hosted by the following people?

James Corden

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	10% (211)	18% (404)	11% (243)	32% (702)	29% (639)	2200
Ethnicity: Black	13% (34)	20% (54)	14% (39)	22% (59)	32% (87)	274
Ethnicity: Other	12% (24)	23% (47)	10% (20)	24% (49)	32% (64)	204
All Christian	8% (90)	19% (203)	11% (121)	33% (350)	28% (297)	1060
All Non-Christian	12% (12)	29% (29)	12% (12)	24% (24)	23% (22)	98
Atheist	10% (9)	28% (27)	6% (5)	39% (38)	18% (17)	96
Agnostic/Nothing in particular	11% (61)	14% (80)	13% (74)	28% (159)	35% (199)	572
Something Else	11% (40)	18% (65)	8% (32)	35% (132)	28% (105)	373
Religious Non-Protestant/Catholic	11% (14)	25% (32)	10% (13)	28% (35)	25% (32)	126
Evangelical	8% (45)	17% (97)	10% (57)	38% (214)	27% (157)	571
Non-Evangelical	10% (80)	20% (162)	11% (91)	31% (252)	28% (227)	813
Community: Urban	13% (76)	21% (120)	11% (62)	29% (164)	25% (143)	565
Community: Suburban	9% (89)	19% (195)	12% (121)	32% (325)	29% (299)	1028
Community: Rural	8% (46)	15% (89)	10% (60)	35% (213)	33% (198)	607
Employ: Private Sector	12% (77)	21% (136)	15% (99)	31% (206)	22% (144)	661
Employ: Government	12% (14)	17% (22)	9% (11)	29% (36)	34% (42)	124
Employ: Self-Employed	8% (14)	23% (39)	8% (13)	37% (64)	24% (40)	171
Employ: Homemaker	12% (19)	23% (37)	8% (12)	22% (35)	34% (54)	157
Employ: Retired	5% (27)	13% (68)	11% (57)	43% (217)	27% (139)	507
Employ: Unemployed	8% (25)	16% (50)	10% (33)	23% (74)	42% (132)	314
Employ: Other	9% (12)	15% (21)	6% (9)	32% (46)	38% (54)	142
Military HH: Yes	6% (19)	20% (64)	11% (36)	37% (118)	25% (80)	319
Military HH: No	10% (192)	18% (340)	11% (207)	31% (583)	30% (559)	1881
RD/WT: Right Direction	10% (61)	14% (82)	8% (50)	39% (231)	28% (165)	588
RD/WT: Wrong Track	9% (151)	20% (322)	12% (194)	29% (471)	29% (474)	1612
Trump Job Approve	8% (65)	14% (118)	10% (88)	42% (363)	26% (228)	863
Trump Job Disapprove	11% (140)	21% (267)	12% (152)	26% (328)	29% (360)	1248
Trump Job Strongly Approve	9% (44)	12% (57)	7% (34)	47% (230)	26% (128)	494
Trump Job Somewhat Approve	6% (21)	16% (60)	15% (54)	36% (133)	27% (100)	369
Trump Job Somewhat Disapprove	8% (21)	22% (59)	11% (30)	29% (79)	30% (81)	270
Trump Job Strongly Disapprove	12% (120)	21% (208)	12% (122)	25% (249)	29% (280)	978

Continued on next page

Table MCB14_1: How likely would you be to watch a daytime talk show hosted by the following people?

James Corden

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	10% (211)	18% (404)	11% (243)	32% (702)	29% (639)	2200
Favorable of Trump	8% (70)	13% (109)	10% (87)	43% (371)	26% (230)	868
Unfavorable of Trump	11% (133)	23% (273)	13% (154)	26% (312)	28% (332)	1204
Very Favorable of Trump	9% (45)	11% (53)	7% (34)	46% (230)	27% (137)	499
Somewhat Favorable of Trump	7% (25)	15% (56)	14% (53)	38% (142)	25% (93)	369
Somewhat Unfavorable of Trump	6% (13)	26% (56)	13% (29)	28% (62)	26% (57)	217
Very Unfavorable of Trump	12% (119)	22% (217)	13% (125)	25% (250)	28% (275)	987
#1 Issue: Economy	10% (80)	19% (150)	10% (77)	32% (252)	29% (226)	786
#1 Issue: Security	6% (17)	13% (34)	5% (14)	44% (117)	32% (86)	268
#1 Issue: Health Care	11% (48)	22% (96)	12% (53)	28% (121)	26% (111)	428
#1 Issue: Medicare / Social Security	5% (14)	16% (46)	10% (31)	36% (104)	33% (97)	292
#1 Issue: Women's Issues	16% (13)	22% (19)	13% (11)	25% (21)	24% (20)	84
#1 Issue: Education	14% (16)	24% (27)	12% (14)	26% (30)	25% (28)	114
#1 Issue: Energy	17% (11)	25% (16)	14% (9)	13% (8)	30% (19)	62
#1 Issue: Other	7% (12)	11% (17)	21% (35)	29% (48)	31% (52)	165
2018 House Vote: Democrat	14% (105)	24% (177)	13% (94)	24% (179)	25% (181)	736
2018 House Vote: Republican	7% (46)	14% (89)	9% (61)	47% (305)	24% (154)	655
2018 House Vote: Someone else	4% (2)	16% (10)	10% (6)	35% (22)	35% (22)	63
2016 Vote: Hillary Clinton	13% (84)	24% (157)	13% (88)	25% (161)	25% (166)	656
2016 Vote: Donald Trump	7% (51)	13% (89)	10% (70)	47% (326)	23% (163)	700
2016 Vote: Other	9% (12)	18% (24)	12% (16)	35% (47)	26% (35)	134
2016 Vote: Didn't Vote	9% (64)	19% (134)	10% (69)	23% (167)	39% (275)	709
Voted in 2014: Yes	10% (130)	18% (232)	12% (153)	36% (470)	24% (305)	1291
Voted in 2014: No	9% (81)	19% (172)	10% (90)	25% (231)	37% (334)	909
2012 Vote: Barack Obama	14% (109)	21% (167)	13% (106)	27% (215)	26% (206)	804
2012 Vote: Mitt Romney	6% (32)	12% (61)	10% (50)	47% (242)	25% (128)	512
2012 Vote: Other	2% (2)	13% (12)	8% (8)	53% (49)	23% (22)	92
2012 Vote: Didn't Vote	9% (68)	21% (163)	10% (80)	25% (194)	36% (284)	789

Continued on next page

Table MCB14_1: How likely would you be to watch a daytime talk show hosted by the following people?
 James Corden

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	10%	(211)	18%	(404)	11%	(243)	32%	(702)	29%	(639)	2200
4-Region: Northeast	11%	(45)	20%	(80)	10%	(40)	30%	(119)	28%	(111)	394
4-Region: Midwest	10%	(48)	16%	(76)	12%	(54)	34%	(158)	27%	(127)	462
4-Region: South	8%	(67)	17%	(139)	11%	(90)	32%	(267)	32%	(261)	824
4-Region: West	10%	(52)	21%	(110)	12%	(60)	30%	(158)	27%	(140)	520
Film fan	11%	(203)	20%	(368)	12%	(211)	30%	(552)	27%	(496)	1830
Pop culture fan	14%	(191)	24%	(325)	13%	(168)	25%	(337)	24%	(317)	1338
Daytime talk show fan	18%	(137)	27%	(198)	13%	(95)	15%	(110)	28%	(206)	745
Frequent moviegoer	13%	(102)	26%	(205)	14%	(112)	22%	(175)	24%	(192)	787
Frequent Daytime talk show	19%	(121)	25%	(160)	14%	(91)	17%	(110)	26%	(169)	651
Prefer theater	11%	(80)	21%	(154)	12%	(89)	31%	(223)	24%	(174)	720
Prefer streaming	10%	(118)	19%	(224)	11%	(134)	31%	(371)	28%	(336)	1182

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

Table MCB14_2: How likely would you be to watch a daytime talk show hosted by the following people?

Kelly Clarkson

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	11% (244)	24% (522)	14% (309)	31% (684)	20% (441)	2200
Gender: Male	8% (90)	20% (215)	14% (153)	36% (384)	21% (220)	1062
Gender: Female	14% (154)	27% (306)	14% (156)	26% (300)	19% (221)	1138
Age: 18-34	12% (81)	25% (164)	15% (100)	23% (148)	25% (162)	655
Age: 35-44	17% (60)	29% (104)	12% (44)	28% (100)	14% (49)	358
Age: 45-64	9% (71)	23% (171)	14% (108)	34% (256)	19% (146)	751
Age: 65+	7% (32)	19% (83)	13% (57)	41% (181)	19% (83)	436
GenZers: 1997-2012	9% (24)	24% (60)	19% (49)	17% (44)	30% (77)	253
Millennials: 1981-1996	16% (91)	27% (153)	13% (72)	26% (151)	19% (109)	577
GenXers: 1965-1980	11% (62)	26% (150)	14% (78)	31% (177)	19% (107)	573
Baby Boomers: 1946-1964	8% (61)	21% (148)	15% (105)	38% (274)	18% (129)	717
PID: Dem (no lean)	13% (105)	28% (222)	13% (109)	25% (201)	21% (169)	806
PID: Ind (no lean)	8% (59)	20% (142)	15% (109)	32% (234)	24% (176)	720
PID: Rep (no lean)	12% (80)	23% (158)	14% (92)	37% (249)	14% (95)	674
PID/Gender: Dem Men	11% (39)	22% (83)	13% (50)	30% (110)	24% (90)	372
PID/Gender: Dem Women	15% (66)	32% (139)	14% (59)	21% (91)	18% (80)	434
PID/Gender: Ind Men	6% (19)	16% (55)	17% (58)	37% (124)	24% (82)	337
PID/Gender: Ind Women	11% (41)	23% (87)	13% (51)	29% (110)	25% (94)	383
PID/Gender: Rep Men	9% (32)	22% (77)	13% (45)	43% (150)	14% (49)	353
PID/Gender: Rep Women	15% (48)	25% (81)	14% (46)	31% (99)	15% (47)	321
Ideo: Liberal (1-3)	12% (76)	27% (169)	13% (84)	29% (183)	18% (113)	625
Ideo: Moderate (4)	12% (75)	23% (140)	15% (95)	28% (175)	22% (137)	622
Ideo: Conservative (5-7)	10% (73)	22% (161)	15% (111)	40% (295)	14% (101)	742
Educ: < College	11% (170)	24% (361)	13% (199)	29% (444)	22% (338)	1512
Educ: Bachelors degree	11% (48)	22% (97)	15% (68)	36% (161)	16% (70)	444
Educ: Post-grad	11% (26)	26% (64)	17% (42)	33% (79)	13% (32)	244
Income: Under 50k	11% (137)	24% (289)	13% (157)	30% (372)	22% (267)	1222
Income: 50k-100k	11% (73)	25% (161)	15% (96)	30% (189)	19% (121)	640
Income: 100k+	10% (34)	21% (71)	17% (56)	37% (123)	16% (53)	338
Ethnicity: White	11% (197)	23% (400)	13% (230)	34% (580)	18% (315)	1722
Ethnicity: Hispanic	13% (45)	25% (86)	16% (54)	22% (77)	25% (87)	349

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Table MCB14_2: How likely would you be to watch a daytime talk show hosted by the following people?

Kelly Clarkson

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	11%	(244)	24%	(522)	14%	(309)	31%	(684)	20%	(441)	2200
Ethnicity: Black	13%	(36)	27%	(75)	14%	(40)	21%	(57)	24%	(67)	274
Ethnicity: Other	5%	(11)	23%	(47)	19%	(40)	23%	(48)	29%	(59)	204
All Christian	10%	(110)	25%	(267)	15%	(156)	33%	(348)	17%	(179)	1060
All Non-Christian	11%	(11)	27%	(26)	13%	(13)	26%	(25)	23%	(23)	98
Atheist	7%	(7)	12%	(11)	12%	(12)	47%	(46)	21%	(21)	96
Agnostic/Nothing in particular	11%	(61)	21%	(120)	14%	(82)	27%	(155)	27%	(154)	572
Something Else	15%	(55)	26%	(97)	12%	(46)	29%	(110)	17%	(65)	373
Religious Non-Protestant/Catholic	11%	(14)	24%	(31)	14%	(18)	28%	(35)	22%	(28)	126
Evangelical	13%	(72)	30%	(173)	10%	(57)	32%	(183)	15%	(86)	571
Non-Evangelical	11%	(88)	22%	(177)	17%	(137)	32%	(262)	18%	(149)	813
Community: Urban	14%	(80)	28%	(156)	12%	(66)	28%	(159)	18%	(104)	565
Community: Suburban	11%	(114)	22%	(223)	16%	(164)	32%	(326)	20%	(201)	1028
Community: Rural	8%	(51)	24%	(143)	13%	(79)	33%	(200)	22%	(135)	607
Employ: Private Sector	13%	(88)	27%	(181)	14%	(95)	31%	(204)	14%	(94)	661
Employ: Government	12%	(14)	22%	(28)	11%	(14)	33%	(41)	21%	(26)	124
Employ: Self-Employed	11%	(19)	24%	(41)	14%	(25)	38%	(65)	13%	(22)	171
Employ: Homemaker	24%	(38)	21%	(33)	14%	(22)	20%	(31)	21%	(33)	157
Employ: Retired	8%	(43)	20%	(102)	14%	(70)	40%	(201)	18%	(91)	507
Employ: Unemployed	7%	(23)	22%	(69)	14%	(45)	24%	(75)	32%	(102)	314
Employ: Other	9%	(13)	25%	(36)	13%	(19)	27%	(38)	26%	(37)	142
Military HH: Yes	9%	(28)	23%	(75)	17%	(53)	37%	(117)	14%	(46)	319
Military HH: No	11%	(216)	24%	(447)	14%	(256)	30%	(567)	21%	(395)	1881
RD/WT: Right Direction	14%	(82)	23%	(136)	12%	(69)	35%	(206)	16%	(95)	588
RD/WT: Wrong Track	10%	(162)	24%	(386)	15%	(240)	30%	(478)	21%	(346)	1612
Trump Job Approve	11%	(99)	24%	(206)	15%	(126)	36%	(307)	14%	(125)	863
Trump Job Disapprove	11%	(139)	23%	(289)	14%	(180)	30%	(369)	22%	(270)	1248
Trump Job Strongly Approve	14%	(71)	23%	(115)	11%	(56)	39%	(191)	12%	(61)	494
Trump Job Somewhat Approve	8%	(28)	25%	(92)	19%	(69)	31%	(116)	17%	(64)	369
Trump Job Somewhat Disapprove	11%	(30)	26%	(69)	15%	(40)	24%	(65)	24%	(65)	270
Trump Job Strongly Disapprove	11%	(109)	22%	(220)	14%	(140)	31%	(304)	21%	(205)	978

Continued on next page

Table MCB14_2: How likely would you be to watch a daytime talk show hosted by the following people?
Kelly Clarkson

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	11% (244)	24% (522)	14% (309)	31% (684)	20% (441)	2200
Favorable of Trump	12% (105)	24% (206)	15% (127)	36% (311)	14% (120)	868
Unfavorable of Trump	11% (131)	24% (288)	15% (180)	29% (354)	21% (252)	1204
Very Favorable of Trump	14% (68)	23% (116)	12% (60)	38% (192)	13% (64)	499
Somewhat Favorable of Trump	10% (37)	24% (89)	18% (67)	32% (119)	15% (56)	369
Somewhat Unfavorable of Trump	9% (20)	26% (57)	15% (34)	26% (55)	23% (51)	217
Very Unfavorable of Trump	11% (110)	23% (231)	15% (146)	30% (298)	20% (201)	987
#1 Issue: Economy	14% (113)	24% (190)	13% (103)	30% (237)	18% (144)	786
#1 Issue: Security	8% (21)	19% (52)	14% (38)	38% (101)	21% (56)	268
#1 Issue: Health Care	12% (50)	24% (104)	14% (59)	30% (128)	20% (87)	428
#1 Issue: Medicare / Social Security	8% (24)	26% (76)	13% (37)	31% (91)	22% (64)	292
#1 Issue: Women's Issues	10% (8)	28% (23)	16% (14)	27% (23)	19% (16)	84
#1 Issue: Education	10% (11)	26% (29)	15% (18)	30% (35)	19% (22)	114
#1 Issue: Energy	11% (7)	21% (13)	20% (13)	23% (14)	24% (15)	62
#1 Issue: Other	6% (10)	21% (34)	17% (28)	33% (55)	22% (37)	165
2018 House Vote: Democrat	12% (86)	26% (192)	15% (109)	28% (206)	19% (142)	736
2018 House Vote: Republican	10% (68)	21% (139)	14% (88)	41% (268)	14% (90)	655
2018 House Vote: Someone else	4% (2)	28% (18)	13% (8)	36% (23)	19% (12)	63
2016 Vote: Hillary Clinton	12% (77)	26% (169)	15% (100)	29% (188)	19% (122)	656
2016 Vote: Donald Trump	11% (76)	21% (148)	14% (95)	41% (287)	13% (94)	700
2016 Vote: Other	5% (7)	28% (38)	15% (20)	35% (48)	16% (22)	134
2016 Vote: Didn't Vote	12% (84)	24% (167)	13% (94)	23% (161)	29% (203)	709
Voted in 2014: Yes	11% (143)	24% (308)	14% (182)	36% (461)	15% (197)	1291
Voted in 2014: No	11% (101)	23% (213)	14% (127)	25% (223)	27% (244)	909
2012 Vote: Barack Obama	13% (103)	27% (214)	15% (118)	30% (240)	16% (130)	804
2012 Vote: Mitt Romney	10% (53)	19% (99)	12% (62)	43% (221)	15% (78)	512
2012 Vote: Other	6% (6)	23% (22)	15% (14)	48% (44)	7% (7)	92
2012 Vote: Didn't Vote	10% (82)	24% (186)	15% (115)	23% (179)	29% (226)	789

Continued on next page

Table MCB14_2: How likely would you be to watch a daytime talk show hosted by the following people?
 Kelly Clarkson

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	11%	(244)	24%	(522)	14%	(309)	31%	(684)	20%	(441)	2200
4-Region: Northeast	12%	(46)	21%	(81)	15%	(60)	32%	(125)	21%	(82)	394
4-Region: Midwest	12%	(57)	21%	(96)	15%	(67)	34%	(158)	18%	(84)	462
4-Region: South	10%	(82)	28%	(233)	13%	(104)	29%	(237)	20%	(169)	824
4-Region: West	11%	(59)	21%	(112)	15%	(79)	32%	(165)	20%	(106)	520
Film fan	12%	(226)	25%	(459)	15%	(275)	30%	(544)	18%	(326)	1830
Pop culture fan	15%	(203)	27%	(366)	16%	(215)	25%	(335)	16%	(219)	1338
Daytime talk show fan	20%	(152)	35%	(260)	16%	(121)	12%	(93)	16%	(120)	745
Frequent moviegoer	17%	(130)	27%	(216)	17%	(135)	24%	(187)	15%	(119)	787
Frequent Daytime talk show	21%	(135)	35%	(229)	16%	(102)	13%	(87)	15%	(99)	651
Prefer theater	13%	(91)	23%	(168)	16%	(114)	32%	(228)	16%	(119)	720
Prefer streaming	11%	(134)	26%	(311)	14%	(169)	30%	(351)	18%	(218)	1182

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

Table MCB14_3: How likely would you be to watch a daytime talk show hosted by the following people?

Ellen Page

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	6%	(121)	10%	(227)	11%	(238)	34%	(742)	40%	(872)	2200
Gender: Male	6%	(64)	10%	(108)	11%	(113)	38%	(401)	35%	(375)	1062
Gender: Female	5%	(57)	10%	(119)	11%	(124)	30%	(341)	44%	(497)	1138
Age: 18-34	11%	(75)	17%	(110)	11%	(73)	23%	(150)	38%	(247)	655
Age: 35-44	8%	(29)	15%	(54)	14%	(52)	31%	(111)	31%	(112)	358
Age: 45-64	2%	(14)	6%	(46)	10%	(73)	38%	(287)	44%	(332)	751
Age: 65+	1%	(4)	4%	(17)	9%	(40)	44%	(194)	41%	(181)	436
GenZers: 1997-2012	11%	(28)	17%	(43)	10%	(25)	19%	(48)	43%	(109)	253
Millennials: 1981-1996	11%	(62)	17%	(97)	13%	(75)	26%	(148)	34%	(196)	577
GenXers: 1965-1980	3%	(19)	9%	(53)	10%	(58)	35%	(202)	42%	(242)	573
Baby Boomers: 1946-1964	2%	(13)	5%	(33)	11%	(75)	42%	(300)	41%	(295)	717
PID: Dem (no lean)	8%	(61)	14%	(112)	12%	(95)	25%	(205)	41%	(333)	806
PID: Ind (no lean)	4%	(26)	10%	(68)	9%	(67)	34%	(242)	44%	(318)	720
PID: Rep (no lean)	5%	(35)	7%	(47)	11%	(77)	44%	(294)	33%	(222)	674
PID/Gender: Dem Men	7%	(28)	14%	(53)	12%	(43)	27%	(101)	40%	(147)	372
PID/Gender: Dem Women	8%	(34)	13%	(58)	12%	(51)	24%	(105)	43%	(186)	434
PID/Gender: Ind Men	4%	(12)	9%	(30)	10%	(33)	40%	(135)	38%	(127)	337
PID/Gender: Ind Women	3%	(13)	10%	(38)	9%	(33)	28%	(107)	50%	(191)	383
PID/Gender: Rep Men	7%	(24)	7%	(24)	10%	(37)	47%	(166)	29%	(102)	353
PID/Gender: Rep Women	3%	(10)	7%	(22)	12%	(40)	40%	(129)	38%	(121)	321
Ideo: Liberal (1-3)	10%	(60)	16%	(102)	13%	(83)	26%	(165)	34%	(215)	625
Ideo: Moderate (4)	5%	(30)	10%	(60)	12%	(72)	30%	(184)	44%	(276)	622
Ideo: Conservative (5-7)	3%	(25)	6%	(46)	10%	(74)	47%	(351)	33%	(245)	742
Educ: < College	5%	(77)	10%	(146)	10%	(152)	32%	(479)	44%	(659)	1512
Educ: Bachelors degree	6%	(26)	11%	(49)	13%	(56)	40%	(177)	31%	(136)	444
Educ: Post-grad	7%	(18)	13%	(32)	12%	(30)	35%	(86)	32%	(78)	244
Income: Under 50k	5%	(61)	10%	(121)	9%	(110)	32%	(395)	44%	(534)	1222
Income: 50k-100k	6%	(40)	11%	(73)	12%	(75)	34%	(218)	37%	(234)	640
Income: 100k+	6%	(20)	10%	(32)	16%	(52)	38%	(128)	31%	(104)	338
Ethnicity: White	5%	(88)	10%	(165)	11%	(191)	36%	(616)	38%	(661)	1722
Ethnicity: Hispanic	6%	(20)	21%	(74)	9%	(33)	26%	(90)	38%	(132)	349

Continued on next page

Table MCB14_3: How likely would you be to watch a daytime talk show hosted by the following people?

Ellen Page

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	6% (121)	10% (227)	11% (238)	34% (742)	40% (872)	2200
Ethnicity: Black	8% (22)	13% (36)	8% (23)	26% (70)	45% (123)	274
Ethnicity: Other	5% (11)	13% (26)	12% (24)	27% (55)	43% (88)	204
All Christian	4% (45)	8% (85)	11% (118)	37% (388)	40% (425)	1060
All Non-Christian	13% (13)	14% (13)	7% (7)	26% (26)	40% (39)	98
Atheist	10% (10)	13% (13)	10% (10)	39% (38)	27% (26)	96
Agnostic/Nothing in particular	6% (34)	12% (69)	11% (61)	29% (164)	43% (243)	572
Something Else	5% (19)	13% (47)	11% (42)	34% (126)	37% (139)	373
Religious Non-Protestant/Catholic	12% (15)	11% (14)	6% (8)	31% (39)	39% (49)	126
Evangelical	5% (28)	9% (52)	12% (66)	36% (208)	38% (217)	571
Non-Evangelical	4% (31)	9% (76)	11% (93)	35% (285)	40% (328)	813
Community: Urban	8% (43)	13% (72)	11% (62)	31% (175)	38% (213)	565
Community: Suburban	5% (53)	10% (102)	11% (112)	32% (328)	42% (432)	1028
Community: Rural	4% (25)	9% (53)	10% (63)	39% (238)	37% (227)	607
Employ: Private Sector	8% (50)	12% (80)	14% (95)	34% (222)	32% (214)	661
Employ: Government	10% (12)	9% (11)	11% (13)	33% (41)	37% (46)	124
Employ: Self-Employed	7% (12)	7% (13)	11% (19)	37% (63)	37% (64)	171
Employ: Homemaker	4% (6)	14% (22)	8% (13)	29% (46)	44% (70)	157
Employ: Retired	2% (8)	4% (18)	10% (51)	45% (229)	40% (200)	507
Employ: Unemployed	4% (13)	15% (49)	9% (30)	24% (74)	47% (148)	314
Employ: Other	4% (5)	9% (13)	4% (6)	29% (42)	54% (76)	142
Military HH: Yes	3% (11)	8% (26)	9% (29)	40% (128)	39% (125)	319
Military HH: No	6% (110)	11% (201)	11% (209)	33% (613)	40% (747)	1881
RD/WT: Right Direction	8% (48)	8% (46)	9% (51)	41% (238)	35% (205)	588
RD/WT: Wrong Track	5% (74)	11% (180)	12% (187)	31% (503)	41% (668)	1612
Trump Job Approve	5% (45)	8% (71)	9% (79)	42% (366)	35% (302)	863
Trump Job Disapprove	6% (76)	12% (149)	12% (152)	29% (364)	41% (506)	1248
Trump Job Strongly Approve	7% (35)	6% (29)	7% (35)	47% (230)	33% (163)	494
Trump Job Somewhat Approve	3% (9)	11% (42)	12% (44)	37% (135)	38% (138)	369
Trump Job Somewhat Disapprove	6% (15)	12% (32)	13% (35)	28% (76)	41% (111)	270
Trump Job Strongly Disapprove	6% (61)	12% (117)	12% (117)	29% (288)	40% (395)	978

Continued on next page

Table MCB14_3: How likely would you be to watch a daytime talk show hosted by the following people?

Ellen Page

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	6% (121)	10% (227)	11% (238)	34% (742)	40% (872)	2200
Favorable of Trump	5% (42)	8% (73)	9% (80)	42% (367)	35% (306)	868
Unfavorable of Trump	6% (76)	12% (146)	13% (154)	29% (353)	39% (474)	1204
Very Favorable of Trump	6% (31)	6% (31)	7% (35)	47% (232)	34% (170)	499
Somewhat Favorable of Trump	3% (11)	12% (43)	12% (45)	37% (135)	37% (135)	369
Somewhat Unfavorable of Trump	8% (18)	11% (24)	12% (26)	31% (67)	38% (81)	217
Very Unfavorable of Trump	6% (58)	12% (123)	13% (128)	29% (286)	40% (393)	987
#1 Issue: Economy	5% (41)	11% (88)	11% (83)	33% (260)	40% (313)	786
#1 Issue: Security	6% (16)	5% (12)	8% (22)	46% (124)	35% (93)	268
#1 Issue: Health Care	8% (33)	12% (53)	14% (59)	28% (120)	38% (163)	428
#1 Issue: Medicare / Social Security	2% (7)	7% (19)	9% (25)	36% (105)	46% (136)	292
#1 Issue: Women's Issues	12% (11)	14% (12)	11% (9)	30% (25)	33% (28)	84
#1 Issue: Education	4% (5)	13% (15)	9% (10)	33% (38)	41% (47)	114
#1 Issue: Energy	8% (5)	17% (11)	15% (10)	27% (17)	33% (21)	62
#1 Issue: Other	2% (4)	10% (17)	12% (19)	32% (53)	44% (72)	165
2018 House Vote: Democrat	7% (52)	14% (102)	14% (105)	29% (215)	36% (262)	736
2018 House Vote: Republican	4% (29)	7% (46)	9% (60)	48% (316)	31% (205)	655
2018 House Vote: Someone else	3% (2)	3% (2)	13% (8)	34% (21)	49% (31)	63
2016 Vote: Hillary Clinton	6% (41)	14% (91)	16% (107)	29% (187)	35% (230)	656
2016 Vote: Donald Trump	4% (30)	6% (43)	9% (65)	47% (329)	33% (233)	700
2016 Vote: Other	5% (6)	8% (11)	12% (16)	35% (47)	41% (54)	134
2016 Vote: Didn't Vote	6% (44)	12% (82)	7% (50)	25% (178)	50% (355)	709
Voted in 2014: Yes	5% (63)	10% (126)	12% (153)	39% (499)	35% (449)	1291
Voted in 2014: No	6% (58)	11% (100)	9% (85)	27% (243)	47% (423)	909
2012 Vote: Barack Obama	7% (56)	12% (95)	14% (113)	30% (245)	37% (295)	804
2012 Vote: Mitt Romney	3% (15)	4% (21)	9% (44)	50% (255)	35% (178)	512
2012 Vote: Other	2% (2)	2% (2)	9% (8)	48% (45)	38% (36)	92
2012 Vote: Didn't Vote	6% (48)	14% (108)	9% (73)	25% (196)	46% (364)	789

Continued on next page

Table MCB14_3: How likely would you be to watch a daytime talk show hosted by the following people?
 Ellen Page

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	6%	(121)	10%	(227)	11%	(238)	34%	(742)	40%	(872)	2200
4-Region: Northeast	8%	(32)	10%	(39)	10%	(40)	30%	(119)	42%	(164)	394
4-Region: Midwest	6%	(29)	7%	(33)	12%	(54)	38%	(176)	37%	(170)	462
4-Region: South	4%	(32)	11%	(91)	10%	(84)	33%	(273)	42%	(344)	824
4-Region: West	5%	(28)	12%	(64)	12%	(61)	33%	(173)	37%	(194)	520
Film fan	6%	(117)	11%	(202)	12%	(212)	32%	(585)	39%	(713)	1830
Pop culture fan	8%	(108)	14%	(192)	13%	(179)	27%	(361)	37%	(498)	1338
Daytime talk show fan	12%	(87)	18%	(133)	13%	(100)	15%	(114)	42%	(311)	745
Frequent moviegoer	10%	(80)	17%	(131)	14%	(110)	26%	(207)	33%	(259)	787
Frequent Daytime talk show	13%	(84)	17%	(109)	13%	(85)	19%	(125)	38%	(249)	651
Prefer theater	8%	(56)	10%	(69)	12%	(89)	34%	(245)	36%	(260)	720
Prefer streaming	5%	(55)	12%	(140)	11%	(127)	33%	(390)	40%	(471)	1182

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

Table MCB14_4: How likely would you be to watch a daytime talk show hosted by the following people?

Keke Palmer

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	7% (160)	11% (235)	10% (214)	32% (699)	41% (892)	2200
Gender: Male	6% (65)	10% (110)	9% (90)	36% (384)	39% (413)	1062
Gender: Female	8% (95)	11% (126)	11% (123)	28% (314)	42% (480)	1138
Age: 18-34	17% (108)	17% (111)	12% (80)	20% (131)	34% (225)	655
Age: 35-44	8% (27)	18% (66)	10% (37)	29% (102)	35% (126)	358
Age: 45-64	3% (20)	6% (45)	8% (63)	36% (273)	47% (351)	751
Age: 65+	1% (5)	3% (14)	8% (34)	44% (193)	44% (190)	436
GenZers: 1997-2012	15% (39)	14% (36)	15% (39)	16% (40)	39% (99)	253
Millennials: 1981-1996	14% (81)	19% (108)	10% (59)	24% (137)	33% (193)	577
GenXers: 1965-1980	5% (26)	10% (60)	9% (54)	32% (181)	44% (253)	573
Baby Boomers: 1946-1964	2% (15)	4% (31)	8% (58)	41% (296)	44% (318)	717
PID: Dem (no lean)	11% (85)	16% (132)	9% (73)	23% (184)	41% (332)	806
PID: Ind (no lean)	5% (39)	8% (60)	11% (81)	32% (234)	43% (307)	720
PID: Rep (no lean)	5% (36)	6% (44)	9% (60)	42% (280)	38% (254)	674
PID/Gender: Dem Men	8% (28)	16% (58)	7% (26)	27% (101)	43% (158)	372
PID/Gender: Dem Women	13% (56)	17% (74)	11% (47)	19% (84)	40% (173)	434
PID/Gender: Ind Men	4% (12)	7% (23)	12% (41)	39% (131)	39% (131)	337
PID/Gender: Ind Women	7% (27)	10% (38)	10% (40)	27% (103)	46% (176)	383
PID/Gender: Rep Men	7% (25)	8% (29)	7% (23)	43% (152)	35% (123)	353
PID/Gender: Rep Women	4% (12)	5% (15)	11% (37)	40% (128)	41% (131)	321
Ideo: Liberal (1-3)	11% (71)	14% (87)	10% (65)	26% (163)	38% (239)	625
Ideo: Moderate (4)	8% (48)	12% (76)	12% (74)	27% (170)	41% (254)	622
Ideo: Conservative (5-7)	5% (37)	6% (44)	8% (61)	44% (329)	36% (270)	742
Educ: < College	8% (121)	10% (157)	9% (143)	29% (441)	43% (651)	1512
Educ: Bachelors degree	5% (23)	12% (52)	10% (42)	39% (173)	35% (154)	444
Educ: Post-grad	7% (17)	11% (26)	12% (28)	35% (84)	36% (88)	244
Income: Under 50k	8% (96)	10% (128)	9% (108)	30% (366)	43% (523)	1222
Income: 50k-100k	7% (44)	12% (74)	10% (63)	33% (211)	39% (248)	640
Income: 100k+	6% (20)	10% (34)	12% (42)	36% (121)	36% (121)	338
Ethnicity: White	4% (70)	8% (143)	10% (166)	35% (602)	43% (741)	1722
Ethnicity: Hispanic	6% (21)	15% (52)	15% (53)	22% (76)	42% (148)	349

Continued on next page

Table MCB14_4: How likely would you be to watch a daytime talk show hosted by the following people?
 Keke Palmer

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	7% (160)	11% (235)	10% (214)	32% (699)	41% (892)	2200
Ethnicity: Black	28% (77)	24% (66)	8% (22)	16% (45)	24% (66)	274
Ethnicity: Other	7% (13)	13% (27)	13% (26)	25% (52)	42% (86)	204
All Christian	5% (56)	11% (112)	9% (98)	35% (368)	40% (428)	1060
All Non-Christian	4% (4)	19% (18)	7% (7)	26% (26)	44% (44)	98
Atheist	5% (5)	4% (4)	12% (11)	33% (32)	46% (44)	96
Agnostic/Nothing in particular	8% (46)	8% (48)	11% (65)	29% (167)	43% (245)	572
Something Else	13% (49)	14% (54)	9% (32)	28% (106)	35% (131)	373
Religious Non-Protestant/Catholic	4% (5)	16% (20)	7% (8)	30% (37)	43% (55)	126
Evangelical	8% (45)	13% (73)	9% (49)	32% (182)	39% (222)	571
Non-Evangelical	7% (56)	11% (87)	10% (79)	34% (276)	39% (315)	813
Community: Urban	14% (78)	16% (91)	9% (49)	27% (153)	35% (195)	565
Community: Suburban	5% (48)	9% (91)	10% (107)	32% (330)	44% (452)	1028
Community: Rural	6% (34)	9% (54)	9% (57)	36% (216)	40% (245)	607
Employ: Private Sector	7% (46)	14% (92)	11% (73)	31% (204)	37% (246)	661
Employ: Government	12% (15)	13% (15)	7% (9)	30% (36)	39% (48)	124
Employ: Self-Employed	12% (21)	8% (14)	6% (11)	39% (66)	35% (59)	171
Employ: Homemaker	9% (15)	10% (16)	9% (13)	22% (35)	50% (79)	157
Employ: Retired	1% (6)	4% (20)	9% (45)	45% (227)	41% (210)	507
Employ: Unemployed	10% (31)	13% (42)	12% (37)	22% (68)	43% (135)	314
Employ: Other	5% (7)	8% (12)	8% (12)	29% (41)	49% (70)	142
Military HH: Yes	4% (11)	9% (30)	12% (37)	39% (125)	36% (116)	319
Military HH: No	8% (149)	11% (206)	9% (177)	30% (574)	41% (776)	1881
RD/WT: Right Direction	8% (45)	10% (60)	6% (36)	37% (218)	39% (229)	588
RD/WT: Wrong Track	7% (115)	11% (176)	11% (178)	30% (480)	41% (663)	1612
Trump Job Approve	5% (44)	8% (66)	10% (82)	39% (339)	38% (331)	863
Trump Job Disapprove	9% (111)	13% (161)	10% (125)	28% (347)	40% (503)	1248
Trump Job Strongly Approve	6% (30)	8% (39)	6% (30)	44% (216)	36% (180)	494
Trump Job Somewhat Approve	4% (15)	7% (28)	14% (52)	33% (123)	41% (151)	369
Trump Job Somewhat Disapprove	8% (22)	16% (43)	10% (27)	27% (73)	39% (106)	270
Trump Job Strongly Disapprove	9% (90)	12% (118)	10% (98)	28% (274)	41% (397)	978

Continued on next page

Table MCB14_4: How likely would you be to watch a daytime talk show hosted by the following people?

Keke Palmer

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	7%	(160)	11%	(235)	10%	(214)	32%	(699)	41%	(892)	2200
Favorable of Trump	5%	(46)	8%	(66)	9%	(78)	40%	(346)	38%	(332)	868
Unfavorable of Trump	9%	(107)	14%	(163)	11%	(131)	28%	(333)	39%	(470)	1204
Very Favorable of Trump	6%	(32)	7%	(34)	5%	(27)	44%	(218)	38%	(189)	499
Somewhat Favorable of Trump	4%	(14)	9%	(32)	14%	(51)	35%	(129)	39%	(143)	369
Somewhat Unfavorable of Trump	6%	(13)	18%	(40)	14%	(31)	26%	(57)	35%	(76)	217
Very Unfavorable of Trump	10%	(94)	12%	(123)	10%	(101)	28%	(276)	40%	(394)	987
#1 Issue: Economy	8%	(66)	14%	(113)	9%	(67)	30%	(235)	39%	(304)	786
#1 Issue: Security	9%	(25)	2%	(6)	6%	(17)	44%	(119)	38%	(101)	268
#1 Issue: Health Care	5%	(23)	16%	(67)	11%	(46)	29%	(124)	39%	(169)	428
#1 Issue: Medicare / Social Security	3%	(9)	5%	(15)	10%	(28)	35%	(102)	47%	(137)	292
#1 Issue: Women's Issues	20%	(17)	14%	(12)	8%	(7)	23%	(19)	36%	(30)	84
#1 Issue: Education	5%	(5)	13%	(14)	13%	(15)	31%	(35)	39%	(44)	114
#1 Issue: Energy	8%	(5)	7%	(5)	24%	(15)	20%	(12)	41%	(26)	62
#1 Issue: Other	6%	(10)	2%	(4)	11%	(18)	32%	(52)	49%	(81)	165
2018 House Vote: Democrat	9%	(65)	16%	(114)	12%	(87)	25%	(187)	38%	(283)	736
2018 House Vote: Republican	5%	(31)	7%	(43)	7%	(48)	45%	(297)	36%	(234)	655
2018 House Vote: Someone else	—	(0)	10%	(6)	8%	(5)	39%	(25)	43%	(27)	63
2016 Vote: Hillary Clinton	9%	(57)	14%	(89)	11%	(75)	28%	(184)	38%	(252)	656
2016 Vote: Donald Trump	4%	(30)	8%	(53)	8%	(53)	44%	(307)	37%	(256)	700
2016 Vote: Other	4%	(5)	7%	(9)	9%	(11)	36%	(49)	44%	(59)	134
2016 Vote: Didn't Vote	10%	(68)	12%	(83)	10%	(74)	22%	(159)	46%	(325)	709
Voted in 2014: Yes	6%	(76)	11%	(140)	9%	(119)	36%	(471)	38%	(485)	1291
Voted in 2014: No	9%	(84)	10%	(95)	10%	(95)	25%	(228)	45%	(408)	909
2012 Vote: Barack Obama	9%	(70)	15%	(117)	11%	(89)	28%	(222)	38%	(306)	804
2012 Vote: Mitt Romney	3%	(15)	4%	(23)	7%	(35)	46%	(238)	39%	(201)	512
2012 Vote: Other	1%	(1)	4%	(4)	5%	(5)	53%	(49)	37%	(34)	92
2012 Vote: Didn't Vote	9%	(74)	12%	(92)	11%	(85)	24%	(188)	44%	(351)	789

Continued on next page

Table MCB14_4: How likely would you be to watch a daytime talk show hosted by the following people?
 Keke Palmer

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	7%	(160)	11%	(235)	10%	(214)	32%	(699)	41%	(892)	2200
4-Region: Northeast	10%	(38)	9%	(35)	11%	(42)	31%	(122)	40%	(157)	394
4-Region: Midwest	9%	(42)	7%	(32)	10%	(47)	34%	(159)	40%	(183)	462
4-Region: South	6%	(50)	13%	(109)	8%	(69)	30%	(244)	43%	(353)	824
4-Region: West	6%	(30)	11%	(59)	11%	(56)	34%	(174)	38%	(200)	520
Film fan	8%	(151)	11%	(210)	10%	(189)	30%	(554)	40%	(727)	1830
Pop culture fan	11%	(145)	15%	(197)	12%	(160)	25%	(341)	37%	(496)	1338
Daytime talk show fan	14%	(103)	20%	(147)	12%	(91)	15%	(108)	40%	(295)	745
Frequent moviegoer	11%	(83)	16%	(129)	12%	(98)	25%	(194)	36%	(283)	787
Frequent Daytime talk show	13%	(86)	20%	(133)	13%	(81)	18%	(117)	36%	(234)	651
Prefer theater	8%	(54)	11%	(80)	9%	(67)	34%	(243)	38%	(276)	720
Prefer streaming	8%	(94)	12%	(137)	10%	(123)	30%	(358)	40%	(470)	1182

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

Table MCB14_5: How likely would you be to watch a daytime talk show hosted by the following people?

Drew Barrymore

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	12% (263)	24% (530)	12% (260)	30% (667)	22% (479)	2200
Gender: Male	11% (120)	21% (228)	11% (120)	34% (357)	22% (237)	1062
Gender: Female	13% (144)	27% (303)	12% (140)	27% (309)	21% (242)	1138
Age: 18-34	15% (95)	24% (155)	12% (80)	21% (135)	29% (190)	655
Age: 35-44	18% (65)	29% (102)	13% (45)	25% (90)	16% (56)	358
Age: 45-64	10% (77)	25% (185)	12% (88)	34% (252)	20% (148)	751
Age: 65+	6% (26)	20% (88)	11% (47)	43% (190)	20% (85)	436
GenZers: 1997-2012	11% (29)	19% (49)	13% (33)	17% (42)	40% (100)	253
Millennials: 1981-1996	18% (102)	28% (160)	12% (68)	23% (132)	20% (115)	577
GenXers: 1965-1980	14% (82)	28% (160)	11% (62)	28% (158)	19% (111)	573
Baby Boomers: 1946-1964	7% (48)	21% (149)	13% (93)	41% (291)	19% (136)	717
PID: Dem (no lean)	14% (116)	27% (216)	13% (107)	21% (169)	25% (198)	806
PID: Ind (no lean)	9% (63)	23% (167)	11% (76)	32% (228)	26% (185)	720
PID: Rep (no lean)	13% (84)	22% (147)	11% (77)	40% (269)	14% (97)	674
PID/Gender: Dem Men	13% (50)	21% (79)	13% (48)	25% (92)	27% (102)	372
PID/Gender: Dem Women	15% (65)	32% (137)	13% (58)	18% (77)	22% (96)	434
PID/Gender: Ind Men	8% (27)	22% (73)	11% (37)	35% (119)	24% (82)	337
PID/Gender: Ind Women	10% (37)	25% (94)	10% (39)	29% (109)	27% (104)	383
PID/Gender: Rep Men	12% (43)	21% (76)	10% (35)	41% (146)	15% (53)	353
PID/Gender: Rep Women	13% (41)	22% (71)	13% (42)	38% (123)	13% (43)	321
Ideo: Liberal (1-3)	15% (93)	26% (164)	13% (83)	25% (158)	20% (126)	625
Ideo: Moderate (4)	13% (82)	26% (163)	11% (69)	26% (162)	23% (145)	622
Ideo: Conservative (5-7)	10% (77)	20% (151)	12% (86)	42% (315)	15% (112)	742
Educ: < College	13% (201)	24% (365)	11% (159)	28% (422)	24% (365)	1512
Educ: Bachelors degree	10% (44)	25% (110)	14% (62)	36% (162)	15% (65)	444
Educ: Post-grad	8% (18)	22% (55)	16% (39)	34% (83)	20% (49)	244
Income: Under 50k	14% (169)	24% (287)	9% (112)	30% (362)	24% (291)	1222
Income: 50k-100k	11% (70)	24% (155)	15% (99)	29% (187)	20% (130)	640
Income: 100k+	7% (24)	26% (87)	15% (50)	35% (118)	17% (58)	338
Ethnicity: White	12% (211)	24% (415)	12% (205)	32% (552)	20% (339)	1722
Ethnicity: Hispanic	12% (41)	27% (94)	13% (47)	22% (78)	26% (90)	349

Continued on next page

Table MCB14_5: How likely would you be to watch a daytime talk show hosted by the following people?

Drew Barrymore

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	12% (263)	24% (530)	12% (260)	30% (667)	22% (479)	2200
Ethnicity: Black	14% (38)	26% (72)	10% (28)	22% (61)	27% (75)	274
Ethnicity: Other	7% (15)	21% (43)	13% (27)	27% (54)	32% (65)	204
All Christian	10% (106)	24% (257)	14% (146)	33% (351)	19% (201)	1060
All Non-Christian	11% (11)	23% (23)	10% (10)	30% (30)	25% (25)	98
Atheist	15% (14)	12% (12)	11% (10)	36% (34)	27% (26)	96
Agnostic/Nothing in particular	13% (76)	23% (132)	10% (57)	26% (151)	27% (156)	572
Something Else	15% (57)	29% (107)	10% (36)	27% (101)	19% (72)	373
Religious Non-Protestant/Catholic	14% (18)	22% (28)	10% (13)	29% (36)	24% (30)	126
Evangelical	13% (76)	26% (150)	12% (68)	31% (179)	17% (98)	571
Non-Evangelical	10% (79)	25% (202)	13% (109)	32% (260)	20% (162)	813
Community: Urban	16% (88)	28% (160)	10% (58)	26% (149)	19% (110)	565
Community: Suburban	10% (104)	25% (252)	13% (138)	30% (312)	22% (222)	1028
Community: Rural	12% (71)	19% (118)	11% (64)	34% (206)	24% (148)	607
Employ: Private Sector	14% (89)	28% (185)	15% (97)	29% (191)	15% (98)	661
Employ: Government	11% (14)	23% (28)	11% (13)	29% (36)	26% (33)	124
Employ: Self-Employed	13% (23)	22% (37)	12% (20)	37% (63)	16% (28)	171
Employ: Homemaker	16% (26)	34% (53)	11% (17)	22% (34)	17% (26)	157
Employ: Retired	8% (40)	19% (96)	11% (57)	43% (219)	19% (95)	507
Employ: Unemployed	11% (36)	28% (87)	5% (17)	20% (62)	36% (112)	314
Employ: Other	14% (20)	20% (28)	13% (18)	27% (38)	26% (37)	142
Military HH: Yes	10% (33)	20% (65)	14% (45)	39% (124)	16% (52)	319
Military HH: No	12% (230)	25% (465)	11% (215)	29% (543)	23% (428)	1881
RD/WT: Right Direction	16% (92)	22% (130)	9% (50)	37% (215)	17% (101)	588
RD/WT: Wrong Track	11% (171)	25% (400)	13% (210)	28% (452)	23% (378)	1612
Trump Job Approve	12% (102)	24% (205)	11% (92)	38% (327)	16% (136)	863
Trump Job Disapprove	13% (157)	25% (307)	13% (166)	26% (324)	24% (294)	1248
Trump Job Strongly Approve	14% (70)	22% (110)	10% (47)	40% (196)	14% (71)	494
Trump Job Somewhat Approve	9% (32)	26% (95)	12% (45)	36% (132)	18% (65)	369
Trump Job Somewhat Disapprove	13% (34)	28% (74)	10% (27)	25% (68)	25% (67)	270
Trump Job Strongly Disapprove	13% (123)	24% (233)	14% (139)	26% (257)	23% (227)	978

Continued on next page

Table MCB14_5: How likely would you be to watch a daytime talk show hosted by the following people?

Drew Barrymore

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	12%	(263)	24%	(530)	12%	(260)	30%	(667)	22%	(479)	2200
Favorable of Trump	13%	(113)	24%	(206)	10%	(90)	38%	(329)	15%	(129)	868
Unfavorable of Trump	12%	(144)	25%	(304)	14%	(167)	26%	(312)	23%	(277)	1204
Very Favorable of Trump	14%	(70)	21%	(103)	10%	(52)	40%	(198)	15%	(76)	499
Somewhat Favorable of Trump	12%	(44)	28%	(103)	10%	(38)	36%	(131)	14%	(53)	369
Somewhat Unfavorable of Trump	8%	(18)	30%	(66)	12%	(26)	26%	(56)	23%	(50)	217
Very Unfavorable of Trump	13%	(127)	24%	(238)	14%	(140)	26%	(256)	23%	(226)	987
#1 Issue: Economy	15%	(116)	26%	(206)	12%	(94)	28%	(223)	19%	(146)	786
#1 Issue: Security	7%	(18)	23%	(63)	9%	(23)	40%	(108)	21%	(56)	268
#1 Issue: Health Care	14%	(59)	24%	(104)	12%	(51)	28%	(122)	22%	(93)	428
#1 Issue: Medicare / Social Security	8%	(23)	26%	(75)	10%	(30)	33%	(98)	23%	(67)	292
#1 Issue: Women's Issues	9%	(8)	22%	(18)	12%	(10)	24%	(20)	33%	(28)	84
#1 Issue: Education	16%	(18)	19%	(22)	14%	(16)	34%	(39)	18%	(20)	114
#1 Issue: Energy	12%	(7)	12%	(7)	24%	(15)	19%	(12)	34%	(21)	62
#1 Issue: Other	8%	(14)	22%	(36)	14%	(22)	27%	(45)	29%	(48)	165
2018 House Vote: Democrat	13%	(93)	28%	(203)	14%	(106)	25%	(185)	20%	(149)	736
2018 House Vote: Republican	11%	(74)	20%	(129)	10%	(68)	44%	(287)	15%	(97)	655
2018 House Vote: Someone else	3%	(2)	22%	(14)	11%	(7)	35%	(22)	29%	(19)	63
2016 Vote: Hillary Clinton	12%	(79)	27%	(177)	15%	(100)	27%	(177)	19%	(124)	656
2016 Vote: Donald Trump	12%	(81)	20%	(143)	11%	(76)	42%	(296)	15%	(103)	700
2016 Vote: Other	7%	(10)	30%	(41)	10%	(14)	33%	(44)	19%	(25)	134
2016 Vote: Didn't Vote	13%	(94)	24%	(170)	10%	(70)	21%	(149)	32%	(227)	709
Voted in 2014: Yes	11%	(147)	24%	(315)	12%	(160)	35%	(458)	16%	(210)	1291
Voted in 2014: No	13%	(116)	24%	(215)	11%	(100)	23%	(209)	30%	(269)	909
2012 Vote: Barack Obama	15%	(118)	28%	(225)	14%	(110)	27%	(216)	17%	(136)	804
2012 Vote: Mitt Romney	9%	(44)	18%	(91)	11%	(59)	46%	(238)	16%	(81)	512
2012 Vote: Other	7%	(6)	25%	(23)	5%	(4)	48%	(45)	16%	(15)	92
2012 Vote: Didn't Vote	12%	(96)	24%	(190)	11%	(88)	21%	(168)	31%	(248)	789

Continued on next page

Table MCB14_5: How likely would you be to watch a daytime talk show hosted by the following people?
 Drew Barrymore

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	12%	(263)	24%	(530)	12%	(260)	30%	(667)	22%	(479)	2200
4-Region: Northeast	12%	(46)	24%	(95)	10%	(40)	31%	(121)	23%	(92)	394
4-Region: Midwest	14%	(63)	19%	(90)	14%	(65)	34%	(155)	19%	(89)	462
4-Region: South	11%	(91)	24%	(200)	12%	(98)	30%	(247)	23%	(188)	824
4-Region: West	12%	(63)	28%	(146)	11%	(57)	27%	(143)	21%	(111)	520
Film fan	14%	(252)	26%	(481)	13%	(229)	28%	(510)	20%	(358)	1830
Pop culture fan	17%	(225)	29%	(388)	13%	(176)	23%	(303)	18%	(247)	1338
Daytime talk show fan	21%	(154)	35%	(264)	11%	(86)	14%	(105)	18%	(136)	745
Frequent moviegoer	18%	(141)	29%	(225)	13%	(104)	22%	(175)	18%	(142)	787
Frequent Daytime talk show	20%	(131)	35%	(227)	11%	(74)	16%	(104)	18%	(114)	651
Prefer theater	12%	(88)	25%	(178)	13%	(93)	32%	(233)	18%	(127)	720
Prefer streaming	13%	(156)	26%	(308)	12%	(140)	28%	(336)	20%	(242)	1182

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

Table MCBdem1_1: Do you consider yourself a fan of the following?

Film

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	30%	(668)	53%	(1162)	17%	(370)	2200
Gender: Male	35%	(374)	49%	(515)	16%	(172)	1062
Gender: Female	26%	(294)	57%	(646)	17%	(198)	1138
Age: 18-34	36%	(234)	50%	(326)	15%	(95)	655
Age: 35-44	45%	(162)	43%	(154)	12%	(41)	358
Age: 45-64	25%	(189)	57%	(428)	18%	(134)	751
Age: 65+	19%	(83)	58%	(254)	23%	(99)	436
GenZers: 1997-2012	31%	(78)	54%	(135)	16%	(40)	253
Millennials: 1981-1996	41%	(238)	47%	(270)	12%	(70)	577
GenXers: 1965-1980	34%	(195)	51%	(293)	15%	(85)	573
Baby Boomers: 1946-1964	20%	(145)	59%	(423)	21%	(149)	717
PID: Dem (no lean)	38%	(304)	49%	(398)	13%	(103)	806
PID: Ind (no lean)	27%	(195)	54%	(391)	19%	(134)	720
PID: Rep (no lean)	25%	(169)	55%	(372)	20%	(133)	674
PID/Gender: Dem Men	44%	(163)	45%	(167)	11%	(41)	372
PID/Gender: Dem Women	32%	(141)	53%	(231)	14%	(62)	434
PID/Gender: Ind Men	31%	(104)	50%	(168)	20%	(66)	337
PID/Gender: Ind Women	24%	(92)	58%	(223)	18%	(68)	383
PID/Gender: Rep Men	30%	(107)	51%	(180)	18%	(65)	353
PID/Gender: Rep Women	19%	(61)	60%	(192)	21%	(68)	321
Ideo: Liberal (1-3)	41%	(259)	47%	(297)	11%	(69)	625
Ideo: Moderate (4)	31%	(194)	56%	(351)	12%	(76)	622
Ideo: Conservative (5-7)	24%	(178)	55%	(405)	21%	(158)	742
Educ: < College	29%	(439)	52%	(786)	19%	(287)	1512
Educ: Bachelors degree	33%	(147)	54%	(241)	13%	(56)	444
Educ: Post-grad	34%	(82)	55%	(135)	11%	(27)	244
Income: Under 50k	28%	(340)	52%	(641)	20%	(242)	1222
Income: 50k-100k	33%	(209)	54%	(343)	14%	(88)	640
Income: 100k+	35%	(119)	53%	(178)	12%	(40)	338
Ethnicity: White	29%	(505)	54%	(928)	17%	(288)	1722
Ethnicity: Hispanic	36%	(124)	53%	(186)	11%	(39)	349
Ethnicity: Black	37%	(102)	46%	(126)	17%	(47)	274

Continued on next page

Table MCBdem1_1: Do you consider yourself a fan of the following?*Film*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	30%	(668)	53%	(1162)	17%	(370)	2200
Ethnicity: Other	30%	(62)	53%	(107)	17%	(35)	204
All Christian	27%	(291)	56%	(592)	17%	(176)	1060
All Non-Christian	27%	(27)	57%	(56)	16%	(15)	98
Atheist	45%	(43)	33%	(32)	22%	(21)	96
Agnostic/Nothing in particular	34%	(192)	49%	(283)	17%	(97)	572
Something Else	31%	(115)	53%	(198)	16%	(60)	373
Religious Non-Protestant/Catholic	28%	(36)	58%	(72)	14%	(18)	126
Evangelical	27%	(156)	52%	(297)	21%	(118)	571
Non-Evangelical	29%	(235)	57%	(464)	14%	(114)	813
Community: Urban	36%	(206)	53%	(300)	10%	(59)	565
Community: Suburban	32%	(329)	54%	(553)	14%	(146)	1028
Community: Rural	22%	(133)	51%	(309)	27%	(165)	607
Employ: Private Sector	40%	(263)	50%	(329)	10%	(69)	661
Employ: Government	32%	(39)	55%	(68)	14%	(17)	124
Employ: Self-Employed	38%	(65)	45%	(76)	17%	(29)	171
Employ: Homemaker	27%	(43)	57%	(90)	16%	(25)	157
Employ: Retired	18%	(90)	60%	(302)	23%	(115)	507
Employ: Unemployed	27%	(84)	54%	(171)	19%	(59)	314
Employ: Other	28%	(40)	51%	(73)	21%	(29)	142
Military HH: Yes	27%	(87)	55%	(175)	18%	(57)	319
Military HH: No	31%	(581)	52%	(987)	17%	(313)	1881
RD/WT: Right Direction	32%	(187)	47%	(275)	21%	(126)	588
RD/WT: Wrong Track	30%	(481)	55%	(887)	15%	(244)	1612
Trump Job Approve	25%	(217)	55%	(472)	20%	(174)	863
Trump Job Disapprove	35%	(435)	52%	(646)	13%	(167)	1248
Trump Job Strongly Approve	23%	(115)	56%	(276)	21%	(104)	494
Trump Job Somewhat Approve	28%	(102)	53%	(196)	19%	(70)	369
Trump Job Somewhat Disapprove	31%	(84)	53%	(144)	16%	(43)	270
Trump Job Strongly Disapprove	36%	(351)	51%	(502)	13%	(124)	978
Favorable of Trump	25%	(219)	55%	(481)	19%	(168)	868
Unfavorable of Trump	35%	(418)	52%	(631)	13%	(156)	1204

Continued on next page

Table MCBdem1_1: Do you consider yourself a fan of the following?

Film

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	30%	(668)	53%	(1162)	17%	(370)	2200
Very Favorable of Trump	24%	(118)	56%	(277)	21%	(104)	499
Somewhat Favorable of Trump	27%	(100)	55%	(204)	18%	(65)	369
Somewhat Unfavorable of Trump	28%	(61)	54%	(118)	18%	(38)	217
Very Unfavorable of Trump	36%	(357)	52%	(513)	12%	(118)	987
#1 Issue: Economy	30%	(233)	56%	(437)	15%	(116)	786
#1 Issue: Security	27%	(74)	47%	(125)	26%	(70)	268
#1 Issue: Health Care	36%	(155)	50%	(213)	14%	(61)	428
#1 Issue: Medicare / Social Security	22%	(65)	56%	(164)	22%	(63)	292
#1 Issue: Women's Issues	33%	(28)	50%	(43)	17%	(14)	84
#1 Issue: Education	38%	(44)	47%	(54)	14%	(17)	114
#1 Issue: Energy	43%	(27)	46%	(28)	11%	(7)	62
#1 Issue: Other	26%	(43)	60%	(99)	14%	(23)	165
2018 House Vote: Democrat	39%	(287)	49%	(364)	12%	(85)	736
2018 House Vote: Republican	25%	(162)	56%	(368)	19%	(126)	655
2018 House Vote: Someone else	28%	(18)	55%	(35)	17%	(11)	63
2016 Vote: Hillary Clinton	41%	(266)	49%	(319)	11%	(71)	656
2016 Vote: Donald Trump	25%	(172)	56%	(395)	19%	(133)	700
2016 Vote: Other	27%	(37)	59%	(79)	14%	(18)	134
2016 Vote: Didn't Vote	27%	(193)	52%	(368)	21%	(148)	709
Voted in 2014: Yes	31%	(404)	53%	(690)	15%	(197)	1291
Voted in 2014: No	29%	(264)	52%	(472)	19%	(173)	909
2012 Vote: Barack Obama	37%	(301)	51%	(413)	11%	(90)	804
2012 Vote: Mitt Romney	22%	(112)	59%	(302)	19%	(98)	512
2012 Vote: Other	19%	(18)	61%	(57)	19%	(18)	92
2012 Vote: Didn't Vote	30%	(236)	49%	(389)	21%	(164)	789
4-Region: Northeast	33%	(128)	54%	(212)	14%	(53)	394
4-Region: Midwest	28%	(130)	52%	(240)	20%	(92)	462
4-Region: South	28%	(233)	53%	(437)	19%	(153)	824
4-Region: West	34%	(177)	52%	(272)	14%	(71)	520
Film fan	37%	(668)	63%	(1162)	—	(0)	1830
Pop culture fan	40%	(542)	54%	(726)	5%	(70)	1338

Continued on next page

Table MCBdem1_1: Do you consider yourself a fan of the following?*Film*

Demographic	Avid fan	Casual fan	Not a fan at all	Total N
Adults	30% (668)	53% (1162)	17% (370)	2200
Daytime talk show fan	43% (321)	49% (367)	8% (57)	745
Frequent moviegoer	49% (386)	43% (340)	8% (61)	787
Frequent Daytime talk show	40% (261)	48% (310)	12% (80)	651
Prefer theater	42% (302)	50% (361)	8% (57)	720
Prefer streaming	27% (318)	56% (666)	17% (199)	1182

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

Table MCBdem1_2: Do you consider yourself a fan of the following?

Pop culture

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	14%	(308)	47%	(1030)	39%	(862)	2200
Gender: Male	13%	(140)	43%	(460)	44%	(462)	1062
Gender: Female	15%	(168)	50%	(570)	35%	(400)	1138
Age: 18-34	27%	(174)	50%	(329)	23%	(152)	655
Age: 35-44	22%	(79)	52%	(186)	26%	(93)	358
Age: 45-64	6%	(49)	50%	(374)	44%	(329)	751
Age: 65+	2%	(7)	32%	(142)	66%	(288)	436
GenZers: 1997-2012	35%	(89)	42%	(107)	22%	(57)	253
Millennials: 1981-1996	22%	(124)	54%	(314)	24%	(139)	577
GenXers: 1965-1980	14%	(79)	53%	(302)	34%	(192)	573
Baby Boomers: 1946-1964	2%	(16)	40%	(285)	58%	(416)	717
PID: Dem (no lean)	19%	(156)	52%	(417)	29%	(233)	806
PID: Ind (no lean)	11%	(81)	47%	(335)	42%	(304)	720
PID: Rep (no lean)	11%	(72)	41%	(278)	48%	(325)	674
PID/Gender: Dem Men	21%	(77)	49%	(180)	31%	(114)	372
PID/Gender: Dem Women	18%	(79)	55%	(237)	27%	(118)	434
PID/Gender: Ind Men	7%	(24)	45%	(150)	48%	(164)	337
PID/Gender: Ind Women	15%	(57)	48%	(185)	37%	(140)	383
PID/Gender: Rep Men	11%	(39)	37%	(129)	52%	(184)	353
PID/Gender: Rep Women	10%	(32)	46%	(148)	44%	(141)	321
Ideo: Liberal (1-3)	20%	(126)	55%	(345)	25%	(154)	625
Ideo: Moderate (4)	15%	(92)	51%	(315)	35%	(215)	622
Ideo: Conservative (5-7)	9%	(66)	38%	(285)	53%	(390)	742
Educ: < College	14%	(208)	44%	(672)	42%	(631)	1512
Educ: Bachelors degree	14%	(63)	52%	(233)	33%	(148)	444
Educ: Post-grad	15%	(37)	51%	(125)	34%	(82)	244
Income: Under 50k	14%	(170)	42%	(516)	44%	(535)	1222
Income: 50k-100k	15%	(95)	53%	(342)	32%	(203)	640
Income: 100k+	13%	(43)	51%	(171)	36%	(123)	338
Ethnicity: White	12%	(210)	45%	(782)	42%	(729)	1722
Ethnicity: Hispanic	20%	(71)	53%	(185)	27%	(94)	349
Ethnicity: Black	21%	(57)	53%	(144)	27%	(73)	274

Continued on next page

Table MCBdem1_2: Do you consider yourself a fan of the following?*Pop culture*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	14%	(308)	47%	(1030)	39%	(862)	2200
Ethnicity: Other	20%	(41)	51%	(103)	29%	(60)	204
All Christian	11%	(119)	45%	(472)	44%	(469)	1060
All Non-Christian	25%	(25)	50%	(49)	25%	(24)	98
Atheist	23%	(22)	49%	(47)	28%	(27)	96
Agnostic/Nothing in particular	14%	(79)	48%	(276)	38%	(217)	572
Something Else	17%	(63)	50%	(185)	33%	(125)	373
Religious Non-Protestant/Catholic	21%	(26)	43%	(54)	36%	(45)	126
Evangelical	12%	(69)	44%	(253)	44%	(250)	571
Non-Evangelical	13%	(109)	48%	(388)	39%	(315)	813
Community: Urban	17%	(97)	52%	(296)	31%	(173)	565
Community: Suburban	14%	(149)	49%	(508)	36%	(371)	1028
Community: Rural	10%	(63)	37%	(227)	52%	(317)	607
Employ: Private Sector	18%	(119)	54%	(355)	28%	(187)	661
Employ: Government	12%	(15)	52%	(65)	36%	(44)	124
Employ: Self-Employed	16%	(28)	51%	(87)	32%	(55)	171
Employ: Homemaker	13%	(21)	52%	(81)	35%	(55)	157
Employ: Retired	3%	(13)	35%	(177)	63%	(317)	507
Employ: Unemployed	17%	(52)	51%	(160)	32%	(101)	314
Employ: Other	9%	(13)	45%	(64)	46%	(65)	142
Military HH: Yes	10%	(33)	40%	(127)	50%	(159)	319
Military HH: No	15%	(276)	48%	(903)	37%	(702)	1881
RD/WT: Right Direction	14%	(82)	43%	(252)	43%	(254)	588
RD/WT: Wrong Track	14%	(226)	48%	(778)	38%	(608)	1612
Trump Job Approve	11%	(94)	42%	(362)	47%	(407)	863
Trump Job Disapprove	16%	(204)	51%	(632)	33%	(412)	1248
Trump Job Strongly Approve	11%	(56)	37%	(183)	52%	(255)	494
Trump Job Somewhat Approve	10%	(38)	48%	(179)	41%	(152)	369
Trump Job Somewhat Disapprove	15%	(40)	47%	(128)	38%	(102)	270
Trump Job Strongly Disapprove	17%	(164)	52%	(504)	32%	(310)	978
Favorable of Trump	11%	(92)	42%	(365)	47%	(411)	868
Unfavorable of Trump	17%	(204)	51%	(614)	32%	(386)	1204

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Table MCBdem1_2: Do you consider yourself a fan of the following?

Pop culture

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	14%	(308)	47%	(1030)	39%	(862)	2200
Very Favorable of Trump	11%	(56)	37%	(182)	52%	(261)	499
Somewhat Favorable of Trump	10%	(36)	49%	(182)	41%	(150)	369
Somewhat Unfavorable of Trump	15%	(32)	46%	(100)	39%	(85)	217
Very Unfavorable of Trump	18%	(173)	52%	(513)	30%	(301)	987
#1 Issue: Economy	16%	(128)	52%	(406)	32%	(251)	786
#1 Issue: Security	12%	(31)	35%	(93)	54%	(144)	268
#1 Issue: Health Care	17%	(75)	49%	(211)	33%	(142)	428
#1 Issue: Medicare / Social Security	3%	(8)	43%	(126)	54%	(158)	292
#1 Issue: Women's Issues	30%	(25)	50%	(42)	20%	(17)	84
#1 Issue: Education	15%	(17)	41%	(47)	44%	(50)	114
#1 Issue: Energy	20%	(12)	47%	(29)	33%	(20)	62
#1 Issue: Other	7%	(11)	45%	(75)	48%	(79)	165
2018 House Vote: Democrat	14%	(105)	56%	(411)	30%	(219)	736
2018 House Vote: Republican	9%	(59)	41%	(266)	50%	(330)	655
2018 House Vote: Someone else	17%	(11)	40%	(25)	44%	(28)	63
2016 Vote: Hillary Clinton	14%	(89)	58%	(378)	29%	(190)	656
2016 Vote: Donald Trump	10%	(67)	40%	(283)	50%	(350)	700
2016 Vote: Other	10%	(13)	49%	(66)	41%	(55)	134
2016 Vote: Didn't Vote	20%	(140)	43%	(303)	38%	(266)	709
Voted in 2014: Yes	11%	(142)	49%	(627)	40%	(522)	1291
Voted in 2014: No	18%	(167)	44%	(403)	37%	(340)	909
2012 Vote: Barack Obama	14%	(115)	53%	(430)	32%	(259)	804
2012 Vote: Mitt Romney	6%	(33)	39%	(201)	54%	(279)	512
2012 Vote: Other	6%	(5)	48%	(44)	47%	(43)	92
2012 Vote: Didn't Vote	20%	(154)	45%	(354)	36%	(281)	789
4-Region: Northeast	16%	(64)	48%	(190)	36%	(140)	394
4-Region: Midwest	11%	(50)	45%	(207)	44%	(205)	462
4-Region: South	13%	(105)	47%	(386)	40%	(333)	824
4-Region: West	17%	(90)	47%	(246)	35%	(184)	520
Film fan	16%	(299)	53%	(970)	31%	(562)	1830
Pop culture fan	23%	(308)	77%	(1030)	—	(0)	1338

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Table MCBdem1_2: Do you consider yourself a fan of the following?*Pop culture*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	14%	(308)	47%	(1030)	39%	(862)	2200
Daytime talk show fan	27%	(200)	54%	(406)	19%	(139)	745
Frequent moviegoer	25%	(200)	51%	(404)	23%	(183)	787
Frequent Daytime talk show	24%	(156)	52%	(340)	24%	(155)	651
Prefer theater	19%	(133)	51%	(367)	30%	(219)	720
Prefer streaming	13%	(158)	48%	(567)	39%	(457)	1182

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

Table MCBdem1_3: Do you consider yourself a fan of the following?

Daytime talk shows

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	5%	(115)	29%	(630)	66%	(1455)	2200
Gender: Male	5%	(58)	25%	(262)	70%	(742)	1062
Gender: Female	5%	(58)	32%	(367)	63%	(713)	1138
Age: 18-34	6%	(41)	37%	(240)	57%	(374)	655
Age: 35-44	10%	(37)	29%	(102)	61%	(218)	358
Age: 45-64	4%	(28)	24%	(181)	72%	(542)	751
Age: 65+	2%	(9)	24%	(106)	74%	(321)	436
GenZers: 1997-2012	5%	(11)	32%	(82)	63%	(159)	253
Millennials: 1981-1996	9%	(50)	35%	(202)	56%	(325)	577
GenXers: 1965-1980	6%	(35)	30%	(170)	64%	(369)	573
Baby Boomers: 1946-1964	2%	(18)	22%	(155)	76%	(544)	717
PID: Dem (no lean)	7%	(55)	36%	(288)	57%	(462)	806
PID: Ind (no lean)	4%	(28)	23%	(164)	73%	(528)	720
PID: Rep (no lean)	5%	(32)	26%	(177)	69%	(465)	674
PID/Gender: Dem Men	9%	(32)	32%	(117)	60%	(222)	372
PID/Gender: Dem Women	5%	(23)	39%	(171)	55%	(240)	434
PID/Gender: Ind Men	3%	(9)	19%	(64)	78%	(264)	337
PID/Gender: Ind Women	5%	(19)	26%	(100)	69%	(264)	383
PID/Gender: Rep Men	5%	(16)	23%	(80)	73%	(256)	353
PID/Gender: Rep Women	5%	(16)	30%	(97)	65%	(209)	321
Ideo: Liberal (1-3)	5%	(33)	34%	(210)	61%	(382)	625
Ideo: Moderate (4)	7%	(46)	34%	(212)	59%	(365)	622
Ideo: Conservative (5-7)	4%	(29)	21%	(154)	75%	(559)	742
Educ: < College	5%	(74)	30%	(457)	65%	(981)	1512
Educ: Bachelors degree	5%	(23)	24%	(107)	71%	(314)	444
Educ: Post-grad	7%	(18)	27%	(66)	66%	(160)	244
Income: Under 50k	5%	(64)	30%	(372)	64%	(786)	1222
Income: 50k-100k	5%	(30)	28%	(179)	67%	(431)	640
Income: 100k+	6%	(21)	23%	(78)	71%	(238)	338
Ethnicity: White	5%	(83)	26%	(441)	70%	(1197)	1722
Ethnicity: Hispanic	7%	(26)	29%	(100)	64%	(224)	349
Ethnicity: Black	7%	(20)	49%	(133)	44%	(121)	274

Continued on next page

Table MCBdem1_3: Do you consider yourself a fan of the following?

Daytime talk shows

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	5%	(115)	29%	(630)	66%	(1455)	2200
Ethnicity: Other	6%	(12)	27%	(55)	67%	(137)	204
All Christian	5%	(50)	26%	(278)	69%	(731)	1060
All Non-Christian	6%	(6)	40%	(40)	54%	(53)	98
Atheist	5%	(5)	19%	(18)	76%	(73)	96
Agnostic/Nothing in particular	5%	(29)	29%	(168)	66%	(376)	572
Something Else	7%	(25)	34%	(126)	59%	(222)	373
Religious Non-Protestant/Catholic	5%	(6)	36%	(45)	59%	(74)	126
Evangelical	6%	(35)	30%	(169)	64%	(368)	571
Non-Evangelical	5%	(39)	27%	(223)	68%	(551)	813
Community: Urban	9%	(50)	31%	(176)	60%	(339)	565
Community: Suburban	3%	(35)	30%	(308)	67%	(685)	1028
Community: Rural	5%	(30)	24%	(146)	71%	(431)	607
Employ: Private Sector	6%	(43)	29%	(191)	65%	(427)	661
Employ: Government	8%	(9)	29%	(36)	64%	(79)	124
Employ: Self-Employed	4%	(7)	35%	(60)	61%	(103)	171
Employ: Homemaker	4%	(6)	31%	(49)	65%	(102)	157
Employ: Retired	2%	(12)	24%	(123)	73%	(372)	507
Employ: Unemployed	9%	(27)	28%	(87)	64%	(200)	314
Employ: Other	5%	(8)	29%	(41)	66%	(93)	142
Military HH: Yes	4%	(12)	25%	(81)	71%	(226)	319
Military HH: No	6%	(104)	29%	(548)	65%	(1229)	1881
RD/WT: Right Direction	10%	(59)	26%	(154)	64%	(375)	588
RD/WT: Wrong Track	3%	(56)	30%	(476)	67%	(1080)	1612
Trump Job Approve	6%	(50)	24%	(207)	70%	(605)	863
Trump Job Disapprove	5%	(62)	32%	(394)	63%	(791)	1248
Trump Job Strongly Approve	8%	(38)	19%	(93)	74%	(364)	494
Trump Job Somewhat Approve	3%	(13)	31%	(115)	65%	(241)	369
Trump Job Somewhat Disapprove	5%	(14)	37%	(100)	58%	(156)	270
Trump Job Strongly Disapprove	5%	(48)	30%	(294)	65%	(636)	978
Favorable of Trump	6%	(54)	24%	(206)	70%	(608)	868
Unfavorable of Trump	5%	(59)	31%	(375)	64%	(770)	1204

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Table MCBdem1_3: Do you consider yourself a fan of the following?

Daytime talk shows

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	5%	(115)	29%	(630)	66%	(1455)	2200
Very Favorable of Trump	8%	(38)	18%	(92)	74%	(369)	499
Somewhat Favorable of Trump	4%	(16)	31%	(114)	65%	(239)	369
Somewhat Unfavorable of Trump	3%	(7)	37%	(80)	60%	(130)	217
Very Unfavorable of Trump	5%	(51)	30%	(295)	65%	(640)	987
#1 Issue: Economy	6%	(48)	29%	(227)	65%	(511)	786
#1 Issue: Security	8%	(21)	16%	(43)	76%	(204)	268
#1 Issue: Health Care	4%	(18)	32%	(138)	64%	(273)	428
#1 Issue: Medicare / Social Security	4%	(13)	31%	(92)	64%	(187)	292
#1 Issue: Women's Issues	5%	(4)	41%	(34)	54%	(46)	84
#1 Issue: Education	4%	(4)	26%	(30)	70%	(80)	114
#1 Issue: Energy	7%	(4)	30%	(19)	63%	(39)	62
#1 Issue: Other	2%	(3)	29%	(48)	69%	(114)	165
2018 House Vote: Democrat	6%	(43)	35%	(259)	59%	(434)	736
2018 House Vote: Republican	5%	(33)	24%	(154)	71%	(468)	655
2018 House Vote: Someone else	2%	(1)	19%	(12)	79%	(50)	63
2016 Vote: Hillary Clinton	6%	(37)	35%	(231)	59%	(388)	656
2016 Vote: Donald Trump	5%	(33)	24%	(166)	72%	(501)	700
2016 Vote: Other	—	(1)	21%	(28)	79%	(105)	134
2016 Vote: Didn't Vote	6%	(45)	29%	(204)	65%	(460)	709
Voted in 2014: Yes	5%	(68)	28%	(365)	66%	(858)	1291
Voted in 2014: No	5%	(47)	29%	(265)	66%	(597)	909
2012 Vote: Barack Obama	7%	(57)	35%	(281)	58%	(466)	804
2012 Vote: Mitt Romney	4%	(18)	21%	(107)	75%	(387)	512
2012 Vote: Other	1%	(1)	13%	(12)	86%	(80)	92
2012 Vote: Didn't Vote	5%	(39)	29%	(229)	66%	(521)	789
4-Region: Northeast	5%	(20)	32%	(125)	63%	(249)	394
4-Region: Midwest	5%	(23)	22%	(102)	73%	(337)	462
4-Region: South	4%	(33)	31%	(257)	65%	(534)	824
4-Region: West	8%	(39)	28%	(145)	64%	(335)	520
Film fan	6%	(109)	32%	(579)	62%	(1142)	1830
Pop culture fan	8%	(108)	37%	(498)	55%	(732)	1338

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Table MCBdem1_3: Do you consider yourself a fan of the following?

Daytime talk shows

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	5%	(115)	29%	(630)	66%	(1455)	2200
Daytime talk show fan	15%	(115)	85%	(630)	—	(0)	745
Frequent moviegoer	8%	(67)	37%	(290)	55%	(430)	787
Frequent Daytime talk show	16%	(107)	70%	(459)	13%	(85)	651
Prefer theater	6%	(46)	32%	(234)	61%	(440)	720
Prefer streaming	6%	(67)	28%	(328)	67%	(787)	1182

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	253	11%
	Millennials: 1981-1996	577	26%
	GenXers: 1965-1980	573	26%
	Baby Boomers: 1946-1964	717	33%
	N	2120	
xpid3	PID: Dem (no lean)	806	37%
	PID: Ind (no lean)	720	33%
	PID: Rep (no lean)	674	31%
	N	2200	
xpidGender	PID/Gender: Dem Men	372	17%
	PID/Gender: Dem Women	434	20%
	PID/Gender: Ind Men	337	15%
	PID/Gender: Ind Women	383	17%
	PID/Gender: Rep Men	353	16%
	PID/Gender: Rep Women	321	15%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	625	28%
	Ideo: Moderate (4)	622	28%
	Ideo: Conservative (5-7)	742	34%
	N	1988	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1222	56%
	Income: 50k-100k	640	29%
	Income: 100k+	338	15%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Black	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	1060	48%
	All Non-Christian	98	4%
	Atheist	96	4%
	Agnostic/Nothing in particular	572	26%
	Something Else	373	17%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	126	6%
xdemEvang	Evangelical	571	26%
	Non-Evangelical	813	37%
	N	1384	
xdemUsr	Community: Urban	565	26%
	Community: Suburban	1028	47%
	Community: Rural	607	28%
	N	2200	
xdemEmploy	Employ: Private Sector	661	30%
	Employ: Government	124	6%
	Employ: Self-Employed	171	8%
	Employ: Homemaker	157	7%
	Employ: Retired	507	23%
	Employ: Unemployed	314	14%
	Employ: Other	142	6%
	N	2075	
xdemMilHH1	Military HH: Yes	319	14%
	Military HH: No	1881	86%
	N	2200	
xnrl	RD/WT: Right Direction	588	27%
	RD/WT: Wrong Track	1612	73%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	863	39%
	Trump Job Disapprove	1248	57%
	N	2110	
Trump_Approve2	Trump Job Strongly Approve	494	22%
	Trump Job Somewhat Approve	369	17%
	Trump Job Somewhat Disapprove	270	12%
	Trump Job Strongly Disapprove	978	44%
	N	2110	
Trump_Fav	Favorable of Trump	868	39%
	Unfavorable of Trump	1204	55%
	N	2072	
Trump_Fav_FULL	Very Favorable of Trump	499	23%
	Somewhat Favorable of Trump	369	17%
	Somewhat Unfavorable of Trump	217	10%
	Very Unfavorable of Trump	987	45%
	N	2072	
xnr3	#1 Issue: Economy	786	36%
	#1 Issue: Security	268	12%
	#1 Issue: Health Care	428	19%
	#1 Issue: Medicare / Social Security	292	13%
	#1 Issue: Women's Issues	84	4%
	#1 Issue: Education	114	5%
	#1 Issue: Energy	62	3%
	#1 Issue: Other	165	7%
N	2200		
xsubVote18O	2018 House Vote: Democrat	736	33%
	2018 House Vote: Republican	655	30%
	2018 House Vote: Someone else	63	3%
	N	1454	
xsubVote16O	2016 Vote: Hillary Clinton	656	30%
	2016 Vote: Donald Trump	700	32%
	2016 Vote: Other	134	6%
	2016 Vote: Didn't Vote	709	32%
	N	2199	
xsubVote14O	Voted in 2014: Yes	1291	59%
	Voted in 2014: No	909	41%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	804	37%
	2012 Vote: Mitt Romney	512	23%
	2012 Vote: Other	92	4%
	2012 Vote: Didn't Vote	789	36%
	N	2198	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
MCBxdem1	Film fan	1830	83%
MCBxdem2	Pop culture fan	1338	61%
MCBxdem3	Daytime talk show fan	745	34%
MCBxdem4	Frequent moviegoer	787	36%
MCBxdem5	Frequent Daytime talk show	651	30%
MCBxdem6	Prefer theater	720	33%
	Prefer streaming	1182	54%
	N	1902	

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

