



National Tracking Poll #200478  
April 23-26, 2020

*Crosstabulation Results*

*Methodology:*

This poll was conducted between April 23-April 26, 2020 among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, educational attainment, gender, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

# Table Index

1	<b>Table HR1:</b> <i>As you may know, the White House has set benchmarks for re-opening the economy, including measuring the spread of COVID-19 (coronavirus) symptoms and reported cases. Georgia has failed to meet these benchmarks but plans to re-open movie theaters and restaurants starting on April 27th, 2020. Other states, including Tennessee and South Carolina have similar plans. Do you approve or disapprove of states reopening businesses like movie theaters before meeting White House benchmarks for controlling the spread of COVID-19 (coronavirus)?</i> . . . . .	6
2	<b>Table HR2:</b> <i>How likely is it you would go to a movie theater before your state passed White House benchmarks for re-opening the economy?</i> . . . . .	11
3	<b>Table HR3:</b> <i>And how likely is it you would go to a movie theater within a month of your state passing White House benchmarks for re-opening the economy?</i> . . . . .	16
4	<b>Table HR4_1:</b> <i>If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy? Sanitized every seat in between movies</i> . . . . .	21
5	<b>Table HR4_2:</b> <i>If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy? Sanitized high touch areas such as concession stands</i> . . . . .	26
6	<b>Table HR4_3:</b> <i>If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy? Staggered available seats to allow space between moviegoers</i> . . . . .	31
7	<b>Table HR4_4:</b> <i>If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy? Introduced contact-free methods to pay for movie tickets and concessions</i> . . . . .	36
8	<b>Table HR4_5:</b> <i>If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy? Shortened hours</i> . . . . .	41
9	<b>Table HR4_6:</b> <i>If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy? Had fewer movie screenings available</i> . . . . .	46
10	<b>Table HR4_7:</b> <i>If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy? Limited the number of moviegoers per movie</i> . . . . .	51
11	<b>Table HR4_8:</b> <i>If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy? Required all moviegoers and employees wear a face mask</i> . . . . .	56

12	<b>Table HR4_9:</b> <i>If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy? Required all employees to wear gloves . . . . .</i>	61
13	<b>Table HR5_1:</b> <i>And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy? Sanitized every seat in between movies . . . . .</i>	66
14	<b>Table HR5_2:</b> <i>And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy? Sanitized high touch areas such as concession stands . . . . .</i>	71
15	<b>Table HR5_3:</b> <i>And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy? Staggered available seats to allow space between moviegoers . . . . .</i>	76
16	<b>Table HR5_4:</b> <i>And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy? Introduced contact-free methods to pay for movie tickets and concessions . . . . .</i>	81
17	<b>Table HR5_5:</b> <i>And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy? Shortened hours . . . . .</i>	86
18	<b>Table HR5_6:</b> <i>And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy? Had fewer movie screenings available . . . . .</i>	91
19	<b>Table HR5_7:</b> <i>And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy? Limited the number of moviegoers per movie . . . . .</i>	96
20	<b>Table HR5_8:</b> <i>And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy? Required all moviegoers and employees wear a face mask . . . . .</i>	101
21	<b>Table HR5_9:</b> <i>And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy? Required all employees to wear gloves . . . . .</i>	106
22	<b>Table HR6_1NET:</b> <i>Now on another topic...How old is your child? If you have multiple children, please select all that apply. Younger than 5 years old . . . . .</i>	111
23	<b>Table HR6_2NET:</b> <i>Now on another topic...How old is your child? If you have multiple children, please select all that apply. 6 to 8 years old . . . . .</i>	116
24	<b>Table HR6_3NET:</b> <i>Now on another topic...How old is your child? If you have multiple children, please select all that apply. 9 to 12 years old . . . . .</i>	121
25	<b>Table HR6_4NET:</b> <i>Now on another topic...How old is your child? If you have multiple children, please select all that apply. 13 to 18 years old . . . . .</i>	126

26 **Table HR6\_5NET:** *Now on another topic...How old is your child? If you have multiple children, please select all that apply. Older than 18 years old . . . . .* 131

27 **Table HR7\_1:** *Since the COVID-19 pandemic (coronavirus) spread to the U.S. and stay-at-home measures have been put into place, have you allowed your child to have more or less of each type of screen time compared to before the COVID-19 pandemic, or about the same?Screen time includes any time your child watches TV or uses a tablet or cell phone. Recreational screen time such as watching videos or playing video games . . . . .* 136

28 **Table HR7\_2:** *Since the COVID-19 pandemic (coronavirus) spread to the U.S. and stay-at-home measures have been put into place, have you allowed your child to have more or less of each type of screen time compared to before the COVID-19 pandemic, or about the same?Screen time includes any time your child watches TV or uses a tablet or cell phone. Educational screen time such as using a device for distance learning . . . . .* 141

29 **Table HR8\_1:** *How confident are you in your ability to know how much of each type of screen time is appropriate for your child(ren)? Recreational screen time such as watching videos or playing video games . . . . .* 146

30 **Table HR8\_2:** *How confident are you in your ability to know how much of each type of screen time is appropriate for your child(ren)? Educational screen time such as using a device for distance learning . . . . .* 151

31 **Table HR9\_1:** *And since the COVID-19 pandemic (coronavirus) spread to the U.S. and stay-at-home measures have been put into place, do you think your child(ren) has had an appropriate or inappropriate amount of each type of screen time? Recreational screen time such as watching videos or playing video games . . . . .* 156

32 **Table HR9\_2:** *And since the COVID-19 pandemic (coronavirus) spread to the U.S. and stay-at-home measures have been put into place, do you think your child(ren) has had an appropriate or inappropriate amount of each type of screen time? Educational screen time such as using a device for distance learning . . . . .* 161

33 **Table HR10\_1:** *After the COVID-19 pandemic (coronavirus) is under control and stay-at-home orders have ended, do you plan to change the type of screen time rules you previously had for your child(ren)? Recreational screen time such as watching videos or playing video games . . . . .* 166

34 **Table HR10\_2:** *After the COVID-19 pandemic (coronavirus) is under control and stay-at-home orders have ended, do you plan to change the type of screen time rules you previously had for your child(ren)? Educational screen time such as using a device for distance learning . . . . .* 171

35 **Table HRdem1\_1:** *How often do you watch or stream the following? TV shows . . . . .* 176

36 **Table HRdem1\_2:** *How often do you watch or stream the following? Movies . . . . .* 181

37 **Table HRdem1\_3:** *How often do you watch or stream the following? Sporting events . . . . .* 187

38 **Table HRdem2\_1:** *Do you, or anyone in your household, subscribe to the following? Cable television . . . . .* 193

39	<b>Table HRdem2_2:</b> <i>Do you, or anyone in your household, subscribe to the following? Satellite television</i> . . . . .	198
40	<b>Table HRdem2_3:</b> <i>Do you, or anyone in your household, subscribe to the following? Streaming service(s)</i> . . . . .	203
41	<b>Table HRdem3_1:</b> <i>In general, what kind of fan do you consider yourself of the following? Film</i>	208
42	<b>Table HRdem3_2:</b> <i>In general, what kind of fan do you consider yourself of the following? Television</i> . . . . .	213
43	<b>Table HRdem3_3:</b> <i>In general, what kind of fan do you consider yourself of the following? Music</i>	218
44	<b>Table HRdem3_4:</b> <i>In general, what kind of fan do you consider yourself of the following? Fashion</i> . . . . .	223
45	<b>Summary Statistics of Survey Respondent Demographics</b> . . . . .	228

## Crosstabulation Results by Respondent Demographics

**Table HR1:** As you may know, the White House has set benchmarks for re-opening the economy, including measuring the spread of COVID-19 (coronavirus) symptoms and reported cases. Georgia has failed to meet these benchmarks but plans to re-open movie theaters and restaurants starting on April 27th, 2020. Other states, including Tennessee and South Carolina have similar plans. Do you approve or disapprove of states reopening businesses like movie theaters before meeting White House benchmarks for controlling the spread of COVID-19 (coronavirus)?

Demographic	Strongly approve	Somewhat approve	Somewhat disapprove	Strongly disapprove	Don't know / No opinion	Total N
Adults	9% (195)	13% (283)	18% (385)	52% (1137)	9% (199)	2200
Gender: Male	12% (122)	15% (157)	17% (183)	48% (515)	8% (84)	1062
Gender: Female	6% (73)	11% (126)	18% (202)	55% (622)	10% (115)	1138
Age: 18-29	9% (47)	14% (70)	18% (91)	43% (214)	15% (77)	499
Age: 30-44	11% (58)	15% (76)	16% (81)	49% (254)	9% (46)	514
Age: 45-54	11% (38)	11% (42)	13% (48)	57% (210)	7% (27)	365
Age: 55-64	9% (35)	9% (36)	19% (74)	56% (215)	7% (26)	386
Age: 65+	4% (18)	14% (60)	21% (91)	56% (244)	5% (23)	436
Generation Z: 18-22	8% (21)	12% (34)	21% (58)	42% (118)	17% (47)	278
Millennial: Age 23-38	13% (72)	15% (83)	16% (85)	46% (247)	9% (51)	537
Generation X: Age 39-54	9% (50)	13% (70)	14% (77)	56% (313)	9% (52)	562
Boomers: Age 55-73	6% (46)	11% (82)	19% (140)	57% (413)	6% (44)	724
PID: Dem (no lean)	6% (46)	7% (55)	14% (108)	64% (496)	8% (65)	769
PID: Ind (no lean)	6% (41)	13% (99)	19% (143)	49% (359)	13% (95)	738
PID: Rep (no lean)	16% (108)	19% (130)	19% (134)	41% (282)	6% (39)	693
PID/Gender: Dem Men	7% (23)	8% (29)	13% (47)	61% (214)	11% (38)	351
PID/Gender: Dem Women	6% (23)	6% (26)	14% (61)	67% (282)	6% (26)	418
PID/Gender: Ind Men	8% (27)	15% (50)	23% (80)	45% (154)	9% (30)	340
PID/Gender: Ind Women	4% (15)	12% (49)	16% (64)	52% (205)	16% (65)	398
PID/Gender: Rep Men	20% (73)	21% (79)	15% (56)	40% (147)	4% (16)	371
PID/Gender: Rep Women	11% (35)	16% (51)	24% (78)	42% (135)	7% (23)	322
Ideo: Liberal (1-3)	8% (46)	8% (50)	10% (64)	71% (438)	3% (19)	617
Ideo: Moderate (4)	8% (42)	16% (90)	19% (107)	50% (279)	7% (38)	556
Ideo: Conservative (5-7)	13% (94)	16% (120)	23% (172)	41% (305)	7% (54)	744

Continued on next page

**Table HR1:** As you may know, the White House has set benchmarks for re-opening the economy, including measuring the spread of COVID-19 (coronavirus) symptoms and reported cases. Georgia has failed to meet these benchmarks but plans to re-open movie theaters and restaurants starting on April 27th, 2020. Other states, including Tennessee and South Carolina have similar plans. Do you approve or disapprove of states reopening businesses like movie theaters before meeting White House benchmarks for controlling the spread of COVID-19 (coronavirus)?

Demographic	Strongly approve	Somewhat approve	Somewhat disapprove	Strongly disapprove	Don't know / No opinion	Total N
Adults	9% (195)	13% (283)	18% (385)	52% (1137)	9% (199)	2200
Educ: < College	9% (136)	13% (191)	17% (259)	50% (750)	12% (177)	1512
Educ: Bachelors degree	8% (37)	13% (59)	19% (85)	56% (248)	3% (15)	444
Educ: Post-grad	9% (23)	14% (33)	17% (41)	57% (139)	3% (7)	244
Income: Under 50k	8% (98)	12% (138)	18% (210)	50% (582)	12% (136)	1164
Income: 50k-100k	10% (69)	14% (97)	16% (114)	55% (387)	6% (42)	709
Income: 100k+	9% (28)	15% (48)	19% (61)	51% (168)	6% (21)	326
Ethnicity: White	8% (144)	13% (229)	18% (315)	53% (907)	7% (127)	1722
Ethnicity: Hispanic	11% (38)	14% (48)	15% (52)	44% (153)	16% (57)	349
Ethnicity: Afr. Am.	10% (28)	13% (37)	16% (43)	44% (120)	17% (47)	274
Ethnicity: Other	12% (24)	9% (18)	13% (26)	54% (111)	12% (25)	204
All Christian	8% (78)	14% (147)	19% (195)	53% (544)	7% (69)	1033
All Non-Christian	25% (25)	17% (17)	13% (13)	43% (43)	3% (3)	102
Atheist	1% (1)	7% (8)	15% (17)	68% (76)	8% (9)	111
Agnostic/Nothing in particular	10% (91)	12% (111)	17% (160)	50% (473)	12% (118)	954
Religious Non-Protestant/Catholic	21% (26)	18% (22)	14% (18)	42% (54)	5% (7)	127
Evangelical	10% (51)	16% (88)	19% (104)	48% (257)	6% (34)	533
Non-Evangelical	8% (64)	12% (100)	18% (143)	56% (448)	6% (51)	807
Community: Urban	10% (58)	14% (82)	16% (95)	48% (279)	12% (68)	583
Community: Suburban	8% (87)	13% (133)	17% (176)	55% (577)	7% (74)	1046
Community: Rural	9% (51)	12% (68)	20% (114)	49% (280)	10% (58)	571
Employ: Private Sector	10% (62)	14% (84)	15% (91)	58% (356)	3% (19)	612
Employ: Government	14% (17)	17% (21)	17% (22)	49% (62)	4% (5)	127
Employ: Self-Employed	14% (28)	16% (31)	14% (27)	46% (92)	10% (20)	199
Employ: Homemaker	8% (13)	12% (19)	21% (34)	44% (70)	14% (22)	158
Employ: Retired	5% (28)	13% (68)	20% (104)	54% (275)	7% (33)	508
Employ: Unemployed	9% (24)	7% (20)	22% (61)	48% (129)	13% (36)	270
Employ: Other	7% (13)	12% (21)	13% (23)	47% (81)	21% (37)	174

Continued on next page

**Table HR1:** As you may know, the White House has set benchmarks for re-opening the economy, including measuring the spread of COVID-19 (coronavirus) symptoms and reported cases. Georgia has failed to meet these benchmarks but plans to re-open movie theaters and restaurants starting on April 27th, 2020. Other states, including Tennessee and South Carolina have similar plans. Do you approve or disapprove of states reopening businesses like movie theaters before meeting White House benchmarks for controlling the spread of COVID-19 (coronavirus)?

Demographic	Strongly approve	Somewhat approve	Somewhat disapprove	Strongly disapprove	Don't know / No opinion	Total N
Adults	9% (195)	13% (283)	18% (385)	52% (1137)	9% (199)	2200
Military HH: Yes	10% (34)	16% (55)	21% (74)	46% (162)	7% (24)	349
Military HH: No	9% (161)	12% (228)	17% (311)	53% (975)	9% (175)	1851
RD/WT: Right Direction	16% (120)	19% (146)	21% (164)	33% (254)	11% (84)	769
RD/WT: Wrong Track	5% (75)	10% (138)	15% (221)	62% (883)	8% (115)	1431
Trump Job Approve	15% (135)	21% (192)	20% (185)	37% (336)	8% (71)	920
Trump Job Disapprove	5% (55)	7% (84)	16% (179)	67% (774)	5% (58)	1150
Trump Job Strongly Approve	21% (110)	19% (98)	18% (93)	34% (178)	8% (40)	518
Trump Job Somewhat Approve	6% (26)	23% (93)	23% (92)	40% (158)	8% (31)	401
Trump Job Somewhat Disapprove	4% (10)	13% (36)	23% (63)	53% (146)	6% (18)	273
Trump Job Strongly Disapprove	5% (45)	5% (48)	13% (116)	72% (629)	5% (40)	878
Favorable of Trump	14% (125)	20% (178)	21% (182)	38% (340)	7% (61)	885
Unfavorable of Trump	5% (61)	8% (93)	16% (180)	67% (762)	4% (46)	1142
Very Favorable of Trump	19% (103)	21% (114)	18% (99)	36% (194)	6% (32)	541
Somewhat Favorable of Trump	6% (21)	19% (64)	24% (84)	43% (146)	8% (29)	344
Somewhat Unfavorable of Trump	6% (15)	16% (40)	25% (61)	49% (120)	4% (9)	246
Very Unfavorable of Trump	5% (46)	6% (53)	13% (119)	72% (642)	4% (36)	896
#1 Issue: Economy	11% (80)	16% (118)	20% (151)	47% (357)	6% (49)	756
#1 Issue: Security	15% (37)	23% (58)	17% (43)	39% (98)	8% (19)	255
#1 Issue: Health Care	6% (27)	9% (42)	13% (61)	67% (310)	4% (19)	460
#1 Issue: Medicare / Social Security	5% (13)	10% (25)	20% (51)	59% (153)	6% (16)	259
#1 Issue: Women's Issues	6% (7)	2% (3)	24% (26)	45% (48)	23% (25)	109
#1 Issue: Education	10% (14)	13% (18)	14% (21)	43% (61)	20% (29)	143
#1 Issue: Energy	6% (6)	14% (13)	16% (15)	55% (50)	8% (8)	92
#1 Issue: Other	9% (11)	5% (6)	14% (18)	46% (58)	27% (34)	126
2018 House Vote: Democrat	7% (55)	8% (58)	13% (96)	69% (513)	3% (20)	742
2018 House Vote: Republican	15% (94)	21% (132)	22% (141)	38% (244)	5% (30)	642
2018 House Vote: Someone else	5% (4)	23% (19)	20% (17)	44% (36)	8% (6)	82

Continued on next page



**Table HR1:** As you may know, the White House has set benchmarks for re-opening the economy, including measuring the spread of COVID-19 (coronavirus) symptoms and reported cases. Georgia has failed to meet these benchmarks but plans to re-open movie theaters and restaurants starting on April 27th, 2020. Other states, including Tennessee and South Carolina have similar plans. Do you approve or disapprove of states reopening businesses like movie theaters before meeting White House benchmarks for controlling the spread of COVID-19 (coronavirus)?

Demographic	Strongly approve	Somewhat approve	Somewhat disapprove	Strongly disapprove	Don't know / No opinion	Total N
Adults	9% (195)	13% (283)	18% (385)	52% (1137)	9% (199)	2200
2016 Vote: Hillary Clinton	6% (39)	7% (47)	14% (91)	70% (452)	3% (19)	649
2016 Vote: Donald Trump	15% (104)	20% (135)	20% (134)	39% (264)	6% (37)	673
2016 Vote: Other	5% (9)	13% (22)	22% (36)	55% (88)	4% (7)	161
2016 Vote: Didn't Vote	6% (43)	11% (79)	17% (123)	46% (331)	19% (136)	712
Voted in 2014: Yes	11% (130)	15% (182)	17% (208)	54% (667)	4% (46)	1233
Voted in 2014: No	7% (66)	11% (102)	18% (177)	49% (470)	16% (153)	967
2012 Vote: Barack Obama	8% (61)	9% (67)	15% (118)	65% (506)	3% (21)	773
2012 Vote: Mitt Romney	13% (66)	22% (109)	21% (104)	39% (198)	5% (26)	503
2012 Vote: Other	14% (10)	13% (9)	22% (16)	41% (30)	11% (8)	73
2012 Vote: Didn't Vote	7% (58)	11% (97)	17% (147)	47% (401)	17% (145)	848
4-Region: Northeast	9% (34)	12% (47)	19% (73)	55% (217)	6% (23)	394
4-Region: Midwest	8% (35)	11% (50)	23% (104)	50% (233)	9% (41)	462
4-Region: South	8% (70)	15% (121)	16% (134)	50% (415)	10% (84)	824
4-Region: West	11% (56)	12% (65)	14% (74)	52% (273)	10% (52)	520
Watch TV: Every day	9% (94)	10% (105)	16% (174)	59% (629)	6% (69)	1071
Watch TV: Several times per week	8% (40)	16% (81)	19% (98)	50% (262)	8% (39)	519
Watch TV: About once per week	7% (10)	19% (30)	17% (27)	45% (70)	12% (18)	156
Watch TV: Several times per month	14% (16)	14% (16)	20% (23)	41% (46)	10% (12)	113
Watch TV: About once per month	11% (8)	21% (14)	20% (14)	36% (25)	12% (8)	69
Watch TV: Less often than once per month	12% (10)	13% (11)	21% (18)	43% (36)	11% (9)	83
Watch TV: Never	9% (18)	14% (27)	17% (32)	37% (69)	23% (44)	189
Watch Movies: Every day	16% (72)	11% (50)	15% (68)	49% (222)	9% (41)	453
Watch Movies: Several times per week	7% (41)	14% (81)	19% (111)	54% (319)	7% (44)	596
Watch Movies: About once per week	5% (17)	14% (48)	21% (72)	52% (175)	8% (27)	338
Watch Movies: Several times per month	7% (17)	14% (35)	18% (45)	57% (146)	4% (11)	255
Watch Movies: About once per month	6% (11)	13% (23)	14% (26)	56% (101)	11% (20)	181
Watch Movies: Less often than once per month	7% (11)	10% (17)	23% (40)	53% (91)	7% (13)	173
Watch Movies: Never	13% (26)	14% (29)	11% (23)	40% (82)	22% (44)	204

Continued on next page

**Table HR1:** As you may know, the White House has set benchmarks for re-opening the economy, including measuring the spread of COVID-19 (coronavirus) symptoms and reported cases. Georgia has failed to meet these benchmarks but plans to re-open movie theaters and restaurants starting on April 27th, 2020. Other states, including Tennessee and South Carolina have similar plans. Do you approve or disapprove of states reopening businesses like movie theaters before meeting White House benchmarks for controlling the spread of COVID-19 (coronavirus)?

Demographic	Strongly approve	Somewhat approve	Somewhat disapprove	Strongly disapprove	Don't know / No opinion	Total N
Adults	9% (195)	13% (283)	18% (385)	52% (1137)	9% (199)	2200
Watch Sporting Events: Every day	26% (33)	16% (20)	22% (28)	36% (46)	1% (1)	129
Watch Sporting Events: Several times per week	10% (29)	18% (52)	14% (39)	54% (153)	4% (13)	285
Watch Sporting Events: About once per week	7% (17)	17% (40)	19% (44)	48% (113)	8% (19)	233
Watch Sporting Events: Several times per month	8% (16)	15% (31)	22% (46)	52% (109)	4% (9)	210
Watch Sporting Events: About once per month	6% (10)	11% (19)	12% (21)	61% (103)	9% (15)	168
Watch Sporting Events: Less often than once per month	5% (19)	12% (44)	19% (69)	57% (203)	6% (23)	358
Watch Sporting Events: Never	9% (72)	10% (78)	17% (139)	50% (410)	15% (119)	818
Cable TV: Currently subscribe	9% (94)	14% (136)	18% (176)	52% (517)	8% (77)	999
Cable TV: Subscribed in past	8% (57)	10% (76)	18% (133)	56% (402)	7% (53)	721
Cable TV: Never subscribed	9% (45)	15% (72)	16% (76)	46% (218)	14% (69)	480
Satellite TV: Currently subscribe	10% (47)	17% (81)	16% (77)	46% (226)	12% (57)	488
Satellite TV: Subscribed in past	8% (50)	12% (76)	18% (111)	53% (322)	8% (51)	609
Satellite TV: Never subscribed	9% (99)	12% (127)	18% (197)	53% (589)	8% (92)	1103
Streaming Services: Currently subscribe	8% (106)	11% (149)	17% (221)	57% (749)	7% (92)	1317
Streaming Services: Subscribed in past	13% (31)	19% (46)	17% (41)	38% (92)	14% (35)	245
Streaming Services: Never subscribed	9% (59)	14% (88)	19% (123)	46% (295)	11% (72)	638
Film: An avid fan	11% (81)	14% (100)	12% (88)	55% (394)	7% (53)	715
Film: A casual fan	7% (79)	12% (140)	21% (247)	51% (618)	10% (118)	1203
Film: Not a fan	12% (35)	15% (43)	18% (50)	44% (125)	10% (29)	282
Television: An avid fan	8% (85)	12% (117)	16% (158)	58% (592)	6% (61)	1013
Television: A casual fan	9% (89)	14% (143)	20% (199)	47% (473)	10% (98)	1003
Television: Not a fan	12% (21)	13% (23)	15% (28)	39% (71)	22% (40)	184
Music: An avid fan	10% (102)	12% (125)	16% (172)	54% (576)	8% (90)	1065
Music: A casual fan	7% (73)	15% (146)	18% (185)	51% (512)	9% (85)	1001
Music: Not a fan	16% (21)	9% (12)	22% (29)	36% (48)	17% (23)	133
Fashion: An avid fan	17% (46)	11% (30)	9% (25)	49% (132)	13% (36)	270
Fashion: A casual fan	6% (61)	14% (128)	21% (192)	52% (486)	7% (68)	934
Fashion: Not a fan	9% (89)	13% (126)	17% (169)	52% (519)	9% (94)	996

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

**Table HR2: How likely is it you would go to a movie theater before your state passed White House benchmarks for re-opening the economy?**

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	5% (114)	7% (151)	9% (204)	71% (1553)	8% (178)	2200
Gender: Male	7% (72)	8% (87)	10% (110)	67% (710)	8% (83)	1062
Gender: Female	4% (42)	6% (65)	8% (94)	74% (843)	8% (95)	1138
Age: 18-29	8% (41)	10% (49)	17% (86)	50% (251)	14% (72)	499
Age: 30-44	8% (42)	11% (54)	6% (33)	66% (340)	9% (44)	514
Age: 45-54	5% (17)	6% (21)	8% (31)	72% (265)	9% (32)	365
Age: 55-64	2% (7)	3% (13)	9% (35)	80% (309)	6% (21)	386
Age: 65+	1% (6)	3% (15)	4% (20)	89% (389)	2% (8)	436
Generation Z: 18-22	3% (9)	12% (34)	20% (56)	48% (135)	16% (45)	278
Millennial: Age 23-38	11% (61)	10% (55)	9% (49)	60% (323)	9% (49)	537
Generation X: Age 39-54	5% (31)	6% (34)	8% (46)	71% (398)	10% (54)	562
Boomers: Age 55-73	2% (12)	3% (21)	6% (46)	85% (616)	4% (29)	724
PID: Dem (no lean)	4% (33)	6% (45)	8% (60)	74% (569)	8% (63)	769
PID: Ind (no lean)	3% (23)	7% (55)	11% (82)	68% (502)	10% (77)	738
PID: Rep (no lean)	8% (58)	7% (51)	9% (63)	70% (482)	6% (38)	693
PID/Gender: Dem Men	4% (15)	5% (18)	9% (33)	69% (243)	12% (42)	351
PID/Gender: Dem Women	4% (18)	6% (27)	6% (27)	78% (326)	5% (21)	418
PID/Gender: Ind Men	4% (15)	11% (38)	11% (38)	66% (226)	7% (24)	340
PID/Gender: Ind Women	2% (8)	4% (17)	11% (44)	69% (276)	13% (53)	398
PID/Gender: Rep Men	11% (43)	8% (31)	11% (39)	65% (242)	5% (17)	371
PID/Gender: Rep Women	5% (16)	6% (21)	7% (24)	75% (240)	7% (22)	322
Ideo: Liberal (1-3)	5% (34)	8% (50)	6% (40)	77% (477)	3% (18)	617
Ideo: Moderate (4)	5% (27)	9% (48)	8% (46)	73% (404)	5% (30)	556
Ideo: Conservative (5-7)	6% (42)	6% (42)	11% (84)	70% (523)	7% (53)	744
Educ: < College	5% (77)	7% (102)	9% (140)	69% (1036)	10% (157)	1512
Educ: Bachelors degree	4% (20)	8% (34)	10% (46)	75% (332)	3% (12)	444
Educ: Post-grad	7% (17)	6% (15)	8% (19)	76% (186)	3% (8)	244
Income: Under 50k	5% (56)	7% (83)	10% (116)	67% (780)	11% (130)	1164
Income: 50k-100k	5% (39)	7% (51)	8% (60)	76% (537)	3% (23)	709
Income: 100k+	6% (19)	5% (17)	9% (29)	72% (237)	8% (25)	326
Ethnicity: White	5% (79)	6% (112)	8% (142)	75% (1288)	6% (102)	1722
Ethnicity: Hispanic	9% (30)	12% (43)	9% (32)	54% (188)	16% (55)	349

Continued on next page

**Table HR2: How likely is it you would go to a movie theater before your state passed White House benchmarks for re-opening the economy?**

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	5% (114)	7% (151)	9% (204)	71% (1553)	8% (178)	2200
Ethnicity: Afr. Am.	7% (18)	9% (26)	12% (33)	51% (141)	20% (56)	274
Ethnicity: Other	8% (16)	7% (14)	15% (30)	61% (125)	10% (20)	204
All Christian	4% (42)	6% (63)	9% (88)	76% (781)	6% (59)	1033
All Non-Christian	16% (16)	12% (12)	13% (14)	55% (56)	4% (4)	102
Atheist	2% (2)	7% (8)	11% (12)	78% (86)	3% (3)	111
Agnostic/Nothing in particular	6% (54)	7% (68)	9% (91)	66% (630)	12% (111)	954
Religious Non-Protestant/Catholic	13% (17)	10% (13)	12% (15)	58% (74)	6% (8)	127
Evangelical	6% (29)	7% (37)	9% (50)	73% (387)	6% (30)	533
Non-Evangelical	4% (35)	7% (54)	8% (65)	76% (609)	5% (44)	807
Community: Urban	6% (38)	12% (68)	11% (63)	59% (343)	12% (71)	583
Community: Suburban	5% (49)	6% (58)	9% (93)	75% (783)	6% (62)	1046
Community: Rural	5% (26)	4% (25)	8% (48)	75% (427)	8% (45)	571
Employ: Private Sector	6% (37)	7% (43)	10% (62)	73% (447)	4% (22)	612
Employ: Government	10% (13)	11% (13)	12% (15)	63% (80)	5% (6)	127
Employ: Self-Employed	12% (24)	9% (18)	10% (20)	60% (119)	10% (19)	199
Employ: Homemaker	3% (5)	11% (18)	9% (15)	67% (107)	9% (14)	158
Employ: Retired	2% (10)	3% (16)	5% (27)	86% (435)	4% (20)	508
Employ: Unemployed	4% (12)	7% (18)	9% (24)	67% (182)	13% (35)	270
Employ: Other	3% (5)	6% (11)	14% (24)	57% (99)	20% (35)	174
Military HH: Yes	6% (22)	4% (13)	10% (36)	75% (263)	4% (14)	349
Military HH: No	5% (92)	7% (138)	9% (168)	70% (1291)	9% (163)	1851
RD/WT: Right Direction	10% (74)	10% (74)	11% (84)	61% (473)	8% (64)	769
RD/WT: Wrong Track	3% (40)	5% (77)	8% (120)	76% (1081)	8% (114)	1431
Trump Job Approve	9% (84)	9% (85)	10% (90)	66% (603)	6% (58)	920
Trump Job Disapprove	2% (25)	5% (59)	9% (104)	78% (899)	5% (63)	1150
Trump Job Strongly Approve	13% (66)	8% (42)	8% (40)	65% (336)	7% (34)	518
Trump Job Somewhat Approve	5% (19)	11% (42)	12% (49)	67% (267)	6% (24)	401
Trump Job Somewhat Disapprove	1% (3)	7% (19)	14% (38)	73% (199)	5% (14)	273
Trump Job Strongly Disapprove	3% (23)	5% (40)	8% (66)	80% (700)	6% (49)	878
Favorable of Trump	8% (72)	9% (78)	10% (86)	68% (603)	5% (47)	885
Unfavorable of Trump	3% (34)	5% (61)	9% (100)	79% (901)	4% (45)	1142

Continued on next page

**Table HR2:** How likely is it you would go to a movie theater before your state passed White House benchmarks for re-opening the economy?

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	5% (114)	7% (151)	9% (204)	71% (1553)	8% (178)	2200
Very Favorable of Trump	10% (56)	9% (48)	9% (48)	66% (360)	5% (29)	541
Somewhat Favorable of Trump	5% (16)	9% (30)	11% (37)	71% (243)	5% (18)	344
Somewhat Unfavorable of Trump	5% (12)	5% (13)	16% (40)	71% (174)	3% (7)	246
Very Unfavorable of Trump	3% (23)	5% (48)	7% (60)	81% (727)	4% (38)	896
#1 Issue: Economy	5% (38)	8% (62)	11% (82)	69% (520)	7% (53)	756
#1 Issue: Security	9% (22)	12% (29)	7% (17)	69% (176)	4% (11)	255
#1 Issue: Health Care	5% (25)	5% (22)	7% (30)	80% (369)	3% (14)	460
#1 Issue: Medicare / Social Security	2% (5)	2% (6)	4% (11)	87% (226)	4% (11)	259
#1 Issue: Women's Issues	5% (6)	14% (15)	10% (11)	52% (57)	18% (20)	109
#1 Issue: Education	7% (10)	6% (8)	21% (30)	45% (64)	22% (31)	143
#1 Issue: Energy	5% (4)	7% (6)	12% (11)	67% (62)	10% (9)	92
#1 Issue: Other	3% (3)	2% (3)	10% (12)	63% (80)	22% (28)	126
2018 House Vote: Democrat	5% (37)	5% (41)	7% (52)	79% (587)	3% (26)	742
2018 House Vote: Republican	8% (49)	9% (55)	10% (62)	69% (443)	5% (33)	642
2018 House Vote: Someone else	3% (3)	11% (9)	11% (9)	69% (56)	6% (5)	82
2016 Vote: Hillary Clinton	4% (26)	5% (32)	7% (46)	80% (519)	4% (26)	649
2016 Vote: Donald Trump	8% (57)	8% (53)	9% (64)	70% (473)	4% (27)	673
2016 Vote: Other	2% (3)	9% (15)	8% (14)	77% (124)	4% (6)	161
2016 Vote: Didn't Vote	4% (27)	7% (52)	11% (81)	61% (434)	16% (117)	712
Voted in 2014: Yes	5% (65)	7% (89)	8% (99)	75% (927)	4% (52)	1233
Voted in 2014: No	5% (49)	6% (62)	11% (105)	65% (626)	13% (125)	967
2012 Vote: Barack Obama	5% (40)	5% (41)	7% (53)	79% (610)	4% (28)	773
2012 Vote: Mitt Romney	6% (28)	8% (43)	10% (48)	72% (362)	4% (21)	503
2012 Vote: Other	1% (1)	8% (6)	6% (5)	70% (51)	15% (11)	73
2012 Vote: Didn't Vote	5% (43)	7% (62)	12% (99)	62% (528)	14% (118)	848
4-Region: Northeast	5% (19)	9% (37)	8% (33)	72% (282)	6% (23)	394
4-Region: Midwest	3% (15)	8% (35)	10% (46)	71% (329)	8% (37)	462
4-Region: South	5% (43)	6% (51)	8% (64)	72% (591)	9% (75)	824
4-Region: West	7% (36)	5% (28)	12% (62)	68% (351)	8% (43)	520

Continued on next page

**Table HR2: How likely is it you would go to a movie theater before your state passed White House benchmarks for re-opening the economy?**

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	5% (114)	7% (151)	9% (204)	71% (1553)	8% (178)	2200
Watch TV: Every day	5% (58)	5% (56)	7% (80)	77% (824)	5% (53)	1071
Watch TV: Several times per week	5% (27)	9% (46)	10% (54)	70% (363)	6% (29)	519
Watch TV: About once per week	3% (5)	10% (16)	13% (20)	58% (90)	16% (25)	156
Watch TV: Several times per month	4% (4)	12% (14)	21% (23)	55% (63)	8% (9)	113
Watch TV: About once per month	12% (8)	8% (5)	13% (9)	59% (41)	9% (6)	69
Watch TV: Less often than once per month	3% (3)	7% (5)	12% (10)	68% (56)	10% (8)	83
Watch TV: Never	4% (8)	5% (9)	4% (8)	62% (116)	26% (48)	189
Watch Movies: Every day	11% (48)	8% (37)	10% (47)	62% (283)	8% (38)	453
Watch Movies: Several times per week	5% (29)	9% (52)	10% (61)	72% (429)	4% (26)	596
Watch Movies: About once per week	3% (9)	7% (24)	10% (33)	74% (249)	7% (23)	338
Watch Movies: Several times per month	3% (8)	9% (22)	11% (28)	74% (188)	4% (9)	255
Watch Movies: About once per month	3% (6)	5% (8)	8% (15)	74% (135)	9% (17)	181
Watch Movies: Less often than once per month	5% (8)	1% (2)	4% (8)	79% (136)	11% (18)	173
Watch Movies: Never	3% (6)	3% (5)	7% (13)	66% (134)	22% (45)	204
Watch Sporting Events: Every day	19% (24)	11% (14)	15% (19)	54% (69)	2% (3)	129
Watch Sporting Events: Several times per week	11% (31)	8% (22)	9% (24)	69% (197)	4% (10)	285
Watch Sporting Events: About once per week	4% (8)	11% (25)	10% (22)	71% (164)	5% (13)	233
Watch Sporting Events: Several times per month	6% (13)	7% (15)	13% (28)	71% (148)	3% (6)	210
Watch Sporting Events: About once per month	3% (6)	5% (8)	13% (22)	71% (119)	8% (14)	168
Watch Sporting Events: Less often than once per month	2% (9)	7% (24)	9% (31)	76% (274)	6% (20)	358
Watch Sporting Events: Never	3% (22)	5% (43)	7% (59)	71% (582)	14% (111)	818
Cable TV: Currently subscribe	5% (54)	8% (78)	8% (81)	71% (714)	7% (72)	999
Cable TV: Subscribed in past	3% (25)	6% (43)	11% (80)	74% (533)	6% (41)	721
Cable TV: Never subscribed	7% (34)	6% (30)	9% (44)	64% (307)	13% (64)	480
Satellite TV: Currently subscribe	8% (38)	8% (41)	7% (32)	66% (323)	11% (54)	488
Satellite TV: Subscribed in past	5% (30)	6% (38)	10% (61)	73% (443)	6% (36)	609
Satellite TV: Never subscribed	4% (46)	7% (72)	10% (111)	71% (788)	8% (87)	1103
Streaming Services: Currently subscribe	4% (56)	7% (95)	9% (118)	73% (963)	7% (86)	1317
Streaming Services: Subscribed in past	11% (26)	10% (24)	14% (34)	57% (139)	9% (23)	245
Streaming Services: Never subscribed	5% (32)	5% (33)	8% (53)	71% (451)	11% (69)	638

Continued on next page

**Table HR2:** How likely is it you would go to a movie theater before your state passed White House benchmarks for re-opening the economy?

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	5% (114)	7% (151)	9% (204)	71% (1553)	8% (178)	2200
Film: An avid fan	9% (63)	8% (60)	10% (70)	66% (470)	7% (53)	715
Film: A casual fan	3% (40)	6% (74)	9% (113)	73% (884)	8% (92)	1203
Film: Not a fan	4% (11)	6% (17)	7% (21)	71% (200)	12% (33)	282
Television: An avid fan	6% (57)	7% (66)	6% (58)	76% (768)	6% (64)	1013
Television: A casual fan	5% (48)	6% (65)	12% (118)	69% (695)	8% (77)	1003
Television: Not a fan	5% (8)	11% (21)	15% (28)	49% (91)	20% (37)	184
Music: An avid fan	6% (66)	6% (68)	10% (102)	70% (742)	8% (87)	1065
Music: A casual fan	4% (36)	8% (76)	9% (87)	74% (736)	7% (66)	1001
Music: Not a fan	8% (11)	5% (7)	11% (15)	56% (75)	19% (25)	133
Fashion: An avid fan	15% (41)	8% (22)	7% (18)	58% (156)	12% (33)	270
Fashion: A casual fan	4% (33)	8% (73)	12% (112)	71% (664)	6% (52)	934
Fashion: Not a fan	4% (39)	6% (56)	7% (74)	74% (734)	9% (93)	996

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

**Table HR3:** And how likely is it you would go to a movie theater within a month of your state passing White House benchmarks for re-opening the economy?

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	8% (172)	14% (308)	19% (417)	50% (1103)	9% (200)	2200
Gender: Male	9% (97)	15% (156)	20% (210)	48% (508)	9% (91)	1062
Gender: Female	7% (75)	13% (153)	18% (207)	52% (595)	10% (109)	1138
Age: 18-29	11% (53)	18% (90)	26% (128)	30% (150)	16% (79)	499
Age: 30-44	11% (59)	15% (79)	16% (81)	49% (252)	8% (42)	514
Age: 45-54	9% (33)	16% (57)	15% (55)	52% (189)	8% (31)	365
Age: 55-64	4% (16)	11% (42)	17% (64)	60% (232)	8% (31)	386
Age: 65+	3% (12)	9% (39)	20% (88)	64% (279)	4% (18)	436
Generation Z: 18-22	8% (23)	20% (56)	28% (79)	26% (73)	17% (48)	278
Millennial: Age 23-38	13% (70)	17% (90)	19% (103)	41% (222)	10% (52)	537
Generation X: Age 39-54	9% (52)	14% (81)	15% (83)	53% (296)	9% (51)	562
Boomers: Age 55-73	3% (23)	10% (69)	18% (133)	62% (451)	7% (48)	724
PID: Dem (no lean)	8% (58)	11% (88)	18% (136)	55% (420)	9% (68)	769
PID: Ind (no lean)	5% (40)	15% (108)	20% (150)	47% (347)	13% (93)	738
PID: Rep (no lean)	11% (73)	16% (113)	19% (130)	49% (337)	6% (40)	693
PID/Gender: Dem Men	7% (26)	8% (29)	22% (76)	50% (176)	12% (44)	351
PID/Gender: Dem Women	8% (32)	14% (59)	14% (60)	58% (244)	6% (24)	418
PID/Gender: Ind Men	7% (24)	18% (61)	19% (65)	47% (161)	9% (29)	340
PID/Gender: Ind Women	4% (16)	12% (47)	21% (85)	47% (185)	16% (64)	398
PID/Gender: Rep Men	13% (47)	18% (66)	19% (69)	46% (171)	5% (19)	371
PID/Gender: Rep Women	8% (27)	15% (47)	19% (61)	51% (166)	7% (22)	322
Ideo: Liberal (1-3)	7% (43)	14% (88)	20% (124)	54% (336)	4% (27)	617
Ideo: Moderate (4)	7% (38)	17% (92)	17% (94)	52% (289)	8% (43)	556
Ideo: Conservative (5-7)	10% (72)	14% (106)	21% (155)	48% (360)	7% (51)	744
Educ: < College	7% (111)	13% (204)	17% (263)	50% (757)	12% (178)	1512
Educ: Bachelors degree	9% (38)	15% (66)	23% (101)	51% (227)	3% (12)	444
Educ: Post-grad	9% (23)	16% (38)	22% (53)	49% (119)	4% (10)	244
Income: Under 50k	7% (86)	13% (156)	17% (194)	51% (589)	12% (140)	1164
Income: 50k-100k	9% (61)	15% (104)	22% (155)	51% (363)	4% (26)	709
Income: 100k+	8% (25)	15% (48)	21% (68)	46% (151)	11% (34)	326
Ethnicity: White	7% (122)	14% (241)	20% (351)	52% (889)	7% (118)	1722

Continued on next page



**Table HR3:** *And how likely is it you would go to a movie theater within a month of your state passing White House benchmarks for re-opening the economy?*

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	8% (172)	14% (308)	19% (417)	50% (1103)	9% (200)	2200
Ethnicity: Hispanic	12% (41)	13% (46)	17% (59)	42% (146)	16% (58)	349
Ethnicity: Afr. Am.	11% (30)	14% (39)	12% (32)	42% (114)	22% (60)	274
Ethnicity: Other	9% (19)	14% (29)	17% (34)	49% (99)	11% (22)	204
All Christian	7% (74)	14% (145)	20% (205)	53% (545)	6% (64)	1033
All Non-Christian	13% (13)	22% (23)	22% (22)	39% (40)	4% (4)	102
Atheist	7% (8)	16% (18)	19% (21)	51% (57)	7% (7)	111
Agnostic/Nothing in particular	8% (77)	13% (123)	18% (169)	48% (461)	13% (125)	954
Religious Non-Protestant/Catholic	11% (14)	23% (30)	23% (29)	37% (46)	6% (8)	127
Evangelical	9% (48)	15% (79)	17% (92)	53% (283)	6% (32)	533
Non-Evangelical	7% (54)	13% (106)	21% (166)	53% (427)	7% (53)	807
Community: Urban	11% (63)	15% (87)	18% (103)	45% (262)	12% (68)	583
Community: Suburban	7% (72)	14% (147)	21% (221)	49% (515)	9% (91)	1046
Community: Rural	6% (36)	13% (75)	16% (93)	57% (325)	7% (41)	571
Employ: Private Sector	10% (64)	17% (102)	20% (123)	50% (305)	3% (17)	612
Employ: Government	10% (12)	20% (25)	18% (23)	46% (58)	7% (8)	127
Employ: Self-Employed	12% (24)	15% (30)	17% (33)	47% (92)	10% (20)	199
Employ: Homemaker	8% (12)	15% (23)	14% (23)	54% (85)	9% (15)	158
Employ: Retired	3% (17)	9% (48)	19% (95)	63% (319)	6% (30)	508
Employ: Unemployed	6% (16)	13% (35)	17% (45)	50% (135)	15% (40)	270
Employ: Other	7% (12)	13% (23)	16% (27)	40% (69)	25% (43)	174
Military HH: Yes	9% (32)	13% (44)	20% (69)	54% (189)	4% (15)	349
Military HH: No	8% (140)	14% (264)	19% (348)	49% (914)	10% (185)	1851
RD/WT: Right Direction	11% (88)	19% (145)	18% (140)	43% (331)	8% (64)	769
RD/WT: Wrong Track	6% (84)	11% (163)	19% (277)	54% (772)	9% (136)	1431
Trump Job Approve	11% (102)	19% (172)	18% (163)	45% (418)	7% (63)	920
Trump Job Disapprove	5% (61)	11% (129)	21% (240)	56% (641)	7% (79)	1150
Trump Job Strongly Approve	15% (77)	16% (84)	18% (92)	45% (236)	6% (30)	518
Trump Job Somewhat Approve	6% (26)	22% (88)	18% (71)	45% (182)	8% (34)	401
Trump Job Somewhat Disapprove	6% (16)	13% (37)	28% (77)	45% (123)	7% (20)	273
Trump Job Strongly Disapprove	5% (45)	10% (92)	19% (163)	59% (519)	7% (60)	878

Continued on next page

**Table HR3:** *And how likely is it you would go to a movie theater within a month of your state passing White House benchmarks for re-opening the economy?*

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	8% (172)	14% (308)	19% (417)	50% (1103)	9% (200)	2200
Favorable of Trump	11% (97)	17% (153)	19% (166)	48% (422)	5% (48)	885
Unfavorable of Trump	5% (63)	12% (141)	20% (231)	56% (637)	6% (69)	1142
Very Favorable of Trump	14% (74)	16% (88)	18% (96)	47% (254)	5% (28)	541
Somewhat Favorable of Trump	7% (23)	19% (65)	20% (70)	49% (167)	6% (20)	344
Somewhat Unfavorable of Trump	8% (19)	15% (37)	27% (66)	43% (106)	7% (18)	246
Very Unfavorable of Trump	5% (44)	12% (105)	18% (165)	59% (531)	6% (52)	896
#1 Issue: Economy	9% (67)	16% (120)	20% (149)	47% (353)	9% (66)	756
#1 Issue: Security	12% (32)	18% (46)	18% (46)	47% (119)	5% (12)	255
#1 Issue: Health Care	7% (34)	11% (48)	18% (82)	60% (278)	4% (19)	460
#1 Issue: Medicare / Social Security	3% (7)	11% (28)	15% (40)	65% (169)	6% (15)	259
#1 Issue: Women's Issues	8% (8)	22% (24)	18% (20)	32% (35)	19% (21)	109
#1 Issue: Education	9% (13)	11% (16)	29% (41)	32% (46)	19% (28)	143
#1 Issue: Energy	7% (6)	13% (12)	21% (19)	46% (43)	13% (12)	92
#1 Issue: Other	4% (5)	10% (12)	16% (20)	48% (61)	23% (29)	126
2018 House Vote: Democrat	7% (53)	12% (87)	18% (133)	59% (440)	4% (29)	742
2018 House Vote: Republican	10% (63)	19% (121)	20% (131)	45% (291)	6% (36)	642
2018 House Vote: Someone else	5% (4)	20% (16)	16% (13)	48% (39)	11% (9)	82
2016 Vote: Hillary Clinton	6% (41)	11% (74)	18% (114)	60% (387)	5% (33)	649
2016 Vote: Donald Trump	10% (71)	17% (112)	21% (139)	47% (319)	5% (33)	673
2016 Vote: Other	8% (12)	13% (20)	21% (33)	53% (85)	6% (10)	161
2016 Vote: Didn't Vote	7% (47)	14% (102)	18% (130)	43% (308)	17% (124)	712
Voted in 2014: Yes	8% (99)	14% (173)	19% (240)	53% (658)	5% (62)	1233
Voted in 2014: No	7% (72)	14% (135)	18% (177)	46% (445)	14% (138)	967
2012 Vote: Barack Obama	8% (58)	12% (90)	18% (139)	58% (449)	5% (37)	773
2012 Vote: Mitt Romney	8% (40)	16% (79)	23% (113)	49% (247)	5% (23)	503
2012 Vote: Other	8% (6)	20% (14)	16% (12)	41% (30)	15% (11)	73
2012 Vote: Didn't Vote	8% (67)	15% (125)	18% (152)	44% (375)	15% (129)	848

Continued on next page

**Table HR3:** And how likely is it you would go to a movie theater within a month of your state passing White House benchmarks for re-opening the economy?

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	8% (172)	14% (308)	19% (417)	50% (1103)	9% (200)	2200
4-Region: Northeast	8% (30)	14% (55)	23% (92)	49% (194)	6% (22)	394
4-Region: Midwest	7% (35)	13% (59)	20% (92)	51% (237)	8% (39)	462
4-Region: South	7% (61)	13% (106)	17% (144)	53% (433)	10% (81)	824
4-Region: West	9% (46)	17% (89)	17% (88)	46% (239)	11% (58)	520
Watch TV: Every day	8% (85)	13% (142)	18% (197)	55% (591)	5% (55)	1071
Watch TV: Several times per week	8% (40)	17% (86)	21% (107)	46% (240)	9% (45)	519
Watch TV: About once per week	11% (17)	15% (24)	23% (36)	35% (55)	16% (25)	156
Watch TV: Several times per month	9% (10)	16% (18)	23% (26)	44% (49)	10% (11)	113
Watch TV: About once per month	6% (4)	12% (8)	30% (21)	42% (29)	9% (6)	69
Watch TV: Less often than once per month	5% (4)	16% (14)	10% (8)	60% (50)	9% (7)	83
Watch TV: Never	6% (11)	9% (16)	12% (22)	47% (89)	27% (51)	189
Watch Movies: Every day	14% (64)	13% (61)	17% (78)	46% (210)	9% (40)	453
Watch Movies: Several times per week	8% (49)	17% (100)	21% (123)	47% (281)	7% (43)	596
Watch Movies: About once per week	5% (16)	19% (63)	23% (77)	46% (157)	8% (26)	338
Watch Movies: Several times per month	6% (16)	17% (43)	25% (64)	47% (120)	5% (12)	255
Watch Movies: About once per month	4% (7)	11% (20)	16% (30)	57% (104)	11% (21)	181
Watch Movies: Less often than once per month	5% (8)	5% (9)	15% (27)	68% (118)	6% (10)	173
Watch Movies: Never	5% (11)	6% (12)	9% (19)	56% (114)	24% (48)	204
Watch Sporting Events: Every day	28% (36)	14% (18)	20% (26)	34% (44)	4% (6)	129
Watch Sporting Events: Several times per week	8% (24)	16% (47)	24% (68)	48% (137)	3% (9)	285
Watch Sporting Events: About once per week	11% (25)	18% (41)	21% (49)	43% (101)	7% (17)	233
Watch Sporting Events: Several times per month	6% (14)	18% (37)	20% (42)	49% (102)	7% (15)	210
Watch Sporting Events: About once per month	7% (11)	10% (16)	24% (40)	51% (85)	9% (15)	168
Watch Sporting Events: Less often than once per month	4% (16)	13% (47)	20% (72)	56% (201)	6% (23)	358
Watch Sporting Events: Never	6% (46)	13% (103)	15% (121)	53% (433)	14% (115)	818
Cable TV: Currently subscribe	8% (77)	14% (141)	20% (199)	50% (498)	8% (85)	999
Cable TV: Subscribed in past	7% (50)	14% (103)	19% (139)	53% (381)	7% (48)	721
Cable TV: Never subscribed	9% (45)	13% (64)	16% (79)	47% (224)	14% (68)	480

Continued on next page

**Table HR3:** *And how likely is it you would go to a movie theater within a month of your state passing White House benchmarks for re-opening the economy?*

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	8% (172)	14% (308)	19% (417)	50% (1103)	9% (200)	2200
Satellite TV: Currently subscribe	13% (63)	14% (66)	14% (67)	49% (239)	11% (53)	488
Satellite TV: Subscribed in past	6% (36)	15% (90)	22% (137)	50% (303)	7% (43)	609
Satellite TV: Never subscribed	7% (73)	14% (153)	19% (213)	51% (561)	9% (104)	1103
Streaming Services: Currently subscribe	7% (98)	15% (192)	20% (264)	50% (664)	8% (100)	1317
Streaming Services: Subscribed in past	9% (23)	15% (37)	19% (46)	45% (110)	12% (29)	245
Streaming Services: Never subscribed	8% (51)	13% (80)	17% (107)	52% (329)	11% (72)	638
Film: An avid fan	13% (93)	16% (116)	20% (146)	42% (303)	8% (58)	715
Film: A casual fan	5% (63)	14% (163)	20% (245)	52% (623)	9% (110)	1203
Film: Not a fan	5% (15)	11% (30)	9% (26)	63% (177)	12% (33)	282
Television: An avid fan	9% (87)	14% (141)	17% (177)	53% (537)	7% (71)	1013
Television: A casual fan	7% (71)	14% (141)	20% (205)	49% (495)	9% (92)	1003
Television: Not a fan	7% (13)	15% (27)	19% (35)	39% (71)	20% (38)	184
Music: An avid fan	10% (103)	14% (154)	18% (192)	49% (522)	9% (95)	1065
Music: A casual fan	6% (64)	14% (137)	20% (200)	52% (519)	8% (81)	1001
Music: Not a fan	4% (5)	13% (18)	19% (25)	46% (62)	18% (24)	133
Fashion: An avid fan	18% (50)	17% (46)	14% (38)	40% (107)	11% (29)	270
Fashion: A casual fan	6% (60)	15% (138)	21% (193)	51% (475)	7% (68)	934
Fashion: Not a fan	6% (62)	12% (124)	19% (186)	52% (520)	10% (104)	996

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

**Table HR4\_1:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?**Sanitized every seat in between movies*

<b>Demographic</b>	<b>Much more likely</b>	<b>Somewhat more likely</b>	<b>Somewhat less likely</b>	<b>Much less likely</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	22% (480)	27% (586)	10% (223)	23% (500)	19% (412)	2200
Gender: Male	22% (231)	30% (320)	10% (104)	21% (220)	18% (187)	1062
Gender: Female	22% (249)	23% (266)	10% (119)	25% (280)	20% (225)	1138
Age: 18-29	29% (144)	25% (124)	12% (62)	11% (57)	22% (112)	499
Age: 30-44	27% (139)	25% (129)	11% (54)	23% (118)	14% (74)	514
Age: 45-54	18% (67)	30% (108)	10% (38)	21% (77)	21% (76)	365
Age: 55-64	17% (66)	29% (110)	8% (31)	28% (108)	18% (71)	386
Age: 65+	15% (64)	26% (114)	9% (38)	32% (140)	18% (80)	436
Generation Z: 18-22	25% (71)	24% (68)	15% (40)	12% (33)	24% (67)	278
Millennial: Age 23-38	31% (165)	26% (139)	11% (62)	16% (88)	16% (84)	537
Generation X: Age 39-54	20% (114)	28% (155)	9% (52)	23% (132)	20% (111)	562
Boomers: Age 55-73	15% (112)	28% (202)	8% (59)	31% (221)	18% (129)	724
PID: Dem (no lean)	24% (186)	24% (188)	10% (74)	24% (185)	18% (137)	769
PID: Ind (no lean)	19% (140)	27% (200)	9% (69)	21% (157)	23% (171)	738
PID: Rep (no lean)	22% (154)	29% (198)	11% (80)	23% (158)	15% (104)	693
PID/Gender: Dem Men	20% (71)	32% (112)	8% (28)	21% (73)	19% (66)	351
PID/Gender: Dem Women	27% (115)	18% (75)	11% (46)	27% (111)	17% (71)	418
PID/Gender: Ind Men	23% (77)	29% (97)	9% (31)	19% (66)	20% (68)	340
PID/Gender: Ind Women	16% (63)	26% (103)	10% (38)	23% (91)	26% (103)	398
PID/Gender: Rep Men	22% (83)	30% (110)	12% (45)	22% (81)	14% (53)	371
PID/Gender: Rep Women	22% (71)	27% (88)	11% (35)	24% (77)	16% (51)	322
Ideo: Liberal (1-3)	23% (142)	26% (163)	9% (53)	26% (160)	16% (99)	617
Ideo: Moderate (4)	22% (125)	28% (155)	10% (54)	23% (127)	17% (95)	556
Ideo: Conservative (5-7)	22% (163)	30% (222)	11% (82)	21% (155)	16% (123)	744
Educ: < College	21% (319)	23% (354)	10% (156)	25% (372)	21% (312)	1512
Educ: Bachelors degree	23% (103)	33% (146)	10% (46)	19% (85)	14% (64)	444
Educ: Post-grad	24% (58)	35% (86)	9% (21)	17% (43)	15% (37)	244
Income: Under 50k	21% (250)	23% (266)	10% (117)	24% (277)	22% (255)	1164
Income: 50k-100k	21% (148)	30% (210)	10% (73)	24% (169)	15% (109)	709
Income: 100k+	25% (82)	34% (110)	10% (33)	16% (53)	15% (48)	326

Continued on next page

**Table HR4\_1:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?  
Sanitized every seat in between movies*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	22% (480)	27% (586)	10% (223)	23% (500)	19% (412)	2200
Ethnicity: White	20% (350)	29% (492)	10% (177)	23% (388)	18% (314)	1722
Ethnicity: Hispanic	33% (114)	19% (65)	11% (40)	19% (67)	18% (64)	349
Ethnicity: Afr. Am.	26% (72)	17% (46)	9% (24)	23% (64)	25% (67)	274
Ethnicity: Other	28% (57)	23% (47)	10% (21)	23% (47)	15% (31)	204
All Christian	22% (223)	28% (294)	11% (111)	24% (246)	15% (158)	1033
All Non-Christian	31% (32)	26% (27)	9% (9)	21% (21)	13% (13)	102
Atheist	16% (18)	40% (44)	8% (9)	15% (17)	20% (23)	111
Agnostic/Nothing in particular	22% (206)	23% (221)	10% (93)	23% (215)	23% (218)	954
Religious Non-Protestant/Catholic	28% (36)	27% (34)	8% (10)	20% (25)	18% (23)	127
Evangelical	19% (103)	27% (144)	12% (63)	25% (134)	17% (89)	533
Non-Evangelical	23% (183)	27% (218)	11% (87)	24% (197)	15% (122)	807
Community: Urban	25% (145)	24% (139)	11% (65)	21% (122)	19% (112)	583
Community: Suburban	22% (229)	30% (316)	10% (100)	21% (218)	17% (183)	1046
Community: Rural	18% (106)	23% (130)	10% (57)	28% (160)	21% (118)	571
Employ: Private Sector	24% (147)	31% (190)	10% (63)	22% (135)	13% (77)	612
Employ: Government	25% (31)	34% (43)	13% (16)	14% (17)	16% (20)	127
Employ: Self-Employed	25% (50)	29% (58)	9% (17)	18% (36)	19% (38)	199
Employ: Homemaker	16% (25)	24% (37)	10% (16)	23% (36)	28% (44)	158
Employ: Retired	16% (80)	25% (127)	8% (39)	31% (159)	20% (102)	508
Employ: Unemployed	24% (65)	19% (52)	12% (32)	24% (65)	21% (57)	270
Employ: Other	22% (38)	21% (37)	13% (22)	19% (34)	25% (44)	174
Military HH: Yes	20% (69)	29% (101)	11% (39)	21% (75)	19% (65)	349
Military HH: No	22% (410)	26% (485)	10% (183)	23% (425)	19% (347)	1851
RD/WT: Right Direction	24% (181)	26% (197)	12% (94)	18% (140)	20% (156)	769
RD/WT: Wrong Track	21% (298)	27% (388)	9% (128)	25% (359)	18% (256)	1431
Trump Job Approve	22% (204)	29% (269)	10% (96)	20% (185)	18% (164)	920
Trump Job Disapprove	22% (252)	26% (294)	10% (117)	26% (302)	16% (186)	1150

Continued on next page

**Table HR4\_1:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?**Sanitized every seat in between movies*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	22% (480)	27% (586)	10% (223)	23% (500)	19% (412)	2200
Trump Job Strongly Approve	24% (126)	25% (131)	9% (48)	22% (112)	20% (102)	518
Trump Job Somewhat Approve	20% (78)	34% (138)	12% (49)	18% (73)	16% (63)	401
Trump Job Somewhat Disapprove	23% (63)	27% (74)	15% (42)	21% (58)	13% (36)	273
Trump Job Strongly Disapprove	21% (188)	25% (220)	9% (75)	28% (244)	17% (150)	878
Favorable of Trump	22% (192)	30% (265)	11% (94)	21% (185)	17% (150)	885
Unfavorable of Trump	24% (269)	26% (301)	10% (110)	26% (292)	15% (170)	1142
Very Favorable of Trump	23% (122)	28% (151)	10% (53)	21% (115)	18% (99)	541
Somewhat Favorable of Trump	20% (69)	33% (114)	12% (41)	20% (70)	15% (50)	344
Somewhat Unfavorable of Trump	27% (66)	28% (68)	14% (34)	19% (47)	12% (30)	246
Very Unfavorable of Trump	23% (203)	26% (234)	8% (75)	27% (245)	16% (139)	896
#1 Issue: Economy	25% (188)	29% (217)	10% (78)	21% (162)	15% (110)	756
#1 Issue: Security	25% (63)	25% (65)	11% (28)	18% (47)	20% (52)	255
#1 Issue: Health Care	22% (100)	28% (127)	8% (38)	27% (123)	16% (72)	460
#1 Issue: Medicare / Social Security	15% (38)	27% (70)	7% (18)	33% (86)	18% (46)	259
#1 Issue: Women's Issues	29% (32)	16% (17)	15% (17)	17% (18)	23% (25)	109
#1 Issue: Education	15% (22)	27% (38)	17% (24)	17% (24)	24% (35)	143
#1 Issue: Energy	22% (21)	31% (29)	5% (5)	15% (14)	26% (24)	92
#1 Issue: Other	13% (16)	18% (22)	11% (14)	20% (26)	38% (49)	126
2018 House Vote: Democrat	25% (184)	25% (185)	9% (63)	27% (202)	14% (107)	742
2018 House Vote: Republican	22% (140)	33% (210)	11% (69)	21% (136)	14% (87)	642
2018 House Vote: Someone else	22% (18)	23% (19)	10% (8)	27% (22)	18% (15)	82
2016 Vote: Hillary Clinton	24% (155)	26% (166)	9% (55)	28% (183)	14% (90)	649
2016 Vote: Donald Trump	20% (136)	33% (219)	9% (64)	23% (152)	15% (103)	673
2016 Vote: Other	29% (47)	27% (44)	11% (17)	23% (37)	10% (17)	161
2016 Vote: Didn't Vote	20% (141)	22% (156)	12% (85)	18% (128)	28% (202)	712
Voted in 2014: Yes	23% (278)	29% (357)	9% (107)	25% (314)	14% (177)	1233
Voted in 2014: No	21% (201)	24% (229)	12% (116)	19% (186)	24% (235)	967

Continued on next page

**Table HR4\_1:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?  
Sanitized every seat in between movies*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	22% (480)	27% (586)	10% (223)	23% (500)	19% (412)	2200
2012 Vote: Barack Obama	24% (183)	27% (206)	8% (61)	29% (225)	13% (97)	773
2012 Vote: Mitt Romney	20% (101)	33% (167)	10% (52)	21% (105)	16% (78)	503
2012 Vote: Other	19% (14)	26% (19)	9% (7)	16% (12)	30% (22)	73
2012 Vote: Didn't Vote	21% (181)	23% (193)	12% (103)	18% (156)	25% (215)	848
4-Region: Northeast	21% (85)	27% (106)	11% (45)	24% (96)	16% (62)	394
4-Region: Midwest	19% (87)	31% (144)	12% (55)	21% (95)	18% (81)	462
4-Region: South	23% (186)	24% (197)	10% (80)	24% (196)	20% (166)	824
4-Region: West	24% (122)	27% (139)	8% (43)	22% (112)	20% (103)	520
Watch TV: Every day	23% (243)	26% (275)	9% (101)	27% (285)	15% (166)	1071
Watch TV: Several times per week	24% (123)	30% (154)	9% (47)	19% (99)	19% (97)	519
Watch TV: About once per week	19% (30)	36% (56)	9% (15)	18% (29)	17% (26)	156
Watch TV: Several times per month	18% (20)	30% (33)	18% (20)	18% (21)	16% (18)	113
Watch TV: About once per month	21% (15)	22% (15)	27% (19)	10% (7)	20% (14)	69
Watch TV: Less often than once per month	28% (23)	19% (16)	8% (7)	21% (18)	23% (19)	83
Watch TV: Never	14% (26)	19% (35)	7% (14)	22% (41)	39% (73)	189
Watch Movies: Every day	32% (147)	20% (93)	10% (45)	23% (104)	14% (65)	453
Watch Movies: Several times per week	24% (141)	30% (178)	8% (49)	23% (139)	15% (88)	596
Watch Movies: About once per week	19% (63)	29% (99)	14% (47)	21% (72)	17% (57)	338
Watch Movies: Several times per month	17% (44)	33% (84)	12% (29)	24% (60)	15% (37)	255
Watch Movies: About once per month	14% (25)	28% (50)	12% (22)	25% (46)	21% (39)	181
Watch Movies: Less often than once per month	19% (33)	28% (48)	7% (12)	19% (32)	27% (47)	173
Watch Movies: Never	13% (26)	16% (34)	9% (18)	23% (46)	39% (79)	204
Watch Sporting Events: Every day	35% (45)	19% (25)	15% (19)	17% (21)	15% (19)	129
Watch Sporting Events: Several times per week	25% (71)	32% (92)	8% (22)	23% (65)	12% (36)	285
Watch Sporting Events: About once per week	26% (62)	25% (58)	14% (32)	23% (53)	12% (28)	233
Watch Sporting Events: Several times per month	19% (41)	38% (80)	10% (21)	22% (46)	11% (22)	210
Watch Sporting Events: About once per month	18% (31)	22% (38)	13% (22)	27% (45)	19% (32)	168
Watch Sporting Events: Less often than once per month	22% (78)	26% (94)	10% (35)	24% (86)	18% (65)	358
Watch Sporting Events: Never	19% (153)	24% (199)	9% (71)	23% (184)	26% (211)	818

Continued on next page



**Table HR4\_1:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?  
Sanitized every seat in between movies*

<b>Demographic</b>	<b>Much more likely</b>	<b>Somewhat more likely</b>	<b>Somewhat less likely</b>	<b>Much less likely</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	22% (480)	27% (586)	10% (223)	23% (500)	19% (412)	2200
Cable TV: Currently subscribe	23% (230)	28% (284)	8% (85)	22% (224)	18% (177)	999
Cable TV: Subscribed in past	19% (140)	28% (200)	12% (90)	25% (182)	15% (110)	721
Cable TV: Never subscribed	23% (110)	21% (102)	10% (49)	19% (93)	26% (126)	480
Satellite TV: Currently subscribe	22% (108)	25% (122)	9% (42)	22% (109)	22% (107)	488
Satellite TV: Subscribed in past	24% (144)	27% (165)	13% (77)	23% (138)	14% (84)	609
Satellite TV: Never subscribed	21% (228)	27% (298)	9% (103)	23% (252)	20% (221)	1103
Streaming Services: Currently subscribe	23% (297)	30% (397)	10% (126)	22% (295)	15% (202)	1317
Streaming Services: Subscribed in past	27% (66)	17% (42)	16% (39)	19% (46)	21% (52)	245
Streaming Services: Never subscribed	18% (116)	23% (147)	9% (58)	25% (158)	25% (158)	638
Film: An avid fan	29% (206)	26% (183)	8% (57)	23% (168)	14% (101)	715
Film: A casual fan	19% (223)	30% (360)	11% (137)	21% (255)	19% (228)	1203
Film: Not a fan	18% (50)	15% (43)	10% (29)	27% (76)	30% (83)	282
Television: An avid fan	24% (247)	26% (260)	8% (85)	26% (260)	16% (161)	1013
Television: A casual fan	19% (194)	29% (288)	11% (114)	21% (214)	19% (193)	1003
Television: Not a fan	21% (39)	21% (39)	13% (23)	14% (25)	32% (58)	184
Music: An avid fan	26% (282)	24% (257)	10% (108)	24% (259)	15% (159)	1065
Music: A casual fan	18% (177)	31% (306)	10% (101)	21% (209)	21% (208)	1001
Music: Not a fan	16% (21)	17% (23)	11% (14)	23% (31)	33% (45)	133
Fashion: An avid fan	35% (96)	20% (55)	8% (22)	20% (54)	16% (43)	270
Fashion: A casual fan	21% (196)	27% (250)	12% (116)	24% (226)	16% (145)	934
Fashion: Not a fan	19% (188)	28% (281)	8% (85)	22% (220)	22% (223)	996

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

**Table HR4\_2:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?  
Sanitized high touch areas such as concession stands*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	21% (452)	26% (580)	11% (245)	23% (503)	19% (420)	2200
Gender: Male	21% (218)	29% (311)	11% (116)	21% (221)	19% (197)	1062
Gender: Female	21% (234)	24% (270)	11% (130)	25% (282)	20% (223)	1138
Age: 18-29	29% (143)	24% (121)	14% (71)	10% (52)	23% (112)	499
Age: 30-44	24% (123)	27% (139)	11% (57)	24% (123)	14% (71)	514
Age: 45-54	18% (66)	26% (93)	11% (40)	23% (84)	22% (81)	365
Age: 55-64	16% (62)	29% (111)	10% (37)	26% (100)	20% (75)	386
Age: 65+	13% (57)	27% (116)	9% (39)	33% (144)	18% (80)	436
Generation Z: 18-22	29% (79)	21% (59)	16% (44)	9% (26)	25% (70)	278
Millennial: Age 23-38	28% (150)	28% (149)	12% (66)	17% (90)	15% (82)	537
Generation X: Age 39-54	18% (102)	26% (145)	10% (59)	25% (142)	20% (113)	562
Boomers: Age 55-73	15% (107)	28% (202)	9% (63)	30% (216)	19% (135)	724
PID: Dem (no lean)	22% (168)	26% (201)	10% (77)	23% (181)	19% (143)	769
PID: Ind (no lean)	19% (141)	25% (185)	12% (88)	21% (157)	23% (167)	738
PID: Rep (no lean)	21% (143)	28% (195)	12% (80)	24% (165)	16% (110)	693
PID/Gender: Dem Men	20% (70)	31% (108)	9% (30)	21% (72)	20% (70)	351
PID/Gender: Dem Women	24% (99)	22% (92)	11% (46)	26% (109)	17% (73)	418
PID/Gender: Ind Men	22% (75)	27% (91)	11% (38)	19% (65)	21% (71)	340
PID/Gender: Ind Women	17% (66)	23% (93)	13% (50)	23% (92)	24% (96)	398
PID/Gender: Rep Men	20% (74)	30% (111)	13% (47)	23% (84)	15% (56)	371
PID/Gender: Rep Women	21% (69)	26% (84)	10% (33)	25% (81)	17% (55)	322
Ideo: Liberal (1-3)	23% (143)	26% (161)	10% (60)	25% (157)	16% (96)	617
Ideo: Moderate (4)	21% (119)	27% (150)	11% (62)	23% (127)	18% (99)	556
Ideo: Conservative (5-7)	19% (140)	29% (218)	11% (81)	23% (171)	18% (133)	744
Educ: < College	19% (294)	25% (370)	11% (169)	24% (364)	21% (315)	1512
Educ: Bachelors degree	24% (105)	28% (125)	13% (57)	20% (91)	15% (66)	444
Educ: Post-grad	22% (52)	35% (85)	8% (20)	19% (48)	16% (39)	244
Income: Under 50k	20% (234)	23% (273)	11% (127)	23% (272)	22% (258)	1164
Income: 50k-100k	20% (143)	28% (198)	12% (86)	24% (172)	16% (110)	709
Income: 100k+	23% (74)	34% (109)	10% (32)	18% (58)	16% (52)	326

Continued on next page

**Table HR4\_2:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?**Sanitized high touch areas such as concession stands*

<b>Demographic</b>	<b>Much more likely</b>	<b>Somewhat more likely</b>	<b>Somewhat less likely</b>	<b>Much less likely</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	21% (452)	26% (580)	11% (245)	23% (503)	19% (420)	2200
Ethnicity: White	19% (327)	28% (485)	11% (193)	23% (398)	19% (320)	1722
Ethnicity: Hispanic	31% (110)	18% (64)	13% (47)	18% (64)	19% (65)	349
Ethnicity: Afr. Am.	25% (69)	18% (48)	11% (30)	22% (60)	25% (68)	274
Ethnicity: Other	27% (56)	23% (47)	11% (23)	22% (45)	16% (33)	204
All Christian	21% (212)	29% (296)	10% (102)	25% (263)	16% (160)	1033
All Non-Christian	34% (34)	26% (26)	8% (8)	17% (17)	16% (16)	102
Atheist	15% (16)	36% (40)	11% (12)	17% (19)	22% (24)	111
Agnostic/Nothing in particular	20% (189)	23% (218)	13% (123)	21% (204)	23% (220)	954
Religious Non-Protestant/Catholic	29% (37)	28% (36)	7% (10)	19% (24)	16% (20)	127
Evangelical	18% (96)	27% (144)	10% (51)	29% (153)	17% (90)	533
Non-Evangelical	22% (178)	27% (217)	12% (93)	24% (193)	16% (125)	807
Community: Urban	22% (129)	25% (148)	12% (71)	20% (118)	20% (118)	583
Community: Suburban	21% (219)	29% (302)	11% (111)	22% (227)	18% (188)	1046
Community: Rural	18% (104)	23% (131)	11% (63)	28% (158)	20% (114)	571
Employ: Private Sector	22% (136)	30% (183)	12% (74)	23% (140)	13% (80)	612
Employ: Government	25% (32)	32% (41)	15% (19)	13% (16)	15% (19)	127
Employ: Self-Employed	27% (54)	28% (56)	9% (17)	20% (39)	17% (33)	199
Employ: Homemaker	16% (25)	24% (38)	11% (18)	23% (37)	25% (40)	158
Employ: Retired	14% (73)	26% (130)	7% (38)	32% (162)	21% (105)	508
Employ: Unemployed	21% (58)	18% (48)	13% (34)	25% (67)	24% (64)	270
Employ: Other	19% (33)	23% (41)	14% (24)	17% (30)	26% (46)	174
Military HH: Yes	22% (76)	27% (95)	12% (40)	23% (80)	17% (58)	349
Military HH: No	20% (376)	26% (485)	11% (205)	23% (423)	20% (362)	1851
RD/WT: Right Direction	24% (182)	26% (198)	12% (95)	19% (142)	20% (151)	769
RD/WT: Wrong Track	19% (269)	27% (382)	11% (151)	25% (360)	19% (269)	1431
Trump Job Approve	22% (203)	28% (262)	11% (97)	21% (193)	18% (164)	920
Trump Job Disapprove	19% (222)	26% (301)	12% (133)	26% (295)	17% (199)	1150

Continued on next page

**Table HR4\_2:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?  
Sanitized high touch areas such as concession stands*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	21% (452)	26% (580)	11% (245)	23% (503)	19% (420)	2200
Trump Job Strongly Approve	21% (108)	27% (138)	10% (53)	23% (119)	19% (100)	518
Trump Job Somewhat Approve	24% (95)	31% (124)	11% (44)	18% (74)	16% (64)	401
Trump Job Somewhat Disapprove	20% (55)	29% (78)	15% (41)	20% (55)	16% (44)	273
Trump Job Strongly Disapprove	19% (167)	25% (222)	10% (92)	27% (241)	18% (156)	878
Favorable of Trump	21% (187)	29% (257)	11% (97)	22% (190)	17% (154)	885
Unfavorable of Trump	22% (247)	27% (305)	11% (128)	25% (287)	15% (176)	1142
Very Favorable of Trump	21% (113)	28% (154)	10% (56)	23% (122)	18% (95)	541
Somewhat Favorable of Trump	22% (75)	30% (103)	12% (41)	20% (68)	17% (58)	344
Somewhat Unfavorable of Trump	25% (62)	28% (68)	16% (39)	19% (47)	12% (29)	246
Very Unfavorable of Trump	21% (184)	26% (237)	10% (89)	27% (239)	16% (146)	896
#1 Issue: Economy	24% (181)	28% (209)	13% (100)	20% (154)	15% (112)	756
#1 Issue: Security	18% (46)	28% (72)	10% (26)	24% (60)	20% (50)	255
#1 Issue: Health Care	19% (89)	30% (139)	10% (45)	25% (116)	15% (71)	460
#1 Issue: Medicare / Social Security	16% (42)	24% (62)	8% (20)	34% (88)	18% (47)	259
#1 Issue: Women's Issues	29% (31)	19% (21)	12% (13)	18% (19)	22% (24)	109
#1 Issue: Education	17% (24)	26% (38)	16% (22)	16% (23)	25% (36)	143
#1 Issue: Energy	28% (26)	23% (21)	5% (4)	12% (11)	32% (30)	92
#1 Issue: Other	10% (13)	15% (19)	11% (14)	24% (31)	40% (50)	126
2018 House Vote: Democrat	21% (158)	26% (190)	11% (79)	27% (199)	16% (116)	742
2018 House Vote: Republican	21% (134)	32% (207)	11% (71)	22% (141)	14% (88)	642
2018 House Vote: Someone else	19% (15)	25% (21)	10% (8)	29% (23)	17% (14)	82
2016 Vote: Hillary Clinton	20% (131)	28% (179)	10% (63)	28% (181)	15% (95)	649
2016 Vote: Donald Trump	20% (136)	30% (205)	11% (74)	23% (157)	15% (102)	673
2016 Vote: Other	24% (39)	29% (47)	12% (19)	23% (37)	12% (19)	161
2016 Vote: Didn't Vote	20% (146)	21% (147)	13% (89)	18% (127)	28% (202)	712
Voted in 2014: Yes	20% (248)	29% (361)	10% (119)	26% (323)	15% (182)	1233
Voted in 2014: No	21% (204)	23% (219)	13% (126)	19% (180)	25% (238)	967

Continued on next page

**Table HR4\_2:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?  
Sanitized high touch areas such as concession stands*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	21% (452)	26% (580)	11% (245)	23% (503)	19% (420)	2200
2012 Vote: Barack Obama	20% (156)	27% (208)	10% (75)	30% (228)	14% (106)	773
2012 Vote: Mitt Romney	20% (98)	33% (167)	10% (49)	22% (109)	16% (80)	503
2012 Vote: Other	13% (9)	27% (20)	11% (8)	19% (14)	29% (22)	73
2012 Vote: Didn't Vote	22% (187)	22% (185)	13% (114)	18% (150)	25% (212)	848
4-Region: Northeast	22% (86)	26% (101)	12% (49)	24% (94)	16% (64)	394
4-Region: Midwest	20% (91)	30% (138)	11% (49)	21% (96)	19% (88)	462
4-Region: South	20% (165)	25% (209)	11% (92)	24% (194)	20% (164)	824
4-Region: West	21% (110)	25% (132)	11% (56)	23% (119)	20% (103)	520
Watch TV: Every day	21% (229)	26% (278)	10% (108)	27% (284)	16% (171)	1071
Watch TV: Several times per week	22% (114)	31% (162)	10% (50)	20% (103)	17% (90)	519
Watch TV: About once per week	15% (23)	32% (49)	14% (22)	21% (32)	19% (29)	156
Watch TV: Several times per month	25% (28)	25% (28)	19% (21)	15% (17)	16% (18)	113
Watch TV: About once per month	16% (11)	25% (17)	21% (15)	18% (12)	20% (14)	69
Watch TV: Less often than once per month	23% (19)	19% (16)	12% (10)	22% (18)	24% (20)	83
Watch TV: Never	15% (28)	16% (29)	10% (18)	19% (36)	41% (78)	189
Watch Movies: Every day	28% (128)	23% (103)	12% (54)	23% (103)	14% (65)	453
Watch Movies: Several times per week	23% (134)	30% (179)	10% (60)	23% (135)	15% (87)	596
Watch Movies: About once per week	18% (60)	29% (97)	14% (48)	22% (76)	17% (58)	338
Watch Movies: Several times per month	19% (47)	28% (71)	14% (36)	24% (61)	16% (40)	255
Watch Movies: About once per month	13% (23)	30% (54)	9% (16)	25% (46)	24% (43)	181
Watch Movies: Less often than once per month	19% (33)	27% (46)	9% (15)	18% (31)	27% (47)	173
Watch Movies: Never	13% (26)	15% (31)	8% (16)	25% (51)	39% (80)	204
Watch Sporting Events: Every day	27% (35)	33% (43)	10% (13)	15% (20)	15% (19)	129
Watch Sporting Events: Several times per week	22% (62)	32% (91)	13% (36)	23% (66)	10% (29)	285
Watch Sporting Events: About once per week	27% (62)	22% (51)	17% (40)	22% (51)	12% (29)	233
Watch Sporting Events: Several times per month	21% (43)	34% (72)	9% (18)	24% (50)	13% (27)	210
Watch Sporting Events: About once per month	19% (31)	24% (40)	12% (20)	26% (44)	19% (33)	168
Watch Sporting Events: Less often than once per month	19% (68)	26% (92)	11% (39)	25% (91)	19% (69)	358
Watch Sporting Events: Never	18% (150)	24% (193)	10% (80)	22% (181)	26% (214)	818

Continued on next page

**Table HR4\_2:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?  
Sanitized high touch areas such as concession stands*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	21% (452)	26% (580)	11% (245)	23% (503)	19% (420)	2200
Cable TV: Currently subscribe	22% (221)	27% (273)	10% (95)	22% (224)	19% (185)	999
Cable TV: Subscribed in past	18% (131)	28% (203)	13% (97)	25% (183)	15% (106)	721
Cable TV: Never subscribed	21% (99)	22% (104)	11% (53)	20% (95)	27% (128)	480
Satellite TV: Currently subscribe	22% (105)	22% (109)	10% (49)	23% (114)	23% (111)	488
Satellite TV: Subscribed in past	23% (138)	28% (170)	12% (74)	23% (140)	14% (87)	609
Satellite TV: Never subscribed	19% (209)	27% (301)	11% (122)	23% (249)	20% (222)	1103
Streaming Services: Currently subscribe	22% (286)	29% (384)	11% (146)	22% (294)	16% (208)	1317
Streaming Services: Subscribed in past	26% (64)	21% (51)	11% (28)	20% (50)	21% (52)	245
Streaming Services: Never subscribed	16% (102)	23% (145)	11% (71)	25% (159)	25% (160)	638
Film: An avid fan	27% (192)	25% (178)	10% (69)	23% (168)	15% (108)	715
Film: A casual fan	17% (209)	30% (360)	12% (142)	22% (264)	19% (228)	1203
Film: Not a fan	18% (51)	15% (42)	12% (34)	25% (71)	30% (84)	282
Television: An avid fan	24% (238)	25% (257)	10% (98)	25% (258)	16% (162)	1013
Television: A casual fan	18% (179)	28% (282)	12% (124)	22% (216)	20% (202)	1003
Television: Not a fan	19% (34)	23% (42)	13% (24)	16% (29)	30% (56)	184
Music: An avid fan	25% (264)	24% (260)	11% (112)	24% (259)	16% (170)	1065
Music: A casual fan	17% (169)	29% (295)	12% (116)	22% (217)	20% (205)	1001
Music: Not a fan	14% (19)	19% (26)	13% (17)	20% (27)	34% (45)	133
Fashion: An avid fan	32% (87)	21% (57)	10% (26)	19% (52)	18% (49)	270
Fashion: A casual fan	21% (193)	27% (248)	13% (121)	25% (234)	15% (137)	934
Fashion: Not a fan	17% (172)	28% (276)	10% (98)	22% (217)	23% (234)	996

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

**Table HR4\_3:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?**Staggered available seats to allow space between moviegoers*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (352)	28% (625)	12% (265)	24% (534)	19% (422)	2200
Gender: Male	16% (170)	32% (336)	11% (117)	23% (242)	18% (196)	1062
Gender: Female	16% (182)	25% (289)	13% (148)	26% (292)	20% (226)	1138
Age: 18-29	18% (89)	30% (151)	16% (79)	13% (65)	23% (114)	499
Age: 30-44	21% (106)	26% (133)	12% (62)	25% (131)	16% (82)	514
Age: 45-54	16% (57)	29% (104)	12% (42)	24% (87)	20% (75)	365
Age: 55-64	13% (49)	31% (121)	10% (38)	27% (104)	19% (73)	386
Age: 65+	12% (51)	27% (116)	10% (44)	34% (147)	18% (78)	436
Generation Z: 18-22	17% (46)	27% (75)	18% (50)	14% (39)	25% (69)	278
Millennial: Age 23-38	21% (113)	29% (155)	14% (73)	19% (99)	18% (96)	537
Generation X: Age 39-54	17% (93)	28% (158)	11% (59)	26% (145)	19% (107)	562
Boomers: Age 55-73	12% (88)	29% (210)	10% (72)	31% (223)	18% (130)	724
PID: Dem (no lean)	17% (134)	27% (204)	12% (96)	25% (189)	19% (147)	769
PID: Ind (no lean)	15% (109)	29% (214)	11% (84)	23% (169)	22% (162)	738
PID: Rep (no lean)	16% (109)	30% (207)	12% (86)	25% (177)	16% (114)	693
PID/Gender: Dem Men	16% (56)	32% (111)	11% (39)	21% (74)	20% (71)	351
PID/Gender: Dem Women	19% (77)	22% (93)	14% (57)	27% (115)	18% (76)	418
PID/Gender: Ind Men	18% (62)	30% (101)	9% (31)	22% (75)	21% (71)	340
PID/Gender: Ind Women	12% (47)	28% (113)	13% (53)	24% (94)	23% (91)	398
PID/Gender: Rep Men	14% (52)	33% (124)	13% (47)	25% (93)	15% (55)	371
PID/Gender: Rep Women	18% (58)	26% (83)	12% (38)	26% (84)	18% (59)	322
Ideo: Liberal (1-3)	20% (126)	27% (168)	11% (68)	27% (166)	15% (90)	617
Ideo: Moderate (4)	17% (93)	28% (156)	11% (63)	25% (137)	19% (107)	556
Ideo: Conservative (5-7)	13% (98)	34% (250)	13% (97)	23% (171)	17% (129)	744
Educ: < College	15% (226)	26% (389)	12% (187)	26% (393)	21% (318)	1512
Educ: Bachelors degree	19% (86)	33% (146)	12% (54)	21% (93)	14% (64)	444
Educ: Post-grad	17% (40)	37% (90)	10% (25)	20% (48)	17% (41)	244
Income: Under 50k	16% (182)	24% (275)	12% (145)	26% (302)	22% (261)	1164
Income: 50k-100k	17% (119)	32% (224)	12% (85)	24% (173)	15% (110)	709
Income: 100k+	16% (52)	39% (126)	11% (36)	18% (60)	16% (52)	326

Continued on next page

**Table HR4\_3:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?  
Staggered available seats to allow space between moviegoers*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (352)	28% (625)	12% (265)	24% (534)	19% (422)	2200
Ethnicity: White	15% (256)	30% (522)	12% (212)	24% (416)	18% (317)	1722
Ethnicity: Hispanic	22% (78)	23% (79)	12% (43)	22% (78)	20% (71)	349
Ethnicity: Afr. Am.	17% (48)	20% (55)	11% (29)	26% (72)	25% (70)	274
Ethnicity: Other	24% (49)	24% (48)	12% (24)	23% (46)	18% (36)	204
All Christian	17% (171)	31% (316)	12% (122)	26% (269)	15% (156)	1033
All Non-Christian	20% (20)	33% (33)	13% (13)	20% (21)	14% (15)	102
Atheist	19% (21)	32% (35)	6% (6)	16% (18)	27% (30)	111
Agnostic/Nothing in particular	15% (140)	25% (241)	13% (123)	24% (227)	23% (222)	954
Religious Non-Protestant/Catholic	19% (24)	32% (40)	11% (13)	23% (29)	15% (20)	127
Evangelical	15% (78)	27% (146)	13% (72)	28% (151)	16% (87)	533
Non-Evangelical	17% (135)	30% (240)	12% (95)	25% (205)	16% (132)	807
Community: Urban	18% (107)	25% (148)	14% (79)	22% (126)	21% (122)	583
Community: Suburban	16% (162)	32% (336)	11% (116)	23% (244)	18% (188)	1046
Community: Rural	15% (83)	25% (141)	12% (70)	29% (164)	20% (113)	571
Employ: Private Sector	19% (115)	33% (202)	13% (77)	23% (143)	12% (75)	612
Employ: Government	16% (20)	31% (40)	16% (20)	18% (23)	19% (24)	127
Employ: Self-Employed	20% (39)	33% (65)	11% (22)	21% (41)	16% (31)	199
Employ: Homemaker	12% (18)	25% (39)	12% (19)	26% (41)	26% (41)	158
Employ: Retired	12% (63)	26% (132)	9% (44)	32% (161)	21% (107)	508
Employ: Unemployed	19% (50)	21% (58)	12% (34)	27% (72)	21% (57)	270
Employ: Other	15% (26)	21% (37)	17% (30)	18% (32)	28% (49)	174
Military HH: Yes	16% (56)	31% (108)	12% (42)	24% (85)	16% (57)	349
Military HH: No	16% (296)	28% (517)	12% (223)	24% (449)	20% (365)	1851
RD/WT: Right Direction	17% (131)	29% (227)	13% (103)	20% (152)	20% (156)	769
RD/WT: Wrong Track	15% (221)	28% (399)	11% (163)	27% (382)	19% (266)	1431
Trump Job Approve	15% (139)	32% (297)	11% (105)	22% (204)	19% (175)	920
Trump Job Disapprove	17% (196)	27% (305)	13% (148)	28% (318)	16% (184)	1150

Continued on next page



**Table HR4\_3:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?  
Staggered available seats to allow space between moviegoers*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (352)	28% (625)	12% (265)	24% (534)	19% (422)	2200
Trump Job Strongly Approve	15% (79)	29% (152)	11% (56)	25% (130)	20% (102)	518
Trump Job Somewhat Approve	15% (60)	36% (145)	12% (49)	19% (75)	18% (73)	401
Trump Job Somewhat Disapprove	19% (53)	26% (70)	20% (54)	21% (57)	14% (39)	273
Trump Job Strongly Disapprove	16% (143)	27% (235)	11% (93)	30% (261)	17% (145)	878
Favorable of Trump	15% (136)	32% (281)	12% (107)	23% (206)	18% (156)	885
Unfavorable of Trump	18% (200)	29% (327)	12% (137)	27% (304)	15% (173)	1142
Very Favorable of Trump	15% (82)	31% (167)	12% (65)	25% (133)	18% (95)	541
Somewhat Favorable of Trump	16% (54)	33% (114)	12% (42)	21% (73)	18% (62)	344
Somewhat Unfavorable of Trump	18% (43)	31% (76)	19% (46)	20% (49)	13% (31)	246
Very Unfavorable of Trump	18% (157)	28% (251)	10% (91)	28% (255)	16% (142)	896
#1 Issue: Economy	17% (128)	32% (241)	14% (104)	22% (164)	16% (119)	756
#1 Issue: Security	17% (44)	26% (68)	9% (24)	26% (65)	21% (54)	255
#1 Issue: Health Care	17% (79)	31% (145)	9% (43)	25% (116)	17% (77)	460
#1 Issue: Medicare / Social Security	16% (41)	21% (54)	11% (27)	35% (92)	17% (45)	259
#1 Issue: Women's Issues	20% (21)	21% (22)	14% (15)	21% (23)	25% (27)	109
#1 Issue: Education	9% (13)	28% (40)	22% (32)	21% (31)	20% (28)	143
#1 Issue: Energy	16% (15)	34% (31)	6% (5)	13% (12)	32% (29)	92
#1 Issue: Other	9% (11)	19% (25)	13% (16)	24% (31)	34% (43)	126
2018 House Vote: Democrat	18% (135)	28% (206)	11% (82)	28% (207)	15% (112)	742
2018 House Vote: Republican	16% (100)	33% (210)	12% (80)	25% (158)	15% (94)	642
2018 House Vote: Someone else	18% (15)	26% (22)	12% (10)	27% (22)	16% (13)	82
2016 Vote: Hillary Clinton	18% (118)	28% (180)	11% (73)	29% (186)	14% (92)	649
2016 Vote: Donald Trump	13% (90)	33% (225)	12% (78)	26% (173)	16% (108)	673
2016 Vote: Other	22% (36)	30% (48)	10% (16)	26% (42)	12% (20)	161
2016 Vote: Didn't Vote	15% (108)	24% (171)	14% (98)	19% (133)	28% (201)	712
Voted in 2014: Yes	16% (202)	31% (379)	11% (136)	27% (328)	15% (188)	1233
Voted in 2014: No	16% (150)	25% (246)	13% (130)	21% (207)	24% (235)	967

Continued on next page

**Table HR4\_3:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?  
Staggered available seats to allow space between moviegoers*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (352)	28% (625)	12% (265)	24% (534)	19% (422)	2200
2012 Vote: Barack Obama	19% (143)	27% (210)	11% (87)	30% (231)	13% (102)	773
2012 Vote: Mitt Romney	13% (64)	37% (186)	11% (56)	24% (118)	16% (79)	503
2012 Vote: Other	11% (8)	28% (20)	8% (6)	19% (14)	33% (24)	73
2012 Vote: Didn't Vote	16% (136)	25% (208)	14% (117)	20% (169)	26% (217)	848
4-Region: Northeast	17% (68)	28% (109)	14% (55)	25% (98)	16% (63)	394
4-Region: Midwest	14% (65)	30% (139)	12% (57)	23% (107)	20% (94)	462
4-Region: South	16% (132)	27% (226)	11% (93)	25% (209)	20% (165)	824
4-Region: West	17% (87)	29% (151)	12% (60)	23% (120)	19% (101)	520
Watch TV: Every day	16% (170)	29% (308)	11% (120)	29% (311)	15% (161)	1071
Watch TV: Several times per week	16% (83)	32% (168)	13% (66)	21% (107)	18% (95)	519
Watch TV: About once per week	17% (27)	28% (44)	12% (19)	21% (33)	21% (33)	156
Watch TV: Several times per month	21% (24)	29% (33)	19% (22)	13% (14)	18% (21)	113
Watch TV: About once per month	21% (15)	24% (17)	18% (12)	12% (9)	24% (17)	69
Watch TV: Less often than once per month	16% (13)	26% (22)	11% (9)	26% (21)	22% (18)	83
Watch TV: Never	11% (21)	17% (33)	9% (17)	21% (40)	41% (78)	189
Watch Movies: Every day	23% (103)	24% (111)	12% (55)	28% (126)	13% (58)	453
Watch Movies: Several times per week	17% (101)	33% (194)	12% (70)	24% (145)	14% (86)	596
Watch Movies: About once per week	15% (51)	29% (97)	14% (49)	23% (77)	19% (65)	338
Watch Movies: Several times per month	14% (35)	34% (88)	14% (36)	23% (58)	15% (38)	255
Watch Movies: About once per month	11% (19)	31% (55)	11% (19)	25% (45)	24% (43)	181
Watch Movies: Less often than once per month	12% (21)	29% (51)	10% (17)	21% (36)	28% (48)	173
Watch Movies: Never	11% (22)	14% (29)	9% (19)	24% (49)	41% (84)	204
Watch Sporting Events: Every day	19% (24)	35% (45)	14% (18)	15% (19)	18% (23)	129
Watch Sporting Events: Several times per week	16% (47)	34% (98)	13% (37)	25% (71)	11% (32)	285
Watch Sporting Events: About once per week	21% (48)	30% (70)	15% (35)	23% (53)	11% (26)	233
Watch Sporting Events: Several times per month	14% (28)	36% (75)	14% (29)	25% (52)	12% (26)	210
Watch Sporting Events: About once per month	15% (24)	26% (44)	13% (21)	28% (48)	18% (30)	168
Watch Sporting Events: Less often than once per month	16% (57)	30% (109)	12% (42)	25% (90)	17% (61)	358
Watch Sporting Events: Never	15% (124)	23% (185)	10% (84)	25% (201)	27% (224)	818

Continued on next page

**Table HR4\_3:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?**Staggered available seats to allow space between moviegoers*

<b>Demographic</b>	<b>Much more likely</b>	<b>Somewhat more likely</b>	<b>Somewhat less likely</b>	<b>Much less likely</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	16% (352)	28% (625)	12% (265)	24% (534)	19% (422)	2200
Cable TV: Currently subscribe	16% (163)	30% (299)	11% (110)	24% (239)	19% (188)	999
Cable TV: Subscribed in past	13% (91)	32% (227)	14% (102)	27% (195)	15% (106)	721
Cable TV: Never subscribed	21% (98)	21% (99)	11% (53)	21% (100)	27% (128)	480
Satellite TV: Currently subscribe	16% (78)	26% (129)	12% (57)	25% (120)	21% (104)	488
Satellite TV: Subscribed in past	17% (103)	31% (188)	13% (78)	26% (156)	14% (84)	609
Satellite TV: Never subscribed	15% (171)	28% (309)	12% (131)	23% (259)	21% (234)	1103
Streaming Services: Currently subscribe	17% (228)	31% (411)	11% (148)	24% (316)	16% (214)	1317
Streaming Services: Subscribed in past	16% (40)	27% (66)	16% (38)	19% (47)	22% (53)	245
Streaming Services: Never subscribed	13% (84)	23% (149)	12% (79)	27% (171)	24% (155)	638
Film: An avid fan	21% (150)	27% (196)	10% (72)	27% (193)	15% (105)	715
Film: A casual fan	14% (163)	32% (389)	13% (156)	22% (271)	19% (225)	1203
Film: Not a fan	14% (39)	14% (41)	14% (38)	25% (71)	33% (92)	282
Television: An avid fan	18% (185)	27% (277)	11% (112)	27% (273)	16% (167)	1013
Television: A casual fan	14% (136)	31% (308)	12% (122)	23% (233)	20% (203)	1003
Television: Not a fan	17% (31)	22% (41)	17% (31)	15% (29)	28% (52)	184
Music: An avid fan	19% (204)	28% (293)	12% (124)	26% (280)	15% (165)	1065
Music: A casual fan	13% (130)	31% (307)	13% (128)	22% (224)	21% (213)	1001
Music: Not a fan	14% (19)	19% (25)	10% (14)	23% (31)	34% (45)	133
Fashion: An avid fan	25% (67)	25% (68)	13% (34)	22% (58)	16% (42)	270
Fashion: A casual fan	16% (148)	28% (263)	14% (135)	25% (234)	16% (153)	934
Fashion: Not a fan	14% (137)	30% (294)	10% (96)	24% (242)	23% (227)	996

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

**Table HR4\_4:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*  
*Introduced contact-free methods to pay for movie tickets and concessions*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (313)	26% (572)	11% (250)	25% (541)	24% (523)	2200
Gender: Male	15% (163)	29% (303)	10% (103)	23% (248)	23% (245)	1062
Gender: Female	13% (150)	24% (270)	13% (147)	26% (293)	24% (279)	1138
Age: 18-29	17% (84)	31% (154)	10% (49)	14% (72)	28% (140)	499
Age: 30-44	17% (89)	27% (137)	14% (70)	25% (127)	18% (91)	514
Age: 45-54	14% (51)	25% (91)	11% (42)	24% (89)	26% (93)	365
Age: 55-64	12% (47)	23% (88)	12% (44)	28% (107)	26% (99)	386
Age: 65+	10% (42)	23% (103)	10% (45)	33% (146)	23% (101)	436
Generation Z: 18-22	15% (42)	30% (83)	12% (32)	15% (42)	28% (79)	278
Millennial: Age 23-38	19% (101)	29% (156)	13% (68)	18% (98)	21% (114)	537
Generation X: Age 39-54	14% (81)	25% (142)	11% (60)	26% (147)	23% (132)	562
Boomers: Age 55-73	11% (78)	23% (170)	11% (81)	31% (221)	24% (174)	724
PID: Dem (no lean)	16% (126)	26% (198)	11% (83)	25% (190)	22% (172)	769
PID: Ind (no lean)	12% (86)	25% (183)	11% (81)	24% (177)	29% (210)	738
PID: Rep (no lean)	15% (101)	28% (191)	12% (86)	25% (174)	20% (142)	693
PID/Gender: Dem Men	16% (57)	30% (105)	9% (33)	22% (76)	23% (81)	351
PID/Gender: Dem Women	17% (69)	22% (93)	12% (50)	27% (114)	22% (91)	418
PID/Gender: Ind Men	15% (52)	26% (89)	9% (31)	22% (76)	27% (91)	340
PID/Gender: Ind Women	8% (34)	24% (94)	13% (50)	25% (101)	30% (119)	398
PID/Gender: Rep Men	15% (54)	29% (109)	11% (39)	26% (96)	20% (73)	371
PID/Gender: Rep Women	15% (47)	25% (82)	14% (46)	24% (78)	21% (69)	322
Ideo: Liberal (1-3)	18% (112)	26% (160)	10% (63)	26% (163)	19% (120)	617
Ideo: Moderate (4)	15% (85)	28% (156)	11% (61)	25% (139)	21% (115)	556
Ideo: Conservative (5-7)	12% (88)	28% (211)	12% (91)	24% (179)	23% (175)	744
Educ: < College	13% (204)	23% (355)	12% (174)	26% (398)	25% (380)	1512
Educ: Bachelors degree	16% (71)	31% (136)	11% (49)	21% (93)	21% (94)	444
Educ: Post-grad	16% (38)	33% (81)	11% (26)	20% (49)	20% (49)	244
Income: Under 50k	13% (146)	23% (271)	11% (131)	26% (300)	27% (316)	1164
Income: 50k-100k	15% (109)	28% (196)	11% (80)	26% (183)	20% (141)	709
Income: 100k+	18% (58)	32% (105)	12% (39)	18% (58)	20% (66)	326

Continued on next page

**Table HR4\_4:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?**Introduced contact-free methods to pay for movie tickets and concessions*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (313)	26% (572)	11% (250)	25% (541)	24% (523)	2200
Ethnicity: White	13% (228)	27% (466)	11% (197)	24% (421)	24% (409)	1722
Ethnicity: Hispanic	22% (78)	24% (84)	11% (38)	19% (67)	23% (82)	349
Ethnicity: Afr. Am.	17% (45)	19% (53)	12% (33)	26% (70)	26% (72)	274
Ethnicity: Other	20% (40)	26% (52)	10% (19)	24% (50)	21% (43)	204
All Christian	14% (146)	27% (278)	11% (118)	27% (276)	21% (216)	1033
All Non-Christian	23% (24)	26% (27)	12% (12)	22% (22)	17% (17)	102
Atheist	14% (16)	33% (37)	6% (6)	20% (23)	26% (29)	111
Agnostic/Nothing in particular	13% (128)	24% (231)	12% (114)	23% (221)	27% (260)	954
Religious Non-Protestant/Catholic	20% (26)	27% (34)	9% (12)	23% (29)	21% (26)	127
Evangelical	12% (62)	27% (144)	11% (60)	29% (155)	21% (111)	533
Non-Evangelical	15% (122)	26% (213)	11% (89)	27% (215)	21% (168)	807
Community: Urban	16% (94)	26% (149)	13% (74)	22% (126)	24% (140)	583
Community: Suburban	14% (147)	28% (295)	11% (119)	23% (237)	24% (248)	1046
Community: Rural	13% (72)	22% (128)	10% (57)	31% (178)	24% (136)	571
Employ: Private Sector	16% (101)	30% (181)	11% (66)	24% (148)	19% (116)	612
Employ: Government	12% (16)	36% (46)	17% (21)	15% (19)	19% (25)	127
Employ: Self-Employed	21% (41)	27% (53)	11% (21)	20% (40)	22% (43)	199
Employ: Homemaker	10% (16)	24% (38)	14% (22)	23% (36)	29% (46)	158
Employ: Retired	11% (56)	21% (106)	10% (51)	33% (168)	25% (128)	508
Employ: Unemployed	15% (41)	23% (62)	11% (31)	25% (68)	26% (69)	270
Employ: Other	15% (26)	18% (31)	13% (23)	23% (39)	32% (56)	174
Military HH: Yes	16% (57)	25% (88)	11% (38)	25% (88)	22% (78)	349
Military HH: No	14% (257)	26% (485)	11% (212)	24% (453)	24% (445)	1851
RD/WT: Right Direction	17% (129)	26% (198)	13% (100)	20% (157)	24% (186)	769
RD/WT: Wrong Track	13% (185)	26% (375)	11% (151)	27% (384)	24% (338)	1431
Trump Job Approve	14% (132)	30% (271)	12% (109)	22% (202)	22% (205)	920
Trump Job Disapprove	14% (164)	24% (279)	12% (132)	28% (322)	22% (253)	1150

Continued on next page

**Table HR4\_4:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*  
*Introduced contact-free methods to pay for movie tickets and concessions*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (313)	26% (572)	11% (250)	25% (541)	24% (523)	2200
Trump Job Strongly Approve	15% (79)	23% (119)	13% (66)	25% (128)	25% (127)	518
Trump Job Somewhat Approve	13% (53)	38% (152)	11% (43)	19% (75)	19% (78)	401
Trump Job Somewhat Disapprove	15% (41)	23% (64)	16% (44)	23% (62)	23% (62)	273
Trump Job Strongly Disapprove	14% (124)	25% (215)	10% (88)	30% (259)	22% (191)	878
Favorable of Trump	14% (128)	29% (257)	12% (104)	23% (206)	22% (190)	885
Unfavorable of Trump	15% (171)	25% (291)	11% (129)	27% (309)	21% (241)	1142
Very Favorable of Trump	15% (81)	26% (138)	13% (69)	25% (135)	22% (119)	541
Somewhat Favorable of Trump	14% (47)	35% (119)	10% (35)	21% (71)	21% (72)	344
Somewhat Unfavorable of Trump	17% (42)	27% (66)	16% (39)	19% (47)	21% (52)	246
Very Unfavorable of Trump	14% (129)	25% (225)	10% (91)	29% (262)	21% (189)	896
#1 Issue: Economy	16% (118)	30% (223)	13% (98)	22% (165)	20% (152)	756
#1 Issue: Security	14% (36)	26% (65)	11% (29)	27% (68)	22% (57)	255
#1 Issue: Health Care	15% (67)	27% (124)	11% (50)	26% (120)	22% (100)	460
#1 Issue: Medicare / Social Security	13% (33)	21% (54)	7% (18)	36% (93)	23% (60)	259
#1 Issue: Women's Issues	20% (22)	19% (21)	11% (12)	21% (23)	28% (30)	109
#1 Issue: Education	10% (15)	25% (35)	20% (28)	19% (27)	26% (38)	143
#1 Issue: Energy	16% (15)	35% (32)	4% (4)	12% (11)	33% (30)	92
#1 Issue: Other	5% (7)	14% (17)	9% (12)	27% (35)	45% (56)	126
2018 House Vote: Democrat	17% (125)	26% (190)	10% (77)	28% (211)	19% (139)	742
2018 House Vote: Republican	13% (83)	29% (189)	12% (79)	24% (155)	21% (136)	642
2018 House Vote: Someone else	15% (12)	25% (20)	9% (7)	29% (24)	23% (18)	82
2016 Vote: Hillary Clinton	15% (100)	27% (177)	10% (66)	29% (190)	18% (116)	649
2016 Vote: Donald Trump	14% (94)	27% (183)	12% (80)	25% (169)	22% (148)	673
2016 Vote: Other	16% (25)	29% (47)	14% (23)	23% (37)	18% (29)	161
2016 Vote: Didn't Vote	13% (94)	23% (163)	12% (82)	20% (143)	32% (230)	712
Voted in 2014: Yes	15% (184)	27% (329)	11% (133)	27% (337)	20% (250)	1233
Voted in 2014: No	13% (130)	25% (244)	12% (117)	21% (204)	28% (273)	967

Continued on next page

**Table HR4\_4:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?**Introduced contact-free methods to pay for movie tickets and concessions*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (313)	26% (572)	11% (250)	25% (541)	24% (523)	2200
2012 Vote: Barack Obama	17% (130)	25% (197)	11% (86)	30% (233)	16% (126)	773
2012 Vote: Mitt Romney	12% (62)	30% (153)	11% (55)	23% (115)	24% (118)	503
2012 Vote: Other	10% (7)	18% (13)	17% (12)	22% (16)	34% (25)	73
2012 Vote: Didn't Vote	13% (113)	25% (210)	11% (97)	21% (175)	30% (253)	848
4-Region: Northeast	15% (58)	26% (104)	14% (56)	28% (110)	17% (67)	394
4-Region: Midwest	12% (54)	30% (138)	10% (44)	23% (108)	25% (118)	462
4-Region: South	15% (123)	25% (204)	12% (96)	25% (204)	24% (198)	824
4-Region: West	15% (79)	24% (126)	10% (54)	23% (120)	27% (141)	520
Watch TV: Every day	15% (163)	25% (272)	10% (109)	28% (302)	21% (223)	1071
Watch TV: Several times per week	15% (78)	28% (148)	12% (60)	21% (108)	24% (125)	519
Watch TV: About once per week	13% (20)	33% (51)	14% (21)	22% (35)	18% (29)	156
Watch TV: Several times per month	17% (19)	24% (27)	14% (16)	20% (23)	25% (29)	113
Watch TV: About once per month	13% (9)	27% (19)	24% (16)	15% (10)	21% (15)	69
Watch TV: Less often than once per month	13% (11)	25% (21)	8% (7)	25% (21)	28% (23)	83
Watch TV: Never	7% (13)	18% (34)	11% (21)	22% (41)	42% (80)	189
Watch Movies: Every day	20% (93)	24% (110)	13% (61)	25% (113)	17% (77)	453
Watch Movies: Several times per week	16% (98)	28% (168)	10% (59)	25% (150)	20% (121)	596
Watch Movies: About once per week	12% (40)	32% (108)	12% (40)	23% (79)	21% (72)	338
Watch Movies: Several times per month	12% (31)	27% (69)	14% (36)	25% (64)	22% (55)	255
Watch Movies: About once per month	8% (15)	25% (45)	10% (18)	26% (48)	31% (56)	181
Watch Movies: Less often than once per month	10% (18)	26% (45)	11% (19)	18% (31)	35% (60)	173
Watch Movies: Never	9% (19)	14% (28)	9% (18)	28% (57)	40% (82)	204
Watch Sporting Events: Every day	23% (30)	29% (37)	15% (19)	16% (20)	18% (23)	129
Watch Sporting Events: Several times per week	17% (50)	27% (78)	10% (30)	27% (78)	18% (50)	285
Watch Sporting Events: About once per week	18% (41)	29% (67)	16% (38)	24% (55)	14% (32)	233
Watch Sporting Events: Several times per month	13% (28)	35% (73)	11% (24)	24% (50)	17% (35)	210
Watch Sporting Events: About once per month	15% (25)	26% (43)	11% (18)	25% (43)	23% (39)	168
Watch Sporting Events: Less often than once per month	13% (48)	24% (86)	11% (40)	29% (103)	23% (81)	358
Watch Sporting Events: Never	11% (92)	23% (188)	10% (82)	24% (193)	32% (262)	818

Continued on next page

**Table HR4\_4:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*  
*Introduced contact-free methods to pay for movie tickets and concessions*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (313)	26% (572)	11% (250)	25% (541)	24% (523)	2200
Cable TV: Currently subscribe	15% (153)	26% (264)	11% (106)	24% (238)	24% (237)	999
Cable TV: Subscribed in past	12% (88)	27% (194)	13% (96)	27% (196)	20% (147)	721
Cable TV: Never subscribed	15% (72)	24% (114)	10% (48)	22% (107)	29% (139)	480
Satellite TV: Currently subscribe	15% (73)	25% (123)	10% (50)	26% (126)	24% (117)	488
Satellite TV: Subscribed in past	17% (102)	27% (162)	13% (78)	25% (150)	19% (117)	609
Satellite TV: Never subscribed	13% (138)	26% (288)	11% (123)	24% (265)	26% (290)	1103
Streaming Services: Currently subscribe	15% (191)	29% (386)	11% (145)	24% (313)	21% (282)	1317
Streaming Services: Subscribed in past	18% (44)	21% (53)	15% (37)	23% (57)	22% (55)	245
Streaming Services: Never subscribed	12% (78)	21% (134)	11% (68)	27% (171)	29% (186)	638
Film: An avid fan	19% (133)	27% (194)	10% (74)	25% (180)	19% (135)	715
Film: A casual fan	12% (148)	28% (338)	12% (147)	23% (279)	24% (290)	1203
Film: Not a fan	11% (32)	14% (40)	10% (29)	29% (82)	35% (99)	282
Television: An avid fan	17% (173)	26% (265)	10% (97)	27% (275)	20% (203)	1013
Television: A casual fan	11% (114)	27% (269)	13% (128)	23% (232)	26% (259)	1003
Television: Not a fan	14% (26)	21% (38)	13% (24)	18% (34)	34% (62)	184
Music: An avid fan	18% (191)	26% (280)	11% (119)	25% (270)	19% (206)	1065
Music: A casual fan	11% (108)	27% (266)	12% (118)	24% (240)	27% (270)	1001
Music: Not a fan	10% (14)	20% (27)	10% (14)	23% (31)	36% (48)	133
Fashion: An avid fan	26% (69)	21% (58)	12% (32)	20% (53)	21% (58)	270
Fashion: A casual fan	15% (136)	29% (266)	13% (123)	26% (245)	18% (164)	934
Fashion: Not a fan	11% (108)	25% (248)	10% (95)	24% (243)	30% (302)	996

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



**Table HR4\_5:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?**Shortened hours*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (155)	17% (371)	15% (339)	29% (640)	32% (695)	2200
Gender: Male	8% (86)	19% (197)	16% (169)	27% (291)	30% (318)	1062
Gender: Female	6% (69)	15% (173)	15% (170)	31% (349)	33% (377)	1138
Age: 18-29	10% (52)	23% (114)	18% (91)	18% (89)	31% (153)	499
Age: 30-44	9% (46)	16% (82)	16% (84)	30% (155)	29% (147)	514
Age: 45-54	7% (26)	15% (55)	12% (44)	31% (113)	35% (127)	365
Age: 55-64	5% (20)	16% (61)	15% (58)	31% (120)	33% (127)	386
Age: 65+	2% (11)	14% (59)	14% (62)	37% (163)	32% (141)	436
Generation Z: 18-22	11% (30)	20% (54)	20% (56)	18% (49)	32% (89)	278
Millennial: Age 23-38	10% (55)	21% (115)	17% (92)	23% (122)	29% (153)	537
Generation X: Age 39-54	7% (39)	15% (82)	13% (71)	33% (186)	33% (185)	562
Boomers: Age 55-73	4% (30)	15% (110)	14% (99)	34% (247)	33% (237)	724
PID: Dem (no lean)	8% (60)	18% (141)	15% (113)	28% (217)	31% (238)	769
PID: Ind (no lean)	7% (49)	15% (111)	16% (118)	29% (211)	34% (248)	738
PID: Rep (no lean)	7% (46)	17% (119)	16% (108)	31% (211)	30% (209)	693
PID/Gender: Dem Men	7% (26)	22% (78)	15% (52)	24% (84)	32% (112)	351
PID/Gender: Dem Women	8% (34)	15% (63)	15% (61)	32% (134)	30% (126)	418
PID/Gender: Ind Men	11% (39)	15% (50)	15% (50)	27% (92)	32% (109)	340
PID/Gender: Ind Women	3% (10)	15% (62)	17% (68)	30% (118)	35% (140)	398
PID/Gender: Rep Men	6% (22)	19% (69)	18% (67)	31% (115)	26% (98)	371
PID/Gender: Rep Women	8% (25)	15% (49)	13% (41)	30% (97)	34% (111)	322
Ideo: Liberal (1-3)	9% (54)	19% (118)	14% (85)	31% (189)	28% (173)	617
Ideo: Moderate (4)	7% (37)	18% (101)	15% (83)	32% (176)	29% (159)	556
Ideo: Conservative (5-7)	6% (44)	16% (121)	16% (122)	28% (212)	33% (246)	744
Educ: < College	8% (115)	16% (235)	15% (234)	31% (462)	31% (466)	1512
Educ: Bachelors degree	5% (23)	19% (84)	15% (68)	27% (122)	33% (147)	444
Educ: Post-grad	7% (17)	21% (52)	15% (38)	23% (56)	33% (82)	244
Income: Under 50k	8% (93)	14% (167)	14% (164)	31% (357)	33% (384)	1164
Income: 50k-100k	6% (46)	20% (142)	16% (112)	29% (209)	28% (200)	709
Income: 100k+	5% (16)	19% (63)	19% (63)	23% (74)	34% (111)	326

Continued on next page

**Table HR4\_5:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*  
*Shortened hours*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (155)	17% (371)	15% (339)	29% (640)	32% (695)	2200
Ethnicity: White	6% (95)	17% (284)	16% (273)	29% (505)	33% (564)	1722
Ethnicity: Hispanic	13% (46)	18% (64)	16% (55)	26% (90)	27% (94)	349
Ethnicity: Afr. Am.	12% (33)	19% (51)	13% (35)	28% (76)	29% (80)	274
Ethnicity: Other	14% (28)	17% (36)	16% (32)	28% (58)	25% (51)	204
All Christian	6% (65)	17% (171)	16% (168)	31% (319)	30% (309)	1033
All Non-Christian	11% (11)	27% (27)	17% (17)	22% (23)	24% (24)	102
Atheist	4% (4)	21% (23)	16% (17)	27% (30)	33% (36)	111
Agnostic/Nothing in particular	8% (75)	16% (150)	14% (136)	28% (268)	34% (325)	954
Religious Non-Protestant/Catholic	9% (12)	24% (31)	15% (19)	25% (32)	27% (34)	127
Evangelical	6% (33)	17% (93)	15% (80)	33% (175)	29% (153)	533
Non-Evangelical	7% (56)	16% (131)	17% (138)	30% (240)	30% (242)	807
Community: Urban	9% (52)	20% (115)	15% (86)	25% (148)	31% (181)	583
Community: Suburban	6% (64)	18% (184)	15% (161)	28% (289)	33% (348)	1046
Community: Rural	7% (39)	12% (71)	16% (91)	36% (203)	29% (167)	571
Employ: Private Sector	8% (48)	20% (123)	17% (103)	29% (177)	26% (160)	612
Employ: Government	5% (7)	21% (27)	23% (29)	18% (23)	33% (42)	127
Employ: Self-Employed	16% (32)	17% (34)	11% (22)	25% (50)	31% (61)	199
Employ: Homemaker	3% (5)	15% (24)	17% (27)	28% (44)	36% (57)	158
Employ: Retired	3% (13)	14% (69)	14% (70)	36% (184)	34% (173)	508
Employ: Unemployed	11% (29)	13% (35)	15% (40)	29% (79)	32% (88)	270
Employ: Other	6% (10)	12% (21)	12% (21)	32% (55)	38% (66)	174
Military HH: Yes	6% (21)	18% (63)	17% (59)	28% (97)	31% (109)	349
Military HH: No	7% (134)	17% (308)	15% (280)	29% (543)	32% (587)	1851
RD/WT: Right Direction	8% (64)	18% (141)	16% (120)	26% (196)	32% (247)	769
RD/WT: Wrong Track	6% (91)	16% (230)	15% (219)	31% (443)	31% (448)	1431
Trump Job Approve	7% (63)	18% (170)	15% (136)	28% (257)	32% (294)	920
Trump Job Disapprove	7% (77)	16% (188)	17% (190)	32% (363)	29% (331)	1150

Continued on next page

**Table HR4\_5:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*  
*Shortened hours*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (155)	17% (371)	15% (339)	29% (640)	32% (695)	2200
Trump Job Strongly Approve	7% (37)	17% (86)	13% (68)	30% (157)	33% (170)	518
Trump Job Somewhat Approve	6% (26)	21% (84)	17% (67)	25% (100)	31% (124)	401
Trump Job Somewhat Disapprove	5% (15)	17% (46)	23% (64)	26% (71)	28% (77)	273
Trump Job Strongly Disapprove	7% (63)	16% (142)	14% (126)	33% (292)	29% (255)	878
Favorable of Trump	7% (61)	18% (159)	16% (137)	29% (256)	31% (272)	885
Unfavorable of Trump	7% (82)	17% (198)	16% (181)	31% (355)	28% (325)	1142
Very Favorable of Trump	6% (33)	19% (104)	15% (79)	30% (161)	31% (165)	541
Somewhat Favorable of Trump	8% (28)	16% (56)	17% (59)	28% (95)	31% (107)	344
Somewhat Unfavorable of Trump	6% (16)	19% (48)	22% (53)	25% (61)	28% (68)	246
Very Unfavorable of Trump	7% (66)	17% (151)	14% (128)	33% (295)	29% (256)	896
#1 Issue: Economy	9% (66)	17% (131)	18% (138)	28% (212)	28% (208)	756
#1 Issue: Security	6% (14)	14% (35)	14% (36)	33% (83)	34% (87)	255
#1 Issue: Health Care	7% (30)	19% (86)	14% (63)	32% (146)	29% (135)	460
#1 Issue: Medicare / Social Security	4% (10)	17% (44)	10% (27)	38% (98)	31% (81)	259
#1 Issue: Women's Issues	16% (17)	13% (14)	16% (17)	21% (22)	35% (38)	109
#1 Issue: Education	5% (8)	19% (27)	26% (37)	18% (26)	32% (46)	143
#1 Issue: Energy	8% (7)	22% (20)	9% (8)	18% (17)	44% (40)	92
#1 Issue: Other	2% (2)	10% (12)	12% (15)	29% (36)	48% (61)	126
2018 House Vote: Democrat	8% (58)	18% (130)	14% (106)	33% (244)	27% (204)	742
2018 House Vote: Republican	6% (38)	17% (112)	16% (105)	29% (185)	31% (202)	642
2018 House Vote: Someone else	5% (4)	20% (17)	15% (12)	32% (26)	29% (23)	82
2016 Vote: Hillary Clinton	8% (51)	18% (116)	15% (98)	33% (214)	26% (170)	649
2016 Vote: Donald Trump	5% (36)	19% (126)	16% (109)	29% (196)	31% (207)	673
2016 Vote: Other	5% (8)	14% (23)	16% (26)	33% (53)	32% (52)	161
2016 Vote: Didn't Vote	8% (59)	15% (106)	15% (106)	25% (175)	37% (265)	712
Voted in 2014: Yes	7% (81)	17% (205)	16% (191)	31% (388)	30% (367)	1233
Voted in 2014: No	8% (74)	17% (166)	15% (148)	26% (251)	34% (328)	967

Continued on next page

**Table HR4\_5:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*  
*Shortened hours*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (155)	17% (371)	15% (339)	29% (640)	32% (695)	2200
2012 Vote: Barack Obama	7% (57)	17% (129)	15% (113)	35% (272)	26% (203)	773
2012 Vote: Mitt Romney	6% (29)	15% (76)	16% (82)	27% (137)	35% (178)	503
2012 Vote: Other	3% (2)	11% (8)	18% (13)	25% (18)	43% (31)	73
2012 Vote: Didn't Vote	8% (66)	19% (157)	16% (132)	25% (211)	33% (282)	848
4-Region: Northeast	10% (38)	16% (62)	16% (63)	32% (127)	26% (103)	394
4-Region: Midwest	6% (26)	16% (73)	16% (73)	26% (122)	36% (168)	462
4-Region: South	7% (56)	17% (140)	14% (119)	30% (247)	32% (262)	824
4-Region: West	7% (35)	18% (96)	16% (83)	28% (144)	31% (162)	520
Watch TV: Every day	7% (76)	17% (177)	14% (147)	34% (365)	29% (305)	1071
Watch TV: Several times per week	8% (42)	19% (98)	16% (82)	23% (120)	34% (178)	519
Watch TV: About once per week	6% (9)	24% (38)	19% (30)	23% (36)	28% (43)	156
Watch TV: Several times per month	8% (9)	16% (19)	25% (28)	21% (24)	29% (33)	113
Watch TV: About once per month	6% (4)	17% (12)	30% (21)	21% (15)	26% (18)	69
Watch TV: Less often than once per month	4% (4)	13% (11)	12% (10)	34% (28)	36% (30)	83
Watch TV: Never	6% (11)	9% (17)	11% (21)	28% (53)	46% (87)	189
Watch Movies: Every day	14% (62)	18% (83)	16% (74)	30% (135)	22% (99)	453
Watch Movies: Several times per week	7% (41)	20% (118)	14% (84)	30% (177)	30% (176)	596
Watch Movies: About once per week	6% (20)	18% (62)	16% (53)	30% (102)	30% (101)	338
Watch Movies: Several times per month	2% (6)	18% (45)	21% (52)	29% (74)	31% (78)	255
Watch Movies: About once per month	3% (5)	15% (28)	14% (25)	29% (52)	39% (71)	181
Watch Movies: Less often than once per month	7% (12)	8% (13)	16% (28)	26% (45)	43% (75)	173
Watch Movies: Never	4% (9)	11% (22)	11% (23)	27% (56)	47% (95)	204
Watch Sporting Events: Every day	14% (18)	22% (28)	16% (20)	28% (36)	21% (27)	129
Watch Sporting Events: Several times per week	8% (22)	23% (65)	15% (42)	29% (83)	25% (72)	285
Watch Sporting Events: About once per week	8% (18)	19% (44)	22% (51)	28% (64)	24% (55)	233
Watch Sporting Events: Several times per month	8% (17)	24% (51)	15% (32)	25% (53)	27% (56)	210
Watch Sporting Events: About once per month	9% (16)	15% (25)	16% (28)	30% (50)	30% (50)	168
Watch Sporting Events: Less often than once per month	6% (22)	13% (48)	16% (58)	33% (117)	32% (113)	358
Watch Sporting Events: Never	5% (42)	13% (109)	13% (108)	29% (236)	39% (323)	818

Continued on next page

**Table HR4\_5:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?**Shortened hours*

<b>Demographic</b>	<b>Much more likely</b>	<b>Somewhat more likely</b>	<b>Somewhat less likely</b>	<b>Much less likely</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	7% (155)	17% (371)	15% (339)	29% (640)	32% (695)	2200
Cable TV: Currently subscribe	7% (68)	19% (193)	13% (135)	28% (282)	32% (321)	999
Cable TV: Subscribed in past	5% (35)	17% (123)	17% (120)	33% (239)	28% (205)	721
Cable TV: Never subscribed	11% (52)	11% (55)	18% (85)	25% (118)	35% (170)	480
Satellite TV: Currently subscribe	8% (38)	17% (84)	15% (71)	28% (139)	32% (156)	488
Satellite TV: Subscribed in past	7% (40)	17% (106)	16% (97)	30% (180)	31% (186)	609
Satellite TV: Never subscribed	7% (77)	16% (181)	16% (171)	29% (321)	32% (354)	1103
Streaming Services: Currently subscribe	6% (83)	18% (242)	17% (219)	29% (382)	30% (392)	1317
Streaming Services: Subscribed in past	10% (25)	17% (42)	18% (43)	22% (55)	33% (80)	245
Streaming Services: Never subscribed	7% (47)	14% (86)	12% (77)	32% (203)	35% (224)	638
Film: An avid fan	10% (68)	19% (139)	14% (100)	30% (216)	27% (191)	715
Film: A casual fan	5% (60)	17% (207)	17% (203)	28% (332)	33% (401)	1203
Film: Not a fan	10% (27)	9% (24)	13% (36)	32% (91)	37% (104)	282
Television: An avid fan	9% (88)	18% (182)	13% (130)	32% (321)	29% (293)	1013
Television: A casual fan	5% (52)	16% (164)	18% (176)	28% (282)	33% (330)	1003
Television: Not a fan	8% (15)	14% (25)	18% (34)	20% (37)	40% (73)	184
Music: An avid fan	10% (105)	19% (201)	14% (153)	30% (322)	27% (284)	1065
Music: A casual fan	4% (43)	15% (155)	17% (172)	28% (278)	35% (353)	1001
Music: Not a fan	6% (7)	11% (15)	11% (14)	29% (39)	44% (58)	133
Fashion: An avid fan	18% (47)	19% (50)	13% (35)	26% (71)	25% (66)	270
Fashion: A casual fan	7% (62)	19% (175)	17% (158)	30% (280)	28% (258)	934
Fashion: Not a fan	5% (46)	15% (145)	15% (146)	29% (288)	37% (371)	996

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

**Table HR4\_6:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*  
*Had fewer movie screenings available*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (172)	19% (429)	15% (330)	28% (618)	30% (651)	2200
Gender: Male	8% (89)	22% (236)	16% (169)	25% (269)	28% (300)	1062
Gender: Female	7% (84)	17% (193)	14% (161)	31% (349)	31% (352)	1138
Age: 18-29	13% (62)	25% (126)	19% (96)	15% (74)	28% (141)	499
Age: 30-44	7% (37)	21% (110)	17% (85)	28% (145)	26% (136)	514
Age: 45-54	8% (31)	16% (58)	11% (39)	32% (117)	33% (120)	365
Age: 55-64	7% (28)	18% (68)	11% (44)	32% (122)	32% (123)	386
Age: 65+	3% (14)	15% (67)	15% (65)	37% (159)	30% (131)	436
Generation Z: 18-22	11% (30)	24% (67)	20% (55)	16% (45)	29% (82)	278
Millennial: Age 23-38	11% (60)	24% (128)	19% (101)	20% (109)	26% (139)	537
Generation X: Age 39-54	7% (41)	18% (99)	11% (64)	32% (183)	31% (175)	562
Boomers: Age 55-73	5% (38)	17% (125)	12% (90)	34% (248)	31% (223)	724
PID: Dem (no lean)	10% (76)	19% (149)	15% (115)	29% (220)	27% (208)	769
PID: Ind (no lean)	6% (42)	19% (141)	15% (108)	27% (202)	33% (244)	738
PID: Rep (no lean)	8% (54)	20% (138)	15% (107)	28% (195)	29% (199)	693
PID/Gender: Dem Men	9% (32)	25% (88)	15% (53)	24% (85)	27% (93)	351
PID/Gender: Dem Women	11% (44)	15% (61)	15% (63)	32% (135)	28% (115)	418
PID/Gender: Ind Men	9% (30)	21% (70)	14% (48)	25% (84)	32% (108)	340
PID/Gender: Ind Women	3% (12)	18% (72)	15% (60)	30% (118)	34% (137)	398
PID/Gender: Rep Men	7% (27)	21% (78)	18% (68)	27% (99)	27% (99)	371
PID/Gender: Rep Women	8% (27)	19% (60)	12% (39)	30% (96)	31% (100)	322
Ideo: Liberal (1-3)	11% (65)	23% (141)	14% (86)	29% (182)	23% (143)	617
Ideo: Moderate (4)	8% (45)	20% (109)	14% (78)	30% (167)	28% (158)	556
Ideo: Conservative (5-7)	6% (48)	19% (140)	17% (127)	27% (199)	31% (230)	744
Educ: < College	8% (127)	18% (275)	15% (222)	29% (437)	30% (452)	1512
Educ: Bachelors degree	6% (28)	22% (96)	16% (72)	27% (121)	29% (127)	444
Educ: Post-grad	7% (18)	24% (58)	15% (36)	25% (60)	30% (72)	244
Income: Under 50k	9% (105)	17% (195)	14% (158)	29% (334)	32% (372)	1164
Income: 50k-100k	6% (41)	22% (156)	16% (114)	29% (209)	27% (190)	709
Income: 100k+	8% (26)	24% (78)	18% (58)	23% (75)	27% (90)	326

Continued on next page

**Table HR4\_6:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*  
*Had fewer movie screenings available*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (172)	19% (429)	15% (330)	28% (618)	30% (651)	2200
Ethnicity: White	7% (116)	20% (340)	15% (263)	28% (485)	30% (518)	1722
Ethnicity: Hispanic	14% (48)	20% (69)	15% (52)	25% (86)	27% (95)	349
Ethnicity: Afr. Am.	11% (29)	17% (47)	14% (38)	27% (75)	31% (86)	274
Ethnicity: Other	13% (27)	21% (42)	14% (29)	28% (58)	24% (48)	204
All Christian	7% (75)	19% (193)	16% (162)	31% (317)	28% (287)	1033
All Non-Christian	11% (12)	23% (24)	19% (19)	23% (23)	24% (24)	102
Atheist	4% (5)	28% (31)	10% (11)	26% (28)	32% (36)	111
Agnostic/Nothing in particular	8% (81)	19% (181)	14% (138)	26% (249)	32% (305)	954
Religious Non-Protestant/Catholic	9% (12)	25% (32)	16% (20)	21% (27)	29% (37)	127
Evangelical	7% (38)	17% (90)	15% (82)	33% (176)	28% (147)	533
Non-Evangelical	9% (71)	19% (157)	16% (128)	30% (241)	26% (210)	807
Community: Urban	10% (58)	20% (116)	15% (88)	25% (145)	30% (176)	583
Community: Suburban	7% (76)	21% (219)	15% (154)	28% (292)	29% (305)	1046
Community: Rural	7% (38)	17% (94)	15% (88)	32% (180)	30% (170)	571
Employ: Private Sector	9% (52)	24% (148)	17% (102)	28% (172)	23% (139)	612
Employ: Government	12% (16)	20% (25)	23% (30)	14% (18)	30% (38)	127
Employ: Self-Employed	15% (29)	23% (45)	9% (18)	23% (46)	31% (61)	199
Employ: Homemaker	2% (3)	19% (30)	18% (28)	31% (49)	31% (48)	158
Employ: Retired	4% (20)	15% (74)	14% (69)	35% (179)	33% (166)	508
Employ: Unemployed	11% (31)	17% (45)	11% (30)	29% (77)	32% (87)	270
Employ: Other	7% (13)	16% (28)	11% (19)	27% (48)	38% (67)	174
Military HH: Yes	9% (30)	17% (58)	19% (65)	29% (101)	27% (95)	349
Military HH: No	8% (142)	20% (371)	14% (265)	28% (517)	30% (556)	1851
RD/WT: Right Direction	9% (72)	20% (154)	16% (122)	24% (188)	30% (233)	769
RD/WT: Wrong Track	7% (101)	19% (275)	15% (208)	30% (430)	29% (418)	1431
Trump Job Approve	8% (77)	20% (184)	15% (137)	27% (246)	30% (275)	920
Trump Job Disapprove	8% (90)	19% (222)	16% (184)	30% (350)	26% (305)	1150

Continued on next page

**Table HR4\_6:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*  
*Had fewer movie screenings available*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (172)	19% (429)	15% (330)	28% (618)	30% (651)	2200
Trump Job Strongly Approve	8% (43)	18% (92)	14% (71)	28% (146)	32% (167)	518
Trump Job Somewhat Approve	8% (34)	23% (92)	16% (66)	25% (101)	27% (109)	401
Trump Job Somewhat Disapprove	7% (20)	22% (60)	18% (49)	27% (74)	26% (70)	273
Trump Job Strongly Disapprove	8% (70)	18% (162)	15% (135)	31% (276)	27% (234)	878
Favorable of Trump	8% (68)	21% (187)	14% (126)	28% (246)	29% (258)	885
Unfavorable of Trump	8% (96)	20% (225)	16% (185)	30% (346)	25% (289)	1142
Very Favorable of Trump	7% (37)	22% (118)	14% (76)	28% (149)	30% (161)	541
Somewhat Favorable of Trump	9% (32)	20% (69)	14% (49)	28% (97)	28% (97)	344
Somewhat Unfavorable of Trump	9% (22)	19% (47)	20% (50)	25% (61)	26% (65)	246
Very Unfavorable of Trump	8% (74)	20% (178)	15% (135)	32% (284)	25% (225)	896
#1 Issue: Economy	10% (78)	21% (160)	15% (116)	27% (202)	26% (200)	756
#1 Issue: Security	7% (17)	17% (43)	17% (43)	28% (72)	31% (80)	255
#1 Issue: Health Care	8% (35)	19% (85)	14% (66)	31% (144)	28% (130)	460
#1 Issue: Medicare / Social Security	4% (11)	19% (50)	11% (30)	37% (95)	28% (73)	259
#1 Issue: Women's Issues	12% (13)	15% (16)	16% (17)	25% (27)	32% (35)	109
#1 Issue: Education	5% (7)	22% (31)	21% (30)	21% (29)	32% (45)	143
#1 Issue: Energy	8% (7)	26% (24)	15% (14)	15% (14)	35% (33)	92
#1 Issue: Other	3% (3)	15% (19)	11% (14)	27% (34)	44% (56)	126
2018 House Vote: Democrat	10% (74)	18% (134)	15% (113)	32% (239)	25% (182)	742
2018 House Vote: Republican	6% (40)	21% (136)	17% (111)	28% (180)	27% (176)	642
2018 House Vote: Someone else	4% (4)	32% (26)	10% (8)	28% (23)	25% (21)	82
2016 Vote: Hillary Clinton	10% (62)	19% (122)	15% (96)	33% (216)	24% (153)	649
2016 Vote: Donald Trump	7% (48)	21% (139)	16% (108)	28% (189)	28% (189)	673
2016 Vote: Other	6% (10)	24% (38)	12% (19)	28% (45)	30% (48)	161
2016 Vote: Didn't Vote	7% (51)	18% (128)	15% (106)	23% (166)	37% (260)	712
Voted in 2014: Yes	8% (97)	20% (251)	14% (177)	31% (377)	27% (332)	1233
Voted in 2014: No	8% (75)	18% (178)	16% (153)	25% (241)	33% (319)	967

Continued on next page



**Table HR4\_6:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?**Had fewer movie screenings available*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (172)	19% (429)	15% (330)	28% (618)	30% (651)	2200
2012 Vote: Barack Obama	9% (72)	18% (142)	14% (106)	35% (272)	23% (181)	773
2012 Vote: Mitt Romney	6% (32)	20% (102)	15% (75)	27% (134)	32% (160)	503
2012 Vote: Other	3% (2)	20% (14)	13% (9)	20% (14)	45% (33)	73
2012 Vote: Didn't Vote	8% (66)	20% (170)	16% (139)	23% (196)	33% (277)	848
4-Region: Northeast	9% (36)	19% (74)	15% (59)	31% (122)	26% (102)	394
4-Region: Midwest	6% (29)	18% (84)	15% (69)	28% (130)	33% (150)	462
4-Region: South	8% (63)	18% (151)	14% (115)	29% (243)	31% (252)	824
4-Region: West	9% (45)	23% (120)	17% (86)	24% (122)	28% (147)	520
Watch TV: Every day	8% (89)	18% (193)	15% (165)	33% (348)	26% (276)	1071
Watch TV: Several times per week	8% (39)	23% (118)	14% (75)	23% (119)	32% (168)	519
Watch TV: About once per week	9% (15)	27% (42)	15% (24)	26% (41)	22% (34)	156
Watch TV: Several times per month	10% (11)	19% (22)	15% (17)	21% (24)	35% (39)	113
Watch TV: About once per month	3% (2)	19% (13)	30% (21)	21% (15)	27% (19)	69
Watch TV: Less often than once per month	5% (4)	22% (19)	15% (12)	29% (24)	29% (24)	83
Watch TV: Never	6% (11)	12% (23)	9% (16)	25% (47)	48% (91)	189
Watch Movies: Every day	13% (59)	19% (88)	19% (87)	27% (121)	22% (98)	453
Watch Movies: Several times per week	8% (50)	21% (127)	13% (77)	29% (173)	28% (169)	596
Watch Movies: About once per week	6% (22)	21% (72)	17% (59)	31% (105)	24% (80)	338
Watch Movies: Several times per month	5% (13)	23% (58)	18% (45)	27% (69)	28% (70)	255
Watch Movies: About once per month	5% (8)	22% (39)	10% (18)	30% (55)	34% (61)	181
Watch Movies: Less often than once per month	8% (14)	13% (22)	13% (23)	22% (38)	44% (76)	173
Watch Movies: Never	3% (6)	11% (23)	10% (21)	28% (57)	48% (97)	204
Watch Sporting Events: Every day	16% (21)	17% (22)	18% (24)	26% (34)	22% (29)	129
Watch Sporting Events: Several times per week	8% (23)	24% (68)	18% (51)	27% (76)	24% (68)	285
Watch Sporting Events: About once per week	10% (22)	21% (50)	21% (50)	26% (61)	22% (51)	233
Watch Sporting Events: Several times per month	9% (19)	27% (56)	16% (33)	27% (57)	21% (45)	210
Watch Sporting Events: About once per month	10% (17)	15% (25)	16% (26)	29% (49)	30% (51)	168
Watch Sporting Events: Less often than once per month	8% (27)	17% (60)	15% (55)	33% (117)	28% (99)	358
Watch Sporting Events: Never	5% (44)	18% (148)	11% (91)	28% (225)	38% (309)	818

Continued on next page

**Table HR4\_6:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*  
*Had fewer movie screenings available*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (172)	19% (429)	15% (330)	28% (618)	30% (651)	2200
Cable TV: Currently subscribe	8% (78)	19% (189)	14% (140)	29% (293)	30% (298)	999
Cable TV: Subscribed in past	6% (44)	22% (156)	17% (123)	30% (217)	25% (181)	721
Cable TV: Never subscribed	11% (51)	17% (83)	14% (66)	22% (108)	36% (172)	480
Satellite TV: Currently subscribe	8% (39)	18% (87)	16% (76)	29% (141)	30% (145)	488
Satellite TV: Subscribed in past	8% (49)	20% (122)	15% (93)	28% (174)	28% (172)	609
Satellite TV: Never subscribed	8% (84)	20% (220)	15% (161)	28% (303)	30% (335)	1103
Streaming Services: Currently subscribe	8% (103)	21% (275)	15% (197)	29% (377)	28% (365)	1317
Streaming Services: Subscribed in past	10% (24)	20% (48)	21% (51)	21% (52)	28% (70)	245
Streaming Services: Never subscribed	7% (45)	17% (106)	13% (81)	30% (189)	34% (217)	638
Film: An avid fan	11% (78)	20% (144)	16% (114)	29% (204)	25% (175)	715
Film: A casual fan	6% (70)	22% (263)	15% (179)	27% (321)	31% (370)	1203
Film: Not a fan	9% (25)	8% (22)	13% (36)	33% (93)	37% (106)	282
Television: An avid fan	9% (94)	19% (191)	15% (148)	30% (305)	27% (275)	1013
Television: A casual fan	6% (64)	20% (204)	15% (148)	28% (283)	30% (304)	1003
Television: Not a fan	8% (14)	18% (34)	18% (34)	16% (30)	39% (72)	184
Music: An avid fan	11% (113)	20% (218)	15% (156)	29% (309)	25% (269)	1065
Music: A casual fan	5% (51)	20% (196)	16% (159)	27% (265)	33% (330)	1001
Music: Not a fan	6% (8)	11% (14)	12% (15)	32% (43)	40% (53)	133
Fashion: An avid fan	16% (44)	21% (57)	14% (37)	25% (67)	24% (65)	270
Fashion: A casual fan	7% (65)	23% (214)	17% (161)	29% (267)	24% (228)	934
Fashion: Not a fan	6% (64)	16% (158)	13% (132)	29% (284)	36% (358)	996

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

**Table HR4\_7:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?**Limited the number of moviegoers per movie*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	17% (374)	28% (619)	11% (247)	24% (523)	20% (437)	2200
Gender: Male	16% (174)	32% (335)	11% (119)	22% (236)	19% (198)	1062
Gender: Female	18% (200)	25% (284)	11% (128)	25% (287)	21% (239)	1138
Age: 18-29	21% (104)	28% (139)	13% (65)	13% (65)	25% (125)	499
Age: 30-44	21% (107)	25% (129)	13% (68)	25% (130)	15% (79)	514
Age: 45-54	16% (57)	28% (101)	11% (40)	23% (84)	23% (83)	365
Age: 55-64	15% (58)	31% (121)	9% (35)	26% (101)	18% (70)	386
Age: 65+	11% (46)	30% (129)	9% (39)	33% (143)	18% (80)	436
Generation Z: 18-22	20% (56)	24% (67)	15% (41)	14% (40)	27% (74)	278
Millennial: Age 23-38	22% (118)	28% (150)	13% (72)	18% (99)	18% (98)	537
Generation X: Age 39-54	17% (96)	27% (152)	11% (59)	25% (141)	20% (114)	562
Boomers: Age 55-73	13% (92)	31% (226)	9% (66)	30% (215)	17% (125)	724
PID: Dem (no lean)	18% (141)	28% (216)	12% (90)	24% (182)	18% (140)	769
PID: Ind (no lean)	15% (112)	26% (195)	11% (78)	23% (170)	25% (183)	738
PID: Rep (no lean)	17% (121)	30% (208)	11% (79)	25% (171)	16% (114)	693
PID/Gender: Dem Men	15% (51)	34% (120)	12% (41)	20% (69)	20% (70)	351
PID/Gender: Dem Women	21% (89)	23% (96)	12% (48)	27% (113)	17% (71)	418
PID/Gender: Ind Men	18% (62)	27% (92)	10% (34)	23% (77)	22% (75)	340
PID/Gender: Ind Women	13% (50)	26% (103)	11% (44)	23% (93)	27% (107)	398
PID/Gender: Rep Men	16% (61)	33% (123)	12% (43)	24% (90)	14% (53)	371
PID/Gender: Rep Women	19% (60)	26% (85)	11% (36)	25% (81)	19% (61)	322
Ideo: Liberal (1-3)	18% (112)	30% (185)	11% (67)	26% (159)	15% (95)	617
Ideo: Moderate (4)	19% (104)	29% (159)	10% (55)	23% (129)	20% (109)	556
Ideo: Conservative (5-7)	15% (112)	31% (230)	12% (87)	24% (177)	19% (138)	744
Educ: < College	16% (243)	25% (384)	11% (168)	25% (384)	22% (333)	1512
Educ: Bachelors degree	19% (84)	32% (143)	12% (53)	22% (97)	15% (67)	444
Educ: Post-grad	19% (47)	38% (92)	11% (26)	17% (42)	15% (37)	244
Income: Under 50k	16% (188)	25% (291)	10% (122)	25% (293)	23% (271)	1164
Income: 50k-100k	18% (125)	29% (209)	13% (89)	24% (173)	16% (114)	709
Income: 100k+	19% (61)	37% (120)	11% (36)	18% (58)	16% (52)	326

Continued on next page

**Table HR4\_7: If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?  
Limited the number of moviegoers per movie**

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	17% (374)	28% (619)	11% (247)	24% (523)	20% (437)	2200
Ethnicity: White	16% (279)	30% (510)	11% (194)	24% (407)	19% (332)	1722
Ethnicity: Hispanic	22% (76)	22% (77)	10% (33)	23% (81)	23% (82)	349
Ethnicity: Afr. Am.	18% (49)	20% (54)	12% (32)	25% (68)	26% (72)	274
Ethnicity: Other	22% (45)	27% (55)	11% (21)	24% (49)	16% (33)	204
All Christian	17% (176)	30% (313)	11% (111)	26% (267)	16% (166)	1033
All Non-Christian	21% (21)	36% (36)	11% (12)	18% (18)	14% (15)	102
Atheist	19% (21)	34% (38)	9% (10)	17% (19)	21% (24)	111
Agnostic/Nothing in particular	16% (155)	24% (232)	12% (115)	23% (219)	24% (232)	954
Religious Non-Protestant/Catholic	18% (23)	34% (44)	12% (15)	19% (25)	16% (20)	127
Evangelical	14% (77)	28% (148)	12% (62)	28% (149)	18% (97)	533
Non-Evangelical	18% (147)	30% (240)	10% (80)	26% (209)	16% (131)	807
Community: Urban	18% (103)	28% (160)	11% (62)	22% (128)	22% (130)	583
Community: Suburban	17% (182)	30% (312)	12% (127)	22% (232)	18% (193)	1046
Community: Rural	16% (89)	26% (147)	10% (57)	29% (164)	20% (114)	571
Employ: Private Sector	19% (119)	34% (206)	10% (64)	24% (148)	12% (75)	612
Employ: Government	23% (29)	32% (40)	16% (20)	15% (19)	14% (18)	127
Employ: Self-Employed	19% (38)	33% (66)	10% (20)	19% (38)	19% (37)	199
Employ: Homemaker	11% (17)	25% (39)	13% (21)	25% (39)	26% (42)	158
Employ: Retired	12% (61)	27% (136)	9% (47)	32% (160)	20% (103)	508
Employ: Unemployed	19% (51)	19% (51)	12% (31)	23% (63)	27% (74)	270
Employ: Other	18% (31)	19% (33)	15% (26)	19% (33)	30% (52)	174
Military HH: Yes	17% (58)	30% (105)	11% (39)	24% (84)	18% (62)	349
Military HH: No	17% (315)	28% (514)	11% (207)	24% (439)	20% (375)	1851
RD/WT: Right Direction	19% (143)	30% (233)	11% (84)	19% (149)	21% (160)	769
RD/WT: Wrong Track	16% (230)	27% (386)	11% (163)	26% (374)	19% (277)	1431
Trump Job Approve	18% (163)	31% (287)	10% (91)	22% (199)	20% (180)	920
Trump Job Disapprove	17% (190)	27% (312)	13% (146)	27% (309)	17% (193)	1150

Continued on next page

**Table HR4\_7:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?  
Limited the number of moviegoers per movie*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	17% (374)	28% (619)	11% (247)	24% (523)	20% (437)	2200
Trump Job Strongly Approve	19% (98)	28% (147)	10% (50)	23% (121)	20% (102)	518
Trump Job Somewhat Approve	16% (65)	35% (140)	10% (41)	19% (77)	20% (78)	401
Trump Job Somewhat Disapprove	21% (56)	25% (69)	19% (52)	20% (53)	16% (43)	273
Trump Job Strongly Disapprove	15% (134)	28% (243)	11% (94)	29% (256)	17% (150)	878
Favorable of Trump	17% (151)	31% (279)	10% (93)	22% (196)	19% (166)	885
Unfavorable of Trump	18% (204)	28% (319)	12% (136)	27% (304)	16% (179)	1142
Very Favorable of Trump	18% (96)	30% (162)	10% (57)	23% (123)	19% (103)	541
Somewhat Favorable of Trump	16% (56)	34% (116)	10% (36)	21% (73)	18% (63)	344
Somewhat Unfavorable of Trump	22% (55)	25% (61)	19% (46)	20% (48)	14% (35)	246
Very Unfavorable of Trump	17% (149)	29% (258)	10% (89)	29% (256)	16% (144)	896
#1 Issue: Economy	18% (137)	30% (229)	12% (94)	21% (155)	19% (141)	756
#1 Issue: Security	19% (49)	25% (63)	10% (26)	24% (61)	22% (57)	255
#1 Issue: Health Care	15% (70)	33% (150)	9% (42)	28% (131)	15% (67)	460
#1 Issue: Medicare / Social Security	14% (37)	29% (75)	8% (20)	33% (86)	16% (40)	259
#1 Issue: Women's Issues	22% (24)	19% (21)	14% (15)	20% (21)	25% (27)	109
#1 Issue: Education	14% (20)	26% (37)	22% (31)	17% (24)	22% (31)	143
#1 Issue: Energy	27% (25)	25% (23)	5% (4)	14% (13)	29% (26)	92
#1 Issue: Other	9% (11)	17% (21)	11% (14)	26% (33)	38% (47)	126
2018 House Vote: Democrat	18% (135)	28% (211)	11% (81)	27% (201)	15% (114)	742
2018 House Vote: Republican	16% (103)	35% (225)	10% (65)	24% (154)	15% (95)	642
2018 House Vote: Someone else	25% (21)	21% (17)	11% (9)	27% (22)	16% (13)	82
2016 Vote: Hillary Clinton	18% (114)	28% (181)	11% (71)	29% (187)	15% (96)	649
2016 Vote: Donald Trump	16% (105)	35% (234)	10% (65)	24% (163)	16% (107)	673
2016 Vote: Other	22% (35)	28% (45)	11% (17)	26% (41)	14% (22)	161
2016 Vote: Didn't Vote	17% (118)	22% (158)	13% (94)	18% (131)	30% (210)	712
Voted in 2014: Yes	18% (220)	31% (378)	10% (126)	26% (323)	15% (186)	1233
Voted in 2014: No	16% (154)	25% (241)	13% (121)	21% (200)	26% (251)	967

Continued on next page

**Table HR4\_7:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?  
Limited the number of moviegoers per movie*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	17% (374)	28% (619)	11% (247)	24% (523)	20% (437)	2200
2012 Vote: Barack Obama	18% (143)	28% (217)	11% (82)	29% (228)	13% (104)	773
2012 Vote: Mitt Romney	15% (77)	35% (174)	11% (54)	23% (114)	17% (83)	503
2012 Vote: Other	15% (11)	26% (19)	9% (7)	18% (13)	32% (23)	73
2012 Vote: Didn't Vote	17% (143)	25% (208)	12% (104)	20% (167)	27% (226)	848
4-Region: Northeast	18% (69)	29% (113)	12% (46)	26% (101)	16% (64)	394
4-Region: Midwest	14% (65)	30% (140)	11% (50)	24% (112)	21% (96)	462
4-Region: South	18% (147)	28% (229)	10% (86)	24% (195)	20% (167)	824
4-Region: West	18% (93)	26% (137)	12% (65)	22% (115)	21% (111)	520
Watch TV: Every day	18% (196)	28% (300)	11% (117)	27% (294)	15% (164)	1071
Watch TV: Several times per week	16% (85)	34% (178)	10% (54)	21% (108)	18% (94)	519
Watch TV: About once per week	15% (23)	29% (46)	16% (24)	18% (28)	22% (35)	156
Watch TV: Several times per month	21% (24)	28% (32)	8% (9)	22% (25)	21% (24)	113
Watch TV: About once per month	14% (10)	22% (15)	22% (15)	14% (10)	28% (19)	69
Watch TV: Less often than once per month	20% (17)	19% (16)	13% (11)	23% (19)	24% (20)	83
Watch TV: Never	10% (19)	17% (32)	9% (18)	21% (40)	42% (80)	189
Watch Movies: Every day	25% (115)	21% (97)	14% (61)	25% (112)	15% (68)	453
Watch Movies: Several times per week	18% (109)	32% (189)	10% (59)	25% (147)	15% (92)	596
Watch Movies: About once per week	14% (46)	32% (107)	13% (44)	23% (78)	19% (63)	338
Watch Movies: Several times per month	14% (35)	33% (83)	13% (33)	23% (57)	18% (46)	255
Watch Movies: About once per month	11% (19)	31% (57)	11% (20)	25% (45)	22% (40)	181
Watch Movies: Less often than once per month	15% (27)	32% (54)	6% (10)	19% (33)	28% (48)	173
Watch Movies: Never	11% (23)	16% (32)	9% (19)	25% (51)	39% (79)	204
Watch Sporting Events: Every day	19% (25)	31% (40)	16% (20)	19% (24)	15% (20)	129
Watch Sporting Events: Several times per week	19% (54)	31% (90)	12% (35)	25% (70)	12% (35)	285
Watch Sporting Events: About once per week	21% (48)	27% (63)	17% (39)	22% (51)	13% (31)	233
Watch Sporting Events: Several times per month	17% (36)	36% (75)	11% (24)	24% (50)	12% (24)	210
Watch Sporting Events: About once per month	13% (21)	28% (47)	12% (20)	28% (47)	19% (32)	168
Watch Sporting Events: Less often than once per month	17% (62)	28% (100)	10% (38)	26% (92)	19% (67)	358
Watch Sporting Events: Never	15% (127)	25% (204)	9% (71)	23% (189)	28% (227)	818

Continued on next page

**Table HR4\_7:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?**Limited the number of moviegoers per movie*

<b>Demographic</b>	<b>Much more likely</b>	<b>Somewhat more likely</b>	<b>Somewhat less likely</b>	<b>Much less likely</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	17% (374)	28% (619)	11% (247)	24% (523)	20% (437)	2200
Cable TV: Currently subscribe	18% (180)	29% (291)	10% (97)	23% (233)	20% (199)	999
Cable TV: Subscribed in past	14% (98)	31% (227)	13% (95)	26% (188)	16% (114)	721
Cable TV: Never subscribed	20% (96)	21% (102)	11% (55)	21% (103)	26% (124)	480
Satellite TV: Currently subscribe	18% (90)	28% (136)	9% (43)	25% (121)	20% (98)	488
Satellite TV: Subscribed in past	19% (119)	29% (178)	11% (69)	24% (149)	15% (94)	609
Satellite TV: Never subscribed	15% (165)	28% (305)	12% (135)	23% (253)	22% (245)	1103
Streaming Services: Currently subscribe	18% (235)	31% (405)	11% (144)	23% (308)	17% (225)	1317
Streaming Services: Subscribed in past	17% (42)	23% (55)	16% (39)	22% (53)	23% (56)	245
Streaming Services: Never subscribed	15% (97)	25% (159)	10% (64)	25% (162)	24% (156)	638
Film: An avid fan	20% (145)	28% (201)	11% (76)	25% (180)	16% (113)	715
Film: A casual fan	16% (189)	31% (370)	12% (140)	23% (273)	19% (232)	1203
Film: Not a fan	14% (40)	17% (48)	11% (31)	25% (71)	33% (92)	282
Television: An avid fan	19% (194)	28% (288)	9% (94)	26% (262)	17% (176)	1013
Television: A casual fan	15% (149)	29% (291)	13% (127)	24% (236)	20% (200)	1003
Television: Not a fan	17% (30)	22% (40)	14% (26)	14% (26)	33% (61)	184
Music: An avid fan	21% (222)	27% (287)	10% (110)	26% (273)	16% (174)	1065
Music: A casual fan	13% (135)	31% (306)	12% (122)	22% (222)	22% (216)	1001
Music: Not a fan	13% (17)	19% (26)	11% (15)	22% (29)	35% (47)	133
Fashion: An avid fan	26% (71)	24% (66)	11% (30)	22% (60)	16% (44)	270
Fashion: A casual fan	16% (152)	29% (268)	12% (114)	26% (244)	17% (156)	934
Fashion: Not a fan	15% (151)	29% (286)	10% (103)	22% (219)	24% (238)	996

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

**Table HR4\_8:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?  
Required all moviegoers and employees wear a face mask*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (331)	23% (509)	12% (264)	29% (646)	20% (450)	2200
Gender: Male	16% (166)	24% (259)	12% (128)	29% (308)	19% (201)	1062
Gender: Female	15% (166)	22% (250)	12% (136)	30% (338)	22% (249)	1138
Age: 18-29	22% (110)	23% (116)	14% (71)	17% (83)	24% (120)	499
Age: 30-44	16% (85)	24% (125)	13% (67)	30% (153)	16% (84)	514
Age: 45-54	15% (55)	19% (68)	13% (47)	31% (112)	23% (83)	365
Age: 55-64	11% (42)	25% (97)	9% (36)	33% (128)	22% (83)	386
Age: 65+	9% (40)	24% (103)	10% (43)	39% (170)	18% (80)	436
Generation Z: 18-22	22% (61)	21% (59)	15% (42)	18% (50)	24% (66)	278
Millennial: Age 23-38	19% (104)	26% (138)	13% (72)	22% (119)	19% (104)	537
Generation X: Age 39-54	15% (84)	20% (111)	13% (71)	32% (178)	21% (118)	562
Boomers: Age 55-73	10% (71)	25% (179)	10% (69)	36% (262)	20% (143)	724
PID: Dem (no lean)	16% (126)	24% (188)	11% (88)	27% (209)	21% (158)	769
PID: Ind (no lean)	14% (105)	22% (161)	12% (91)	28% (206)	24% (175)	738
PID: Rep (no lean)	14% (100)	23% (160)	12% (85)	33% (231)	17% (117)	693
PID/Gender: Dem Men	15% (53)	28% (97)	11% (40)	24% (84)	22% (77)	351
PID/Gender: Dem Women	17% (73)	22% (91)	11% (47)	30% (125)	20% (82)	418
PID/Gender: Ind Men	18% (60)	21% (73)	12% (41)	28% (96)	21% (70)	340
PID/Gender: Ind Women	11% (45)	22% (88)	13% (51)	28% (110)	26% (105)	398
PID/Gender: Rep Men	14% (52)	24% (89)	13% (47)	35% (128)	15% (54)	371
PID/Gender: Rep Women	15% (48)	22% (71)	12% (38)	32% (102)	20% (63)	322
Ideo: Liberal (1-3)	18% (109)	26% (158)	11% (67)	30% (183)	16% (101)	617
Ideo: Moderate (4)	16% (91)	25% (137)	11% (63)	29% (159)	19% (106)	556
Ideo: Conservative (5-7)	12% (86)	24% (176)	13% (96)	33% (245)	19% (141)	744
Educ: < College	15% (226)	21% (319)	11% (167)	30% (460)	22% (340)	1512
Educ: Bachelors degree	14% (63)	26% (115)	15% (65)	29% (127)	17% (74)	444
Educ: Post-grad	17% (42)	31% (75)	13% (31)	24% (59)	15% (37)	244
Income: Under 50k	16% (181)	21% (239)	11% (126)	30% (346)	23% (272)	1164
Income: 50k-100k	15% (103)	25% (174)	14% (100)	30% (211)	17% (121)	709
Income: 100k+	14% (47)	29% (96)	11% (37)	27% (89)	18% (57)	326

Continued on next page



**Table HR4\_8:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?**Required all moviegoers and employees wear a face mask*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (331)	23% (509)	12% (264)	29% (646)	20% (450)	2200
Ethnicity: White	13% (228)	24% (411)	12% (213)	30% (515)	21% (355)	1722
Ethnicity: Hispanic	25% (89)	18% (65)	12% (42)	24% (85)	20% (70)	349
Ethnicity: Afr. Am.	19% (51)	19% (52)	11% (29)	27% (75)	24% (67)	274
Ethnicity: Other	26% (53)	22% (46)	10% (21)	27% (55)	14% (29)	204
All Christian	13% (136)	25% (262)	12% (127)	32% (334)	17% (174)	1033
All Non-Christian	28% (29)	26% (27)	12% (13)	20% (21)	13% (13)	102
Atheist	12% (13)	36% (40)	6% (7)	27% (30)	19% (21)	111
Agnostic/Nothing in particular	16% (154)	19% (181)	12% (117)	27% (261)	25% (242)	954
Religious Non-Protestant/Catholic	24% (31)	25% (32)	12% (16)	25% (31)	14% (18)	127
Evangelical	11% (58)	25% (131)	14% (73)	32% (173)	18% (98)	533
Non-Evangelical	15% (124)	24% (192)	12% (99)	31% (253)	17% (139)	807
Community: Urban	18% (107)	22% (127)	13% (73)	25% (147)	22% (129)	583
Community: Suburban	15% (157)	25% (262)	13% (131)	28% (296)	19% (201)	1046
Community: Rural	12% (68)	21% (120)	10% (59)	36% (203)	21% (121)	571
Employ: Private Sector	16% (97)	26% (162)	13% (78)	31% (192)	14% (83)	612
Employ: Government	11% (14)	31% (39)	15% (19)	22% (28)	22% (28)	127
Employ: Self-Employed	20% (39)	22% (43)	12% (24)	25% (51)	21% (42)	199
Employ: Homemaker	11% (17)	25% (40)	12% (19)	25% (40)	27% (42)	158
Employ: Retired	9% (47)	23% (118)	10% (50)	37% (187)	21% (105)	508
Employ: Unemployed	24% (65)	14% (37)	9% (24)	30% (81)	23% (63)	270
Employ: Other	14% (25)	16% (28)	14% (25)	24% (42)	31% (54)	174
Military HH: Yes	15% (54)	24% (83)	14% (48)	28% (99)	19% (65)	349
Military HH: No	15% (278)	23% (426)	12% (216)	30% (547)	21% (385)	1851
RD/WT: Right Direction	18% (141)	20% (154)	12% (93)	28% (213)	22% (168)	769
RD/WT: Wrong Track	13% (191)	25% (354)	12% (171)	30% (432)	20% (283)	1431
Trump Job Approve	15% (138)	23% (211)	11% (105)	31% (284)	20% (182)	920
Trump Job Disapprove	15% (172)	25% (287)	13% (147)	29% (339)	18% (206)	1150

Continued on next page

**Table HR4\_8:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?  
Required all moviegoers and employees wear a face mask*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (331)	23% (509)	12% (264)	29% (646)	20% (450)	2200
Trump Job Strongly Approve	15% (77)	19% (98)	11% (57)	34% (175)	21% (111)	518
Trump Job Somewhat Approve	15% (61)	28% (113)	12% (47)	27% (109)	18% (71)	401
Trump Job Somewhat Disapprove	16% (44)	24% (66)	19% (51)	26% (72)	15% (40)	273
Trump Job Strongly Disapprove	15% (128)	25% (222)	11% (96)	30% (267)	19% (166)	878
Favorable of Trump	15% (133)	23% (200)	11% (102)	32% (283)	19% (167)	885
Unfavorable of Trump	15% (175)	26% (294)	13% (144)	30% (338)	17% (191)	1142
Very Favorable of Trump	15% (82)	22% (119)	10% (56)	33% (176)	20% (108)	541
Somewhat Favorable of Trump	15% (51)	24% (82)	13% (45)	31% (107)	17% (59)	344
Somewhat Unfavorable of Trump	18% (45)	24% (59)	16% (39)	26% (65)	16% (38)	246
Very Unfavorable of Trump	15% (130)	26% (235)	12% (105)	31% (274)	17% (153)	896
#1 Issue: Economy	17% (125)	24% (178)	14% (108)	29% (219)	17% (125)	756
#1 Issue: Security	13% (34)	22% (56)	10% (25)	32% (82)	23% (59)	255
#1 Issue: Health Care	15% (70)	26% (121)	12% (56)	29% (133)	17% (80)	460
#1 Issue: Medicare / Social Security	11% (28)	25% (64)	5% (14)	42% (109)	17% (45)	259
#1 Issue: Women's Issues	26% (28)	18% (20)	12% (13)	21% (23)	23% (25)	109
#1 Issue: Education	13% (19)	19% (27)	18% (26)	18% (25)	31% (45)	143
#1 Issue: Energy	18% (17)	26% (24)	9% (9)	18% (17)	28% (26)	92
#1 Issue: Other	9% (11)	15% (19)	10% (12)	30% (37)	37% (46)	126
2018 House Vote: Democrat	17% (126)	25% (185)	11% (82)	30% (223)	17% (125)	742
2018 House Vote: Republican	14% (89)	24% (157)	11% (72)	35% (226)	15% (99)	642
2018 House Vote: Someone else	13% (10)	19% (16)	14% (12)	29% (24)	25% (20)	82
2016 Vote: Hillary Clinton	16% (105)	25% (165)	12% (78)	31% (202)	15% (100)	649
2016 Vote: Donald Trump	15% (99)	24% (163)	11% (72)	34% (226)	17% (114)	673
2016 Vote: Other	13% (20)	25% (41)	14% (22)	31% (50)	18% (28)	161
2016 Vote: Didn't Vote	15% (107)	20% (140)	13% (92)	23% (167)	29% (207)	712
Voted in 2014: Yes	14% (178)	25% (308)	11% (131)	33% (411)	17% (205)	1233
Voted in 2014: No	16% (153)	21% (201)	14% (133)	24% (234)	25% (246)	967

Continued on next page

**Table HR4\_8:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?**Required all moviegoers and employees wear a face mask*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (331)	23% (509)	12% (264)	29% (646)	20% (450)	2200
2012 Vote: Barack Obama	16% (125)	24% (188)	11% (86)	33% (254)	15% (119)	773
2012 Vote: Mitt Romney	12% (58)	27% (136)	10% (51)	33% (167)	18% (89)	503
2012 Vote: Other	8% (6)	18% (13)	13% (9)	30% (22)	32% (23)	73
2012 Vote: Didn't Vote	17% (141)	20% (171)	14% (118)	24% (200)	26% (218)	848
4-Region: Northeast	14% (55)	23% (91)	13% (53)	34% (133)	16% (63)	394
4-Region: Midwest	12% (54)	24% (112)	13% (59)	27% (124)	25% (114)	462
4-Region: South	14% (116)	23% (193)	11% (93)	31% (251)	21% (171)	824
4-Region: West	20% (106)	22% (114)	11% (59)	26% (137)	20% (103)	520
Watch TV: Every day	16% (169)	24% (252)	10% (111)	33% (358)	17% (181)	1071
Watch TV: Several times per week	16% (83)	24% (125)	13% (70)	27% (138)	20% (104)	519
Watch TV: About once per week	9% (14)	29% (45)	13% (20)	30% (47)	19% (30)	156
Watch TV: Several times per month	19% (21)	18% (20)	21% (24)	22% (25)	21% (23)	113
Watch TV: About once per month	21% (14)	25% (17)	17% (12)	13% (9)	24% (17)	69
Watch TV: Less often than once per month	17% (14)	23% (19)	9% (8)	28% (23)	23% (19)	83
Watch TV: Never	8% (16)	17% (32)	10% (20)	24% (45)	41% (77)	189
Watch Movies: Every day	24% (109)	18% (80)	12% (53)	32% (146)	15% (66)	453
Watch Movies: Several times per week	16% (95)	26% (157)	12% (69)	30% (180)	16% (95)	596
Watch Movies: About once per week	13% (46)	27% (93)	14% (47)	28% (95)	17% (59)	338
Watch Movies: Several times per month	11% (28)	26% (67)	15% (37)	30% (77)	18% (46)	255
Watch Movies: About once per month	10% (18)	19% (34)	12% (22)	29% (53)	30% (54)	181
Watch Movies: Less often than once per month	11% (19)	29% (51)	11% (19)	20% (35)	28% (48)	173
Watch Movies: Never	8% (17)	14% (28)	8% (16)	30% (60)	41% (83)	204
Watch Sporting Events: Every day	25% (32)	16% (21)	14% (18)	28% (37)	17% (22)	129
Watch Sporting Events: Several times per week	15% (44)	27% (77)	13% (38)	31% (88)	13% (37)	285
Watch Sporting Events: About once per week	20% (46)	23% (53)	18% (41)	29% (66)	12% (27)	233
Watch Sporting Events: Several times per month	14% (30)	28% (58)	16% (33)	28% (58)	14% (30)	210
Watch Sporting Events: About once per month	13% (22)	23% (39)	13% (21)	29% (49)	22% (38)	168
Watch Sporting Events: Less often than once per month	15% (55)	25% (88)	9% (33)	30% (109)	21% (73)	358
Watch Sporting Events: Never	13% (103)	21% (173)	10% (79)	29% (238)	27% (224)	818

Continued on next page

**Table HR4\_8:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?  
Required all moviegoers and employees wear a face mask*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (331)	23% (509)	12% (264)	29% (646)	20% (450)	2200
Cable TV: Currently subscribe	15% (148)	25% (252)	11% (113)	28% (282)	20% (204)	999
Cable TV: Subscribed in past	14% (101)	24% (173)	13% (95)	32% (231)	17% (122)	721
Cable TV: Never subscribed	17% (83)	18% (84)	12% (56)	28% (133)	26% (125)	480
Satellite TV: Currently subscribe	17% (81)	20% (100)	9% (42)	32% (154)	23% (111)	488
Satellite TV: Subscribed in past	16% (95)	27% (161)	14% (83)	28% (171)	16% (98)	609
Satellite TV: Never subscribed	14% (155)	22% (248)	13% (139)	29% (320)	22% (241)	1103
Streaming Services: Currently subscribe	16% (215)	26% (339)	12% (153)	29% (376)	18% (235)	1317
Streaming Services: Subscribed in past	20% (48)	19% (47)	15% (37)	23% (55)	24% (58)	245
Streaming Services: Never subscribed	11% (69)	19% (123)	12% (74)	34% (214)	25% (158)	638
Film: An avid fan	21% (151)	22% (157)	10% (71)	30% (218)	17% (118)	715
Film: A casual fan	12% (142)	26% (318)	14% (168)	27% (326)	21% (249)	1203
Film: Not a fan	13% (38)	12% (34)	9% (24)	36% (102)	30% (83)	282
Television: An avid fan	18% (180)	23% (235)	10% (104)	31% (315)	18% (179)	1013
Television: A casual fan	12% (115)	24% (242)	14% (138)	29% (296)	21% (211)	1003
Television: Not a fan	20% (36)	17% (31)	12% (22)	19% (35)	32% (60)	184
Music: An avid fan	20% (214)	22% (236)	11% (114)	30% (321)	17% (181)	1065
Music: A casual fan	10% (103)	25% (251)	13% (133)	29% (287)	23% (228)	1001
Music: Not a fan	11% (15)	17% (22)	13% (17)	28% (38)	31% (41)	133
Fashion: An avid fan	30% (82)	19% (52)	9% (25)	24% (65)	17% (46)	270
Fashion: A casual fan	15% (137)	25% (233)	14% (128)	29% (275)	17% (161)	934
Fashion: Not a fan	11% (113)	22% (224)	11% (110)	31% (305)	25% (244)	996

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

**Table HR4\_9:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?**Required all employees to wear gloves*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (344)	24% (538)	11% (246)	25% (546)	24% (526)	2200
Gender: Male	17% (180)	28% (300)	10% (107)	22% (232)	23% (242)	1062
Gender: Female	14% (165)	21% (238)	12% (138)	28% (313)	25% (284)	1138
Age: 18-29	21% (105)	26% (129)	14% (72)	12% (61)	26% (132)	499
Age: 30-44	19% (99)	25% (128)	11% (57)	27% (139)	18% (90)	514
Age: 45-54	14% (52)	22% (81)	11% (39)	24% (89)	28% (104)	365
Age: 55-64	13% (51)	24% (92)	10% (39)	27% (105)	26% (99)	386
Age: 65+	9% (37)	25% (108)	9% (38)	35% (153)	23% (100)	436
Generation Z: 18-22	23% (64)	23% (63)	16% (46)	12% (32)	26% (74)	278
Millennial: Age 23-38	20% (106)	29% (154)	12% (65)	19% (102)	20% (110)	537
Generation X: Age 39-54	15% (86)	22% (121)	10% (57)	27% (154)	25% (143)	562
Boomers: Age 55-73	11% (77)	24% (174)	10% (70)	31% (226)	24% (176)	724
PID: Dem (no lean)	18% (135)	24% (185)	11% (82)	25% (190)	23% (176)	769
PID: Ind (no lean)	15% (112)	22% (166)	11% (80)	23% (173)	28% (207)	738
PID: Rep (no lean)	14% (97)	27% (187)	12% (84)	26% (183)	21% (142)	693
PID/Gender: Dem Men	19% (66)	29% (103)	9% (32)	20% (72)	22% (78)	351
PID/Gender: Dem Women	16% (68)	20% (82)	12% (51)	28% (118)	24% (98)	418
PID/Gender: Ind Men	17% (57)	27% (91)	9% (30)	20% (68)	28% (94)	340
PID/Gender: Ind Women	14% (56)	19% (75)	12% (50)	26% (105)	28% (113)	398
PID/Gender: Rep Men	15% (57)	29% (106)	12% (45)	25% (93)	19% (70)	371
PID/Gender: Rep Women	13% (41)	25% (81)	12% (38)	28% (90)	22% (72)	322
Ideo: Liberal (1-3)	17% (103)	25% (157)	10% (59)	27% (169)	21% (129)	617
Ideo: Moderate (4)	18% (102)	26% (145)	11% (61)	24% (134)	20% (114)	556
Ideo: Conservative (5-7)	13% (97)	27% (202)	11% (83)	25% (184)	24% (178)	744
Educ: < College	16% (241)	22% (331)	11% (163)	27% (402)	25% (376)	1512
Educ: Bachelors degree	15% (66)	28% (125)	14% (61)	22% (96)	22% (96)	444
Educ: Post-grad	16% (38)	34% (83)	9% (22)	20% (48)	22% (54)	244
Income: Under 50k	16% (191)	22% (253)	10% (118)	26% (298)	26% (304)	1164
Income: 50k-100k	15% (104)	27% (189)	13% (89)	26% (183)	20% (144)	709
Income: 100k+	15% (49)	29% (96)	12% (38)	20% (65)	24% (78)	326

Continued on next page

**Table HR4\_9:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*  
*Required all employees to wear gloves*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (344)	24% (538)	11% (246)	25% (546)	24% (526)	2200
Ethnicity: White	14% (246)	25% (436)	11% (196)	25% (432)	24% (412)	1722
Ethnicity: Hispanic	23% (81)	21% (72)	12% (43)	22% (79)	22% (75)	349
Ethnicity: Afr. Am.	20% (56)	19% (52)	9% (25)	25% (70)	26% (71)	274
Ethnicity: Other	21% (43)	24% (50)	12% (25)	22% (45)	21% (42)	204
All Christian	14% (147)	25% (260)	12% (121)	28% (288)	21% (219)	1033
All Non-Christian	18% (18)	35% (36)	11% (12)	18% (18)	18% (18)	102
Atheist	15% (17)	38% (42)	6% (7)	17% (18)	24% (26)	111
Agnostic/Nothing in particular	17% (162)	21% (201)	11% (106)	23% (221)	28% (263)	954
Religious Non-Protestant/Catholic	16% (21)	31% (39)	16% (20)	18% (22)	19% (25)	127
Evangelical	14% (74)	24% (129)	10% (54)	30% (159)	22% (117)	533
Non-Evangelical	15% (124)	25% (206)	12% (96)	27% (215)	21% (167)	807
Community: Urban	17% (97)	26% (149)	13% (75)	23% (135)	22% (127)	583
Community: Suburban	15% (162)	26% (273)	11% (113)	24% (246)	24% (252)	1046
Community: Rural	15% (86)	20% (117)	10% (57)	29% (165)	26% (147)	571
Employ: Private Sector	16% (98)	30% (181)	10% (63)	26% (157)	19% (114)	612
Employ: Government	17% (21)	26% (34)	17% (21)	16% (20)	25% (32)	127
Employ: Self-Employed	17% (35)	26% (51)	13% (27)	20% (39)	24% (47)	199
Employ: Homemaker	10% (15)	21% (34)	14% (22)	25% (39)	30% (47)	158
Employ: Retired	11% (56)	23% (116)	9% (45)	33% (166)	25% (125)	508
Employ: Unemployed	20% (55)	17% (46)	10% (28)	27% (72)	26% (69)	270
Employ: Other	19% (34)	20% (35)	11% (20)	18% (32)	31% (54)	174
Military HH: Yes	14% (48)	27% (93)	12% (41)	26% (89)	22% (77)	349
Military HH: No	16% (296)	24% (445)	11% (205)	25% (456)	24% (449)	1851
RD/WT: Right Direction	17% (131)	24% (187)	12% (96)	21% (158)	26% (196)	769
RD/WT: Wrong Track	15% (213)	25% (351)	10% (150)	27% (387)	23% (330)	1431
Trump Job Approve	15% (142)	28% (253)	11% (99)	23% (213)	23% (212)	920
Trump Job Disapprove	16% (180)	24% (274)	11% (132)	28% (320)	21% (245)	1150

Continued on next page

**Table HR4\_9:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?*  
*Required all employees to wear gloves*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (344)	24% (538)	11% (246)	25% (546)	24% (526)	2200
Trump Job Strongly Approve	15% (79)	23% (120)	10% (54)	26% (137)	25% (130)	518
Trump Job Somewhat Approve	16% (63)	33% (134)	11% (46)	19% (76)	21% (83)	401
Trump Job Somewhat Disapprove	12% (32)	29% (79)	18% (49)	22% (60)	20% (53)	273
Trump Job Strongly Disapprove	17% (148)	22% (195)	9% (82)	30% (260)	22% (192)	878
Favorable of Trump	15% (133)	27% (238)	11% (100)	24% (212)	23% (203)	885
Unfavorable of Trump	17% (195)	24% (279)	11% (129)	27% (308)	20% (230)	1142
Very Favorable of Trump	17% (92)	24% (132)	10% (53)	26% (141)	23% (123)	541
Somewhat Favorable of Trump	12% (41)	31% (106)	13% (46)	21% (72)	23% (80)	344
Somewhat Unfavorable of Trump	17% (41)	27% (65)	19% (48)	18% (45)	19% (46)	246
Very Unfavorable of Trump	17% (154)	24% (214)	9% (81)	29% (263)	21% (184)	896
#1 Issue: Economy	17% (130)	26% (198)	13% (101)	22% (164)	21% (162)	756
#1 Issue: Security	16% (40)	23% (60)	10% (25)	27% (69)	24% (61)	255
#1 Issue: Health Care	13% (62)	28% (130)	8% (37)	29% (134)	21% (98)	460
#1 Issue: Medicare / Social Security	14% (35)	22% (58)	8% (22)	33% (86)	22% (58)	259
#1 Issue: Women's Issues	24% (26)	15% (17)	17% (18)	20% (21)	25% (27)	109
#1 Issue: Education	16% (23)	20% (28)	18% (25)	19% (28)	27% (39)	143
#1 Issue: Energy	18% (16)	29% (27)	7% (6)	14% (13)	32% (29)	92
#1 Issue: Other	10% (12)	17% (22)	9% (11)	24% (30)	41% (51)	126
2018 House Vote: Democrat	17% (124)	25% (189)	9% (70)	29% (214)	20% (145)	742
2018 House Vote: Republican	14% (91)	28% (178)	11% (69)	26% (164)	22% (139)	642
2018 House Vote: Someone else	16% (13)	18% (15)	14% (11)	32% (26)	20% (16)	82
2016 Vote: Hillary Clinton	15% (100)	26% (170)	9% (59)	29% (191)	20% (130)	649
2016 Vote: Donald Trump	14% (94)	27% (184)	11% (76)	26% (173)	22% (147)	673
2016 Vote: Other	14% (22)	30% (49)	13% (21)	27% (44)	16% (26)	161
2016 Vote: Didn't Vote	18% (128)	19% (135)	13% (90)	19% (138)	31% (221)	712
Voted in 2014: Yes	15% (189)	26% (319)	10% (119)	28% (345)	21% (261)	1233
Voted in 2014: No	16% (156)	23% (219)	13% (127)	21% (201)	27% (265)	967

Continued on next page

**Table HR4\_9:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?  
Required all employees to wear gloves*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (344)	24% (538)	11% (246)	25% (546)	24% (526)	2200
2012 Vote: Barack Obama	15% (114)	27% (210)	9% (70)	31% (236)	18% (142)	773
2012 Vote: Mitt Romney	14% (69)	27% (137)	11% (56)	24% (121)	24% (120)	503
2012 Vote: Other	10% (8)	25% (18)	9% (7)	23% (17)	33% (24)	73
2012 Vote: Didn't Vote	18% (154)	20% (172)	13% (113)	20% (170)	28% (239)	848
4-Region: Northeast	15% (61)	27% (106)	11% (45)	27% (107)	19% (74)	394
4-Region: Midwest	12% (54)	26% (118)	12% (55)	23% (106)	28% (129)	462
4-Region: South	16% (134)	23% (189)	11% (87)	26% (213)	24% (200)	824
4-Region: West	18% (95)	24% (124)	11% (59)	23% (119)	24% (123)	520
Watch TV: Every day	15% (161)	25% (265)	10% (110)	29% (313)	21% (222)	1071
Watch TV: Several times per week	16% (81)	29% (150)	11% (58)	21% (109)	23% (121)	519
Watch TV: About once per week	22% (35)	25% (39)	10% (16)	22% (34)	21% (32)	156
Watch TV: Several times per month	17% (19)	23% (26)	18% (21)	16% (18)	26% (29)	113
Watch TV: About once per month	10% (7)	31% (21)	16% (11)	20% (14)	23% (16)	69
Watch TV: Less often than once per month	25% (21)	15% (12)	8% (7)	21% (17)	31% (26)	83
Watch TV: Never	11% (21)	13% (25)	12% (23)	21% (40)	42% (79)	189
Watch Movies: Every day	22% (100)	24% (107)	12% (54)	25% (115)	17% (77)	453
Watch Movies: Several times per week	18% (106)	28% (169)	10% (57)	24% (144)	20% (120)	596
Watch Movies: About once per week	14% (48)	26% (86)	13% (45)	25% (83)	23% (77)	338
Watch Movies: Several times per month	11% (28)	26% (67)	15% (39)	25% (65)	22% (56)	255
Watch Movies: About once per month	12% (22)	22% (39)	8% (14)	30% (54)	29% (52)	181
Watch Movies: Less often than once per month	14% (24)	23% (40)	12% (20)	18% (31)	33% (57)	173
Watch Movies: Never	9% (17)	14% (29)	8% (16)	26% (53)	43% (88)	204
Watch Sporting Events: Every day	15% (20)	34% (44)	14% (18)	17% (22)	19% (25)	129
Watch Sporting Events: Several times per week	18% (50)	29% (83)	13% (36)	24% (69)	16% (46)	285
Watch Sporting Events: About once per week	18% (42)	26% (61)	15% (36)	24% (55)	16% (38)	233
Watch Sporting Events: Several times per month	17% (36)	31% (66)	8% (16)	26% (54)	18% (37)	210
Watch Sporting Events: About once per month	13% (22)	22% (37)	13% (22)	25% (41)	27% (46)	168
Watch Sporting Events: Less often than once per month	15% (52)	24% (87)	11% (38)	28% (101)	22% (80)	358
Watch Sporting Events: Never	15% (122)	20% (160)	10% (79)	25% (203)	31% (254)	818

Continued on next page



**Table HR4\_9:** *If a movie theater did the following, would you be more or less likely to go to a movie before your state passed White House benchmarks for re-opening the economy?  
Required all employees to wear gloves*

<b>Demographic</b>	<b>Much more likely</b>	<b>Somewhat more likely</b>	<b>Somewhat less likely</b>	<b>Much less likely</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	16% (344)	24% (538)	11% (246)	25% (546)	24% (526)	2200
Cable TV: Currently subscribe	15% (152)	26% (260)	10% (100)	24% (242)	25% (246)	999
Cable TV: Subscribed in past	13% (97)	27% (191)	14% (100)	27% (198)	19% (135)	721
Cable TV: Never subscribed	20% (95)	18% (87)	10% (46)	22% (106)	30% (146)	480
Satellite TV: Currently subscribe	14% (71)	23% (110)	10% (49)	26% (127)	27% (131)	488
Satellite TV: Subscribed in past	18% (109)	27% (163)	13% (77)	24% (149)	18% (111)	609
Satellite TV: Never subscribed	15% (164)	24% (265)	11% (120)	24% (270)	26% (284)	1103
Streaming Services: Currently subscribe	16% (204)	27% (356)	11% (145)	25% (326)	22% (286)	1317
Streaming Services: Subscribed in past	18% (44)	20% (50)	14% (33)	22% (54)	26% (63)	245
Streaming Services: Never subscribed	15% (96)	21% (132)	11% (67)	26% (165)	28% (176)	638
Film: An avid fan	19% (137)	25% (182)	10% (71)	26% (186)	20% (140)	715
Film: A casual fan	13% (162)	27% (325)	12% (144)	23% (282)	24% (291)	1203
Film: Not a fan	16% (46)	11% (32)	11% (31)	27% (78)	34% (95)	282
Television: An avid fan	19% (188)	24% (248)	9% (94)	27% (278)	20% (205)	1013
Television: A casual fan	13% (129)	25% (255)	13% (126)	24% (240)	25% (253)	1003
Television: Not a fan	15% (28)	19% (36)	14% (26)	15% (28)	36% (67)	184
Music: An avid fan	20% (215)	23% (248)	10% (110)	26% (279)	20% (213)	1065
Music: A casual fan	11% (114)	26% (263)	12% (120)	24% (239)	26% (265)	1001
Music: Not a fan	11% (15)	21% (28)	11% (15)	21% (28)	36% (48)	133
Fashion: An avid fan	23% (63)	22% (60)	10% (27)	25% (66)	20% (54)	270
Fashion: A casual fan	15% (144)	25% (237)	13% (121)	27% (250)	19% (182)	934
Fashion: Not a fan	14% (137)	24% (241)	10% (98)	23% (229)	29% (290)	996

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

**Table HR5\_1:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Sanitized every seat in between movies*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	22% (492)	31% (684)	10% (217)	18% (392)	19% (415)	2200
Gender: Male	21% (225)	31% (333)	10% (102)	18% (195)	19% (207)	1062
Gender: Female	23% (267)	31% (350)	10% (116)	17% (197)	18% (208)	1138
Age: 18-29	26% (129)	31% (153)	12% (59)	8% (42)	23% (116)	499
Age: 30-44	26% (136)	31% (161)	10% (52)	19% (96)	13% (69)	514
Age: 45-54	20% (75)	33% (122)	9% (34)	18% (65)	19% (70)	365
Age: 55-64	19% (75)	32% (123)	9% (35)	21% (80)	19% (72)	386
Age: 65+	18% (78)	29% (125)	9% (37)	25% (109)	20% (87)	436
Generation Z: 18-22	25% (69)	31% (85)	13% (36)	9% (25)	22% (62)	278
Millennial: Age 23-38	29% (155)	32% (169)	10% (55)	13% (68)	17% (89)	537
Generation X: Age 39-54	20% (115)	32% (181)	10% (53)	19% (109)	18% (104)	562
Boomers: Age 55-73	18% (132)	31% (224)	9% (68)	23% (166)	18% (134)	724
PID: Dem (no lean)	24% (183)	30% (232)	10% (75)	18% (142)	18% (137)	769
PID: Ind (no lean)	20% (149)	32% (233)	11% (78)	16% (117)	22% (161)	738
PID: Rep (no lean)	23% (161)	31% (218)	9% (65)	19% (134)	17% (117)	693
PID/Gender: Dem Men	19% (68)	33% (117)	10% (37)	18% (64)	19% (65)	351
PID/Gender: Dem Women	28% (115)	28% (115)	9% (38)	19% (77)	17% (72)	418
PID/Gender: Ind Men	23% (77)	31% (104)	8% (28)	16% (53)	23% (77)	340
PID/Gender: Ind Women	18% (72)	32% (129)	13% (50)	16% (63)	21% (84)	398
PID/Gender: Rep Men	22% (80)	30% (112)	10% (37)	21% (77)	17% (64)	371
PID/Gender: Rep Women	25% (80)	33% (106)	9% (27)	17% (56)	16% (52)	322
Ideo: Liberal (1-3)	26% (158)	30% (188)	10% (61)	19% (116)	15% (94)	617
Ideo: Moderate (4)	22% (121)	32% (179)	9% (49)	20% (113)	17% (94)	556
Ideo: Conservative (5-7)	21% (157)	35% (262)	9% (70)	16% (120)	18% (135)	744
Educ: < College	21% (316)	29% (433)	10% (151)	19% (295)	21% (317)	1512
Educ: Bachelors degree	25% (109)	36% (160)	9% (42)	16% (70)	14% (64)	444
Educ: Post-grad	28% (67)	37% (91)	10% (25)	11% (28)	14% (33)	244
Income: Under 50k	21% (244)	27% (311)	11% (124)	19% (225)	22% (260)	1164
Income: 50k-100k	23% (161)	35% (246)	9% (64)	18% (130)	15% (107)	709
Income: 100k+	27% (87)	39% (126)	9% (29)	11% (37)	15% (47)	326

Continued on next page

**Table HR5\_1:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Sanitized every seat in between movies*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	22% (492)	31% (684)	10% (217)	18% (392)	19% (415)	2200
Ethnicity: White	22% (384)	33% (560)	10% (172)	18% (307)	17% (299)	1722
Ethnicity: Hispanic	26% (92)	25% (86)	11% (37)	16% (55)	23% (79)	349
Ethnicity: Afr. Am.	24% (65)	23% (62)	9% (24)	19% (52)	26% (71)	274
Ethnicity: Other	21% (44)	30% (62)	11% (22)	16% (33)	22% (44)	204
All Christian	23% (233)	33% (345)	8% (86)	20% (205)	16% (163)	1033
All Non-Christian	25% (26)	27% (28)	16% (17)	17% (17)	14% (14)	102
Atheist	21% (24)	33% (37)	8% (9)	16% (17)	22% (24)	111
Agnostic/Nothing in particular	22% (210)	29% (274)	11% (105)	16% (152)	22% (213)	954
Religious Non-Protestant/Catholic	22% (28)	29% (37)	13% (17)	17% (22)	18% (23)	127
Evangelical	22% (115)	31% (166)	10% (55)	20% (107)	17% (90)	533
Non-Evangelical	24% (195)	32% (256)	10% (81)	19% (155)	15% (121)	807
Community: Urban	24% (140)	28% (161)	11% (67)	17% (97)	20% (118)	583
Community: Suburban	23% (243)	34% (356)	8% (88)	17% (173)	18% (187)	1046
Community: Rural	19% (109)	29% (167)	11% (63)	21% (122)	19% (110)	571
Employ: Private Sector	26% (160)	36% (218)	9% (56)	17% (103)	12% (75)	612
Employ: Government	24% (30)	39% (49)	12% (15)	9% (11)	17% (21)	127
Employ: Self-Employed	24% (48)	31% (62)	10% (21)	16% (32)	18% (36)	199
Employ: Homemaker	14% (22)	34% (53)	12% (19)	17% (27)	23% (36)	158
Employ: Retired	19% (98)	25% (129)	8% (41)	26% (135)	21% (105)	508
Employ: Unemployed	21% (56)	27% (73)	11% (29)	18% (50)	23% (63)	270
Employ: Other	22% (39)	26% (46)	10% (17)	12% (21)	30% (52)	174
Military HH: Yes	22% (78)	30% (105)	10% (36)	19% (66)	18% (65)	349
Military HH: No	22% (414)	31% (579)	10% (181)	18% (327)	19% (350)	1851
RD/WT: Right Direction	24% (186)	30% (234)	10% (74)	16% (119)	20% (156)	769
RD/WT: Wrong Track	21% (306)	31% (450)	10% (143)	19% (273)	18% (259)	1431
Trump Job Approve	23% (212)	33% (304)	10% (91)	16% (145)	18% (167)	920
Trump Job Disapprove	22% (257)	31% (361)	10% (116)	20% (231)	16% (185)	1150

Continued on next page

**Table HR5\_1:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Sanitized every seat in between movies*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	22% (492)	31% (684)	10% (217)	18% (392)	19% (415)	2200
Trump Job Strongly Approve	24% (125)	27% (142)	10% (51)	19% (100)	19% (100)	518
Trump Job Somewhat Approve	22% (87)	40% (161)	10% (41)	11% (45)	17% (68)	401
Trump Job Somewhat Disapprove	22% (60)	36% (99)	12% (33)	15% (40)	15% (41)	273
Trump Job Strongly Disapprove	22% (196)	30% (262)	10% (84)	22% (191)	16% (144)	878
Favorable of Trump	23% (207)	33% (289)	10% (88)	17% (149)	17% (153)	885
Unfavorable of Trump	24% (275)	32% (363)	10% (114)	19% (219)	15% (172)	1142
Very Favorable of Trump	25% (134)	28% (154)	10% (52)	19% (104)	18% (98)	541
Somewhat Favorable of Trump	21% (73)	39% (135)	10% (35)	13% (45)	16% (56)	344
Somewhat Unfavorable of Trump	24% (59)	35% (85)	14% (35)	13% (31)	15% (36)	246
Very Unfavorable of Trump	24% (216)	31% (278)	9% (79)	21% (188)	15% (136)	896
#1 Issue: Economy	24% (184)	34% (257)	11% (80)	15% (112)	16% (122)	756
#1 Issue: Security	22% (56)	30% (77)	10% (25)	17% (44)	21% (53)	255
#1 Issue: Health Care	24% (111)	33% (153)	9% (41)	19% (88)	15% (67)	460
#1 Issue: Medicare / Social Security	19% (50)	28% (71)	6% (15)	28% (74)	19% (48)	259
#1 Issue: Women's Issues	26% (28)	22% (24)	14% (15)	16% (17)	23% (25)	109
#1 Issue: Education	17% (24)	27% (38)	21% (29)	13% (18)	23% (33)	143
#1 Issue: Energy	27% (25)	36% (34)	6% (6)	7% (6)	24% (22)	92
#1 Issue: Other	11% (14)	24% (30)	5% (6)	25% (32)	35% (44)	126
2018 House Vote: Democrat	26% (189)	30% (223)	8% (59)	21% (152)	16% (118)	742
2018 House Vote: Republican	23% (150)	35% (222)	10% (66)	17% (108)	15% (95)	642
2018 House Vote: Someone else	19% (15)	33% (27)	10% (8)	22% (18)	16% (13)	82
2016 Vote: Hillary Clinton	23% (150)	32% (205)	9% (60)	21% (136)	15% (98)	649
2016 Vote: Donald Trump	22% (151)	34% (229)	9% (60)	19% (125)	16% (109)	673
2016 Vote: Other	27% (43)	36% (58)	10% (16)	17% (27)	10% (17)	161
2016 Vote: Didn't Vote	21% (147)	27% (191)	11% (81)	14% (103)	27% (190)	712
Voted in 2014: Yes	24% (293)	33% (406)	9% (108)	19% (237)	15% (189)	1233
Voted in 2014: No	21% (199)	29% (278)	11% (109)	16% (155)	23% (226)	967

Continued on next page

**Table HR5\_1:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Sanitized every seat in between movies*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	22% (492)	31% (684)	10% (217)	18% (392)	19% (415)	2200
2012 Vote: Barack Obama	25% (192)	31% (238)	9% (69)	22% (172)	13% (102)	773
2012 Vote: Mitt Romney	21% (105)	38% (193)	7% (37)	16% (81)	17% (86)	503
2012 Vote: Other	15% (11)	32% (24)	14% (10)	12% (9)	27% (20)	73
2012 Vote: Didn't Vote	22% (185)	27% (228)	12% (101)	15% (129)	24% (206)	848
4-Region: Northeast	26% (103)	31% (122)	11% (41)	18% (73)	14% (55)	394
4-Region: Midwest	22% (101)	33% (153)	9% (42)	18% (84)	18% (82)	462
4-Region: South	22% (181)	29% (242)	10% (85)	18% (144)	21% (172)	824
4-Region: West	21% (108)	32% (166)	9% (49)	17% (91)	20% (106)	520
Watch TV: Every day	24% (255)	30% (319)	11% (118)	19% (207)	16% (172)	1071
Watch TV: Several times per week	22% (113)	37% (192)	9% (48)	15% (79)	17% (87)	519
Watch TV: About once per week	20% (30)	38% (60)	7% (12)	17% (26)	18% (28)	156
Watch TV: Several times per month	25% (28)	35% (39)	7% (8)	19% (21)	15% (17)	113
Watch TV: About once per month	24% (17)	23% (16)	20% (14)	6% (4)	27% (19)	69
Watch TV: Less often than once per month	28% (23)	28% (23)	6% (5)	20% (16)	19% (15)	83
Watch TV: Never	14% (26)	18% (34)	7% (13)	21% (39)	41% (77)	189
Watch Movies: Every day	28% (129)	26% (118)	13% (59)	18% (80)	15% (67)	453
Watch Movies: Several times per week	24% (144)	37% (219)	8% (47)	17% (99)	14% (86)	596
Watch Movies: About once per week	21% (71)	34% (114)	10% (34)	16% (55)	19% (65)	338
Watch Movies: Several times per month	19% (49)	37% (94)	10% (24)	19% (49)	15% (38)	255
Watch Movies: About once per month	21% (38)	29% (52)	11% (21)	17% (31)	22% (39)	181
Watch Movies: Less often than once per month	21% (36)	29% (50)	11% (20)	16% (28)	23% (39)	173
Watch Movies: Never	13% (25)	18% (37)	6% (12)	24% (50)	39% (80)	204
Watch Sporting Events: Every day	29% (38)	29% (38)	15% (19)	11% (14)	16% (20)	129
Watch Sporting Events: Several times per week	23% (64)	34% (97)	11% (31)	20% (57)	13% (36)	285
Watch Sporting Events: About once per week	23% (54)	25% (59)	16% (37)	19% (45)	16% (38)	233
Watch Sporting Events: Several times per month	22% (46)	43% (90)	7% (15)	18% (37)	11% (22)	210
Watch Sporting Events: About once per month	21% (35)	28% (46)	14% (24)	17% (29)	20% (34)	168
Watch Sporting Events: Less often than once per month	22% (80)	33% (117)	7% (25)	21% (76)	16% (59)	358
Watch Sporting Events: Never	21% (175)	29% (236)	8% (67)	16% (135)	25% (205)	818

Continued on next page

**Table HR5\_1:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Sanitized every seat in between movies*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	22% (492)	31% (684)	10% (217)	18% (392)	19% (415)	2200
Cable TV: Currently subscribe	24% (241)	31% (308)	10% (96)	17% (171)	18% (183)	999
Cable TV: Subscribed in past	21% (152)	33% (235)	11% (80)	20% (147)	15% (107)	721
Cable TV: Never subscribed	21% (100)	29% (141)	9% (41)	15% (74)	26% (124)	480
Satellite TV: Currently subscribe	25% (120)	27% (131)	9% (46)	17% (84)	22% (107)	488
Satellite TV: Subscribed in past	26% (158)	33% (200)	10% (60)	18% (110)	13% (82)	609
Satellite TV: Never subscribed	19% (215)	32% (353)	10% (111)	18% (198)	21% (226)	1103
Streaming Services: Currently subscribe	25% (326)	34% (453)	9% (115)	17% (221)	15% (203)	1317
Streaming Services: Subscribed in past	20% (49)	25% (62)	15% (37)	17% (42)	22% (55)	245
Streaming Services: Never subscribed	18% (117)	26% (169)	10% (65)	20% (130)	25% (157)	638
Film: An avid fan	27% (193)	29% (209)	10% (74)	18% (129)	15% (110)	715
Film: A casual fan	21% (247)	35% (426)	9% (111)	17% (201)	18% (218)	1203
Film: Not a fan	19% (53)	17% (49)	11% (32)	22% (62)	31% (86)	282
Television: An avid fan	26% (259)	30% (304)	10% (97)	18% (187)	16% (166)	1013
Television: A casual fan	21% (210)	33% (332)	10% (98)	18% (179)	18% (185)	1003
Television: Not a fan	13% (23)	26% (48)	12% (23)	14% (26)	34% (63)	184
Music: An avid fan	25% (266)	31% (327)	11% (116)	19% (197)	15% (159)	1065
Music: A casual fan	21% (205)	33% (335)	9% (87)	16% (163)	21% (211)	1001
Music: Not a fan	16% (21)	16% (22)	10% (14)	24% (32)	34% (45)	133
Fashion: An avid fan	35% (94)	24% (66)	12% (33)	14% (38)	15% (39)	270
Fashion: A casual fan	22% (208)	33% (305)	11% (104)	18% (164)	16% (152)	934
Fashion: Not a fan	19% (190)	31% (313)	8% (80)	19% (191)	22% (223)	996

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

**Table HR5\_2:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Sanitized high touch areas such as concession stands*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	23% (513)	30% (653)	11% (242)	18% (398)	18% (394)	2200
Gender: Male	23% (241)	31% (325)	10% (109)	18% (195)	18% (192)	1062
Gender: Female	24% (272)	29% (328)	12% (134)	18% (203)	18% (201)	1138
Age: 18-29	27% (136)	31% (154)	13% (64)	8% (41)	21% (105)	499
Age: 30-44	28% (146)	28% (146)	12% (61)	18% (93)	13% (67)	514
Age: 45-54	21% (75)	32% (116)	8% (31)	20% (74)	19% (70)	365
Age: 55-64	19% (74)	30% (118)	12% (48)	20% (77)	18% (69)	386
Age: 65+	19% (82)	28% (121)	9% (38)	26% (113)	19% (83)	436
Generation Z: 18-22	24% (67)	30% (84)	14% (40)	9% (26)	22% (62)	278
Millennial: Age 23-38	32% (172)	30% (163)	12% (66)	12% (64)	14% (73)	537
Generation X: Age 39-54	21% (118)	30% (168)	9% (51)	21% (119)	19% (107)	562
Boomers: Age 55-73	19% (137)	29% (212)	11% (78)	23% (167)	18% (129)	724
PID: Dem (no lean)	23% (180)	29% (227)	12% (92)	18% (140)	17% (130)	769
PID: Ind (no lean)	22% (161)	31% (230)	11% (80)	16% (118)	20% (149)	738
PID: Rep (no lean)	25% (172)	28% (196)	10% (70)	20% (140)	17% (115)	693
PID/Gender: Dem Men	20% (71)	32% (112)	12% (42)	18% (62)	18% (65)	351
PID/Gender: Dem Women	26% (110)	27% (115)	12% (51)	19% (78)	16% (66)	418
PID/Gender: Ind Men	24% (83)	31% (106)	8% (27)	17% (57)	20% (68)	340
PID/Gender: Ind Women	19% (77)	31% (125)	13% (53)	15% (61)	20% (81)	398
PID/Gender: Rep Men	23% (87)	29% (107)	11% (41)	21% (76)	16% (60)	371
PID/Gender: Rep Women	26% (85)	28% (89)	9% (29)	20% (64)	17% (55)	322
Ideo: Liberal (1-3)	25% (156)	31% (193)	11% (67)	20% (122)	13% (80)	617
Ideo: Moderate (4)	23% (130)	30% (165)	11% (63)	20% (113)	15% (85)	556
Ideo: Conservative (5-7)	23% (170)	32% (241)	10% (72)	17% (124)	18% (137)	744
Educ: < College	22% (337)	27% (408)	11% (169)	20% (298)	20% (300)	1512
Educ: Bachelors degree	25% (113)	35% (153)	11% (49)	15% (68)	14% (61)	444
Educ: Post-grad	26% (62)	38% (92)	10% (25)	13% (31)	14% (33)	244
Income: Under 50k	21% (241)	27% (318)	11% (133)	20% (228)	21% (244)	1164
Income: 50k-100k	26% (184)	30% (216)	11% (78)	19% (132)	14% (100)	709
Income: 100k+	27% (87)	37% (119)	10% (32)	12% (38)	15% (50)	326

Continued on next page

**Table HR5\_2:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Sanitized high touch areas such as concession stands*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	23% (513)	30% (653)	11% (242)	18% (398)	18% (394)	2200
Ethnicity: White	23% (402)	31% (537)	11% (186)	18% (308)	17% (289)	1722
Ethnicity: Hispanic	28% (97)	24% (82)	13% (44)	15% (52)	21% (73)	349
Ethnicity: Afr. Am.	23% (63)	21% (57)	11% (31)	20% (55)	25% (68)	274
Ethnicity: Other	24% (48)	29% (59)	12% (25)	17% (35)	18% (36)	204
All Christian	25% (257)	31% (317)	9% (96)	20% (207)	15% (156)	1033
All Non-Christian	24% (25)	34% (34)	15% (16)	14% (14)	13% (13)	102
Atheist	21% (23)	34% (37)	10% (11)	13% (15)	22% (24)	111
Agnostic/Nothing in particular	22% (207)	28% (265)	12% (119)	17% (162)	21% (200)	954
Religious Non-Protestant/Catholic	22% (28)	35% (45)	12% (16)	15% (19)	16% (20)	127
Evangelical	23% (125)	29% (153)	10% (56)	21% (112)	16% (88)	533
Non-Evangelical	25% (204)	30% (241)	11% (93)	19% (154)	14% (115)	807
Community: Urban	25% (145)	26% (153)	13% (76)	16% (93)	20% (116)	583
Community: Suburban	24% (249)	33% (350)	10% (100)	16% (167)	17% (180)	1046
Community: Rural	21% (118)	26% (151)	12% (66)	24% (138)	17% (99)	571
Employ: Private Sector	29% (176)	32% (196)	10% (60)	17% (106)	12% (75)	612
Employ: Government	22% (27)	40% (50)	13% (17)	11% (14)	15% (19)	127
Employ: Self-Employed	27% (53)	30% (60)	12% (25)	16% (33)	14% (28)	199
Employ: Homemaker	18% (29)	30% (47)	10% (16)	18% (29)	24% (38)	158
Employ: Retired	20% (100)	24% (120)	10% (51)	27% (136)	20% (101)	508
Employ: Unemployed	22% (59)	26% (71)	11% (31)	18% (49)	22% (60)	270
Employ: Other	20% (35)	27% (47)	13% (23)	12% (21)	28% (49)	174
Military HH: Yes	23% (81)	32% (110)	10% (34)	20% (70)	15% (54)	349
Military HH: No	23% (432)	29% (543)	11% (208)	18% (328)	18% (340)	1851
RD/WT: Right Direction	26% (201)	28% (215)	11% (81)	16% (120)	20% (151)	769
RD/WT: Wrong Track	22% (311)	31% (438)	11% (161)	19% (278)	17% (243)	1431
Trump Job Approve	25% (233)	30% (278)	10% (92)	17% (153)	18% (163)	920
Trump Job Disapprove	22% (256)	31% (355)	12% (138)	20% (231)	15% (170)	1150

Continued on next page



**Table HR5\_2:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
 Sanitized high touch areas such as concession stands*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	23% (513)	30% (653)	11% (242)	18% (398)	18% (394)	2200
Trump Job Strongly Approve	27% (139)	24% (123)	11% (56)	20% (102)	19% (97)	518
Trump Job Somewhat Approve	23% (94)	39% (155)	9% (35)	13% (51)	16% (66)	401
Trump Job Somewhat Disapprove	23% (62)	35% (97)	15% (40)	14% (37)	14% (37)	273
Trump Job Strongly Disapprove	22% (194)	29% (258)	11% (99)	22% (194)	15% (132)	878
Favorable of Trump	25% (224)	30% (262)	10% (87)	18% (162)	17% (151)	885
Unfavorable of Trump	24% (269)	33% (372)	12% (134)	19% (213)	13% (154)	1142
Very Favorable of Trump	27% (148)	25% (134)	11% (58)	20% (107)	17% (94)	541
Somewhat Favorable of Trump	22% (76)	37% (128)	9% (30)	16% (55)	16% (56)	344
Somewhat Unfavorable of Trump	24% (60)	38% (93)	15% (38)	10% (25)	12% (31)	246
Very Unfavorable of Trump	23% (209)	31% (279)	11% (96)	21% (188)	14% (123)	896
#1 Issue: Economy	28% (209)	31% (231)	12% (91)	15% (111)	15% (113)	756
#1 Issue: Security	25% (64)	28% (72)	9% (23)	19% (47)	19% (49)	255
#1 Issue: Health Care	21% (96)	35% (163)	12% (53)	19% (89)	13% (59)	460
#1 Issue: Medicare / Social Security	19% (50)	26% (68)	7% (18)	29% (75)	18% (47)	259
#1 Issue: Women's Issues	21% (23)	26% (29)	13% (14)	14% (15)	26% (28)	109
#1 Issue: Education	21% (30)	25% (35)	20% (29)	13% (19)	21% (30)	143
#1 Issue: Energy	28% (26)	33% (30)	4% (3)	10% (9)	25% (23)	92
#1 Issue: Other	12% (15)	20% (25)	8% (10)	25% (32)	35% (44)	126
2018 House Vote: Democrat	25% (189)	30% (222)	10% (77)	20% (150)	14% (104)	742
2018 House Vote: Republican	26% (165)	32% (207)	10% (64)	18% (117)	14% (89)	642
2018 House Vote: Someone else	25% (20)	25% (20)	13% (11)	21% (17)	16% (13)	82
2016 Vote: Hillary Clinton	24% (153)	32% (207)	11% (69)	20% (132)	13% (87)	649
2016 Vote: Donald Trump	24% (164)	31% (211)	9% (61)	20% (133)	15% (104)	673
2016 Vote: Other	29% (48)	30% (49)	11% (18)	17% (28)	11% (18)	161
2016 Vote: Didn't Vote	21% (147)	26% (184)	13% (94)	14% (103)	26% (184)	712
Voted in 2014: Yes	25% (304)	31% (387)	10% (127)	20% (242)	14% (173)	1233
Voted in 2014: No	22% (209)	28% (267)	12% (115)	16% (156)	23% (221)	967

Continued on next page

**Table HR5\_2:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Sanitized high touch areas such as concession stands*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	23% (513)	30% (653)	11% (242)	18% (398)	18% (394)	2200
2012 Vote: Barack Obama	25% (196)	30% (233)	10% (76)	22% (172)	12% (95)	773
2012 Vote: Mitt Romney	23% (115)	36% (179)	8% (42)	17% (85)	16% (81)	503
2012 Vote: Other	21% (15)	21% (15)	16% (12)	12% (9)	30% (22)	73
2012 Vote: Didn't Vote	22% (186)	26% (224)	13% (113)	15% (129)	23% (196)	848
4-Region: Northeast	24% (96)	31% (123)	12% (47)	18% (71)	14% (56)	394
4-Region: Midwest	22% (102)	33% (152)	10% (45)	19% (86)	17% (79)	462
4-Region: South	24% (195)	27% (225)	12% (99)	17% (143)	20% (164)	824
4-Region: West	23% (120)	30% (154)	10% (52)	19% (98)	18% (96)	520
Watch TV: Every day	24% (262)	29% (309)	11% (120)	21% (220)	15% (159)	1071
Watch TV: Several times per week	23% (121)	35% (184)	9% (46)	16% (83)	16% (86)	519
Watch TV: About once per week	22% (34)	35% (55)	11% (17)	17% (26)	15% (24)	156
Watch TV: Several times per month	23% (26)	35% (39)	15% (17)	13% (15)	14% (16)	113
Watch TV: About once per month	26% (18)	21% (14)	26% (18)	5% (3)	22% (15)	69
Watch TV: Less often than once per month	29% (24)	24% (20)	10% (9)	17% (14)	20% (16)	83
Watch TV: Never	15% (29)	17% (32)	8% (15)	19% (36)	41% (77)	189
Watch Movies: Every day	30% (136)	25% (111)	13% (59)	21% (94)	12% (53)	453
Watch Movies: Several times per week	25% (151)	36% (214)	8% (46)	17% (101)	14% (84)	596
Watch Movies: About once per week	21% (72)	32% (109)	12% (40)	17% (57)	18% (60)	338
Watch Movies: Several times per month	22% (56)	33% (84)	14% (36)	18% (45)	13% (34)	255
Watch Movies: About once per month	21% (37)	27% (49)	14% (26)	16% (29)	22% (40)	181
Watch Movies: Less often than once per month	22% (39)	28% (49)	10% (17)	16% (28)	23% (40)	173
Watch Movies: Never	11% (22)	18% (36)	9% (18)	22% (45)	40% (82)	204
Watch Sporting Events: Every day	30% (38)	30% (38)	12% (16)	13% (17)	15% (20)	129
Watch Sporting Events: Several times per week	26% (74)	29% (83)	13% (38)	20% (57)	12% (33)	285
Watch Sporting Events: About once per week	26% (60)	26% (61)	16% (38)	18% (43)	14% (32)	233
Watch Sporting Events: Several times per month	26% (55)	37% (77)	8% (16)	18% (38)	11% (23)	210
Watch Sporting Events: About once per month	24% (40)	25% (42)	15% (25)	17% (29)	19% (32)	168
Watch Sporting Events: Less often than once per month	23% (82)	31% (112)	11% (39)	19% (69)	16% (56)	358
Watch Sporting Events: Never	20% (165)	29% (239)	9% (71)	18% (145)	24% (198)	818

Continued on next page

**Table HR5\_2:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Sanitized high touch areas such as concession stands*

<b>Demographic</b>	<b>Much more likely</b>	<b>Somewhat more likely</b>	<b>Somewhat less likely</b>	<b>Much less likely</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	23% (513)	30% (653)	11% (242)	18% (398)	18% (394)	2200
Cable TV: Currently subscribe	26% (261)	29% (289)	10% (103)	17% (171)	18% (176)	999
Cable TV: Subscribed in past	21% (148)	32% (232)	12% (88)	21% (149)	14% (104)	721
Cable TV: Never subscribed	21% (103)	28% (133)	11% (51)	16% (78)	24% (114)	480
Satellite TV: Currently subscribe	25% (120)	27% (131)	10% (49)	19% (95)	19% (94)	488
Satellite TV: Subscribed in past	28% (168)	31% (186)	12% (72)	17% (104)	13% (79)	609
Satellite TV: Never subscribed	20% (225)	31% (337)	11% (122)	18% (199)	20% (221)	1103
Streaming Services: Currently subscribe	25% (332)	33% (438)	10% (136)	17% (220)	15% (192)	1317
Streaming Services: Subscribed in past	24% (59)	23% (55)	15% (37)	17% (41)	22% (53)	245
Streaming Services: Never subscribed	19% (121)	25% (160)	11% (70)	21% (137)	23% (149)	638
Film: An avid fan	28% (203)	29% (205)	10% (71)	20% (141)	13% (96)	715
Film: A casual fan	21% (256)	34% (406)	12% (140)	16% (191)	17% (210)	1203
Film: Not a fan	19% (54)	15% (42)	11% (32)	23% (66)	31% (88)	282
Television: An avid fan	26% (261)	29% (293)	9% (96)	21% (211)	15% (152)	1013
Television: A casual fan	22% (222)	31% (308)	12% (123)	16% (165)	18% (184)	1003
Television: Not a fan	16% (30)	28% (52)	13% (23)	12% (22)	31% (58)	184
Music: An avid fan	26% (274)	29% (307)	11% (117)	20% (210)	15% (158)	1065
Music: A casual fan	22% (216)	33% (328)	11% (106)	16% (159)	19% (192)	1001
Music: Not a fan	17% (23)	14% (18)	15% (20)	22% (29)	33% (44)	133
Fashion: An avid fan	33% (90)	23% (61)	11% (29)	18% (48)	15% (41)	270
Fashion: A casual fan	24% (221)	30% (284)	13% (123)	18% (165)	15% (141)	934
Fashion: Not a fan	20% (201)	31% (309)	9% (90)	18% (184)	21% (212)	996

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

**Table HR5\_3:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Staggered available seats to allow space between moviegoers*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (428)	32% (699)	11% (244)	19% (407)	19% (421)	2200
Gender: Male	19% (201)	32% (339)	11% (116)	18% (194)	20% (210)	1062
Gender: Female	20% (227)	32% (360)	11% (128)	19% (213)	19% (211)	1138
Age: 18-29	27% (133)	30% (152)	13% (66)	9% (45)	21% (103)	499
Age: 30-44	21% (107)	32% (165)	12% (60)	20% (102)	16% (80)	514
Age: 45-54	18% (65)	32% (118)	10% (36)	19% (69)	21% (78)	365
Age: 55-64	14% (54)	37% (142)	10% (38)	20% (78)	19% (73)	386
Age: 65+	16% (69)	28% (123)	10% (45)	26% (113)	20% (87)	436
Generation Z: 18-22	25% (70)	26% (72)	17% (48)	10% (29)	22% (61)	278
Millennial: Age 23-38	24% (131)	35% (187)	12% (64)	13% (69)	16% (86)	537
Generation X: Age 39-54	19% (104)	31% (176)	9% (49)	21% (118)	20% (115)	562
Boomers: Age 55-73	15% (106)	33% (238)	10% (76)	23% (168)	19% (136)	724
PID: Dem (no lean)	21% (159)	31% (238)	12% (95)	18% (139)	18% (139)	769
PID: Ind (no lean)	18% (134)	33% (241)	11% (82)	17% (124)	21% (156)	738
PID: Rep (no lean)	19% (135)	32% (220)	10% (67)	21% (145)	18% (126)	693
PID/Gender: Dem Men	18% (64)	33% (114)	12% (43)	17% (60)	20% (69)	351
PID/Gender: Dem Women	23% (95)	30% (124)	12% (51)	19% (79)	17% (69)	418
PID/Gender: Ind Men	21% (71)	32% (109)	9% (32)	16% (54)	21% (73)	340
PID/Gender: Ind Women	16% (63)	33% (132)	13% (50)	18% (70)	21% (84)	398
PID/Gender: Rep Men	18% (66)	31% (116)	11% (41)	22% (80)	18% (68)	371
PID/Gender: Rep Women	21% (69)	32% (105)	8% (26)	20% (65)	18% (58)	322
Ideo: Liberal (1-3)	22% (137)	36% (221)	10% (59)	19% (119)	13% (81)	617
Ideo: Moderate (4)	19% (106)	32% (177)	12% (66)	19% (106)	18% (100)	556
Ideo: Conservative (5-7)	19% (142)	33% (244)	10% (75)	18% (137)	20% (147)	744
Educ: < College	18% (273)	29% (432)	12% (178)	20% (305)	21% (324)	1512
Educ: Bachelors degree	23% (102)	38% (168)	9% (41)	16% (70)	14% (63)	444
Educ: Post-grad	22% (53)	41% (99)	10% (25)	13% (32)	14% (34)	244
Income: Under 50k	18% (211)	26% (308)	12% (141)	20% (237)	23% (268)	1164
Income: 50k-100k	20% (143)	37% (261)	11% (75)	18% (130)	14% (101)	709
Income: 100k+	23% (74)	40% (130)	9% (29)	13% (41)	16% (52)	326

Continued on next page

**Table HR5\_3:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Staggered available seats to allow space between moviegoers*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (428)	32% (699)	11% (244)	19% (407)	19% (421)	2200
Ethnicity: White	18% (316)	34% (583)	11% (188)	18% (315)	19% (319)	1722
Ethnicity: Hispanic	23% (80)	28% (98)	11% (38)	17% (61)	21% (73)	349
Ethnicity: Afr. Am.	22% (60)	23% (64)	13% (35)	18% (51)	23% (64)	274
Ethnicity: Other	26% (52)	25% (52)	10% (21)	20% (41)	19% (38)	204
All Christian	21% (213)	34% (346)	9% (98)	20% (209)	16% (168)	1033
All Non-Christian	21% (22)	38% (39)	9% (9)	20% (20)	12% (12)	102
Atheist	21% (23)	36% (40)	6% (7)	13% (14)	24% (27)	111
Agnostic/Nothing in particular	18% (171)	29% (274)	14% (130)	17% (164)	22% (215)	954
Religious Non-Protestant/Catholic	20% (26)	37% (47)	7% (9)	21% (27)	15% (19)	127
Evangelical	16% (85)	32% (171)	11% (57)	22% (118)	19% (102)	533
Non-Evangelical	22% (177)	32% (260)	11% (89)	20% (161)	15% (121)	807
Community: Urban	20% (119)	31% (178)	13% (76)	16% (92)	20% (118)	583
Community: Suburban	21% (216)	34% (356)	9% (99)	17% (182)	19% (194)	1046
Community: Rural	16% (94)	29% (165)	12% (70)	23% (133)	19% (109)	571
Employ: Private Sector	22% (134)	37% (229)	9% (58)	18% (111)	13% (80)	612
Employ: Government	17% (22)	39% (49)	17% (21)	12% (15)	16% (20)	127
Employ: Self-Employed	27% (53)	31% (62)	9% (19)	15% (29)	18% (35)	199
Employ: Homemaker	12% (19)	36% (57)	9% (15)	18% (28)	26% (40)	158
Employ: Retired	16% (80)	25% (129)	11% (54)	27% (137)	21% (108)	508
Employ: Unemployed	19% (52)	28% (77)	11% (29)	19% (50)	23% (63)	270
Employ: Other	16% (28)	30% (52)	13% (23)	13% (23)	28% (49)	174
Military HH: Yes	20% (71)	31% (107)	12% (43)	18% (64)	18% (64)	349
Military HH: No	19% (357)	32% (592)	11% (202)	19% (343)	19% (357)	1851
RD/WT: Right Direction	22% (167)	32% (243)	11% (85)	15% (118)	20% (156)	769
RD/WT: Wrong Track	18% (262)	32% (456)	11% (159)	20% (290)	18% (265)	1431
Trump Job Approve	20% (186)	33% (300)	10% (93)	17% (159)	20% (181)	920
Trump Job Disapprove	19% (220)	33% (377)	12% (138)	20% (231)	16% (184)	1150

Continued on next page

**Table HR5\_3:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Staggered available seats to allow space between moviegoers*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (428)	32% (699)	11% (244)	19% (407)	19% (421)	2200
Trump Job Strongly Approve	22% (112)	27% (141)	11% (57)	20% (106)	20% (103)	518
Trump Job Somewhat Approve	18% (74)	40% (159)	9% (36)	13% (54)	20% (79)	401
Trump Job Somewhat Disapprove	19% (52)	34% (91)	16% (44)	16% (43)	16% (43)	273
Trump Job Strongly Disapprove	19% (168)	33% (286)	11% (93)	21% (189)	16% (141)	878
Favorable of Trump	20% (175)	34% (297)	10% (87)	18% (162)	18% (163)	885
Unfavorable of Trump	21% (238)	33% (377)	12% (136)	19% (219)	15% (171)	1142
Very Favorable of Trump	21% (115)	31% (166)	10% (54)	20% (108)	18% (98)	541
Somewhat Favorable of Trump	17% (60)	38% (131)	10% (34)	16% (54)	19% (65)	344
Somewhat Unfavorable of Trump	21% (52)	33% (82)	17% (42)	13% (31)	16% (38)	246
Very Unfavorable of Trump	21% (186)	33% (295)	10% (94)	21% (187)	15% (133)	896
#1 Issue: Economy	21% (156)	35% (264)	12% (88)	16% (118)	17% (130)	756
#1 Issue: Security	19% (48)	31% (78)	10% (27)	19% (49)	21% (53)	255
#1 Issue: Health Care	19% (88)	36% (167)	11% (52)	19% (90)	14% (64)	460
#1 Issue: Medicare / Social Security	17% (44)	27% (69)	7% (19)	29% (76)	19% (50)	259
#1 Issue: Women's Issues	27% (29)	21% (22)	15% (16)	14% (15)	24% (26)	109
#1 Issue: Education	15% (21)	30% (43)	22% (31)	13% (18)	20% (29)	143
#1 Issue: Energy	32% (29)	32% (30)	4% (4)	8% (7)	24% (23)	92
#1 Issue: Other	10% (12)	21% (26)	6% (7)	28% (35)	36% (45)	126
2018 House Vote: Democrat	21% (159)	33% (248)	10% (75)	20% (149)	15% (110)	742
2018 House Vote: Republican	20% (130)	34% (220)	10% (65)	19% (120)	17% (107)	642
2018 House Vote: Someone else	18% (15)	26% (21)	16% (13)	20% (16)	20% (16)	82
2016 Vote: Hillary Clinton	20% (129)	35% (225)	10% (66)	21% (134)	15% (95)	649
2016 Vote: Donald Trump	19% (129)	33% (223)	10% (65)	20% (137)	18% (119)	673
2016 Vote: Other	21% (34)	37% (60)	10% (16)	17% (28)	14% (22)	161
2016 Vote: Didn't Vote	19% (136)	26% (188)	14% (97)	15% (107)	26% (183)	712
Voted in 2014: Yes	19% (238)	35% (428)	10% (122)	20% (247)	16% (199)	1233
Voted in 2014: No	20% (191)	28% (271)	13% (122)	17% (161)	23% (222)	967

Continued on next page

**Table HR5\_3:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Staggered available seats to allow space between moviegoers*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (428)	32% (699)	11% (244)	19% (407)	19% (421)	2200
2012 Vote: Barack Obama	20% (154)	35% (274)	9% (69)	22% (171)	14% (105)	773
2012 Vote: Mitt Romney	18% (91)	37% (186)	8% (40)	17% (88)	19% (97)	503
2012 Vote: Other	14% (10)	28% (21)	16% (12)	13% (9)	29% (21)	73
2012 Vote: Didn't Vote	20% (173)	26% (218)	14% (123)	16% (138)	23% (197)	848
4-Region: Northeast	20% (78)	34% (135)	12% (48)	18% (70)	16% (62)	394
4-Region: Midwest	18% (82)	35% (164)	9% (43)	19% (86)	19% (87)	462
4-Region: South	20% (166)	29% (236)	12% (98)	19% (160)	20% (164)	824
4-Region: West	20% (103)	31% (163)	11% (55)	18% (92)	21% (107)	520
Watch TV: Every day	20% (209)	32% (343)	12% (125)	21% (222)	16% (171)	1071
Watch TV: Several times per week	22% (115)	37% (190)	9% (48)	16% (81)	17% (86)	519
Watch TV: About once per week	16% (24)	37% (57)	10% (15)	17% (27)	21% (33)	156
Watch TV: Several times per month	17% (19)	37% (42)	17% (19)	15% (17)	15% (17)	113
Watch TV: About once per month	27% (19)	21% (15)	23% (16)	7% (5)	22% (15)	69
Watch TV: Less often than once per month	25% (21)	25% (21)	10% (8)	19% (16)	20% (17)	83
Watch TV: Never	11% (22)	17% (31)	7% (14)	21% (40)	43% (82)	189
Watch Movies: Every day	25% (115)	28% (127)	14% (64)	19% (86)	13% (61)	453
Watch Movies: Several times per week	22% (129)	38% (226)	8% (48)	18% (109)	14% (85)	596
Watch Movies: About once per week	18% (59)	33% (113)	12% (42)	16% (55)	21% (70)	338
Watch Movies: Several times per month	19% (50)	39% (98)	12% (31)	18% (46)	11% (29)	255
Watch Movies: About once per month	16% (29)	28% (50)	13% (24)	20% (36)	23% (43)	181
Watch Movies: Less often than once per month	13% (22)	32% (56)	11% (19)	15% (26)	29% (51)	173
Watch Movies: Never	12% (24)	14% (29)	8% (17)	25% (51)	41% (83)	204
Watch Sporting Events: Every day	23% (29)	40% (51)	12% (16)	11% (14)	15% (19)	129
Watch Sporting Events: Several times per week	23% (64)	33% (95)	11% (30)	19% (55)	14% (40)	285
Watch Sporting Events: About once per week	23% (52)	30% (69)	18% (41)	16% (38)	14% (32)	233
Watch Sporting Events: Several times per month	18% (37)	42% (88)	10% (20)	19% (41)	12% (25)	210
Watch Sporting Events: About once per month	16% (28)	29% (48)	15% (25)	20% (34)	20% (33)	168
Watch Sporting Events: Less often than once per month	21% (77)	34% (122)	10% (36)	19% (68)	15% (55)	358
Watch Sporting Events: Never	17% (141)	28% (227)	9% (75)	19% (157)	27% (217)	818

Continued on next page

**Table HR5\_3:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Staggered available seats to allow space between moviegoers*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (428)	32% (699)	11% (244)	19% (407)	19% (421)	2200
Cable TV: Currently subscribe	20% (203)	32% (320)	10% (98)	19% (185)	19% (193)	999
Cable TV: Subscribed in past	18% (132)	34% (246)	13% (94)	20% (143)	15% (106)	721
Cable TV: Never subscribed	20% (94)	28% (133)	11% (52)	17% (80)	25% (122)	480
Satellite TV: Currently subscribe	19% (94)	30% (146)	10% (50)	19% (91)	22% (107)	488
Satellite TV: Subscribed in past	24% (149)	32% (195)	12% (75)	19% (116)	12% (74)	609
Satellite TV: Never subscribed	17% (185)	32% (358)	11% (119)	18% (200)	22% (240)	1103
Streaming Services: Currently subscribe	21% (276)	36% (470)	10% (134)	18% (239)	15% (199)	1317
Streaming Services: Subscribed in past	23% (56)	25% (62)	14% (34)	15% (38)	22% (54)	245
Streaming Services: Never subscribed	15% (96)	26% (167)	12% (75)	21% (131)	26% (168)	638
Film: An avid fan	24% (174)	32% (227)	10% (69)	19% (137)	15% (109)	715
Film: A casual fan	17% (206)	35% (425)	12% (147)	17% (204)	18% (221)	1203
Film: Not a fan	17% (49)	17% (47)	10% (28)	24% (67)	32% (91)	282
Television: An avid fan	22% (220)	32% (320)	10% (100)	20% (202)	17% (171)	1013
Television: A casual fan	18% (181)	33% (327)	12% (122)	18% (180)	19% (192)	1003
Television: Not a fan	14% (26)	28% (52)	12% (23)	14% (26)	32% (58)	184
Music: An avid fan	22% (234)	30% (323)	12% (126)	19% (205)	17% (177)	1065
Music: A casual fan	17% (173)	35% (352)	10% (105)	17% (169)	20% (203)	1001
Music: Not a fan	16% (21)	18% (24)	10% (13)	25% (34)	31% (42)	133
Fashion: An avid fan	32% (88)	27% (72)	11% (30)	14% (39)	15% (42)	270
Fashion: A casual fan	19% (179)	34% (319)	13% (119)	18% (172)	16% (145)	934
Fashion: Not a fan	16% (162)	31% (308)	10% (95)	20% (197)	23% (234)	996

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



**Table HR5\_4:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?**Introduced contact-free methods to pay for movie tickets and concessions*

<b>Demographic</b>	<b>Much more likely</b>	<b>Somewhat more likely</b>	<b>Somewhat less likely</b>	<b>Much less likely</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	16% (345)	31% (690)	12% (254)	18% (399)	23% (512)	2200
Gender: Male	15% (157)	33% (349)	11% (112)	18% (191)	24% (252)	1062
Gender: Female	16% (188)	30% (341)	12% (141)	18% (209)	23% (260)	1138
Age: 18-29	19% (92)	32% (160)	12% (62)	8% (42)	28% (142)	499
Age: 30-44	17% (89)	35% (178)	12% (64)	19% (97)	17% (86)	514
Age: 45-54	17% (62)	28% (103)	11% (39)	19% (70)	25% (91)	365
Age: 55-64	12% (47)	31% (119)	12% (46)	20% (79)	25% (95)	386
Age: 65+	12% (54)	30% (131)	10% (43)	25% (110)	23% (98)	436
Generation Z: 18-22	21% (60)	28% (78)	13% (37)	8% (22)	29% (82)	278
Millennial: Age 23-38	18% (97)	37% (197)	12% (66)	13% (70)	20% (107)	537
Generation X: Age 39-54	16% (87)	29% (166)	11% (61)	21% (118)	23% (130)	562
Boomers: Age 55-73	12% (88)	31% (226)	11% (78)	23% (167)	23% (165)	724
PID: Dem (no lean)	17% (133)	31% (240)	12% (95)	18% (141)	21% (160)	769
PID: Ind (no lean)	13% (98)	32% (234)	12% (90)	16% (115)	27% (200)	738
PID: Rep (no lean)	17% (115)	31% (216)	10% (68)	21% (143)	22% (152)	693
PID/Gender: Dem Men	16% (57)	34% (120)	12% (43)	17% (58)	21% (73)	351
PID/Gender: Dem Women	18% (76)	29% (120)	13% (53)	20% (83)	21% (86)	418
PID/Gender: Ind Men	14% (47)	33% (111)	10% (34)	15% (49)	29% (98)	340
PID/Gender: Ind Women	13% (50)	31% (123)	14% (56)	17% (66)	26% (102)	398
PID/Gender: Rep Men	14% (53)	32% (118)	10% (36)	22% (83)	22% (81)	371
PID/Gender: Rep Women	19% (62)	30% (97)	10% (32)	19% (60)	22% (71)	322
Ideo: Liberal (1-3)	18% (112)	34% (209)	11% (68)	18% (114)	19% (115)	617
Ideo: Moderate (4)	16% (87)	33% (183)	13% (73)	19% (107)	19% (106)	556
Ideo: Conservative (5-7)	16% (117)	33% (243)	10% (77)	18% (130)	24% (177)	744
Educ: < College	15% (220)	29% (434)	12% (176)	20% (298)	25% (385)	1512
Educ: Bachelors degree	18% (81)	35% (157)	11% (49)	16% (73)	19% (83)	444
Educ: Post-grad	18% (44)	41% (99)	11% (28)	12% (29)	18% (45)	244
Income: Under 50k	14% (167)	26% (305)	12% (145)	20% (232)	27% (316)	1164
Income: 50k-100k	17% (117)	36% (254)	11% (79)	18% (126)	19% (134)	709
Income: 100k+	19% (61)	40% (131)	9% (30)	13% (41)	19% (63)	326

Continued on next page

**Table HR5\_4:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Introduced contact-free methods to pay for movie tickets and concessions*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (345)	31% (690)	12% (254)	18% (399)	23% (512)	2200
Ethnicity: White	15% (262)	33% (572)	11% (197)	18% (311)	22% (381)	1722
Ethnicity: Hispanic	16% (56)	30% (105)	12% (42)	17% (58)	25% (88)	349
Ethnicity: Afr. Am.	16% (43)	24% (66)	13% (34)	19% (52)	28% (78)	274
Ethnicity: Other	19% (40)	26% (52)	11% (22)	18% (36)	26% (53)	204
All Christian	16% (162)	33% (341)	10% (107)	20% (208)	21% (216)	1033
All Non-Christian	17% (17)	38% (39)	13% (14)	15% (15)	17% (17)	102
Atheist	15% (16)	35% (39)	10% (11)	14% (15)	27% (29)	111
Agnostic/Nothing in particular	16% (150)	28% (270)	13% (123)	17% (161)	26% (250)	954
Religious Non-Protestant/Catholic	15% (20)	39% (49)	11% (14)	16% (20)	19% (25)	127
Evangelical	16% (86)	30% (162)	10% (55)	22% (117)	21% (113)	533
Non-Evangelical	16% (130)	33% (263)	11% (92)	20% (162)	20% (160)	807
Community: Urban	19% (111)	27% (159)	14% (79)	17% (99)	23% (134)	583
Community: Suburban	15% (161)	35% (370)	10% (102)	16% (173)	23% (241)	1046
Community: Rural	13% (73)	28% (161)	13% (73)	22% (127)	24% (137)	571
Employ: Private Sector	18% (112)	35% (216)	10% (62)	20% (120)	17% (102)	612
Employ: Government	17% (21)	37% (47)	17% (21)	11% (14)	19% (24)	127
Employ: Self-Employed	19% (37)	35% (70)	13% (26)	12% (24)	21% (42)	199
Employ: Homemaker	9% (14)	34% (54)	12% (19)	16% (25)	29% (46)	158
Employ: Retired	14% (71)	25% (127)	10% (53)	27% (135)	24% (121)	508
Employ: Unemployed	15% (40)	28% (76)	12% (32)	18% (48)	28% (75)	270
Employ: Other	12% (21)	28% (49)	12% (20)	12% (21)	36% (62)	174
Military HH: Yes	19% (65)	31% (109)	12% (41)	17% (61)	21% (73)	349
Military HH: No	15% (280)	31% (581)	11% (213)	18% (338)	24% (439)	1851
RD/WT: Right Direction	17% (133)	33% (252)	10% (77)	15% (112)	25% (195)	769
RD/WT: Wrong Track	15% (212)	31% (438)	12% (177)	20% (287)	22% (317)	1431
Trump Job Approve	16% (147)	34% (313)	10% (95)	16% (151)	23% (213)	920
Trump Job Disapprove	16% (184)	31% (358)	13% (147)	20% (232)	20% (230)	1150

Continued on next page

**Table HR5\_4:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Introduced contact-free methods to pay for movie tickets and concessions*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (345)	31% (690)	12% (254)	18% (399)	23% (512)	2200
Trump Job Strongly Approve	18% (94)	28% (144)	10% (49)	20% (103)	25% (127)	518
Trump Job Somewhat Approve	13% (53)	42% (169)	11% (45)	12% (48)	21% (85)	401
Trump Job Somewhat Disapprove	17% (45)	31% (83)	15% (42)	17% (47)	20% (55)	273
Trump Job Strongly Disapprove	16% (139)	31% (274)	12% (105)	21% (185)	20% (174)	878
Favorable of Trump	16% (139)	33% (295)	10% (89)	18% (160)	23% (203)	885
Unfavorable of Trump	17% (194)	33% (376)	12% (142)	19% (220)	18% (210)	1142
Very Favorable of Trump	18% (97)	30% (163)	9% (51)	20% (107)	23% (124)	541
Somewhat Favorable of Trump	12% (42)	39% (133)	11% (38)	15% (53)	23% (79)	344
Somewhat Unfavorable of Trump	16% (40)	38% (94)	15% (37)	12% (29)	19% (46)	246
Very Unfavorable of Trump	17% (153)	32% (283)	12% (105)	21% (191)	18% (164)	896
#1 Issue: Economy	17% (125)	35% (261)	12% (90)	15% (116)	22% (163)	756
#1 Issue: Security	17% (44)	27% (70)	11% (28)	18% (45)	27% (69)	255
#1 Issue: Health Care	15% (69)	35% (161)	13% (59)	20% (91)	18% (81)	460
#1 Issue: Medicare / Social Security	13% (34)	31% (80)	6% (16)	29% (75)	21% (53)	259
#1 Issue: Women's Issues	18% (20)	23% (25)	16% (17)	13% (15)	30% (32)	109
#1 Issue: Education	16% (22)	23% (33)	21% (31)	11% (15)	29% (42)	143
#1 Issue: Energy	22% (20)	40% (37)	5% (4)	8% (7)	26% (24)	92
#1 Issue: Other	8% (10)	18% (23)	7% (8)	28% (36)	39% (49)	126
2018 House Vote: Democrat	18% (131)	32% (237)	12% (87)	20% (150)	18% (137)	742
2018 House Vote: Republican	16% (104)	34% (217)	11% (69)	18% (115)	21% (136)	642
2018 House Vote: Someone else	16% (13)	25% (21)	15% (12)	26% (22)	17% (14)	82
2016 Vote: Hillary Clinton	16% (105)	33% (216)	12% (81)	21% (134)	18% (114)	649
2016 Vote: Donald Trump	15% (104)	33% (222)	10% (65)	20% (135)	22% (148)	673
2016 Vote: Other	19% (31)	35% (57)	10% (17)	19% (31)	16% (26)	161
2016 Vote: Didn't Vote	15% (104)	27% (194)	13% (92)	14% (99)	31% (224)	712
Voted in 2014: Yes	16% (198)	32% (395)	12% (142)	20% (250)	20% (248)	1233
Voted in 2014: No	15% (147)	30% (295)	12% (112)	15% (149)	27% (265)	967

Continued on next page

**Table HR5\_4:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Introduced contact-free methods to pay for movie tickets and concessions*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (345)	31% (690)	12% (254)	18% (399)	23% (512)	2200
2012 Vote: Barack Obama	17% (129)	34% (264)	11% (84)	22% (171)	16% (124)	773
2012 Vote: Mitt Romney	14% (71)	35% (176)	10% (51)	17% (85)	24% (120)	503
2012 Vote: Other	13% (10)	19% (14)	17% (13)	13% (10)	37% (27)	73
2012 Vote: Didn't Vote	16% (136)	28% (235)	12% (105)	16% (132)	28% (240)	848
4-Region: Northeast	17% (65)	34% (135)	13% (51)	20% (77)	17% (66)	394
4-Region: Midwest	14% (66)	33% (151)	10% (48)	20% (90)	23% (107)	462
4-Region: South	17% (138)	28% (228)	13% (107)	17% (139)	26% (212)	824
4-Region: West	15% (76)	34% (176)	9% (48)	18% (94)	24% (127)	520
Watch TV: Every day	18% (191)	30% (321)	12% (126)	21% (220)	20% (213)	1071
Watch TV: Several times per week	17% (88)	36% (189)	9% (45)	14% (74)	24% (122)	519
Watch TV: About once per week	11% (17)	38% (60)	14% (22)	16% (25)	20% (31)	156
Watch TV: Several times per month	8% (9)	35% (40)	17% (20)	17% (20)	22% (24)	113
Watch TV: About once per month	8% (5)	35% (24)	25% (18)	8% (5)	24% (17)	69
Watch TV: Less often than once per month	21% (18)	25% (20)	14% (11)	18% (15)	23% (19)	83
Watch TV: Never	9% (16)	18% (35)	6% (12)	21% (40)	46% (86)	189
Watch Movies: Every day	23% (103)	30% (136)	13% (57)	19% (85)	16% (73)	453
Watch Movies: Several times per week	17% (99)	36% (215)	10% (59)	17% (103)	20% (120)	596
Watch Movies: About once per week	16% (53)	33% (111)	12% (41)	17% (59)	22% (75)	338
Watch Movies: Several times per month	14% (36)	35% (89)	13% (33)	19% (49)	19% (48)	255
Watch Movies: About once per month	9% (17)	30% (55)	15% (27)	17% (30)	29% (52)	181
Watch Movies: Less often than once per month	11% (19)	31% (53)	13% (22)	14% (24)	31% (53)	173
Watch Movies: Never	9% (19)	15% (31)	7% (14)	24% (49)	45% (91)	204
Watch Sporting Events: Every day	19% (24)	38% (49)	8% (10)	11% (14)	24% (32)	129
Watch Sporting Events: Several times per week	15% (44)	39% (111)	10% (29)	19% (54)	16% (47)	285
Watch Sporting Events: About once per week	17% (40)	27% (64)	21% (48)	18% (43)	16% (38)	233
Watch Sporting Events: Several times per month	19% (39)	40% (84)	8% (16)	18% (38)	16% (33)	210
Watch Sporting Events: About once per month	15% (24)	22% (38)	20% (34)	20% (34)	23% (38)	168
Watch Sporting Events: Less often than once per month	17% (61)	31% (111)	12% (43)	20% (70)	20% (72)	358
Watch Sporting Events: Never	14% (113)	28% (233)	9% (72)	18% (146)	31% (254)	818

Continued on next page

**Table HR5\_4:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?**Introduced contact-free methods to pay for movie tickets and concessions*

<b>Demographic</b>	<b>Much more likely</b>	<b>Somewhat more likely</b>	<b>Somewhat less likely</b>	<b>Much less likely</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	16% (345)	31% (690)	12% (254)	18% (399)	23% (512)	2200
Cable TV: Currently subscribe	17% (172)	31% (314)	10% (104)	18% (177)	23% (232)	999
Cable TV: Subscribed in past	13% (97)	34% (242)	13% (97)	20% (147)	19% (139)	721
Cable TV: Never subscribed	16% (76)	28% (134)	11% (52)	16% (76)	29% (141)	480
Satellite TV: Currently subscribe	17% (82)	28% (138)	12% (58)	18% (88)	25% (121)	488
Satellite TV: Subscribed in past	19% (113)	35% (211)	11% (68)	18% (109)	18% (108)	609
Satellite TV: Never subscribed	14% (149)	31% (341)	12% (127)	18% (202)	26% (283)	1103
Streaming Services: Currently subscribe	17% (220)	36% (469)	11% (144)	17% (225)	20% (260)	1317
Streaming Services: Subscribed in past	14% (34)	26% (63)	16% (40)	17% (41)	28% (67)	245
Streaming Services: Never subscribed	14% (91)	25% (158)	11% (70)	21% (133)	29% (185)	638
Film: An avid fan	18% (132)	35% (247)	11% (80)	19% (134)	17% (123)	715
Film: A casual fan	15% (175)	33% (395)	12% (147)	17% (203)	23% (282)	1203
Film: Not a fan	14% (38)	17% (48)	9% (26)	22% (62)	38% (107)	282
Television: An avid fan	19% (192)	32% (321)	10% (101)	20% (203)	19% (196)	1013
Television: A casual fan	14% (136)	31% (314)	13% (134)	17% (169)	25% (250)	1003
Television: Not a fan	9% (17)	30% (55)	10% (19)	15% (27)	36% (66)	184
Music: An avid fan	19% (200)	33% (348)	11% (118)	18% (194)	19% (206)	1065
Music: A casual fan	13% (134)	31% (309)	13% (128)	17% (175)	25% (255)	1001
Music: Not a fan	8% (11)	24% (33)	6% (8)	23% (31)	39% (52)	133
Fashion: An avid fan	25% (69)	27% (72)	12% (34)	16% (42)	20% (53)	270
Fashion: A casual fan	16% (151)	33% (309)	14% (131)	18% (170)	19% (173)	934
Fashion: Not a fan	13% (125)	31% (309)	9% (89)	19% (187)	29% (286)	996

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

**Table HR5\_5:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?*  
*Shortened hours*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (204)	22% (484)	16% (354)	22% (487)	30% (670)	2200
Gender: Male	9% (101)	22% (235)	16% (173)	23% (242)	29% (310)	1062
Gender: Female	9% (104)	22% (249)	16% (181)	21% (245)	32% (360)	1138
Age: 18-29	15% (72)	25% (127)	17% (85)	15% (75)	28% (139)	499
Age: 30-44	10% (53)	20% (103)	19% (99)	23% (117)	28% (142)	514
Age: 45-54	9% (32)	19% (69)	14% (53)	23% (85)	35% (127)	365
Age: 55-64	7% (28)	23% (90)	14% (53)	24% (91)	32% (125)	386
Age: 65+	5% (20)	22% (96)	15% (64)	27% (119)	32% (138)	436
Generation Z: 18-22	15% (42)	20% (57)	20% (57)	17% (47)	27% (76)	278
Millennial: Age 23-38	13% (72)	25% (133)	18% (95)	18% (95)	27% (143)	537
Generation X: Age 39-54	8% (44)	19% (109)	15% (86)	24% (136)	33% (188)	562
Boomers: Age 55-73	6% (44)	22% (162)	14% (103)	25% (184)	32% (231)	724
PID: Dem (no lean)	11% (83)	22% (170)	17% (128)	21% (160)	30% (228)	769
PID: Ind (no lean)	9% (64)	22% (166)	17% (123)	20% (151)	32% (234)	738
PID: Rep (no lean)	8% (57)	21% (148)	15% (103)	25% (176)	30% (209)	693
PID/Gender: Dem Men	10% (36)	26% (90)	16% (57)	18% (65)	29% (103)	351
PID/Gender: Dem Women	11% (47)	19% (80)	17% (71)	23% (95)	30% (125)	418
PID/Gender: Ind Men	12% (41)	20% (69)	15% (52)	22% (73)	31% (105)	340
PID/Gender: Ind Women	6% (23)	24% (97)	18% (71)	19% (77)	32% (129)	398
PID/Gender: Rep Men	6% (24)	21% (76)	17% (64)	28% (104)	28% (102)	371
PID/Gender: Rep Women	10% (33)	22% (72)	12% (39)	22% (72)	33% (106)	322
Ideo: Liberal (1-3)	13% (78)	25% (157)	15% (93)	23% (142)	24% (147)	617
Ideo: Moderate (4)	9% (52)	23% (129)	16% (90)	24% (132)	28% (153)	556
Ideo: Conservative (5-7)	7% (54)	22% (162)	16% (120)	22% (163)	33% (246)	744
Educ: < College	10% (150)	20% (305)	16% (242)	23% (348)	31% (467)	1512
Educ: Bachelors degree	7% (33)	25% (110)	16% (70)	21% (93)	31% (138)	444
Educ: Post-grad	9% (22)	28% (69)	17% (42)	19% (46)	27% (65)	244
Income: Under 50k	10% (112)	19% (222)	16% (187)	24% (277)	31% (367)	1164
Income: 50k-100k	8% (59)	26% (181)	16% (113)	22% (156)	28% (200)	709
Income: 100k+	10% (33)	25% (81)	17% (54)	17% (55)	32% (104)	326

Continued on next page

**Table HR5\_5:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?*  
Shortened hours

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (204)	22% (484)	16% (354)	22% (487)	30% (670)	2200
Ethnicity: White	8% (142)	23% (388)	16% (282)	22% (376)	31% (534)	1722
Ethnicity: Hispanic	13% (47)	18% (61)	17% (58)	24% (84)	28% (99)	349
Ethnicity: Afr. Am.	11% (30)	21% (57)	14% (38)	23% (64)	31% (86)	274
Ethnicity: Other	16% (32)	20% (40)	17% (34)	23% (47)	25% (50)	204
All Christian	8% (83)	23% (242)	16% (165)	23% (238)	30% (306)	1033
All Non-Christian	14% (15)	33% (33)	16% (16)	19% (19)	18% (19)	102
Atheist	8% (9)	22% (25)	13% (14)	26% (29)	31% (34)	111
Agnostic/Nothing in particular	10% (98)	19% (184)	17% (159)	21% (201)	33% (312)	954
Religious Non-Protestant/Catholic	13% (16)	30% (39)	13% (16)	21% (27)	23% (29)	127
Evangelical	9% (49)	22% (117)	16% (84)	24% (128)	29% (155)	533
Non-Evangelical	9% (73)	22% (177)	17% (141)	23% (184)	29% (231)	807
Community: Urban	10% (56)	23% (135)	17% (96)	21% (120)	30% (175)	583
Community: Suburban	9% (92)	24% (254)	15% (152)	21% (223)	31% (324)	1046
Community: Rural	10% (56)	17% (95)	18% (105)	25% (144)	30% (171)	571
Employ: Private Sector	12% (74)	24% (144)	17% (103)	22% (132)	26% (159)	612
Employ: Government	9% (11)	29% (37)	16% (20)	20% (25)	27% (34)	127
Employ: Self-Employed	15% (29)	25% (50)	13% (27)	19% (37)	28% (56)	199
Employ: Homemaker	4% (7)	23% (36)	19% (30)	21% (33)	33% (52)	158
Employ: Retired	6% (31)	18% (91)	16% (80)	28% (140)	33% (166)	508
Employ: Unemployed	9% (24)	22% (60)	12% (33)	24% (64)	33% (89)	270
Employ: Other	5% (8)	19% (33)	14% (25)	22% (39)	40% (70)	174
Military HH: Yes	11% (37)	25% (86)	18% (62)	20% (71)	27% (93)	349
Military HH: No	9% (168)	22% (399)	16% (292)	22% (416)	31% (577)	1851
RD/WT: Right Direction	10% (80)	22% (172)	16% (122)	19% (147)	32% (247)	769
RD/WT: Wrong Track	9% (125)	22% (312)	16% (232)	24% (340)	30% (423)	1431
Trump Job Approve	9% (81)	23% (210)	15% (142)	21% (195)	32% (291)	920
Trump Job Disapprove	10% (112)	22% (257)	17% (201)	24% (274)	27% (307)	1150

Continued on next page

**Table HR5\_5:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Shortened hours*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (204)	22% (484)	16% (354)	22% (487)	30% (670)	2200
Trump Job Strongly Approve	11% (56)	19% (97)	14% (75)	24% (123)	32% (168)	518
Trump Job Somewhat Approve	6% (26)	28% (113)	17% (67)	18% (72)	31% (124)	401
Trump Job Somewhat Disapprove	8% (21)	26% (70)	19% (53)	21% (57)	26% (72)	273
Trump Job Strongly Disapprove	10% (90)	21% (187)	17% (148)	25% (217)	27% (236)	878
Favorable of Trump	10% (86)	22% (196)	15% (135)	22% (194)	31% (274)	885
Unfavorable of Trump	10% (114)	23% (264)	17% (200)	24% (272)	26% (292)	1142
Very Favorable of Trump	10% (56)	23% (122)	14% (75)	23% (124)	30% (164)	541
Somewhat Favorable of Trump	9% (30)	22% (74)	17% (60)	20% (70)	32% (110)	344
Somewhat Unfavorable of Trump	7% (17)	30% (73)	21% (51)	19% (46)	24% (60)	246
Very Unfavorable of Trump	11% (97)	21% (192)	17% (148)	25% (227)	26% (232)	896
#1 Issue: Economy	10% (75)	25% (189)	18% (135)	20% (148)	28% (209)	756
#1 Issue: Security	9% (23)	22% (55)	13% (33)	23% (60)	33% (84)	255
#1 Issue: Health Care	9% (42)	23% (106)	17% (78)	23% (104)	28% (130)	460
#1 Issue: Medicare / Social Security	7% (17)	22% (57)	11% (28)	31% (80)	30% (77)	259
#1 Issue: Women's Issues	14% (16)	14% (15)	21% (23)	19% (21)	32% (34)	109
#1 Issue: Education	9% (12)	21% (30)	24% (35)	16% (22)	31% (44)	143
#1 Issue: Energy	18% (17)	19% (17)	13% (12)	12% (11)	38% (35)	92
#1 Issue: Other	3% (3)	12% (15)	8% (10)	32% (41)	45% (57)	126
2018 House Vote: Democrat	12% (87)	22% (161)	15% (114)	25% (184)	26% (196)	742
2018 House Vote: Republican	8% (49)	24% (154)	15% (97)	22% (143)	31% (199)	642
2018 House Vote: Someone else	4% (3)	31% (25)	18% (14)	20% (17)	27% (22)	82
2016 Vote: Hillary Clinton	10% (66)	24% (158)	16% (102)	24% (158)	25% (165)	649
2016 Vote: Donald Trump	8% (57)	24% (161)	14% (97)	23% (152)	31% (207)	673
2016 Vote: Other	6% (10)	21% (34)	19% (31)	23% (38)	30% (48)	161
2016 Vote: Didn't Vote	10% (71)	18% (131)	17% (123)	19% (138)	35% (249)	712
Voted in 2014: Yes	8% (104)	23% (283)	16% (191)	24% (297)	29% (357)	1233
Voted in 2014: No	10% (100)	21% (201)	17% (163)	20% (190)	32% (313)	967

Continued on next page



**Table HR5\_5:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Shortened hours*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (204)	22% (484)	16% (354)	22% (487)	30% (670)	2200
2012 Vote: Barack Obama	10% (77)	23% (181)	16% (123)	26% (199)	25% (193)	773
2012 Vote: Mitt Romney	7% (33)	24% (120)	15% (74)	21% (104)	34% (172)	503
2012 Vote: Other	7% (5)	19% (14)	15% (11)	13% (9)	47% (34)	73
2012 Vote: Didn't Vote	11% (89)	20% (169)	17% (147)	20% (172)	32% (271)	848
4-Region: Northeast	12% (45)	24% (93)	18% (71)	24% (94)	23% (90)	394
4-Region: Midwest	9% (43)	21% (97)	14% (66)	22% (100)	34% (157)	462
4-Region: South	8% (64)	21% (172)	17% (142)	23% (188)	31% (258)	824
4-Region: West	10% (52)	24% (123)	15% (76)	20% (105)	32% (165)	520
Watch TV: Every day	9% (101)	21% (220)	18% (191)	25% (267)	27% (292)	1071
Watch TV: Several times per week	11% (58)	24% (127)	13% (68)	18% (92)	34% (174)	519
Watch TV: About once per week	9% (14)	32% (51)	15% (24)	19% (30)	24% (38)	156
Watch TV: Several times per month	8% (9)	22% (25)	19% (22)	22% (25)	28% (32)	113
Watch TV: About once per month	6% (4)	28% (19)	23% (16)	17% (12)	26% (18)	69
Watch TV: Less often than once per month	13% (11)	21% (17)	12% (10)	22% (18)	32% (26)	83
Watch TV: Never	4% (8)	13% (25)	12% (22)	23% (44)	48% (90)	189
Watch Movies: Every day	13% (57)	23% (104)	20% (91)	24% (109)	20% (92)	453
Watch Movies: Several times per week	11% (67)	25% (147)	15% (92)	21% (125)	28% (165)	596
Watch Movies: About once per week	8% (27)	24% (82)	16% (54)	22% (74)	30% (102)	338
Watch Movies: Several times per month	6% (15)	26% (65)	18% (46)	22% (57)	28% (72)	255
Watch Movies: About once per month	6% (12)	17% (32)	15% (27)	21% (38)	40% (73)	181
Watch Movies: Less often than once per month	8% (14)	18% (32)	16% (28)	18% (30)	40% (69)	173
Watch Movies: Never	6% (12)	11% (23)	8% (17)	26% (54)	48% (97)	204
Watch Sporting Events: Every day	14% (18)	26% (34)	14% (18)	20% (26)	25% (32)	129
Watch Sporting Events: Several times per week	11% (30)	26% (73)	18% (50)	23% (66)	23% (65)	285
Watch Sporting Events: About once per week	9% (21)	25% (59)	22% (52)	21% (48)	23% (54)	233
Watch Sporting Events: Several times per month	9% (19)	26% (54)	16% (34)	25% (52)	24% (51)	210
Watch Sporting Events: About once per month	8% (14)	21% (35)	20% (34)	21% (36)	29% (49)	168
Watch Sporting Events: Less often than once per month	9% (31)	22% (79)	15% (55)	24% (87)	30% (106)	358
Watch Sporting Events: Never	9% (71)	18% (150)	14% (111)	21% (172)	38% (313)	818

Continued on next page

**Table HR5\_5:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Shortened hours*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (204)	22% (484)	16% (354)	22% (487)	30% (670)	2200
Cable TV: Currently subscribe	9% (88)	24% (238)	15% (153)	22% (215)	30% (304)	999
Cable TV: Subscribed in past	9% (68)	22% (162)	18% (127)	24% (172)	27% (192)	721
Cable TV: Never subscribed	10% (49)	17% (84)	15% (73)	21% (100)	36% (174)	480
Satellite TV: Currently subscribe	11% (54)	22% (106)	16% (77)	21% (103)	30% (148)	488
Satellite TV: Subscribed in past	9% (57)	24% (145)	17% (102)	22% (136)	28% (170)	609
Satellite TV: Never subscribed	9% (94)	21% (234)	16% (175)	22% (248)	32% (352)	1103
Streaming Services: Currently subscribe	9% (125)	23% (304)	17% (228)	22% (284)	29% (377)	1317
Streaming Services: Subscribed in past	9% (23)	22% (54)	15% (38)	24% (59)	29% (71)	245
Streaming Services: Never subscribed	9% (56)	20% (126)	14% (88)	23% (144)	35% (223)	638
Film: An avid fan	12% (88)	24% (174)	15% (108)	24% (171)	24% (175)	715
Film: A casual fan	7% (88)	24% (284)	17% (208)	20% (236)	32% (387)	1203
Film: Not a fan	10% (29)	9% (26)	14% (38)	28% (79)	39% (109)	282
Television: An avid fan	11% (112)	24% (239)	14% (140)	24% (243)	28% (280)	1013
Television: A casual fan	8% (78)	21% (212)	19% (186)	21% (208)	32% (318)	1003
Television: Not a fan	8% (15)	18% (33)	15% (27)	20% (36)	40% (73)	184
Music: An avid fan	12% (130)	23% (243)	16% (174)	22% (235)	27% (283)	1065
Music: A casual fan	7% (67)	23% (228)	16% (162)	21% (214)	33% (330)	1001
Music: Not a fan	5% (7)	10% (13)	13% (18)	29% (38)	43% (57)	133
Fashion: An avid fan	22% (59)	20% (54)	14% (38)	19% (50)	26% (69)	270
Fashion: A casual fan	9% (82)	26% (242)	18% (166)	21% (200)	26% (244)	934
Fashion: Not a fan	6% (64)	19% (188)	15% (151)	24% (237)	36% (357)	996

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

**Table HR5\_6:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?*  
*Had fewer movie screenings available*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (235)	23% (502)	16% (350)	22% (476)	29% (636)	2200
Gender: Male	10% (106)	23% (245)	16% (169)	23% (244)	28% (298)	1062
Gender: Female	11% (129)	23% (257)	16% (181)	20% (232)	30% (338)	1138
Age: 18-29	14% (71)	25% (126)	20% (100)	12% (60)	28% (142)	499
Age: 30-44	14% (72)	21% (109)	17% (90)	24% (122)	23% (120)	514
Age: 45-54	9% (32)	21% (76)	13% (46)	24% (87)	34% (124)	365
Age: 55-64	7% (29)	25% (98)	14% (54)	24% (91)	30% (114)	386
Age: 65+	7% (31)	21% (93)	14% (61)	27% (116)	31% (136)	436
Generation Z: 18-22	11% (31)	22% (62)	24% (67)	12% (33)	31% (86)	278
Millennial: Age 23-38	17% (90)	24% (129)	17% (92)	18% (98)	24% (129)	537
Generation X: Age 39-54	10% (55)	21% (120)	14% (77)	25% (139)	30% (171)	562
Boomers: Age 55-73	7% (54)	23% (164)	14% (103)	25% (183)	30% (220)	724
PID: Dem (no lean)	13% (97)	24% (183)	16% (121)	21% (163)	27% (206)	769
PID: Ind (no lean)	9% (65)	23% (169)	17% (125)	20% (145)	32% (234)	738
PID: Rep (no lean)	11% (74)	22% (150)	15% (104)	24% (169)	28% (197)	693
PID/Gender: Dem Men	11% (38)	27% (95)	15% (53)	22% (75)	25% (89)	351
PID/Gender: Dem Women	14% (58)	21% (88)	16% (68)	21% (87)	28% (117)	418
PID/Gender: Ind Men	10% (35)	22% (73)	14% (49)	21% (73)	32% (110)	340
PID/Gender: Ind Women	8% (30)	24% (96)	19% (76)	18% (72)	31% (124)	398
PID/Gender: Rep Men	9% (33)	20% (76)	18% (67)	26% (96)	27% (98)	371
PID/Gender: Rep Women	12% (40)	23% (74)	12% (37)	22% (72)	30% (98)	322
Ideo: Liberal (1-3)	13% (82)	25% (153)	16% (102)	24% (148)	22% (134)	617
Ideo: Moderate (4)	10% (54)	24% (133)	15% (83)	22% (122)	29% (164)	556
Ideo: Conservative (5-7)	9% (66)	24% (178)	16% (117)	21% (160)	30% (224)	744
Educ: < College	11% (167)	20% (306)	16% (235)	23% (347)	30% (457)	1512
Educ: Bachelors degree	10% (44)	27% (120)	16% (72)	20% (88)	27% (119)	444
Educ: Post-grad	10% (24)	31% (76)	18% (43)	17% (41)	25% (60)	244
Income: Under 50k	11% (133)	18% (214)	15% (178)	24% (280)	31% (360)	1164
Income: 50k-100k	9% (66)	26% (184)	18% (126)	21% (148)	26% (185)	709
Income: 100k+	11% (36)	32% (104)	14% (46)	15% (49)	28% (91)	326

Continued on next page

**Table HR5\_6:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Had fewer movie screenings available*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (235)	23% (502)	16% (350)	22% (476)	29% (636)	2200
Ethnicity: White	9% (163)	24% (410)	16% (276)	22% (374)	29% (500)	1722
Ethnicity: Hispanic	15% (53)	21% (72)	14% (48)	22% (76)	29% (100)	349
Ethnicity: Afr. Am.	15% (42)	18% (50)	14% (40)	22% (61)	30% (82)	274
Ethnicity: Other	15% (30)	21% (42)	17% (35)	21% (42)	27% (54)	204
All Christian	10% (106)	24% (246)	15% (158)	23% (240)	28% (285)	1033
All Non-Christian	19% (19)	24% (24)	18% (19)	23% (24)	17% (17)	102
Atheist	9% (10)	27% (30)	13% (14)	21% (23)	31% (35)	111
Agnostic/Nothing in particular	11% (101)	21% (203)	17% (160)	20% (191)	31% (300)	954
Religious Non-Protestant/Catholic	16% (20)	23% (29)	16% (21)	24% (30)	22% (28)	127
Evangelical	9% (47)	24% (129)	16% (85)	24% (130)	27% (142)	533
Non-Evangelical	12% (94)	22% (180)	16% (132)	22% (176)	28% (224)	807
Community: Urban	13% (76)	21% (121)	17% (98)	21% (120)	29% (167)	583
Community: Suburban	10% (109)	27% (279)	14% (151)	20% (210)	28% (298)	1046
Community: Rural	9% (51)	18% (102)	18% (101)	26% (147)	30% (171)	571
Employ: Private Sector	13% (80)	27% (165)	14% (89)	22% (132)	24% (147)	612
Employ: Government	8% (11)	36% (45)	17% (22)	12% (16)	26% (33)	127
Employ: Self-Employed	14% (27)	23% (45)	17% (34)	18% (36)	28% (56)	199
Employ: Homemaker	7% (11)	22% (35)	16% (25)	23% (36)	32% (51)	158
Employ: Retired	9% (47)	17% (88)	14% (69)	29% (145)	31% (159)	508
Employ: Unemployed	9% (24)	22% (59)	17% (47)	20% (55)	31% (85)	270
Employ: Other	9% (15)	16% (28)	15% (27)	24% (42)	36% (63)	174
Military HH: Yes	11% (38)	24% (83)	16% (57)	21% (72)	28% (99)	349
Military HH: No	11% (197)	23% (420)	16% (293)	22% (404)	29% (537)	1851
RD/WT: Right Direction	11% (86)	22% (170)	15% (119)	20% (152)	31% (242)	769
RD/WT: Wrong Track	10% (149)	23% (332)	16% (231)	23% (324)	28% (395)	1431
Trump Job Approve	10% (94)	23% (211)	15% (137)	21% (197)	31% (281)	920
Trump Job Disapprove	11% (128)	24% (275)	18% (201)	23% (263)	25% (283)	1150

Continued on next page

**Table HR5\_6:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Had fewer movie screenings available*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (235)	23% (502)	16% (350)	22% (476)	29% (636)	2200
Trump Job Strongly Approve	13% (68)	19% (97)	14% (71)	25% (128)	30% (155)	518
Trump Job Somewhat Approve	6% (26)	28% (114)	16% (66)	17% (70)	31% (126)	401
Trump Job Somewhat Disapprove	9% (24)	24% (67)	23% (64)	17% (47)	26% (71)	273
Trump Job Strongly Disapprove	12% (104)	24% (208)	16% (137)	25% (216)	24% (212)	878
Favorable of Trump	11% (98)	23% (200)	15% (134)	22% (195)	29% (258)	885
Unfavorable of Trump	11% (128)	24% (278)	17% (196)	23% (262)	24% (278)	1142
Very Favorable of Trump	12% (67)	22% (118)	14% (75)	24% (132)	28% (149)	541
Somewhat Favorable of Trump	9% (31)	24% (83)	17% (59)	18% (63)	32% (108)	344
Somewhat Unfavorable of Trump	9% (23)	23% (57)	24% (60)	17% (42)	26% (65)	246
Very Unfavorable of Trump	12% (105)	25% (221)	15% (136)	25% (220)	24% (213)	896
#1 Issue: Economy	12% (91)	24% (182)	18% (138)	18% (139)	27% (205)	756
#1 Issue: Security	10% (26)	20% (51)	15% (37)	24% (60)	31% (80)	255
#1 Issue: Health Care	10% (48)	25% (114)	15% (70)	25% (115)	25% (113)	460
#1 Issue: Medicare / Social Security	10% (25)	22% (58)	9% (23)	29% (75)	30% (78)	259
#1 Issue: Women's Issues	13% (15)	22% (24)	21% (22)	16% (17)	28% (31)	109
#1 Issue: Education	8% (11)	18% (26)	27% (38)	17% (24)	31% (44)	143
#1 Issue: Energy	17% (16)	24% (22)	11% (10)	10% (9)	38% (35)	92
#1 Issue: Other	3% (3)	20% (25)	9% (11)	29% (36)	40% (51)	126
2018 House Vote: Democrat	13% (94)	25% (183)	15% (111)	23% (174)	24% (179)	742
2018 House Vote: Republican	9% (60)	25% (159)	16% (104)	21% (138)	28% (181)	642
2018 House Vote: Someone else	16% (13)	20% (16)	12% (10)	23% (19)	29% (24)	82
2016 Vote: Hillary Clinton	11% (71)	27% (174)	15% (96)	24% (156)	23% (152)	649
2016 Vote: Donald Trump	9% (64)	25% (166)	15% (102)	22% (147)	29% (194)	673
2016 Vote: Other	13% (21)	22% (35)	14% (23)	23% (38)	28% (45)	161
2016 Vote: Didn't Vote	11% (80)	18% (125)	18% (129)	19% (135)	34% (243)	712
Voted in 2014: Yes	10% (127)	25% (308)	15% (184)	23% (283)	27% (330)	1233
Voted in 2014: No	11% (108)	20% (194)	17% (166)	20% (194)	32% (306)	967

Continued on next page

**Table HR5\_6:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Had fewer movie screenings available*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (235)	23% (502)	16% (350)	22% (476)	29% (636)	2200
2012 Vote: Barack Obama	11% (87)	25% (195)	15% (115)	26% (199)	23% (176)	773
2012 Vote: Mitt Romney	8% (38)	27% (133)	14% (68)	20% (102)	32% (161)	503
2012 Vote: Other	10% (8)	16% (12)	12% (9)	14% (10)	48% (35)	73
2012 Vote: Didn't Vote	12% (102)	19% (161)	19% (158)	19% (164)	31% (263)	848
4-Region: Northeast	12% (49)	26% (102)	16% (64)	23% (91)	22% (88)	394
4-Region: Midwest	9% (43)	21% (99)	15% (69)	22% (102)	32% (148)	462
4-Region: South	11% (90)	21% (177)	16% (134)	22% (180)	30% (243)	824
4-Region: West	10% (53)	24% (124)	16% (83)	20% (104)	30% (157)	520
Watch TV: Every day	12% (125)	22% (232)	17% (186)	25% (266)	24% (262)	1071
Watch TV: Several times per week	12% (63)	25% (130)	15% (78)	17% (89)	31% (160)	519
Watch TV: About once per week	10% (16)	31% (49)	10% (16)	21% (33)	27% (43)	156
Watch TV: Several times per month	7% (8)	24% (27)	24% (27)	14% (16)	30% (34)	113
Watch TV: About once per month	5% (3)	32% (22)	25% (18)	14% (9)	25% (17)	69
Watch TV: Less often than once per month	10% (8)	19% (15)	15% (13)	21% (17)	35% (29)	83
Watch TV: Never	7% (12)	14% (26)	7% (14)	24% (45)	48% (91)	189
Watch Movies: Every day	18% (81)	22% (101)	17% (77)	25% (111)	18% (82)	453
Watch Movies: Several times per week	10% (62)	26% (155)	16% (94)	21% (127)	27% (158)	596
Watch Movies: About once per week	10% (34)	23% (79)	16% (55)	20% (67)	31% (104)	338
Watch Movies: Several times per month	9% (22)	27% (69)	21% (53)	19% (50)	24% (61)	255
Watch Movies: About once per month	6% (11)	22% (40)	15% (28)	21% (38)	35% (64)	181
Watch Movies: Less often than once per month	9% (15)	18% (32)	15% (26)	18% (31)	40% (69)	173
Watch Movies: Never	5% (11)	13% (27)	8% (17)	26% (52)	48% (97)	204
Watch Sporting Events: Every day	19% (25)	17% (21)	16% (21)	24% (31)	24% (31)	129
Watch Sporting Events: Several times per week	11% (31)	26% (74)	17% (48)	23% (65)	24% (67)	285
Watch Sporting Events: About once per week	13% (30)	21% (50)	25% (59)	19% (44)	22% (51)	233
Watch Sporting Events: Several times per month	12% (24)	33% (69)	13% (26)	22% (46)	21% (44)	210
Watch Sporting Events: About once per month	9% (15)	21% (36)	21% (35)	18% (31)	30% (50)	168
Watch Sporting Events: Less often than once per month	8% (27)	24% (86)	17% (60)	23% (83)	29% (102)	358
Watch Sporting Events: Never	10% (83)	20% (166)	12% (102)	22% (176)	36% (291)	818

Continued on next page

**Table HR5\_6:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Had fewer movie screenings available*

<b>Demographic</b>	<b>Much more likely</b>	<b>Somewhat more likely</b>	<b>Somewhat less likely</b>	<b>Much less likely</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	11% (235)	23% (502)	16% (350)	22% (476)	29% (636)	2200
Cable TV: Currently subscribe	11% (113)	24% (237)	15% (150)	21% (214)	29% (285)	999
Cable TV: Subscribed in past	8% (61)	24% (175)	18% (131)	23% (168)	26% (187)	721
Cable TV: Never subscribed	13% (61)	19% (90)	14% (69)	20% (95)	34% (164)	480
Satellite TV: Currently subscribe	13% (63)	22% (107)	15% (73)	21% (102)	29% (143)	488
Satellite TV: Subscribed in past	9% (56)	24% (144)	17% (101)	23% (139)	27% (167)	609
Satellite TV: Never subscribed	10% (116)	23% (251)	16% (175)	21% (235)	30% (326)	1103
Streaming Services: Currently subscribe	11% (144)	25% (326)	17% (226)	21% (279)	26% (342)	1317
Streaming Services: Subscribed in past	11% (27)	21% (52)	18% (44)	20% (49)	29% (72)	245
Streaming Services: Never subscribed	10% (63)	19% (124)	12% (80)	23% (148)	35% (223)	638
Film: An avid fan	13% (96)	25% (178)	15% (108)	24% (172)	23% (162)	715
Film: A casual fan	9% (112)	25% (302)	17% (205)	19% (229)	30% (355)	1203
Film: Not a fan	10% (27)	8% (23)	13% (37)	27% (76)	42% (119)	282
Television: An avid fan	12% (122)	23% (234)	15% (151)	24% (239)	26% (267)	1013
Television: A casual fan	10% (100)	23% (228)	17% (166)	21% (210)	30% (299)	1003
Television: Not a fan	7% (13)	22% (40)	18% (33)	15% (28)	38% (70)	184
Music: An avid fan	13% (141)	23% (247)	17% (183)	23% (244)	23% (250)	1065
Music: A casual fan	9% (86)	24% (239)	15% (152)	19% (193)	33% (332)	1001
Music: Not a fan	6% (8)	12% (16)	12% (16)	29% (39)	41% (55)	133
Fashion: An avid fan	23% (63)	20% (54)	15% (41)	19% (52)	22% (60)	270
Fashion: A casual fan	11% (100)	26% (238)	19% (181)	20% (187)	24% (227)	934
Fashion: Not a fan	7% (72)	21% (210)	13% (128)	24% (237)	35% (349)	996

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

**Table HR5\_7:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Limited the number of moviegoers per movie*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (408)	32% (706)	11% (251)	19% (419)	19% (417)	2200
Gender: Male	17% (185)	33% (349)	11% (122)	19% (206)	19% (200)	1062
Gender: Female	20% (223)	31% (356)	11% (129)	19% (213)	19% (216)	1138
Age: 18-29	23% (115)	31% (154)	15% (73)	10% (49)	22% (108)	499
Age: 30-44	20% (103)	32% (165)	13% (65)	20% (103)	15% (78)	514
Age: 45-54	17% (61)	33% (120)	10% (35)	21% (76)	20% (73)	365
Age: 55-64	16% (60)	34% (132)	10% (39)	20% (79)	20% (76)	386
Age: 65+	16% (69)	31% (133)	9% (40)	26% (112)	19% (82)	436
Generation Z: 18-22	23% (64)	25% (68)	18% (49)	11% (31)	24% (67)	278
Millennial: Age 23-38	23% (123)	35% (190)	13% (71)	14% (74)	15% (80)	537
Generation X: Age 39-54	16% (92)	32% (182)	9% (52)	22% (124)	20% (112)	562
Boomers: Age 55-73	15% (110)	33% (241)	10% (73)	23% (167)	18% (133)	724
PID: Dem (no lean)	20% (151)	31% (239)	12% (96)	19% (146)	18% (137)	769
PID: Ind (no lean)	17% (123)	33% (246)	12% (87)	17% (128)	21% (155)	738
PID: Rep (no lean)	19% (134)	32% (221)	10% (68)	21% (145)	18% (125)	693
PID/Gender: Dem Men	16% (55)	34% (119)	14% (49)	19% (65)	18% (63)	351
PID/Gender: Dem Women	23% (96)	29% (120)	11% (47)	19% (81)	18% (74)	418
PID/Gender: Ind Men	17% (59)	34% (114)	10% (35)	18% (60)	21% (72)	340
PID/Gender: Ind Women	16% (64)	33% (132)	13% (52)	17% (67)	21% (83)	398
PID/Gender: Rep Men	19% (70)	31% (116)	10% (39)	22% (80)	18% (66)	371
PID/Gender: Rep Women	20% (64)	32% (104)	9% (29)	20% (65)	18% (59)	322
Ideo: Liberal (1-3)	21% (127)	34% (210)	11% (70)	21% (129)	13% (80)	617
Ideo: Moderate (4)	19% (107)	33% (185)	11% (59)	21% (116)	16% (89)	556
Ideo: Conservative (5-7)	18% (135)	34% (250)	11% (84)	17% (128)	20% (147)	744
Educ: < College	17% (260)	30% (447)	12% (179)	21% (312)	21% (314)	1512
Educ: Bachelors degree	22% (96)	37% (163)	10% (43)	16% (71)	16% (70)	444
Educ: Post-grad	22% (53)	39% (95)	11% (28)	15% (36)	13% (32)	244
Income: Under 50k	18% (212)	26% (307)	12% (142)	21% (246)	22% (258)	1164
Income: 50k-100k	19% (138)	36% (257)	11% (75)	18% (130)	15% (108)	709
Income: 100k+	18% (59)	43% (141)	10% (34)	13% (42)	15% (51)	326

Continued on next page



**Table HR5\_7:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Limited the number of moviegoers per movie*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (408)	32% (706)	11% (251)	19% (419)	19% (417)	2200
Ethnicity: White	18% (312)	34% (577)	11% (195)	19% (326)	18% (312)	1722
Ethnicity: Hispanic	18% (61)	30% (104)	13% (45)	17% (59)	23% (80)	349
Ethnicity: Afr. Am.	21% (57)	26% (71)	10% (26)	20% (56)	23% (64)	274
Ethnicity: Other	19% (39)	28% (58)	14% (29)	18% (38)	20% (40)	204
All Christian	19% (201)	33% (341)	10% (107)	21% (217)	16% (167)	1033
All Non-Christian	25% (25)	31% (32)	17% (17)	16% (16)	12% (12)	102
Atheist	17% (19)	33% (36)	11% (12)	15% (17)	24% (27)	111
Agnostic/Nothing in particular	17% (163)	31% (297)	12% (115)	18% (169)	22% (210)	954
Religious Non-Protestant/Catholic	23% (29)	30% (38)	14% (18)	18% (23)	15% (19)	127
Evangelical	16% (85)	32% (169)	12% (65)	22% (116)	18% (99)	533
Non-Evangelical	21% (170)	31% (252)	12% (94)	20% (163)	16% (128)	807
Community: Urban	19% (109)	30% (173)	13% (76)	18% (105)	21% (121)	583
Community: Suburban	20% (206)	35% (368)	10% (106)	17% (181)	18% (185)	1046
Community: Rural	16% (93)	29% (164)	12% (69)	23% (133)	19% (111)	571
Employ: Private Sector	21% (128)	38% (233)	10% (63)	18% (113)	12% (76)	612
Employ: Government	17% (22)	44% (56)	15% (19)	11% (14)	14% (17)	127
Employ: Self-Employed	23% (45)	30% (60)	13% (25)	17% (34)	18% (35)	199
Employ: Homemaker	14% (22)	35% (55)	9% (14)	17% (27)	26% (40)	158
Employ: Retired	16% (83)	26% (133)	10% (50)	27% (136)	21% (106)	508
Employ: Unemployed	16% (43)	30% (81)	11% (31)	20% (53)	23% (63)	270
Employ: Other	15% (27)	24% (42)	12% (21)	15% (27)	33% (57)	174
Military HH: Yes	20% (69)	31% (106)	11% (40)	20% (71)	18% (63)	349
Military HH: No	18% (339)	32% (599)	11% (211)	19% (348)	19% (354)	1851
RD/WT: Right Direction	21% (162)	30% (233)	11% (87)	16% (120)	22% (166)	769
RD/WT: Wrong Track	17% (246)	33% (472)	11% (164)	21% (299)	18% (250)	1431
Trump Job Approve	19% (176)	33% (302)	11% (97)	18% (162)	20% (183)	920
Trump Job Disapprove	19% (217)	33% (383)	12% (140)	21% (238)	15% (173)	1150

Continued on next page

**Table HR5\_7:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Limited the number of moviegoers per movie*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (408)	32% (706)	11% (251)	19% (419)	19% (417)	2200
Trump Job Strongly Approve	21% (111)	27% (139)	11% (55)	21% (107)	21% (107)	518
Trump Job Somewhat Approve	16% (65)	41% (163)	11% (42)	14% (55)	19% (76)	401
Trump Job Somewhat Disapprove	18% (49)	36% (98)	15% (42)	16% (43)	15% (41)	273
Trump Job Strongly Disapprove	19% (168)	32% (284)	11% (99)	22% (195)	15% (132)	878
Favorable of Trump	20% (178)	32% (285)	10% (88)	18% (162)	19% (172)	885
Unfavorable of Trump	19% (221)	34% (389)	13% (145)	20% (231)	14% (155)	1142
Very Favorable of Trump	22% (121)	29% (157)	10% (52)	20% (107)	19% (104)	541
Somewhat Favorable of Trump	16% (57)	37% (129)	11% (36)	16% (55)	20% (68)	344
Somewhat Unfavorable of Trump	17% (42)	37% (90)	17% (42)	15% (37)	14% (35)	246
Very Unfavorable of Trump	20% (179)	33% (299)	11% (103)	22% (194)	13% (121)	896
#1 Issue: Economy	21% (155)	34% (260)	12% (91)	17% (126)	16% (123)	756
#1 Issue: Security	19% (49)	28% (71)	11% (28)	20% (52)	21% (55)	255
#1 Issue: Health Care	18% (84)	37% (170)	10% (46)	20% (94)	14% (67)	460
#1 Issue: Medicare / Social Security	17% (43)	29% (74)	9% (22)	28% (71)	18% (47)	259
#1 Issue: Women's Issues	20% (21)	25% (27)	19% (21)	11% (12)	25% (27)	109
#1 Issue: Education	11% (16)	32% (46)	19% (27)	16% (22)	22% (32)	143
#1 Issue: Energy	30% (28)	32% (30)	6% (6)	9% (8)	23% (21)	92
#1 Issue: Other	9% (11)	22% (28)	8% (10)	26% (33)	35% (45)	126
2018 House Vote: Democrat	20% (148)	34% (252)	10% (72)	22% (161)	15% (108)	742
2018 House Vote: Republican	20% (125)	36% (228)	10% (65)	19% (121)	16% (103)	642
2018 House Vote: Someone else	19% (15)	32% (26)	11% (9)	19% (16)	19% (16)	82
2016 Vote: Hillary Clinton	19% (126)	34% (220)	11% (73)	22% (142)	14% (88)	649
2016 Vote: Donald Trump	19% (128)	34% (226)	9% (63)	20% (136)	18% (120)	673
2016 Vote: Other	21% (33)	36% (58)	11% (17)	17% (28)	16% (26)	161
2016 Vote: Didn't Vote	17% (119)	28% (202)	14% (97)	16% (113)	25% (181)	712
Voted in 2014: Yes	19% (237)	34% (419)	10% (123)	21% (258)	16% (196)	1233
Voted in 2014: No	18% (171)	30% (286)	13% (127)	17% (162)	23% (221)	967

Continued on next page

**Table HR5\_7:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Limited the number of moviegoers per movie*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (408)	32% (706)	11% (251)	19% (419)	19% (417)	2200
2012 Vote: Barack Obama	20% (152)	34% (266)	11% (81)	23% (174)	13% (99)	773
2012 Vote: Mitt Romney	18% (91)	37% (188)	8% (40)	19% (95)	18% (88)	503
2012 Vote: Other	16% (11)	29% (21)	9% (7)	13% (9)	34% (25)	73
2012 Vote: Didn't Vote	18% (154)	27% (230)	14% (123)	16% (139)	24% (203)	848
4-Region: Northeast	18% (71)	35% (136)	12% (48)	20% (80)	15% (59)	394
4-Region: Midwest	18% (83)	31% (143)	13% (62)	19% (86)	19% (89)	462
4-Region: South	19% (156)	31% (255)	10% (86)	19% (155)	21% (172)	824
4-Region: West	19% (99)	33% (172)	10% (55)	19% (98)	19% (97)	520
Watch TV: Every day	21% (220)	31% (330)	12% (130)	21% (224)	16% (167)	1071
Watch TV: Several times per week	19% (100)	38% (197)	9% (48)	16% (85)	17% (89)	519
Watch TV: About once per week	12% (18)	44% (69)	14% (22)	16% (24)	14% (23)	156
Watch TV: Several times per month	15% (17)	37% (42)	16% (18)	12% (14)	20% (22)	113
Watch TV: About once per month	16% (11)	25% (17)	18% (13)	18% (12)	24% (16)	69
Watch TV: Less often than once per month	24% (19)	20% (17)	11% (9)	21% (18)	24% (20)	83
Watch TV: Never	11% (22)	18% (33)	6% (12)	22% (42)	42% (80)	189
Watch Movies: Every day	25% (111)	29% (129)	14% (62)	20% (92)	13% (58)	453
Watch Movies: Several times per week	20% (119)	39% (234)	8% (50)	18% (109)	14% (85)	596
Watch Movies: About once per week	15% (52)	38% (127)	12% (42)	18% (60)	17% (58)	338
Watch Movies: Several times per month	19% (49)	33% (85)	15% (39)	20% (51)	12% (31)	255
Watch Movies: About once per month	13% (24)	28% (50)	14% (25)	18% (32)	28% (50)	181
Watch Movies: Less often than once per month	17% (29)	28% (49)	11% (19)	15% (25)	29% (50)	173
Watch Movies: Never	12% (24)	15% (31)	7% (15)	24% (50)	41% (84)	204
Watch Sporting Events: Every day	20% (25)	33% (42)	16% (21)	13% (17)	18% (23)	129
Watch Sporting Events: Several times per week	21% (59)	33% (93)	10% (29)	22% (64)	14% (39)	285
Watch Sporting Events: About once per week	24% (57)	31% (72)	15% (36)	18% (41)	12% (27)	233
Watch Sporting Events: Several times per month	18% (39)	38% (80)	12% (26)	19% (39)	12% (25)	210
Watch Sporting Events: About once per month	10% (17)	33% (56)	16% (27)	20% (34)	20% (34)	168
Watch Sporting Events: Less often than once per month	19% (69)	34% (122)	10% (37)	20% (72)	16% (58)	358
Watch Sporting Events: Never	17% (142)	29% (240)	9% (75)	19% (152)	26% (209)	818

Continued on next page

**Table HR5\_7:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Limited the number of moviegoers per movie*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (408)	32% (706)	11% (251)	19% (419)	19% (417)	2200
Cable TV: Currently subscribe	20% (204)	32% (318)	10% (105)	18% (183)	19% (190)	999
Cable TV: Subscribed in past	16% (112)	36% (259)	13% (96)	20% (144)	15% (111)	721
Cable TV: Never subscribed	19% (92)	27% (129)	11% (50)	19% (92)	24% (116)	480
Satellite TV: Currently subscribe	21% (101)	30% (147)	9% (45)	19% (93)	21% (102)	488
Satellite TV: Subscribed in past	19% (117)	35% (213)	13% (82)	19% (117)	13% (79)	609
Satellite TV: Never subscribed	17% (190)	31% (346)	11% (124)	19% (209)	21% (235)	1103
Streaming Services: Currently subscribe	20% (266)	37% (482)	10% (135)	18% (232)	15% (203)	1317
Streaming Services: Subscribed in past	16% (39)	22% (53)	22% (55)	18% (43)	22% (55)	245
Streaming Services: Never subscribed	16% (104)	27% (170)	10% (61)	23% (144)	25% (159)	638
Film: An avid fan	23% (165)	31% (224)	10% (70)	21% (153)	14% (103)	715
Film: A casual fan	16% (196)	36% (436)	12% (148)	17% (203)	18% (220)	1203
Film: Not a fan	17% (47)	16% (45)	12% (33)	23% (63)	33% (94)	282
Television: An avid fan	22% (220)	33% (331)	9% (94)	20% (206)	16% (162)	1013
Television: A casual fan	16% (160)	33% (331)	13% (129)	19% (186)	20% (197)	1003
Television: Not a fan	15% (28)	24% (44)	15% (28)	15% (27)	31% (58)	184
Music: An avid fan	22% (230)	31% (326)	12% (128)	20% (209)	16% (172)	1065
Music: A casual fan	16% (159)	36% (360)	11% (105)	18% (179)	20% (199)	1001
Music: Not a fan	15% (19)	15% (20)	13% (18)	23% (31)	34% (46)	133
Fashion: An avid fan	32% (87)	22% (58)	14% (38)	17% (45)	15% (42)	270
Fashion: A casual fan	19% (176)	35% (323)	12% (112)	19% (174)	16% (149)	934
Fashion: Not a fan	15% (145)	33% (325)	10% (101)	20% (200)	23% (226)	996

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

**Table HR5\_8:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?**Required all moviegoers and employees wear a face mask*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (337)	29% (627)	12% (269)	24% (527)	20% (440)	2200
Gender: Male	14% (147)	28% (301)	12% (133)	26% (271)	20% (211)	1062
Gender: Female	17% (190)	29% (327)	12% (136)	23% (256)	20% (228)	1138
Age: 18-29	20% (98)	30% (148)	14% (71)	14% (71)	22% (112)	499
Age: 30-44	17% (86)	30% (155)	12% (63)	26% (131)	15% (78)	514
Age: 45-54	15% (54)	26% (96)	9% (35)	28% (101)	22% (80)	365
Age: 55-64	12% (47)	30% (114)	13% (50)	24% (93)	21% (81)	386
Age: 65+	12% (52)	26% (114)	11% (50)	30% (131)	20% (89)	436
Generation Z: 18-22	19% (54)	25% (70)	18% (51)	14% (40)	23% (65)	278
Millennial: Age 23-38	18% (97)	34% (181)	13% (67)	20% (105)	16% (87)	537
Generation X: Age 39-54	16% (87)	26% (148)	9% (51)	28% (159)	21% (118)	562
Boomers: Age 55-73	12% (86)	28% (205)	12% (90)	27% (196)	20% (146)	724
PID: Dem (no lean)	17% (132)	30% (230)	12% (93)	22% (171)	19% (143)	769
PID: Ind (no lean)	13% (99)	28% (206)	13% (98)	22% (163)	23% (171)	738
PID: Rep (no lean)	15% (105)	27% (191)	11% (78)	28% (194)	18% (126)	693
PID/Gender: Dem Men	14% (51)	31% (110)	12% (44)	22% (77)	20% (70)	351
PID/Gender: Dem Women	20% (82)	29% (120)	12% (49)	22% (94)	17% (73)	418
PID/Gender: Ind Men	15% (50)	26% (90)	13% (43)	24% (82)	22% (75)	340
PID/Gender: Ind Women	12% (49)	29% (116)	14% (55)	20% (81)	24% (96)	398
PID/Gender: Rep Men	12% (45)	27% (101)	12% (46)	30% (112)	18% (67)	371
PID/Gender: Rep Women	19% (60)	28% (90)	10% (32)	25% (82)	18% (59)	322
Ideo: Liberal (1-3)	16% (99)	35% (216)	11% (66)	25% (153)	13% (82)	617
Ideo: Moderate (4)	18% (98)	29% (160)	13% (70)	23% (129)	18% (99)	556
Ideo: Conservative (5-7)	13% (100)	28% (208)	12% (93)	25% (189)	21% (155)	744
Educ: < College	14% (216)	26% (397)	12% (187)	25% (380)	22% (333)	1512
Educ: Bachelors degree	16% (72)	33% (145)	12% (55)	23% (101)	16% (70)	444
Educ: Post-grad	20% (49)	35% (85)	11% (27)	19% (46)	15% (37)	244
Income: Under 50k	15% (173)	26% (299)	12% (135)	26% (301)	22% (255)	1164
Income: 50k-100k	16% (111)	31% (221)	13% (89)	23% (163)	18% (125)	709
Income: 100k+	16% (53)	33% (107)	14% (45)	19% (63)	18% (59)	326

Continued on next page

**Table HR5\_8:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Required all moviegoers and employees wear a face mask*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (337)	29% (627)	12% (269)	24% (527)	20% (440)	2200
Ethnicity: White	14% (242)	30% (508)	12% (208)	24% (422)	20% (342)	1722
Ethnicity: Hispanic	16% (56)	28% (98)	12% (42)	20% (72)	24% (82)	349
Ethnicity: Afr. Am.	21% (57)	22% (60)	12% (32)	23% (62)	23% (63)	274
Ethnicity: Other	18% (38)	29% (59)	14% (28)	21% (44)	17% (35)	204
All Christian	14% (146)	30% (313)	12% (121)	26% (268)	18% (185)	1033
All Non-Christian	19% (19)	39% (40)	13% (13)	17% (18)	12% (12)	102
Atheist	13% (15)	34% (38)	8% (8)	25% (28)	20% (22)	111
Agnostic/Nothing in particular	16% (156)	25% (237)	13% (127)	22% (214)	23% (220)	954
Religious Non-Protestant/Catholic	18% (22)	35% (44)	10% (13)	22% (27)	16% (20)	127
Evangelical	16% (84)	27% (143)	13% (70)	26% (140)	18% (96)	533
Non-Evangelical	15% (117)	31% (246)	12% (93)	25% (204)	18% (146)	807
Community: Urban	16% (95)	26% (153)	15% (88)	19% (112)	23% (136)	583
Community: Suburban	17% (174)	31% (324)	11% (119)	23% (240)	18% (189)	1046
Community: Rural	12% (69)	26% (151)	11% (62)	31% (175)	20% (115)	571
Employ: Private Sector	16% (96)	34% (206)	11% (70)	26% (157)	14% (84)	612
Employ: Government	11% (14)	36% (46)	13% (17)	17% (22)	23% (29)	127
Employ: Self-Employed	18% (36)	26% (52)	15% (30)	19% (39)	21% (41)	199
Employ: Homemaker	12% (19)	31% (49)	12% (18)	20% (31)	26% (41)	158
Employ: Retired	13% (67)	24% (120)	12% (59)	31% (156)	21% (106)	508
Employ: Unemployed	18% (50)	24% (64)	11% (29)	24% (64)	24% (64)	270
Employ: Other	14% (24)	22% (39)	13% (22)	22% (39)	29% (50)	174
Military HH: Yes	17% (58)	28% (96)	12% (43)	24% (82)	20% (70)	349
Military HH: No	15% (279)	29% (531)	12% (226)	24% (445)	20% (370)	1851
RD/WT: Right Direction	17% (131)	27% (210)	11% (83)	21% (162)	24% (183)	769
RD/WT: Wrong Track	14% (206)	29% (417)	13% (186)	26% (365)	18% (257)	1431
Trump Job Approve	15% (135)	28% (260)	12% (110)	24% (219)	21% (195)	920
Trump Job Disapprove	16% (187)	31% (352)	13% (144)	25% (287)	16% (180)	1150

Continued on next page

**Table HR5\_8:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Required all moviegoers and employees wear a face mask*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (337)	29% (627)	12% (269)	24% (527)	20% (440)	2200
Trump Job Strongly Approve	15% (78)	24% (126)	11% (58)	27% (139)	23% (118)	518
Trump Job Somewhat Approve	14% (57)	34% (135)	13% (52)	20% (80)	19% (77)	401
Trump Job Somewhat Disapprove	14% (40)	35% (96)	15% (40)	23% (62)	13% (36)	273
Trump Job Strongly Disapprove	17% (147)	29% (256)	12% (104)	26% (225)	16% (144)	878
Favorable of Trump	15% (132)	28% (244)	12% (104)	25% (224)	21% (182)	885
Unfavorable of Trump	17% (193)	31% (359)	12% (141)	25% (283)	14% (165)	1142
Very Favorable of Trump	16% (86)	25% (136)	11% (60)	27% (145)	21% (114)	541
Somewhat Favorable of Trump	13% (46)	31% (108)	13% (45)	23% (79)	20% (67)	344
Somewhat Unfavorable of Trump	15% (36)	35% (87)	17% (41)	21% (52)	13% (31)	246
Very Unfavorable of Trump	17% (157)	30% (273)	11% (101)	26% (232)	15% (134)	896
#1 Issue: Economy	17% (130)	29% (219)	13% (98)	23% (173)	18% (136)	756
#1 Issue: Security	14% (37)	24% (60)	14% (37)	24% (62)	23% (60)	255
#1 Issue: Health Care	16% (72)	33% (150)	12% (54)	26% (122)	14% (63)	460
#1 Issue: Medicare / Social Security	13% (34)	27% (71)	9% (22)	31% (81)	20% (51)	259
#1 Issue: Women's Issues	21% (23)	23% (25)	15% (17)	17% (19)	23% (25)	109
#1 Issue: Education	11% (16)	30% (43)	20% (28)	15% (21)	25% (35)	143
#1 Issue: Energy	20% (19)	35% (32)	9% (8)	11% (10)	25% (23)	92
#1 Issue: Other	6% (7)	21% (27)	4% (5)	31% (39)	38% (48)	126
2018 House Vote: Democrat	17% (129)	31% (230)	11% (80)	25% (183)	16% (120)	742
2018 House Vote: Republican	16% (100)	28% (181)	11% (74)	27% (174)	18% (113)	642
2018 House Vote: Someone else	11% (9)	32% (26)	15% (12)	20% (16)	22% (18)	82
2016 Vote: Hillary Clinton	17% (108)	33% (211)	11% (73)	24% (158)	15% (99)	649
2016 Vote: Donald Trump	15% (99)	29% (193)	11% (74)	27% (180)	19% (128)	673
2016 Vote: Other	17% (27)	28% (45)	11% (18)	29% (47)	16% (25)	161
2016 Vote: Didn't Vote	15% (104)	25% (175)	15% (104)	20% (142)	26% (187)	712
Voted in 2014: Yes	15% (188)	30% (372)	11% (135)	26% (325)	17% (212)	1233
Voted in 2014: No	15% (149)	26% (255)	14% (134)	21% (202)	24% (227)	967

Continued on next page

**Table HR5\_8:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Required all moviegoers and employees wear a face mask*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (337)	29% (627)	12% (269)	24% (527)	20% (440)	2200
2012 Vote: Barack Obama	17% (128)	31% (242)	10% (81)	27% (211)	14% (111)	773
2012 Vote: Mitt Romney	14% (70)	31% (155)	11% (54)	25% (126)	19% (98)	503
2012 Vote: Other	7% (5)	24% (17)	16% (11)	21% (15)	33% (24)	73
2012 Vote: Didn't Vote	16% (134)	25% (212)	15% (123)	20% (173)	24% (206)	848
4-Region: Northeast	17% (66)	31% (121)	14% (55)	25% (97)	14% (55)	394
4-Region: Midwest	13% (58)	27% (123)	12% (54)	27% (125)	22% (102)	462
4-Region: South	17% (137)	27% (223)	11% (94)	23% (186)	22% (184)	824
4-Region: West	15% (76)	31% (160)	13% (65)	23% (120)	19% (99)	520
Watch TV: Every day	17% (182)	27% (294)	12% (126)	27% (292)	17% (177)	1071
Watch TV: Several times per week	15% (79)	33% (170)	12% (62)	20% (105)	20% (102)	519
Watch TV: About once per week	8% (13)	39% (61)	13% (21)	20% (31)	19% (29)	156
Watch TV: Several times per month	14% (16)	28% (32)	16% (18)	20% (23)	22% (25)	113
Watch TV: About once per month	11% (8)	29% (20)	23% (16)	10% (7)	27% (19)	69
Watch TV: Less often than once per month	25% (20)	25% (21)	13% (11)	21% (17)	17% (14)	83
Watch TV: Never	10% (19)	15% (29)	8% (15)	28% (53)	39% (74)	189
Watch Movies: Every day	22% (99)	25% (115)	11% (52)	28% (127)	13% (60)	453
Watch Movies: Several times per week	16% (94)	33% (199)	12% (69)	23% (136)	17% (99)	596
Watch Movies: About once per week	14% (47)	33% (113)	14% (47)	21% (69)	18% (61)	338
Watch Movies: Several times per month	15% (38)	29% (74)	14% (35)	26% (67)	16% (42)	255
Watch Movies: About once per month	10% (17)	27% (49)	15% (28)	21% (38)	27% (49)	181
Watch Movies: Less often than once per month	14% (25)	27% (46)	14% (24)	16% (28)	29% (50)	173
Watch Movies: Never	9% (17)	15% (31)	7% (15)	30% (61)	39% (79)	204
Watch Sporting Events: Every day	18% (23)	27% (35)	16% (21)	21% (26)	18% (24)	129
Watch Sporting Events: Several times per week	18% (51)	28% (79)	11% (32)	27% (77)	16% (46)	285
Watch Sporting Events: About once per week	17% (39)	28% (64)	17% (41)	26% (60)	12% (29)	233
Watch Sporting Events: Several times per month	16% (33)	35% (73)	12% (24)	24% (51)	13% (27)	210
Watch Sporting Events: About once per month	14% (23)	26% (44)	18% (30)	22% (38)	20% (33)	168
Watch Sporting Events: Less often than once per month	14% (50)	30% (108)	13% (45)	25% (88)	19% (67)	358
Watch Sporting Events: Never	14% (117)	27% (224)	9% (77)	23% (187)	26% (213)	818

Continued on next page



**Table HR5\_8:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?**Required all moviegoers and employees wear a face mask*

<b>Demographic</b>	<b>Much more likely</b>	<b>Somewhat more likely</b>	<b>Somewhat less likely</b>	<b>Much less likely</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	15% (337)	29% (627)	12% (269)	24% (527)	20% (440)	2200
Cable TV: Currently subscribe	18% (176)	27% (273)	11% (114)	23% (225)	21% (211)	999
Cable TV: Subscribed in past	12% (86)	32% (232)	14% (98)	27% (193)	15% (111)	721
Cable TV: Never subscribed	15% (74)	25% (122)	12% (57)	23% (109)	25% (118)	480
Satellite TV: Currently subscribe	18% (87)	27% (132)	11% (52)	24% (115)	21% (102)	488
Satellite TV: Subscribed in past	16% (99)	34% (205)	12% (71)	24% (145)	15% (89)	609
Satellite TV: Never subscribed	14% (152)	26% (290)	13% (146)	24% (267)	23% (249)	1103
Streaming Services: Currently subscribe	16% (215)	32% (419)	12% (155)	23% (308)	17% (220)	1317
Streaming Services: Subscribed in past	16% (40)	23% (56)	16% (38)	23% (57)	22% (54)	245
Streaming Services: Never subscribed	13% (82)	24% (152)	12% (76)	25% (162)	26% (166)	638
Film: An avid fan	18% (128)	30% (215)	10% (70)	26% (187)	16% (115)	715
Film: A casual fan	14% (167)	31% (376)	13% (162)	22% (261)	20% (236)	1203
Film: Not a fan	15% (42)	13% (36)	13% (36)	28% (79)	31% (88)	282
Television: An avid fan	17% (171)	30% (304)	10% (103)	26% (260)	17% (175)	1013
Television: A casual fan	14% (142)	29% (286)	14% (141)	23% (231)	20% (202)	1003
Television: Not a fan	13% (24)	20% (37)	14% (26)	19% (36)	34% (62)	184
Music: An avid fan	18% (193)	29% (314)	12% (128)	24% (254)	17% (176)	1065
Music: A casual fan	13% (127)	29% (294)	13% (127)	23% (234)	22% (219)	1001
Music: Not a fan	13% (17)	14% (19)	11% (14)	29% (39)	33% (44)	133
Fashion: An avid fan	25% (69)	29% (77)	10% (26)	21% (58)	15% (40)	270
Fashion: A casual fan	16% (148)	31% (293)	13% (122)	22% (205)	18% (165)	934
Fashion: Not a fan	12% (120)	26% (257)	12% (121)	27% (264)	24% (234)	996

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

**Table HR5\_9:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Required all employees to wear gloves*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (410)	28% (607)	12% (259)	20% (432)	22% (492)	2200
Gender: Male	19% (197)	30% (318)	10% (111)	19% (207)	22% (230)	1062
Gender: Female	19% (213)	25% (289)	13% (148)	20% (225)	23% (262)	1138
Age: 18-29	24% (118)	28% (138)	14% (71)	11% (57)	23% (116)	499
Age: 30-44	22% (113)	27% (140)	13% (67)	22% (112)	16% (82)	514
Age: 45-54	17% (63)	26% (96)	9% (33)	21% (75)	27% (99)	365
Age: 55-64	15% (56)	29% (112)	11% (41)	21% (83)	24% (94)	386
Age: 65+	14% (60)	28% (123)	11% (47)	24% (105)	23% (102)	436
Generation Z: 18-22	24% (66)	25% (69)	13% (37)	14% (38)	25% (69)	278
Millennial: Age 23-38	23% (126)	29% (156)	16% (87)	15% (78)	17% (91)	537
Generation X: Age 39-54	18% (102)	26% (148)	8% (48)	23% (128)	24% (137)	562
Boomers: Age 55-73	14% (99)	29% (210)	11% (81)	23% (165)	23% (169)	724
PID: Dem (no lean)	20% (151)	29% (223)	11% (81)	21% (162)	20% (152)	769
PID: Ind (no lean)	18% (133)	27% (203)	13% (94)	16% (117)	26% (190)	738
PID: Rep (no lean)	18% (126)	26% (181)	12% (83)	22% (153)	22% (149)	693
PID/Gender: Dem Men	18% (63)	33% (116)	10% (36)	20% (69)	19% (66)	351
PID/Gender: Dem Women	21% (88)	26% (107)	11% (45)	22% (92)	20% (86)	418
PID/Gender: Ind Men	19% (64)	30% (103)	8% (29)	16% (56)	26% (89)	340
PID/Gender: Ind Women	17% (69)	25% (100)	16% (65)	15% (62)	26% (102)	398
PID/Gender: Rep Men	19% (70)	27% (99)	12% (46)	22% (82)	20% (75)	371
PID/Gender: Rep Women	17% (56)	26% (82)	12% (37)	22% (72)	23% (75)	322
Ideo: Liberal (1-3)	19% (119)	32% (196)	12% (73)	21% (130)	16% (100)	617
Ideo: Moderate (4)	21% (116)	28% (155)	11% (63)	21% (117)	19% (105)	556
Ideo: Conservative (5-7)	17% (130)	29% (217)	10% (76)	19% (140)	24% (182)	744
Educ: < College	19% (282)	25% (375)	12% (180)	21% (316)	24% (360)	1512
Educ: Bachelors degree	18% (80)	32% (141)	12% (54)	19% (83)	19% (86)	444
Educ: Post-grad	20% (48)	38% (92)	10% (25)	14% (34)	19% (46)	244
Income: Under 50k	19% (217)	23% (267)	12% (138)	22% (257)	24% (284)	1164
Income: 50k-100k	17% (122)	32% (227)	12% (86)	18% (131)	20% (142)	709
Income: 100k+	21% (70)	35% (113)	11% (34)	13% (44)	20% (65)	326

Continued on next page

**Table HR5\_9:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Required all employees to wear gloves*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (410)	28% (607)	12% (259)	20% (432)	22% (492)	2200
Ethnicity: White	17% (301)	29% (498)	12% (210)	19% (332)	22% (382)	1722
Ethnicity: Hispanic	22% (77)	25% (89)	13% (46)	19% (67)	20% (70)	349
Ethnicity: Afr. Am.	25% (69)	21% (57)	9% (24)	22% (59)	24% (65)	274
Ethnicity: Other	19% (39)	26% (53)	13% (26)	20% (41)	22% (45)	204
All Christian	18% (188)	28% (292)	11% (112)	22% (224)	21% (218)	1033
All Non-Christian	24% (24)	31% (31)	17% (17)	15% (16)	14% (14)	102
Atheist	16% (18)	36% (40)	7% (8)	19% (21)	22% (24)	111
Agnostic/Nothing in particular	19% (180)	26% (245)	13% (122)	18% (171)	25% (235)	954
Religious Non-Protestant/Catholic	22% (28)	29% (37)	14% (18)	18% (22)	18% (22)	127
Evangelical	18% (95)	27% (146)	12% (62)	21% (113)	22% (116)	533
Non-Evangelical	18% (148)	29% (231)	12% (100)	21% (169)	20% (158)	807
Community: Urban	22% (127)	25% (145)	13% (78)	19% (108)	21% (125)	583
Community: Suburban	19% (198)	30% (317)	10% (106)	19% (195)	22% (229)	1046
Community: Rural	15% (85)	25% (145)	13% (75)	22% (128)	24% (138)	571
Employ: Private Sector	20% (124)	33% (200)	11% (70)	19% (119)	16% (100)	612
Employ: Government	17% (22)	38% (48)	15% (19)	13% (17)	16% (21)	127
Employ: Self-Employed	16% (31)	32% (64)	12% (23)	18% (35)	23% (46)	199
Employ: Homemaker	18% (28)	25% (40)	11% (17)	17% (26)	29% (46)	158
Employ: Retired	15% (77)	23% (119)	11% (55)	26% (132)	25% (126)	508
Employ: Unemployed	23% (62)	19% (51)	12% (33)	19% (52)	27% (72)	270
Employ: Other	16% (28)	24% (42)	12% (20)	17% (30)	31% (53)	174
Military HH: Yes	20% (70)	28% (97)	15% (51)	17% (59)	20% (71)	349
Military HH: No	18% (340)	28% (511)	11% (208)	20% (373)	23% (420)	1851
RD/WT: Right Direction	20% (150)	28% (215)	11% (86)	16% (127)	25% (191)	769
RD/WT: Wrong Track	18% (260)	27% (393)	12% (173)	21% (305)	21% (300)	1431
Trump Job Approve	20% (181)	28% (260)	12% (111)	17% (157)	23% (211)	920
Trump Job Disapprove	18% (208)	29% (333)	12% (138)	23% (259)	18% (212)	1150

Continued on next page

**Table HR5\_9:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Required all employees to wear gloves*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (410)	28% (607)	12% (259)	20% (432)	22% (492)	2200
Trump Job Strongly Approve	19% (98)	23% (120)	12% (62)	20% (105)	26% (133)	518
Trump Job Somewhat Approve	21% (83)	35% (140)	12% (49)	13% (51)	19% (78)	401
Trump Job Somewhat Disapprove	17% (46)	28% (77)	16% (45)	19% (52)	19% (53)	273
Trump Job Strongly Disapprove	19% (162)	29% (256)	11% (93)	24% (207)	18% (159)	878
Favorable of Trump	20% (179)	27% (243)	11% (100)	18% (163)	23% (201)	885
Unfavorable of Trump	19% (218)	30% (340)	13% (143)	21% (244)	17% (197)	1142
Very Favorable of Trump	22% (119)	24% (130)	11% (59)	20% (110)	23% (123)	541
Somewhat Favorable of Trump	17% (60)	33% (113)	12% (40)	15% (53)	23% (78)	344
Somewhat Unfavorable of Trump	18% (45)	33% (81)	15% (37)	17% (41)	17% (42)	246
Very Unfavorable of Trump	19% (172)	29% (259)	12% (107)	23% (203)	17% (155)	896
#1 Issue: Economy	22% (166)	29% (218)	13% (97)	17% (130)	19% (144)	756
#1 Issue: Security	18% (47)	27% (68)	12% (31)	18% (46)	25% (63)	255
#1 Issue: Health Care	17% (76)	32% (145)	12% (57)	22% (101)	18% (81)	460
#1 Issue: Medicare / Social Security	15% (40)	26% (66)	9% (24)	27% (69)	23% (60)	259
#1 Issue: Women's Issues	26% (28)	19% (20)	14% (15)	14% (15)	28% (30)	109
#1 Issue: Education	12% (17)	25% (36)	15% (22)	23% (33)	24% (35)	143
#1 Issue: Energy	26% (24)	32% (29)	5% (5)	7% (6)	30% (28)	92
#1 Issue: Other	10% (12)	19% (24)	6% (8)	26% (33)	40% (50)	126
2018 House Vote: Democrat	20% (146)	31% (227)	10% (76)	22% (162)	18% (130)	742
2018 House Vote: Republican	19% (121)	28% (179)	12% (76)	20% (125)	22% (141)	642
2018 House Vote: Someone else	19% (15)	30% (24)	15% (12)	17% (14)	19% (15)	82
2016 Vote: Hillary Clinton	18% (119)	31% (201)	11% (71)	22% (144)	18% (115)	649
2016 Vote: Donald Trump	18% (124)	28% (191)	11% (77)	20% (133)	22% (149)	673
2016 Vote: Other	20% (32)	33% (53)	12% (19)	21% (33)	16% (25)	161
2016 Vote: Didn't Vote	19% (134)	23% (161)	13% (92)	17% (121)	28% (202)	712
Voted in 2014: Yes	18% (219)	31% (377)	11% (135)	21% (256)	20% (246)	1233
Voted in 2014: No	20% (191)	24% (230)	13% (124)	18% (176)	25% (245)	967

Continued on next page

**Table HR5\_9:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Required all employees to wear gloves*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (410)	28% (607)	12% (259)	20% (432)	22% (492)	2200
2012 Vote: Barack Obama	20% (151)	32% (247)	10% (77)	23% (178)	16% (120)	773
2012 Vote: Mitt Romney	16% (82)	30% (152)	10% (52)	19% (95)	24% (122)	503
2012 Vote: Other	13% (9)	26% (19)	12% (8)	16% (12)	33% (24)	73
2012 Vote: Didn't Vote	20% (168)	22% (189)	14% (121)	17% (146)	26% (224)	848
4-Region: Northeast	20% (78)	31% (121)	11% (42)	20% (79)	19% (73)	394
4-Region: Midwest	16% (73)	31% (144)	11% (50)	20% (90)	23% (105)	462
4-Region: South	19% (153)	25% (205)	14% (113)	19% (158)	24% (195)	824
4-Region: West	20% (106)	26% (138)	10% (54)	20% (104)	23% (118)	520
Watch TV: Every day	20% (216)	26% (278)	12% (133)	22% (234)	20% (209)	1071
Watch TV: Several times per week	18% (92)	34% (176)	10% (54)	15% (80)	22% (116)	519
Watch TV: About once per week	21% (33)	30% (47)	9% (14)	18% (28)	22% (35)	156
Watch TV: Several times per month	21% (23)	30% (34)	13% (15)	18% (20)	19% (22)	113
Watch TV: About once per month	11% (7)	27% (18)	28% (20)	10% (7)	24% (17)	69
Watch TV: Less often than once per month	25% (20)	25% (21)	11% (9)	18% (15)	22% (18)	83
Watch TV: Never	9% (17)	18% (34)	8% (15)	25% (47)	40% (76)	189
Watch Movies: Every day	26% (119)	24% (109)	14% (64)	20% (90)	16% (71)	453
Watch Movies: Several times per week	20% (120)	33% (198)	9% (54)	18% (110)	19% (114)	596
Watch Movies: About once per week	19% (66)	28% (96)	14% (46)	16% (56)	22% (75)	338
Watch Movies: Several times per month	18% (46)	27% (69)	14% (37)	22% (57)	18% (46)	255
Watch Movies: About once per month	12% (21)	26% (48)	14% (25)	20% (37)	28% (50)	181
Watch Movies: Less often than once per month	12% (21)	31% (54)	11% (19)	15% (27)	30% (53)	173
Watch Movies: Never	8% (17)	17% (34)	7% (14)	27% (56)	41% (83)	204
Watch Sporting Events: Every day	27% (35)	25% (32)	10% (13)	20% (26)	18% (23)	129
Watch Sporting Events: Several times per week	19% (54)	32% (90)	13% (36)	19% (55)	18% (50)	285
Watch Sporting Events: About once per week	22% (52)	26% (61)	16% (38)	18% (43)	17% (39)	233
Watch Sporting Events: Several times per month	20% (41)	37% (78)	9% (20)	18% (38)	16% (33)	210
Watch Sporting Events: About once per month	21% (35)	21% (35)	11% (18)	21% (36)	26% (44)	168
Watch Sporting Events: Less often than once per month	17% (60)	31% (111)	12% (45)	21% (75)	19% (67)	358
Watch Sporting Events: Never	16% (133)	24% (200)	11% (89)	20% (160)	29% (235)	818

Continued on next page

**Table HR5\_9:** *And if a movie theater did the following, would you be more or less likely to go to a movie within a month of your state passing White House benchmarks for re-opening the economy?  
Required all employees to wear gloves*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (410)	28% (607)	12% (259)	20% (432)	22% (492)	2200
Cable TV: Currently subscribe	21% (208)	28% (278)	11% (108)	18% (182)	22% (223)	999
Cable TV: Subscribed in past	17% (123)	30% (218)	14% (99)	21% (150)	18% (131)	721
Cable TV: Never subscribed	16% (79)	23% (111)	11% (52)	21% (100)	29% (137)	480
Satellite TV: Currently subscribe	20% (97)	26% (128)	9% (44)	19% (95)	26% (125)	488
Satellite TV: Subscribed in past	21% (130)	30% (180)	13% (82)	19% (116)	17% (101)	609
Satellite TV: Never subscribed	17% (183)	27% (299)	12% (134)	20% (221)	24% (266)	1103
Streaming Services: Currently subscribe	20% (266)	30% (401)	12% (153)	19% (245)	19% (253)	1317
Streaming Services: Subscribed in past	18% (44)	21% (52)	18% (43)	19% (47)	24% (58)	245
Streaming Services: Never subscribed	16% (100)	24% (154)	10% (63)	22% (140)	28% (181)	638
Film: An avid fan	24% (170)	29% (205)	11% (78)	20% (142)	17% (120)	715
Film: A casual fan	16% (196)	30% (361)	13% (154)	18% (213)	23% (280)	1203
Film: Not a fan	16% (44)	15% (42)	9% (26)	28% (78)	33% (92)	282
Television: An avid fan	22% (226)	28% (282)	10% (106)	21% (208)	19% (192)	1013
Television: A casual fan	16% (163)	28% (281)	13% (133)	19% (187)	24% (238)	1003
Television: Not a fan	11% (21)	24% (44)	11% (21)	20% (37)	33% (61)	184
Music: An avid fan	23% (246)	26% (277)	12% (131)	20% (211)	19% (201)	1065
Music: A casual fan	15% (150)	31% (307)	12% (119)	18% (184)	24% (241)	1001
Music: Not a fan	10% (14)	17% (23)	7% (9)	27% (37)	38% (50)	133
Fashion: An avid fan	28% (76)	22% (60)	16% (43)	17% (46)	17% (46)	270
Fashion: A casual fan	20% (191)	29% (268)	14% (127)	18% (172)	19% (176)	934
Fashion: Not a fan	14% (143)	28% (280)	9% (89)	21% (214)	27% (270)	996

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

**Table HR6\_INET:** Now on another topic...How old is your child? If you have multiple children, please select all that apply.  
 Younger than 5 years old

Demographic	Selected		Not Selected		Total N
Adults	20%	(193)	80%	(780)	973
Gender: Male	15%	(68)	85%	(375)	442
Gender: Female	24%	(125)	76%	(406)	531
Age: 18-29	62%	(68)	38%	(43)	111
Age: 30-44	38%	(106)	62%	(174)	280
Age: 45-54	5%	(10)	95%	(190)	201
Age: 55-64	3%	(6)	97%	(170)	176
Age: 65+	1%	(3)	99%	(203)	206
Millennial: Age 23-38	53%	(131)	47%	(118)	249
Generation X: Age 39-54	10%	(33)	90%	(286)	319
Boomers: Age 55-73	3%	(9)	97%	(331)	340
PID: Dem (no lean)	14%	(46)	86%	(285)	330
PID: Ind (no lean)	29%	(84)	71%	(211)	295
PID: Rep (no lean)	18%	(63)	82%	(284)	348
PID/Gender: Dem Men	7%	(10)	93%	(127)	137
PID/Gender: Dem Women	18%	(36)	82%	(158)	193
PID/Gender: Ind Men	24%	(29)	76%	(95)	124
PID/Gender: Ind Women	32%	(55)	68%	(117)	171
PID/Gender: Rep Men	16%	(28)	84%	(153)	181
PID/Gender: Rep Women	21%	(35)	79%	(131)	166
Ideo: Liberal (1-3)	23%	(58)	77%	(195)	253
Ideo: Moderate (4)	18%	(45)	82%	(208)	253
Ideo: Conservative (5-7)	17%	(61)	83%	(301)	362
Educ: < College	21%	(132)	79%	(514)	646
Educ: Bachelors degree	20%	(41)	80%	(162)	203
Educ: Post-grad	16%	(20)	84%	(105)	125
Income: Under 50k	22%	(96)	78%	(337)	434
Income: 50k-100k	20%	(72)	80%	(281)	353
Income: 100k+	13%	(25)	87%	(162)	187
Ethnicity: White	20%	(157)	80%	(626)	783
Ethnicity: Hispanic	29%	(48)	71%	(115)	163
Ethnicity: Afr. Am.	13%	(15)	87%	(100)	115

Continued on next page

**Table HR6\_1NET:** Now on another topic...How old is your child? If you have multiple children, please select all that apply.  
Younger than 5 years old

Demographic	Selected	Not Selected	Total N
Adults	20% (193)	80% (780)	973
Ethnicity: Other	28% (21)	72% (55)	76
All Christian	17% (83)	83% (414)	496
Agnostic/Nothing in particular	25% (99)	75% (297)	395
Religious Non-Protestant/Catholic	20% (12)	80% (49)	61
Evangelical	17% (45)	83% (225)	270
Non-Evangelical	19% (73)	81% (304)	377
Community: Urban	21% (54)	79% (200)	254
Community: Suburban	17% (79)	83% (378)	457
Community: Rural	23% (61)	77% (202)	263
Employ: Private Sector	23% (72)	77% (240)	312
Employ: Government	29% (19)	71% (46)	65
Employ: Self-Employed	28% (23)	72% (60)	83
Employ: Homemaker	33% (38)	67% (78)	116
Employ: Retired	2% (5)	98% (216)	221
Employ: Unemployed	23% (22)	77% (72)	94
Employ: Other	14% (10)	86% (62)	72
Military HH: Yes	12% (21)	88% (152)	173
Military HH: No	22% (173)	78% (628)	801
RD/WT: Right Direction	17% (66)	83% (322)	388
RD/WT: Wrong Track	22% (127)	78% (458)	586
Trump Job Approve	17% (81)	83% (392)	473
Trump Job Disapprove	20% (91)	80% (351)	442
Trump Job Strongly Approve	13% (36)	87% (233)	269
Trump Job Somewhat Approve	22% (45)	78% (159)	204
Trump Job Somewhat Disapprove	26% (28)	74% (79)	107
Trump Job Strongly Disapprove	19% (63)	81% (272)	334
Favorable of Trump	16% (73)	84% (377)	450
Unfavorable of Trump	23% (101)	77% (344)	445

Continued on next page



**Table HR6\_INET:** Now on another topic...How old is your child? If you have multiple children, please select all that apply.  
 Younger than 5 years old

Demographic	Selected		Not Selected		Total N
Adults	20%	(193)	80%	(780)	973
Very Favorable of Trump	17%	(48)	83%	(231)	279
Somewhat Favorable of Trump	15%	(25)	85%	(146)	171
Somewhat Unfavorable of Trump	33%	(33)	67%	(68)	101
Very Unfavorable of Trump	20%	(68)	80%	(275)	344
#1 Issue: Economy	22%	(81)	78%	(286)	367
#1 Issue: Security	15%	(20)	85%	(111)	132
#1 Issue: Health Care	16%	(29)	84%	(151)	180
#1 Issue: Medicare / Social Security	7%	(9)	93%	(121)	130
#1 Issue: Other	15%	(10)	85%	(53)	62
2018 House Vote: Democrat	18%	(62)	82%	(283)	345
2018 House Vote: Republican	15%	(50)	85%	(286)	337
2016 Vote: Hillary Clinton	17%	(48)	83%	(239)	287
2016 Vote: Donald Trump	13%	(47)	87%	(323)	370
2016 Vote: Other	28%	(19)	72%	(48)	67
2016 Vote: Didn't Vote	32%	(79)	68%	(168)	246
Voted in 2014: Yes	15%	(95)	85%	(541)	636
Voted in 2014: No	29%	(98)	71%	(240)	338
2012 Vote: Barack Obama	17%	(65)	83%	(320)	384
2012 Vote: Mitt Romney	11%	(30)	89%	(248)	279
2012 Vote: Didn't Vote	33%	(90)	67%	(186)	276
4-Region: Northeast	20%	(34)	80%	(133)	167
4-Region: Midwest	18%	(38)	82%	(166)	204
4-Region: South	21%	(78)	79%	(294)	373
4-Region: West	19%	(44)	81%	(186)	230
Watch TV: Every day	20%	(97)	80%	(386)	483
Watch TV: Several times per week	20%	(45)	80%	(181)	227
Watch TV: About once per week	26%	(17)	74%	(49)	66
Watch TV: Never	10%	(9)	90%	(77)	85

Continued on next page

**Table HR6\_INET:** Now on another topic...How old is your child? If you have multiple children, please select all that apply.  
Younger than 5 years old

Demographic	Selected	Not Selected	Total N
Adults	20% (193)	80% (780)	973
Watch Movies: Every day	26% (50)	74% (143)	193
Watch Movies: Several times per week	24% (70)	76% (222)	291
Watch Movies: About once per week	22% (32)	78% (110)	142
Watch Movies: Several times per month	17% (18)	83% (90)	108
Watch Movies: About once per month	11% (8)	89% (63)	71
Watch Movies: Less often than once per month	12% (9)	88% (61)	70
Watch Movies: Never	7% (7)	93% (91)	99
Watch Sporting Events: Every day	18% (11)	82% (53)	65
Watch Sporting Events: Several times per week	22% (32)	78% (111)	143
Watch Sporting Events: About once per week	14% (14)	86% (88)	101
Watch Sporting Events: Several times per month	21% (23)	79% (85)	108
Watch Sporting Events: About once per month	19% (15)	81% (64)	79
Watch Sporting Events: Less often than once per month	15% (22)	85% (124)	146
Watch Sporting Events: Never	23% (77)	77% (256)	333
Cable TV: Currently subscribe	16% (76)	84% (404)	481
Cable TV: Subscribed in past	26% (84)	74% (240)	324
Cable TV: Never subscribed	20% (33)	80% (136)	169
Satellite TV: Currently subscribe	17% (40)	83% (200)	241
Satellite TV: Subscribed in past	27% (76)	73% (207)	282
Satellite TV: Never subscribed	17% (77)	83% (373)	451
Streaming Services: Currently subscribe	22% (132)	78% (477)	609
Streaming Services: Subscribed in past	40% (35)	60% (53)	88
Streaming Services: Never subscribed	10% (27)	90% (250)	276
Film: An avid fan	21% (68)	79% (257)	325
Film: A casual fan	20% (107)	80% (427)	534
Film: Not a fan	16% (18)	84% (96)	114
Television: An avid fan	15% (71)	85% (410)	480
Television: A casual fan	24% (104)	76% (325)	429
Television: Not a fan	29% (19)	71% (45)	64

Continued on next page

**Table HR6\_1NET:** Now on another topic...How old is your child? If you have multiple children, please select all that apply.  
 Younger than 5 years old

Demographic	Selected		Not Selected		Total N
Adults	20%	(193)	80%	(780)	973
Music: An avid fan	23%	(109)	77%	(357)	466
Music: A casual fan	17%	(79)	83%	(374)	452
Music: Not a fan	11%	(6)	89%	(50)	56
Fashion: An avid fan	24%	(29)	76%	(90)	119
Fashion: A casual fan	25%	(110)	75%	(328)	438
Fashion: Not a fan	13%	(54)	87%	(362)	416

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

**Table HR6\_2NET:** Now on another topic...How old is your child? If you have multiple children, please select all that apply.  
6 to 8 years old

Demographic	Selected		Not Selected		Total N
Adults	13%	(129)	87%	(845)	973
Gender: Male	15%	(65)	85%	(377)	442
Gender: Female	12%	(63)	88%	(468)	531
Age: 18-29	24%	(27)	76%	(84)	111
Age: 30-44	28%	(79)	72%	(201)	280
Age: 45-54	7%	(15)	93%	(186)	201
Age: 55-64	4%	(6)	96%	(170)	176
Age: 65+	1%	(1)	99%	(204)	206
Millennial: Age 23-38	30%	(76)	70%	(174)	249
Generation X: Age 39-54	14%	(43)	86%	(276)	319
Boomers: Age 55-73	2%	(8)	98%	(332)	340
PID: Dem (no lean)	17%	(58)	83%	(273)	330
PID: Ind (no lean)	12%	(35)	88%	(261)	295
PID: Rep (no lean)	10%	(36)	90%	(311)	348
PID/Gender: Dem Men	20%	(27)	80%	(110)	137
PID/Gender: Dem Women	16%	(30)	84%	(163)	193
PID/Gender: Ind Men	15%	(18)	85%	(106)	124
PID/Gender: Ind Women	10%	(16)	90%	(155)	171
PID/Gender: Rep Men	11%	(20)	89%	(161)	181
PID/Gender: Rep Women	10%	(16)	90%	(150)	166
Ideo: Liberal (1-3)	14%	(36)	86%	(216)	253
Ideo: Moderate (4)	14%	(35)	86%	(218)	253
Ideo: Conservative (5-7)	11%	(40)	89%	(322)	362
Educ: < College	11%	(73)	89%	(574)	646
Educ: Bachelors degree	15%	(31)	85%	(172)	203
Educ: Post-grad	20%	(25)	80%	(100)	125
Income: Under 50k	13%	(57)	87%	(377)	434
Income: 50k-100k	12%	(42)	88%	(311)	353
Income: 100k+	16%	(31)	84%	(156)	187
Ethnicity: White	11%	(89)	89%	(694)	783
Ethnicity: Hispanic	17%	(27)	83%	(136)	163
Ethnicity: Afr. Am.	18%	(21)	82%	(95)	115

Continued on next page

**Table HR6\_2NET:** Now on another topic...How old is your child? If you have multiple children, please select all that apply.  
 6 to 8 years old

Demographic	Selected		Not Selected		Total N
Adults	13%	(129)	87%	(845)	973
Ethnicity: Other	26%	(19)	74%	(56)	76
All Christian	10%	(50)	90%	(446)	496
Agnostic/Nothing in particular	15%	(58)	85%	(337)	395
Religious Non-Protestant/Catholic	28%	(17)	72%	(44)	61
Evangelical	9%	(24)	91%	(246)	270
Non-Evangelical	9%	(33)	91%	(344)	377
Community: Urban	21%	(53)	79%	(200)	254
Community: Suburban	11%	(52)	89%	(405)	457
Community: Rural	9%	(23)	91%	(240)	263
Employ: Private Sector	19%	(59)	81%	(253)	312
Employ: Government	13%	(8)	87%	(57)	65
Employ: Self-Employed	21%	(18)	79%	(65)	83
Employ: Homemaker	21%	(24)	79%	(92)	116
Employ: Retired	1%	(3)	99%	(219)	221
Employ: Unemployed	5%	(4)	95%	(89)	94
Employ: Other	12%	(8)	88%	(64)	72
Military HH: Yes	10%	(18)	90%	(155)	173
Military HH: No	14%	(111)	86%	(689)	801
RD/WT: Right Direction	13%	(49)	87%	(338)	388
RD/WT: Wrong Track	14%	(79)	86%	(506)	586
Trump Job Approve	12%	(57)	88%	(416)	473
Trump Job Disapprove	14%	(60)	86%	(381)	442
Trump Job Strongly Approve	10%	(28)	90%	(241)	269
Trump Job Somewhat Approve	14%	(29)	86%	(174)	204
Trump Job Somewhat Disapprove	17%	(19)	83%	(89)	107
Trump Job Strongly Disapprove	12%	(42)	88%	(293)	334
Favorable of Trump	9%	(42)	91%	(408)	450
Unfavorable of Trump	16%	(73)	84%	(372)	445

Continued on next page

**Table HR6\_2NET:** Now on another topic...How old is your child? If you have multiple children, please select all that apply.  
6 to 8 years old

Demographic	Selected		Not Selected		Total N
Adults	13%	(129)	87%	(845)	973
Very Favorable of Trump	9%	(26)	91%	(252)	279
Somewhat Favorable of Trump	9%	(15)	91%	(156)	171
Somewhat Unfavorable of Trump	25%	(26)	75%	(76)	101
Very Unfavorable of Trump	14%	(47)	86%	(296)	344
#1 Issue: Economy	16%	(59)	84%	(308)	367
#1 Issue: Security	9%	(11)	91%	(120)	132
#1 Issue: Health Care	14%	(26)	86%	(154)	180
#1 Issue: Medicare / Social Security	4%	(6)	96%	(124)	130
#1 Issue: Other	9%	(6)	91%	(57)	62
2018 House Vote: Democrat	14%	(49)	86%	(295)	345
2018 House Vote: Republican	12%	(39)	88%	(297)	337
2016 Vote: Hillary Clinton	14%	(39)	86%	(248)	287
2016 Vote: Donald Trump	12%	(45)	88%	(326)	370
2016 Vote: Other	12%	(8)	88%	(59)	67
2016 Vote: Didn't Vote	15%	(37)	85%	(209)	246
Voted in 2014: Yes	12%	(77)	88%	(558)	636
Voted in 2014: No	15%	(51)	85%	(286)	338
2012 Vote: Barack Obama	15%	(58)	85%	(326)	384
2012 Vote: Mitt Romney	9%	(25)	91%	(253)	279
2012 Vote: Didn't Vote	15%	(42)	85%	(234)	276
4-Region: Northeast	14%	(23)	86%	(144)	167
4-Region: Midwest	11%	(23)	89%	(181)	204
4-Region: South	12%	(45)	88%	(328)	373
4-Region: West	16%	(38)	84%	(192)	230
Watch TV: Every day	12%	(57)	88%	(426)	483
Watch TV: Several times per week	17%	(40)	83%	(187)	227
Watch TV: About once per week	20%	(13)	80%	(53)	66
Watch TV: Never	2%	(2)	98%	(83)	85

Continued on next page

**Table HR6\_2NET:** Now on another topic...How old is your child? If you have multiple children, please select all that apply.  
 6 to 8 years old

Demographic	Selected		Not Selected		Total N
Adults	13%	(129)	87%	(845)	973
Watch Movies: Every day	17%	(32)	83%	(161)	193
Watch Movies: Several times per week	15%	(43)	85%	(248)	291
Watch Movies: About once per week	12%	(17)	88%	(125)	142
Watch Movies: Several times per month	17%	(18)	83%	(89)	108
Watch Movies: About once per month	9%	(6)	91%	(64)	71
Watch Movies: Less often than once per month	11%	(8)	89%	(62)	70
Watch Movies: Never	3%	(3)	97%	(95)	99
Watch Sporting Events: Every day	23%	(15)	77%	(50)	65
Watch Sporting Events: Several times per week	18%	(26)	82%	(116)	143
Watch Sporting Events: About once per week	10%	(10)	90%	(91)	101
Watch Sporting Events: Several times per month	16%	(17)	84%	(90)	108
Watch Sporting Events: About once per month	14%	(11)	86%	(68)	79
Watch Sporting Events: Less often than once per month	5%	(8)	95%	(138)	146
Watch Sporting Events: Never	12%	(41)	88%	(292)	333
Cable TV: Currently subscribe	14%	(65)	86%	(416)	481
Cable TV: Subscribed in past	12%	(40)	88%	(283)	324
Cable TV: Never subscribed	14%	(23)	86%	(146)	169
Satellite TV: Currently subscribe	12%	(28)	88%	(212)	241
Satellite TV: Subscribed in past	15%	(43)	85%	(239)	282
Satellite TV: Never subscribed	13%	(57)	87%	(393)	451
Streaming Services: Currently subscribe	16%	(96)	84%	(513)	609
Streaming Services: Subscribed in past	14%	(12)	86%	(76)	88
Streaming Services: Never subscribed	7%	(21)	93%	(256)	276
Film: An avid fan	14%	(47)	86%	(279)	325
Film: A casual fan	14%	(73)	86%	(461)	534
Film: Not a fan	8%	(9)	92%	(105)	114
Television: An avid fan	13%	(65)	87%	(416)	480
Television: A casual fan	13%	(54)	87%	(375)	429
Television: Not a fan	15%	(10)	85%	(54)	64

Continued on next page

**Table HR6\_2NET:** Now on another topic...How old is your child? If you have multiple children, please select all that apply.  
6 to 8 years old

Demographic	Selected		Not Selected		Total N
Adults	13%	(129)	87%	(845)	973
Music: An avid fan	18%	(82)	82%	(384)	466
Music: A casual fan	9%	(40)	91%	(412)	452
Music: Not a fan	13%	(7)	87%	(49)	56
Fashion: An avid fan	18%	(21)	82%	(98)	119
Fashion: A casual fan	14%	(60)	86%	(378)	438
Fashion: Not a fan	12%	(48)	88%	(368)	416

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



**Table HR6\_3NET:** Now on another topic...How old is your child? If you have multiple children, please select all that apply.  
 9 to 12 years old

Demographic	Selected		Not Selected		Total N
Adults	20%	(191)	80%	(783)	973
Gender: Male	22%	(98)	78%	(344)	442
Gender: Female	17%	(93)	83%	(438)	531
Age: 18-29	28%	(31)	72%	(80)	111
Age: 30-44	36%	(102)	64%	(178)	280
Age: 45-54	21%	(42)	79%	(158)	201
Age: 55-64	7%	(12)	93%	(164)	176
Age: 65+	2%	(3)	98%	(203)	206
Millennial: Age 23-38	34%	(85)	66%	(164)	249
Generation X: Age 39-54	28%	(90)	72%	(229)	319
Boomers: Age 55-73	4%	(15)	96%	(325)	340
PID: Dem (no lean)	22%	(71)	78%	(259)	330
PID: Ind (no lean)	17%	(50)	83%	(245)	295
PID: Rep (no lean)	20%	(69)	80%	(279)	348
PID/Gender: Dem Men	28%	(39)	72%	(99)	137
PID/Gender: Dem Women	17%	(33)	83%	(160)	193
PID/Gender: Ind Men	15%	(18)	85%	(106)	124
PID/Gender: Ind Women	19%	(32)	81%	(139)	171
PID/Gender: Rep Men	23%	(41)	77%	(140)	181
PID/Gender: Rep Women	17%	(28)	83%	(139)	166
Ideo: Liberal (1-3)	24%	(62)	76%	(191)	253
Ideo: Moderate (4)	23%	(57)	77%	(196)	253
Ideo: Conservative (5-7)	14%	(52)	86%	(309)	362
Educ: < College	18%	(113)	82%	(533)	646
Educ: Bachelors degree	23%	(47)	77%	(156)	203
Educ: Post-grad	24%	(30)	76%	(94)	125
Income: Under 50k	15%	(67)	85%	(366)	434
Income: 50k-100k	21%	(74)	79%	(279)	353
Income: 100k+	26%	(49)	74%	(138)	187
Ethnicity: White	19%	(147)	81%	(635)	783
Ethnicity: Hispanic	30%	(49)	70%	(114)	163
Ethnicity: Afr. Am.	23%	(26)	77%	(89)	115

Continued on next page

**Table HR6\_3NET:** Now on another topic...How old is your child? If you have multiple children, please select all that apply.  
9 to 12 years old

Demographic	Selected	Not Selected	Total N
Adults	20% (191)	80% (783)	973
Ethnicity: Other	23% (17)	77% (59)	76
All Christian	16% (80)	84% (417)	496
Agnostic/Nothing in particular	21% (81)	79% (314)	395
Religious Non-Protestant/Catholic	35% (21)	65% (40)	61
Evangelical	15% (39)	85% (231)	270
Non-Evangelical	17% (65)	83% (312)	377
Community: Urban	23% (59)	77% (194)	254
Community: Suburban	19% (85)	81% (372)	457
Community: Rural	18% (46)	82% (217)	263
Employ: Private Sector	28% (86)	72% (226)	312
Employ: Government	21% (14)	79% (51)	65
Employ: Self-Employed	22% (18)	78% (65)	83
Employ: Homemaker	30% (35)	70% (81)	116
Employ: Retired	4% (9)	96% (212)	221
Employ: Unemployed	11% (10)	89% (84)	94
Employ: Other	20% (15)	80% (58)	72
Military HH: Yes	19% (33)	81% (140)	173
Military HH: No	20% (158)	80% (643)	801
RD/WT: Right Direction	21% (83)	79% (305)	388
RD/WT: Wrong Track	18% (107)	82% (478)	586
Trump Job Approve	22% (103)	78% (370)	473
Trump Job Disapprove	19% (85)	81% (357)	442
Trump Job Strongly Approve	21% (58)	79% (211)	269
Trump Job Somewhat Approve	22% (45)	78% (159)	204
Trump Job Somewhat Disapprove	27% (29)	73% (78)	107
Trump Job Strongly Disapprove	17% (56)	83% (279)	334
Favorable of Trump	20% (91)	80% (359)	450
Unfavorable of Trump	19% (83)	81% (362)	445

Continued on next page

**Table HR6\_3NET:** Now on another topic...How old is your child? If you have multiple children, please select all that apply.  
 9 to 12 years old

Demographic	Selected		Not Selected		Total N
Adults	20%	(191)	80%	(783)	973
Very Favorable of Trump	18%	(50)	82%	(228)	279
Somewhat Favorable of Trump	24%	(41)	76%	(130)	171
Somewhat Unfavorable of Trump	25%	(25)	75%	(77)	101
Very Unfavorable of Trump	17%	(58)	83%	(285)	344
#1 Issue: Economy	25%	(92)	75%	(275)	367
#1 Issue: Security	17%	(23)	83%	(109)	132
#1 Issue: Health Care	19%	(34)	81%	(146)	180
#1 Issue: Medicare / Social Security	9%	(11)	91%	(119)	130
#1 Issue: Other	10%	(6)	90%	(56)	62
2018 House Vote: Democrat	23%	(80)	77%	(265)	345
2018 House Vote: Republican	16%	(53)	84%	(283)	337
2016 Vote: Hillary Clinton	21%	(61)	79%	(226)	287
2016 Vote: Donald Trump	18%	(68)	82%	(303)	370
2016 Vote: Other	23%	(15)	77%	(52)	67
2016 Vote: Didn't Vote	18%	(45)	82%	(201)	246
Voted in 2014: Yes	19%	(120)	81%	(516)	636
Voted in 2014: No	21%	(70)	79%	(267)	338
2012 Vote: Barack Obama	22%	(85)	78%	(299)	384
2012 Vote: Mitt Romney	18%	(49)	82%	(230)	279
2012 Vote: Didn't Vote	18%	(51)	82%	(225)	276
4-Region: Northeast	19%	(32)	81%	(135)	167
4-Region: Midwest	18%	(36)	82%	(168)	204
4-Region: South	16%	(60)	84%	(312)	373
4-Region: West	27%	(62)	73%	(168)	230
Watch TV: Every day	18%	(85)	82%	(398)	483
Watch TV: Several times per week	25%	(57)	75%	(170)	227
Watch TV: About once per week	22%	(15)	78%	(51)	66
Watch TV: Never	17%	(14)	83%	(71)	85

Continued on next page

**Table HR6\_3NET:** Now on another topic...How old is your child? If you have multiple children, please select all that apply.  
9 to 12 years old

Demographic	Selected	Not Selected	Total N
Adults	20% (191)	80% (783)	973
Watch Movies: Every day	20% (39)	80% (154)	193
Watch Movies: Several times per week	24% (71)	76% (221)	291
Watch Movies: About once per week	19% (28)	81% (114)	142
Watch Movies: Several times per month	18% (20)	82% (88)	108
Watch Movies: About once per month	11% (7)	89% (63)	71
Watch Movies: Less often than once per month	14% (10)	86% (60)	70
Watch Movies: Never	16% (16)	84% (83)	99
Watch Sporting Events: Every day	28% (18)	72% (47)	65
Watch Sporting Events: Several times per week	28% (40)	72% (102)	143
Watch Sporting Events: About once per week	25% (25)	75% (76)	101
Watch Sporting Events: Several times per month	18% (19)	82% (88)	108
Watch Sporting Events: About once per month	19% (15)	81% (64)	79
Watch Sporting Events: Less often than once per month	15% (21)	85% (124)	146
Watch Sporting Events: Never	16% (52)	84% (281)	333
Cable TV: Currently subscribe	20% (95)	80% (386)	481
Cable TV: Subscribed in past	18% (59)	82% (265)	324
Cable TV: Never subscribed	22% (37)	78% (131)	169
Satellite TV: Currently subscribe	21% (49)	79% (191)	241
Satellite TV: Subscribed in past	21% (58)	79% (224)	282
Satellite TV: Never subscribed	18% (83)	82% (368)	451
Streaming Services: Currently subscribe	23% (142)	77% (466)	609
Streaming Services: Subscribed in past	15% (13)	85% (75)	88
Streaming Services: Never subscribed	13% (35)	87% (242)	276
Film: An avid fan	21% (69)	79% (256)	325
Film: A casual fan	21% (110)	79% (424)	534
Film: Not a fan	10% (11)	90% (103)	114
Television: An avid fan	21% (99)	79% (381)	480
Television: A casual fan	19% (82)	81% (347)	429
Television: Not a fan	15% (10)	85% (54)	64

Continued on next page

**Table HR6\_3NET:** *Now on another topic...How old is your child? If you have multiple children, please select all that apply.  
 9 to 12 years old*

Demographic	Selected		Not Selected		Total N
Adults	20%	(191)	80%	(783)	973
Music: An avid fan	21%	(97)	79%	(369)	466
Music: A casual fan	19%	(85)	81%	(367)	452
Music: Not a fan	16%	(9)	84%	(47)	56
Fashion: An avid fan	25%	(30)	75%	(89)	119
Fashion: A casual fan	20%	(89)	80%	(349)	438
Fashion: Not a fan	17%	(72)	83%	(344)	416

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

**Table HR6\_4NET:** Now on another topic...How old is your child? If you have multiple children, please select all that apply.  
13 to 18 years old

Demographic	Selected		Not Selected		Total N
Adults	22%	(212)	78%	(762)	973
Gender: Male	20%	(91)	80%	(352)	442
Gender: Female	23%	(121)	77%	(410)	531
Age: 18-29	7%	(8)	93%	(103)	111
Age: 30-44	35%	(98)	65%	(182)	280
Age: 45-54	41%	(82)	59%	(119)	201
Age: 55-64	11%	(19)	89%	(157)	176
Age: 65+	2%	(5)	98%	(201)	206
Millennial: Age 23-38	19%	(47)	81%	(203)	249
Generation X: Age 39-54	44%	(141)	56%	(178)	319
Boomers: Age 55-73	7%	(23)	93%	(317)	340
PID: Dem (no lean)	21%	(71)	79%	(260)	330
PID: Ind (no lean)	20%	(59)	80%	(236)	295
PID: Rep (no lean)	24%	(82)	76%	(265)	348
PID/Gender: Dem Men	16%	(22)	84%	(115)	137
PID/Gender: Dem Women	25%	(49)	75%	(145)	193
PID/Gender: Ind Men	20%	(25)	80%	(99)	124
PID/Gender: Ind Women	20%	(34)	80%	(137)	171
PID/Gender: Rep Men	24%	(43)	76%	(138)	181
PID/Gender: Rep Women	23%	(39)	77%	(128)	166
Ideo: Liberal (1-3)	18%	(45)	82%	(208)	253
Ideo: Moderate (4)	24%	(60)	76%	(193)	253
Ideo: Conservative (5-7)	22%	(78)	78%	(283)	362
Educ: < College	19%	(125)	81%	(521)	646
Educ: Bachelors degree	30%	(61)	70%	(142)	203
Educ: Post-grad	21%	(27)	79%	(98)	125
Income: Under 50k	19%	(81)	81%	(353)	434
Income: 50k-100k	23%	(82)	77%	(271)	353
Income: 100k+	27%	(50)	73%	(137)	187
Ethnicity: White	22%	(169)	78%	(613)	783
Ethnicity: Hispanic	25%	(41)	75%	(122)	163
Ethnicity: Afr. Am.	15%	(17)	85%	(98)	115

Continued on next page

**Table HR6\_4NET:** Now on another topic...How old is your child? If you have multiple children, please select all that apply.  
 13 to 18 years old

Demographic	Selected		Not Selected		Total N
Adults	22%	(212)	78%	(762)	973
Ethnicity: Other	34%	(26)	66%	(50)	76
All Christian	20%	(97)	80%	(399)	496
Agnostic/Nothing in particular	24%	(95)	76%	(301)	395
Religious Non-Protestant/Catholic	20%	(12)	80%	(49)	61
Evangelical	24%	(66)	76%	(204)	270
Non-Evangelical	18%	(70)	82%	(307)	377
Community: Urban	21%	(53)	79%	(200)	254
Community: Suburban	23%	(107)	77%	(350)	457
Community: Rural	20%	(51)	80%	(212)	263
Employ: Private Sector	28%	(88)	72%	(224)	312
Employ: Government	17%	(11)	83%	(54)	65
Employ: Self-Employed	24%	(20)	76%	(63)	83
Employ: Homemaker	33%	(38)	67%	(78)	116
Employ: Retired	4%	(9)	96%	(212)	221
Employ: Unemployed	39%	(37)	61%	(57)	94
Employ: Other	13%	(10)	87%	(63)	72
Military HH: Yes	13%	(22)	87%	(151)	173
Military HH: No	24%	(190)	76%	(611)	801
RD/WT: Right Direction	22%	(84)	78%	(304)	388
RD/WT: Wrong Track	22%	(128)	78%	(458)	586
Trump Job Approve	23%	(107)	77%	(366)	473
Trump Job Disapprove	21%	(92)	79%	(349)	442
Trump Job Strongly Approve	23%	(63)	77%	(206)	269
Trump Job Somewhat Approve	22%	(44)	78%	(159)	204
Trump Job Somewhat Disapprove	23%	(25)	77%	(82)	107
Trump Job Strongly Disapprove	20%	(67)	80%	(267)	334
Favorable of Trump	24%	(110)	76%	(340)	450
Unfavorable of Trump	20%	(87)	80%	(358)	445

Continued on next page

**Table HR6\_4NET:** Now on another topic...How old is your child? If you have multiple children, please select all that apply.  
13 to 18 years old

Demographic	Selected	Not Selected	Total N
Adults	22% (212)	78% (762)	973
Very Favorable of Trump	23% (63)	77% (215)	279
Somewhat Favorable of Trump	27% (47)	73% (124)	171
Somewhat Unfavorable of Trump	18% (18)	82% (83)	101
Very Unfavorable of Trump	20% (70)	80% (274)	344
#1 Issue: Economy	28% (101)	72% (266)	367
#1 Issue: Security	23% (31)	77% (101)	132
#1 Issue: Health Care	19% (34)	81% (146)	180
#1 Issue: Medicare / Social Security	9% (11)	91% (118)	130
#1 Issue: Other	12% (8)	88% (55)	62
2018 House Vote: Democrat	20% (69)	80% (276)	345
2018 House Vote: Republican	21% (71)	79% (265)	337
2016 Vote: Hillary Clinton	19% (53)	81% (234)	287
2016 Vote: Donald Trump	23% (84)	77% (287)	370
2016 Vote: Other	19% (13)	81% (55)	67
2016 Vote: Didn't Vote	25% (61)	75% (186)	246
Voted in 2014: Yes	21% (132)	79% (504)	636
Voted in 2014: No	24% (80)	76% (257)	338
2012 Vote: Barack Obama	21% (79)	79% (305)	384
2012 Vote: Mitt Romney	23% (64)	77% (214)	279
2012 Vote: Didn't Vote	22% (59)	78% (216)	276
4-Region: Northeast	11% (18)	89% (149)	167
4-Region: Midwest	23% (46)	77% (158)	204
4-Region: South	25% (93)	75% (280)	373
4-Region: West	24% (55)	76% (175)	230
Watch TV: Every day	23% (109)	77% (374)	483
Watch TV: Several times per week	24% (54)	76% (173)	227
Watch TV: About once per week	14% (10)	86% (57)	66
Watch TV: Never	15% (13)	85% (73)	85

Continued on next page



**Table HR6\_4NET:** Now on another topic...How old is your child? If you have multiple children, please select all that apply.  
13 to 18 years old

Demographic	Selected	Not Selected	Total N
Adults	22% (212)	78% (762)	973
Watch Movies: Every day	24% (47)	76% (146)	193
Watch Movies: Several times per week	25% (72)	75% (220)	291
Watch Movies: About once per week	21% (31)	79% (111)	142
Watch Movies: Several times per month	22% (24)	78% (84)	108
Watch Movies: About once per month	24% (17)	76% (54)	71
Watch Movies: Less often than once per month	13% (9)	87% (61)	70
Watch Movies: Never	12% (12)	88% (86)	99
Watch Sporting Events: Every day	14% (9)	86% (56)	65
Watch Sporting Events: Several times per week	29% (41)	71% (102)	143
Watch Sporting Events: About once per week	25% (26)	75% (76)	101
Watch Sporting Events: Several times per month	23% (25)	77% (83)	108
Watch Sporting Events: About once per month	23% (18)	77% (61)	79
Watch Sporting Events: Less often than once per month	18% (27)	82% (119)	146
Watch Sporting Events: Never	20% (67)	80% (266)	333
Cable TV: Currently subscribe	22% (107)	78% (374)	481
Cable TV: Subscribed in past	24% (78)	76% (246)	324
Cable TV: Never subscribed	16% (28)	84% (141)	169
Satellite TV: Currently subscribe	23% (56)	77% (184)	241
Satellite TV: Subscribed in past	22% (62)	78% (220)	282
Satellite TV: Never subscribed	21% (94)	79% (357)	451
Streaming Services: Currently subscribe	26% (159)	74% (450)	609
Streaming Services: Subscribed in past	18% (16)	82% (72)	88
Streaming Services: Never subscribed	13% (37)	87% (239)	276
Film: An avid fan	26% (83)	74% (242)	325
Film: A casual fan	21% (114)	79% (420)	534
Film: Not a fan	13% (15)	87% (99)	114
Television: An avid fan	22% (108)	78% (373)	480
Television: A casual fan	21% (91)	79% (338)	429
Television: Not a fan	21% (14)	79% (50)	64

Continued on next page

**Table HR6\_4NET:** Now on another topic...How old is your child? If you have multiple children, please select all that apply.  
13 to 18 years old

Demographic	Selected		Not Selected		Total N
Adults	22%	(212)	78%	(762)	973
Music: An avid fan	27%	(124)	73%	(342)	466
Music: A casual fan	18%	(79)	82%	(373)	452
Music: Not a fan	15%	(8)	85%	(47)	56
Fashion: An avid fan	19%	(22)	81%	(97)	119
Fashion: A casual fan	24%	(104)	76%	(334)	438
Fashion: Not a fan	21%	(86)	79%	(331)	416

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

**Table HR6\_5NET:** Now on another topic...How old is your child? If you have multiple children, please select all that apply.  
Older than 18 years old

Demographic	Selected		Not Selected		Total N
Adults	52%	(503)	48%	(471)	973
Gender: Male	50%	(222)	50%	(220)	442
Gender: Female	53%	(281)	47%	(250)	531
Age: 18-29	5%	(6)	95%	(105)	111
Age: 30-44	12%	(34)	88%	(246)	280
Age: 45-54	55%	(111)	45%	(90)	201
Age: 55-64	86%	(152)	14%	(24)	176
Age: 65+	97%	(199)	3%	(6)	206
Millennial: Age 23-38	5%	(13)	95%	(236)	249
Generation X: Age 39-54	43%	(138)	57%	(180)	319
Boomers: Age 55-73	91%	(310)	9%	(30)	340
PID: Dem (no lean)	56%	(186)	44%	(145)	330
PID: Ind (no lean)	48%	(142)	52%	(154)	295
PID: Rep (no lean)	50%	(175)	50%	(172)	348
PID/Gender: Dem Men	54%	(75)	46%	(62)	137
PID/Gender: Dem Women	57%	(111)	43%	(82)	193
PID/Gender: Ind Men	50%	(62)	50%	(63)	124
PID/Gender: Ind Women	47%	(80)	53%	(91)	171
PID/Gender: Rep Men	47%	(86)	53%	(95)	181
PID/Gender: Rep Women	54%	(89)	46%	(77)	166
Ideo: Liberal (1-3)	48%	(121)	52%	(131)	253
Ideo: Moderate (4)	47%	(119)	53%	(134)	253
Ideo: Conservative (5-7)	59%	(214)	41%	(147)	362
Educ: < College	55%	(357)	45%	(289)	646
Educ: Bachelors degree	42%	(84)	58%	(118)	203
Educ: Post-grad	49%	(61)	51%	(63)	125
Income: Under 50k	56%	(245)	44%	(189)	434
Income: 50k-100k	48%	(170)	52%	(183)	353
Income: 100k+	47%	(88)	53%	(99)	187
Ethnicity: White	53%	(415)	47%	(368)	783
Ethnicity: Hispanic	32%	(52)	68%	(110)	163
Ethnicity: Afr. Am.	56%	(65)	44%	(50)	115

Continued on next page

**Table HR6\_5NET:** Now on another topic...How old is your child? If you have multiple children, please select all that apply.  
Older than 18 years old

Demographic	Selected		Not Selected		Total N
Adults	52%	(503)	48%	(471)	973
Ethnicity: Other	30%	(23)	70%	(53)	76
All Christian	60%	(297)	40%	(199)	496
Agnostic/Nothing in particular	46%	(182)	54%	(214)	395
Religious Non-Protestant/Catholic	29%	(18)	71%	(44)	61
Evangelical	59%	(159)	41%	(111)	270
Non-Evangelical	57%	(217)	43%	(160)	377
Community: Urban	44%	(111)	56%	(142)	254
Community: Suburban	53%	(244)	47%	(213)	457
Community: Rural	56%	(148)	44%	(115)	263
Employ: Private Sector	37%	(114)	63%	(198)	312
Employ: Government	43%	(28)	57%	(37)	65
Employ: Self-Employed	36%	(30)	64%	(53)	83
Employ: Homemaker	34%	(40)	66%	(76)	116
Employ: Retired	93%	(206)	7%	(15)	221
Employ: Unemployed	41%	(38)	59%	(56)	94
Employ: Other	65%	(47)	35%	(25)	72
Military HH: Yes	67%	(116)	33%	(57)	173
Military HH: No	48%	(386)	52%	(414)	801
RD/WT: Right Direction	52%	(203)	48%	(185)	388
RD/WT: Wrong Track	51%	(300)	49%	(285)	586
Trump Job Approve	52%	(243)	48%	(229)	473
Trump Job Disapprove	55%	(241)	45%	(201)	442
Trump Job Strongly Approve	54%	(145)	46%	(124)	269
Trump Job Somewhat Approve	48%	(99)	52%	(105)	204
Trump Job Somewhat Disapprove	50%	(53)	50%	(54)	107
Trump Job Strongly Disapprove	56%	(188)	44%	(147)	334
Favorable of Trump	54%	(243)	46%	(207)	450
Unfavorable of Trump	52%	(230)	48%	(215)	445

Continued on next page

**Table HR6\_5NET:** Now on another topic...How old is your child? If you have multiple children, please select all that apply.  
 Older than 18 years old

Demographic	Selected		Not Selected		Total N
Adults	52%	(503)	48%	(471)	973
Very Favorable of Trump	53%	(147)	47%	(132)	279
Somewhat Favorable of Trump	56%	(96)	44%	(75)	171
Somewhat Unfavorable of Trump	42%	(42)	58%	(59)	101
Very Unfavorable of Trump	55%	(188)	45%	(156)	344
#1 Issue: Economy	44%	(161)	56%	(206)	367
#1 Issue: Security	52%	(68)	48%	(64)	132
#1 Issue: Health Care	55%	(99)	45%	(81)	180
#1 Issue: Medicare / Social Security	83%	(108)	17%	(22)	130
#1 Issue: Other	70%	(44)	30%	(19)	62
2018 House Vote: Democrat	54%	(185)	46%	(160)	345
2018 House Vote: Republican	58%	(197)	42%	(140)	337
2016 Vote: Hillary Clinton	56%	(162)	44%	(125)	287
2016 Vote: Donald Trump	58%	(214)	42%	(157)	370
2016 Vote: Other	45%	(30)	55%	(37)	67
2016 Vote: Didn't Vote	39%	(96)	61%	(150)	246
Voted in 2014: Yes	59%	(376)	41%	(260)	636
Voted in 2014: No	38%	(127)	62%	(211)	338
2012 Vote: Barack Obama	54%	(206)	46%	(178)	384
2012 Vote: Mitt Romney	62%	(172)	38%	(106)	279
2012 Vote: Didn't Vote	38%	(104)	62%	(171)	276
4-Region: Northeast	64%	(106)	36%	(61)	167
4-Region: Midwest	55%	(112)	45%	(92)	204
4-Region: South	51%	(191)	49%	(182)	373
4-Region: West	41%	(94)	59%	(136)	230
Watch TV: Every day	52%	(252)	48%	(231)	483
Watch TV: Several times per week	51%	(116)	49%	(111)	227
Watch TV: About once per week	37%	(25)	63%	(41)	66
Watch TV: Never	75%	(64)	25%	(21)	85

Continued on next page

**Table HR6\_5NET:** Now on another topic...How old is your child? If you have multiple children, please select all that apply.  
Older than 18 years old

Demographic	Selected	Not Selected	Total N
Adults	52% (503)	48% (471)	973
Watch Movies: Every day	39% (76)	61% (117)	193
Watch Movies: Several times per week	49% (143)	51% (149)	291
Watch Movies: About once per week	51% (73)	49% (69)	142
Watch Movies: Several times per month	49% (53)	51% (55)	108
Watch Movies: About once per month	60% (43)	40% (28)	71
Watch Movies: Less often than once per month	63% (44)	37% (26)	70
Watch Movies: Never	73% (72)	27% (27)	99
Watch Sporting Events: Every day	43% (28)	57% (37)	65
Watch Sporting Events: Several times per week	37% (52)	63% (90)	143
Watch Sporting Events: About once per week	51% (52)	49% (49)	101
Watch Sporting Events: Several times per month	47% (50)	53% (57)	108
Watch Sporting Events: About once per month	53% (42)	47% (37)	79
Watch Sporting Events: Less often than once per month	65% (95)	35% (51)	146
Watch Sporting Events: Never	55% (183)	45% (150)	333
Cable TV: Currently subscribe	53% (256)	47% (225)	481
Cable TV: Subscribed in past	49% (158)	51% (166)	324
Cable TV: Never subscribed	52% (89)	48% (80)	169
Satellite TV: Currently subscribe	51% (122)	49% (119)	241
Satellite TV: Subscribed in past	46% (129)	54% (154)	282
Satellite TV: Never subscribed	56% (253)	44% (198)	451
Streaming Services: Currently subscribe	44% (268)	56% (341)	609
Streaming Services: Subscribed in past	39% (35)	61% (53)	88
Streaming Services: Never subscribed	72% (200)	28% (76)	276
Film: An avid fan	45% (147)	55% (178)	325
Film: A casual fan	54% (286)	46% (248)	534
Film: Not a fan	61% (70)	39% (44)	114
Television: An avid fan	55% (266)	45% (214)	480
Television: A casual fan	51% (217)	49% (212)	429
Television: Not a fan	31% (20)	69% (44)	64

Continued on next page

**Table HR6\_5NET:** *Now on another topic...How old is your child? If you have multiple children, please select all that apply.*  
 Older than 18 years old

Demographic	Selected		Not Selected		Total N
Adults	52%	(503)	48%	(471)	973
Music: An avid fan	45%	(209)	55%	(257)	466
Music: A casual fan	58%	(262)	42%	(190)	452
Music: Not a fan	56%	(31)	44%	(24)	56
Fashion: An avid fan	39%	(47)	61%	(73)	119
Fashion: A casual fan	46%	(202)	54%	(236)	438
Fashion: Not a fan	61%	(255)	39%	(162)	416

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

**Table HR7\_1:** Since the COVID-19 pandemic (coronavirus) spread to the U.S. and stay-at-home measures have been put into place, have you allowed your child to have more or less of each type of screen time compared to before the COVID-19 pandemic, or about the same? Screen time includes any time your child watches TV or uses a tablet or cell phone.

Recreational screen time such as watching videos or playing video games

Demographic	More time		About the same		Less time		Don't know / No opinion		Total N
Adults	32%	(310)	32%	(309)	4%	(40)	32%	(315)	973
Gender: Male	32%	(140)	29%	(130)	3%	(12)	36%	(161)	442
Gender: Female	32%	(170)	34%	(179)	5%	(28)	29%	(154)	531
Age: 18-29	34%	(38)	40%	(44)	4%	(4)	22%	(24)	111
Age: 30-44	49%	(136)	39%	(110)	7%	(18)	5%	(15)	280
Age: 45-54	36%	(73)	35%	(71)	4%	(7)	25%	(50)	201
Age: 55-64	22%	(39)	27%	(47)	3%	(5)	48%	(85)	176
Age: 65+	12%	(24)	18%	(37)	2%	(4)	68%	(141)	206
Millennial: Age 23-38	43%	(107)	42%	(105)	5%	(12)	10%	(25)	249
Generation X: Age 39-54	41%	(132)	35%	(111)	5%	(16)	19%	(60)	319
Boomers: Age 55-73	17%	(58)	23%	(79)	2%	(8)	57%	(194)	340
PID: Dem (no lean)	29%	(95)	32%	(107)	5%	(15)	35%	(114)	330
PID: Ind (no lean)	31%	(90)	34%	(101)	4%	(11)	32%	(93)	295
PID: Rep (no lean)	36%	(125)	29%	(101)	4%	(14)	31%	(108)	348
PID/Gender: Dem Men	24%	(34)	32%	(44)	2%	(2)	42%	(57)	137
PID/Gender: Dem Women	32%	(61)	32%	(62)	7%	(13)	29%	(57)	193
PID/Gender: Ind Men	31%	(38)	29%	(36)	2%	(2)	39%	(48)	124
PID/Gender: Ind Women	31%	(52)	38%	(65)	5%	(9)	26%	(45)	171
PID/Gender: Rep Men	38%	(68)	27%	(50)	4%	(7)	31%	(56)	181
PID/Gender: Rep Women	34%	(57)	31%	(52)	4%	(6)	31%	(52)	166
Ideo: Liberal (1-3)	33%	(83)	35%	(88)	3%	(9)	29%	(73)	253
Ideo: Moderate (4)	36%	(90)	32%	(80)	6%	(14)	27%	(69)	253
Ideo: Conservative (5-7)	32%	(115)	28%	(100)	3%	(12)	37%	(134)	362
Educ: < College	28%	(183)	32%	(206)	4%	(27)	36%	(230)	646
Educ: Bachelors degree	39%	(79)	32%	(64)	4%	(8)	25%	(51)	203
Educ: Post-grad	38%	(47)	31%	(38)	4%	(4)	28%	(35)	125
Income: Under 50k	27%	(118)	32%	(140)	4%	(19)	36%	(157)	434
Income: 50k-100k	32%	(112)	35%	(125)	4%	(15)	29%	(101)	353
Income: 100k+	43%	(80)	23%	(44)	3%	(6)	31%	(58)	187

Continued on next page



**Table HR7\_1:** Since the COVID-19 pandemic (coronavirus) spread to the U.S. and stay-at-home measures have been put into place, have you allowed your child to have more or less of each type of screen time compared to before the COVID-19 pandemic, or about the same? Screen time includes any time your child watches TV or uses a tablet or cell phone.

Recreational screen time such as watching videos or playing video games

Demographic	More time		About the same		Less time		Don't know / No opinion		Total N
Adults	32%	(310)	32%	(309)	4%	(40)	32%	(315)	973
Ethnicity: White	32%	(253)	32%	(253)	4%	(30)	32%	(247)	783
Ethnicity: Hispanic	32%	(52)	33%	(54)	7%	(11)	28%	(45)	163
Ethnicity: Afr. Am.	20%	(23)	31%	(36)	2%	(3)	46%	(53)	115
Ethnicity: Other	44%	(33)	26%	(20)	9%	(7)	20%	(15)	76
All Christian	29%	(145)	31%	(154)	4%	(19)	36%	(180)	496
Agnostic/Nothing in particular	33%	(130)	32%	(126)	5%	(19)	31%	(121)	395
Religious Non-Protestant/Catholic	41%	(25)	37%	(23)	4%	(3)	17%	(11)	61
Evangelical	34%	(91)	29%	(78)	5%	(14)	32%	(87)	270
Non-Evangelical	29%	(109)	33%	(124)	4%	(14)	35%	(130)	377
Community: Urban	32%	(82)	36%	(91)	5%	(13)	27%	(69)	254
Community: Suburban	32%	(147)	31%	(141)	5%	(23)	32%	(146)	457
Community: Rural	31%	(81)	29%	(77)	2%	(4)	38%	(101)	263
Employ: Private Sector	41%	(128)	38%	(118)	4%	(12)	17%	(54)	312
Employ: Government	27%	(17)	32%	(21)	5%	(3)	36%	(23)	65
Employ: Self-Employed	28%	(23)	38%	(32)	9%	(8)	25%	(21)	83
Employ: Homemaker	48%	(56)	34%	(40)	5%	(5)	13%	(15)	116
Employ: Retired	15%	(32)	19%	(42)	3%	(6)	64%	(141)	221
Employ: Unemployed	37%	(35)	37%	(34)	2%	(2)	24%	(23)	94
Employ: Other	23%	(17)	24%	(17)	5%	(3)	49%	(35)	72
Military HH: Yes	28%	(48)	26%	(44)	3%	(4)	44%	(76)	173
Military HH: No	33%	(262)	33%	(264)	4%	(35)	30%	(239)	801
RD/WT: Right Direction	34%	(131)	31%	(120)	4%	(17)	31%	(120)	388
RD/WT: Wrong Track	31%	(179)	32%	(188)	4%	(23)	33%	(195)	586
Trump Job Approve	34%	(159)	31%	(145)	4%	(19)	32%	(150)	473
Trump Job Disapprove	32%	(142)	33%	(145)	3%	(15)	32%	(140)	442

Continued on next page

**Table HR7\_1:** Since the COVID-19 pandemic (coronavirus) spread to the U.S. and stay-at-home measures have been put into place, have you allowed your child to have more or less of each type of screen time compared to before the COVID-19 pandemic, or about the same? Screen time includes any time your child watches TV or uses a tablet or cell phone.

Recreational screen time such as watching videos or playing video games

Demographic	More time		About the same		Less time		Don't know / No opinion		Total N
Adults	32%	(310)	32%	(309)	4%	(40)	32%	(315)	973
Trump Job Strongly Approve	34%	(91)	27%	(73)	3%	(8)	36%	(97)	269
Trump Job Somewhat Approve	34%	(69)	35%	(72)	5%	(11)	26%	(53)	204
Trump Job Somewhat Disapprove	42%	(45)	31%	(33)	6%	(6)	22%	(23)	107
Trump Job Strongly Disapprove	29%	(97)	33%	(112)	3%	(8)	35%	(117)	334
Favorable of Trump	35%	(156)	29%	(132)	4%	(18)	32%	(144)	450
Unfavorable of Trump	33%	(147)	34%	(152)	3%	(15)	29%	(131)	445
Very Favorable of Trump	34%	(95)	29%	(80)	3%	(9)	34%	(95)	279
Somewhat Favorable of Trump	35%	(61)	30%	(52)	6%	(9)	29%	(49)	171
Somewhat Unfavorable of Trump	43%	(44)	34%	(35)	6%	(6)	17%	(17)	101
Very Unfavorable of Trump	30%	(103)	34%	(117)	3%	(9)	33%	(114)	344
#1 Issue: Economy	37%	(136)	38%	(140)	3%	(9)	22%	(82)	367
#1 Issue: Security	24%	(31)	29%	(38)	6%	(7)	42%	(55)	132
#1 Issue: Health Care	39%	(70)	31%	(56)	4%	(6)	26%	(48)	180
#1 Issue: Medicare / Social Security	20%	(26)	16%	(21)	6%	(8)	57%	(74)	130
#1 Issue: Other	20%	(12)	19%	(12)	3%	(2)	59%	(37)	62
2018 House Vote: Democrat	31%	(108)	32%	(109)	3%	(11)	34%	(117)	345
2018 House Vote: Republican	34%	(114)	27%	(93)	5%	(17)	34%	(114)	337
2016 Vote: Hillary Clinton	30%	(86)	35%	(100)	2%	(6)	33%	(96)	287
2016 Vote: Donald Trump	35%	(129)	27%	(99)	6%	(20)	33%	(123)	370
2016 Vote: Other	36%	(24)	29%	(19)	3%	(2)	33%	(22)	67
2016 Vote: Didn't Vote	28%	(70)	37%	(91)	5%	(12)	30%	(74)	246
Voted in 2014: Yes	32%	(205)	29%	(181)	4%	(27)	35%	(223)	636
Voted in 2014: No	31%	(105)	38%	(127)	4%	(13)	27%	(93)	338
2012 Vote: Barack Obama	33%	(127)	31%	(119)	3%	(12)	33%	(126)	384
2012 Vote: Mitt Romney	33%	(93)	26%	(72)	3%	(8)	38%	(105)	279
2012 Vote: Didn't Vote	29%	(80)	38%	(105)	6%	(15)	27%	(75)	276

Continued on next page

**Table HR7\_1:** Since the COVID-19 pandemic (coronavirus) spread to the U.S. and stay-at-home measures have been put into place, have you allowed your child to have more or less of each type of screen time compared to before the COVID-19 pandemic, or about the same? Screen time includes any time your child watches TV or uses a tablet or cell phone.

Recreational screen time such as watching videos or playing video games

Demographic	More time		About the same		Less time		Don't know / No opinion		Total N
Adults	32%	(310)	32%	(309)	4%	(40)	32%	(315)	973
4-Region: Northeast	33%	(56)	29%	(48)	3%	(5)	35%	(58)	167
4-Region: Midwest	29%	(59)	35%	(72)	3%	(6)	33%	(67)	204
4-Region: South	30%	(111)	34%	(127)	5%	(18)	32%	(118)	373
4-Region: West	37%	(84)	27%	(62)	5%	(11)	32%	(73)	230
Watch TV: Every day	37%	(179)	29%	(138)	4%	(18)	31%	(148)	483
Watch TV: Several times per week	30%	(68)	36%	(81)	3%	(7)	32%	(72)	227
Watch TV: About once per week	24%	(16)	45%	(30)	7%	(5)	23%	(15)	66
Watch TV: Never	13%	(11)	19%	(17)	1%	(1)	67%	(57)	85
Watch Movies: Every day	44%	(84)	28%	(55)	2%	(4)	26%	(50)	193
Watch Movies: Several times per week	39%	(112)	33%	(97)	5%	(14)	23%	(68)	291
Watch Movies: About once per week	26%	(38)	35%	(50)	5%	(8)	33%	(46)	142
Watch Movies: Several times per month	32%	(34)	35%	(38)	4%	(4)	29%	(31)	108
Watch Movies: About once per month	17%	(12)	37%	(26)	8%	(5)	38%	(27)	71
Watch Movies: Less often than once per month	22%	(16)	33%	(23)	6%	(4)	38%	(27)	70
Watch Movies: Never	14%	(13)	19%	(19)	1%	(1)	66%	(65)	99
Watch Sporting Events: Every day	39%	(25)	19%	(12)	6%	(4)	36%	(23)	65
Watch Sporting Events: Several times per week	44%	(62)	38%	(54)	2%	(3)	17%	(24)	143
Watch Sporting Events: About once per week	32%	(33)	36%	(37)	2%	(2)	29%	(30)	101
Watch Sporting Events: Several times per month	37%	(40)	35%	(38)	6%	(6)	22%	(24)	108
Watch Sporting Events: About once per month	33%	(26)	32%	(25)	11%	(9)	24%	(19)	79
Watch Sporting Events: Less often than once per month	22%	(32)	31%	(46)	3%	(4)	44%	(64)	146
Watch Sporting Events: Never	28%	(93)	29%	(97)	3%	(11)	40%	(132)	333
Cable TV: Currently subscribe	31%	(151)	29%	(140)	5%	(25)	34%	(165)	481
Cable TV: Subscribed in past	35%	(112)	34%	(109)	3%	(9)	29%	(93)	324
Cable TV: Never subscribed	28%	(47)	35%	(59)	3%	(5)	34%	(57)	169
Satellite TV: Currently subscribe	30%	(71)	30%	(73)	5%	(11)	36%	(85)	241
Satellite TV: Subscribed in past	36%	(102)	30%	(85)	5%	(15)	28%	(79)	282
Satellite TV: Never subscribed	30%	(136)	33%	(150)	3%	(13)	34%	(151)	451

Continued on next page

**Table HR7\_1:** Since the COVID-19 pandemic (coronavirus) spread to the U.S. and stay-at-home measures have been put into place, have you allowed your child to have more or less of each type of screen time compared to before the COVID-19 pandemic, or about the same? Screen time includes any time your child watches TV or uses a tablet or cell phone.

Recreational screen time such as watching videos or playing video games

Demographic	More time		About the same		Less time		Don't know / No opinion		Total N
Adults	32%	(310)	32%	(309)	4%	(40)	32%	(315)	973
Streaming Services: Currently subscribe	38%	(230)	31%	(187)	3%	(19)	28%	(173)	609
Streaming Services: Subscribed in past	26%	(23)	46%	(41)	6%	(5)	21%	(19)	88
Streaming Services: Never subscribed	20%	(56)	29%	(81)	6%	(16)	45%	(124)	276
Film: An avid fan	42%	(135)	30%	(98)	2%	(7)	26%	(84)	325
Film: A casual fan	28%	(149)	33%	(178)	5%	(27)	34%	(180)	534
Film: Not a fan	22%	(25)	28%	(32)	5%	(6)	44%	(51)	114
Television: An avid fan	35%	(168)	30%	(146)	2%	(11)	32%	(156)	480
Television: A casual fan	30%	(130)	31%	(134)	6%	(28)	32%	(138)	429
Television: Not a fan	19%	(12)	44%	(28)	2%	(1)	35%	(22)	64
Music: An avid fan	37%	(174)	33%	(153)	6%	(26)	24%	(113)	466
Music: A casual fan	29%	(131)	31%	(140)	3%	(14)	37%	(168)	452
Music: Not a fan	9%	(5)	28%	(16)	—	(0)	63%	(35)	56
Fashion: An avid fan	42%	(50)	19%	(22)	5%	(6)	35%	(41)	119
Fashion: A casual fan	36%	(159)	37%	(162)	4%	(18)	23%	(99)	438
Fashion: Not a fan	24%	(101)	30%	(124)	4%	(16)	42%	(175)	416

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

**Table HR7\_2:** Since the COVID-19 pandemic (coronavirus) spread to the U.S. and stay-at-home measures have been put into place, have you allowed your child to have more or less of each type of screen time compared to before the COVID-19 pandemic, or about the same? Screen time includes any time your child watches TV or uses a tablet or cell phone.

Educational screen time such as using a device for distance learning

Demographic	More time		About the same		Less time		Don't know / No opinion		Total N
Adults	38%	(367)	25%	(244)	4%	(37)	33%	(325)	973
Gender: Male	37%	(163)	24%	(105)	3%	(12)	37%	(162)	442
Gender: Female	38%	(204)	26%	(140)	5%	(25)	31%	(163)	531
Age: 18-29	35%	(39)	39%	(43)	7%	(8)	19%	(22)	111
Age: 30-44	59%	(165)	29%	(81)	6%	(15)	7%	(19)	280
Age: 45-54	45%	(90)	27%	(54)	3%	(5)	25%	(51)	201
Age: 55-64	25%	(44)	19%	(34)	3%	(6)	52%	(92)	176
Age: 65+	14%	(29)	16%	(32)	1%	(3)	69%	(142)	206
Millennial: Age 23-38	52%	(129)	34%	(85)	6%	(15)	8%	(21)	249
Generation X: Age 39-54	50%	(159)	27%	(85)	3%	(11)	20%	(63)	319
Boomers: Age 55-73	20%	(67)	19%	(64)	3%	(9)	59%	(201)	340
PID: Dem (no lean)	39%	(129)	21%	(71)	4%	(13)	36%	(118)	330
PID: Ind (no lean)	32%	(94)	32%	(93)	5%	(15)	31%	(93)	295
PID: Rep (no lean)	41%	(144)	23%	(80)	3%	(10)	33%	(114)	348
PID/Gender: Dem Men	34%	(46)	20%	(27)	2%	(2)	45%	(62)	137
PID/Gender: Dem Women	43%	(83)	22%	(43)	5%	(10)	29%	(56)	193
PID/Gender: Ind Men	31%	(39)	31%	(39)	4%	(5)	34%	(42)	124
PID/Gender: Ind Women	33%	(56)	32%	(55)	6%	(10)	29%	(50)	171
PID/Gender: Rep Men	43%	(79)	21%	(39)	3%	(6)	32%	(58)	181
PID/Gender: Rep Women	39%	(65)	25%	(42)	2%	(4)	34%	(56)	166
Ideo: Liberal (1-3)	38%	(97)	27%	(67)	2%	(6)	33%	(83)	253
Ideo: Moderate (4)	41%	(105)	26%	(65)	6%	(15)	27%	(68)	253
Ideo: Conservative (5-7)	38%	(137)	22%	(79)	2%	(9)	38%	(138)	362
Educ: < College	34%	(219)	26%	(168)	4%	(24)	36%	(235)	646
Educ: Bachelors degree	44%	(89)	23%	(48)	4%	(8)	29%	(58)	203
Educ: Post-grad	47%	(59)	23%	(28)	4%	(5)	26%	(32)	125
Income: Under 50k	34%	(148)	25%	(109)	4%	(16)	37%	(160)	434
Income: 50k-100k	39%	(137)	27%	(97)	4%	(15)	29%	(104)	353
Income: 100k+	44%	(82)	20%	(38)	3%	(6)	33%	(61)	187

Continued on next page

**Table HR7\_2:** Since the COVID-19 pandemic (coronavirus) spread to the U.S. and stay-at-home measures have been put into place, have you allowed your child to have more or less of each type of screen time compared to before the COVID-19 pandemic, or about the same? Screen time includes any time your child watches TV or uses a tablet or cell phone.

Educational screen time such as using a device for distance learning

Demographic	More time		About the same		Less time		Don't know / No opinion		Total N
Adults	38%	(367)	25%	(244)	4%	(37)	33%	(325)	973
Ethnicity: White	37%	(288)	27%	(208)	4%	(29)	33%	(258)	783
Ethnicity: Hispanic	40%	(65)	27%	(44)	7%	(11)	26%	(43)	163
Ethnicity: Afr. Am.	33%	(38)	22%	(25)	1%	(1)	45%	(52)	115
Ethnicity: Other	55%	(42)	15%	(11)	10%	(8)	20%	(15)	76
All Christian	37%	(186)	22%	(108)	3%	(15)	38%	(188)	496
Agnostic/Nothing in particular	36%	(144)	28%	(112)	5%	(19)	31%	(121)	395
Religious Non-Protestant/Catholic	51%	(32)	28%	(17)	3%	(2)	18%	(11)	61
Evangelical	36%	(97)	24%	(65)	5%	(14)	34%	(93)	270
Non-Evangelical	35%	(132)	25%	(95)	3%	(13)	36%	(137)	377
Community: Urban	39%	(98)	29%	(73)	5%	(12)	28%	(70)	254
Community: Suburban	40%	(183)	23%	(103)	3%	(14)	34%	(156)	457
Community: Rural	32%	(85)	26%	(68)	4%	(11)	37%	(99)	263
Employ: Private Sector	49%	(152)	28%	(88)	4%	(14)	19%	(58)	312
Employ: Government	40%	(26)	22%	(14)	4%	(2)	34%	(22)	65
Employ: Self-Employed	41%	(34)	33%	(28)	2%	(1)	25%	(20)	83
Employ: Homemaker	52%	(61)	28%	(32)	5%	(6)	15%	(17)	116
Employ: Retired	16%	(35)	17%	(37)	2%	(5)	65%	(144)	221
Employ: Unemployed	42%	(39)	32%	(30)	5%	(5)	21%	(20)	94
Employ: Other	28%	(20)	15%	(11)	5%	(4)	51%	(37)	72
Military HH: Yes	27%	(47)	21%	(37)	5%	(9)	47%	(81)	173
Military HH: No	40%	(321)	26%	(207)	4%	(29)	30%	(244)	801
RD/WT: Right Direction	36%	(141)	28%	(109)	4%	(16)	31%	(122)	388
RD/WT: Wrong Track	39%	(226)	23%	(135)	4%	(21)	35%	(203)	586
Trump Job Approve	37%	(174)	27%	(129)	3%	(16)	33%	(154)	473
Trump Job Disapprove	41%	(183)	22%	(98)	3%	(14)	33%	(146)	442

Continued on next page

**Table HR7\_2:** Since the COVID-19 pandemic (coronavirus) spread to the U.S. and stay-at-home measures have been put into place, have you allowed your child to have more or less of each type of screen time compared to before the COVID-19 pandemic, or about the same? Screen time includes any time your child watches TV or uses a tablet or cell phone.

Educational screen time such as using a device for distance learning

Demographic	More time		About the same		Less time		Don't know / No opinion		Total N
Adults	38%	(367)	25%	(244)	4%	(37)	33%	(325)	973
Trump Job Strongly Approve	35%	(94)	25%	(67)	3%	(8)	37%	(100)	269
Trump Job Somewhat Approve	39%	(80)	30%	(61)	4%	(8)	27%	(54)	204
Trump Job Somewhat Disapprove	51%	(54)	18%	(20)	8%	(9)	23%	(25)	107
Trump Job Strongly Disapprove	39%	(129)	24%	(79)	2%	(6)	36%	(121)	334
Favorable of Trump	38%	(171)	27%	(121)	3%	(13)	32%	(144)	450
Unfavorable of Trump	42%	(186)	23%	(104)	3%	(15)	31%	(140)	445
Very Favorable of Trump	36%	(101)	27%	(74)	3%	(9)	34%	(95)	279
Somewhat Favorable of Trump	41%	(70)	27%	(47)	3%	(5)	29%	(50)	171
Somewhat Unfavorable of Trump	45%	(46)	24%	(24)	9%	(10)	21%	(22)	101
Very Unfavorable of Trump	41%	(140)	23%	(80)	2%	(6)	34%	(118)	344
#1 Issue: Economy	43%	(157)	30%	(112)	3%	(10)	24%	(89)	367
#1 Issue: Security	35%	(46)	23%	(30)	4%	(5)	39%	(51)	132
#1 Issue: Health Care	46%	(84)	24%	(43)	4%	(7)	26%	(47)	180
#1 Issue: Medicare / Social Security	17%	(22)	17%	(21)	6%	(8)	61%	(79)	130
#1 Issue: Other	18%	(11)	17%	(11)	3%	(2)	63%	(39)	62
2018 House Vote: Democrat	41%	(141)	22%	(75)	4%	(12)	34%	(117)	345
2018 House Vote: Republican	37%	(123)	25%	(83)	4%	(12)	35%	(118)	337
2016 Vote: Hillary Clinton	38%	(109)	24%	(70)	3%	(9)	35%	(100)	287
2016 Vote: Donald Trump	38%	(139)	25%	(92)	4%	(13)	34%	(126)	370
2016 Vote: Other	48%	(32)	18%	(12)	3%	(2)	31%	(21)	67
2016 Vote: Didn't Vote	35%	(86)	28%	(70)	5%	(13)	32%	(78)	246
Voted in 2014: Yes	37%	(237)	23%	(147)	4%	(22)	36%	(230)	636
Voted in 2014: No	39%	(130)	29%	(98)	4%	(15)	28%	(95)	338
2012 Vote: Barack Obama	43%	(165)	22%	(86)	2%	(8)	32%	(125)	384
2012 Vote: Mitt Romney	34%	(93)	24%	(66)	4%	(11)	39%	(108)	279
2012 Vote: Didn't Vote	36%	(98)	29%	(81)	6%	(15)	30%	(81)	276

Continued on next page

**Table HR7\_2:** Since the COVID-19 pandemic (coronavirus) spread to the U.S. and stay-at-home measures have been put into place, have you allowed your child to have more or less of each type of screen time compared to before the COVID-19 pandemic, or about the same? Screen time includes any time your child watches TV or uses a tablet or cell phone.

Educational screen time such as using a device for distance learning

Demographic	More time		About the same		Less time		Don't know / No opinion		Total N
Adults	38%	(367)	25%	(244)	4%	(37)	33%	(325)	973
4-Region: Northeast	36%	(60)	21%	(36)	3%	(5)	40%	(66)	167
4-Region: Midwest	38%	(78)	28%	(57)	1%	(3)	32%	(66)	204
4-Region: South	36%	(133)	26%	(97)	5%	(18)	34%	(126)	373
4-Region: West	42%	(96)	24%	(55)	5%	(11)	29%	(67)	230
Watch TV: Every day	42%	(202)	23%	(109)	3%	(13)	33%	(160)	483
Watch TV: Several times per week	41%	(93)	28%	(63)	2%	(4)	29%	(67)	227
Watch TV: About once per week	33%	(22)	39%	(26)	4%	(3)	23%	(15)	66
Watch TV: Never	14%	(12)	7%	(6)	9%	(8)	70%	(60)	85
Watch Movies: Every day	45%	(87)	25%	(49)	3%	(6)	26%	(51)	193
Watch Movies: Several times per week	43%	(127)	29%	(84)	3%	(8)	25%	(73)	291
Watch Movies: About once per week	41%	(58)	22%	(31)	4%	(6)	33%	(46)	142
Watch Movies: Several times per month	44%	(48)	23%	(25)	1%	(1)	32%	(34)	108
Watch Movies: About once per month	25%	(18)	31%	(22)	5%	(3)	39%	(28)	71
Watch Movies: Less often than once per month	29%	(20)	24%	(17)	7%	(5)	40%	(28)	70
Watch Movies: Never	9%	(9)	18%	(18)	8%	(8)	65%	(64)	99
Watch Sporting Events: Every day	40%	(26)	29%	(19)	1%	(1)	30%	(19)	65
Watch Sporting Events: Several times per week	54%	(77)	26%	(36)	2%	(3)	18%	(26)	143
Watch Sporting Events: About once per week	37%	(37)	29%	(29)	1%	(1)	33%	(33)	101
Watch Sporting Events: Several times per month	45%	(49)	24%	(25)	4%	(5)	27%	(29)	108
Watch Sporting Events: About once per month	46%	(37)	21%	(16)	8%	(6)	24%	(19)	79
Watch Sporting Events: Less often than once per month	36%	(52)	19%	(27)	3%	(4)	42%	(62)	146
Watch Sporting Events: Never	27%	(90)	27%	(90)	5%	(17)	41%	(136)	333
Cable TV: Currently subscribe	39%	(188)	23%	(111)	3%	(14)	35%	(168)	481
Cable TV: Subscribed in past	38%	(122)	28%	(92)	4%	(13)	30%	(97)	324
Cable TV: Never subscribed	34%	(57)	24%	(41)	6%	(10)	36%	(60)	169
Satellite TV: Currently subscribe	36%	(85)	25%	(61)	5%	(11)	34%	(83)	241
Satellite TV: Subscribed in past	42%	(119)	25%	(70)	4%	(10)	29%	(83)	282
Satellite TV: Never subscribed	36%	(163)	25%	(113)	3%	(16)	35%	(159)	451

Continued on next page



**Table HR7\_2:** Since the COVID-19 pandemic (coronavirus) spread to the U.S. and stay-at-home measures have been put into place, have you allowed your child to have more or less of each type of screen time compared to before the COVID-19 pandemic, or about the same? Screen time includes any time your child watches TV or uses a tablet or cell phone.

Educational screen time such as using a device for distance learning

Demographic	More time		About the same		Less time		Don't know / No opinion		Total N
Adults	38%	(367)	25%	(244)	4%	(37)	33%	(325)	973
Streaming Services: Currently subscribe	46%	(280)	22%	(134)	3%	(17)	29%	(178)	609
Streaming Services: Subscribed in past	39%	(34)	35%	(31)	5%	(5)	21%	(18)	88
Streaming Services: Never subscribed	19%	(53)	29%	(79)	6%	(16)	47%	(129)	276
Film: An avid fan	45%	(146)	25%	(80)	4%	(12)	27%	(88)	325
Film: A casual fan	38%	(200)	26%	(139)	3%	(14)	34%	(181)	534
Film: Not a fan	18%	(21)	23%	(26)	10%	(12)	49%	(56)	114
Television: An avid fan	39%	(186)	25%	(120)	2%	(12)	34%	(162)	480
Television: A casual fan	39%	(167)	25%	(107)	4%	(18)	32%	(138)	429
Television: Not a fan	23%	(15)	27%	(18)	12%	(7)	38%	(24)	64
Music: An avid fan	45%	(211)	26%	(120)	4%	(19)	25%	(116)	466
Music: A casual fan	33%	(148)	26%	(116)	3%	(14)	38%	(174)	452
Music: Not a fan	15%	(8)	16%	(9)	6%	(3)	63%	(35)	56
Fashion: An avid fan	42%	(50)	21%	(25)	4%	(4)	33%	(39)	119
Fashion: A casual fan	41%	(180)	30%	(132)	4%	(18)	25%	(107)	438
Fashion: Not a fan	33%	(137)	21%	(87)	4%	(15)	43%	(178)	416

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

**Table HR8\_1:** How confident are you in your ability to know how much of each type of screen time is appropriate for your child(ren)?  
Recreational screen time such as watching videos or playing video games

Demographic	Very confident	Somewhat confident	Not very confident	Not confident at all	Don't know / No opinion	Total N
Adults	28% (271)	28% (274)	8% (82)	4% (37)	32% (309)	973
Gender: Male	24% (104)	31% (139)	7% (33)	4% (18)	34% (149)	442
Gender: Female	32% (167)	26% (135)	9% (49)	4% (19)	30% (160)	531
Age: 18-29	37% (41)	30% (34)	8% (9)	4% (4)	21% (24)	111
Age: 30-44	40% (113)	39% (109)	12% (33)	3% (8)	6% (17)	280
Age: 45-54	30% (60)	37% (74)	6% (11)	1% (2)	27% (54)	201
Age: 55-64	19% (34)	16% (28)	11% (20)	6% (11)	47% (83)	176
Age: 65+	12% (24)	14% (30)	4% (9)	6% (11)	64% (132)	206
Millennial: Age 23-38	42% (106)	37% (93)	6% (15)	4% (11)	10% (25)	249
Generation X: Age 39-54	32% (101)	37% (117)	10% (33)	1% (3)	20% (65)	319
Boomers: Age 55-73	17% (56)	15% (51)	8% (26)	6% (19)	55% (187)	340
PID: Dem (no lean)	28% (91)	25% (84)	9% (29)	4% (15)	34% (112)	330
PID: Ind (no lean)	26% (77)	32% (96)	8% (23)	3% (9)	31% (91)	295
PID: Rep (no lean)	30% (103)	27% (95)	9% (30)	4% (13)	30% (106)	348
PID/Gender: Dem Men	25% (34)	25% (35)	7% (9)	3% (5)	40% (55)	137
PID/Gender: Dem Women	30% (58)	25% (49)	10% (19)	5% (10)	30% (57)	193
PID/Gender: Ind Men	20% (25)	37% (46)	7% (8)	3% (4)	33% (41)	124
PID/Gender: Ind Women	30% (52)	29% (50)	9% (15)	3% (5)	29% (50)	171
PID/Gender: Rep Men	25% (45)	32% (58)	8% (15)	5% (9)	29% (53)	181
PID/Gender: Rep Women	35% (58)	22% (37)	9% (15)	2% (4)	32% (53)	166
Ideo: Liberal (1-3)	34% (85)	27% (68)	8% (19)	4% (11)	28% (70)	253
Ideo: Moderate (4)	31% (78)	29% (73)	9% (23)	4% (9)	28% (71)	253
Ideo: Conservative (5-7)	25% (89)	29% (106)	8% (30)	3% (11)	35% (125)	362
Educ: < College	27% (171)	25% (164)	9% (57)	4% (26)	35% (227)	646
Educ: Bachelors degree	31% (63)	34% (68)	8% (16)	3% (7)	24% (48)	203
Educ: Post-grad	30% (37)	33% (41)	6% (8)	3% (4)	28% (34)	125
Income: Under 50k	26% (114)	24% (106)	9% (40)	5% (20)	35% (153)	434
Income: 50k-100k	30% (105)	31% (110)	8% (29)	3% (11)	28% (98)	353
Income: 100k+	28% (53)	31% (58)	7% (12)	3% (5)	31% (58)	187
Ethnicity: White	28% (218)	29% (229)	8% (62)	3% (26)	32% (247)	783
Ethnicity: Hispanic	30% (49)	33% (54)	6% (10)	4% (6)	27% (44)	163

Continued on next page

**Table HR8\_1:** How confident are you in your ability to know how much of each type of screen time is appropriate for your child(ren)?  
Recreational screen time such as watching videos or playing video games

Demographic	Very confident	Somewhat confident	Not very confident	Not confident at all	Don't know / No opinion	Total N
Adults	28% (271)	28% (274)	8% (82)	4% (37)	32% (309)	973
Ethnicity: Afr. Am.	28% (32)	14% (16)	9% (11)	4% (5)	45% (52)	115
Ethnicity: Other	28% (22)	38% (29)	11% (9)	8% (6)	15% (11)	76
All Christian	25% (126)	27% (133)	8% (41)	3% (15)	37% (182)	496
Agnostic/Nothing in particular	29% (116)	29% (113)	10% (38)	4% (14)	29% (115)	395
Religious Non-Protestant/Catholic	36% (22)	37% (22)	3% (2)	5% (3)	18% (11)	61
Evangelical	31% (84)	25% (68)	8% (21)	3% (9)	32% (87)	270
Non-Evangelical	26% (97)	28% (105)	9% (34)	3% (12)	34% (128)	377
Community: Urban	33% (83)	25% (64)	9% (22)	6% (14)	28% (71)	254
Community: Suburban	28% (126)	31% (140)	10% (43)	3% (12)	30% (136)	457
Community: Rural	24% (62)	27% (71)	6% (16)	4% (10)	39% (103)	263
Employ: Private Sector	34% (106)	36% (111)	9% (29)	3% (10)	18% (56)	312
Employ: Government	18% (11)	28% (18)	14% (9)	3% (2)	37% (24)	65
Employ: Self-Employed	42% (35)	22% (19)	9% (8)	3% (2)	23% (19)	83
Employ: Homemaker	36% (42)	38% (44)	10% (12)	2% (2)	14% (17)	116
Employ: Retired	12% (26)	16% (35)	6% (12)	7% (15)	60% (133)	221
Employ: Unemployed	40% (38)	29% (27)	5% (5)	6% (5)	20% (19)	94
Employ: Other	20% (15)	19% (14)	10% (7)	— (0)	51% (37)	72
Military HH: Yes	20% (35)	21% (37)	6% (11)	6% (11)	45% (78)	173
Military HH: No	29% (236)	30% (237)	9% (70)	3% (26)	29% (231)	801
RD/WT: Right Direction	29% (112)	28% (107)	7% (28)	5% (18)	32% (124)	388
RD/WT: Wrong Track	27% (159)	29% (168)	9% (54)	3% (19)	32% (186)	586
Trump Job Approve	29% (136)	28% (133)	8% (40)	3% (16)	32% (149)	473
Trump Job Disapprove	28% (123)	30% (131)	8% (36)	4% (20)	30% (132)	442
Trump Job Strongly Approve	31% (83)	24% (64)	9% (24)	4% (11)	32% (87)	269
Trump Job Somewhat Approve	26% (53)	34% (69)	8% (16)	2% (5)	30% (62)	204
Trump Job Somewhat Disapprove	23% (25)	40% (43)	6% (7)	6% (6)	24% (26)	107
Trump Job Strongly Disapprove	29% (98)	26% (88)	9% (29)	4% (14)	32% (106)	334
Favorable of Trump	30% (136)	28% (128)	8% (34)	3% (14)	31% (138)	450
Unfavorable of Trump	28% (122)	30% (135)	9% (41)	5% (22)	28% (125)	445

Continued on next page

**Table HR8\_1:** How confident are you in your ability to know how much of each type of screen time is appropriate for your child(ren)?  
Recreational screen time such as watching videos or playing video games

Demographic	Very confident	Somewhat confident	Not very confident	Not confident at all	Don't know / No opinion	Total N
Adults	28% (271)	28% (274)	8% (82)	4% (37)	32% (309)	973
Very Favorable of Trump	32% (90)	26% (72)	8% (22)	4% (12)	30% (83)	279
Somewhat Favorable of Trump	27% (46)	33% (56)	7% (12)	1% (2)	32% (55)	171
Somewhat Unfavorable of Trump	21% (21)	40% (41)	11% (11)	7% (7)	21% (21)	101
Very Unfavorable of Trump	29% (101)	28% (95)	9% (30)	4% (15)	30% (103)	344
#1 Issue: Economy	27% (99)	33% (123)	10% (36)	3% (9)	27% (101)	367
#1 Issue: Security	29% (38)	26% (35)	6% (8)	3% (4)	36% (47)	132
#1 Issue: Health Care	32% (58)	37% (66)	6% (11)	1% (3)	24% (43)	180
#1 Issue: Medicare / Social Security	19% (24)	11% (14)	9% (11)	10% (13)	52% (67)	130
#1 Issue: Other	25% (16)	12% (8)	5% (3)	3% (2)	55% (34)	62
2018 House Vote: Democrat	31% (107)	24% (82)	9% (30)	4% (14)	32% (112)	345
2018 House Vote: Republican	26% (89)	30% (100)	9% (29)	4% (13)	31% (105)	337
2016 Vote: Hillary Clinton	27% (79)	27% (78)	8% (24)	5% (15)	31% (90)	287
2016 Vote: Donald Trump	29% (107)	26% (98)	10% (36)	3% (11)	32% (118)	370
2016 Vote: Other	24% (16)	36% (24)	10% (7)	3% (2)	28% (19)	67
2016 Vote: Didn't Vote	28% (68)	30% (73)	6% (14)	3% (9)	33% (82)	246
Voted in 2014: Yes	28% (180)	25% (160)	9% (55)	4% (27)	34% (213)	636
Voted in 2014: No	27% (91)	34% (115)	8% (27)	3% (9)	28% (96)	338
2012 Vote: Barack Obama	30% (116)	26% (100)	10% (39)	3% (12)	31% (117)	384
2012 Vote: Mitt Romney	28% (79)	24% (68)	6% (17)	5% (14)	36% (101)	279
2012 Vote: Didn't Vote	24% (67)	35% (96)	8% (22)	3% (9)	30% (81)	276
4-Region: Northeast	29% (49)	25% (42)	7% (11)	3% (4)	37% (61)	167
4-Region: Midwest	25% (51)	31% (62)	9% (19)	3% (6)	32% (65)	204
4-Region: South	29% (106)	28% (103)	10% (36)	4% (16)	30% (112)	373
4-Region: West	29% (66)	29% (67)	7% (16)	5% (11)	31% (71)	230
Watch TV: Every day	34% (165)	27% (128)	6% (31)	4% (18)	29% (141)	483
Watch TV: Several times per week	24% (54)	35% (80)	10% (22)	3% (7)	28% (63)	227
Watch TV: About once per week	18% (12)	37% (25)	14% (9)	2% (1)	29% (19)	66
Watch TV: Never	12% (10)	12% (10)	3% (3)	9% (8)	64% (55)	85

Continued on next page

**Table HR8\_1:** How confident are you in your ability to know how much of each type of screen time is appropriate for your child(ren)?  
Recreational screen time such as watching videos or playing video games

Demographic	Very confident	Somewhat confident	Not very confident	Not confident at all	Don't know / No opinion	Total N
Adults	28% (271)	28% (274)	8% (82)	4% (37)	32% (309)	973
Watch Movies: Every day	36% (70)	28% (55)	6% (12)	3% (5)	26% (51)	193
Watch Movies: Several times per week	31% (91)	35% (101)	10% (29)	3% (8)	21% (63)	291
Watch Movies: About once per week	24% (33)	34% (48)	6% (9)	4% (6)	32% (45)	142
Watch Movies: Several times per month	32% (35)	27% (29)	8% (9)	4% (4)	30% (32)	108
Watch Movies: About once per month	27% (19)	20% (14)	12% (9)	1% (0)	39% (28)	71
Watch Movies: Less often than once per month	16% (12)	22% (16)	14% (10)	4% (3)	43% (30)	70
Watch Movies: Never	12% (12)	12% (12)	4% (4)	11% (10)	62% (61)	99
Watch Sporting Events: Every day	32% (21)	23% (15)	8% (5)	8% (5)	29% (19)	65
Watch Sporting Events: Several times per week	27% (39)	42% (60)	9% (13)	1% (2)	20% (28)	143
Watch Sporting Events: About once per week	29% (29)	32% (33)	8% (8)	4% (4)	27% (27)	101
Watch Sporting Events: Several times per month	38% (41)	31% (33)	7% (7)	1% (1)	23% (25)	108
Watch Sporting Events: About once per month	29% (23)	35% (28)	13% (10)	3% (2)	20% (16)	79
Watch Sporting Events: Less often than once per month	25% (36)	22% (31)	7% (10)	4% (5)	44% (63)	146
Watch Sporting Events: Never	25% (83)	22% (75)	8% (28)	5% (17)	39% (131)	333
Cable TV: Currently subscribe	30% (143)	23% (110)	8% (41)	4% (19)	35% (168)	481
Cable TV: Subscribed in past	29% (95)	33% (107)	9% (28)	2% (8)	27% (87)	324
Cable TV: Never subscribed	20% (34)	34% (58)	8% (13)	6% (10)	32% (54)	169
Satellite TV: Currently subscribe	27% (65)	25% (59)	12% (29)	2% (4)	35% (83)	241
Satellite TV: Subscribed in past	28% (80)	31% (87)	8% (23)	3% (8)	30% (84)	282
Satellite TV: Never subscribed	28% (126)	28% (128)	7% (29)	6% (25)	32% (142)	451
Streaming Services: Currently subscribe	31% (189)	30% (185)	8% (48)	2% (14)	28% (173)	609
Streaming Services: Subscribed in past	27% (24)	43% (38)	7% (6)	3% (3)	20% (17)	88
Streaming Services: Never subscribed	21% (58)	19% (52)	10% (27)	7% (21)	43% (120)	276
Film: An avid fan	37% (119)	29% (94)	7% (22)	3% (10)	24% (79)	325
Film: A casual fan	24% (127)	30% (159)	9% (49)	3% (14)	35% (185)	534
Film: Not a fan	22% (25)	19% (21)	9% (10)	11% (13)	40% (45)	114
Television: An avid fan	30% (145)	29% (137)	7% (33)	3% (14)	32% (152)	480
Television: A casual fan	25% (108)	29% (123)	11% (48)	5% (20)	30% (130)	429
Television: Not a fan	28% (18)	22% (14)	1% (1)	4% (3)	44% (28)	64

Continued on next page

**Table HR8\_1:** How confident are you in your ability to know how much of each type of screen time is appropriate for your child(ren)?  
Recreational screen time such as watching videos or playing video games

Demographic	Very confident	Somewhat confident	Not very confident	Not confident at all	Don't know / No opinion	Total N
Adults	28% (271)	28% (274)	8% (82)	4% (37)	32% (309)	973
Music: An avid fan	36% (168)	29% (134)	7% (35)	4% (17)	24% (111)	466
Music: A casual fan	21% (94)	30% (133)	10% (45)	3% (14)	37% (166)	452
Music: Not a fan	16% (9)	12% (7)	4% (2)	10% (5)	58% (32)	56
Fashion: An avid fan	40% (48)	15% (18)	9% (11)	5% (6)	31% (37)	119
Fashion: A casual fan	31% (134)	35% (152)	9% (38)	2% (10)	24% (104)	438
Fashion: Not a fan	22% (90)	25% (104)	8% (32)	5% (21)	41% (169)	416

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

**Table HR8\_2:** How confident are you in your ability to know how much of each type of screen time is appropriate for your child(ren)?  
Educational screen time such as using a device for distance learning

Demographic	Very confident	Somewhat confident	Not very confident	Not confident at all	Don't know / No opinion	Total N
Adults	30% (296)	29% (280)	6% (56)	3% (29)	32% (312)	973
Gender: Male	26% (114)	30% (134)	7% (31)	4% (18)	33% (146)	442
Gender: Female	34% (182)	27% (145)	5% (25)	2% (12)	31% (167)	531
Age: 18-29	28% (31)	45% (50)	6% (7)	2% (2)	19% (21)	111
Age: 30-44	45% (125)	38% (107)	8% (23)	1% (3)	8% (22)	280
Age: 45-54	34% (68)	34% (68)	4% (9)	1% (2)	27% (54)	201
Age: 55-64	22% (38)	13% (24)	7% (13)	8% (14)	50% (87)	176
Age: 65+	16% (34)	15% (30)	3% (5)	4% (8)	62% (128)	206
Millennial: Age 23-38	40% (100)	42% (105)	6% (15)	2% (4)	10% (25)	249
Generation X: Age 39-54	37% (117)	36% (114)	6% (18)	1% (2)	21% (67)	319
Boomers: Age 55-73	19% (65)	15% (50)	5% (18)	6% (19)	55% (188)	340
PID: Dem (no lean)	32% (105)	25% (84)	5% (18)	4% (13)	34% (111)	330
PID: Ind (no lean)	26% (75)	34% (101)	5% (16)	2% (7)	32% (96)	295
PID: Rep (no lean)	33% (116)	27% (95)	6% (22)	3% (10)	30% (105)	348
PID/Gender: Dem Men	29% (40)	22% (30)	7% (9)	3% (5)	39% (53)	137
PID/Gender: Dem Women	33% (65)	28% (54)	5% (9)	4% (8)	30% (58)	193
PID/Gender: Ind Men	16% (20)	39% (48)	8% (10)	4% (5)	33% (41)	124
PID/Gender: Ind Women	32% (56)	31% (53)	4% (6)	1% (1)	32% (55)	171
PID/Gender: Rep Men	30% (54)	31% (56)	7% (12)	4% (8)	28% (51)	181
PID/Gender: Rep Women	37% (62)	23% (38)	6% (10)	1% (2)	33% (54)	166
Ideo: Liberal (1-3)	34% (85)	27% (68)	7% (18)	3% (7)	29% (74)	253
Ideo: Moderate (4)	28% (72)	35% (88)	5% (14)	3% (8)	28% (71)	253
Ideo: Conservative (5-7)	31% (112)	25% (92)	6% (22)	4% (14)	34% (123)	362
Educ: < College	29% (186)	27% (175)	5% (35)	4% (23)	35% (227)	646
Educ: Bachelors degree	33% (67)	34% (68)	7% (15)	1% (3)	24% (49)	203
Educ: Post-grad	35% (43)	29% (37)	5% (6)	3% (3)	28% (35)	125
Income: Under 50k	31% (135)	25% (109)	5% (22)	3% (13)	36% (155)	434
Income: 50k-100k	31% (110)	31% (109)	7% (24)	3% (10)	28% (100)	353
Income: 100k+	27% (51)	33% (62)	5% (9)	4% (7)	31% (57)	187
Ethnicity: White	30% (234)	30% (236)	5% (43)	3% (20)	32% (250)	783
Ethnicity: Hispanic	32% (52)	36% (58)	5% (7)	3% (4)	25% (41)	163

Continued on next page

**Table HR8\_2:** How confident are you in your ability to know how much of each type of screen time is appropriate for your child(ren)?  
Educational screen time such as using a device for distance learning

Demographic	Very confident	Somewhat confident	Not very confident	Not confident at all	Don't know / No opinion	Total N
Adults	30% (296)	29% (280)	6% (56)	3% (29)	32% (312)	973
Ethnicity: Afr. Am.	29% (33)	16% (18)	7% (8)	8% (9)	41% (47)	115
Ethnicity: Other	39% (30)	33% (25)	8% (6)	1% (0)	20% (15)	76
All Christian	28% (138)	28% (141)	6% (29)	3% (13)	36% (177)	496
Agnostic/Nothing in particular	32% (128)	28% (110)	6% (25)	3% (12)	31% (121)	395
Religious Non-Protestant/Catholic	36% (22)	36% (22)	5% (3)	3% (2)	20% (13)	61
Evangelical	33% (89)	26% (70)	5% (13)	5% (13)	31% (84)	270
Non-Evangelical	29% (108)	29% (108)	7% (25)	2% (9)	34% (126)	377
Community: Urban	36% (91)	27% (68)	4% (11)	4% (10)	29% (74)	254
Community: Suburban	30% (136)	31% (143)	7% (31)	2% (11)	30% (136)	457
Community: Rural	26% (69)	26% (68)	5% (14)	3% (8)	39% (103)	263
Employ: Private Sector	37% (115)	33% (102)	9% (28)	2% (7)	19% (59)	312
Employ: Government	20% (13)	37% (24)	4% (3)	7% (4)	33% (21)	65
Employ: Self-Employed	39% (32)	29% (24)	5% (4)	2% (2)	25% (21)	83
Employ: Homemaker	38% (44)	41% (47)	6% (7)	— (1)	16% (18)	116
Employ: Retired	17% (37)	16% (35)	3% (7)	5% (10)	60% (132)	221
Employ: Unemployed	37% (35)	30% (28)	5% (5)	6% (5)	22% (21)	94
Employ: Other	27% (20)	18% (13)	4% (3)	— (0)	51% (37)	72
Military HH: Yes	21% (36)	24% (42)	4% (6)	6% (10)	46% (79)	173
Military HH: No	32% (260)	30% (237)	6% (50)	2% (20)	29% (233)	801
RD/WT: Right Direction	31% (118)	30% (115)	5% (20)	3% (12)	32% (124)	388
RD/WT: Wrong Track	30% (178)	28% (165)	6% (37)	3% (18)	32% (189)	586
Trump Job Approve	31% (146)	29% (139)	6% (28)	3% (14)	31% (146)	473
Trump Job Disapprove	31% (137)	29% (126)	6% (27)	4% (16)	31% (135)	442
Trump Job Strongly Approve	33% (88)	24% (64)	7% (19)	3% (7)	34% (91)	269
Trump Job Somewhat Approve	29% (58)	37% (75)	5% (9)	3% (7)	27% (55)	204
Trump Job Somewhat Disapprove	28% (30)	36% (39)	6% (7)	4% (4)	26% (27)	107
Trump Job Strongly Disapprove	32% (108)	26% (87)	6% (20)	3% (12)	32% (108)	334
Favorable of Trump	32% (143)	30% (136)	5% (23)	3% (12)	30% (135)	450
Unfavorable of Trump	31% (138)	29% (130)	7% (33)	3% (15)	29% (130)	445

Continued on next page



**Table HR8\_2:** How confident are you in your ability to know how much of each type of screen time is appropriate for your child(ren)?  
Educational screen time such as using a device for distance learning

Demographic	Very confident	Somewhat confident	Not very confident	Not confident at all	Don't know / No opinion	Total N
Adults	30% (296)	29% (280)	6% (56)	3% (29)	32% (312)	973
Very Favorable of Trump	33% (92)	27% (76)	6% (16)	4% (11)	30% (84)	279
Somewhat Favorable of Trump	30% (51)	36% (61)	4% (7)	— (1)	30% (52)	171
Somewhat Unfavorable of Trump	23% (24)	40% (41)	8% (8)	4% (4)	24% (25)	101
Very Unfavorable of Trump	33% (114)	26% (89)	7% (24)	3% (11)	31% (105)	344
#1 Issue: Economy	30% (109)	36% (133)	6% (22)	2% (7)	26% (96)	367
#1 Issue: Security	30% (39)	29% (38)	4% (6)	3% (4)	34% (45)	132
#1 Issue: Health Care	36% (64)	29% (53)	8% (14)	2% (3)	25% (45)	180
#1 Issue: Medicare / Social Security	20% (25)	14% (19)	3% (5)	7% (9)	56% (72)	130
#1 Issue: Other	26% (16)	9% (6)	4% (2)	3% (2)	58% (36)	62
2018 House Vote: Democrat	30% (105)	28% (97)	5% (17)	4% (14)	33% (112)	345
2018 House Vote: Republican	31% (104)	28% (93)	7% (23)	4% (14)	31% (103)	337
2016 Vote: Hillary Clinton	31% (88)	26% (76)	6% (18)	5% (15)	31% (90)	287
2016 Vote: Donald Trump	31% (115)	28% (105)	6% (23)	3% (12)	31% (115)	370
2016 Vote: Other	24% (16)	37% (25)	7% (5)	3% (2)	29% (19)	67
2016 Vote: Didn't Vote	31% (77)	30% (73)	4% (10)	— (1)	35% (87)	246
Voted in 2014: Yes	31% (197)	26% (165)	5% (32)	4% (27)	34% (215)	636
Voted in 2014: No	29% (99)	34% (115)	7% (24)	1% (3)	29% (97)	338
2012 Vote: Barack Obama	31% (117)	30% (115)	6% (22)	3% (11)	31% (119)	384
2012 Vote: Mitt Romney	29% (82)	25% (70)	5% (15)	5% (14)	35% (98)	279
2012 Vote: Didn't Vote	31% (85)	31% (86)	6% (17)	1% (3)	31% (85)	276
4-Region: Northeast	33% (55)	21% (35)	4% (7)	1% (2)	40% (67)	167
4-Region: Midwest	30% (61)	30% (62)	7% (15)	2% (3)	31% (63)	204
4-Region: South	32% (118)	28% (103)	7% (26)	3% (12)	31% (114)	373
4-Region: West	27% (63)	35% (79)	3% (7)	5% (12)	30% (69)	230
Watch TV: Every day	36% (173)	26% (127)	4% (21)	3% (13)	31% (148)	483
Watch TV: Several times per week	25% (56)	39% (88)	7% (16)	2% (4)	28% (63)	227
Watch TV: About once per week	26% (17)	34% (23)	10% (6)	7% (5)	22% (15)	66
Watch TV: Never	16% (14)	8% (7)	5% (4)	5% (4)	66% (57)	85

Continued on next page

**Table HR8\_2:** How confident are you in your ability to know how much of each type of screen time is appropriate for your child(ren)?  
Educational screen time such as using a device for distance learning

Demographic	Very confident	Somewhat confident	Not very confident	Not confident at all	Don't know / No opinion	Total N
Adults	30% (296)	29% (280)	6% (56)	3% (29)	32% (312)	973
Watch Movies: Every day	37% (72)	29% (56)	3% (7)	2% (4)	28% (54)	193
Watch Movies: Several times per week	34% (100)	36% (104)	6% (18)	3% (7)	21% (61)	291
Watch Movies: About once per week	23% (33)	36% (52)	5% (8)	4% (6)	31% (44)	142
Watch Movies: Several times per month	30% (32)	29% (31)	10% (10)	2% (2)	30% (32)	108
Watch Movies: About once per month	35% (25)	14% (10)	10% (7)	— (0)	42% (29)	71
Watch Movies: Less often than once per month	30% (21)	19% (14)	3% (2)	2% (1)	46% (32)	70
Watch Movies: Never	14% (13)	14% (14)	4% (4)	9% (8)	60% (59)	99
Watch Sporting Events: Every day	25% (16)	32% (21)	6% (4)	8% (5)	29% (19)	65
Watch Sporting Events: Several times per week	31% (45)	41% (59)	7% (10)	1% (2)	19% (27)	143
Watch Sporting Events: About once per week	29% (29)	34% (35)	4% (5)	4% (4)	28% (29)	101
Watch Sporting Events: Several times per month	40% (43)	25% (27)	11% (12)	2% (2)	22% (23)	108
Watch Sporting Events: About once per month	36% (28)	37% (29)	5% (4)	1% (1)	21% (16)	79
Watch Sporting Events: Less often than once per month	30% (43)	21% (30)	4% (6)	4% (6)	41% (60)	146
Watch Sporting Events: Never	27% (91)	24% (79)	5% (15)	3% (10)	41% (138)	333
Cable TV: Currently subscribe	32% (155)	26% (126)	4% (19)	3% (14)	35% (167)	481
Cable TV: Subscribed in past	28% (90)	36% (116)	6% (20)	3% (10)	27% (88)	324
Cable TV: Never subscribed	30% (51)	22% (38)	10% (17)	3% (6)	34% (57)	169
Satellite TV: Currently subscribe	29% (70)	27% (65)	6% (14)	2% (4)	36% (87)	241
Satellite TV: Subscribed in past	31% (89)	32% (91)	6% (17)	3% (9)	27% (77)	282
Satellite TV: Never subscribed	31% (138)	28% (124)	6% (25)	3% (16)	33% (148)	451
Streaming Services: Currently subscribe	34% (205)	30% (182)	5% (33)	2% (14)	29% (175)	609
Streaming Services: Subscribed in past	28% (24)	41% (36)	8% (7)	1% (1)	22% (19)	88
Streaming Services: Never subscribed	24% (67)	22% (61)	6% (16)	5% (14)	43% (118)	276
Film: An avid fan	37% (120)	30% (97)	6% (18)	2% (8)	25% (82)	325
Film: A casual fan	28% (150)	30% (160)	6% (30)	2% (11)	34% (183)	534
Film: Not a fan	24% (27)	20% (23)	6% (7)	9% (10)	41% (47)	114
Television: An avid fan	32% (156)	30% (143)	4% (19)	2% (9)	32% (153)	480
Television: A casual fan	29% (126)	28% (121)	8% (34)	5% (20)	30% (128)	429
Television: Not a fan	22% (14)	26% (17)	4% (3)	— (0)	48% (31)	64

Continued on next page

**Table HR8\_2:** How confident are you in your ability to know how much of each type of screen time is appropriate for your child(ren)?  
Educational screen time such as using a device for distance learning

Demographic	Very confident	Somewhat confident	Not very confident	Not confident at all	Don't know / No opinion	Total N
Adults	30% (296)	29% (280)	6% (56)	3% (29)	32% (312)	973
Music: An avid fan	41% (190)	26% (122)	5% (23)	4% (20)	24% (111)	466
Music: A casual fan	21% (97)	34% (152)	7% (30)	2% (9)	36% (165)	452
Music: Not a fan	17% (10)	11% (6)	7% (4)	1% (1)	65% (36)	56
Fashion: An avid fan	37% (44)	25% (29)	5% (5)	5% (6)	29% (35)	119
Fashion: A casual fan	33% (146)	33% (144)	6% (26)	2% (10)	26% (112)	438
Fashion: Not a fan	25% (106)	26% (106)	6% (25)	3% (14)	40% (166)	416

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

**Table HR9\_1:** *And since the COVID-19 pandemic (coronavirus) spread to the U.S. and stay-at-home measures have been put into place, do you think your child(ren) has had an appropriate or inappropriate amount of each type of screen time?  
Recreational screen time such as watching videos or playing video games*

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	22% (214)	31% (300)	12% (113)	4% (41)	31% (306)	973
Gender: Male	24% (104)	30% (134)	11% (47)	3% (11)	33% (145)	442
Gender: Female	21% (110)	31% (165)	12% (66)	6% (30)	30% (160)	531
Age: 18-29	29% (32)	22% (25)	19% (21)	5% (6)	25% (27)	111
Age: 30-44	30% (85)	41% (116)	17% (48)	4% (11)	7% (21)	280
Age: 45-54	24% (48)	40% (79)	8% (17)	5% (11)	23% (46)	201
Age: 55-64	16% (28)	22% (38)	9% (16)	6% (10)	48% (84)	176
Age: 65+	10% (22)	20% (41)	6% (12)	2% (4)	62% (128)	206
Millennial: Age 23-38	33% (83)	32% (80)	18% (46)	5% (12)	12% (29)	249
Generation X: Age 39-54	25% (79)	41% (131)	11% (36)	4% (12)	19% (60)	319
Boomers: Age 55-73	13% (44)	22% (74)	7% (24)	4% (13)	54% (185)	340
PID: Dem (no lean)	22% (74)	28% (92)	10% (33)	5% (17)	35% (115)	330
PID: Ind (no lean)	18% (54)	29% (85)	16% (47)	5% (15)	32% (94)	295
PID: Rep (no lean)	25% (87)	35% (123)	9% (33)	3% (9)	28% (97)	348
PID/Gender: Dem Men	22% (31)	30% (41)	7% (10)	2% (3)	38% (53)	137
PID/Gender: Dem Women	22% (43)	26% (51)	12% (24)	7% (13)	32% (63)	193
PID/Gender: Ind Men	17% (21)	26% (33)	15% (19)	5% (6)	36% (45)	124
PID/Gender: Ind Women	19% (33)	31% (52)	16% (28)	5% (9)	29% (49)	171
PID/Gender: Rep Men	29% (52)	33% (60)	10% (19)	1% (2)	26% (48)	181
PID/Gender: Rep Women	21% (34)	38% (62)	8% (14)	4% (7)	29% (49)	166
Ideo: Liberal (1-3)	27% (67)	29% (72)	13% (34)	4% (10)	28% (70)	253
Ideo: Moderate (4)	21% (52)	37% (93)	12% (30)	5% (12)	26% (66)	253
Ideo: Conservative (5-7)	21% (75)	31% (114)	9% (34)	4% (15)	34% (124)	362
Educ: < College	22% (140)	28% (184)	10% (65)	5% (29)	35% (228)	646
Educ: Bachelors degree	21% (43)	37% (76)	16% (33)	3% (7)	22% (44)	203
Educ: Post-grad	25% (32)	32% (40)	12% (15)	4% (5)	26% (33)	125
Income: Under 50k	23% (98)	24% (103)	12% (52)	5% (21)	37% (159)	434
Income: 50k-100k	21% (74)	39% (138)	9% (33)	4% (15)	26% (93)	353
Income: 100k+	23% (43)	32% (59)	15% (27)	3% (5)	28% (53)	187
Ethnicity: White	22% (172)	33% (259)	12% (90)	4% (31)	30% (231)	783

Continued on next page

**Table HR9\_1:** *And since the COVID-19 pandemic (coronavirus) spread to the U.S. and stay-at-home measures have been put into place, do you think your child(ren) has had an appropriate or inappropriate amount of each type of screen time?  
Recreational screen time such as watching videos or playing video games*

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	22% (214)	31% (300)	12% (113)	4% (41)	31% (306)	973
Ethnicity: Hispanic	24% (39)	33% (54)	11% (18)	3% (6)	28% (46)	163
Ethnicity: Afr. Am.	21% (24)	17% (19)	11% (12)	7% (8)	45% (52)	115
Ethnicity: Other	25% (19)	29% (22)	14% (10)	2% (2)	30% (23)	76
All Christian	20% (101)	32% (158)	11% (52)	3% (15)	34% (170)	496
Agnostic/Nothing in particular	21% (83)	30% (119)	14% (54)	5% (22)	30% (118)	395
Religious Non-Protestant/Catholic	37% (22)	33% (20)	5% (3)	6% (4)	19% (12)	61
Evangelical	22% (60)	31% (84)	10% (27)	6% (15)	31% (84)	270
Non-Evangelical	21% (78)	32% (121)	12% (45)	4% (14)	31% (118)	377
Community: Urban	27% (68)	25% (63)	13% (33)	6% (15)	29% (74)	254
Community: Suburban	21% (96)	35% (158)	11% (52)	4% (16)	29% (134)	457
Community: Rural	19% (50)	30% (79)	10% (27)	4% (10)	37% (97)	263
Employ: Private Sector	28% (86)	38% (118)	15% (45)	3% (10)	17% (52)	312
Employ: Government	13% (9)	32% (21)	14% (9)	7% (5)	33% (21)	65
Employ: Self-Employed	32% (26)	32% (27)	10% (8)	3% (2)	23% (19)	83
Employ: Homemaker	23% (26)	40% (46)	15% (17)	4% (4)	19% (22)	116
Employ: Retired	12% (27)	19% (43)	7% (15)	3% (6)	59% (130)	221
Employ: Unemployed	29% (27)	27% (25)	10% (10)	11% (10)	23% (22)	94
Employ: Other	14% (10)	24% (17)	9% (7)	5% (4)	48% (35)	72
Military HH: Yes	17% (30)	22% (38)	13% (23)	6% (10)	41% (72)	173
Military HH: No	23% (185)	33% (261)	11% (90)	4% (31)	29% (234)	801
RD/WT: Right Direction	24% (94)	33% (128)	9% (34)	4% (15)	30% (117)	388
RD/WT: Wrong Track	21% (121)	29% (172)	13% (78)	4% (26)	32% (189)	586
Trump Job Approve	24% (116)	33% (156)	10% (45)	4% (17)	29% (139)	473
Trump Job Disapprove	20% (90)	30% (133)	14% (63)	5% (23)	30% (133)	442
Trump Job Strongly Approve	29% (77)	29% (79)	7% (18)	3% (9)	32% (86)	269
Trump Job Somewhat Approve	19% (38)	38% (77)	13% (27)	4% (7)	26% (53)	204
Trump Job Somewhat Disapprove	10% (11)	40% (43)	14% (15)	10% (11)	26% (28)	107
Trump Job Strongly Disapprove	24% (79)	27% (90)	14% (48)	4% (12)	31% (105)	334

Continued on next page

**Table HR9\_1:** And since the COVID-19 pandemic (coronavirus) spread to the U.S. and stay-at-home measures have been put into place, do you think your child(ren) has had an appropriate or inappropriate amount of each type of screen time?  
Recreational screen time such as watching videos or playing video games

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	22% (214)	31% (300)	12% (113)	4% (41)	31% (306)	973
Favorable of Trump	23% (106)	35% (158)	9% (42)	3% (14)	29% (130)	450
Unfavorable of Trump	21% (95)	30% (132)	15% (65)	6% (25)	28% (127)	445
Very Favorable of Trump	28% (77)	33% (91)	8% (22)	3% (7)	29% (81)	279
Somewhat Favorable of Trump	17% (28)	39% (67)	11% (19)	4% (7)	29% (50)	171
Somewhat Unfavorable of Trump	17% (17)	37% (37)	14% (14)	9% (9)	23% (23)	101
Very Unfavorable of Trump	23% (78)	28% (95)	15% (51)	5% (16)	30% (103)	344
#1 Issue: Economy	22% (79)	36% (133)	14% (50)	4% (13)	25% (92)	367
#1 Issue: Security	21% (28)	28% (36)	12% (15)	4% (5)	36% (47)	132
#1 Issue: Health Care	28% (51)	32% (58)	13% (23)	3% (5)	24% (44)	180
#1 Issue: Medicare / Social Security	16% (21)	17% (22)	7% (10)	8% (10)	52% (67)	130
#1 Issue: Other	18% (11)	18% (11)	7% (4)	1% (1)	56% (35)	62
2018 House Vote: Democrat	25% (84)	26% (90)	13% (43)	5% (17)	32% (110)	345
2018 House Vote: Republican	22% (73)	35% (119)	10% (33)	3% (11)	30% (101)	337
2016 Vote: Hillary Clinton	22% (64)	30% (85)	12% (36)	5% (16)	30% (87)	287
2016 Vote: Donald Trump	24% (87)	33% (123)	10% (37)	3% (11)	30% (112)	370
2016 Vote: Other	23% (15)	32% (21)	13% (9)	3% (2)	29% (19)	67
2016 Vote: Didn't Vote	19% (48)	29% (70)	13% (31)	4% (11)	35% (87)	246
Voted in 2014: Yes	22% (140)	31% (195)	11% (70)	4% (27)	32% (204)	636
Voted in 2014: No	22% (75)	31% (105)	13% (43)	4% (14)	30% (102)	338
2012 Vote: Barack Obama	23% (90)	30% (117)	12% (46)	4% (14)	31% (118)	384
2012 Vote: Mitt Romney	23% (65)	30% (85)	9% (25)	4% (12)	33% (91)	279
2012 Vote: Didn't Vote	20% (55)	31% (85)	13% (35)	5% (14)	31% (86)	276
4-Region: Northeast	23% (39)	27% (46)	12% (20)	5% (8)	33% (55)	167
4-Region: Midwest	21% (43)	29% (60)	14% (28)	4% (8)	32% (66)	204
4-Region: South	21% (80)	35% (130)	11% (42)	4% (16)	28% (106)	373
4-Region: West	23% (54)	28% (64)	10% (23)	4% (9)	34% (79)	230

Continued on next page

**Table HR9\_1:** *And since the COVID-19 pandemic (coronavirus) spread to the U.S. and stay-at-home measures have been put into place, do you think your child(ren) has had an appropriate or inappropriate amount of each type of screen time?  
Recreational screen time such as watching videos or playing video games*

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	22% (214)	31% (300)	12% (113)	4% (41)	31% (306)	973
Watch TV: Every day	27% (128)	30% (143)	10% (47)	5% (24)	29% (140)	483
Watch TV: Several times per week	23% (53)	37% (84)	11% (24)	2% (5)	27% (61)	227
Watch TV: About once per week	7% (5)	46% (30)	16% (11)	— (0)	31% (21)	66
Watch TV: Never	12% (10)	11% (9)	6% (5)	8% (6)	64% (54)	85
Watch Movies: Every day	29% (57)	27% (52)	13% (26)	5% (9)	25% (49)	193
Watch Movies: Several times per week	27% (78)	36% (106)	9% (28)	4% (11)	24% (69)	291
Watch Movies: About once per week	20% (29)	36% (51)	10% (14)	3% (4)	31% (44)	142
Watch Movies: Several times per month	24% (26)	31% (34)	18% (20)	3% (3)	24% (26)	108
Watch Movies: About once per month	9% (6)	39% (28)	11% (7)	5% (4)	37% (26)	71
Watch Movies: Less often than once per month	17% (12)	21% (14)	16% (11)	7% (5)	40% (28)	70
Watch Movies: Never	7% (7)	15% (15)	7% (7)	5% (5)	65% (64)	99
Watch Sporting Events: Every day	34% (22)	24% (16)	13% (8)	— (0)	29% (19)	65
Watch Sporting Events: Several times per week	28% (40)	37% (52)	12% (17)	4% (6)	19% (27)	143
Watch Sporting Events: About once per week	21% (22)	37% (38)	13% (14)	5% (5)	22% (23)	101
Watch Sporting Events: Several times per month	29% (31)	35% (38)	11% (12)	4% (5)	21% (22)	108
Watch Sporting Events: About once per month	13% (10)	44% (34)	13% (10)	2% (2)	28% (22)	79
Watch Sporting Events: Less often than once per month	24% (35)	25% (37)	9% (13)	4% (6)	38% (55)	146
Watch Sporting Events: Never	16% (54)	26% (86)	12% (39)	5% (17)	41% (137)	333
Cable TV: Currently subscribe	23% (109)	29% (138)	11% (54)	3% (14)	34% (166)	481
Cable TV: Subscribed in past	22% (71)	33% (106)	14% (45)	4% (14)	27% (88)	324
Cable TV: Never subscribed	20% (34)	33% (55)	9% (15)	8% (13)	31% (52)	169
Satellite TV: Currently subscribe	25% (59)	25% (60)	10% (24)	3% (7)	37% (90)	241
Satellite TV: Subscribed in past	21% (59)	36% (100)	12% (35)	6% (16)	26% (72)	282
Satellite TV: Never subscribed	21% (96)	31% (139)	12% (54)	4% (18)	32% (144)	451
Streaming Services: Currently subscribe	24% (145)	34% (209)	11% (69)	3% (18)	27% (167)	609
Streaming Services: Subscribed in past	20% (18)	34% (30)	13% (11)	8% (7)	25% (22)	88
Streaming Services: Never subscribed	19% (52)	22% (61)	12% (32)	6% (16)	42% (117)	276

Continued on next page

**Table HR9\_1:** *And since the COVID-19 pandemic (coronavirus) spread to the U.S. and stay-at-home measures have been put into place, do you think your child(ren) has had an appropriate or inappropriate amount of each type of screen time?  
Recreational screen time such as watching videos or playing video games*

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	22% (214)	31% (300)	12% (113)	4% (41)	31% (306)	973
Film: An avid fan	30% (98)	31% (101)	11% (34)	4% (13)	24% (78)	325
Film: A casual fan	18% (95)	33% (175)	12% (65)	4% (22)	33% (178)	534
Film: Not a fan	19% (22)	21% (24)	12% (14)	5% (6)	43% (49)	114
Television: An avid fan	25% (120)	31% (147)	10% (47)	4% (18)	31% (149)	480
Television: A casual fan	18% (79)	34% (144)	13% (58)	5% (20)	30% (128)	429
Television: Not a fan	24% (15)	13% (9)	13% (8)	6% (4)	44% (28)	64
Music: An avid fan	31% (144)	30% (142)	11% (52)	5% (22)	23% (106)	466
Music: A casual fan	14% (65)	33% (151)	13% (58)	3% (13)	36% (165)	452
Music: Not a fan	11% (6)	13% (7)	3% (2)	10% (5)	63% (35)	56
Fashion: An avid fan	30% (36)	17% (20)	13% (15)	8% (9)	33% (39)	119
Fashion: A casual fan	23% (100)	38% (166)	12% (53)	4% (19)	23% (100)	438
Fashion: Not a fan	19% (79)	27% (114)	11% (44)	3% (13)	40% (167)	416

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



**Table HR9\_2:** *And since the COVID-19 pandemic (coronavirus) spread to the U.S. and stay-at-home measures have been put into place, do you think your child(ren) has had an appropriate or inappropriate amount of each type of screen time?  
Educational screen time such as using a device for distance learning*

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	31% (301)	29% (282)	6% (58)	3% (25)	32% (308)	973
Gender: Male	28% (122)	29% (129)	5% (24)	3% (12)	35% (156)	442
Gender: Female	34% (178)	29% (153)	6% (34)	2% (13)	29% (153)	531
Age: 18-29	28% (31)	34% (38)	13% (15)	4% (5)	21% (23)	111
Age: 30-44	45% (126)	37% (103)	6% (18)	4% (10)	8% (24)	280
Age: 45-54	35% (71)	34% (68)	6% (13)	1% (2)	24% (47)	201
Age: 55-64	23% (41)	22% (38)	5% (9)	3% (5)	47% (83)	176
Age: 65+	16% (33)	17% (35)	2% (4)	1% (3)	64% (131)	206
Millennial: Age 23-38	38% (95)	37% (92)	8% (21)	4% (10)	13% (32)	249
Generation X: Age 39-54	39% (124)	35% (112)	6% (21)	2% (5)	18% (57)	319
Boomers: Age 55-73	19% (65)	20% (69)	3% (12)	2% (7)	55% (187)	340
PID: Dem (no lean)	30% (98)	27% (90)	6% (19)	4% (13)	33% (110)	330
PID: Ind (no lean)	28% (83)	27% (80)	9% (25)	3% (9)	33% (99)	295
PID: Rep (no lean)	34% (120)	32% (112)	4% (13)	1% (3)	29% (100)	348
PID/Gender: Dem Men	24% (33)	28% (39)	5% (6)	3% (4)	40% (55)	137
PID/Gender: Dem Women	34% (65)	27% (51)	7% (13)	5% (9)	29% (55)	193
PID/Gender: Ind Men	24% (29)	24% (30)	7% (8)	4% (5)	42% (52)	124
PID/Gender: Ind Women	31% (54)	29% (50)	10% (17)	2% (4)	27% (47)	171
PID/Gender: Rep Men	33% (60)	33% (61)	5% (9)	2% (3)	27% (49)	181
PID/Gender: Rep Women	36% (60)	31% (52)	3% (4)	— (0)	30% (51)	166
Ideo: Liberal (1-3)	31% (78)	30% (75)	7% (17)	2% (6)	30% (76)	253
Ideo: Moderate (4)	28% (70)	34% (86)	7% (18)	4% (10)	27% (69)	253
Ideo: Conservative (5-7)	33% (118)	27% (98)	4% (15)	2% (6)	35% (125)	362
Educ: < College	29% (185)	28% (181)	5% (34)	2% (14)	36% (231)	646
Educ: Bachelors degree	34% (69)	33% (67)	8% (15)	2% (5)	22% (46)	203
Educ: Post-grad	37% (46)	27% (33)	7% (8)	5% (6)	25% (32)	125
Income: Under 50k	31% (135)	24% (104)	7% (28)	3% (14)	35% (153)	434
Income: 50k-100k	33% (115)	32% (114)	5% (18)	2% (5)	29% (101)	353
Income: 100k+	27% (51)	34% (64)	6% (11)	3% (6)	29% (55)	187
Ethnicity: White	30% (237)	31% (244)	5% (40)	3% (21)	31% (241)	783

Continued on next page

**Table HR9\_2:** *And since the COVID-19 pandemic (coronavirus) spread to the U.S. and stay-at-home measures have been put into place, do you think your child(ren) has had an appropriate or inappropriate amount of each type of screen time? Educational screen time such as using a device for distance learning*

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	31%	(301)	29%	(282)	6%	(58)	3%	(25)	32%	(308)	973
Ethnicity: Hispanic	29%	(47)	36%	(59)	5%	(8)	5%	(8)	25%	(41)	163
Ethnicity: Afr. Am.	31%	(36)	16%	(19)	8%	(9)	2%	(3)	43%	(49)	115
Ethnicity: Other	38%	(28)	26%	(19)	11%	(8)	2%	(2)	24%	(18)	76
All Christian	31%	(153)	29%	(144)	5%	(23)	2%	(10)	34%	(166)	496
Agnostic/Nothing in particular	30%	(117)	28%	(109)	8%	(30)	3%	(13)	32%	(126)	395
Religious Non-Protestant/Catholic	39%	(24)	38%	(23)	3%	(2)	6%	(3)	14%	(9)	61
Evangelical	33%	(89)	29%	(77)	5%	(14)	2%	(6)	31%	(84)	270
Non-Evangelical	31%	(116)	29%	(108)	6%	(22)	3%	(12)	31%	(118)	377
Community: Urban	31%	(80)	28%	(71)	8%	(20)	3%	(8)	30%	(76)	254
Community: Suburban	32%	(145)	30%	(139)	5%	(25)	2%	(11)	30%	(137)	457
Community: Rural	29%	(76)	27%	(72)	5%	(13)	2%	(6)	36%	(96)	263
Employ: Private Sector	35%	(111)	35%	(110)	7%	(23)	3%	(9)	19%	(60)	312
Employ: Government	23%	(15)	35%	(23)	5%	(3)	6%	(4)	30%	(20)	65
Employ: Self-Employed	37%	(30)	30%	(25)	8%	(7)	1%	(1)	24%	(20)	83
Employ: Homemaker	41%	(48)	33%	(39)	8%	(9)	1%	(2)	16%	(19)	116
Employ: Retired	19%	(42)	16%	(36)	3%	(7)	2%	(4)	60%	(132)	221
Employ: Unemployed	38%	(35)	27%	(25)	7%	(7)	6%	(5)	22%	(21)	94
Employ: Other	27%	(19)	26%	(19)	2%	(1)	—	(0)	46%	(33)	72
Military HH: Yes	23%	(39)	24%	(42)	8%	(13)	3%	(6)	42%	(72)	173
Military HH: No	33%	(261)	30%	(240)	6%	(44)	2%	(19)	29%	(236)	801
RD/WT: Right Direction	31%	(122)	32%	(124)	5%	(20)	1%	(6)	30%	(117)	388
RD/WT: Wrong Track	31%	(179)	27%	(158)	6%	(38)	3%	(19)	33%	(191)	586
Trump Job Approve	31%	(145)	32%	(152)	5%	(24)	1%	(6)	31%	(145)	473
Trump Job Disapprove	32%	(141)	27%	(120)	6%	(27)	4%	(17)	31%	(135)	442
Trump Job Strongly Approve	33%	(89)	30%	(79)	4%	(10)	1%	(2)	33%	(88)	269
Trump Job Somewhat Approve	28%	(56)	36%	(73)	7%	(14)	2%	(4)	28%	(57)	204
Trump Job Somewhat Disapprove	31%	(33)	30%	(32)	10%	(10)	7%	(7)	23%	(25)	107
Trump Job Strongly Disapprove	32%	(109)	26%	(89)	5%	(17)	3%	(10)	33%	(110)	334

Continued on next page

**Table HR9\_2:** *And since the COVID-19 pandemic (coronavirus) spread to the U.S. and stay-at-home measures have been put into place, do you think your child(ren) has had an appropriate or inappropriate amount of each type of screen time?  
Educational screen time such as using a device for distance learning*

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	31% (301)	29% (282)	6% (58)	3% (25)	32% (308)	973
Favorable of Trump	32% (142)	33% (148)	5% (21)	1% (4)	30% (134)	450
Unfavorable of Trump	32% (144)	28% (123)	7% (31)	4% (18)	29% (129)	445
Very Favorable of Trump	33% (93)	32% (90)	4% (12)	1% (2)	29% (82)	279
Somewhat Favorable of Trump	29% (49)	34% (58)	6% (9)	1% (2)	31% (53)	171
Somewhat Unfavorable of Trump	28% (28)	33% (34)	13% (13)	8% (8)	19% (19)	101
Very Unfavorable of Trump	34% (116)	26% (89)	5% (18)	3% (10)	32% (110)	344
#1 Issue: Economy	31% (114)	34% (126)	7% (27)	2% (6)	25% (93)	367
#1 Issue: Security	34% (45)	28% (37)	4% (6)	1% (1)	32% (43)	132
#1 Issue: Health Care	33% (59)	32% (57)	6% (11)	2% (4)	28% (50)	180
#1 Issue: Medicare / Social Security	21% (28)	13% (17)	4% (5)	6% (8)	55% (72)	130
#1 Issue: Other	22% (13)	20% (12)	3% (2)	— (0)	56% (35)	62
2018 House Vote: Democrat	31% (108)	28% (96)	5% (18)	3% (12)	32% (111)	345
2018 House Vote: Republican	30% (100)	32% (108)	5% (15)	2% (7)	31% (105)	337
2016 Vote: Hillary Clinton	31% (88)	29% (84)	5% (14)	5% (14)	30% (87)	287
2016 Vote: Donald Trump	29% (107)	34% (125)	5% (20)	1% (3)	31% (116)	370
2016 Vote: Other	36% (25)	25% (17)	6% (4)	4% (2)	29% (19)	67
2016 Vote: Didn't Vote	33% (81)	23% (56)	8% (19)	2% (5)	34% (85)	246
Voted in 2014: Yes	31% (197)	29% (186)	5% (31)	3% (19)	32% (203)	636
Voted in 2014: No	31% (103)	28% (96)	8% (27)	2% (6)	31% (106)	338
2012 Vote: Barack Obama	32% (124)	31% (118)	5% (19)	3% (11)	29% (111)	384
2012 Vote: Mitt Romney	30% (84)	29% (81)	4% (12)	2% (6)	34% (95)	279
2012 Vote: Didn't Vote	31% (85)	26% (71)	9% (24)	2% (6)	33% (90)	276
4-Region: Northeast	33% (55)	25% (42)	7% (12)	2% (4)	32% (54)	167
4-Region: Midwest	30% (61)	30% (60)	6% (13)	2% (4)	32% (65)	204
4-Region: South	30% (112)	34% (126)	5% (17)	2% (8)	29% (109)	373
4-Region: West	32% (73)	23% (53)	7% (16)	4% (9)	35% (80)	230

Continued on next page

**Table HR9\_2:** *And since the COVID-19 pandemic (coronavirus) spread to the U.S. and stay-at-home measures have been put into place, do you think your child(ren) has had an appropriate or inappropriate amount of each type of screen time? Educational screen time such as using a device for distance learning*

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	31% (301)	29% (282)	6% (58)	3% (25)	32% (308)	973
Watch TV: Every day	37% (181)	26% (126)	4% (20)	2% (9)	31% (147)	483
Watch TV: Several times per week	29% (65)	35% (80)	7% (16)	1% (3)	28% (63)	227
Watch TV: About once per week	24% (16)	40% (27)	7% (4)	4% (3)	25% (16)	66
Watch TV: Never	16% (14)	9% (7)	4% (3)	8% (6)	64% (54)	85
Watch Movies: Every day	42% (80)	25% (49)	6% (12)	1% (1)	26% (50)	193
Watch Movies: Several times per week	33% (97)	35% (103)	6% (17)	2% (7)	23% (67)	291
Watch Movies: About once per week	29% (42)	34% (49)	4% (5)	2% (3)	30% (43)	142
Watch Movies: Several times per month	34% (37)	34% (36)	5% (5)	2% (2)	25% (27)	108
Watch Movies: About once per month	23% (16)	22% (15)	9% (7)	5% (3)	41% (29)	71
Watch Movies: Less often than once per month	26% (18)	21% (15)	10% (7)	5% (4)	37% (26)	70
Watch Movies: Never	11% (11)	14% (14)	4% (4)	4% (4)	67% (66)	99
Watch Sporting Events: Every day	31% (20)	36% (23)	6% (4)	— (0)	27% (17)	65
Watch Sporting Events: Several times per week	33% (47)	35% (50)	5% (7)	4% (6)	23% (33)	143
Watch Sporting Events: About once per week	30% (31)	34% (34)	8% (8)	4% (4)	24% (25)	101
Watch Sporting Events: Several times per month	38% (41)	31% (33)	8% (8)	1% (1)	23% (24)	108
Watch Sporting Events: About once per month	32% (25)	32% (25)	6% (5)	4% (3)	26% (21)	79
Watch Sporting Events: Less often than once per month	34% (49)	21% (30)	5% (8)	2% (2)	39% (56)	146
Watch Sporting Events: Never	26% (88)	26% (86)	5% (18)	3% (10)	40% (132)	333
Cable TV: Currently subscribe	33% (158)	28% (132)	5% (25)	2% (11)	32% (154)	481
Cable TV: Subscribed in past	29% (95)	33% (107)	7% (22)	1% (3)	30% (97)	324
Cable TV: Never subscribed	28% (47)	25% (42)	6% (10)	7% (12)	34% (58)	169
Satellite TV: Currently subscribe	33% (79)	24% (58)	5% (12)	2% (6)	36% (86)	241
Satellite TV: Subscribed in past	32% (90)	34% (97)	7% (21)	1% (3)	25% (72)	282
Satellite TV: Never subscribed	29% (132)	28% (127)	6% (25)	4% (16)	33% (150)	451
Streaming Services: Currently subscribe	35% (216)	30% (185)	5% (32)	2% (13)	27% (164)	609
Streaming Services: Subscribed in past	26% (23)	35% (31)	8% (7)	3% (3)	28% (25)	88
Streaming Services: Never subscribed	22% (62)	24% (66)	7% (19)	3% (9)	43% (119)	276

Continued on next page

**Table HR9\_2:** *And since the COVID-19 pandemic (coronavirus) spread to the U.S. and stay-at-home measures have been put into place, do you think your child(ren) has had an appropriate or inappropriate amount of each type of screen time?  
Educational screen time such as using a device for distance learning*

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	31% (301)	29% (282)	6% (58)	3% (25)	32% (308)	973
Film: An avid fan	39% (125)	31% (100)	4% (13)	2% (8)	24% (80)	325
Film: A casual fan	28% (147)	29% (157)	7% (38)	2% (10)	34% (183)	534
Film: Not a fan	25% (28)	22% (25)	6% (7)	7% (7)	41% (46)	114
Television: An avid fan	34% (165)	27% (130)	4% (20)	2% (11)	32% (155)	480
Television: A casual fan	27% (114)	33% (139)	8% (35)	3% (11)	30% (130)	429
Television: Not a fan	34% (22)	19% (12)	4% (3)	5% (3)	37% (24)	64
Music: An avid fan	41% (193)	26% (120)	7% (32)	2% (11)	23% (109)	466
Music: A casual fan	22% (99)	34% (153)	5% (24)	2% (11)	37% (165)	452
Music: Not a fan	16% (9)	15% (8)	2% (1)	5% (3)	62% (34)	56
Fashion: An avid fan	38% (45)	21% (25)	6% (7)	5% (6)	30% (35)	119
Fashion: A casual fan	33% (147)	33% (146)	6% (27)	2% (10)	25% (108)	438
Fashion: Not a fan	26% (109)	27% (111)	6% (24)	2% (8)	40% (165)	416

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

**Table HR10\_1:** After the COVID-19 pandemic (coronavirus) is under control and stay-at-home orders have ended, do you plan to change the type of screen time rules you previously had for your child(ren)?  
Recreational screen time such as watching videos or playing video games

Demographic	Yes, I plan to allow less time		Yes, I plan to allow more time		No, I do not plan to change these rules		No, I do not have these rules for my child and will not in the future		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	20%	(199)	12%	(119)	27%	(260)	9%	(86)	32%	(310)	973
Gender: Male	18%	(78)	13%	(57)	27%	(118)	10%	(42)	33%	(146)	442
Gender: Female	23%	(121)	12%	(61)	27%	(142)	8%	(43)	31%	(164)	531
Age: 18-29	25%	(28)	19%	(21)	19%	(21)	8%	(9)	29%	(32)	111
Age: 30-44	33%	(92)	17%	(49)	37%	(105)	5%	(14)	7%	(20)	280
Age: 45-54	25%	(51)	12%	(24)	30%	(59)	8%	(15)	26%	(52)	201
Age: 55-64	8%	(15)	8%	(15)	19%	(34)	15%	(26)	49%	(86)	176
Age: 65+	7%	(14)	5%	(10)	20%	(41)	10%	(21)	58%	(120)	206
Millennial: Age 23-38	31%	(78)	19%	(46)	32%	(79)	6%	(14)	13%	(31)	249
Generation X: Age 39-54	27%	(85)	13%	(42)	32%	(103)	7%	(22)	21%	(66)	319
Boomers: Age 55-73	8%	(27)	6%	(20)	20%	(68)	13%	(43)	54%	(182)	340
PID: Dem (no lean)	22%	(73)	10%	(33)	25%	(83)	8%	(26)	35%	(115)	330
PID: Ind (no lean)	22%	(66)	11%	(32)	25%	(74)	8%	(24)	34%	(100)	295
PID: Rep (no lean)	17%	(60)	15%	(53)	30%	(103)	10%	(36)	28%	(96)	348
PID/Gender: Dem Men	22%	(30)	10%	(13)	23%	(31)	7%	(9)	39%	(53)	137
PID/Gender: Dem Women	22%	(43)	10%	(20)	27%	(52)	9%	(17)	32%	(61)	193
PID/Gender: Ind Men	20%	(25)	10%	(12)	21%	(26)	10%	(12)	39%	(48)	124
PID/Gender: Ind Women	24%	(41)	12%	(20)	28%	(47)	7%	(11)	30%	(52)	171
PID/Gender: Rep Men	13%	(23)	18%	(32)	34%	(61)	11%	(21)	25%	(45)	181
PID/Gender: Rep Women	22%	(37)	13%	(21)	26%	(42)	9%	(15)	31%	(51)	166
Ideo: Liberal (1-3)	23%	(59)	16%	(40)	24%	(62)	8%	(20)	28%	(72)	253
Ideo: Moderate (4)	21%	(53)	13%	(33)	29%	(73)	10%	(26)	27%	(69)	253
Ideo: Conservative (5-7)	19%	(69)	10%	(35)	28%	(102)	9%	(33)	34%	(122)	362
Educ: < College	19%	(122)	10%	(66)	26%	(166)	9%	(57)	36%	(235)	646
Educ: Bachelors degree	22%	(46)	15%	(31)	31%	(62)	10%	(19)	22%	(45)	203
Educ: Post-grad	25%	(31)	17%	(21)	26%	(32)	8%	(9)	24%	(31)	125

Continued on next page

**Table HR10\_1:** After the COVID-19 pandemic (coronavirus) is under control and stay-at-home orders have ended, do you plan to change the type of screen time rules you previously had for your child(ren)?  
Recreational screen time such as watching videos or playing video games

Demographic	Yes, I plan to allow less time		Yes, I plan to allow more time		No, I do not plan to change these rules		No, I do not have these rules for my child and will not in the future		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	20%	(199)	12%	(119)	27%	(260)	9%	(86)	32%	(310)	973
Income: Under 50k	20%	(86)	9%	(40)	25%	(107)	10%	(44)	36%	(156)	434
Income: 50k-100k	20%	(71)	14%	(50)	30%	(107)	8%	(27)	28%	(99)	353
Income: 100k+	22%	(42)	15%	(28)	25%	(46)	8%	(15)	30%	(55)	187
Ethnicity: White	20%	(155)	12%	(97)	28%	(222)	9%	(72)	30%	(236)	783
Ethnicity: Hispanic	20%	(32)	19%	(31)	23%	(38)	10%	(16)	28%	(46)	163
Ethnicity: Afr. Am.	23%	(27)	8%	(10)	14%	(17)	7%	(8)	47%	(54)	115
Ethnicity: Other	22%	(17)	16%	(12)	28%	(21)	7%	(6)	26%	(19)	76
All Christian	18%	(91)	10%	(49)	29%	(146)	9%	(43)	34%	(168)	496
Agnostic/Nothing in particular	23%	(92)	12%	(46)	23%	(91)	10%	(38)	33%	(129)	395
Religious Non-Protestant/Catholic	20%	(12)	36%	(22)	26%	(16)	2%	(1)	16%	(10)	61
Evangelical	17%	(46)	10%	(27)	28%	(77)	10%	(27)	34%	(93)	270
Non-Evangelical	19%	(71)	11%	(43)	27%	(100)	11%	(41)	32%	(121)	377
Community: Urban	24%	(61)	14%	(36)	21%	(53)	11%	(28)	30%	(75)	254
Community: Suburban	18%	(84)	14%	(63)	30%	(138)	7%	(33)	30%	(139)	457
Community: Rural	21%	(54)	8%	(20)	26%	(68)	10%	(25)	36%	(95)	263
Employ: Private Sector	25%	(77)	16%	(49)	35%	(108)	6%	(19)	19%	(60)	312
Employ: Government	17%	(11)	20%	(13)	22%	(14)	8%	(5)	33%	(22)	65
Employ: Self-Employed	28%	(23)	9%	(8)	26%	(22)	10%	(8)	27%	(22)	83
Employ: Homemaker	34%	(39)	15%	(18)	33%	(38)	4%	(4)	15%	(17)	116
Employ: Retired	8%	(17)	5%	(11)	23%	(51)	9%	(21)	55%	(122)	221
Employ: Unemployed	21%	(19)	14%	(13)	14%	(13)	24%	(23)	28%	(26)	94
Employ: Other	18%	(13)	6%	(5)	18%	(13)	7%	(5)	51%	(37)	72
Military HH: Yes	15%	(26)	13%	(23)	20%	(35)	10%	(17)	42%	(72)	173
Military HH: No	22%	(173)	12%	(96)	28%	(225)	9%	(68)	30%	(238)	801
RD/WT: Right Direction	20%	(76)	17%	(64)	25%	(97)	9%	(36)	29%	(114)	388
RD/WT: Wrong Track	21%	(123)	9%	(54)	28%	(163)	8%	(49)	34%	(196)	586

Continued on next page

**Table HR10\_1:** After the COVID-19 pandemic (coronavirus) is under control and stay-at-home orders have ended, do you plan to change the type of screen time rules you previously had for your child(ren)?  
Recreational screen time such as watching videos or playing video games

Demographic	Yes, I plan to allow less time		Yes, I plan to allow more time		No, I do not plan to change these rules		No, I do not have these rules for my child and will not in the future		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	20%	(199)	12%	(119)	27%	(260)	9%	(86)	32%	(310)	973
Trump Job Approve	19%	(88)	17%	(78)	26%	(124)	9%	(44)	29%	(138)	473
Trump Job Disapprove	24%	(106)	9%	(38)	27%	(118)	9%	(41)	31%	(138)	442
Trump Job Strongly Approve	18%	(49)	14%	(39)	25%	(66)	11%	(28)	32%	(86)	269
Trump Job Somewhat Approve	19%	(38)	20%	(40)	28%	(58)	8%	(16)	25%	(52)	204
Trump Job Somewhat Disapprove	24%	(26)	13%	(14)	28%	(30)	10%	(11)	25%	(27)	107
Trump Job Strongly Disapprove	24%	(80)	7%	(24)	26%	(89)	9%	(31)	33%	(111)	334
Favorable of Trump	19%	(84)	16%	(71)	28%	(124)	9%	(41)	29%	(130)	450
Unfavorable of Trump	25%	(111)	9%	(41)	27%	(119)	10%	(42)	30%	(132)	445
Very Favorable of Trump	18%	(50)	16%	(44)	26%	(72)	11%	(31)	29%	(81)	279
Somewhat Favorable of Trump	19%	(33)	16%	(27)	30%	(52)	6%	(9)	29%	(49)	171
Somewhat Unfavorable of Trump	23%	(23)	14%	(14)	28%	(28)	12%	(12)	24%	(24)	101
Very Unfavorable of Trump	26%	(88)	8%	(26)	26%	(91)	9%	(31)	31%	(108)	344
#1 Issue: Economy	24%	(88)	11%	(39)	32%	(116)	8%	(31)	25%	(93)	367
#1 Issue: Security	15%	(20)	16%	(21)	24%	(32)	9%	(12)	36%	(47)	132
#1 Issue: Health Care	21%	(38)	15%	(26)	31%	(56)	7%	(12)	26%	(47)	180
#1 Issue: Medicare / Social Security	11%	(14)	6%	(7)	18%	(24)	14%	(18)	52%	(67)	130
#1 Issue: Other	9%	(5)	6%	(4)	20%	(13)	9%	(6)	56%	(35)	62
2018 House Vote: Democrat	24%	(82)	10%	(34)	25%	(87)	10%	(33)	32%	(109)	345
2018 House Vote: Republican	17%	(58)	16%	(53)	28%	(95)	10%	(33)	29%	(98)	337
2016 Vote: Hillary Clinton	25%	(71)	8%	(23)	27%	(78)	10%	(27)	31%	(88)	287
2016 Vote: Donald Trump	18%	(66)	16%	(59)	28%	(102)	9%	(33)	30%	(111)	370
2016 Vote: Other	24%	(16)	12%	(8)	30%	(20)	7%	(5)	27%	(18)	67
2016 Vote: Didn't Vote	19%	(46)	11%	(28)	24%	(59)	8%	(21)	37%	(92)	246
Voted in 2014: Yes	20%	(125)	11%	(72)	27%	(171)	11%	(67)	31%	(200)	636
Voted in 2014: No	22%	(74)	14%	(46)	27%	(89)	5%	(18)	33%	(110)	338

Continued on next page



**Table HR10\_1:** After the COVID-19 pandemic (coronavirus) is under control and stay-at-home orders have ended, do you plan to change the type of screen time rules you previously had for your child(ren)?

Recreational screen time such as watching videos or playing video games

Demographic	Yes, I plan to allow less time		Yes, I plan to allow more time		No, I do not plan to change these rules		No, I do not have these rules for my child and will not in the future		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	20%	(199)	12%	(119)	27%	(260)	9%	(86)	32%	(310)	973
2012 Vote: Barack Obama	23%	(87)	10%	(39)	27%	(104)	9%	(34)	31%	(120)	384
2012 Vote: Mitt Romney	17%	(47)	14%	(39)	26%	(72)	12%	(34)	31%	(86)	279
2012 Vote: Didn't Vote	21%	(58)	13%	(37)	26%	(72)	5%	(13)	35%	(96)	276
4-Region: Northeast	21%	(35)	11%	(19)	27%	(46)	10%	(16)	31%	(51)	167
4-Region: Midwest	20%	(40)	9%	(18)	32%	(65)	7%	(14)	33%	(66)	204
4-Region: South	20%	(75)	13%	(47)	27%	(101)	9%	(35)	31%	(114)	373
4-Region: West	21%	(48)	15%	(34)	21%	(49)	9%	(21)	34%	(78)	230
Watch TV: Every day	22%	(107)	11%	(51)	29%	(140)	10%	(46)	29%	(138)	483
Watch TV: Several times per week	23%	(51)	12%	(28)	28%	(65)	8%	(18)	29%	(65)	227
Watch TV: About once per week	16%	(10)	24%	(16)	24%	(16)	9%	(6)	27%	(18)	66
Watch TV: Never	6%	(5)	8%	(7)	13%	(11)	8%	(7)	65%	(55)	85
Watch Movies: Every day	29%	(57)	16%	(30)	24%	(47)	5%	(10)	25%	(49)	193
Watch Movies: Several times per week	23%	(67)	13%	(37)	32%	(94)	8%	(24)	24%	(70)	291
Watch Movies: About once per week	20%	(29)	13%	(18)	26%	(37)	8%	(12)	33%	(47)	142
Watch Movies: Several times per month	24%	(26)	11%	(12)	23%	(25)	17%	(18)	25%	(27)	108
Watch Movies: About once per month	5%	(4)	14%	(10)	39%	(27)	4%	(3)	38%	(27)	71
Watch Movies: Less often than once per month	16%	(11)	12%	(8)	23%	(16)	8%	(6)	41%	(28)	70
Watch Movies: Never	6%	(6)	3%	(3)	14%	(14)	13%	(13)	63%	(62)	99
Watch Sporting Events: Every day	15%	(10)	24%	(16)	25%	(16)	8%	(5)	28%	(18)	65
Watch Sporting Events: Several times per week	28%	(40)	12%	(17)	32%	(46)	8%	(12)	19%	(28)	143
Watch Sporting Events: About once per week	15%	(15)	25%	(25)	29%	(29)	10%	(10)	21%	(21)	101
Watch Sporting Events: Several times per month	20%	(22)	16%	(17)	31%	(33)	7%	(7)	26%	(28)	108
Watch Sporting Events: About once per month	24%	(19)	17%	(13)	27%	(21)	7%	(6)	25%	(20)	79
Watch Sporting Events: Less often than once per month	15%	(21)	6%	(9)	24%	(34)	14%	(20)	41%	(60)	146
Watch Sporting Events: Never	22%	(72)	6%	(21)	24%	(81)	8%	(25)	40%	(135)	333

Continued on next page

**Table HR10\_1:** After the COVID-19 pandemic (coronavirus) is under control and stay-at-home orders have ended, do you plan to change the type of screen time rules you previously had for your child(ren)?  
Recreational screen time such as watching videos or playing video games

Demographic	Yes, I plan to allow less time		Yes, I plan to allow more time		No, I do not plan to change these rules		No, I do not have these rules for my child and will not in the future		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	20%	(199)	12%	(119)	27%	(260)	9%	(86)	32%	(310)	973
Cable TV: Currently subscribe	21%	(99)	12%	(57)	25%	(119)	10%	(48)	33%	(159)	481
Cable TV: Subscribed in past	22%	(72)	11%	(36)	30%	(96)	6%	(20)	31%	(100)	324
Cable TV: Never subscribed	17%	(28)	16%	(26)	27%	(45)	11%	(18)	30%	(51)	169
Satellite TV: Currently subscribe	23%	(55)	12%	(29)	19%	(46)	9%	(22)	37%	(89)	241
Satellite TV: Subscribed in past	24%	(67)	13%	(36)	30%	(84)	7%	(20)	27%	(75)	282
Satellite TV: Never subscribed	17%	(77)	12%	(54)	29%	(130)	10%	(44)	32%	(146)	451
Streaming Services: Currently subscribe	24%	(145)	11%	(68)	28%	(170)	8%	(50)	29%	(176)	609
Streaming Services: Subscribed in past	23%	(20)	16%	(14)	23%	(21)	8%	(7)	30%	(26)	88
Streaming Services: Never subscribed	12%	(34)	13%	(36)	25%	(70)	10%	(29)	39%	(108)	276
Film: An avid fan	22%	(73)	16%	(51)	27%	(88)	9%	(30)	26%	(84)	325
Film: A casual fan	21%	(110)	10%	(54)	28%	(152)	8%	(41)	33%	(178)	534
Film: Not a fan	14%	(16)	13%	(14)	18%	(20)	13%	(15)	42%	(48)	114
Television: An avid fan	21%	(101)	13%	(64)	25%	(121)	10%	(47)	31%	(148)	480
Television: A casual fan	21%	(90)	12%	(50)	29%	(125)	8%	(33)	30%	(131)	429
Television: Not a fan	12%	(8)	6%	(4)	22%	(14)	10%	(6)	50%	(32)	64
Music: An avid fan	27%	(125)	12%	(55)	30%	(138)	8%	(39)	23%	(109)	466
Music: A casual fan	16%	(70)	13%	(57)	25%	(114)	9%	(43)	37%	(168)	452
Music: Not a fan	7%	(4)	12%	(7)	13%	(7)	7%	(4)	60%	(33)	56
Fashion: An avid fan	26%	(31)	17%	(21)	20%	(24)	4%	(5)	32%	(38)	119
Fashion: A casual fan	26%	(112)	14%	(63)	28%	(121)	8%	(33)	25%	(109)	438
Fashion: Not a fan	13%	(56)	8%	(35)	28%	(115)	11%	(47)	39%	(163)	416

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

**Table HR10\_2:** After the COVID-19 pandemic (coronavirus) is under control and stay-at-home orders have ended, do you plan to change the type of screen time rules you previously had for your child(ren)?  
 Educational screen time such as using a device for distance learning

Demographic	Yes, I plan to allow less time		Yes, I plan to allow more time		No, I do not plan to change these rules		No, I do not have these rules for my child and will not in the future		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	11%	(106)	21%	(201)	27%	(263)	9%	(92)	32%	(312)	973
Gender: Male	11%	(49)	22%	(96)	25%	(111)	9%	(39)	33%	(147)	442
Gender: Female	11%	(57)	20%	(104)	29%	(152)	10%	(53)	31%	(165)	531
Age: 18-29	26%	(28)	21%	(23)	22%	(24)	6%	(6)	26%	(28)	111
Age: 30-44	16%	(45)	34%	(95)	36%	(100)	6%	(17)	8%	(23)	280
Age: 45-54	9%	(18)	21%	(42)	34%	(68)	9%	(19)	27%	(54)	201
Age: 55-64	5%	(8)	13%	(22)	17%	(30)	16%	(29)	49%	(86)	176
Age: 65+	3%	(7)	9%	(19)	19%	(40)	10%	(21)	58%	(120)	206
Millennial: Age 23-38	20%	(49)	31%	(76)	31%	(78)	5%	(13)	13%	(33)	249
Generation X: Age 39-54	10%	(33)	25%	(81)	34%	(107)	9%	(29)	21%	(68)	319
Boomers: Age 55-73	4%	(14)	11%	(37)	18%	(62)	14%	(46)	53%	(181)	340
PID: Dem (no lean)	9%	(30)	23%	(76)	24%	(79)	9%	(30)	35%	(116)	330
PID: Ind (no lean)	11%	(32)	21%	(61)	28%	(82)	7%	(21)	34%	(100)	295
PID: Rep (no lean)	13%	(44)	18%	(64)	30%	(103)	12%	(41)	28%	(96)	348
PID/Gender: Dem Men	10%	(14)	22%	(30)	21%	(29)	6%	(9)	40%	(55)	137
PID/Gender: Dem Women	8%	(16)	24%	(46)	26%	(49)	11%	(22)	31%	(60)	193
PID/Gender: Ind Men	10%	(12)	22%	(27)	21%	(26)	9%	(11)	39%	(48)	124
PID/Gender: Ind Women	11%	(19)	20%	(34)	33%	(56)	6%	(10)	30%	(52)	171
PID/Gender: Rep Men	12%	(22)	22%	(39)	31%	(56)	11%	(20)	24%	(44)	181
PID/Gender: Rep Women	13%	(22)	15%	(24)	28%	(47)	13%	(21)	32%	(53)	166
Ideo: Liberal (1-3)	17%	(43)	21%	(52)	25%	(63)	7%	(19)	30%	(76)	253
Ideo: Moderate (4)	8%	(21)	24%	(61)	31%	(79)	11%	(27)	26%	(65)	253
Ideo: Conservative (5-7)	9%	(32)	17%	(62)	28%	(102)	10%	(37)	35%	(128)	362
Educ: < College	11%	(73)	18%	(118)	25%	(160)	9%	(60)	36%	(235)	646
Educ: Bachelors degree	8%	(17)	23%	(46)	34%	(70)	11%	(22)	24%	(48)	203
Educ: Post-grad	13%	(16)	29%	(36)	27%	(34)	8%	(10)	23%	(29)	125

Continued on next page

**Table HR10\_2:** After the COVID-19 pandemic (coronavirus) is under control and stay-at-home orders have ended, do you plan to change the type of screen time rules you previously had for your child(ren)?  
Educational screen time such as using a device for distance learning

Demographic	Yes, I plan to allow less time		Yes, I plan to allow more time		No, I do not plan to change these rules		No, I do not have these rules for my child and will not in the future		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	11%	(106)	21%	(201)	27%	(263)	9%	(92)	32%	(312)	973
Income: Under 50k	11%	(47)	17%	(74)	27%	(115)	10%	(42)	36%	(156)	434
Income: 50k-100k	10%	(36)	23%	(82)	29%	(102)	9%	(33)	29%	(101)	353
Income: 100k+	12%	(22)	24%	(45)	25%	(46)	10%	(18)	30%	(55)	187
Ethnicity: White	11%	(89)	20%	(156)	29%	(223)	10%	(79)	30%	(236)	783
Ethnicity: Hispanic	12%	(19)	32%	(51)	21%	(33)	10%	(16)	26%	(43)	163
Ethnicity: Afr. Am.	10%	(11)	18%	(21)	17%	(20)	6%	(7)	49%	(56)	115
Ethnicity: Other	8%	(6)	31%	(24)	26%	(20)	9%	(7)	26%	(20)	76
All Christian	10%	(48)	19%	(92)	29%	(143)	9%	(46)	34%	(168)	496
Agnostic/Nothing in particular	11%	(45)	22%	(85)	24%	(94)	10%	(41)	33%	(131)	395
Religious Non-Protestant/Catholic	24%	(14)	32%	(19)	26%	(16)	2%	(1)	17%	(10)	61
Evangelical	8%	(22)	17%	(47)	28%	(77)	12%	(33)	34%	(92)	270
Non-Evangelical	12%	(43)	20%	(75)	27%	(101)	10%	(37)	32%	(120)	377
Community: Urban	12%	(30)	27%	(68)	20%	(51)	12%	(32)	28%	(72)	254
Community: Suburban	10%	(48)	20%	(91)	31%	(140)	7%	(33)	32%	(145)	457
Community: Rural	11%	(28)	16%	(41)	27%	(72)	10%	(27)	36%	(95)	263
Employ: Private Sector	12%	(39)	28%	(86)	33%	(102)	8%	(26)	19%	(59)	312
Employ: Government	8%	(5)	32%	(21)	23%	(15)	6%	(4)	32%	(21)	65
Employ: Self-Employed	18%	(15)	13%	(11)	32%	(26)	11%	(9)	26%	(21)	83
Employ: Homemaker	16%	(19)	26%	(30)	33%	(39)	8%	(10)	16%	(19)	116
Employ: Retired	4%	(9)	9%	(20)	22%	(48)	9%	(19)	57%	(125)	221
Employ: Unemployed	12%	(11)	17%	(16)	22%	(20)	19%	(18)	30%	(28)	94
Employ: Other	11%	(8)	18%	(13)	15%	(11)	8%	(6)	48%	(35)	72
Military HH: Yes	10%	(17)	15%	(25)	20%	(34)	13%	(23)	42%	(73)	173
Military HH: No	11%	(89)	22%	(175)	29%	(229)	9%	(69)	30%	(239)	801
RD/WT: Right Direction	13%	(49)	23%	(91)	25%	(97)	9%	(37)	29%	(114)	388
RD/WT: Wrong Track	10%	(57)	19%	(110)	28%	(166)	9%	(55)	34%	(198)	586

Continued on next page

**Table HR10\_2:** After the COVID-19 pandemic (coronavirus) is under control and stay-at-home orders have ended, do you plan to change the type of screen time rules you previously had for your child(ren)?  
Educational screen time such as using a device for distance learning

Demographic	Yes, I plan to allow less time		Yes, I plan to allow more time		No, I do not plan to change these rules		No, I do not have these rules for my child and will not in the future		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	11%	(106)	21%	(201)	27%	(263)	9%	(92)	32%	(312)	973
Trump Job Approve	12%	(56)	21%	(99)	28%	(133)	10%	(46)	29%	(139)	473
Trump Job Disapprove	10%	(46)	22%	(95)	26%	(116)	10%	(45)	31%	(139)	442
Trump Job Strongly Approve	14%	(38)	18%	(48)	26%	(69)	10%	(28)	32%	(87)	269
Trump Job Somewhat Approve	9%	(19)	25%	(51)	32%	(64)	9%	(18)	25%	(52)	204
Trump Job Somewhat Disapprove	10%	(11)	28%	(30)	22%	(24)	14%	(15)	25%	(27)	107
Trump Job Strongly Disapprove	11%	(35)	19%	(65)	28%	(93)	9%	(30)	33%	(112)	334
Favorable of Trump	12%	(53)	21%	(93)	29%	(129)	10%	(45)	29%	(130)	450
Unfavorable of Trump	11%	(48)	22%	(99)	27%	(121)	10%	(43)	30%	(134)	445
Very Favorable of Trump	15%	(43)	19%	(52)	25%	(70)	11%	(31)	29%	(82)	279
Somewhat Favorable of Trump	6%	(10)	24%	(41)	34%	(58)	8%	(14)	28%	(48)	171
Somewhat Unfavorable of Trump	11%	(12)	27%	(27)	22%	(22)	15%	(15)	25%	(25)	101
Very Unfavorable of Trump	11%	(37)	21%	(72)	29%	(98)	8%	(28)	32%	(109)	344
#1 Issue: Economy	10%	(37)	22%	(83)	32%	(117)	10%	(36)	26%	(95)	367
#1 Issue: Security	13%	(18)	21%	(28)	24%	(32)	6%	(8)	36%	(47)	132
#1 Issue: Health Care	13%	(24)	21%	(37)	31%	(57)	9%	(16)	25%	(46)	180
#1 Issue: Medicare / Social Security	6%	(7)	11%	(15)	18%	(23)	12%	(16)	53%	(69)	130
#1 Issue: Other	3%	(2)	9%	(6)	23%	(14)	11%	(7)	54%	(34)	62
2018 House Vote: Democrat	12%	(41)	21%	(71)	27%	(92)	9%	(33)	31%	(108)	345
2018 House Vote: Republican	11%	(37)	21%	(71)	27%	(90)	11%	(39)	29%	(99)	337
2016 Vote: Hillary Clinton	10%	(29)	19%	(54)	30%	(87)	10%	(29)	31%	(88)	287
2016 Vote: Donald Trump	11%	(40)	22%	(80)	27%	(102)	10%	(35)	31%	(113)	370
2016 Vote: Other	13%	(9)	26%	(17)	26%	(17)	6%	(4)	29%	(20)	67
2016 Vote: Didn't Vote	11%	(27)	20%	(49)	23%	(56)	10%	(24)	37%	(91)	246
Voted in 2014: Yes	10%	(65)	20%	(126)	27%	(172)	11%	(70)	32%	(204)	636
Voted in 2014: No	12%	(41)	22%	(75)	27%	(91)	7%	(23)	32%	(108)	338

Continued on next page

**Table HR10\_2:** After the COVID-19 pandemic (coronavirus) is under control and stay-at-home orders have ended, do you plan to change the type of screen time rules you previously had for your child(ren)?  
Educational screen time such as using a device for distance learning

Demographic	Yes, I plan to allow less time		Yes, I plan to allow more time		No, I do not plan to change these rules		No, I do not have these rules for my child and will not in the future		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	11%	(106)	21%	(201)	27%	(263)	9%	(92)	32%	(312)	973
2012 Vote: Barack Obama	13%	(49)	21%	(79)	26%	(102)	8%	(33)	32%	(122)	384
2012 Vote: Mitt Romney	7%	(20)	17%	(48)	29%	(81)	14%	(38)	33%	(92)	279
2012 Vote: Didn't Vote	12%	(32)	24%	(66)	25%	(69)	7%	(18)	33%	(90)	276
4-Region: Northeast	14%	(23)	15%	(25)	26%	(44)	12%	(20)	34%	(56)	167
4-Region: Midwest	10%	(20)	17%	(35)	36%	(73)	6%	(13)	31%	(64)	204
4-Region: South	9%	(35)	22%	(80)	28%	(104)	10%	(37)	31%	(116)	373
4-Region: West	12%	(28)	26%	(60)	19%	(43)	10%	(22)	33%	(76)	230
Watch TV: Every day	13%	(61)	18%	(87)	30%	(143)	10%	(49)	30%	(143)	483
Watch TV: Several times per week	8%	(19)	25%	(56)	29%	(66)	9%	(21)	29%	(65)	227
Watch TV: About once per week	4%	(3)	37%	(24)	23%	(15)	7%	(5)	29%	(19)	66
Watch TV: Never	5%	(4)	9%	(8)	10%	(9)	12%	(10)	64%	(55)	85
Watch Movies: Every day	17%	(33)	27%	(51)	22%	(43)	7%	(13)	27%	(52)	193
Watch Movies: Several times per week	10%	(28)	24%	(70)	34%	(98)	9%	(25)	24%	(71)	291
Watch Movies: About once per week	12%	(17)	21%	(30)	24%	(34)	11%	(15)	32%	(46)	142
Watch Movies: Several times per month	15%	(16)	16%	(17)	31%	(34)	13%	(14)	25%	(27)	108
Watch Movies: About once per month	7%	(5)	19%	(13)	34%	(24)	6%	(4)	36%	(25)	71
Watch Movies: Less often than once per month	7%	(5)	20%	(14)	23%	(16)	11%	(8)	39%	(28)	70
Watch Movies: Never	3%	(3)	6%	(6)	13%	(13)	13%	(13)	64%	(64)	99
Watch Sporting Events: Every day	21%	(14)	20%	(13)	24%	(15)	8%	(5)	28%	(18)	65
Watch Sporting Events: Several times per week	9%	(13)	33%	(46)	32%	(46)	9%	(13)	17%	(25)	143
Watch Sporting Events: About once per week	11%	(11)	30%	(31)	27%	(27)	5%	(5)	27%	(27)	101
Watch Sporting Events: Several times per month	12%	(13)	24%	(26)	30%	(33)	7%	(8)	26%	(28)	108
Watch Sporting Events: About once per month	12%	(9)	27%	(21)	27%	(21)	8%	(7)	26%	(20)	79
Watch Sporting Events: Less often than once per month	10%	(15)	12%	(17)	24%	(35)	14%	(20)	40%	(58)	146
Watch Sporting Events: Never	10%	(32)	14%	(47)	26%	(85)	10%	(34)	41%	(135)	333

Continued on next page

**Table HR10\_2:** After the COVID-19 pandemic (coronavirus) is under control and stay-at-home orders have ended, do you plan to change the type of screen time rules you previously had for your child(ren)?  
Educational screen time such as using a device for distance learning

Demographic	Yes, I plan to allow less time		Yes, I plan to allow more time		No, I do not plan to change these rules		No, I do not have these rules for my child and will not in the future		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	11%	(106)	21%	(201)	27%	(263)	9%	(92)	32%	(312)	973
Cable TV: Currently subscribe	9%	(44)	23%	(110)	25%	(120)	9%	(45)	33%	(161)	481
Cable TV: Subscribed in past	13%	(42)	18%	(59)	30%	(97)	8%	(27)	30%	(99)	324
Cable TV: Never subscribed	11%	(19)	19%	(31)	27%	(46)	12%	(20)	31%	(52)	169
Satellite TV: Currently subscribe	12%	(29)	22%	(53)	19%	(45)	10%	(25)	37%	(88)	241
Satellite TV: Subscribed in past	13%	(38)	21%	(59)	32%	(91)	8%	(21)	26%	(73)	282
Satellite TV: Never subscribed	9%	(39)	20%	(88)	28%	(127)	10%	(46)	33%	(151)	451
Streaming Services: Currently subscribe	11%	(66)	21%	(130)	29%	(175)	10%	(61)	29%	(176)	609
Streaming Services: Subscribed in past	22%	(20)	24%	(21)	24%	(21)	2%	(2)	28%	(25)	88
Streaming Services: Never subscribed	7%	(20)	18%	(50)	24%	(67)	11%	(29)	40%	(111)	276
Film: An avid fan	13%	(43)	25%	(80)	26%	(84)	9%	(29)	27%	(89)	325
Film: A casual fan	9%	(50)	19%	(104)	30%	(158)	9%	(48)	33%	(174)	534
Film: Not a fan	11%	(13)	14%	(16)	18%	(20)	14%	(16)	43%	(49)	114
Television: An avid fan	9%	(46)	23%	(112)	26%	(125)	10%	(49)	31%	(149)	480
Television: A casual fan	12%	(54)	19%	(80)	29%	(125)	9%	(39)	31%	(131)	429
Television: Not a fan	10%	(7)	13%	(8)	21%	(13)	6%	(4)	50%	(32)	64
Music: An avid fan	13%	(59)	24%	(110)	29%	(135)	10%	(45)	25%	(116)	466
Music: A casual fan	8%	(38)	19%	(88)	27%	(124)	9%	(41)	36%	(161)	452
Music: Not a fan	15%	(8)	6%	(3)	7%	(4)	10%	(5)	62%	(35)	56
Fashion: An avid fan	17%	(21)	23%	(27)	21%	(25)	5%	(6)	34%	(40)	119
Fashion: A casual fan	12%	(51)	25%	(111)	29%	(129)	8%	(36)	25%	(110)	438
Fashion: Not a fan	8%	(34)	15%	(62)	26%	(110)	12%	(50)	39%	(161)	416

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

**Table HRdem1\_1: How often do you watch or stream the following?**

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	49% (1071)	24% (519)	7% (156)	5% (113)	3% (69)	4% (83)	9% (189)	220
Gender: Male	47% (498)	25% (261)	7% (77)	5% (52)	4% (38)	3% (36)	9% (100)	100
Gender: Female	50% (572)	23% (258)	7% (79)	5% (62)	3% (32)	4% (47)	8% (89)	113
Age: 18-29	41% (207)	27% (135)	8% (41)	7% (37)	6% (30)	4% (21)	6% (28)	49
Age: 30-44	48% (247)	27% (137)	9% (48)	5% (27)	3% (14)	3% (14)	5% (27)	5
Age: 45-54	51% (185)	21% (76)	7% (27)	6% (20)	1% (5)	4% (15)	10% (37)	36
Age: 55-64	49% (188)	24% (92)	5% (19)	3% (13)	3% (11)	5% (17)	12% (46)	38
Age: 65+	56% (243)	18% (80)	5% (21)	4% (16)	2% (9)	4% (16)	12% (51)	43
Generation Z: 18-22	40% (111)	26% (72)	9% (24)	10% (28)	5% (15)	5% (13)	6% (16)	27
Millennial: Age 23-38	49% (262)	27% (147)	7% (40)	5% (26)	4% (22)	2% (10)	5% (29)	53
Generation X: Age 39-54	47% (267)	23% (128)	9% (51)	5% (30)	2% (12)	5% (26)	9% (48)	56
Boomers: Age 55-73	52% (379)	21% (154)	5% (34)	3% (25)	2% (17)	4% (31)	12% (84)	72
PID: Dem (no lean)	51% (395)	25% (190)	6% (43)	4% (31)	2% (16)	3% (22)	9% (72)	76
PID: Ind (no lean)	44% (328)	26% (191)	8% (59)	6% (43)	5% (36)	4% (30)	7% (50)	73
PID: Rep (no lean)	50% (348)	20% (138)	8% (54)	6% (40)	2% (17)	4% (30)	10% (66)	69
PID/Gender: Dem Men	46% (161)	30% (104)	7% (25)	3% (9)	2% (7)	2% (7)	11% (38)	3
PID/Gender: Dem Women	56% (234)	21% (86)	4% (19)	5% (22)	2% (9)	4% (15)	8% (34)	4
PID/Gender: Ind Men	44% (149)	25% (85)	8% (27)	7% (24)	6% (19)	4% (12)	7% (24)	34
PID/Gender: Ind Women	45% (178)	27% (106)	8% (32)	5% (19)	4% (17)	5% (18)	7% (26)	39
PID/Gender: Rep Men	51% (188)	19% (72)	7% (26)	5% (19)	3% (12)	5% (17)	10% (38)	3
PID/Gender: Rep Women	50% (160)	21% (66)	9% (28)	6% (20)	2% (5)	4% (14)	9% (28)	32
Ideo: Liberal (1-3)	53% (330)	25% (156)	6% (39)	4% (27)	2% (13)	2% (15)	6% (37)	6
Ideo: Moderate (4)	46% (256)	25% (139)	8% (46)	5% (30)	2% (13)	5% (25)	8% (46)	55
Ideo: Conservative (5-7)	50% (373)	22% (165)	7% (51)	5% (36)	3% (25)	4% (30)	9% (63)	74
Educ: < College	46% (699)	23% (345)	8% (118)	5% (76)	4% (53)	4% (64)	10% (157)	15
Educ: Bachelors degree	54% (241)	26% (114)	5% (24)	6% (26)	2% (9)	2% (11)	4% (19)	44
Educ: Post-grad	53% (130)	25% (61)	6% (14)	4% (11)	3% (7)	3% (8)	5% (13)	24

Continued on next page



**Table HRdem1\_1: How often do you watch or stream the following?**

## TV shows

Demographic	Watch TV:	Watch TV:	Watch TV:	Watch TV:	Watch TV:	Watch TV:	Watch TV:	Total
	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	
Adults	49% (1071)	24% (519)	7% (156)	5% (113)	3% (69)	4% (83)	9% (189)	220
Income: Under 50k	47% (551)	22% (256)	6% (75)	5% (60)	4% (41)	5% (54)	11% (128)	116
Income: 50k-100k	52% (366)	25% (175)	7% (52)	5% (34)	3% (21)	2% (17)	6% (45)	70
Income: 100k+	47% (154)	27% (88)	9% (29)	6% (20)	2% (7)	3% (11)	5% (16)	32
Ethnicity: White	50% (863)	23% (396)	7% (121)	5% (85)	3% (56)	4% (63)	8% (138)	172
Ethnicity: Hispanic	37% (129)	25% (89)	11% (39)	6% (21)	5% (18)	3% (9)	13% (45)	34
Ethnicity: Afr. Am.	50% (136)	26% (71)	4% (10)	5% (14)	2% (6)	3% (7)	11% (30)	27
Ethnicity: Other	35% (71)	26% (52)	12% (25)	7% (15)	4% (7)	6% (13)	10% (21)	20
All Christian	52% (538)	24% (246)	7% (68)	5% (54)	3% (30)	3% (33)	6% (64)	103
All Non-Christian	58% (59)	21% (22)	9% (9)	3% (3)	1% (1)	— (0)	7% (7)	10
Atheist	40% (45)	25% (28)	11% (12)	6% (7)	2% (2)	5% (5)	12% (13)	1
Agnostic/Nothing in particular	45% (429)	23% (224)	7% (67)	5% (50)	4% (36)	5% (44)	11% (105)	99
Religious Non-Protestant/Catholic	57% (72)	23% (29)	8% (10)	3% (4)	2% (2)	2% (2)	6% (8)	12
Evangelical	49% (261)	23% (122)	6% (34)	5% (29)	3% (17)	4% (20)	9% (50)	53
Non-Evangelical	53% (431)	23% (188)	7% (55)	5% (43)	3% (23)	3% (24)	5% (44)	80
Community: Urban	47% (275)	26% (150)	7% (41)	5% (27)	4% (26)	3% (16)	8% (47)	58
Community: Suburban	49% (510)	24% (254)	8% (83)	5% (54)	2% (26)	4% (39)	8% (80)	104
Community: Rural	50% (285)	20% (115)	6% (32)	6% (32)	3% (18)	5% (28)	11% (62)	5
Employ: Private Sector	53% (327)	25% (151)	7% (44)	6% (35)	2% (13)	3% (17)	4% (26)	6
Employ: Government	42% (53)	26% (34)	9% (11)	11% (13)	7% (9)	1% (2)	4% (5)	12
Employ: Self-Employed	37% (74)	29% (58)	7% (15)	5% (9)	4% (8)	6% (11)	11% (23)	19
Employ: Homemaker	52% (82)	22% (34)	12% (20)	— (1)	3% (4)	6% (9)	5% (8)	15
Employ: Retired	58% (292)	18% (90)	5% (23)	3% (14)	1% (6)	3% (18)	13% (65)	50
Employ: Unemployed	44% (118)	23% (63)	8% (22)	6% (16)	7% (18)	4% (10)	9% (24)	27
Employ: Other	39% (67)	25% (44)	5% (9)	4% (7)	2% (4)	6% (10)	19% (33)	17
Military HH: Yes	50% (174)	24% (83)	6% (23)	5% (19)	2% (6)	4% (13)	9% (32)	34
Military HH: No	48% (897)	24% (437)	7% (133)	5% (94)	3% (63)	4% (70)	8% (157)	18
RD/WT: Right Direction	47% (358)	21% (163)	7% (53)	7% (56)	4% (28)	4% (31)	10% (79)	76
RD/WT: Wrong Track	50% (712)	25% (356)	7% (103)	4% (58)	3% (41)	4% (51)	8% (110)	14

Continued on next page

**Table HRdem1\_1: How often do you watch or stream the following?**

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	49% (1071)	24% (519)	7% (156)	5% (113)	3% (69)	4% (83)	9% (189)	220
Trump Job Approve	47% (429)	23% (209)	8% (70)	5% (48)	3% (32)	4% (39)	10% (92)	92
Trump Job Disapprove	52% (602)	25% (284)	6% (73)	4% (48)	3% (31)	3% (37)	7% (75)	115
Trump Job Strongly Approve	49% (252)	19% (101)	6% (29)	6% (32)	3% (17)	4% (23)	13% (65)	5
Trump Job Somewhat Approve	44% (177)	27% (108)	10% (41)	4% (17)	4% (15)	4% (17)	7% (27)	4
Trump Job Somewhat Disapprove	52% (142)	23% (62)	8% (22)	6% (16)	2% (7)	3% (7)	6% (16)	27
Trump Job Strongly Disapprove	52% (459)	25% (222)	6% (51)	4% (32)	3% (25)	3% (30)	7% (59)	87
Favorable of Trump	49% (437)	22% (195)	7% (66)	5% (48)	3% (25)	4% (36)	9% (78)	88
Unfavorable of Trump	51% (584)	25% (290)	6% (67)	5% (58)	3% (34)	3% (37)	6% (70)	114
Very Favorable of Trump	52% (283)	18% (98)	7% (39)	6% (33)	3% (17)	4% (19)	10% (53)	5
Somewhat Favorable of Trump	45% (154)	28% (97)	8% (27)	5% (16)	2% (8)	5% (17)	7% (25)	34
Somewhat Unfavorable of Trump	45% (110)	27% (65)	6% (15)	8% (20)	4% (9)	4% (9)	7% (17)	24
Very Unfavorable of Trump	53% (474)	25% (225)	6% (52)	4% (38)	3% (25)	3% (29)	6% (53)	89
#1 Issue: Economy	43% (328)	29% (221)	6% (49)	6% (43)	3% (22)	5% (36)	8% (57)	75
#1 Issue: Security	52% (132)	20% (50)	8% (20)	3% (8)	4% (10)	3% (7)	11% (29)	25
#1 Issue: Health Care	56% (256)	24% (113)	5% (24)	4% (16)	2% (10)	3% (15)	6% (25)	46
#1 Issue: Medicare / Social Security	57% (147)	15% (40)	6% (15)	4% (11)	2% (6)	3% (7)	13% (33)	25
#1 Issue: Women's Issues	49% (53)	23% (25)	7% (7)	15% (17)	2% (2)	2% (2)	3% (3)	16
#1 Issue: Education	47% (67)	18% (26)	15% (22)	6% (9)	8% (12)	2% (3)	3% (4)	14
#1 Issue: Energy	31% (29)	28% (26)	10% (9)	3% (3)	7% (6)	5% (5)	15% (13)	9
#1 Issue: Other	47% (59)	15% (19)	7% (9)	5% (6)	1% (1)	6% (8)	19% (24)	12
2018 House Vote: Democrat	57% (424)	22% (166)	5% (35)	3% (20)	3% (20)	3% (21)	7% (55)	74
2018 House Vote: Republican	52% (333)	22% (142)	7% (45)	5% (34)	3% (21)	3% (21)	7% (45)	64
2018 House Vote: Someone else	50% (41)	22% (18)	9% (7)	7% (6)	3% (2)	3% (2)	7% (5)	8
2016 Vote: Hillary Clinton	57% (368)	23% (149)	6% (36)	3% (17)	2% (14)	3% (20)	7% (44)	64
2016 Vote: Donald Trump	51% (345)	23% (153)	8% (52)	5% (33)	3% (19)	3% (21)	8% (51)	67
2016 Vote: Other	48% (78)	26% (41)	6% (10)	6% (10)	2% (3)	5% (7)	7% (11)	16
2016 Vote: Didn't Vote	39% (276)	25% (176)	8% (57)	7% (53)	5% (33)	5% (34)	12% (83)	7

Continued on next page

**Table HRdem1\_1: How often do you watch or stream the following?**  
TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	49% (1071)	24% (519)	7% (156)	5% (113)	3% (69)	4% (83)	9% (189)	220
Voted in 2014: Yes	54% (660)	22% (273)	6% (71)	5% (58)	3% (35)	4% (43)	7% (92)	123
Voted in 2014: No	42% (410)	25% (246)	9% (85)	6% (55)	4% (35)	4% (39)	10% (97)	96
2012 Vote: Barack Obama	57% (441)	23% (177)	5% (35)	4% (31)	2% (19)	3% (22)	6% (48)	77
2012 Vote: Mitt Romney	51% (257)	22% (112)	7% (35)	4% (21)	2% (12)	5% (24)	8% (41)	50
2012 Vote: Other	34% (25)	23% (17)	12% (9)	7% (5)	5% (3)	7% (5)	12% (9)	7
2012 Vote: Didn't Vote	41% (344)	25% (214)	9% (77)	7% (56)	4% (35)	4% (32)	11% (90)	84
4-Region: Northeast	54% (213)	25% (96)	6% (24)	5% (21)	2% (9)	3% (10)	5% (19)	39
4-Region: Midwest	49% (225)	24% (111)	7% (31)	5% (25)	2% (10)	4% (19)	9% (41)	40
4-Region: South	49% (408)	22% (179)	7% (56)	5% (45)	4% (29)	4% (33)	9% (74)	82
4-Region: West	43% (224)	26% (133)	9% (45)	4% (22)	4% (21)	4% (21)	10% (54)	52
Watch TV: Every day	100% (1071)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	1071
Watch TV: Several times per week	— (0)	100% (519)	— (0)	— (0)	— (0)	— (0)	— (0)	519
Watch TV: About once per week	— (0)	— (0)	100% (156)	— (0)	— (0)	— (0)	— (0)	156
Watch TV: Several times per month	— (0)	— (0)	— (0)	100% (113)	— (0)	— (0)	— (0)	113
Watch TV: About once per month	— (0)	— (0)	— (0)	— (0)	100% (69)	— (0)	— (0)	69
Watch TV: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (83)	— (0)	83
Watch TV: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (189)	189
Watch Movies: Every day	79% (358)	12% (55)	2% (7)	3% (13)	2% (8)	1% (5)	1% (6)	442
Watch Movies: Several times per week	50% (297)	38% (224)	5% (33)	3% (16)	1% (6)	1% (8)	2% (13)	597
Watch Movies: About once per week	40% (137)	31% (106)	18% (60)	3% (11)	2% (8)	2% (7)	3% (10)	362
Watch Movies: Several times per month	42% (108)	20% (50)	10% (25)	17% (43)	5% (12)	3% (8)	3% (9)	255
Watch Movies: About once per month	45% (82)	18% (33)	9% (16)	9% (17)	11% (19)	5% (9)	3% (5)	185
Watch Movies: Less often than once per month	34% (59)	20% (35)	4% (7)	5% (8)	9% (15)	19% (32)	10% (17)	175
Watch Movies: Never	15% (30)	8% (16)	3% (7)	3% (6)	1% (2)	7% (15)	64% (129)	203

Continued on next page

**Table HRdem1\_1: How often do you watch or stream the following?**

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total
Adults	49% (1071)	24% (519)	7% (156)	5% (113)	3% (69)	4% (83)	9% (189)	220
Watch Sporting Events: Every day	76% (98)	16% (20)	3% (4)	1% (1)	1% (1)	1% (2)	2% (3)	12
Watch Sporting Events: Several times per week	58% (164)	31% (88)	3% (9)	4% (12)	2% (6)	1% (3)	1% (3)	28
Watch Sporting Events: About once per week	60% (139)	22% (52)	9% (20)	4% (10)	1% (1)	2% (4)	3% (7)	23
Watch Sporting Events: Several times per month	52% (109)	25% (52)	5% (11)	12% (24)	2% (5)	2% (4)	2% (4)	21
Watch Sporting Events: About once per month	41% (69)	30% (50)	14% (23)	5% (9)	8% (13)	— (0)	2% (4)	16
Watch Sporting Events: Less often than once per month	52% (187)	24% (86)	6% (20)	5% (18)	5% (16)	6% (22)	2% (8)	35
Watch Sporting Events: Never	37% (304)	21% (172)	8% (69)	5% (39)	3% (27)	6% (47)	19% (159)	81
Cable TV: Currently subscribe	54% (535)	23% (225)	5% (53)	5% (53)	3% (28)	2% (23)	8% (82)	99
Cable TV: Subscribed in past	47% (338)	24% (173)	8% (54)	6% (43)	4% (28)	5% (38)	6% (46)	71
Cable TV: Never subscribed	41% (197)	25% (121)	10% (49)	4% (17)	3% (13)	5% (22)	13% (60)	48
Satellite TV: Currently subscribe	49% (237)	21% (104)	7% (32)	5% (25)	2% (9)	4% (18)	13% (62)	48
Satellite TV: Subscribed in past	48% (292)	23% (141)	8% (47)	6% (38)	5% (29)	4% (27)	6% (34)	60
Satellite TV: Never subscribed	49% (541)	25% (274)	7% (77)	5% (50)	3% (32)	3% (37)	8% (93)	110
Streaming Services: Currently subscribe	53% (697)	25% (330)	7% (88)	5% (70)	2% (28)	3% (42)	5% (62)	131
Streaming Services: Subscribed in past	33% (81)	21% (50)	8% (20)	11% (26)	11% (26)	5% (13)	11% (28)	24
Streaming Services: Never subscribed	46% (293)	22% (139)	7% (48)	3% (17)	2% (15)	4% (28)	15% (99)	63
Film: An avid fan	57% (408)	23% (164)	5% (39)	3% (19)	3% (24)	3% (24)	5% (38)	71
Film: A casual fan	46% (552)	26% (311)	9% (107)	6% (78)	3% (37)	3% (39)	7% (79)	120
Film: Not a fan	39% (110)	16% (44)	4% (10)	6% (16)	3% (9)	7% (20)	26% (72)	28
Television: An avid fan	67% (676)	20% (202)	3% (34)	3% (27)	1% (8)	2% (17)	5% (50)	101
Television: A casual fan	36% (357)	29% (295)	11% (110)	8% (79)	4% (43)	4% (41)	8% (77)	100
Television: Not a fan	20% (37)	12% (23)	7% (12)	4% (8)	10% (19)	13% (25)	33% (62)	18
Music: An avid fan	52% (553)	26% (272)	6% (63)	5% (49)	3% (34)	3% (34)	6% (60)	100
Music: A casual fan	47% (466)	23% (230)	9% (88)	6% (61)	3% (28)	4% (41)	9% (87)	100
Music: Not a fan	38% (51)	13% (18)	4% (5)	2% (3)	6% (8)	5% (7)	31% (41)	13
Fashion: An avid fan	60% (163)	19% (52)	5% (12)	3% (7)	1% (3)	3% (7)	9% (25)	27
Fashion: A casual fan	49% (454)	27% (248)	7% (68)	6% (53)	4% (35)	3% (25)	5% (51)	93
Fashion: Not a fan	46% (454)	22% (219)	8% (76)	5% (53)	3% (31)	5% (51)	11% (113)	99

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

**Table HRdem1\_2: How often do you watch or stream the following?**

*Movies*

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	21% (453)	27% (596)	15% (338)	12% (255)	8% (181)	8% (173)	9% (204)	220
Gender: Male	22% (231)	29% (309)	14% (145)	11% (112)	8% (81)	7% (76)	10% (107)	100
Gender: Female	19% (222)	25% (287)	17% (193)	13% (143)	9% (100)	8% (96)	8% (97)	113
Age: 18-29	27% (136)	27% (137)	17% (86)	11% (55)	8% (38)	4% (18)	6% (29)	49
Age: 30-44	27% (138)	27% (138)	15% (78)	14% (70)	7% (38)	6% (31)	4% (20)	51
Age: 45-54	16% (59)	34% (123)	17% (61)	10% (35)	7% (27)	7% (24)	10% (36)	36
Age: 55-64	13% (51)	25% (97)	14% (54)	12% (47)	9% (36)	12% (48)	14% (53)	38
Age: 65+	16% (69)	23% (101)	14% (59)	11% (48)	10% (42)	12% (52)	15% (66)	43
Generation Z: 18-22	31% (85)	23% (64)	17% (46)	13% (35)	8% (24)	3% (9)	6% (16)	27
Millennial: Age 23-38	27% (146)	31% (166)	14% (77)	12% (63)	7% (35)	5% (26)	4% (24)	53
Generation X: Age 39-54	18% (102)	30% (168)	18% (101)	11% (62)	8% (45)	7% (38)	8% (46)	56
Boomers: Age 55-73	15% (108)	25% (178)	14% (100)	11% (82)	10% (70)	12% (87)	14% (100)	72
PID: Dem (no lean)	21% (163)	28% (212)	16% (120)	10% (73)	9% (71)	7% (53)	10% (77)	76
PID: Ind (no lean)	21% (155)	28% (204)	15% (111)	12% (86)	10% (71)	8% (57)	7% (55)	73
PID: Rep (no lean)	20% (135)	26% (180)	16% (108)	14% (96)	6% (39)	9% (63)	10% (72)	69
PID/Gender: Dem Men	20% (71)	31% (108)	15% (52)	7% (26)	10% (34)	4% (15)	12% (43)	31
PID/Gender: Dem Women	22% (91)	25% (103)	16% (68)	11% (47)	9% (37)	9% (37)	8% (34)	41
PID/Gender: Ind Men	22% (75)	31% (104)	12% (42)	12% (40)	9% (30)	8% (26)	7% (23)	34
PID/Gender: Ind Women	20% (80)	25% (100)	17% (69)	11% (46)	10% (41)	8% (31)	8% (32)	39
PID/Gender: Rep Men	23% (85)	26% (96)	14% (51)	12% (45)	5% (17)	9% (35)	11% (41)	31
PID/Gender: Rep Women	16% (50)	26% (84)	18% (56)	16% (50)	7% (22)	9% (28)	10% (31)	32
Ideo: Liberal (1-3)	23% (142)	30% (188)	17% (104)	10% (64)	8% (48)	7% (40)	5% (31)	61
Ideo: Moderate (4)	19% (105)	25% (141)	15% (85)	13% (74)	10% (54)	8% (42)	10% (55)	55
Ideo: Conservative (5-7)	17% (128)	28% (207)	16% (115)	13% (95)	7% (49)	9% (71)	11% (79)	74
Educ: < College	22% (337)	26% (397)	15% (222)	10% (153)	8% (122)	8% (117)	11% (164)	151
Educ: Bachelors degree	16% (71)	30% (134)	17% (76)	15% (67)	10% (42)	7% (29)	6% (24)	44
Educ: Post-grad	18% (45)	27% (66)	16% (40)	14% (35)	7% (17)	11% (26)	6% (15)	24

Continued on next page

**Table HRdem1\_2: How often do you watch or stream the following?**

*Movies*

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	21% (453)	27% (596)	15% (338)	12% (255)	8% (181)	8% (173)	9% (204)	220
Income: Under 50k	23% (262)	26% (307)	14% (166)	9% (110)	7% (83)	9% (101)	12% (134)	116
Income: 50k-100k	19% (138)	27% (191)	16% (112)	13% (94)	10% (72)	7% (48)	8% (55)	70
Income: 100k+	16% (53)	30% (98)	18% (60)	16% (51)	8% (26)	7% (24)	5% (15)	32
Ethnicity: White	19% (322)	28% (477)	16% (270)	12% (206)	9% (150)	8% (145)	9% (152)	172
Ethnicity: Hispanic	25% (88)	31% (109)	15% (53)	8% (28)	6% (22)	2% (6)	12% (43)	34
Ethnicity: Afr. Am.	32% (89)	22% (60)	16% (43)	8% (22)	5% (13)	5% (14)	12% (32)	27
Ethnicity: Other	20% (42)	29% (60)	12% (25)	13% (26)	9% (18)	7% (14)	9% (19)	20
All Christian	17% (171)	27% (283)	17% (173)	14% (145)	8% (81)	9% (93)	8% (87)	103
All Non-Christian	27% (28)	35% (36)	12% (12)	7% (8)	8% (8)	5% (5)	5% (6)	10
Atheist	17% (19)	22% (25)	15% (17)	15% (16)	8% (9)	7% (7)	15% (17)	1
Agnostic/Nothing in particular	25% (235)	26% (252)	14% (136)	9% (87)	9% (83)	7% (68)	10% (94)	99
Religious Non-Protestant/Catholic	27% (34)	37% (47)	13% (17)	8% (10)	6% (8)	5% (6)	4% (6)	12
Evangelical	16% (88)	28% (150)	18% (95)	13% (69)	7% (36)	8% (43)	10% (51)	53
Non-Evangelical	18% (147)	27% (218)	15% (125)	13% (101)	10% (80)	9% (74)	8% (61)	80
Community: Urban	25% (146)	26% (150)	16% (95)	9% (54)	7% (42)	7% (43)	9% (53)	58
Community: Suburban	18% (188)	28% (295)	16% (172)	13% (139)	9% (97)	7% (71)	8% (83)	104
Community: Rural	21% (119)	26% (151)	12% (71)	11% (62)	7% (42)	10% (58)	12% (68)	5
Employ: Private Sector	18% (113)	29% (178)	18% (112)	15% (92)	7% (41)	7% (46)	5% (31)	6
Employ: Government	22% (28)	27% (34)	13% (16)	12% (15)	13% (17)	7% (9)	6% (7)	12
Employ: Self-Employed	24% (47)	28% (55)	12% (24)	12% (23)	9% (18)	8% (16)	8% (16)	19
Employ: Homemaker	25% (39)	27% (42)	20% (32)	6% (10)	7% (11)	8% (12)	7% (11)	15
Employ: Retired	18% (89)	23% (118)	15% (75)	9% (48)	8% (41)	12% (59)	15% (78)	50
Employ: Unemployed	24% (64)	32% (88)	12% (32)	10% (28)	8% (21)	8% (22)	6% (16)	27
Employ: Other	18% (31)	25% (44)	11% (20)	9% (17)	11% (20)	3% (5)	22% (39)	17
Military HH: Yes	18% (63)	28% (96)	16% (56)	10% (34)	8% (29)	10% (34)	11% (37)	34
Military HH: No	21% (390)	27% (500)	15% (282)	12% (221)	8% (152)	7% (139)	9% (167)	18

Continued on next page

**Table HRdem1\_2: How often do you watch or stream the following?**  
Movies

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	21% (453)	27% (596)	15% (338)	12% (255)	8% (181)	8% (173)	9% (204)	220
RD/WT: Right Direction	21% (158)	25% (193)	16% (121)	12% (94)	7% (54)	7% (56)	12% (92)	76
RD/WT: Wrong Track	21% (295)	28% (403)	15% (217)	11% (161)	9% (127)	8% (117)	8% (112)	14
Trump Job Approve	19% (173)	27% (246)	15% (134)	13% (116)	7% (64)	9% (82)	11% (104)	92
Trump Job Disapprove	22% (250)	29% (330)	16% (179)	11% (130)	9% (103)	7% (82)	7% (76)	115
Trump Job Strongly Approve	22% (113)	23% (119)	13% (66)	12% (64)	7% (34)	9% (48)	14% (74)	5
Trump Job Somewhat Approve	15% (61)	32% (127)	17% (69)	13% (52)	7% (29)	8% (34)	7% (30)	4
Trump Job Somewhat Disapprove	23% (61)	27% (74)	18% (50)	11% (31)	7% (20)	7% (20)	7% (18)	27
Trump Job Strongly Disapprove	21% (188)	29% (257)	15% (130)	11% (99)	10% (83)	7% (62)	7% (58)	87
Favorable of Trump	20% (174)	27% (240)	15% (132)	12% (109)	7% (63)	9% (78)	10% (89)	88
Unfavorable of Trump	21% (241)	29% (326)	16% (180)	12% (136)	9% (106)	7% (84)	6% (69)	114
Very Favorable of Trump	22% (120)	25% (136)	14% (77)	12% (66)	6% (34)	8% (45)	12% (64)	5
Somewhat Favorable of Trump	16% (54)	30% (104)	16% (55)	13% (44)	8% (29)	10% (33)	7% (24)	34
Somewhat Unfavorable of Trump	20% (49)	25% (62)	18% (45)	14% (35)	7% (17)	10% (23)	6% (14)	24
Very Unfavorable of Trump	21% (192)	30% (265)	15% (134)	11% (101)	10% (89)	7% (60)	6% (54)	89
#1 Issue: Economy	19% (140)	29% (223)	14% (104)	13% (98)	7% (56)	10% (75)	8% (59)	75
#1 Issue: Security	17% (44)	24% (61)	13% (32)	18% (45)	8% (20)	8% (20)	13% (33)	25
#1 Issue: Health Care	20% (90)	33% (153)	17% (79)	8% (39)	11% (52)	6% (27)	5% (21)	46
#1 Issue: Medicare / Social Security	21% (54)	22% (58)	16% (40)	6% (17)	8% (22)	10% (25)	17% (43)	25
#1 Issue: Women's Issues	33% (36)	23% (25)	17% (18)	15% (16)	4% (4)	4% (5)	5% (5)	10
#1 Issue: Education	38% (54)	13% (19)	20% (29)	12% (17)	9% (13)	4% (5)	3% (5)	14
#1 Issue: Energy	12% (11)	23% (22)	23% (21)	11% (10)	10% (9)	7% (7)	13% (12)	9
#1 Issue: Other	18% (23)	28% (36)	12% (15)	10% (13)	4% (5)	8% (10)	20% (25)	12
2018 House Vote: Democrat	22% (161)	29% (216)	14% (106)	11% (80)	9% (65)	7% (52)	8% (62)	74
2018 House Vote: Republican	17% (112)	28% (182)	15% (95)	14% (87)	7% (45)	10% (64)	9% (56)	64
2018 House Vote: Someone else	26% (21)	20% (16)	18% (15)	10% (8)	14% (12)	5% (4)	7% (5)	8

Continued on next page

**Table HRdem1\_2: How often do you watch or stream the following?**

*Movies*

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	21% (453)	27% (596)	15% (338)	12% (255)	8% (181)	8% (173)	9% (204)	220
2016 Vote: Hillary Clinton	22% (141)	29% (189)	14% (92)	10% (63)	10% (64)	7% (45)	8% (54)	64
2016 Vote: Donald Trump	17% (113)	29% (195)	15% (101)	13% (88)	7% (47)	10% (67)	9% (63)	67
2016 Vote: Other	22% (36)	25% (41)	20% (32)	14% (22)	7% (12)	5% (9)	6% (10)	10
2016 Vote: Didn't Vote	23% (161)	24% (169)	16% (114)	11% (81)	8% (58)	7% (52)	11% (77)	77
Voted in 2014: Yes	19% (232)	28% (350)	13% (166)	12% (154)	9% (112)	9% (109)	9% (109)	123
Voted in 2014: No	23% (221)	25% (246)	18% (172)	10% (101)	7% (69)	7% (64)	10% (94)	96
2012 Vote: Barack Obama	21% (164)	31% (240)	13% (102)	10% (79)	10% (74)	7% (56)	7% (57)	77
2012 Vote: Mitt Romney	16% (80)	26% (131)	16% (79)	14% (72)	7% (33)	11% (54)	11% (53)	50
2012 Vote: Other	10% (7)	26% (19)	16% (12)	18% (13)	9% (7)	9% (7)	13% (9)	7
2012 Vote: Didn't Vote	24% (201)	24% (206)	17% (146)	11% (91)	8% (65)	6% (55)	10% (84)	84
4-Region: Northeast	20% (80)	27% (107)	16% (64)	11% (45)	9% (37)	9% (36)	6% (25)	39
4-Region: Midwest	15% (72)	29% (132)	15% (71)	14% (67)	7% (33)	8% (38)	11% (50)	46
4-Region: South	21% (177)	26% (218)	14% (118)	12% (96)	9% (72)	8% (69)	9% (73)	82
4-Region: West	24% (124)	27% (139)	16% (85)	9% (48)	7% (39)	6% (30)	11% (55)	52
Watch TV: Every day	33% (358)	28% (297)	13% (137)	10% (108)	8% (82)	6% (59)	3% (30)	100
Watch TV: Several times per week	11% (55)	43% (224)	20% (106)	10% (50)	6% (33)	7% (35)	3% (16)	55
Watch TV: About once per week	4% (7)	21% (33)	39% (60)	16% (25)	10% (16)	5% (7)	4% (7)	15
Watch TV: Several times per month	12% (13)	14% (16)	10% (11)	38% (43)	15% (17)	7% (8)	5% (6)	17
Watch TV: About once per month	11% (8)	8% (6)	11% (8)	17% (12)	28% (19)	21% (15)	3% (2)	6
Watch TV: Less often than once per month	6% (5)	9% (8)	8% (7)	9% (8)	11% (9)	39% (32)	18% (15)	8
Watch TV: Never	3% (6)	7% (13)	5% (10)	5% (9)	3% (5)	9% (17)	69% (129)	18

Continued on next page



**Table HRdem1\_2: How often do you watch or stream the following?  
 Movies**

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	21% (453)	27% (596)	15% (338)	12% (255)	8% (181)	8% (173)	9% (204)	220
Watch Movies: Every day	100% (453)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	453
Watch Movies: Several times per week	— (0)	100% (596)	— (0)	— (0)	— (0)	— (0)	— (0)	596
Watch Movies: About once per week	— (0)	— (0)	100% (338)	— (0)	— (0)	— (0)	— (0)	338
Watch Movies: Several times per month	— (0)	— (0)	— (0)	100% (255)	— (0)	— (0)	— (0)	255
Watch Movies: About once per month	— (0)	— (0)	— (0)	— (0)	100% (181)	— (0)	— (0)	181
Watch Movies: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (173)	— (0)	173
Watch Movies: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (204)	204
Watch Sporting Events: Every day	48% (61)	22% (28)	10% (13)	9% (12)	4% (5)	3% (4)	5% (6)	123
Watch Sporting Events: Several times per week	22% (63)	41% (117)	15% (41)	10% (27)	5% (15)	6% (17)	1% (4)	280
Watch Sporting Events: About once per week	24% (56)	36% (83)	19% (44)	8% (20)	6% (13)	4% (9)	3% (8)	227
Watch Sporting Events: Several times per month	13% (28)	29% (61)	17% (36)	20% (43)	8% (17)	9% (20)	2% (5)	212
Watch Sporting Events: About once per month	17% (29)	26% (44)	19% (32)	13% (22)	14% (24)	6% (10)	4% (6)	167
Watch Sporting Events: Less often than once per month	19% (69)	24% (86)	16% (58)	14% (52)	10% (35)	12% (45)	4% (14)	353
Watch Sporting Events: Never	18% (146)	22% (177)	14% (114)	10% (79)	9% (72)	8% (68)	20% (161)	807
Cable TV: Currently subscribe	21% (211)	28% (281)	14% (143)	12% (117)	8% (78)	8% (82)	9% (88)	999
Cable TV: Subscribed in past	19% (137)	29% (210)	16% (118)	12% (87)	9% (65)	8% (56)	7% (48)	751
Cable TV: Never subscribed	22% (105)	22% (105)	16% (78)	10% (50)	8% (38)	7% (35)	14% (67)	468
Satellite TV: Currently subscribe	23% (114)	26% (125)	15% (74)	9% (45)	5% (22)	8% (38)	14% (70)	488
Satellite TV: Subscribed in past	24% (146)	31% (186)	14% (86)	14% (83)	7% (45)	6% (37)	4% (26)	607
Satellite TV: Never subscribed	18% (193)	26% (285)	16% (178)	12% (127)	10% (114)	9% (98)	10% (108)	1106
Streaming Services: Currently subscribe	23% (307)	31% (410)	16% (217)	12% (163)	7% (98)	5% (69)	4% (53)	1357
Streaming Services: Subscribed in past	15% (36)	18% (45)	15% (38)	17% (41)	14% (35)	11% (28)	10% (23)	246
Streaming Services: Never subscribed	17% (110)	22% (141)	13% (84)	8% (51)	8% (48)	12% (76)	20% (128)	636
Film: An avid fan	37% (267)	34% (245)	11% (82)	7% (53)	2% (17)	2% (16)	5% (35)	705
Film: A casual fan	13% (154)	26% (312)	19% (223)	16% (187)	11% (137)	9% (114)	6% (76)	1203
Film: Not a fan	11% (32)	14% (39)	12% (33)	5% (14)	10% (27)	15% (43)	33% (93)	298

Continued on next page

**Table HRdem1\_2: How often do you watch or stream the following?**

*Movies*

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total
Adults	21% (453)	27% (596)	15% (338)	12% (255)	8% (181)	8% (173)	9% (204)	220
Television: An avid fan	27% (272)	29% (294)	16% (163)	9% (91)	6% (65)	6% (59)	7% (68)	10
Television: A casual fan	14% (144)	27% (274)	16% (158)	15% (149)	10% (105)	10% (98)	7% (75)	100
Television: Not a fan	20% (37)	15% (28)	9% (17)	8% (15)	6% (11)	9% (16)	33% (60)	18
Music: An avid fan	26% (276)	30% (322)	15% (162)	11% (112)	6% (63)	6% (66)	6% (64)	106
Music: A casual fan	15% (151)	25% (249)	17% (168)	13% (132)	11% (108)	9% (94)	10% (100)	10
Music: Not a fan	20% (26)	19% (25)	6% (9)	8% (11)	8% (10)	9% (12)	30% (40)	13
Fashion: An avid fan	41% (111)	23% (61)	15% (41)	6% (15)	4% (10)	4% (10)	8% (21)	27
Fashion: A casual fan	22% (203)	30% (277)	16% (149)	12% (109)	9% (79)	6% (56)	6% (60)	93
Fashion: Not a fan	14% (139)	26% (258)	15% (148)	13% (131)	9% (92)	11% (106)	12% (123)	99

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

**Table HRdem1\_3: How often do you watch or stream the following?**  
*Sporting events*

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	6% (129)	13% (285)	11% (233)	10% (210)	8% (168)	16% (358)	37% (818)	220
Gender: Male	10% (107)	20% (212)	13% (141)	10% (109)	6% (67)	13% (138)	27% (288)	106
Gender: Female	2% (21)	6% (73)	8% (92)	9% (101)	9% (101)	19% (220)	47% (530)	113
Age: 18-29	8% (39)	11% (56)	10% (52)	7% (37)	9% (43)	14% (72)	40% (200)	49
Age: 30-44	7% (34)	18% (93)	9% (45)	12% (63)	9% (46)	13% (69)	32% (163)	51
Age: 45-54	5% (17)	12% (44)	11% (41)	10% (38)	6% (21)	18% (67)	38% (137)	36
Age: 55-64	4% (17)	11% (44)	11% (43)	8% (33)	7% (25)	19% (75)	39% (149)	38
Age: 65+	5% (22)	11% (47)	12% (53)	9% (39)	8% (33)	17% (76)	38% (168)	43
Generation Z: 18-22	8% (23)	8% (22)	8% (22)	9% (24)	9% (26)	18% (51)	40% (111)	27
Millennial: Age 23-38	7% (40)	17% (92)	11% (58)	10% (52)	9% (46)	11% (61)	35% (188)	53
Generation X: Age 39-54	5% (27)	14% (79)	10% (58)	11% (63)	7% (38)	17% (96)	36% (203)	56
Boomers: Age 55-73	4% (30)	11% (82)	11% (83)	9% (62)	7% (48)	19% (134)	39% (284)	72
PID: Dem (no lean)	5% (42)	15% (112)	11% (82)	9% (73)	9% (70)	15% (114)	36% (277)	76
PID: Ind (no lean)	5% (37)	10% (72)	10% (72)	9% (67)	7% (50)	20% (147)	40% (294)	73
PID: Rep (no lean)	7% (51)	15% (101)	11% (79)	10% (70)	7% (48)	14% (98)	36% (247)	69
PID/Gender: Dem Men	7% (26)	21% (75)	13% (46)	10% (34)	7% (24)	11% (39)	31% (109)	31
PID/Gender: Dem Women	4% (16)	9% (38)	9% (36)	9% (39)	11% (46)	18% (75)	40% (168)	41
PID/Gender: Ind Men	10% (35)	16% (56)	13% (43)	11% (37)	6% (19)	18% (60)	26% (88)	34
PID/Gender: Ind Women	— (2)	4% (16)	7% (29)	7% (29)	8% (30)	22% (87)	52% (206)	39
PID/Gender: Rep Men	13% (47)	22% (81)	14% (52)	10% (38)	7% (24)	11% (39)	24% (90)	31
PID/Gender: Rep Women	1% (4)	6% (20)	8% (27)	10% (33)	7% (24)	18% (58)	48% (156)	32
Ideo: Liberal (1-3)	5% (30)	15% (92)	11% (71)	11% (68)	9% (55)	15% (92)	34% (210)	61
Ideo: Moderate (4)	7% (41)	13% (74)	13% (74)	9% (49)	7% (39)	16% (90)	34% (191)	55
Ideo: Conservative (5-7)	7% (52)	14% (107)	10% (75)	10% (72)	8% (56)	17% (127)	34% (255)	74
Educ: < College	5% (81)	11% (166)	10% (148)	8% (126)	7% (113)	16% (240)	42% (638)	151
Educ: Bachelors degree	8% (34)	18% (78)	12% (52)	12% (54)	7% (31)	18% (80)	26% (114)	44
Educ: Post-grad	6% (14)	17% (40)	13% (32)	12% (30)	10% (24)	16% (38)	27% (66)	24

Continued on next page

**Table HRdem1\_3: How often do you watch or stream the following?**  
*Sporting events*

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	6% (129)	13% (285)	11% (233)	10% (210)	8% (168)	16% (358)	37% (818)	220
Income: Under 50k	4% (51)	10% (115)	9% (102)	8% (96)	8% (89)	16% (190)	45% (521)	116
Income: 50k-100k	7% (50)	16% (112)	12% (86)	11% (78)	8% (53)	17% (119)	30% (211)	70
Income: 100k+	8% (27)	18% (58)	14% (45)	11% (36)	8% (26)	15% (49)	26% (86)	32
Ethnicity: White	5% (92)	13% (225)	10% (174)	10% (165)	7% (121)	17% (285)	38% (660)	172
Ethnicity: Hispanic	9% (31)	16% (57)	9% (30)	7% (25)	10% (35)	14% (47)	35% (123)	34
Ethnicity: Afr. Am.	9% (24)	11% (30)	14% (38)	9% (24)	9% (23)	17% (48)	32% (87)	27
Ethnicity: Other	6% (13)	15% (30)	10% (21)	10% (21)	11% (23)	13% (26)	35% (70)	20
All Christian	6% (59)	14% (143)	12% (129)	13% (130)	6% (67)	18% (183)	31% (323)	103
All Non-Christian	21% (22)	22% (22)	13% (13)	7% (8)	3% (3)	11% (11)	23% (23)	10
Atheist	5% (5)	12% (13)	10% (11)	5% (6)	8% (9)	14% (15)	47% (52)	1
Agnostic/Nothing in particular	4% (42)	11% (107)	8% (80)	7% (66)	9% (89)	16% (148)	44% (420)	95
Religious Non-Protestant/Catholic	17% (22)	24% (30)	14% (18)	7% (8)	3% (4)	11% (15)	24% (30)	12
Evangelical	4% (21)	13% (67)	9% (47)	13% (68)	8% (43)	16% (84)	38% (203)	53
Non-Evangelical	6% (45)	13% (102)	12% (99)	11% (92)	7% (59)	19% (149)	32% (261)	80
Community: Urban	7% (40)	14% (80)	11% (62)	10% (56)	10% (56)	15% (89)	34% (200)	58
Community: Suburban	7% (75)	13% (133)	11% (114)	10% (109)	7% (77)	16% (163)	36% (373)	104
Community: Rural	2% (14)	13% (72)	10% (57)	8% (44)	6% (34)	19% (106)	43% (244)	5
Employ: Private Sector	7% (41)	19% (114)	10% (63)	14% (87)	8% (48)	16% (100)	26% (159)	6
Employ: Government	3% (4)	12% (16)	17% (21)	8% (11)	7% (9)	19% (24)	33% (42)	12
Employ: Self-Employed	8% (16)	15% (30)	15% (29)	5% (11)	9% (18)	16% (32)	32% (64)	19
Employ: Homemaker	3% (4)	11% (17)	4% (6)	6% (10)	12% (19)	8% (13)	56% (89)	15
Employ: Retired	4% (20)	11% (58)	12% (61)	9% (43)	7% (33)	17% (87)	40% (204)	50
Employ: Unemployed	4% (12)	8% (21)	10% (27)	8% (21)	6% (16)	21% (57)	44% (118)	27
Employ: Other	12% (20)	6% (11)	7% (12)	9% (16)	7% (11)	11% (20)	48% (83)	17
Military HH: Yes	6% (22)	11% (40)	15% (54)	8% (28)	6% (22)	17% (61)	35% (123)	34
Military HH: No	6% (107)	13% (245)	10% (179)	10% (182)	8% (146)	16% (297)	38% (695)	18

Continued on next page

**Table HRdem1\_3: How often do you watch or stream the following?**  
*Sporting events*

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	6% (129)	13% (285)	11% (233)	10% (210)	8% (168)	16% (358)	37% (818)	220
RD/WT: Right Direction	9% (66)	13% (103)	10% (80)	10% (77)	7% (56)	15% (116)	35% (271)	76
RD/WT: Wrong Track	4% (63)	13% (182)	11% (153)	9% (133)	8% (112)	17% (242)	38% (547)	144
Trump Job Approve	8% (70)	14% (125)	10% (95)	10% (88)	6% (58)	15% (136)	38% (347)	92
Trump Job Disapprove	5% (56)	13% (148)	11% (127)	10% (118)	8% (98)	17% (201)	35% (402)	115
Trump Job Strongly Approve	8% (40)	13% (68)	10% (54)	10% (49)	5% (28)	15% (80)	39% (200)	51
Trump Job Somewhat Approve	7% (30)	14% (57)	10% (41)	10% (39)	8% (31)	14% (57)	37% (147)	40
Trump Job Somewhat Disapprove	8% (22)	10% (28)	14% (39)	8% (21)	10% (26)	14% (39)	36% (97)	27
Trump Job Strongly Disapprove	4% (34)	14% (120)	10% (89)	11% (97)	8% (72)	18% (162)	35% (305)	87
Favorable of Trump	7% (63)	13% (119)	11% (98)	10% (86)	6% (58)	15% (135)	37% (328)	88
Unfavorable of Trump	5% (57)	14% (155)	11% (126)	11% (121)	8% (94)	17% (189)	35% (398)	114
Very Favorable of Trump	7% (38)	13% (71)	12% (66)	9% (47)	6% (31)	16% (85)	38% (203)	51
Somewhat Favorable of Trump	7% (25)	14% (48)	9% (32)	11% (39)	8% (26)	14% (50)	36% (125)	34
Somewhat Unfavorable of Trump	9% (23)	14% (35)	13% (32)	10% (24)	8% (20)	14% (34)	32% (79)	24
Very Unfavorable of Trump	4% (34)	13% (120)	11% (94)	11% (97)	8% (75)	17% (156)	36% (319)	89
#1 Issue: Economy	6% (42)	15% (113)	12% (88)	11% (79)	6% (46)	16% (119)	36% (269)	75
#1 Issue: Security	6% (15)	13% (33)	10% (26)	11% (28)	8% (21)	17% (45)	34% (87)	25
#1 Issue: Health Care	7% (32)	16% (71)	9% (41)	10% (46)	6% (29)	18% (82)	35% (159)	46
#1 Issue: Medicare / Social Security	5% (14)	8% (22)	15% (40)	7% (17)	8% (21)	13% (34)	43% (111)	25
#1 Issue: Women's Issues	2% (3)	7% (8)	11% (12)	11% (12)	10% (11)	21% (22)	38% (41)	10
#1 Issue: Education	11% (15)	8% (11)	8% (12)	5% (7)	20% (28)	17% (24)	32% (46)	14
#1 Issue: Energy	2% (2)	15% (14)	9% (9)	10% (9)	7% (6)	12% (11)	46% (42)	9
#1 Issue: Other	5% (6)	11% (14)	4% (6)	8% (10)	5% (7)	17% (22)	49% (62)	12
2018 House Vote: Democrat	6% (42)	15% (113)	11% (82)	9% (69)	8% (62)	17% (127)	33% (246)	74
2018 House Vote: Republican	7% (46)	16% (101)	11% (72)	11% (68)	7% (46)	15% (96)	33% (212)	64
2018 House Vote: Someone else	7% (5)	7% (5)	11% (9)	11% (9)	3% (2)	16% (13)	46% (37)	8

Continued on next page

**Table HRdem1\_3: How often do you watch or stream the following?**  
*Sporting events*

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	6% (129)	13% (285)	11% (233)	10% (210)	8% (168)	16% (358)	37% (818)	220
2016 Vote: Hillary Clinton	5% (30)	16% (101)	11% (74)	10% (65)	8% (54)	16% (105)	34% (220)	64
2016 Vote: Donald Trump	7% (46)	16% (105)	11% (77)	10% (69)	7% (45)	16% (109)	33% (222)	67
2016 Vote: Other	11% (18)	8% (13)	10% (17)	13% (21)	7% (12)	15% (24)	35% (57)	10
2016 Vote: Didn't Vote	5% (35)	9% (63)	9% (65)	8% (54)	8% (57)	17% (120)	45% (318)	7
Voted in 2014: Yes	6% (71)	15% (190)	11% (135)	10% (128)	7% (91)	17% (206)	33% (412)	123
Voted in 2014: No	6% (58)	10% (95)	10% (98)	8% (82)	8% (77)	16% (152)	42% (405)	90
2012 Vote: Barack Obama	7% (52)	14% (109)	12% (96)	11% (84)	7% (51)	16% (127)	33% (253)	77
2012 Vote: Mitt Romney	6% (30)	17% (85)	11% (56)	10% (51)	8% (40)	17% (87)	31% (154)	50
2012 Vote: Other	4% (3)	6% (4)	4% (3)	10% (7)	12% (8)	18% (13)	47% (35)	7
2012 Vote: Didn't Vote	5% (44)	10% (86)	9% (78)	8% (67)	8% (69)	15% (131)	44% (374)	84
4-Region: Northeast	8% (31)	13% (52)	10% (41)	11% (45)	6% (22)	20% (79)	32% (124)	39
4-Region: Midwest	7% (34)	16% (74)	8% (35)	9% (44)	9% (40)	15% (69)	36% (168)	40
4-Region: South	4% (32)	11% (90)	12% (98)	11% (89)	8% (63)	15% (127)	39% (324)	82
4-Region: West	6% (33)	13% (69)	11% (59)	6% (32)	8% (43)	16% (83)	39% (202)	52
Watch TV: Every day	9% (98)	15% (164)	13% (139)	10% (109)	6% (69)	17% (187)	28% (304)	100
Watch TV: Several times per week	4% (20)	17% (88)	10% (52)	10% (52)	10% (50)	17% (86)	33% (172)	51
Watch TV: About once per week	3% (4)	6% (9)	13% (20)	7% (11)	15% (23)	13% (20)	44% (69)	15
Watch TV: Several times per month	1% (1)	11% (12)	9% (10)	21% (24)	8% (9)	16% (18)	35% (39)	11
Watch TV: About once per month	1% (1)	8% (6)	2% (1)	7% (5)	19% (13)	23% (16)	39% (27)	6
Watch TV: Less often than once per month	2% (2)	4% (3)	5% (4)	5% (4)	— (0)	27% (22)	56% (47)	8
Watch TV: Never	2% (3)	2% (3)	4% (7)	2% (4)	2% (4)	4% (8)	84% (159)	18

Continued on next page

**Table HRdem1\_3: How often do you watch or stream the following?**  
 Sporting events

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	6% (129)	13% (285)	11% (233)	10% (210)	8% (168)	16% (358)	37% (818)	220
Watch Movies: Every day	14% (61)	14% (63)	12% (56)	6% (28)	6% (29)	15% (69)	32% (146)	45
Watch Movies: Several times per week	5% (28)	20% (117)	14% (83)	10% (61)	7% (44)	14% (86)	30% (177)	59
Watch Movies: About once per week	4% (13)	12% (41)	13% (44)	11% (36)	9% (32)	17% (58)	34% (114)	33
Watch Movies: Several times per month	5% (12)	11% (27)	8% (20)	17% (43)	9% (22)	20% (52)	31% (79)	23
Watch Movies: About once per month	3% (5)	8% (15)	7% (13)	9% (17)	13% (24)	19% (35)	40% (72)	1
Watch Movies: Less often than once per month	2% (4)	10% (17)	5% (9)	12% (20)	6% (10)	26% (45)	40% (68)	17
Watch Movies: Never	3% (6)	2% (4)	4% (8)	2% (5)	3% (6)	7% (14)	79% (161)	20
Watch Sporting Events: Every day	100% (129)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	12
Watch Sporting Events: Several times per week	— (0)	100% (285)	— (0)	— (0)	— (0)	— (0)	— (0)	28
Watch Sporting Events: About once per week	— (0)	— (0)	100% (233)	— (0)	— (0)	— (0)	— (0)	23
Watch Sporting Events: Several times per month	— (0)	— (0)	— (0)	100% (210)	— (0)	— (0)	— (0)	21
Watch Sporting Events: About once per month	— (0)	— (0)	— (0)	— (0)	100% (168)	— (0)	— (0)	16
Watch Sporting Events: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (358)	— (0)	35
Watch Sporting Events: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (818)	81
Cable TV: Currently subscribe	8% (77)	16% (163)	10% (103)	11% (112)	8% (80)	15% (153)	31% (311)	99
Cable TV: Subscribed in past	4% (32)	11% (81)	10% (74)	10% (69)	7% (47)	19% (135)	39% (283)	7
Cable TV: Never subscribed	4% (19)	8% (41)	12% (56)	6% (30)	9% (41)	14% (69)	47% (224)	48
Satellite TV: Currently subscribe	6% (27)	16% (76)	8% (41)	6% (28)	8% (38)	17% (81)	40% (196)	48
Satellite TV: Subscribed in past	5% (33)	13% (77)	10% (63)	12% (76)	8% (51)	17% (101)	34% (209)	60
Satellite TV: Never subscribed	6% (69)	12% (131)	12% (128)	10% (106)	7% (80)	16% (176)	37% (413)	110
Streaming Services: Currently subscribe	6% (79)	13% (176)	10% (138)	10% (130)	7% (86)	17% (225)	37% (484)	13
Streaming Services: Subscribed in past	5% (11)	12% (29)	9% (22)	14% (34)	17% (41)	12% (31)	32% (78)	24
Streaming Services: Never subscribed	6% (39)	13% (80)	12% (74)	7% (46)	6% (41)	16% (103)	40% (255)	63
Film: An avid fan	8% (56)	16% (113)	13% (90)	10% (72)	8% (59)	15% (106)	30% (218)	7
Film: A casual fan	4% (53)	12% (145)	11% (129)	9% (114)	8% (92)	18% (216)	38% (455)	120
Film: Not a fan	7% (20)	10% (27)	5% (14)	8% (23)	6% (17)	13% (36)	51% (145)	28

Continued on next page

**Table HRdem1\_3: How often do you watch or stream the following?  
Sporting events**

Demographic	Watch Sporting Events: Every day	Watch Sporting Events: Several times per week	Watch Sporting Events: About once per week	Watch Sporting Events: Several times per month	Watch Sporting Events: About once per month	Watch Sporting Events: Less often than once per month	Watch Sporting Events: Never	Total
Adults	6% (129)	13% (285)	11% (233)	10% (210)	8% (168)	16% (358)	37% (818)	220
Television: An avid fan	7% (72)	15% (154)	13% (129)	11% (109)	8% (76)	15% (156)	31% (316)	10
Television: A casual fan	5% (48)	13% (125)	9% (91)	9% (95)	8% (84)	18% (182)	38% (378)	100
Television: Not a fan	5% (9)	3% (6)	7% (13)	3% (6)	4% (8)	11% (20)	67% (123)	18
Music: An avid fan	7% (78)	14% (153)	10% (107)	9% (97)	8% (85)	16% (174)	35% (371)	100
Music: A casual fan	4% (40)	12% (123)	12% (117)	10% (104)	8% (77)	17% (170)	37% (369)	100
Music: Not a fan	8% (11)	6% (8)	7% (9)	7% (9)	5% (6)	10% (14)	58% (77)	13
Fashion: An avid fan	10% (26)	12% (31)	10% (26)	8% (21)	8% (21)	15% (39)	39% (105)	27
Fashion: A casual fan	4% (40)	13% (124)	12% (112)	11% (101)	9% (86)	17% (160)	33% (310)	93
Fashion: Not a fan	6% (63)	13% (130)	10% (95)	9% (87)	6% (61)	16% (159)	40% (402)	99

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



**Table HRdem2\_1: Do you, or anyone in your household, subscribe to the following?**  
Cable television

Demographic	Cable TV: Currently subscribe		Cable TV: Subscribed in past		Cable TV: Never subscribed		Total N
Adults	45%	(999)	33%	(721)	22%	(480)	2200
Gender: Male	48%	(505)	32%	(342)	20%	(214)	1062
Gender: Female	43%	(494)	33%	(379)	23%	(265)	1138
Age: 18-29	36%	(178)	34%	(169)	31%	(152)	499
Age: 30-44	44%	(225)	35%	(179)	21%	(109)	514
Age: 45-54	50%	(183)	33%	(119)	17%	(63)	365
Age: 55-64	46%	(177)	33%	(128)	21%	(80)	386
Age: 65+	54%	(235)	29%	(126)	17%	(75)	436
Generation Z: 18-22	32%	(90)	38%	(107)	29%	(82)	278
Millennial: Age 23-38	42%	(225)	32%	(173)	26%	(139)	537
Generation X: Age 39-54	48%	(271)	33%	(187)	18%	(104)	562
Boomers: Age 55-73	50%	(363)	31%	(221)	19%	(140)	724
PID: Dem (no lean)	50%	(382)	30%	(228)	21%	(159)	769
PID: Ind (no lean)	42%	(309)	35%	(261)	23%	(168)	738
PID: Rep (no lean)	45%	(309)	34%	(233)	22%	(152)	693
PID/Gender: Dem Men	50%	(175)	29%	(101)	21%	(75)	351
PID/Gender: Dem Women	49%	(206)	30%	(127)	20%	(85)	418
PID/Gender: Ind Men	47%	(161)	34%	(117)	18%	(62)	340
PID/Gender: Ind Women	37%	(148)	36%	(144)	27%	(106)	398
PID/Gender: Rep Men	46%	(169)	34%	(125)	21%	(77)	371
PID/Gender: Rep Women	43%	(140)	34%	(108)	23%	(74)	322
Ideo: Liberal (1-3)	46%	(285)	34%	(211)	20%	(122)	617
Ideo: Moderate (4)	46%	(257)	31%	(170)	23%	(128)	556
Ideo: Conservative (5-7)	48%	(356)	33%	(244)	19%	(144)	744
Educ: < College	43%	(646)	34%	(510)	24%	(357)	1512
Educ: Bachelors degree	52%	(232)	29%	(130)	18%	(82)	444
Educ: Post-grad	50%	(121)	34%	(82)	17%	(41)	244
Income: Under 50k	41%	(478)	33%	(389)	26%	(298)	1164
Income: 50k-100k	50%	(352)	32%	(223)	19%	(133)	709
Income: 100k+	52%	(169)	33%	(109)	15%	(48)	326
Ethnicity: White	44%	(760)	35%	(600)	21%	(362)	1722

Continued on next page

**Table HRdem2\_1:** Do you, or anyone in your household, subscribe to the following?

Cable television

Demographic	Cable TV: Currently subscribe		Cable TV: Subscribed in past		Cable TV: Never subscribed		Total N
Adults	45%	(999)	33%	(721)	22%	(480)	2200
Ethnicity: Hispanic	45%	(156)	29%	(102)	26%	(91)	349
Ethnicity: Afr. Am.	52%	(141)	24%	(65)	25%	(67)	274
Ethnicity: Other	48%	(98)	28%	(56)	25%	(50)	204
All Christian	50%	(521)	29%	(302)	20%	(211)	1033
All Non-Christian	63%	(64)	25%	(25)	12%	(13)	102
Atheist	38%	(42)	37%	(41)	25%	(28)	111
Agnostic/Nothing in particular	39%	(372)	37%	(354)	24%	(228)	954
Religious Non-Protestant/Catholic	56%	(71)	28%	(35)	16%	(21)	127
Evangelical	43%	(228)	35%	(189)	22%	(116)	533
Non-Evangelical	52%	(417)	28%	(227)	20%	(163)	807
Community: Urban	48%	(278)	31%	(180)	21%	(125)	583
Community: Suburban	51%	(529)	30%	(315)	19%	(202)	1046
Community: Rural	34%	(192)	40%	(226)	27%	(153)	571
Employ: Private Sector	49%	(298)	31%	(191)	20%	(123)	612
Employ: Government	45%	(58)	35%	(45)	19%	(24)	127
Employ: Self-Employed	47%	(94)	29%	(57)	24%	(47)	199
Employ: Homemaker	42%	(67)	37%	(58)	21%	(33)	158
Employ: Retired	51%	(257)	30%	(152)	19%	(99)	508
Employ: Unemployed	37%	(100)	35%	(93)	28%	(77)	270
Employ: Other	38%	(67)	37%	(65)	25%	(43)	174
Military HH: Yes	49%	(172)	34%	(119)	16%	(57)	349
Military HH: No	45%	(827)	33%	(602)	23%	(422)	1851
RD/WT: Right Direction	47%	(358)	30%	(233)	23%	(177)	769
RD/WT: Wrong Track	45%	(641)	34%	(488)	21%	(302)	1431
Trump Job Approve	46%	(419)	32%	(297)	22%	(203)	920
Trump Job Disapprove	46%	(532)	34%	(386)	20%	(233)	1150
Trump Job Strongly Approve	46%	(240)	31%	(160)	23%	(118)	518
Trump Job Somewhat Approve	45%	(179)	34%	(137)	21%	(85)	401
Trump Job Somewhat Disapprove	39%	(106)	39%	(106)	22%	(61)	273
Trump Job Strongly Disapprove	49%	(426)	32%	(280)	20%	(172)	878

Continued on next page

**Table HRdem2\_1:** Do you, or anyone in your household, subscribe to the following?  
Cable television

Demographic	Cable TV: Currently subscribe		Cable TV: Subscribed in past		Cable TV: Never subscribed		Total N
Adults	45%	(999)	33%	(721)	22%	(480)	2200
Favorable of Trump	45%	(400)	34%	(303)	21%	(183)	885
Unfavorable of Trump	47%	(535)	33%	(382)	20%	(224)	1142
Very Favorable of Trump	45%	(243)	33%	(176)	23%	(122)	541
Somewhat Favorable of Trump	46%	(157)	37%	(127)	18%	(61)	344
Somewhat Unfavorable of Trump	44%	(108)	36%	(89)	20%	(48)	246
Very Unfavorable of Trump	48%	(427)	33%	(293)	20%	(176)	896
#1 Issue: Economy	46%	(351)	35%	(263)	19%	(142)	756
#1 Issue: Security	50%	(127)	32%	(82)	18%	(47)	255
#1 Issue: Health Care	44%	(200)	32%	(148)	24%	(112)	460
#1 Issue: Medicare / Social Security	49%	(126)	28%	(73)	23%	(59)	259
#1 Issue: Women's Issues	43%	(47)	37%	(41)	20%	(21)	109
#1 Issue: Education	31%	(44)	37%	(53)	32%	(46)	143
#1 Issue: Energy	45%	(41)	31%	(29)	24%	(22)	92
#1 Issue: Other	50%	(63)	26%	(32)	24%	(31)	126
2018 House Vote: Democrat	50%	(368)	31%	(232)	19%	(142)	742
2018 House Vote: Republican	49%	(316)	31%	(199)	20%	(126)	642
2018 House Vote: Someone else	43%	(35)	36%	(30)	20%	(17)	82
2016 Vote: Hillary Clinton	50%	(324)	31%	(200)	19%	(125)	649
2016 Vote: Donald Trump	50%	(335)	32%	(213)	19%	(125)	673
2016 Vote: Other	45%	(72)	35%	(56)	20%	(33)	161
2016 Vote: Didn't Vote	37%	(267)	35%	(250)	27%	(195)	712
Voted in 2014: Yes	51%	(627)	30%	(369)	19%	(237)	1233
Voted in 2014: No	38%	(372)	36%	(352)	25%	(243)	967
2012 Vote: Barack Obama	52%	(403)	32%	(245)	16%	(125)	773
2012 Vote: Mitt Romney	49%	(247)	30%	(151)	21%	(105)	503
2012 Vote: Other	38%	(28)	39%	(29)	22%	(16)	73
2012 Vote: Didn't Vote	38%	(319)	35%	(296)	27%	(233)	848

Continued on next page

**Table HRdem2\_1: Do you, or anyone in your household, subscribe to the following?**

*Cable television*

Demographic	Cable TV: Currently subscribe		Cable TV: Subscribed in past		Cable TV: Never subscribed		Total N
Adults	45%	(999)	33%	(721)	22%	(480)	2200
4-Region: Northeast	60%	(236)	24%	(96)	16%	(62)	394
4-Region: Midwest	43%	(197)	33%	(154)	24%	(111)	462
4-Region: South	46%	(377)	32%	(267)	22%	(181)	824
4-Region: West	37%	(190)	39%	(204)	24%	(126)	520
Watch TV: Every day	50%	(535)	32%	(338)	18%	(197)	1071
Watch TV: Several times per week	43%	(225)	33%	(173)	23%	(121)	519
Watch TV: About once per week	34%	(53)	35%	(54)	31%	(49)	156
Watch TV: Several times per month	47%	(53)	38%	(43)	15%	(17)	113
Watch TV: About once per month	40%	(28)	41%	(28)	19%	(13)	69
Watch TV: Less often than once per month	27%	(23)	46%	(38)	27%	(22)	83
Watch TV: Never	44%	(82)	25%	(46)	32%	(60)	189
Watch Movies: Every day	46%	(211)	30%	(137)	23%	(105)	453
Watch Movies: Several times per week	47%	(281)	35%	(210)	18%	(105)	596
Watch Movies: About once per week	42%	(143)	35%	(118)	23%	(78)	338
Watch Movies: Several times per month	46%	(117)	34%	(87)	20%	(50)	255
Watch Movies: About once per month	43%	(78)	36%	(65)	21%	(38)	181
Watch Movies: Less often than once per month	47%	(82)	32%	(56)	20%	(35)	173
Watch Movies: Never	43%	(88)	24%	(48)	33%	(67)	204
Watch Sporting Events: Every day	60%	(77)	25%	(32)	15%	(19)	129
Watch Sporting Events: Several times per week	57%	(163)	28%	(81)	14%	(41)	285
Watch Sporting Events: About once per week	44%	(103)	32%	(74)	24%	(56)	233
Watch Sporting Events: Several times per month	53%	(112)	33%	(69)	14%	(30)	210
Watch Sporting Events: About once per month	48%	(80)	28%	(47)	24%	(41)	168
Watch Sporting Events: Less often than once per month	43%	(153)	38%	(135)	19%	(69)	358
Watch Sporting Events: Never	38%	(311)	35%	(283)	27%	(224)	818
Cable TV: Currently subscribe	100%	(999)	—	(0)	—	(0)	999
Cable TV: Subscribed in past	—	(0)	100%	(721)	—	(0)	721
Cable TV: Never subscribed	—	(0)	—	(0)	100%	(480)	480

Continued on next page

**Table HRdem2\_1:** Do you, or anyone in your household, subscribe to the following?  
 Cable television

Demographic	Cable TV: Currently subscribe		Cable TV: Subscribed in past		Cable TV: Never subscribed		Total N
Adults	45%	(999)	33%	(721)	22%	(480)	2200
Satellite TV: Currently subscribe	31%	(151)	39%	(191)	30%	(147)	488
Satellite TV: Subscribed in past	38%	(234)	52%	(317)	9%	(58)	609
Satellite TV: Never subscribed	56%	(614)	19%	(214)	25%	(275)	1103
Streaming Services: Currently subscribe	47%	(626)	37%	(491)	15%	(200)	1317
Streaming Services: Subscribed in past	39%	(95)	42%	(102)	20%	(48)	245
Streaming Services: Never subscribed	44%	(279)	20%	(128)	36%	(231)	638
Film: An avid fan	49%	(354)	32%	(231)	18%	(131)	715
Film: A casual fan	44%	(530)	35%	(417)	21%	(256)	1203
Film: Not a fan	41%	(115)	26%	(74)	33%	(92)	282
Television: An avid fan	53%	(538)	29%	(298)	17%	(177)	1013
Television: A casual fan	41%	(410)	36%	(365)	23%	(228)	1003
Television: Not a fan	28%	(51)	32%	(58)	41%	(75)	184
Music: An avid fan	47%	(501)	34%	(361)	19%	(203)	1065
Music: A casual fan	45%	(450)	33%	(328)	22%	(224)	1001
Music: Not a fan	37%	(49)	24%	(32)	39%	(52)	133
Fashion: An avid fan	46%	(125)	29%	(78)	25%	(67)	270
Fashion: A casual fan	46%	(434)	33%	(310)	20%	(190)	934
Fashion: Not a fan	44%	(441)	33%	(333)	22%	(222)	996

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

**Table HRdem2\_2: Do you, or anyone in your household, subscribe to the following?**  
Satellite television

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	22%	(488)	28%	(609)	50%	(1103)	2200
Gender: Male	21%	(222)	28%	(299)	51%	(541)	1062
Gender: Female	23%	(265)	27%	(310)	49%	(563)	1138
Age: 18-29	19%	(93)	34%	(170)	47%	(236)	499
Age: 30-44	20%	(105)	31%	(161)	48%	(248)	514
Age: 45-54	21%	(75)	24%	(87)	56%	(203)	365
Age: 55-64	25%	(98)	25%	(95)	50%	(193)	386
Age: 65+	27%	(117)	22%	(96)	51%	(224)	436
Generation Z: 18-22	19%	(52)	41%	(114)	40%	(113)	278
Millennial: Age 23-38	19%	(102)	28%	(153)	53%	(282)	537
Generation X: Age 39-54	21%	(119)	27%	(151)	52%	(292)	562
Boomers: Age 55-73	27%	(192)	23%	(169)	50%	(363)	724
PID: Dem (no lean)	24%	(182)	23%	(179)	53%	(408)	769
PID: Ind (no lean)	17%	(123)	33%	(242)	51%	(373)	738
PID: Rep (no lean)	26%	(183)	27%	(188)	47%	(323)	693
PID/Gender: Dem Men	22%	(78)	22%	(79)	55%	(194)	351
PID/Gender: Dem Women	25%	(104)	24%	(100)	51%	(214)	418
PID/Gender: Ind Men	16%	(53)	36%	(122)	48%	(165)	340
PID/Gender: Ind Women	17%	(69)	30%	(120)	52%	(208)	398
PID/Gender: Rep Men	25%	(91)	26%	(98)	49%	(182)	371
PID/Gender: Rep Women	29%	(92)	28%	(89)	44%	(141)	322
Ideo: Liberal (1-3)	22%	(133)	27%	(168)	51%	(316)	617
Ideo: Moderate (4)	21%	(115)	30%	(164)	50%	(277)	556
Ideo: Conservative (5-7)	25%	(184)	26%	(192)	49%	(368)	744
Educ: < College	23%	(348)	28%	(428)	49%	(737)	1512
Educ: Bachelors degree	18%	(79)	28%	(123)	55%	(242)	444
Educ: Post-grad	25%	(61)	24%	(58)	51%	(125)	244
Income: Under 50k	20%	(234)	28%	(330)	52%	(601)	1164
Income: 50k-100k	24%	(168)	26%	(188)	50%	(353)	709
Income: 100k+	26%	(85)	28%	(92)	46%	(149)	326
Ethnicity: White	22%	(381)	28%	(483)	50%	(859)	1722

Continued on next page

**Table HRdem2\_2:** Do you, or anyone in your household, subscribe to the following?  
 Satellite television

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	22%	(488)	28%	(609)	50%	(1103)	2200
Ethnicity: Hispanic	26%	(90)	28%	(98)	46%	(162)	349
Ethnicity: Afr. Am.	26%	(71)	24%	(65)	50%	(138)	274
Ethnicity: Other	18%	(36)	30%	(61)	52%	(107)	204
All Christian	22%	(223)	26%	(271)	52%	(539)	1033
All Non-Christian	26%	(27)	28%	(29)	45%	(46)	102
Atheist	14%	(15)	29%	(32)	58%	(64)	111
Agnostic/Nothing in particular	23%	(223)	29%	(277)	48%	(454)	954
Religious Non-Protestant/Catholic	26%	(33)	28%	(36)	46%	(59)	127
Evangelical	25%	(132)	28%	(150)	47%	(251)	533
Non-Evangelical	20%	(159)	28%	(223)	53%	(425)	807
Community: Urban	21%	(122)	24%	(140)	55%	(321)	583
Community: Suburban	18%	(190)	28%	(291)	54%	(566)	1046
Community: Rural	31%	(176)	31%	(179)	38%	(217)	571
Employ: Private Sector	23%	(139)	25%	(153)	52%	(320)	612
Employ: Government	22%	(28)	31%	(39)	47%	(60)	127
Employ: Self-Employed	19%	(38)	29%	(58)	52%	(103)	199
Employ: Homemaker	24%	(38)	26%	(41)	50%	(78)	158
Employ: Retired	25%	(126)	23%	(119)	52%	(263)	508
Employ: Unemployed	19%	(50)	26%	(71)	55%	(149)	270
Employ: Other	20%	(36)	31%	(54)	49%	(84)	174
Military HH: Yes	24%	(85)	30%	(103)	46%	(161)	349
Military HH: No	22%	(403)	27%	(506)	51%	(942)	1851
RD/WT: Right Direction	26%	(198)	28%	(218)	46%	(353)	769
RD/WT: Wrong Track	20%	(290)	27%	(391)	52%	(750)	1431
Trump Job Approve	25%	(233)	30%	(274)	45%	(412)	920
Trump Job Disapprove	19%	(218)	27%	(308)	54%	(624)	1150
Trump Job Strongly Approve	30%	(157)	25%	(129)	45%	(233)	518
Trump Job Somewhat Approve	19%	(77)	36%	(145)	45%	(180)	401
Trump Job Somewhat Disapprove	20%	(56)	28%	(78)	51%	(140)	273
Trump Job Strongly Disapprove	19%	(163)	26%	(230)	55%	(485)	878

Continued on next page

**Table HRdem2\_2: Do you, or anyone in your household, subscribe to the following?  
Satellite television**

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	22%	(488)	28%	(609)	50%	(1103)	2200
Favorable of Trump	27%	(237)	29%	(254)	45%	(394)	885
Unfavorable of Trump	18%	(200)	28%	(322)	54%	(619)	1142
Very Favorable of Trump	31%	(166)	26%	(142)	43%	(233)	541
Somewhat Favorable of Trump	21%	(71)	33%	(113)	47%	(161)	344
Somewhat Unfavorable of Trump	17%	(41)	31%	(76)	53%	(129)	246
Very Unfavorable of Trump	18%	(160)	27%	(246)	55%	(490)	896
#1 Issue: Economy	19%	(141)	27%	(208)	54%	(407)	756
#1 Issue: Security	29%	(75)	29%	(73)	42%	(107)	255
#1 Issue: Health Care	23%	(104)	25%	(117)	52%	(240)	460
#1 Issue: Medicare / Social Security	26%	(67)	21%	(55)	53%	(137)	259
#1 Issue: Women's Issues	13%	(14)	44%	(47)	43%	(47)	109
#1 Issue: Education	23%	(33)	32%	(46)	45%	(64)	143
#1 Issue: Energy	30%	(28)	25%	(23)	45%	(41)	92
#1 Issue: Other	20%	(26)	32%	(40)	48%	(61)	126
2018 House Vote: Democrat	22%	(162)	25%	(186)	53%	(393)	742
2018 House Vote: Republican	26%	(168)	27%	(173)	47%	(301)	642
2018 House Vote: Someone else	14%	(11)	31%	(26)	55%	(45)	82
2016 Vote: Hillary Clinton	21%	(135)	25%	(161)	54%	(354)	649
2016 Vote: Donald Trump	28%	(186)	26%	(177)	46%	(310)	673
2016 Vote: Other	10%	(16)	32%	(51)	58%	(94)	161
2016 Vote: Didn't Vote	21%	(149)	31%	(218)	48%	(345)	712
Voted in 2014: Yes	23%	(281)	25%	(309)	52%	(642)	1233
Voted in 2014: No	21%	(207)	31%	(300)	48%	(461)	967
2012 Vote: Barack Obama	21%	(164)	26%	(201)	53%	(408)	773
2012 Vote: Mitt Romney	24%	(119)	26%	(130)	50%	(253)	503
2012 Vote: Other	24%	(18)	25%	(18)	50%	(37)	73
2012 Vote: Didn't Vote	22%	(187)	30%	(258)	48%	(403)	848

Continued on next page



**Table HRdem2\_2: Do you, or anyone in your household, subscribe to the following?**  
 Satellite television

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	22%	(488)	28%	(609)	50%	(1103)	2200
4-Region: Northeast	17%	(66)	20%	(80)	63%	(247)	394
4-Region: Midwest	22%	(102)	25%	(118)	52%	(243)	462
4-Region: South	23%	(192)	33%	(270)	44%	(363)	824
4-Region: West	25%	(128)	27%	(141)	48%	(251)	520
Watch TV: Every day	22%	(237)	27%	(292)	51%	(541)	1071
Watch TV: Several times per week	20%	(104)	27%	(141)	53%	(274)	519
Watch TV: About once per week	21%	(32)	30%	(47)	49%	(77)	156
Watch TV: Several times per month	22%	(25)	34%	(38)	44%	(50)	113
Watch TV: About once per month	13%	(9)	42%	(29)	45%	(32)	69
Watch TV: Less often than once per month	22%	(18)	33%	(27)	45%	(37)	83
Watch TV: Never	33%	(62)	18%	(34)	49%	(93)	189
Watch Movies: Every day	25%	(114)	32%	(146)	43%	(193)	453
Watch Movies: Several times per week	21%	(125)	31%	(186)	48%	(285)	596
Watch Movies: About once per week	22%	(74)	25%	(86)	53%	(178)	338
Watch Movies: Several times per month	17%	(45)	33%	(83)	50%	(127)	255
Watch Movies: About once per month	12%	(22)	25%	(45)	63%	(114)	181
Watch Movies: Less often than once per month	22%	(38)	21%	(37)	57%	(98)	173
Watch Movies: Never	34%	(70)	13%	(26)	53%	(108)	204
Watch Sporting Events: Every day	21%	(27)	25%	(33)	54%	(69)	129
Watch Sporting Events: Several times per week	27%	(76)	27%	(77)	46%	(131)	285
Watch Sporting Events: About once per week	18%	(41)	27%	(63)	55%	(128)	233
Watch Sporting Events: Several times per month	14%	(28)	36%	(76)	50%	(106)	210
Watch Sporting Events: About once per month	22%	(38)	30%	(51)	47%	(80)	168
Watch Sporting Events: Less often than once per month	23%	(81)	28%	(101)	49%	(176)	358
Watch Sporting Events: Never	24%	(196)	26%	(209)	50%	(413)	818
Cable TV: Currently subscribe	15%	(151)	23%	(234)	61%	(614)	999
Cable TV: Subscribed in past	26%	(191)	44%	(317)	30%	(214)	721
Cable TV: Never subscribed	31%	(147)	12%	(58)	57%	(275)	480

Continued on next page

**Table HRdem2\_2: Do you, or anyone in your household, subscribe to the following?**  
Satellite television

Demographic	Satellite TV: Currently subscribe		Satellite TV: Subscribed in past		Satellite TV: Never subscribed		Total N
Adults	22%	(488)	28%	(609)	50%	(1103)	2200
Satellite TV: Currently subscribe	100%	(488)	—	(0)	—	(0)	488
Satellite TV: Subscribed in past	—	(0)	100%	(609)	—	(0)	609
Satellite TV: Never subscribed	—	(0)	—	(0)	100%	(1103)	1103
Streaming Services: Currently subscribe	22%	(288)	31%	(413)	47%	(617)	1317
Streaming Services: Subscribed in past	18%	(44)	40%	(99)	42%	(102)	245
Streaming Services: Never subscribed	24%	(156)	15%	(97)	60%	(384)	638
Film: An avid fan	25%	(177)	28%	(199)	47%	(338)	715
Film: A casual fan	20%	(235)	30%	(359)	51%	(609)	1203
Film: Not a fan	27%	(76)	18%	(51)	55%	(156)	282
Television: An avid fan	24%	(240)	26%	(263)	50%	(511)	1013
Television: A casual fan	21%	(208)	30%	(301)	49%	(493)	1003
Television: Not a fan	22%	(40)	24%	(45)	54%	(99)	184
Music: An avid fan	22%	(232)	31%	(330)	47%	(504)	1065
Music: A casual fan	22%	(220)	26%	(255)	53%	(526)	1001
Music: Not a fan	27%	(36)	18%	(24)	55%	(74)	133
Fashion: An avid fan	27%	(73)	25%	(67)	48%	(130)	270
Fashion: A casual fan	23%	(215)	28%	(264)	49%	(455)	934
Fashion: Not a fan	20%	(200)	28%	(278)	52%	(518)	996

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

**Table HRdem2\_3:** Do you, or anyone in your household, subscribe to the following?  
 Streaming service(s)

Demographic	Streaming Services: Currently subscribe	Streaming Services: Subscribed in past	Streaming Services: Never subscribed	Total N
Adults	60% (1317)	11% (245)	29% (638)	2200
Gender: Male	60% (640)	11% (114)	29% (308)	1062
Gender: Female	60% (677)	12% (131)	29% (330)	1138
Age: 18-29	66% (327)	15% (74)	20% (97)	499
Age: 30-44	72% (369)	11% (58)	17% (86)	514
Age: 45-54	65% (236)	9% (33)	26% (96)	365
Age: 55-64	50% (195)	10% (40)	39% (151)	386
Age: 65+	44% (190)	9% (40)	47% (207)	436
Generation Z: 18-22	63% (175)	19% (52)	19% (52)	278
Millennial: Age 23-38	73% (394)	10% (53)	17% (90)	537
Generation X: Age 39-54	65% (364)	11% (60)	25% (138)	562
Boomers: Age 55-73	48% (347)	10% (72)	42% (304)	724
PID: Dem (no lean)	63% (482)	8% (65)	29% (222)	769
PID: Ind (no lean)	62% (455)	12% (89)	26% (193)	738
PID: Rep (no lean)	55% (380)	13% (91)	32% (222)	693
PID/Gender: Dem Men	62% (216)	7% (25)	31% (110)	351
PID/Gender: Dem Women	64% (266)	9% (40)	27% (112)	418
PID/Gender: Ind Men	65% (221)	12% (41)	23% (78)	340
PID/Gender: Ind Women	59% (234)	12% (49)	29% (115)	398
PID/Gender: Rep Men	55% (203)	13% (48)	32% (120)	371
PID/Gender: Rep Women	55% (177)	13% (43)	32% (102)	322
Ideo: Liberal (1-3)	70% (429)	11% (67)	20% (121)	617
Ideo: Moderate (4)	61% (337)	9% (48)	31% (172)	556
Ideo: Conservative (5-7)	55% (408)	11% (79)	35% (258)	744
Educ: < College	56% (854)	13% (192)	31% (466)	1512
Educ: Bachelors degree	67% (299)	8% (34)	25% (111)	444
Educ: Post-grad	67% (165)	8% (18)	25% (61)	244
Income: Under 50k	53% (612)	14% (164)	33% (389)	1164
Income: 50k-100k	63% (450)	10% (68)	27% (192)	709
Income: 100k+	78% (256)	4% (14)	18% (57)	326
Ethnicity: White	61% (1050)	10% (176)	29% (495)	1722

Continued on next page

**Table HRdem2\_3: Do you, or anyone in your household, subscribe to the following?  
Streaming service(s)**

Demographic	Streaming Services: Currently subscribe		Streaming Services: Subscribed in past		Streaming Services: Never subscribed		Total N
Adults	60%	(1317)	11%	(245)	29%	(638)	2200
Ethnicity: Hispanic	62%	(216)	16%	(55)	22%	(78)	349
Ethnicity: Afr. Am.	53%	(144)	13%	(37)	34%	(93)	274
Ethnicity: Other	60%	(123)	16%	(32)	24%	(49)	204
All Christian	58%	(598)	9%	(96)	33%	(340)	1033
All Non-Christian	68%	(70)	15%	(15)	17%	(17)	102
Atheist	71%	(79)	11%	(12)	18%	(20)	111
Agnostic/Nothing in particular	60%	(571)	13%	(122)	27%	(260)	954
Religious Non-Protestant/Catholic	65%	(83)	13%	(16)	22%	(28)	127
Evangelical	55%	(294)	13%	(68)	32%	(171)	533
Non-Evangelical	61%	(492)	9%	(69)	31%	(246)	807
Community: Urban	59%	(343)	11%	(63)	30%	(177)	583
Community: Suburban	65%	(676)	10%	(100)	26%	(270)	1046
Community: Rural	52%	(299)	14%	(81)	33%	(191)	571
Employ: Private Sector	70%	(431)	11%	(65)	19%	(116)	612
Employ: Government	68%	(87)	10%	(13)	22%	(28)	127
Employ: Self-Employed	56%	(111)	13%	(25)	32%	(63)	199
Employ: Homemaker	68%	(108)	11%	(18)	20%	(32)	158
Employ: Retired	46%	(235)	9%	(45)	45%	(228)	508
Employ: Unemployed	54%	(145)	13%	(36)	33%	(89)	270
Employ: Other	56%	(98)	12%	(21)	32%	(55)	174
Military HH: Yes	56%	(194)	11%	(38)	34%	(117)	349
Military HH: No	61%	(1124)	11%	(207)	28%	(521)	1851
RD/WT: Right Direction	54%	(414)	13%	(99)	33%	(255)	769
RD/WT: Wrong Track	63%	(903)	10%	(146)	27%	(382)	1431
Trump Job Approve	56%	(518)	11%	(104)	32%	(297)	920
Trump Job Disapprove	65%	(745)	10%	(112)	25%	(293)	1150
Trump Job Strongly Approve	54%	(279)	10%	(53)	36%	(186)	518
Trump Job Somewhat Approve	60%	(239)	13%	(52)	28%	(111)	401
Trump Job Somewhat Disapprove	68%	(185)	8%	(22)	24%	(65)	273
Trump Job Strongly Disapprove	64%	(560)	10%	(90)	26%	(228)	878

Continued on next page

**Table HRdem2\_3:** Do you, or anyone in your household, subscribe to the following?  
Streaming service(s)

Demographic	Streaming Services: Currently subscribe		Streaming Services: Subscribed in past		Streaming Services: Never subscribed		Total N
Adults	60%	(1317)	11%	(245)	29%	(638)	2200
Favorable of Trump	56%	(496)	11%	(101)	33%	(288)	885
Unfavorable of Trump	65%	(743)	11%	(122)	24%	(277)	1142
Very Favorable of Trump	53%	(288)	12%	(63)	35%	(190)	541
Somewhat Favorable of Trump	60%	(208)	11%	(38)	28%	(98)	344
Somewhat Unfavorable of Trump	65%	(160)	12%	(30)	23%	(56)	246
Very Unfavorable of Trump	65%	(583)	10%	(92)	25%	(221)	896
#1 Issue: Economy	63%	(473)	11%	(81)	27%	(202)	756
#1 Issue: Security	57%	(144)	12%	(32)	31%	(79)	255
#1 Issue: Health Care	69%	(317)	8%	(36)	23%	(107)	460
#1 Issue: Medicare / Social Security	39%	(101)	11%	(29)	50%	(128)	259
#1 Issue: Women's Issues	62%	(68)	20%	(21)	18%	(20)	109
#1 Issue: Education	52%	(74)	19%	(28)	29%	(42)	143
#1 Issue: Energy	64%	(59)	12%	(11)	23%	(22)	92
#1 Issue: Other	64%	(81)	5%	(7)	30%	(38)	126
2018 House Vote: Democrat	65%	(482)	6%	(48)	29%	(212)	742
2018 House Vote: Republican	56%	(360)	11%	(69)	33%	(213)	642
2018 House Vote: Someone else	57%	(46)	15%	(12)	29%	(23)	82
2016 Vote: Hillary Clinton	66%	(425)	6%	(40)	28%	(184)	649
2016 Vote: Donald Trump	56%	(374)	9%	(64)	35%	(235)	673
2016 Vote: Other	63%	(102)	15%	(24)	22%	(36)	161
2016 Vote: Didn't Vote	58%	(413)	16%	(117)	26%	(182)	712
Voted in 2014: Yes	59%	(724)	9%	(108)	33%	(401)	1233
Voted in 2014: No	61%	(594)	14%	(137)	24%	(237)	967
2012 Vote: Barack Obama	66%	(507)	6%	(48)	28%	(218)	773
2012 Vote: Mitt Romney	53%	(266)	11%	(56)	36%	(181)	503
2012 Vote: Other	47%	(34)	25%	(18)	28%	(20)	73
2012 Vote: Didn't Vote	60%	(510)	15%	(123)	25%	(215)	848

Continued on next page

**Table HRdem2\_3:** Do you, or anyone in your household, subscribe to the following?  
Streaming service(s)

Demographic	Streaming Services: Currently subscribe	Streaming Services: Subscribed in past	Streaming Services: Never subscribed	Total N
Adults	60% (1317)	11% (245)	29% (638)	2200
4-Region: Northeast	58% (228)	10% (41)	32% (124)	394
4-Region: Midwest	57% (262)	11% (49)	33% (151)	462
4-Region: South	61% (504)	12% (100)	27% (221)	824
4-Region: West	62% (323)	11% (55)	27% (142)	520
Watch TV: Every day	65% (697)	8% (81)	27% (293)	1071
Watch TV: Several times per week	64% (330)	10% (50)	27% (139)	519
Watch TV: About once per week	56% (88)	13% (20)	31% (48)	156
Watch TV: Several times per month	62% (70)	23% (26)	15% (17)	113
Watch TV: About once per month	41% (28)	38% (26)	21% (15)	69
Watch TV: Less often than once per month	50% (42)	15% (13)	34% (28)	83
Watch TV: Never	33% (62)	15% (28)	52% (99)	189
Watch Movies: Every day	68% (307)	8% (36)	24% (110)	453
Watch Movies: Several times per week	69% (410)	8% (45)	24% (141)	596
Watch Movies: About once per week	64% (217)	11% (38)	25% (84)	338
Watch Movies: Several times per month	64% (163)	16% (41)	20% (51)	255
Watch Movies: About once per month	54% (98)	19% (35)	27% (48)	181
Watch Movies: Less often than once per month	40% (69)	16% (28)	44% (76)	173
Watch Movies: Never	26% (53)	11% (23)	63% (128)	204
Watch Sporting Events: Every day	61% (79)	9% (11)	30% (39)	129
Watch Sporting Events: Several times per week	62% (176)	10% (29)	28% (80)	285
Watch Sporting Events: About once per week	59% (138)	9% (22)	32% (74)	233
Watch Sporting Events: Several times per month	62% (130)	16% (34)	22% (46)	210
Watch Sporting Events: About once per month	51% (86)	24% (41)	24% (41)	168
Watch Sporting Events: Less often than once per month	63% (225)	9% (31)	29% (103)	358
Watch Sporting Events: Never	59% (484)	10% (78)	31% (255)	818
Cable TV: Currently subscribe	63% (626)	10% (95)	28% (279)	999
Cable TV: Subscribed in past	68% (491)	14% (102)	18% (128)	721
Cable TV: Never subscribed	42% (200)	10% (48)	48% (231)	480

Continued on next page

**Table HRdem2\_3:** Do you, or anyone in your household, subscribe to the following?  
Streaming service(s)

Demographic	Streaming Services: Currently subscribe	Streaming Services: Subscribed in past	Streaming Services: Never subscribed	Total N
Adults	60% (1317)	11% (245)	29% (638)	2200
Satellite TV: Currently subscribe	59% (288)	9% (44)	32% (156)	488
Satellite TV: Subscribed in past	68% (413)	16% (99)	16% (97)	609
Satellite TV: Never subscribed	56% (617)	9% (102)	35% (384)	1103
Streaming Services: Currently subscribe	100% (1317)	— (0)	— (0)	1317
Streaming Services: Subscribed in past	— (0)	100% (245)	— (0)	245
Streaming Services: Never subscribed	— (0)	— (0)	100% (638)	638
Film: An avid fan	69% (494)	9% (68)	22% (154)	715
Film: A casual fan	60% (724)	12% (143)	28% (336)	1203
Film: Not a fan	35% (100)	12% (34)	52% (148)	282
Television: An avid fan	61% (621)	9% (94)	29% (298)	1013
Television: A casual fan	59% (594)	12% (121)	29% (287)	1003
Television: Not a fan	56% (103)	16% (29)	29% (53)	184
Music: An avid fan	66% (703)	11% (116)	23% (246)	1065
Music: A casual fan	55% (554)	12% (121)	33% (326)	1001
Music: Not a fan	45% (60)	6% (7)	49% (66)	133
Fashion: An avid fan	65% (175)	12% (33)	23% (62)	270
Fashion: A casual fan	61% (568)	12% (114)	27% (252)	934
Fashion: Not a fan	58% (574)	10% (99)	33% (324)	996

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

**Table HRdem3\_1: In general, what kind of fan do you consider yourself of the following?**

Demographic	Film: An avid fan		Film: A casual fan		Film: Not a fan		Total N
Adults	33%	(715)	55%	(1203)	13%	(282)	2200
Gender: Male	35%	(376)	51%	(536)	14%	(149)	1062
Gender: Female	30%	(339)	59%	(666)	12%	(133)	1138
Age: 18-29	35%	(175)	53%	(263)	12%	(61)	499
Age: 30-44	38%	(197)	53%	(274)	8%	(43)	514
Age: 45-54	37%	(137)	52%	(189)	11%	(40)	365
Age: 55-64	26%	(100)	57%	(218)	17%	(67)	386
Age: 65+	24%	(107)	59%	(259)	16%	(71)	436
Generation Z: 18-22	28%	(77)	55%	(153)	18%	(49)	278
Millennial: Age 23-38	42%	(227)	51%	(272)	7%	(38)	537
Generation X: Age 39-54	36%	(204)	54%	(301)	10%	(57)	562
Boomers: Age 55-73	26%	(188)	58%	(417)	16%	(118)	724
PID: Dem (no lean)	39%	(303)	49%	(380)	11%	(86)	769
PID: Ind (no lean)	29%	(215)	59%	(438)	11%	(85)	738
PID: Rep (no lean)	28%	(197)	56%	(385)	16%	(111)	693
PID/Gender: Dem Men	43%	(150)	46%	(162)	11%	(39)	351
PID/Gender: Dem Women	37%	(153)	52%	(218)	11%	(47)	418
PID/Gender: Ind Men	33%	(111)	57%	(193)	11%	(36)	340
PID/Gender: Ind Women	26%	(104)	62%	(245)	12%	(49)	398
PID/Gender: Rep Men	31%	(115)	49%	(182)	20%	(74)	371
PID/Gender: Rep Women	26%	(82)	63%	(203)	11%	(37)	322
Ideo: Liberal (1-3)	42%	(258)	50%	(311)	8%	(48)	617
Ideo: Moderate (4)	33%	(185)	56%	(314)	10%	(58)	556
Ideo: Conservative (5-7)	25%	(188)	58%	(430)	17%	(127)	744
Educ: < College	33%	(492)	53%	(798)	15%	(222)	1512
Educ: Bachelors degree	31%	(139)	61%	(271)	8%	(34)	444
Educ: Post-grad	35%	(85)	55%	(134)	10%	(26)	244
Income: Under 50k	33%	(388)	52%	(608)	14%	(168)	1164
Income: 50k-100k	32%	(224)	57%	(401)	12%	(84)	709
Income: 100k+	32%	(103)	59%	(193)	9%	(30)	326
Ethnicity: White	31%	(526)	57%	(974)	13%	(221)	1722
Ethnicity: Hispanic	44%	(154)	44%	(154)	12%	(41)	349

Continued on next page



**Table HRdem3\_1: In general, what kind of fan do you consider yourself of the following?**

<b>Demographic</b>	<b>Film: An avid fan</b>		<b>Film: A casual fan</b>		<b>Film: Not a fan</b>		<b>Total N</b>
Adults	33%	(715)	55%	(1203)	13%	(282)	2200
Ethnicity: Afr. Am.	43%	(117)	43%	(117)	15%	(40)	274
Ethnicity: Other	35%	(72)	55%	(111)	10%	(20)	204
All Christian	30%	(312)	58%	(602)	12%	(120)	1033
All Non-Christian	45%	(45)	45%	(46)	10%	(11)	102
Atheist	25%	(28)	62%	(69)	12%	(14)	111
Agnostic/Nothing in particular	35%	(330)	51%	(486)	14%	(138)	954
Religious Non-Protestant/Catholic	40%	(50)	51%	(65)	9%	(12)	127
Evangelical	27%	(146)	57%	(306)	15%	(81)	533
Non-Evangelical	34%	(274)	55%	(445)	11%	(88)	807
Community: Urban	39%	(228)	48%	(281)	13%	(74)	583
Community: Suburban	32%	(332)	58%	(603)	11%	(111)	1046
Community: Rural	27%	(156)	56%	(319)	17%	(97)	571
Employ: Private Sector	37%	(227)	55%	(339)	7%	(46)	612
Employ: Government	31%	(39)	58%	(73)	12%	(15)	127
Employ: Self-Employed	44%	(87)	46%	(91)	10%	(21)	199
Employ: Homemaker	35%	(55)	54%	(85)	11%	(17)	158
Employ: Retired	24%	(121)	60%	(303)	17%	(84)	508
Employ: Unemployed	32%	(87)	55%	(149)	13%	(35)	270
Employ: Other	34%	(58)	43%	(74)	24%	(42)	174
Military HH: Yes	24%	(84)	62%	(217)	14%	(48)	349
Military HH: No	34%	(631)	53%	(985)	13%	(234)	1851
RD/WT: Right Direction	28%	(217)	55%	(426)	16%	(126)	769
RD/WT: Wrong Track	35%	(498)	54%	(777)	11%	(156)	1431
Trump Job Approve	28%	(259)	56%	(515)	16%	(145)	920
Trump Job Disapprove	37%	(426)	53%	(611)	10%	(114)	1150
Trump Job Strongly Approve	28%	(144)	54%	(278)	19%	(96)	518
Trump Job Somewhat Approve	29%	(116)	59%	(237)	12%	(49)	401
Trump Job Somewhat Disapprove	28%	(75)	61%	(165)	12%	(32)	273
Trump Job Strongly Disapprove	40%	(350)	51%	(446)	9%	(81)	878
Favorable of Trump	28%	(251)	57%	(501)	15%	(133)	885
Unfavorable of Trump	36%	(411)	54%	(619)	10%	(111)	1142

Continued on next page

**Table HRdem3\_1: In general, what kind of fan do you consider yourself of the following?**

*Film*

Demographic	Film: An avid fan		Film: A casual fan		Film: Not a fan		Total N
Adults	33%	(715)	55%	(1203)	13%	(282)	2200
Very Favorable of Trump	28%	(154)	55%	(296)	17%	(92)	541
Somewhat Favorable of Trump	28%	(98)	60%	(206)	12%	(41)	344
Somewhat Unfavorable of Trump	29%	(72)	60%	(147)	11%	(27)	246
Very Unfavorable of Trump	38%	(339)	53%	(473)	9%	(85)	896
#1 Issue: Economy	31%	(233)	57%	(432)	12%	(91)	756
#1 Issue: Security	27%	(69)	56%	(144)	17%	(42)	255
#1 Issue: Health Care	39%	(179)	51%	(235)	10%	(46)	460
#1 Issue: Medicare / Social Security	29%	(76)	53%	(136)	18%	(46)	259
#1 Issue: Women's Issues	32%	(35)	57%	(62)	11%	(12)	109
#1 Issue: Education	37%	(53)	56%	(79)	7%	(10)	143
#1 Issue: Energy	29%	(27)	60%	(55)	11%	(10)	92
#1 Issue: Other	34%	(43)	47%	(59)	19%	(24)	126
2018 House Vote: Democrat	39%	(290)	51%	(379)	10%	(72)	742
2018 House Vote: Republican	29%	(186)	55%	(356)	16%	(100)	642
2018 House Vote: Someone else	24%	(20)	65%	(53)	10%	(8)	82
2016 Vote: Hillary Clinton	40%	(259)	51%	(330)	9%	(60)	649
2016 Vote: Donald Trump	28%	(189)	57%	(384)	15%	(101)	673
2016 Vote: Other	33%	(53)	56%	(91)	10%	(17)	161
2016 Vote: Didn't Vote	30%	(210)	56%	(397)	15%	(104)	712
Voted in 2014: Yes	33%	(402)	55%	(673)	13%	(157)	1233
Voted in 2014: No	32%	(313)	55%	(529)	13%	(125)	967
2012 Vote: Barack Obama	40%	(306)	51%	(394)	9%	(73)	773
2012 Vote: Mitt Romney	26%	(131)	58%	(291)	16%	(80)	503
2012 Vote: Other	25%	(18)	60%	(44)	15%	(11)	73
2012 Vote: Didn't Vote	31%	(259)	56%	(473)	14%	(116)	848
4-Region: Northeast	34%	(134)	55%	(215)	11%	(44)	394
4-Region: Midwest	30%	(139)	58%	(269)	12%	(55)	462
4-Region: South	33%	(269)	53%	(441)	14%	(115)	824
4-Region: West	33%	(174)	53%	(278)	13%	(68)	520

Continued on next page

**Table HRdem3\_1:** In general, what kind of fan do you consider yourself of the following?

Demographic	Film: An avid fan	Film: A casual fan	Film: Not a fan	Total N
Adults	33% (715)	55% (1203)	13% (282)	2200
Watch TV: Every day	38% (408)	52% (552)	10% (110)	1071
Watch TV: Several times per week	32% (164)	60% (311)	9% (44)	519
Watch TV: About once per week	25% (39)	69% (107)	6% (10)	156
Watch TV: Several times per month	17% (19)	69% (78)	14% (16)	113
Watch TV: About once per month	35% (24)	53% (37)	13% (9)	69
Watch TV: Less often than once per month	29% (24)	47% (39)	24% (20)	83
Watch TV: Never	20% (38)	42% (79)	38% (72)	189
Watch Movies: Every day	59% (267)	34% (154)	7% (32)	453
Watch Movies: Several times per week	41% (245)	52% (312)	6% (39)	596
Watch Movies: About once per week	24% (82)	66% (223)	10% (33)	338
Watch Movies: Several times per month	21% (53)	73% (187)	6% (14)	255
Watch Movies: About once per month	9% (17)	76% (137)	15% (27)	181
Watch Movies: Less often than once per month	9% (16)	66% (114)	25% (43)	173
Watch Movies: Never	17% (35)	37% (76)	46% (93)	204
Watch Sporting Events: Every day	43% (56)	41% (53)	16% (20)	129
Watch Sporting Events: Several times per week	40% (113)	51% (145)	9% (27)	285
Watch Sporting Events: About once per week	39% (90)	55% (129)	6% (14)	233
Watch Sporting Events: Several times per month	35% (72)	54% (114)	11% (23)	210
Watch Sporting Events: About once per month	35% (59)	55% (92)	10% (17)	168
Watch Sporting Events: Less often than once per month	30% (106)	60% (216)	10% (36)	358
Watch Sporting Events: Never	27% (218)	56% (455)	18% (145)	818
Cable TV: Currently subscribe	35% (354)	53% (530)	12% (115)	999
Cable TV: Subscribed in past	32% (231)	58% (417)	10% (74)	721
Cable TV: Never subscribed	27% (131)	53% (256)	19% (92)	480
Satellite TV: Currently subscribe	36% (177)	48% (235)	15% (76)	488
Satellite TV: Subscribed in past	33% (199)	59% (359)	8% (51)	609
Satellite TV: Never subscribed	31% (338)	55% (609)	14% (156)	1103
Streaming Services: Currently subscribe	37% (494)	55% (724)	8% (100)	1317
Streaming Services: Subscribed in past	28% (68)	58% (143)	14% (34)	245
Streaming Services: Never subscribed	24% (154)	53% (336)	23% (148)	638

Continued on next page

**Table HRdem3\_1:** In general, what kind of fan do you consider yourself of the following?

*Film*

Demographic	Film: An avid fan		Film: A casual fan		Film: Not a fan		Total N
Adults	33%	(715)	55%	(1203)	13%	(282)	2200
Film: An avid fan	100%	(715)	—	(0)	—	(0)	715
Film: A casual fan	—	(0)	100%	(1203)	—	(0)	1203
Film: Not a fan	—	(0)	—	(0)	100%	(282)	282
Television: An avid fan	52%	(527)	41%	(419)	7%	(67)	1013
Television: A casual fan	16%	(160)	72%	(721)	12%	(122)	1003
Television: Not a fan	15%	(28)	34%	(63)	50%	(93)	184
Music: An avid fan	48%	(508)	46%	(487)	7%	(70)	1065
Music: A casual fan	19%	(194)	68%	(677)	13%	(130)	1001
Music: Not a fan	10%	(13)	29%	(39)	61%	(82)	133
Fashion: An avid fan	64%	(172)	30%	(80)	7%	(18)	270
Fashion: A casual fan	36%	(332)	57%	(536)	7%	(66)	934
Fashion: Not a fan	21%	(212)	59%	(587)	20%	(198)	996

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

**Table HRdem3\_2:** In general, what kind of fan do you consider yourself of the following?  
 Television

Demographic	Television: An avid fan	Television: A casual fan	Television: Not a fan	Total N
Adults	46% (1013)	46% (1003)	8% (184)	2200
Gender: Male	46% (493)	45% (474)	9% (95)	1062
Gender: Female	46% (520)	46% (529)	8% (89)	1138
Age: 18-29	36% (177)	49% (243)	16% (78)	499
Age: 30-44	44% (226)	50% (258)	6% (30)	514
Age: 45-54	55% (199)	36% (132)	9% (34)	365
Age: 55-64	49% (187)	46% (177)	5% (21)	386
Age: 65+	51% (222)	44% (192)	5% (22)	436
Generation Z: 18-22	27% (74)	55% (153)	18% (51)	278
Millennial: Age 23-38	46% (244)	45% (243)	9% (49)	537
Generation X: Age 39-54	51% (284)	42% (237)	7% (41)	562
Boomers: Age 55-73	51% (367)	44% (316)	6% (41)	724
PID: Dem (no lean)	55% (421)	39% (297)	7% (51)	769
PID: Ind (no lean)	38% (282)	51% (379)	10% (77)	738
PID: Rep (no lean)	45% (310)	47% (327)	8% (56)	693
PID/Gender: Dem Men	59% (206)	35% (122)	6% (22)	351
PID/Gender: Dem Women	51% (215)	42% (175)	7% (29)	418
PID/Gender: Ind Men	37% (125)	54% (183)	9% (32)	340
PID/Gender: Ind Women	40% (157)	49% (196)	11% (45)	398
PID/Gender: Rep Men	44% (162)	45% (169)	11% (41)	371
PID/Gender: Rep Women	46% (148)	49% (158)	5% (16)	322
Ideo: Liberal (1-3)	50% (310)	42% (260)	8% (47)	617
Ideo: Moderate (4)	50% (280)	45% (252)	4% (25)	556
Ideo: Conservative (5-7)	43% (320)	49% (361)	8% (63)	744
Educ: < College	46% (692)	45% (677)	9% (143)	1512
Educ: Bachelors degree	47% (207)	48% (215)	5% (22)	444
Educ: Post-grad	47% (114)	45% (111)	8% (19)	244
Income: Under 50k	46% (533)	44% (514)	10% (118)	1164
Income: 50k-100k	48% (337)	47% (331)	6% (41)	709
Income: 100k+	44% (143)	48% (157)	8% (26)	326
Ethnicity: White	46% (794)	46% (796)	8% (132)	1722
Ethnicity: Hispanic	40% (141)	42% (147)	17% (61)	349

Continued on next page

**Table HRdem3\_2:** In general, what kind of fan do you consider yourself of the following?

Television

Demographic	Television: An avid fan	Television: A casual fan	Television: Not a fan	Total N
Adults	46% (1013)	46% (1003)	8% (184)	2200
Ethnicity: Afr. Am.	54% (149)	37% (101)	9% (24)	274
Ethnicity: Other	34% (69)	52% (105)	14% (29)	204
All Christian	48% (500)	47% (490)	4% (43)	1033
All Non-Christian	43% (44)	47% (48)	10% (10)	102
Atheist	39% (43)	45% (50)	15% (17)	111
Agnostic/Nothing in particular	45% (425)	43% (414)	12% (115)	954
Religious Non-Protestant/Catholic	40% (50)	51% (65)	10% (12)	127
Evangelical	46% (245)	47% (252)	7% (36)	533
Non-Evangelical	50% (407)	45% (367)	4% (33)	807
Community: Urban	51% (297)	39% (229)	10% (57)	583
Community: Suburban	46% (478)	47% (488)	8% (80)	1046
Community: Rural	42% (238)	50% (286)	8% (47)	571
Employ: Private Sector	48% (295)	47% (288)	5% (29)	612
Employ: Government	44% (57)	49% (62)	7% (9)	127
Employ: Self-Employed	41% (82)	47% (93)	12% (23)	199
Employ: Homemaker	47% (75)	43% (68)	10% (15)	158
Employ: Retired	52% (263)	43% (219)	5% (26)	508
Employ: Unemployed	44% (120)	43% (118)	12% (33)	270
Employ: Other	45% (78)	38% (65)	17% (30)	174
Military HH: Yes	42% (146)	52% (183)	6% (19)	349
Military HH: No	47% (867)	44% (819)	9% (165)	1851
RD/WT: Right Direction	44% (338)	46% (356)	10% (75)	769
RD/WT: Wrong Track	47% (675)	45% (647)	8% (109)	1431
Trump Job Approve	44% (402)	49% (448)	8% (70)	920
Trump Job Disapprove	50% (572)	43% (492)	8% (87)	1150
Trump Job Strongly Approve	44% (228)	47% (246)	9% (44)	518
Trump Job Somewhat Approve	43% (174)	50% (202)	6% (25)	401
Trump Job Somewhat Disapprove	41% (113)	52% (141)	7% (19)	273
Trump Job Strongly Disapprove	52% (459)	40% (351)	8% (68)	878
Favorable of Trump	45% (395)	49% (430)	7% (61)	885
Unfavorable of Trump	49% (559)	44% (505)	7% (78)	1142

Continued on next page

**Table HRdem3\_2:** In general, what kind of fan do you consider yourself of the following?

Television

Demographic	Television: An avid fan	Television: A casual fan	Television: Not a fan	Total N
Adults	46% (1013)	46% (1003)	8% (184)	2200
Very Favorable of Trump	45% (245)	47% (255)	8% (41)	541
Somewhat Favorable of Trump	44% (150)	51% (175)	6% (19)	344
Somewhat Unfavorable of Trump	42% (102)	53% (130)	6% (14)	246
Very Unfavorable of Trump	51% (456)	42% (375)	7% (64)	896
#1 Issue: Economy	44% (332)	50% (374)	7% (49)	756
#1 Issue: Security	43% (110)	49% (126)	8% (19)	255
#1 Issue: Health Care	53% (242)	41% (187)	7% (31)	460
#1 Issue: Medicare / Social Security	62% (160)	33% (86)	5% (13)	259
#1 Issue: Women's Issues	42% (45)	49% (54)	9% (10)	109
#1 Issue: Education	35% (50)	46% (66)	19% (28)	143
#1 Issue: Energy	31% (28)	61% (56)	9% (8)	92
#1 Issue: Other	37% (47)	42% (53)	20% (26)	126
2018 House Vote: Democrat	54% (403)	40% (300)	5% (38)	742
2018 House Vote: Republican	46% (293)	49% (312)	6% (37)	642
2018 House Vote: Someone else	41% (33)	52% (42)	8% (6)	82
2016 Vote: Hillary Clinton	57% (367)	38% (247)	5% (35)	649
2016 Vote: Donald Trump	45% (302)	50% (334)	6% (38)	673
2016 Vote: Other	41% (66)	56% (90)	4% (6)	161
2016 Vote: Didn't Vote	39% (277)	46% (329)	15% (105)	712
Voted in 2014: Yes	50% (612)	45% (557)	5% (64)	1233
Voted in 2014: No	41% (401)	46% (446)	12% (121)	967
2012 Vote: Barack Obama	56% (433)	39% (304)	5% (36)	773
2012 Vote: Mitt Romney	41% (208)	54% (270)	5% (25)	503
2012 Vote: Other	37% (27)	53% (39)	10% (7)	73
2012 Vote: Didn't Vote	41% (345)	46% (386)	14% (117)	848
4-Region: Northeast	53% (207)	43% (170)	4% (17)	394
4-Region: Midwest	46% (213)	48% (224)	6% (26)	462
4-Region: South	47% (386)	45% (374)	8% (64)	824
4-Region: West	40% (206)	45% (235)	15% (78)	520

Continued on next page

**Table HRdem3\_2:** In general, what kind of fan do you consider yourself of the following?

Television

Demographic	Television: An avid fan	Television: A casual fan	Television: Not a fan	Total N
Adults	46% (1013)	46% (1003)	8% (184)	2200
Watch TV: Every day	63% (676)	33% (357)	3% (37)	1071
Watch TV: Several times per week	39% (202)	57% (295)	4% (23)	519
Watch TV: About once per week	22% (34)	71% (110)	8% (12)	156
Watch TV: Several times per month	23% (27)	70% (79)	7% (8)	113
Watch TV: About once per month	12% (8)	61% (43)	27% (19)	69
Watch TV: Less often than once per month	20% (17)	50% (41)	30% (25)	83
Watch TV: Never	26% (50)	41% (77)	33% (62)	189
Watch Movies: Every day	60% (272)	32% (144)	8% (37)	453
Watch Movies: Several times per week	49% (294)	46% (274)	5% (28)	596
Watch Movies: About once per week	48% (163)	47% (158)	5% (17)	338
Watch Movies: Several times per month	36% (91)	58% (149)	6% (15)	255
Watch Movies: About once per month	36% (65)	58% (105)	6% (11)	181
Watch Movies: Less often than once per month	34% (59)	57% (98)	9% (16)	173
Watch Movies: Never	33% (68)	37% (75)	30% (60)	204
Watch Sporting Events: Every day	56% (72)	37% (48)	7% (9)	129
Watch Sporting Events: Several times per week	54% (154)	44% (125)	2% (6)	285
Watch Sporting Events: About once per week	55% (129)	39% (91)	6% (13)	233
Watch Sporting Events: Several times per month	52% (109)	45% (95)	3% (6)	210
Watch Sporting Events: About once per month	46% (76)	50% (84)	5% (8)	168
Watch Sporting Events: Less often than once per month	44% (156)	51% (182)	6% (20)	358
Watch Sporting Events: Never	39% (316)	46% (378)	15% (123)	818
Cable TV: Currently subscribe	54% (538)	41% (410)	5% (51)	999
Cable TV: Subscribed in past	41% (298)	51% (365)	8% (58)	721
Cable TV: Never subscribed	37% (177)	48% (228)	16% (75)	480
Satellite TV: Currently subscribe	49% (240)	43% (208)	8% (40)	488
Satellite TV: Subscribed in past	43% (263)	50% (301)	7% (45)	609
Satellite TV: Never subscribed	46% (511)	45% (493)	9% (99)	1103
Streaming Services: Currently subscribe	47% (621)	45% (594)	8% (103)	1317
Streaming Services: Subscribed in past	39% (94)	50% (121)	12% (29)	245
Streaming Services: Never subscribed	47% (298)	45% (287)	8% (53)	638

Continued on next page



**Table HRdem3\_2:** In general, what kind of fan do you consider yourself of the following?

Television

Demographic	Television: An avid fan	Television: A casual fan	Television: Not a fan	Total N
Adults	46% (1013)	46% (1003)	8% (184)	2200
Film: An avid fan	74% (527)	22% (160)	4% (28)	715
Film: A casual fan	35% (419)	60% (721)	5% (63)	1203
Film: Not a fan	24% (67)	43% (122)	33% (93)	282
Television: An avid fan	100% (1013)	— (0)	— (0)	1013
Television: A casual fan	— (0)	100% (1003)	— (0)	1003
Television: Not a fan	— (0)	— (0)	100% (184)	184
Music: An avid fan	58% (622)	37% (390)	5% (53)	1065
Music: A casual fan	37% (372)	56% (560)	7% (69)	1001
Music: Not a fan	15% (20)	39% (52)	46% (62)	133
Fashion: An avid fan	66% (179)	29% (78)	5% (13)	270
Fashion: A casual fan	50% (464)	45% (421)	5% (48)	934
Fashion: Not a fan	37% (371)	51% (503)	12% (123)	996

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

**Table HRdem3\_3:** In general, what kind of fan do you consider yourself of the following?

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	48% (1065)	46% (1001)	6% (133)	2200
Gender: Male	48% (508)	45% (474)	8% (80)	1062
Gender: Female	49% (557)	46% (527)	5% (54)	1138
Age: 18-29	59% (294)	36% (180)	5% (25)	499
Age: 30-44	57% (295)	37% (190)	6% (29)	514
Age: 45-54	56% (206)	38% (138)	6% (22)	365
Age: 55-64	41% (160)	53% (204)	6% (22)	386
Age: 65+	26% (111)	66% (289)	8% (36)	436
Generation Z: 18-22	60% (167)	34% (95)	6% (16)	278
Millennial: Age 23-38	59% (319)	35% (190)	5% (29)	537
Generation X: Age 39-54	55% (308)	40% (224)	5% (30)	562
Boomers: Age 55-73	35% (251)	59% (426)	6% (47)	724
PID: Dem (no lean)	54% (413)	41% (319)	5% (37)	769
PID: Ind (no lean)	49% (365)	45% (333)	5% (39)	738
PID: Rep (no lean)	41% (288)	50% (349)	8% (57)	693
PID/Gender: Dem Men	55% (193)	38% (134)	7% (24)	351
PID/Gender: Dem Women	53% (220)	44% (185)	3% (14)	418
PID/Gender: Ind Men	49% (168)	44% (148)	7% (24)	340
PID/Gender: Ind Women	50% (197)	47% (186)	4% (15)	398
PID/Gender: Rep Men	40% (148)	52% (192)	9% (32)	371
PID/Gender: Rep Women	43% (140)	49% (157)	8% (25)	322
Ideo: Liberal (1-3)	55% (342)	42% (259)	3% (16)	617
Ideo: Moderate (4)	47% (259)	48% (266)	6% (31)	556
Ideo: Conservative (5-7)	41% (309)	50% (370)	9% (66)	744
Educ: < College	51% (773)	42% (641)	6% (98)	1512
Educ: Bachelors degree	43% (191)	52% (232)	5% (21)	444
Educ: Post-grad	42% (101)	52% (128)	6% (15)	244
Income: Under 50k	51% (589)	43% (498)	7% (78)	1164
Income: 50k-100k	47% (330)	48% (338)	6% (41)	709
Income: 100k+	45% (147)	51% (165)	4% (14)	326
Ethnicity: White	45% (780)	49% (837)	6% (105)	1722
Ethnicity: Hispanic	56% (197)	37% (128)	7% (25)	349

Continued on next page

**Table HRdem3\_3:** In general, what kind of fan do you consider yourself of the following?

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	48% (1065)	46% (1001)	6% (133)	2200
Ethnicity: Afr. Am.	62% (171)	32% (88)	6% (15)	274
Ethnicity: Other	56% (115)	37% (76)	6% (13)	204
All Christian	43% (443)	52% (541)	5% (50)	1033
All Non-Christian	48% (49)	44% (45)	8% (8)	102
Atheist	45% (50)	49% (54)	6% (7)	111
Agnostic/Nothing in particular	55% (524)	38% (361)	7% (69)	954
Religious Non-Protestant/Catholic	44% (56)	48% (61)	8% (10)	127
Evangelical	45% (240)	48% (258)	7% (36)	533
Non-Evangelical	47% (377)	49% (398)	4% (32)	807
Community: Urban	54% (316)	39% (226)	7% (41)	583
Community: Suburban	47% (490)	48% (499)	5% (57)	1046
Community: Rural	45% (260)	48% (276)	6% (35)	571
Employ: Private Sector	52% (318)	44% (268)	4% (26)	612
Employ: Government	49% (63)	46% (58)	5% (6)	127
Employ: Self-Employed	55% (109)	38% (75)	7% (14)	199
Employ: Homemaker	55% (87)	42% (66)	3% (5)	158
Employ: Retired	30% (155)	61% (309)	9% (44)	508
Employ: Unemployed	56% (150)	40% (109)	4% (11)	270
Employ: Other	50% (87)	37% (64)	13% (23)	174
Military HH: Yes	37% (129)	58% (201)	6% (19)	349
Military HH: No	51% (937)	43% (800)	6% (114)	1851
RD/WT: Right Direction	44% (337)	47% (364)	9% (68)	769
RD/WT: Wrong Track	51% (729)	44% (637)	5% (66)	1431
Trump Job Approve	45% (412)	47% (437)	8% (70)	920
Trump Job Disapprove	52% (593)	44% (509)	4% (48)	1150
Trump Job Strongly Approve	41% (212)	49% (254)	10% (53)	518
Trump Job Somewhat Approve	50% (201)	46% (183)	4% (18)	401
Trump Job Somewhat Disapprove	48% (132)	45% (124)	6% (17)	273
Trump Job Strongly Disapprove	53% (461)	44% (385)	4% (32)	878
Favorable of Trump	45% (398)	48% (425)	7% (62)	885
Unfavorable of Trump	51% (587)	45% (514)	4% (41)	1142

Continued on next page

**Table HRdem3\_3: In general, what kind of fan do you consider yourself of the following?**

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	48% (1065)	46% (1001)	6% (133)	2200
Very Favorable of Trump	41% (220)	51% (276)	8% (45)	541
Somewhat Favorable of Trump	52% (178)	43% (149)	5% (18)	344
Somewhat Unfavorable of Trump	48% (119)	48% (117)	4% (10)	246
Very Unfavorable of Trump	52% (468)	44% (397)	4% (31)	896
#1 Issue: Economy	48% (362)	47% (356)	5% (38)	756
#1 Issue: Security	44% (111)	49% (126)	7% (18)	255
#1 Issue: Health Care	52% (238)	43% (197)	6% (26)	460
#1 Issue: Medicare / Social Security	36% (94)	56% (145)	8% (20)	259
#1 Issue: Women's Issues	59% (65)	40% (44)	1% (1)	109
#1 Issue: Education	61% (88)	32% (46)	7% (9)	143
#1 Issue: Energy	53% (49)	43% (39)	4% (4)	92
#1 Issue: Other	47% (60)	39% (49)	14% (18)	126
2018 House Vote: Democrat	51% (378)	44% (330)	5% (33)	742
2018 House Vote: Republican	40% (256)	53% (340)	7% (45)	642
2018 House Vote: Someone else	45% (37)	52% (42)	3% (2)	82
2016 Vote: Hillary Clinton	52% (335)	44% (286)	4% (28)	649
2016 Vote: Donald Trump	40% (269)	53% (360)	7% (45)	673
2016 Vote: Other	48% (77)	48% (78)	4% (6)	161
2016 Vote: Didn't Vote	54% (381)	39% (276)	8% (54)	712
Voted in 2014: Yes	44% (543)	51% (623)	5% (66)	1233
Voted in 2014: No	54% (522)	39% (378)	7% (68)	967
2012 Vote: Barack Obama	50% (386)	46% (356)	4% (31)	773
2012 Vote: Mitt Romney	36% (180)	58% (292)	6% (30)	503
2012 Vote: Other	44% (32)	49% (36)	8% (6)	73
2012 Vote: Didn't Vote	55% (465)	37% (316)	8% (67)	848
4-Region: Northeast	54% (213)	42% (166)	4% (15)	394
4-Region: Midwest	41% (192)	52% (242)	6% (28)	462
4-Region: South	49% (407)	45% (370)	6% (48)	824
4-Region: West	49% (255)	43% (223)	8% (42)	520

Continued on next page

**Table HRdem3\_3:** In general, what kind of fan do you consider yourself of the following?

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	48% (1065)	46% (1001)	6% (133)	2200
Watch TV: Every day	52% (553)	44% (466)	5% (51)	1071
Watch TV: Several times per week	52% (272)	44% (230)	3% (18)	519
Watch TV: About once per week	40% (63)	57% (88)	3% (5)	156
Watch TV: Several times per month	43% (49)	54% (61)	3% (3)	113
Watch TV: About once per month	49% (34)	40% (28)	11% (8)	69
Watch TV: Less often than once per month	42% (34)	50% (41)	9% (7)	83
Watch TV: Never	32% (60)	46% (87)	22% (41)	189
Watch Movies: Every day	61% (276)	33% (151)	6% (26)	453
Watch Movies: Several times per week	54% (322)	42% (249)	4% (25)	596
Watch Movies: About once per week	48% (162)	50% (168)	3% (9)	338
Watch Movies: Several times per month	44% (112)	52% (132)	4% (11)	255
Watch Movies: About once per month	35% (63)	59% (108)	6% (10)	181
Watch Movies: Less often than once per month	38% (66)	55% (94)	7% (12)	173
Watch Movies: Never	31% (64)	49% (100)	20% (40)	204
Watch Sporting Events: Every day	60% (78)	31% (40)	8% (11)	129
Watch Sporting Events: Several times per week	54% (153)	43% (123)	3% (8)	285
Watch Sporting Events: About once per week	46% (107)	50% (117)	4% (9)	233
Watch Sporting Events: Several times per month	46% (97)	50% (104)	4% (9)	210
Watch Sporting Events: About once per month	51% (85)	46% (77)	4% (6)	168
Watch Sporting Events: Less often than once per month	49% (174)	47% (170)	4% (14)	358
Watch Sporting Events: Never	45% (371)	45% (369)	9% (77)	818
Cable TV: Currently subscribe	50% (501)	45% (450)	5% (49)	999
Cable TV: Subscribed in past	50% (361)	45% (328)	4% (32)	721
Cable TV: Never subscribed	42% (203)	47% (224)	11% (52)	480
Satellite TV: Currently subscribe	48% (232)	45% (220)	7% (36)	488
Satellite TV: Subscribed in past	54% (330)	42% (255)	4% (24)	609
Satellite TV: Never subscribed	46% (504)	48% (526)	7% (74)	1103
Streaming Services: Currently subscribe	53% (703)	42% (554)	5% (60)	1317
Streaming Services: Subscribed in past	47% (116)	50% (121)	3% (7)	245
Streaming Services: Never subscribed	39% (246)	51% (326)	10% (66)	638

Continued on next page

**Table HRdem3\_3:** In general, what kind of fan do you consider yourself of the following?

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	48% (1065)	46% (1001)	6% (133)	2200
Film: An avid fan	71% (508)	27% (194)	2% (13)	715
Film: A casual fan	40% (487)	56% (677)	3% (39)	1203
Film: Not a fan	25% (70)	46% (130)	29% (82)	282
Television: An avid fan	61% (622)	37% (372)	2% (20)	1013
Television: A casual fan	39% (390)	56% (560)	5% (52)	1003
Television: Not a fan	29% (53)	38% (69)	34% (62)	184
Music: An avid fan	100% (1065)	— (0)	— (0)	1065
Music: A casual fan	— (0)	100% (1001)	— (0)	1001
Music: Not a fan	— (0)	— (0)	100% (133)	133
Fashion: An avid fan	79% (213)	21% (55)	1% (2)	270
Fashion: A casual fan	54% (506)	44% (408)	2% (20)	934
Fashion: Not a fan	35% (347)	54% (538)	11% (112)	996

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

**Table HRdem3\_4:** In general, what kind of fan do you consider yourself of the following?

*Fashion*

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	12%	(270)	42%	(934)	45%	(996)	2200
Gender: Male	9%	(92)	30%	(318)	61%	(651)	1062
Gender: Female	16%	(178)	54%	(615)	30%	(345)	1138
Age: 18-29	21%	(104)	47%	(234)	32%	(161)	499
Age: 30-44	15%	(79)	49%	(254)	35%	(181)	514
Age: 45-54	11%	(41)	42%	(154)	47%	(171)	365
Age: 55-64	6%	(23)	39%	(150)	55%	(213)	386
Age: 65+	5%	(24)	33%	(143)	62%	(270)	436
Generation Z: 18-22	18%	(50)	47%	(131)	35%	(98)	278
Millennial: Age 23-38	20%	(105)	48%	(256)	33%	(175)	537
Generation X: Age 39-54	12%	(68)	45%	(254)	43%	(240)	562
Boomers: Age 55-73	6%	(45)	36%	(260)	58%	(419)	724
PID: Dem (no lean)	16%	(121)	46%	(351)	39%	(297)	769
PID: Ind (no lean)	12%	(90)	44%	(322)	44%	(326)	738
PID: Rep (no lean)	9%	(59)	38%	(261)	54%	(373)	693
PID/Gender: Dem Men	13%	(47)	32%	(111)	55%	(193)	351
PID/Gender: Dem Women	18%	(74)	57%	(239)	25%	(104)	418
PID/Gender: Ind Men	7%	(22)	34%	(116)	59%	(202)	340
PID/Gender: Ind Women	17%	(68)	52%	(206)	31%	(124)	398
PID/Gender: Rep Men	6%	(23)	25%	(91)	69%	(257)	371
PID/Gender: Rep Women	11%	(36)	53%	(170)	36%	(116)	322
Ideo: Liberal (1-3)	16%	(101)	44%	(270)	40%	(247)	617
Ideo: Moderate (4)	10%	(54)	45%	(250)	45%	(252)	556
Ideo: Conservative (5-7)	8%	(63)	38%	(280)	54%	(402)	744
Educ: < College	13%	(193)	42%	(640)	45%	(679)	1512
Educ: Bachelors degree	11%	(49)	45%	(200)	44%	(194)	444
Educ: Post-grad	11%	(28)	38%	(94)	50%	(123)	244
Income: Under 50k	12%	(144)	41%	(480)	46%	(541)	1164
Income: 50k-100k	11%	(80)	45%	(318)	44%	(311)	709
Income: 100k+	14%	(46)	41%	(135)	44%	(145)	326
Ethnicity: White	9%	(164)	43%	(735)	48%	(824)	1722
Ethnicity: Hispanic	20%	(68)	49%	(172)	31%	(109)	349

Continued on next page

**Table HRdem3\_4:** In general, what kind of fan do you consider yourself of the following?

*Fashion*

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	12%	(270)	42%	(934)	45%	(996)	2200
Ethnicity: Afr. Am.	29%	(78)	42%	(114)	30%	(82)	274
Ethnicity: Other	14%	(28)	41%	(85)	45%	(91)	204
All Christian	10%	(106)	41%	(426)	49%	(502)	1033
All Non-Christian	16%	(17)	44%	(44)	40%	(41)	102
Atheist	11%	(12)	28%	(31)	61%	(68)	111
Agnostic/Nothing in particular	14%	(135)	45%	(433)	40%	(386)	954
Religious Non-Protestant/Catholic	14%	(18)	44%	(56)	42%	(53)	127
Evangelical	12%	(66)	40%	(213)	48%	(254)	533
Non-Evangelical	12%	(93)	45%	(365)	43%	(349)	807
Community: Urban	16%	(92)	45%	(265)	39%	(225)	583
Community: Suburban	12%	(129)	42%	(440)	46%	(478)	1046
Community: Rural	9%	(49)	40%	(229)	51%	(293)	571
Employ: Private Sector	13%	(82)	46%	(284)	40%	(247)	612
Employ: Government	12%	(16)	45%	(57)	43%	(54)	127
Employ: Self-Employed	21%	(42)	37%	(73)	42%	(84)	199
Employ: Homemaker	15%	(23)	52%	(82)	33%	(53)	158
Employ: Retired	5%	(27)	33%	(167)	62%	(315)	508
Employ: Unemployed	8%	(21)	50%	(135)	42%	(114)	270
Employ: Other	16%	(28)	37%	(64)	47%	(82)	174
Military HH: Yes	9%	(30)	39%	(135)	53%	(183)	349
Military HH: No	13%	(239)	43%	(798)	44%	(813)	1851
RD/WT: Right Direction	10%	(79)	41%	(312)	49%	(378)	769
RD/WT: Wrong Track	13%	(191)	43%	(622)	43%	(619)	1431
Trump Job Approve	9%	(86)	41%	(378)	50%	(456)	920
Trump Job Disapprove	14%	(163)	43%	(495)	43%	(493)	1150
Trump Job Strongly Approve	10%	(52)	38%	(199)	52%	(268)	518
Trump Job Somewhat Approve	9%	(34)	45%	(179)	47%	(188)	401
Trump Job Somewhat Disapprove	11%	(30)	46%	(125)	43%	(117)	273
Trump Job Strongly Disapprove	15%	(133)	42%	(369)	43%	(375)	878
Favorable of Trump	9%	(81)	41%	(359)	50%	(445)	885
Unfavorable of Trump	14%	(161)	43%	(490)	43%	(491)	1142

Continued on next page



**Table HRdem3\_4:** In general, what kind of fan do you consider yourself of the following?

*Fashion*

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	12%	(270)	42%	(934)	45%	(996)	2200
Very Favorable of Trump	9%	(48)	40%	(217)	51%	(277)	541
Somewhat Favorable of Trump	10%	(33)	41%	(143)	49%	(169)	344
Somewhat Unfavorable of Trump	10%	(24)	45%	(112)	45%	(111)	246
Very Unfavorable of Trump	15%	(137)	42%	(378)	42%	(380)	896
#1 Issue: Economy	12%	(88)	43%	(326)	45%	(341)	756
#1 Issue: Security	10%	(27)	37%	(95)	52%	(134)	255
#1 Issue: Health Care	13%	(59)	44%	(201)	44%	(201)	460
#1 Issue: Medicare / Social Security	7%	(17)	40%	(103)	53%	(138)	259
#1 Issue: Women's Issues	22%	(24)	50%	(55)	28%	(30)	109
#1 Issue: Education	18%	(26)	48%	(69)	34%	(48)	143
#1 Issue: Energy	11%	(10)	46%	(42)	43%	(40)	92
#1 Issue: Other	14%	(18)	34%	(43)	52%	(65)	126
2018 House Vote: Democrat	14%	(104)	45%	(336)	41%	(302)	742
2018 House Vote: Republican	8%	(49)	40%	(254)	53%	(339)	642
2018 House Vote: Someone else	11%	(9)	43%	(35)	46%	(37)	82
2016 Vote: Hillary Clinton	14%	(93)	46%	(299)	40%	(257)	649
2016 Vote: Donald Trump	8%	(55)	38%	(256)	54%	(362)	673
2016 Vote: Other	12%	(19)	38%	(62)	50%	(81)	161
2016 Vote: Didn't Vote	14%	(102)	44%	(315)	41%	(295)	712
Voted in 2014: Yes	11%	(138)	41%	(503)	48%	(592)	1233
Voted in 2014: No	14%	(132)	45%	(431)	42%	(404)	967
2012 Vote: Barack Obama	15%	(113)	43%	(332)	42%	(327)	773
2012 Vote: Mitt Romney	6%	(32)	39%	(195)	55%	(276)	503
2012 Vote: Other	9%	(6)	32%	(23)	59%	(43)	73
2012 Vote: Didn't Vote	14%	(117)	45%	(383)	41%	(348)	848
4-Region: Northeast	12%	(47)	45%	(176)	44%	(171)	394
4-Region: Midwest	9%	(41)	40%	(183)	52%	(238)	462
4-Region: South	14%	(116)	45%	(370)	41%	(338)	824
4-Region: West	13%	(67)	39%	(205)	48%	(249)	520

Continued on next page

**Table HRdem3\_4:** In general, what kind of fan do you consider yourself of the following?

*Fashion*

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	12%	(270)	42%	(934)	45%	(996)	2200
Watch TV: Every day	15%	(163)	42%	(454)	42%	(454)	1071
Watch TV: Several times per week	10%	(52)	48%	(248)	42%	(219)	519
Watch TV: About once per week	8%	(12)	44%	(68)	49%	(76)	156
Watch TV: Several times per month	6%	(7)	46%	(53)	47%	(53)	113
Watch TV: About once per month	4%	(3)	51%	(35)	45%	(31)	69
Watch TV: Less often than once per month	8%	(7)	30%	(25)	61%	(51)	83
Watch TV: Never	13%	(25)	27%	(51)	60%	(113)	189
Watch Movies: Every day	24%	(111)	45%	(203)	31%	(139)	453
Watch Movies: Several times per week	10%	(61)	46%	(277)	43%	(258)	596
Watch Movies: About once per week	12%	(41)	44%	(149)	44%	(148)	338
Watch Movies: Several times per month	6%	(15)	43%	(109)	51%	(131)	255
Watch Movies: About once per month	6%	(10)	44%	(79)	51%	(92)	181
Watch Movies: Less often than once per month	6%	(10)	33%	(56)	61%	(106)	173
Watch Movies: Never	10%	(21)	29%	(60)	60%	(123)	204
Watch Sporting Events: Every day	20%	(26)	31%	(40)	48%	(63)	129
Watch Sporting Events: Several times per week	11%	(31)	43%	(124)	46%	(130)	285
Watch Sporting Events: About once per week	11%	(26)	48%	(112)	41%	(95)	233
Watch Sporting Events: Several times per month	10%	(21)	48%	(101)	42%	(87)	210
Watch Sporting Events: About once per month	12%	(21)	51%	(86)	36%	(61)	168
Watch Sporting Events: Less often than once per month	11%	(39)	45%	(160)	44%	(159)	358
Watch Sporting Events: Never	13%	(105)	38%	(310)	49%	(402)	818
Cable TV: Currently subscribe	13%	(125)	43%	(434)	44%	(441)	999
Cable TV: Subscribed in past	11%	(78)	43%	(310)	46%	(333)	721
Cable TV: Never subscribed	14%	(67)	40%	(190)	46%	(222)	480
Satellite TV: Currently subscribe	15%	(73)	44%	(215)	41%	(200)	488
Satellite TV: Subscribed in past	11%	(67)	43%	(264)	46%	(278)	609
Satellite TV: Never subscribed	12%	(130)	41%	(455)	47%	(518)	1103
Streaming Services: Currently subscribe	13%	(175)	43%	(568)	44%	(574)	1317
Streaming Services: Subscribed in past	13%	(33)	46%	(114)	40%	(99)	245
Streaming Services: Never subscribed	10%	(62)	39%	(252)	51%	(324)	638

Continued on next page

**Table HRdem3\_4:** In general, what kind of fan do you consider yourself of the following?

*Fashion*

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	12%	(270)	42%	(934)	45%	(996)	2200
Film: An avid fan	24%	(172)	46%	(332)	30%	(212)	715
Film: A casual fan	7%	(80)	45%	(536)	49%	(587)	1203
Film: Not a fan	6%	(18)	23%	(66)	70%	(198)	282
Television: An avid fan	18%	(179)	46%	(464)	37%	(371)	1013
Television: A casual fan	8%	(78)	42%	(421)	50%	(503)	1003
Television: Not a fan	7%	(13)	26%	(48)	67%	(123)	184
Music: An avid fan	20%	(213)	47%	(506)	33%	(347)	1065
Music: A casual fan	6%	(55)	41%	(408)	54%	(538)	1001
Music: Not a fan	1%	(2)	15%	(20)	84%	(112)	133
Fashion: An avid fan	100%	(270)	—	(0)	—	(0)	270
Fashion: A casual fan	—	(0)	100%	(934)	—	(0)	934
Fashion: Not a fan	—	(0)	—	(0)	100%	(996)	996

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	
age5	Age: 18-29	499	23%
	Age: 30-44	514	23%
	Age: 45-54	365	17%
	Age: 55-64	386	18%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	Generation Z: 18-22	278	13%
	Millennial: Age 23-38	537	24%
	Generation X: Age 39-54	562	26%
	Boomers: Age 55-73	724	33%
	N	2102	
xpid3	PID: Dem (no lean)	769	35%
	PID: Ind (no lean)	738	34%
	PID: Rep (no lean)	693	32%
	N	2200	
xpidGender	PID/Gender: Dem Men	351	16%
	PID/Gender: Dem Women	418	19%
	PID/Gender: Ind Men	340	15%
	PID/Gender: Ind Women	398	18%
	PID/Gender: Rep Men	371	17%
	PID/Gender: Rep Women	322	15%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	617	28%
	Ideo: Moderate (4)	556	25%
	Ideo: Conservative (5-7)	744	34%
	N	1918	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1164	53%
	Income: 50k-100k	709	32%
	Income: 100k+	326	15%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	1033	47%
	All Non-Christian	102	5%
	Atheist	111	5%
	Agnostic/Nothing in particular	954	43%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	127	6%
xdemEvang	Evangelical	533	24%
	Non-Evangelical	807	37%
	N	1340	
xdemUsr	Community: Urban	583	26%
	Community: Suburban	1046	48%
	Community: Rural	571	26%
	N	2200	
xdemEmploy	Employ: Private Sector	612	28%
	Employ: Government	127	6%
	Employ: Self-Employed	199	9%
	Employ: Homemaker	158	7%
	Employ: Retired	508	23%
	Employ: Unemployed	270	12%
	Employ: Other	174	8%
	N	2049	
xdemMilHH1	Military HH: Yes	349	16%
	Military HH: No	1851	84%
	N	2200	
xnr1	RD/WT: Right Direction	769	35%
	RD/WT: Wrong Track	1431	65%
	N	2200	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	920	42%
	Trump Job Disapprove	1150	52%
	N	2070	
Trump_Approve2	Trump Job Strongly Approve	518	24%
	Trump Job Somewhat Approve	401	18%
	Trump Job Somewhat Disapprove	273	12%
	Trump Job Strongly Disapprove	878	40%
	N	2070	
Trump_Fav	Favorable of Trump	885	40%
	Unfavorable of Trump	1142	52%
	N	2027	
Trump_Fav_FULL	Very Favorable of Trump	541	25%
	Somewhat Favorable of Trump	344	16%
	Somewhat Unfavorable of Trump	246	11%
	Very Unfavorable of Trump	896	41%
	N	2027	
xnr3	#1 Issue: Economy	756	34%
	#1 Issue: Security	255	12%
	#1 Issue: Health Care	460	21%
	#1 Issue: Medicare / Social Security	259	12%
	#1 Issue: Women's Issues	109	5%
	#1 Issue: Education	143	7%
	#1 Issue: Energy	92	4%
	#1 Issue: Other	126	6%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	742	34%
	2018 House Vote: Republican	642	29%
	2018 House Vote: Someone else	82	4%
	N	1465	
xsubVote16O	2016 Vote: Hillary Clinton	649	30%
	2016 Vote: Donald Trump	673	31%
	2016 Vote: Other	161	7%
	2016 Vote: Didn't Vote	712	32%
	N	2196	
xsubVote14O	Voted in 2014: Yes	1233	56%
	Voted in 2014: No	967	44%
	N	2200	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	773	35%
	2012 Vote: Mitt Romney	503	23%
	2012 Vote: Other	73	3%
	2012 Vote: Didn't Vote	848	39%
	N	2197	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
HRdem1_1	Watch TV: Every day	1071	49%
	Watch TV: Several times per week	519	24%
	Watch TV: About once per week	156	7%
	Watch TV: Several times per month	113	5%
	Watch TV: About once per month	69	3%
	Watch TV: Less often than once per month	83	4%
	Watch TV: Never	189	9%
N	2200		
HRdem1_2	Watch Movies: Every day	453	21%
	Watch Movies: Several times per week	596	27%
	Watch Movies: About once per week	338	15%
	Watch Movies: Several times per month	255	12%
	Watch Movies: About once per month	181	8%
	Watch Movies: Less often than once per month	173	8%
	Watch Movies: Never	204	9%
N	2200		
HRdem1_3	Watch Sporting Events: Every day	129	6%
	Watch Sporting Events: Several times per week	285	13%
	Watch Sporting Events: About once per week	233	11%
	Watch Sporting Events: Several times per month	210	10%
	Watch Sporting Events: About once per month	168	8%
	Watch Sporting Events: Less often than once per month	358	16%
	Watch Sporting Events: Never	818	37%
N	2200		
HRdem2_1	Cable TV: Currently subscribe	999	45%
	Cable TV: Subscribed in past	721	33%
	Cable TV: Never subscribed	480	22%
	N	2200	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
HRdem2_2	Satellite TV: Currently subscribe	488	22%
	Satellite TV: Subscribed in past	609	28%
	Satellite TV: Never subscribed	1103	50%
	<i>N</i>	2200	
HRdem2_3	Streaming Services: Currently subscribe	1317	60%
	Streaming Services: Subscribed in past	245	11%
	Streaming Services: Never subscribed	638	29%
	<i>N</i>	2200	
HRdem3_1	Film: An avid fan	715	33%
	Film: A casual fan	1203	55%
	Film: Not a fan	282	13%
	<i>N</i>	2200	
HRdem3_2	Television: An avid fan	1013	46%
	Television: A casual fan	1003	46%
	Television: Not a fan	184	8%
	<i>N</i>	2200	
HRdem3_3	Music: An avid fan	1065	48%
	Music: A casual fan	1001	46%
	Music: Not a fan	133	6%
	<i>N</i>	2200	
HRdem3_4	Fashion: An avid fan	270	12%
	Fashion: A casual fan	934	42%
	Fashion: Not a fan	996	45%
	<i>N</i>	2200	

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





**MORNING CONSULT**