



National Tracking Poll #201234
December 04-06, 2020

Crosstabulation Results

Methodology:

This poll was conducted between December 4-December 6, 2020 among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, gender, educational attainment, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table MCEN1: Have you watched a TV show this year that mentioned the COVID-19 pandemic (coronavirus) or incorporated the pandemic into the show's plot?

Demographic	Yes		No		Total N
Adults	54%	(1180)	46%	(1020)	2200
Gender: Male	49%	(522)	51%	(539)	1062
Gender: Female	58%	(657)	42%	(481)	1138
Age: 18-34	55%	(360)	45%	(295)	655
Age: 35-44	48%	(172)	52%	(186)	358
Age: 45-64	53%	(396)	47%	(355)	751
Age: 65+	58%	(252)	42%	(185)	436
GenZers: 1997-2012	53%	(129)	47%	(115)	244
Millennials: 1981-1996	53%	(333)	47%	(300)	632
GenXers: 1965-1980	52%	(276)	48%	(253)	529
Baby Boomers: 1946-1964	57%	(408)	43%	(311)	719
PID: Dem (no lean)	61%	(504)	39%	(318)	822
PID: Ind (no lean)	49%	(345)	51%	(355)	701
PID: Rep (no lean)	49%	(330)	51%	(348)	677
PID/Gender: Dem Men	56%	(211)	44%	(168)	378
PID/Gender: Dem Women	66%	(294)	34%	(150)	444
PID/Gender: Ind Men	43%	(138)	57%	(180)	318
PID/Gender: Ind Women	54%	(207)	46%	(175)	383
PID/Gender: Rep Men	48%	(174)	52%	(192)	366
PID/Gender: Rep Women	50%	(156)	50%	(156)	312
Ideo: Liberal (1-3)	62%	(407)	38%	(251)	658
Ideo: Moderate (4)	56%	(328)	44%	(263)	591
Ideo: Conservative (5-7)	48%	(346)	52%	(377)	724
Educ: < College	51%	(772)	49%	(740)	1512
Educ: Bachelors degree	60%	(266)	40%	(178)	444
Educ: Post-grad	58%	(142)	42%	(102)	244
Income: Under 50k	50%	(636)	50%	(633)	1268
Income: 50k-100k	59%	(385)	41%	(267)	652
Income: 100k+	57%	(159)	43%	(121)	280

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Table MCEN1: Have you watched a TV show this year that mentioned the COVID-19 pandemic (coronavirus) or incorporated the pandemic into the show's plot?

Demographic	Yes	No	Total N
Adults	54% (1180)	46% (1020)	2200
Ethnicity: White	55% (938)	45% (783)	1722
Ethnicity: Hispanic	55% (193)	45% (157)	349
Ethnicity: Black	53% (146)	47% (128)	274
Ethnicity: Other	46% (95)	54% (109)	204
All Christian	56% (553)	44% (427)	981
All Non-Christian	68% (71)	32% (33)	104
Atheist	51% (57)	49% (54)	111
Agnostic/Nothing in particular	48% (290)	52% (310)	600
Something Else	51% (208)	49% (197)	405
Religious Non-Protestant/Catholic	70% (89)	30% (38)	127
Evangelical	52% (312)	48% (283)	596
Non-Evangelical	56% (423)	44% (330)	753
Community: Urban	53% (348)	47% (303)	651
Community: Suburban	55% (524)	45% (436)	960
Community: Rural	52% (307)	48% (281)	588
Employ: Private Sector	55% (351)	45% (292)	643
Employ: Government	60% (80)	40% (54)	134
Employ: Self-Employed	62% (105)	38% (64)	169
Employ: Homemaker	49% (66)	51% (69)	136
Employ: Student	56% (61)	44% (49)	109
Employ: Retired	56% (283)	44% (226)	509
Employ: Unemployed	47% (171)	53% (195)	366
Employ: Other	47% (63)	53% (71)	134
Military HH: Yes	53% (189)	47% (166)	356
Military HH: No	54% (990)	46% (854)	1844
RD/WT: Right Direction	55% (340)	45% (281)	622
RD/WT: Wrong Track	53% (839)	47% (739)	1578
Trump Job Approve	49% (426)	51% (451)	877
Trump Job Disapprove	59% (725)	41% (514)	1240

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Table MCEN1: *Have you watched a TV show this year that mentioned the COVID-19 pandemic (coronavirus) or incorporated the pandemic into the show's plot?*

Demographic	Yes	No	Total N
Adults	54% (1180)	46% (1020)	2200
Trump Job Strongly Approve	49% (267)	51% (282)	549
Trump Job Somewhat Approve	49% (159)	51% (169)	328
Trump Job Somewhat Disapprove	60% (136)	40% (90)	226
Trump Job Strongly Disapprove	58% (589)	42% (425)	1014
Favorable of Trump	48% (415)	52% (452)	867
Unfavorable of Trump	58% (725)	42% (522)	1247
Very Favorable of Trump	49% (267)	51% (274)	541
Somewhat Favorable of Trump	45% (148)	55% (178)	326
Somewhat Unfavorable of Trump	59% (111)	41% (79)	190
Very Unfavorable of Trump	58% (614)	42% (443)	1057
#1 Issue: Economy	52% (423)	48% (395)	818
#1 Issue: Security	52% (109)	48% (99)	208
#1 Issue: Health Care	58% (227)	42% (167)	394
#1 Issue: Medicare / Social Security	53% (163)	47% (146)	310
#1 Issue: Women's Issues	66% (92)	34% (47)	138
#1 Issue: Education	55% (55)	45% (46)	101
#1 Issue: Energy	52% (37)	48% (34)	71
#1 Issue: Other	46% (73)	54% (87)	160
2018 House Vote: Democrat	62% (452)	38% (275)	727
2018 House Vote: Republican	54% (289)	46% (247)	536
2016 Vote: Hillary Clinton	63% (434)	37% (253)	686
2016 Vote: Donald Trump	51% (332)	49% (317)	648
2016 Vote: Other	56% (68)	44% (52)	120
2016 Vote: Didn't Vote	46% (345)	54% (398)	743
Voted in 2014: Yes	58% (690)	42% (491)	1181
Voted in 2014: No	48% (489)	52% (529)	1019
2012 Vote: Barack Obama	62% (535)	38% (321)	856
2012 Vote: Mitt Romney	50% (230)	50% (227)	457
2012 Vote: Other	44% (23)	56% (28)	51
2012 Vote: Didn't Vote	47% (391)	53% (442)	833

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Table MCEN1: Have you watched a TV show this year that mentioned the COVID-19 pandemic (coronavirus) or incorporated the pandemic into the show's plot?

Demographic	Yes		No		Total N
Adults	54%	(1180)	46%	(1020)	2200
4-Region: Northeast	58%	(229)	42%	(165)	394
4-Region: Midwest	58%	(267)	42%	(195)	462
4-Region: South	51%	(421)	49%	(404)	824
4-Region: West	51%	(264)	49%	(256)	520
Watched show featuring COVID	100%	(1180)	—	(0)	1180
Did not watch show featuring COVID	—	(0)	100%	(1020)	1020

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

Table MCEN2_1: Do you think the following types of TV shows should incorporate the COVID-19 pandemic (coronavirus) into their episodes, or not?

Dramatic TV shows

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	45% (982)	31% (678)	25% (540)	2200
Gender: Male	44% (467)	33% (354)	23% (241)	1062
Gender: Female	45% (516)	28% (323)	26% (299)	1138
Age: 18-34	41% (265)	34% (223)	25% (167)	655
Age: 35-44	42% (152)	31% (113)	26% (93)	358
Age: 45-64	49% (365)	28% (209)	24% (177)	751
Age: 65+	46% (201)	31% (133)	24% (103)	436
GenZers: 1997-2012	34% (84)	37% (89)	29% (71)	244
Millennials: 1981-1996	43% (270)	32% (204)	25% (159)	632
GenXers: 1965-1980	48% (255)	28% (150)	24% (125)	529
Baby Boomers: 1946-1964	48% (347)	28% (203)	24% (169)	719
PID: Dem (no lean)	58% (475)	22% (181)	20% (166)	822
PID: Ind (no lean)	38% (266)	31% (217)	31% (218)	701
PID: Rep (no lean)	36% (242)	41% (280)	23% (156)	677
PID/Gender: Dem Men	58% (220)	25% (95)	17% (63)	378
PID/Gender: Dem Women	57% (255)	19% (86)	23% (103)	444
PID/Gender: Ind Men	36% (115)	33% (105)	31% (98)	318
PID/Gender: Ind Women	39% (151)	29% (112)	31% (120)	383
PID/Gender: Rep Men	36% (131)	42% (154)	22% (80)	366
PID/Gender: Rep Women	35% (110)	40% (126)	24% (76)	312
Ideo: Liberal (1-3)	59% (389)	21% (137)	20% (131)	658
Ideo: Moderate (4)	48% (286)	26% (156)	25% (149)	591
Ideo: Conservative (5-7)	35% (252)	44% (316)	21% (155)	724
Educ: < College	40% (611)	32% (488)	27% (413)	1512
Educ: Bachelors degree	55% (244)	27% (120)	18% (80)	444
Educ: Post-grad	52% (128)	28% (69)	19% (47)	244
Income: Under 50k	43% (548)	30% (380)	27% (341)	1268
Income: 50k-100k	44% (288)	33% (214)	23% (150)	652
Income: 100k+	52% (147)	30% (84)	18% (49)	280
Ethnicity: White	45% (771)	32% (554)	23% (397)	1722

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Table MCEN2_1: Do you think the following types of TV shows should incorporate the COVID-19 pandemic (coronavirus) into their episodes, or not?

Dramatic TV shows

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	45% (982)	31% (678)	25% (540)	2200
Ethnicity: Hispanic	43% (150)	34% (117)	24% (82)	349
Ethnicity: Black	49% (134)	26% (72)	25% (68)	274
Ethnicity: Other	38% (78)	25% (51)	37% (75)	204
All Christian	46% (447)	33% (326)	21% (208)	981
All Non-Christian	53% (55)	25% (26)	22% (23)	104
Atheist	40% (45)	30% (33)	29% (33)	111
Agnostic/Nothing in particular	42% (255)	28% (166)	30% (179)	600
Something Else	45% (181)	31% (126)	24% (97)	405
Religious Non-Protestant/Catholic	52% (66)	27% (34)	21% (27)	127
Evangelical	44% (259)	33% (194)	24% (142)	596
Non-Evangelical	46% (348)	33% (246)	21% (158)	753
Community: Urban	46% (300)	31% (201)	23% (150)	651
Community: Suburban	49% (466)	29% (278)	23% (216)	960
Community: Rural	37% (217)	34% (198)	29% (174)	588
Employ: Private Sector	49% (315)	33% (212)	18% (117)	643
Employ: Government	50% (67)	34% (45)	17% (22)	134
Employ: Self-Employed	39% (67)	37% (63)	23% (39)	169
Employ: Homemaker	40% (55)	27% (36)	33% (45)	136
Employ: Student	46% (50)	37% (40)	17% (19)	109
Employ: Retired	46% (232)	29% (147)	26% (130)	509
Employ: Unemployed	40% (147)	26% (96)	33% (122)	366
Employ: Other	38% (50)	29% (39)	33% (45)	134
Military HH: Yes	46% (163)	29% (102)	25% (90)	356
Military HH: No	44% (819)	31% (575)	24% (450)	1844
RD/WT: Right Direction	39% (240)	38% (235)	24% (147)	622
RD/WT: Wrong Track	47% (743)	28% (443)	25% (393)	1578
Trump Job Approve	33% (290)	44% (387)	23% (201)	877
Trump Job Disapprove	55% (677)	22% (270)	24% (293)	1240

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Table MCEN2_1: Do you think the following types of TV shows should incorporate the COVID-19 pandemic (coronavirus) into their episodes, or not?

Dramatic TV shows

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	45% (982)	31% (678)	25% (540)	2200
Trump Job Strongly Approve	30% (162)	48% (265)	22% (121)	549
Trump Job Somewhat Approve	39% (128)	37% (121)	24% (80)	328
Trump Job Somewhat Disapprove	54% (123)	20% (46)	25% (57)	226
Trump Job Strongly Disapprove	55% (554)	22% (223)	23% (236)	1014
Favorable of Trump	33% (290)	44% (378)	23% (199)	867
Unfavorable of Trump	54% (671)	22% (275)	24% (302)	1247
Very Favorable of Trump	29% (157)	47% (255)	24% (129)	541
Somewhat Favorable of Trump	41% (134)	38% (123)	21% (70)	326
Somewhat Unfavorable of Trump	48% (91)	23% (43)	29% (56)	190
Very Unfavorable of Trump	55% (579)	22% (232)	23% (246)	1057
#1 Issue: Economy	40% (330)	36% (297)	23% (191)	818
#1 Issue: Security	37% (76)	38% (79)	25% (53)	208
#1 Issue: Health Care	55% (218)	21% (83)	24% (93)	394
#1 Issue: Medicare / Social Security	48% (149)	27% (84)	25% (77)	310
#1 Issue: Women's Issues	48% (67)	25% (34)	27% (37)	138
#1 Issue: Education	36% (36)	30% (30)	34% (35)	101
#1 Issue: Energy	44% (31)	35% (25)	22% (15)	71
#1 Issue: Other	47% (75)	28% (46)	25% (39)	160
2018 House Vote: Democrat	60% (435)	21% (150)	19% (141)	727
2018 House Vote: Republican	36% (195)	43% (230)	21% (111)	536
2016 Vote: Hillary Clinton	59% (406)	19% (130)	22% (150)	686
2016 Vote: Donald Trump	35% (227)	41% (268)	24% (154)	648
2016 Vote: Other	46% (55)	28% (33)	26% (32)	120
2016 Vote: Didn't Vote	40% (294)	33% (245)	27% (204)	743
Voted in 2014: Yes	51% (597)	28% (335)	21% (249)	1181
Voted in 2014: No	38% (385)	34% (342)	29% (291)	1019

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Table MCEN2_1: Do you think the following types of TV shows should incorporate the COVID-19 pandemic (coronavirus) into their episodes, or not?

Dramatic TV shows

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	45% (982)	31% (678)	25% (540)	2200
2012 Vote: Barack Obama	58% (498)	21% (180)	21% (178)	856
2012 Vote: Mitt Romney	36% (166)	40% (183)	24% (108)	457
2012 Vote: Other	30% (15)	41% (21)	29% (15)	51
2012 Vote: Didn't Vote	36% (303)	35% (291)	29% (238)	833
4-Region: Northeast	48% (190)	29% (114)	23% (89)	394
4-Region: Midwest	46% (213)	28% (131)	26% (118)	462
4-Region: South	42% (349)	32% (260)	26% (215)	824
4-Region: West	44% (230)	33% (173)	23% (117)	520
Watched show featuring COVID	60% (705)	23% (267)	18% (207)	1180
Did not watch show featuring COVID	27% (277)	40% (410)	33% (333)	1020

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

Table MCEN2_2: Do you think the following types of TV shows should incorporate the COVID-19 pandemic (coronavirus) into their episodes, or not?

Comedic TV shows

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	36% (800)	39% (848)	25% (552)	2200
Gender: Male	37% (397)	40% (425)	23% (239)	1062
Gender: Female	35% (403)	37% (422)	27% (313)	1138
Age: 18-34	41% (267)	34% (225)	25% (163)	655
Age: 35-44	40% (141)	36% (127)	25% (89)	358
Age: 45-64	36% (270)	39% (294)	25% (187)	751
Age: 65+	28% (122)	46% (201)	26% (113)	436
GenZers: 1997-2012	36% (87)	38% (93)	26% (65)	244
Millennials: 1981-1996	41% (259)	34% (213)	25% (160)	632
GenXers: 1965-1980	41% (215)	36% (188)	24% (126)	529
Baby Boomers: 1946-1964	31% (221)	44% (314)	26% (184)	719
PID: Dem (no lean)	46% (380)	32% (263)	22% (179)	822
PID: Ind (no lean)	33% (231)	36% (254)	31% (216)	701
PID: Rep (no lean)	28% (189)	49% (331)	23% (157)	677
PID/Gender: Dem Men	47% (179)	34% (129)	18% (70)	378
PID/Gender: Dem Women	45% (201)	30% (133)	25% (110)	444
PID/Gender: Ind Men	31% (99)	39% (125)	30% (94)	318
PID/Gender: Ind Women	34% (132)	34% (129)	32% (122)	383
PID/Gender: Rep Men	33% (119)	47% (171)	21% (76)	366
PID/Gender: Rep Women	23% (70)	51% (160)	26% (81)	312
Ideo: Liberal (1-3)	47% (311)	31% (207)	21% (139)	658
Ideo: Moderate (4)	41% (242)	34% (199)	25% (150)	591
Ideo: Conservative (5-7)	27% (194)	50% (359)	23% (170)	724
Educ: < College	35% (523)	39% (583)	27% (407)	1512
Educ: Bachelors degree	41% (180)	39% (175)	20% (88)	444
Educ: Post-grad	40% (97)	37% (90)	23% (57)	244
Income: Under 50k	36% (454)	37% (475)	27% (340)	1268
Income: 50k-100k	36% (232)	40% (261)	24% (158)	652
Income: 100k+	41% (115)	40% (111)	19% (54)	280
Ethnicity: White	36% (619)	40% (688)	24% (415)	1722

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Table MCEN2_2: Do you think the following types of TV shows should incorporate the COVID-19 pandemic (coronavirus) into their episodes, or not?

Comedic TV shows

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	36% (800)	39% (848)	25% (552)	2200
Ethnicity: Hispanic	32% (113)	38% (132)	30% (105)	349
Ethnicity: Black	43% (119)	34% (93)	23% (63)	274
Ethnicity: Other	31% (62)	33% (67)	36% (74)	204
All Christian	35% (341)	43% (426)	22% (214)	981
All Non-Christian	47% (48)	31% (33)	22% (23)	104
Atheist	33% (37)	39% (43)	28% (31)	111
Agnostic/Nothing in particular	36% (213)	35% (207)	30% (179)	600
Something Else	40% (161)	34% (139)	26% (105)	405
Religious Non-Protestant/Catholic	44% (55)	34% (43)	22% (28)	127
Evangelical	37% (222)	37% (219)	26% (154)	596
Non-Evangelical	35% (267)	44% (330)	21% (156)	753
Community: Urban	40% (261)	36% (233)	24% (157)	651
Community: Suburban	37% (357)	39% (374)	24% (229)	960
Community: Rural	31% (182)	41% (240)	28% (166)	588
Employ: Private Sector	43% (275)	38% (241)	20% (127)	643
Employ: Government	41% (55)	39% (52)	20% (26)	134
Employ: Self-Employed	33% (56)	39% (65)	28% (47)	169
Employ: Homemaker	32% (44)	36% (49)	32% (43)	136
Employ: Student	45% (49)	33% (36)	23% (25)	109
Employ: Retired	29% (148)	45% (230)	26% (131)	509
Employ: Unemployed	36% (132)	32% (118)	32% (116)	366
Employ: Other	31% (41)	42% (56)	28% (37)	134
Military HH: Yes	34% (122)	40% (141)	26% (93)	356
Military HH: No	37% (678)	38% (707)	25% (460)	1844
RD/WT: Right Direction	31% (193)	44% (273)	25% (155)	622
RD/WT: Wrong Track	38% (607)	36% (575)	25% (397)	1578
Trump Job Approve	28% (244)	48% (418)	25% (216)	877
Trump Job Disapprove	43% (537)	32% (401)	24% (301)	1240

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Table MCEN2_2: Do you think the following types of TV shows should incorporate the COVID-19 pandemic (coronavirus) into their episodes, or not?

Comedic TV shows

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	36% (800)	39% (848)	25% (552)	2200
Trump Job Strongly Approve	24% (133)	51% (278)	25% (138)	549
Trump Job Somewhat Approve	34% (110)	43% (141)	24% (77)	328
Trump Job Somewhat Disapprove	39% (89)	34% (77)	27% (60)	226
Trump Job Strongly Disapprove	44% (448)	32% (324)	24% (241)	1014
Favorable of Trump	28% (238)	48% (419)	24% (209)	867
Unfavorable of Trump	43% (534)	32% (403)	25% (311)	1247
Very Favorable of Trump	23% (125)	51% (277)	26% (139)	541
Somewhat Favorable of Trump	35% (114)	44% (142)	22% (70)	326
Somewhat Unfavorable of Trump	37% (70)	34% (64)	29% (56)	190
Very Unfavorable of Trump	44% (464)	32% (338)	24% (255)	1057
#1 Issue: Economy	34% (281)	42% (340)	24% (197)	818
#1 Issue: Security	27% (56)	47% (98)	26% (54)	208
#1 Issue: Health Care	43% (171)	32% (127)	24% (96)	394
#1 Issue: Medicare / Social Security	33% (103)	41% (128)	25% (79)	310
#1 Issue: Women's Issues	44% (61)	24% (34)	32% (44)	138
#1 Issue: Education	39% (39)	30% (30)	31% (31)	101
#1 Issue: Energy	33% (23)	47% (34)	20% (14)	71
#1 Issue: Other	41% (66)	35% (56)	24% (38)	160
2018 House Vote: Democrat	47% (345)	31% (223)	22% (159)	727
2018 House Vote: Republican	25% (136)	52% (276)	23% (125)	536
2016 Vote: Hillary Clinton	49% (333)	29% (200)	22% (154)	686
2016 Vote: Donald Trump	25% (160)	50% (324)	25% (164)	648
2016 Vote: Other	35% (42)	37% (45)	28% (33)	120
2016 Vote: Didn't Vote	36% (265)	37% (278)	27% (201)	743
Voted in 2014: Yes	38% (449)	39% (459)	23% (273)	1181
Voted in 2014: No	35% (352)	38% (388)	27% (279)	1019

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Table MCEN2_2: Do you think the following types of TV shows should incorporate the COVID-19 pandemic (coronavirus) into their episodes, or not?

Comedic TV shows

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	36%	(800)	39%	(848)	25%	(552)	2200
2012 Vote: Barack Obama	46%	(391)	32%	(275)	22%	(190)	856
2012 Vote: Mitt Romney	27%	(121)	48%	(219)	26%	(117)	457
2012 Vote: Other	17%	(9)	54%	(28)	29%	(15)	51
2012 Vote: Didn't Vote	33%	(279)	39%	(324)	28%	(230)	833
4-Region: Northeast	38%	(148)	39%	(155)	23%	(90)	394
4-Region: Midwest	36%	(164)	39%	(181)	25%	(117)	462
4-Region: South	36%	(298)	39%	(324)	24%	(202)	824
4-Region: West	36%	(190)	36%	(187)	28%	(143)	520
Watched show featuring COVID	47%	(555)	34%	(397)	19%	(228)	1180
Did not watch show featuring COVID	24%	(245)	44%	(451)	32%	(324)	1020

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

Table MCEN2_3: Do you think the following types of TV shows should incorporate the COVID-19 pandemic (coronavirus) into their episodes, or not?

Reality TV shows

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	46% (1002)	30% (661)	24% (537)	2200
Gender: Male	42% (449)	34% (361)	24% (251)	1062
Gender: Female	49% (552)	26% (300)	25% (286)	1138
Age: 18-34	48% (317)	32% (209)	20% (129)	655
Age: 35-44	47% (166)	28% (101)	25% (91)	358
Age: 45-64	45% (340)	28% (212)	26% (198)	751
Age: 65+	41% (179)	32% (139)	27% (119)	436
GenZers: 1997-2012	50% (121)	30% (74)	20% (48)	244
Millennials: 1981-1996	46% (294)	31% (195)	23% (143)	632
GenXers: 1965-1980	48% (256)	26% (139)	25% (134)	529
Baby Boomers: 1946-1964	42% (304)	31% (220)	27% (194)	719
PID: Dem (no lean)	58% (475)	22% (181)	20% (165)	822
PID: Ind (no lean)	40% (279)	29% (203)	31% (218)	701
PID: Rep (no lean)	36% (247)	41% (277)	23% (154)	677
PID/Gender: Dem Men	54% (206)	26% (99)	19% (73)	378
PID/Gender: Dem Women	61% (269)	18% (82)	21% (92)	444
PID/Gender: Ind Men	34% (108)	35% (110)	31% (100)	318
PID/Gender: Ind Women	45% (172)	24% (93)	31% (118)	383
PID/Gender: Rep Men	37% (136)	42% (152)	21% (78)	366
PID/Gender: Rep Women	36% (111)	40% (125)	24% (76)	312
Ideo: Liberal (1-3)	60% (391)	21% (136)	20% (130)	658
Ideo: Moderate (4)	48% (284)	27% (160)	25% (147)	591
Ideo: Conservative (5-7)	35% (254)	42% (304)	23% (166)	724
Educ: < College	43% (644)	31% (472)	26% (396)	1512
Educ: Bachelors degree	52% (231)	28% (126)	19% (86)	444
Educ: Post-grad	52% (126)	26% (63)	23% (55)	244
Income: Under 50k	44% (553)	31% (391)	26% (324)	1268
Income: 50k-100k	45% (296)	30% (194)	25% (162)	652
Income: 100k+	55% (153)	27% (76)	18% (51)	280
Ethnicity: White	45% (783)	31% (533)	24% (406)	1722

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Table MCEN2_3: Do you think the following types of TV shows should incorporate the COVID-19 pandemic (coronavirus) into their episodes, or not?

Reality TV shows

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	46% (1002)	30% (661)	24% (537)	2200
Ethnicity: Hispanic	38% (134)	34% (119)	28% (97)	349
Ethnicity: Black	50% (138)	27% (74)	22% (61)	274
Ethnicity: Other	39% (80)	26% (53)	34% (70)	204
All Christian	46% (446)	33% (324)	21% (210)	981
All Non-Christian	56% (58)	23% (24)	21% (22)	104
Atheist	36% (40)	28% (30)	36% (40)	111
Agnostic/Nothing in particular	43% (256)	28% (171)	29% (174)	600
Something Else	50% (201)	28% (112)	23% (93)	405
Religious Non-Protestant/Catholic	58% (74)	22% (27)	20% (26)	127
Evangelical	45% (267)	31% (187)	24% (141)	596
Non-Evangelical	47% (356)	32% (242)	21% (155)	753
Community: Urban	47% (308)	28% (183)	25% (161)	651
Community: Suburban	48% (460)	30% (288)	22% (213)	960
Community: Rural	40% (234)	32% (191)	28% (163)	588
Employ: Private Sector	51% (328)	32% (207)	17% (108)	643
Employ: Government	53% (70)	23% (31)	24% (33)	134
Employ: Self-Employed	43% (72)	33% (56)	24% (41)	169
Employ: Homemaker	41% (56)	28% (39)	30% (41)	136
Employ: Student	52% (57)	28% (31)	19% (21)	109
Employ: Retired	40% (204)	32% (163)	28% (143)	509
Employ: Unemployed	45% (163)	28% (101)	28% (102)	366
Employ: Other	38% (51)	26% (34)	36% (48)	134
Military HH: Yes	44% (158)	30% (106)	26% (91)	356
Military HH: No	46% (844)	30% (555)	24% (446)	1844
RD/WT: Right Direction	40% (251)	37% (228)	23% (142)	622
RD/WT: Wrong Track	48% (750)	27% (433)	25% (395)	1578
Trump Job Approve	34% (298)	42% (373)	24% (206)	877
Trump Job Disapprove	54% (674)	22% (272)	24% (293)	1240

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Table MCEN2_3: Do you think the following types of TV shows should incorporate the COVID-19 pandemic (coronavirus) into their episodes, or not?

Reality TV shows

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	46% (1002)	30% (661)	24% (537)	2200
Trump Job Strongly Approve	31% (169)	46% (251)	23% (129)	549
Trump Job Somewhat Approve	39% (129)	37% (121)	24% (78)	328
Trump Job Somewhat Disapprove	55% (123)	24% (55)	21% (48)	226
Trump Job Strongly Disapprove	54% (551)	21% (217)	24% (246)	1014
Favorable of Trump	35% (299)	42% (363)	24% (205)	867
Unfavorable of Trump	54% (674)	22% (278)	24% (296)	1247
Very Favorable of Trump	30% (164)	45% (242)	25% (135)	541
Somewhat Favorable of Trump	41% (135)	37% (121)	21% (70)	326
Somewhat Unfavorable of Trump	53% (101)	24% (46)	23% (43)	190
Very Unfavorable of Trump	54% (573)	22% (232)	24% (253)	1057
#1 Issue: Economy	41% (333)	35% (287)	24% (197)	818
#1 Issue: Security	38% (80)	40% (82)	22% (46)	208
#1 Issue: Health Care	56% (222)	20% (81)	23% (91)	394
#1 Issue: Medicare / Social Security	45% (140)	29% (89)	26% (81)	310
#1 Issue: Women's Issues	56% (77)	19% (26)	25% (35)	138
#1 Issue: Education	46% (47)	28% (28)	26% (26)	101
#1 Issue: Energy	47% (34)	34% (24)	19% (13)	71
#1 Issue: Other	43% (69)	28% (44)	30% (47)	160
2018 House Vote: Democrat	58% (421)	20% (146)	22% (159)	727
2018 House Vote: Republican	36% (192)	43% (231)	21% (114)	536
2016 Vote: Hillary Clinton	59% (404)	18% (126)	23% (156)	686
2016 Vote: Donald Trump	34% (223)	42% (271)	24% (155)	648
2016 Vote: Other	44% (52)	21% (25)	35% (42)	120
2016 Vote: Didn't Vote	43% (322)	32% (238)	25% (184)	743
Voted in 2014: Yes	49% (577)	28% (331)	23% (274)	1181
Voted in 2014: No	42% (425)	32% (330)	26% (264)	1019

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Table MCEN2_3: Do you think the following types of TV shows should incorporate the COVID-19 pandemic (coronavirus) into their episodes, or not?

Reality TV shows

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	46% (1002)	30% (661)	24% (537)	2200
2012 Vote: Barack Obama	56% (483)	21% (183)	22% (190)	856
2012 Vote: Mitt Romney	34% (156)	41% (186)	25% (115)	457
2012 Vote: Other	31% (16)	37% (19)	33% (17)	51
2012 Vote: Didn't Vote	41% (345)	33% (273)	26% (215)	833
4-Region: Northeast	48% (188)	30% (116)	23% (89)	394
4-Region: Midwest	47% (218)	29% (134)	24% (110)	462
4-Region: South	43% (354)	31% (259)	26% (211)	824
4-Region: West	46% (241)	29% (153)	24% (127)	520
Watched show featuring COVID	58% (690)	23% (276)	18% (214)	1180
Did not watch show featuring COVID	31% (312)	38% (385)	32% (323)	1020

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

Table MCEN3_1: Thinking about your favorite comedic TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
Characters talking about the COVID-19 pandemic (coronavirus)

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	35% (769)	20% (447)	18% (401)	6% (138)	9% (208)	11% (239)	2200
Gender: Male	32% (342)	22% (229)	20% (211)	6% (63)	10% (104)	11% (112)	1062
Gender: Female	37% (427)	19% (218)	17% (190)	7% (74)	9% (103)	11% (126)	1138
Age: 18-34	33% (217)	20% (131)	19% (123)	7% (43)	8% (50)	14% (90)	655
Age: 35-44	34% (123)	16% (58)	23% (81)	8% (28)	9% (33)	10% (34)	358
Age: 45-64	39% (294)	21% (157)	16% (121)	5% (39)	10% (74)	9% (67)	751
Age: 65+	31% (134)	23% (101)	17% (75)	6% (28)	12% (50)	11% (47)	436
GenZers: 1997-2012	32% (79)	19% (47)	14% (34)	6% (13)	9% (22)	20% (49)	244
Millennials: 1981-1996	34% (216)	18% (116)	22% (142)	6% (40)	8% (52)	11% (67)	632
GenXers: 1965-1980	40% (212)	18% (95)	17% (87)	7% (38)	10% (51)	9% (47)	529
Baby Boomers: 1946-1964	33% (238)	24% (174)	17% (124)	6% (41)	10% (75)	9% (66)	719
PID: Dem (no lean)	48% (397)	23% (190)	13% (108)	4% (35)	5% (43)	6% (49)	822
PID: Ind (no lean)	31% (215)	19% (130)	21% (149)	5% (36)	10% (68)	15% (103)	701
PID: Rep (no lean)	23% (156)	19% (127)	21% (143)	10% (67)	14% (98)	13% (87)	677
PID/Gender: Dem Men	44% (168)	24% (90)	16% (60)	4% (17)	7% (28)	4% (17)	378
PID/Gender: Dem Women	52% (230)	23% (100)	11% (49)	4% (18)	3% (15)	7% (32)	444
PID/Gender: Ind Men	29% (93)	18% (58)	23% (72)	5% (17)	9% (29)	15% (49)	318
PID/Gender: Ind Women	32% (122)	19% (72)	20% (78)	5% (19)	10% (39)	14% (54)	383
PID/Gender: Rep Men	22% (81)	22% (81)	22% (80)	8% (30)	13% (48)	13% (46)	366
PID/Gender: Rep Women	24% (75)	15% (46)	20% (63)	12% (37)	16% (50)	13% (41)	312
Ideo: Liberal (1-3)	49% (324)	21% (141)	14% (95)	5% (33)	5% (33)	5% (31)	658
Ideo: Moderate (4)	39% (230)	23% (138)	15% (87)	5% (31)	9% (52)	9% (52)	591
Ideo: Conservative (5-7)	22% (160)	20% (141)	23% (168)	9% (67)	15% (108)	11% (79)	724
Educ: < College	32% (487)	20% (297)	20% (301)	6% (94)	10% (147)	12% (187)	1512
Educ: Bachelors degree	41% (182)	21% (93)	14% (61)	6% (29)	10% (46)	7% (33)	444
Educ: Post-grad	41% (100)	23% (57)	16% (39)	6% (15)	6% (15)	8% (19)	244

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Table MCEN3_1: Thinking about your favorite comedic TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?

Characters talking about the COVID-19 pandemic (coronavirus)

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	35% (769)	20% (447)	18% (401)	6% (138)	9% (208)	11% (239)	2200
Income: Under 50k	35% (441)	21% (263)	18% (228)	6% (70)	9% (111)	12% (156)	1268
Income: 50k-100k	33% (218)	19% (124)	20% (132)	7% (47)	11% (73)	9% (59)	652
Income: 100k+	39% (110)	22% (61)	15% (41)	7% (20)	9% (24)	8% (23)	280
Ethnicity: White	33% (571)	21% (365)	19% (321)	7% (118)	10% (174)	10% (173)	1722
Ethnicity: Hispanic	30% (106)	18% (62)	21% (73)	7% (24)	10% (34)	14% (50)	349
Ethnicity: Black	49% (134)	16% (44)	12% (33)	4% (12)	7% (19)	12% (33)	274
Ethnicity: Other	31% (64)	18% (38)	23% (48)	4% (7)	7% (14)	16% (33)	204
All Christian	35% (342)	22% (213)	17% (164)	7% (64)	11% (107)	9% (90)	981
All Non-Christian	35% (37)	23% (24)	14% (15)	7% (7)	7% (7)	14% (14)	104
Atheist	36% (40)	24% (26)	16% (18)	5% (5)	6% (7)	13% (15)	111
Agnostic/Nothing in particular	34% (204)	17% (105)	24% (141)	6% (38)	8% (47)	11% (65)	600
Something Else	36% (146)	20% (79)	16% (63)	6% (23)	10% (39)	13% (55)	405
Religious Non-Protestant/Catholic	37% (47)	21% (27)	13% (16)	6% (8)	7% (9)	16% (20)	127
Evangelical	35% (207)	18% (107)	17% (104)	7% (40)	10% (60)	13% (79)	596
Non-Evangelical	36% (269)	24% (179)	16% (120)	6% (44)	11% (82)	8% (60)	753
Community: Urban	39% (255)	21% (135)	17% (109)	5% (35)	8% (53)	10% (65)	651
Community: Suburban	37% (351)	22% (207)	15% (148)	7% (63)	10% (96)	10% (95)	960
Community: Rural	28% (163)	18% (105)	24% (143)	7% (40)	10% (59)	13% (79)	588
Employ: Private Sector	38% (243)	24% (151)	18% (113)	6% (39)	9% (58)	6% (40)	643
Employ: Government	37% (49)	22% (29)	17% (23)	7% (9)	9% (12)	9% (12)	134
Employ: Self-Employed	34% (57)	19% (32)	18% (30)	7% (11)	12% (21)	11% (18)	169
Employ: Homemaker	31% (43)	18% (24)	20% (27)	7% (9)	13% (18)	11% (15)	136
Employ: Student	40% (43)	21% (23)	14% (15)	6% (7)	5% (5)	14% (16)	109
Employ: Retired	29% (147)	23% (117)	20% (102)	7% (35)	11% (54)	11% (54)	509
Employ: Unemployed	40% (146)	15% (54)	19% (70)	6% (22)	6% (22)	14% (52)	366
Employ: Other	30% (41)	13% (17)	15% (21)	4% (5)	13% (18)	25% (33)	134

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Table MCEN3_1: Thinking about your favorite comedic TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
Characters talking about the COVID-19 pandemic (coronavirus)

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	35% (769)	20% (447)	18% (401)	6% (138)	9% (208)	11% (239)	2200
Military HH: Yes	36% (127)	20% (70)	17% (61)	5% (18)	13% (47)	9% (34)	356
Military HH: No	35% (642)	20% (377)	18% (340)	6% (120)	9% (161)	11% (205)	1844
RD/WT: Right Direction	26% (163)	21% (129)	19% (119)	8% (49)	12% (75)	14% (86)	622
RD/WT: Wrong Track	38% (605)	20% (318)	18% (281)	6% (89)	8% (133)	10% (153)	1578
Trump Job Approve	22% (193)	19% (163)	24% (208)	8% (74)	15% (130)	12% (109)	877
Trump Job Disapprove	45% (558)	22% (275)	14% (178)	5% (62)	6% (73)	8% (94)	1240
Trump Job Strongly Approve	20% (110)	16% (90)	22% (121)	9% (49)	19% (106)	13% (73)	549
Trump Job Somewhat Approve	25% (82)	22% (73)	27% (87)	8% (26)	7% (24)	11% (36)	328
Trump Job Somewhat Disapprove	35% (78)	21% (47)	15% (35)	5% (12)	13% (29)	11% (24)	226
Trump Job Strongly Disapprove	47% (480)	22% (227)	14% (143)	5% (50)	4% (44)	7% (70)	1014
Favorable of Trump	23% (201)	18% (158)	23% (198)	9% (74)	15% (131)	12% (105)	867
Unfavorable of Trump	44% (545)	23% (281)	15% (184)	5% (62)	6% (70)	9% (106)	1247
Very Favorable of Trump	21% (112)	17% (92)	21% (115)	9% (47)	19% (103)	13% (71)	541
Somewhat Favorable of Trump	27% (88)	20% (65)	25% (83)	8% (27)	9% (28)	11% (35)	326
Somewhat Unfavorable of Trump	28% (53)	23% (43)	21% (40)	6% (11)	8% (16)	14% (26)	190
Very Unfavorable of Trump	46% (491)	22% (238)	14% (144)	5% (50)	5% (54)	8% (80)	1057
#1 Issue: Economy	32% (264)	21% (168)	22% (178)	6% (53)	10% (83)	9% (73)	818
#1 Issue: Security	28% (59)	16% (33)	23% (47)	8% (18)	13% (28)	11% (24)	208
#1 Issue: Health Care	40% (160)	26% (104)	13% (52)	5% (19)	5% (22)	10% (38)	394
#1 Issue: Medicare / Social Security	32% (100)	23% (70)	15% (47)	6% (20)	9% (28)	15% (45)	310
#1 Issue: Women's Issues	30% (42)	20% (27)	16% (23)	7% (9)	10% (14)	17% (23)	138
#1 Issue: Education	42% (43)	14% (14)	12% (12)	7% (7)	10% (10)	16% (16)	101
#1 Issue: Energy	41% (29)	16% (11)	20% (14)	6% (4)	6% (4)	11% (7)	71
#1 Issue: Other	45% (72)	12% (20)	17% (28)	5% (8)	12% (20)	8% (13)	160
2018 House Vote: Democrat	49% (358)	22% (161)	13% (98)	4% (28)	5% (40)	6% (41)	727
2018 House Vote: Republican	25% (132)	19% (102)	21% (112)	11% (58)	16% (84)	9% (49)	536

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Table MCEN3_1: Thinking about your favorite comedic TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
Characters talking about the COVID-19 pandemic (coronavirus)

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	35% (769)	20% (447)	18% (401)	6% (138)	9% (208)	11% (239)	2200
2016 Vote: Hillary Clinton	51% (352)	22% (154)	12% (83)	4% (26)	5% (33)	6% (38)	686
2016 Vote: Donald Trump	24% (153)	19% (122)	23% (147)	10% (64)	13% (87)	11% (74)	648
2016 Vote: Other	37% (44)	23% (28)	19% (23)	4% (5)	9% (11)	7% (9)	120
2016 Vote: Didn't Vote	29% (218)	19% (143)	20% (148)	6% (42)	10% (76)	16% (117)	743
Voted in 2014: Yes	39% (466)	20% (241)	16% (194)	6% (73)	10% (119)	8% (89)	1181
Voted in 2014: No	30% (303)	20% (206)	20% (207)	6% (64)	9% (88)	15% (150)	1019
2012 Vote: Barack Obama	48% (408)	22% (186)	15% (127)	4% (36)	6% (53)	5% (46)	856
2012 Vote: Mitt Romney	25% (112)	20% (90)	20% (94)	9% (41)	14% (66)	12% (54)	457
2012 Vote: Other	18% (9)	16% (8)	23% (12)	9% (4)	26% (13)	8% (4)	51
2012 Vote: Didn't Vote	29% (238)	20% (163)	20% (168)	7% (55)	9% (75)	16% (134)	833
4-Region: Northeast	40% (156)	22% (87)	19% (73)	5% (21)	5% (19)	9% (37)	394
4-Region: Midwest	34% (159)	19% (90)	21% (96)	5% (24)	11% (52)	9% (41)	462
4-Region: South	34% (279)	22% (177)	17% (136)	7% (59)	10% (84)	11% (89)	824
4-Region: West	34% (174)	18% (93)	18% (95)	6% (33)	10% (53)	14% (71)	520
Watched show featuring COVID	43% (505)	22% (263)	14% (168)	6% (71)	8% (93)	7% (81)	1180
Did not watch show featuring COVID	26% (264)	18% (184)	23% (232)	7% (67)	11% (115)	15% (158)	1020

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

Table MCEN3_2: Thinking about your favorite comedic TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
Characters wearing facial masks

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	41% (903)	18% (405)	16% (347)	6% (125)	9% (194)	10% (226)	2200
Gender: Male	39% (416)	19% (197)	17% (182)	5% (53)	9% (97)	11% (116)	1062
Gender: Female	43% (486)	18% (208)	15% (165)	6% (72)	9% (97)	10% (110)	1138
Age: 18-34	41% (266)	15% (101)	18% (117)	8% (51)	6% (41)	12% (78)	655
Age: 35-44	36% (127)	24% (84)	17% (62)	5% (16)	11% (40)	8% (27)	358
Age: 45-64	43% (324)	19% (143)	14% (106)	5% (35)	9% (70)	10% (73)	751
Age: 65+	42% (184)	18% (77)	14% (61)	5% (22)	10% (43)	11% (48)	436
GenZers: 1997-2012	34% (83)	16% (39)	17% (41)	8% (21)	7% (18)	17% (42)	244
Millennials: 1981-1996	43% (269)	17% (107)	18% (113)	6% (37)	8% (52)	9% (55)	632
GenXers: 1965-1980	41% (218)	20% (106)	14% (73)	6% (30)	10% (51)	10% (51)	529
Baby Boomers: 1946-1964	42% (303)	19% (139)	16% (112)	5% (32)	9% (65)	9% (67)	719
PID: Dem (no lean)	58% (476)	18% (144)	11% (88)	4% (36)	4% (31)	6% (46)	822
PID: Ind (no lean)	36% (251)	19% (131)	18% (129)	5% (34)	9% (61)	13% (94)	701
PID: Rep (no lean)	26% (175)	19% (129)	19% (130)	8% (54)	15% (103)	13% (86)	677
PID/Gender: Dem Men	56% (211)	17% (64)	14% (53)	3% (13)	5% (18)	5% (20)	378
PID/Gender: Dem Women	60% (266)	18% (80)	8% (35)	5% (23)	3% (13)	6% (26)	444
PID/Gender: Ind Men	36% (114)	18% (57)	18% (56)	4% (13)	10% (31)	15% (47)	318
PID/Gender: Ind Women	36% (137)	19% (74)	19% (73)	6% (22)	8% (30)	12% (46)	383
PID/Gender: Rep Men	25% (92)	21% (76)	20% (73)	7% (27)	13% (49)	13% (49)	366
PID/Gender: Rep Women	27% (83)	17% (53)	18% (57)	9% (27)	17% (54)	12% (38)	312
Ideo: Liberal (1-3)	58% (381)	18% (121)	11% (73)	4% (29)	4% (26)	4% (28)	658
Ideo: Moderate (4)	45% (264)	20% (118)	16% (93)	4% (22)	8% (45)	8% (49)	591
Ideo: Conservative (5-7)	27% (195)	19% (136)	19% (135)	9% (68)	15% (111)	11% (79)	724
Educ: < College	37% (567)	18% (277)	17% (259)	6% (95)	9% (132)	12% (183)	1512
Educ: Bachelors degree	47% (208)	18% (79)	14% (61)	5% (22)	11% (48)	6% (25)	444
Educ: Post-grad	52% (128)	20% (49)	11% (26)	3% (8)	6% (14)	8% (18)	244

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Table MCEN3_2: Thinking about your favorite comedic TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
 Characters wearing facial masks

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	41% (903)	18% (405)	16% (347)	6% (125)	9% (194)	10% (226)	2200
Income: Under 50k	42% (527)	19% (241)	15% (191)	5% (66)	7% (93)	12% (150)	1268
Income: 50k-100k	40% (261)	16% (105)	17% (113)	7% (45)	11% (74)	8% (55)	652
Income: 100k+	41% (114)	21% (59)	15% (43)	5% (15)	10% (27)	8% (21)	280
Ethnicity: White	39% (672)	20% (337)	16% (273)	6% (104)	10% (173)	9% (163)	1722
Ethnicity: Hispanic	34% (118)	20% (71)	18% (63)	6% (22)	9% (32)	13% (44)	349
Ethnicity: Black	57% (157)	12% (33)	10% (28)	4% (11)	4% (12)	12% (34)	274
Ethnicity: Other	36% (74)	17% (35)	23% (46)	5% (10)	5% (10)	14% (29)	204
All Christian	41% (401)	19% (184)	15% (148)	5% (53)	11% (108)	9% (86)	981
All Non-Christian	43% (44)	21% (22)	15% (16)	4% (5)	6% (6)	11% (11)	104
Atheist	43% (47)	20% (23)	17% (18)	3% (3)	4% (5)	13% (14)	111
Agnostic/Nothing in particular	42% (254)	18% (111)	18% (109)	5% (33)	6% (36)	10% (58)	600
Something Else	39% (156)	16% (66)	14% (56)	8% (31)	10% (39)	14% (56)	405
Religious Non-Protestant/Catholic	42% (53)	24% (30)	13% (17)	5% (6)	6% (7)	10% (13)	127
Evangelical	38% (225)	18% (106)	15% (91)	7% (39)	10% (60)	12% (74)	596
Non-Evangelical	42% (315)	17% (131)	15% (111)	6% (42)	11% (86)	9% (67)	753
Community: Urban	45% (294)	19% (127)	14% (94)	5% (36)	6% (42)	9% (60)	651
Community: Suburban	43% (410)	17% (163)	14% (135)	6% (60)	10% (98)	10% (94)	960
Community: Rural	34% (199)	20% (115)	20% (118)	5% (29)	9% (55)	12% (72)	588
Employ: Private Sector	43% (274)	20% (132)	16% (102)	6% (39)	9% (60)	6% (35)	643
Employ: Government	42% (57)	17% (23)	16% (22)	7% (10)	10% (13)	7% (9)	134
Employ: Self-Employed	41% (70)	15% (25)	18% (30)	4% (7)	12% (20)	10% (17)	169
Employ: Homemaker	32% (43)	20% (27)	16% (21)	7% (9)	14% (18)	12% (16)	136
Employ: Student	39% (43)	24% (26)	15% (16)	7% (7)	6% (7)	10% (11)	109
Employ: Retired	40% (202)	19% (95)	16% (84)	5% (27)	9% (46)	11% (57)	509
Employ: Unemployed	45% (163)	16% (60)	15% (54)	5% (19)	6% (21)	13% (49)	366
Employ: Other	38% (51)	13% (17)	14% (19)	5% (7)	8% (10)	23% (31)	134

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Table MCEN3_2: Thinking about your favorite comedic TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
Characters wearing facial masks

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	41% (903)	18% (405)	16% (347)	6% (125)	9% (194)	10% (226)	2200
Military HH: Yes	47% (167)	15% (54)	12% (42)	5% (18)	11% (39)	10% (35)	356
Military HH: No	40% (736)	19% (351)	17% (305)	6% (107)	8% (156)	10% (191)	1844
RD/WT: Right Direction	32% (199)	21% (133)	16% (99)	7% (46)	11% (70)	12% (74)	622
RD/WT: Wrong Track	45% (703)	17% (272)	16% (247)	5% (79)	8% (124)	10% (152)	1578
Trump Job Approve	23% (203)	21% (180)	20% (176)	9% (75)	16% (137)	12% (105)	877
Trump Job Disapprove	55% (680)	17% (215)	12% (154)	4% (48)	4% (53)	7% (90)	1240
Trump Job Strongly Approve	22% (121)	17% (91)	21% (113)	9% (47)	20% (111)	12% (65)	549
Trump Job Somewhat Approve	25% (82)	27% (89)	19% (63)	9% (28)	8% (25)	12% (41)	328
Trump Job Somewhat Disapprove	38% (87)	22% (49)	16% (37)	5% (10)	9% (21)	10% (22)	226
Trump Job Strongly Disapprove	58% (593)	16% (166)	12% (117)	4% (37)	3% (32)	7% (68)	1014
Favorable of Trump	24% (208)	20% (177)	19% (167)	9% (74)	16% (139)	12% (101)	867
Unfavorable of Trump	53% (665)	17% (217)	13% (162)	4% (50)	4% (49)	8% (104)	1247
Very Favorable of Trump	23% (123)	18% (96)	19% (104)	8% (43)	21% (112)	12% (64)	541
Somewhat Favorable of Trump	26% (86)	25% (81)	19% (63)	10% (31)	8% (28)	11% (37)	326
Somewhat Unfavorable of Trump	32% (60)	22% (43)	19% (37)	3% (6)	8% (16)	15% (28)	190
Very Unfavorable of Trump	57% (605)	16% (174)	12% (126)	4% (44)	3% (33)	7% (76)	1057
#1 Issue: Economy	38% (310)	18% (148)	20% (160)	6% (51)	10% (80)	8% (69)	818
#1 Issue: Security	25% (51)	22% (45)	19% (39)	9% (19)	14% (28)	12% (25)	208
#1 Issue: Health Care	50% (197)	19% (74)	14% (54)	5% (20)	4% (15)	9% (35)	394
#1 Issue: Medicare / Social Security	46% (143)	15% (47)	13% (41)	4% (14)	8% (24)	13% (40)	310
#1 Issue: Women's Issues	31% (43)	22% (30)	15% (20)	6% (8)	9% (13)	17% (23)	138
#1 Issue: Education	44% (44)	21% (21)	10% (10)	2% (2)	6% (6)	16% (16)	101
#1 Issue: Energy	49% (35)	21% (15)	10% (7)	8% (6)	5% (4)	7% (5)	71
#1 Issue: Other	49% (79)	15% (25)	10% (16)	3% (5)	14% (23)	8% (12)	160
2018 House Vote: Democrat	58% (425)	17% (127)	10% (76)	4% (26)	5% (33)	5% (40)	727
2018 House Vote: Republican	28% (150)	21% (110)	17% (92)	9% (47)	17% (89)	9% (48)	536

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Table MCEN3_2: Thinking about your favorite comedic TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
 Characters wearing facial masks

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	41% (903)	18% (405)	16% (347)	6% (125)	9% (194)	10% (226)	2200
2016 Vote: Hillary Clinton	62% (424)	16% (110)	10% (70)	3% (20)	4% (27)	5% (34)	686
2016 Vote: Donald Trump	28% (181)	19% (122)	19% (123)	8% (54)	15% (94)	11% (74)	648
2016 Vote: Other	43% (51)	17% (20)	17% (20)	8% (9)	9% (11)	6% (8)	120
2016 Vote: Didn't Vote	33% (245)	20% (152)	18% (133)	6% (42)	8% (61)	15% (109)	743
Voted in 2014: Yes	47% (554)	18% (208)	13% (157)	5% (63)	10% (115)	7% (86)	1181
Voted in 2014: No	34% (349)	19% (197)	19% (190)	6% (63)	8% (80)	14% (140)	1019
2012 Vote: Barack Obama	56% (476)	19% (163)	12% (105)	3% (30)	5% (39)	5% (43)	856
2012 Vote: Mitt Romney	31% (142)	18% (82)	18% (80)	7% (33)	14% (66)	12% (54)	457
2012 Vote: Other	20% (10)	10% (5)	16% (8)	9% (4)	34% (17)	11% (6)	51
2012 Vote: Didn't Vote	33% (273)	19% (155)	18% (154)	7% (57)	9% (71)	15% (123)	833
4-Region: Northeast	45% (177)	21% (82)	15% (58)	3% (13)	7% (26)	9% (37)	394
4-Region: Midwest	37% (172)	18% (81)	17% (80)	8% (35)	11% (51)	9% (43)	462
4-Region: South	43% (351)	18% (150)	15% (126)	5% (37)	9% (75)	10% (85)	824
4-Region: West	39% (202)	18% (92)	16% (83)	8% (40)	8% (42)	12% (61)	520
Watched show featuring COVID	47% (558)	20% (240)	13% (154)	6% (71)	7% (82)	6% (75)	1180
Did not watch show featuring COVID	34% (344)	16% (165)	19% (193)	5% (54)	11% (113)	15% (150)	1020

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

Table MCEN3_3: Thinking about your favorite comedic TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
Characters practicing social distancing

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	42% (926)	18% (397)	16% (361)	5% (116)	8% (177)	10% (224)	2200
Gender: Male	41% (430)	18% (188)	18% (195)	5% (52)	9% (92)	10% (104)	1062
Gender: Female	44% (496)	18% (209)	15% (166)	6% (64)	7% (84)	11% (120)	1138
Age: 18-34	40% (265)	15% (99)	19% (121)	6% (42)	7% (44)	13% (83)	655
Age: 35-44	38% (136)	20% (73)	18% (65)	5% (18)	9% (33)	9% (34)	358
Age: 45-64	45% (341)	19% (139)	15% (113)	4% (34)	8% (62)	8% (62)	751
Age: 65+	42% (184)	20% (86)	14% (61)	5% (22)	9% (38)	10% (44)	436
GenZers: 1997-2012	35% (85)	16% (39)	14% (34)	8% (19)	9% (21)	19% (46)	244
Millennials: 1981-1996	42% (268)	15% (97)	21% (130)	5% (32)	7% (46)	10% (60)	632
GenXers: 1965-1980	45% (236)	19% (102)	15% (80)	5% (25)	8% (44)	8% (42)	529
Baby Boomers: 1946-1964	43% (310)	20% (141)	15% (109)	5% (34)	9% (61)	9% (65)	719
PID: Dem (no lean)	58% (478)	17% (138)	11% (91)	4% (31)	4% (33)	6% (50)	822
PID: Ind (no lean)	37% (260)	18% (129)	18% (125)	4% (27)	9% (63)	14% (97)	701
PID: Rep (no lean)	28% (189)	19% (130)	21% (145)	8% (57)	12% (80)	11% (76)	677
PID/Gender: Dem Men	59% (222)	14% (53)	14% (51)	3% (12)	6% (22)	5% (18)	378
PID/Gender: Dem Women	58% (256)	19% (86)	9% (39)	4% (19)	3% (12)	7% (32)	444
PID/Gender: Ind Men	34% (107)	20% (63)	20% (63)	3% (9)	10% (30)	14% (46)	318
PID/Gender: Ind Women	40% (153)	17% (66)	16% (62)	5% (19)	9% (33)	13% (51)	383
PID/Gender: Rep Men	28% (102)	20% (72)	22% (81)	8% (31)	11% (40)	11% (40)	366
PID/Gender: Rep Women	28% (87)	18% (58)	21% (65)	9% (27)	13% (40)	12% (37)	312
Ideo: Liberal (1-3)	58% (378)	18% (121)	12% (79)	3% (19)	4% (29)	5% (30)	658
Ideo: Moderate (4)	47% (279)	18% (107)	15% (87)	3% (17)	8% (49)	9% (52)	591
Ideo: Conservative (5-7)	28% (203)	20% (148)	20% (147)	9% (65)	13% (93)	9% (68)	724
Educ: < College	39% (593)	17% (258)	18% (267)	5% (83)	9% (129)	12% (182)	1512
Educ: Bachelors degree	46% (204)	21% (91)	14% (62)	6% (28)	8% (35)	5% (23)	444
Educ: Post-grad	53% (129)	20% (48)	13% (31)	2% (5)	5% (13)	8% (18)	244

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Table MCEN3_3: Thinking about your favorite comedic TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?

Characters practicing social distancing

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	42% (926)	18% (397)	16% (361)	5% (116)	8% (177)	10% (224)	2200
Income: Under 50k	43% (543)	18% (232)	15% (193)	5% (66)	7% (90)	11% (146)	1268
Income: 50k-100k	41% (267)	15% (100)	20% (129)	6% (37)	9% (61)	9% (58)	652
Income: 100k+	42% (117)	23% (65)	14% (39)	5% (13)	9% (26)	7% (20)	280
Ethnicity: White	40% (694)	19% (330)	17% (291)	6% (98)	9% (151)	9% (158)	1722
Ethnicity: Hispanic	41% (144)	13% (44)	17% (60)	6% (22)	10% (36)	12% (43)	349
Ethnicity: Black	56% (153)	13% (35)	10% (29)	5% (12)	5% (13)	11% (31)	274
Ethnicity: Other	39% (79)	16% (32)	20% (41)	2% (5)	6% (13)	17% (34)	204
All Christian	41% (405)	20% (196)	16% (156)	5% (46)	10% (94)	8% (83)	981
All Non-Christian	45% (47)	15% (15)	18% (19)	5% (5)	6% (6)	11% (12)	104
Atheist	44% (49)	18% (19)	16% (18)	4% (4)	4% (4)	14% (16)	111
Agnostic/Nothing in particular	43% (259)	17% (103)	18% (107)	6% (35)	6% (38)	10% (57)	600
Something Else	41% (167)	16% (63)	15% (61)	6% (25)	8% (34)	14% (56)	405
Religious Non-Protestant/Catholic	43% (55)	18% (23)	17% (21)	5% (7)	5% (6)	11% (15)	127
Evangelical	40% (236)	18% (107)	18% (105)	5% (31)	7% (43)	12% (73)	596
Non-Evangelical	43% (321)	19% (140)	14% (107)	5% (38)	11% (86)	8% (62)	753
Community: Urban	46% (301)	16% (105)	16% (102)	4% (28)	8% (49)	10% (67)	651
Community: Suburban	43% (414)	20% (188)	14% (132)	6% (57)	9% (83)	9% (87)	960
Community: Rural	36% (211)	18% (105)	22% (127)	5% (31)	8% (45)	12% (70)	588
Employ: Private Sector	44% (282)	21% (135)	17% (110)	5% (32)	9% (55)	5% (30)	643
Employ: Government	46% (62)	19% (26)	17% (23)	3% (4)	7% (9)	7% (9)	134
Employ: Self-Employed	42% (71)	12% (19)	17% (29)	5% (9)	15% (25)	9% (16)	169
Employ: Homemaker	38% (52)	15% (21)	18% (24)	6% (8)	11% (15)	12% (16)	136
Employ: Student	42% (46)	20% (22)	16% (17)	6% (6)	7% (8)	9% (10)	109
Employ: Retired	39% (200)	21% (107)	17% (85)	4% (22)	8% (40)	11% (56)	509
Employ: Unemployed	45% (164)	14% (51)	15% (54)	8% (30)	4% (16)	14% (51)	366
Employ: Other	36% (49)	12% (16)	14% (18)	3% (4)	7% (10)	28% (37)	134

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Table MCEN3_3: Thinking about your favorite comedic TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
Characters practicing social distancing

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	42% (926)	18% (397)	16% (361)	5% (116)	8% (177)	10% (224)	2200
Military HH: Yes	45% (161)	16% (56)	17% (60)	3% (11)	10% (36)	9% (31)	356
Military HH: No	41% (765)	18% (341)	16% (301)	6% (105)	8% (141)	10% (192)	1844
RD/WT: Right Direction	34% (211)	20% (122)	16% (102)	7% (43)	11% (70)	12% (74)	622
RD/WT: Wrong Track	45% (716)	17% (275)	16% (258)	5% (73)	7% (107)	10% (150)	1578
Trump Job Approve	26% (227)	19% (169)	23% (201)	8% (73)	13% (110)	11% (96)	877
Trump Job Disapprove	55% (681)	18% (218)	12% (144)	3% (41)	5% (62)	8% (93)	1240
Trump Job Strongly Approve	23% (124)	18% (99)	24% (131)	7% (41)	16% (88)	12% (66)	549
Trump Job Somewhat Approve	31% (103)	21% (70)	21% (70)	10% (32)	7% (22)	9% (31)	328
Trump Job Somewhat Disapprove	40% (91)	20% (46)	15% (34)	4% (9)	11% (24)	10% (22)	226
Trump Job Strongly Disapprove	58% (590)	17% (172)	11% (110)	3% (33)	4% (38)	7% (71)	1014
Favorable of Trump	27% (230)	19% (164)	23% (195)	8% (73)	13% (111)	11% (94)	867
Unfavorable of Trump	54% (670)	18% (222)	12% (147)	3% (42)	5% (58)	9% (108)	1247
Very Favorable of Trump	24% (129)	17% (93)	24% (128)	7% (39)	16% (86)	12% (66)	541
Somewhat Favorable of Trump	31% (102)	22% (71)	21% (67)	11% (35)	8% (25)	8% (27)	326
Somewhat Unfavorable of Trump	36% (69)	22% (42)	16% (30)	5% (9)	7% (13)	15% (28)	190
Very Unfavorable of Trump	57% (601)	17% (180)	11% (117)	3% (33)	4% (46)	8% (80)	1057
#1 Issue: Economy	41% (333)	16% (133)	20% (162)	5% (43)	10% (81)	8% (65)	818
#1 Issue: Security	28% (58)	21% (44)	22% (46)	8% (17)	11% (22)	10% (21)	208
#1 Issue: Health Care	48% (190)	22% (87)	13% (51)	4% (17)	4% (15)	9% (34)	394
#1 Issue: Medicare / Social Security	46% (142)	18% (56)	11% (35)	4% (14)	8% (23)	13% (40)	310
#1 Issue: Women's Issues	33% (46)	15% (21)	21% (29)	6% (8)	5% (7)	19% (27)	138
#1 Issue: Education	40% (40)	20% (20)	13% (13)	3% (3)	4% (4)	20% (20)	101
#1 Issue: Energy	50% (36)	17% (12)	13% (9)	8% (6)	5% (4)	6% (4)	71
#1 Issue: Other	51% (81)	14% (23)	10% (16)	5% (8)	13% (20)	8% (12)	160
2018 House Vote: Democrat	60% (434)	18% (130)	11% (76)	3% (22)	4% (28)	5% (36)	727
2018 House Vote: Republican	27% (147)	19% (100)	22% (116)	8% (45)	15% (82)	9% (46)	536

Continued on next page

Table MCEN3_3: Thinking about your favorite comedic TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?

Characters practicing social distancing

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	42% (926)	18% (397)	16% (361)	5% (116)	8% (177)	10% (224)	2200
2016 Vote: Hillary Clinton	62% (425)	17% (114)	10% (67)	3% (20)	4% (29)	5% (33)	686
2016 Vote: Donald Trump	29% (191)	19% (125)	20% (130)	8% (50)	12% (81)	11% (72)	648
2016 Vote: Other	45% (54)	15% (18)	19% (23)	4% (5)	11% (13)	5% (6)	120
2016 Vote: Didn't Vote	34% (255)	19% (140)	19% (140)	6% (42)	7% (53)	15% (113)	743
Voted in 2014: Yes	48% (563)	18% (211)	14% (170)	5% (58)	8% (99)	7% (80)	1181
Voted in 2014: No	36% (363)	18% (186)	19% (191)	6% (58)	8% (78)	14% (143)	1019
2012 Vote: Barack Obama	58% (497)	17% (149)	11% (97)	4% (30)	5% (41)	5% (42)	856
2012 Vote: Mitt Romney	30% (138)	20% (91)	20% (93)	6% (27)	13% (59)	11% (48)	457
2012 Vote: Other	24% (12)	10% (5)	17% (9)	12% (6)	28% (14)	10% (5)	51
2012 Vote: Didn't Vote	33% (278)	18% (151)	19% (162)	6% (52)	7% (61)	15% (129)	833
4-Region: Northeast	45% (178)	20% (79)	17% (67)	4% (14)	5% (19)	9% (37)	394
4-Region: Midwest	40% (186)	19% (90)	15% (71)	6% (28)	9% (44)	9% (44)	462
4-Region: South	42% (347)	19% (156)	16% (134)	5% (40)	8% (64)	10% (83)	824
4-Region: West	41% (215)	14% (72)	17% (89)	7% (34)	10% (50)	12% (60)	520
Watched show featuring COVID	50% (586)	18% (214)	14% (167)	5% (56)	7% (78)	7% (79)	1180
Did not watch show featuring COVID	33% (340)	18% (183)	19% (194)	6% (60)	10% (99)	14% (144)	1020

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

Table MCEN3_4: Thinking about your favorite comedic TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
Characters getting tested for COVID-19 (coronavirus)

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	35% (768)	17% (382)	21% (456)	7% (154)	9% (204)	11% (235)	2200
Gender: Male	32% (341)	19% (198)	21% (222)	7% (79)	10% (110)	11% (112)	1062
Gender: Female	38% (427)	16% (184)	21% (234)	7% (75)	8% (94)	11% (123)	1138
Age: 18-34	36% (235)	15% (97)	23% (147)	8% (51)	7% (44)	12% (81)	655
Age: 35-44	31% (109)	18% (63)	24% (85)	6% (22)	11% (41)	10% (37)	358
Age: 45-64	37% (276)	20% (149)	19% (141)	6% (42)	10% (76)	9% (67)	751
Age: 65+	34% (148)	17% (72)	19% (83)	9% (39)	10% (44)	12% (50)	436
GenZers: 1997-2012	37% (90)	14% (34)	18% (44)	8% (19)	6% (15)	17% (43)	244
Millennials: 1981-1996	34% (217)	16% (101)	24% (153)	7% (41)	9% (56)	10% (63)	632
GenXers: 1965-1980	37% (194)	19% (101)	17% (92)	7% (40)	10% (55)	9% (47)	529
Baby Boomers: 1946-1964	34% (248)	18% (130)	21% (153)	6% (46)	10% (71)	10% (71)	719
PID: Dem (no lean)	49% (401)	18% (145)	17% (142)	5% (38)	5% (44)	7% (53)	822
PID: Ind (no lean)	30% (209)	17% (122)	23% (164)	6% (40)	10% (68)	14% (99)	701
PID: Rep (no lean)	23% (158)	17% (116)	22% (151)	11% (76)	14% (93)	12% (83)	677
PID/Gender: Dem Men	46% (176)	18% (69)	19% (71)	5% (17)	7% (27)	5% (19)	378
PID/Gender: Dem Women	51% (225)	17% (76)	16% (71)	5% (20)	4% (17)	8% (35)	444
PID/Gender: Ind Men	30% (95)	16% (52)	23% (73)	6% (19)	10% (31)	15% (48)	318
PID/Gender: Ind Women	30% (114)	18% (70)	24% (91)	5% (20)	10% (37)	13% (51)	383
PID/Gender: Rep Men	19% (71)	21% (77)	21% (79)	11% (42)	14% (52)	12% (45)	366
PID/Gender: Rep Women	28% (88)	12% (38)	23% (72)	11% (34)	13% (41)	12% (38)	312
Ideo: Liberal (1-3)	50% (330)	17% (111)	18% (119)	5% (30)	5% (32)	5% (35)	658
Ideo: Moderate (4)	37% (221)	19% (114)	21% (124)	5% (30)	8% (49)	9% (52)	591
Ideo: Conservative (5-7)	22% (161)	18% (133)	22% (162)	11% (83)	15% (110)	10% (75)	724
Educ: < College	32% (488)	16% (242)	23% (342)	8% (115)	10% (146)	12% (179)	1512
Educ: Bachelors degree	39% (174)	20% (87)	17% (77)	6% (27)	10% (44)	8% (35)	444
Educ: Post-grad	44% (107)	22% (53)	15% (37)	5% (12)	6% (15)	9% (21)	244

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Table MCEN3_4: Thinking about your favorite comedic TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
 Characters getting tested for COVID-19 (coronavirus)

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	35% (768)	17% (382)	21% (456)	7% (154)	9% (204)	11% (235)	2200
Income: Under 50k	36% (454)	17% (210)	22% (275)	6% (78)	8% (101)	12% (150)	1268
Income: 50k-100k	33% (218)	16% (107)	20% (133)	9% (56)	12% (76)	10% (62)	652
Income: 100k+	34% (96)	23% (65)	17% (47)	7% (20)	10% (28)	8% (23)	280
Ethnicity: White	33% (561)	18% (318)	22% (375)	7% (125)	10% (173)	10% (169)	1722
Ethnicity: Hispanic	34% (118)	13% (46)	23% (82)	8% (26)	11% (37)	11% (40)	349
Ethnicity: Black	48% (133)	14% (39)	13% (36)	6% (17)	6% (16)	12% (33)	274
Ethnicity: Other	37% (75)	12% (25)	22% (45)	5% (11)	7% (15)	16% (33)	204
All Christian	34% (333)	18% (181)	20% (197)	7% (67)	11% (111)	9% (92)	981
All Non-Christian	42% (43)	14% (15)	19% (19)	7% (7)	7% (7)	11% (12)	104
Atheist	34% (37)	19% (21)	18% (20)	10% (11)	7% (8)	13% (15)	111
Agnostic/Nothing in particular	34% (207)	15% (92)	25% (152)	7% (44)	8% (47)	10% (58)	600
Something Else	37% (148)	18% (74)	17% (68)	6% (26)	8% (31)	14% (59)	405
Religious Non-Protestant/Catholic	39% (50)	16% (21)	16% (21)	6% (8)	11% (14)	11% (14)	127
Evangelical	33% (198)	18% (108)	19% (116)	6% (34)	9% (54)	14% (85)	596
Non-Evangelical	36% (270)	18% (137)	19% (145)	8% (57)	11% (80)	8% (64)	753
Community: Urban	39% (251)	17% (112)	21% (136)	6% (40)	7% (47)	10% (65)	651
Community: Suburban	36% (343)	19% (179)	18% (176)	8% (73)	10% (94)	10% (96)	960
Community: Rural	30% (175)	15% (90)	25% (144)	7% (41)	11% (63)	13% (75)	588
Employ: Private Sector	35% (227)	21% (136)	20% (130)	6% (41)	11% (68)	6% (41)	643
Employ: Government	38% (51)	20% (27)	18% (24)	9% (12)	7% (9)	8% (11)	134
Employ: Self-Employed	40% (67)	15% (25)	17% (28)	5% (8)	14% (23)	10% (17)	169
Employ: Homemaker	28% (38)	17% (23)	26% (35)	6% (9)	12% (16)	11% (15)	136
Employ: Student	38% (41)	21% (23)	19% (21)	7% (7)	6% (6)	10% (11)	109
Employ: Retired	30% (155)	17% (84)	24% (123)	10% (49)	8% (42)	11% (57)	509
Employ: Unemployed	40% (146)	13% (46)	20% (72)	6% (22)	8% (31)	14% (50)	366
Employ: Other	32% (43)	13% (18)	18% (24)	5% (7)	7% (9)	25% (33)	134

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Table MCEN3_4: Thinking about your favorite comedic TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
Characters getting tested for COVID-19 (coronavirus)

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	35% (768)	17% (382)	21% (456)	7% (154)	9% (204)	11% (235)	2200
Military HH: Yes	40% (142)	14% (49)	20% (71)	6% (21)	12% (41)	9% (31)	356
Military HH: No	34% (626)	18% (333)	21% (385)	7% (132)	9% (163)	11% (204)	1844
RD/WT: Right Direction	26% (164)	19% (118)	21% (132)	8% (52)	13% (82)	12% (73)	622
RD/WT: Wrong Track	38% (605)	17% (264)	21% (324)	6% (101)	8% (122)	10% (162)	1578
Trump Job Approve	21% (183)	18% (156)	24% (214)	10% (86)	15% (129)	12% (109)	877
Trump Job Disapprove	46% (572)	18% (218)	18% (225)	5% (66)	5% (66)	7% (92)	1240
Trump Job Strongly Approve	20% (109)	16% (86)	23% (126)	10% (56)	19% (103)	12% (68)	549
Trump Job Somewhat Approve	22% (74)	21% (70)	27% (87)	9% (30)	8% (26)	13% (41)	328
Trump Job Somewhat Disapprove	35% (79)	18% (42)	21% (47)	7% (16)	9% (21)	9% (21)	226
Trump Job Strongly Disapprove	49% (493)	17% (177)	18% (178)	5% (50)	4% (45)	7% (71)	1014
Favorable of Trump	22% (193)	16% (143)	24% (206)	10% (90)	15% (129)	12% (106)	867
Unfavorable of Trump	45% (556)	19% (233)	18% (223)	5% (64)	5% (65)	9% (106)	1247
Very Favorable of Trump	20% (110)	14% (76)	24% (129)	10% (53)	19% (101)	13% (71)	541
Somewhat Favorable of Trump	25% (83)	20% (67)	24% (77)	11% (37)	8% (28)	11% (35)	326
Somewhat Unfavorable of Trump	27% (52)	24% (46)	18% (34)	6% (11)	10% (19)	14% (27)	190
Very Unfavorable of Trump	48% (504)	18% (187)	18% (189)	5% (52)	4% (46)	7% (79)	1057
#1 Issue: Economy	30% (246)	18% (145)	26% (211)	7% (58)	10% (83)	9% (75)	818
#1 Issue: Security	26% (54)	16% (33)	24% (51)	11% (22)	12% (24)	11% (23)	208
#1 Issue: Health Care	42% (166)	20% (80)	17% (66)	7% (28)	5% (21)	8% (33)	394
#1 Issue: Medicare / Social Security	37% (115)	18% (54)	16% (49)	5% (14)	11% (33)	14% (44)	310
#1 Issue: Women's Issues	28% (39)	18% (25)	22% (30)	7% (10)	7% (10)	17% (24)	138
#1 Issue: Education	44% (44)	15% (15)	15% (15)	3% (3)	5% (5)	18% (18)	101
#1 Issue: Energy	48% (34)	19% (13)	9% (6)	12% (8)	7% (5)	6% (4)	71
#1 Issue: Other	44% (71)	10% (16)	17% (28)	6% (10)	14% (23)	8% (13)	160
2018 House Vote: Democrat	49% (358)	18% (128)	17% (125)	5% (34)	5% (36)	6% (46)	727
2018 House Vote: Republican	23% (122)	18% (95)	22% (119)	11% (58)	16% (87)	10% (55)	536

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Table MCEN3_4: Thinking about your favorite comedic TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
 Characters getting tested for COVID-19 (coronavirus)

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	35% (768)	17% (382)	21% (456)	7% (154)	9% (204)	11% (235)	2200
2016 Vote: Hillary Clinton	52% (358)	19% (130)	14% (97)	4% (28)	5% (33)	6% (41)	686
2016 Vote: Donald Trump	23% (150)	17% (108)	23% (150)	10% (68)	14% (93)	12% (80)	648
2016 Vote: Other	36% (43)	19% (23)	23% (27)	7% (8)	9% (11)	7% (8)	120
2016 Vote: Didn't Vote	29% (217)	16% (122)	24% (182)	7% (50)	9% (67)	14% (106)	743
Voted in 2014: Yes	39% (457)	18% (217)	18% (217)	7% (81)	10% (113)	8% (96)	1181
Voted in 2014: No	31% (311)	16% (165)	24% (240)	7% (72)	9% (91)	14% (139)	1019
2012 Vote: Barack Obama	47% (404)	19% (167)	17% (144)	4% (37)	6% (56)	6% (48)	856
2012 Vote: Mitt Romney	25% (112)	18% (80)	23% (105)	9% (43)	13% (61)	12% (56)	457
2012 Vote: Other	18% (9)	10% (5)	21% (11)	15% (7)	27% (14)	10% (5)	51
2012 Vote: Didn't Vote	29% (242)	16% (130)	24% (196)	8% (66)	9% (73)	15% (126)	833
4-Region: Northeast	38% (148)	18% (71)	21% (85)	6% (25)	7% (27)	9% (37)	394
4-Region: Midwest	32% (146)	19% (87)	21% (98)	7% (35)	11% (50)	10% (47)	462
4-Region: South	36% (297)	17% (144)	20% (161)	7% (61)	9% (75)	11% (87)	824
4-Region: West	34% (177)	15% (80)	22% (113)	6% (33)	10% (52)	12% (64)	520
Watched show featuring COVID	41% (483)	19% (227)	19% (224)	6% (73)	8% (90)	7% (82)	1180
Did not watch show featuring COVID	28% (285)	15% (155)	23% (232)	8% (80)	11% (114)	15% (153)	1020

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

Table MCEN4_1: Thinking about your favorite dramatic TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
Characters talking about the COVID-19 pandemic (coronavirus)

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	40% (887)	20% (435)	18% (386)	5% (110)	8% (176)	9% (205)	2200
Gender: Male	38% (399)	20% (209)	18% (194)	6% (66)	9% (92)	10% (102)	1062
Gender: Female	43% (489)	20% (227)	17% (192)	4% (44)	7% (84)	9% (103)	1138
Age: 18-34	37% (244)	19% (123)	18% (119)	6% (37)	6% (41)	14% (90)	655
Age: 35-44	38% (136)	18% (64)	22% (79)	5% (19)	8% (30)	8% (30)	358
Age: 45-64	42% (318)	20% (152)	16% (122)	5% (36)	10% (72)	7% (50)	751
Age: 65+	43% (188)	22% (96)	15% (66)	4% (19)	7% (33)	8% (34)	436
GenZers: 1997-2012	36% (89)	18% (43)	19% (46)	5% (12)	7% (16)	15% (37)	244
Millennials: 1981-1996	39% (247)	18% (115)	19% (123)	5% (31)	7% (44)	11% (72)	632
GenXers: 1965-1980	41% (217)	19% (102)	17% (91)	5% (27)	10% (55)	7% (38)	529
Baby Boomers: 1946-1964	43% (308)	22% (160)	16% (112)	5% (34)	7% (53)	7% (51)	719
PID: Dem (no lean)	55% (455)	20% (168)	12% (95)	4% (34)	4% (33)	4% (37)	822
PID: Ind (no lean)	35% (243)	19% (134)	19% (136)	3% (23)	9% (66)	14% (99)	701
PID: Rep (no lean)	28% (189)	20% (134)	23% (155)	8% (53)	11% (77)	10% (70)	677
PID/Gender: Dem Men	53% (199)	18% (69)	14% (54)	6% (22)	5% (19)	4% (16)	378
PID/Gender: Dem Women	58% (256)	22% (99)	9% (41)	3% (12)	3% (15)	5% (21)	444
PID/Gender: Ind Men	31% (99)	19% (62)	19% (59)	6% (20)	10% (33)	15% (46)	318
PID/Gender: Ind Women	38% (144)	19% (72)	20% (77)	1% (4)	9% (33)	14% (53)	383
PID/Gender: Rep Men	28% (101)	21% (78)	22% (81)	7% (25)	11% (40)	11% (40)	366
PID/Gender: Rep Women	28% (88)	18% (55)	24% (74)	9% (28)	12% (37)	10% (30)	312
Ideo: Liberal (1-3)	55% (363)	22% (143)	11% (72)	4% (27)	4% (24)	4% (29)	658
Ideo: Moderate (4)	44% (259)	20% (121)	17% (103)	3% (18)	8% (45)	8% (45)	591
Ideo: Conservative (5-7)	28% (205)	20% (146)	21% (149)	9% (62)	13% (93)	9% (68)	724
Educ: < College	37% (565)	19% (286)	20% (299)	6% (84)	8% (116)	11% (162)	1512
Educ: Bachelors degree	46% (206)	20% (89)	13% (58)	4% (18)	11% (47)	6% (26)	444
Educ: Post-grad	48% (116)	25% (60)	12% (29)	4% (9)	5% (13)	7% (17)	244

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Table MCEN4_1: Thinking about your favorite dramatic TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?

Characters talking about the COVID-19 pandemic (coronavirus)

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	40% (887)	20% (435)	18% (386)	5% (110)	8% (176)	9% (205)	2200
Income: Under 50k	41% (519)	19% (243)	17% (218)	6% (70)	6% (79)	11% (138)	1268
Income: 50k-100k	37% (243)	21% (136)	20% (128)	4% (25)	11% (73)	7% (46)	652
Income: 100k+	45% (125)	20% (56)	14% (40)	5% (15)	8% (24)	7% (21)	280
Ethnicity: White	39% (670)	21% (367)	18% (309)	5% (82)	9% (149)	8% (144)	1722
Ethnicity: Hispanic	35% (123)	18% (63)	18% (63)	7% (25)	10% (36)	11% (39)	349
Ethnicity: Black	52% (143)	14% (38)	11% (29)	7% (20)	5% (13)	12% (32)	274
Ethnicity: Other	36% (74)	15% (30)	24% (48)	4% (8)	7% (14)	14% (29)	204
All Christian	41% (402)	20% (200)	16% (159)	5% (50)	10% (97)	7% (73)	981
All Non-Christian	42% (43)	28% (29)	14% (15)	5% (5)	3% (3)	8% (8)	104
Atheist	38% (42)	19% (21)	21% (23)	1% (2)	7% (7)	15% (16)	111
Agnostic/Nothing in particular	39% (234)	18% (109)	20% (119)	5% (32)	6% (37)	11% (68)	600
Something Else	41% (166)	19% (77)	17% (70)	5% (21)	8% (31)	10% (39)	405
Religious Non-Protestant/Catholic	43% (55)	26% (33)	12% (16)	5% (6)	4% (5)	9% (12)	127
Evangelical	37% (222)	19% (115)	19% (114)	6% (33)	8% (51)	10% (61)	596
Non-Evangelical	44% (329)	20% (154)	15% (112)	5% (37)	10% (72)	6% (48)	753
Community: Urban	39% (256)	22% (145)	18% (117)	5% (33)	7% (44)	9% (57)	651
Community: Suburban	44% (422)	18% (177)	14% (132)	6% (54)	9% (87)	9% (87)	960
Community: Rural	35% (208)	19% (114)	23% (138)	4% (23)	8% (44)	10% (61)	588
Employ: Private Sector	44% (281)	22% (138)	16% (101)	5% (29)	9% (58)	6% (36)	643
Employ: Government	38% (51)	27% (36)	18% (24)	7% (9)	6% (8)	5% (7)	134
Employ: Self-Employed	41% (69)	15% (25)	20% (33)	5% (8)	13% (22)	7% (11)	169
Employ: Homemaker	32% (44)	19% (26)	20% (27)	6% (9)	11% (15)	12% (16)	136
Employ: Student	45% (49)	14% (16)	19% (21)	6% (7)	5% (5)	10% (11)	109
Employ: Retired	41% (207)	20% (104)	18% (90)	6% (28)	7% (34)	9% (46)	509
Employ: Unemployed	39% (144)	17% (64)	19% (70)	5% (17)	6% (22)	13% (49)	366
Employ: Other	31% (42)	20% (27)	16% (21)	2% (3)	9% (12)	22% (29)	134

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Table MCEN4_1: Thinking about your favorite dramatic TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
Characters talking about the COVID-19 pandemic (coronavirus)

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	40% (887)	20% (435)	18% (386)	5% (110)	8% (176)	9% (205)	2200
Military HH: Yes	42% (149)	19% (69)	16% (58)	4% (16)	12% (42)	6% (22)	356
Military HH: No	40% (738)	20% (366)	18% (329)	5% (95)	7% (134)	10% (183)	1844
RD/WT: Right Direction	32% (197)	22% (139)	17% (103)	8% (50)	10% (63)	11% (69)	622
RD/WT: Wrong Track	44% (690)	19% (296)	18% (283)	4% (60)	7% (113)	9% (136)	1578
Trump Job Approve	26% (224)	19% (170)	24% (212)	8% (67)	13% (115)	10% (89)	877
Trump Job Disapprove	52% (641)	21% (255)	13% (158)	4% (43)	4% (55)	7% (88)	1240
Trump Job Strongly Approve	24% (132)	17% (91)	23% (124)	9% (51)	16% (87)	12% (64)	549
Trump Job Somewhat Approve	28% (92)	24% (80)	27% (88)	5% (15)	9% (28)	8% (25)	328
Trump Job Somewhat Disapprove	43% (97)	22% (50)	15% (34)	4% (10)	6% (12)	10% (23)	226
Trump Job Strongly Disapprove	54% (544)	20% (204)	12% (124)	3% (34)	4% (43)	6% (66)	1014
Favorable of Trump	26% (229)	19% (166)	24% (204)	8% (65)	13% (115)	10% (88)	867
Unfavorable of Trump	51% (630)	21% (260)	13% (160)	4% (45)	4% (55)	8% (97)	1247
Very Favorable of Trump	25% (137)	16% (88)	23% (122)	8% (43)	16% (87)	12% (64)	541
Somewhat Favorable of Trump	28% (92)	24% (78)	25% (82)	7% (22)	9% (28)	7% (24)	326
Somewhat Unfavorable of Trump	38% (71)	22% (41)	19% (36)	6% (12)	6% (12)	10% (18)	190
Very Unfavorable of Trump	53% (559)	21% (218)	12% (125)	3% (34)	4% (43)	7% (78)	1057
#1 Issue: Economy	37% (304)	21% (174)	21% (169)	4% (31)	10% (78)	8% (63)	818
#1 Issue: Security	34% (71)	16% (33)	21% (43)	7% (15)	10% (22)	12% (24)	208
#1 Issue: Health Care	47% (184)	20% (78)	15% (57)	5% (21)	5% (18)	9% (35)	394
#1 Issue: Medicare / Social Security	44% (137)	22% (69)	14% (43)	4% (12)	5% (16)	10% (32)	310
#1 Issue: Women's Issues	35% (48)	25% (35)	16% (22)	4% (6)	6% (8)	14% (19)	138
#1 Issue: Education	33% (34)	15% (15)	21% (21)	10% (10)	10% (10)	12% (12)	101
#1 Issue: Energy	48% (34)	17% (12)	14% (10)	10% (7)	7% (5)	4% (3)	71
#1 Issue: Other	47% (76)	13% (20)	12% (20)	5% (8)	12% (19)	11% (17)	160
2018 House Vote: Democrat	56% (410)	20% (143)	11% (83)	3% (19)	5% (35)	5% (36)	727
2018 House Vote: Republican	30% (160)	21% (111)	21% (113)	9% (47)	13% (72)	6% (34)	536

Continued on next page

Table MCEN4_1: Thinking about your favorite dramatic TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
Characters talking about the COVID-19 pandemic (coronavirus)

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	40% (887)	20% (435)	18% (386)	5% (110)	8% (176)	9% (205)	2200
2016 Vote: Hillary Clinton	59% (403)	20% (136)	9% (65)	2% (15)	4% (31)	5% (37)	686
2016 Vote: Donald Trump	29% (191)	20% (131)	22% (143)	7% (46)	12% (78)	9% (59)	648
2016 Vote: Other	41% (49)	26% (31)	15% (18)	4% (5)	7% (9)	7% (8)	120
2016 Vote: Didn't Vote	33% (244)	18% (136)	22% (161)	6% (44)	8% (57)	14% (101)	743
Voted in 2014: Yes	46% (539)	20% (238)	15% (174)	5% (57)	9% (101)	6% (73)	1181
Voted in 2014: No	34% (349)	19% (197)	21% (212)	5% (53)	7% (75)	13% (133)	1019
2012 Vote: Barack Obama	54% (460)	21% (182)	12% (107)	4% (31)	4% (38)	5% (39)	856
2012 Vote: Mitt Romney	31% (142)	21% (95)	21% (96)	6% (26)	12% (56)	9% (41)	457
2012 Vote: Other	23% (12)	17% (9)	16% (8)	9% (5)	24% (12)	11% (5)	51
2012 Vote: Didn't Vote	33% (272)	18% (149)	21% (175)	6% (48)	8% (68)	14% (121)	833
4-Region: Northeast	46% (183)	21% (82)	18% (71)	3% (12)	5% (21)	6% (25)	394
4-Region: Midwest	40% (186)	21% (98)	18% (83)	5% (23)	8% (35)	8% (38)	462
4-Region: South	40% (326)	18% (148)	17% (143)	6% (47)	8% (68)	11% (93)	824
4-Region: West	37% (192)	21% (108)	17% (90)	5% (28)	10% (52)	9% (49)	520
Watched show featuring COVID	50% (590)	20% (242)	14% (164)	4% (52)	6% (75)	5% (58)	1180
Did not watch show featuring COVID	29% (297)	19% (193)	22% (222)	6% (59)	10% (101)	14% (148)	1020

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

Table MCEN4_2: Thinking about your favorite dramatic TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
Characters wearing facial masks

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	43% (954)	19% (413)	15% (336)	5% (116)	9% (192)	9% (189)	2200
Gender: Male	41% (431)	19% (202)	16% (174)	6% (58)	10% (105)	9% (90)	1062
Gender: Female	46% (523)	18% (210)	14% (162)	5% (58)	8% (87)	9% (98)	1138
Age: 18-34	39% (253)	19% (124)	17% (109)	7% (44)	7% (43)	13% (83)	655
Age: 35-44	38% (135)	20% (70)	20% (70)	4% (16)	11% (39)	8% (27)	358
Age: 45-64	47% (354)	18% (133)	14% (106)	5% (39)	9% (69)	7% (50)	751
Age: 65+	48% (211)	20% (86)	12% (52)	4% (18)	9% (41)	6% (28)	436
GenZers: 1997-2012	37% (89)	20% (48)	14% (33)	7% (17)	8% (20)	15% (37)	244
Millennials: 1981-1996	40% (251)	19% (117)	19% (118)	6% (36)	7% (47)	10% (63)	632
GenXers: 1965-1980	45% (240)	17% (92)	15% (78)	5% (25)	11% (56)	7% (37)	529
Baby Boomers: 1946-1964	47% (341)	19% (137)	14% (101)	5% (35)	8% (59)	6% (46)	719
PID: Dem (no lean)	60% (496)	18% (146)	10% (84)	4% (30)	4% (34)	4% (33)	822
PID: Ind (no lean)	37% (261)	19% (136)	15% (105)	5% (34)	10% (71)	13% (93)	701
PID: Rep (no lean)	29% (197)	19% (131)	22% (147)	8% (53)	13% (87)	9% (63)	677
PID/Gender: Dem Men	57% (217)	18% (69)	13% (48)	3% (10)	5% (20)	4% (14)	378
PID/Gender: Dem Women	63% (279)	17% (77)	8% (36)	4% (19)	3% (14)	4% (19)	444
PID/Gender: Ind Men	36% (114)	18% (57)	15% (49)	6% (18)	12% (38)	13% (43)	318
PID/Gender: Ind Women	39% (147)	21% (79)	15% (56)	4% (16)	9% (33)	13% (51)	383
PID/Gender: Rep Men	27% (100)	21% (77)	21% (77)	8% (30)	13% (48)	9% (34)	366
PID/Gender: Rep Women	31% (96)	17% (54)	23% (70)	7% (23)	13% (40)	9% (29)	312
Ideo: Liberal (1-3)	60% (392)	20% (133)	10% (66)	4% (24)	3% (20)	3% (23)	658
Ideo: Moderate (4)	47% (279)	20% (116)	14% (83)	3% (16)	9% (52)	8% (44)	591
Ideo: Conservative (5-7)	31% (222)	19% (138)	19% (137)	9% (66)	14% (100)	8% (60)	724
Educ: < College	41% (618)	18% (271)	17% (254)	6% (87)	9% (134)	10% (148)	1512
Educ: Bachelors degree	46% (205)	21% (94)	13% (57)	4% (17)	10% (45)	6% (25)	444
Educ: Post-grad	53% (130)	19% (47)	10% (26)	5% (12)	5% (13)	6% (15)	244

Continued on next page

Table MCEN4_2: Thinking about your favorite dramatic TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
 Characters wearing facial masks

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	43% (954)	19% (413)	15% (336)	5% (116)	9% (192)	9% (189)	2200
Income: Under 50k	44% (557)	19% (238)	14% (177)	5% (66)	8% (101)	10% (130)	1268
Income: 50k-100k	41% (264)	20% (128)	18% (120)	5% (31)	10% (65)	7% (43)	652
Income: 100k+	47% (133)	17% (47)	14% (40)	7% (19)	9% (26)	6% (16)	280
Ethnicity: White	42% (727)	19% (332)	16% (272)	6% (99)	9% (160)	8% (132)	1722
Ethnicity: Hispanic	36% (126)	24% (82)	14% (50)	6% (20)	10% (36)	10% (35)	349
Ethnicity: Black	56% (155)	14% (39)	10% (26)	3% (9)	5% (14)	11% (31)	274
Ethnicity: Other	35% (72)	20% (42)	19% (38)	4% (8)	9% (18)	13% (26)	204
All Christian	45% (440)	20% (196)	13% (131)	5% (51)	10% (101)	6% (62)	981
All Non-Christian	42% (44)	28% (29)	9% (10)	7% (7)	4% (4)	9% (10)	104
Atheist	40% (44)	21% (24)	16% (18)	3% (3)	6% (6)	14% (15)	111
Agnostic/Nothing in particular	44% (264)	15% (87)	18% (109)	5% (31)	8% (46)	10% (63)	600
Something Else	40% (162)	19% (77)	17% (69)	6% (25)	9% (34)	10% (39)	405
Religious Non-Protestant/Catholic	40% (51)	30% (38)	9% (12)	7% (9)	3% (4)	10% (13)	127
Evangelical	40% (238)	19% (115)	17% (100)	7% (39)	9% (52)	9% (51)	596
Non-Evangelical	46% (348)	19% (143)	13% (98)	5% (35)	11% (83)	6% (46)	753
Community: Urban	47% (304)	18% (118)	15% (97)	5% (32)	7% (46)	8% (54)	651
Community: Suburban	46% (445)	17% (166)	13% (125)	6% (57)	9% (91)	8% (76)	960
Community: Rural	35% (205)	22% (128)	19% (114)	5% (27)	9% (56)	10% (59)	588
Employ: Private Sector	47% (304)	20% (129)	15% (96)	5% (30)	9% (57)	4% (28)	643
Employ: Government	37% (50)	22% (30)	19% (25)	7% (9)	9% (12)	5% (7)	134
Employ: Self-Employed	42% (70)	17% (29)	19% (31)	3% (5)	12% (20)	7% (12)	169
Employ: Homemaker	34% (46)	19% (25)	18% (24)	7% (9)	11% (14)	13% (17)	136
Employ: Student	39% (43)	21% (23)	19% (20)	5% (5)	6% (7)	10% (11)	109
Employ: Retired	46% (232)	20% (101)	13% (67)	6% (29)	8% (41)	8% (38)	509
Employ: Unemployed	43% (156)	16% (59)	14% (53)	6% (23)	8% (27)	13% (48)	366
Employ: Other	40% (54)	11% (15)	15% (19)	4% (6)	10% (13)	20% (27)	134

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Table MCEN4_2: Thinking about your favorite dramatic TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
Characters wearing facial masks

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	43% (954)	19% (413)	15% (336)	5% (116)	9% (192)	9% (189)	2200
Military HH: Yes	48% (171)	18% (64)	13% (45)	5% (17)	11% (39)	6% (21)	356
Military HH: No	42% (783)	19% (349)	16% (292)	5% (99)	8% (153)	9% (168)	1844
RD/WT: Right Direction	33% (204)	20% (126)	16% (98)	9% (54)	12% (73)	11% (66)	622
RD/WT: Wrong Track	48% (750)	18% (287)	15% (238)	4% (62)	8% (119)	8% (122)	1578
Trump Job Approve	26% (231)	19% (166)	22% (193)	9% (78)	15% (128)	9% (81)	877
Trump Job Disapprove	57% (705)	18% (229)	11% (131)	3% (37)	5% (58)	6% (80)	1240
Trump Job Strongly Approve	24% (134)	16% (89)	22% (121)	9% (52)	18% (97)	10% (57)	549
Trump Job Somewhat Approve	30% (97)	24% (78)	22% (71)	8% (27)	10% (31)	7% (24)	328
Trump Job Somewhat Disapprove	42% (95)	22% (50)	12% (27)	6% (14)	8% (19)	9% (21)	226
Trump Job Strongly Disapprove	60% (610)	18% (179)	10% (104)	2% (23)	4% (39)	6% (59)	1014
Favorable of Trump	27% (234)	19% (166)	21% (186)	9% (74)	15% (128)	9% (79)	867
Unfavorable of Trump	56% (696)	19% (233)	11% (132)	3% (40)	5% (57)	7% (89)	1247
Very Favorable of Trump	24% (130)	17% (91)	21% (116)	9% (50)	18% (99)	10% (55)	541
Somewhat Favorable of Trump	32% (104)	23% (75)	21% (70)	8% (24)	9% (29)	7% (24)	326
Somewhat Unfavorable of Trump	34% (64)	27% (52)	16% (30)	5% (10)	8% (15)	10% (19)	190
Very Unfavorable of Trump	60% (632)	17% (181)	10% (102)	3% (30)	4% (42)	7% (71)	1057
#1 Issue: Economy	41% (334)	19% (152)	18% (146)	5% (43)	10% (83)	7% (60)	818
#1 Issue: Security	32% (67)	18% (38)	19% (39)	9% (18)	13% (28)	8% (18)	208
#1 Issue: Health Care	50% (199)	20% (79)	12% (48)	5% (20)	4% (17)	8% (32)	394
#1 Issue: Medicare / Social Security	49% (153)	20% (60)	11% (33)	4% (12)	8% (23)	9% (28)	310
#1 Issue: Women's Issues	36% (50)	23% (32)	18% (24)	5% (7)	5% (7)	13% (18)	138
#1 Issue: Education	41% (42)	19% (19)	18% (18)	3% (3)	7% (7)	12% (12)	101
#1 Issue: Energy	45% (32)	23% (16)	12% (9)	9% (7)	5% (4)	5% (4)	71
#1 Issue: Other	49% (79)	10% (15)	12% (20)	4% (7)	15% (23)	10% (17)	160
2018 House Vote: Democrat	60% (437)	18% (134)	10% (74)	3% (22)	4% (30)	4% (30)	727
2018 House Vote: Republican	31% (167)	20% (108)	20% (106)	8% (44)	15% (81)	6% (31)	536

Continued on next page

Table MCEN4_2: Thinking about your favorite dramatic TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
 Characters wearing facial masks

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	43% (954)	19% (413)	15% (336)	5% (116)	9% (192)	9% (189)	2200
2016 Vote: Hillary Clinton	62% (428)	18% (125)	9% (63)	2% (17)	4% (26)	4% (28)	686
2016 Vote: Donald Trump	31% (204)	18% (118)	21% (136)	8% (50)	14% (88)	8% (53)	648
2016 Vote: Other	43% (51)	20% (24)	16% (19)	4% (5)	10% (13)	6% (8)	120
2016 Vote: Didn't Vote	36% (269)	20% (145)	16% (119)	6% (45)	9% (65)	14% (101)	743
Voted in 2014: Yes	50% (585)	18% (217)	13% (157)	5% (54)	9% (106)	5% (63)	1181
Voted in 2014: No	36% (368)	19% (196)	18% (179)	6% (63)	8% (86)	12% (126)	1019
2012 Vote: Barack Obama	57% (488)	19% (161)	11% (98)	4% (33)	5% (40)	4% (36)	856
2012 Vote: Mitt Romney	35% (158)	18% (82)	20% (93)	6% (27)	13% (61)	8% (35)	457
2012 Vote: Other	24% (12)	16% (8)	12% (6)	8% (4)	30% (15)	11% (5)	51
2012 Vote: Didn't Vote	35% (294)	19% (161)	17% (139)	6% (52)	9% (74)	13% (112)	833
4-Region: Northeast	48% (190)	20% (78)	16% (62)	3% (13)	6% (23)	7% (28)	394
4-Region: Midwest	42% (194)	19% (87)	16% (74)	7% (32)	9% (43)	7% (33)	462
4-Region: South	43% (358)	18% (147)	15% (122)	4% (33)	10% (81)	10% (83)	824
4-Region: West	41% (211)	19% (101)	15% (78)	8% (39)	9% (45)	9% (45)	520
Watched show featuring COVID	51% (600)	20% (239)	13% (148)	5% (56)	7% (80)	5% (57)	1180
Did not watch show featuring COVID	35% (354)	17% (174)	18% (188)	6% (61)	11% (112)	13% (132)	1020

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

Table MCEN4_3: Thinking about your favorite dramatic TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
Characters practicing social distancing

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	43% (950)	19% (417)	16% (349)	5% (109)	8% (174)	9% (201)	2200
Gender: Male	40% (425)	19% (205)	17% (183)	5% (53)	9% (95)	10% (101)	1062
Gender: Female	46% (525)	19% (212)	15% (166)	5% (56)	7% (79)	9% (100)	1138
Age: 18-34	39% (252)	17% (111)	16% (103)	9% (56)	6% (39)	14% (93)	655
Age: 35-44	37% (133)	20% (72)	22% (77)	3% (12)	9% (33)	8% (30)	358
Age: 45-64	48% (360)	18% (137)	15% (116)	3% (24)	9% (65)	6% (49)	751
Age: 65+	47% (205)	22% (97)	12% (52)	4% (16)	8% (37)	7% (29)	436
GenZers: 1997-2012	36% (88)	17% (42)	15% (36)	9% (21)	8% (19)	16% (38)	244
Millennials: 1981-1996	40% (250)	18% (112)	18% (113)	7% (43)	6% (40)	12% (75)	632
GenXers: 1965-1980	45% (240)	18% (96)	17% (91)	3% (16)	10% (51)	6% (34)	529
Baby Boomers: 1946-1964	48% (343)	20% (144)	14% (102)	3% (24)	8% (56)	7% (49)	719
PID: Dem (no lean)	61% (501)	15% (127)	11% (90)	4% (32)	4% (34)	5% (38)	822
PID: Ind (no lean)	37% (259)	19% (134)	17% (116)	5% (38)	8% (56)	14% (98)	701
PID: Rep (no lean)	28% (191)	23% (157)	21% (143)	6% (38)	12% (84)	10% (65)	677
PID/Gender: Dem Men	59% (224)	15% (55)	13% (50)	3% (12)	5% (20)	5% (18)	378
PID/Gender: Dem Women	62% (277)	16% (72)	9% (40)	5% (20)	3% (14)	5% (21)	444
PID/Gender: Ind Men	33% (104)	21% (66)	16% (51)	7% (22)	9% (28)	15% (47)	318
PID/Gender: Ind Women	40% (155)	18% (68)	17% (65)	4% (16)	7% (28)	13% (51)	383
PID/Gender: Rep Men	27% (98)	23% (84)	22% (82)	5% (19)	13% (47)	10% (36)	366
PID/Gender: Rep Women	30% (93)	23% (73)	20% (61)	6% (19)	12% (37)	9% (28)	312
Ideo: Liberal (1-3)	61% (403)	17% (110)	10% (68)	4% (24)	3% (21)	5% (31)	658
Ideo: Moderate (4)	46% (275)	20% (120)	15% (91)	3% (19)	7% (42)	8% (45)	591
Ideo: Conservative (5-7)	28% (206)	23% (165)	19% (139)	8% (56)	13% (95)	9% (63)	724
Educ: < College	40% (612)	18% (268)	17% (260)	6% (91)	8% (121)	11% (160)	1512
Educ: Bachelors degree	47% (209)	22% (95)	13% (60)	3% (13)	9% (41)	6% (25)	444
Educ: Post-grad	53% (129)	22% (54)	12% (29)	2% (5)	5% (12)	6% (16)	244

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Table MCEN4_3: Thinking about your favorite dramatic TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?

Characters practicing social distancing

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	43% (950)	19% (417)	16% (349)	5% (109)	8% (174)	9% (201)	2200
Income: Under 50k	44% (555)	18% (233)	16% (198)	5% (61)	7% (87)	11% (134)	1268
Income: 50k-100k	42% (273)	19% (121)	18% (114)	5% (36)	9% (61)	7% (47)	652
Income: 100k+	44% (122)	22% (62)	13% (36)	4% (12)	10% (27)	7% (20)	280
Ethnicity: White	42% (717)	20% (350)	17% (284)	5% (88)	8% (145)	8% (138)	1722
Ethnicity: Hispanic	39% (136)	21% (74)	11% (39)	7% (25)	10% (35)	12% (40)	349
Ethnicity: Black	56% (155)	13% (36)	10% (28)	4% (10)	5% (14)	11% (31)	274
Ethnicity: Other	38% (78)	15% (31)	18% (37)	5% (11)	8% (15)	15% (31)	204
All Christian	44% (434)	21% (201)	14% (139)	4% (40)	10% (95)	7% (72)	981
All Non-Christian	45% (46)	26% (27)	13% (13)	6% (6)	4% (4)	7% (7)	104
Atheist	42% (47)	20% (22)	14% (16)	3% (4)	6% (6)	14% (15)	111
Agnostic/Nothing in particular	44% (263)	15% (88)	18% (111)	6% (33)	6% (39)	11% (67)	600
Something Else	40% (160)	20% (79)	17% (70)	6% (26)	7% (30)	10% (40)	405
Religious Non-Protestant/Catholic	46% (58)	23% (30)	11% (14)	7% (9)	3% (4)	9% (12)	127
Evangelical	38% (224)	22% (134)	18% (107)	4% (27)	8% (48)	9% (56)	596
Non-Evangelical	46% (350)	18% (138)	13% (100)	5% (36)	10% (77)	7% (51)	753
Community: Urban	46% (300)	18% (118)	16% (106)	4% (28)	7% (43)	9% (56)	651
Community: Suburban	45% (431)	19% (179)	13% (126)	6% (54)	9% (83)	9% (87)	960
Community: Rural	37% (219)	20% (120)	20% (117)	4% (26)	8% (48)	10% (57)	588
Employ: Private Sector	44% (281)	23% (148)	16% (102)	4% (29)	8% (52)	5% (32)	643
Employ: Government	39% (52)	17% (23)	21% (28)	6% (9)	8% (11)	8% (11)	134
Employ: Self-Employed	49% (83)	12% (21)	15% (25)	4% (6)	12% (21)	8% (13)	169
Employ: Homemaker	34% (47)	19% (26)	18% (24)	6% (9)	10% (13)	13% (17)	136
Employ: Student	43% (47)	15% (16)	20% (22)	5% (6)	7% (8)	9% (10)	109
Employ: Retired	45% (230)	22% (110)	14% (71)	4% (21)	7% (37)	8% (40)	509
Employ: Unemployed	43% (156)	15% (56)	16% (57)	7% (24)	6% (21)	14% (51)	366
Employ: Other	40% (54)	13% (18)	15% (20)	3% (5)	8% (10)	20% (27)	134

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Table MCEN4_3: Thinking about your favorite dramatic TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
Characters practicing social distancing

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	43% (950)	19% (417)	16% (349)	5% (109)	8% (174)	9% (201)	2200
Military HH: Yes	48% (170)	16% (59)	14% (49)	5% (18)	10% (35)	7% (24)	356
Military HH: No	42% (780)	19% (359)	16% (300)	5% (91)	8% (138)	10% (177)	1844
RD/WT: Right Direction	34% (208)	22% (138)	17% (104)	6% (35)	11% (68)	11% (69)	622
RD/WT: Wrong Track	47% (742)	18% (280)	16% (245)	5% (74)	7% (106)	8% (132)	1578
Trump Job Approve	25% (221)	22% (197)	23% (202)	7% (60)	13% (114)	10% (84)	877
Trump Job Disapprove	57% (708)	17% (209)	11% (132)	4% (47)	4% (55)	7% (88)	1240
Trump Job Strongly Approve	24% (130)	20% (109)	23% (126)	6% (35)	16% (90)	11% (58)	549
Trump Job Somewhat Approve	28% (91)	27% (87)	23% (76)	7% (24)	7% (24)	8% (26)	328
Trump Job Somewhat Disapprove	41% (93)	23% (51)	13% (30)	6% (13)	8% (17)	9% (21)	226
Trump Job Strongly Disapprove	61% (615)	16% (158)	10% (102)	3% (34)	4% (38)	7% (67)	1014
Favorable of Trump	26% (224)	23% (200)	22% (187)	7% (60)	13% (114)	9% (82)	867
Unfavorable of Trump	56% (699)	17% (209)	12% (144)	4% (48)	4% (52)	8% (96)	1247
Very Favorable of Trump	24% (129)	20% (109)	22% (119)	7% (35)	17% (90)	11% (59)	541
Somewhat Favorable of Trump	29% (95)	28% (91)	21% (68)	8% (25)	7% (24)	7% (23)	326
Somewhat Unfavorable of Trump	34% (65)	24% (46)	20% (38)	5% (9)	6% (12)	10% (19)	190
Very Unfavorable of Trump	60% (634)	15% (163)	10% (106)	4% (38)	4% (40)	7% (76)	1057
#1 Issue: Economy	40% (327)	20% (162)	18% (144)	5% (40)	9% (78)	8% (68)	818
#1 Issue: Security	26% (55)	27% (57)	18% (38)	7% (15)	11% (23)	10% (20)	208
#1 Issue: Health Care	48% (191)	21% (82)	14% (57)	4% (16)	4% (15)	9% (34)	394
#1 Issue: Medicare / Social Security	52% (162)	16% (50)	13% (40)	2% (7)	7% (22)	9% (29)	310
#1 Issue: Women's Issues	39% (55)	16% (23)	17% (24)	10% (13)	5% (7)	13% (17)	138
#1 Issue: Education	43% (43)	11% (11)	24% (24)	4% (4)	5% (6)	12% (13)	101
#1 Issue: Energy	49% (35)	23% (17)	9% (6)	8% (6)	5% (4)	5% (4)	71
#1 Issue: Other	51% (82)	10% (17)	10% (16)	4% (7)	13% (21)	10% (17)	160
2018 House Vote: Democrat	62% (447)	17% (120)	11% (78)	3% (21)	4% (28)	5% (33)	727
2018 House Vote: Republican	29% (155)	24% (127)	19% (102)	8% (42)	14% (77)	6% (34)	536

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Table MCEN4_3: Thinking about your favorite dramatic TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
 Characters practicing social distancing

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	43% (950)	19% (417)	16% (349)	5% (109)	8% (174)	9% (201)	2200
2016 Vote: Hillary Clinton	64% (438)	16% (107)	9% (63)	3% (19)	4% (25)	5% (35)	686
2016 Vote: Donald Trump	29% (188)	24% (153)	20% (131)	6% (37)	13% (82)	9% (56)	648
2016 Vote: Other	42% (50)	20% (24)	17% (21)	5% (6)	9% (10)	8% (9)	120
2016 Vote: Didn't Vote	37% (274)	18% (134)	18% (134)	6% (46)	7% (55)	14% (101)	743
Voted in 2014: Yes	49% (581)	19% (226)	14% (166)	4% (46)	8% (97)	5% (64)	1181
Voted in 2014: No	36% (369)	19% (191)	18% (183)	6% (63)	8% (76)	13% (137)	1019
2012 Vote: Barack Obama	59% (502)	18% (153)	12% (100)	3% (27)	4% (35)	5% (39)	856
2012 Vote: Mitt Romney	31% (143)	24% (107)	20% (91)	4% (21)	13% (58)	8% (37)	457
2012 Vote: Other	24% (12)	17% (9)	15% (7)	5% (3)	28% (14)	11% (5)	51
2012 Vote: Didn't Vote	35% (291)	18% (149)	18% (151)	7% (58)	8% (65)	14% (120)	833
4-Region: Northeast	45% (177)	21% (84)	17% (66)	4% (16)	5% (21)	8% (30)	394
4-Region: Midwest	42% (193)	21% (95)	15% (70)	6% (26)	9% (41)	8% (37)	462
4-Region: South	43% (354)	18% (147)	16% (134)	4% (33)	9% (71)	10% (86)	824
4-Region: West	43% (226)	17% (91)	15% (79)	7% (34)	8% (41)	9% (48)	520
Watched show featuring COVID	51% (606)	20% (239)	12% (146)	5% (62)	6% (68)	5% (58)	1180
Did not watch show featuring COVID	34% (344)	17% (178)	20% (203)	5% (46)	10% (106)	14% (143)	1020

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

Table MCEN4_4: Thinking about your favorite dramatic TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
Characters getting tested for COVID-19 (coronavirus)

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	40% (875)	18% (404)	19% (408)	5% (109)	9% (197)	9% (206)	2200
Gender: Male	36% (387)	19% (199)	19% (206)	6% (63)	10% (106)	10% (102)	1062
Gender: Female	43% (489)	18% (206)	18% (201)	4% (47)	8% (91)	9% (105)	1138
Age: 18-34	37% (245)	18% (120)	19% (122)	6% (37)	6% (42)	14% (90)	655
Age: 35-44	37% (131)	17% (60)	23% (82)	5% (17)	10% (35)	9% (32)	358
Age: 45-64	42% (313)	19% (143)	18% (131)	4% (33)	10% (78)	7% (53)	751
Age: 65+	43% (187)	19% (81)	16% (72)	5% (23)	10% (42)	7% (31)	436
GenZers: 1997-2012	38% (94)	16% (39)	18% (44)	5% (11)	7% (17)	16% (39)	244
Millennials: 1981-1996	37% (237)	18% (116)	20% (126)	5% (34)	8% (48)	11% (71)	632
GenXers: 1965-1980	41% (217)	19% (98)	18% (96)	5% (25)	10% (54)	7% (38)	529
Baby Boomers: 1946-1964	42% (300)	19% (135)	18% (130)	4% (32)	9% (68)	7% (53)	719
PID: Dem (no lean)	55% (455)	17% (139)	15% (125)	3% (24)	5% (42)	5% (38)	822
PID: Ind (no lean)	35% (246)	18% (123)	19% (131)	5% (34)	9% (66)	14% (101)	701
PID: Rep (no lean)	26% (174)	21% (143)	22% (152)	8% (52)	13% (89)	10% (68)	677
PID/Gender: Dem Men	51% (194)	17% (64)	18% (67)	3% (13)	6% (23)	4% (17)	378
PID/Gender: Dem Women	59% (261)	17% (75)	13% (58)	2% (11)	4% (18)	5% (21)	444
PID/Gender: Ind Men	33% (105)	17% (53)	18% (58)	7% (21)	10% (32)	15% (49)	318
PID/Gender: Ind Women	37% (141)	18% (70)	19% (73)	3% (13)	9% (34)	14% (52)	383
PID/Gender: Rep Men	24% (88)	22% (81)	22% (81)	8% (29)	14% (50)	10% (36)	366
PID/Gender: Rep Women	28% (87)	20% (61)	23% (70)	8% (23)	12% (39)	10% (31)	312
Ideo: Liberal (1-3)	56% (370)	18% (117)	15% (101)	2% (14)	5% (30)	4% (26)	658
Ideo: Moderate (4)	43% (257)	20% (119)	18% (104)	3% (20)	7% (40)	9% (50)	591
Ideo: Conservative (5-7)	26% (189)	20% (141)	21% (155)	9% (68)	14% (103)	9% (67)	724
Educ: < College	36% (550)	18% (273)	20% (309)	5% (82)	9% (137)	11% (161)	1512
Educ: Bachelors degree	46% (206)	19% (84)	14% (61)	4% (17)	11% (47)	6% (29)	444
Educ: Post-grad	49% (119)	19% (47)	15% (37)	4% (11)	5% (13)	7% (17)	244

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Table MCEN4_4: Thinking about your favorite dramatic TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
Characters getting tested for COVID-19 (coronavirus)

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	40% (875)	18% (404)	19% (408)	5% (109)	9% (197)	9% (206)	2200
Income: Under 50k	41% (516)	18% (230)	17% (220)	5% (58)	8% (102)	11% (142)	1268
Income: 50k-100k	37% (241)	18% (120)	21% (137)	6% (36)	11% (71)	7% (46)	652
Income: 100k+	42% (118)	19% (54)	18% (50)	5% (15)	8% (23)	7% (19)	280
Ethnicity: White	38% (654)	20% (338)	19% (321)	6% (98)	9% (162)	9% (149)	1722
Ethnicity: Hispanic	38% (134)	17% (59)	20% (70)	5% (18)	9% (33)	10% (35)	349
Ethnicity: Black	54% (149)	10% (28)	15% (40)	3% (7)	7% (20)	11% (30)	274
Ethnicity: Other	36% (73)	19% (39)	23% (46)	2% (5)	7% (15)	13% (27)	204
All Christian	41% (398)	19% (188)	17% (169)	5% (49)	11% (105)	7% (73)	981
All Non-Christian	36% (38)	24% (25)	21% (22)	3% (3)	5% (5)	11% (11)	104
Atheist	44% (49)	15% (17)	14% (15)	4% (5)	7% (7)	16% (17)	111
Agnostic/Nothing in particular	39% (233)	16% (95)	20% (119)	6% (35)	9% (53)	11% (64)	600
Something Else	39% (158)	20% (80)	20% (82)	4% (18)	7% (26)	10% (41)	405
Religious Non-Protestant/Catholic	39% (49)	22% (28)	19% (24)	4% (4)	5% (6)	12% (15)	127
Evangelical	36% (217)	20% (120)	20% (117)	5% (28)	9% (53)	10% (60)	596
Non-Evangelical	43% (321)	19% (141)	17% (128)	5% (37)	10% (77)	7% (50)	753
Community: Urban	44% (290)	17% (109)	18% (120)	3% (20)	8% (54)	9% (60)	651
Community: Suburban	41% (392)	19% (179)	16% (154)	6% (57)	10% (93)	9% (86)	960
Community: Rural	33% (194)	20% (117)	23% (134)	6% (33)	9% (51)	10% (61)	588
Employ: Private Sector	40% (258)	22% (143)	19% (120)	5% (31)	8% (55)	6% (37)	643
Employ: Government	40% (54)	19% (26)	20% (27)	6% (8)	9% (13)	5% (7)	134
Employ: Self-Employed	42% (70)	15% (25)	19% (33)	3% (5)	14% (24)	7% (13)	169
Employ: Homemaker	34% (47)	17% (23)	20% (27)	6% (9)	9% (13)	13% (17)	136
Employ: Student	45% (49)	14% (16)	23% (25)	3% (3)	5% (5)	10% (11)	109
Employ: Retired	39% (198)	19% (95)	19% (97)	6% (30)	9% (44)	9% (45)	509
Employ: Unemployed	41% (150)	15% (54)	17% (62)	5% (18)	9% (32)	14% (49)	366
Employ: Other	37% (49)	17% (23)	12% (17)	5% (7)	9% (11)	20% (27)	134

Continued on next page

Table MCEN4_4: Thinking about your favorite dramatic TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
Characters getting tested for COVID-19 (coronavirus)

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	40% (875)	18% (404)	19% (408)	5% (109)	9% (197)	9% (206)	2200
Military HH: Yes	44% (156)	16% (57)	19% (67)	3% (11)	11% (40)	7% (24)	356
Military HH: No	39% (719)	19% (347)	18% (340)	5% (99)	8% (157)	10% (183)	1844
RD/WT: Right Direction	31% (192)	20% (125)	19% (117)	7% (43)	12% (73)	12% (72)	622
RD/WT: Wrong Track	43% (684)	18% (279)	18% (290)	4% (67)	8% (124)	9% (135)	1578
Trump Job Approve	24% (206)	20% (179)	23% (200)	8% (71)	15% (130)	10% (91)	877
Trump Job Disapprove	52% (647)	17% (216)	15% (192)	3% (36)	5% (62)	7% (87)	1240
Trump Job Strongly Approve	22% (123)	16% (90)	23% (129)	9% (48)	18% (98)	11% (61)	549
Trump Job Somewhat Approve	26% (84)	27% (89)	22% (72)	7% (22)	10% (32)	9% (30)	328
Trump Job Somewhat Disapprove	41% (93)	20% (46)	16% (35)	4% (10)	8% (18)	11% (24)	226
Trump Job Strongly Disapprove	55% (554)	17% (170)	15% (157)	3% (27)	4% (44)	6% (63)	1014
Favorable of Trump	24% (210)	21% (179)	22% (192)	8% (70)	15% (128)	10% (88)	867
Unfavorable of Trump	51% (634)	18% (219)	16% (199)	3% (39)	5% (60)	8% (96)	1247
Very Favorable of Trump	22% (120)	17% (89)	24% (127)	8% (44)	18% (98)	11% (62)	541
Somewhat Favorable of Trump	28% (90)	27% (90)	20% (65)	8% (26)	9% (30)	8% (26)	326
Somewhat Unfavorable of Trump	32% (61)	20% (38)	23% (44)	5% (10)	8% (15)	11% (21)	190
Very Unfavorable of Trump	54% (572)	17% (181)	15% (155)	3% (29)	4% (45)	7% (75)	1057
#1 Issue: Economy	37% (302)	18% (149)	21% (174)	5% (40)	11% (91)	8% (62)	818
#1 Issue: Security	29% (61)	21% (44)	21% (45)	6% (12)	12% (25)	11% (23)	208
#1 Issue: Health Care	47% (185)	19% (74)	16% (61)	5% (19)	5% (20)	9% (35)	394
#1 Issue: Medicare / Social Security	44% (138)	20% (63)	14% (44)	4% (13)	8% (23)	9% (28)	310
#1 Issue: Women's Issues	32% (44)	24% (33)	23% (32)	2% (3)	6% (9)	13% (18)	138
#1 Issue: Education	37% (37)	16% (16)	23% (23)	6% (6)	3% (3)	16% (16)	101
#1 Issue: Energy	47% (33)	15% (11)	17% (12)	11% (8)	5% (4)	4% (3)	71
#1 Issue: Other	48% (76)	10% (16)	10% (17)	6% (9)	14% (23)	12% (20)	160
2018 House Vote: Democrat	56% (409)	17% (124)	13% (97)	3% (24)	5% (37)	5% (36)	727
2018 House Vote: Republican	28% (151)	20% (106)	21% (114)	8% (45)	16% (85)	7% (37)	536

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Table MCEN4_4: Thinking about your favorite dramatic TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
 Characters getting tested for COVID-19 (coronavirus)

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	40% (875)	18% (404)	19% (408)	5% (109)	9% (197)	9% (206)	2200
2016 Vote: Hillary Clinton	59% (404)	17% (114)	13% (92)	3% (19)	4% (26)	5% (32)	686
2016 Vote: Donald Trump	28% (180)	20% (129)	21% (135)	8% (51)	14% (91)	9% (61)	648
2016 Vote: Other	41% (49)	16% (19)	18% (22)	5% (6)	12% (14)	8% (10)	120
2016 Vote: Didn't Vote	32% (241)	19% (142)	21% (159)	5% (34)	9% (64)	14% (103)	743
Voted in 2014: Yes	46% (539)	17% (202)	16% (194)	5% (61)	10% (113)	6% (72)	1181
Voted in 2014: No	33% (336)	20% (202)	21% (214)	5% (49)	8% (84)	13% (134)	1019
2012 Vote: Barack Obama	53% (454)	19% (161)	15% (130)	3% (25)	5% (47)	5% (40)	856
2012 Vote: Mitt Romney	31% (140)	18% (80)	22% (99)	6% (29)	15% (66)	9% (42)	457
2012 Vote: Other	24% (12)	16% (8)	13% (7)	10% (5)	26% (13)	11% (5)	51
2012 Vote: Didn't Vote	32% (268)	19% (155)	21% (172)	6% (50)	8% (69)	14% (119)	833
4-Region: Northeast	44% (174)	20% (77)	18% (71)	3% (12)	8% (30)	8% (30)	394
4-Region: Midwest	37% (173)	21% (97)	17% (79)	7% (33)	9% (42)	8% (38)	462
4-Region: South	40% (326)	18% (149)	17% (144)	5% (39)	10% (79)	11% (88)	824
4-Region: West	39% (203)	15% (80)	22% (114)	5% (27)	9% (46)	10% (51)	520
Watched show featuring COVID	48% (561)	20% (237)	15% (181)	4% (50)	7% (87)	5% (64)	1180
Did not watch show featuring COVID	31% (315)	16% (167)	22% (227)	6% (59)	11% (110)	14% (143)	1020

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

**Table MCEN5_1: Thinking about your favorite reality TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
Characters talking about the COVID-19 pandemic (coronavirus)**

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	40% (891)	18% (401)	15% (335)	5% (103)	8% (180)	13% (291)	2200
Gender: Male	34% (359)	18% (191)	18% (193)	6% (59)	11% (113)	14% (146)	1062
Gender: Female	47% (531)	18% (210)	12% (142)	4% (43)	6% (66)	13% (145)	1138
Age: 18-34	39% (254)	16% (107)	17% (109)	7% (47)	7% (46)	14% (92)	655
Age: 35-44	38% (136)	17% (59)	21% (74)	3% (12)	10% (34)	12% (42)	358
Age: 45-64	44% (327)	19% (144)	14% (108)	4% (27)	8% (63)	11% (82)	751
Age: 65+	40% (174)	21% (90)	10% (44)	4% (17)	8% (36)	17% (75)	436
GenZers: 1997-2012	43% (104)	18% (43)	11% (28)	8% (20)	5% (11)	16% (38)	244
Millennials: 1981-1996	38% (241)	15% (96)	21% (130)	5% (29)	9% (54)	13% (82)	632
GenXers: 1965-1980	43% (226)	18% (97)	15% (81)	4% (22)	9% (48)	10% (54)	529
Baby Boomers: 1946-1964	42% (299)	21% (148)	12% (85)	4% (25)	8% (58)	14% (103)	719
PID: Dem (no lean)	56% (457)	15% (127)	13% (105)	3% (25)	4% (33)	9% (74)	822
PID: Ind (no lean)	34% (240)	20% (140)	17% (116)	4% (30)	8% (57)	17% (117)	701
PID: Rep (no lean)	29% (194)	20% (133)	17% (113)	7% (47)	13% (90)	15% (100)	677
PID/Gender: Dem Men	48% (182)	16% (61)	17% (64)	4% (17)	6% (23)	8% (31)	378
PID/Gender: Dem Women	62% (275)	15% (66)	9% (41)	2% (8)	2% (10)	10% (43)	444
PID/Gender: Ind Men	28% (90)	18% (59)	17% (55)	6% (19)	11% (36)	19% (60)	318
PID/Gender: Ind Women	39% (150)	21% (82)	16% (61)	3% (12)	6% (22)	15% (57)	383
PID/Gender: Rep Men	24% (88)	19% (71)	20% (73)	7% (24)	15% (55)	15% (55)	366
PID/Gender: Rep Women	34% (106)	20% (63)	13% (40)	7% (23)	11% (35)	15% (45)	312
Ideo: Liberal (1-3)	58% (384)	15% (96)	11% (70)	3% (22)	5% (33)	8% (52)	658
Ideo: Moderate (4)	41% (242)	22% (130)	16% (93)	4% (24)	5% (32)	12% (70)	591
Ideo: Conservative (5-7)	27% (199)	20% (147)	16% (119)	7% (52)	14% (101)	15% (106)	724
Educ: < College	37% (565)	19% (285)	17% (252)	5% (81)	8% (126)	13% (203)	1512
Educ: Bachelors degree	47% (208)	16% (70)	12% (55)	3% (15)	9% (41)	13% (57)	444
Educ: Post-grad	49% (119)	19% (46)	11% (27)	3% (7)	5% (13)	13% (32)	244

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Table MCEN5_1: Thinking about your favorite reality TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
Characters talking about the COVID-19 pandemic (coronavirus)

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	40% (891)	18% (401)	15% (335)	5% (103)	8% (180)	13% (291)	2200
Income: Under 50k	39% (501)	19% (240)	15% (188)	5% (62)	8% (98)	14% (179)	1268
Income: 50k-100k	40% (260)	17% (111)	18% (115)	4% (28)	9% (61)	12% (77)	652
Income: 100k+	47% (130)	18% (50)	11% (31)	4% (12)	8% (21)	13% (36)	280
Ethnicity: White	39% (676)	19% (332)	15% (251)	5% (85)	9% (148)	13% (230)	1722
Ethnicity: Hispanic	32% (111)	22% (77)	16% (57)	6% (22)	8% (27)	16% (54)	349
Ethnicity: Black	51% (141)	14% (39)	12% (33)	3% (9)	8% (21)	12% (32)	274
Ethnicity: Other	36% (74)	15% (31)	25% (51)	4% (9)	5% (10)	14% (29)	204
All Christian	40% (392)	19% (182)	15% (142)	5% (48)	9% (87)	13% (128)	981
All Non-Christian	45% (47)	24% (25)	11% (11)	5% (5)	4% (4)	12% (12)	104
Atheist	38% (42)	14% (15)	16% (18)	— (0)	9% (11)	21% (24)	111
Agnostic/Nothing in particular	40% (237)	16% (93)	17% (102)	5% (31)	8% (50)	14% (86)	600
Something Else	42% (172)	21% (85)	15% (61)	4% (17)	7% (27)	10% (42)	405
Religious Non-Protestant/Catholic	43% (54)	26% (33)	10% (13)	6% (7)	4% (5)	12% (15)	127
Evangelical	38% (227)	19% (115)	17% (101)	4% (21)	10% (59)	12% (73)	596
Non-Evangelical	43% (323)	18% (138)	13% (101)	6% (43)	7% (54)	12% (94)	753
Community: Urban	41% (269)	19% (125)	15% (101)	4% (27)	7% (43)	13% (86)	651
Community: Suburban	44% (420)	18% (171)	12% (117)	5% (48)	9% (85)	12% (119)	960
Community: Rural	34% (202)	18% (104)	20% (117)	5% (28)	9% (51)	15% (86)	588
Employ: Private Sector	44% (281)	18% (117)	16% (106)	5% (31)	9% (59)	8% (49)	643
Employ: Government	40% (54)	26% (34)	13% (18)	5% (6)	4% (5)	13% (17)	134
Employ: Self-Employed	39% (66)	17% (28)	17% (29)	4% (7)	11% (19)	12% (20)	169
Employ: Homemaker	37% (50)	18% (25)	15% (21)	7% (10)	9% (12)	14% (19)	136
Employ: Student	46% (50)	20% (22)	13% (15)	4% (5)	5% (5)	11% (12)	109
Employ: Retired	38% (192)	20% (102)	12% (63)	5% (25)	8% (43)	16% (84)	509
Employ: Unemployed	42% (154)	15% (54)	15% (55)	4% (16)	8% (29)	16% (58)	366
Employ: Other	33% (44)	14% (19)	21% (28)	3% (4)	5% (7)	24% (33)	134

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Table MCEN5_1: Thinking about your favorite reality TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
Characters talking about the COVID-19 pandemic (coronavirus)

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	40% (891)	18% (401)	15% (335)	5% (103)	8% (180)	13% (291)	2200
Military HH: Yes	44% (156)	15% (55)	15% (54)	3% (11)	11% (38)	11% (41)	356
Military HH: No	40% (735)	19% (346)	15% (281)	5% (91)	8% (141)	14% (251)	1844
RD/WT: Right Direction	31% (194)	22% (134)	17% (108)	5% (33)	10% (65)	14% (88)	622
RD/WT: Wrong Track	44% (696)	17% (267)	14% (227)	4% (70)	7% (115)	13% (203)	1578
Trump Job Approve	26% (232)	21% (180)	19% (171)	7% (60)	14% (120)	13% (114)	877
Trump Job Disapprove	51% (638)	17% (206)	12% (151)	3% (41)	4% (55)	12% (149)	1240
Trump Job Strongly Approve	24% (133)	18% (99)	18% (101)	8% (43)	17% (95)	14% (78)	549
Trump Job Somewhat Approve	30% (99)	25% (81)	21% (70)	5% (17)	8% (25)	11% (36)	328
Trump Job Somewhat Disapprove	39% (88)	24% (55)	14% (32)	5% (11)	6% (13)	12% (26)	226
Trump Job Strongly Disapprove	54% (550)	15% (151)	12% (119)	3% (30)	4% (41)	12% (122)	1014
Favorable of Trump	26% (229)	21% (179)	19% (165)	7% (62)	14% (120)	13% (112)	867
Unfavorable of Trump	51% (638)	17% (207)	12% (150)	3% (40)	4% (54)	13% (158)	1247
Very Favorable of Trump	25% (135)	18% (96)	17% (94)	7% (40)	18% (95)	15% (80)	541
Somewhat Favorable of Trump	29% (95)	25% (82)	22% (71)	7% (22)	8% (25)	10% (32)	326
Somewhat Unfavorable of Trump	36% (68)	27% (50)	17% (33)	4% (8)	6% (11)	11% (20)	190
Very Unfavorable of Trump	54% (570)	15% (157)	11% (117)	3% (33)	4% (43)	13% (138)	1057
#1 Issue: Economy	37% (307)	19% (153)	17% (143)	4% (32)	10% (80)	13% (103)	818
#1 Issue: Security	30% (62)	21% (43)	18% (37)	6% (13)	13% (27)	12% (26)	208
#1 Issue: Health Care	52% (205)	18% (71)	11% (45)	5% (20)	4% (14)	10% (39)	394
#1 Issue: Medicare / Social Security	38% (117)	21% (66)	13% (42)	3% (9)	7% (22)	18% (54)	310
#1 Issue: Women's Issues	41% (56)	16% (23)	19% (26)	4% (5)	6% (9)	14% (19)	138
#1 Issue: Education	41% (42)	13% (13)	17% (17)	9% (9)	7% (7)	13% (13)	101
#1 Issue: Energy	50% (35)	14% (10)	11% (8)	13% (9)	3% (2)	9% (7)	71
#1 Issue: Other	42% (67)	13% (22)	11% (17)	4% (6)	12% (19)	19% (30)	160
2018 House Vote: Democrat	56% (409)	14% (105)	13% (92)	3% (19)	4% (26)	10% (76)	727
2018 House Vote: Republican	28% (152)	21% (110)	17% (89)	7% (38)	15% (82)	12% (65)	536

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Table MCEN5_1: Thinking about your favorite reality TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
Characters talking about the COVID-19 pandemic (coronavirus)

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	40% (891)	18% (401)	15% (335)	5% (103)	8% (180)	13% (291)	2200
2016 Vote: Hillary Clinton	59% (407)	15% (101)	12% (81)	2% (13)	3% (21)	9% (63)	686
2016 Vote: Donald Trump	29% (186)	19% (126)	17% (112)	7% (47)	15% (94)	13% (83)	648
2016 Vote: Other	41% (49)	17% (21)	17% (20)	2% (3)	7% (8)	16% (19)	120
2016 Vote: Didn't Vote	33% (248)	20% (152)	16% (121)	5% (40)	8% (56)	17% (126)	743
Voted in 2014: Yes	45% (532)	18% (209)	13% (157)	4% (50)	8% (99)	11% (133)	1181
Voted in 2014: No	35% (358)	19% (192)	17% (178)	5% (52)	8% (80)	16% (159)	1019
2012 Vote: Barack Obama	53% (453)	17% (145)	13% (110)	3% (22)	5% (42)	10% (84)	856
2012 Vote: Mitt Romney	30% (135)	20% (93)	18% (80)	6% (26)	13% (57)	14% (65)	457
2012 Vote: Other	36% (19)	9% (5)	10% (5)	9% (5)	22% (11)	13% (6)	51
2012 Vote: Didn't Vote	34% (282)	19% (157)	17% (139)	6% (50)	8% (69)	16% (136)	833
4-Region: Northeast	45% (177)	18% (69)	16% (62)	4% (15)	8% (31)	10% (40)	394
4-Region: Midwest	38% (178)	18% (83)	16% (76)	5% (22)	10% (47)	12% (57)	462
4-Region: South	42% (343)	16% (135)	13% (110)	5% (41)	9% (71)	15% (124)	824
4-Region: West	37% (194)	22% (113)	17% (87)	5% (24)	6% (31)	14% (71)	520
Watched show featuring COVID	48% (572)	19% (229)	11% (130)	4% (50)	7% (80)	10% (118)	1180
Did not watch show featuring COVID	31% (319)	17% (172)	20% (205)	5% (52)	10% (99)	17% (173)	1020

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

Table MCEN5_2: Thinking about your favorite reality TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
Characters wearing facial masks

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	46% (1007)	14% (309)	14% (313)	4% (95)	8% (179)	14% (297)	2200
Gender: Male	41% (430)	15% (157)	16% (167)	5% (48)	10% (109)	14% (150)	1062
Gender: Female	51% (577)	13% (153)	13% (145)	4% (47)	6% (70)	13% (147)	1138
Age: 18-34	44% (287)	12% (76)	16% (107)	7% (44)	7% (44)	15% (97)	655
Age: 35-44	42% (151)	14% (51)	18% (65)	3% (11)	10% (35)	12% (44)	358
Age: 45-64	49% (371)	15% (110)	13% (96)	4% (28)	8% (61)	11% (85)	751
Age: 65+	45% (198)	17% (73)	10% (44)	3% (12)	9% (39)	16% (71)	436
GenZers: 1997-2012	46% (112)	12% (29)	13% (32)	7% (18)	5% (13)	17% (41)	244
Millennials: 1981-1996	44% (278)	11% (72)	18% (116)	5% (30)	8% (53)	13% (83)	632
GenXers: 1965-1980	47% (251)	15% (82)	14% (74)	4% (20)	9% (46)	11% (56)	529
Baby Boomers: 1946-1964	47% (337)	16% (112)	12% (85)	3% (23)	8% (58)	14% (104)	719
PID: Dem (no lean)	62% (511)	11% (90)	10% (85)	4% (29)	4% (31)	9% (77)	822
PID: Ind (no lean)	42% (291)	14% (100)	16% (110)	3% (20)	9% (62)	17% (117)	701
PID: Rep (no lean)	30% (205)	18% (120)	17% (117)	7% (47)	13% (86)	15% (103)	677
PID/Gender: Dem Men	57% (215)	12% (47)	13% (48)	4% (15)	6% (21)	9% (33)	378
PID/Gender: Dem Women	67% (296)	10% (43)	8% (37)	3% (14)	2% (10)	10% (44)	444
PID/Gender: Ind Men	38% (121)	13% (41)	17% (53)	3% (8)	12% (37)	18% (57)	318
PID/Gender: Ind Women	44% (170)	15% (59)	15% (57)	3% (11)	6% (25)	16% (61)	383
PID/Gender: Rep Men	26% (94)	19% (69)	18% (66)	7% (25)	14% (51)	17% (61)	366
PID/Gender: Rep Women	35% (111)	16% (51)	16% (51)	7% (22)	11% (35)	13% (42)	312
Ideo: Liberal (1-3)	65% (427)	11% (71)	10% (64)	3% (22)	4% (25)	7% (48)	658
Ideo: Moderate (4)	46% (273)	17% (101)	15% (87)	4% (22)	6% (36)	12% (71)	591
Ideo: Conservative (5-7)	31% (227)	17% (123)	17% (122)	6% (44)	14% (98)	15% (109)	724
Educ: < College	43% (647)	14% (218)	16% (239)	5% (71)	8% (127)	14% (210)	1512
Educ: Bachelors degree	51% (226)	13% (57)	11% (50)	3% (15)	9% (41)	12% (55)	444
Educ: Post-grad	55% (134)	14% (34)	10% (23)	4% (9)	5% (11)	13% (32)	244

Continued on next page

Table MCEN5_2: Thinking about your favorite reality TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
 Characters wearing facial masks

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	46% (1007)	14% (309)	14% (313)	4% (95)	8% (179)	14% (297)	2200
Income: Under 50k	45% (571)	15% (185)	14% (182)	4% (53)	7% (95)	14% (183)	1268
Income: 50k-100k	45% (296)	14% (90)	15% (98)	4% (26)	9% (61)	12% (80)	652
Income: 100k+	50% (139)	12% (34)	12% (33)	6% (17)	8% (23)	12% (34)	280
Ethnicity: White	45% (767)	14% (249)	14% (241)	5% (79)	9% (153)	14% (233)	1722
Ethnicity: Hispanic	38% (132)	18% (62)	16% (57)	5% (18)	7% (25)	16% (56)	349
Ethnicity: Black	57% (155)	11% (30)	10% (27)	4% (12)	6% (15)	13% (35)	274
Ethnicity: Other	42% (85)	15% (30)	22% (44)	2% (4)	5% (11)	14% (29)	204
All Christian	46% (447)	15% (150)	13% (127)	5% (47)	9% (85)	13% (125)	981
All Non-Christian	58% (60)	15% (15)	8% (8)	4% (4)	5% (5)	11% (11)	104
Atheist	40% (44)	10% (11)	17% (19)	— (0)	9% (10)	23% (26)	111
Agnostic/Nothing in particular	45% (271)	11% (68)	16% (97)	4% (25)	8% (48)	15% (90)	600
Something Else	46% (185)	16% (65)	15% (61)	5% (19)	8% (31)	11% (45)	405
Religious Non-Protestant/Catholic	57% (72)	16% (20)	8% (10)	5% (7)	4% (5)	10% (13)	127
Evangelical	43% (255)	14% (84)	16% (94)	6% (36)	9% (57)	12% (70)	596
Non-Evangelical	47% (354)	16% (122)	12% (92)	4% (27)	8% (60)	13% (99)	753
Community: Urban	48% (315)	16% (102)	13% (88)	3% (23)	6% (39)	13% (85)	651
Community: Suburban	48% (462)	13% (129)	12% (111)	5% (48)	9% (86)	13% (124)	960
Community: Rural	39% (230)	13% (78)	19% (114)	4% (25)	9% (54)	15% (88)	588
Employ: Private Sector	49% (317)	16% (104)	14% (90)	4% (27)	8% (53)	8% (52)	643
Employ: Government	47% (63)	15% (20)	14% (19)	8% (11)	4% (5)	12% (16)	134
Employ: Self-Employed	42% (72)	15% (25)	19% (32)	1% (2)	11% (18)	12% (20)	169
Employ: Homemaker	40% (54)	13% (18)	16% (22)	6% (8)	9% (12)	16% (21)	136
Employ: Student	45% (49)	14% (15)	19% (21)	7% (8)	5% (6)	10% (11)	109
Employ: Retired	43% (219)	16% (82)	12% (61)	5% (23)	8% (41)	16% (82)	509
Employ: Unemployed	47% (174)	9% (33)	13% (49)	4% (14)	10% (35)	17% (61)	366
Employ: Other	44% (60)	8% (11)	14% (19)	2% (3)	5% (7)	26% (35)	134

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Table MCEN5_2: Thinking about your favorite reality TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
Characters wearing facial masks

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	46% (1007)	14% (309)	14% (313)	4% (95)	8% (179)	14% (297)	2200
Military HH: Yes	50% (178)	10% (34)	14% (49)	3% (11)	12% (41)	12% (42)	356
Military HH: No	45% (829)	15% (275)	14% (264)	5% (85)	7% (138)	14% (255)	1844
RD/WT: Right Direction	38% (234)	17% (104)	15% (92)	7% (44)	9% (58)	14% (89)	622
RD/WT: Wrong Track	49% (773)	13% (205)	14% (220)	3% (51)	8% (121)	13% (208)	1578
Trump Job Approve	29% (255)	18% (160)	19% (170)	6% (55)	14% (123)	13% (115)	877
Trump Job Disapprove	58% (723)	11% (140)	11% (133)	3% (39)	4% (52)	12% (153)	1240
Trump Job Strongly Approve	28% (151)	15% (83)	18% (99)	7% (37)	18% (97)	15% (82)	549
Trump Job Somewhat Approve	31% (103)	24% (77)	21% (70)	6% (18)	8% (26)	10% (33)	328
Trump Job Somewhat Disapprove	46% (104)	15% (35)	13% (30)	8% (17)	7% (16)	10% (24)	226
Trump Job Strongly Disapprove	61% (618)	10% (106)	10% (103)	2% (22)	4% (36)	13% (129)	1014
Favorable of Trump	30% (260)	17% (150)	19% (163)	7% (57)	14% (121)	13% (115)	867
Unfavorable of Trump	57% (717)	12% (151)	11% (131)	3% (38)	4% (50)	13% (160)	1247
Very Favorable of Trump	28% (152)	14% (78)	18% (96)	6% (33)	18% (97)	16% (84)	541
Somewhat Favorable of Trump	33% (108)	22% (72)	21% (67)	7% (24)	8% (25)	9% (31)	326
Somewhat Unfavorable of Trump	39% (75)	21% (39)	16% (30)	7% (14)	7% (12)	10% (20)	190
Very Unfavorable of Trump	61% (642)	11% (111)	10% (102)	2% (24)	4% (37)	13% (141)	1057
#1 Issue: Economy	43% (349)	15% (119)	16% (127)	5% (40)	9% (76)	13% (107)	818
#1 Issue: Security	35% (73)	16% (34)	18% (38)	6% (12)	13% (27)	11% (24)	208
#1 Issue: Health Care	56% (220)	13% (53)	13% (52)	4% (14)	3% (13)	11% (42)	394
#1 Issue: Medicare / Social Security	47% (145)	13% (40)	12% (36)	3% (10)	8% (24)	18% (55)	310
#1 Issue: Women's Issues	42% (58)	17% (23)	17% (23)	4% (6)	6% (9)	14% (19)	138
#1 Issue: Education	45% (46)	11% (11)	18% (18)	3% (3)	8% (8)	15% (15)	101
#1 Issue: Energy	57% (40)	15% (11)	9% (6)	7% (5)	3% (2)	10% (7)	71
#1 Issue: Other	47% (76)	11% (17)	8% (12)	3% (5)	13% (21)	18% (29)	160
2018 House Vote: Democrat	62% (454)	11% (83)	10% (70)	2% (17)	4% (28)	10% (75)	727
2018 House Vote: Republican	33% (177)	16% (88)	16% (88)	7% (39)	15% (82)	12% (62)	536

Continued on next page

Table MCEN5_2: Thinking about your favorite reality TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
Characters wearing facial masks

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	46% (1007)	14% (309)	14% (313)	4% (95)	8% (179)	14% (297)	2200
2016 Vote: Hillary Clinton	65% (447)	12% (80)	9% (60)	2% (17)	3% (21)	9% (62)	686
2016 Vote: Donald Trump	33% (211)	15% (98)	18% (120)	7% (45)	14% (91)	13% (84)	648
2016 Vote: Other	45% (54)	13% (15)	12% (15)	2% (3)	11% (13)	17% (20)	120
2016 Vote: Didn't Vote	39% (293)	16% (116)	16% (118)	4% (31)	7% (55)	18% (131)	743
Voted in 2014: Yes	51% (606)	14% (160)	11% (134)	4% (49)	8% (99)	11% (134)	1181
Voted in 2014: No	39% (400)	15% (149)	18% (179)	5% (47)	8% (80)	16% (163)	1019
2012 Vote: Barack Obama	60% (509)	12% (106)	11% (92)	3% (26)	5% (40)	10% (83)	856
2012 Vote: Mitt Romney	34% (155)	18% (80)	16% (74)	6% (26)	12% (56)	14% (65)	457
2012 Vote: Other	38% (19)	6% (3)	12% (6)	4% (2)	26% (13)	15% (8)	51
2012 Vote: Didn't Vote	38% (320)	14% (120)	17% (140)	5% (42)	8% (70)	17% (141)	833
4-Region: Northeast	50% (196)	17% (68)	13% (50)	3% (12)	7% (26)	11% (42)	394
4-Region: Midwest	44% (205)	12% (57)	15% (70)	4% (20)	11% (53)	12% (57)	462
4-Region: South	45% (372)	14% (114)	14% (116)	3% (28)	8% (70)	15% (124)	824
4-Region: West	45% (235)	14% (71)	15% (76)	7% (35)	6% (30)	14% (74)	520
Watched show featuring COVID	53% (624)	15% (172)	11% (133)	4% (48)	7% (80)	11% (124)	1180
Did not watch show featuring COVID	38% (383)	13% (137)	18% (180)	5% (47)	10% (99)	17% (173)	1020

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

Table MCEN5_3: Thinking about your favorite reality TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
Characters practicing social distancing

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	46% (1003)	15% (331)	13% (295)	5% (102)	8% (175)	13% (294)	2200
Gender: Male	40% (424)	16% (167)	14% (153)	5% (57)	10% (107)	14% (153)	1062
Gender: Female	51% (579)	14% (164)	12% (142)	4% (44)	6% (68)	12% (141)	1138
Age: 18-34	44% (286)	13% (83)	15% (101)	8% (51)	6% (40)	14% (94)	655
Age: 35-44	42% (148)	14% (50)	19% (67)	3% (12)	11% (39)	11% (41)	358
Age: 45-64	49% (370)	17% (125)	12% (87)	3% (24)	8% (57)	12% (88)	751
Age: 65+	46% (199)	17% (73)	9% (40)	3% (15)	9% (39)	16% (70)	436
GenZers: 1997-2012	48% (117)	11% (27)	14% (33)	7% (18)	4% (10)	16% (39)	244
Millennials: 1981-1996	42% (265)	13% (85)	17% (110)	6% (38)	9% (54)	13% (80)	632
GenXers: 1965-1980	48% (256)	16% (85)	13% (68)	4% (19)	8% (43)	11% (57)	529
Baby Boomers: 1946-1964	47% (339)	16% (114)	11% (79)	3% (21)	9% (62)	15% (104)	719
PID: Dem (no lean)	61% (502)	12% (101)	9% (75)	4% (33)	4% (36)	9% (75)	822
PID: Ind (no lean)	42% (293)	15% (103)	16% (112)	3% (24)	7% (51)	17% (117)	701
PID: Rep (no lean)	31% (208)	19% (127)	16% (109)	7% (45)	13% (88)	15% (101)	677
PID/Gender: Dem Men	55% (209)	13% (50)	11% (41)	5% (18)	7% (25)	9% (35)	378
PID/Gender: Dem Women	66% (293)	11% (50)	8% (34)	3% (15)	3% (11)	9% (41)	444
PID/Gender: Ind Men	38% (122)	13% (41)	17% (54)	4% (12)	10% (32)	18% (57)	318
PID/Gender: Ind Women	45% (171)	16% (62)	15% (57)	3% (12)	5% (19)	16% (61)	383
PID/Gender: Rep Men	26% (94)	21% (75)	16% (58)	7% (27)	14% (50)	17% (61)	366
PID/Gender: Rep Women	37% (115)	16% (51)	16% (50)	6% (18)	12% (38)	13% (40)	312
Ideo: Liberal (1-3)	63% (417)	12% (79)	9% (59)	4% (27)	4% (25)	8% (51)	658
Ideo: Moderate (4)	49% (287)	16% (96)	14% (80)	2% (14)	7% (44)	12% (70)	591
Ideo: Conservative (5-7)	30% (219)	19% (135)	17% (121)	7% (51)	12% (87)	15% (110)	724
Educ: < College	43% (655)	15% (227)	15% (229)	5% (71)	8% (124)	14% (205)	1512
Educ: Bachelors degree	49% (219)	15% (66)	10% (44)	5% (21)	9% (39)	12% (55)	444
Educ: Post-grad	53% (129)	15% (37)	9% (23)	4% (10)	5% (11)	14% (33)	244

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Table MCEN5_3: Thinking about your favorite reality TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?

Characters practicing social distancing

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	46% (1003)	15% (331)	13% (295)	5% (102)	8% (175)	13% (294)	2200
Income: Under 50k	46% (584)	15% (190)	13% (162)	5% (60)	7% (93)	14% (180)	1268
Income: 50k-100k	45% (294)	13% (87)	16% (105)	4% (25)	9% (61)	12% (79)	652
Income: 100k+	45% (125)	19% (53)	10% (29)	6% (16)	8% (22)	12% (35)	280
Ethnicity: White	44% (759)	16% (270)	14% (235)	5% (87)	8% (142)	13% (229)	1722
Ethnicity: Hispanic	38% (132)	18% (62)	15% (52)	7% (23)	7% (23)	16% (57)	349
Ethnicity: Black	57% (155)	11% (30)	9% (26)	3% (8)	7% (20)	13% (35)	274
Ethnicity: Other	43% (88)	15% (31)	17% (35)	3% (7)	7% (14)	14% (30)	204
All Christian	44% (433)	18% (175)	12% (119)	5% (44)	9% (84)	13% (125)	981
All Non-Christian	51% (52)	19% (20)	9% (9)	4% (4)	7% (7)	11% (11)	104
Atheist	41% (45)	12% (13)	18% (20)	— (0)	7% (7)	23% (25)	111
Agnostic/Nothing in particular	46% (279)	10% (61)	14% (87)	6% (38)	8% (46)	15% (89)	600
Something Else	48% (194)	15% (61)	15% (61)	4% (15)	8% (31)	11% (43)	405
Religious Non-Protestant/Catholic	51% (65)	19% (24)	8% (10)	4% (6)	5% (7)	12% (15)	127
Evangelical	40% (240)	18% (108)	16% (95)	5% (31)	9% (52)	12% (70)	596
Non-Evangelical	49% (366)	16% (121)	11% (82)	4% (27)	8% (63)	12% (94)	753
Community: Urban	47% (308)	16% (103)	14% (88)	4% (27)	6% (40)	13% (86)	651
Community: Suburban	48% (462)	14% (133)	11% (110)	5% (46)	9% (86)	13% (123)	960
Community: Rural	40% (233)	16% (95)	17% (97)	5% (29)	8% (49)	14% (85)	588
Employ: Private Sector	47% (304)	17% (110)	14% (90)	5% (31)	9% (57)	8% (51)	643
Employ: Government	47% (63)	19% (26)	12% (16)	5% (6)	5% (7)	12% (16)	134
Employ: Self-Employed	45% (76)	9% (16)	17% (29)	7% (11)	10% (17)	11% (19)	169
Employ: Homemaker	43% (59)	13% (18)	16% (21)	5% (7)	8% (10)	15% (20)	136
Employ: Student	46% (51)	18% (20)	18% (20)	5% (5)	2% (2)	11% (12)	109
Employ: Retired	43% (218)	18% (90)	11% (54)	4% (20)	8% (41)	17% (86)	509
Employ: Unemployed	48% (175)	9% (34)	14% (51)	5% (18)	9% (31)	15% (56)	366
Employ: Other	42% (56)	13% (17)	11% (15)	2% (3)	7% (9)	25% (33)	134

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Table MCEN5_3: Thinking about your favorite reality TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
Characters practicing social distancing

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	46% (1003)	15% (331)	13% (295)	5% (102)	8% (175)	13% (294)	2200
Military HH: Yes	49% (174)	11% (40)	13% (48)	4% (15)	10% (37)	12% (41)	356
Military HH: No	45% (829)	16% (291)	13% (247)	5% (86)	7% (138)	14% (252)	1844
RD/WT: Right Direction	37% (229)	18% (115)	14% (88)	6% (36)	11% (67)	14% (86)	622
RD/WT: Wrong Track	49% (774)	14% (216)	13% (207)	4% (66)	7% (108)	13% (207)	1578
Trump Job Approve	30% (263)	19% (165)	18% (159)	7% (62)	13% (111)	13% (117)	877
Trump Job Disapprove	57% (713)	13% (156)	10% (126)	3% (40)	5% (59)	12% (146)	1240
Trump Job Strongly Approve	27% (150)	17% (92)	17% (93)	8% (42)	16% (89)	15% (83)	549
Trump Job Somewhat Approve	35% (113)	22% (73)	20% (67)	6% (19)	7% (22)	10% (34)	328
Trump Job Somewhat Disapprove	43% (98)	20% (46)	13% (29)	6% (14)	7% (17)	10% (23)	226
Trump Job Strongly Disapprove	61% (615)	11% (110)	10% (97)	3% (26)	4% (42)	12% (124)	1014
Favorable of Trump	30% (262)	19% (165)	18% (152)	7% (59)	13% (114)	13% (115)	867
Unfavorable of Trump	57% (713)	13% (156)	10% (124)	3% (43)	4% (54)	13% (157)	1247
Very Favorable of Trump	27% (146)	17% (92)	16% (87)	7% (38)	17% (91)	16% (86)	541
Somewhat Favorable of Trump	35% (116)	22% (73)	20% (65)	6% (21)	7% (22)	9% (30)	326
Somewhat Unfavorable of Trump	36% (69)	24% (45)	14% (26)	9% (18)	6% (11)	11% (21)	190
Very Unfavorable of Trump	61% (644)	11% (111)	9% (98)	2% (25)	4% (43)	13% (136)	1057
#1 Issue: Economy	42% (346)	16% (133)	16% (127)	4% (36)	9% (70)	13% (107)	818
#1 Issue: Security	31% (65)	22% (46)	15% (32)	8% (17)	11% (24)	12% (24)	208
#1 Issue: Health Care	56% (221)	15% (58)	12% (46)	4% (15)	3% (13)	10% (40)	394
#1 Issue: Medicare / Social Security	49% (152)	13% (40)	9% (29)	2% (6)	9% (29)	17% (54)	310
#1 Issue: Women's Issues	41% (56)	11% (16)	20% (28)	8% (11)	7% (10)	13% (18)	138
#1 Issue: Education	47% (48)	12% (12)	13% (13)	6% (7)	7% (7)	15% (15)	101
#1 Issue: Energy	53% (38)	11% (8)	13% (9)	9% (7)	4% (3)	9% (7)	71
#1 Issue: Other	48% (77)	12% (19)	8% (12)	3% (4)	12% (20)	18% (29)	160
2018 House Vote: Democrat	61% (444)	13% (96)	8% (59)	3% (25)	4% (32)	10% (71)	727
2018 House Vote: Republican	32% (173)	18% (98)	17% (89)	6% (33)	15% (82)	12% (62)	536

Continued on next page

Table MCEN5_3: Thinking about your favorite reality TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?

Characters practicing social distancing

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	46% (1003)	15% (331)	13% (295)	5% (102)	8% (175)	13% (294)	2200
2016 Vote: Hillary Clinton	64% (440)	12% (85)	8% (52)	3% (22)	4% (27)	9% (61)	686
2016 Vote: Donald Trump	32% (205)	18% (119)	17% (113)	6% (37)	14% (92)	13% (82)	648
2016 Vote: Other	45% (54)	15% (18)	13% (15)	2% (2)	9% (11)	17% (20)	120
2016 Vote: Didn't Vote	41% (304)	14% (107)	16% (115)	6% (41)	6% (45)	18% (131)	743
Voted in 2014: Yes	50% (594)	15% (173)	11% (132)	4% (49)	9% (105)	11% (128)	1181
Voted in 2014: No	40% (409)	15% (157)	16% (163)	5% (52)	7% (70)	16% (166)	1019
2012 Vote: Barack Obama	59% (505)	13% (111)	10% (84)	3% (28)	5% (47)	9% (80)	856
2012 Vote: Mitt Romney	34% (154)	18% (84)	17% (79)	4% (21)	12% (53)	14% (66)	457
2012 Vote: Other	38% (20)	11% (6)	11% (6)	2% (1)	29% (15)	9% (4)	51
2012 Vote: Didn't Vote	39% (323)	15% (129)	15% (126)	6% (52)	7% (60)	17% (143)	833
4-Region: Northeast	49% (195)	18% (70)	13% (51)	4% (14)	6% (23)	10% (40)	394
4-Region: Midwest	44% (202)	15% (67)	13% (59)	6% (26)	11% (50)	12% (58)	462
4-Region: South	45% (369)	15% (123)	14% (113)	4% (33)	7% (62)	15% (125)	824
4-Region: West	46% (238)	13% (70)	14% (72)	6% (29)	8% (40)	14% (71)	520
Watched show featuring COVID	53% (626)	15% (181)	11% (127)	5% (59)	6% (68)	10% (118)	1180
Did not watch show featuring COVID	37% (377)	15% (149)	16% (168)	4% (43)	10% (107)	17% (176)	1020

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

Table MCEN5_4: Thinking about your favorite reality TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
Characters getting tested for COVID-19 (coronavirus)

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	41% (902)	16% (351)	15% (337)	5% (106)	10% (210)	13% (295)	2200
Gender: Male	35% (373)	17% (178)	16% (169)	5% (58)	12% (129)	14% (154)	1062
Gender: Female	46% (528)	15% (172)	15% (167)	4% (48)	7% (81)	12% (141)	1138
Age: 18-34	41% (268)	14% (94)	17% (111)	5% (36)	8% (50)	15% (96)	655
Age: 35-44	40% (142)	14% (52)	18% (65)	5% (16)	11% (39)	12% (44)	358
Age: 45-64	43% (324)	17% (127)	15% (116)	4% (30)	10% (73)	11% (82)	751
Age: 65+	38% (167)	18% (79)	10% (44)	5% (24)	11% (49)	17% (73)	436
GenZers: 1997-2012	46% (113)	12% (30)	12% (28)	6% (15)	7% (18)	16% (40)	244
Millennials: 1981-1996	40% (253)	14% (91)	20% (124)	4% (25)	9% (54)	13% (84)	632
GenXers: 1965-1980	42% (221)	18% (94)	15% (79)	5% (26)	10% (54)	11% (56)	529
Baby Boomers: 1946-1964	41% (294)	16% (118)	14% (99)	4% (30)	11% (76)	14% (102)	719
PID: Dem (no lean)	56% (462)	13% (110)	12% (100)	4% (31)	5% (41)	9% (77)	822
PID: Ind (no lean)	36% (253)	16% (111)	18% (124)	4% (26)	10% (70)	17% (117)	701
PID: Rep (no lean)	28% (186)	19% (129)	17% (113)	7% (49)	15% (99)	15% (101)	677
PID/Gender: Dem Men	50% (190)	14% (51)	15% (58)	4% (15)	8% (29)	9% (36)	378
PID/Gender: Dem Women	61% (273)	13% (59)	9% (42)	4% (16)	3% (12)	9% (42)	444
PID/Gender: Ind Men	33% (104)	15% (47)	15% (49)	6% (18)	13% (41)	19% (59)	318
PID/Gender: Ind Women	39% (148)	17% (64)	20% (75)	2% (8)	8% (29)	15% (58)	383
PID/Gender: Rep Men	22% (79)	22% (80)	17% (63)	7% (25)	16% (60)	16% (59)	366
PID/Gender: Rep Women	34% (107)	16% (49)	16% (50)	8% (24)	13% (40)	13% (42)	312
Ideo: Liberal (1-3)	57% (377)	14% (93)	12% (77)	4% (26)	5% (32)	8% (53)	658
Ideo: Moderate (4)	42% (249)	18% (108)	16% (94)	3% (17)	9% (53)	12% (70)	591
Ideo: Conservative (5-7)	28% (202)	18% (128)	18% (128)	8% (58)	14% (103)	14% (104)	724
Educ: < College	38% (582)	16% (240)	16% (247)	5% (81)	10% (157)	14% (206)	1512
Educ: Bachelors degree	45% (200)	16% (69)	14% (63)	3% (15)	9% (42)	12% (55)	444
Educ: Post-grad	49% (120)	17% (42)	11% (27)	4% (10)	5% (12)	14% (33)	244

Continued on next page

Table MCEN5_4: Thinking about your favorite reality TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
 Characters getting tested for COVID-19 (coronavirus)

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	41% (902)	16% (351)	15% (337)	5% (106)	10% (210)	13% (295)	2200
Income: Under 50k	41% (524)	16% (202)	15% (193)	4% (55)	9% (116)	14% (178)	1268
Income: 50k-100k	39% (253)	16% (104)	16% (106)	6% (38)	11% (71)	12% (80)	652
Income: 100k+	45% (125)	16% (44)	14% (38)	5% (13)	8% (23)	13% (37)	280
Ethnicity: White	39% (664)	17% (300)	15% (261)	5% (94)	10% (173)	13% (229)	1722
Ethnicity: Hispanic	38% (134)	13% (47)	17% (58)	6% (23)	10% (34)	15% (54)	349
Ethnicity: Black	56% (153)	11% (29)	11% (31)	2% (7)	7% (19)	13% (36)	274
Ethnicity: Other	41% (84)	11% (22)	22% (46)	2% (5)	9% (18)	14% (29)	204
All Christian	40% (389)	18% (175)	14% (141)	5% (50)	10% (102)	13% (124)	981
All Non-Christian	46% (47)	23% (24)	12% (13)	1% (1)	7% (8)	11% (11)	104
Atheist	37% (41)	12% (13)	14% (15)	5% (5)	9% (11)	23% (25)	111
Agnostic/Nothing in particular	42% (249)	11% (66)	18% (109)	5% (32)	9% (56)	15% (88)	600
Something Else	43% (175)	18% (73)	15% (59)	4% (18)	8% (34)	11% (46)	405
Religious Non-Protestant/Catholic	47% (59)	22% (27)	11% (13)	2% (3)	7% (9)	11% (14)	127
Evangelical	37% (219)	19% (113)	17% (102)	5% (31)	10% (62)	12% (69)	596
Non-Evangelical	44% (329)	17% (128)	13% (94)	5% (35)	9% (68)	13% (98)	753
Community: Urban	42% (273)	18% (117)	16% (102)	4% (27)	7% (45)	13% (87)	651
Community: Suburban	44% (423)	15% (141)	13% (129)	5% (49)	10% (96)	13% (122)	960
Community: Rural	35% (205)	16% (92)	18% (106)	5% (30)	12% (70)	15% (85)	588
Employ: Private Sector	43% (275)	19% (125)	15% (97)	5% (32)	10% (64)	8% (50)	643
Employ: Government	41% (55)	18% (24)	16% (21)	5% (6)	8% (10)	14% (18)	134
Employ: Self-Employed	42% (71)	10% (17)	22% (38)	3% (5)	11% (19)	11% (19)	169
Employ: Homemaker	38% (51)	16% (22)	19% (25)	6% (8)	8% (11)	13% (18)	136
Employ: Student	47% (51)	14% (15)	15% (17)	8% (9)	5% (5)	11% (12)	109
Employ: Retired	36% (183)	18% (94)	13% (67)	6% (30)	10% (49)	17% (87)	509
Employ: Unemployed	45% (164)	11% (39)	15% (54)	4% (14)	10% (38)	16% (57)	366
Employ: Other	39% (52)	11% (15)	14% (19)	1% (1)	11% (14)	25% (33)	134

Continued on next page

Table MCEN5_4: Thinking about your favorite reality TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
Characters getting tested for COVID-19 (coronavirus)

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	41% (902)	16% (351)	15% (337)	5% (106)	10% (210)	13% (295)	2200
Military HH: Yes	43% (153)	15% (52)	16% (56)	3% (11)	13% (45)	11% (39)	356
Military HH: No	41% (749)	16% (298)	15% (281)	5% (95)	9% (165)	14% (256)	1844
RD/WT: Right Direction	33% (206)	18% (109)	16% (98)	8% (48)	11% (71)	14% (90)	622
RD/WT: Wrong Track	44% (696)	15% (242)	15% (239)	4% (58)	9% (139)	13% (205)	1578
Trump Job Approve	26% (229)	19% (165)	19% (166)	8% (69)	16% (136)	13% (112)	877
Trump Job Disapprove	52% (647)	14% (175)	13% (161)	3% (36)	6% (68)	12% (153)	1240
Trump Job Strongly Approve	24% (129)	17% (95)	17% (94)	9% (48)	19% (105)	14% (78)	549
Trump Job Somewhat Approve	31% (100)	21% (70)	22% (72)	6% (21)	9% (31)	10% (34)	328
Trump Job Somewhat Disapprove	44% (98)	16% (37)	14% (33)	5% (11)	9% (20)	12% (27)	226
Trump Job Strongly Disapprove	54% (548)	14% (138)	13% (128)	3% (25)	5% (48)	12% (126)	1014
Favorable of Trump	27% (231)	19% (164)	19% (161)	7% (64)	16% (137)	13% (109)	867
Unfavorable of Trump	51% (640)	14% (178)	13% (161)	3% (40)	5% (66)	13% (163)	1247
Very Favorable of Trump	24% (131)	17% (90)	16% (89)	8% (43)	19% (105)	15% (81)	541
Somewhat Favorable of Trump	31% (100)	23% (74)	22% (72)	6% (21)	10% (31)	9% (28)	326
Somewhat Unfavorable of Trump	37% (69)	20% (39)	17% (33)	6% (11)	9% (16)	11% (22)	190
Very Unfavorable of Trump	54% (570)	13% (140)	12% (128)	3% (29)	5% (49)	13% (141)	1057
#1 Issue: Economy	39% (317)	15% (123)	18% (145)	5% (45)	10% (86)	13% (103)	818
#1 Issue: Security	31% (64)	20% (41)	18% (38)	6% (12)	13% (27)	12% (25)	208
#1 Issue: Health Care	51% (199)	17% (66)	14% (55)	4% (16)	4% (18)	10% (40)	394
#1 Issue: Medicare / Social Security	40% (124)	18% (56)	11% (34)	2% (7)	11% (35)	18% (54)	310
#1 Issue: Women's Issues	35% (49)	16% (23)	18% (25)	8% (11)	9% (12)	14% (19)	138
#1 Issue: Education	46% (46)	13% (13)	14% (14)	5% (5)	7% (7)	16% (16)	101
#1 Issue: Energy	51% (36)	14% (10)	13% (9)	8% (6)	5% (4)	9% (7)	71
#1 Issue: Other	41% (66)	12% (19)	11% (17)	3% (5)	14% (22)	19% (31)	160
2018 House Vote: Democrat	55% (399)	14% (103)	12% (89)	3% (24)	5% (33)	11% (78)	727
2018 House Vote: Republican	28% (151)	18% (97)	16% (88)	9% (48)	17% (92)	11% (59)	536

Continued on next page

Table MCEN5_4: Thinking about your favorite reality TV show, how appropriate or inappropriate do you think it is for the following to happen during episodes?
Characters getting tested for COVID-19 (coronavirus)

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	41% (902)	16% (351)	15% (337)	5% (106)	10% (210)	13% (295)	2200
2016 Vote: Hillary Clinton	58% (398)	14% (99)	11% (76)	3% (21)	4% (27)	9% (65)	686
2016 Vote: Donald Trump	29% (185)	18% (115)	18% (118)	7% (46)	16% (102)	13% (82)	648
2016 Vote: Other	38% (45)	14% (17)	17% (20)	3% (4)	11% (13)	17% (20)	120
2016 Vote: Didn't Vote	37% (273)	16% (119)	17% (123)	4% (33)	9% (68)	17% (127)	743
Voted in 2014: Yes	44% (525)	16% (186)	14% (163)	5% (61)	10% (115)	11% (131)	1181
Voted in 2014: No	37% (376)	16% (164)	17% (173)	4% (45)	9% (95)	16% (164)	1019
2012 Vote: Barack Obama	53% (450)	16% (135)	13% (107)	3% (23)	7% (57)	10% (85)	856
2012 Vote: Mitt Romney	30% (137)	18% (83)	18% (84)	7% (30)	13% (61)	13% (62)	457
2012 Vote: Other	33% (17)	9% (5)	13% (7)	7% (3)	29% (15)	9% (4)	51
2012 Vote: Didn't Vote	36% (297)	15% (128)	17% (139)	6% (48)	9% (78)	17% (144)	833
4-Region: Northeast	46% (181)	16% (61)	15% (61)	5% (19)	8% (30)	11% (42)	394
4-Region: Midwest	39% (179)	15% (70)	16% (73)	6% (26)	12% (54)	13% (61)	462
4-Region: South	41% (338)	16% (134)	15% (121)	4% (35)	9% (75)	15% (121)	824
4-Region: West	39% (203)	16% (85)	16% (83)	5% (26)	10% (52)	14% (70)	520
Watched show featuring COVID	48% (569)	17% (198)	12% (147)	5% (53)	8% (92)	10% (120)	1180
Did not watch show featuring COVID	33% (333)	15% (152)	19% (190)	5% (53)	12% (118)	17% (175)	1020

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

Table MCEN6: *If a TV show incorporates the COVID-19 pandemic (coronavirus) into its plot, to what extent should the pandemic be a storyline in the season, or should it not be a storyline at all?*

Demographic	Main storyline for the entire season	Minor storyline for the entire season	Main storyline for multiple episodes, but not the entire season	Minor storyline for multiple episodes, but not the entire season	Main storyline for one episode	Minor storyline for one episode	Not a storyline at all	Don't know / No opinion	Total N
Adults	10% (216)	17%(366)	14% (316)	16%(349)	6% (131)	5% (101)	16%(350)	17% (371)	2200
Gender: Male	11% (120)	16% (168)	12% (132)	17% (176)	7% (75)	4% (47)	16% (170)	16% (174)	1062
Gender: Female	8% (96)	17% (198)	16% (184)	15% (173)	5% (56)	5% (54)	16% (180)	17% (198)	1138
Age: 18-34	9% (60)	19% (125)	14% (93)	13% (88)	7% (46)	5% (33)	12% (82)	20% (129)	655
Age: 35-44	11% (40)	13% (46)	16% (58)	16% (57)	3% (12)	3% (11)	17% (60)	21% (74)	358
Age: 45-64	12% (93)	17% (127)	14% (105)	15% (113)	5% (41)	4% (29)	18% (133)	15% (110)	751
Age: 65+	5% (23)	16% (69)	13% (59)	21% (92)	7% (31)	6% (28)	17% (76)	13% (58)	436
GenZers: 1997-2012	7% (17)	20% (49)	14% (35)	15% (37)	8% (20)	4% (10)	10% (24)	21% (52)	244
Millennials: 1981-1996	11% (67)	16% (102)	14% (91)	14% (87)	5% (34)	5% (29)	15% (93)	21% (130)	632
GenXers: 1965-1980	12% (62)	17% (92)	15% (81)	13% (68)	5% (28)	4% (21)	17% (91)	16% (86)	529
Baby Boomers: 1946-1964	9% (67)	17% (119)	14% (100)	19% (140)	6% (45)	5% (35)	17% (120)	13% (94)	719
PID: Dem (no lean)	14% (115)	20% (167)	19% (160)	16% (127)	6% (52)	4% (35)	6% (53)	14% (112)	822
PID: Ind (no lean)	6% (45)	16% (114)	13% (91)	14% (97)	6% (41)	4% (28)	17% (121)	23% (164)	701
PID: Rep (no lean)	8% (56)	13% (85)	10% (65)	18% (125)	6% (38)	6% (37)	26% (176)	14% (95)	677
PID/Gender: Dem Men	16% (59)	19% (71)	17% (66)	15% (56)	9% (32)	4% (14)	7% (26)	14% (54)	378
PID/Gender: Dem Women	13% (56)	22% (97)	21% (94)	16% (72)	4% (20)	5% (21)	6% (27)	13% (58)	444
PID/Gender: Ind Men	7% (24)	15% (49)	12% (38)	17% (53)	6% (18)	4% (14)	17% (52)	22% (70)	318
PID/Gender: Ind Women	6% (21)	17% (65)	14% (53)	12% (44)	6% (22)	4% (14)	18% (69)	25% (94)	383
PID/Gender: Rep Men	10% (37)	13% (49)	8% (28)	18% (68)	7% (25)	5% (18)	25% (91)	14% (50)	366
PID/Gender: Rep Women	6% (19)	12% (36)	12% (37)	18% (57)	4% (14)	6% (19)	27% (85)	15% (45)	312
Ideo: Liberal (1-3)	12% (79)	22% (144)	20% (135)	16% (105)	7% (48)	5% (30)	6% (37)	12% (81)	658
Ideo: Moderate (4)	12% (69)	19% (114)	16% (95)	15% (88)	6% (36)	4% (23)	13% (77)	15% (90)	591
Ideo: Conservative (5-7)	7% (51)	12% (88)	9% (68)	19% (139)	5% (35)	6% (45)	27% (197)	14% (102)	724

Continued on next page

Table MCEN6: *If a TV show incorporates the COVID-19 pandemic (coronavirus) into its plot, to what extent should the pandemic be a storyline in the season, or should it not be a storyline at all?*

Demographic	Main storyline for the entire season	Minor storyline for the entire season	Main storyline for multiple episodes, but not the entire season	Minor storyline for multiple episodes, but not the entire season	Main storyline for one episode	Minor storyline for one episode	Not a storyline at all	Don't know / No opinion	Total N
Adults	10% (216)	17%(366)	14% (316)	16%(349)	6% (131)	5% (101)	16%(350)	17% (371)	2200
Educ: < College	10% (147)	15%(224)	14%(207)	15%(227)	7% (99)	4% (63)	16%(249)	20%(296)	1512
Educ: Bachelors degree	10% (42)	21% (95)	16% (69)	18% (78)	3% (14)	5% (24)	17% (74)	11% (47)	444
Educ: Post-grad	11% (26)	19% (46)	16% (40)	18% (45)	7% (18)	6% (14)	11% (27)	12% (28)	244
Income: Under 50k	10% (131)	16%(199)	15%(189)	15%(190)	7% (85)	4% (54)	14%(180)	19%(241)	1268
Income: 50k-100k	8% (54)	18% (117)	14% (89)	16%(103)	6% (36)	4% (27)	19%(124)	16%(102)	652
Income: 100k+	11% (32)	18% (50)	14% (38)	20% (56)	3% (10)	7% (20)	17% (46)	10% (29)	280
Ethnicity: White	9% (155)	17%(298)	14%(239)	16%(280)	5% (89)	5% (78)	18% (312)	16%(270)	1722
Ethnicity: Hispanic	12% (44)	13% (46)	15% (53)	12% (43)	8% (27)	5% (17)	14% (49)	20% (70)	349
Ethnicity: Black	16% (43)	13% (36)	16% (45)	15% (40)	10% (29)	6% (15)	7% (20)	17% (47)	274
Ethnicity: Other	9% (19)	16% (32)	16% (32)	14% (29)	7% (13)	3% (7)	9% (18)	26% (54)	204
All Christian	9% (91)	16% (161)	17%(168)	17%(164)	5% (49)	4% (43)	18%(173)	13% (131)	981
All Non-Christian	23% (23)	15% (16)	12% (13)	14% (14)	6% (7)	5% (5)	8% (8)	17% (18)	104
Atheist	7% (8)	24% (26)	9% (10)	13% (14)	6% (7)	5% (6)	13% (14)	24% (26)	111
Agnostic/Nothing in particular	7% (40)	17%(100)	13% (79)	15% (91)	7% (40)	6% (35)	14% (86)	22%(129)	600
Something Else	13% (54)	15% (63)	12% (47)	16% (66)	7% (29)	3% (11)	17% (67)	17% (67)	405
Religious Non-Protestant/Catholic	19% (24)	19% (24)	12% (15)	14% (18)	5% (7)	4% (5)	8% (10)	19% (25)	127
Evangelical	12% (71)	15% (90)	15% (89)	16% (95)	6% (38)	4% (27)	17%(102)	14% (84)	596
Non-Evangelical	10% (72)	16% (121)	16% (122)	17% (130)	5% (39)	4% (28)	18% (138)	14% (103)	753
Community: Urban	11% (73)	16% (101)	17% (114)	14% (90)	6% (39)	5% (35)	12% (80)	18% (118)	651
Community: Suburban	9% (89)	18% (173)	13% (125)	17%(166)	6% (56)	5% (49)	17%(163)	15% (139)	960
Community: Rural	9% (53)	16% (91)	13% (78)	16% (93)	6% (36)	3% (17)	18%(107)	19% (114)	588

Continued on next page

Table MCEN6: *If a TV show incorporates the COVID-19 pandemic (coronavirus) into its plot, to what extent should the pandemic be a storyline in the season, or should it not be a storyline at all?*

Demographic	Main storyline for the entire season	Minor storyline for the entire season	Main storyline for multiple episodes, but not the entire season	Minor storyline for multiple episodes, but not the entire season	Main storyline for one episode	Minor storyline for one episode	Not a storyline at all	Don't know / No opinion	Total N
Adults	10% (216)	17%(366)	14% (316)	16%(349)	6% (131)	5% (101)	16%(350)	17% (371)	2200
Employ: Private Sector	11% (74)	17% (110)	16%(106)	18% (117)	5% (33)	5% (31)	15% (95)	12% (79)	643
Employ: Government	11% (15)	16% (22)	21% (29)	16% (22)	5% (7)	7% (9)	13% (18)	9% (13)	134
Employ: Self-Employed	14% (24)	17% (28)	10% (17)	14% (24)	7% (11)	6% (10)	18% (30)	14% (24)	169
Employ: Homemaker	10% (13)	16% (22)	14% (20)	14% (19)	3% (4)	1% (2)	24% (32)	18% (24)	136
Employ: Student	6% (6)	24% (26)	16% (17)	18% (20)	6% (6)	3% (4)	4% (5)	23% (25)	109
Employ: Retired	6% (29)	16% (84)	13% (67)	20%(102)	6% (29)	5% (25)	19% (99)	14% (73)	509
Employ: Unemployed	12% (46)	16% (57)	13% (48)	9% (34)	8% (28)	4% (15)	14% (53)	23% (84)	366
Employ: Other	7% (9)	13% (17)	9% (12)	9% (12)	9% (12)	3% (5)	13% (18)	37% (49)	134
Military HH: Yes	10% (36)	17% (59)	16% (56)	17% (62)	5% (17)	5% (17)	17% (59)	14% (49)	356
Military HH: No	10% (179)	17%(307)	14%(260)	16%(287)	6% (114)	5% (83)	16% (291)	17%(323)	1844
RD/WT: Right Direction	9% (55)	16% (98)	14% (88)	13% (79)	8% (48)	4% (25)	19% (117)	18% (112)	622
RD/WT: Wrong Track	10% (161)	17%(268)	14%(228)	17%(270)	5% (83)	5% (76)	15%(233)	16%(259)	1578
Trump Job Approve	8% (66)	12% (108)	10% (84)	17% (145)	6% (56)	5% (47)	27%(237)	15% (135)	877
Trump Job Disapprove	12% (146)	20%(249)	18%(225)	16% (195)	6% (74)	4% (53)	9% (108)	15% (190)	1240
Trump Job Strongly Approve	8% (45)	11% (58)	8% (43)	15% (81)	6% (30)	6% (31)	31% (172)	16% (89)	549
Trump Job Somewhat Approve	6% (21)	15% (50)	12% (41)	19% (64)	8% (25)	5% (16)	20% (66)	14% (46)	328
Trump Job Somewhat Disapprove	10% (22)	19% (43)	16% (36)	14% (31)	6% (14)	7% (16)	10% (22)	18% (42)	226
Trump Job Strongly Disapprove	12% (123)	20%(206)	19% (188)	16% (164)	6% (61)	4% (38)	8% (86)	15% (148)	1014
Favorable of Trump	8% (67)	12% (104)	9% (81)	17% (143)	6% (52)	6% (48)	27%(235)	16% (135)	867
Unfavorable of Trump	11% (143)	20%(254)	18%(220)	16% (198)	6% (75)	4% (53)	9% (112)	15% (193)	1247
Very Favorable of Trump	8% (41)	11% (57)	9% (49)	14% (74)	6% (30)	6% (33)	31% (168)	16% (89)	541
Somewhat Favorable of Trump	8% (27)	14% (47)	10% (33)	21% (69)	7% (22)	5% (15)	20% (67)	14% (47)	326
Somewhat Unfavorable of Trump	6% (11)	19% (37)	14% (26)	18% (33)	4% (8)	9% (16)	12% (22)	20% (37)	190
Very Unfavorable of Trump	13% (132)	21% (218)	18% (194)	16% (165)	6% (67)	3% (36)	8% (90)	15% (156)	1057

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Table MCEN6: *If a TV show incorporates the COVID-19 pandemic (coronavirus) into its plot, to what extent should the pandemic be a storyline in the season, or should it not be a storyline at all?*

Demographic	Main storyline for the entire season	Minor storyline for the entire season	Main storyline for multiple episodes, but not the entire season	Minor storyline for multiple episodes, but not the entire season	Main storyline for one episode	Minor storyline for one episode	Not a storyline at all	Don't know / No opinion	Total N
Adults	10% (216)	17%(366)	14% (316)	16%(349)	6% (131)	5% (101)	16%(350)	17% (371)	2200
#1 Issue: Economy	9% (74)	17% (138)	14% (115)	15% (125)	5% (42)	5% (41)	19% (156)	16% (127)	818
#1 Issue: Security	11% (23)	13% (26)	11% (24)	17% (36)	5% (10)	7% (14)	27% (56)	9% (19)	208
#1 Issue: Health Care	11% (42)	20% (79)	16% (65)	18% (71)	6% (25)	4% (17)	8% (30)	17% (65)	394
#1 Issue: Medicare / Social Security	11% (34)	15% (45)	14% (43)	17% (54)	6% (17)	4% (12)	14% (45)	19% (60)	310
#1 Issue: Women's Issues	9% (13)	17% (24)	19% (27)	12% (17)	4% (6)	3% (4)	14% (20)	20% (28)	138
#1 Issue: Education	7% (7)	12% (12)	11% (11)	13% (14)	19% (19)	3% (3)	8% (9)	27% (27)	101
#1 Issue: Energy	13% (9)	17% (12)	17% (12)	13% (9)	5% (3)	8% (6)	6% (4)	23% (16)	71
#1 Issue: Other	8% (14)	19% (30)	13% (20)	15% (24)	6% (9)	3% (5)	19% (30)	18% (29)	160
2018 House Vote: Democrat	14%(104)	21%(154)	19%(137)	17% (121)	5% (33)	4% (28)	6% (45)	14%(104)	727
2018 House Vote: Republican	7% (39)	14% (76)	11% (56)	17% (93)	7% (37)	5% (28)	27%(144)	12% (63)	536
2016 Vote: Hillary Clinton	15% (101)	22% (152)	20% (134)	16% (111)	5% (34)	3% (24)	6% (42)	13% (87)	686
2016 Vote: Donald Trump	6% (41)	13% (87)	11% (70)	19% (120)	5% (35)	6% (38)	26%(168)	14% (89)	648
2016 Vote: Other	7% (9)	19% (23)	18% (21)	13% (16)	7% (8)	3% (4)	19% (22)	14% (17)	120
2016 Vote: Didn't Vote	9% (65)	14% (103)	12% (91)	14% (102)	7% (53)	5% (35)	16% (116)	24% (177)	743
Voted in 2014: Yes	11% (134)	17%(206)	16% (186)	17% (201)	6% (72)	5% (54)	15% (180)	13%(149)	1181
Voted in 2014: No	8% (82)	16%(160)	13% (131)	15% (148)	6% (58)	5% (47)	17% (170)	22%(223)	1019
2012 Vote: Barack Obama	13% (114)	20% (171)	19% (162)	17% (144)	5% (47)	4% (31)	9% (80)	12%(106)	856
2012 Vote: Mitt Romney	6% (27)	16% (73)	10% (47)	17% (80)	6% (26)	5% (22)	25% (113)	15% (69)	457
2012 Vote: Other	— (0)	13% (7)	10% (5)	18% (9)	— (0)	5% (3)	32% (16)	21% (11)	51
2012 Vote: Didn't Vote	9% (75)	14% (115)	12% (101)	14% (116)	7% (58)	5% (45)	17% (139)	22%(184)	833
4-Region: Northeast	11% (42)	13% (51)	16% (62)	19% (76)	7% (26)	5% (18)	16% (65)	13% (53)	394
4-Region: Midwest	7% (32)	20% (95)	15% (71)	14% (67)	4% (20)	4% (20)	18% (81)	16% (75)	462
4-Region: South	11% (90)	16% (134)	14% (112)	15% (126)	5% (43)	5% (40)	16% (133)	18%(146)	824
4-Region: West	10% (51)	17% (87)	14% (70)	15% (80)	8% (42)	4% (22)	14% (71)	19% (97)	520

Continued on next page

Table MCEN6: *If a TV show incorporates the COVID-19 pandemic (coronavirus) into its plot, to what extent should the pandemic be a storyline in the season, or should it not be a storyline at all?*

Demographic	Main storyline for the entire season	Minor storyline for the entire season	Main storyline for multiple episodes, but not the entire season	Minor storyline for multiple episodes, but not the entire season	Main storyline for one episode	Minor storyline for one episode	Not a storyline at all	Don't know / No opinion	Total N
Adults	10% (216)	17%(366)	14% (316)	16%(349)	6% (131)	5% (101)	16%(350)	17% (371)	2200
Watched show featuring COVID	11% (132)	21%(250)	17%(200)	18% (214)	5% (63)	5% (56)	12%(144)	10% (121)	1180
Did not watch show featuring COVID	8% (84)	11% (116)	11% (116)	13% (135)	7% (68)	4% (45)	20%(206)	24%(250)	1020

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	GenZers: 1997-2012	244	11%
	Millennials: 1981-1996	632	29%
	GenXers: 1965-1980	529	24%
	Baby Boomers: 1946-1964	719	33%
	N	2125	
xpid3	PID: Dem (no lean)	822	37%
	PID: Ind (no lean)	701	32%
	PID: Rep (no lean)	677	31%
	N	2200	
xpidGender	PID/Gender: Dem Men	378	17%
	PID/Gender: Dem Women	444	20%
	PID/Gender: Ind Men	318	14%
	PID/Gender: Ind Women	383	17%
	PID/Gender: Rep Men	366	17%
	PID/Gender: Rep Women	312	14%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	658	30%
	Ideo: Moderate (4)	591	27%
	Ideo: Conservative (5-7)	724	33%
	N	1972	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1268	58%
	Income: 50k-100k	652	30%
	Income: 100k+	280	13%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Black	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	981	45%
	All Non-Christian	104	5%
	Atheist	111	5%
	Agnostic/Nothing in particular	600	27%
	Something Else	405	18%
N	2200		
xdemReligOther	Religious Non-Protestant/Catholic	127	6%
xdemEvang	Evangelical	596	27%
	Non-Evangelical	753	34%
	N	1348	
xdemUsr	Community: Urban	651	30%
	Community: Suburban	960	44%
	Community: Rural	588	27%
	N	2200	
xdemEmploy	Employ: Private Sector	643	29%
	Employ: Government	134	6%
	Employ: Self-Employed	169	8%
	Employ: Homemaker	136	6%
	Employ: Student	109	5%
	Employ: Retired	509	23%
	Employ: Unemployed	366	17%
	Employ: Other	134	6%
N	2200		
xdemMilHH1	Military HH: Yes	356	16%
	Military HH: No	1844	84%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	622	28%
	RD/WT: Wrong Track	1578	72%
	N	2200	
Trump_Approve	Trump Job Approve	877	40%
	Trump Job Disapprove	1240	56%
	N	2117	
Trump_Approve2	Trump Job Strongly Approve	549	25%
	Trump Job Somewhat Approve	328	15%
	Trump Job Somewhat Disapprove	226	10%
	Trump Job Strongly Disapprove	1014	46%
	N	2117	
Trump_Fav	Favorable of Trump	867	39%
	Unfavorable of Trump	1247	57%
	N	2114	
Trump_Fav_FULL	Very Favorable of Trump	541	25%
	Somewhat Favorable of Trump	326	15%
	Somewhat Unfavorable of Trump	190	9%
	Very Unfavorable of Trump	1057	48%
	N	2114	
xnr3	#1 Issue: Economy	818	37%
	#1 Issue: Security	208	9%
	#1 Issue: Health Care	394	18%
	#1 Issue: Medicare / Social Security	310	14%
	#1 Issue: Women's Issues	138	6%
	#1 Issue: Education	101	5%
	#1 Issue: Energy	71	3%
	#1 Issue: Other	160	7%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	727	33%
	2018 House Vote: Republican	536	24%
	2018 House Vote: Someone else	46	2%
	N	1309	
xsubVote16O	2016 Vote: Hillary Clinton	686	31%
	2016 Vote: Donald Trump	648	29%
	2016 Vote: Other	120	5%
	2016 Vote: Didn't Vote	743	34%
	N	2198	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote14O	Voted in 2014: Yes	1181	54%
	Voted in 2014: No	1019	46%
	N	2200	
xsubVote12O	2012 Vote: Barack Obama	856	39%
	2012 Vote: Mitt Romney	457	21%
	2012 Vote: Other	51	2%
	2012 Vote: Didn't Vote	833	38%
	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	
MCENxdem1	Watched show featuring COVID	1180	54%
	Did not watch show featuring COVID	1020	46%
	N	2200	

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



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