



National Tracking Poll #201067  
October 09-11, 2020

*Crosstabulation Results*

*Methodology:*

This poll was conducted between October 9-October 11, 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.

# Table Index

1	<b>Table MCEN1_1:</b> For each of the following forms of entertainment, to what extent do you seek out spoilers, or information that would reveal what happened before you had a chance to watch for yourself? Reality shows . . . . .	6
2	<b>Table MCEN1_2:</b> For each of the following forms of entertainment, to what extent do you seek out spoilers, or information that would reveal what happened before you had a chance to watch for yourself? Drama TV shows . . . . .	10
3	<b>Table MCEN1_3:</b> For each of the following forms of entertainment, to what extent do you seek out spoilers, or information that would reveal what happened before you had a chance to watch for yourself? Sitcoms . . . . .	14
4	<b>Table MCEN1_4:</b> For each of the following forms of entertainment, to what extent do you seek out spoilers, or information that would reveal what happened before you had a chance to watch for yourself? Sporting events . . . . .	18
5	<b>Table MCEN1_5:</b> For each of the following forms of entertainment, to what extent do you seek out spoilers, or information that would reveal what happened before you had a chance to watch for yourself? Movies . . . . .	22
6	<b>Table MCEN2_1:</b> And specifically, for each of the following forms of entertainment, to what extent do you seek out spoilers, or information online that would reveal what happened before you had a chance to watch for yourself? Reality shows . . . . .	26
7	<b>Table MCEN2_2:</b> And specifically, for each of the following forms of entertainment, to what extent do you seek out spoilers, or information online that would reveal what happened before you had a chance to watch for yourself? Drama TV shows . . . . .	30
8	<b>Table MCEN2_3:</b> And specifically, for each of the following forms of entertainment, to what extent do you seek out spoilers, or information online that would reveal what happened before you had a chance to watch for yourself? Sitcoms . . . . .	34
9	<b>Table MCEN2_4:</b> And specifically, for each of the following forms of entertainment, to what extent do you seek out spoilers, or information online that would reveal what happened before you had a chance to watch for yourself? Sporting events . . . . .	38
10	<b>Table MCEN2_5:</b> And specifically, for each of the following forms of entertainment, to what extent do you seek out spoilers, or information online that would reveal what happened before you had a chance to watch for yourself? Movies . . . . .	42
11	<b>Table MCEN3_1:</b> Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general? I like to know what is going to happen before watching . . . . .	46
12	<b>Table MCEN3_2:</b> Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general? Knowing what's going to happen helps me decide whether I will watch something . . . . .	50

13	<b>Table MCEN3_3:</b> Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general? Knowing what’s going to happen makes me more excited to watch something . . . . .	54
14	<b>Table MCEN3_4:</b> Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general? I like to discuss the spoilers with people online . . . . .	58
15	<b>Table MCEN3_5:</b> Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general? I like to discuss the spoilers with my friends and family . . . . .	62
16	<b>Table MCEN3_6:</b> Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general? I want to know what happens without having to take the time to watch the whole thing . . . . .	66
17	<b>Table MCEN3_7:</b> Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general? Knowing what’s going to happen helps me avoid content that may be triggering to me . . . . .	70
18	<b>Table MCEN3_8:</b> Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general? Knowing what’s going to happen makes watching more relaxing for me . . . . .	74
19	<b>Table MCEN3_9:</b> Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general? I like to see the reaction of people I am watching the entertainment with, knowing what’s going to happen . . . . .	78
20	<b>Table MCEN3_10:</b> Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general? I like knowing more about what I am watching than others know . . . . .	82
21	<b>Table MCEN3_11:</b> Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general? I am a member of a fan group and we like to discuss the latest developments . . . . .	86
22	<b>Table MCEN4_1:</b> Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows? I like to know what is going to happen before watching . . . . .	90
23	<b>Table MCEN4_2:</b> Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows? Knowing what’s going to happen helps me decide whether I will watch something . . . . .	94
24	<b>Table MCEN4_3:</b> Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows? Knowing what’s going to happen makes me more excited to watch something . . . . .	98
25	<b>Table MCEN4_4:</b> Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows? I like to discuss the spoilers with people online . . . . .	102

26	<b>Table MCEN4_5:</b> <i>Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows? I like to discuss the spoilers with my friends and family . . . . .</i>	106
27	<b>Table MCEN4_6:</b> <i>Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows? I want to know what happens without having to take the time to watch the whole thing . . . . .</i>	110
28	<b>Table MCEN4_7:</b> <i>Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows? Knowing what's going to happen helps me avoid content that may be triggering to me . . . . .</i>	114
29	<b>Table MCEN4_8:</b> <i>Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows? Knowing what's going to happen makes watching more relaxing for me . . . . .</i>	118
30	<b>Table MCEN4_9:</b> <i>Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows? I like to see the reaction of people I am watching the entertainment with, knowing what's going to happen . . . . .</i>	122
31	<b>Table MCEN4_10:</b> <i>Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows? I am a member of a fan group and we like to discuss the latest developments . . . . .</i>	126
32	<b>Table MCEN4_MCEN4_11:</b> <i>Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows? I like knowing more about what I am watching than others know . . . . .</i>	130
33	<b>Table MCEN5:</b> <i>Have you ever avoided looking at social media to prevent yourself from being exposed to spoilers? . . . . .</i>	134
34	<b>Table MCEN6_1:</b> <i>Do you agree or disagree with the following statements? People have become too sensitive about movie and TV show spoilers in recent years . . . . .</i>	138
35	<b>Table MCEN6_2:</b> <i>Do you agree or disagree with the following statements? People have become too relaxed about movie and TV show spoilers in recent years . . . . .</i>	142
36	<b>Table MCEN6_3:</b> <i>Do you agree or disagree with the following statements? It's hard to avoid spoilers for movies and TV shows . . . . .</i>	146
37	<b>Table MCEN6_4:</b> <i>Do you agree or disagree with the following statements? There should be an agreed upon time limit for not spoiling a movie or TV show . . . . .</i>	150
38	<b>Table MCEN6_5:</b> <i>Do you agree or disagree with the following statements? Contestants on reality shows should avoid any publicity until the show airs . . . . .</i>	154
39	<b>Table MCEN6_6:</b> <i>Do you agree or disagree with the following statements? The media should not discuss the outcome of a reality show until the show airs . . . . .</i>	158
40	<b>Table MCEN7_1:</b> <i>Many people think there should be an agreed upon time limit for not spoiling entertainment. When do you believe it is OK to discuss spoilers on social media for the following types of entertainment? Films recently released in movie theaters . . . . .</i>	162

41	<b>Table MCEN7_2:</b> <i>Many people think there should be an agreed upon time limit for not spoiling entertainment. When do you believe it is OK to discuss spoilers on social media for the following types of entertainment? Films recently released on streaming services . . . . .</i>	167
42	<b>Table MCEN7_3:</b> <i>Many people think there should be an agreed upon time limit for not spoiling entertainment. When do you believe it is OK to discuss spoilers on social media for the following types of entertainment? TV shows that recently premiered on cable TV . . . . .</i>	172
43	<b>Table MCEN7_4:</b> <i>Many people think there should be an agreed upon time limit for not spoiling entertainment. When do you believe it is OK to discuss spoilers on social media for the following types of entertainment? TV shows recently released on streaming services . . . . .</i>	177
44	<b>Table MCEN7_5:</b> <i>Many people think there should be an agreed upon time limit for not spoiling entertainment. When do you believe it is OK to discuss spoilers on social media for the following types of entertainment? Recent sporting events . . . . .</i>	182
45	<b>Table MCEN8:</b> <i>Do you watch ABC's The Bachelor/The Bachelorette? . . . . .</i>	187
46	<b>Summary Statistics of Survey Respondent Demographics . . . . .</b>	191

## Crosstabulation Results by Respondent Demographics

**Table MCEN1\_1:** For each of the following forms of entertainment, to what extent do you seek out spoilers, or information that would reveal what happened before you had a chance to watch for yourself?

Reality shows

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	8%	(181)	17%	(383)	15%	(336)	35%	(766)	24%	(534)	2200
Gender: Male	9%	(93)	19%	(205)	15%	(158)	35%	(369)	22%	(238)	1062
Gender: Female	8%	(89)	16%	(177)	16%	(178)	35%	(397)	26%	(297)	1138
Age: 18-34	14%	(90)	21%	(136)	21%	(135)	25%	(164)	20%	(131)	655
Age: 35-44	16%	(57)	27%	(97)	18%	(63)	24%	(84)	15%	(55)	358
Age: 45-64	4%	(31)	15%	(116)	14%	(105)	41%	(311)	25%	(187)	751
Age: 65+	1%	(3)	8%	(33)	7%	(32)	47%	(206)	37%	(162)	436
GenZers: 1997-2012	15%	(42)	14%	(41)	26%	(75)	24%	(67)	21%	(60)	284
Millennials: 1981-1996	14%	(80)	27%	(148)	17%	(93)	25%	(140)	17%	(94)	555
GenXers: 1965-1980	9%	(48)	20%	(114)	15%	(84)	36%	(198)	20%	(113)	556
Baby Boomers: 1946-1964	2%	(12)	10%	(75)	11%	(81)	44%	(323)	33%	(242)	733
PID: Dem (no lean)	10%	(86)	19%	(161)	17%	(137)	33%	(274)	20%	(168)	825
PID: Ind (no lean)	5%	(37)	13%	(90)	15%	(101)	34%	(226)	32%	(214)	667
PID: Rep (no lean)	8%	(59)	19%	(133)	14%	(98)	38%	(266)	22%	(153)	708
PID/Gender: Dem Men	11%	(43)	21%	(83)	16%	(64)	34%	(131)	17%	(68)	388
PID/Gender: Dem Women	10%	(43)	18%	(78)	17%	(73)	33%	(143)	23%	(100)	437
PID/Gender: Ind Men	3%	(11)	11%	(36)	14%	(47)	39%	(126)	32%	(104)	323
PID/Gender: Ind Women	8%	(26)	16%	(54)	16%	(54)	29%	(100)	32%	(110)	344
PID/Gender: Rep Men	11%	(39)	25%	(87)	13%	(47)	32%	(112)	19%	(66)	351
PID/Gender: Rep Women	6%	(20)	13%	(46)	14%	(51)	43%	(154)	24%	(86)	357
Ideo: Liberal (1-3)	11%	(72)	18%	(119)	15%	(100)	34%	(228)	22%	(145)	664
Ideo: Moderate (4)	7%	(45)	21%	(142)	14%	(90)	37%	(244)	22%	(144)	666
Ideo: Conservative (5-7)	7%	(44)	13%	(88)	14%	(95)	39%	(260)	26%	(174)	661
Educ: < College	7%	(106)	15%	(228)	15%	(231)	38%	(568)	25%	(378)	1512
Educ: Bachelors degree	9%	(39)	19%	(85)	15%	(68)	32%	(142)	25%	(110)	444
Educ: Post-grad	15%	(36)	29%	(70)	15%	(37)	23%	(56)	19%	(46)	244

Continued on next page

**Table MCEN1\_1:** For each of the following forms of entertainment, to what extent do you seek out spoilers, or information that would reveal what happened before you had a chance to watch for yourself?

Reality shows

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	8%	(181)	17%	(383)	15%	(336)	35%	(766)	24%	(534)	2200
Income: Under 50k	7%	(88)	17%	(200)	16%	(185)	34%	(399)	25%	(298)	1170
Income: 50k-100k	6%	(37)	13%	(82)	15%	(93)	39%	(237)	26%	(161)	611
Income: 100k+	14%	(57)	24%	(101)	14%	(57)	31%	(129)	18%	(75)	419
Ethnicity: White	7%	(123)	17%	(299)	14%	(249)	37%	(642)	24%	(409)	1722
Ethnicity: Hispanic	15%	(54)	22%	(78)	24%	(84)	20%	(69)	18%	(65)	349
Ethnicity: Black	17%	(46)	20%	(55)	15%	(40)	30%	(83)	19%	(51)	274
Ethnicity: Other	6%	(13)	14%	(29)	23%	(47)	20%	(41)	36%	(74)	204
All Christian	9%	(94)	18%	(199)	14%	(158)	36%	(396)	23%	(255)	1103
All Non-Christian	12%	(15)	21%	(27)	18%	(23)	24%	(31)	25%	(33)	129
Atheist	6%	(6)	21%	(20)	9%	(9)	33%	(31)	31%	(30)	97
Agnostic/Nothing in particular	6%	(30)	13%	(69)	19%	(98)	36%	(188)	27%	(143)	527
Something Else	11%	(36)	19%	(67)	14%	(48)	35%	(119)	21%	(74)	344
Religious Non-Protestant/Catholic	10%	(15)	24%	(36)	18%	(27)	24%	(37)	24%	(36)	151
Evangelical	10%	(67)	20%	(129)	15%	(101)	32%	(208)	23%	(150)	653
Non-Evangelical	8%	(57)	16%	(120)	13%	(98)	40%	(295)	23%	(171)	740
Community: Urban	15%	(110)	24%	(172)	17%	(125)	24%	(174)	19%	(133)	714
Community: Suburban	6%	(57)	15%	(148)	14%	(133)	39%	(373)	26%	(254)	965
Community: Rural	3%	(15)	12%	(62)	15%	(78)	42%	(219)	28%	(147)	521
Employ: Private Sector	9%	(69)	22%	(165)	15%	(111)	35%	(258)	19%	(143)	746
Employ: Government	18%	(23)	22%	(28)	18%	(22)	28%	(35)	14%	(17)	126
Employ: Self-Employed	10%	(17)	13%	(20)	15%	(25)	37%	(59)	25%	(40)	162
Employ: Homemaker	6%	(8)	14%	(19)	14%	(19)	30%	(40)	36%	(48)	133
Employ: Retired	2%	(9)	10%	(51)	10%	(52)	45%	(225)	33%	(164)	500
Employ: Unemployed	6%	(17)	18%	(53)	20%	(58)	34%	(97)	22%	(63)	288
Employ: Other	15%	(21)	22%	(31)	16%	(23)	19%	(26)	27%	(38)	138
Military HH: Yes	9%	(27)	14%	(43)	14%	(45)	30%	(94)	34%	(107)	316
Military HH: No	8%	(155)	18%	(340)	15%	(291)	36%	(672)	23%	(427)	1884
RD/WT: Right Direction	10%	(68)	23%	(158)	18%	(129)	32%	(221)	18%	(123)	700
RD/WT: Wrong Track	8%	(113)	15%	(224)	14%	(207)	36%	(545)	27%	(411)	1500

Continued on next page

**Table MCEN1\_1:** For each of the following forms of entertainment, to what extent do you seek out spoilers, or information that would reveal what happened before you had a chance to watch for yourself?

Reality shows

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	8%	(181)	17%	(383)	15%	(336)	35%	(766)	24%	(534)	2200
Trump Job Approve	8%	(73)	21%	(187)	14%	(125)	35%	(315)	23%	(210)	911
Trump Job Disapprove	8%	(102)	15%	(183)	16%	(196)	36%	(432)	25%	(297)	1210
Trump Job Strongly Approve	9%	(44)	20%	(97)	12%	(57)	33%	(159)	25%	(119)	476
Trump Job Somewhat Approve	7%	(29)	21%	(90)	16%	(69)	36%	(156)	21%	(91)	435
Trump Job Somewhat Disapprove	11%	(28)	17%	(47)	17%	(46)	31%	(84)	23%	(63)	268
Trump Job Strongly Disapprove	8%	(74)	14%	(136)	16%	(150)	37%	(348)	25%	(234)	942
Favorable of Trump	8%	(72)	21%	(194)	14%	(128)	35%	(326)	23%	(218)	938
Unfavorable of Trump	8%	(98)	15%	(175)	16%	(190)	36%	(417)	25%	(291)	1172
Very Favorable of Trump	9%	(54)	22%	(124)	13%	(75)	33%	(187)	23%	(132)	571
Somewhat Favorable of Trump	5%	(19)	19%	(70)	14%	(53)	38%	(140)	23%	(86)	368
Somewhat Unfavorable of Trump	10%	(19)	17%	(34)	15%	(29)	32%	(64)	26%	(51)	197
Very Unfavorable of Trump	8%	(79)	15%	(142)	16%	(161)	36%	(354)	25%	(240)	974
#1 Issue: Economy	9%	(79)	20%	(171)	15%	(124)	34%	(287)	21%	(178)	838
#1 Issue: Security	9%	(19)	19%	(40)	11%	(22)	36%	(74)	24%	(50)	205
#1 Issue: Health Care	8%	(33)	14%	(60)	18%	(78)	37%	(155)	23%	(98)	424
#1 Issue: Medicare / Social Security	3%	(8)	13%	(38)	13%	(38)	43%	(126)	29%	(86)	296
#1 Issue: Women's Issues	11%	(13)	22%	(26)	22%	(26)	24%	(28)	21%	(24)	116
#1 Issue: Education	16%	(17)	27%	(29)	23%	(24)	16%	(17)	18%	(19)	105
#1 Issue: Energy	9%	(7)	10%	(8)	17%	(13)	37%	(29)	28%	(22)	78
#1 Issue: Other	4%	(6)	9%	(12)	8%	(12)	36%	(50)	42%	(59)	138
2018 House Vote: Democrat	10%	(72)	18%	(137)	14%	(104)	36%	(272)	22%	(163)	749
2018 House Vote: Republican	7%	(45)	17%	(108)	14%	(86)	37%	(233)	26%	(163)	635
2018 House Vote: Someone else	6%	(3)	13%	(7)	9%	(5)	35%	(18)	37%	(19)	51
2016 Vote: Hillary Clinton	10%	(74)	17%	(122)	15%	(106)	35%	(248)	22%	(154)	704
2016 Vote: Donald Trump	6%	(42)	18%	(123)	15%	(107)	37%	(258)	24%	(165)	695
2016 Vote: Other	3%	(3)	9%	(10)	5%	(6)	49%	(52)	33%	(35)	105
2016 Vote: Didn't Vote	9%	(63)	18%	(127)	17%	(116)	30%	(207)	26%	(181)	694
Voted in 2014: Yes	8%	(95)	17%	(210)	13%	(160)	38%	(466)	24%	(298)	1230
Voted in 2014: No	9%	(87)	18%	(172)	18%	(176)	31%	(299)	24%	(236)	970

Continued on next page



**Table MCEN1\_1:** For each of the following forms of entertainment, to what extent do you seek out spoilers, or information that would reveal what happened before you had a chance to watch for yourself?

Reality shows

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	8%	(181)	17%	(383)	15%	(336)	35%	(766)	24%	(534)	2200
2012 Vote: Barack Obama	8%	(63)	18%	(146)	15%	(124)	37%	(299)	22%	(183)	815
2012 Vote: Mitt Romney	5%	(26)	13%	(64)	12%	(58)	41%	(197)	28%	(134)	480
2012 Vote: Other	3%	(2)	10%	(6)	6%	(4)	42%	(24)	40%	(23)	58
2012 Vote: Didn't Vote	11%	(90)	20%	(166)	18%	(149)	29%	(245)	23%	(191)	843
4-Region: Northeast	11%	(44)	22%	(86)	17%	(68)	28%	(110)	22%	(86)	394
4-Region: Midwest	5%	(22)	17%	(79)	11%	(52)	42%	(193)	25%	(116)	462
4-Region: South	9%	(72)	15%	(121)	16%	(135)	36%	(298)	24%	(199)	824
4-Region: West	8%	(44)	19%	(97)	16%	(81)	32%	(165)	26%	(133)	520
Seeks spoilers for reality shows	20%	(181)	43%	(383)	37%	(336)	—	(0)	—	(0)	900
Seeks spoilers for drama tv shows	15%	(171)	30%	(329)	23%	(253)	16%	(173)	16%	(177)	1103
Seeks spoilers for sitcoms	16%	(131)	34%	(283)	21%	(172)	14%	(117)	16%	(131)	835
Seeks spoilers for sporting events	15%	(134)	30%	(267)	22%	(189)	19%	(164)	14%	(125)	879
Seeks spoilers for movies	13%	(163)	28%	(336)	22%	(273)	18%	(223)	18%	(223)	1219
Seeks online spoilers for reality shows	20%	(161)	39%	(320)	29%	(242)	8%	(66)	4%	(36)	824
Seeks online spoilers for drama tv shows	16%	(153)	30%	(288)	23%	(223)	15%	(143)	16%	(157)	963
Seeks online spoilers for sitcoms	16%	(121)	33%	(248)	21%	(155)	14%	(101)	16%	(123)	747
Seeks online spoilers for sporting events	16%	(120)	31%	(233)	20%	(154)	18%	(141)	15%	(116)	764
Seeks online spoilers for movies	14%	(154)	27%	(304)	22%	(242)	18%	(200)	19%	(206)	1106
Avoided social media for spoilers	10%	(133)	19%	(241)	17%	(214)	34%	(434)	21%	(266)	1287
Never avoided social media for spoilers	5%	(49)	16%	(142)	13%	(122)	36%	(332)	29%	(268)	913
People too sensitive about spoilers	11%	(122)	23%	(261)	17%	(187)	30%	(338)	19%	(216)	1124
People too relaxed about spoilers	11%	(121)	22%	(239)	16%	(174)	32%	(344)	18%	(187)	1066
Should have time limit for not spoiling	10%	(124)	20%	(260)	17%	(216)	35%	(447)	18%	(223)	1270
Watches Bachelor and looks for spoilers	28%	(78)	40%	(113)	19%	(54)	10%	(29)	2%	(7)	280
Watches Bachelor without spoilers	11%	(22)	25%	(51)	22%	(45)	36%	(74)	7%	(14)	206

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

**Table MCEN1\_2:** For each of the following forms of entertainment, to what extent do you seek out spoilers, or information that would reveal what happened before you had a chance to watch for yourself?

Drama TV shows

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	11%	(249)	21%	(452)	18%	(401)	40%	(871)	10%	(226)	2200
Gender: Male	11%	(116)	22%	(232)	19%	(203)	36%	(384)	12%	(127)	1062
Gender: Female	12%	(134)	19%	(220)	17%	(198)	43%	(487)	9%	(99)	1138
Age: 18-34	16%	(104)	25%	(165)	19%	(123)	27%	(177)	13%	(87)	655
Age: 35-44	21%	(75)	27%	(96)	19%	(68)	25%	(89)	8%	(30)	358
Age: 45-64	8%	(61)	17%	(129)	17%	(127)	48%	(357)	10%	(77)	751
Age: 65+	2%	(9)	14%	(62)	19%	(84)	57%	(248)	8%	(33)	436
GenZers: 1997-2012	16%	(44)	21%	(59)	22%	(62)	24%	(68)	18%	(51)	284
Millennials: 1981-1996	17%	(96)	28%	(157)	17%	(95)	28%	(155)	9%	(52)	555
GenXers: 1965-1980	14%	(75)	22%	(123)	17%	(97)	36%	(202)	10%	(58)	556
Baby Boomers: 1946-1964	4%	(30)	14%	(105)	19%	(141)	54%	(395)	9%	(62)	733
PID: Dem (no lean)	13%	(111)	23%	(189)	18%	(149)	37%	(305)	9%	(71)	825
PID: Ind (no lean)	10%	(66)	18%	(121)	17%	(112)	41%	(272)	14%	(96)	667
PID: Rep (no lean)	10%	(72)	20%	(142)	20%	(140)	41%	(294)	8%	(60)	708
PID/Gender: Dem Men	12%	(46)	25%	(99)	20%	(77)	34%	(132)	9%	(34)	388
PID/Gender: Dem Women	15%	(64)	21%	(90)	16%	(72)	40%	(173)	8%	(37)	437
PID/Gender: Ind Men	8%	(26)	15%	(47)	18%	(57)	41%	(132)	19%	(60)	323
PID/Gender: Ind Women	12%	(40)	22%	(74)	16%	(55)	41%	(140)	10%	(35)	344
PID/Gender: Rep Men	12%	(43)	25%	(86)	19%	(68)	34%	(120)	9%	(33)	351
PID/Gender: Rep Women	8%	(29)	16%	(56)	20%	(72)	49%	(174)	7%	(27)	357
Ideo: Liberal (1-3)	14%	(93)	24%	(157)	19%	(127)	36%	(238)	7%	(49)	664
Ideo: Moderate (4)	12%	(78)	22%	(144)	18%	(118)	40%	(269)	9%	(57)	666
Ideo: Conservative (5-7)	8%	(53)	16%	(107)	19%	(125)	47%	(309)	10%	(67)	661
Educ: < College	10%	(157)	18%	(267)	18%	(279)	42%	(641)	11%	(167)	1512
Educ: Bachelors degree	11%	(49)	25%	(110)	18%	(79)	37%	(163)	9%	(42)	444
Educ: Post-grad	17%	(43)	31%	(75)	18%	(43)	27%	(66)	7%	(17)	244
Income: Under 50k	11%	(127)	19%	(227)	18%	(216)	38%	(448)	13%	(152)	1170
Income: 50k-100k	9%	(57)	21%	(125)	18%	(108)	45%	(276)	7%	(45)	611
Income: 100k+	16%	(65)	24%	(100)	18%	(78)	35%	(147)	7%	(29)	419
Ethnicity: White	10%	(175)	20%	(340)	18%	(309)	43%	(746)	9%	(151)	1722

Continued on next page

**Table MCEN1\_2:** For each of the following forms of entertainment, to what extent do you seek out spoilers, or information that would reveal what happened before you had a chance to watch for yourself?  
 Drama TV shows

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	11%	(249)	21%	(452)	18%	(401)	40%	(871)	10%	(226)	2200
Ethnicity: Hispanic	20%	(70)	27%	(94)	18%	(65)	24%	(85)	10%	(36)	349
Ethnicity: Black	18%	(50)	26%	(71)	16%	(44)	27%	(75)	12%	(34)	274
Ethnicity: Other	12%	(24)	20%	(42)	23%	(48)	25%	(50)	20%	(41)	204
All Christian	11%	(119)	22%	(239)	17%	(191)	43%	(471)	7%	(82)	1103
All Non-Christian	18%	(23)	27%	(35)	19%	(24)	21%	(27)	15%	(20)	129
Atheist	12%	(11)	25%	(24)	20%	(19)	37%	(36)	6%	(6)	97
Agnostic/Nothing in particular	9%	(46)	16%	(83)	20%	(105)	40%	(213)	15%	(81)	527
Something Else	14%	(49)	20%	(70)	18%	(62)	36%	(124)	11%	(38)	344
Religious Non-Protestant/Catholic	16%	(24)	29%	(44)	20%	(30)	22%	(33)	14%	(21)	151
Evangelical	15%	(98)	22%	(145)	18%	(120)	36%	(237)	8%	(53)	653
Non-Evangelical	8%	(60)	20%	(150)	16%	(121)	47%	(345)	9%	(64)	740
Community: Urban	18%	(127)	27%	(191)	20%	(141)	26%	(186)	10%	(69)	714
Community: Suburban	8%	(80)	20%	(195)	16%	(154)	46%	(440)	10%	(96)	965
Community: Rural	8%	(42)	13%	(66)	20%	(106)	47%	(245)	12%	(62)	521
Employ: Private Sector	12%	(93)	24%	(177)	17%	(128)	38%	(283)	9%	(65)	746
Employ: Government	18%	(22)	25%	(32)	21%	(27)	29%	(37)	7%	(9)	126
Employ: Self-Employed	11%	(19)	19%	(30)	21%	(35)	36%	(58)	13%	(21)	162
Employ: Homemaker	12%	(16)	21%	(28)	13%	(18)	37%	(49)	17%	(23)	133
Employ: Retired	2%	(10)	15%	(75)	19%	(97)	57%	(285)	7%	(34)	500
Employ: Unemployed	13%	(39)	23%	(66)	17%	(50)	30%	(86)	16%	(47)	288
Employ: Other	23%	(32)	17%	(23)	16%	(23)	35%	(48)	9%	(13)	138
Military HH: Yes	10%	(32)	16%	(51)	20%	(64)	42%	(133)	11%	(36)	316
Military HH: No	12%	(217)	21%	(402)	18%	(337)	39%	(738)	10%	(190)	1884
RD/WT: Right Direction	12%	(87)	24%	(167)	20%	(137)	35%	(246)	9%	(63)	700
RD/WT: Wrong Track	11%	(162)	19%	(285)	18%	(264)	42%	(625)	11%	(164)	1500
Trump Job Approve	10%	(88)	22%	(199)	17%	(159)	40%	(367)	11%	(98)	911
Trump Job Disapprove	13%	(153)	21%	(248)	18%	(224)	39%	(475)	9%	(110)	1210

Continued on next page

**Table MCEN1\_2:** For each of the following forms of entertainment, to what extent do you seek out spoilers, or information that would reveal what happened before you had a chance to watch for yourself?  
Drama TV shows

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	11%	(249)	21%	(452)	18%	(401)	40%	(871)	10%	(226)	2200
Trump Job Strongly Approve	11%	(54)	20%	(97)	18%	(84)	42%	(202)	8%	(39)	476
Trump Job Somewhat Approve	8%	(34)	24%	(102)	17%	(75)	38%	(166)	13%	(59)	435
Trump Job Somewhat Disapprove	11%	(30)	25%	(68)	18%	(49)	38%	(103)	7%	(19)	268
Trump Job Strongly Disapprove	13%	(123)	19%	(181)	19%	(175)	40%	(372)	10%	(91)	942
Favorable of Trump	10%	(91)	21%	(197)	18%	(172)	41%	(383)	10%	(96)	938
Unfavorable of Trump	12%	(145)	20%	(233)	18%	(210)	40%	(467)	10%	(116)	1172
Very Favorable of Trump	11%	(62)	21%	(120)	19%	(108)	40%	(228)	9%	(53)	571
Somewhat Favorable of Trump	8%	(29)	21%	(78)	17%	(64)	42%	(155)	12%	(43)	368
Somewhat Unfavorable of Trump	10%	(19)	21%	(41)	17%	(33)	41%	(80)	12%	(24)	197
Very Unfavorable of Trump	13%	(126)	20%	(192)	18%	(176)	40%	(387)	10%	(93)	974
#1 Issue: Economy	12%	(103)	23%	(190)	19%	(162)	36%	(305)	9%	(78)	838
#1 Issue: Security	5%	(11)	23%	(47)	19%	(38)	42%	(86)	12%	(24)	205
#1 Issue: Health Care	13%	(55)	17%	(73)	18%	(75)	42%	(180)	10%	(41)	424
#1 Issue: Medicare / Social Security	5%	(15)	19%	(57)	17%	(51)	49%	(146)	9%	(26)	296
#1 Issue: Women's Issues	15%	(18)	27%	(32)	18%	(21)	29%	(34)	10%	(11)	116
#1 Issue: Education	23%	(25)	26%	(28)	24%	(25)	16%	(17)	10%	(11)	105
#1 Issue: Energy	12%	(9)	15%	(11)	10%	(8)	49%	(38)	14%	(11)	78
#1 Issue: Other	10%	(14)	11%	(15)	14%	(20)	48%	(66)	18%	(24)	138
2018 House Vote: Democrat	13%	(101)	21%	(160)	16%	(119)	43%	(319)	7%	(51)	749
2018 House Vote: Republican	8%	(49)	20%	(125)	22%	(139)	43%	(271)	8%	(50)	635
2018 House Vote: Someone else	15%	(8)	9%	(5)	18%	(9)	40%	(20)	19%	(10)	51
2016 Vote: Hillary Clinton	13%	(92)	23%	(159)	17%	(119)	41%	(291)	6%	(44)	704
2016 Vote: Donald Trump	8%	(54)	19%	(133)	20%	(139)	44%	(309)	9%	(61)	695
2016 Vote: Other	5%	(6)	9%	(9)	19%	(19)	57%	(60)	10%	(11)	105
2016 Vote: Didn't Vote	14%	(98)	22%	(151)	18%	(125)	30%	(211)	16%	(111)	694
Voted in 2014: Yes	10%	(127)	19%	(235)	18%	(221)	45%	(555)	7%	(91)	1230
Voted in 2014: No	13%	(122)	22%	(217)	19%	(180)	33%	(316)	14%	(136)	970

Continued on next page

**Table MCEN1\_2:** For each of the following forms of entertainment, to what extent do you seek out spoilers, or information that would reveal what happened before you had a chance to watch for yourself?

Drama TV shows

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	11%	(249)	21%	(452)	18%	(401)	40%	(871)	10%	(226)	2200
2012 Vote: Barack Obama	12%	(97)	20%	(162)	19%	(156)	42%	(344)	7%	(57)	815
2012 Vote: Mitt Romney	6%	(29)	15%	(72)	21%	(101)	50%	(240)	8%	(38)	480
2012 Vote: Other	5%	(3)	15%	(9)	25%	(14)	42%	(25)	12%	(7)	58
2012 Vote: Didn't Vote	14%	(119)	25%	(210)	15%	(130)	31%	(259)	15%	(125)	843
4-Region: Northeast	16%	(65)	24%	(93)	20%	(79)	31%	(124)	8%	(33)	394
4-Region: Midwest	9%	(43)	19%	(86)	18%	(83)	43%	(197)	12%	(53)	462
4-Region: South	11%	(93)	19%	(157)	17%	(138)	43%	(353)	10%	(83)	824
4-Region: West	9%	(49)	22%	(116)	20%	(102)	38%	(197)	11%	(56)	520
Seeks spoilers for reality shows	23%	(207)	36%	(322)	25%	(223)	12%	(107)	5%	(41)	900
Seeks spoilers for drama tv shows	23%	(249)	41%	(452)	36%	(401)	—	(0)	—	(0)	1103
Seeks spoilers for sitcoms	23%	(193)	39%	(323)	25%	(211)	8%	(65)	5%	(42)	835
Seeks spoilers for sporting events	20%	(176)	34%	(297)	24%	(210)	17%	(149)	5%	(47)	879
Seeks spoilers for movies	19%	(236)	34%	(413)	26%	(320)	13%	(157)	8%	(94)	1219
Seeks online spoilers for reality shows	23%	(189)	35%	(288)	24%	(200)	13%	(107)	5%	(39)	824
Seeks online spoilers for drama tv shows	22%	(215)	36%	(350)	32%	(308)	7%	(68)	2%	(22)	963
Seeks online spoilers for sitcoms	23%	(170)	36%	(268)	28%	(206)	9%	(69)	5%	(35)	747
Seeks online spoilers for sporting events	20%	(156)	32%	(245)	23%	(178)	17%	(129)	7%	(55)	764
Seeks online spoilers for movies	18%	(204)	34%	(372)	27%	(297)	12%	(138)	9%	(96)	1106
Avoided social media for spoilers	14%	(179)	21%	(268)	19%	(248)	38%	(495)	8%	(97)	1287
Never avoided social media for spoilers	8%	(70)	20%	(185)	17%	(153)	41%	(376)	14%	(129)	913
People too sensitive about spoilers	15%	(165)	24%	(268)	19%	(216)	35%	(388)	8%	(86)	1124
People too relaxed about spoilers	14%	(153)	24%	(251)	20%	(209)	36%	(386)	6%	(67)	1066
Should have time limit for not spoiling	13%	(159)	21%	(270)	19%	(239)	40%	(509)	7%	(94)	1270
Watches Bachelor and looks for spoilers	30%	(83)	34%	(94)	19%	(53)	15%	(41)	3%	(9)	280
Watches Bachelor without spoilers	14%	(29)	21%	(44)	25%	(52)	37%	(76)	2%	(4)	206

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

**Table MCEN1\_3:** For each of the following forms of entertainment, to what extent do you seek out spoilers, or information that would reveal what happened before you had a chance to watch for yourself?  
Sitcoms

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	6%	(142)	17%	(381)	14%	(312)	44%	(958)	19%	(408)	2200
Gender: Male	6%	(67)	22%	(232)	16%	(169)	40%	(424)	16%	(170)	1062
Gender: Female	7%	(75)	13%	(148)	13%	(143)	47%	(534)	21%	(238)	1138
Age: 18-34	9%	(59)	20%	(133)	15%	(101)	30%	(199)	25%	(164)	655
Age: 35-44	10%	(37)	27%	(98)	19%	(67)	30%	(109)	13%	(47)	358
Age: 45-64	6%	(41)	14%	(108)	12%	(87)	54%	(402)	15%	(112)	751
Age: 65+	1%	(4)	10%	(42)	13%	(57)	57%	(248)	20%	(85)	436
GenZers: 1997-2012	7%	(21)	16%	(45)	13%	(36)	27%	(78)	37%	(104)	284
Millennials: 1981-1996	12%	(68)	23%	(130)	18%	(97)	32%	(176)	15%	(84)	555
GenXers: 1965-1980	6%	(32)	21%	(118)	15%	(85)	42%	(234)	16%	(87)	556
Baby Boomers: 1946-1964	3%	(21)	12%	(84)	12%	(90)	59%	(429)	15%	(109)	733
PID: Dem (no lean)	8%	(70)	19%	(153)	15%	(121)	42%	(343)	17%	(138)	825
PID: Ind (no lean)	5%	(35)	14%	(92)	15%	(99)	44%	(295)	22%	(146)	667
PID: Rep (no lean)	5%	(37)	19%	(135)	13%	(92)	45%	(320)	18%	(124)	708
PID/Gender: Dem Men	6%	(25)	24%	(95)	18%	(68)	40%	(153)	12%	(47)	388
PID/Gender: Dem Women	10%	(45)	13%	(59)	12%	(52)	43%	(190)	21%	(91)	437
PID/Gender: Ind Men	6%	(18)	14%	(46)	15%	(49)	43%	(139)	22%	(70)	323
PID/Gender: Ind Women	5%	(17)	13%	(46)	15%	(50)	45%	(155)	22%	(75)	344
PID/Gender: Rep Men	7%	(25)	26%	(92)	15%	(51)	37%	(131)	15%	(52)	351
PID/Gender: Rep Women	4%	(13)	12%	(43)	11%	(41)	53%	(189)	20%	(72)	357
Ideo: Liberal (1-3)	9%	(62)	18%	(119)	17%	(112)	41%	(274)	14%	(96)	664
Ideo: Moderate (4)	6%	(39)	20%	(135)	11%	(75)	47%	(311)	16%	(105)	666
Ideo: Conservative (5-7)	4%	(26)	14%	(94)	14%	(95)	48%	(315)	20%	(131)	661
Educ: < College	6%	(91)	14%	(218)	13%	(200)	46%	(702)	20%	(300)	1512
Educ: Bachelors degree	6%	(28)	22%	(96)	15%	(68)	41%	(184)	15%	(68)	444
Educ: Post-grad	9%	(23)	27%	(66)	18%	(43)	29%	(72)	16%	(39)	244
Income: Under 50k	6%	(71)	16%	(188)	14%	(159)	42%	(495)	22%	(256)	1170
Income: 50k-100k	6%	(39)	16%	(99)	13%	(80)	50%	(306)	14%	(86)	611
Income: 100k+	8%	(32)	22%	(94)	17%	(72)	37%	(156)	16%	(66)	419
Ethnicity: White	6%	(110)	17%	(297)	13%	(227)	47%	(816)	16%	(272)	1722

Continued on next page

**Table MCEN1\_3:** For each of the following forms of entertainment, to what extent do you seek out spoilers, or information that would reveal what happened before you had a chance to watch for yourself?

Sitcoms

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	6%	(142)	17%	(381)	14%	(312)	44%	(958)	19%	(408)	2200
Ethnicity: Hispanic	7%	(26)	25%	(87)	16%	(55)	35%	(121)	17%	(60)	349
Ethnicity: Black	8%	(23)	17%	(46)	19%	(51)	30%	(81)	26%	(73)	274
Ethnicity: Other	5%	(10)	18%	(37)	16%	(33)	30%	(60)	31%	(64)	204
All Christian	5%	(59)	19%	(207)	13%	(145)	48%	(526)	15%	(165)	1103
All Non-Christian	6%	(8)	30%	(38)	15%	(19)	27%	(35)	23%	(29)	129
Atheist	6%	(6)	22%	(22)	21%	(20)	45%	(44)	5%	(5)	97
Agnostic/Nothing in particular	8%	(44)	12%	(62)	14%	(74)	43%	(226)	23%	(121)	527
Something Else	7%	(25)	15%	(51)	16%	(54)	37%	(127)	25%	(87)	344
Religious Non-Protestant/Catholic	8%	(11)	27%	(41)	15%	(23)	28%	(43)	22%	(33)	151
Evangelical	7%	(48)	20%	(133)	13%	(82)	42%	(271)	18%	(119)	653
Non-Evangelical	4%	(31)	15%	(109)	15%	(111)	49%	(365)	17%	(124)	740
Community: Urban	8%	(60)	24%	(173)	17%	(121)	31%	(220)	20%	(140)	714
Community: Suburban	7%	(66)	14%	(135)	13%	(125)	48%	(467)	18%	(171)	965
Community: Rural	3%	(16)	14%	(72)	13%	(65)	52%	(271)	19%	(96)	521
Employ: Private Sector	8%	(57)	23%	(168)	14%	(102)	44%	(325)	13%	(94)	746
Employ: Government	4%	(5)	35%	(44)	17%	(22)	27%	(34)	16%	(21)	126
Employ: Self-Employed	3%	(4)	11%	(18)	15%	(24)	43%	(69)	28%	(46)	162
Employ: Homemaker	10%	(13)	12%	(16)	19%	(26)	38%	(51)	20%	(27)	133
Employ: Retired	2%	(8)	10%	(51)	11%	(55)	61%	(303)	17%	(83)	500
Employ: Unemployed	9%	(27)	16%	(47)	15%	(43)	34%	(98)	25%	(73)	288
Employ: Other	12%	(17)	15%	(21)	14%	(19)	35%	(49)	24%	(33)	138
Military HH: Yes	4%	(12)	16%	(52)	19%	(61)	40%	(127)	20%	(65)	316
Military HH: No	7%	(131)	17%	(329)	13%	(250)	44%	(831)	18%	(343)	1884
RD/WT: Right Direction	7%	(50)	21%	(146)	16%	(112)	36%	(253)	20%	(140)	700
RD/WT: Wrong Track	6%	(93)	16%	(235)	13%	(200)	47%	(705)	18%	(268)	1500
Trump Job Approve	6%	(58)	19%	(171)	13%	(123)	43%	(390)	19%	(170)	911
Trump Job Disapprove	7%	(82)	17%	(204)	15%	(177)	45%	(543)	17%	(205)	1210

Continued on next page

**Table MCEN1\_3:** For each of the following forms of entertainment, to what extent do you seek out spoilers, or information that would reveal what happened before you had a chance to watch for yourself?

Sitcoms

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	6%	(142)	17%	(381)	14%	(312)	44%	(958)	19%	(408)	2200
Trump Job Strongly Approve	7%	(34)	19%	(92)	13%	(63)	40%	(191)	20%	(96)	476
Trump Job Somewhat Approve	6%	(24)	18%	(78)	14%	(60)	46%	(199)	17%	(74)	435
Trump Job Somewhat Disapprove	7%	(20)	17%	(45)	16%	(44)	42%	(113)	17%	(46)	268
Trump Job Strongly Disapprove	7%	(62)	17%	(159)	14%	(133)	46%	(429)	17%	(159)	942
Favorable of Trump	6%	(57)	18%	(170)	14%	(131)	43%	(404)	19%	(177)	938
Unfavorable of Trump	7%	(81)	16%	(192)	14%	(166)	45%	(530)	17%	(203)	1172
Very Favorable of Trump	8%	(44)	18%	(104)	14%	(81)	40%	(226)	20%	(116)	571
Somewhat Favorable of Trump	3%	(12)	18%	(66)	14%	(50)	49%	(179)	17%	(61)	368
Somewhat Unfavorable of Trump	8%	(16)	19%	(38)	14%	(27)	42%	(82)	17%	(34)	197
Very Unfavorable of Trump	7%	(66)	16%	(154)	14%	(138)	46%	(448)	17%	(169)	974
#1 Issue: Economy	7%	(61)	18%	(151)	16%	(133)	40%	(338)	19%	(156)	838
#1 Issue: Security	5%	(9)	22%	(45)	15%	(30)	41%	(84)	18%	(37)	205
#1 Issue: Health Care	7%	(29)	15%	(65)	14%	(58)	47%	(197)	18%	(74)	424
#1 Issue: Medicare / Social Security	5%	(15)	14%	(43)	11%	(33)	54%	(161)	15%	(44)	296
#1 Issue: Women's Issues	9%	(10)	17%	(19)	10%	(11)	38%	(44)	27%	(31)	116
#1 Issue: Education	9%	(9)	30%	(32)	18%	(19)	20%	(21)	23%	(24)	105
#1 Issue: Energy	4%	(3)	17%	(13)	12%	(9)	50%	(39)	16%	(13)	78
#1 Issue: Other	4%	(5)	10%	(13)	13%	(18)	53%	(73)	21%	(28)	138
2018 House Vote: Democrat	8%	(58)	20%	(147)	14%	(106)	46%	(345)	13%	(94)	749
2018 House Vote: Republican	5%	(33)	17%	(105)	14%	(90)	49%	(314)	15%	(93)	635
2018 House Vote: Someone else	4%	(2)	28%	(15)	21%	(11)	35%	(18)	11%	(6)	51
2016 Vote: Hillary Clinton	8%	(59)	21%	(145)	13%	(90)	46%	(327)	12%	(84)	704
2016 Vote: Donald Trump	5%	(36)	16%	(110)	14%	(100)	46%	(319)	19%	(131)	695
2016 Vote: Other	2%	(2)	15%	(15)	12%	(13)	63%	(67)	8%	(8)	105
2016 Vote: Didn't Vote	7%	(46)	16%	(110)	16%	(109)	35%	(244)	27%	(185)	694
Voted in 2014: Yes	6%	(79)	17%	(212)	14%	(175)	49%	(598)	14%	(166)	1230
Voted in 2014: No	7%	(63)	17%	(168)	14%	(137)	37%	(360)	25%	(242)	970

Continued on next page



**Table MCEN1\_3:** For each of the following forms of entertainment, to what extent do you seek out spoilers, or information that would reveal what happened before you had a chance to watch for yourself?

Sitcoms

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	6%	(142)	17%	(381)	14%	(312)	44%	(958)	19%	(408)	2200
2012 Vote: Barack Obama	7%	(55)	19%	(157)	13%	(107)	48%	(388)	13%	(108)	815
2012 Vote: Mitt Romney	4%	(19)	14%	(68)	13%	(63)	53%	(256)	16%	(75)	480
2012 Vote: Other	1%	(1)	10%	(6)	20%	(12)	43%	(25)	25%	(15)	58
2012 Vote: Didn't Vote	8%	(68)	18%	(149)	15%	(130)	34%	(285)	25%	(210)	843
4-Region: Northeast	9%	(37)	21%	(82)	21%	(82)	33%	(131)	16%	(62)	394
4-Region: Midwest	6%	(29)	16%	(76)	11%	(52)	49%	(227)	17%	(78)	462
4-Region: South	5%	(44)	16%	(136)	13%	(106)	47%	(387)	18%	(152)	824
4-Region: West	6%	(33)	17%	(86)	14%	(72)	41%	(212)	22%	(116)	520
Seeks spoilers for reality shows	13%	(114)	31%	(282)	21%	(190)	19%	(168)	16%	(145)	900
Seeks spoilers for drama tv shows	12%	(131)	31%	(337)	24%	(259)	20%	(219)	14%	(156)	1103
Seeks spoilers for sitcoms	17%	(142)	46%	(381)	37%	(312)	—	(0)	—	(0)	835
Seeks spoilers for sporting events	12%	(102)	30%	(268)	20%	(179)	23%	(201)	15%	(129)	879
Seeks spoilers for movies	11%	(129)	29%	(350)	22%	(262)	22%	(266)	17%	(212)	1219
Seeks online spoilers for reality shows	12%	(100)	30%	(245)	21%	(173)	21%	(170)	17%	(137)	824
Seeks online spoilers for drama tv shows	11%	(111)	31%	(295)	23%	(225)	18%	(176)	16%	(157)	963
Seeks online spoilers for sitcoms	15%	(114)	39%	(294)	32%	(243)	8%	(60)	5%	(37)	747
Seeks online spoilers for sporting events	10%	(80)	29%	(225)	21%	(163)	23%	(176)	16%	(121)	764
Seeks online spoilers for movies	10%	(111)	28%	(305)	22%	(242)	22%	(242)	19%	(206)	1106
Avoided social media for spoilers	7%	(94)	20%	(262)	17%	(213)	41%	(522)	15%	(195)	1287
Never avoided social media for spoilers	5%	(48)	13%	(118)	11%	(99)	48%	(435)	23%	(213)	913
People too sensitive about spoilers	8%	(94)	22%	(243)	15%	(172)	39%	(438)	16%	(177)	1124
People too relaxed about spoilers	8%	(90)	22%	(234)	14%	(145)	41%	(432)	15%	(164)	1066
Should have time limit for not spoiling	7%	(92)	19%	(236)	13%	(167)	45%	(574)	16%	(201)	1270
Watches Bachelor and looks for spoilers	13%	(35)	39%	(109)	24%	(66)	14%	(39)	11%	(31)	280
Watches Bachelor without spoilers	6%	(13)	19%	(39)	16%	(33)	46%	(94)	13%	(28)	206

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

**Table MCEN1\_4:** For each of the following forms of entertainment, to what extent do you seek out spoilers, or information that would reveal what happened before you had a chance to watch for yourself?  
Sporting events

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	11%	(232)	16%	(348)	14%	(298)	36%	(801)	24%	(520)	2200
Gender: Male	17%	(180)	20%	(216)	15%	(158)	35%	(374)	13%	(135)	1062
Gender: Female	5%	(53)	12%	(132)	12%	(140)	38%	(428)	34%	(385)	1138
Age: 18-34	13%	(86)	22%	(142)	17%	(109)	25%	(161)	24%	(157)	655
Age: 35-44	21%	(76)	22%	(78)	10%	(34)	27%	(97)	20%	(73)	358
Age: 45-64	8%	(59)	12%	(90)	14%	(101)	43%	(324)	24%	(178)	751
Age: 65+	3%	(12)	9%	(39)	12%	(54)	50%	(219)	26%	(113)	436
GenZers: 1997-2012	8%	(23)	18%	(50)	19%	(54)	23%	(64)	33%	(92)	284
Millennials: 1981-1996	19%	(104)	24%	(135)	13%	(73)	25%	(140)	18%	(103)	555
GenXers: 1965-1980	14%	(78)	16%	(90)	10%	(58)	39%	(215)	21%	(116)	556
Baby Boomers: 1946-1964	3%	(24)	9%	(67)	15%	(109)	46%	(338)	27%	(195)	733
PID: Dem (no lean)	11%	(92)	17%	(137)	14%	(119)	33%	(270)	25%	(207)	825
PID: Ind (no lean)	10%	(64)	14%	(93)	13%	(88)	37%	(246)	26%	(175)	667
PID: Rep (no lean)	11%	(76)	17%	(118)	13%	(91)	40%	(285)	19%	(138)	708
PID/Gender: Dem Men	17%	(67)	20%	(79)	17%	(66)	32%	(123)	13%	(52)	388
PID/Gender: Dem Women	6%	(25)	13%	(58)	12%	(52)	34%	(147)	36%	(155)	437
PID/Gender: Ind Men	14%	(46)	19%	(60)	14%	(45)	38%	(124)	15%	(49)	323
PID/Gender: Ind Women	5%	(19)	10%	(33)	13%	(43)	36%	(123)	37%	(126)	344
PID/Gender: Rep Men	19%	(67)	22%	(77)	13%	(47)	36%	(127)	10%	(34)	351
PID/Gender: Rep Women	3%	(9)	11%	(41)	12%	(44)	44%	(159)	29%	(104)	357
Ideo: Liberal (1-3)	12%	(82)	17%	(112)	13%	(84)	33%	(221)	25%	(164)	664
Ideo: Moderate (4)	12%	(78)	17%	(114)	15%	(102)	37%	(250)	18%	(122)	666
Ideo: Conservative (5-7)	8%	(51)	14%	(94)	14%	(94)	41%	(274)	22%	(148)	661
Educ: < College	8%	(120)	12%	(180)	13%	(196)	40%	(601)	27%	(415)	1512
Educ: Bachelors degree	15%	(65)	22%	(100)	13%	(59)	33%	(145)	17%	(75)	444
Educ: Post-grad	19%	(47)	28%	(68)	17%	(42)	23%	(56)	12%	(30)	244
Income: Under 50k	8%	(98)	13%	(148)	13%	(155)	36%	(422)	30%	(346)	1170
Income: 50k-100k	10%	(59)	16%	(95)	15%	(92)	40%	(244)	20%	(121)	611
Income: 100k+	18%	(76)	25%	(104)	12%	(50)	32%	(136)	13%	(53)	419
Ethnicity: White	10%	(168)	15%	(263)	13%	(231)	39%	(679)	22%	(381)	1722

Continued on next page

**Table MCEN1\_4:** For each of the following forms of entertainment, to what extent do you seek out spoilers, or information that would reveal what happened before you had a chance to watch for yourself?

*Sporting events*

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	11%	(232)	16%	(348)	14%	(298)	36%	(801)	24%	(520)	2200
Ethnicity: Hispanic	14%	(50)	22%	(78)	19%	(68)	28%	(96)	16%	(57)	349
Ethnicity: Black	16%	(45)	18%	(50)	9%	(24)	25%	(69)	31%	(86)	274
Ethnicity: Other	10%	(20)	17%	(34)	21%	(43)	26%	(53)	26%	(54)	204
All Christian	12%	(135)	16%	(181)	16%	(176)	37%	(408)	18%	(203)	1103
All Non-Christian	21%	(28)	28%	(36)	19%	(24)	20%	(26)	12%	(15)	129
Atheist	9%	(9)	19%	(19)	7%	(7)	44%	(42)	21%	(20)	97
Agnostic/Nothing in particular	6%	(30)	12%	(62)	10%	(54)	39%	(204)	34%	(178)	527
Something Else	9%	(32)	14%	(50)	11%	(38)	35%	(121)	30%	(103)	344
Religious Non-Protestant/Catholic	20%	(31)	25%	(37)	19%	(28)	24%	(36)	12%	(18)	151
Evangelical	15%	(95)	20%	(132)	14%	(94)	31%	(203)	20%	(130)	653
Non-Evangelical	8%	(56)	12%	(91)	16%	(116)	42%	(308)	23%	(169)	740
Community: Urban	17%	(118)	24%	(173)	14%	(99)	27%	(191)	19%	(133)	714
Community: Suburban	9%	(86)	13%	(125)	14%	(131)	41%	(392)	24%	(231)	965
Community: Rural	5%	(29)	10%	(50)	13%	(69)	42%	(218)	30%	(156)	521
Employ: Private Sector	13%	(99)	20%	(150)	14%	(105)	38%	(280)	15%	(112)	746
Employ: Government	21%	(27)	30%	(38)	14%	(17)	17%	(22)	18%	(22)	126
Employ: Self-Employed	13%	(21)	18%	(29)	18%	(29)	32%	(52)	19%	(31)	162
Employ: Homemaker	7%	(9)	8%	(10)	16%	(22)	32%	(43)	37%	(49)	133
Employ: Retired	4%	(18)	9%	(45)	12%	(58)	50%	(251)	25%	(127)	500
Employ: Unemployed	10%	(29)	14%	(42)	10%	(28)	31%	(90)	35%	(100)	288
Employ: Other	16%	(22)	12%	(17)	12%	(17)	28%	(38)	32%	(45)	138
Military HH: Yes	9%	(30)	13%	(41)	13%	(40)	37%	(117)	28%	(88)	316
Military HH: No	11%	(203)	16%	(307)	14%	(258)	36%	(684)	23%	(431)	1884
RD/WT: Right Direction	16%	(109)	19%	(135)	15%	(108)	34%	(236)	16%	(113)	700
RD/WT: Wrong Track	8%	(124)	14%	(213)	13%	(191)	38%	(566)	27%	(407)	1500
Trump Job Approve	14%	(123)	16%	(144)	13%	(121)	38%	(348)	19%	(176)	911
Trump Job Disapprove	8%	(101)	16%	(194)	14%	(168)	36%	(438)	26%	(309)	1210

Continued on next page

**Table MCEN1\_4:** For each of the following forms of entertainment, to what extent do you seek out spoilers, or information that would reveal what happened before you had a chance to watch for yourself?  
Sporting events

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	11%	(232)	16%	(348)	14%	(298)	36%	(801)	24%	(520)	2200
Trump Job Strongly Approve	14%	(68)	17%	(82)	11%	(50)	37%	(178)	21%	(98)	476
Trump Job Somewhat Approve	13%	(55)	14%	(61)	16%	(71)	39%	(170)	18%	(77)	435
Trump Job Somewhat Disapprove	11%	(30)	19%	(50)	18%	(48)	35%	(95)	17%	(45)	268
Trump Job Strongly Disapprove	8%	(71)	15%	(144)	13%	(120)	36%	(343)	28%	(264)	942
Favorable of Trump	12%	(117)	16%	(149)	14%	(127)	39%	(365)	19%	(180)	938
Unfavorable of Trump	8%	(98)	16%	(190)	14%	(165)	35%	(415)	26%	(304)	1172
Very Favorable of Trump	14%	(80)	17%	(95)	12%	(71)	36%	(207)	21%	(117)	571
Somewhat Favorable of Trump	10%	(37)	15%	(54)	15%	(56)	43%	(158)	17%	(62)	368
Somewhat Unfavorable of Trump	6%	(12)	21%	(42)	21%	(41)	35%	(69)	17%	(34)	197
Very Unfavorable of Trump	9%	(86)	15%	(148)	13%	(124)	35%	(346)	28%	(271)	974
#1 Issue: Economy	12%	(99)	20%	(165)	12%	(98)	36%	(302)	21%	(173)	838
#1 Issue: Security	11%	(22)	19%	(40)	13%	(27)	31%	(63)	26%	(53)	205
#1 Issue: Health Care	13%	(56)	12%	(52)	16%	(69)	34%	(143)	24%	(103)	424
#1 Issue: Medicare / Social Security	4%	(11)	10%	(31)	12%	(35)	52%	(155)	22%	(64)	296
#1 Issue: Women's Issues	4%	(5)	10%	(12)	24%	(28)	29%	(34)	33%	(38)	116
#1 Issue: Education	19%	(20)	22%	(23)	22%	(24)	22%	(23)	15%	(16)	105
#1 Issue: Energy	16%	(12)	13%	(10)	10%	(7)	31%	(24)	30%	(23)	78
#1 Issue: Other	6%	(8)	10%	(14)	7%	(10)	42%	(58)	35%	(49)	138
2018 House Vote: Democrat	12%	(91)	17%	(127)	14%	(102)	37%	(274)	21%	(156)	749
2018 House Vote: Republican	10%	(66)	17%	(106)	14%	(89)	42%	(264)	17%	(110)	635
2018 House Vote: Someone else	—	(0)	4%	(2)	15%	(7)	45%	(23)	36%	(19)	51
2016 Vote: Hillary Clinton	12%	(85)	16%	(116)	15%	(108)	35%	(247)	21%	(149)	704
2016 Vote: Donald Trump	10%	(69)	15%	(107)	13%	(91)	42%	(295)	19%	(133)	695
2016 Vote: Other	1%	(2)	15%	(15)	7%	(8)	56%	(58)	21%	(22)	105
2016 Vote: Didn't Vote	11%	(78)	16%	(109)	13%	(92)	29%	(200)	31%	(216)	694
Voted in 2014: Yes	11%	(131)	16%	(196)	14%	(177)	40%	(487)	19%	(238)	1230
Voted in 2014: No	10%	(101)	16%	(151)	12%	(121)	32%	(314)	29%	(282)	970

Continued on next page

**Table MCEN1\_4:** For each of the following forms of entertainment, to what extent do you seek out spoilers, or information that would reveal what happened before you had a chance to watch for yourself?

*Sporting events*

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	11%	(232)	16%	(348)	14%	(298)	36%	(801)	24%	(520)	2200
2012 Vote: Barack Obama	12%	(97)	16%	(128)	14%	(117)	36%	(296)	22%	(178)	815
2012 Vote: Mitt Romney	8%	(36)	14%	(68)	14%	(66)	46%	(220)	19%	(90)	480
2012 Vote: Other	—	(0)	14%	(8)	8%	(5)	45%	(26)	33%	(19)	58
2012 Vote: Didn't Vote	12%	(99)	17%	(144)	13%	(111)	30%	(256)	28%	(233)	843
4-Region: Northeast	13%	(51)	20%	(78)	15%	(59)	32%	(126)	20%	(80)	394
4-Region: Midwest	8%	(39)	13%	(58)	14%	(66)	37%	(172)	28%	(128)	462
4-Region: South	11%	(87)	15%	(123)	11%	(90)	37%	(302)	27%	(223)	824
4-Region: West	11%	(56)	17%	(89)	16%	(83)	39%	(202)	17%	(90)	520
Seeks spoilers for reality shows	20%	(181)	29%	(257)	17%	(153)	18%	(160)	17%	(149)	900
Seeks spoilers for drama tv shows	18%	(193)	25%	(278)	19%	(211)	21%	(229)	17%	(191)	1103
Seeks spoilers for sitcoms	19%	(159)	28%	(235)	19%	(155)	17%	(145)	17%	(141)	835
Seeks spoilers for sporting events	26%	(232)	40%	(348)	34%	(298)	—	(0)	—	(0)	879
Seeks spoilers for movies	17%	(207)	24%	(291)	19%	(226)	21%	(253)	20%	(243)	1219
Seeks online spoilers for reality shows	20%	(162)	29%	(237)	16%	(134)	20%	(162)	16%	(129)	824
Seeks online spoilers for drama tv shows	17%	(165)	27%	(258)	18%	(176)	19%	(185)	19%	(180)	963
Seeks online spoilers for sitcoms	19%	(145)	28%	(209)	19%	(143)	18%	(137)	15%	(113)	747
Seeks online spoilers for sporting events	26%	(198)	36%	(279)	27%	(208)	7%	(56)	3%	(23)	764
Seeks online spoilers for movies	18%	(198)	24%	(262)	18%	(204)	20%	(227)	20%	(216)	1106
Avoided social media for spoilers	12%	(158)	19%	(245)	15%	(199)	35%	(448)	18%	(236)	1287
Never avoided social media for spoilers	8%	(74)	11%	(103)	11%	(99)	39%	(354)	31%	(284)	913
People too sensitive about spoilers	15%	(164)	19%	(215)	16%	(178)	30%	(335)	21%	(232)	1124
People too relaxed about spoilers	15%	(158)	20%	(214)	14%	(152)	33%	(355)	17%	(186)	1066
Should have time limit for not spoiling	13%	(161)	17%	(218)	14%	(183)	36%	(462)	19%	(246)	1270
Watches Bachelor and looks for spoilers	26%	(72)	36%	(102)	16%	(45)	16%	(45)	6%	(17)	280
Watches Bachelor without spoilers	14%	(30)	19%	(39)	19%	(39)	28%	(58)	20%	(40)	206

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

**Table MCEN1\_5:** For each of the following forms of entertainment, to what extent do you seek out spoilers, or information that would reveal what happened before you had a chance to watch for yourself?

Movies

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	16%	(352)	22%	(478)	18%	(389)	39%	(869)	5%	(112)	2200
Gender: Male	18%	(186)	25%	(267)	17%	(182)	35%	(374)	5%	(52)	1062
Gender: Female	15%	(166)	19%	(211)	18%	(207)	43%	(494)	5%	(60)	1138
Age: 18-34	26%	(167)	24%	(158)	21%	(140)	25%	(163)	4%	(27)	655
Age: 35-44	23%	(83)	31%	(110)	15%	(53)	24%	(85)	7%	(26)	358
Age: 45-64	11%	(83)	20%	(153)	15%	(115)	48%	(363)	5%	(37)	751
Age: 65+	4%	(19)	13%	(57)	19%	(81)	59%	(258)	5%	(22)	436
GenZers: 1997-2012	25%	(71)	21%	(59)	25%	(72)	22%	(63)	7%	(20)	284
Millennials: 1981-1996	26%	(142)	29%	(162)	16%	(91)	26%	(145)	3%	(16)	555
GenXers: 1965-1980	16%	(89)	23%	(127)	18%	(98)	36%	(199)	8%	(44)	556
Baby Boomers: 1946-1964	7%	(48)	17%	(122)	17%	(123)	56%	(410)	4%	(31)	733
PID: Dem (no lean)	16%	(136)	24%	(198)	17%	(142)	38%	(317)	4%	(32)	825
PID: Ind (no lean)	16%	(109)	20%	(136)	17%	(112)	39%	(262)	7%	(48)	667
PID: Rep (no lean)	15%	(108)	20%	(145)	19%	(134)	41%	(289)	5%	(32)	708
PID/Gender: Dem Men	18%	(71)	26%	(102)	17%	(66)	36%	(139)	2%	(9)	388
PID/Gender: Dem Women	15%	(65)	22%	(95)	17%	(76)	41%	(178)	5%	(23)	437
PID/Gender: Ind Men	15%	(47)	21%	(68)	15%	(50)	40%	(128)	9%	(30)	323
PID/Gender: Ind Women	18%	(61)	20%	(68)	18%	(63)	39%	(134)	5%	(18)	344
PID/Gender: Rep Men	19%	(68)	28%	(97)	19%	(66)	30%	(107)	4%	(13)	351
PID/Gender: Rep Women	11%	(39)	13%	(48)	19%	(68)	51%	(183)	5%	(19)	357
Ideo: Liberal (1-3)	17%	(114)	21%	(142)	19%	(127)	37%	(247)	5%	(33)	664
Ideo: Moderate (4)	17%	(116)	22%	(145)	19%	(126)	39%	(259)	3%	(20)	666
Ideo: Conservative (5-7)	11%	(74)	21%	(139)	16%	(106)	46%	(301)	6%	(40)	661
Educ: < College	15%	(222)	20%	(297)	17%	(264)	43%	(644)	6%	(85)	1512
Educ: Bachelors degree	16%	(73)	25%	(112)	17%	(76)	37%	(166)	4%	(16)	444
Educ: Post-grad	23%	(57)	28%	(69)	20%	(48)	24%	(59)	5%	(12)	244
Income: Under 50k	16%	(185)	22%	(252)	19%	(219)	37%	(438)	7%	(76)	1170
Income: 50k-100k	14%	(83)	21%	(127)	17%	(103)	46%	(280)	3%	(18)	611
Income: 100k+	20%	(84)	24%	(99)	16%	(67)	36%	(151)	4%	(17)	419
Ethnicity: White	14%	(234)	22%	(378)	18%	(303)	43%	(737)	4%	(70)	1722

Continued on next page

**Table MCEN1\_5:** For each of the following forms of entertainment, to what extent do you seek out spoilers, or information that would reveal what happened before you had a chance to watch for yourself?

Movies

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	16%	(352)	22%	(478)	18%	(389)	39%	(869)	5%	(112)	2200
Ethnicity: Hispanic	24%	(82)	29%	(101)	21%	(73)	24%	(82)	3%	(10)	349
Ethnicity: Black	26%	(71)	21%	(57)	16%	(43)	28%	(77)	9%	(26)	274
Ethnicity: Other	23%	(47)	21%	(43)	21%	(43)	27%	(55)	8%	(16)	204
All Christian	16%	(177)	21%	(232)	18%	(200)	41%	(454)	4%	(40)	1103
All Non-Christian	24%	(31)	29%	(37)	18%	(23)	20%	(26)	9%	(11)	129
Atheist	8%	(7)	38%	(37)	13%	(12)	41%	(40)	—	(0)	97
Agnostic/Nothing in particular	13%	(71)	17%	(91)	20%	(103)	41%	(218)	9%	(45)	527
Something Else	19%	(67)	24%	(82)	14%	(49)	38%	(131)	4%	(15)	344
Religious Non-Protestant/Catholic	24%	(36)	28%	(43)	19%	(29)	22%	(33)	7%	(11)	151
Evangelical	18%	(121)	25%	(163)	17%	(114)	34%	(221)	5%	(35)	653
Non-Evangelical	14%	(104)	19%	(144)	17%	(123)	47%	(349)	3%	(19)	740
Community: Urban	24%	(173)	27%	(195)	19%	(138)	25%	(178)	4%	(31)	714
Community: Suburban	12%	(119)	20%	(196)	16%	(157)	46%	(446)	5%	(46)	965
Community: Rural	12%	(60)	17%	(87)	18%	(94)	47%	(245)	7%	(35)	521
Employ: Private Sector	17%	(129)	23%	(175)	18%	(136)	37%	(279)	4%	(27)	746
Employ: Government	25%	(32)	32%	(40)	16%	(20)	25%	(32)	2%	(2)	126
Employ: Self-Employed	16%	(26)	25%	(41)	17%	(27)	35%	(57)	7%	(11)	162
Employ: Homemaker	16%	(21)	23%	(30)	18%	(24)	38%	(51)	5%	(7)	133
Employ: Retired	5%	(24)	15%	(75)	18%	(90)	58%	(292)	4%	(19)	500
Employ: Unemployed	21%	(60)	21%	(60)	17%	(49)	30%	(86)	11%	(31)	288
Employ: Other	27%	(37)	20%	(27)	14%	(20)	31%	(43)	8%	(11)	138
Military HH: Yes	14%	(43)	21%	(67)	17%	(53)	42%	(133)	6%	(20)	316
Military HH: No	16%	(309)	22%	(411)	18%	(336)	39%	(736)	5%	(92)	1884
RD/WT: Right Direction	19%	(136)	25%	(174)	21%	(146)	30%	(209)	5%	(34)	700
RD/WT: Wrong Track	14%	(216)	20%	(304)	16%	(242)	44%	(659)	5%	(78)	1500
Trump Job Approve	17%	(157)	21%	(193)	16%	(149)	39%	(359)	6%	(53)	911
Trump Job Disapprove	14%	(175)	22%	(268)	18%	(223)	40%	(490)	5%	(55)	1210

Continued on next page

**Table MCEN1\_5:** For each of the following forms of entertainment, to what extent do you seek out spoilers, or information that would reveal what happened before you had a chance to watch for yourself?  
Movies

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	16%	(352)	22%	(478)	18%	(389)	39%	(869)	5%	(112)	2200
Trump Job Strongly Approve	18%	(87)	21%	(99)	16%	(77)	39%	(184)	6%	(30)	476
Trump Job Somewhat Approve	16%	(70)	22%	(94)	17%	(72)	40%	(174)	5%	(23)	435
Trump Job Somewhat Disapprove	14%	(38)	24%	(65)	19%	(52)	39%	(106)	3%	(7)	268
Trump Job Strongly Disapprove	15%	(137)	22%	(203)	18%	(171)	41%	(384)	5%	(47)	942
Favorable of Trump	17%	(156)	21%	(201)	17%	(163)	39%	(367)	5%	(51)	938
Unfavorable of Trump	15%	(171)	22%	(261)	18%	(208)	41%	(480)	4%	(51)	1172
Very Favorable of Trump	19%	(107)	21%	(119)	17%	(99)	36%	(207)	7%	(39)	571
Somewhat Favorable of Trump	13%	(49)	22%	(81)	17%	(64)	44%	(160)	3%	(13)	368
Somewhat Unfavorable of Trump	16%	(32)	23%	(46)	18%	(35)	40%	(79)	3%	(5)	197
Very Unfavorable of Trump	14%	(139)	22%	(215)	18%	(174)	41%	(401)	5%	(46)	974
#1 Issue: Economy	19%	(157)	23%	(193)	18%	(152)	37%	(306)	4%	(30)	838
#1 Issue: Security	18%	(37)	22%	(46)	15%	(32)	38%	(78)	6%	(13)	205
#1 Issue: Health Care	15%	(64)	19%	(81)	17%	(72)	43%	(184)	5%	(23)	424
#1 Issue: Medicare / Social Security	7%	(21)	22%	(64)	17%	(50)	48%	(143)	6%	(18)	296
#1 Issue: Women's Issues	20%	(23)	20%	(23)	24%	(28)	33%	(39)	3%	(3)	116
#1 Issue: Education	27%	(28)	29%	(30)	20%	(21)	18%	(19)	6%	(6)	105
#1 Issue: Energy	11%	(9)	26%	(20)	7%	(6)	41%	(31)	15%	(12)	78
#1 Issue: Other	10%	(14)	16%	(22)	20%	(28)	50%	(69)	5%	(7)	138
2018 House Vote: Democrat	17%	(125)	22%	(167)	16%	(118)	42%	(315)	3%	(24)	749
2018 House Vote: Republican	14%	(91)	19%	(122)	18%	(112)	43%	(274)	6%	(36)	635
2018 House Vote: Someone else	13%	(7)	25%	(13)	26%	(13)	28%	(14)	8%	(4)	51
2016 Vote: Hillary Clinton	16%	(115)	22%	(157)	16%	(113)	42%	(298)	3%	(22)	704
2016 Vote: Donald Trump	12%	(87)	20%	(141)	18%	(128)	43%	(300)	6%	(40)	695
2016 Vote: Other	10%	(10)	21%	(22)	19%	(20)	45%	(47)	5%	(5)	105
2016 Vote: Didn't Vote	20%	(140)	23%	(158)	18%	(128)	32%	(223)	7%	(46)	694
Voted in 2014: Yes	13%	(165)	21%	(254)	17%	(205)	45%	(557)	4%	(48)	1230
Voted in 2014: No	19%	(187)	23%	(224)	19%	(183)	32%	(312)	7%	(64)	970

Continued on next page



**Table MCEN1\_5:** For each of the following forms of entertainment, to what extent do you seek out spoilers, or information that would reveal what happened before you had a chance to watch for yourself?

Movies

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	16%	(352)	22%	(478)	18%	(389)	39%	(869)	5%	(112)	2200
2012 Vote: Barack Obama	16%	(127)	21%	(175)	15%	(124)	44%	(356)	4%	(34)	815
2012 Vote: Mitt Romney	9%	(44)	19%	(91)	18%	(89)	48%	(232)	5%	(25)	480
2012 Vote: Other	1%	(1)	31%	(18)	23%	(13)	43%	(25)	3%	(2)	58
2012 Vote: Didn't Vote	21%	(181)	23%	(195)	19%	(162)	30%	(253)	6%	(52)	843
4-Region: Northeast	20%	(79)	26%	(102)	16%	(61)	33%	(131)	5%	(21)	394
4-Region: Midwest	14%	(66)	18%	(83)	20%	(92)	44%	(203)	4%	(18)	462
4-Region: South	16%	(132)	20%	(164)	17%	(139)	42%	(350)	5%	(40)	824
4-Region: West	15%	(76)	25%	(130)	18%	(96)	36%	(185)	7%	(34)	520
Seeks spoilers for reality shows	30%	(266)	35%	(318)	21%	(189)	12%	(108)	2%	(19)	900
Seeks spoilers for drama tv shows	29%	(318)	36%	(393)	23%	(258)	10%	(114)	2%	(21)	1103
Seeks spoilers for sitcoms	29%	(238)	38%	(316)	22%	(187)	9%	(76)	2%	(17)	835
Seeks spoilers for sporting events	29%	(257)	33%	(286)	21%	(181)	15%	(133)	3%	(23)	879
Seeks spoilers for movies	29%	(352)	39%	(478)	32%	(389)	—	(0)	—	(0)	1219
Seeks online spoilers for reality shows	30%	(251)	34%	(276)	21%	(175)	12%	(103)	2%	(19)	824
Seeks online spoilers for drama tv shows	29%	(281)	34%	(330)	25%	(236)	11%	(104)	1%	(12)	963
Seeks online spoilers for sitcoms	27%	(205)	36%	(267)	24%	(182)	11%	(80)	2%	(14)	747
Seeks online spoilers for sporting events	29%	(223)	31%	(236)	22%	(172)	14%	(109)	3%	(24)	764
Seeks online spoilers for movies	28%	(313)	35%	(391)	28%	(309)	6%	(70)	2%	(23)	1106
Avoided social media for spoilers	19%	(239)	23%	(300)	18%	(231)	37%	(477)	3%	(41)	1287
Never avoided social media for spoilers	12%	(113)	20%	(178)	17%	(158)	43%	(392)	8%	(71)	913
People too sensitive about spoilers	21%	(241)	23%	(264)	17%	(196)	34%	(385)	3%	(38)	1124
People too relaxed about spoilers	21%	(223)	23%	(241)	17%	(185)	36%	(379)	4%	(38)	1066
Should have time limit for not spoiling	18%	(229)	22%	(277)	18%	(225)	40%	(506)	3%	(34)	1270
Watches Bachelor and looks for spoilers	32%	(91)	33%	(93)	21%	(59)	12%	(33)	2%	(5)	280
Watches Bachelor without spoilers	19%	(40)	22%	(45)	21%	(44)	36%	(75)	1%	(2)	206

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

**Table MCEN2\_1:** And specifically, for each of the following forms of entertainment, to what extent do you seek out spoilers, or information online that would reveal what happened before you had a chance to watch for yourself?

Reality shows

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	7%	(162)	15%	(337)	15%	(326)	38%	(841)	24%	(534)	2200
Gender: Male	8%	(85)	17%	(180)	16%	(168)	37%	(391)	22%	(238)	1062
Gender: Female	7%	(77)	14%	(156)	14%	(158)	40%	(450)	26%	(297)	1138
Age: 18-34	12%	(75)	22%	(141)	19%	(122)	29%	(190)	19%	(127)	655
Age: 35-44	15%	(52)	24%	(86)	22%	(78)	24%	(84)	16%	(57)	358
Age: 45-64	4%	(31)	12%	(92)	13%	(99)	45%	(340)	25%	(190)	751
Age: 65+	1%	(3)	4%	(17)	6%	(28)	52%	(228)	37%	(160)	436
GenZers: 1997-2012	12%	(34)	19%	(54)	21%	(58)	26%	(74)	23%	(64)	284
Millennials: 1981-1996	13%	(69)	24%	(135)	19%	(103)	29%	(161)	16%	(86)	555
GenXers: 1965-1980	9%	(47)	17%	(96)	18%	(102)	34%	(188)	22%	(122)	556
Baby Boomers: 1946-1964	1%	(11)	7%	(51)	8%	(62)	51%	(373)	32%	(236)	733
PID: Dem (no lean)	9%	(70)	17%	(139)	16%	(130)	36%	(295)	23%	(190)	825
PID: Ind (no lean)	6%	(41)	12%	(80)	15%	(103)	37%	(247)	29%	(196)	667
PID: Rep (no lean)	7%	(51)	17%	(117)	13%	(92)	42%	(300)	21%	(148)	708
PID/Gender: Dem Men	10%	(37)	18%	(72)	18%	(72)	32%	(124)	22%	(84)	388
PID/Gender: Dem Women	8%	(33)	15%	(67)	13%	(59)	39%	(171)	24%	(107)	437
PID/Gender: Ind Men	4%	(14)	7%	(24)	15%	(48)	45%	(144)	29%	(93)	323
PID/Gender: Ind Women	8%	(26)	16%	(57)	16%	(56)	30%	(102)	30%	(103)	344
PID/Gender: Rep Men	10%	(33)	24%	(84)	14%	(48)	35%	(124)	17%	(61)	351
PID/Gender: Rep Women	5%	(17)	9%	(33)	12%	(44)	49%	(176)	24%	(87)	357
Ideo: Liberal (1-3)	11%	(72)	17%	(112)	15%	(97)	35%	(234)	22%	(148)	664
Ideo: Moderate (4)	6%	(42)	17%	(110)	15%	(99)	41%	(270)	22%	(144)	666
Ideo: Conservative (5-7)	4%	(29)	12%	(77)	13%	(85)	44%	(292)	27%	(178)	661
Educ: < College	6%	(96)	13%	(194)	14%	(213)	41%	(616)	26%	(392)	1512
Educ: Bachelors degree	7%	(30)	18%	(80)	16%	(70)	36%	(161)	23%	(102)	444
Educ: Post-grad	14%	(35)	26%	(62)	17%	(43)	26%	(64)	16%	(40)	244
Income: Under 50k	6%	(76)	15%	(170)	14%	(168)	39%	(453)	26%	(303)	1170
Income: 50k-100k	5%	(32)	13%	(77)	15%	(91)	42%	(255)	26%	(156)	611
Income: 100k+	13%	(54)	21%	(90)	16%	(67)	32%	(133)	18%	(76)	419
Ethnicity: White	6%	(109)	15%	(256)	14%	(244)	41%	(698)	24%	(414)	1722

Continued on next page

**Table MCEN2\_1:** And specifically, for each of the following forms of entertainment, to what extent do you seek out spoilers, or information online that would reveal what happened before you had a chance to watch for yourself?

Reality shows

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	7%	(162)	15%	(337)	15%	(326)	38%	(841)	24%	(534)	2200
Ethnicity: Hispanic	11%	(38)	24%	(85)	23%	(81)	25%	(87)	17%	(60)	349
Ethnicity: Black	12%	(34)	19%	(51)	15%	(42)	33%	(90)	21%	(58)	274
Ethnicity: Other	9%	(19)	14%	(29)	20%	(40)	26%	(53)	31%	(63)	204
All Christian	7%	(79)	17%	(184)	15%	(169)	40%	(438)	21%	(233)	1103
All Non-Christian	11%	(14)	24%	(31)	15%	(19)	24%	(30)	27%	(35)	129
Atheist	7%	(7)	13%	(13)	9%	(9)	31%	(30)	39%	(38)	97
Agnostic/Nothing in particular	6%	(33)	10%	(52)	16%	(85)	38%	(201)	30%	(157)	527
Something Else	8%	(28)	17%	(57)	13%	(44)	41%	(142)	21%	(72)	344
Religious Non-Protestant/Catholic	10%	(15)	23%	(35)	17%	(26)	25%	(38)	25%	(37)	151
Evangelical	8%	(53)	20%	(129)	16%	(104)	35%	(231)	21%	(137)	653
Non-Evangelical	6%	(45)	14%	(101)	13%	(97)	45%	(336)	22%	(161)	740
Community: Urban	13%	(95)	25%	(181)	18%	(128)	24%	(173)	19%	(138)	714
Community: Suburban	5%	(50)	12%	(118)	12%	(115)	44%	(428)	26%	(254)	965
Community: Rural	3%	(16)	7%	(38)	16%	(83)	46%	(240)	27%	(143)	521
Employ: Private Sector	9%	(69)	20%	(150)	15%	(112)	37%	(272)	19%	(142)	746
Employ: Government	11%	(14)	26%	(33)	18%	(23)	31%	(39)	13%	(16)	126
Employ: Self-Employed	5%	(8)	13%	(21)	24%	(39)	34%	(55)	24%	(39)	162
Employ: Homemaker	5%	(6)	12%	(16)	13%	(18)	34%	(46)	36%	(48)	133
Employ: Retired	1%	(5)	6%	(30)	8%	(38)	53%	(265)	32%	(162)	500
Employ: Unemployed	6%	(17)	14%	(39)	21%	(60)	34%	(99)	25%	(72)	288
Employ: Other	17%	(23)	18%	(25)	19%	(26)	22%	(31)	24%	(34)	138
Military HH: Yes	6%	(20)	9%	(29)	11%	(36)	37%	(116)	36%	(115)	316
Military HH: No	8%	(142)	16%	(308)	15%	(290)	38%	(725)	22%	(419)	1884
RD/WT: Right Direction	8%	(57)	21%	(146)	18%	(125)	35%	(243)	18%	(128)	700
RD/WT: Wrong Track	7%	(105)	13%	(190)	13%	(201)	40%	(598)	27%	(407)	1500
Trump Job Approve	7%	(68)	16%	(150)	14%	(131)	40%	(361)	22%	(201)	911
Trump Job Disapprove	7%	(88)	14%	(173)	15%	(181)	38%	(465)	25%	(303)	1210

Continued on next page

**Table MCEN2\_1:** And specifically, for each of the following forms of entertainment, to what extent do you seek out spoilers, or information online that would reveal what happened before you had a chance to watch for yourself?

Reality shows

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	7%	(162)	15%	(337)	15%	(326)	38%	(841)	24%	(534)	2200
Trump Job Strongly Approve	8%	(39)	18%	(83)	11%	(52)	37%	(176)	26%	(126)	476
Trump Job Somewhat Approve	7%	(29)	15%	(66)	18%	(80)	42%	(185)	17%	(76)	435
Trump Job Somewhat Disapprove	7%	(20)	19%	(50)	21%	(56)	33%	(87)	20%	(54)	268
Trump Job Strongly Disapprove	7%	(68)	13%	(123)	13%	(124)	40%	(378)	26%	(248)	942
Favorable of Trump	7%	(64)	17%	(158)	14%	(133)	40%	(377)	22%	(206)	938
Unfavorable of Trump	8%	(92)	14%	(165)	14%	(166)	38%	(445)	26%	(304)	1172
Very Favorable of Trump	7%	(43)	18%	(104)	14%	(82)	37%	(210)	23%	(132)	571
Somewhat Favorable of Trump	6%	(21)	15%	(54)	14%	(52)	45%	(167)	20%	(74)	368
Somewhat Unfavorable of Trump	7%	(14)	18%	(36)	17%	(34)	34%	(66)	23%	(46)	197
Very Unfavorable of Trump	8%	(77)	13%	(129)	14%	(132)	39%	(379)	26%	(258)	974
#1 Issue: Economy	8%	(65)	18%	(153)	18%	(147)	36%	(303)	20%	(171)	838
#1 Issue: Security	9%	(18)	17%	(35)	11%	(23)	37%	(77)	25%	(52)	205
#1 Issue: Health Care	6%	(26)	13%	(54)	14%	(60)	41%	(175)	26%	(108)	424
#1 Issue: Medicare / Social Security	3%	(10)	10%	(29)	8%	(24)	51%	(150)	28%	(84)	296
#1 Issue: Women's Issues	13%	(15)	23%	(26)	20%	(23)	24%	(28)	20%	(23)	116
#1 Issue: Education	15%	(16)	23%	(25)	20%	(21)	23%	(24)	19%	(20)	105
#1 Issue: Energy	7%	(6)	8%	(6)	18%	(14)	44%	(34)	23%	(18)	78
#1 Issue: Other	5%	(7)	6%	(8)	11%	(15)	36%	(50)	42%	(58)	138
2018 House Vote: Democrat	8%	(61)	16%	(119)	15%	(111)	40%	(299)	21%	(160)	749
2018 House Vote: Republican	6%	(39)	14%	(91)	13%	(83)	43%	(274)	23%	(148)	635
2018 House Vote: Someone else	11%	(6)	9%	(5)	13%	(7)	24%	(12)	43%	(22)	51
2016 Vote: Hillary Clinton	8%	(54)	16%	(114)	14%	(99)	39%	(278)	23%	(159)	704
2016 Vote: Donald Trump	7%	(47)	15%	(102)	14%	(99)	43%	(299)	21%	(148)	695
2016 Vote: Other	1%	(1)	4%	(4)	9%	(9)	53%	(55)	34%	(35)	105
2016 Vote: Didn't Vote	9%	(61)	17%	(115)	17%	(118)	30%	(209)	28%	(192)	694
Voted in 2014: Yes	7%	(80)	14%	(174)	13%	(156)	44%	(535)	23%	(284)	1230
Voted in 2014: No	8%	(81)	17%	(163)	17%	(170)	32%	(306)	26%	(250)	970

Continued on next page

**Table MCEN2\_1:** And specifically, for each of the following forms of entertainment, to what extent do you seek out spoilers, or information online that would reveal what happened before you had a chance to watch for yourself?

Reality shows

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	7%	(162)	15%	(337)	15%	(326)	38%	(841)	24%	(534)	2200
2012 Vote: Barack Obama	7%	(60)	15%	(126)	15%	(123)	40%	(325)	22%	(182)	815
2012 Vote: Mitt Romney	4%	(21)	10%	(48)	12%	(58)	48%	(232)	25%	(121)	480
2012 Vote: Other	1%	(1)	12%	(7)	5%	(3)	46%	(27)	36%	(21)	58
2012 Vote: Didn't Vote	9%	(80)	18%	(156)	17%	(143)	31%	(257)	25%	(207)	843
4-Region: Northeast	12%	(46)	19%	(77)	15%	(61)	30%	(119)	23%	(90)	394
4-Region: Midwest	4%	(19)	13%	(60)	13%	(62)	45%	(207)	25%	(114)	462
4-Region: South	8%	(63)	14%	(117)	14%	(117)	39%	(322)	25%	(206)	824
4-Region: West	7%	(34)	16%	(83)	17%	(86)	37%	(193)	24%	(125)	520
Seeks spoilers for reality shows	17%	(152)	35%	(313)	29%	(258)	15%	(132)	5%	(46)	900
Seeks spoilers for drama tv shows	13%	(148)	27%	(298)	21%	(232)	22%	(246)	16%	(179)	1103
Seeks spoilers for sitcoms	15%	(125)	26%	(219)	21%	(174)	21%	(178)	17%	(139)	835
Seeks spoilers for sporting events	13%	(115)	27%	(234)	21%	(183)	25%	(218)	15%	(128)	879
Seeks spoilers for movies	12%	(143)	25%	(301)	21%	(259)	24%	(288)	19%	(228)	1219
Seeks online spoilers for reality shows	20%	(162)	41%	(337)	40%	(326)	—	(0)	—	(0)	824
Seeks online spoilers for drama tv shows	15%	(149)	31%	(299)	25%	(239)	14%	(131)	15%	(145)	963
Seeks online spoilers for sitcoms	18%	(134)	30%	(227)	24%	(178)	12%	(88)	16%	(120)	747
Seeks online spoilers for sporting events	15%	(118)	30%	(229)	23%	(178)	18%	(134)	14%	(105)	764
Seeks online spoilers for movies	14%	(152)	26%	(291)	23%	(255)	19%	(208)	18%	(200)	1106
Avoided social media for spoilers	9%	(118)	18%	(228)	18%	(233)	35%	(453)	20%	(255)	1287
Never avoided social media for spoilers	5%	(44)	12%	(108)	10%	(93)	42%	(388)	31%	(280)	913
People too sensitive about spoilers	10%	(115)	22%	(243)	16%	(184)	33%	(369)	19%	(214)	1124
People too relaxed about spoilers	11%	(116)	19%	(208)	17%	(185)	34%	(361)	18%	(197)	1066
Should have time limit for not spoiling	9%	(118)	18%	(232)	16%	(206)	38%	(488)	18%	(226)	1270
Watches Bachelor and looks for spoilers	20%	(57)	39%	(110)	25%	(70)	12%	(34)	3%	(10)	280
Watches Bachelor without spoilers	12%	(24)	24%	(50)	21%	(44)	38%	(78)	5%	(10)	206

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

**Table MCEN2\_2:** And specifically, for each of the following forms of entertainment, to what extent do you seek out spoilers, or information online that would reveal what happened before you had a chance to watch for yourself?

Drama TV shows

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	9%	(187)	18%	(392)	17%	(385)	45%	(992)	11%	(245)	2200
Gender: Male	9%	(101)	20%	(207)	17%	(181)	42%	(446)	12%	(127)	1062
Gender: Female	8%	(87)	16%	(184)	18%	(204)	48%	(546)	10%	(118)	1138
Age: 18-34	14%	(89)	23%	(153)	20%	(132)	30%	(196)	13%	(85)	655
Age: 35-44	14%	(51)	28%	(101)	22%	(78)	27%	(96)	9%	(32)	358
Age: 45-64	5%	(41)	14%	(102)	15%	(114)	54%	(409)	11%	(85)	751
Age: 65+	1%	(6)	8%	(35)	14%	(60)	67%	(291)	10%	(44)	436
GenZers: 1997-2012	16%	(46)	21%	(60)	21%	(59)	24%	(67)	18%	(52)	284
Millennials: 1981-1996	13%	(72)	24%	(135)	22%	(123)	32%	(176)	9%	(49)	555
GenXers: 1965-1980	10%	(53)	23%	(129)	17%	(94)	40%	(224)	10%	(56)	556
Baby Boomers: 1946-1964	2%	(16)	9%	(66)	14%	(104)	63%	(465)	11%	(82)	733
PID: Dem (no lean)	10%	(85)	20%	(166)	20%	(161)	40%	(333)	10%	(80)	825
PID: Ind (no lean)	8%	(55)	16%	(104)	15%	(101)	47%	(314)	14%	(93)	667
PID: Rep (no lean)	7%	(46)	17%	(122)	17%	(122)	49%	(345)	10%	(72)	708
PID/Gender: Dem Men	12%	(45)	21%	(82)	21%	(82)	37%	(144)	9%	(34)	388
PID/Gender: Dem Women	9%	(40)	19%	(83)	18%	(78)	43%	(189)	11%	(46)	437
PID/Gender: Ind Men	6%	(21)	13%	(41)	13%	(43)	50%	(162)	18%	(57)	323
PID/Gender: Ind Women	10%	(35)	18%	(63)	17%	(58)	44%	(152)	11%	(36)	344
PID/Gender: Rep Men	10%	(35)	24%	(84)	16%	(55)	40%	(140)	11%	(37)	351
PID/Gender: Rep Women	3%	(12)	11%	(38)	19%	(68)	57%	(205)	10%	(35)	357
Ideo: Liberal (1-3)	12%	(82)	22%	(147)	17%	(113)	41%	(270)	8%	(51)	664
Ideo: Moderate (4)	7%	(48)	18%	(122)	19%	(127)	46%	(305)	10%	(64)	666
Ideo: Conservative (5-7)	5%	(35)	13%	(84)	16%	(107)	54%	(358)	12%	(78)	661
Educ: < College	7%	(113)	15%	(229)	17%	(258)	48%	(722)	13%	(191)	1512
Educ: Bachelors degree	9%	(41)	19%	(85)	19%	(83)	44%	(193)	9%	(42)	444
Educ: Post-grad	14%	(33)	32%	(77)	18%	(44)	31%	(77)	5%	(13)	244
Income: Under 50k	8%	(94)	16%	(189)	18%	(209)	44%	(509)	14%	(169)	1170
Income: 50k-100k	6%	(38)	16%	(100)	17%	(106)	52%	(318)	8%	(49)	611
Income: 100k+	13%	(55)	24%	(102)	17%	(70)	39%	(165)	6%	(27)	419
Ethnicity: White	7%	(127)	16%	(283)	18%	(307)	49%	(838)	10%	(166)	1722

Continued on next page

**Table MCEN2\_2:** And specifically, for each of the following forms of entertainment, to what extent do you seek out spoilers, or information online that would reveal what happened before you had a chance to watch for yourself?

Drama TV shows

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	9%	(187)	18%	(392)	17%	(385)	45%	(992)	11%	(245)	2200
Ethnicity: Hispanic	17%	(59)	20%	(70)	21%	(74)	32%	(113)	10%	(33)	349
Ethnicity: Black	15%	(42)	25%	(68)	12%	(33)	35%	(95)	13%	(37)	274
Ethnicity: Other	9%	(19)	20%	(41)	22%	(44)	29%	(58)	20%	(42)	204
All Christian	8%	(86)	18%	(202)	18%	(195)	47%	(520)	9%	(100)	1103
All Non-Christian	16%	(21)	27%	(35)	12%	(16)	28%	(36)	16%	(21)	129
Atheist	8%	(8)	21%	(20)	20%	(19)	43%	(41)	8%	(7)	97
Agnostic/Nothing in particular	7%	(36)	13%	(66)	20%	(106)	45%	(238)	15%	(81)	527
Something Else	10%	(36)	20%	(68)	14%	(49)	45%	(156)	10%	(36)	344
Religious Non-Protestant/Catholic	15%	(23)	27%	(40)	14%	(21)	28%	(43)	16%	(25)	151
Evangelical	10%	(68)	20%	(134)	19%	(126)	41%	(270)	8%	(55)	653
Non-Evangelical	5%	(40)	17%	(125)	15%	(108)	53%	(392)	10%	(75)	740
Community: Urban	14%	(97)	28%	(199)	19%	(136)	29%	(204)	11%	(78)	714
Community: Suburban	6%	(62)	14%	(139)	16%	(150)	54%	(519)	10%	(95)	965
Community: Rural	5%	(28)	10%	(54)	19%	(98)	52%	(269)	14%	(73)	521
Employ: Private Sector	9%	(66)	23%	(174)	18%	(131)	41%	(308)	9%	(66)	746
Employ: Government	14%	(18)	24%	(30)	21%	(27)	36%	(45)	5%	(6)	126
Employ: Self-Employed	9%	(14)	16%	(26)	21%	(33)	41%	(67)	14%	(22)	162
Employ: Homemaker	4%	(5)	21%	(28)	16%	(21)	44%	(59)	15%	(20)	133
Employ: Retired	2%	(11)	6%	(31)	13%	(64)	71%	(353)	8%	(41)	500
Employ: Unemployed	11%	(33)	18%	(52)	20%	(58)	31%	(89)	19%	(55)	288
Employ: Other	16%	(23)	22%	(31)	21%	(29)	29%	(40)	12%	(16)	138
Military HH: Yes	8%	(24)	13%	(41)	15%	(47)	52%	(163)	13%	(41)	316
Military HH: No	9%	(163)	19%	(351)	18%	(338)	44%	(828)	11%	(204)	1884
RD/WT: Right Direction	9%	(65)	21%	(148)	19%	(134)	40%	(278)	11%	(75)	700
RD/WT: Wrong Track	8%	(123)	16%	(244)	17%	(250)	48%	(714)	11%	(170)	1500
Trump Job Approve	7%	(60)	18%	(161)	16%	(146)	48%	(436)	12%	(108)	911
Trump Job Disapprove	10%	(120)	18%	(215)	18%	(220)	44%	(533)	10%	(122)	1210

Continued on next page

**Table MCEN2\_2:** And specifically, for each of the following forms of entertainment, to what extent do you seek out spoilers, or information online that would reveal what happened before you had a chance to watch for yourself?

Drama TV shows

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	9%	(187)	18%	(392)	17%	(385)	45%	(992)	11%	(245)	2200
Trump Job Strongly Approve	8%	(36)	17%	(81)	16%	(76)	48%	(228)	12%	(56)	476
Trump Job Somewhat Approve	6%	(25)	18%	(80)	16%	(70)	48%	(208)	12%	(52)	435
Trump Job Somewhat Disapprove	11%	(29)	17%	(45)	23%	(61)	43%	(115)	7%	(19)	268
Trump Job Strongly Disapprove	10%	(91)	18%	(170)	17%	(159)	44%	(419)	11%	(103)	942
Favorable of Trump	7%	(62)	18%	(171)	16%	(153)	48%	(447)	11%	(105)	938
Unfavorable of Trump	9%	(110)	18%	(205)	18%	(209)	44%	(517)	11%	(130)	1172
Very Favorable of Trump	7%	(41)	18%	(104)	17%	(97)	47%	(266)	11%	(63)	571
Somewhat Favorable of Trump	6%	(22)	18%	(67)	15%	(55)	49%	(181)	12%	(42)	368
Somewhat Unfavorable of Trump	7%	(13)	17%	(34)	20%	(39)	44%	(87)	12%	(23)	197
Very Unfavorable of Trump	10%	(97)	18%	(171)	17%	(170)	44%	(430)	11%	(107)	974
#1 Issue: Economy	9%	(77)	20%	(167)	20%	(165)	42%	(350)	9%	(79)	838
#1 Issue: Security	6%	(13)	20%	(41)	12%	(25)	49%	(100)	13%	(27)	205
#1 Issue: Health Care	9%	(38)	17%	(73)	16%	(66)	47%	(201)	11%	(46)	424
#1 Issue: Medicare / Social Security	4%	(12)	10%	(30)	14%	(42)	58%	(172)	13%	(39)	296
#1 Issue: Women's Issues	14%	(16)	23%	(27)	25%	(29)	29%	(33)	10%	(11)	116
#1 Issue: Education	14%	(15)	26%	(27)	27%	(28)	23%	(25)	10%	(10)	105
#1 Issue: Energy	8%	(6)	11%	(8)	17%	(13)	52%	(40)	12%	(9)	78
#1 Issue: Other	7%	(10)	13%	(18)	12%	(17)	51%	(71)	17%	(23)	138
2018 House Vote: Democrat	11%	(83)	19%	(140)	16%	(123)	47%	(350)	7%	(53)	749
2018 House Vote: Republican	4%	(27)	17%	(107)	16%	(102)	53%	(338)	9%	(60)	635
2018 House Vote: Someone else	1%	(1)	17%	(9)	30%	(15)	33%	(17)	19%	(10)	51
2016 Vote: Hillary Clinton	11%	(74)	18%	(125)	19%	(131)	46%	(323)	7%	(51)	704
2016 Vote: Donald Trump	6%	(38)	15%	(103)	17%	(116)	53%	(370)	10%	(68)	695
2016 Vote: Other	1%	(2)	11%	(12)	15%	(16)	63%	(66)	8%	(9)	105
2016 Vote: Didn't Vote	11%	(73)	22%	(150)	17%	(121)	33%	(232)	17%	(118)	694
Voted in 2014: Yes	8%	(97)	16%	(197)	16%	(199)	52%	(637)	8%	(101)	1230
Voted in 2014: No	9%	(91)	20%	(195)	19%	(186)	37%	(354)	15%	(144)	970

Continued on next page



**Table MCEN2\_2:** And specifically, for each of the following forms of entertainment, to what extent do you seek out spoilers, or information online that would reveal what happened before you had a chance to watch for yourself?

Drama TV shows

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	9%	(187)	18%	(392)	17%	(385)	45%	(992)	11%	(245)	2200
2012 Vote: Barack Obama	10%	(80)	19%	(152)	16%	(128)	48%	(390)	8%	(65)	815
2012 Vote: Mitt Romney	4%	(21)	11%	(51)	17%	(81)	59%	(282)	9%	(45)	480
2012 Vote: Other	—	(0)	10%	(6)	26%	(15)	55%	(32)	10%	(6)	58
2012 Vote: Didn't Vote	10%	(85)	22%	(184)	19%	(160)	34%	(284)	15%	(130)	843
4-Region: Northeast	15%	(57)	21%	(82)	21%	(83)	34%	(133)	10%	(38)	394
4-Region: Midwest	5%	(25)	17%	(77)	15%	(68)	49%	(228)	14%	(64)	462
4-Region: South	9%	(73)	17%	(142)	16%	(132)	47%	(384)	11%	(92)	824
4-Region: West	6%	(32)	17%	(90)	19%	(101)	47%	(246)	10%	(51)	520
Seeks spoilers for reality shows	18%	(160)	31%	(281)	25%	(222)	19%	(172)	7%	(65)	900
Seeks spoilers for drama tv shows	16%	(176)	33%	(362)	31%	(337)	17%	(185)	4%	(44)	1103
Seeks spoilers for sitcoms	16%	(135)	34%	(282)	26%	(215)	17%	(144)	7%	(60)	835
Seeks spoilers for sporting events	16%	(139)	30%	(260)	23%	(200)	25%	(216)	7%	(64)	879
Seeks spoilers for movies	14%	(167)	29%	(355)	27%	(324)	22%	(263)	9%	(110)	1219
Seeks online spoilers for reality shows	20%	(164)	37%	(302)	27%	(221)	12%	(103)	4%	(34)	824
Seeks online spoilers for drama tv shows	19%	(187)	41%	(392)	40%	(385)	—	(0)	—	(0)	963
Seeks online spoilers for sitcoms	19%	(139)	38%	(285)	30%	(226)	8%	(61)	5%	(36)	747
Seeks online spoilers for sporting events	18%	(140)	32%	(243)	24%	(181)	19%	(146)	7%	(55)	764
Seeks online spoilers for movies	16%	(176)	32%	(358)	29%	(316)	15%	(168)	8%	(88)	1106
Avoided social media for spoilers	11%	(135)	20%	(261)	19%	(240)	43%	(558)	7%	(92)	1287
Never avoided social media for spoilers	6%	(52)	14%	(131)	16%	(144)	47%	(433)	17%	(153)	913
People too sensitive about spoilers	12%	(134)	23%	(257)	18%	(203)	39%	(443)	8%	(88)	1124
People too relaxed about spoilers	12%	(131)	21%	(227)	18%	(197)	40%	(426)	8%	(85)	1066
Should have time limit for not spoiling	10%	(133)	19%	(243)	18%	(234)	45%	(569)	7%	(91)	1270
Watches Bachelor and looks for spoilers	24%	(68)	37%	(104)	18%	(50)	17%	(48)	3%	(10)	280
Watches Bachelor without spoilers	14%	(29)	18%	(38)	23%	(47)	40%	(83)	5%	(10)	206

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

**Table MCEN2\_3:** And specifically, for each of the following forms of entertainment, to what extent do you seek out spoilers, or information online that would reveal what happened before you had a chance to watch for yourself?

Sitcoms

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	6%	(133)	14%	(313)	14%	(301)	48%	(1046)	18%	(406)	2200
Gender: Male	8%	(85)	17%	(182)	15%	(160)	44%	(465)	16%	(169)	1062
Gender: Female	4%	(48)	12%	(131)	12%	(141)	51%	(581)	21%	(237)	1138
Age: 18-34	9%	(57)	18%	(118)	15%	(95)	34%	(222)	25%	(163)	655
Age: 35-44	13%	(45)	24%	(87)	20%	(71)	30%	(108)	13%	(46)	358
Age: 45-64	4%	(29)	12%	(88)	11%	(86)	58%	(435)	15%	(113)	751
Age: 65+	—	(2)	5%	(20)	11%	(50)	64%	(281)	19%	(84)	436
GenZers: 1997-2012	8%	(24)	14%	(39)	13%	(37)	30%	(84)	35%	(100)	284
Millennials: 1981-1996	12%	(64)	21%	(117)	17%	(97)	34%	(191)	16%	(87)	555
GenXers: 1965-1980	7%	(37)	19%	(103)	16%	(88)	44%	(244)	15%	(84)	556
Baby Boomers: 1946-1964	1%	(8)	7%	(54)	11%	(78)	65%	(479)	16%	(115)	733
PID: Dem (no lean)	7%	(61)	17%	(136)	15%	(120)	44%	(364)	17%	(143)	825
PID: Ind (no lean)	5%	(33)	11%	(71)	13%	(89)	49%	(325)	22%	(149)	667
PID: Rep (no lean)	5%	(38)	15%	(106)	13%	(92)	50%	(357)	16%	(114)	708
PID/Gender: Dem Men	9%	(36)	21%	(81)	14%	(56)	39%	(152)	16%	(63)	388
PID/Gender: Dem Women	6%	(25)	13%	(55)	15%	(64)	49%	(212)	18%	(80)	437
PID/Gender: Ind Men	5%	(17)	10%	(32)	16%	(51)	49%	(159)	20%	(63)	323
PID/Gender: Ind Women	5%	(16)	11%	(39)	11%	(37)	48%	(166)	25%	(86)	344
PID/Gender: Rep Men	9%	(32)	20%	(69)	15%	(53)	44%	(154)	12%	(43)	351
PID/Gender: Rep Women	2%	(6)	10%	(37)	11%	(40)	57%	(203)	20%	(71)	357
Ideo: Liberal (1-3)	9%	(62)	17%	(112)	17%	(113)	42%	(282)	14%	(95)	664
Ideo: Moderate (4)	5%	(31)	16%	(104)	12%	(81)	52%	(345)	16%	(104)	666
Ideo: Conservative (5-7)	4%	(24)	12%	(79)	12%	(76)	53%	(354)	19%	(129)	661
Educ: < College	5%	(75)	11%	(160)	13%	(201)	51%	(775)	20%	(302)	1512
Educ: Bachelors degree	7%	(30)	21%	(92)	14%	(61)	44%	(194)	15%	(67)	444
Educ: Post-grad	11%	(27)	26%	(62)	16%	(40)	32%	(77)	15%	(37)	244
Income: Under 50k	5%	(53)	11%	(133)	14%	(159)	48%	(566)	22%	(258)	1170
Income: 50k-100k	6%	(39)	15%	(90)	12%	(72)	53%	(321)	15%	(89)	611
Income: 100k+	10%	(40)	22%	(90)	17%	(70)	38%	(160)	14%	(59)	419
Ethnicity: White	6%	(96)	14%	(236)	14%	(233)	51%	(881)	16%	(276)	1722

Continued on next page

**Table MCEN2\_3:** And specifically, for each of the following forms of entertainment, to what extent do you seek out spoilers, or information online that would reveal what happened before you had a chance to watch for yourself?

Sitcoms

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	6%	(133)	14%	(313)	14%	(301)	48%	(1046)	18%	(406)	2200
Ethnicity: Hispanic	12%	(44)	18%	(62)	18%	(63)	31%	(110)	20%	(71)	349
Ethnicity: Black	7%	(20)	18%	(49)	15%	(40)	37%	(101)	23%	(64)	274
Ethnicity: Other	8%	(16)	14%	(29)	14%	(29)	32%	(64)	32%	(66)	204
All Christian	7%	(74)	15%	(168)	13%	(144)	50%	(554)	15%	(162)	1103
All Non-Christian	9%	(12)	21%	(27)	19%	(25)	31%	(39)	20%	(25)	129
Atheist	8%	(8)	13%	(12)	24%	(23)	46%	(44)	10%	(9)	97
Agnostic/Nothing in particular	5%	(25)	11%	(61)	13%	(66)	48%	(251)	24%	(124)	527
Something Else	4%	(13)	13%	(45)	13%	(43)	46%	(158)	25%	(85)	344
Religious Non-Protestant/Catholic	10%	(16)	20%	(31)	19%	(28)	32%	(49)	19%	(28)	151
Evangelical	7%	(48)	18%	(117)	13%	(84)	45%	(292)	17%	(113)	653
Non-Evangelical	4%	(27)	11%	(84)	13%	(98)	55%	(404)	17%	(127)	740
Community: Urban	10%	(69)	22%	(158)	16%	(112)	32%	(232)	20%	(144)	714
Community: Suburban	5%	(51)	11%	(110)	13%	(125)	54%	(522)	16%	(156)	965
Community: Rural	2%	(12)	9%	(45)	12%	(65)	56%	(293)	20%	(106)	521
Employ: Private Sector	8%	(57)	20%	(150)	13%	(98)	46%	(341)	13%	(99)	746
Employ: Government	5%	(7)	27%	(34)	19%	(24)	33%	(42)	15%	(19)	126
Employ: Self-Employed	10%	(17)	11%	(17)	12%	(20)	43%	(69)	24%	(39)	162
Employ: Homemaker	5%	(6)	20%	(27)	11%	(14)	46%	(61)	19%	(25)	133
Employ: Retired	1%	(5)	4%	(20)	12%	(59)	67%	(336)	16%	(81)	500
Employ: Unemployed	6%	(18)	13%	(37)	14%	(41)	40%	(114)	27%	(79)	288
Employ: Other	11%	(15)	8%	(11)	19%	(26)	35%	(48)	28%	(38)	138
Military HH: Yes	3%	(9)	15%	(47)	14%	(45)	48%	(151)	20%	(64)	316
Military HH: No	7%	(123)	14%	(266)	14%	(257)	48%	(896)	18%	(342)	1884
RD/WT: Right Direction	7%	(49)	18%	(127)	15%	(102)	42%	(295)	18%	(127)	700
RD/WT: Wrong Track	6%	(84)	12%	(186)	13%	(199)	50%	(752)	19%	(279)	1500
Trump Job Approve	6%	(57)	15%	(140)	13%	(119)	48%	(438)	17%	(157)	911
Trump Job Disapprove	6%	(76)	14%	(167)	14%	(175)	48%	(579)	18%	(213)	1210

Continued on next page

**Table MCEN2\_3:** And specifically, for each of the following forms of entertainment, to what extent do you seek out spoilers, or information online that would reveal what happened before you had a chance to watch for yourself?

Sitcoms

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	6%	(133)	14%	(313)	14%	(301)	48%	(1046)	18%	(406)	2200
Trump Job Strongly Approve	6%	(28)	16%	(77)	12%	(56)	46%	(219)	20%	(96)	476
Trump Job Somewhat Approve	7%	(29)	14%	(63)	15%	(63)	50%	(219)	14%	(61)	435
Trump Job Somewhat Disapprove	7%	(18)	15%	(40)	17%	(46)	44%	(118)	18%	(47)	268
Trump Job Strongly Disapprove	6%	(58)	14%	(128)	14%	(129)	49%	(461)	18%	(166)	942
Favorable of Trump	6%	(54)	15%	(139)	14%	(128)	49%	(458)	17%	(159)	938
Unfavorable of Trump	7%	(77)	14%	(161)	13%	(155)	48%	(564)	18%	(215)	1172
Very Favorable of Trump	6%	(33)	16%	(89)	13%	(73)	47%	(268)	19%	(108)	571
Somewhat Favorable of Trump	6%	(21)	14%	(50)	15%	(55)	52%	(191)	14%	(51)	368
Somewhat Unfavorable of Trump	7%	(13)	19%	(38)	12%	(24)	46%	(91)	16%	(31)	197
Very Unfavorable of Trump	7%	(64)	13%	(123)	13%	(131)	49%	(474)	19%	(183)	974
#1 Issue: Economy	8%	(65)	16%	(133)	16%	(131)	43%	(361)	18%	(149)	838
#1 Issue: Security	5%	(11)	16%	(33)	10%	(22)	49%	(101)	19%	(39)	205
#1 Issue: Health Care	7%	(29)	14%	(58)	13%	(54)	50%	(212)	17%	(71)	424
#1 Issue: Medicare / Social Security	3%	(10)	6%	(19)	13%	(38)	62%	(182)	16%	(47)	296
#1 Issue: Women's Issues	6%	(6)	17%	(20)	12%	(13)	41%	(48)	24%	(28)	116
#1 Issue: Education	3%	(4)	26%	(28)	18%	(19)	26%	(28)	26%	(27)	105
#1 Issue: Energy	5%	(4)	10%	(7)	13%	(10)	59%	(46)	14%	(11)	78
#1 Issue: Other	3%	(4)	12%	(16)	10%	(14)	50%	(69)	25%	(35)	138
2018 House Vote: Democrat	8%	(59)	17%	(127)	14%	(103)	48%	(360)	14%	(102)	749
2018 House Vote: Republican	4%	(25)	14%	(86)	13%	(84)	55%	(348)	14%	(92)	635
2018 House Vote: Someone else	—	(0)	20%	(10)	23%	(12)	44%	(23)	13%	(7)	51
2016 Vote: Hillary Clinton	7%	(51)	17%	(118)	14%	(99)	48%	(338)	14%	(98)	704
2016 Vote: Donald Trump	5%	(36)	13%	(91)	13%	(88)	53%	(367)	16%	(113)	695
2016 Vote: Other	3%	(3)	8%	(8)	14%	(15)	65%	(68)	10%	(11)	105
2016 Vote: Didn't Vote	6%	(43)	14%	(96)	14%	(99)	39%	(272)	27%	(184)	694
Voted in 2014: Yes	5%	(63)	15%	(182)	13%	(161)	54%	(661)	13%	(163)	1230
Voted in 2014: No	7%	(69)	14%	(131)	15%	(141)	40%	(385)	25%	(244)	970

Continued on next page

**Table MCEN2\_3:** And specifically, for each of the following forms of entertainment, to what extent do you seek out spoilers, or information online that would reveal what happened before you had a chance to watch for yourself?

Sitcoms

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	6%	(133)	14%	(313)	14%	(301)	48%	(1046)	18%	(406)	2200
2012 Vote: Barack Obama	6%	(47)	16%	(132)	13%	(108)	51%	(412)	14%	(116)	815
2012 Vote: Mitt Romney	4%	(17)	10%	(47)	12%	(56)	61%	(292)	14%	(68)	480
2012 Vote: Other	—	(0)	9%	(5)	22%	(13)	47%	(27)	22%	(13)	58
2012 Vote: Didn't Vote	8%	(69)	15%	(129)	15%	(124)	37%	(312)	25%	(209)	843
4-Region: Northeast	11%	(44)	18%	(72)	18%	(69)	37%	(147)	15%	(60)	394
4-Region: Midwest	3%	(14)	15%	(71)	12%	(56)	54%	(252)	15%	(70)	462
4-Region: South	4%	(36)	13%	(104)	12%	(100)	52%	(424)	19%	(159)	824
4-Region: West	7%	(38)	13%	(66)	15%	(76)	43%	(223)	22%	(116)	520
Seeks spoilers for reality shows	13%	(114)	25%	(224)	21%	(185)	25%	(228)	17%	(149)	900
Seeks spoilers for drama tv shows	11%	(119)	25%	(275)	23%	(249)	26%	(289)	15%	(171)	1103
Seeks spoilers for sitcoms	14%	(115)	35%	(290)	29%	(246)	18%	(150)	4%	(33)	835
Seeks spoilers for sporting events	11%	(101)	26%	(232)	19%	(164)	28%	(248)	15%	(133)	879
Seeks spoilers for movies	10%	(119)	24%	(295)	20%	(240)	28%	(346)	18%	(219)	1219
Seeks online spoilers for reality shows	14%	(116)	30%	(246)	22%	(177)	20%	(166)	14%	(118)	824
Seeks online spoilers for drama tv shows	13%	(127)	29%	(281)	25%	(242)	18%	(171)	15%	(141)	963
Seeks online spoilers for sitcoms	18%	(133)	42%	(313)	40%	(301)	—	(0)	—	(0)	747
Seeks online spoilers for sporting events	14%	(104)	29%	(223)	20%	(150)	22%	(171)	15%	(115)	764
Seeks online spoilers for movies	11%	(124)	27%	(300)	21%	(236)	22%	(246)	18%	(201)	1106
Avoided social media for spoilers	8%	(97)	17%	(224)	17%	(220)	44%	(561)	14%	(185)	1287
Never avoided social media for spoilers	4%	(35)	10%	(90)	9%	(82)	53%	(485)	24%	(221)	913
People too sensitive about spoilers	8%	(95)	19%	(209)	15%	(171)	41%	(466)	16%	(184)	1124
People too relaxed about spoilers	9%	(100)	17%	(186)	15%	(164)	42%	(448)	16%	(168)	1066
Should have time limit for not spoiling	7%	(90)	16%	(206)	14%	(179)	47%	(593)	16%	(202)	1270
Watches Bachelor and looks for spoilers	19%	(53)	36%	(102)	18%	(50)	18%	(51)	9%	(25)	280
Watches Bachelor without spoilers	9%	(18)	16%	(34)	14%	(29)	48%	(99)	13%	(27)	206

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

**Table MCEN2\_4:** And specifically, for each of the following forms of entertainment, to what extent do you seek out spoilers, or information online that would reveal what happened before you had a chance to watch for yourself?

*Sporting events*

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	8%	(183)	14%	(312)	12%	(270)	42%	(925)	23%	(511)	2200
Gender: Male	13%	(143)	20%	(208)	16%	(166)	39%	(414)	12%	(131)	1062
Gender: Female	3%	(40)	9%	(104)	9%	(103)	45%	(511)	33%	(380)	1138
Age: 18-34	10%	(66)	20%	(134)	17%	(111)	29%	(189)	24%	(156)	655
Age: 35-44	15%	(55)	21%	(75)	13%	(45)	32%	(114)	19%	(68)	358
Age: 45-64	8%	(56)	9%	(71)	9%	(70)	50%	(379)	23%	(175)	751
Age: 65+	1%	(6)	7%	(33)	10%	(44)	56%	(242)	26%	(111)	436
GenZers: 1997-2012	8%	(23)	14%	(41)	20%	(58)	25%	(70)	33%	(93)	284
Millennials: 1981-1996	13%	(73)	25%	(136)	13%	(75)	31%	(173)	18%	(98)	555
GenXers: 1965-1980	13%	(71)	15%	(82)	10%	(56)	42%	(235)	20%	(112)	556
Baby Boomers: 1946-1964	2%	(14)	7%	(50)	11%	(78)	54%	(397)	26%	(194)	733
PID: Dem (no lean)	9%	(76)	15%	(121)	12%	(101)	39%	(325)	24%	(202)	825
PID: Ind (no lean)	8%	(50)	13%	(86)	11%	(74)	43%	(288)	25%	(170)	667
PID: Rep (no lean)	8%	(56)	15%	(105)	13%	(95)	44%	(312)	20%	(140)	708
PID/Gender: Dem Men	15%	(59)	20%	(79)	16%	(63)	35%	(137)	13%	(51)	388
PID/Gender: Dem Women	4%	(18)	10%	(42)	9%	(38)	43%	(188)	34%	(150)	437
PID/Gender: Ind Men	11%	(34)	16%	(53)	15%	(48)	43%	(140)	15%	(48)	323
PID/Gender: Ind Women	5%	(16)	9%	(33)	7%	(26)	43%	(148)	35%	(122)	344
PID/Gender: Rep Men	14%	(50)	22%	(76)	16%	(56)	39%	(137)	9%	(32)	351
PID/Gender: Rep Women	2%	(6)	8%	(29)	11%	(40)	49%	(175)	30%	(108)	357
Ideo: Liberal (1-3)	9%	(59)	16%	(109)	11%	(72)	39%	(259)	25%	(165)	664
Ideo: Moderate (4)	9%	(57)	15%	(102)	15%	(103)	44%	(292)	17%	(112)	666
Ideo: Conservative (5-7)	7%	(49)	11%	(75)	11%	(72)	47%	(312)	23%	(152)	661
Educ: < College	6%	(93)	10%	(155)	11%	(168)	45%	(687)	27%	(410)	1512
Educ: Bachelors degree	11%	(50)	19%	(85)	15%	(67)	38%	(169)	16%	(73)	444
Educ: Post-grad	16%	(40)	30%	(72)	14%	(34)	28%	(69)	12%	(28)	244
Income: Under 50k	6%	(67)	11%	(133)	11%	(132)	42%	(490)	30%	(349)	1170
Income: 50k-100k	8%	(49)	14%	(83)	15%	(90)	45%	(276)	19%	(114)	611
Income: 100k+	16%	(67)	23%	(96)	11%	(48)	38%	(159)	12%	(48)	419
Ethnicity: White	8%	(136)	14%	(236)	12%	(200)	44%	(763)	23%	(388)	1722

Continued on next page

**Table MCEN2\_4:** And specifically, for each of the following forms of entertainment, to what extent do you seek out spoilers, or information online that would reveal what happened before you had a chance to watch for yourself?

*Sporting events*

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	8%	(183)	14%	(312)	12%	(270)	42%	(925)	23%	(511)	2200
Ethnicity: Hispanic	13%	(46)	21%	(73)	20%	(70)	29%	(101)	17%	(59)	349
Ethnicity: Black	12%	(32)	17%	(46)	11%	(29)	35%	(96)	26%	(71)	274
Ethnicity: Other	7%	(15)	15%	(31)	20%	(41)	32%	(66)	26%	(52)	204
All Christian	9%	(98)	16%	(172)	15%	(164)	43%	(474)	18%	(195)	1103
All Non-Christian	20%	(25)	20%	(26)	20%	(25)	28%	(36)	13%	(16)	129
Atheist	6%	(5)	18%	(17)	9%	(9)	41%	(40)	27%	(26)	97
Agnostic/Nothing in particular	4%	(23)	10%	(51)	10%	(55)	42%	(220)	34%	(179)	527
Something Else	9%	(31)	13%	(46)	5%	(17)	45%	(155)	27%	(94)	344
Religious Non-Protestant/Catholic	18%	(27)	21%	(31)	20%	(30)	29%	(43)	13%	(20)	151
Evangelical	11%	(70)	20%	(133)	12%	(76)	38%	(251)	19%	(124)	653
Non-Evangelical	6%	(42)	11%	(78)	13%	(99)	49%	(364)	21%	(157)	740
Community: Urban	15%	(106)	24%	(172)	14%	(100)	29%	(209)	18%	(128)	714
Community: Suburban	5%	(52)	11%	(103)	13%	(123)	48%	(462)	23%	(224)	965
Community: Rural	5%	(25)	7%	(37)	9%	(47)	49%	(253)	31%	(159)	521
Employ: Private Sector	12%	(87)	19%	(142)	16%	(123)	39%	(288)	14%	(106)	746
Employ: Government	16%	(20)	26%	(33)	14%	(18)	29%	(37)	14%	(18)	126
Employ: Self-Employed	12%	(20)	20%	(32)	13%	(20)	35%	(57)	21%	(34)	162
Employ: Homemaker	2%	(2)	10%	(14)	9%	(12)	44%	(59)	35%	(47)	133
Employ: Retired	2%	(11)	6%	(30)	7%	(33)	58%	(290)	27%	(135)	500
Employ: Unemployed	8%	(24)	11%	(32)	12%	(34)	35%	(102)	33%	(96)	288
Employ: Other	11%	(15)	11%	(15)	10%	(13)	39%	(53)	30%	(41)	138
Military HH: Yes	8%	(25)	12%	(37)	8%	(27)	44%	(141)	27%	(87)	316
Military HH: No	8%	(158)	15%	(275)	13%	(243)	42%	(784)	23%	(424)	1884
RD/WT: Right Direction	13%	(90)	18%	(127)	15%	(104)	37%	(260)	17%	(119)	700
RD/WT: Wrong Track	6%	(93)	12%	(185)	11%	(166)	44%	(665)	26%	(392)	1500
Trump Job Approve	9%	(86)	17%	(151)	13%	(121)	41%	(375)	20%	(179)	911
Trump Job Disapprove	7%	(89)	13%	(152)	12%	(143)	43%	(523)	25%	(302)	1210

Continued on next page

**Table MCEN2\_4:** And specifically, for each of the following forms of entertainment, to what extent do you seek out spoilers, or information online that would reveal what happened before you had a chance to watch for yourself?  
Sporting events

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	8%	(183)	14%	(312)	12%	(270)	42%	(925)	23%	(511)	2200
Trump Job Strongly Approve	12%	(57)	16%	(77)	10%	(49)	40%	(189)	22%	(105)	476
Trump Job Somewhat Approve	7%	(29)	17%	(74)	16%	(71)	43%	(186)	17%	(74)	435
Trump Job Somewhat Disapprove	10%	(28)	18%	(48)	14%	(38)	41%	(109)	17%	(45)	268
Trump Job Strongly Disapprove	6%	(61)	11%	(103)	11%	(105)	44%	(414)	27%	(258)	942
Favorable of Trump	9%	(82)	16%	(154)	13%	(124)	42%	(397)	19%	(181)	938
Unfavorable of Trump	7%	(85)	12%	(143)	12%	(144)	43%	(501)	26%	(299)	1172
Very Favorable of Trump	11%	(61)	17%	(97)	11%	(65)	39%	(221)	22%	(126)	571
Somewhat Favorable of Trump	6%	(21)	16%	(57)	16%	(59)	48%	(176)	15%	(54)	368
Somewhat Unfavorable of Trump	7%	(15)	19%	(38)	14%	(27)	42%	(83)	18%	(36)	197
Very Unfavorable of Trump	7%	(70)	11%	(106)	12%	(117)	43%	(418)	27%	(263)	974
#1 Issue: Economy	8%	(70)	17%	(144)	13%	(107)	41%	(343)	21%	(174)	838
#1 Issue: Security	8%	(16)	17%	(35)	12%	(24)	40%	(82)	23%	(48)	205
#1 Issue: Health Care	10%	(43)	10%	(44)	14%	(59)	40%	(171)	25%	(107)	424
#1 Issue: Medicare / Social Security	4%	(11)	10%	(29)	12%	(35)	55%	(161)	20%	(59)	296
#1 Issue: Women's Issues	9%	(10)	8%	(9)	15%	(17)	41%	(47)	28%	(33)	116
#1 Issue: Education	19%	(20)	27%	(29)	14%	(15)	21%	(22)	19%	(20)	105
#1 Issue: Energy	7%	(5)	12%	(9)	8%	(7)	49%	(38)	24%	(19)	78
#1 Issue: Other	6%	(8)	9%	(12)	4%	(6)	44%	(61)	37%	(52)	138
2018 House Vote: Democrat	11%	(81)	14%	(107)	10%	(74)	44%	(332)	21%	(155)	749
2018 House Vote: Republican	8%	(52)	13%	(84)	13%	(82)	48%	(307)	17%	(110)	635
2018 House Vote: Someone else	—	(0)	13%	(7)	5%	(2)	42%	(22)	40%	(21)	51
2016 Vote: Hillary Clinton	11%	(78)	14%	(99)	11%	(77)	43%	(304)	21%	(148)	704
2016 Vote: Donald Trump	8%	(54)	13%	(91)	12%	(86)	48%	(335)	19%	(130)	695
2016 Vote: Other	2%	(2)	13%	(14)	6%	(6)	54%	(57)	24%	(25)	105
2016 Vote: Didn't Vote	7%	(49)	15%	(107)	15%	(101)	33%	(228)	30%	(208)	694
Voted in 2014: Yes	9%	(111)	13%	(166)	12%	(146)	47%	(581)	18%	(226)	1230
Voted in 2014: No	7%	(71)	15%	(146)	13%	(124)	35%	(344)	29%	(285)	970

Continued on next page



**Table MCEN2\_4:** And specifically, for each of the following forms of entertainment, to what extent do you seek out spoilers, or information online that would reveal what happened before you had a chance to watch for yourself?

*Sporting events*

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	8%	(183)	14%	(312)	12%	(270)	42%	(925)	23%	(511)	2200
2012 Vote: Barack Obama	10%	(83)	14%	(111)	12%	(97)	45%	(366)	19%	(159)	815
2012 Vote: Mitt Romney	6%	(29)	10%	(47)	12%	(56)	54%	(257)	19%	(91)	480
2012 Vote: Other	2%	(1)	13%	(8)	3%	(2)	50%	(29)	31%	(18)	58
2012 Vote: Didn't Vote	8%	(70)	17%	(146)	14%	(114)	32%	(269)	29%	(243)	843
4-Region: Northeast	13%	(51)	18%	(71)	14%	(57)	36%	(142)	19%	(73)	394
4-Region: Midwest	5%	(23)	12%	(56)	11%	(53)	44%	(203)	28%	(128)	462
4-Region: South	9%	(74)	12%	(99)	10%	(81)	44%	(361)	25%	(209)	824
4-Region: West	7%	(34)	17%	(87)	15%	(80)	42%	(219)	19%	(101)	520
Seeks spoilers for reality shows	17%	(152)	24%	(215)	16%	(140)	26%	(238)	17%	(154)	900
Seeks spoilers for drama tv shows	13%	(147)	23%	(259)	16%	(173)	30%	(326)	18%	(197)	1103
Seeks spoilers for sitcoms	15%	(125)	25%	(212)	16%	(131)	27%	(229)	17%	(138)	835
Seeks spoilers for sporting events	19%	(166)	33%	(290)	26%	(230)	17%	(154)	5%	(40)	879
Seeks spoilers for movies	13%	(160)	22%	(268)	17%	(203)	28%	(343)	20%	(246)	1219
Seeks online spoilers for reality shows	18%	(150)	28%	(234)	17%	(141)	23%	(192)	13%	(107)	824
Seeks online spoilers for drama tv shows	15%	(146)	27%	(259)	16%	(159)	23%	(224)	18%	(175)	963
Seeks online spoilers for sitcoms	18%	(134)	29%	(215)	17%	(129)	21%	(159)	15%	(111)	747
Seeks online spoilers for sporting events	24%	(183)	41%	(312)	35%	(270)	—	(0)	—	(0)	764
Seeks online spoilers for movies	15%	(171)	25%	(278)	18%	(200)	23%	(253)	18%	(204)	1106
Avoided social media for spoilers	10%	(135)	18%	(227)	13%	(170)	40%	(517)	18%	(238)	1287
Never avoided social media for spoilers	5%	(48)	9%	(85)	11%	(100)	45%	(407)	30%	(273)	913
People too sensitive about spoilers	12%	(131)	18%	(207)	14%	(157)	36%	(407)	20%	(222)	1124
People too relaxed about spoilers	11%	(120)	18%	(188)	15%	(157)	39%	(414)	18%	(187)	1066
Should have time limit for not spoiling	10%	(128)	16%	(204)	13%	(168)	42%	(530)	19%	(241)	1270
Watches Bachelor and looks for spoilers	27%	(75)	33%	(91)	17%	(47)	17%	(48)	7%	(19)	280
Watches Bachelor without spoilers	12%	(25)	20%	(42)	12%	(24)	39%	(80)	17%	(35)	206

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

**Table MCEN2\_5:** And specifically, for each of the following forms of entertainment, to what extent do you seek out spoilers, or information online that would reveal what happened before you had a chance to watch for yourself?

Movies

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	14%	(309)	20%	(434)	17%	(363)	44%	(976)	5%	(118)	2200
Gender: Male	17%	(178)	23%	(240)	16%	(166)	40%	(425)	5%	(53)	1062
Gender: Female	12%	(131)	17%	(193)	17%	(197)	48%	(551)	6%	(65)	1138
Age: 18-34	21%	(136)	26%	(167)	21%	(139)	27%	(177)	5%	(35)	655
Age: 35-44	26%	(91)	29%	(105)	14%	(48)	27%	(97)	5%	(16)	358
Age: 45-64	9%	(67)	16%	(123)	15%	(114)	54%	(403)	6%	(44)	751
Age: 65+	3%	(14)	9%	(39)	14%	(62)	68%	(298)	5%	(23)	436
GenZers: 1997-2012	23%	(65)	24%	(69)	22%	(63)	24%	(69)	6%	(18)	284
Millennials: 1981-1996	22%	(122)	28%	(157)	18%	(99)	28%	(154)	4%	(24)	555
GenXers: 1965-1980	16%	(90)	23%	(126)	15%	(83)	40%	(223)	6%	(34)	556
Baby Boomers: 1946-1964	4%	(31)	11%	(80)	15%	(113)	64%	(469)	5%	(40)	733
PID: Dem (no lean)	16%	(131)	20%	(165)	17%	(144)	41%	(339)	6%	(46)	825
PID: Ind (no lean)	14%	(90)	21%	(139)	15%	(99)	45%	(299)	6%	(40)	667
PID: Rep (no lean)	12%	(88)	18%	(129)	17%	(120)	48%	(338)	5%	(32)	708
PID/Gender: Dem Men	18%	(70)	24%	(93)	18%	(71)	35%	(134)	5%	(20)	388
PID/Gender: Dem Women	14%	(61)	17%	(72)	17%	(72)	47%	(204)	6%	(26)	437
PID/Gender: Ind Men	13%	(41)	18%	(58)	14%	(46)	48%	(157)	7%	(22)	323
PID/Gender: Ind Women	14%	(49)	24%	(82)	15%	(53)	41%	(142)	5%	(18)	344
PID/Gender: Rep Men	19%	(67)	26%	(90)	14%	(49)	38%	(134)	3%	(11)	351
PID/Gender: Rep Women	6%	(21)	11%	(40)	20%	(71)	57%	(204)	6%	(21)	357
Ideo: Liberal (1-3)	17%	(111)	21%	(139)	19%	(126)	39%	(260)	4%	(28)	664
Ideo: Moderate (4)	13%	(88)	21%	(138)	17%	(115)	44%	(295)	4%	(29)	666
Ideo: Conservative (5-7)	10%	(69)	15%	(100)	14%	(95)	53%	(354)	7%	(43)	661
Educ: < College	13%	(193)	17%	(258)	16%	(244)	48%	(721)	6%	(96)	1512
Educ: Bachelors degree	16%	(69)	23%	(103)	17%	(75)	42%	(185)	3%	(12)	444
Educ: Post-grad	19%	(47)	30%	(72)	18%	(45)	29%	(70)	4%	(11)	244
Income: Under 50k	13%	(153)	20%	(235)	17%	(199)	43%	(505)	7%	(78)	1170
Income: 50k-100k	13%	(81)	16%	(96)	16%	(98)	51%	(312)	4%	(24)	611
Income: 100k+	18%	(76)	24%	(103)	16%	(66)	38%	(159)	4%	(16)	419
Ethnicity: White	12%	(201)	19%	(329)	16%	(277)	49%	(835)	5%	(80)	1722

Continued on next page

**Table MCEN2\_5:** And specifically, for each of the following forms of entertainment, to what extent do you seek out spoilers, or information online that would reveal what happened before you had a chance to watch for yourself?

Movies

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	14%	(309)	20%	(434)	17%	(363)	44%	(976)	5%	(118)	2200
Ethnicity: Hispanic	24%	(83)	23%	(82)	23%	(79)	28%	(97)	3%	(10)	349
Ethnicity: Black	25%	(67)	22%	(61)	15%	(41)	30%	(83)	8%	(22)	274
Ethnicity: Other	20%	(41)	22%	(44)	22%	(45)	28%	(57)	8%	(16)	204
All Christian	13%	(147)	19%	(205)	18%	(197)	47%	(515)	4%	(39)	1103
All Non-Christian	27%	(35)	29%	(38)	14%	(18)	24%	(31)	6%	(7)	129
Atheist	14%	(14)	22%	(21)	13%	(12)	45%	(44)	6%	(5)	97
Agnostic/Nothing in particular	13%	(68)	17%	(88)	17%	(90)	45%	(238)	8%	(44)	527
Something Else	13%	(46)	24%	(82)	13%	(46)	43%	(148)	7%	(23)	344
Religious Non-Protestant/Catholic	26%	(40)	28%	(43)	18%	(27)	23%	(35)	5%	(7)	151
Evangelical	15%	(98)	24%	(158)	18%	(115)	38%	(249)	5%	(34)	653
Non-Evangelical	10%	(76)	16%	(119)	16%	(115)	54%	(403)	4%	(27)	740
Community: Urban	22%	(159)	29%	(210)	17%	(124)	26%	(187)	5%	(34)	714
Community: Suburban	11%	(107)	16%	(154)	15%	(146)	54%	(517)	4%	(42)	965
Community: Rural	8%	(43)	13%	(70)	18%	(94)	52%	(272)	8%	(43)	521
Employ: Private Sector	16%	(121)	22%	(167)	16%	(119)	42%	(310)	4%	(30)	746
Employ: Government	22%	(28)	27%	(33)	18%	(23)	31%	(40)	1%	(2)	126
Employ: Self-Employed	15%	(25)	21%	(34)	18%	(30)	39%	(63)	6%	(10)	162
Employ: Homemaker	9%	(11)	27%	(36)	18%	(24)	40%	(53)	6%	(8)	133
Employ: Retired	3%	(16)	10%	(49)	14%	(69)	69%	(346)	4%	(20)	500
Employ: Unemployed	17%	(48)	26%	(75)	13%	(38)	33%	(96)	11%	(31)	288
Employ: Other	30%	(41)	12%	(17)	21%	(28)	29%	(40)	9%	(12)	138
Military HH: Yes	14%	(46)	14%	(45)	12%	(39)	53%	(166)	6%	(20)	316
Military HH: No	14%	(264)	21%	(389)	17%	(324)	43%	(810)	5%	(98)	1884
RD/WT: Right Direction	18%	(123)	22%	(156)	17%	(118)	37%	(262)	6%	(41)	700
RD/WT: Wrong Track	12%	(186)	19%	(278)	16%	(245)	48%	(714)	5%	(77)	1500
Trump Job Approve	14%	(127)	20%	(182)	15%	(140)	45%	(412)	5%	(50)	911
Trump Job Disapprove	14%	(167)	19%	(236)	17%	(207)	44%	(538)	5%	(63)	1210

Continued on next page

**Table MCEN2\_5:** And specifically, for each of the following forms of entertainment, to what extent do you seek out spoilers, or information online that would reveal what happened before you had a chance to watch for yourself?

Movies

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	14%	(309)	20%	(434)	17%	(363)	44%	(976)	5%	(118)	2200
Trump Job Strongly Approve	16%	(77)	19%	(92)	12%	(58)	46%	(217)	7%	(32)	476
Trump Job Somewhat Approve	11%	(50)	21%	(90)	19%	(82)	45%	(195)	4%	(18)	435
Trump Job Somewhat Disapprove	15%	(41)	22%	(60)	19%	(50)	42%	(114)	1%	(3)	268
Trump Job Strongly Disapprove	13%	(125)	19%	(176)	17%	(157)	45%	(424)	6%	(60)	942
Favorable of Trump	13%	(126)	20%	(183)	16%	(149)	46%	(429)	5%	(51)	938
Unfavorable of Trump	14%	(163)	19%	(226)	17%	(197)	45%	(522)	5%	(63)	1172
Very Favorable of Trump	15%	(87)	19%	(110)	15%	(84)	44%	(251)	7%	(39)	571
Somewhat Favorable of Trump	10%	(38)	20%	(73)	18%	(66)	49%	(178)	3%	(12)	368
Somewhat Unfavorable of Trump	9%	(19)	29%	(57)	14%	(28)	46%	(91)	1%	(2)	197
Very Unfavorable of Trump	15%	(145)	17%	(169)	17%	(169)	44%	(431)	6%	(61)	974
#1 Issue: Economy	15%	(124)	21%	(176)	18%	(151)	41%	(341)	5%	(45)	838
#1 Issue: Security	15%	(32)	25%	(51)	12%	(25)	41%	(84)	7%	(13)	205
#1 Issue: Health Care	16%	(67)	17%	(74)	15%	(64)	47%	(200)	5%	(19)	424
#1 Issue: Medicare / Social Security	6%	(18)	9%	(28)	18%	(52)	60%	(177)	7%	(20)	296
#1 Issue: Women's Issues	17%	(20)	24%	(28)	23%	(27)	32%	(37)	4%	(4)	116
#1 Issue: Education	25%	(26)	37%	(39)	19%	(20)	19%	(20)	1%	(1)	105
#1 Issue: Energy	15%	(12)	15%	(12)	7%	(5)	56%	(44)	7%	(5)	78
#1 Issue: Other	8%	(12)	19%	(26)	13%	(18)	53%	(73)	6%	(9)	138
2018 House Vote: Democrat	16%	(121)	19%	(140)	16%	(119)	45%	(334)	5%	(36)	749
2018 House Vote: Republican	10%	(65)	17%	(105)	16%	(101)	52%	(330)	5%	(34)	635
2018 House Vote: Someone else	13%	(7)	13%	(6)	25%	(13)	41%	(21)	8%	(4)	51
2016 Vote: Hillary Clinton	17%	(117)	16%	(113)	18%	(124)	45%	(318)	5%	(33)	704
2016 Vote: Donald Trump	10%	(69)	18%	(123)	15%	(102)	52%	(365)	5%	(37)	695
2016 Vote: Other	7%	(7)	13%	(13)	20%	(21)	57%	(59)	4%	(4)	105
2016 Vote: Didn't Vote	17%	(116)	27%	(184)	17%	(117)	34%	(233)	6%	(44)	694
Voted in 2014: Yes	12%	(153)	17%	(210)	15%	(190)	51%	(626)	4%	(51)	1230
Voted in 2014: No	16%	(156)	23%	(223)	18%	(173)	36%	(350)	7%	(67)	970

Continued on next page

**Table MCEN2\_5:** And specifically, for each of the following forms of entertainment, to what extent do you seek out spoilers, or information online that would reveal what happened before you had a chance to watch for yourself?

Movies

Demographic	Yes, all of the time		Yes, some of the time		Yes, once or twice		Never		I do not watch this content		Total N
Adults	14%	(309)	20%	(434)	17%	(363)	44%	(976)	5%	(118)	2200
2012 Vote: Barack Obama	14%	(114)	19%	(152)	16%	(129)	47%	(385)	4%	(36)	815
2012 Vote: Mitt Romney	7%	(34)	14%	(67)	15%	(74)	58%	(280)	5%	(25)	480
2012 Vote: Other	1%	(1)	21%	(12)	23%	(14)	51%	(30)	4%	(2)	58
2012 Vote: Didn't Vote	19%	(160)	24%	(203)	17%	(146)	33%	(278)	7%	(55)	843
4-Region: Northeast	20%	(80)	22%	(87)	18%	(71)	34%	(134)	6%	(22)	394
4-Region: Midwest	12%	(56)	19%	(86)	14%	(67)	50%	(229)	5%	(24)	462
4-Region: South	13%	(111)	19%	(155)	15%	(124)	47%	(386)	6%	(48)	824
4-Region: West	12%	(62)	20%	(106)	20%	(102)	43%	(226)	5%	(24)	520
Seeks spoilers for reality shows	27%	(240)	31%	(275)	21%	(185)	18%	(166)	4%	(34)	900
Seeks spoilers for drama tv shows	25%	(274)	31%	(347)	23%	(252)	18%	(197)	3%	(32)	1103
Seeks spoilers for sitcoms	26%	(219)	33%	(275)	20%	(165)	18%	(152)	3%	(24)	835
Seeks spoilers for sporting events	26%	(224)	31%	(276)	19%	(164)	21%	(184)	4%	(31)	879
Seeks spoilers for movies	24%	(287)	33%	(403)	27%	(323)	14%	(170)	3%	(35)	1219
Seeks online spoilers for reality shows	30%	(250)	35%	(290)	19%	(159)	14%	(112)	2%	(14)	824
Seeks online spoilers for drama tv shows	28%	(273)	36%	(347)	24%	(230)	10%	(95)	2%	(18)	963
Seeks online spoilers for sitcoms	30%	(221)	37%	(278)	21%	(160)	10%	(76)	2%	(12)	747
Seeks online spoilers for sporting events	30%	(229)	34%	(263)	21%	(157)	13%	(101)	2%	(14)	764
Seeks online spoilers for movies	28%	(309)	39%	(434)	33%	(363)	—	(0)	—	(0)	1106
Avoided social media for spoilers	16%	(208)	22%	(279)	16%	(211)	43%	(548)	3%	(41)	1287
Never avoided social media for spoilers	11%	(102)	17%	(154)	17%	(152)	47%	(428)	8%	(77)	913
People too sensitive about spoilers	20%	(226)	21%	(240)	17%	(193)	38%	(431)	3%	(34)	1124
People too relaxed about spoilers	20%	(209)	22%	(233)	17%	(177)	38%	(407)	4%	(40)	1066
Should have time limit for not spoiling	16%	(208)	21%	(262)	16%	(208)	44%	(555)	3%	(37)	1270
Watches Bachelor and looks for spoilers	32%	(90)	33%	(93)	17%	(47)	16%	(46)	1%	(4)	280
Watches Bachelor without spoilers	18%	(37)	26%	(54)	21%	(43)	34%	(71)	1%	(2)	206

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

**Table MCEN3\_1:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
I like to know what is going to happen before watching

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	20%	(299)	33%	(504)	36%	(539)	11%	(170)	1512
Gender: Male	23%	(181)	33%	(258)	33%	(257)	10%	(78)	774
Gender: Female	16%	(118)	33%	(247)	38%	(281)	12%	(92)	738
Age: 18-34	22%	(120)	31%	(167)	35%	(191)	12%	(62)	541
Age: 35-44	28%	(80)	41%	(117)	21%	(61)	10%	(29)	286
Age: 45-64	18%	(84)	32%	(145)	39%	(180)	10%	(47)	455
Age: 65+	7%	(16)	33%	(76)	46%	(107)	14%	(32)	231
GenZers: 1997-2012	21%	(49)	34%	(82)	31%	(75)	14%	(33)	240
Millennials: 1981-1996	24%	(105)	33%	(147)	34%	(150)	10%	(43)	445
GenXers: 1965-1980	24%	(95)	35%	(137)	29%	(112)	12%	(46)	389
Baby Boomers: 1946-1964	12%	(49)	32%	(129)	46%	(188)	10%	(43)	409
PID: Dem (no lean)	21%	(123)	35%	(208)	32%	(186)	12%	(70)	588
PID: Ind (no lean)	16%	(73)	32%	(145)	40%	(181)	12%	(56)	455
PID: Rep (no lean)	22%	(102)	32%	(151)	37%	(172)	9%	(44)	470
PID/Gender: Dem Men	26%	(74)	33%	(95)	32%	(90)	10%	(27)	286
PID/Gender: Dem Women	16%	(50)	38%	(113)	32%	(96)	14%	(43)	302
PID/Gender: Ind Men	17%	(38)	32%	(71)	40%	(89)	11%	(26)	224
PID/Gender: Ind Women	15%	(35)	32%	(74)	40%	(92)	13%	(31)	231
PID/Gender: Rep Men	26%	(69)	35%	(92)	30%	(78)	10%	(25)	264
PID/Gender: Rep Women	16%	(33)	29%	(60)	46%	(94)	9%	(19)	206
Ideo: Liberal (1-3)	21%	(102)	38%	(182)	33%	(157)	8%	(38)	479
Ideo: Moderate (4)	20%	(95)	34%	(163)	34%	(161)	12%	(57)	476
Ideo: Conservative (5-7)	20%	(83)	30%	(120)	41%	(165)	9%	(37)	405
Educ: < College	16%	(156)	31%	(310)	39%	(395)	14%	(140)	1001
Educ: Bachelors degree	24%	(74)	40%	(126)	30%	(93)	7%	(21)	314
Educ: Post-grad	35%	(68)	35%	(69)	26%	(51)	5%	(9)	197
Income: Under 50k	17%	(135)	31%	(252)	37%	(300)	15%	(124)	810
Income: 50k-100k	19%	(79)	36%	(147)	38%	(154)	6%	(25)	404
Income: 100k+	29%	(85)	36%	(106)	29%	(85)	7%	(21)	297
Ethnicity: White	20%	(225)	35%	(393)	36%	(409)	9%	(106)	1132
Ethnicity: Hispanic	30%	(93)	37%	(113)	27%	(82)	6%	(18)	305

Continued on next page

**Table MCEN3\_1:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
 I like to know what is going to happen before watching

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	20%	(299)	33%	(504)	36%	(539)	11%	(170)	1512
Ethnicity: Black	20%	(44)	21%	(45)	35%	(78)	24%	(53)	220
Ethnicity: Other	18%	(29)	42%	(67)	32%	(52)	8%	(12)	160
All Christian	23%	(172)	35%	(265)	35%	(264)	8%	(58)	760
All Non-Christian	25%	(27)	41%	(44)	27%	(29)	7%	(8)	109
Atheist	10%	(7)	41%	(29)	43%	(31)	6%	(4)	71
Agnostic/Nothing in particular	17%	(55)	29%	(96)	36%	(121)	18%	(58)	330
Something Else	15%	(37)	29%	(70)	39%	(93)	18%	(43)	242
Religious Non-Protestant/Catholic	23%	(30)	40%	(51)	30%	(38)	7%	(8)	127
Evangelical	28%	(132)	31%	(147)	30%	(144)	11%	(53)	476
Non-Evangelical	15%	(72)	35%	(167)	41%	(198)	10%	(46)	482
Community: Urban	26%	(150)	37%	(214)	27%	(157)	10%	(60)	581
Community: Suburban	15%	(95)	31%	(194)	41%	(256)	12%	(74)	619
Community: Rural	17%	(54)	31%	(96)	40%	(125)	12%	(36)	312
Employ: Private Sector	23%	(122)	39%	(208)	32%	(169)	6%	(30)	530
Employ: Government	26%	(27)	45%	(46)	24%	(24)	5%	(5)	102
Employ: Self-Employed	22%	(23)	32%	(35)	30%	(32)	17%	(18)	109
Employ: Homemaker	14%	(13)	31%	(28)	41%	(37)	14%	(13)	91
Employ: Retired	10%	(27)	31%	(83)	45%	(122)	14%	(38)	270
Employ: Unemployed	23%	(48)	25%	(53)	33%	(69)	20%	(41)	211
Employ: Other	9%	(10)	27%	(29)	49%	(53)	15%	(16)	108
Military HH: Yes	17%	(34)	34%	(68)	33%	(67)	16%	(33)	202
Military HH: No	20%	(264)	33%	(436)	36%	(472)	11%	(138)	1310
RD/WT: Right Direction	23%	(118)	32%	(169)	33%	(172)	12%	(63)	523
RD/WT: Wrong Track	18%	(180)	34%	(335)	37%	(366)	11%	(108)	989
Trump Job Approve	20%	(122)	34%	(205)	36%	(217)	10%	(62)	606
Trump Job Disapprove	20%	(167)	34%	(288)	36%	(306)	10%	(88)	850
Trump Job Strongly Approve	22%	(68)	30%	(93)	37%	(115)	10%	(31)	306
Trump Job Somewhat Approve	18%	(54)	37%	(112)	34%	(103)	11%	(32)	300
Trump Job Somewhat Disapprove	17%	(34)	39%	(79)	38%	(76)	7%	(13)	202
Trump Job Strongly Disapprove	21%	(133)	32%	(209)	36%	(230)	12%	(75)	648

Continued on next page

**Table MCEN3\_1:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
I like to know what is going to happen before watching

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	20%	(299)	33%	(504)	36%	(539)	11%	(170)	1512
Favorable of Trump	21%	(131)	33%	(206)	36%	(224)	10%	(64)	625
Unfavorable of Trump	19%	(153)	34%	(281)	36%	(298)	11%	(88)	820
Very Favorable of Trump	25%	(94)	28%	(106)	37%	(143)	10%	(38)	382
Somewhat Favorable of Trump	15%	(36)	41%	(100)	33%	(81)	11%	(26)	243
Somewhat Unfavorable of Trump	15%	(21)	38%	(56)	41%	(60)	6%	(9)	146
Very Unfavorable of Trump	20%	(131)	33%	(225)	35%	(238)	12%	(79)	674
#1 Issue: Economy	22%	(130)	34%	(204)	35%	(208)	10%	(58)	599
#1 Issue: Security	17%	(23)	36%	(49)	33%	(45)	13%	(18)	135
#1 Issue: Health Care	22%	(63)	30%	(84)	36%	(103)	12%	(34)	284
#1 Issue: Medicare / Social Security	11%	(20)	34%	(61)	39%	(70)	16%	(29)	179
#1 Issue: Women's Issues	18%	(16)	34%	(32)	36%	(34)	12%	(11)	93
#1 Issue: Education	30%	(28)	36%	(34)	28%	(26)	6%	(6)	94
#1 Issue: Other	6%	(5)	38%	(32)	45%	(38)	10%	(9)	84
2018 House Vote: Democrat	23%	(115)	35%	(176)	32%	(161)	10%	(49)	501
2018 House Vote: Republican	19%	(81)	36%	(148)	38%	(158)	7%	(28)	415
2016 Vote: Hillary Clinton	22%	(104)	41%	(195)	28%	(133)	10%	(46)	479
2016 Vote: Donald Trump	21%	(95)	31%	(137)	40%	(177)	8%	(37)	446
2016 Vote: Other	7%	(5)	35%	(23)	51%	(33)	7%	(4)	65
2016 Vote: Didn't Vote	18%	(94)	29%	(149)	37%	(195)	16%	(83)	521
Voted in 2014: Yes	20%	(158)	35%	(280)	36%	(289)	8%	(66)	792
Voted in 2014: No	20%	(141)	31%	(225)	35%	(250)	15%	(105)	720
2012 Vote: Barack Obama	22%	(124)	34%	(190)	33%	(187)	11%	(60)	562
2012 Vote: Mitt Romney	17%	(46)	36%	(101)	41%	(113)	6%	(18)	277
2012 Vote: Didn't Vote	20%	(127)	32%	(201)	34%	(219)	14%	(89)	636
4-Region: Northeast	24%	(70)	40%	(119)	28%	(82)	9%	(25)	295
4-Region: Midwest	19%	(56)	31%	(92)	34%	(100)	17%	(50)	298
4-Region: South	19%	(103)	29%	(157)	40%	(218)	13%	(71)	549
4-Region: West	19%	(70)	37%	(137)	38%	(139)	6%	(24)	369
Seeks spoilers for reality shows	25%	(225)	36%	(327)	28%	(252)	11%	(96)	900
Seeks spoilers for drama tv shows	23%	(252)	35%	(390)	31%	(338)	11%	(123)	1103

Continued on next page



**Table MCEN3\_1:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
I like to know what is going to happen before watching

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	20%	(299)	33%	(504)	36%	(539)	11%	(170)	1512
Seeks spoilers for sitcoms	25%	(207)	36%	(301)	27%	(224)	12%	(103)	835
Seeks spoilers for sporting events	24%	(212)	34%	(301)	33%	(286)	9%	(80)	879
Seeks spoilers for movies	22%	(267)	35%	(432)	31%	(382)	11%	(138)	1219
Seeks online spoilers for reality shows	27%	(221)	38%	(305)	25%	(203)	9%	(76)	804
Seeks online spoilers for drama tv shows	26%	(246)	38%	(358)	26%	(246)	10%	(98)	948
Seeks online spoilers for sitcoms	27%	(199)	39%	(289)	22%	(163)	12%	(86)	736
Seeks online spoilers for sporting events	25%	(190)	40%	(298)	27%	(201)	8%	(62)	752
Seeks online spoilers for movies	24%	(257)	38%	(414)	27%	(297)	11%	(115)	1084
Avoided social media for spoilers	22%	(206)	34%	(319)	37%	(344)	8%	(73)	942
Never avoided social media for spoilers	16%	(92)	33%	(186)	34%	(195)	17%	(98)	570
People too sensitive about spoilers	28%	(237)	35%	(300)	32%	(277)	5%	(40)	855
People too relaxed about spoilers	24%	(196)	36%	(287)	35%	(283)	5%	(37)	803
Should have time limit for not spoiling	23%	(208)	35%	(315)	38%	(340)	5%	(42)	905
Watches Bachelor and looks for spoilers	38%	(103)	43%	(117)	13%	(34)	6%	(15)	269
Watches Bachelor without spoilers	20%	(32)	34%	(56)	39%	(63)	7%	(11)	162

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

**Table MCEN3\_2:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
*Knowing what's going to happen helps me decide whether I will watch something*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	27%	(407)	36%	(547)	26%	(394)	11%	(164)	1512
Gender: Male	29%	(223)	37%	(290)	23%	(178)	11%	(83)	774
Gender: Female	25%	(184)	35%	(257)	29%	(216)	11%	(81)	738
Age: 18-34	30%	(164)	34%	(185)	25%	(136)	10%	(56)	541
Age: 35-44	35%	(101)	37%	(105)	17%	(50)	11%	(30)	286
Age: 45-64	24%	(110)	38%	(172)	27%	(123)	11%	(49)	455
Age: 65+	14%	(33)	37%	(86)	36%	(84)	12%	(29)	231
GenZers: 1997-2012	25%	(59)	36%	(86)	27%	(66)	12%	(29)	240
Millennials: 1981-1996	35%	(157)	34%	(149)	22%	(96)	10%	(42)	445
GenXers: 1965-1980	29%	(111)	38%	(146)	23%	(88)	11%	(44)	389
Baby Boomers: 1946-1964	20%	(81)	38%	(155)	32%	(132)	10%	(41)	409
PID: Dem (no lean)	30%	(177)	34%	(202)	24%	(143)	11%	(65)	588
PID: Ind (no lean)	24%	(108)	38%	(173)	25%	(116)	13%	(58)	455
PID: Rep (no lean)	26%	(123)	37%	(172)	29%	(134)	9%	(40)	470
PID/Gender: Dem Men	30%	(84)	34%	(98)	27%	(78)	9%	(25)	286
PID/Gender: Dem Women	31%	(92)	34%	(104)	22%	(65)	13%	(40)	302
PID/Gender: Ind Men	24%	(53)	42%	(94)	20%	(45)	14%	(32)	224
PID/Gender: Ind Women	24%	(54)	34%	(79)	31%	(71)	11%	(26)	231
PID/Gender: Rep Men	33%	(86)	37%	(97)	21%	(55)	10%	(25)	264
PID/Gender: Rep Women	18%	(37)	36%	(75)	39%	(79)	7%	(15)	206
Ideo: Liberal (1-3)	34%	(161)	36%	(172)	23%	(108)	8%	(37)	479
Ideo: Moderate (4)	26%	(124)	38%	(182)	23%	(111)	12%	(59)	476
Ideo: Conservative (5-7)	22%	(91)	37%	(149)	32%	(128)	9%	(36)	405
Educ: < College	23%	(230)	35%	(347)	29%	(292)	13%	(132)	1001
Educ: Bachelors degree	30%	(94)	42%	(131)	22%	(69)	6%	(20)	314
Educ: Post-grad	42%	(83)	35%	(69)	17%	(33)	6%	(11)	197
Income: Under 50k	26%	(207)	34%	(274)	27%	(217)	14%	(112)	810
Income: 50k-100k	26%	(104)	40%	(162)	28%	(113)	7%	(27)	404
Income: 100k+	33%	(97)	37%	(111)	22%	(64)	8%	(25)	297
Ethnicity: White	26%	(294)	38%	(427)	28%	(314)	9%	(97)	1132
Ethnicity: Hispanic	31%	(95)	40%	(123)	22%	(66)	7%	(21)	305

Continued on next page

**Table MCEN3\_2:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
 Knowing what's going to happen helps me decide whether I will watch something

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	27%	(407)	36%	(547)	26%	(394)	11%	(164)	1512
Ethnicity: Black	31%	(69)	28%	(61)	19%	(41)	22%	(49)	220
Ethnicity: Other	28%	(44)	38%	(60)	24%	(39)	11%	(17)	160
All Christian	29%	(222)	38%	(290)	26%	(198)	7%	(50)	760
All Non-Christian	22%	(24)	52%	(56)	15%	(16)	11%	(12)	109
Atheist	16%	(11)	48%	(34)	31%	(22)	5%	(4)	71
Agnostic/Nothing in particular	24%	(80)	29%	(97)	29%	(96)	18%	(58)	330
Something Else	29%	(70)	29%	(70)	26%	(62)	17%	(40)	242
Religious Non-Protestant/Catholic	22%	(28)	49%	(62)	19%	(24)	10%	(13)	127
Evangelical	32%	(151)	37%	(178)	22%	(104)	9%	(43)	476
Non-Evangelical	27%	(130)	35%	(170)	29%	(138)	9%	(44)	482
Community: Urban	32%	(188)	38%	(221)	18%	(105)	12%	(67)	581
Community: Suburban	22%	(138)	37%	(226)	32%	(201)	9%	(55)	619
Community: Rural	26%	(82)	32%	(100)	28%	(88)	13%	(42)	312
Employ: Private Sector	32%	(169)	39%	(207)	22%	(115)	7%	(39)	530
Employ: Government	34%	(35)	41%	(42)	20%	(21)	4%	(4)	102
Employ: Self-Employed	32%	(34)	28%	(31)	26%	(28)	15%	(16)	109
Employ: Homemaker	20%	(18)	33%	(30)	38%	(34)	9%	(8)	91
Employ: Retired	15%	(40)	41%	(111)	32%	(88)	11%	(31)	270
Employ: Unemployed	27%	(57)	31%	(65)	21%	(45)	21%	(45)	211
Employ: Other	28%	(30)	29%	(31)	31%	(34)	12%	(13)	108
Military HH: Yes	27%	(54)	33%	(66)	28%	(57)	12%	(25)	202
Military HH: No	27%	(353)	37%	(481)	26%	(336)	11%	(139)	1310
RD/WT: Right Direction	30%	(154)	37%	(191)	23%	(120)	11%	(57)	523
RD/WT: Wrong Track	26%	(253)	36%	(356)	28%	(273)	11%	(107)	989
Trump Job Approve	26%	(155)	37%	(224)	27%	(166)	10%	(61)	606
Trump Job Disapprove	28%	(236)	36%	(309)	25%	(216)	10%	(88)	850
Trump Job Strongly Approve	30%	(92)	33%	(101)	26%	(81)	11%	(32)	306
Trump Job Somewhat Approve	21%	(63)	41%	(123)	28%	(85)	10%	(29)	300
Trump Job Somewhat Disapprove	34%	(68)	37%	(75)	22%	(45)	7%	(14)	202
Trump Job Strongly Disapprove	26%	(168)	36%	(235)	26%	(171)	11%	(74)	648

Continued on next page

**Table MCEN3\_2:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
Knowing what's going to happen helps me decide whether I will watch something

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	27%	(407)	36%	(547)	26%	(394)	11%	(164)	1512
Favorable of Trump	28%	(173)	37%	(230)	26%	(162)	10%	(60)	625
Unfavorable of Trump	26%	(217)	36%	(298)	27%	(219)	10%	(85)	820
Very Favorable of Trump	30%	(116)	34%	(130)	26%	(100)	10%	(37)	382
Somewhat Favorable of Trump	24%	(58)	41%	(100)	25%	(62)	10%	(23)	243
Somewhat Unfavorable of Trump	25%	(36)	36%	(52)	29%	(43)	10%	(15)	146
Very Unfavorable of Trump	27%	(180)	37%	(246)	26%	(177)	10%	(70)	674
#1 Issue: Economy	30%	(179)	36%	(218)	25%	(148)	9%	(54)	599
#1 Issue: Security	28%	(38)	37%	(50)	23%	(31)	12%	(16)	135
#1 Issue: Health Care	25%	(70)	35%	(98)	29%	(81)	12%	(34)	284
#1 Issue: Medicare / Social Security	18%	(33)	43%	(78)	25%	(45)	13%	(23)	179
#1 Issue: Women's Issues	25%	(23)	32%	(30)	27%	(25)	16%	(15)	93
#1 Issue: Education	25%	(24)	41%	(38)	29%	(27)	5%	(5)	94
#1 Issue: Other	29%	(24)	29%	(25)	30%	(25)	11%	(10)	84
2018 House Vote: Democrat	32%	(161)	35%	(177)	24%	(121)	8%	(42)	501
2018 House Vote: Republican	24%	(100)	40%	(166)	28%	(118)	7%	(30)	415
2016 Vote: Hillary Clinton	30%	(146)	41%	(197)	19%	(92)	9%	(44)	479
2016 Vote: Donald Trump	24%	(107)	35%	(158)	32%	(143)	9%	(39)	446
2016 Vote: Other	21%	(14)	35%	(23)	39%	(25)	6%	(4)	65
2016 Vote: Didn't Vote	27%	(141)	33%	(170)	26%	(133)	15%	(77)	521
Voted in 2014: Yes	28%	(220)	35%	(281)	28%	(224)	8%	(67)	792
Voted in 2014: No	26%	(188)	37%	(267)	24%	(169)	13%	(97)	720
2012 Vote: Barack Obama	29%	(164)	37%	(208)	23%	(127)	11%	(62)	562
2012 Vote: Mitt Romney	22%	(62)	34%	(95)	37%	(103)	6%	(17)	277
2012 Vote: Didn't Vote	27%	(174)	36%	(229)	24%	(151)	13%	(82)	636
4-Region: Northeast	30%	(90)	37%	(108)	23%	(69)	10%	(29)	295
4-Region: Midwest	27%	(80)	37%	(110)	25%	(74)	12%	(35)	298
4-Region: South	23%	(129)	34%	(189)	30%	(164)	12%	(68)	549
4-Region: West	30%	(109)	38%	(141)	24%	(88)	8%	(31)	369
Seeks spoilers for reality shows	30%	(273)	37%	(329)	23%	(207)	10%	(91)	900
Seeks spoilers for drama tv shows	29%	(323)	37%	(411)	23%	(257)	10%	(112)	1103

Continued on next page

**Table MCEN3\_2:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
 Knowing what's going to happen helps me decide whether I will watch something

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	27%	(407)	36%	(547)	26%	(394)	11%	(164)	1512
Seeks spoilers for sitcoms	30%	(251)	36%	(302)	23%	(188)	11%	(93)	835
Seeks spoilers for sporting events	32%	(280)	36%	(314)	24%	(212)	8%	(73)	879
Seeks spoilers for movies	30%	(367)	35%	(431)	24%	(290)	11%	(130)	1219
Seeks online spoilers for reality shows	33%	(263)	38%	(305)	19%	(156)	10%	(79)	804
Seeks online spoilers for drama tv shows	33%	(310)	37%	(347)	21%	(204)	9%	(88)	948
Seeks online spoilers for sitcoms	33%	(243)	37%	(275)	20%	(144)	10%	(74)	736
Seeks online spoilers for sporting events	34%	(256)	39%	(290)	20%	(149)	8%	(58)	752
Seeks online spoilers for movies	32%	(344)	38%	(412)	20%	(220)	10%	(108)	1084
Avoided social media for spoilers	28%	(268)	38%	(356)	27%	(256)	7%	(62)	942
Never avoided social media for spoilers	24%	(139)	34%	(192)	24%	(137)	18%	(102)	570
People too sensitive about spoilers	32%	(271)	39%	(337)	25%	(210)	4%	(37)	855
People too relaxed about spoilers	31%	(246)	40%	(323)	24%	(196)	5%	(38)	803
Should have time limit for not spoiling	29%	(262)	40%	(365)	26%	(237)	5%	(41)	905
Watches Bachelor and looks for spoilers	44%	(118)	36%	(95)	15%	(40)	6%	(15)	269
Watches Bachelor without spoilers	22%	(36)	42%	(69)	27%	(44)	8%	(13)	162

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

**Table MCEN3\_3:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
Knowing what's going to happen makes me more excited to watch something

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	24%	(365)	30%	(458)	33%	(506)	12%	(183)	1512
Gender: Male	26%	(198)	30%	(233)	33%	(253)	12%	(90)	774
Gender: Female	23%	(167)	30%	(225)	34%	(253)	13%	(93)	738
Age: 18-34	26%	(139)	27%	(146)	36%	(193)	11%	(62)	541
Age: 35-44	35%	(100)	33%	(93)	22%	(62)	10%	(30)	286
Age: 45-64	21%	(98)	34%	(153)	32%	(146)	13%	(58)	455
Age: 65+	12%	(28)	28%	(65)	45%	(104)	15%	(34)	231
GenZers: 1997-2012	23%	(54)	24%	(58)	40%	(97)	13%	(31)	240
Millennials: 1981-1996	28%	(126)	32%	(142)	30%	(132)	10%	(45)	445
GenXers: 1965-1980	30%	(117)	33%	(128)	23%	(91)	14%	(53)	389
Baby Boomers: 1946-1964	17%	(68)	30%	(121)	42%	(172)	12%	(48)	409
PID: Dem (no lean)	27%	(159)	28%	(162)	33%	(196)	12%	(71)	588
PID: Ind (no lean)	20%	(89)	30%	(138)	37%	(167)	13%	(61)	455
PID: Rep (no lean)	25%	(117)	34%	(158)	31%	(143)	11%	(51)	470
PID/Gender: Dem Men	28%	(79)	24%	(69)	38%	(107)	11%	(31)	286
PID/Gender: Dem Women	27%	(80)	31%	(93)	29%	(88)	13%	(40)	302
PID/Gender: Ind Men	22%	(48)	31%	(69)	35%	(78)	13%	(29)	224
PID/Gender: Ind Women	18%	(41)	30%	(69)	38%	(89)	14%	(32)	231
PID/Gender: Rep Men	27%	(71)	36%	(95)	26%	(68)	11%	(30)	264
PID/Gender: Rep Women	22%	(46)	31%	(63)	37%	(76)	10%	(21)	206
Ideo: Liberal (1-3)	31%	(150)	29%	(140)	32%	(152)	8%	(37)	479
Ideo: Moderate (4)	23%	(111)	32%	(151)	30%	(144)	15%	(70)	476
Ideo: Conservative (5-7)	21%	(87)	33%	(134)	36%	(146)	9%	(38)	405
Educ: < College	20%	(196)	29%	(289)	37%	(369)	15%	(148)	1001
Educ: Bachelors degree	29%	(92)	32%	(102)	29%	(92)	9%	(28)	314
Educ: Post-grad	39%	(77)	34%	(68)	23%	(44)	4%	(7)	197
Income: Under 50k	20%	(165)	27%	(219)	36%	(294)	16%	(132)	810
Income: 50k-100k	23%	(92)	35%	(141)	35%	(140)	8%	(32)	404
Income: 100k+	36%	(108)	33%	(98)	24%	(72)	6%	(19)	297
Ethnicity: White	23%	(264)	33%	(375)	33%	(377)	10%	(116)	1132
Ethnicity: Hispanic	32%	(98)	28%	(85)	33%	(101)	7%	(21)	305

Continued on next page

**Table MCEN3\_3:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
 Knowing what's going to happen makes me more excited to watch something

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	24%	(365)	30%	(458)	33%	(506)	12%	(183)	1512
Ethnicity: Black	27%	(60)	18%	(40)	32%	(70)	23%	(50)	220
Ethnicity: Other	26%	(41)	27%	(43)	36%	(58)	11%	(17)	160
All Christian	26%	(194)	35%	(269)	31%	(238)	8%	(58)	760
All Non-Christian	40%	(43)	30%	(33)	22%	(24)	8%	(9)	109
Atheist	13%	(9)	26%	(19)	53%	(38)	8%	(6)	71
Agnostic/Nothing in particular	19%	(62)	24%	(80)	37%	(123)	20%	(66)	330
Something Else	23%	(57)	24%	(58)	34%	(83)	18%	(44)	242
Religious Non-Protestant/Catholic	37%	(47)	29%	(37)	27%	(34)	7%	(9)	127
Evangelical	29%	(137)	35%	(165)	26%	(122)	11%	(51)	476
Non-Evangelical	22%	(104)	31%	(148)	37%	(180)	10%	(50)	482
Community: Urban	31%	(179)	30%	(175)	26%	(154)	13%	(73)	581
Community: Suburban	22%	(137)	30%	(183)	37%	(232)	11%	(66)	619
Community: Rural	16%	(49)	32%	(99)	38%	(120)	14%	(44)	312
Employ: Private Sector	29%	(153)	36%	(189)	29%	(155)	6%	(33)	530
Employ: Government	37%	(38)	34%	(34)	21%	(22)	8%	(8)	102
Employ: Self-Employed	22%	(24)	36%	(39)	29%	(31)	13%	(15)	109
Employ: Homemaker	20%	(18)	25%	(22)	39%	(35)	17%	(15)	91
Employ: Retired	12%	(33)	30%	(82)	43%	(115)	15%	(40)	270
Employ: Unemployed	26%	(55)	22%	(46)	31%	(65)	21%	(45)	211
Employ: Other	19%	(20)	20%	(22)	45%	(49)	16%	(17)	108
Military HH: Yes	25%	(51)	24%	(49)	36%	(73)	15%	(30)	202
Military HH: No	24%	(314)	31%	(409)	33%	(433)	12%	(153)	1310
RD/WT: Right Direction	27%	(143)	34%	(180)	27%	(142)	11%	(58)	523
RD/WT: Wrong Track	22%	(222)	28%	(278)	37%	(364)	13%	(125)	989
Trump Job Approve	25%	(151)	33%	(202)	31%	(189)	11%	(64)	606
Trump Job Disapprove	24%	(206)	29%	(243)	35%	(302)	12%	(99)	850
Trump Job Strongly Approve	26%	(80)	35%	(108)	29%	(87)	10%	(31)	306
Trump Job Somewhat Approve	24%	(71)	31%	(94)	34%	(102)	11%	(34)	300
Trump Job Somewhat Disapprove	25%	(50)	30%	(60)	34%	(69)	12%	(24)	202
Trump Job Strongly Disapprove	24%	(157)	28%	(184)	36%	(233)	12%	(75)	648

Continued on next page

**Table MCEN3\_3:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
Knowing what's going to happen makes me more excited to watch something

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	24%	(365)	30%	(458)	33%	(506)	12%	(183)	1512
Favorable of Trump	26%	(162)	33%	(208)	30%	(189)	11%	(67)	625
Unfavorable of Trump	23%	(187)	29%	(234)	37%	(306)	11%	(93)	820
Very Favorable of Trump	27%	(104)	32%	(123)	30%	(114)	11%	(41)	382
Somewhat Favorable of Trump	24%	(58)	35%	(84)	31%	(75)	11%	(26)	243
Somewhat Unfavorable of Trump	20%	(29)	25%	(37)	43%	(62)	12%	(17)	146
Very Unfavorable of Trump	23%	(158)	29%	(197)	36%	(243)	11%	(75)	674
#1 Issue: Economy	27%	(160)	28%	(167)	35%	(207)	11%	(64)	599
#1 Issue: Security	22%	(30)	34%	(46)	32%	(43)	12%	(16)	135
#1 Issue: Health Care	25%	(72)	30%	(84)	34%	(96)	11%	(33)	284
#1 Issue: Medicare / Social Security	14%	(26)	38%	(68)	31%	(56)	17%	(30)	179
#1 Issue: Women's Issues	19%	(17)	23%	(22)	49%	(46)	9%	(8)	93
#1 Issue: Education	23%	(22)	44%	(41)	19%	(18)	14%	(13)	94
#1 Issue: Other	25%	(21)	26%	(22)	36%	(30)	13%	(11)	84
2018 House Vote: Democrat	28%	(143)	29%	(143)	35%	(176)	8%	(39)	501
2018 House Vote: Republican	24%	(99)	38%	(157)	30%	(126)	8%	(33)	415
2016 Vote: Hillary Clinton	27%	(129)	31%	(150)	32%	(154)	10%	(46)	479
2016 Vote: Donald Trump	22%	(99)	35%	(158)	33%	(149)	9%	(41)	446
2016 Vote: Other	19%	(12)	33%	(21)	40%	(26)	8%	(5)	65
2016 Vote: Didn't Vote	24%	(125)	25%	(129)	34%	(177)	17%	(91)	521
Voted in 2014: Yes	24%	(188)	33%	(260)	35%	(279)	8%	(65)	792
Voted in 2014: No	25%	(177)	28%	(198)	32%	(227)	16%	(118)	720
2012 Vote: Barack Obama	27%	(151)	30%	(168)	31%	(177)	12%	(66)	562
2012 Vote: Mitt Romney	17%	(47)	39%	(108)	37%	(103)	7%	(20)	277
2012 Vote: Didn't Vote	26%	(165)	27%	(174)	32%	(205)	14%	(92)	636
4-Region: Northeast	30%	(90)	32%	(95)	27%	(79)	11%	(32)	295
4-Region: Midwest	25%	(74)	26%	(78)	36%	(106)	14%	(41)	298
4-Region: South	19%	(104)	31%	(172)	36%	(195)	14%	(79)	549
4-Region: West	26%	(98)	31%	(114)	34%	(126)	9%	(32)	369
Seeks spoilers for reality shows	29%	(262)	32%	(284)	28%	(249)	12%	(106)	900
Seeks spoilers for drama tv shows	28%	(314)	32%	(355)	28%	(308)	11%	(126)	1103

Continued on next page



**Table MCEN3\_3:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
 Knowing what's going to happen makes me more excited to watch something

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	24%	(365)	30%	(458)	33%	(506)	12%	(183)	1512
Seeks spoilers for sitcoms	29%	(242)	32%	(264)	27%	(222)	13%	(106)	835
Seeks spoilers for sporting events	29%	(252)	33%	(286)	30%	(263)	9%	(77)	879
Seeks spoilers for movies	26%	(311)	31%	(375)	32%	(386)	12%	(147)	1219
Seeks online spoilers for reality shows	31%	(246)	33%	(268)	25%	(200)	11%	(89)	804
Seeks online spoilers for drama tv shows	31%	(292)	33%	(315)	25%	(240)	11%	(101)	948
Seeks online spoilers for sitcoms	30%	(224)	35%	(256)	23%	(168)	12%	(87)	736
Seeks online spoilers for sporting events	30%	(225)	33%	(252)	27%	(205)	9%	(69)	752
Seeks online spoilers for movies	28%	(308)	31%	(337)	29%	(311)	12%	(128)	1084
Avoided social media for spoilers	26%	(244)	33%	(309)	33%	(309)	8%	(80)	942
Never avoided social media for spoilers	21%	(121)	26%	(149)	35%	(197)	18%	(103)	570
People too sensitive about spoilers	30%	(257)	32%	(269)	32%	(270)	7%	(58)	855
People too relaxed about spoilers	31%	(245)	33%	(263)	30%	(244)	6%	(51)	803
Should have time limit for not spoiling	27%	(246)	34%	(309)	32%	(293)	6%	(56)	905
Watches Bachelor and looks for spoilers	44%	(117)	35%	(95)	16%	(42)	5%	(14)	269
Watches Bachelor without spoilers	28%	(45)	28%	(45)	33%	(54)	11%	(17)	162

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

**Table MCEN3\_4:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
I like to discuss the spoilers with people online

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	13%	(199)	21%	(318)	50%	(757)	16%	(238)	1512
Gender: Male	18%	(140)	25%	(197)	41%	(319)	15%	(117)	774
Gender: Female	8%	(59)	16%	(121)	59%	(438)	16%	(121)	738
Age: 18-34	15%	(83)	23%	(122)	47%	(254)	15%	(81)	541
Age: 35-44	23%	(67)	32%	(92)	30%	(86)	14%	(41)	286
Age: 45-64	9%	(43)	18%	(83)	57%	(258)	16%	(71)	455
Age: 65+	3%	(7)	9%	(20)	69%	(159)	19%	(45)	231
GenZers: 1997-2012	9%	(22)	26%	(63)	49%	(117)	16%	(38)	240
Millennials: 1981-1996	20%	(91)	24%	(108)	41%	(182)	14%	(63)	445
GenXers: 1965-1980	18%	(71)	25%	(97)	41%	(158)	16%	(62)	389
Baby Boomers: 1946-1964	4%	(15)	11%	(44)	69%	(282)	17%	(68)	409
PID: Dem (no lean)	16%	(91)	23%	(137)	45%	(264)	16%	(96)	588
PID: Ind (no lean)	8%	(35)	17%	(78)	57%	(261)	18%	(81)	455
PID: Rep (no lean)	15%	(72)	22%	(104)	50%	(233)	13%	(61)	470
PID/Gender: Dem Men	22%	(62)	26%	(76)	38%	(109)	14%	(40)	286
PID/Gender: Dem Women	10%	(30)	20%	(61)	51%	(155)	19%	(56)	302
PID/Gender: Ind Men	8%	(17)	19%	(43)	54%	(121)	19%	(43)	224
PID/Gender: Ind Women	8%	(18)	15%	(35)	61%	(140)	16%	(38)	231
PID/Gender: Rep Men	23%	(62)	30%	(79)	34%	(89)	13%	(34)	264
PID/Gender: Rep Women	5%	(10)	12%	(25)	70%	(144)	13%	(27)	206
Ideo: Liberal (1-3)	18%	(87)	25%	(118)	45%	(215)	12%	(59)	479
Ideo: Moderate (4)	13%	(61)	26%	(122)	47%	(222)	15%	(71)	476
Ideo: Conservative (5-7)	12%	(48)	16%	(65)	58%	(234)	14%	(58)	405
Educ: < College	8%	(76)	18%	(177)	55%	(554)	19%	(194)	1001
Educ: Bachelors degree	19%	(59)	25%	(79)	47%	(146)	10%	(31)	314
Educ: Post-grad	32%	(64)	32%	(62)	29%	(57)	7%	(13)	197
Income: Under 50k	8%	(63)	18%	(148)	53%	(433)	21%	(166)	810
Income: 50k-100k	14%	(57)	20%	(80)	55%	(223)	11%	(45)	404
Income: 100k+	27%	(79)	30%	(90)	34%	(101)	9%	(27)	297
Ethnicity: White	15%	(165)	22%	(245)	51%	(572)	13%	(150)	1132
Ethnicity: Hispanic	20%	(60)	28%	(85)	44%	(133)	9%	(27)	305

Continued on next page

**Table MCEN3\_4:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
I like to discuss the spoilers with people online

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	13%	(199)	21%	(318)	50%	(757)	16%	(238)	1512
Ethnicity: Black	10%	(22)	19%	(41)	44%	(97)	27%	(60)	220
Ethnicity: Other	8%	(12)	20%	(32)	55%	(88)	17%	(27)	160
All Christian	16%	(119)	25%	(186)	49%	(369)	11%	(86)	760
All Non-Christian	20%	(22)	30%	(32)	38%	(41)	13%	(14)	109
Atheist	12%	(9)	14%	(10)	67%	(47)	7%	(5)	71
Agnostic/Nothing in particular	11%	(35)	14%	(47)	52%	(173)	23%	(76)	330
Something Else	6%	(15)	18%	(42)	53%	(127)	24%	(58)	242
Religious Non-Protestant/Catholic	19%	(24)	27%	(34)	42%	(54)	11%	(15)	127
Evangelical	17%	(80)	28%	(134)	40%	(188)	15%	(73)	476
Non-Evangelical	10%	(47)	18%	(86)	58%	(282)	14%	(68)	482
Community: Urban	23%	(133)	28%	(162)	36%	(207)	14%	(79)	581
Community: Suburban	8%	(49)	18%	(114)	58%	(360)	15%	(95)	619
Community: Rural	5%	(17)	13%	(42)	61%	(190)	21%	(64)	312
Employ: Private Sector	19%	(102)	28%	(150)	44%	(235)	8%	(43)	530
Employ: Government	24%	(24)	31%	(31)	35%	(36)	10%	(10)	102
Employ: Self-Employed	12%	(13)	26%	(29)	44%	(48)	18%	(20)	109
Employ: Homemaker	3%	(3)	4%	(4)	72%	(65)	22%	(20)	91
Employ: Retired	3%	(8)	12%	(33)	67%	(182)	17%	(46)	270
Employ: Unemployed	12%	(26)	12%	(25)	45%	(95)	31%	(66)	211
Employ: Other	14%	(15)	16%	(17)	51%	(55)	20%	(21)	108
Military HH: Yes	10%	(21)	13%	(26)	59%	(119)	18%	(36)	202
Military HH: No	14%	(178)	22%	(292)	49%	(639)	15%	(202)	1310
RD/WT: Right Direction	19%	(100)	25%	(130)	41%	(214)	15%	(79)	523
RD/WT: Wrong Track	10%	(99)	19%	(188)	55%	(544)	16%	(159)	989
Trump Job Approve	15%	(93)	24%	(147)	47%	(285)	13%	(81)	606
Trump Job Disapprove	12%	(101)	19%	(164)	53%	(450)	16%	(134)	850
Trump Job Strongly Approve	16%	(50)	24%	(73)	44%	(136)	15%	(47)	306
Trump Job Somewhat Approve	14%	(43)	25%	(74)	50%	(149)	11%	(34)	300
Trump Job Somewhat Disapprove	15%	(30)	24%	(49)	51%	(104)	10%	(20)	202
Trump Job Strongly Disapprove	11%	(71)	18%	(115)	54%	(347)	18%	(114)	648

Continued on next page

**Table MCEN3\_4:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
I like to discuss the spoilers with people online

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	13%	(199)	21%	(318)	50%	(757)	16%	(238)	1512
Favorable of Trump	15%	(95)	25%	(155)	46%	(291)	13%	(84)	625
Unfavorable of Trump	12%	(97)	19%	(154)	53%	(435)	16%	(133)	820
Very Favorable of Trump	16%	(62)	25%	(97)	44%	(169)	14%	(54)	382
Somewhat Favorable of Trump	13%	(33)	24%	(58)	50%	(122)	12%	(30)	243
Somewhat Unfavorable of Trump	15%	(22)	24%	(34)	52%	(75)	10%	(15)	146
Very Unfavorable of Trump	11%	(76)	18%	(120)	53%	(360)	18%	(118)	674
#1 Issue: Economy	15%	(87)	23%	(137)	49%	(295)	13%	(80)	599
#1 Issue: Security	16%	(22)	19%	(25)	49%	(66)	16%	(21)	135
#1 Issue: Health Care	17%	(47)	26%	(73)	44%	(125)	14%	(39)	284
#1 Issue: Medicare / Social Security	6%	(12)	12%	(21)	57%	(103)	25%	(44)	179
#1 Issue: Women's Issues	8%	(8)	19%	(17)	57%	(53)	16%	(15)	93
#1 Issue: Education	15%	(14)	28%	(26)	45%	(42)	13%	(12)	94
#1 Issue: Other	1%	(1)	11%	(9)	69%	(58)	19%	(16)	84
2018 House Vote: Democrat	18%	(90)	22%	(112)	46%	(232)	13%	(67)	501
2018 House Vote: Republican	15%	(64)	22%	(93)	52%	(218)	10%	(40)	415
2016 Vote: Hillary Clinton	17%	(83)	24%	(113)	46%	(219)	13%	(64)	479
2016 Vote: Donald Trump	15%	(66)	22%	(100)	52%	(231)	11%	(50)	446
2016 Vote: Other	3%	(2)	8%	(5)	69%	(45)	20%	(13)	65
2016 Vote: Didn't Vote	9%	(48)	19%	(100)	50%	(262)	21%	(110)	521
Voted in 2014: Yes	15%	(120)	22%	(174)	52%	(409)	11%	(89)	792
Voted in 2014: No	11%	(79)	20%	(144)	48%	(348)	21%	(149)	720
2012 Vote: Barack Obama	16%	(90)	20%	(113)	49%	(276)	15%	(82)	562
2012 Vote: Mitt Romney	12%	(35)	19%	(53)	59%	(164)	9%	(26)	277
2012 Vote: Didn't Vote	12%	(74)	23%	(146)	46%	(294)	19%	(122)	636
4-Region: Northeast	22%	(66)	27%	(80)	37%	(110)	13%	(39)	295
4-Region: Midwest	10%	(30)	16%	(47)	56%	(168)	18%	(53)	298
4-Region: South	9%	(51)	20%	(111)	53%	(292)	18%	(96)	549
4-Region: West	14%	(52)	22%	(80)	51%	(188)	13%	(49)	369
Seeks spoilers for reality shows	19%	(168)	25%	(229)	42%	(379)	14%	(125)	900
Seeks spoilers for drama tv shows	17%	(183)	23%	(255)	46%	(507)	14%	(158)	1103

Continued on next page

**Table MCEN3\_4:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
 I like to discuss the spoilers with people online

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	13%	(199)	21%	(318)	50%	(757)	16%	(238)	1512
Seeks spoilers for sitcoms	19%	(155)	24%	(197)	42%	(349)	16%	(134)	835
Seeks spoilers for sporting events	19%	(171)	25%	(218)	42%	(369)	14%	(120)	879
Seeks spoilers for movies	15%	(185)	23%	(283)	46%	(559)	16%	(192)	1219
Seeks online spoilers for reality shows	20%	(164)	27%	(220)	40%	(319)	12%	(101)	804
Seeks online spoilers for drama tv shows	19%	(180)	26%	(242)	41%	(389)	14%	(136)	948
Seeks online spoilers for sitcoms	21%	(157)	25%	(186)	38%	(278)	16%	(115)	736
Seeks online spoilers for sporting events	22%	(165)	28%	(211)	39%	(292)	11%	(84)	752
Seeks online spoilers for movies	17%	(187)	25%	(274)	43%	(467)	14%	(156)	1084
Avoided social media for spoilers	16%	(147)	25%	(232)	48%	(452)	12%	(111)	942
Never avoided social media for spoilers	9%	(52)	15%	(86)	54%	(306)	22%	(127)	570
People too sensitive about spoilers	17%	(148)	27%	(231)	48%	(407)	8%	(68)	855
People too relaxed about spoilers	19%	(151)	25%	(201)	46%	(370)	10%	(81)	803
Should have time limit for not spoiling	16%	(145)	25%	(227)	51%	(458)	8%	(76)	905
Watches Bachelor and looks for spoilers	36%	(97)	33%	(90)	22%	(60)	8%	(22)	269
Watches Bachelor without spoilers	15%	(24)	30%	(48)	46%	(75)	9%	(15)	162

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

**Table MCEN3\_5:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
I like to discuss the spoilers with my friends and family

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	18%	(265)	28%	(426)	41%	(627)	13%	(194)	1512
Gender: Male	22%	(170)	30%	(235)	35%	(275)	12%	(94)	774
Gender: Female	13%	(95)	26%	(191)	48%	(352)	14%	(100)	738
Age: 18-34	22%	(119)	28%	(153)	37%	(201)	12%	(67)	541
Age: 35-44	23%	(66)	38%	(110)	29%	(82)	10%	(29)	286
Age: 45-64	16%	(74)	26%	(117)	45%	(205)	13%	(58)	455
Age: 65+	3%	(6)	20%	(46)	60%	(139)	17%	(40)	231
GenZers: 1997-2012	17%	(42)	29%	(69)	40%	(96)	14%	(33)	240
Millennials: 1981-1996	25%	(112)	31%	(139)	33%	(146)	11%	(47)	445
GenXers: 1965-1980	20%	(79)	31%	(121)	36%	(140)	13%	(49)	389
Baby Boomers: 1946-1964	8%	(32)	22%	(91)	55%	(227)	14%	(59)	409
PID: Dem (no lean)	18%	(106)	33%	(191)	38%	(225)	11%	(65)	588
PID: Ind (no lean)	14%	(63)	22%	(102)	49%	(224)	15%	(66)	455
PID: Rep (no lean)	21%	(96)	28%	(133)	38%	(178)	13%	(62)	470
PID/Gender: Dem Men	23%	(65)	38%	(110)	31%	(89)	8%	(23)	286
PID/Gender: Dem Women	14%	(42)	27%	(82)	45%	(136)	14%	(42)	302
PID/Gender: Ind Men	12%	(27)	22%	(50)	52%	(116)	14%	(32)	224
PID/Gender: Ind Women	16%	(36)	23%	(52)	47%	(109)	15%	(34)	231
PID/Gender: Rep Men	30%	(79)	29%	(76)	27%	(70)	15%	(39)	264
PID/Gender: Rep Women	9%	(18)	28%	(57)	52%	(108)	11%	(23)	206
Ideo: Liberal (1-3)	21%	(99)	32%	(155)	38%	(183)	9%	(41)	479
Ideo: Moderate (4)	19%	(91)	28%	(134)	40%	(192)	12%	(58)	476
Ideo: Conservative (5-7)	15%	(59)	28%	(114)	45%	(182)	12%	(50)	405
Educ: < College	14%	(143)	25%	(247)	46%	(456)	15%	(155)	1001
Educ: Bachelors degree	21%	(65)	34%	(107)	37%	(117)	8%	(26)	314
Educ: Post-grad	29%	(58)	36%	(72)	28%	(55)	7%	(13)	197
Income: Under 50k	15%	(122)	25%	(200)	43%	(348)	17%	(140)	810
Income: 50k-100k	17%	(67)	28%	(112)	48%	(194)	8%	(31)	404
Income: 100k+	26%	(76)	38%	(113)	29%	(85)	8%	(22)	297
Ethnicity: White	18%	(204)	29%	(334)	42%	(476)	10%	(118)	1132
Ethnicity: Hispanic	27%	(83)	32%	(98)	34%	(104)	6%	(19)	305

Continued on next page

**Table MCEN3\_5:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
I like to discuss the spoilers with my friends and family

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	18%	(265)	28%	(426)	41%	(627)	13%	(194)	1512
Ethnicity: Black	16%	(35)	23%	(50)	37%	(82)	24%	(53)	220
Ethnicity: Other	16%	(26)	26%	(42)	43%	(69)	14%	(22)	160
All Christian	19%	(143)	33%	(251)	39%	(298)	9%	(66)	760
All Non-Christian	29%	(31)	32%	(34)	30%	(33)	9%	(10)	109
Atheist	14%	(10)	20%	(14)	58%	(42)	7%	(5)	71
Agnostic/Nothing in particular	12%	(39)	22%	(73)	48%	(157)	19%	(61)	330
Something Else	17%	(41)	22%	(53)	40%	(97)	21%	(51)	242
Religious Non-Protestant/Catholic	27%	(34)	31%	(39)	35%	(44)	8%	(10)	127
Evangelical	22%	(106)	35%	(164)	29%	(140)	14%	(66)	476
Non-Evangelical	15%	(73)	25%	(121)	49%	(238)	10%	(50)	482
Community: Urban	28%	(164)	32%	(188)	27%	(159)	12%	(71)	581
Community: Suburban	11%	(67)	26%	(163)	51%	(314)	12%	(76)	619
Community: Rural	11%	(34)	24%	(75)	50%	(155)	15%	(48)	312
Employ: Private Sector	24%	(128)	32%	(169)	37%	(194)	7%	(39)	530
Employ: Government	26%	(26)	36%	(37)	30%	(31)	8%	(8)	102
Employ: Self-Employed	17%	(19)	28%	(31)	39%	(43)	15%	(17)	109
Employ: Homemaker	6%	(6)	24%	(22)	54%	(49)	16%	(15)	91
Employ: Retired	9%	(23)	23%	(61)	54%	(146)	15%	(40)	270
Employ: Unemployed	13%	(28)	25%	(53)	39%	(83)	22%	(46)	211
Employ: Other	17%	(19)	20%	(22)	46%	(50)	16%	(18)	108
Military HH: Yes	15%	(30)	20%	(40)	48%	(96)	18%	(36)	202
Military HH: No	18%	(235)	29%	(386)	41%	(531)	12%	(158)	1310
RD/WT: Right Direction	23%	(121)	32%	(166)	31%	(163)	14%	(73)	523
RD/WT: Wrong Track	15%	(145)	26%	(260)	47%	(464)	12%	(121)	989
Trump Job Approve	21%	(129)	28%	(168)	38%	(231)	13%	(79)	606
Trump Job Disapprove	15%	(128)	29%	(247)	45%	(380)	11%	(95)	850
Trump Job Strongly Approve	22%	(68)	29%	(89)	33%	(100)	16%	(49)	306
Trump Job Somewhat Approve	20%	(61)	26%	(79)	43%	(130)	10%	(30)	300
Trump Job Somewhat Disapprove	17%	(33)	35%	(72)	41%	(82)	7%	(15)	202
Trump Job Strongly Disapprove	15%	(95)	27%	(175)	46%	(298)	12%	(80)	648

Continued on next page

**Table MCEN3\_5:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
I like to discuss the spoilers with my friends and family

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	18%	(265)	28%	(426)	41%	(627)	13%	(194)	1512
Favorable of Trump	21%	(128)	29%	(179)	38%	(235)	13%	(83)	625
Unfavorable of Trump	15%	(120)	29%	(235)	46%	(375)	11%	(90)	820
Very Favorable of Trump	22%	(85)	30%	(115)	33%	(126)	15%	(56)	382
Somewhat Favorable of Trump	18%	(43)	26%	(64)	45%	(109)	11%	(27)	243
Somewhat Unfavorable of Trump	13%	(19)	38%	(56)	42%	(61)	7%	(10)	146
Very Unfavorable of Trump	15%	(101)	27%	(179)	47%	(313)	12%	(80)	674
#1 Issue: Economy	19%	(115)	31%	(188)	39%	(234)	11%	(63)	599
#1 Issue: Security	21%	(28)	24%	(32)	42%	(57)	13%	(18)	135
#1 Issue: Health Care	22%	(63)	29%	(81)	38%	(109)	11%	(30)	284
#1 Issue: Medicare / Social Security	7%	(13)	22%	(40)	49%	(89)	21%	(37)	179
#1 Issue: Women's Issues	11%	(10)	25%	(23)	47%	(44)	17%	(16)	93
#1 Issue: Education	25%	(24)	36%	(34)	30%	(28)	9%	(8)	94
#1 Issue: Other	4%	(4)	16%	(13)	62%	(52)	18%	(15)	84
2018 House Vote: Democrat	21%	(105)	32%	(162)	39%	(196)	8%	(38)	501
2018 House Vote: Republican	17%	(72)	29%	(120)	44%	(181)	10%	(42)	415
2016 Vote: Hillary Clinton	22%	(103)	33%	(157)	37%	(176)	9%	(43)	479
2016 Vote: Donald Trump	17%	(78)	28%	(127)	43%	(191)	11%	(51)	446
2016 Vote: Other	4%	(3)	16%	(10)	66%	(43)	14%	(9)	65
2016 Vote: Didn't Vote	16%	(82)	25%	(131)	42%	(217)	18%	(92)	521
Voted in 2014: Yes	18%	(141)	29%	(230)	44%	(347)	9%	(74)	792
Voted in 2014: No	17%	(124)	27%	(196)	39%	(280)	17%	(120)	720
2012 Vote: Barack Obama	19%	(104)	30%	(169)	40%	(227)	11%	(61)	562
2012 Vote: Mitt Romney	13%	(35)	26%	(72)	51%	(142)	10%	(28)	277
2012 Vote: Didn't Vote	20%	(126)	28%	(176)	37%	(235)	16%	(99)	636
4-Region: Northeast	23%	(68)	37%	(110)	29%	(87)	11%	(31)	295
4-Region: Midwest	15%	(45)	22%	(64)	46%	(138)	17%	(50)	298
4-Region: South	16%	(86)	25%	(139)	45%	(249)	14%	(75)	549
4-Region: West	18%	(67)	30%	(112)	41%	(153)	10%	(37)	369
Seeks spoilers for reality shows	24%	(220)	32%	(286)	32%	(290)	11%	(103)	900
Seeks spoilers for drama tv shows	20%	(225)	30%	(334)	37%	(412)	12%	(132)	1103

Continued on next page



**Table MCEN3\_5:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general? I like to discuss the spoilers with my friends and family

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	18%	(265)	28%	(426)	41%	(627)	13%	(194)	1512
Seeks spoilers for sitcoms	23%	(191)	29%	(244)	35%	(291)	13%	(109)	835
Seeks spoilers for sporting events	23%	(200)	33%	(286)	34%	(303)	10%	(90)	879
Seeks spoilers for movies	19%	(237)	30%	(367)	37%	(452)	13%	(163)	1219
Seeks online spoilers for reality shows	26%	(207)	36%	(290)	29%	(232)	9%	(75)	804
Seeks online spoilers for drama tv shows	22%	(211)	34%	(326)	33%	(308)	11%	(103)	948
Seeks online spoilers for sitcoms	24%	(175)	35%	(256)	30%	(223)	11%	(83)	736
Seeks online spoilers for sporting events	27%	(200)	35%	(260)	29%	(222)	9%	(70)	752
Seeks online spoilers for movies	22%	(236)	32%	(344)	34%	(371)	12%	(132)	1084
Avoided social media for spoilers	20%	(192)	32%	(301)	40%	(376)	8%	(72)	942
Never avoided social media for spoilers	13%	(73)	22%	(125)	44%	(251)	21%	(122)	570
People too sensitive about spoilers	26%	(220)	34%	(291)	35%	(299)	5%	(45)	855
People too relaxed about spoilers	22%	(177)	33%	(269)	38%	(302)	7%	(55)	803
Should have time limit for not spoiling	20%	(182)	34%	(310)	40%	(358)	6%	(55)	905
Watches Bachelor and looks for spoilers	38%	(103)	40%	(108)	15%	(41)	6%	(17)	269
Watches Bachelor without spoilers	21%	(34)	32%	(52)	38%	(62)	8%	(13)	162

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

**Table MCEN3\_6:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
I want to know what happens without having to take the time to watch the whole thing

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	20%	(297)	35%	(530)	34%	(513)	11%	(172)	1512
Gender: Male	22%	(168)	36%	(279)	31%	(237)	12%	(90)	774
Gender: Female	18%	(129)	34%	(252)	37%	(276)	11%	(81)	738
Age: 18-34	22%	(119)	32%	(173)	33%	(178)	13%	(71)	541
Age: 35-44	29%	(83)	38%	(109)	24%	(69)	9%	(25)	286
Age: 45-64	16%	(71)	39%	(177)	36%	(162)	10%	(44)	455
Age: 65+	10%	(24)	31%	(71)	45%	(104)	14%	(32)	231
GenZers: 1997-2012	18%	(43)	33%	(78)	34%	(82)	15%	(37)	240
Millennials: 1981-1996	24%	(108)	37%	(163)	29%	(128)	10%	(46)	445
GenXers: 1965-1980	25%	(99)	35%	(135)	29%	(112)	11%	(43)	389
Baby Boomers: 1946-1964	12%	(48)	36%	(148)	42%	(172)	10%	(40)	409
PID: Dem (no lean)	21%	(125)	36%	(209)	32%	(186)	11%	(67)	588
PID: Ind (no lean)	17%	(76)	31%	(143)	40%	(180)	12%	(56)	455
PID: Rep (no lean)	20%	(96)	38%	(178)	31%	(146)	10%	(49)	470
PID/Gender: Dem Men	21%	(60)	34%	(98)	35%	(101)	10%	(28)	286
PID/Gender: Dem Women	22%	(66)	37%	(111)	28%	(86)	13%	(39)	302
PID/Gender: Ind Men	20%	(44)	34%	(76)	33%	(74)	14%	(30)	224
PID/Gender: Ind Women	14%	(32)	29%	(67)	46%	(106)	11%	(26)	231
PID/Gender: Rep Men	24%	(64)	40%	(105)	24%	(63)	12%	(32)	264
PID/Gender: Rep Women	16%	(32)	36%	(73)	41%	(84)	8%	(17)	206
Ideo: Liberal (1-3)	24%	(116)	33%	(158)	33%	(159)	10%	(46)	479
Ideo: Moderate (4)	21%	(98)	37%	(176)	30%	(144)	12%	(58)	476
Ideo: Conservative (5-7)	18%	(74)	37%	(148)	37%	(151)	8%	(32)	405
Educ: < College	16%	(157)	33%	(332)	37%	(373)	14%	(139)	1001
Educ: Bachelors degree	24%	(77)	41%	(127)	28%	(88)	7%	(22)	314
Educ: Post-grad	32%	(64)	36%	(71)	26%	(51)	5%	(11)	197
Income: Under 50k	16%	(131)	32%	(262)	37%	(299)	15%	(118)	810
Income: 50k-100k	20%	(83)	37%	(149)	35%	(143)	7%	(29)	404
Income: 100k+	28%	(83)	40%	(119)	24%	(71)	8%	(24)	297
Ethnicity: White	20%	(221)	37%	(417)	34%	(389)	9%	(105)	1132
Ethnicity: Hispanic	21%	(64)	42%	(128)	29%	(87)	9%	(26)	305

Continued on next page

**Table MCEN3\_6:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
 I want to know what happens without having to take the time to watch the whole thing

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	20%	(297)	35%	(530)	34%	(513)	11%	(172)	1512
Ethnicity: Black	24%	(54)	28%	(62)	28%	(62)	19%	(42)	220
Ethnicity: Other	14%	(22)	32%	(51)	39%	(62)	16%	(25)	160
All Christian	20%	(155)	39%	(297)	33%	(254)	7%	(54)	760
All Non-Christian	28%	(30)	32%	(35)	32%	(34)	8%	(9)	109
Atheist	22%	(15)	29%	(21)	39%	(28)	10%	(7)	71
Agnostic/Nothing in particular	17%	(55)	32%	(107)	32%	(107)	19%	(62)	330
Something Else	18%	(43)	29%	(71)	37%	(90)	16%	(39)	242
Religious Non-Protestant/Catholic	26%	(33)	32%	(40)	34%	(43)	9%	(11)	127
Evangelical	24%	(115)	32%	(153)	34%	(161)	10%	(47)	476
Non-Evangelical	15%	(74)	42%	(202)	34%	(162)	9%	(44)	482
Community: Urban	24%	(140)	38%	(222)	27%	(159)	11%	(61)	581
Community: Suburban	19%	(117)	32%	(198)	38%	(237)	11%	(68)	619
Community: Rural	13%	(41)	36%	(111)	37%	(117)	14%	(43)	312
Employ: Private Sector	27%	(141)	40%	(212)	28%	(148)	6%	(29)	530
Employ: Government	28%	(28)	43%	(43)	25%	(26)	5%	(5)	102
Employ: Self-Employed	21%	(23)	35%	(38)	30%	(32)	15%	(16)	109
Employ: Homemaker	13%	(11)	36%	(32)	42%	(38)	10%	(9)	91
Employ: Retired	12%	(32)	31%	(83)	44%	(119)	13%	(36)	270
Employ: Unemployed	16%	(33)	33%	(70)	33%	(69)	19%	(39)	211
Employ: Other	12%	(12)	21%	(23)	46%	(50)	21%	(23)	108
Military HH: Yes	20%	(40)	30%	(62)	35%	(70)	15%	(30)	202
Military HH: No	20%	(257)	36%	(469)	34%	(442)	11%	(142)	1310
RD/WT: Right Direction	23%	(122)	35%	(184)	30%	(156)	12%	(61)	523
RD/WT: Wrong Track	18%	(175)	35%	(347)	36%	(356)	11%	(111)	989
Trump Job Approve	19%	(116)	36%	(221)	34%	(205)	11%	(64)	606
Trump Job Disapprove	21%	(175)	34%	(290)	34%	(292)	11%	(93)	850
Trump Job Strongly Approve	22%	(68)	38%	(115)	29%	(90)	11%	(34)	306
Trump Job Somewhat Approve	16%	(48)	35%	(106)	39%	(116)	10%	(31)	300
Trump Job Somewhat Disapprove	23%	(47)	44%	(88)	28%	(57)	5%	(10)	202
Trump Job Strongly Disapprove	20%	(129)	31%	(202)	36%	(235)	13%	(83)	648

Continued on next page

**Table MCEN3\_6:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
I want to know what happens without having to take the time to watch the whole thing

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	20%	(297)	35%	(530)	34%	(513)	11%	(172)	1512
Favorable of Trump	19%	(122)	37%	(228)	33%	(208)	11%	(67)	625
Unfavorable of Trump	20%	(162)	35%	(283)	35%	(286)	11%	(89)	820
Very Favorable of Trump	22%	(84)	35%	(135)	32%	(124)	10%	(39)	382
Somewhat Favorable of Trump	15%	(37)	38%	(93)	35%	(84)	12%	(28)	243
Somewhat Unfavorable of Trump	22%	(33)	42%	(62)	30%	(43)	6%	(8)	146
Very Unfavorable of Trump	19%	(129)	33%	(221)	36%	(243)	12%	(80)	674
#1 Issue: Economy	21%	(129)	38%	(225)	31%	(183)	10%	(62)	599
#1 Issue: Security	22%	(30)	34%	(46)	33%	(45)	10%	(13)	135
#1 Issue: Health Care	20%	(57)	32%	(92)	35%	(99)	13%	(36)	284
#1 Issue: Medicare / Social Security	10%	(18)	33%	(58)	41%	(74)	16%	(29)	179
#1 Issue: Women's Issues	25%	(23)	25%	(23)	39%	(36)	11%	(10)	93
#1 Issue: Education	14%	(13)	48%	(45)	32%	(30)	7%	(6)	94
#1 Issue: Other	14%	(12)	36%	(30)	41%	(34)	8%	(7)	84
2018 House Vote: Democrat	24%	(122)	34%	(168)	34%	(169)	9%	(43)	501
2018 House Vote: Republican	20%	(82)	38%	(157)	35%	(146)	7%	(30)	415
2016 Vote: Hillary Clinton	24%	(115)	36%	(173)	31%	(149)	9%	(42)	479
2016 Vote: Donald Trump	19%	(84)	35%	(156)	38%	(167)	9%	(39)	446
2016 Vote: Other	17%	(11)	52%	(34)	27%	(18)	4%	(2)	65
2016 Vote: Didn't Vote	17%	(86)	32%	(167)	34%	(179)	17%	(89)	521
Voted in 2014: Yes	21%	(165)	37%	(291)	35%	(273)	8%	(62)	792
Voted in 2014: No	18%	(132)	33%	(240)	33%	(239)	15%	(110)	720
2012 Vote: Barack Obama	24%	(133)	34%	(188)	32%	(180)	11%	(60)	562
2012 Vote: Mitt Romney	17%	(47)	37%	(101)	40%	(111)	6%	(18)	277
2012 Vote: Didn't Vote	18%	(115)	35%	(225)	32%	(204)	15%	(93)	636
4-Region: Northeast	25%	(72)	36%	(107)	29%	(85)	10%	(30)	295
4-Region: Midwest	18%	(54)	31%	(93)	35%	(104)	16%	(47)	298
4-Region: South	17%	(96)	34%	(184)	37%	(203)	12%	(67)	549
4-Region: West	20%	(75)	39%	(146)	33%	(121)	7%	(27)	369
Seeks spoilers for reality shows	24%	(213)	36%	(326)	30%	(270)	10%	(91)	900
Seeks spoilers for drama tv shows	22%	(242)	35%	(390)	32%	(350)	11%	(120)	1103

Continued on next page

**Table MCEN3\_6:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
I want to know what happens without having to take the time to watch the whole thing

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	20%	(297)	35%	(530)	34%	(513)	11%	(172)	1512
Seeks spoilers for sitcoms	22%	(185)	36%	(299)	30%	(248)	12%	(103)	835
Seeks spoilers for sporting events	24%	(211)	36%	(317)	31%	(275)	9%	(76)	879
Seeks spoilers for movies	21%	(254)	36%	(441)	32%	(385)	11%	(139)	1219
Seeks online spoilers for reality shows	26%	(207)	37%	(301)	27%	(220)	10%	(77)	804
Seeks online spoilers for drama tv shows	25%	(237)	38%	(358)	27%	(253)	11%	(100)	948
Seeks online spoilers for sitcoms	27%	(197)	38%	(278)	24%	(175)	12%	(86)	736
Seeks online spoilers for sporting events	26%	(195)	40%	(298)	26%	(196)	8%	(64)	752
Seeks online spoilers for movies	22%	(244)	37%	(403)	29%	(316)	11%	(121)	1084
Avoided social media for spoilers	22%	(205)	37%	(349)	33%	(313)	8%	(75)	942
Never avoided social media for spoilers	16%	(92)	32%	(181)	35%	(200)	17%	(96)	570
People too sensitive about spoilers	25%	(212)	37%	(316)	33%	(284)	5%	(43)	855
People too relaxed about spoilers	25%	(200)	38%	(305)	31%	(252)	6%	(46)	803
Should have time limit for not spoiling	22%	(200)	38%	(343)	34%	(308)	6%	(54)	905
Watches Bachelor and looks for spoilers	38%	(101)	38%	(102)	20%	(53)	5%	(13)	269
Watches Bachelor without spoilers	17%	(28)	35%	(56)	40%	(64)	8%	(13)	162

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

**Table MCEN3\_7:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
Knowing what's going to happen helps me avoid content that may be triggering to me

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	19%	(292)	28%	(426)	38%	(575)	14%	(219)	1512
Gender: Male	22%	(168)	31%	(241)	33%	(256)	14%	(108)	774
Gender: Female	17%	(124)	25%	(185)	43%	(319)	15%	(111)	738
Age: 18-34	22%	(121)	28%	(153)	35%	(189)	14%	(78)	541
Age: 35-44	31%	(87)	33%	(94)	24%	(69)	13%	(36)	286
Age: 45-64	15%	(70)	26%	(117)	44%	(200)	15%	(68)	455
Age: 65+	6%	(14)	27%	(63)	51%	(117)	16%	(37)	231
GenZers: 1997-2012	23%	(54)	25%	(60)	36%	(87)	16%	(39)	240
Millennials: 1981-1996	23%	(104)	32%	(142)	32%	(142)	13%	(57)	445
GenXers: 1965-1980	26%	(103)	29%	(114)	31%	(120)	13%	(52)	389
Baby Boomers: 1946-1964	7%	(30)	25%	(104)	52%	(212)	15%	(63)	409
PID: Dem (no lean)	22%	(130)	27%	(159)	36%	(209)	15%	(89)	588
PID: Ind (no lean)	13%	(58)	27%	(124)	43%	(194)	17%	(79)	455
PID: Rep (no lean)	22%	(104)	30%	(143)	37%	(173)	11%	(50)	470
PID/Gender: Dem Men	23%	(66)	30%	(87)	35%	(99)	12%	(34)	286
PID/Gender: Dem Women	21%	(63)	24%	(73)	36%	(110)	18%	(55)	302
PID/Gender: Ind Men	12%	(27)	30%	(67)	38%	(85)	20%	(45)	224
PID/Gender: Ind Women	14%	(32)	24%	(56)	47%	(109)	15%	(34)	231
PID/Gender: Rep Men	28%	(75)	33%	(87)	28%	(73)	11%	(29)	264
PID/Gender: Rep Women	14%	(29)	27%	(56)	48%	(100)	10%	(21)	206
Ideo: Liberal (1-3)	24%	(117)	31%	(149)	34%	(163)	10%	(50)	479
Ideo: Moderate (4)	19%	(90)	29%	(136)	36%	(170)	16%	(78)	476
Ideo: Conservative (5-7)	16%	(65)	29%	(116)	42%	(172)	13%	(52)	405
Educ: < College	14%	(143)	28%	(276)	40%	(404)	18%	(178)	1001
Educ: Bachelors degree	24%	(75)	30%	(96)	36%	(114)	9%	(30)	314
Educ: Post-grad	38%	(75)	27%	(54)	29%	(57)	6%	(11)	197
Income: Under 50k	16%	(126)	26%	(211)	40%	(322)	19%	(150)	810
Income: 50k-100k	18%	(72)	29%	(119)	42%	(171)	11%	(43)	404
Income: 100k+	31%	(93)	32%	(95)	28%	(82)	9%	(26)	297
Ethnicity: White	18%	(209)	30%	(338)	40%	(457)	11%	(128)	1132
Ethnicity: Hispanic	27%	(83)	29%	(87)	34%	(102)	11%	(32)	305

Continued on next page

**Table MCEN3\_7:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
 Knowing what's going to happen helps me avoid content that may be triggering to me

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	19%	(292)	28%	(426)	38%	(575)	14%	(219)	1512
Ethnicity: Black	25%	(55)	17%	(38)	35%	(77)	23%	(50)	220
Ethnicity: Other	17%	(28)	31%	(49)	26%	(42)	25%	(41)	160
All Christian	21%	(163)	29%	(223)	39%	(295)	10%	(79)	760
All Non-Christian	29%	(32)	37%	(40)	21%	(23)	13%	(14)	109
Atheist	16%	(12)	35%	(25)	39%	(28)	9%	(7)	71
Agnostic/Nothing in particular	15%	(49)	21%	(68)	43%	(144)	21%	(69)	330
Something Else	15%	(37)	28%	(69)	35%	(86)	21%	(51)	242
Religious Non-Protestant/Catholic	28%	(36)	37%	(46)	23%	(30)	12%	(15)	127
Evangelical	27%	(129)	30%	(141)	31%	(146)	13%	(61)	476
Non-Evangelical	12%	(59)	28%	(136)	46%	(222)	14%	(65)	482
Community: Urban	28%	(161)	33%	(190)	26%	(153)	13%	(77)	581
Community: Suburban	14%	(85)	25%	(153)	48%	(297)	14%	(84)	619
Community: Rural	15%	(46)	27%	(83)	40%	(125)	18%	(57)	312
Employ: Private Sector	26%	(135)	30%	(160)	37%	(194)	8%	(41)	530
Employ: Government	22%	(23)	45%	(46)	25%	(25)	8%	(8)	102
Employ: Self-Employed	20%	(22)	26%	(28)	29%	(32)	25%	(27)	109
Employ: Homemaker	8%	(8)	19%	(17)	47%	(43)	26%	(23)	91
Employ: Retired	5%	(14)	30%	(80)	50%	(134)	16%	(43)	270
Employ: Unemployed	25%	(53)	21%	(45)	36%	(76)	18%	(37)	211
Employ: Other	15%	(17)	24%	(26)	40%	(44)	20%	(22)	108
Military HH: Yes	15%	(30)	25%	(50)	39%	(80)	21%	(43)	202
Military HH: No	20%	(262)	29%	(376)	38%	(496)	13%	(176)	1310
RD/WT: Right Direction	24%	(125)	30%	(159)	31%	(162)	15%	(77)	523
RD/WT: Wrong Track	17%	(167)	27%	(266)	42%	(413)	14%	(142)	989
Trump Job Approve	19%	(117)	31%	(188)	36%	(219)	13%	(82)	606
Trump Job Disapprove	19%	(164)	27%	(228)	40%	(341)	14%	(116)	850
Trump Job Strongly Approve	24%	(73)	30%	(92)	34%	(103)	13%	(39)	306
Trump Job Somewhat Approve	15%	(45)	32%	(97)	39%	(116)	14%	(43)	300
Trump Job Somewhat Disapprove	22%	(44)	30%	(61)	41%	(82)	7%	(15)	202
Trump Job Strongly Disapprove	19%	(120)	26%	(167)	40%	(259)	16%	(102)	648

Continued on next page

**Table MCEN3\_7:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
Knowing what's going to happen helps me avoid content that may be triggering to me

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	19%	(292)	28%	(426)	38%	(575)	14%	(219)	1512
Favorable of Trump	22%	(136)	29%	(181)	37%	(228)	13%	(79)	625
Unfavorable of Trump	18%	(147)	28%	(228)	40%	(325)	15%	(120)	820
Very Favorable of Trump	25%	(96)	29%	(112)	33%	(126)	13%	(48)	382
Somewhat Favorable of Trump	17%	(40)	29%	(70)	42%	(102)	13%	(31)	243
Somewhat Unfavorable of Trump	13%	(19)	32%	(46)	42%	(62)	13%	(19)	146
Very Unfavorable of Trump	19%	(128)	27%	(182)	39%	(263)	15%	(100)	674
#1 Issue: Economy	21%	(125)	27%	(161)	38%	(230)	14%	(83)	599
#1 Issue: Security	21%	(29)	33%	(45)	33%	(44)	13%	(17)	135
#1 Issue: Health Care	17%	(48)	35%	(100)	34%	(96)	14%	(41)	284
#1 Issue: Medicare / Social Security	10%	(18)	23%	(42)	48%	(86)	19%	(34)	179
#1 Issue: Women's Issues	24%	(22)	26%	(24)	35%	(32)	16%	(14)	93
#1 Issue: Education	30%	(28)	33%	(31)	28%	(26)	9%	(8)	94
#1 Issue: Other	9%	(8)	20%	(17)	53%	(45)	17%	(14)	84
2018 House Vote: Democrat	23%	(117)	28%	(140)	37%	(185)	12%	(60)	501
2018 House Vote: Republican	21%	(86)	32%	(131)	39%	(162)	9%	(35)	415
2016 Vote: Hillary Clinton	20%	(98)	31%	(148)	37%	(177)	12%	(56)	479
2016 Vote: Donald Trump	20%	(88)	30%	(135)	40%	(181)	10%	(43)	446
2016 Vote: Other	14%	(9)	28%	(18)	49%	(32)	9%	(6)	65
2016 Vote: Didn't Vote	19%	(96)	24%	(124)	36%	(186)	22%	(114)	521
Voted in 2014: Yes	20%	(155)	30%	(236)	40%	(317)	11%	(83)	792
Voted in 2014: No	19%	(137)	26%	(190)	36%	(259)	19%	(136)	720
2012 Vote: Barack Obama	23%	(129)	26%	(145)	37%	(207)	14%	(80)	562
2012 Vote: Mitt Romney	16%	(44)	33%	(91)	44%	(121)	8%	(21)	277
2012 Vote: Didn't Vote	18%	(116)	28%	(179)	36%	(227)	18%	(114)	636
4-Region: Northeast	23%	(67)	31%	(92)	31%	(92)	15%	(44)	295
4-Region: Midwest	16%	(47)	23%	(70)	44%	(132)	17%	(50)	298
4-Region: South	18%	(97)	26%	(145)	42%	(232)	14%	(76)	549
4-Region: West	22%	(82)	32%	(118)	32%	(120)	13%	(50)	369
Seeks spoilers for reality shows	24%	(212)	31%	(280)	32%	(287)	14%	(122)	900
Seeks spoilers for drama tv shows	22%	(245)	30%	(331)	34%	(375)	14%	(152)	1103

Continued on next page



**Table MCEN3\_7:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
 Knowing what's going to happen helps me avoid content that may be triggering to me

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	19%	(292)	28%	(426)	38%	(575)	14%	(219)	1512
Seeks spoilers for sitcoms	22%	(186)	31%	(262)	31%	(259)	15%	(127)	835
Seeks spoilers for sporting events	24%	(214)	32%	(279)	31%	(274)	13%	(112)	879
Seeks spoilers for movies	21%	(258)	30%	(369)	34%	(411)	15%	(182)	1219
Seeks online spoilers for reality shows	26%	(211)	31%	(250)	30%	(241)	13%	(102)	804
Seeks online spoilers for drama tv shows	26%	(244)	31%	(291)	30%	(283)	14%	(129)	948
Seeks online spoilers for sitcoms	26%	(190)	33%	(242)	26%	(195)	15%	(109)	736
Seeks online spoilers for sporting events	25%	(190)	35%	(261)	28%	(211)	12%	(90)	752
Seeks online spoilers for movies	23%	(247)	31%	(338)	31%	(336)	15%	(163)	1084
Avoided social media for spoilers	22%	(210)	31%	(289)	37%	(344)	11%	(100)	942
Never avoided social media for spoilers	14%	(82)	24%	(137)	41%	(231)	21%	(119)	570
People too sensitive about spoilers	25%	(213)	33%	(282)	34%	(288)	8%	(72)	855
People too relaxed about spoilers	25%	(199)	31%	(252)	36%	(286)	8%	(66)	803
Should have time limit for not spoiling	22%	(200)	31%	(281)	39%	(354)	8%	(70)	905
Watches Bachelor and looks for spoilers	37%	(99)	36%	(96)	19%	(52)	8%	(22)	269
Watches Bachelor without spoilers	18%	(29)	41%	(66)	29%	(48)	12%	(19)	162

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

**Table MCEN3\_8:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
Knowing what's going to happen makes watching more relaxing for me

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	21%	(324)	31%	(464)	35%	(523)	13%	(200)	1512
Gender: Male	24%	(188)	32%	(248)	31%	(238)	13%	(100)	774
Gender: Female	18%	(136)	29%	(217)	39%	(285)	14%	(101)	738
Age: 18-34	24%	(131)	28%	(151)	35%	(190)	13%	(68)	541
Age: 35-44	29%	(83)	36%	(103)	23%	(67)	12%	(34)	286
Age: 45-64	20%	(92)	31%	(141)	36%	(163)	13%	(59)	455
Age: 65+	8%	(18)	30%	(70)	44%	(102)	17%	(40)	231
GenZers: 1997-2012	19%	(46)	33%	(80)	34%	(81)	13%	(32)	240
Millennials: 1981-1996	26%	(115)	30%	(132)	33%	(147)	11%	(51)	445
GenXers: 1965-1980	29%	(114)	30%	(116)	28%	(110)	13%	(49)	389
Baby Boomers: 1946-1964	12%	(48)	32%	(131)	41%	(167)	15%	(63)	409
PID: Dem (no lean)	26%	(151)	33%	(195)	28%	(162)	13%	(79)	588
PID: Ind (no lean)	15%	(68)	25%	(115)	46%	(208)	14%	(64)	455
PID: Rep (no lean)	22%	(105)	33%	(154)	33%	(153)	12%	(57)	470
PID/Gender: Dem Men	29%	(84)	33%	(94)	28%	(80)	10%	(28)	286
PID/Gender: Dem Women	22%	(67)	33%	(101)	27%	(83)	17%	(51)	302
PID/Gender: Ind Men	15%	(33)	25%	(55)	45%	(101)	15%	(34)	224
PID/Gender: Ind Women	15%	(35)	26%	(60)	46%	(106)	13%	(30)	231
PID/Gender: Rep Men	27%	(71)	37%	(98)	22%	(57)	14%	(37)	264
PID/Gender: Rep Women	17%	(35)	27%	(56)	46%	(96)	10%	(20)	206
Ideo: Liberal (1-3)	28%	(134)	32%	(152)	29%	(138)	11%	(55)	479
Ideo: Moderate (4)	19%	(91)	32%	(153)	35%	(166)	14%	(66)	476
Ideo: Conservative (5-7)	19%	(75)	32%	(130)	38%	(152)	12%	(47)	405
Educ: < College	17%	(170)	29%	(287)	38%	(384)	16%	(160)	1001
Educ: Bachelors degree	24%	(77)	36%	(114)	31%	(97)	8%	(26)	314
Educ: Post-grad	40%	(78)	32%	(63)	21%	(42)	7%	(14)	197
Income: Under 50k	19%	(150)	29%	(233)	35%	(287)	17%	(141)	810
Income: 50k-100k	21%	(83)	32%	(129)	40%	(163)	7%	(29)	404
Income: 100k+	31%	(91)	34%	(102)	24%	(73)	10%	(31)	297
Ethnicity: White	21%	(236)	32%	(363)	36%	(405)	11%	(128)	1132
Ethnicity: Hispanic	23%	(71)	35%	(106)	31%	(95)	11%	(33)	305

Continued on next page

**Table MCEN3\_8:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
Knowing what's going to happen makes watching more relaxing for me

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	21%	(324)	31%	(464)	35%	(523)	13%	(200)	1512
Ethnicity: Black	23%	(50)	24%	(52)	30%	(67)	23%	(50)	220
Ethnicity: Other	24%	(38)	31%	(49)	32%	(51)	14%	(22)	160
All Christian	24%	(179)	33%	(251)	33%	(250)	11%	(80)	760
All Non-Christian	30%	(32)	44%	(47)	17%	(19)	9%	(10)	109
Atheist	21%	(15)	22%	(16)	49%	(35)	8%	(6)	71
Agnostic/Nothing in particular	18%	(59)	23%	(78)	41%	(134)	18%	(60)	330
Something Else	16%	(39)	30%	(73)	35%	(85)	19%	(45)	242
Religious Non-Protestant/Catholic	28%	(36)	39%	(50)	23%	(29)	10%	(12)	127
Evangelical	28%	(133)	31%	(147)	29%	(139)	12%	(58)	476
Non-Evangelical	15%	(74)	35%	(167)	37%	(177)	13%	(63)	482
Community: Urban	29%	(171)	34%	(199)	24%	(141)	12%	(70)	581
Community: Suburban	16%	(99)	32%	(201)	40%	(248)	12%	(72)	619
Community: Rural	18%	(55)	21%	(65)	43%	(134)	19%	(58)	312
Employ: Private Sector	25%	(135)	36%	(189)	32%	(168)	7%	(38)	530
Employ: Government	29%	(30)	44%	(45)	21%	(21)	6%	(6)	102
Employ: Self-Employed	28%	(30)	24%	(26)	34%	(37)	14%	(15)	109
Employ: Homemaker	17%	(16)	12%	(11)	55%	(50)	15%	(14)	91
Employ: Retired	9%	(25)	32%	(87)	41%	(111)	17%	(47)	270
Employ: Unemployed	23%	(49)	23%	(48)	34%	(72)	20%	(43)	211
Employ: Other	19%	(21)	29%	(31)	30%	(33)	22%	(24)	108
Military HH: Yes	21%	(43)	27%	(54)	35%	(70)	17%	(35)	202
Military HH: No	21%	(281)	31%	(410)	35%	(453)	13%	(166)	1310
RD/WT: Right Direction	26%	(134)	32%	(166)	28%	(146)	15%	(77)	523
RD/WT: Wrong Track	19%	(190)	30%	(299)	38%	(377)	13%	(124)	989
Trump Job Approve	22%	(131)	30%	(181)	35%	(211)	14%	(83)	606
Trump Job Disapprove	21%	(180)	32%	(269)	35%	(294)	12%	(106)	850
Trump Job Strongly Approve	27%	(84)	30%	(90)	30%	(92)	13%	(40)	306
Trump Job Somewhat Approve	16%	(47)	30%	(90)	40%	(119)	14%	(43)	300
Trump Job Somewhat Disapprove	17%	(35)	38%	(76)	37%	(75)	8%	(16)	202
Trump Job Strongly Disapprove	22%	(146)	30%	(193)	34%	(219)	14%	(90)	648

Continued on next page

**Table MCEN3\_8:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
Knowing what's going to happen makes watching more relaxing for me

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	21%	(324)	31%	(464)	35%	(523)	13%	(200)	1512
Favorable of Trump	23%	(145)	29%	(181)	34%	(215)	13%	(84)	625
Unfavorable of Trump	20%	(165)	32%	(262)	36%	(295)	12%	(98)	820
Very Favorable of Trump	26%	(100)	28%	(108)	31%	(117)	15%	(57)	382
Somewhat Favorable of Trump	19%	(45)	30%	(73)	40%	(98)	11%	(27)	243
Somewhat Unfavorable of Trump	17%	(25)	34%	(49)	40%	(58)	9%	(14)	146
Very Unfavorable of Trump	21%	(139)	32%	(213)	35%	(237)	13%	(85)	674
#1 Issue: Economy	23%	(136)	33%	(199)	32%	(190)	12%	(74)	599
#1 Issue: Security	24%	(32)	33%	(44)	33%	(45)	10%	(14)	135
#1 Issue: Health Care	22%	(63)	26%	(75)	37%	(104)	15%	(42)	284
#1 Issue: Medicare / Social Security	11%	(20)	34%	(60)	35%	(63)	20%	(36)	179
#1 Issue: Women's Issues	23%	(22)	27%	(25)	43%	(40)	7%	(6)	93
#1 Issue: Education	23%	(21)	39%	(37)	29%	(27)	9%	(8)	94
#1 Issue: Other	14%	(12)	20%	(17)	50%	(42)	15%	(13)	84
2018 House Vote: Democrat	25%	(125)	33%	(164)	31%	(157)	11%	(55)	501
2018 House Vote: Republican	20%	(85)	34%	(140)	36%	(151)	9%	(39)	415
2016 Vote: Hillary Clinton	24%	(116)	37%	(177)	27%	(129)	12%	(57)	479
2016 Vote: Donald Trump	21%	(93)	29%	(128)	39%	(174)	11%	(51)	446
2016 Vote: Other	12%	(8)	36%	(24)	41%	(27)	10%	(7)	65
2016 Vote: Didn't Vote	20%	(106)	26%	(135)	37%	(193)	17%	(86)	521
Voted in 2014: Yes	21%	(165)	33%	(265)	35%	(275)	11%	(87)	792
Voted in 2014: No	22%	(159)	28%	(199)	34%	(248)	16%	(114)	720
2012 Vote: Barack Obama	25%	(142)	30%	(167)	32%	(178)	13%	(75)	562
2012 Vote: Mitt Romney	16%	(44)	33%	(92)	42%	(116)	9%	(25)	277
2012 Vote: Didn't Vote	21%	(135)	31%	(194)	33%	(211)	15%	(96)	636
4-Region: Northeast	24%	(72)	34%	(100)	28%	(84)	13%	(39)	295
4-Region: Midwest	19%	(55)	29%	(87)	37%	(111)	15%	(45)	298
4-Region: South	19%	(103)	28%	(154)	39%	(214)	14%	(78)	549
4-Region: West	25%	(94)	33%	(123)	31%	(114)	10%	(38)	369
Seeks spoilers for reality shows	26%	(234)	34%	(310)	27%	(247)	12%	(108)	900
Seeks spoilers for drama tv shows	25%	(273)	33%	(365)	29%	(322)	13%	(143)	1103

Continued on next page

**Table MCEN3\_8:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
 Knowing what's going to happen makes watching more relaxing for me

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	21%	(324)	31%	(464)	35%	(523)	13%	(200)	1512
Seeks spoilers for sitcoms	26%	(219)	33%	(274)	26%	(218)	15%	(123)	835
Seeks spoilers for sporting events	27%	(236)	33%	(286)	29%	(257)	11%	(99)	879
Seeks spoilers for movies	24%	(293)	32%	(392)	31%	(378)	13%	(157)	1219
Seeks online spoilers for reality shows	30%	(238)	34%	(277)	26%	(209)	10%	(80)	804
Seeks online spoilers for drama tv shows	29%	(271)	35%	(331)	25%	(238)	11%	(108)	948
Seeks online spoilers for sitcoms	30%	(218)	35%	(259)	23%	(166)	13%	(92)	736
Seeks online spoilers for sporting events	29%	(216)	36%	(267)	26%	(192)	10%	(75)	752
Seeks online spoilers for movies	26%	(286)	33%	(359)	28%	(302)	13%	(136)	1084
Avoided social media for spoilers	23%	(219)	31%	(290)	36%	(339)	10%	(95)	942
Never avoided social media for spoilers	19%	(106)	31%	(175)	32%	(184)	19%	(106)	570
People too sensitive about spoilers	29%	(245)	34%	(293)	30%	(257)	7%	(60)	855
People too relaxed about spoilers	26%	(213)	36%	(287)	30%	(244)	7%	(59)	803
Should have time limit for not spoiling	25%	(230)	35%	(317)	33%	(298)	7%	(60)	905
Watches Bachelor and looks for spoilers	42%	(112)	38%	(102)	15%	(41)	5%	(13)	269
Watches Bachelor without spoilers	22%	(35)	30%	(49)	37%	(60)	11%	(18)	162

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

**Table MCEN3\_9:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
I like to see the reaction of people I am watching the entertainment with, knowing what's going to happen

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	18%	(277)	28%	(427)	39%	(593)	14%	(214)	1512
Gender: Male	23%	(176)	31%	(238)	34%	(262)	13%	(99)	774
Gender: Female	14%	(101)	26%	(190)	45%	(331)	16%	(116)	738
Age: 18-34	20%	(110)	32%	(170)	33%	(178)	15%	(82)	541
Age: 35-44	26%	(75)	38%	(109)	25%	(71)	11%	(31)	286
Age: 45-64	19%	(85)	24%	(107)	45%	(203)	13%	(60)	455
Age: 65+	3%	(6)	18%	(41)	61%	(142)	18%	(41)	231
GenZers: 1997-2012	16%	(39)	33%	(78)	33%	(80)	18%	(43)	240
Millennials: 1981-1996	24%	(105)	34%	(152)	30%	(131)	13%	(56)	445
GenXers: 1965-1980	24%	(94)	33%	(127)	32%	(125)	11%	(43)	389
Baby Boomers: 1946-1964	10%	(39)	16%	(67)	58%	(237)	16%	(66)	409
PID: Dem (no lean)	20%	(119)	28%	(162)	38%	(225)	14%	(83)	588
PID: Ind (no lean)	14%	(65)	26%	(119)	43%	(195)	17%	(76)	455
PID: Rep (no lean)	20%	(94)	31%	(147)	37%	(174)	12%	(56)	470
PID/Gender: Dem Men	25%	(71)	31%	(90)	33%	(95)	10%	(30)	286
PID/Gender: Dem Women	16%	(47)	24%	(72)	43%	(129)	18%	(53)	302
PID/Gender: Ind Men	16%	(35)	25%	(55)	43%	(97)	16%	(37)	224
PID/Gender: Ind Women	13%	(30)	27%	(63)	43%	(98)	17%	(40)	231
PID/Gender: Rep Men	26%	(69)	35%	(92)	26%	(70)	12%	(33)	264
PID/Gender: Rep Women	12%	(25)	26%	(54)	50%	(104)	11%	(23)	206
Ideo: Liberal (1-3)	23%	(112)	29%	(137)	37%	(178)	11%	(52)	479
Ideo: Moderate (4)	19%	(88)	31%	(147)	36%	(173)	14%	(68)	476
Ideo: Conservative (5-7)	17%	(70)	25%	(100)	45%	(183)	13%	(51)	405
Educ: < College	14%	(144)	26%	(263)	41%	(414)	18%	(180)	1001
Educ: Bachelors degree	21%	(65)	31%	(98)	40%	(126)	8%	(25)	314
Educ: Post-grad	34%	(67)	34%	(66)	27%	(53)	5%	(10)	197
Income: Under 50k	15%	(122)	25%	(204)	41%	(329)	19%	(155)	810
Income: 50k-100k	18%	(72)	30%	(121)	44%	(179)	8%	(32)	404
Income: 100k+	28%	(83)	34%	(102)	28%	(84)	9%	(28)	297
Ethnicity: White	18%	(202)	29%	(330)	42%	(471)	11%	(129)	1132
Ethnicity: Hispanic	24%	(72)	33%	(101)	33%	(99)	11%	(34)	305

Continued on next page

**Table MCEN3\_9:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
I like to see the reaction of people I am watching the entertainment with, knowing what's going to happen

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	18%	(277)	28%	(427)	39%	(593)	14%	(214)	1512
Ethnicity: Black	18%	(40)	22%	(49)	33%	(73)	26%	(58)	220
Ethnicity: Other	22%	(35)	30%	(48)	31%	(49)	17%	(28)	160
All Christian	21%	(156)	28%	(214)	42%	(318)	9%	(72)	760
All Non-Christian	29%	(31)	40%	(43)	20%	(21)	12%	(13)	109
Atheist	8%	(6)	25%	(18)	61%	(44)	6%	(4)	71
Agnostic/Nothing in particular	13%	(42)	26%	(86)	42%	(139)	19%	(63)	330
Something Else	17%	(42)	28%	(67)	29%	(71)	26%	(63)	242
Religious Non-Protestant/Catholic	25%	(31)	37%	(47)	27%	(35)	11%	(14)	127
Evangelical	24%	(116)	31%	(148)	31%	(146)	14%	(66)	476
Non-Evangelical	16%	(78)	26%	(124)	44%	(214)	14%	(66)	482
Community: Urban	27%	(155)	34%	(200)	27%	(156)	12%	(70)	581
Community: Suburban	14%	(85)	24%	(148)	47%	(293)	15%	(94)	619
Community: Rural	12%	(37)	26%	(79)	47%	(145)	16%	(50)	312
Employ: Private Sector	23%	(122)	37%	(195)	32%	(172)	8%	(42)	530
Employ: Government	26%	(27)	44%	(44)	22%	(22)	8%	(8)	102
Employ: Self-Employed	20%	(21)	30%	(33)	34%	(37)	16%	(17)	109
Employ: Homemaker	10%	(9)	17%	(16)	61%	(56)	12%	(11)	91
Employ: Retired	7%	(19)	15%	(40)	62%	(168)	16%	(44)	270
Employ: Unemployed	21%	(44)	19%	(41)	36%	(76)	24%	(51)	211
Employ: Other	14%	(15)	29%	(31)	32%	(35)	25%	(27)	108
Military HH: Yes	15%	(31)	26%	(53)	42%	(85)	17%	(34)	202
Military HH: No	19%	(246)	29%	(375)	39%	(508)	14%	(180)	1310
RD/WT: Right Direction	23%	(118)	31%	(161)	32%	(169)	14%	(75)	523
RD/WT: Wrong Track	16%	(159)	27%	(266)	43%	(424)	14%	(140)	989
Trump Job Approve	20%	(121)	29%	(178)	37%	(226)	13%	(82)	606
Trump Job Disapprove	18%	(149)	27%	(232)	41%	(350)	14%	(118)	850
Trump Job Strongly Approve	20%	(63)	29%	(90)	36%	(111)	14%	(43)	306
Trump Job Somewhat Approve	19%	(58)	29%	(88)	38%	(114)	13%	(39)	300
Trump Job Somewhat Disapprove	17%	(35)	33%	(67)	40%	(82)	9%	(18)	202
Trump Job Strongly Disapprove	18%	(114)	25%	(165)	41%	(268)	15%	(100)	648

Continued on next page

**Table MCEN3\_9:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general? I like to see the reaction of people I am watching the entertainment with, knowing what's going to happen

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	18%	(277)	28%	(427)	39%	(593)	14%	(214)	1512
Favorable of Trump	20%	(124)	30%	(186)	37%	(234)	13%	(80)	625
Unfavorable of Trump	17%	(141)	27%	(220)	43%	(349)	13%	(110)	820
Very Favorable of Trump	21%	(79)	28%	(107)	38%	(144)	13%	(51)	382
Somewhat Favorable of Trump	18%	(45)	33%	(79)	37%	(90)	12%	(29)	243
Somewhat Unfavorable of Trump	17%	(24)	34%	(49)	41%	(60)	9%	(13)	146
Very Unfavorable of Trump	17%	(116)	25%	(171)	43%	(289)	14%	(97)	674
#1 Issue: Economy	20%	(120)	31%	(187)	35%	(212)	13%	(80)	599
#1 Issue: Security	18%	(24)	28%	(38)	45%	(61)	8%	(11)	135
#1 Issue: Health Care	20%	(56)	27%	(76)	41%	(115)	13%	(37)	284
#1 Issue: Medicare / Social Security	12%	(22)	25%	(45)	42%	(76)	20%	(36)	179
#1 Issue: Women's Issues	19%	(18)	30%	(28)	34%	(32)	16%	(15)	93
#1 Issue: Education	19%	(18)	32%	(30)	35%	(33)	13%	(13)	94
#1 Issue: Other	8%	(6)	17%	(14)	58%	(48)	18%	(15)	84
2018 House Vote: Democrat	23%	(117)	28%	(141)	37%	(184)	12%	(59)	501
2018 House Vote: Republican	18%	(76)	31%	(128)	42%	(174)	9%	(37)	415
2016 Vote: Hillary Clinton	22%	(104)	30%	(146)	36%	(173)	12%	(56)	479
2016 Vote: Donald Trump	18%	(80)	30%	(136)	41%	(183)	11%	(47)	446
2016 Vote: Other	4%	(2)	11%	(7)	73%	(48)	12%	(8)	65
2016 Vote: Didn't Vote	17%	(89)	27%	(139)	36%	(189)	20%	(103)	521
Voted in 2014: Yes	20%	(155)	28%	(223)	42%	(335)	10%	(78)	792
Voted in 2014: No	17%	(122)	28%	(204)	36%	(258)	19%	(137)	720
2012 Vote: Barack Obama	21%	(118)	28%	(155)	38%	(215)	13%	(74)	562
2012 Vote: Mitt Romney	14%	(38)	27%	(75)	49%	(137)	10%	(28)	277
2012 Vote: Didn't Vote	19%	(119)	30%	(192)	34%	(216)	17%	(109)	636
4-Region: Northeast	22%	(64)	30%	(89)	35%	(103)	13%	(39)	295
4-Region: Midwest	15%	(45)	25%	(75)	45%	(133)	15%	(45)	298
4-Region: South	16%	(89)	25%	(137)	41%	(224)	18%	(99)	549
4-Region: West	22%	(80)	34%	(126)	36%	(133)	8%	(30)	369
Seeks spoilers for reality shows	24%	(215)	32%	(290)	30%	(273)	13%	(121)	900
Seeks spoilers for drama tv shows	21%	(234)	31%	(346)	34%	(375)	13%	(148)	1103

Continued on next page



**Table MCEN3\_9:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general? I like to see the reaction of people I am watching the entertainment with, knowing what's going to happen

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	18%	(277)	28%	(427)	39%	(593)	14%	(214)	1512
Seeks spoilers for sitcoms	23%	(196)	31%	(258)	31%	(257)	15%	(124)	835
Seeks spoilers for sporting events	24%	(211)	31%	(272)	33%	(293)	12%	(102)	879
Seeks spoilers for movies	20%	(249)	30%	(369)	35%	(428)	14%	(173)	1219
Seeks online spoilers for reality shows	25%	(200)	37%	(296)	26%	(212)	12%	(96)	804
Seeks online spoilers for drama tv shows	24%	(226)	34%	(325)	30%	(282)	12%	(115)	948
Seeks online spoilers for sitcoms	24%	(178)	34%	(250)	28%	(209)	14%	(100)	736
Seeks online spoilers for sporting events	25%	(186)	35%	(264)	30%	(223)	11%	(80)	752
Seeks online spoilers for movies	22%	(241)	33%	(356)	32%	(343)	13%	(144)	1084
Avoided social media for spoilers	21%	(197)	31%	(288)	38%	(356)	11%	(101)	942
Never avoided social media for spoilers	14%	(81)	24%	(139)	42%	(237)	20%	(113)	570
People too sensitive about spoilers	26%	(223)	33%	(282)	34%	(288)	7%	(62)	855
People too relaxed about spoilers	25%	(200)	34%	(274)	33%	(264)	8%	(65)	803
Should have time limit for not spoiling	22%	(195)	34%	(312)	36%	(328)	8%	(71)	905
Watches Bachelor and looks for spoilers	34%	(90)	41%	(111)	18%	(49)	7%	(18)	269
Watches Bachelor without spoilers	21%	(34)	35%	(56)	36%	(58)	8%	(13)	162

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

**Table MCEN3\_10:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
I like knowing more about what I am watching than others know

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	21%	(317)	27%	(409)	38%	(572)	14%	(214)	1512
Gender: Male	25%	(192)	29%	(221)	33%	(255)	14%	(106)	774
Gender: Female	17%	(126)	25%	(187)	43%	(317)	15%	(108)	738
Age: 18-34	26%	(139)	30%	(164)	30%	(164)	14%	(74)	541
Age: 35-44	32%	(90)	32%	(92)	26%	(74)	11%	(30)	286
Age: 45-64	17%	(76)	27%	(121)	42%	(192)	15%	(66)	455
Age: 65+	5%	(12)	14%	(32)	62%	(143)	19%	(44)	231
GenZers: 1997-2012	21%	(49)	32%	(76)	31%	(75)	16%	(39)	240
Millennials: 1981-1996	28%	(125)	32%	(141)	29%	(130)	11%	(49)	445
GenXers: 1965-1980	28%	(108)	28%	(108)	32%	(125)	12%	(48)	389
Baby Boomers: 1946-1964	9%	(35)	20%	(80)	55%	(223)	17%	(70)	409
PID: Dem (no lean)	22%	(131)	27%	(157)	36%	(209)	16%	(91)	588
PID: Ind (no lean)	18%	(82)	26%	(117)	41%	(187)	15%	(68)	455
PID: Rep (no lean)	22%	(104)	29%	(135)	37%	(176)	12%	(55)	470
PID/Gender: Dem Men	27%	(76)	28%	(79)	34%	(98)	12%	(33)	286
PID/Gender: Dem Women	18%	(55)	26%	(78)	37%	(111)	19%	(58)	302
PID/Gender: Ind Men	19%	(43)	25%	(55)	40%	(90)	16%	(36)	224
PID/Gender: Ind Women	17%	(39)	27%	(62)	42%	(97)	14%	(32)	231
PID/Gender: Rep Men	27%	(72)	33%	(87)	26%	(67)	14%	(37)	264
PID/Gender: Rep Women	16%	(32)	23%	(48)	53%	(108)	9%	(18)	206
Ideo: Liberal (1-3)	29%	(137)	24%	(116)	37%	(176)	10%	(50)	479
Ideo: Moderate (4)	20%	(93)	31%	(148)	32%	(153)	17%	(82)	476
Ideo: Conservative (5-7)	17%	(69)	27%	(110)	45%	(183)	10%	(41)	405
Educ: < College	16%	(163)	26%	(262)	40%	(398)	18%	(177)	1001
Educ: Bachelors degree	27%	(83)	27%	(85)	38%	(120)	8%	(26)	314
Educ: Post-grad	36%	(71)	31%	(62)	27%	(53)	6%	(11)	197
Income: Under 50k	18%	(142)	25%	(206)	37%	(303)	20%	(159)	810
Income: 50k-100k	20%	(82)	27%	(109)	45%	(183)	7%	(30)	404
Income: 100k+	31%	(93)	32%	(94)	29%	(85)	8%	(25)	297
Ethnicity: White	20%	(229)	27%	(303)	40%	(456)	13%	(144)	1132
Ethnicity: Hispanic	31%	(94)	32%	(96)	27%	(81)	11%	(34)	305

Continued on next page

**Table MCEN3\_10:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
 I like knowing more about what I am watching than others know

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	21%	(317)	27%	(409)	38%	(572)	14%	(214)	1512
Ethnicity: Black	26%	(57)	21%	(45)	32%	(69)	22%	(49)	220
Ethnicity: Other	20%	(32)	38%	(60)	29%	(46)	14%	(22)	160
All Christian	22%	(165)	31%	(232)	38%	(286)	10%	(77)	760
All Non-Christian	34%	(36)	29%	(32)	26%	(29)	11%	(12)	109
Atheist	10%	(7)	19%	(13)	64%	(45)	8%	(6)	71
Agnostic/Nothing in particular	15%	(50)	26%	(85)	40%	(132)	19%	(64)	330
Something Else	24%	(59)	19%	(46)	33%	(80)	23%	(57)	242
Religious Non-Protestant/Catholic	31%	(39)	27%	(34)	33%	(42)	9%	(12)	127
Evangelical	27%	(129)	27%	(129)	32%	(150)	14%	(68)	476
Non-Evangelical	18%	(85)	29%	(141)	40%	(192)	13%	(64)	482
Community: Urban	30%	(175)	30%	(174)	25%	(148)	14%	(84)	581
Community: Suburban	16%	(98)	25%	(155)	47%	(289)	12%	(77)	619
Community: Rural	14%	(44)	25%	(79)	43%	(135)	17%	(53)	312
Employ: Private Sector	29%	(153)	32%	(170)	31%	(165)	8%	(42)	530
Employ: Government	35%	(35)	28%	(28)	30%	(31)	7%	(7)	102
Employ: Self-Employed	21%	(23)	30%	(32)	32%	(35)	17%	(19)	109
Employ: Homemaker	9%	(8)	28%	(26)	47%	(43)	16%	(14)	91
Employ: Retired	6%	(15)	22%	(59)	54%	(145)	19%	(50)	270
Employ: Unemployed	19%	(41)	23%	(48)	36%	(76)	22%	(47)	211
Employ: Other	20%	(22)	19%	(21)	39%	(42)	22%	(24)	108
Military HH: Yes	14%	(29)	22%	(44)	45%	(92)	19%	(38)	202
Military HH: No	22%	(288)	28%	(365)	37%	(480)	13%	(176)	1310
RD/WT: Right Direction	26%	(138)	31%	(160)	29%	(153)	14%	(71)	523
RD/WT: Wrong Track	18%	(179)	25%	(248)	42%	(418)	14%	(143)	989
Trump Job Approve	23%	(141)	29%	(178)	35%	(211)	13%	(76)	606
Trump Job Disapprove	20%	(170)	26%	(221)	40%	(341)	14%	(117)	850
Trump Job Strongly Approve	26%	(79)	30%	(92)	31%	(94)	13%	(41)	306
Trump Job Somewhat Approve	21%	(62)	29%	(86)	39%	(117)	12%	(35)	300
Trump Job Somewhat Disapprove	24%	(48)	30%	(61)	35%	(70)	12%	(23)	202
Trump Job Strongly Disapprove	19%	(122)	25%	(161)	42%	(271)	14%	(94)	648

Continued on next page

**Table MCEN3\_10:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
I like knowing more about what I am watching than others know

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	21%	(317)	27%	(409)	38%	(572)	14%	(214)	1512
Favorable of Trump	24%	(152)	29%	(181)	34%	(215)	12%	(77)	625
Unfavorable of Trump	18%	(149)	26%	(217)	41%	(338)	14%	(116)	820
Very Favorable of Trump	27%	(103)	27%	(104)	32%	(123)	14%	(52)	382
Somewhat Favorable of Trump	20%	(49)	32%	(77)	38%	(92)	10%	(25)	243
Somewhat Unfavorable of Trump	15%	(23)	29%	(43)	41%	(60)	14%	(20)	146
Very Unfavorable of Trump	19%	(127)	26%	(174)	41%	(277)	14%	(96)	674
#1 Issue: Economy	24%	(145)	29%	(172)	36%	(213)	12%	(70)	599
#1 Issue: Security	22%	(30)	25%	(34)	37%	(50)	16%	(21)	135
#1 Issue: Health Care	21%	(59)	29%	(81)	37%	(105)	14%	(39)	284
#1 Issue: Medicare / Social Security	9%	(16)	24%	(42)	45%	(80)	23%	(41)	179
#1 Issue: Women's Issues	19%	(17)	28%	(26)	40%	(38)	13%	(12)	93
#1 Issue: Education	29%	(27)	35%	(33)	27%	(25)	10%	(9)	94
#1 Issue: Other	11%	(9)	17%	(14)	55%	(46)	17%	(15)	84
2018 House Vote: Democrat	24%	(119)	27%	(136)	38%	(189)	11%	(57)	501
2018 House Vote: Republican	21%	(87)	30%	(124)	42%	(172)	8%	(31)	415
2016 Vote: Hillary Clinton	24%	(114)	31%	(148)	32%	(155)	13%	(61)	479
2016 Vote: Donald Trump	21%	(95)	27%	(121)	42%	(188)	9%	(42)	446
2016 Vote: Other	6%	(4)	11%	(7)	69%	(45)	14%	(9)	65
2016 Vote: Didn't Vote	20%	(103)	25%	(133)	35%	(183)	20%	(102)	521
Voted in 2014: Yes	21%	(166)	26%	(205)	43%	(342)	10%	(78)	792
Voted in 2014: No	21%	(151)	28%	(204)	32%	(230)	19%	(136)	720
2012 Vote: Barack Obama	23%	(127)	25%	(139)	39%	(217)	14%	(79)	562
2012 Vote: Mitt Romney	15%	(42)	29%	(79)	49%	(137)	7%	(19)	277
2012 Vote: Didn't Vote	23%	(148)	29%	(183)	31%	(194)	17%	(111)	636
4-Region: Northeast	27%	(79)	30%	(87)	32%	(93)	12%	(36)	295
4-Region: Midwest	17%	(50)	26%	(78)	40%	(119)	17%	(52)	298
4-Region: South	18%	(101)	24%	(132)	41%	(226)	16%	(90)	549
4-Region: West	24%	(88)	30%	(111)	36%	(134)	10%	(36)	369
Seeks spoilers for reality shows	28%	(255)	28%	(255)	31%	(275)	13%	(115)	900
Seeks spoilers for drama tv shows	26%	(282)	28%	(308)	34%	(372)	13%	(140)	1103

Continued on next page

**Table MCEN3\_10:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
 I like knowing more about what I am watching than others know

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	21%	(317)	27%	(409)	38%	(572)	14%	(214)	1512
Seeks spoilers for sitcoms	27%	(222)	28%	(231)	31%	(263)	14%	(119)	835
Seeks spoilers for sporting events	27%	(236)	29%	(256)	32%	(279)	12%	(108)	879
Seeks spoilers for movies	23%	(278)	30%	(362)	33%	(405)	14%	(174)	1219
Seeks online spoilers for reality shows	31%	(248)	31%	(251)	28%	(222)	10%	(83)	804
Seeks online spoilers for drama tv shows	27%	(260)	32%	(300)	28%	(269)	13%	(119)	948
Seeks online spoilers for sitcoms	29%	(213)	32%	(235)	27%	(198)	12%	(90)	736
Seeks online spoilers for sporting events	30%	(229)	31%	(229)	28%	(208)	11%	(86)	752
Seeks online spoilers for movies	25%	(274)	31%	(335)	30%	(327)	14%	(147)	1084
Avoided social media for spoilers	24%	(231)	30%	(282)	36%	(339)	10%	(90)	942
Never avoided social media for spoilers	15%	(87)	22%	(126)	41%	(233)	22%	(124)	570
People too sensitive about spoilers	29%	(245)	30%	(253)	34%	(292)	8%	(65)	855
People too relaxed about spoilers	28%	(224)	29%	(236)	35%	(280)	8%	(63)	803
Should have time limit for not spoiling	25%	(223)	30%	(276)	38%	(345)	7%	(62)	905
Watches Bachelor and looks for spoilers	40%	(108)	38%	(101)	16%	(42)	6%	(17)	269
Watches Bachelor without spoilers	23%	(37)	26%	(42)	37%	(60)	14%	(22)	162

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

**Table MCEN3\_11:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
I am a member of a fan group and we like to discuss the latest developments

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	14%	(205)	20%	(300)	49%	(734)	18%	(272)	1512
Gender: Male	18%	(135)	28%	(215)	38%	(297)	16%	(127)	774
Gender: Female	9%	(70)	12%	(85)	59%	(438)	20%	(145)	738
Age: 18-34	17%	(91)	23%	(123)	43%	(234)	17%	(92)	541
Age: 35-44	22%	(63)	30%	(86)	31%	(90)	17%	(47)	286
Age: 45-64	10%	(47)	18%	(82)	52%	(236)	20%	(89)	455
Age: 65+	2%	(4)	4%	(9)	76%	(174)	19%	(44)	231
GenZers: 1997-2012	14%	(33)	22%	(52)	46%	(112)	18%	(43)	240
Millennials: 1981-1996	19%	(83)	28%	(123)	38%	(168)	16%	(71)	445
GenXers: 1965-1980	19%	(74)	21%	(83)	42%	(162)	18%	(71)	389
Baby Boomers: 1946-1964	4%	(15)	9%	(38)	67%	(273)	20%	(82)	409
PID: Dem (no lean)	14%	(81)	22%	(127)	48%	(281)	17%	(98)	588
PID: Ind (no lean)	12%	(53)	15%	(69)	51%	(234)	22%	(99)	455
PID: Rep (no lean)	15%	(71)	22%	(103)	47%	(219)	16%	(76)	470
PID/Gender: Dem Men	17%	(49)	29%	(84)	37%	(106)	16%	(47)	286
PID/Gender: Dem Women	11%	(32)	14%	(43)	58%	(175)	17%	(51)	302
PID/Gender: Ind Men	13%	(29)	21%	(48)	50%	(113)	15%	(34)	224
PID/Gender: Ind Women	10%	(24)	9%	(21)	52%	(121)	28%	(64)	231
PID/Gender: Rep Men	22%	(58)	31%	(83)	29%	(77)	17%	(46)	264
PID/Gender: Rep Women	7%	(14)	10%	(20)	69%	(142)	14%	(30)	206
Ideo: Liberal (1-3)	17%	(81)	22%	(105)	49%	(233)	12%	(60)	479
Ideo: Moderate (4)	13%	(62)	24%	(116)	44%	(207)	19%	(90)	476
Ideo: Conservative (5-7)	11%	(46)	17%	(68)	55%	(223)	17%	(67)	405
Educ: < College	9%	(94)	16%	(157)	53%	(529)	22%	(222)	1001
Educ: Bachelors degree	16%	(50)	26%	(82)	46%	(145)	12%	(38)	314
Educ: Post-grad	31%	(62)	31%	(61)	31%	(61)	6%	(13)	197
Income: Under 50k	12%	(96)	16%	(128)	48%	(393)	24%	(194)	810
Income: 50k-100k	11%	(44)	20%	(80)	59%	(238)	10%	(42)	404
Income: 100k+	22%	(65)	31%	(92)	35%	(103)	12%	(36)	297
Ethnicity: White	13%	(150)	21%	(235)	50%	(568)	16%	(179)	1132
Ethnicity: Hispanic	17%	(52)	26%	(78)	42%	(128)	16%	(47)	305

Continued on next page

**Table MCEN3\_11:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
 I am a member of a fan group and we like to discuss the latest developments

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	14%	(205)	20%	(300)	49%	(734)	18%	(272)	1512
Ethnicity: Black	19%	(42)	14%	(31)	37%	(81)	30%	(66)	220
Ethnicity: Other	8%	(13)	21%	(34)	53%	(85)	17%	(27)	160
All Christian	16%	(119)	24%	(184)	48%	(363)	12%	(93)	760
All Non-Christian	21%	(23)	27%	(30)	40%	(43)	12%	(13)	109
Atheist	7%	(5)	17%	(12)	64%	(46)	11%	(8)	71
Agnostic/Nothing in particular	8%	(28)	13%	(42)	52%	(173)	26%	(87)	330
Something Else	13%	(30)	13%	(32)	45%	(109)	29%	(71)	242
Religious Non-Protestant/Catholic	19%	(24)	26%	(33)	43%	(54)	13%	(16)	127
Evangelical	22%	(106)	25%	(117)	37%	(178)	16%	(74)	476
Non-Evangelical	8%	(39)	18%	(87)	56%	(269)	18%	(86)	482
Community: Urban	21%	(124)	29%	(168)	33%	(192)	17%	(96)	581
Community: Suburban	9%	(56)	15%	(92)	59%	(364)	17%	(107)	619
Community: Rural	8%	(25)	13%	(39)	57%	(178)	22%	(69)	312
Employ: Private Sector	18%	(94)	30%	(161)	43%	(228)	9%	(48)	530
Employ: Government	26%	(26)	27%	(28)	38%	(38)	10%	(10)	102
Employ: Self-Employed	22%	(24)	23%	(25)	37%	(40)	18%	(20)	109
Employ: Homemaker	9%	(8)	4%	(4)	63%	(57)	24%	(22)	91
Employ: Retired	4%	(10)	12%	(32)	68%	(183)	17%	(46)	270
Employ: Unemployed	12%	(26)	10%	(21)	45%	(95)	33%	(69)	211
Employ: Other	7%	(7)	7%	(8)	46%	(50)	41%	(44)	108
Military HH: Yes	13%	(26)	15%	(30)	52%	(106)	20%	(41)	202
Military HH: No	14%	(180)	21%	(270)	48%	(629)	18%	(231)	1310
RD/WT: Right Direction	19%	(99)	27%	(141)	38%	(199)	16%	(84)	523
RD/WT: Wrong Track	11%	(107)	16%	(159)	54%	(536)	19%	(188)	989
Trump Job Approve	16%	(94)	24%	(148)	44%	(269)	16%	(95)	606
Trump Job Disapprove	12%	(106)	17%	(147)	52%	(443)	18%	(154)	850
Trump Job Strongly Approve	16%	(50)	23%	(69)	42%	(128)	19%	(58)	306
Trump Job Somewhat Approve	15%	(44)	26%	(78)	47%	(141)	12%	(37)	300
Trump Job Somewhat Disapprove	13%	(27)	24%	(49)	51%	(104)	11%	(22)	202
Trump Job Strongly Disapprove	12%	(79)	15%	(98)	52%	(339)	20%	(131)	648

Continued on next page

**Table MCEN3\_11:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
I am a member of a fan group and we like to discuss the latest developments

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	14%	(205)	20%	(300)	49%	(734)	18%	(272)	1512
Favorable of Trump	16%	(102)	23%	(142)	45%	(279)	16%	(101)	625
Unfavorable of Trump	11%	(91)	18%	(146)	54%	(442)	17%	(141)	820
Very Favorable of Trump	19%	(71)	22%	(84)	40%	(155)	19%	(72)	382
Somewhat Favorable of Trump	13%	(30)	24%	(59)	51%	(125)	12%	(29)	243
Somewhat Unfavorable of Trump	10%	(15)	20%	(30)	58%	(84)	11%	(17)	146
Very Unfavorable of Trump	11%	(76)	17%	(116)	53%	(358)	18%	(124)	674
#1 Issue: Economy	14%	(84)	21%	(123)	47%	(283)	18%	(109)	599
#1 Issue: Security	16%	(22)	29%	(38)	44%	(59)	11%	(15)	135
#1 Issue: Health Care	13%	(37)	24%	(68)	46%	(132)	16%	(46)	284
#1 Issue: Medicare / Social Security	6%	(10)	11%	(20)	57%	(103)	26%	(47)	179
#1 Issue: Women's Issues	16%	(15)	13%	(12)	54%	(50)	17%	(15)	93
#1 Issue: Education	19%	(18)	23%	(21)	39%	(37)	19%	(18)	94
#1 Issue: Other	8%	(6)	11%	(9)	65%	(54)	17%	(14)	84
2018 House Vote: Democrat	17%	(87)	22%	(113)	47%	(235)	13%	(67)	501
2018 House Vote: Republican	15%	(61)	21%	(85)	51%	(210)	14%	(59)	415
2016 Vote: Hillary Clinton	16%	(75)	25%	(121)	46%	(220)	13%	(62)	479
2016 Vote: Donald Trump	16%	(70)	20%	(88)	50%	(222)	15%	(66)	446
2016 Vote: Other	6%	(4)	6%	(4)	69%	(45)	20%	(13)	65
2016 Vote: Didn't Vote	11%	(55)	17%	(88)	47%	(246)	25%	(132)	521
Voted in 2014: Yes	16%	(123)	20%	(159)	50%	(397)	14%	(113)	792
Voted in 2014: No	11%	(83)	19%	(140)	47%	(338)	22%	(160)	720
2012 Vote: Barack Obama	17%	(96)	20%	(112)	46%	(260)	17%	(94)	562
2012 Vote: Mitt Romney	12%	(33)	17%	(48)	57%	(159)	13%	(37)	277
2012 Vote: Didn't Vote	12%	(76)	21%	(133)	46%	(292)	21%	(135)	636
4-Region: Northeast	18%	(52)	30%	(90)	37%	(109)	15%	(45)	295
4-Region: Midwest	9%	(28)	14%	(40)	52%	(155)	25%	(74)	298
4-Region: South	14%	(76)	15%	(81)	53%	(289)	19%	(103)	549
4-Region: West	13%	(49)	24%	(89)	49%	(181)	14%	(51)	369
Seeks spoilers for reality shows	18%	(166)	25%	(221)	39%	(349)	18%	(164)	900
Seeks spoilers for drama tv shows	16%	(175)	21%	(236)	45%	(496)	18%	(196)	1103

Continued on next page



**Table MCEN3\_11:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers in general?  
 I am a member of a fan group and we like to discuss the latest developments

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	14%	(205)	20%	(300)	49%	(734)	18%	(272)	1512
Seeks spoilers for sitcoms	16%	(137)	24%	(202)	40%	(334)	19%	(162)	835
Seeks spoilers for sporting events	19%	(166)	27%	(235)	40%	(350)	15%	(128)	879
Seeks spoilers for movies	15%	(185)	22%	(265)	45%	(545)	18%	(223)	1219
Seeks online spoilers for reality shows	20%	(164)	27%	(217)	36%	(292)	16%	(132)	804
Seeks online spoilers for drama tv shows	18%	(170)	23%	(222)	42%	(400)	16%	(156)	948
Seeks online spoilers for sitcoms	19%	(138)	26%	(194)	39%	(285)	16%	(119)	736
Seeks online spoilers for sporting events	20%	(153)	29%	(221)	36%	(272)	14%	(106)	752
Seeks online spoilers for movies	17%	(180)	23%	(252)	43%	(461)	18%	(191)	1084
Avoided social media for spoilers	17%	(161)	24%	(222)	46%	(437)	13%	(122)	942
Never avoided social media for spoilers	8%	(45)	14%	(77)	52%	(298)	26%	(150)	570
People too sensitive about spoilers	19%	(164)	25%	(212)	45%	(382)	11%	(97)	855
People too relaxed about spoilers	17%	(139)	25%	(203)	43%	(347)	14%	(114)	803
Should have time limit for not spoiling	16%	(149)	26%	(233)	47%	(421)	11%	(102)	905
Watches Bachelor and looks for spoilers	32%	(87)	37%	(100)	23%	(63)	7%	(19)	269
Watches Bachelor without spoilers	13%	(21)	27%	(44)	48%	(77)	12%	(20)	162

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

**Table MCEN4\_1:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?  
*I like to know what is going to happen before watching*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	23%	(206)	33%	(297)	31%	(282)	13%	(115)	900
Gender: Male	28%	(127)	34%	(156)	26%	(119)	12%	(53)	456
Gender: Female	18%	(79)	32%	(141)	37%	(163)	14%	(62)	444
Age: 18-34	22%	(81)	31%	(112)	33%	(118)	14%	(50)	360
Age: 35-44	30%	(65)	34%	(75)	25%	(55)	11%	(23)	218
Age: 45-64	20%	(50)	35%	(89)	32%	(80)	13%	(34)	253
Age: 65+	15%	(10)	30%	(20)	43%	(29)	12%	(8)	68
GenZers: 1997-2012	17%	(26)	28%	(44)	40%	(62)	15%	(24)	157
Millennials: 1981-1996	27%	(87)	36%	(114)	25%	(80)	12%	(39)	320
GenXers: 1965-1980	25%	(62)	32%	(79)	34%	(83)	9%	(22)	245
Baby Boomers: 1946-1964	18%	(30)	35%	(59)	32%	(53)	15%	(26)	168
PID: Dem (no lean)	23%	(88)	32%	(124)	34%	(131)	11%	(40)	383
PID: Ind (no lean)	18%	(41)	33%	(75)	29%	(67)	19%	(44)	227
PID: Rep (no lean)	26%	(76)	34%	(97)	29%	(85)	11%	(31)	290
PID/Gender: Dem Men	33%	(62)	29%	(55)	32%	(60)	7%	(13)	190
PID/Gender: Dem Women	13%	(26)	36%	(69)	37%	(71)	14%	(27)	193
PID/Gender: Ind Men	15%	(14)	42%	(39)	20%	(19)	23%	(21)	93
PID/Gender: Ind Women	20%	(27)	27%	(36)	36%	(48)	17%	(22)	134
PID/Gender: Rep Men	29%	(51)	36%	(62)	23%	(41)	11%	(19)	173
PID/Gender: Rep Women	22%	(26)	30%	(35)	38%	(44)	10%	(12)	117
Ideo: Liberal (1-3)	27%	(77)	36%	(105)	30%	(86)	7%	(22)	291
Ideo: Moderate (4)	20%	(57)	37%	(103)	29%	(81)	13%	(36)	277
Ideo: Conservative (5-7)	27%	(60)	32%	(73)	30%	(68)	11%	(26)	227
Educ: < College	16%	(93)	29%	(167)	37%	(212)	17%	(94)	566
Educ: Bachelors degree	29%	(55)	39%	(75)	23%	(45)	9%	(17)	192
Educ: Post-grad	41%	(58)	38%	(55)	18%	(26)	3%	(4)	143
Income: Under 50k	16%	(74)	29%	(136)	38%	(181)	17%	(81)	473
Income: 50k-100k	27%	(58)	36%	(77)	30%	(64)	6%	(13)	213
Income: 100k+	34%	(73)	39%	(84)	17%	(37)	10%	(20)	215
Ethnicity: White	25%	(168)	34%	(231)	31%	(208)	10%	(65)	671

Continued on next page

**Table MCEN4\_1:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?  
 I like to know what is going to happen before watching

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	23%	(206)	33%	(297)	31%	(282)	13%	(115)	900
Ethnicity: Hispanic	24%	(51)	38%	(81)	29%	(62)	10%	(21)	215
Ethnicity: Black	16%	(22)	21%	(29)	40%	(56)	23%	(33)	140
Ethnicity: Other	18%	(16)	42%	(37)	21%	(18)	20%	(18)	89
All Christian	27%	(122)	38%	(170)	27%	(121)	8%	(38)	451
All Non-Christian	29%	(19)	34%	(22)	34%	(23)	3%	(2)	66
Agnostic/Nothing in particular	18%	(34)	30%	(59)	32%	(62)	20%	(40)	196
Something Else	14%	(21)	24%	(37)	39%	(60)	23%	(34)	151
Religious Non-Protestant/Catholic	26%	(20)	36%	(28)	36%	(28)	3%	(2)	78
Evangelical	30%	(90)	32%	(95)	25%	(73)	13%	(39)	296
Non-Evangelical	19%	(51)	35%	(96)	34%	(94)	12%	(34)	275
Community: Urban	27%	(110)	35%	(144)	25%	(103)	12%	(50)	407
Community: Suburban	19%	(65)	31%	(106)	35%	(119)	14%	(47)	338
Community: Rural	19%	(30)	31%	(47)	39%	(60)	11%	(17)	155
Employ: Private Sector	28%	(98)	38%	(133)	26%	(90)	7%	(24)	345
Employ: Government	25%	(19)	49%	(36)	20%	(15)	5%	(4)	73
Employ: Self-Employed	30%	(19)	24%	(15)	27%	(17)	19%	(12)	62
Employ: Retired	17%	(19)	36%	(40)	32%	(35)	15%	(17)	111
Employ: Unemployed	14%	(18)	29%	(37)	38%	(49)	19%	(24)	128
Employ: Other	20%	(15)	15%	(11)	43%	(32)	22%	(16)	75
Military HH: Yes	20%	(23)	25%	(28)	37%	(43)	18%	(21)	115
Military HH: No	23%	(183)	34%	(268)	31%	(240)	12%	(94)	785
RD/WT: Right Direction	27%	(94)	37%	(131)	23%	(83)	13%	(47)	355
RD/WT: Wrong Track	20%	(111)	30%	(166)	37%	(199)	12%	(68)	545
Trump Job Approve	26%	(102)	33%	(129)	28%	(107)	13%	(49)	386
Trump Job Disapprove	20%	(94)	35%	(167)	35%	(166)	11%	(52)	480
Trump Job Strongly Approve	30%	(60)	36%	(72)	22%	(43)	12%	(23)	198
Trump Job Somewhat Approve	22%	(42)	30%	(57)	34%	(64)	14%	(26)	188
Trump Job Somewhat Disapprove	25%	(30)	39%	(47)	32%	(39)	5%	(6)	121
Trump Job Strongly Disapprove	18%	(65)	34%	(120)	36%	(128)	13%	(46)	359

Continued on next page

**Table MCEN4\_1:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?  
I like to know what is going to happen before watching

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	23%	(206)	33%	(297)	31%	(282)	13%	(115)	900
Favorable of Trump	27%	(107)	34%	(134)	27%	(105)	12%	(48)	394
Unfavorable of Trump	19%	(89)	33%	(154)	36%	(167)	12%	(54)	464
Very Favorable of Trump	30%	(75)	34%	(86)	25%	(64)	11%	(27)	252
Somewhat Favorable of Trump	22%	(31)	34%	(48)	29%	(42)	15%	(21)	142
Somewhat Unfavorable of Trump	21%	(17)	40%	(33)	31%	(26)	8%	(6)	82
Very Unfavorable of Trump	19%	(72)	32%	(121)	37%	(142)	12%	(47)	381
#1 Issue: Economy	23%	(87)	33%	(123)	32%	(119)	12%	(44)	373
#1 Issue: Security	25%	(20)	39%	(31)	22%	(18)	15%	(12)	81
#1 Issue: Health Care	23%	(39)	30%	(51)	34%	(57)	14%	(23)	170
#1 Issue: Medicare / Social Security	17%	(14)	40%	(34)	23%	(19)	20%	(17)	84
#1 Issue: Women's Issues	14%	(9)	26%	(17)	49%	(32)	10%	(6)	65
#1 Issue: Education	29%	(20)	32%	(23)	35%	(25)	4%	(3)	70
2018 House Vote: Democrat	25%	(78)	37%	(116)	28%	(89)	10%	(31)	314
2018 House Vote: Republican	29%	(69)	33%	(80)	29%	(69)	9%	(22)	239
2016 Vote: Hillary Clinton	23%	(68)	40%	(120)	27%	(81)	11%	(32)	302
2016 Vote: Donald Trump	30%	(81)	32%	(88)	28%	(78)	10%	(26)	272
2016 Vote: Didn't Vote	17%	(53)	27%	(84)	38%	(117)	17%	(53)	306
Voted in 2014: Yes	24%	(113)	37%	(171)	30%	(138)	9%	(44)	465
Voted in 2014: No	21%	(93)	29%	(126)	33%	(145)	16%	(71)	435
2012 Vote: Barack Obama	27%	(91)	34%	(114)	27%	(90)	12%	(39)	334
2012 Vote: Mitt Romney	24%	(36)	35%	(53)	35%	(53)	5%	(8)	149
2012 Vote: Didn't Vote	19%	(78)	31%	(127)	34%	(138)	16%	(64)	406
4-Region: Northeast	24%	(48)	42%	(83)	20%	(40)	13%	(25)	197
4-Region: Midwest	21%	(32)	28%	(44)	39%	(60)	11%	(17)	153
4-Region: South	19%	(62)	27%	(88)	38%	(123)	17%	(54)	328
4-Region: West	29%	(63)	37%	(82)	27%	(59)	8%	(18)	222
Seeks spoilers for reality shows	23%	(206)	33%	(297)	31%	(282)	13%	(115)	900
Seeks spoilers for drama tv shows	24%	(184)	34%	(254)	30%	(222)	12%	(92)	752
Seeks spoilers for sitcoms	26%	(153)	33%	(192)	30%	(173)	12%	(68)	587

Continued on next page

**Table MCEN4\_1:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?  
 I like to know what is going to happen before watching

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	23%	(206)	33%	(297)	31%	(282)	13%	(115)	900
Seeks spoilers for sporting events	26%	(153)	35%	(205)	29%	(170)	11%	(63)	590
Seeks spoilers for movies	25%	(191)	34%	(260)	29%	(223)	13%	(99)	773
Seeks online spoilers for reality shows	27%	(192)	34%	(246)	28%	(203)	11%	(82)	723
Seeks online spoilers for drama tv shows	28%	(185)	34%	(224)	27%	(181)	11%	(75)	664
Seeks online spoilers for sitcoms	28%	(148)	35%	(185)	25%	(130)	11%	(60)	523
Seeks online spoilers for sporting events	29%	(148)	35%	(178)	26%	(133)	10%	(49)	508
Seeks online spoilers for movies	27%	(186)	34%	(240)	27%	(188)	12%	(86)	700
Avoided social media for spoilers	24%	(138)	35%	(208)	32%	(185)	9%	(56)	587
Never avoided social media for spoilers	22%	(68)	28%	(89)	31%	(97)	19%	(59)	313
People too sensitive about spoilers	29%	(167)	36%	(208)	29%	(167)	5%	(28)	570
People too relaxed about spoilers	26%	(138)	37%	(199)	30%	(161)	7%	(36)	534
Should have time limit for not spoiling	26%	(158)	37%	(222)	31%	(185)	6%	(36)	600
Watches Bachelor and looks for spoilers	35%	(86)	39%	(95)	21%	(52)	5%	(12)	245
Watches Bachelor without spoilers	26%	(30)	37%	(43)	31%	(37)	6%	(7)	118

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

**Table MCEN4\_2:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?

*Knowing what's going to happen helps me decide whether I will watch something*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	24%	(220)	38%	(340)	27%	(244)	11%	(95)	900
Gender: Male	29%	(130)	41%	(186)	20%	(92)	10%	(46)	456
Gender: Female	20%	(90)	35%	(154)	34%	(152)	11%	(49)	444
Age: 18-34	26%	(95)	34%	(123)	27%	(97)	12%	(45)	360
Age: 35-44	28%	(62)	40%	(87)	22%	(47)	10%	(22)	218
Age: 45-64	20%	(52)	40%	(101)	30%	(76)	10%	(24)	253
Age: 65+	17%	(12)	43%	(29)	34%	(23)	6%	(4)	68
GenZers: 1997-2012	18%	(28)	32%	(50)	36%	(57)	14%	(22)	157
Millennials: 1981-1996	29%	(93)	39%	(125)	21%	(67)	11%	(35)	320
GenXers: 1965-1980	27%	(65)	40%	(99)	25%	(62)	8%	(19)	245
Baby Boomers: 1946-1964	20%	(33)	39%	(66)	31%	(52)	10%	(16)	168
PID: Dem (no lean)	23%	(89)	41%	(159)	27%	(103)	8%	(32)	383
PID: Ind (no lean)	23%	(52)	33%	(74)	28%	(65)	16%	(37)	227
PID: Rep (no lean)	27%	(79)	37%	(108)	26%	(76)	9%	(26)	290
PID/Gender: Dem Men	29%	(55)	42%	(81)	23%	(43)	6%	(11)	190
PID/Gender: Dem Women	18%	(34)	40%	(78)	31%	(60)	11%	(21)	193
PID/Gender: Ind Men	22%	(20)	43%	(40)	14%	(13)	21%	(20)	93
PID/Gender: Ind Women	24%	(32)	25%	(34)	39%	(52)	13%	(17)	134
PID/Gender: Rep Men	32%	(55)	38%	(66)	21%	(36)	9%	(16)	173
PID/Gender: Rep Women	20%	(24)	36%	(42)	34%	(40)	9%	(11)	117
Ideo: Liberal (1-3)	25%	(73)	47%	(136)	22%	(65)	6%	(17)	291
Ideo: Moderate (4)	27%	(76)	39%	(108)	22%	(62)	11%	(31)	277
Ideo: Conservative (5-7)	26%	(60)	34%	(78)	30%	(67)	10%	(22)	227
Educ: < College	18%	(103)	37%	(211)	31%	(175)	13%	(76)	566
Educ: Bachelors degree	32%	(61)	36%	(70)	25%	(47)	7%	(14)	192
Educ: Post-grad	40%	(57)	42%	(59)	15%	(22)	4%	(5)	143
Income: Under 50k	20%	(93)	36%	(171)	30%	(142)	14%	(67)	473
Income: 50k-100k	25%	(54)	39%	(84)	29%	(62)	6%	(13)	213
Income: 100k+	34%	(74)	40%	(86)	19%	(40)	7%	(15)	215
Ethnicity: White	24%	(160)	41%	(278)	27%	(180)	8%	(53)	671

Continued on next page

**Table MCEN4\_2:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?

*Knowing what's going to happen helps me decide whether I will watch something*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	24%	(220)	38%	(340)	27%	(244)	11%	(95)	900
Ethnicity: Hispanic	28%	(61)	36%	(78)	26%	(56)	9%	(20)	215
Ethnicity: Black	21%	(29)	27%	(38)	30%	(42)	22%	(31)	140
Ethnicity: Other	35%	(31)	28%	(25)	25%	(22)	12%	(11)	89
All Christian	32%	(145)	37%	(169)	24%	(108)	7%	(30)	451
All Non-Christian	23%	(15)	46%	(30)	26%	(17)	5%	(3)	66
Agnostic/Nothing in particular	15%	(30)	36%	(70)	35%	(69)	14%	(27)	196
Something Else	14%	(21)	35%	(53)	29%	(44)	22%	(33)	151
Religious Non-Protestant/Catholic	22%	(17)	48%	(37)	26%	(20)	5%	(4)	78
Evangelical	33%	(97)	34%	(101)	23%	(67)	11%	(31)	296
Non-Evangelical	23%	(62)	38%	(105)	29%	(78)	11%	(29)	275
Community: Urban	28%	(114)	40%	(161)	21%	(87)	11%	(45)	407
Community: Suburban	22%	(76)	37%	(125)	30%	(102)	10%	(35)	338
Community: Rural	20%	(31)	35%	(55)	35%	(54)	9%	(15)	155
Employ: Private Sector	30%	(104)	43%	(148)	21%	(73)	6%	(20)	345
Employ: Government	37%	(27)	35%	(26)	25%	(18)	4%	(3)	73
Employ: Self-Employed	34%	(21)	31%	(20)	16%	(10)	19%	(12)	62
Employ: Retired	12%	(13)	45%	(51)	34%	(37)	9%	(10)	111
Employ: Unemployed	19%	(24)	27%	(34)	32%	(42)	22%	(28)	128
Employ: Other	21%	(15)	28%	(21)	34%	(26)	17%	(13)	75
Military HH: Yes	19%	(22)	35%	(41)	33%	(38)	12%	(14)	115
Military HH: No	25%	(198)	38%	(300)	26%	(206)	10%	(81)	785
RD/WT: Right Direction	26%	(94)	44%	(155)	18%	(63)	12%	(44)	355
RD/WT: Wrong Track	23%	(126)	34%	(185)	33%	(181)	9%	(51)	545
Trump Job Approve	27%	(104)	41%	(157)	21%	(83)	11%	(43)	386
Trump Job Disapprove	23%	(111)	36%	(175)	31%	(149)	9%	(45)	480
Trump Job Strongly Approve	31%	(62)	38%	(75)	18%	(37)	12%	(25)	198
Trump Job Somewhat Approve	22%	(42)	44%	(82)	25%	(46)	10%	(18)	188
Trump Job Somewhat Disapprove	31%	(37)	43%	(52)	22%	(26)	5%	(6)	121
Trump Job Strongly Disapprove	21%	(74)	34%	(123)	34%	(123)	11%	(39)	359

Continued on next page

**Table MCEN4\_2:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?

*Knowing what's going to happen helps me decide whether I will watch something*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	24%	(220)	38%	(340)	27%	(244)	11%	(95)	900
Favorable of Trump	29%	(113)	40%	(157)	21%	(82)	11%	(42)	394
Unfavorable of Trump	21%	(99)	36%	(168)	34%	(158)	8%	(38)	464
Very Favorable of Trump	29%	(73)	41%	(104)	19%	(48)	11%	(27)	252
Somewhat Favorable of Trump	29%	(41)	37%	(52)	24%	(34)	10%	(14)	142
Somewhat Unfavorable of Trump	22%	(18)	44%	(36)	27%	(23)	6%	(5)	82
Very Unfavorable of Trump	21%	(81)	35%	(132)	36%	(136)	9%	(33)	381
#1 Issue: Economy	28%	(104)	37%	(137)	26%	(97)	10%	(36)	373
#1 Issue: Security	23%	(19)	44%	(35)	28%	(23)	6%	(5)	81
#1 Issue: Health Care	25%	(43)	34%	(59)	29%	(49)	12%	(20)	170
#1 Issue: Medicare / Social Security	14%	(12)	43%	(36)	26%	(22)	17%	(14)	84
#1 Issue: Women's Issues	11%	(7)	39%	(25)	39%	(25)	10%	(6)	65
#1 Issue: Education	21%	(15)	40%	(28)	26%	(18)	12%	(9)	70
2018 House Vote: Democrat	28%	(88)	42%	(131)	23%	(72)	8%	(24)	314
2018 House Vote: Republican	30%	(73)	39%	(92)	23%	(56)	8%	(18)	239
2016 Vote: Hillary Clinton	26%	(80)	43%	(130)	22%	(68)	8%	(25)	302
2016 Vote: Donald Trump	29%	(78)	40%	(108)	24%	(65)	8%	(22)	272
2016 Vote: Didn't Vote	20%	(60)	30%	(93)	35%	(107)	15%	(46)	306
Voted in 2014: Yes	27%	(126)	39%	(183)	26%	(120)	8%	(36)	465
Voted in 2014: No	22%	(94)	36%	(157)	28%	(124)	14%	(60)	435
2012 Vote: Barack Obama	29%	(96)	39%	(130)	23%	(76)	9%	(31)	334
2012 Vote: Mitt Romney	25%	(37)	40%	(59)	30%	(45)	5%	(8)	149
2012 Vote: Didn't Vote	21%	(86)	36%	(146)	30%	(121)	13%	(53)	406
4-Region: Northeast	25%	(49)	46%	(91)	18%	(36)	11%	(21)	197
4-Region: Midwest	19%	(29)	42%	(65)	27%	(41)	12%	(18)	153
4-Region: South	23%	(74)	30%	(98)	35%	(113)	13%	(42)	328
4-Region: West	30%	(68)	39%	(87)	24%	(54)	6%	(14)	222
Seeks spoilers for reality shows	24%	(220)	38%	(340)	27%	(244)	11%	(95)	900
Seeks spoilers for drama tv shows	26%	(199)	37%	(281)	25%	(190)	11%	(82)	752
Seeks spoilers for sitcoms	27%	(157)	38%	(224)	24%	(141)	11%	(65)	587

Continued on next page



**Table MCEN4\_2:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?

*Knowing what's going to happen helps me decide whether I will watch something*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	24%	(220)	38%	(340)	27%	(244)	11%	(95)	900
Seeks spoilers for sporting events	29%	(169)	39%	(230)	23%	(137)	9%	(54)	590
Seeks spoilers for movies	26%	(205)	38%	(293)	26%	(197)	10%	(78)	773
Seeks online spoilers for reality shows	27%	(196)	42%	(303)	21%	(155)	9%	(67)	723
Seeks online spoilers for drama tv shows	28%	(189)	41%	(271)	22%	(146)	9%	(58)	664
Seeks online spoilers for sitcoms	30%	(155)	41%	(216)	19%	(100)	10%	(53)	523
Seeks online spoilers for sporting events	32%	(162)	40%	(202)	20%	(102)	8%	(42)	508
Seeks online spoilers for movies	28%	(198)	39%	(274)	23%	(159)	10%	(69)	700
Avoided social media for spoilers	26%	(153)	40%	(236)	25%	(149)	8%	(50)	587
Never avoided social media for spoilers	22%	(68)	33%	(105)	30%	(95)	15%	(46)	313
People too sensitive about spoilers	29%	(165)	42%	(239)	25%	(142)	4%	(24)	570
People too relaxed about spoilers	28%	(152)	40%	(212)	26%	(139)	6%	(32)	534
Should have time limit for not spoiling	27%	(159)	42%	(251)	27%	(161)	5%	(29)	600
Watches Bachelor and looks for spoilers	38%	(92)	42%	(103)	16%	(39)	4%	(10)	245
Watches Bachelor without spoilers	20%	(24)	47%	(55)	28%	(32)	5%	(6)	118

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

**Table MCEN4\_3:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?

*Knowing what's going to happen makes me more excited to watch something*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	25%	(228)	33%	(295)	29%	(260)	13%	(117)	900
Gender: Male	31%	(139)	33%	(153)	23%	(105)	13%	(59)	456
Gender: Female	20%	(89)	32%	(143)	35%	(155)	13%	(58)	444
Age: 18-34	28%	(102)	26%	(95)	30%	(110)	15%	(54)	360
Age: 35-44	28%	(61)	45%	(97)	18%	(39)	10%	(21)	218
Age: 45-64	22%	(56)	35%	(88)	29%	(73)	14%	(36)	253
Age: 65+	14%	(10)	22%	(15)	55%	(38)	9%	(6)	68
GenZers: 1997-2012	28%	(44)	20%	(31)	36%	(57)	16%	(25)	157
Millennials: 1981-1996	28%	(89)	36%	(115)	23%	(74)	13%	(42)	320
GenXers: 1965-1980	27%	(67)	39%	(96)	24%	(59)	9%	(23)	245
Baby Boomers: 1946-1964	16%	(27)	30%	(51)	39%	(65)	15%	(25)	168
PID: Dem (no lean)	26%	(99)	33%	(127)	29%	(113)	11%	(43)	383
PID: Ind (no lean)	18%	(41)	32%	(73)	30%	(68)	19%	(44)	227
PID: Rep (no lean)	30%	(87)	33%	(95)	27%	(79)	10%	(29)	290
PID/Gender: Dem Men	36%	(68)	30%	(57)	27%	(52)	7%	(13)	190
PID/Gender: Dem Women	16%	(31)	36%	(70)	31%	(61)	16%	(31)	193
PID/Gender: Ind Men	16%	(14)	33%	(30)	23%	(22)	29%	(27)	93
PID/Gender: Ind Women	20%	(27)	32%	(43)	35%	(47)	13%	(18)	134
PID/Gender: Rep Men	33%	(56)	38%	(65)	18%	(32)	11%	(19)	173
PID/Gender: Rep Women	26%	(31)	25%	(30)	40%	(47)	8%	(10)	117
Ideo: Liberal (1-3)	27%	(78)	38%	(109)	28%	(83)	7%	(21)	291
Ideo: Moderate (4)	22%	(60)	37%	(102)	24%	(67)	17%	(48)	277
Ideo: Conservative (5-7)	30%	(69)	31%	(70)	31%	(69)	8%	(19)	227
Educ: < College	19%	(110)	31%	(174)	33%	(189)	16%	(93)	566
Educ: Bachelors degree	30%	(57)	35%	(67)	27%	(51)	9%	(17)	192
Educ: Post-grad	43%	(62)	39%	(55)	14%	(20)	4%	(6)	143
Income: Under 50k	20%	(96)	29%	(138)	33%	(154)	18%	(84)	473
Income: 50k-100k	26%	(56)	34%	(73)	32%	(67)	8%	(17)	213
Income: 100k+	35%	(75)	39%	(85)	18%	(39)	7%	(16)	215
Ethnicity: White	28%	(190)	34%	(230)	29%	(194)	9%	(57)	671

Continued on next page

**Table MCEN4\_3:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?

*Knowing what's going to happen makes me more excited to watch something*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	25%	(228)	33%	(295)	29%	(260)	13%	(117)	900
Ethnicity: Hispanic	28%	(60)	35%	(75)	22%	(47)	16%	(34)	215
Ethnicity: Black	16%	(22)	31%	(43)	31%	(43)	23%	(32)	140
Ethnicity: Other	19%	(16)	25%	(22)	25%	(22)	31%	(28)	89
All Christian	30%	(137)	34%	(152)	26%	(117)	10%	(46)	451
All Non-Christian	34%	(22)	29%	(19)	32%	(21)	5%	(3)	66
Agnostic/Nothing in particular	15%	(29)	34%	(67)	32%	(64)	19%	(37)	196
Something Else	20%	(30)	32%	(48)	29%	(44)	20%	(30)	151
Religious Non-Protestant/Catholic	31%	(24)	27%	(21)	38%	(30)	4%	(3)	78
Evangelical	34%	(100)	30%	(89)	24%	(72)	12%	(35)	296
Non-Evangelical	22%	(61)	36%	(98)	27%	(74)	15%	(41)	275
Community: Urban	33%	(136)	34%	(139)	23%	(92)	10%	(40)	407
Community: Suburban	21%	(71)	33%	(111)	30%	(100)	16%	(55)	338
Community: Rural	13%	(20)	29%	(45)	44%	(67)	14%	(22)	155
Employ: Private Sector	28%	(95)	42%	(145)	22%	(77)	8%	(28)	345
Employ: Government	38%	(28)	38%	(28)	20%	(15)	4%	(3)	73
Employ: Self-Employed	28%	(17)	30%	(19)	18%	(11)	24%	(15)	62
Employ: Retired	20%	(22)	23%	(25)	42%	(47)	15%	(17)	111
Employ: Unemployed	27%	(35)	23%	(29)	35%	(45)	15%	(19)	128
Employ: Other	7%	(5)	28%	(21)	44%	(33)	21%	(16)	75
Military HH: Yes	19%	(21)	32%	(36)	34%	(39)	16%	(18)	115
Military HH: No	26%	(206)	33%	(259)	28%	(221)	13%	(99)	785
RD/WT: Right Direction	32%	(112)	34%	(120)	22%	(80)	12%	(43)	355
RD/WT: Wrong Track	21%	(116)	32%	(175)	33%	(180)	13%	(73)	545
Trump Job Approve	31%	(119)	31%	(119)	26%	(100)	13%	(48)	386
Trump Job Disapprove	22%	(106)	34%	(162)	32%	(154)	12%	(57)	480
Trump Job Strongly Approve	38%	(75)	32%	(64)	19%	(38)	11%	(22)	198
Trump Job Somewhat Approve	23%	(44)	29%	(55)	33%	(62)	14%	(27)	188
Trump Job Somewhat Disapprove	24%	(30)	39%	(47)	29%	(36)	8%	(9)	121
Trump Job Strongly Disapprove	21%	(77)	32%	(115)	33%	(119)	13%	(48)	359

Continued on next page

**Table MCEN4\_3:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?

*Knowing what's going to happen makes me more excited to watch something*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	25%	(228)	33%	(295)	29%	(260)	13%	(117)	900
Favorable of Trump	31%	(124)	31%	(121)	26%	(102)	12%	(47)	394
Unfavorable of Trump	21%	(99)	34%	(156)	33%	(151)	12%	(57)	464
Very Favorable of Trump	35%	(89)	30%	(75)	25%	(62)	10%	(26)	252
Somewhat Favorable of Trump	24%	(34)	33%	(46)	28%	(40)	15%	(21)	142
Somewhat Unfavorable of Trump	25%	(21)	38%	(31)	28%	(23)	10%	(8)	82
Very Unfavorable of Trump	21%	(79)	33%	(124)	34%	(128)	13%	(50)	381
#1 Issue: Economy	27%	(100)	35%	(129)	25%	(94)	14%	(51)	373
#1 Issue: Security	32%	(26)	26%	(21)	28%	(23)	13%	(11)	81
#1 Issue: Health Care	26%	(44)	32%	(54)	30%	(52)	12%	(20)	170
#1 Issue: Medicare / Social Security	12%	(10)	39%	(33)	30%	(25)	19%	(16)	84
#1 Issue: Women's Issues	11%	(7)	28%	(18)	50%	(32)	11%	(7)	65
#1 Issue: Education	31%	(22)	38%	(27)	24%	(17)	7%	(5)	70
2018 House Vote: Democrat	25%	(80)	33%	(104)	28%	(88)	14%	(43)	314
2018 House Vote: Republican	28%	(68)	37%	(88)	27%	(65)	7%	(18)	239
2016 Vote: Hillary Clinton	24%	(72)	37%	(112)	25%	(75)	14%	(44)	302
2016 Vote: Donald Trump	26%	(71)	35%	(94)	31%	(85)	8%	(22)	272
2016 Vote: Didn't Vote	27%	(82)	26%	(78)	32%	(97)	16%	(48)	306
Voted in 2014: Yes	23%	(107)	36%	(166)	30%	(142)	11%	(50)	465
Voted in 2014: No	28%	(121)	30%	(129)	27%	(118)	15%	(66)	435
2012 Vote: Barack Obama	25%	(83)	35%	(118)	28%	(93)	12%	(39)	334
2012 Vote: Mitt Romney	23%	(34)	35%	(53)	37%	(55)	5%	(8)	149
2012 Vote: Didn't Vote	27%	(109)	30%	(121)	27%	(108)	17%	(68)	406
4-Region: Northeast	27%	(53)	42%	(84)	20%	(40)	10%	(21)	197
4-Region: Midwest	16%	(25)	33%	(51)	40%	(62)	10%	(16)	153
4-Region: South	21%	(68)	29%	(96)	33%	(107)	17%	(57)	328
4-Region: West	37%	(81)	30%	(66)	23%	(52)	11%	(23)	222
Seeks spoilers for reality shows	25%	(228)	33%	(295)	29%	(260)	13%	(117)	900
Seeks spoilers for drama tv shows	27%	(203)	33%	(250)	28%	(208)	12%	(92)	752
Seeks spoilers for sitcoms	29%	(168)	33%	(193)	27%	(158)	11%	(67)	587

Continued on next page

**Table MCEN4\_3:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?

*Knowing what's going to happen makes me more excited to watch something*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	25%	(228)	33%	(295)	29%	(260)	13%	(117)	900
Seeks spoilers for sporting events	29%	(169)	32%	(191)	27%	(162)	12%	(68)	590
Seeks spoilers for movies	26%	(200)	34%	(263)	27%	(208)	13%	(102)	773
Seeks online spoilers for reality shows	29%	(208)	36%	(260)	25%	(178)	11%	(76)	723
Seeks online spoilers for drama tv shows	29%	(195)	36%	(237)	24%	(160)	11%	(71)	664
Seeks online spoilers for sitcoms	30%	(157)	37%	(191)	22%	(116)	11%	(59)	523
Seeks online spoilers for sporting events	33%	(167)	34%	(175)	23%	(115)	10%	(50)	508
Seeks online spoilers for movies	28%	(199)	35%	(246)	24%	(168)	13%	(88)	700
Avoided social media for spoilers	27%	(157)	36%	(209)	28%	(167)	9%	(53)	587
Never avoided social media for spoilers	23%	(71)	28%	(86)	30%	(93)	20%	(64)	313
People too sensitive about spoilers	31%	(174)	37%	(209)	26%	(151)	6%	(37)	570
People too relaxed about spoilers	30%	(158)	34%	(184)	28%	(150)	8%	(42)	534
Should have time limit for not spoiling	30%	(180)	37%	(224)	28%	(166)	5%	(29)	600
Watches Bachelor and looks for spoilers	39%	(96)	39%	(95)	17%	(41)	5%	(13)	245
Watches Bachelor without spoilers	25%	(29)	32%	(38)	34%	(40)	9%	(10)	118

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

**Table MCEN4\_4:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?

*I like to discuss the spoilers with people online*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	18%	(161)	28%	(249)	40%	(357)	15%	(132)	900
Gender: Male	23%	(103)	34%	(156)	30%	(137)	13%	(59)	456
Gender: Female	13%	(58)	21%	(93)	49%	(220)	16%	(73)	444
Age: 18-34	20%	(70)	29%	(103)	38%	(137)	14%	(50)	360
Age: 35-44	23%	(49)	38%	(83)	28%	(61)	11%	(25)	218
Age: 45-64	16%	(40)	22%	(56)	43%	(109)	19%	(49)	253
Age: 65+	4%	(2)	11%	(7)	74%	(50)	12%	(8)	68
GenZers: 1997-2012	11%	(17)	30%	(47)	45%	(71)	14%	(22)	157
Millennials: 1981-1996	24%	(77)	33%	(106)	30%	(96)	13%	(41)	320
GenXers: 1965-1980	22%	(53)	29%	(71)	38%	(94)	11%	(27)	245
Baby Boomers: 1946-1964	8%	(14)	14%	(24)	54%	(90)	23%	(39)	168
PID: Dem (no lean)	18%	(71)	30%	(113)	39%	(149)	13%	(50)	383
PID: Ind (no lean)	15%	(35)	21%	(48)	42%	(95)	21%	(49)	227
PID: Rep (no lean)	19%	(56)	30%	(87)	39%	(113)	12%	(33)	290
PID/Gender: Dem Men	24%	(45)	33%	(63)	34%	(64)	9%	(17)	190
PID/Gender: Dem Women	13%	(26)	26%	(50)	44%	(84)	17%	(33)	193
PID/Gender: Ind Men	12%	(11)	33%	(31)	32%	(30)	23%	(21)	93
PID/Gender: Ind Women	17%	(23)	13%	(18)	49%	(65)	21%	(28)	134
PID/Gender: Rep Men	27%	(47)	36%	(62)	25%	(43)	12%	(21)	173
PID/Gender: Rep Women	8%	(9)	22%	(25)	60%	(70)	11%	(12)	117
Ideo: Liberal (1-3)	24%	(70)	31%	(91)	37%	(109)	7%	(21)	291
Ideo: Moderate (4)	18%	(50)	30%	(84)	33%	(92)	19%	(51)	277
Ideo: Conservative (5-7)	16%	(37)	29%	(65)	43%	(97)	12%	(28)	227
Educ: < College	13%	(71)	22%	(122)	47%	(263)	19%	(109)	566
Educ: Bachelors degree	23%	(43)	37%	(70)	33%	(63)	8%	(14)	192
Educ: Post-grad	33%	(47)	40%	(56)	21%	(30)	6%	(9)	143
Income: Under 50k	13%	(64)	21%	(101)	45%	(215)	20%	(93)	473
Income: 50k-100k	16%	(34)	30%	(63)	44%	(94)	10%	(21)	213
Income: 100k+	30%	(64)	40%	(85)	22%	(48)	8%	(18)	215
Ethnicity: White	18%	(119)	31%	(205)	39%	(264)	12%	(82)	671

Continued on next page

**Table MCEN4\_4:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?  
 I like to discuss the spoilers with people online

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	18%	(161)	28%	(249)	40%	(357)	15%	(132)	900
Ethnicity: Hispanic	19%	(41)	33%	(71)	36%	(78)	12%	(25)	215
Ethnicity: Black	19%	(26)	18%	(25)	39%	(55)	24%	(34)	140
Ethnicity: Other	18%	(16)	21%	(19)	43%	(38)	19%	(16)	89
All Christian	21%	(94)	31%	(141)	37%	(169)	11%	(48)	451
All Non-Christian	29%	(19)	41%	(27)	24%	(16)	5%	(3)	66
Agnostic/Nothing in particular	13%	(25)	20%	(40)	45%	(89)	22%	(43)	196
Something Else	12%	(19)	21%	(33)	42%	(64)	24%	(36)	151
Religious Non-Protestant/Catholic	25%	(20)	39%	(31)	31%	(24)	5%	(4)	78
Evangelical	23%	(68)	34%	(101)	30%	(88)	13%	(39)	296
Non-Evangelical	14%	(38)	22%	(60)	48%	(131)	17%	(46)	275
Community: Urban	24%	(98)	33%	(134)	31%	(126)	12%	(50)	407
Community: Suburban	15%	(50)	25%	(86)	45%	(150)	15%	(52)	338
Community: Rural	9%	(14)	19%	(30)	52%	(80)	20%	(31)	155
Employ: Private Sector	24%	(83)	35%	(122)	34%	(116)	7%	(24)	345
Employ: Government	26%	(19)	44%	(32)	29%	(21)	2%	(2)	73
Employ: Self-Employed	24%	(15)	26%	(16)	27%	(17)	23%	(14)	62
Employ: Retired	4%	(5)	21%	(23)	53%	(58)	22%	(25)	111
Employ: Unemployed	14%	(18)	12%	(16)	51%	(65)	23%	(29)	128
Employ: Other	16%	(12)	9%	(6)	50%	(37)	25%	(19)	75
Military HH: Yes	13%	(15)	23%	(27)	45%	(51)	19%	(21)	115
Military HH: No	19%	(146)	28%	(222)	39%	(306)	14%	(111)	785
RD/WT: Right Direction	24%	(84)	33%	(118)	30%	(107)	13%	(47)	355
RD/WT: Wrong Track	14%	(78)	24%	(132)	46%	(250)	16%	(85)	545
Trump Job Approve	20%	(79)	31%	(121)	35%	(136)	13%	(50)	386
Trump Job Disapprove	17%	(81)	26%	(125)	44%	(210)	13%	(64)	480
Trump Job Strongly Approve	23%	(46)	32%	(63)	31%	(61)	14%	(29)	198
Trump Job Somewhat Approve	18%	(33)	31%	(58)	40%	(75)	11%	(22)	188
Trump Job Somewhat Disapprove	28%	(34)	30%	(36)	32%	(39)	10%	(12)	121
Trump Job Strongly Disapprove	13%	(47)	25%	(89)	48%	(172)	14%	(52)	359

Continued on next page

**Table MCEN4\_4:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?  
I like to discuss the spoilers with people online

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	18%	(161)	28%	(249)	40%	(357)	15%	(132)	900
Favorable of Trump	22%	(85)	30%	(117)	36%	(142)	13%	(49)	394
Unfavorable of Trump	16%	(76)	26%	(120)	44%	(206)	13%	(62)	464
Very Favorable of Trump	24%	(59)	29%	(73)	35%	(88)	13%	(32)	252
Somewhat Favorable of Trump	18%	(25)	32%	(45)	38%	(54)	12%	(18)	142
Somewhat Unfavorable of Trump	22%	(18)	33%	(27)	33%	(27)	12%	(10)	82
Very Unfavorable of Trump	15%	(58)	24%	(93)	47%	(179)	14%	(52)	381
#1 Issue: Economy	19%	(70)	29%	(109)	39%	(146)	13%	(48)	373
#1 Issue: Security	20%	(16)	26%	(21)	39%	(32)	15%	(12)	81
#1 Issue: Health Care	20%	(34)	26%	(45)	37%	(63)	17%	(29)	170
#1 Issue: Medicare / Social Security	5%	(4)	22%	(18)	44%	(37)	30%	(25)	84
#1 Issue: Women's Issues	18%	(12)	15%	(9)	56%	(36)	11%	(7)	65
#1 Issue: Education	17%	(12)	40%	(28)	38%	(26)	6%	(4)	70
2018 House Vote: Democrat	23%	(72)	27%	(86)	38%	(120)	11%	(36)	314
2018 House Vote: Republican	21%	(51)	33%	(79)	35%	(85)	10%	(25)	239
2016 Vote: Hillary Clinton	22%	(65)	30%	(91)	35%	(106)	14%	(41)	302
2016 Vote: Donald Trump	20%	(55)	29%	(80)	40%	(110)	10%	(28)	272
2016 Vote: Didn't Vote	13%	(41)	25%	(76)	43%	(132)	19%	(58)	306
Voted in 2014: Yes	20%	(94)	29%	(136)	39%	(182)	11%	(52)	465
Voted in 2014: No	15%	(67)	26%	(114)	40%	(174)	18%	(80)	435
2012 Vote: Barack Obama	21%	(68)	27%	(91)	37%	(125)	15%	(49)	334
2012 Vote: Mitt Romney	17%	(26)	31%	(47)	46%	(69)	6%	(8)	149
2012 Vote: Didn't Vote	16%	(66)	27%	(108)	39%	(159)	18%	(72)	406
4-Region: Northeast	23%	(45)	38%	(74)	27%	(54)	13%	(25)	197
4-Region: Midwest	18%	(28)	20%	(31)	46%	(70)	16%	(24)	153
4-Region: South	15%	(50)	20%	(66)	45%	(148)	19%	(63)	328
4-Region: West	17%	(38)	35%	(78)	38%	(85)	9%	(20)	222
Seeks spoilers for reality shows	18%	(161)	28%	(249)	40%	(357)	15%	(132)	900
Seeks spoilers for drama tv shows	19%	(140)	29%	(222)	38%	(290)	13%	(101)	752
Seeks spoilers for sitcoms	20%	(117)	30%	(178)	36%	(212)	14%	(80)	587

Continued on next page



**Table MCEN4\_4:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?  
 I like to discuss the spoilers with people online

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	18%	(161)	28%	(249)	40%	(357)	15%	(132)	900
Seeks spoilers for sporting events	22%	(127)	33%	(195)	33%	(195)	12%	(74)	590
Seeks spoilers for movies	19%	(146)	29%	(222)	38%	(291)	15%	(114)	773
Seeks online spoilers for reality shows	21%	(151)	31%	(227)	36%	(259)	12%	(85)	723
Seeks online spoilers for drama tv shows	21%	(141)	32%	(210)	35%	(234)	12%	(79)	664
Seeks online spoilers for sitcoms	23%	(119)	35%	(181)	31%	(164)	11%	(59)	523
Seeks online spoilers for sporting events	23%	(117)	35%	(177)	33%	(169)	9%	(45)	508
Seeks online spoilers for movies	21%	(146)	31%	(217)	36%	(249)	13%	(89)	700
Avoided social media for spoilers	21%	(123)	31%	(183)	38%	(223)	10%	(59)	587
Never avoided social media for spoilers	12%	(39)	21%	(66)	43%	(134)	24%	(74)	313
People too sensitive about spoilers	22%	(123)	33%	(187)	39%	(222)	7%	(39)	570
People too relaxed about spoilers	22%	(117)	31%	(166)	38%	(204)	9%	(47)	534
Should have time limit for not spoiling	20%	(121)	34%	(201)	39%	(234)	7%	(43)	600
Watches Bachelor and looks for spoilers	33%	(81)	39%	(96)	23%	(57)	4%	(11)	245
Watches Bachelor without spoilers	19%	(22)	37%	(44)	34%	(40)	10%	(12)	118

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

**Table MCEN4\_5:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?

*I like to discuss the spoilers with my friends and family*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	20%	(176)	34%	(304)	34%	(310)	12%	(110)	900
Gender: Male	23%	(106)	38%	(173)	26%	(120)	13%	(57)	456
Gender: Female	16%	(70)	29%	(131)	43%	(190)	12%	(53)	444
Age: 18-34	23%	(82)	34%	(123)	29%	(105)	14%	(50)	360
Age: 35-44	24%	(53)	43%	(94)	24%	(53)	8%	(18)	218
Age: 45-64	16%	(40)	31%	(77)	40%	(102)	13%	(33)	253
Age: 65+	2%	(2)	13%	(9)	73%	(50)	12%	(8)	68
GenZers: 1997-2012	12%	(18)	34%	(54)	38%	(60)	16%	(26)	157
Millennials: 1981-1996	26%	(85)	39%	(125)	24%	(76)	11%	(36)	320
GenXers: 1965-1980	24%	(60)	34%	(84)	34%	(82)	8%	(19)	245
Baby Boomers: 1946-1964	8%	(13)	25%	(42)	52%	(87)	16%	(26)	168
PID: Dem (no lean)	21%	(80)	36%	(137)	34%	(130)	10%	(37)	383
PID: Ind (no lean)	15%	(33)	30%	(69)	37%	(84)	18%	(41)	227
PID: Rep (no lean)	22%	(63)	34%	(98)	33%	(96)	11%	(33)	290
PID/Gender: Dem Men	25%	(48)	37%	(70)	29%	(54)	9%	(18)	190
PID/Gender: Dem Women	17%	(32)	35%	(67)	39%	(75)	10%	(19)	193
PID/Gender: Ind Men	13%	(12)	39%	(36)	28%	(26)	20%	(19)	93
PID/Gender: Ind Women	16%	(21)	24%	(33)	43%	(58)	16%	(22)	134
PID/Gender: Rep Men	27%	(47)	38%	(66)	23%	(39)	12%	(21)	173
PID/Gender: Rep Women	14%	(17)	27%	(32)	49%	(57)	10%	(12)	117
Ideo: Liberal (1-3)	25%	(71)	39%	(114)	31%	(90)	5%	(14)	291
Ideo: Moderate (4)	20%	(56)	38%	(105)	30%	(85)	11%	(31)	277
Ideo: Conservative (5-7)	19%	(42)	30%	(68)	39%	(90)	12%	(28)	227
Educ: < College	14%	(82)	30%	(168)	39%	(223)	16%	(93)	566
Educ: Bachelors degree	24%	(47)	38%	(73)	31%	(59)	7%	(13)	192
Educ: Post-grad	33%	(48)	44%	(62)	20%	(28)	3%	(4)	143
Income: Under 50k	15%	(69)	28%	(133)	39%	(187)	18%	(84)	473
Income: 50k-100k	21%	(44)	37%	(79)	35%	(75)	7%	(15)	213
Income: 100k+	30%	(64)	43%	(92)	23%	(48)	5%	(11)	215
Ethnicity: White	21%	(142)	35%	(232)	34%	(231)	10%	(67)	671

Continued on next page

**Table MCEN4\_5:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?  
I like to discuss the spoilers with my friends and family

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	20%	(176)	34%	(304)	34%	(310)	12%	(110)	900
Ethnicity: Hispanic	19%	(41)	43%	(92)	27%	(59)	11%	(23)	215
Ethnicity: Black	15%	(21)	29%	(40)	33%	(47)	23%	(32)	140
Ethnicity: Other	14%	(13)	36%	(32)	36%	(32)	13%	(11)	89
All Christian	20%	(90)	40%	(180)	31%	(139)	9%	(43)	451
All Non-Christian	35%	(23)	36%	(24)	26%	(17)	4%	(2)	66
Agnostic/Nothing in particular	15%	(29)	27%	(53)	43%	(84)	16%	(31)	196
Something Else	15%	(23)	25%	(37)	39%	(59)	21%	(32)	151
Religious Non-Protestant/Catholic	31%	(24)	30%	(24)	35%	(28)	3%	(2)	78
Evangelical	24%	(72)	37%	(109)	26%	(77)	13%	(38)	296
Non-Evangelical	14%	(38)	35%	(97)	38%	(103)	13%	(37)	275
Community: Urban	26%	(107)	37%	(150)	25%	(102)	12%	(49)	407
Community: Suburban	13%	(45)	32%	(109)	41%	(140)	13%	(43)	338
Community: Rural	16%	(24)	29%	(45)	44%	(68)	11%	(18)	155
Employ: Private Sector	25%	(87)	41%	(143)	29%	(99)	5%	(17)	345
Employ: Government	27%	(20)	43%	(32)	25%	(18)	5%	(4)	73
Employ: Self-Employed	15%	(10)	42%	(26)	21%	(13)	22%	(14)	62
Employ: Retired	11%	(12)	23%	(26)	53%	(59)	13%	(15)	111
Employ: Unemployed	15%	(19)	21%	(27)	41%	(52)	23%	(30)	128
Employ: Other	18%	(13)	21%	(15)	38%	(29)	23%	(17)	75
Military HH: Yes	11%	(13)	30%	(35)	40%	(45)	19%	(22)	115
Military HH: No	21%	(163)	34%	(269)	34%	(265)	11%	(89)	785
RD/WT: Right Direction	22%	(78)	36%	(129)	29%	(101)	13%	(47)	355
RD/WT: Wrong Track	18%	(98)	32%	(175)	38%	(209)	12%	(63)	545
Trump Job Approve	22%	(86)	35%	(134)	31%	(118)	12%	(48)	386
Trump Job Disapprove	18%	(85)	35%	(166)	38%	(181)	10%	(48)	480
Trump Job Strongly Approve	22%	(43)	36%	(71)	28%	(56)	14%	(28)	198
Trump Job Somewhat Approve	23%	(43)	33%	(63)	33%	(62)	11%	(21)	188
Trump Job Somewhat Disapprove	23%	(29)	41%	(49)	34%	(41)	2%	(2)	121
Trump Job Strongly Disapprove	16%	(56)	33%	(117)	39%	(140)	13%	(46)	359

Continued on next page

**Table MCEN4\_5:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?  
I like to discuss the spoilers with my friends and family

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	20%	(176)	34%	(304)	34%	(310)	12%	(110)	900
Favorable of Trump	23%	(91)	34%	(136)	31%	(120)	12%	(47)	394
Unfavorable of Trump	17%	(80)	34%	(159)	38%	(177)	10%	(48)	464
Very Favorable of Trump	22%	(56)	35%	(88)	30%	(75)	13%	(33)	252
Somewhat Favorable of Trump	25%	(35)	34%	(48)	32%	(45)	10%	(14)	142
Somewhat Unfavorable of Trump	21%	(17)	38%	(31)	37%	(30)	5%	(4)	82
Very Unfavorable of Trump	16%	(63)	33%	(127)	38%	(147)	12%	(44)	381
#1 Issue: Economy	19%	(69)	40%	(150)	29%	(109)	12%	(45)	373
#1 Issue: Security	25%	(20)	30%	(24)	31%	(26)	14%	(12)	81
#1 Issue: Health Care	22%	(38)	34%	(59)	34%	(57)	9%	(16)	170
#1 Issue: Medicare / Social Security	5%	(5)	24%	(21)	41%	(35)	29%	(24)	84
#1 Issue: Women's Issues	22%	(14)	18%	(12)	55%	(36)	5%	(3)	65
#1 Issue: Education	22%	(15)	34%	(24)	40%	(28)	4%	(3)	70
2018 House Vote: Democrat	21%	(67)	39%	(122)	32%	(101)	8%	(25)	314
2018 House Vote: Republican	23%	(55)	37%	(88)	32%	(77)	8%	(20)	239
2016 Vote: Hillary Clinton	18%	(54)	42%	(128)	31%	(93)	9%	(28)	302
2016 Vote: Donald Trump	23%	(63)	34%	(94)	34%	(92)	8%	(23)	272
2016 Vote: Didn't Vote	18%	(56)	25%	(77)	38%	(117)	18%	(56)	306
Voted in 2014: Yes	19%	(87)	38%	(176)	34%	(160)	9%	(42)	465
Voted in 2014: No	21%	(89)	29%	(128)	34%	(150)	16%	(68)	435
2012 Vote: Barack Obama	20%	(66)	39%	(129)	32%	(106)	10%	(32)	334
2012 Vote: Mitt Romney	18%	(27)	33%	(49)	43%	(65)	6%	(10)	149
2012 Vote: Didn't Vote	20%	(83)	30%	(121)	34%	(136)	16%	(66)	406
4-Region: Northeast	24%	(47)	44%	(87)	22%	(43)	10%	(21)	197
4-Region: Midwest	16%	(25)	25%	(38)	45%	(68)	14%	(22)	153
4-Region: South	19%	(61)	28%	(92)	39%	(127)	15%	(48)	328
4-Region: West	20%	(43)	39%	(86)	33%	(72)	9%	(20)	222
Seeks spoilers for reality shows	20%	(176)	34%	(304)	34%	(310)	12%	(110)	900
Seeks spoilers for drama tv shows	21%	(158)	35%	(265)	33%	(246)	11%	(84)	752
Seeks spoilers for sitcoms	21%	(124)	37%	(215)	31%	(181)	11%	(67)	587

Continued on next page

**Table MCEN4\_5:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?  
*I like to discuss the spoilers with my friends and family*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	20%	(176)	34%	(304)	34%	(310)	12%	(110)	900
Seeks spoilers for sporting events	23%	(134)	38%	(222)	31%	(180)	9%	(53)	590
Seeks spoilers for movies	21%	(162)	35%	(273)	32%	(244)	12%	(95)	773
Seeks online spoilers for reality shows	23%	(168)	36%	(263)	30%	(219)	10%	(72)	723
Seeks online spoilers for drama tv shows	23%	(155)	38%	(251)	29%	(196)	9%	(62)	664
Seeks online spoilers for sitcoms	24%	(123)	41%	(216)	26%	(134)	10%	(51)	523
Seeks online spoilers for sporting events	24%	(124)	41%	(209)	26%	(130)	9%	(45)	508
Seeks online spoilers for movies	23%	(161)	38%	(263)	28%	(197)	11%	(78)	700
Avoided social media for spoilers	22%	(127)	39%	(228)	32%	(185)	8%	(46)	587
Never avoided social media for spoilers	16%	(49)	24%	(75)	40%	(125)	21%	(64)	313
People too sensitive about spoilers	25%	(140)	38%	(216)	34%	(192)	4%	(22)	570
People too relaxed about spoilers	22%	(117)	40%	(212)	32%	(170)	7%	(36)	534
Should have time limit for not spoiling	22%	(131)	39%	(235)	33%	(200)	6%	(34)	600
Watches Bachelor and looks for spoilers	32%	(78)	43%	(105)	24%	(58)	2%	(4)	245
Watches Bachelor without spoilers	24%	(28)	27%	(32)	41%	(48)	8%	(9)	118

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

**Table MCEN4\_6:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?

*I want to know what happens without having to take the time to watch the whole thing*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	24%	(213)	33%	(301)	32%	(287)	11%	(100)	900
Gender: Male	30%	(137)	33%	(150)	27%	(124)	10%	(45)	456
Gender: Female	17%	(76)	34%	(151)	37%	(163)	12%	(55)	444
Age: 18-34	23%	(84)	31%	(112)	33%	(119)	13%	(46)	360
Age: 35-44	34%	(74)	35%	(77)	22%	(48)	9%	(19)	218
Age: 45-64	18%	(45)	37%	(94)	33%	(83)	12%	(31)	253
Age: 65+	14%	(10)	26%	(18)	54%	(37)	6%	(4)	68
GenZers: 1997-2012	11%	(18)	30%	(47)	44%	(70)	14%	(22)	157
Millennials: 1981-1996	32%	(102)	35%	(113)	22%	(70)	11%	(35)	320
GenXers: 1965-1980	27%	(67)	33%	(81)	31%	(76)	9%	(21)	245
Baby Boomers: 1946-1964	15%	(25)	35%	(59)	39%	(65)	11%	(19)	168
PID: Dem (no lean)	23%	(87)	37%	(142)	31%	(119)	9%	(35)	383
PID: Ind (no lean)	23%	(53)	24%	(54)	35%	(79)	18%	(42)	227
PID: Rep (no lean)	25%	(73)	36%	(104)	31%	(89)	8%	(23)	290
PID/Gender: Dem Men	30%	(56)	31%	(58)	35%	(66)	5%	(9)	190
PID/Gender: Dem Women	16%	(31)	43%	(84)	27%	(53)	13%	(25)	193
PID/Gender: Ind Men	30%	(28)	29%	(27)	18%	(17)	23%	(21)	93
PID/Gender: Ind Women	19%	(25)	20%	(27)	46%	(62)	15%	(20)	134
PID/Gender: Rep Men	30%	(53)	37%	(65)	24%	(41)	8%	(15)	173
PID/Gender: Rep Women	17%	(20)	34%	(40)	41%	(48)	7%	(9)	117
Ideo: Liberal (1-3)	27%	(78)	40%	(115)	28%	(81)	6%	(17)	291
Ideo: Moderate (4)	25%	(69)	34%	(93)	28%	(78)	13%	(36)	277
Ideo: Conservative (5-7)	26%	(60)	30%	(69)	34%	(78)	9%	(20)	227
Educ: < College	17%	(97)	31%	(176)	37%	(210)	15%	(83)	566
Educ: Bachelors degree	32%	(62)	37%	(70)	24%	(46)	7%	(13)	192
Educ: Post-grad	37%	(53)	38%	(55)	22%	(31)	3%	(4)	143
Income: Under 50k	18%	(84)	29%	(139)	36%	(172)	16%	(77)	473
Income: 50k-100k	24%	(51)	37%	(78)	34%	(73)	5%	(10)	213
Income: 100k+	36%	(77)	39%	(84)	19%	(42)	6%	(12)	215
Ethnicity: White	24%	(161)	36%	(240)	32%	(215)	8%	(55)	671

Continued on next page

**Table MCEN4\_6:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?

*I want to know what happens without having to take the time to watch the whole thing*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	24%	(213)	33%	(301)	32%	(287)	11%	(100)	900
Ethnicity: Hispanic	26%	(56)	37%	(79)	28%	(61)	9%	(19)	215
Ethnicity: Black	21%	(29)	21%	(30)	34%	(47)	24%	(34)	140
Ethnicity: Other	25%	(22)	35%	(31)	28%	(25)	12%	(11)	89
All Christian	28%	(127)	34%	(153)	31%	(140)	7%	(32)	451
All Non-Christian	33%	(21)	29%	(19)	33%	(22)	5%	(3)	66
Agnostic/Nothing in particular	15%	(30)	36%	(71)	32%	(62)	16%	(32)	196
Something Else	17%	(26)	28%	(43)	34%	(52)	21%	(31)	151
Religious Non-Protestant/Catholic	33%	(26)	33%	(26)	29%	(23)	5%	(4)	78
Evangelical	32%	(94)	31%	(90)	26%	(77)	12%	(35)	296
Non-Evangelical	19%	(52)	33%	(90)	38%	(104)	10%	(29)	275
Community: Urban	27%	(111)	34%	(140)	29%	(117)	10%	(39)	407
Community: Suburban	22%	(75)	32%	(106)	33%	(112)	13%	(45)	338
Community: Rural	18%	(27)	35%	(54)	38%	(59)	10%	(15)	155
Employ: Private Sector	31%	(107)	39%	(135)	25%	(87)	5%	(16)	345
Employ: Government	34%	(25)	35%	(26)	26%	(19)	5%	(4)	73
Employ: Self-Employed	26%	(16)	30%	(19)	18%	(11)	25%	(16)	62
Employ: Retired	13%	(14)	40%	(44)	37%	(41)	11%	(12)	111
Employ: Unemployed	16%	(20)	24%	(30)	42%	(54)	18%	(24)	128
Employ: Other	19%	(14)	14%	(11)	48%	(36)	19%	(14)	75
Military HH: Yes	21%	(25)	28%	(32)	36%	(42)	15%	(17)	115
Military HH: No	24%	(188)	34%	(269)	31%	(245)	11%	(83)	785
RD/WT: Right Direction	26%	(94)	36%	(129)	24%	(85)	13%	(47)	355
RD/WT: Wrong Track	22%	(119)	32%	(172)	37%	(202)	10%	(52)	545
Trump Job Approve	29%	(111)	33%	(129)	26%	(101)	12%	(45)	386
Trump Job Disapprove	20%	(96)	35%	(168)	36%	(173)	9%	(43)	480
Trump Job Strongly Approve	30%	(60)	38%	(75)	20%	(39)	12%	(24)	198
Trump Job Somewhat Approve	27%	(51)	29%	(54)	33%	(61)	11%	(21)	188
Trump Job Somewhat Disapprove	29%	(35)	42%	(51)	25%	(30)	4%	(5)	121
Trump Job Strongly Disapprove	17%	(61)	33%	(117)	40%	(143)	11%	(38)	359

Continued on next page

**Table MCEN4\_6:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?  
I want to know what happens without having to take the time to watch the whole thing

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	24%	(213)	33%	(301)	32%	(287)	11%	(100)	900
Favorable of Trump	29%	(113)	35%	(136)	26%	(102)	11%	(43)	394
Unfavorable of Trump	20%	(92)	33%	(153)	38%	(176)	9%	(43)	464
Very Favorable of Trump	29%	(73)	38%	(96)	22%	(56)	11%	(27)	252
Somewhat Favorable of Trump	28%	(40)	28%	(40)	32%	(45)	12%	(17)	142
Somewhat Unfavorable of Trump	29%	(24)	32%	(27)	34%	(28)	6%	(5)	82
Very Unfavorable of Trump	18%	(68)	33%	(126)	39%	(148)	10%	(39)	381
#1 Issue: Economy	26%	(98)	30%	(112)	33%	(122)	11%	(41)	373
#1 Issue: Security	28%	(23)	40%	(33)	23%	(19)	8%	(7)	81
#1 Issue: Health Care	26%	(45)	28%	(48)	33%	(57)	12%	(21)	170
#1 Issue: Medicare / Social Security	12%	(10)	40%	(34)	30%	(25)	17%	(15)	84
#1 Issue: Women's Issues	19%	(13)	28%	(18)	44%	(29)	8%	(5)	65
#1 Issue: Education	14%	(10)	52%	(36)	31%	(21)	3%	(2)	70
2018 House Vote: Democrat	29%	(91)	34%	(108)	27%	(86)	9%	(29)	314
2018 House Vote: Republican	27%	(64)	38%	(91)	28%	(67)	7%	(17)	239
2016 Vote: Hillary Clinton	26%	(78)	39%	(118)	25%	(77)	10%	(29)	302
2016 Vote: Donald Trump	28%	(75)	37%	(102)	28%	(75)	7%	(20)	272
2016 Vote: Didn't Vote	18%	(57)	25%	(78)	40%	(124)	16%	(48)	306
Voted in 2014: Yes	27%	(126)	35%	(164)	31%	(142)	7%	(33)	465
Voted in 2014: No	20%	(87)	31%	(137)	33%	(145)	15%	(67)	435
2012 Vote: Barack Obama	27%	(90)	34%	(115)	30%	(100)	9%	(30)	334
2012 Vote: Mitt Romney	22%	(32)	38%	(56)	36%	(54)	5%	(7)	149
2012 Vote: Didn't Vote	22%	(90)	31%	(126)	32%	(129)	15%	(61)	406
4-Region: Northeast	30%	(58)	39%	(77)	21%	(41)	11%	(21)	197
4-Region: Midwest	19%	(29)	35%	(53)	37%	(56)	10%	(15)	153
4-Region: South	19%	(63)	29%	(96)	36%	(119)	15%	(50)	328
4-Region: West	28%	(63)	33%	(74)	32%	(71)	6%	(14)	222
Seeks spoilers for reality shows	24%	(213)	33%	(301)	32%	(287)	11%	(100)	900
Seeks spoilers for drama tv shows	25%	(190)	33%	(252)	31%	(237)	10%	(74)	752
Seeks spoilers for sitcoms	26%	(150)	36%	(210)	29%	(168)	10%	(59)	587

Continued on next page



**Table MCEN4\_6:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?

*I want to know what happens without having to take the time to watch the whole thing*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	24%	(213)	33%	(301)	32%	(287)	11%	(100)	900
Seeks spoilers for sporting events	28%	(167)	34%	(200)	28%	(168)	9%	(55)	590
Seeks spoilers for movies	25%	(196)	33%	(258)	30%	(235)	11%	(83)	773
Seeks online spoilers for reality shows	27%	(195)	35%	(255)	28%	(205)	9%	(68)	723
Seeks online spoilers for drama tv shows	27%	(177)	35%	(231)	29%	(193)	9%	(62)	664
Seeks online spoilers for sitcoms	28%	(146)	37%	(194)	25%	(131)	10%	(53)	523
Seeks online spoilers for sporting events	31%	(159)	38%	(192)	23%	(118)	8%	(40)	508
Seeks online spoilers for movies	27%	(189)	36%	(250)	27%	(190)	10%	(71)	700
Avoided social media for spoilers	25%	(146)	36%	(212)	31%	(182)	8%	(46)	587
Never avoided social media for spoilers	21%	(66)	28%	(88)	33%	(105)	17%	(54)	313
People too sensitive about spoilers	31%	(175)	37%	(213)	28%	(160)	4%	(21)	570
People too relaxed about spoilers	27%	(145)	35%	(186)	32%	(171)	6%	(32)	534
Should have time limit for not spoiling	25%	(152)	37%	(221)	34%	(202)	4%	(25)	600
Watches Bachelor and looks for spoilers	38%	(92)	40%	(97)	19%	(45)	4%	(10)	245
Watches Bachelor without spoilers	22%	(26)	35%	(41)	37%	(43)	6%	(7)	118

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

**Table MCEN4\_7:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?

*Knowing what's going to happen helps me avoid content that may be triggering to me*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	23%	(211)	29%	(263)	34%	(306)	13%	(120)	900
Gender: Male	29%	(132)	35%	(161)	24%	(108)	12%	(55)	456
Gender: Female	18%	(79)	23%	(102)	45%	(198)	15%	(65)	444
Age: 18-34	26%	(93)	30%	(106)	31%	(110)	14%	(51)	360
Age: 35-44	26%	(57)	38%	(83)	26%	(57)	10%	(21)	218
Age: 45-64	23%	(57)	22%	(56)	38%	(96)	17%	(44)	253
Age: 65+	4%	(3)	25%	(17)	63%	(43)	8%	(5)	68
GenZers: 1997-2012	19%	(30)	26%	(41)	41%	(65)	14%	(22)	157
Millennials: 1981-1996	28%	(90)	34%	(110)	25%	(80)	13%	(41)	320
GenXers: 1965-1980	30%	(74)	27%	(67)	33%	(80)	10%	(25)	245
Baby Boomers: 1946-1964	10%	(17)	26%	(44)	46%	(77)	18%	(30)	168
PID: Dem (no lean)	22%	(83)	30%	(115)	36%	(136)	13%	(48)	383
PID: Ind (no lean)	20%	(45)	27%	(62)	34%	(77)	19%	(43)	227
PID: Rep (no lean)	28%	(82)	30%	(86)	32%	(93)	10%	(29)	290
PID/Gender: Dem Men	28%	(53)	36%	(69)	27%	(51)	9%	(18)	190
PID/Gender: Dem Women	16%	(31)	24%	(47)	44%	(86)	16%	(30)	193
PID/Gender: Ind Men	20%	(19)	38%	(35)	20%	(19)	22%	(20)	93
PID/Gender: Ind Women	20%	(27)	20%	(27)	43%	(58)	17%	(23)	134
PID/Gender: Rep Men	35%	(60)	33%	(57)	22%	(39)	10%	(17)	173
PID/Gender: Rep Women	19%	(22)	24%	(28)	47%	(55)	10%	(12)	117
Ideo: Liberal (1-3)	30%	(87)	30%	(88)	33%	(96)	6%	(19)	291
Ideo: Moderate (4)	25%	(69)	28%	(77)	33%	(93)	14%	(39)	277
Ideo: Conservative (5-7)	19%	(42)	33%	(75)	38%	(86)	11%	(24)	227
Educ: < College	18%	(104)	25%	(142)	39%	(221)	18%	(99)	566
Educ: Bachelors degree	28%	(53)	34%	(65)	30%	(58)	8%	(15)	192
Educ: Post-grad	38%	(54)	39%	(55)	19%	(27)	4%	(6)	143
Income: Under 50k	18%	(83)	26%	(121)	38%	(178)	19%	(90)	473
Income: 50k-100k	25%	(53)	32%	(68)	37%	(79)	6%	(13)	213
Income: 100k+	34%	(74)	34%	(74)	23%	(50)	8%	(17)	215
Ethnicity: White	24%	(160)	31%	(210)	35%	(235)	10%	(66)	671

Continued on next page

**Table MCEN4\_7:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?

*Knowing what's going to happen helps me avoid content that may be triggering to me*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	23%	(211)	29%	(263)	34%	(306)	13%	(120)	900
Ethnicity: Hispanic	31%	(67)	35%	(75)	25%	(53)	10%	(21)	215
Ethnicity: Black	21%	(30)	18%	(25)	34%	(48)	26%	(37)	140
Ethnicity: Other	23%	(21)	31%	(27)	27%	(24)	20%	(17)	89
All Christian	26%	(117)	33%	(148)	33%	(148)	8%	(37)	451
All Non-Christian	30%	(19)	33%	(22)	33%	(22)	4%	(3)	66
Agnostic/Nothing in particular	18%	(35)	21%	(40)	39%	(77)	22%	(44)	196
Something Else	19%	(29)	25%	(39)	34%	(51)	22%	(33)	151
Religious Non-Protestant/Catholic	26%	(20)	34%	(26)	37%	(29)	4%	(3)	78
Evangelical	28%	(84)	32%	(96)	28%	(82)	11%	(34)	296
Non-Evangelical	20%	(54)	29%	(81)	38%	(103)	13%	(36)	275
Community: Urban	30%	(122)	36%	(147)	24%	(99)	10%	(40)	407
Community: Suburban	19%	(64)	22%	(74)	44%	(149)	15%	(50)	338
Community: Rural	16%	(25)	27%	(42)	37%	(58)	20%	(30)	155
Employ: Private Sector	31%	(106)	36%	(124)	27%	(93)	6%	(22)	345
Employ: Government	25%	(19)	43%	(32)	29%	(21)	2%	(2)	73
Employ: Self-Employed	22%	(14)	27%	(17)	29%	(18)	22%	(14)	62
Employ: Retired	12%	(14)	22%	(24)	45%	(50)	21%	(23)	111
Employ: Unemployed	16%	(20)	28%	(35)	35%	(45)	21%	(27)	128
Employ: Other	28%	(21)	12%	(9)	40%	(30)	21%	(15)	75
Military HH: Yes	20%	(23)	17%	(20)	45%	(51)	18%	(21)	115
Military HH: No	24%	(188)	31%	(243)	32%	(255)	13%	(99)	785
RD/WT: Right Direction	26%	(93)	35%	(126)	26%	(93)	12%	(44)	355
RD/WT: Wrong Track	22%	(118)	25%	(137)	39%	(213)	14%	(77)	545
Trump Job Approve	27%	(103)	32%	(122)	30%	(117)	12%	(45)	386
Trump Job Disapprove	21%	(103)	28%	(136)	37%	(180)	13%	(62)	480
Trump Job Strongly Approve	31%	(61)	32%	(63)	25%	(50)	13%	(25)	198
Trump Job Somewhat Approve	22%	(42)	32%	(59)	36%	(67)	11%	(20)	188
Trump Job Somewhat Disapprove	27%	(33)	36%	(44)	33%	(40)	4%	(5)	121
Trump Job Strongly Disapprove	20%	(70)	26%	(92)	39%	(140)	16%	(57)	359

Continued on next page

**Table MCEN4\_7:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?

*Knowing what's going to happen helps me avoid content that may be triggering to me*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	23%	(211)	29%	(263)	34%	(306)	13%	(120)	900
Favorable of Trump	29%	(113)	30%	(118)	30%	(119)	11%	(44)	394
Unfavorable of Trump	19%	(90)	29%	(134)	39%	(179)	13%	(61)	464
Very Favorable of Trump	30%	(76)	31%	(78)	28%	(70)	11%	(28)	252
Somewhat Favorable of Trump	26%	(37)	28%	(40)	34%	(49)	11%	(16)	142
Somewhat Unfavorable of Trump	16%	(13)	43%	(35)	35%	(29)	6%	(5)	82
Very Unfavorable of Trump	20%	(77)	26%	(98)	39%	(150)	15%	(56)	381
#1 Issue: Economy	22%	(81)	31%	(116)	35%	(129)	13%	(47)	373
#1 Issue: Security	29%	(24)	26%	(21)	30%	(24)	15%	(12)	81
#1 Issue: Health Care	30%	(52)	22%	(37)	34%	(58)	14%	(23)	170
#1 Issue: Medicare / Social Security	6%	(5)	39%	(33)	34%	(29)	21%	(17)	84
#1 Issue: Women's Issues	24%	(15)	29%	(18)	39%	(25)	8%	(5)	65
#1 Issue: Education	30%	(21)	35%	(25)	25%	(17)	10%	(7)	70
2018 House Vote: Democrat	27%	(84)	29%	(90)	34%	(106)	11%	(35)	314
2018 House Vote: Republican	27%	(66)	32%	(76)	33%	(79)	8%	(19)	239
2016 Vote: Hillary Clinton	23%	(70)	32%	(96)	32%	(98)	13%	(38)	302
2016 Vote: Donald Trump	24%	(66)	33%	(90)	34%	(93)	9%	(23)	272
2016 Vote: Didn't Vote	24%	(73)	24%	(72)	34%	(105)	18%	(57)	306
Voted in 2014: Yes	24%	(113)	30%	(141)	35%	(162)	11%	(49)	465
Voted in 2014: No	22%	(98)	28%	(121)	33%	(144)	16%	(71)	435
2012 Vote: Barack Obama	23%	(77)	30%	(101)	33%	(111)	14%	(46)	334
2012 Vote: Mitt Romney	21%	(31)	31%	(46)	42%	(63)	6%	(9)	149
2012 Vote: Didn't Vote	25%	(101)	27%	(112)	32%	(131)	16%	(63)	406
4-Region: Northeast	25%	(49)	40%	(79)	23%	(45)	13%	(25)	197
4-Region: Midwest	21%	(32)	22%	(34)	45%	(68)	12%	(18)	153
4-Region: South	20%	(65)	26%	(84)	37%	(122)	17%	(56)	328
4-Region: West	29%	(65)	30%	(66)	32%	(71)	9%	(21)	222
Seeks spoilers for reality shows	23%	(211)	29%	(263)	34%	(306)	13%	(120)	900
Seeks spoilers for drama tv shows	25%	(189)	29%	(221)	33%	(245)	13%	(97)	752
Seeks spoilers for sitcoms	26%	(150)	32%	(186)	30%	(177)	12%	(73)	587

Continued on next page

**Table MCEN4\_7:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?

*Knowing what's going to happen helps me avoid content that may be triggering to me*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	23%	(211)	29%	(263)	34%	(306)	13%	(120)	900
Seeks spoilers for sporting events	28%	(164)	33%	(193)	28%	(163)	12%	(71)	590
Seeks spoilers for movies	25%	(193)	31%	(241)	31%	(238)	13%	(101)	773
Seeks online spoilers for reality shows	24%	(176)	34%	(243)	31%	(226)	11%	(78)	723
Seeks online spoilers for drama tv shows	26%	(173)	32%	(214)	30%	(200)	12%	(77)	664
Seeks online spoilers for sitcoms	28%	(145)	34%	(179)	27%	(140)	11%	(60)	523
Seeks online spoilers for sporting events	30%	(154)	38%	(193)	22%	(114)	9%	(47)	508
Seeks online spoilers for movies	27%	(192)	33%	(231)	27%	(191)	12%	(86)	700
Avoided social media for spoilers	26%	(152)	31%	(179)	34%	(202)	9%	(54)	587
Never avoided social media for spoilers	19%	(59)	27%	(83)	33%	(105)	21%	(66)	313
People too sensitive about spoilers	31%	(176)	34%	(191)	31%	(177)	5%	(26)	570
People too relaxed about spoilers	29%	(153)	34%	(180)	32%	(173)	5%	(29)	534
Should have time limit for not spoiling	27%	(160)	34%	(204)	33%	(199)	6%	(37)	600
Watches Bachelor and looks for spoilers	35%	(85)	37%	(92)	23%	(56)	5%	(12)	245
Watches Bachelor without spoilers	27%	(32)	27%	(32)	36%	(42)	10%	(12)	118

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

**Table MCEN4\_8:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?

*Knowing what's going to happen makes watching more relaxing for me*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	19%	(173)	36%	(321)	31%	(278)	14%	(127)	900
Gender: Male	24%	(110)	40%	(183)	24%	(108)	12%	(55)	456
Gender: Female	14%	(63)	31%	(138)	38%	(171)	16%	(73)	444
Age: 18-34	18%	(66)	34%	(121)	33%	(120)	15%	(53)	360
Age: 35-44	27%	(58)	40%	(88)	23%	(50)	10%	(22)	218
Age: 45-64	17%	(43)	39%	(99)	28%	(72)	16%	(40)	253
Age: 65+	10%	(7)	19%	(13)	53%	(36)	18%	(13)	68
GenZers: 1997-2012	11%	(17)	30%	(48)	39%	(62)	19%	(31)	157
Millennials: 1981-1996	22%	(72)	40%	(127)	28%	(88)	11%	(34)	320
GenXers: 1965-1980	25%	(62)	36%	(89)	25%	(62)	13%	(32)	245
Baby Boomers: 1946-1964	13%	(22)	33%	(56)	36%	(61)	17%	(28)	168
PID: Dem (no lean)	17%	(65)	43%	(166)	29%	(110)	11%	(42)	383
PID: Ind (no lean)	16%	(35)	27%	(62)	35%	(80)	22%	(49)	227
PID: Rep (no lean)	25%	(73)	32%	(93)	30%	(88)	12%	(36)	290
PID/Gender: Dem Men	22%	(41)	43%	(82)	27%	(52)	8%	(15)	190
PID/Gender: Dem Women	12%	(24)	44%	(84)	30%	(58)	14%	(27)	193
PID/Gender: Ind Men	18%	(17)	39%	(36)	21%	(20)	21%	(20)	93
PID/Gender: Ind Women	13%	(18)	20%	(26)	45%	(60)	22%	(29)	134
PID/Gender: Rep Men	30%	(52)	38%	(66)	21%	(36)	11%	(20)	173
PID/Gender: Rep Women	18%	(22)	23%	(27)	45%	(52)	14%	(16)	117
Ideo: Liberal (1-3)	22%	(64)	44%	(127)	26%	(77)	8%	(24)	291
Ideo: Moderate (4)	20%	(55)	36%	(100)	32%	(88)	12%	(33)	277
Ideo: Conservative (5-7)	21%	(48)	35%	(78)	29%	(66)	15%	(35)	227
Educ: < College	13%	(76)	31%	(177)	36%	(204)	19%	(109)	566
Educ: Bachelors degree	24%	(46)	42%	(80)	28%	(54)	6%	(12)	192
Educ: Post-grad	36%	(52)	45%	(64)	15%	(21)	4%	(6)	143
Income: Under 50k	14%	(64)	28%	(134)	37%	(177)	21%	(98)	473
Income: 50k-100k	20%	(42)	43%	(91)	32%	(68)	6%	(12)	213
Income: 100k+	31%	(67)	45%	(96)	16%	(34)	8%	(18)	215
Ethnicity: White	21%	(143)	35%	(235)	33%	(218)	11%	(75)	671

Continued on next page

**Table MCEN4\_8:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?

*Knowing what's going to happen makes watching more relaxing for me*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	19%	(173)	36%	(321)	31%	(278)	14%	(127)	900
Ethnicity: Hispanic	20%	(44)	40%	(86)	30%	(64)	10%	(22)	215
Ethnicity: Black	13%	(19)	33%	(46)	25%	(35)	29%	(40)	140
Ethnicity: Other	13%	(12)	45%	(40)	28%	(25)	13%	(12)	89
All Christian	25%	(111)	37%	(165)	30%	(137)	9%	(39)	451
All Non-Christian	20%	(13)	43%	(28)	32%	(21)	5%	(3)	66
Agnostic/Nothing in particular	12%	(23)	34%	(66)	32%	(62)	23%	(45)	196
Something Else	16%	(23)	29%	(44)	31%	(47)	25%	(37)	151
Religious Non-Protestant/Catholic	18%	(14)	39%	(31)	38%	(30)	4%	(3)	78
Evangelical	29%	(85)	34%	(101)	23%	(69)	14%	(41)	296
Non-Evangelical	16%	(43)	36%	(99)	35%	(97)	13%	(35)	275
Community: Urban	25%	(103)	38%	(153)	24%	(99)	13%	(53)	407
Community: Suburban	16%	(54)	33%	(112)	35%	(118)	16%	(53)	338
Community: Rural	11%	(17)	36%	(56)	40%	(61)	14%	(21)	155
Employ: Private Sector	25%	(85)	46%	(158)	24%	(82)	6%	(20)	345
Employ: Government	22%	(16)	47%	(35)	26%	(19)	5%	(4)	73
Employ: Self-Employed	17%	(11)	39%	(24)	22%	(14)	22%	(14)	62
Employ: Retired	16%	(17)	32%	(36)	36%	(40)	16%	(18)	111
Employ: Unemployed	13%	(16)	17%	(22)	42%	(53)	28%	(36)	128
Employ: Other	13%	(10)	19%	(14)	41%	(30)	27%	(20)	75
Military HH: Yes	18%	(20)	33%	(37)	33%	(38)	17%	(19)	115
Military HH: No	20%	(153)	36%	(284)	31%	(240)	14%	(108)	785
RD/WT: Right Direction	25%	(90)	38%	(134)	24%	(84)	13%	(48)	355
RD/WT: Wrong Track	15%	(84)	34%	(187)	36%	(194)	15%	(79)	545
Trump Job Approve	26%	(101)	33%	(127)	27%	(104)	14%	(54)	386
Trump Job Disapprove	14%	(66)	39%	(187)	35%	(168)	12%	(59)	480
Trump Job Strongly Approve	28%	(56)	35%	(69)	22%	(44)	15%	(30)	198
Trump Job Somewhat Approve	24%	(45)	31%	(58)	32%	(60)	13%	(24)	188
Trump Job Somewhat Disapprove	15%	(18)	44%	(53)	34%	(41)	7%	(9)	121
Trump Job Strongly Disapprove	13%	(48)	37%	(134)	35%	(127)	14%	(51)	359

Continued on next page

**Table MCEN4\_8:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?

*Knowing what's going to happen makes watching more relaxing for me*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	19%	(173)	36%	(321)	31%	(278)	14%	(127)	900
Favorable of Trump	27%	(105)	34%	(135)	26%	(103)	13%	(51)	394
Unfavorable of Trump	14%	(63)	38%	(175)	37%	(171)	12%	(54)	464
Very Favorable of Trump	28%	(70)	33%	(83)	25%	(63)	15%	(37)	252
Somewhat Favorable of Trump	25%	(35)	37%	(52)	28%	(40)	10%	(14)	142
Somewhat Unfavorable of Trump	16%	(13)	41%	(34)	34%	(28)	9%	(7)	82
Very Unfavorable of Trump	13%	(50)	37%	(141)	37%	(143)	12%	(47)	381
#1 Issue: Economy	20%	(75)	38%	(141)	31%	(114)	12%	(43)	373
#1 Issue: Security	24%	(20)	36%	(29)	26%	(21)	13%	(11)	81
#1 Issue: Health Care	25%	(42)	35%	(59)	27%	(47)	13%	(23)	170
#1 Issue: Medicare / Social Security	7%	(6)	37%	(31)	29%	(24)	27%	(23)	84
#1 Issue: Women's Issues	13%	(8)	24%	(15)	47%	(31)	16%	(10)	65
#1 Issue: Education	13%	(9)	42%	(29)	30%	(21)	15%	(10)	70
2018 House Vote: Democrat	19%	(59)	47%	(146)	25%	(80)	9%	(29)	314
2018 House Vote: Republican	25%	(60)	37%	(89)	28%	(67)	10%	(23)	239
2016 Vote: Hillary Clinton	17%	(50)	51%	(153)	23%	(70)	10%	(29)	302
2016 Vote: Donald Trump	28%	(77)	33%	(91)	28%	(77)	10%	(27)	272
2016 Vote: Didn't Vote	15%	(45)	23%	(71)	41%	(124)	22%	(66)	306
Voted in 2014: Yes	20%	(94)	41%	(188)	30%	(138)	10%	(45)	465
Voted in 2014: No	18%	(79)	31%	(133)	32%	(141)	19%	(82)	435
2012 Vote: Barack Obama	22%	(74)	40%	(135)	25%	(84)	12%	(41)	334
2012 Vote: Mitt Romney	22%	(33)	35%	(52)	36%	(53)	7%	(11)	149
2012 Vote: Didn't Vote	16%	(65)	32%	(130)	34%	(138)	18%	(73)	406
4-Region: Northeast	23%	(45)	41%	(82)	25%	(49)	11%	(21)	197
4-Region: Midwest	17%	(26)	31%	(48)	37%	(56)	15%	(24)	153
4-Region: South	17%	(56)	28%	(93)	35%	(115)	19%	(64)	328
4-Region: West	21%	(47)	44%	(98)	26%	(58)	8%	(19)	222
Seeks spoilers for reality shows	19%	(173)	36%	(321)	31%	(278)	14%	(127)	900
Seeks spoilers for drama tv shows	20%	(150)	38%	(284)	29%	(221)	13%	(97)	752
Seeks spoilers for sitcoms	21%	(121)	41%	(239)	24%	(143)	14%	(84)	587

Continued on next page



**Table MCEN4\_8:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?

*Knowing what's going to happen makes watching more relaxing for me*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	19%	(173)	36%	(321)	31%	(278)	14%	(127)	900
Seeks spoilers for sporting events	22%	(128)	40%	(239)	27%	(161)	11%	(64)	590
Seeks spoilers for movies	21%	(159)	38%	(293)	29%	(224)	13%	(97)	773
Seeks online spoilers for reality shows	22%	(157)	38%	(275)	28%	(203)	12%	(88)	723
Seeks online spoilers for drama tv shows	23%	(149)	40%	(263)	26%	(175)	11%	(76)	664
Seeks online spoilers for sitcoms	23%	(122)	44%	(232)	20%	(106)	12%	(63)	523
Seeks online spoilers for sporting events	25%	(129)	40%	(202)	25%	(128)	10%	(48)	508
Seeks online spoilers for movies	23%	(164)	38%	(269)	26%	(180)	12%	(86)	700
Avoided social media for spoilers	20%	(115)	38%	(225)	32%	(186)	10%	(61)	587
Never avoided social media for spoilers	19%	(58)	31%	(96)	30%	(93)	21%	(67)	313
People too sensitive about spoilers	24%	(140)	40%	(229)	29%	(167)	6%	(34)	570
People too relaxed about spoilers	23%	(123)	38%	(205)	30%	(163)	8%	(44)	534
Should have time limit for not spoiling	22%	(130)	40%	(238)	32%	(192)	7%	(40)	600
Watches Bachelor and looks for spoilers	32%	(78)	45%	(110)	18%	(44)	5%	(12)	245
Watches Bachelor without spoilers	16%	(19)	44%	(52)	34%	(41)	6%	(7)	118

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

**Table MCEN4\_9:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?

*I like to see the reaction of people I am watching the entertainment with, knowing what's going to happen*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	22%	(197)	30%	(273)	36%	(324)	12%	(105)	900
Gender: Male	29%	(132)	34%	(153)	26%	(119)	11%	(51)	456
Gender: Female	15%	(65)	27%	(120)	46%	(205)	12%	(54)	444
Age: 18-34	23%	(84)	31%	(111)	34%	(121)	12%	(44)	360
Age: 35-44	28%	(61)	37%	(82)	27%	(58)	8%	(17)	218
Age: 45-64	20%	(52)	27%	(68)	38%	(96)	14%	(37)	253
Age: 65+	1%	(1)	17%	(12)	71%	(49)	11%	(7)	68
GenZers: 1997-2012	15%	(24)	27%	(42)	47%	(74)	11%	(18)	157
Millennials: 1981-1996	29%	(93)	34%	(110)	26%	(82)	11%	(36)	320
GenXers: 1965-1980	26%	(63)	36%	(88)	30%	(74)	8%	(21)	245
Baby Boomers: 1946-1964	10%	(17)	19%	(32)	54%	(90)	17%	(28)	168
PID: Dem (no lean)	22%	(83)	30%	(117)	38%	(146)	10%	(38)	383
PID: Ind (no lean)	16%	(36)	29%	(65)	38%	(86)	18%	(40)	227
PID: Rep (no lean)	27%	(78)	32%	(92)	32%	(92)	10%	(28)	290
PID/Gender: Dem Men	32%	(60)	30%	(56)	33%	(62)	6%	(12)	190
PID/Gender: Dem Women	12%	(23)	31%	(60)	43%	(84)	14%	(26)	193
PID/Gender: Ind Men	16%	(15)	36%	(33)	22%	(21)	26%	(24)	93
PID/Gender: Ind Women	16%	(21)	23%	(31)	49%	(66)	12%	(16)	134
PID/Gender: Rep Men	33%	(57)	37%	(64)	21%	(37)	9%	(15)	173
PID/Gender: Rep Women	18%	(21)	24%	(28)	47%	(55)	11%	(12)	117
Ideo: Liberal (1-3)	23%	(67)	37%	(109)	34%	(100)	5%	(14)	291
Ideo: Moderate (4)	24%	(65)	31%	(85)	33%	(91)	13%	(36)	277
Ideo: Conservative (5-7)	24%	(54)	29%	(66)	36%	(83)	11%	(24)	227
Educ: < College	17%	(95)	27%	(152)	41%	(230)	16%	(89)	566
Educ: Bachelors degree	23%	(43)	36%	(70)	35%	(66)	6%	(12)	192
Educ: Post-grad	41%	(59)	36%	(51)	19%	(28)	3%	(5)	143
Income: Under 50k	16%	(74)	24%	(116)	43%	(204)	17%	(78)	473
Income: 50k-100k	23%	(49)	36%	(77)	35%	(73)	6%	(12)	213
Income: 100k+	34%	(73)	37%	(80)	22%	(46)	7%	(15)	215
Ethnicity: White	22%	(147)	32%	(216)	37%	(249)	9%	(59)	671

Continued on next page

**Table MCEN4\_9:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?

*I like to see the reaction of people I am watching the entertainment with, knowing what's going to happen*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	22%	(197)	30%	(273)	36%	(324)	12%	(105)	900
Ethnicity: Hispanic	26%	(56)	36%	(77)	32%	(68)	7%	(15)	215
Ethnicity: Black	21%	(30)	21%	(29)	32%	(45)	26%	(36)	140
Ethnicity: Other	23%	(20)	32%	(28)	34%	(30)	11%	(10)	89
All Christian	24%	(110)	33%	(147)	36%	(163)	7%	(32)	451
All Non-Christian	28%	(19)	34%	(22)	33%	(22)	5%	(3)	66
Agnostic/Nothing in particular	16%	(32)	27%	(52)	38%	(74)	19%	(38)	196
Something Else	18%	(27)	25%	(39)	35%	(53)	21%	(32)	151
Religious Non-Protestant/Catholic	26%	(20)	30%	(24)	40%	(31)	4%	(3)	78
Evangelical	27%	(81)	35%	(105)	25%	(75)	12%	(35)	296
Non-Evangelical	18%	(50)	25%	(68)	47%	(128)	11%	(29)	275
Community: Urban	29%	(119)	31%	(127)	29%	(117)	11%	(45)	407
Community: Suburban	15%	(50)	31%	(103)	42%	(140)	13%	(44)	338
Community: Rural	18%	(29)	28%	(43)	43%	(67)	11%	(16)	155
Employ: Private Sector	25%	(88)	43%	(147)	26%	(91)	6%	(19)	345
Employ: Government	32%	(23)	37%	(27)	26%	(19)	5%	(4)	73
Employ: Self-Employed	27%	(17)	33%	(21)	21%	(13)	19%	(12)	62
Employ: Retired	9%	(10)	23%	(25)	53%	(59)	15%	(17)	111
Employ: Unemployed	25%	(32)	6%	(8)	50%	(64)	18%	(24)	128
Employ: Other	18%	(13)	19%	(14)	46%	(35)	17%	(13)	75
Military HH: Yes	22%	(25)	21%	(24)	41%	(46)	17%	(19)	115
Military HH: No	22%	(172)	32%	(249)	35%	(278)	11%	(86)	785
RD/WT: Right Direction	28%	(98)	33%	(118)	28%	(99)	11%	(40)	355
RD/WT: Wrong Track	18%	(99)	28%	(155)	41%	(225)	12%	(65)	545
Trump Job Approve	25%	(97)	31%	(121)	32%	(124)	11%	(44)	386
Trump Job Disapprove	19%	(91)	31%	(149)	39%	(189)	10%	(50)	480
Trump Job Strongly Approve	33%	(65)	32%	(64)	23%	(45)	12%	(24)	198
Trump Job Somewhat Approve	17%	(32)	30%	(57)	42%	(79)	11%	(20)	188
Trump Job Somewhat Disapprove	23%	(28)	41%	(49)	30%	(36)	6%	(7)	121
Trump Job Strongly Disapprove	18%	(63)	28%	(100)	43%	(153)	12%	(43)	359

Continued on next page

**Table MCEN4\_9:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?

*I like to see the reaction of people I am watching the entertainment with, knowing what's going to happen*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	22%	(197)	30%	(273)	36%	(324)	12%	(105)	900
Favorable of Trump	26%	(104)	32%	(125)	31%	(122)	11%	(43)	394
Unfavorable of Trump	17%	(81)	30%	(140)	41%	(192)	11%	(51)	464
Very Favorable of Trump	30%	(77)	31%	(78)	28%	(71)	10%	(26)	252
Somewhat Favorable of Trump	19%	(27)	33%	(47)	36%	(51)	12%	(17)	142
Somewhat Unfavorable of Trump	17%	(14)	38%	(31)	34%	(28)	11%	(9)	82
Very Unfavorable of Trump	17%	(67)	29%	(109)	43%	(164)	11%	(42)	381
#1 Issue: Economy	23%	(84)	32%	(118)	34%	(128)	11%	(43)	373
#1 Issue: Security	32%	(26)	25%	(20)	30%	(25)	13%	(10)	81
#1 Issue: Health Care	19%	(33)	34%	(58)	35%	(60)	11%	(19)	170
#1 Issue: Medicare / Social Security	16%	(13)	22%	(18)	39%	(33)	24%	(20)	84
#1 Issue: Women's Issues	13%	(8)	27%	(17)	56%	(36)	4%	(3)	65
#1 Issue: Education	29%	(20)	31%	(22)	34%	(24)	6%	(4)	70
2018 House Vote: Democrat	27%	(85)	32%	(100)	33%	(104)	8%	(26)	314
2018 House Vote: Republican	26%	(61)	35%	(84)	31%	(75)	8%	(19)	239
2016 Vote: Hillary Clinton	23%	(69)	37%	(112)	29%	(88)	11%	(33)	302
2016 Vote: Donald Trump	25%	(68)	33%	(89)	34%	(92)	8%	(23)	272
2016 Vote: Didn't Vote	19%	(59)	22%	(67)	43%	(132)	16%	(48)	306
Voted in 2014: Yes	22%	(103)	33%	(152)	36%	(167)	9%	(43)	465
Voted in 2014: No	22%	(94)	28%	(121)	36%	(158)	14%	(62)	435
2012 Vote: Barack Obama	25%	(82)	29%	(97)	35%	(117)	11%	(38)	334
2012 Vote: Mitt Romney	18%	(27)	35%	(52)	41%	(62)	5%	(8)	149
2012 Vote: Didn't Vote	21%	(84)	31%	(124)	35%	(141)	14%	(57)	406
4-Region: Northeast	25%	(50)	39%	(77)	25%	(50)	10%	(20)	197
4-Region: Midwest	16%	(25)	27%	(41)	45%	(69)	12%	(19)	153
4-Region: South	20%	(67)	26%	(85)	38%	(123)	16%	(52)	328
4-Region: West	25%	(56)	31%	(70)	37%	(82)	6%	(14)	222
Seeks spoilers for reality shows	22%	(197)	30%	(273)	36%	(324)	12%	(105)	900
Seeks spoilers for drama tv shows	24%	(178)	31%	(230)	34%	(260)	11%	(84)	752
Seeks spoilers for sitcoms	26%	(151)	32%	(186)	31%	(180)	12%	(70)	587

Continued on next page

**Table MCEN4\_9:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?

*I like to see the reaction of people I am watching the entertainment with, knowing what's going to happen*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	22%	(197)	30%	(273)	36%	(324)	12%	(105)	900
Seeks spoilers for sporting events	27%	(162)	34%	(200)	30%	(177)	9%	(51)	590
Seeks spoilers for movies	24%	(182)	31%	(239)	34%	(262)	12%	(89)	773
Seeks online spoilers for reality shows	24%	(175)	33%	(240)	32%	(233)	10%	(75)	723
Seeks online spoilers for drama tv shows	26%	(170)	32%	(215)	32%	(214)	10%	(65)	664
Seeks online spoilers for sitcoms	27%	(140)	36%	(187)	26%	(137)	11%	(59)	523
Seeks online spoilers for sporting events	29%	(149)	35%	(175)	28%	(140)	8%	(43)	508
Seeks online spoilers for movies	26%	(180)	32%	(224)	32%	(222)	11%	(74)	700
Avoided social media for spoilers	24%	(141)	33%	(197)	34%	(198)	9%	(51)	587
Never avoided social media for spoilers	18%	(56)	24%	(76)	40%	(126)	17%	(54)	313
People too sensitive about spoilers	28%	(158)	35%	(202)	33%	(187)	4%	(24)	570
People too relaxed about spoilers	25%	(136)	36%	(192)	33%	(177)	5%	(29)	534
Should have time limit for not spoiling	24%	(146)	36%	(217)	34%	(204)	5%	(32)	600
Watches Bachelor and looks for spoilers	35%	(86)	41%	(99)	20%	(50)	4%	(9)	245
Watches Bachelor without spoilers	24%	(29)	29%	(35)	40%	(47)	6%	(7)	118

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

**Table MCEN4\_10:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?

*I am a member of a fan group and we like to discuss the latest developments*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	18%	(162)	26%	(232)	40%	(362)	16%	(143)	900
Gender: Male	26%	(117)	33%	(150)	28%	(127)	14%	(62)	456
Gender: Female	10%	(45)	19%	(83)	53%	(235)	18%	(81)	444
Age: 18-34	20%	(72)	26%	(92)	38%	(136)	17%	(60)	360
Age: 35-44	24%	(53)	34%	(74)	28%	(62)	13%	(29)	218
Age: 45-64	13%	(34)	26%	(65)	45%	(113)	16%	(42)	253
Age: 65+	5%	(4)	2%	(1)	74%	(51)	18%	(13)	68
GenZers: 1997-2012	8%	(12)	27%	(42)	45%	(70)	21%	(33)	157
Millennials: 1981-1996	25%	(81)	29%	(93)	33%	(107)	12%	(40)	320
GenXers: 1965-1980	22%	(53)	31%	(76)	34%	(84)	13%	(33)	245
Baby Boomers: 1946-1964	10%	(16)	13%	(22)	57%	(95)	20%	(34)	168
PID: Dem (no lean)	16%	(62)	29%	(112)	42%	(159)	13%	(50)	383
PID: Ind (no lean)	15%	(34)	22%	(50)	39%	(89)	24%	(54)	227
PID: Rep (no lean)	23%	(66)	24%	(71)	39%	(114)	14%	(39)	290
PID/Gender: Dem Men	23%	(44)	36%	(67)	32%	(61)	10%	(18)	190
PID/Gender: Dem Women	10%	(18)	23%	(44)	51%	(99)	16%	(32)	193
PID/Gender: Ind Men	19%	(17)	30%	(27)	25%	(24)	26%	(25)	93
PID/Gender: Ind Women	13%	(17)	17%	(22)	49%	(65)	22%	(30)	134
PID/Gender: Rep Men	32%	(56)	32%	(55)	25%	(43)	11%	(19)	173
PID/Gender: Rep Women	8%	(10)	14%	(16)	60%	(70)	17%	(20)	117
Ideo: Liberal (1-3)	22%	(65)	33%	(97)	37%	(107)	8%	(22)	291
Ideo: Moderate (4)	18%	(49)	28%	(78)	38%	(104)	17%	(46)	277
Ideo: Conservative (5-7)	20%	(45)	21%	(48)	45%	(103)	14%	(31)	227
Educ: < College	12%	(69)	21%	(116)	46%	(262)	21%	(118)	566
Educ: Bachelors degree	20%	(39)	33%	(64)	37%	(71)	10%	(18)	192
Educ: Post-grad	38%	(54)	37%	(52)	21%	(29)	5%	(7)	143
Income: Under 50k	13%	(60)	19%	(91)	46%	(217)	22%	(105)	473
Income: 50k-100k	16%	(34)	31%	(65)	42%	(89)	12%	(25)	213
Income: 100k+	32%	(69)	35%	(76)	26%	(56)	7%	(14)	215
Ethnicity: White	20%	(132)	28%	(190)	40%	(271)	12%	(78)	671

Continued on next page

**Table MCEN4\_10:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?

*I am a member of a fan group and we like to discuss the latest developments*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	18%	(162)	26%	(232)	40%	(362)	16%	(143)	900
Ethnicity: Hispanic	22%	(48)	33%	(72)	26%	(56)	18%	(40)	215
Ethnicity: Black	12%	(16)	17%	(23)	41%	(57)	31%	(44)	140
Ethnicity: Other	16%	(14)	22%	(19)	38%	(34)	25%	(22)	89
All Christian	23%	(104)	29%	(132)	37%	(166)	11%	(50)	451
All Non-Christian	27%	(18)	34%	(22)	32%	(21)	8%	(5)	66
Agnostic/Nothing in particular	12%	(24)	19%	(37)	48%	(94)	21%	(41)	196
Something Else	9%	(14)	20%	(30)	42%	(63)	29%	(44)	151
Religious Non-Protestant/Catholic	22%	(18)	32%	(25)	37%	(29)	8%	(6)	78
Evangelical	26%	(76)	28%	(83)	31%	(92)	15%	(45)	296
Non-Evangelical	13%	(37)	23%	(63)	46%	(127)	18%	(48)	275
Community: Urban	26%	(107)	31%	(125)	29%	(118)	14%	(57)	407
Community: Suburban	13%	(44)	21%	(72)	50%	(168)	16%	(54)	338
Community: Rural	7%	(11)	23%	(36)	49%	(76)	21%	(32)	155
Employ: Private Sector	26%	(89)	34%	(118)	34%	(116)	6%	(22)	345
Employ: Government	28%	(21)	42%	(31)	25%	(19)	4%	(3)	73
Employ: Self-Employed	19%	(12)	33%	(21)	25%	(16)	22%	(14)	62
Employ: Retired	6%	(6)	16%	(18)	53%	(59)	25%	(28)	111
Employ: Unemployed	14%	(18)	11%	(15)	50%	(65)	24%	(31)	128
Employ: Other	10%	(7)	12%	(9)	43%	(32)	34%	(26)	75
Military HH: Yes	10%	(11)	22%	(25)	46%	(53)	22%	(25)	115
Military HH: No	19%	(151)	26%	(207)	39%	(309)	15%	(119)	785
RD/WT: Right Direction	23%	(83)	29%	(103)	32%	(114)	16%	(56)	355
RD/WT: Wrong Track	15%	(80)	24%	(130)	46%	(248)	16%	(87)	545
Trump Job Approve	25%	(97)	26%	(99)	36%	(140)	13%	(50)	386
Trump Job Disapprove	13%	(65)	27%	(130)	44%	(209)	16%	(76)	480
Trump Job Strongly Approve	28%	(56)	27%	(53)	33%	(65)	13%	(25)	198
Trump Job Somewhat Approve	22%	(41)	25%	(46)	40%	(76)	13%	(25)	188
Trump Job Somewhat Disapprove	16%	(20)	34%	(41)	40%	(49)	10%	(12)	121
Trump Job Strongly Disapprove	13%	(45)	25%	(89)	45%	(160)	18%	(64)	359

Continued on next page

**Table MCEN4\_10:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?

*I am a member of a fan group and we like to discuss the latest developments*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	18%	(162)	26%	(232)	40%	(362)	16%	(143)	900
Favorable of Trump	27%	(105)	24%	(93)	36%	(140)	14%	(55)	394
Unfavorable of Trump	12%	(56)	28%	(130)	46%	(212)	14%	(66)	464
Very Favorable of Trump	28%	(70)	24%	(60)	34%	(86)	14%	(36)	252
Somewhat Favorable of Trump	25%	(35)	24%	(33)	38%	(54)	14%	(19)	142
Somewhat Unfavorable of Trump	16%	(13)	36%	(29)	36%	(29)	13%	(11)	82
Very Unfavorable of Trump	11%	(43)	26%	(101)	48%	(182)	15%	(55)	381
#1 Issue: Economy	18%	(68)	26%	(96)	39%	(147)	17%	(63)	373
#1 Issue: Security	21%	(17)	32%	(26)	35%	(28)	13%	(10)	81
#1 Issue: Health Care	21%	(36)	23%	(38)	40%	(69)	16%	(27)	170
#1 Issue: Medicare / Social Security	7%	(6)	31%	(26)	37%	(31)	25%	(21)	84
#1 Issue: Women's Issues	14%	(9)	22%	(14)	57%	(37)	7%	(5)	65
#1 Issue: Education	15%	(11)	33%	(23)	35%	(24)	17%	(12)	70
2018 House Vote: Democrat	23%	(71)	32%	(100)	35%	(110)	11%	(33)	314
2018 House Vote: Republican	22%	(52)	28%	(67)	37%	(88)	14%	(32)	239
2016 Vote: Hillary Clinton	20%	(60)	34%	(103)	33%	(101)	13%	(39)	302
2016 Vote: Donald Trump	21%	(58)	27%	(73)	39%	(106)	13%	(36)	272
2016 Vote: Didn't Vote	14%	(44)	18%	(55)	47%	(143)	21%	(65)	306
Voted in 2014: Yes	21%	(98)	29%	(136)	37%	(174)	12%	(57)	465
Voted in 2014: No	15%	(64)	22%	(97)	43%	(188)	20%	(86)	435
2012 Vote: Barack Obama	20%	(68)	29%	(95)	37%	(123)	14%	(47)	334
2012 Vote: Mitt Romney	15%	(22)	24%	(36)	51%	(76)	10%	(14)	149
2012 Vote: Didn't Vote	17%	(71)	24%	(96)	39%	(160)	20%	(79)	406
4-Region: Northeast	25%	(50)	40%	(79)	24%	(47)	11%	(22)	197
4-Region: Midwest	12%	(18)	18%	(28)	52%	(79)	18%	(28)	153
4-Region: South	14%	(44)	22%	(74)	45%	(147)	19%	(63)	328
4-Region: West	23%	(50)	24%	(53)	40%	(89)	14%	(30)	222
Seeks spoilers for reality shows	18%	(162)	26%	(232)	40%	(362)	16%	(143)	900
Seeks spoilers for drama tv shows	18%	(137)	29%	(215)	38%	(285)	15%	(115)	752
Seeks spoilers for sitcoms	20%	(114)	31%	(181)	36%	(209)	14%	(82)	587

Continued on next page



**Table MCEN4\_10:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?

*I am a member of a fan group and we like to discuss the latest developments*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	18%	(162)	26%	(232)	40%	(362)	16%	(143)	900
Seeks spoilers for sporting events	23%	(134)	33%	(194)	32%	(188)	13%	(75)	590
Seeks spoilers for movies	20%	(151)	28%	(217)	37%	(285)	16%	(121)	773
Seeks online spoilers for reality shows	20%	(145)	29%	(212)	37%	(269)	13%	(96)	723
Seeks online spoilers for drama tv shows	19%	(128)	31%	(206)	37%	(243)	13%	(87)	664
Seeks online spoilers for sitcoms	20%	(107)	35%	(184)	31%	(163)	13%	(69)	523
Seeks online spoilers for sporting events	26%	(131)	35%	(176)	28%	(141)	12%	(60)	508
Seeks online spoilers for movies	21%	(148)	30%	(207)	33%	(234)	16%	(111)	700
Avoided social media for spoilers	20%	(118)	31%	(179)	39%	(229)	10%	(61)	587
Never avoided social media for spoilers	14%	(44)	17%	(53)	43%	(133)	26%	(82)	313
People too sensitive about spoilers	23%	(133)	31%	(177)	38%	(214)	8%	(46)	570
People too relaxed about spoilers	23%	(122)	32%	(171)	35%	(189)	10%	(52)	534
Should have time limit for not spoiling	21%	(126)	31%	(187)	40%	(240)	8%	(47)	600
Watches Bachelor and looks for spoilers	31%	(75)	40%	(97)	24%	(57)	6%	(15)	245
Watches Bachelor without spoilers	20%	(23)	23%	(26)	42%	(50)	15%	(18)	118

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

**Table MCEN4\_MCEN4\_11:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?

*I like knowing more about what I am watching than others know*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	21%	(187)	32%	(290)	34%	(310)	13%	(113)	900
Gender: Male	27%	(122)	34%	(156)	26%	(120)	12%	(57)	456
Gender: Female	15%	(65)	30%	(134)	43%	(189)	13%	(56)	444
Age: 18-34	18%	(66)	35%	(126)	33%	(118)	14%	(51)	360
Age: 35-44	32%	(70)	33%	(72)	26%	(57)	9%	(19)	218
Age: 45-64	17%	(44)	32%	(82)	35%	(89)	15%	(38)	253
Age: 65+	10%	(7)	15%	(10)	68%	(46)	7%	(5)	68
GenZers: 1997-2012	9%	(15)	37%	(58)	41%	(65)	13%	(20)	157
Millennials: 1981-1996	26%	(84)	34%	(110)	27%	(86)	13%	(40)	320
GenXers: 1965-1980	28%	(68)	33%	(81)	28%	(68)	11%	(28)	245
Baby Boomers: 1946-1964	12%	(19)	24%	(40)	52%	(87)	13%	(22)	168
PID: Dem (no lean)	19%	(74)	37%	(143)	33%	(128)	10%	(38)	383
PID: Ind (no lean)	16%	(37)	23%	(52)	40%	(90)	21%	(47)	227
PID: Rep (no lean)	26%	(75)	33%	(95)	32%	(92)	10%	(28)	290
PID/Gender: Dem Men	27%	(51)	37%	(71)	28%	(53)	8%	(15)	190
PID/Gender: Dem Women	12%	(23)	37%	(72)	39%	(75)	12%	(23)	193
PID/Gender: Ind Men	15%	(14)	26%	(24)	31%	(29)	28%	(26)	93
PID/Gender: Ind Women	17%	(23)	21%	(28)	45%	(61)	16%	(22)	134
PID/Gender: Rep Men	33%	(57)	35%	(61)	22%	(39)	9%	(16)	173
PID/Gender: Rep Women	15%	(18)	29%	(34)	46%	(54)	10%	(12)	117
Ideo: Liberal (1-3)	25%	(73)	35%	(102)	33%	(97)	6%	(18)	291
Ideo: Moderate (4)	21%	(58)	31%	(86)	33%	(91)	15%	(43)	277
Ideo: Conservative (5-7)	22%	(51)	31%	(70)	36%	(82)	11%	(24)	227
Educ: < College	14%	(77)	32%	(179)	38%	(218)	16%	(91)	566
Educ: Bachelors degree	27%	(52)	33%	(63)	32%	(61)	8%	(16)	192
Educ: Post-grad	40%	(58)	34%	(48)	22%	(31)	4%	(6)	143
Income: Under 50k	14%	(66)	30%	(143)	39%	(184)	17%	(79)	473
Income: 50k-100k	24%	(52)	32%	(68)	36%	(77)	7%	(15)	213
Income: 100k+	32%	(69)	37%	(79)	22%	(48)	9%	(19)	215
Ethnicity: White	23%	(154)	33%	(225)	34%	(230)	9%	(63)	671

Continued on next page

**Table MCEN4\_MCEN4\_11:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?

*I like knowing more about what I am watching than others know*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	21%	(187)	32%	(290)	34%	(310)	13%	(113)	900
Ethnicity: Hispanic	23%	(50)	34%	(73)	32%	(68)	11%	(24)	215
Ethnicity: Black	15%	(22)	27%	(38)	33%	(46)	25%	(35)	140
Ethnicity: Other	13%	(12)	32%	(28)	38%	(33)	17%	(16)	89
All Christian	27%	(121)	32%	(147)	32%	(143)	9%	(40)	451
All Non-Christian	28%	(18)	40%	(26)	24%	(16)	8%	(6)	66
Agnostic/Nothing in particular	10%	(20)	29%	(58)	43%	(84)	18%	(35)	196
Something Else	14%	(21)	29%	(43)	36%	(55)	21%	(32)	151
Religious Non-Protestant/Catholic	32%	(25)	34%	(26)	27%	(21)	7%	(6)	78
Evangelical	30%	(88)	33%	(99)	23%	(69)	13%	(40)	296
Non-Evangelical	16%	(45)	31%	(85)	41%	(112)	12%	(33)	275
Community: Urban	28%	(114)	33%	(135)	27%	(110)	12%	(48)	407
Community: Suburban	17%	(56)	28%	(95)	41%	(138)	14%	(48)	338
Community: Rural	11%	(17)	39%	(60)	39%	(61)	11%	(17)	155
Employ: Private Sector	27%	(94)	39%	(134)	27%	(92)	7%	(25)	345
Employ: Government	30%	(22)	35%	(26)	29%	(21)	5%	(4)	73
Employ: Self-Employed	26%	(16)	30%	(19)	24%	(15)	20%	(13)	62
Employ: Retired	10%	(11)	26%	(29)	52%	(57)	13%	(14)	111
Employ: Unemployed	15%	(19)	23%	(29)	40%	(51)	23%	(29)	128
Employ: Other	17%	(13)	28%	(21)	36%	(27)	19%	(14)	75
Military HH: Yes	14%	(16)	34%	(39)	37%	(43)	15%	(17)	115
Military HH: No	22%	(171)	32%	(251)	34%	(267)	12%	(96)	785
RD/WT: Right Direction	28%	(99)	31%	(111)	28%	(101)	13%	(45)	355
RD/WT: Wrong Track	16%	(88)	33%	(179)	38%	(209)	13%	(68)	545
Trump Job Approve	28%	(109)	28%	(108)	30%	(117)	14%	(53)	386
Trump Job Disapprove	15%	(73)	37%	(178)	37%	(180)	10%	(50)	480
Trump Job Strongly Approve	29%	(58)	35%	(69)	24%	(48)	12%	(23)	198
Trump Job Somewhat Approve	27%	(51)	21%	(39)	37%	(69)	16%	(30)	188
Trump Job Somewhat Disapprove	24%	(29)	44%	(53)	32%	(39)	1%	(1)	121
Trump Job Strongly Disapprove	12%	(44)	35%	(124)	39%	(141)	14%	(49)	359

Continued on next page

**Table MCEN4\_MCEN4\_11:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?

*I like knowing more about what I am watching than others know*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	21%	(187)	32%	(290)	34%	(310)	13%	(113)	900
Favorable of Trump	29%	(114)	29%	(112)	29%	(115)	13%	(53)	394
Unfavorable of Trump	14%	(67)	35%	(162)	40%	(188)	10%	(48)	464
Very Favorable of Trump	32%	(82)	30%	(76)	26%	(64)	12%	(30)	252
Somewhat Favorable of Trump	23%	(32)	26%	(37)	36%	(51)	16%	(23)	142
Somewhat Unfavorable of Trump	16%	(14)	44%	(36)	36%	(30)	4%	(3)	82
Very Unfavorable of Trump	14%	(53)	33%	(126)	41%	(158)	12%	(45)	381
#1 Issue: Economy	22%	(82)	34%	(127)	31%	(114)	13%	(49)	373
#1 Issue: Security	24%	(19)	36%	(29)	29%	(23)	12%	(9)	81
#1 Issue: Health Care	23%	(40)	30%	(52)	35%	(59)	11%	(19)	170
#1 Issue: Medicare / Social Security	9%	(8)	35%	(29)	38%	(32)	18%	(15)	84
#1 Issue: Women's Issues	13%	(8)	21%	(14)	56%	(36)	9%	(6)	65
#1 Issue: Education	20%	(14)	40%	(28)	31%	(22)	9%	(6)	70
2018 House Vote: Democrat	22%	(70)	37%	(116)	32%	(99)	9%	(29)	314
2018 House Vote: Republican	26%	(61)	35%	(83)	31%	(73)	9%	(22)	239
2016 Vote: Hillary Clinton	20%	(59)	41%	(124)	30%	(90)	10%	(29)	302
2016 Vote: Donald Trump	26%	(70)	30%	(82)	34%	(93)	10%	(27)	272
2016 Vote: Didn't Vote	18%	(55)	25%	(78)	39%	(119)	18%	(54)	306
Voted in 2014: Yes	21%	(98)	34%	(160)	35%	(161)	10%	(46)	465
Voted in 2014: No	21%	(89)	30%	(130)	34%	(148)	15%	(67)	435
2012 Vote: Barack Obama	23%	(77)	35%	(115)	32%	(108)	10%	(34)	334
2012 Vote: Mitt Romney	20%	(30)	32%	(47)	41%	(61)	8%	(11)	149
2012 Vote: Didn't Vote	20%	(79)	31%	(125)	34%	(137)	16%	(65)	406
4-Region: Northeast	26%	(50)	41%	(80)	22%	(44)	11%	(22)	197
4-Region: Midwest	15%	(23)	33%	(51)	40%	(62)	11%	(17)	153
4-Region: South	20%	(66)	25%	(81)	41%	(135)	14%	(46)	328
4-Region: West	22%	(48)	35%	(79)	31%	(68)	12%	(27)	222
Seeks spoilers for reality shows	21%	(187)	32%	(290)	34%	(310)	13%	(113)	900
Seeks spoilers for drama tv shows	22%	(165)	33%	(252)	32%	(239)	13%	(97)	752
Seeks spoilers for sitcoms	23%	(136)	34%	(198)	30%	(176)	13%	(77)	587

Continued on next page

**Table MCEN4\_MCEN4\_11:** Are any of the following statements a major reason, a minor reason, or not a reason at all as to why you seek out spoilers for reality TV shows?

*I like knowing more about what I am watching than others know*

Demographic	A major reason		A minor reason		Not a reason at all		Don't know / No opinion		Total N
Adults	21%	(187)	32%	(290)	34%	(310)	13%	(113)	900
Seeks spoilers for sporting events	26%	(153)	34%	(203)	28%	(166)	12%	(68)	590
Seeks spoilers for movies	23%	(177)	33%	(258)	32%	(244)	12%	(95)	773
Seeks online spoilers for reality shows	24%	(173)	36%	(258)	29%	(212)	11%	(79)	723
Seeks online spoilers for drama tv shows	24%	(162)	35%	(232)	30%	(199)	11%	(71)	664
Seeks online spoilers for sitcoms	25%	(132)	38%	(198)	24%	(127)	13%	(66)	523
Seeks online spoilers for sporting events	28%	(143)	38%	(194)	23%	(119)	10%	(52)	508
Seeks online spoilers for movies	24%	(170)	35%	(245)	28%	(199)	12%	(85)	700
Avoided social media for spoilers	21%	(125)	37%	(216)	33%	(192)	9%	(53)	587
Never avoided social media for spoilers	20%	(61)	24%	(74)	38%	(118)	19%	(60)	313
People too sensitive about spoilers	25%	(142)	36%	(207)	34%	(192)	5%	(29)	570
People too relaxed about spoilers	24%	(127)	37%	(198)	32%	(171)	7%	(39)	534
Should have time limit for not spoiling	23%	(138)	38%	(227)	34%	(203)	5%	(32)	600
Watches Bachelor and looks for spoilers	37%	(91)	38%	(92)	22%	(53)	3%	(8)	245
Watches Bachelor without spoilers	24%	(28)	29%	(34)	40%	(47)	8%	(9)	118

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

**Table MCEN5: Have you ever avoided looking at social media to prevent yourself from being exposed to spoilers?**

Demographic	Yes, some of the								Total N
	Yes, all of the time		time		Yes, once or twice		Never		
Adults	15%	(333)	24%	(522)	20%	(432)	41%	(913)	2200
Gender: Male	16%	(171)	28%	(292)	17%	(185)	39%	(413)	1062
Gender: Female	14%	(162)	20%	(230)	22%	(247)	44%	(500)	1138
Age: 18-34	22%	(142)	27%	(180)	24%	(160)	26%	(173)	655
Age: 35-44	16%	(57)	29%	(105)	24%	(85)	31%	(111)	358
Age: 45-64	11%	(85)	25%	(187)	16%	(122)	48%	(357)	751
Age: 65+	11%	(49)	11%	(50)	15%	(66)	62%	(272)	436
GenZers: 1997-2012	23%	(64)	27%	(78)	25%	(72)	25%	(70)	284
Millennials: 1981-1996	19%	(107)	27%	(149)	25%	(138)	29%	(160)	555
GenXers: 1965-1980	16%	(88)	29%	(161)	18%	(101)	37%	(207)	556
Baby Boomers: 1946-1964	9%	(64)	17%	(125)	15%	(109)	59%	(436)	733
PID: Dem (no lean)	18%	(146)	25%	(209)	18%	(150)	39%	(320)	825
PID: Ind (no lean)	16%	(109)	21%	(143)	21%	(138)	42%	(278)	667
PID: Rep (no lean)	11%	(78)	24%	(171)	20%	(144)	44%	(315)	708
PID/Gender: Dem Men	18%	(68)	30%	(116)	17%	(64)	36%	(139)	388
PID/Gender: Dem Women	18%	(78)	21%	(93)	20%	(86)	41%	(180)	437
PID/Gender: Ind Men	17%	(56)	25%	(81)	16%	(53)	41%	(133)	323
PID/Gender: Ind Women	15%	(53)	18%	(61)	24%	(84)	42%	(146)	344
PID/Gender: Rep Men	13%	(47)	27%	(95)	19%	(68)	40%	(141)	351
PID/Gender: Rep Women	9%	(31)	21%	(75)	21%	(77)	49%	(174)	357
Ideo: Liberal (1-3)	19%	(128)	27%	(180)	20%	(134)	33%	(221)	664
Ideo: Moderate (4)	13%	(87)	24%	(160)	18%	(119)	45%	(300)	666
Ideo: Conservative (5-7)	13%	(86)	23%	(152)	18%	(121)	46%	(302)	661
Educ: < College	14%	(215)	21%	(317)	19%	(294)	45%	(686)	1512
Educ: Bachelors degree	17%	(77)	28%	(125)	20%	(90)	34%	(152)	444
Educ: Post-grad	17%	(41)	33%	(80)	20%	(48)	31%	(75)	244
Income: Under 50k	13%	(157)	20%	(239)	19%	(227)	47%	(547)	1170
Income: 50k-100k	17%	(102)	26%	(160)	20%	(120)	37%	(229)	611
Income: 100k+	18%	(75)	29%	(123)	20%	(84)	33%	(137)	419
Ethnicity: White	14%	(246)	24%	(417)	19%	(335)	42%	(724)	1722
Ethnicity: Hispanic	19%	(67)	27%	(95)	23%	(81)	30%	(106)	349
Ethnicity: Black	19%	(53)	23%	(63)	16%	(43)	42%	(115)	274

Continued on next page

**Table MCEN5:** Have you ever avoided looking at social media to prevent yourself from being exposed to spoilers?

Demographic	Yes, some of the								Total N
	Yes, all of the time		time		Yes, once or twice		Never		
Adults	15%	(333)	24%	(522)	20%	(432)	41%	(913)	2200
Ethnicity: Other	17%	(35)	21%	(43)	26%	(54)	36%	(73)	204
All Christian	13%	(148)	25%	(271)	18%	(203)	44%	(481)	1103
All Non-Christian	19%	(25)	24%	(31)	25%	(32)	32%	(42)	129
Atheist	27%	(26)	25%	(24)	18%	(17)	31%	(30)	97
Agnostic/Nothing in particular	14%	(76)	23%	(121)	22%	(118)	40%	(213)	527
Something Else	17%	(59)	22%	(75)	18%	(63)	43%	(148)	344
Religious Non-Protestant/Catholic	18%	(27)	21%	(32)	26%	(39)	36%	(54)	151
Evangelical	16%	(103)	26%	(167)	19%	(124)	40%	(260)	653
Non-Evangelical	13%	(97)	23%	(169)	17%	(128)	47%	(347)	740
Community: Urban	17%	(120)	26%	(188)	23%	(161)	34%	(245)	714
Community: Suburban	15%	(147)	23%	(223)	19%	(181)	43%	(414)	965
Community: Rural	13%	(66)	21%	(111)	17%	(90)	49%	(253)	521
Employ: Private Sector	16%	(120)	29%	(216)	22%	(167)	33%	(242)	746
Employ: Government	23%	(29)	29%	(37)	24%	(30)	24%	(30)	126
Employ: Self-Employed	14%	(22)	28%	(45)	16%	(27)	42%	(68)	162
Employ: Homemaker	18%	(23)	21%	(27)	23%	(31)	38%	(51)	133
Employ: Retired	11%	(54)	15%	(74)	13%	(65)	61%	(306)	500
Employ: Unemployed	13%	(37)	25%	(73)	18%	(51)	44%	(126)	288
Employ: Other	16%	(21)	18%	(25)	19%	(26)	48%	(66)	138
Military HH: Yes	19%	(62)	20%	(64)	16%	(52)	44%	(139)	316
Military HH: No	14%	(272)	24%	(458)	20%	(380)	41%	(774)	1884
RD/WT: Right Direction	15%	(102)	26%	(179)	20%	(140)	40%	(279)	700
RD/WT: Wrong Track	15%	(231)	23%	(343)	19%	(292)	42%	(634)	1500
Trump Job Approve	14%	(132)	23%	(213)	18%	(164)	44%	(402)	911
Trump Job Disapprove	16%	(192)	24%	(295)	21%	(251)	39%	(471)	1210
Trump Job Strongly Approve	13%	(63)	22%	(102)	19%	(91)	46%	(220)	476
Trump Job Somewhat Approve	16%	(69)	25%	(110)	17%	(74)	42%	(182)	435
Trump Job Somewhat Disapprove	17%	(46)	27%	(73)	24%	(65)	31%	(84)	268
Trump Job Strongly Disapprove	15%	(146)	24%	(222)	20%	(187)	41%	(387)	942
Favorable of Trump	13%	(118)	23%	(217)	20%	(187)	44%	(417)	938
Unfavorable of Trump	16%	(189)	25%	(290)	19%	(225)	40%	(467)	1172

Continued on next page

**Table MCEN5: Have you ever avoided looking at social media to prevent yourself from being exposed to spoilers?**

Demographic	Yes, some of the								Total N
	Yes, all of the time		time		Yes, once or twice		Never		
Adults	15%	(333)	24%	(522)	20%	(432)	41%	(913)	2200
Very Favorable of Trump	12%	(67)	22%	(126)	21%	(117)	46%	(260)	571
Somewhat Favorable of Trump	14%	(50)	25%	(90)	19%	(69)	43%	(158)	368
Somewhat Unfavorable of Trump	16%	(32)	29%	(56)	22%	(43)	33%	(66)	197
Very Unfavorable of Trump	16%	(157)	24%	(234)	19%	(182)	41%	(402)	974
#1 Issue: Economy	15%	(127)	27%	(230)	20%	(168)	37%	(314)	838
#1 Issue: Security	11%	(22)	22%	(45)	20%	(41)	48%	(98)	205
#1 Issue: Health Care	17%	(71)	25%	(105)	16%	(66)	43%	(182)	424
#1 Issue: Medicare / Social Security	15%	(44)	12%	(36)	14%	(42)	59%	(174)	296
#1 Issue: Women's Issues	23%	(27)	28%	(33)	24%	(28)	25%	(29)	116
#1 Issue: Education	14%	(15)	25%	(27)	33%	(35)	27%	(28)	105
#1 Issue: Energy	17%	(13)	29%	(23)	23%	(18)	30%	(23)	78
#1 Issue: Other	10%	(15)	18%	(25)	25%	(34)	47%	(65)	138
2018 House Vote: Democrat	18%	(138)	26%	(191)	18%	(135)	38%	(285)	749
2018 House Vote: Republican	12%	(77)	23%	(145)	18%	(117)	47%	(296)	635
2018 House Vote: Someone else	13%	(7)	24%	(12)	25%	(13)	38%	(19)	51
2016 Vote: Hillary Clinton	17%	(119)	25%	(176)	18%	(130)	40%	(280)	704
2016 Vote: Donald Trump	12%	(81)	24%	(165)	17%	(121)	47%	(328)	695
2016 Vote: Other	15%	(16)	23%	(24)	19%	(20)	43%	(45)	105
2016 Vote: Didn't Vote	17%	(117)	23%	(157)	23%	(161)	37%	(260)	694
Voted in 2014: Yes	15%	(190)	24%	(293)	18%	(222)	43%	(524)	1230
Voted in 2014: No	15%	(143)	24%	(229)	22%	(210)	40%	(389)	970
2012 Vote: Barack Obama	17%	(137)	26%	(211)	18%	(148)	39%	(319)	815
2012 Vote: Mitt Romney	10%	(47)	20%	(97)	19%	(89)	51%	(247)	480
2012 Vote: Other	15%	(9)	23%	(14)	15%	(9)	48%	(28)	58
2012 Vote: Didn't Vote	17%	(141)	24%	(200)	22%	(185)	38%	(316)	843
4-Region: Northeast	13%	(51)	27%	(106)	20%	(78)	40%	(159)	394
4-Region: Midwest	10%	(47)	24%	(109)	18%	(83)	48%	(224)	462
4-Region: South	17%	(136)	22%	(182)	19%	(156)	43%	(350)	824
4-Region: West	19%	(99)	24%	(126)	22%	(116)	35%	(180)	520
Seeks spoilers for reality shows	16%	(145)	27%	(247)	22%	(195)	35%	(313)	900
Seeks spoilers for drama tv shows	16%	(171)	26%	(287)	21%	(236)	37%	(408)	1103

Continued on next page



**Table MCEN5:** Have you ever avoided looking at social media to prevent yourself from being exposed to spoilers?

Demographic	Yes, some of the								Total N
	Yes, all of the time		time		Yes, once or twice		Never		
Adults	15%	(333)	24%	(522)	20%	(432)	41%	(913)	2200
Seeks spoilers for sitcoms	17%	(141)	28%	(237)	23%	(192)	32%	(265)	835
Seeks spoilers for sporting events	17%	(146)	31%	(273)	21%	(184)	31%	(276)	879
Seeks spoilers for movies	15%	(179)	26%	(320)	22%	(270)	37%	(450)	1219
Seeks online spoilers for reality shows	16%	(129)	31%	(254)	24%	(196)	30%	(245)	824
Seeks online spoilers for drama tv shows	14%	(137)	30%	(285)	22%	(215)	34%	(327)	963
Seeks online spoilers for sitcoms	16%	(123)	33%	(243)	23%	(175)	28%	(207)	747
Seeks online spoilers for sporting events	17%	(130)	30%	(233)	22%	(169)	30%	(233)	764
Seeks online spoilers for movies	14%	(153)	27%	(296)	23%	(249)	37%	(408)	1106
Avoided social media for spoilers	26%	(333)	41%	(522)	34%	(432)	—	(0)	1287
Never avoided social media for spoilers	—	(0)	—	(0)	—	(0)	100%	(913)	913
People too sensitive about spoilers	17%	(188)	27%	(300)	22%	(247)	35%	(389)	1124
People too relaxed about spoilers	19%	(202)	30%	(319)	22%	(237)	29%	(308)	1066
Should have time limit for not spoiling	20%	(250)	28%	(359)	21%	(273)	31%	(389)	1270
Watches Bachelor and looks for spoilers	21%	(58)	39%	(109)	20%	(57)	20%	(57)	280
Watches Bachelor without spoilers	18%	(38)	25%	(52)	24%	(50)	32%	(66)	206

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

**Table MCEN6\_1: Do you agree or disagree with the following statements?**  
*People have become too sensitive about movie and TV show spoilers in recent years*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know/No opinion		Total N
Adults	20%	(437)	31%	(687)	15%	(320)	6%	(137)	28%	(619)	2200
Gender: Male	23%	(248)	31%	(330)	14%	(146)	7%	(71)	25%	(267)	1062
Gender: Female	17%	(188)	31%	(357)	15%	(174)	6%	(66)	31%	(352)	1138
Age: 18-34	25%	(164)	34%	(225)	14%	(91)	8%	(53)	19%	(122)	655
Age: 35-44	25%	(88)	33%	(117)	17%	(60)	5%	(18)	21%	(74)	358
Age: 45-64	20%	(150)	29%	(219)	14%	(107)	6%	(48)	30%	(227)	751
Age: 65+	8%	(35)	29%	(125)	14%	(62)	4%	(18)	45%	(196)	436
GenZers: 1997-2012	25%	(71)	32%	(90)	15%	(44)	9%	(24)	19%	(55)	284
Millennials: 1981-1996	24%	(134)	36%	(201)	15%	(81)	6%	(34)	19%	(104)	555
GenXers: 1965-1980	24%	(133)	32%	(178)	15%	(85)	7%	(37)	22%	(124)	556
Baby Boomers: 1946-1964	13%	(94)	27%	(199)	15%	(109)	5%	(36)	40%	(296)	733
PID: Dem (no lean)	20%	(169)	28%	(234)	17%	(139)	8%	(66)	26%	(215)	825
PID: Ind (no lean)	18%	(118)	33%	(218)	12%	(82)	6%	(41)	31%	(209)	667
PID: Rep (no lean)	21%	(150)	33%	(234)	14%	(99)	4%	(30)	28%	(195)	708
PID/Gender: Dem Men	24%	(94)	28%	(108)	18%	(69)	9%	(35)	21%	(82)	388
PID/Gender: Dem Women	17%	(75)	29%	(126)	16%	(71)	7%	(32)	31%	(134)	437
PID/Gender: Ind Men	19%	(62)	33%	(106)	10%	(34)	6%	(19)	32%	(103)	323
PID/Gender: Ind Women	16%	(56)	33%	(113)	14%	(48)	6%	(22)	31%	(106)	344
PID/Gender: Rep Men	26%	(92)	33%	(116)	12%	(43)	5%	(17)	23%	(82)	351
PID/Gender: Rep Women	16%	(58)	33%	(119)	16%	(56)	4%	(13)	32%	(113)	357
Ideo: Liberal (1-3)	22%	(146)	31%	(207)	19%	(124)	8%	(50)	20%	(136)	664
Ideo: Moderate (4)	20%	(131)	31%	(209)	12%	(81)	7%	(47)	30%	(197)	666
Ideo: Conservative (5-7)	19%	(126)	31%	(205)	15%	(102)	5%	(34)	29%	(194)	661
Educ: < College	18%	(278)	30%	(453)	15%	(223)	6%	(95)	31%	(463)	1512
Educ: Bachelors degree	22%	(99)	32%	(142)	16%	(70)	6%	(26)	24%	(107)	444
Educ: Post-grad	24%	(59)	38%	(92)	12%	(28)	6%	(16)	20%	(49)	244
Income: Under 50k	18%	(216)	30%	(348)	15%	(172)	5%	(64)	32%	(371)	1170
Income: 50k-100k	19%	(115)	35%	(211)	14%	(87)	8%	(47)	25%	(151)	611
Income: 100k+	25%	(106)	31%	(129)	15%	(61)	6%	(26)	23%	(98)	419
Ethnicity: White	20%	(336)	32%	(548)	15%	(262)	6%	(104)	27%	(472)	1722
Ethnicity: Hispanic	32%	(111)	35%	(124)	10%	(33)	8%	(28)	15%	(53)	349

Continued on next page

**Table MCEN6\_1: Do you agree or disagree with the following statements?**  
*People have become too sensitive about movie and TV show spoilers in recent years*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know/No opinion	Total N
Adults	20% (437)	31% (687)	15% (320)	6% (137)	28% (619)	2200
Ethnicity: Black	20% (54)	26% (71)	12% (34)	8% (22)	34% (93)	274
Ethnicity: Other	23% (47)	34% (69)	12% (24)	5% (11)	26% (54)	204
All Christian	20% (225)	32% (356)	13% (138)	6% (64)	29% (319)	1103
All Non-Christian	32% (42)	22% (28)	21% (27)	6% (8)	19% (25)	129
Atheist	14% (13)	42% (40)	18% (17)	5% (5)	21% (21)	97
Agnostic/Nothing in particular	17% (89)	29% (152)	19% (100)	6% (33)	29% (153)	527
Something Else	20% (68)	32% (110)	11% (38)	8% (26)	30% (102)	344
Religious Non-Protestant/Catholic	31% (47)	24% (36)	20% (30)	5% (8)	20% (31)	151
Evangelical	22% (146)	34% (219)	13% (84)	4% (29)	27% (176)	653
Non-Evangelical	17% (129)	32% (233)	11% (82)	8% (60)	32% (235)	740
Community: Urban	25% (177)	32% (228)	15% (106)	6% (44)	22% (158)	714
Community: Suburban	19% (183)	28% (274)	15% (144)	6% (59)	32% (306)	965
Community: Rural	15% (76)	36% (185)	13% (70)	6% (33)	30% (156)	521
Employ: Private Sector	22% (163)	36% (267)	14% (104)	8% (58)	21% (155)	746
Employ: Government	30% (38)	41% (51)	10% (13)	4% (5)	15% (19)	126
Employ: Self-Employed	23% (38)	28% (46)	14% (22)	8% (14)	26% (42)	162
Employ: Homemaker	12% (16)	37% (50)	16% (21)	8% (11)	27% (36)	133
Employ: Retired	12% (59)	26% (131)	14% (69)	4% (19)	44% (221)	500
Employ: Unemployed	20% (58)	21% (61)	19% (55)	6% (16)	34% (97)	288
Employ: Other	20% (28)	35% (48)	14% (20)	6% (8)	25% (35)	138
Military HH: Yes	24% (75)	27% (87)	11% (34)	4% (12)	34% (109)	316
Military HH: No	19% (362)	32% (600)	15% (286)	7% (125)	27% (510)	1884
RD/WT: Right Direction	22% (151)	35% (246)	14% (97)	6% (43)	23% (162)	700
RD/WT: Wrong Track	19% (285)	29% (441)	15% (223)	6% (93)	30% (457)	1500
Trump Job Approve	22% (199)	34% (307)	12% (111)	5% (47)	27% (248)	911
Trump Job Disapprove	19% (228)	29% (354)	17% (209)	7% (84)	28% (334)	1210
Trump Job Strongly Approve	24% (113)	29% (140)	10% (49)	6% (30)	30% (145)	476
Trump Job Somewhat Approve	20% (86)	39% (168)	14% (61)	4% (17)	24% (103)	435
Trump Job Somewhat Disapprove	18% (48)	35% (93)	16% (44)	5% (15)	26% (69)	268
Trump Job Strongly Disapprove	19% (180)	28% (262)	18% (165)	7% (70)	28% (265)	942

Continued on next page

**Table MCEN6\_1: Do you agree or disagree with the following statements?**  
People have become too sensitive about movie and TV show spoilers in recent years

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know/No opinion	Total N
Adults	20% (437)	31% (687)	15% (320)	6% (137)	28% (619)	2200
Favorable of Trump	21% (202)	35% (324)	12% (110)	5% (50)	27% (252)	938
Unfavorable of Trump	18% (212)	29% (337)	18% (209)	7% (84)	28% (328)	1172
Very Favorable of Trump	24% (140)	30% (171)	11% (64)	6% (36)	28% (160)	571
Somewhat Favorable of Trump	17% (62)	42% (154)	13% (46)	4% (14)	25% (92)	368
Somewhat Unfavorable of Trump	19% (38)	32% (63)	17% (34)	6% (12)	25% (50)	197
Very Unfavorable of Trump	18% (174)	28% (274)	18% (175)	7% (72)	29% (278)	974
#1 Issue: Economy	22% (185)	34% (284)	15% (122)	6% (53)	23% (193)	838
#1 Issue: Security	18% (36)	35% (72)	9% (19)	5% (10)	33% (68)	205
#1 Issue: Health Care	21% (91)	29% (123)	19% (81)	6% (25)	25% (104)	424
#1 Issue: Medicare / Social Security	12% (34)	27% (79)	13% (37)	6% (18)	43% (127)	296
#1 Issue: Women's Issues	22% (26)	32% (38)	18% (21)	9% (11)	18% (21)	116
#1 Issue: Education	25% (27)	47% (50)	7% (7)	6% (6)	15% (16)	105
#1 Issue: Energy	25% (19)	20% (16)	17% (13)	7% (6)	31% (24)	78
#1 Issue: Other	14% (19)	19% (26)	14% (19)	6% (8)	48% (67)	138
2018 House Vote: Democrat	22% (162)	29% (217)	17% (130)	8% (58)	24% (183)	749
2018 House Vote: Republican	18% (115)	36% (226)	12% (76)	5% (33)	29% (185)	635
2018 House Vote: Someone else	15% (8)	33% (17)	12% (6)	3% (1)	38% (19)	51
2016 Vote: Hillary Clinton	19% (136)	31% (217)	17% (118)	7% (49)	26% (184)	704
2016 Vote: Donald Trump	19% (135)	34% (239)	11% (75)	4% (31)	31% (215)	695
2016 Vote: Other	16% (17)	28% (30)	22% (23)	5% (5)	28% (30)	105
2016 Vote: Didn't Vote	21% (148)	29% (201)	15% (104)	7% (52)	27% (190)	694
Voted in 2014: Yes	19% (234)	33% (404)	14% (171)	6% (76)	28% (346)	1230
Voted in 2014: No	21% (203)	29% (284)	15% (150)	6% (60)	28% (274)	970
2012 Vote: Barack Obama	22% (179)	29% (237)	15% (119)	7% (59)	27% (222)	815
2012 Vote: Mitt Romney	16% (76)	32% (153)	14% (67)	4% (18)	35% (166)	480
2012 Vote: Other	20% (12)	43% (25)	8% (5)	5% (3)	24% (14)	58
2012 Vote: Didn't Vote	20% (170)	32% (272)	15% (129)	7% (57)	25% (215)	843

Continued on next page

**Table MCEN6\_1: Do you agree or disagree with the following statements?**  
*People have become too sensitive about movie and TV show spoilers in recent years*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know/No opinion		Total N
Adults	20%	(437)	31%	(687)	15%	(320)	6%	(137)	28%	(619)	2200
4-Region: Northeast	24%	(95)	32%	(127)	17%	(65)	7%	(26)	20%	(80)	394
4-Region: Midwest	16%	(72)	30%	(137)	16%	(75)	6%	(30)	32%	(148)	462
4-Region: South	20%	(162)	31%	(258)	14%	(114)	6%	(47)	29%	(242)	824
4-Region: West	21%	(107)	32%	(165)	13%	(65)	7%	(34)	29%	(149)	520
Seeks spoilers for reality shows	25%	(224)	39%	(347)	15%	(136)	4%	(37)	17%	(156)	900
Seeks spoilers for drama tv shows	22%	(244)	37%	(405)	16%	(173)	5%	(53)	21%	(227)	1103
Seeks spoilers for sitcoms	23%	(196)	37%	(313)	16%	(130)	4%	(37)	19%	(158)	835
Seeks spoilers for sporting events	26%	(229)	37%	(328)	14%	(123)	6%	(51)	17%	(148)	879
Seeks spoilers for movies	22%	(270)	35%	(430)	14%	(176)	6%	(68)	23%	(274)	1219
Seeks online spoilers for reality shows	27%	(224)	39%	(318)	14%	(117)	5%	(42)	15%	(125)	824
Seeks online spoilers for drama tv shows	25%	(239)	37%	(354)	15%	(149)	5%	(51)	18%	(170)	963
Seeks online spoilers for sitcoms	27%	(202)	36%	(272)	16%	(119)	6%	(43)	15%	(111)	747
Seeks online spoilers for sporting events	27%	(207)	38%	(288)	14%	(104)	6%	(45)	16%	(120)	764
Seeks online spoilers for movies	25%	(272)	35%	(386)	15%	(170)	5%	(59)	20%	(219)	1106
Avoided social media for spoilers	22%	(289)	35%	(446)	18%	(229)	8%	(101)	17%	(223)	1287
Never avoided social media for spoilers	16%	(148)	26%	(241)	10%	(92)	4%	(35)	43%	(397)	913
People too sensitive about spoilers	39%	(437)	61%	(687)	—	(0)	—	(0)	—	(0)	1124
People too relaxed about spoilers	29%	(306)	40%	(426)	17%	(179)	7%	(74)	8%	(81)	1066
Should have time limit for not spoiling	26%	(326)	37%	(474)	16%	(206)	6%	(79)	15%	(185)	1270
Watches Bachelor and looks for spoilers	34%	(96)	38%	(106)	16%	(46)	4%	(12)	8%	(21)	280
Watches Bachelor without spoilers	19%	(39)	45%	(93)	15%	(32)	6%	(13)	14%	(29)	206

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

**Table MCEN6\_2: Do you agree or disagree with the following statements?**  
*People have become too relaxed about movie and TV show spoilers in recent years*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know/No opinion	Total N
Adults	16% (356)	32% (709)	15% (331)	5% (109)	32% (694)	2200
Gender: Male	18% (187)	34% (364)	15% (158)	6% (65)	27% (288)	1062
Gender: Female	15% (169)	30% (345)	15% (174)	4% (43)	36% (406)	1138
Age: 18-34	19% (126)	35% (230)	17% (109)	6% (42)	23% (149)	655
Age: 35-44	22% (80)	38% (135)	11% (39)	5% (17)	24% (86)	358
Age: 45-64	15% (114)	30% (222)	17% (126)	5% (41)	33% (249)	751
Age: 65+	8% (37)	28% (122)	13% (57)	2% (9)	48% (211)	436
GenZers: 1997-2012	18% (50)	37% (106)	18% (51)	3% (10)	24% (67)	284
Millennials: 1981-1996	21% (114)	33% (186)	15% (86)	8% (44)	22% (125)	555
GenXers: 1965-1980	20% (111)	33% (183)	14% (76)	5% (30)	28% (156)	556
Baby Boomers: 1946-1964	10% (73)	30% (217)	16% (115)	3% (23)	42% (304)	733
PID: Dem (no lean)	18% (147)	35% (286)	16% (132)	6% (51)	25% (209)	825
PID: Ind (no lean)	17% (113)	28% (186)	13% (89)	4% (25)	38% (253)	667
PID: Rep (no lean)	13% (96)	33% (237)	16% (110)	5% (33)	33% (232)	708
PID/Gender: Dem Men	16% (63)	41% (159)	15% (57)	8% (33)	20% (76)	388
PID/Gender: Dem Women	19% (85)	29% (127)	17% (75)	4% (18)	30% (133)	437
PID/Gender: Ind Men	18% (59)	27% (86)	11% (36)	5% (16)	39% (126)	323
PID/Gender: Ind Women	16% (54)	29% (100)	16% (53)	3% (9)	37% (127)	344
PID/Gender: Rep Men	19% (65)	34% (118)	18% (65)	5% (17)	25% (86)	351
PID/Gender: Rep Women	8% (30)	33% (119)	13% (46)	4% (16)	41% (146)	357
Ideo: Liberal (1-3)	21% (139)	35% (231)	18% (119)	5% (35)	21% (139)	664
Ideo: Moderate (4)	16% (110)	33% (221)	13% (85)	5% (31)	33% (218)	666
Ideo: Conservative (5-7)	12% (82)	31% (203)	17% (110)	5% (35)	35% (231)	661
Educ: < College	15% (229)	31% (475)	15% (223)	4% (61)	35% (524)	1512
Educ: Bachelors degree	17% (75)	33% (145)	17% (75)	8% (34)	26% (116)	444
Educ: Post-grad	21% (52)	37% (90)	14% (34)	6% (14)	22% (54)	244
Income: Under 50k	16% (190)	29% (343)	14% (166)	5% (54)	36% (417)	1170
Income: 50k-100k	16% (96)	35% (214)	16% (97)	4% (27)	29% (177)	611
Income: 100k+	17% (70)	36% (152)	16% (69)	7% (28)	24% (100)	419
Ethnicity: White	16% (272)	33% (561)	15% (263)	4% (75)	32% (550)	1722
Ethnicity: Hispanic	22% (76)	41% (144)	18% (62)	5% (17)	14% (50)	349

Continued on next page

**Table MCEN6\_2: Do you agree or disagree with the following statements?**  
*People have become too relaxed about movie and TV show spoilers in recent years*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know/No opinion	Total N
Adults	16% (356)	32% (709)	15% (331)	5% (109)	32% (694)	2200
Ethnicity: Black	18% (51)	26% (71)	12% (33)	8% (23)	35% (96)	274
Ethnicity: Other	17% (34)	38% (77)	18% (36)	5% (10)	23% (48)	204
All Christian	16% (178)	34% (373)	15% (167)	5% (50)	30% (335)	1103
All Non-Christian	19% (24)	42% (55)	17% (22)	6% (8)	16% (20)	129
Atheist	21% (21)	25% (24)	15% (14)	7% (7)	32% (31)	97
Agnostic/Nothing in particular	15% (79)	28% (145)	17% (91)	5% (24)	36% (188)	527
Something Else	16% (55)	33% (113)	11% (38)	5% (19)	35% (120)	344
Religious Non-Protestant/Catholic	20% (30)	40% (61)	18% (27)	6% (8)	17% (26)	151
Evangelical	16% (105)	34% (222)	15% (95)	6% (37)	30% (194)	653
Non-Evangelical	16% (118)	32% (239)	14% (102)	4% (30)	34% (251)	740
Community: Urban	20% (141)	37% (264)	15% (109)	6% (43)	22% (158)	714
Community: Suburban	15% (141)	32% (304)	14% (133)	4% (38)	36% (349)	965
Community: Rural	14% (75)	27% (141)	17% (90)	5% (28)	36% (188)	521
Employ: Private Sector	14% (108)	37% (280)	18% (137)	6% (47)	23% (174)	746
Employ: Government	26% (33)	40% (50)	12% (16)	2% (2)	20% (25)	126
Employ: Self-Employed	18% (29)	30% (49)	14% (23)	9% (14)	29% (47)	162
Employ: Homemaker	15% (20)	28% (37)	19% (25)	3% (5)	35% (46)	133
Employ: Retired	9% (44)	29% (147)	14% (69)	2% (11)	46% (230)	500
Employ: Unemployed	26% (76)	25% (73)	9% (25)	5% (16)	34% (98)	288
Employ: Other	18% (25)	34% (46)	12% (16)	1% (2)	35% (48)	138
Military HH: Yes	15% (46)	31% (97)	11% (35)	5% (14)	39% (123)	316
Military HH: No	16% (310)	32% (612)	16% (297)	5% (94)	30% (571)	1884
RD/WT: Right Direction	16% (112)	35% (244)	15% (108)	5% (36)	28% (199)	700
RD/WT: Wrong Track	16% (244)	31% (465)	15% (224)	5% (72)	33% (495)	1500
Trump Job Approve	16% (145)	32% (292)	15% (139)	5% (42)	32% (293)	911
Trump Job Disapprove	17% (202)	33% (399)	15% (187)	5% (63)	30% (358)	1210
Trump Job Strongly Approve	17% (81)	33% (156)	11% (54)	4% (19)	35% (166)	476
Trump Job Somewhat Approve	15% (65)	31% (135)	19% (84)	5% (23)	29% (127)	435
Trump Job Somewhat Disapprove	14% (37)	39% (105)	18% (48)	3% (8)	26% (70)	268
Trump Job Strongly Disapprove	18% (165)	31% (294)	15% (139)	6% (55)	31% (288)	942

Continued on next page

**Table MCEN6\_2: Do you agree or disagree with the following statements?**  
*People have become too relaxed about movie and TV show spoilers in recent years*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know/No opinion		Total N
Adults	16%	(356)	32%	(709)	15%	(331)	5%	(109)	32%	(694)	2200
Favorable of Trump	16%	(147)	32%	(297)	15%	(143)	5%	(46)	33%	(305)	938
Unfavorable of Trump	17%	(197)	33%	(381)	16%	(183)	5%	(61)	30%	(349)	1172
Very Favorable of Trump	17%	(99)	30%	(169)	14%	(78)	5%	(30)	34%	(195)	571
Somewhat Favorable of Trump	13%	(48)	35%	(128)	18%	(65)	4%	(15)	30%	(110)	368
Somewhat Unfavorable of Trump	16%	(31)	38%	(74)	17%	(34)	4%	(8)	25%	(50)	197
Very Unfavorable of Trump	17%	(166)	32%	(307)	15%	(149)	5%	(53)	31%	(299)	974
#1 Issue: Economy	17%	(140)	38%	(316)	15%	(124)	5%	(44)	26%	(215)	838
#1 Issue: Security	17%	(35)	27%	(55)	17%	(35)	2%	(5)	37%	(76)	205
#1 Issue: Health Care	16%	(66)	29%	(123)	18%	(76)	6%	(26)	31%	(132)	424
#1 Issue: Medicare / Social Security	14%	(40)	29%	(84)	9%	(26)	3%	(8)	46%	(137)	296
#1 Issue: Women's Issues	20%	(23)	40%	(46)	18%	(21)	5%	(6)	18%	(20)	116
#1 Issue: Education	13%	(14)	31%	(32)	24%	(25)	9%	(10)	23%	(24)	105
#1 Issue: Energy	26%	(20)	22%	(17)	12%	(9)	6%	(5)	35%	(27)	78
#1 Issue: Other	13%	(18)	26%	(36)	11%	(16)	4%	(6)	45%	(62)	138
2018 House Vote: Democrat	20%	(147)	33%	(246)	16%	(121)	6%	(42)	26%	(194)	749
2018 House Vote: Republican	13%	(81)	33%	(212)	15%	(94)	5%	(30)	34%	(217)	635
2018 House Vote: Someone else	10%	(5)	34%	(17)	13%	(7)	9%	(4)	35%	(18)	51
2016 Vote: Hillary Clinton	18%	(129)	34%	(238)	16%	(113)	5%	(33)	27%	(192)	704
2016 Vote: Donald Trump	11%	(80)	33%	(231)	15%	(105)	5%	(35)	35%	(245)	695
2016 Vote: Other	17%	(17)	33%	(34)	12%	(13)	7%	(7)	31%	(33)	105
2016 Vote: Didn't Vote	19%	(130)	30%	(205)	15%	(101)	5%	(33)	32%	(225)	694
Voted in 2014: Yes	15%	(182)	34%	(414)	15%	(187)	5%	(63)	31%	(384)	1230
Voted in 2014: No	18%	(174)	30%	(296)	15%	(144)	5%	(46)	32%	(311)	970
2012 Vote: Barack Obama	18%	(151)	33%	(269)	14%	(115)	6%	(47)	29%	(233)	815
2012 Vote: Mitt Romney	10%	(49)	33%	(159)	16%	(78)	3%	(15)	37%	(179)	480
2012 Vote: Other	13%	(8)	28%	(17)	9%	(5)	12%	(7)	37%	(22)	58
2012 Vote: Didn't Vote	18%	(149)	31%	(264)	16%	(133)	5%	(40)	31%	(257)	843

Continued on next page



**Table MCEN6\_2: Do you agree or disagree with the following statements?**  
*People have become too relaxed about movie and TV show spoilers in recent years*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know/No opinion		Total N
Adults	16%	(356)	32%	(709)	15%	(331)	5%	(109)	32%	(694)	2200
4-Region: Northeast	18%	(70)	31%	(122)	17%	(66)	7%	(28)	27%	(107)	394
4-Region: Midwest	13%	(58)	32%	(147)	16%	(74)	4%	(17)	36%	(167)	462
4-Region: South	16%	(134)	30%	(249)	14%	(119)	5%	(41)	34%	(282)	824
4-Region: West	18%	(94)	37%	(192)	14%	(73)	4%	(22)	27%	(138)	520
Seeks spoilers for reality shows	20%	(184)	39%	(350)	17%	(150)	5%	(47)	19%	(168)	900
Seeks spoilers for drama tv shows	18%	(203)	37%	(410)	16%	(173)	5%	(52)	24%	(264)	1103
Seeks spoilers for sitcoms	20%	(170)	36%	(300)	17%	(144)	4%	(35)	22%	(186)	835
Seeks spoilers for sporting events	22%	(193)	38%	(331)	16%	(143)	5%	(46)	19%	(166)	879
Seeks spoilers for movies	18%	(214)	36%	(434)	17%	(202)	5%	(61)	25%	(307)	1219
Seeks online spoilers for reality shows	21%	(170)	41%	(337)	17%	(140)	5%	(43)	16%	(134)	824
Seeks online spoilers for drama tv shows	20%	(197)	37%	(357)	18%	(169)	5%	(51)	20%	(189)	963
Seeks online spoilers for sitcoms	21%	(156)	39%	(294)	18%	(137)	4%	(31)	17%	(130)	747
Seeks online spoilers for sporting events	20%	(153)	41%	(312)	16%	(123)	6%	(42)	18%	(134)	764
Seeks online spoilers for movies	19%	(211)	37%	(407)	17%	(184)	6%	(65)	22%	(238)	1106
Avoided social media for spoilers	21%	(274)	38%	(484)	16%	(207)	4%	(51)	21%	(272)	1287
Never avoided social media for spoilers	9%	(83)	25%	(225)	14%	(125)	6%	(57)	46%	(423)	913
People too sensitive about spoilers	22%	(247)	43%	(485)	16%	(184)	5%	(54)	14%	(154)	1124
People too relaxed about spoilers	33%	(356)	67%	(709)	—	(0)	—	(0)	—	(0)	1066
Should have time limit for not spoiling	24%	(304)	42%	(533)	14%	(181)	4%	(48)	16%	(204)	1270
Watches Bachelor and looks for spoilers	21%	(58)	45%	(126)	21%	(60)	4%	(11)	9%	(26)	280
Watches Bachelor without spoilers	16%	(33)	40%	(82)	23%	(47)	4%	(8)	17%	(35)	206

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

**Table MCEN6\_3: Do you agree or disagree with the following statements?**  
*It's hard to avoid spoilers for movies and TV shows*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know/No opinion	Total N
Adults	18% (401)	38% (833)	19% (409)	9% (190)	17% (367)	2200
Gender: Male	20% (215)	37% (394)	17% (179)	10% (110)	15% (164)	1062
Gender: Female	16% (186)	39% (439)	20% (229)	7% (80)	18% (204)	1138
Age: 18-34	25% (162)	42% (275)	14% (89)	7% (45)	13% (84)	655
Age: 35-44	21% (77)	44% (159)	16% (58)	5% (17)	13% (47)	358
Age: 45-64	18% (132)	35% (264)	19% (139)	12% (90)	17% (126)	751
Age: 65+	7% (31)	31% (135)	28% (123)	9% (38)	25% (110)	436
GenZers: 1997-2012	23% (66)	44% (126)	11% (31)	5% (15)	17% (47)	284
Millennials: 1981-1996	24% (135)	41% (229)	17% (95)	7% (37)	11% (60)	555
GenXers: 1965-1980	20% (109)	42% (232)	15% (84)	10% (53)	14% (78)	556
Baby Boomers: 1946-1964	11% (84)	32% (237)	24% (177)	11% (78)	21% (158)	733
PID: Dem (no lean)	20% (163)	38% (317)	19% (154)	9% (77)	14% (114)	825
PID: Ind (no lean)	18% (119)	37% (244)	18% (117)	8% (51)	20% (137)	667
PID: Rep (no lean)	17% (119)	38% (271)	19% (138)	9% (63)	16% (117)	708
PID/Gender: Dem Men	22% (84)	37% (144)	17% (68)	11% (43)	13% (49)	388
PID/Gender: Dem Women	18% (79)	40% (173)	20% (86)	8% (34)	15% (65)	437
PID/Gender: Ind Men	17% (56)	35% (114)	18% (59)	10% (31)	19% (62)	323
PID/Gender: Ind Women	18% (62)	38% (130)	17% (57)	6% (20)	22% (74)	344
PID/Gender: Rep Men	21% (75)	39% (135)	15% (52)	10% (36)	15% (52)	351
PID/Gender: Rep Women	12% (44)	38% (136)	24% (86)	8% (27)	18% (65)	357
Ideo: Liberal (1-3)	20% (135)	42% (275)	18% (119)	9% (59)	11% (75)	664
Ideo: Moderate (4)	18% (118)	39% (258)	18% (123)	7% (46)	18% (120)	666
Ideo: Conservative (5-7)	16% (108)	35% (230)	21% (138)	11% (70)	17% (115)	661
Educ: < College	18% (269)	36% (551)	18% (272)	9% (137)	19% (284)	1512
Educ: Bachelors degree	18% (79)	41% (181)	22% (96)	8% (36)	12% (52)	444
Educ: Post-grad	22% (53)	42% (102)	17% (41)	7% (18)	13% (31)	244
Income: Under 50k	18% (214)	36% (415)	16% (182)	10% (114)	21% (245)	1170
Income: 50k-100k	17% (103)	41% (249)	23% (141)	8% (48)	11% (70)	611
Income: 100k+	20% (85)	40% (168)	21% (86)	7% (27)	13% (53)	419
Ethnicity: White	18% (308)	38% (656)	20% (341)	9% (160)	15% (257)	1722
Ethnicity: Hispanic	22% (76)	45% (157)	18% (62)	7% (25)	8% (28)	349

Continued on next page

**Table MCEN6\_3: Do you agree or disagree with the following statements?**  
*It's hard to avoid spoilers for movies and TV shows*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know/No opinion		Total N
Adults	18%	(401)	38%	(833)	19%	(409)	9%	(190)	17%	(367)	2200
Ethnicity: Black	20%	(55)	32%	(87)	12%	(34)	8%	(23)	28%	(76)	274
Ethnicity: Other	19%	(39)	44%	(90)	17%	(34)	3%	(7)	17%	(35)	204
All Christian	17%	(186)	39%	(425)	20%	(222)	10%	(106)	15%	(164)	1103
All Non-Christian	25%	(32)	42%	(54)	13%	(17)	5%	(6)	15%	(20)	129
Atheist	21%	(20)	40%	(39)	29%	(28)	4%	(4)	5%	(5)	97
Agnostic/Nothing in particular	18%	(93)	36%	(190)	18%	(93)	9%	(46)	20%	(106)	527
Something Else	20%	(70)	36%	(125)	14%	(49)	8%	(28)	21%	(73)	344
Religious Non-Protestant/Catholic	25%	(37)	40%	(60)	16%	(24)	4%	(6)	16%	(23)	151
Evangelical	17%	(113)	42%	(272)	17%	(113)	9%	(57)	15%	(97)	653
Non-Evangelical	17%	(129)	35%	(258)	20%	(146)	10%	(76)	18%	(132)	740
Community: Urban	20%	(142)	41%	(295)	17%	(121)	8%	(57)	14%	(98)	714
Community: Suburban	18%	(173)	36%	(349)	20%	(190)	9%	(86)	17%	(167)	965
Community: Rural	16%	(86)	36%	(189)	19%	(97)	9%	(47)	20%	(102)	521
Employ: Private Sector	20%	(150)	43%	(321)	18%	(131)	9%	(69)	10%	(75)	746
Employ: Government	25%	(31)	47%	(59)	12%	(15)	6%	(8)	10%	(13)	126
Employ: Self-Employed	16%	(26)	37%	(59)	18%	(28)	9%	(14)	21%	(34)	162
Employ: Homemaker	17%	(22)	44%	(58)	13%	(17)	8%	(10)	19%	(25)	133
Employ: Retired	10%	(48)	27%	(135)	30%	(148)	9%	(46)	25%	(124)	500
Employ: Unemployed	24%	(69)	33%	(94)	12%	(36)	10%	(27)	22%	(62)	288
Employ: Other	19%	(26)	41%	(57)	17%	(23)	7%	(9)	17%	(23)	138
Military HH: Yes	18%	(57)	31%	(97)	23%	(73)	8%	(25)	21%	(65)	316
Military HH: No	18%	(344)	39%	(735)	18%	(336)	9%	(166)	16%	(302)	1884
RD/WT: Right Direction	18%	(127)	39%	(274)	18%	(124)	8%	(55)	17%	(119)	700
RD/WT: Wrong Track	18%	(274)	37%	(559)	19%	(284)	9%	(135)	17%	(248)	1500
Trump Job Approve	18%	(166)	37%	(338)	20%	(180)	8%	(71)	17%	(156)	911
Trump Job Disapprove	19%	(230)	38%	(462)	18%	(222)	9%	(113)	15%	(183)	1210
Trump Job Strongly Approve	22%	(103)	34%	(162)	18%	(85)	9%	(41)	18%	(86)	476
Trump Job Somewhat Approve	15%	(63)	40%	(176)	22%	(96)	7%	(30)	16%	(70)	435
Trump Job Somewhat Disapprove	19%	(51)	38%	(101)	21%	(57)	8%	(23)	14%	(37)	268
Trump Job Strongly Disapprove	19%	(180)	38%	(360)	18%	(165)	10%	(90)	15%	(146)	942

Continued on next page

**Table MCEN6\_3: Do you agree or disagree with the following statements?**  
*It's hard to avoid spoilers for movies and TV shows*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know/No opinion		Total N
Adults	18%	(401)	38%	(833)	19%	(409)	9%	(190)	17%	(367)	2200
Favorable of Trump	18%	(165)	38%	(360)	19%	(182)	8%	(75)	17%	(155)	938
Unfavorable of Trump	19%	(222)	38%	(447)	19%	(219)	9%	(107)	15%	(176)	1172
Very Favorable of Trump	20%	(114)	35%	(199)	18%	(101)	9%	(52)	18%	(105)	571
Somewhat Favorable of Trump	14%	(51)	44%	(161)	22%	(82)	6%	(23)	14%	(50)	368
Somewhat Unfavorable of Trump	15%	(30)	43%	(84)	19%	(37)	9%	(17)	15%	(29)	197
Very Unfavorable of Trump	20%	(192)	37%	(364)	19%	(181)	9%	(90)	15%	(147)	974
#1 Issue: Economy	21%	(174)	41%	(346)	17%	(146)	8%	(69)	12%	(102)	838
#1 Issue: Security	16%	(32)	42%	(86)	16%	(34)	7%	(14)	19%	(40)	205
#1 Issue: Health Care	20%	(83)	34%	(143)	19%	(82)	10%	(42)	17%	(74)	424
#1 Issue: Medicare / Social Security	11%	(33)	29%	(85)	22%	(66)	11%	(34)	27%	(78)	296
#1 Issue: Women's Issues	19%	(21)	46%	(53)	19%	(22)	5%	(6)	12%	(14)	116
#1 Issue: Education	18%	(19)	54%	(57)	15%	(16)	4%	(5)	8%	(9)	105
#1 Issue: Energy	25%	(19)	35%	(27)	14%	(11)	11%	(9)	15%	(12)	78
#1 Issue: Other	14%	(19)	26%	(36)	23%	(32)	8%	(12)	29%	(40)	138
2018 House Vote: Democrat	19%	(145)	37%	(276)	18%	(136)	11%	(86)	14%	(107)	749
2018 House Vote: Republican	16%	(104)	38%	(238)	19%	(121)	10%	(63)	17%	(108)	635
2018 House Vote: Someone else	9%	(5)	36%	(18)	23%	(12)	10%	(5)	21%	(11)	51
2016 Vote: Hillary Clinton	19%	(136)	36%	(255)	20%	(143)	10%	(72)	14%	(98)	704
2016 Vote: Donald Trump	15%	(106)	36%	(251)	22%	(151)	10%	(67)	17%	(121)	695
2016 Vote: Other	15%	(16)	38%	(40)	19%	(20)	11%	(12)	16%	(17)	105
2016 Vote: Didn't Vote	21%	(143)	41%	(286)	14%	(95)	6%	(38)	19%	(131)	694
Voted in 2014: Yes	17%	(207)	38%	(467)	20%	(242)	10%	(118)	16%	(196)	1230
Voted in 2014: No	20%	(194)	38%	(366)	17%	(166)	7%	(72)	18%	(171)	970
2012 Vote: Barack Obama	21%	(170)	35%	(283)	19%	(153)	10%	(84)	15%	(125)	815
2012 Vote: Mitt Romney	12%	(59)	37%	(179)	24%	(116)	9%	(42)	17%	(84)	480
2012 Vote: Other	13%	(7)	40%	(24)	17%	(10)	13%	(7)	17%	(10)	58
2012 Vote: Didn't Vote	20%	(164)	41%	(346)	15%	(129)	7%	(56)	17%	(147)	843

Continued on next page

**Table MCEN6\_3:** Do you agree or disagree with the following statements?  
It's hard to avoid spoilers for movies and TV shows

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know/No opinion		Total N
Adults	18%	(401)	38%	(833)	19%	(409)	9%	(190)	17%	(367)	2200
4-Region: Northeast	17%	(66)	43%	(169)	16%	(61)	10%	(39)	15%	(58)	394
4-Region: Midwest	17%	(77)	34%	(159)	22%	(102)	6%	(27)	21%	(97)	462
4-Region: South	19%	(155)	35%	(287)	18%	(148)	11%	(93)	17%	(141)	824
4-Region: West	20%	(103)	42%	(218)	19%	(97)	6%	(31)	14%	(71)	520
Seeks spoilers for reality shows	24%	(212)	42%	(378)	18%	(165)	6%	(53)	10%	(92)	900
Seeks spoilers for drama tv shows	21%	(232)	42%	(460)	18%	(198)	7%	(79)	12%	(133)	1103
Seeks spoilers for sitcoms	22%	(182)	44%	(366)	16%	(132)	7%	(54)	12%	(100)	835
Seeks spoilers for sporting events	25%	(220)	39%	(347)	17%	(152)	7%	(63)	11%	(98)	879
Seeks spoilers for movies	20%	(244)	43%	(519)	17%	(205)	7%	(88)	13%	(163)	1219
Seeks online spoilers for reality shows	23%	(193)	43%	(357)	18%	(145)	6%	(49)	10%	(81)	824
Seeks online spoilers for drama tv shows	23%	(224)	44%	(425)	16%	(153)	6%	(60)	11%	(102)	963
Seeks online spoilers for sitcoms	24%	(179)	44%	(327)	17%	(124)	6%	(47)	9%	(70)	747
Seeks online spoilers for sporting events	22%	(169)	43%	(329)	18%	(135)	7%	(55)	10%	(77)	764
Seeks online spoilers for movies	21%	(233)	44%	(486)	16%	(173)	7%	(82)	12%	(133)	1106
Avoided social media for spoilers	23%	(292)	44%	(571)	16%	(211)	8%	(102)	9%	(111)	1287
Never avoided social media for spoilers	12%	(109)	29%	(261)	22%	(198)	10%	(89)	28%	(256)	913
People too sensitive about spoilers	26%	(296)	45%	(511)	18%	(199)	6%	(65)	5%	(53)	1124
People too relaxed about spoilers	28%	(298)	47%	(497)	16%	(171)	6%	(61)	4%	(39)	1066
Should have time limit for not spoiling	25%	(314)	45%	(567)	18%	(229)	7%	(90)	6%	(70)	1270
Watches Bachelor and looks for spoilers	29%	(80)	41%	(114)	22%	(61)	5%	(13)	4%	(12)	280
Watches Bachelor without spoilers	22%	(46)	42%	(88)	24%	(50)	5%	(10)	6%	(12)	206

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

**Table MCEN6\_4: Do you agree or disagree with the following statements?**  
*There should be an agreed upon time limit for not spoiling a movie or TV show*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know/No opinion	Total N
Adults	25% (543)	33% (727)	11% (235)	6% (139)	25% (556)	2200
Gender: Male	25% (265)	35% (368)	11% (115)	7% (72)	23% (242)	1062
Gender: Female	25% (279)	31% (358)	11% (120)	6% (67)	28% (315)	1138
Age: 18-34	26% (173)	35% (231)	14% (90)	6% (41)	18% (121)	655
Age: 35-44	25% (90)	39% (139)	10% (38)	5% (16)	21% (75)	358
Age: 45-64	24% (180)	32% (241)	9% (70)	8% (61)	26% (199)	751
Age: 65+	23% (101)	27% (117)	9% (37)	5% (20)	37% (161)	436
GenZers: 1997-2012	27% (77)	36% (101)	15% (43)	6% (18)	16% (46)	284
Millennials: 1981-1996	26% (143)	36% (198)	12% (65)	6% (32)	21% (117)	555
GenXers: 1965-1980	25% (137)	35% (197)	11% (59)	7% (40)	22% (124)	556
Baby Boomers: 1946-1964	24% (176)	28% (206)	9% (68)	7% (48)	32% (235)	733
PID: Dem (no lean)	26% (218)	36% (297)	11% (91)	6% (53)	20% (165)	825
PID: Ind (no lean)	25% (169)	27% (179)	10% (64)	7% (45)	32% (210)	667
PID: Rep (no lean)	22% (156)	35% (251)	11% (80)	6% (41)	26% (181)	708
PID/Gender: Dem Men	28% (109)	38% (147)	13% (49)	7% (27)	15% (56)	388
PID/Gender: Dem Women	25% (109)	34% (151)	10% (43)	6% (26)	25% (109)	437
PID/Gender: Ind Men	23% (75)	26% (84)	8% (25)	9% (28)	35% (112)	323
PID/Gender: Ind Women	27% (94)	28% (95)	11% (40)	5% (17)	29% (98)	344
PID/Gender: Rep Men	23% (81)	39% (138)	12% (42)	5% (17)	21% (73)	351
PID/Gender: Rep Women	21% (76)	32% (113)	11% (38)	7% (23)	30% (108)	357
Ideo: Liberal (1-3)	28% (187)	37% (243)	11% (75)	7% (46)	17% (112)	664
Ideo: Moderate (4)	28% (184)	31% (206)	12% (77)	6% (39)	24% (160)	666
Ideo: Conservative (5-7)	21% (140)	31% (208)	9% (62)	7% (44)	32% (208)	661
Educ: < College	24% (369)	31% (473)	10% (154)	6% (97)	28% (419)	1512
Educ: Bachelors degree	25% (111)	36% (159)	12% (52)	6% (29)	21% (92)	444
Educ: Post-grad	26% (63)	39% (94)	12% (28)	5% (13)	19% (45)	244
Income: Under 50k	23% (271)	31% (361)	10% (121)	7% (88)	28% (329)	1170
Income: 50k-100k	29% (179)	35% (215)	9% (57)	4% (25)	22% (135)	611
Income: 100k+	22% (94)	36% (151)	14% (57)	6% (26)	22% (92)	419
Ethnicity: White	25% (437)	33% (574)	10% (179)	5% (93)	25% (438)	1722
Ethnicity: Hispanic	27% (95)	36% (125)	17% (58)	7% (23)	14% (48)	349

Continued on next page

**Table MCEN6\_4:** Do you agree or disagree with the following statements?  
 There should be an agreed upon time limit for not spoiling a movie or TV show

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know/No opinion		Total N
Adults	25%	(543)	33%	(727)	11%	(235)	6%	(139)	25%	(556)	2200
Ethnicity: Black	25%	(68)	30%	(83)	10%	(27)	11%	(31)	24%	(66)	274
Ethnicity: Other	19%	(39)	34%	(70)	14%	(29)	8%	(15)	25%	(52)	204
All Christian	26%	(282)	34%	(378)	11%	(122)	5%	(58)	24%	(262)	1103
All Non-Christian	30%	(39)	32%	(41)	14%	(19)	3%	(4)	20%	(26)	129
Atheist	24%	(23)	37%	(36)	7%	(7)	6%	(5)	26%	(25)	97
Agnostic/Nothing in particular	22%	(114)	30%	(158)	11%	(56)	9%	(46)	29%	(153)	527
Something Else	25%	(85)	33%	(113)	9%	(31)	7%	(25)	26%	(91)	344
Religious Non-Protestant/Catholic	32%	(48)	31%	(46)	15%	(22)	3%	(5)	19%	(29)	151
Evangelical	24%	(159)	35%	(226)	11%	(69)	5%	(29)	26%	(170)	653
Non-Evangelical	26%	(189)	33%	(248)	10%	(75)	7%	(52)	24%	(176)	740
Community: Urban	27%	(190)	38%	(270)	12%	(84)	7%	(51)	17%	(118)	714
Community: Suburban	24%	(233)	32%	(305)	10%	(95)	5%	(50)	29%	(281)	965
Community: Rural	23%	(120)	29%	(151)	11%	(56)	7%	(38)	30%	(157)	521
Employ: Private Sector	23%	(173)	37%	(275)	13%	(97)	7%	(50)	20%	(150)	746
Employ: Government	37%	(47)	33%	(42)	12%	(16)	2%	(3)	15%	(19)	126
Employ: Self-Employed	23%	(37)	36%	(58)	11%	(17)	8%	(13)	23%	(37)	162
Employ: Homemaker	23%	(31)	27%	(36)	8%	(11)	10%	(13)	32%	(42)	133
Employ: Retired	26%	(131)	29%	(143)	7%	(37)	2%	(11)	35%	(177)	500
Employ: Unemployed	22%	(65)	29%	(83)	14%	(42)	9%	(26)	25%	(73)	288
Employ: Other	19%	(26)	33%	(46)	4%	(5)	9%	(13)	35%	(48)	138
Military HH: Yes	25%	(80)	29%	(93)	7%	(23)	4%	(14)	34%	(107)	316
Military HH: No	25%	(464)	34%	(634)	11%	(212)	7%	(125)	24%	(449)	1884
RD/WT: Right Direction	23%	(163)	38%	(264)	11%	(76)	6%	(41)	22%	(155)	700
RD/WT: Wrong Track	25%	(380)	31%	(462)	11%	(159)	7%	(98)	27%	(401)	1500
Trump Job Approve	24%	(217)	34%	(313)	10%	(92)	6%	(56)	26%	(233)	911
Trump Job Disapprove	26%	(316)	33%	(399)	11%	(138)	7%	(80)	23%	(277)	1210
Trump Job Strongly Approve	24%	(113)	34%	(162)	9%	(44)	6%	(29)	27%	(129)	476
Trump Job Somewhat Approve	24%	(104)	35%	(151)	11%	(48)	6%	(27)	24%	(104)	435
Trump Job Somewhat Disapprove	23%	(62)	35%	(94)	12%	(32)	5%	(14)	24%	(66)	268
Trump Job Strongly Disapprove	27%	(254)	32%	(305)	11%	(105)	7%	(66)	22%	(212)	942

Continued on next page

**Table MCEN6\_4:** Do you agree or disagree with the following statements?  
There should be an agreed upon time limit for not spoiling a movie or TV show

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know/No opinion		Total N
Adults	25%	(543)	33%	(727)	11%	(235)	6%	(139)	25%	(556)	2200
Favorable of Trump	23%	(218)	35%	(329)	10%	(94)	6%	(56)	26%	(242)	938
Unfavorable of Trump	26%	(304)	33%	(382)	11%	(135)	7%	(78)	23%	(273)	1172
Very Favorable of Trump	25%	(141)	34%	(194)	9%	(54)	6%	(35)	26%	(146)	571
Somewhat Favorable of Trump	21%	(77)	37%	(135)	11%	(39)	6%	(22)	26%	(95)	368
Somewhat Unfavorable of Trump	25%	(49)	32%	(63)	10%	(20)	7%	(14)	26%	(51)	197
Very Unfavorable of Trump	26%	(255)	33%	(319)	12%	(115)	7%	(64)	23%	(222)	974
#1 Issue: Economy	23%	(193)	37%	(306)	12%	(104)	7%	(57)	21%	(179)	838
#1 Issue: Security	23%	(46)	33%	(68)	5%	(11)	7%	(13)	32%	(66)	205
#1 Issue: Health Care	27%	(115)	34%	(143)	10%	(43)	7%	(28)	22%	(95)	424
#1 Issue: Medicare / Social Security	25%	(74)	27%	(81)	7%	(20)	5%	(15)	36%	(105)	296
#1 Issue: Women's Issues	32%	(37)	34%	(39)	13%	(15)	3%	(3)	19%	(22)	116
#1 Issue: Education	21%	(23)	39%	(41)	19%	(20)	7%	(7)	14%	(15)	105
#1 Issue: Energy	33%	(26)	20%	(16)	14%	(11)	5%	(4)	28%	(22)	78
#1 Issue: Other	21%	(29)	23%	(32)	9%	(12)	9%	(12)	39%	(53)	138
2018 House Vote: Democrat	28%	(209)	33%	(249)	10%	(76)	6%	(48)	22%	(167)	749
2018 House Vote: Republican	20%	(129)	36%	(230)	9%	(55)	6%	(41)	28%	(178)	635
2018 House Vote: Someone else	20%	(10)	24%	(12)	8%	(4)	7%	(3)	41%	(21)	51
2016 Vote: Hillary Clinton	26%	(186)	36%	(251)	10%	(72)	6%	(41)	22%	(155)	704
2016 Vote: Donald Trump	21%	(148)	35%	(245)	8%	(59)	5%	(37)	30%	(208)	695
2016 Vote: Other	21%	(22)	28%	(29)	10%	(10)	10%	(10)	32%	(33)	105
2016 Vote: Didn't Vote	27%	(187)	29%	(202)	14%	(94)	7%	(51)	23%	(160)	694
Voted in 2014: Yes	24%	(299)	35%	(427)	9%	(114)	6%	(78)	25%	(311)	1230
Voted in 2014: No	25%	(244)	31%	(300)	12%	(121)	6%	(61)	25%	(245)	970
2012 Vote: Barack Obama	29%	(234)	33%	(271)	9%	(72)	7%	(57)	22%	(181)	815
2012 Vote: Mitt Romney	18%	(86)	34%	(161)	9%	(42)	6%	(30)	34%	(162)	480
2012 Vote: Other	20%	(12)	34%	(20)	4%	(2)	8%	(5)	33%	(19)	58
2012 Vote: Didn't Vote	25%	(212)	32%	(274)	14%	(119)	6%	(47)	23%	(192)	843

Continued on next page



**Table MCEN6\_4:** Do you agree or disagree with the following statements?  
 There should be an agreed upon time limit for not spoiling a movie or TV show

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know/No opinion		Total N
Adults	25%	(543)	33%	(727)	11%	(235)	6%	(139)	25%	(556)	2200
4-Region: Northeast	24%	(96)	35%	(138)	11%	(42)	7%	(29)	23%	(89)	394
4-Region: Midwest	20%	(93)	32%	(150)	13%	(60)	7%	(34)	27%	(125)	462
4-Region: South	27%	(223)	30%	(245)	10%	(86)	5%	(45)	27%	(226)	824
4-Region: West	25%	(131)	37%	(194)	9%	(47)	6%	(31)	22%	(116)	520
Seeks spoilers for reality shows	26%	(233)	41%	(366)	12%	(112)	5%	(44)	16%	(144)	900
Seeks spoilers for drama tv shows	22%	(243)	38%	(424)	14%	(153)	6%	(69)	19%	(213)	1103
Seeks spoilers for sitcoms	22%	(182)	37%	(312)	15%	(122)	7%	(56)	19%	(162)	835
Seeks spoilers for sporting events	25%	(223)	39%	(340)	14%	(123)	5%	(44)	17%	(149)	879
Seeks spoilers for movies	23%	(282)	37%	(449)	13%	(158)	6%	(78)	21%	(253)	1219
Seeks online spoilers for reality shows	25%	(204)	43%	(352)	14%	(112)	4%	(34)	15%	(123)	824
Seeks online spoilers for drama tv shows	23%	(223)	40%	(388)	14%	(131)	6%	(62)	17%	(160)	963
Seeks online spoilers for sitcoms	22%	(168)	41%	(307)	15%	(113)	6%	(43)	16%	(116)	747
Seeks online spoilers for sporting events	25%	(187)	41%	(312)	15%	(114)	6%	(47)	13%	(103)	764
Seeks online spoilers for movies	24%	(262)	38%	(416)	14%	(153)	7%	(76)	18%	(198)	1106
Avoided social media for spoilers	31%	(405)	37%	(476)	11%	(144)	4%	(56)	16%	(205)	1287
Never avoided social media for spoilers	15%	(138)	27%	(250)	10%	(91)	9%	(83)	38%	(351)	913
People too sensitive about spoilers	30%	(336)	41%	(464)	11%	(123)	5%	(62)	12%	(140)	1124
People too relaxed about spoilers	36%	(380)	43%	(457)	9%	(95)	4%	(42)	9%	(92)	1066
Should have time limit for not spoiling	43%	(543)	57%	(727)	—	(0)	—	(0)	—	(0)	1270
Watches Bachelor and looks for spoilers	31%	(87)	44%	(122)	14%	(40)	4%	(12)	7%	(19)	280
Watches Bachelor without spoilers	29%	(61)	39%	(81)	19%	(38)	3%	(6)	10%	(21)	206

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

**Table MCEN6\_5: Do you agree or disagree with the following statements?**  
Contestants on reality shows should avoid any publicity until the show airs

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know/No opinion		Total N
Adults	26%	(575)	30%	(669)	12%	(258)	5%	(104)	27%	(595)	2200
Gender: Male	27%	(283)	33%	(346)	12%	(123)	5%	(52)	24%	(258)	1062
Gender: Female	26%	(292)	28%	(323)	12%	(134)	5%	(52)	30%	(337)	1138
Age: 18-34	19%	(123)	34%	(222)	19%	(124)	6%	(40)	22%	(146)	655
Age: 35-44	25%	(89)	39%	(140)	11%	(40)	4%	(15)	21%	(74)	358
Age: 45-64	30%	(225)	26%	(195)	9%	(69)	6%	(44)	29%	(218)	751
Age: 65+	32%	(138)	26%	(112)	6%	(25)	1%	(5)	36%	(157)	436
GenZers: 1997-2012	14%	(41)	33%	(95)	21%	(61)	8%	(24)	23%	(64)	284
Millennials: 1981-1996	22%	(124)	36%	(201)	16%	(87)	4%	(21)	22%	(122)	555
GenXers: 1965-1980	30%	(164)	28%	(155)	10%	(54)	7%	(37)	26%	(146)	556
Baby Boomers: 1946-1964	31%	(225)	28%	(206)	7%	(51)	3%	(22)	31%	(229)	733
PID: Dem (no lean)	27%	(222)	32%	(263)	13%	(108)	5%	(45)	23%	(187)	825
PID: Ind (no lean)	25%	(169)	24%	(161)	11%	(75)	4%	(26)	35%	(236)	667
PID: Rep (no lean)	26%	(184)	35%	(245)	10%	(74)	5%	(33)	24%	(172)	708
PID/Gender: Dem Men	29%	(114)	33%	(128)	13%	(52)	6%	(24)	18%	(69)	388
PID/Gender: Dem Women	25%	(108)	31%	(134)	13%	(56)	5%	(20)	27%	(118)	437
PID/Gender: Ind Men	24%	(78)	25%	(81)	10%	(33)	3%	(10)	38%	(122)	323
PID/Gender: Ind Women	26%	(91)	23%	(80)	12%	(43)	5%	(16)	33%	(114)	344
PID/Gender: Rep Men	26%	(91)	39%	(137)	11%	(38)	5%	(17)	19%	(67)	351
PID/Gender: Rep Women	26%	(93)	30%	(108)	10%	(36)	4%	(16)	29%	(105)	357
Ideo: Liberal (1-3)	28%	(183)	31%	(208)	13%	(89)	6%	(42)	21%	(142)	664
Ideo: Moderate (4)	27%	(183)	34%	(224)	11%	(76)	3%	(17)	25%	(166)	666
Ideo: Conservative (5-7)	26%	(172)	28%	(188)	11%	(72)	5%	(32)	30%	(197)	661
Educ: < College	25%	(377)	30%	(446)	11%	(167)	5%	(75)	30%	(447)	1512
Educ: Bachelors degree	30%	(133)	30%	(134)	15%	(64)	3%	(13)	22%	(99)	444
Educ: Post-grad	27%	(65)	36%	(89)	11%	(26)	6%	(16)	20%	(49)	244
Income: Under 50k	24%	(283)	29%	(345)	11%	(132)	5%	(62)	30%	(347)	1170
Income: 50k-100k	31%	(190)	29%	(177)	12%	(75)	4%	(23)	24%	(146)	611
Income: 100k+	24%	(101)	35%	(147)	12%	(50)	4%	(19)	24%	(102)	419
Ethnicity: White	28%	(486)	31%	(534)	11%	(193)	4%	(69)	26%	(440)	1722
Ethnicity: Hispanic	22%	(76)	39%	(137)	17%	(58)	6%	(20)	17%	(58)	349

Continued on next page

**Table MCEN6\_5: Do you agree or disagree with the following statements?  
 Contestants on reality shows should avoid any publicity until the show airs**

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know/No opinion		Total N
Adults	26%	(575)	30%	(669)	12%	(258)	5%	(104)	27%	(595)	2200
Ethnicity: Black	18%	(49)	26%	(70)	14%	(39)	10%	(28)	32%	(88)	274
Ethnicity: Other	19%	(40)	32%	(65)	12%	(25)	3%	(7)	33%	(67)	204
All Christian	29%	(321)	32%	(357)	11%	(120)	5%	(51)	23%	(254)	1103
All Non-Christian	26%	(33)	35%	(45)	15%	(19)	5%	(6)	20%	(26)	129
Atheist	22%	(22)	28%	(27)	11%	(10)	3%	(3)	36%	(35)	97
Agnostic/Nothing in particular	23%	(123)	26%	(135)	13%	(69)	4%	(20)	34%	(180)	527
Something Else	22%	(77)	30%	(104)	11%	(38)	7%	(25)	29%	(100)	344
Religious Non-Protestant/Catholic	29%	(44)	33%	(50)	15%	(22)	4%	(6)	19%	(28)	151
Evangelical	26%	(167)	33%	(216)	13%	(83)	5%	(32)	24%	(156)	653
Non-Evangelical	28%	(208)	31%	(228)	10%	(71)	6%	(41)	26%	(191)	740
Community: Urban	25%	(177)	35%	(253)	14%	(101)	5%	(36)	21%	(148)	714
Community: Suburban	27%	(257)	29%	(282)	11%	(102)	4%	(38)	30%	(286)	965
Community: Rural	27%	(140)	26%	(134)	11%	(55)	6%	(30)	31%	(162)	521
Employ: Private Sector	25%	(190)	35%	(264)	14%	(105)	5%	(37)	20%	(151)	746
Employ: Government	31%	(39)	39%	(49)	11%	(14)	2%	(3)	16%	(20)	126
Employ: Self-Employed	23%	(37)	30%	(49)	10%	(17)	8%	(13)	29%	(46)	162
Employ: Homemaker	22%	(29)	25%	(33)	9%	(12)	7%	(9)	38%	(50)	133
Employ: Retired	33%	(164)	27%	(133)	6%	(28)	1%	(6)	34%	(170)	500
Employ: Unemployed	23%	(67)	25%	(72)	14%	(40)	7%	(20)	31%	(89)	288
Employ: Other	23%	(31)	21%	(29)	15%	(21)	5%	(7)	36%	(50)	138
Military HH: Yes	28%	(88)	28%	(87)	7%	(22)	4%	(13)	33%	(106)	316
Military HH: No	26%	(487)	31%	(582)	12%	(235)	5%	(91)	26%	(489)	1884
RD/WT: Right Direction	25%	(172)	36%	(251)	12%	(82)	5%	(37)	23%	(158)	700
RD/WT: Wrong Track	27%	(402)	28%	(418)	12%	(175)	4%	(67)	29%	(437)	1500
Trump Job Approve	27%	(246)	33%	(304)	10%	(88)	4%	(40)	26%	(233)	911
Trump Job Disapprove	27%	(321)	29%	(347)	13%	(163)	5%	(60)	26%	(319)	1210
Trump Job Strongly Approve	27%	(126)	34%	(160)	8%	(37)	4%	(21)	28%	(132)	476
Trump Job Somewhat Approve	27%	(120)	33%	(144)	12%	(51)	4%	(19)	23%	(101)	435
Trump Job Somewhat Disapprove	20%	(53)	33%	(89)	17%	(46)	3%	(9)	26%	(70)	268
Trump Job Strongly Disapprove	28%	(268)	27%	(257)	12%	(117)	5%	(51)	26%	(249)	942

Continued on next page

**Table MCEN6\_5: Do you agree or disagree with the following statements?  
Contestants on reality shows should avoid any publicity until the show airs**

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know/No opinion		Total N
Adults	26%	(575)	30%	(669)	12%	(258)	5%	(104)	27%	(595)	2200
Favorable of Trump	26%	(248)	33%	(307)	11%	(102)	5%	(42)	26%	(240)	938
Unfavorable of Trump	27%	(315)	29%	(338)	13%	(152)	5%	(54)	27%	(313)	1172
Very Favorable of Trump	26%	(148)	34%	(195)	9%	(50)	5%	(28)	26%	(149)	571
Somewhat Favorable of Trump	27%	(100)	30%	(111)	14%	(52)	4%	(14)	25%	(91)	368
Somewhat Unfavorable of Trump	23%	(46)	37%	(72)	12%	(24)	3%	(7)	25%	(49)	197
Very Unfavorable of Trump	28%	(269)	27%	(266)	13%	(128)	5%	(48)	27%	(264)	974
#1 Issue: Economy	27%	(224)	32%	(268)	12%	(102)	4%	(36)	25%	(207)	838
#1 Issue: Security	23%	(47)	32%	(65)	10%	(22)	5%	(9)	30%	(62)	205
#1 Issue: Health Care	26%	(111)	29%	(121)	13%	(57)	5%	(22)	27%	(112)	424
#1 Issue: Medicare / Social Security	28%	(82)	30%	(89)	8%	(24)	—	(0)	34%	(101)	296
#1 Issue: Women's Issues	21%	(25)	33%	(38)	21%	(24)	5%	(6)	20%	(23)	116
#1 Issue: Education	21%	(22)	41%	(43)	10%	(11)	10%	(10)	18%	(19)	105
#1 Issue: Energy	32%	(25)	24%	(19)	12%	(9)	7%	(5)	24%	(19)	78
#1 Issue: Other	28%	(38)	19%	(26)	6%	(9)	10%	(14)	37%	(52)	138
2018 House Vote: Democrat	30%	(223)	31%	(231)	11%	(86)	4%	(32)	24%	(178)	749
2018 House Vote: Republican	27%	(169)	32%	(202)	10%	(62)	4%	(23)	28%	(178)	635
2018 House Vote: Someone else	35%	(18)	22%	(11)	8%	(4)	6%	(3)	29%	(15)	51
2016 Vote: Hillary Clinton	28%	(198)	33%	(231)	11%	(79)	4%	(25)	24%	(171)	704
2016 Vote: Donald Trump	27%	(188)	32%	(226)	10%	(67)	3%	(20)	28%	(195)	695
2016 Vote: Other	33%	(34)	21%	(22)	3%	(3)	9%	(9)	35%	(36)	105
2016 Vote: Didn't Vote	22%	(155)	27%	(189)	16%	(108)	7%	(50)	28%	(192)	694
Voted in 2014: Yes	29%	(361)	30%	(374)	11%	(131)	3%	(41)	26%	(322)	1230
Voted in 2014: No	22%	(213)	30%	(295)	13%	(126)	6%	(63)	28%	(273)	970
2012 Vote: Barack Obama	32%	(259)	31%	(256)	10%	(81)	4%	(34)	23%	(186)	815
2012 Vote: Mitt Romney	27%	(129)	29%	(141)	10%	(47)	2%	(11)	32%	(153)	480
2012 Vote: Other	27%	(16)	24%	(14)	5%	(3)	2%	(1)	42%	(24)	58
2012 Vote: Didn't Vote	20%	(171)	31%	(258)	15%	(126)	7%	(57)	27%	(230)	843

Continued on next page

**Table MCEN6\_5: Do you agree or disagree with the following statements?  
Contestants on reality shows should avoid any publicity until the show airs**

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know/No opinion		Total N
Adults	26%	(575)	30%	(669)	12%	(258)	5%	(104)	27%	(595)	2200
4-Region: Northeast	25%	(99)	33%	(129)	14%	(54)	6%	(22)	23%	(90)	394
4-Region: Midwest	22%	(103)	28%	(127)	13%	(59)	6%	(29)	31%	(145)	462
4-Region: South	28%	(234)	30%	(251)	10%	(82)	4%	(34)	27%	(223)	824
4-Region: West	27%	(139)	31%	(162)	12%	(63)	4%	(19)	26%	(137)	520
Seeks spoilers for reality shows	25%	(223)	40%	(356)	15%	(139)	5%	(43)	15%	(139)	900
Seeks spoilers for drama tv shows	24%	(259)	34%	(380)	15%	(170)	5%	(55)	22%	(238)	1103
Seeks spoilers for sitcoms	23%	(192)	36%	(300)	15%	(123)	6%	(48)	21%	(172)	835
Seeks spoilers for sporting events	24%	(213)	39%	(340)	14%	(125)	5%	(46)	18%	(154)	879
Seeks spoilers for movies	23%	(286)	34%	(419)	14%	(169)	5%	(57)	24%	(288)	1219
Seeks online spoilers for reality shows	25%	(202)	40%	(327)	17%	(138)	5%	(41)	14%	(116)	824
Seeks online spoilers for drama tv shows	23%	(222)	35%	(333)	17%	(162)	5%	(48)	21%	(198)	963
Seeks online spoilers for sitcoms	22%	(166)	38%	(281)	16%	(120)	6%	(42)	19%	(139)	747
Seeks online spoilers for sporting events	22%	(171)	40%	(302)	16%	(124)	6%	(43)	16%	(125)	764
Seeks online spoilers for movies	23%	(253)	35%	(385)	15%	(169)	6%	(62)	21%	(237)	1106
Avoided social media for spoilers	29%	(377)	35%	(447)	13%	(172)	4%	(54)	18%	(237)	1287
Never avoided social media for spoilers	22%	(198)	24%	(222)	9%	(85)	5%	(50)	39%	(358)	913
People too sensitive about spoilers	31%	(347)	39%	(439)	13%	(141)	4%	(42)	14%	(155)	1124
People too relaxed about spoilers	36%	(386)	39%	(417)	12%	(125)	3%	(30)	10%	(107)	1066
Should have time limit for not spoiling	38%	(477)	39%	(491)	10%	(132)	3%	(36)	10%	(133)	1270
Watches Bachelor and looks for spoilers	27%	(76)	41%	(115)	17%	(48)	6%	(18)	8%	(23)	280
Watches Bachelor without spoilers	28%	(58)	40%	(82)	20%	(41)	2%	(5)	10%	(21)	206

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

**Table MCEN6\_6: Do you agree or disagree with the following statements?**  
*The media should not discuss the outcome of a reality show until the show airs*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know/No opinion	Total N
Adults	35% (779)	29% (644)	10% (217)	5% (103)	21% (457)	2200
Gender: Male	36% (387)	29% (311)	10% (106)	6% (59)	19% (198)	1062
Gender: Female	34% (391)	29% (333)	10% (111)	4% (44)	23% (259)	1138
Age: 18-34	32% (210)	31% (204)	13% (87)	6% (40)	18% (115)	655
Age: 35-44	30% (109)	31% (109)	16% (59)	3% (12)	19% (69)	358
Age: 45-64	40% (302)	27% (206)	6% (44)	6% (42)	21% (157)	751
Age: 65+	36% (158)	29% (125)	6% (28)	2% (10)	27% (116)	436
GenZers: 1997-2012	32% (91)	31% (89)	11% (31)	7% (19)	19% (54)	284
Millennials: 1981-1996	29% (163)	31% (174)	16% (91)	5% (28)	18% (99)	555
GenXers: 1965-1980	37% (208)	30% (166)	8% (44)	6% (32)	19% (106)	556
Baby Boomers: 1946-1964	39% (286)	27% (198)	7% (50)	3% (21)	24% (179)	733
PID: Dem (no lean)	39% (321)	27% (220)	10% (87)	6% (48)	18% (149)	825
PID: Ind (no lean)	32% (211)	30% (201)	8% (56)	3% (22)	27% (178)	667
PID: Rep (no lean)	35% (246)	32% (223)	11% (75)	5% (34)	18% (130)	708
PID/Gender: Dem Men	42% (162)	25% (99)	12% (47)	7% (27)	14% (54)	388
PID/Gender: Dem Women	37% (160)	28% (121)	9% (40)	5% (21)	22% (95)	437
PID/Gender: Ind Men	32% (103)	32% (104)	6% (19)	3% (10)	27% (86)	323
PID/Gender: Ind Women	31% (108)	28% (97)	11% (37)	3% (11)	27% (92)	344
PID/Gender: Rep Men	35% (122)	31% (109)	11% (40)	6% (21)	17% (58)	351
PID/Gender: Rep Women	35% (124)	32% (115)	10% (34)	3% (12)	20% (72)	357
Ideo: Liberal (1-3)	39% (259)	30% (200)	10% (67)	5% (32)	16% (106)	664
Ideo: Moderate (4)	32% (214)	32% (210)	10% (68)	3% (23)	23% (151)	666
Ideo: Conservative (5-7)	38% (250)	28% (185)	9% (60)	5% (33)	20% (134)	661
Educ: < College	35% (536)	29% (439)	9% (130)	5% (70)	22% (337)	1512
Educ: Bachelors degree	36% (160)	29% (129)	13% (59)	5% (20)	17% (76)	444
Educ: Post-grad	34% (82)	31% (77)	12% (29)	5% (13)	18% (44)	244
Income: Under 50k	36% (425)	26% (304)	8% (92)	5% (63)	24% (286)	1170
Income: 50k-100k	36% (219)	33% (202)	12% (72)	4% (24)	15% (93)	611
Income: 100k+	32% (135)	33% (138)	13% (53)	4% (16)	19% (78)	419
Ethnicity: White	36% (618)	29% (504)	10% (176)	4% (76)	20% (348)	1722
Ethnicity: Hispanic	36% (127)	31% (107)	17% (58)	7% (23)	10% (35)	349

Continued on next page

**Table MCEN6\_6:** Do you agree or disagree with the following statements?  
 The media should not discuss the outcome of a reality show until the show airs

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know/No opinion	Total N
Adults	35% (779)	29% (644)	10% (217)	5% (103)	21% (457)	2200
Ethnicity: Black	35% (96)	22% (61)	9% (24)	8% (21)	26% (72)	274
Ethnicity: Other	32% (65)	38% (78)	8% (17)	3% (6)	18% (38)	204
All Christian	37% (410)	32% (349)	9% (104)	5% (53)	17% (187)	1103
All Non-Christian	34% (44)	30% (38)	15% (20)	4% (5)	17% (22)	129
Atheist	37% (35)	28% (27)	9% (9)	3% (3)	23% (23)	97
Agnostic/Nothing in particular	31% (163)	24% (125)	12% (65)	4% (23)	29% (151)	527
Something Else	36% (126)	31% (105)	6% (20)	6% (19)	22% (74)	344
Religious Non-Protestant/Catholic	36% (55)	28% (43)	17% (25)	3% (5)	16% (24)	151
Evangelical	35% (228)	33% (215)	8% (55)	6% (39)	18% (118)	653
Non-Evangelical	38% (281)	31% (226)	8% (63)	4% (32)	19% (139)	740
Community: Urban	34% (239)	32% (229)	12% (85)	6% (42)	17% (119)	714
Community: Suburban	39% (372)	27% (258)	9% (83)	4% (34)	23% (217)	965
Community: Rural	32% (167)	30% (157)	9% (49)	5% (27)	23% (120)	521
Employ: Private Sector	35% (264)	33% (244)	12% (90)	4% (31)	16% (116)	746
Employ: Government	35% (44)	35% (44)	13% (16)	3% (4)	14% (17)	126
Employ: Self-Employed	28% (46)	30% (48)	5% (7)	12% (20)	25% (41)	162
Employ: Homemaker	27% (36)	38% (50)	8% (11)	2% (3)	25% (33)	133
Employ: Retired	39% (197)	27% (136)	5% (25)	2% (12)	26% (130)	500
Employ: Unemployed	38% (108)	19% (56)	13% (38)	7% (19)	23% (67)	288
Employ: Other	31% (43)	21% (29)	13% (19)	7% (10)	27% (38)	138
Military HH: Yes	35% (112)	26% (81)	10% (30)	3% (10)	26% (82)	316
Military HH: No	35% (667)	30% (562)	10% (187)	5% (93)	20% (375)	1884
RD/WT: Right Direction	33% (232)	35% (242)	10% (68)	6% (45)	16% (112)	700
RD/WT: Wrong Track	36% (547)	27% (401)	10% (149)	4% (58)	23% (345)	1500
Trump Job Approve	36% (329)	32% (293)	10% (93)	4% (38)	17% (158)	911
Trump Job Disapprove	37% (443)	27% (327)	10% (119)	5% (61)	22% (260)	1210
Trump Job Strongly Approve	39% (184)	29% (138)	8% (38)	6% (27)	19% (89)	476
Trump Job Somewhat Approve	33% (145)	36% (155)	13% (55)	3% (11)	16% (69)	435
Trump Job Somewhat Disapprove	27% (71)	35% (93)	13% (36)	4% (11)	21% (57)	268
Trump Job Strongly Disapprove	39% (371)	25% (233)	9% (83)	5% (50)	22% (203)	942

Continued on next page

**Table MCEN6\_6:** Do you agree or disagree with the following statements?  
The media should not discuss the outcome of a reality show until the show airs

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know/No opinion	Total N
Adults	35% (779)	29% (644)	10% (217)	5% (103)	21% (457)	2200
Favorable of Trump	35% (327)	33% (308)	10% (91)	5% (43)	18% (169)	938
Unfavorable of Trump	37% (434)	27% (314)	10% (117)	5% (58)	21% (249)	1172
Very Favorable of Trump	37% (213)	30% (169)	9% (51)	6% (34)	18% (104)	571
Somewhat Favorable of Trump	31% (114)	38% (139)	11% (40)	2% (9)	18% (65)	368
Somewhat Unfavorable of Trump	32% (62)	31% (61)	13% (26)	4% (9)	20% (39)	197
Very Unfavorable of Trump	38% (371)	26% (253)	9% (90)	5% (49)	22% (210)	974
#1 Issue: Economy	35% (294)	29% (244)	12% (103)	6% (49)	18% (148)	838
#1 Issue: Security	31% (64)	37% (75)	5% (10)	6% (13)	21% (43)	205
#1 Issue: Health Care	36% (154)	30% (128)	10% (44)	4% (15)	19% (83)	424
#1 Issue: Medicare / Social Security	39% (115)	27% (79)	4% (12)	3% (9)	27% (80)	296
#1 Issue: Women's Issues	35% (41)	34% (39)	16% (18)	3% (4)	12% (14)	116
#1 Issue: Education	31% (32)	42% (44)	10% (11)	3% (3)	14% (15)	105
#1 Issue: Energy	36% (28)	25% (19)	13% (10)	4% (3)	22% (17)	78
#1 Issue: Other	36% (49)	11% (16)	6% (8)	5% (8)	42% (58)	138
2018 House Vote: Democrat	38% (286)	28% (210)	10% (73)	5% (37)	19% (144)	749
2018 House Vote: Republican	34% (217)	34% (217)	10% (62)	4% (25)	18% (114)	635
2018 House Vote: Someone else	26% (13)	31% (16)	8% (4)	5% (3)	30% (16)	51
2016 Vote: Hillary Clinton	36% (256)	30% (209)	10% (71)	5% (33)	19% (136)	704
2016 Vote: Donald Trump	38% (261)	29% (205)	9% (65)	4% (25)	20% (139)	695
2016 Vote: Other	32% (33)	24% (25)	9% (9)	7% (7)	28% (30)	105
2016 Vote: Didn't Vote	33% (228)	29% (203)	10% (72)	6% (39)	22% (152)	694
Voted in 2014: Yes	37% (459)	30% (372)	9% (111)	4% (52)	19% (235)	1230
Voted in 2014: No	33% (320)	28% (271)	11% (106)	5% (51)	23% (222)	970
2012 Vote: Barack Obama	40% (327)	27% (217)	10% (80)	5% (40)	19% (152)	815
2012 Vote: Mitt Romney	35% (168)	32% (153)	8% (37)	4% (17)	22% (105)	480
2012 Vote: Other	40% (24)	26% (15)	8% (4)	3% (2)	23% (13)	58
2012 Vote: Didn't Vote	31% (259)	31% (259)	11% (97)	5% (44)	22% (183)	843

Continued on next page



**Table MCEN6\_6:** Do you agree or disagree with the following statements?  
The media should not discuss the outcome of a reality show until the show airs

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know/No opinion		Total N
Adults	35%	(779)	29%	(644)	10%	(217)	5%	(103)	21%	(457)	2200
4-Region: Northeast	31%	(123)	31%	(120)	14%	(56)	4%	(18)	20%	(77)	394
4-Region: Midwest	32%	(146)	29%	(132)	11%	(53)	3%	(13)	26%	(119)	462
4-Region: South	40%	(331)	26%	(215)	7%	(62)	6%	(48)	21%	(169)	824
4-Region: West	34%	(179)	34%	(176)	9%	(48)	5%	(26)	18%	(91)	520
Seeks spoilers for reality shows	32%	(287)	37%	(330)	14%	(128)	6%	(50)	12%	(104)	900
Seeks spoilers for drama tv shows	29%	(321)	36%	(392)	14%	(157)	5%	(53)	16%	(180)	1103
Seeks spoilers for sitcoms	29%	(245)	35%	(291)	15%	(126)	5%	(39)	16%	(134)	835
Seeks spoilers for sporting events	34%	(298)	35%	(304)	14%	(126)	4%	(32)	13%	(118)	879
Seeks spoilers for movies	29%	(355)	33%	(408)	13%	(161)	6%	(72)	18%	(223)	1219
Seeks online spoilers for reality shows	30%	(246)	37%	(305)	16%	(129)	6%	(49)	12%	(95)	824
Seeks online spoilers for drama tv shows	27%	(264)	36%	(350)	15%	(143)	5%	(52)	16%	(154)	963
Seeks online spoilers for sitcoms	28%	(211)	37%	(273)	16%	(121)	5%	(37)	14%	(105)	747
Seeks online spoilers for sporting events	32%	(243)	35%	(266)	15%	(116)	5%	(42)	13%	(98)	764
Seeks online spoilers for movies	30%	(330)	34%	(371)	14%	(156)	6%	(67)	17%	(183)	1106
Avoided social media for spoilers	40%	(514)	31%	(404)	12%	(149)	3%	(43)	14%	(177)	1287
Never avoided social media for spoilers	29%	(265)	26%	(240)	7%	(68)	7%	(60)	31%	(280)	913
People too sensitive about spoilers	40%	(452)	37%	(418)	11%	(122)	3%	(35)	9%	(97)	1124
People too relaxed about spoilers	45%	(478)	35%	(378)	10%	(110)	3%	(37)	6%	(63)	1066
Should have time limit for not spoiling	49%	(623)	36%	(458)	8%	(97)	2%	(32)	5%	(61)	1270
Watches Bachelor and looks for spoilers	32%	(90)	39%	(108)	18%	(51)	5%	(14)	6%	(17)	280
Watches Bachelor without spoilers	39%	(80)	35%	(73)	15%	(31)	4%	(9)	6%	(13)	206

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

**Table MCEN7\_1:** Many people think there should be an agreed upon time limit for not spoiling entertainment. When do you believe it is OK to discuss spoilers on social media for the following types of entertainment?  
Films recently released in movie theaters

Demographic	The day it	A week	A month	About six	A year after	More than	Never	Don't know/No opinion	Total N
	premieres / airs	after it premieres / airs	after it premieres / airs	months after it premieres / airs	it premieres / airs	a year after it premieres / airs			
Adults	14%(304)	22%(482)	21%(460)	10%(230)	3% (76)	4% (98)	7% (156)	18%(395)	2200
Gender: Male	13% (136)	21%(222)	21%(225)	11% (118)	4% (47)	6% (61)	7% (76)	17% (177)	1062
Gender: Female	15% (168)	23%(260)	21%(234)	10% (112)	3% (29)	3% (37)	7% (80)	19% (218)	1138
Age: 18-34	14% (94)	19% (124)	24% (156)	13% (86)	3% (21)	5% (32)	4% (29)	17% (113)	655
Age: 35-44	14% (50)	27% (96)	21% (76)	9% (31)	2% (6)	2% (7)	5% (17)	21% (75)	358
Age: 45-64	14% (106)	23% (170)	19% (144)	9% (71)	4% (31)	6% (47)	9% (69)	15% (113)	751
Age: 65+	12% (54)	21% (92)	19% (83)	10% (41)	4% (18)	3% (12)	9% (41)	22% (94)	436
GenZers: 1997-2012	13% (37)	17% (48)	20% (58)	18% (52)	3% (8)	6% (16)	6% (16)	18% (51)	284
Millennials: 1981-1996	14% (77)	24% (135)	24% (136)	8% (44)	3% (17)	3% (18)	5% (26)	19% (103)	555
GenXers: 1965-1980	14% (77)	21% (114)	22% (125)	11% (59)	4% (20)	4% (23)	8% (45)	17% (94)	556
Baby Boomers: 1946-1964	14% (106)	24% (178)	17% (126)	9% (70)	4% (30)	5% (38)	8% (58)	18% (129)	733
PID: Dem (no lean)	15% (120)	22% (181)	21% (171)	12% (98)	4% (29)	5% (39)	7% (61)	15% (127)	825
PID: Ind (no lean)	12% (83)	18% (118)	22% (149)	9% (58)	4% (30)	4% (27)	7% (45)	24% (158)	667
PID: Rep (no lean)	14% (101)	26% (183)	20% (140)	10% (74)	2% (17)	5% (33)	7% (50)	16% (111)	708
PID/Gender: Dem Men	14% (53)	22% (87)	18% (70)	14% (55)	5% (18)	6% (25)	8% (32)	12% (48)	388
PID/Gender: Dem Women	15% (67)	22% (94)	23% (100)	10% (43)	3% (11)	3% (13)	7% (29)	18% (78)	437
PID/Gender: Ind Men	10% (32)	14% (44)	28% (90)	8% (27)	5% (17)	5% (17)	6% (20)	23% (75)	323
PID/Gender: Ind Women	15% (51)	21% (74)	17% (59)	9% (31)	4% (13)	3% (10)	7% (25)	24% (82)	344
PID/Gender: Rep Men	14% (51)	26% (91)	19% (65)	10% (37)	3% (12)	5% (19)	7% (24)	15% (53)	351
PID/Gender: Rep Women	14% (51)	26% (92)	21% (75)	11% (38)	1% (5)	4% (14)	7% (26)	16% (58)	357
Ideo: Liberal (1-3)	13% (86)	26% (174)	23% (151)	12% (77)	4% (28)	4% (28)	4% (26)	14% (93)	664
Ideo: Moderate (4)	13% (88)	19% (126)	23% (153)	9% (60)	5% (31)	5% (32)	8% (54)	18% (122)	666
Ideo: Conservative (5-7)	15% (96)	24% (157)	19% (127)	11% (73)	2% (15)	4% (29)	8% (51)	17% (113)	661
Educ: < College	13% (201)	20%(296)	21% (312)	11% (162)	3% (45)	5% (72)	8% (121)	20%(303)	1512
Educ: Bachelors degree	13% (59)	28% (126)	22% (96)	9% (39)	5% (24)	4% (16)	6% (26)	13% (58)	444
Educ: Post-grad	18% (43)	24% (60)	21% (51)	12% (29)	3% (7)	4% (10)	4% (9)	14% (35)	244

Continued on next page

**Table MCEN7\_1:** Many people think there should be an agreed upon time limit for not spoiling entertainment. When do you believe it is OK to discuss spoilers on social media for the following types of entertainment?  
Films recently released in movie theaters

Demographic	The day it	A week	A month	About six	A year after	More than	Never	Don't know/No opinion	Total N
	premieres / airs	after it / premieres / airs	after it / premieres / airs	months after it / premieres / airs	it / premieres / airs	a year after it / premieres / airs			
Adults	14%(304)	22%(482)	21%(460)	10%(230)	3% (76)	4% (98)	7% (156)	18%(395)	2200
Income: Under 50k	13% (158)	20%(236)	20%(228)	10% (122)	3% (36)	5% (56)	9% (100)	20% (233)	1170
Income: 50k-100k	14% (87)	23% (138)	22% (136)	11% (67)	5% (28)	3% (21)	6% (40)	16% (95)	611
Income: 100k+	14% (59)	26% (108)	23% (95)	10% (41)	3% (12)	5% (21)	4% (16)	16% (68)	419
Ethnicity: White	14%(240)	22%(383)	22%(374)	11% (188)	3% (57)	5% (80)	7% (120)	16%(280)	1722
Ethnicity: Hispanic	22% (77)	22% (75)	20% (68)	12% (43)	4% (14)	5% (17)	3% (11)	12% (43)	349
Ethnicity: Black	12% (33)	20% (55)	17% (47)	6% (17)	4% (12)	4% (12)	8% (21)	28% (78)	274
Ethnicity: Other	15% (31)	22% (44)	19% (39)	12% (24)	3% (7)	3% (6)	7% (15)	18% (37)	204
All Christian	15% (161)	23%(257)	21%(228)	11% (117)	3% (36)	4% (49)	7% (82)	16% (172)	1103
All Non-Christian	19% (24)	19% (25)	20% (26)	12% (15)	6% (8)	2% (2)	9% (12)	13% (17)	129
Atheist	6% (6)	23% (22)	24% (23)	12% (11)	4% (3)	8% (8)	8% (8)	15% (14)	97
Agnostic/Nothing in particular	11% (60)	20%(106)	19%(102)	12% (62)	5% (24)	4% (21)	7% (39)	22% (114)	527
Something Else	15% (52)	21% (72)	23% (81)	7% (23)	1% (5)	5% (17)	5% (16)	23% (78)	344
Religious Non-Protestant/Catholic	19% (29)	20% (31)	20% (30)	12% (19)	5% (8)	2% (2)	9% (14)	12% (18)	151
Evangelical	13% (83)	24%(155)	21%(140)	10% (64)	3% (17)	6% (39)	6% (37)	18% (118)	653
Non-Evangelical	16% (119)	22%(160)	22%(160)	10% (71)	3% (23)	3% (23)	8% (56)	17% (128)	740
Community: Urban	14% (103)	25% (177)	21% (149)	12% (84)	3% (22)	6% (39)	5% (33)	15% (108)	714
Community: Suburban	14% (136)	22% (214)	20% (196)	10% (93)	3% (33)	4% (37)	8% (73)	19% (183)	965
Community: Rural	13% (65)	17% (91)	22% (115)	10% (53)	4% (22)	4% (22)	10% (50)	20% (104)	521
Employ: Private Sector	13% (95)	25% (183)	24% (179)	11% (85)	3% (25)	4% (33)	5% (35)	15% (111)	746
Employ: Government	21% (27)	35% (45)	16% (20)	11% (14)	2% (2)	1% (1)	5% (6)	9% (11)	126
Employ: Self-Employed	11% (17)	19% (31)	18% (29)	10% (17)	6% (9)	11% (17)	6% (9)	20% (32)	162
Employ: Homemaker	13% (18)	28% (38)	25% (33)	7% (9)	— (1)	3% (3)	12% (16)	11% (15)	133
Employ: Retired	12% (62)	19% (94)	21% (104)	8% (41)	5% (23)	5% (25)	10% (50)	20% (102)	500
Employ: Unemployed	19% (55)	16% (45)	17% (50)	14% (41)	3% (9)	2% (7)	8% (22)	20% (58)	288
Employ: Other	16% (22)	16% (23)	6% (8)	6% (8)	4% (5)	6% (8)	11% (15)	36% (50)	138

Continued on next page

**Table MCEN7\_1:** Many people think there should be an agreed upon time limit for not spoiling entertainment. When do you believe it is OK to discuss spoilers on social media for the following types of entertainment?  
Films recently released in movie theaters

Demographic	The day it premieres / airs	A week after it premieres / airs	A month after it premieres / airs	About six months after it premieres / airs	A year after it premieres / airs	More than a year after it premieres / airs	Never	Don't know/No opinion	Total N
Adults	14%(304)	22%(482)	21%(460)	10%(230)	3% (76)	4% (98)	7% (156)	18%(395)	2200
Military HH: Yes	13% (42)	22% (69)	15% (48)	10% (32)	5% (15)	4% (13)	9% (29)	22% (68)	316
Military HH: No	14% (261)	22% (413)	22% (412)	11% (198)	3% (61)	4% (85)	7% (127)	17%(327)	1884
RD/WT: Right Direction	16% (112)	21% (147)	19% (130)	11% (78)	4% (31)	5% (36)	8% (56)	16% (109)	700
RD/WT: Wrong Track	13% (191)	22%(334)	22%(330)	10% (151)	3% (45)	4% (62)	7%(100)	19%(286)	1500
Trump Job Approve	15% (133)	22% (198)	22%(202)	9% (78)	3% (31)	5% (44)	8% (69)	17% (156)	911
Trump Job Disapprove	13% (162)	23%(276)	21%(250)	12% (143)	4% (44)	4% (52)	6% (77)	17%(207)	1210
Trump Job Strongly Approve	17% (80)	19% (92)	21% (102)	8% (39)	4% (20)	4% (20)	8% (38)	18% (85)	476
Trump Job Somewhat Approve	12% (53)	24%(106)	23% (101)	9% (39)	2% (11)	5% (24)	7% (31)	16% (71)	435
Trump Job Somewhat Disapprove	10% (25)	23% (61)	21% (58)	14% (37)	4% (10)	5% (14)	5% (15)	18% (49)	268
Trump Job Strongly Disapprove	14% (136)	23% (215)	20% (192)	11% (106)	4% (34)	4% (38)	7% (62)	17% (158)	942
Favorable of Trump	14% (134)	22%(207)	22%(204)	9% (88)	3% (32)	5% (43)	7% (69)	17% (161)	938
Unfavorable of Trump	14% (163)	22%(263)	21%(243)	12% (139)	3% (40)	5% (53)	7% (80)	16% (191)	1172
Very Favorable of Trump	17% (99)	21% (118)	19% (111)	8% (48)	4% (23)	4% (26)	9% (51)	17% (95)	571
Somewhat Favorable of Trump	9% (35)	24% (89)	26% (94)	11% (40)	2% (9)	5% (17)	5% (18)	18% (65)	368
Somewhat Unfavorable of Trump	9% (18)	20% (39)	25% (49)	16% (31)	2% (4)	5% (9)	8% (15)	16% (31)	197
Very Unfavorable of Trump	15%(144)	23%(223)	20% (195)	11% (108)	4% (36)	4% (43)	7% (65)	16%(160)	974
#1 Issue: Economy	14% (117)	23% (196)	21% (180)	10% (81)	3% (27)	4% (34)	6% (50)	18% (152)	838
#1 Issue: Security	17% (34)	19% (39)	22% (44)	11% (22)	5% (10)	6% (12)	8% (16)	14% (28)	205
#1 Issue: Health Care	13% (54)	22% (93)	21% (90)	11% (45)	5% (22)	6% (25)	6% (27)	16% (68)	424
#1 Issue: Medicare / Social Security	12% (34)	22% (65)	15% (43)	9% (26)	4% (12)	3% (9)	12% (35)	25% (72)	296
#1 Issue: Women's Issues	16% (18)	26% (30)	24% (28)	9% (11)	1% (1)	4% (5)	7% (8)	14% (16)	116
#1 Issue: Education	17% (18)	17% (17)	21% (22)	18% (19)	2% (2)	10% (10)	2% (2)	14% (14)	105
#1 Issue: Energy	11% (9)	15% (12)	33% (26)	11% (8)	2% (1)	1% (1)	6% (5)	20% (15)	78
#1 Issue: Other	13% (18)	21% (29)	20% (27)	13% (18)	1% (1)	2% (2)	10% (14)	20% (28)	138

Continued on next page

**Table MCEN7\_1:** Many people think there should be an agreed upon time limit for not spoiling entertainment. When do you believe it is OK to discuss spoilers on social media for the following types of entertainment?  
Films recently released in movie theaters

Demographic	The day it premieres / airs	A week after it premieres / airs	A month after it premieres / airs	About six months after it premieres / airs	A year after it premieres / airs	More than a year after it premieres / airs	Never	Don't know/No opinion	Total N
Adults	14%(304)	22%(482)	21%(460)	10%(230)	3% (76)	4% (98)	7% (156)	18%(395)	2200
2018 House Vote: Democrat	14% (103)	24%(180)	21%(157)	10% (73)	4% (33)	5% (40)	7% (52)	15% (111)	749
2018 House Vote: Republican	15% (95)	24% (153)	19% (121)	10% (66)	3% (21)	4% (28)	7% (42)	17%(109)	635
2018 House Vote: Someone else	13% (6)	18% (9)	13% (6)	12% (6)	6% (3)	7% (3)	10% (5)	22% (11)	51
2016 Vote: Hillary Clinton	13% (88)	24%(169)	22%(154)	10% (68)	4% (31)	6% (45)	7% (49)	14% (101)	704
2016 Vote: Donald Trump	15%(102)	23%(157)	19% (131)	10% (70)	4% (25)	4% (25)	7% (51)	19% (135)	695
2016 Vote: Other	15% (16)	26% (28)	12% (12)	16% (17)	2% (2)	5% (5)	7% (7)	18% (19)	105
2016 Vote: Didn't Vote	14% (98)	18% (128)	23% (162)	11% (76)	3% (18)	3% (24)	7% (49)	20% (140)	694
Voted in 2014: Yes	14% (168)	25% (301)	19%(239)	10% (119)	4% (47)	5% (67)	7% (89)	16%(198)	1230
Voted in 2014: No	14% (136)	19% (180)	23% (221)	11% (110)	3% (29)	3% (31)	7% (67)	20% (197)	970
2012 Vote: Barack Obama	15% (121)	23% (184)	21% (174)	9% (77)	4% (36)	5% (41)	7% (61)	15% (121)	815
2012 Vote: Mitt Romney	14% (67)	25% (120)	17% (82)	10% (49)	3% (12)	5% (22)	7% (35)	19% (93)	480
2012 Vote: Other	12% (7)	16% (9)	15% (9)	12% (7)	4% (3)	6% (4)	6% (4)	28% (17)	58
2012 Vote: Didn't Vote	13% (108)	20% (168)	23% (194)	11% (97)	3% (25)	4% (31)	7% (55)	20% (165)	843
4-Region: Northeast	15% (58)	23% (91)	19% (75)	12% (49)	3% (13)	3% (12)	8% (31)	16% (65)	394
4-Region: Midwest	13% (60)	22% (101)	19% (88)	9% (41)	2% (11)	6% (28)	10% (47)	19% (86)	462
4-Region: South	14% (117)	20% (165)	19% (157)	10% (86)	5% (40)	5% (41)	6% (50)	20% (168)	824
4-Region: West	13% (69)	24% (126)	27% (140)	10% (54)	2% (11)	3% (17)	5% (27)	15% (76)	520
Seeks spoilers for reality shows	18% (165)	23%(204)	22%(198)	12% (107)	4% (32)	4% (32)	5% (48)	13% (113)	900
Seeks spoilers for drama tv shows	17% (189)	24%(260)	21%(226)	11% (121)	4% (44)	4% (42)	5% (60)	15% (160)	1103
Seeks spoilers for sitcoms	16% (133)	25% (211)	20%(164)	10% (84)	5% (38)	4% (33)	6% (49)	15% (122)	835
Seeks spoilers for sporting events	19% (166)	22% (194)	22% (194)	11% (94)	4% (38)	5% (47)	4% (39)	12% (107)	879
Seeks spoilers for movies	17% (210)	23% (281)	19% (233)	11% (132)	4% (47)	4% (52)	6% (76)	15% (186)	1219
Seeks online spoilers for reality shows	18% (151)	23% (186)	23% (191)	11% (95)	4% (31)	3% (29)	4% (37)	13% (105)	824
Seeks online spoilers for drama tv shows	17% (166)	24%(228)	20% (197)	12% (118)	4% (40)	4% (40)	4% (42)	14% (132)	963
Seeks online spoilers for sitcoms	17% (126)	26% (193)	20% (151)	10% (76)	4% (30)	5% (39)	5% (34)	13% (99)	747
Seeks online spoilers for sporting events	19% (145)	24% (180)	22% (167)	11% (84)	3% (24)	5% (40)	5% (41)	11% (85)	764

Continued on next page

**Table MCEN7\_1:** Many people think there should be an agreed upon time limit for not spoiling entertainment. When do you believe it is OK to discuss spoilers on social media for the following types of entertainment?  
Films recently released in movie theaters

Demographic	The day it premieres / airs	A week after it premieres / airs	A month after it premieres / airs	About six months after it premieres / airs	A year after it premieres / airs	More than a year after it premieres / airs	Never	Don't know/No opinion	Total N
Adults	14%(304)	22%(482)	21%(460)	10%(230)	3% (76)	4% (98)	7% (156)	18%(395)	2200
Seeks online spoilers for movies	17% (188)	24% (261)	21%(228)	11% (116)	3% (34)	5% (51)	6% (67)	15% (162)	1106
Avoided social media for spoilers	13% (165)	25% (319)	25%(320)	11% (142)	4% (52)	4% (55)	5% (66)	13% (169)	1287
Never avoided social media for spoilers	15% (139)	18% (163)	15%(140)	10% (88)	3% (24)	5% (43)	10% (90)	25%(226)	913
People too sensitive about spoilers	16% (184)	24%(275)	25%(279)	10% (113)	4% (41)	5% (54)	5% (54)	11% (124)	1124
People too relaxed about spoilers	16% (167)	25%(265)	24%(260)	13% (134)	4% (46)	5% (50)	5% (54)	9% (91)	1066
Should have time limit for not spoiling	13% (168)	25% (315)	27%(349)	13% (160)	4% (51)	5% (68)	5% (66)	7% (93)	1270
Watches Bachelor and looks for spoilers	18% (50)	22% (61)	26% (74)	15% (43)	4% (12)	5% (15)	2% (5)	7% (20)	280
Watches Bachelor without spoilers	18% (37)	23% (47)	23% (48)	10% (20)	4% (8)	3% (7)	9% (18)	11% (22)	206

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

**Table MCEN7\_2:** Many people think there should be an agreed upon time limit for not spoiling entertainment. When do you believe it is OK to discuss spoilers on social media for the following types of entertainment?  
Films recently released on streaming services

Demographic	The day it premieres / airs	A week after it premieres / airs	A month after it premieres / airs	About six months after it premieres / airs	A year after it premieres / airs	More than a year after it premieres / airs	Never	Don't know/No opinion	Total N
Adults	13%(296)	25%(553)	18%(405)	8%(187)	3%(68)	4%(96)	8%(178)	19%(416)	2200
Gender: Male	13%(133)	24%(255)	20%(211)	9%(99)	3%(37)	5%(49)	9%(94)	17%(183)	1062
Gender: Female	14%(163)	26%(298)	17%(194)	8%(87)	3%(31)	4%(47)	7%(84)	20%(233)	1138
Age: 18-34	14%(94)	24%(159)	20%(128)	10%(64)	3%(18)	5%(32)	7%(44)	18%(117)	655
Age: 35-44	16%(56)	29%(104)	15%(55)	7%(25)	4%(13)	3%(11)	6%(22)	20%(72)	358
Age: 45-64	14%(105)	24%(179)	18%(138)	9%(64)	3%(21)	6%(43)	10%(74)	17%(126)	751
Age: 65+	10%(42)	26%(111)	19%(84)	8%(33)	4%(16)	2%(11)	9%(39)	23%(101)	436
GenZers: 1997-2012	11%(32)	20%(58)	22%(64)	10%(30)	2%(6)	6%(16)	8%(23)	19%(55)	284
Millennials: 1981-1996	15%(81)	29%(162)	17%(97)	8%(46)	3%(19)	4%(22)	6%(31)	18%(98)	555
GenXers: 1965-1980	13%(75)	22%(125)	21%(115)	8%(47)	2%(13)	5%(25)	9%(52)	19%(104)	556
Baby Boomers: 1946-1964	14%(102)	28%(203)	15%(112)	8%(59)	4%(28)	4%(30)	8%(61)	19%(137)	733
PID: Dem (no lean)	14%(117)	27%(220)	18%(148)	10%(81)	3%(22)	5%(42)	7%(61)	16%(134)	825
PID: Ind (no lean)	12%(79)	21%(138)	19%(126)	7%(50)	3%(20)	5%(33)	8%(55)	25%(166)	667
PID: Rep (no lean)	14%(100)	28%(196)	18%(131)	8%(56)	4%(26)	3%(22)	9%(62)	16%(116)	708
PID/Gender: Dem Men	13%(51)	25%(95)	20%(78)	12%(48)	3%(12)	5%(21)	9%(34)	13%(49)	388
PID/Gender: Dem Women	15%(66)	28%(124)	16%(70)	8%(33)	2%(10)	5%(21)	6%(27)	19%(85)	437
PID/Gender: Ind Men	10%(31)	20%(65)	21%(67)	7%(22)	3%(9)	5%(18)	10%(31)	25%(81)	323
PID/Gender: Ind Women	14%(49)	21%(73)	17%(59)	8%(28)	3%(11)	4%(15)	7%(24)	25%(85)	344
PID/Gender: Rep Men	14%(51)	27%(95)	19%(66)	9%(30)	4%(16)	3%(11)	8%(29)	15%(53)	351
PID/Gender: Rep Women	14%(49)	28%(101)	18%(65)	7%(26)	3%(10)	3%(11)	9%(33)	18%(63)	357
Ideo: Liberal (1-3)	14%(92)	29%(195)	18%(119)	10%(64)	4%(27)	4%(29)	6%(37)	15%(101)	664
Ideo: Moderate (4)	14%(93)	22%(148)	19%(128)	9%(59)	4%(24)	5%(31)	10%(67)	17%(115)	666
Ideo: Conservative (5-7)	13%(85)	27%(181)	19%(124)	9%(58)	2%(16)	4%(26)	8%(54)	18%(117)	661
Educ: < College	13%(189)	24%(361)	18%(266)	8%(127)	2%(37)	5%(70)	9%(137)	21%(325)	1512
Educ: Bachelors degree	15%(66)	28%(123)	21%(92)	8%(37)	5%(22)	3%(15)	7%(30)	13%(58)	444
Educ: Post-grad	17%(41)	28%(69)	19%(47)	9%(22)	4%(9)	5%(11)	5%(12)	14%(34)	244

Continued on next page

**Table MCEN7\_2:** Many people think there should be an agreed upon time limit for not spoiling entertainment. When do you believe it is OK to discuss spoilers on social media for the following types of entertainment?  
Films recently released on streaming services

Demographic	The day it premieres / airs	A week after it premieres / airs	A month after it premieres / airs	About six months after it premieres / airs	A year after it premieres / airs	More than a year after it premieres / airs	Never	Don't know/No opinion	Total N
Adults	13% (296)	25% (553)	18% (405)	8% (187)	3% (68)	4% (96)	8% (178)	19% (416)	2200
Income: Under 50k	12% (142)	23% (274)	17% (204)	8% (89)	3% (32)	5% (58)	10% (116)	22% (254)	1170
Income: 50k-100k	15% (91)	27% (164)	19% (116)	11% (65)	4% (24)	3% (20)	7% (41)	15% (89)	611
Income: 100k+	15% (63)	27% (115)	20% (84)	8% (32)	3% (12)	4% (18)	5% (21)	17% (73)	419
Ethnicity: White	14% (237)	26% (441)	18% (317)	9% (157)	3% (52)	4% (71)	8% (144)	18% (302)	1722
Ethnicity: Hispanic	21% (74)	23% (82)	18% (64)	7% (23)	5% (16)	5% (18)	6% (21)	15% (52)	349
Ethnicity: Black	11% (30)	25% (68)	18% (49)	5% (13)	2% (5)	6% (15)	7% (19)	28% (76)	274
Ethnicity: Other	14% (30)	22% (45)	19% (39)	8% (16)	5% (11)	5% (10)	8% (16)	19% (38)	204
All Christian	14% (160)	25% (277)	19% (213)	8% (90)	3% (37)	4% (47)	9% (100)	16% (178)	1103
All Non-Christian	19% (24)	20% (26)	17% (22)	11% (14)	6% (8)	2% (3)	7% (9)	18% (24)	129
Atheist	9% (8)	32% (31)	16% (16)	14% (14)	— (0)	8% (8)	8% (8)	12% (11)	97
Agnostic/Nothing in particular	10% (51)	25% (134)	18% (95)	8% (44)	3% (14)	4% (21)	8% (44)	23% (123)	527
Something Else	15% (53)	25% (85)	17% (59)	7% (25)	3% (9)	5% (17)	5% (17)	23% (79)	344
Religious Non-Protestant/Catholic	18% (27)	22% (34)	15% (23)	11% (16)	5% (8)	3% (5)	9% (13)	17% (25)	151
Evangelical	13% (83)	27% (178)	17% (112)	8% (52)	4% (25)	5% (34)	8% (50)	18% (119)	653
Non-Evangelical	16% (118)	23% (170)	21% (152)	8% (58)	3% (20)	4% (27)	8% (61)	18% (134)	740
Community: Urban	14% (100)	25% (182)	20% (142)	9% (64)	4% (26)	6% (40)	5% (38)	17% (122)	714
Community: Suburban	13% (125)	27% (264)	17% (167)	8% (81)	3% (28)	4% (35)	9% (83)	19% (183)	965
Community: Rural	14% (71)	21% (107)	18% (96)	8% (42)	3% (14)	4% (22)	11% (58)	21% (111)	521
Employ: Private Sector	15% (109)	26% (196)	21% (154)	9% (68)	4% (29)	4% (29)	6% (44)	15% (115)	746
Employ: Government	20% (26)	38% (47)	14% (18)	7% (9)	3% (4)	2% (3)	6% (8)	9% (11)	126
Employ: Self-Employed	8% (14)	26% (41)	17% (28)	9% (15)	3% (4)	11% (17)	7% (12)	18% (30)	162
Employ: Homemaker	15% (20)	34% (45)	16% (22)	5% (7)	1% (2)	2% (3)	12% (15)	14% (19)	133
Employ: Retired	10% (50)	23% (115)	19% (96)	9% (46)	3% (16)	4% (21)	10% (50)	21% (105)	500
Employ: Unemployed	15% (44)	20% (58)	16% (47)	8% (24)	1% (2)	3% (9)	11% (30)	25% (72)	288
Employ: Other	15% (21)	14% (20)	10% (13)	3% (4)	6% (8)	8% (11)	9% (12)	36% (49)	138

Continued on next page



**Table MCEN7\_2:** Many people think there should be an agreed upon time limit for not spoiling entertainment. When do you believe it is OK to discuss spoilers on social media for the following types of entertainment?  
Films recently released on streaming services

Demographic	The day it premieres / airs	A week after it premieres / airs	A month after it premieres / airs	About six months after it premieres / airs	A year after it premieres / airs	More than a year after it premieres / airs	Never	Don't know/No opinion	Total N
Adults	13%(296)	25%(553)	18%(405)	8%(187)	3%(68)	4%(96)	8%(178)	19%(416)	2200
Military HH: Yes	15%(48)	24%(76)	17%(53)	6%(18)	3%(8)	5%(15)	10%(32)	21%(67)	316
Military HH: No	13%(248)	25%(478)	19%(352)	9%(169)	3%(60)	4%(82)	8%(146)	19%(350)	1884
RD/WT: Right Direction	15%(105)	22%(156)	20%(143)	9%(60)	4%(30)	5%(34)	10%(67)	15%(105)	700
RD/WT: Wrong Track	13%(191)	27%(398)	17%(262)	8%(127)	3%(38)	4%(62)	7%(111)	21%(311)	1500
Trump Job Approve	14%(131)	24%(221)	19%(172)	7%(67)	4%(40)	4%(33)	10%(91)	17%(156)	911
Trump Job Disapprove	13%(161)	27%(322)	18%(218)	10%(115)	2%(28)	5%(60)	6%(78)	19%(228)	1210
Trump Job Strongly Approve	15%(70)	24%(117)	19%(90)	8%(36)	5%(26)	3%(16)	9%(43)	17%(81)	476
Trump Job Somewhat Approve	14%(61)	24%(105)	19%(82)	7%(31)	3%(14)	4%(17)	11%(49)	17%(75)	435
Trump Job Somewhat Disapprove	12%(33)	28%(76)	21%(55)	9%(24)	2%(5)	6%(17)	6%(15)	16%(43)	268
Trump Job Strongly Disapprove	14%(127)	26%(247)	17%(163)	10%(92)	2%(23)	4%(42)	7%(63)	20%(185)	942
Favorable of Trump	14%(132)	24%(226)	19%(180)	8%(71)	4%(41)	4%(35)	10%(91)	17%(162)	938
Unfavorable of Trump	14%(158)	27%(315)	17%(204)	10%(112)	2%(26)	5%(57)	7%(82)	19%(217)	1172
Very Favorable of Trump	15%(85)	24%(139)	18%(104)	8%(44)	5%(26)	3%(20)	11%(61)	16%(92)	571
Somewhat Favorable of Trump	13%(46)	24%(87)	21%(76)	8%(28)	4%(15)	4%(15)	8%(30)	19%(71)	368
Somewhat Unfavorable of Trump	10%(21)	27%(54)	21%(41)	13%(26)	2%(3)	4%(8)	8%(16)	15%(29)	197
Very Unfavorable of Trump	14%(138)	27%(262)	17%(163)	9%(86)	2%(23)	5%(49)	7%(66)	19%(188)	974
#1 Issue: Economy	13%(111)	25%(214)	21%(177)	7%(58)	3%(21)	4%(34)	7%(62)	19%(162)	838
#1 Issue: Security	17%(36)	22%(46)	20%(40)	8%(16)	6%(11)	5%(10)	7%(15)	15%(32)	205
#1 Issue: Health Care	15%(65)	25%(106)	15%(63)	11%(47)	3%(13)	6%(24)	7%(29)	18%(76)	424
#1 Issue: Medicare / Social Security	9%(27)	27%(79)	13%(39)	6%(18)	5%(14)	3%(9)	13%(38)	24%(72)	296
#1 Issue: Women's Issues	15%(17)	27%(31)	15%(17)	11%(13)	4%(4)	9%(10)	5%(6)	16%(18)	116
#1 Issue: Education	14%(14)	26%(27)	21%(22)	16%(17)	3%(3)	6%(6)	4%(4)	10%(11)	105
#1 Issue: Energy	11%(8)	19%(15)	28%(22)	10%(8)	—(0)	1%(1)	13%(10)	18%(14)	78
#1 Issue: Other	13%(19)	26%(37)	18%(24)	7%(10)	1%(2)	2%(2)	10%(13)	23%(31)	138

Continued on next page

**Table MCEN7\_2:** Many people think there should be an agreed upon time limit for not spoiling entertainment. When do you believe it is OK to discuss spoilers on social media for the following types of entertainment?  
Films recently released on streaming services

Demographic	The day it premieres / airs	A week after it premieres / airs	A month after it premieres / airs	About six months after it premieres / airs	A year after it premieres / airs	More than a year after it premieres / airs	Never	Don't know/No opinion	Total N
Adults	13% (296)	25% (553)	18% (405)	8% (187)	3% (68)	4% (96)	8% (178)	19% (416)	2200
2018 House Vote: Democrat	13% (99)	26% (198)	19% (146)	9% (70)	3% (22)	5% (37)	7% (55)	16% (122)	749
2018 House Vote: Republican	15% (95)	26% (162)	19% (119)	9% (56)	4% (25)	4% (25)	8% (48)	17% (105)	635
2018 House Vote: Someone else	12% (6)	24% (12)	12% (6)	10% (5)	3% (2)	4% (2)	10% (5)	24% (12)	51
2016 Vote: Hillary Clinton	13% (90)	27% (187)	20% (141)	9% (64)	3% (20)	5% (39)	7% (52)	16% (112)	704
2016 Vote: Donald Trump	14% (98)	27% (185)	17% (119)	8% (54)	4% (28)	3% (23)	8% (58)	19% (130)	695
2016 Vote: Other	14% (14)	26% (27)	19% (19)	10% (10)	1% (1)	4% (5)	8% (8)	19% (20)	105
2016 Vote: Didn't Vote	14% (94)	22% (154)	18% (125)	8% (59)	3% (19)	4% (30)	9% (60)	22% (153)	694
Voted in 2014: Yes	13% (166)	27% (330)	18% (222)	9% (107)	3% (38)	5% (64)	8% (96)	17% (207)	1230
Voted in 2014: No	13% (131)	23% (223)	19% (183)	8% (80)	3% (30)	3% (32)	8% (82)	22% (209)	970
2012 Vote: Barack Obama	14% (118)	26% (215)	19% (152)	8% (67)	3% (27)	5% (39)	8% (67)	16% (130)	815
2012 Vote: Mitt Romney	13% (63)	27% (130)	17% (81)	9% (42)	2% (11)	4% (21)	8% (39)	19% (93)	480
2012 Vote: Other	7% (4)	20% (12)	15% (9)	11% (7)	3% (2)	3% (2)	10% (6)	31% (18)	58
2012 Vote: Didn't Vote	13% (111)	23% (196)	19% (162)	8% (71)	3% (28)	4% (35)	8% (65)	21% (175)	843
4-Region: Northeast	15% (58)	26% (101)	18% (69)	10% (39)	3% (12)	4% (15)	8% (32)	18% (69)	394
4-Region: Midwest	12% (55)	24% (113)	17% (80)	10% (46)	2% (9)	5% (23)	11% (53)	18% (83)	462
4-Region: South	13% (106)	23% (194)	19% (157)	8% (63)	4% (35)	5% (42)	7% (55)	21% (172)	824
4-Region: West	15% (77)	28% (146)	19% (98)	7% (39)	2% (12)	3% (17)	7% (39)	18% (92)	520
Seeks spoilers for reality shows	19% (167)	29% (260)	17% (157)	8% (74)	3% (29)	4% (40)	6% (57)	13% (115)	900
Seeks spoilers for drama tv shows	16% (178)	28% (310)	17% (190)	9% (97)	4% (42)	5% (56)	6% (68)	15% (160)	1103
Seeks spoilers for sitcoms	16% (134)	28% (233)	16% (137)	8% (71)	4% (37)	5% (40)	7% (59)	15% (124)	835
Seeks spoilers for sporting events	18% (158)	26% (229)	18% (158)	10% (85)	4% (38)	5% (40)	6% (56)	13% (114)	879
Seeks spoilers for movies	17% (204)	26% (323)	16% (199)	9% (108)	4% (43)	5% (58)	7% (88)	16% (196)	1219
Seeks online spoilers for reality shows	17% (138)	29% (240)	19% (157)	9% (73)	3% (26)	5% (41)	5% (38)	14% (112)	824
Seeks online spoilers for drama tv shows	16% (156)	28% (271)	19% (178)	9% (89)	4% (38)	5% (52)	5% (43)	14% (137)	963
Seeks online spoilers for sitcoms	16% (118)	30% (222)	19% (138)	9% (64)	4% (32)	5% (40)	5% (36)	13% (97)	747
Seeks online spoilers for sporting events	17% (130)	28% (212)	18% (139)	9% (72)	4% (33)	5% (37)	6% (47)	12% (95)	764

Continued on next page

**Table MCEN7\_2:** Many people think there should be an agreed upon time limit for not spoiling entertainment. When do you believe it is OK to discuss spoilers on social media for the following types of entertainment?  
 Films recently released on streaming services

Demographic	The day it premieres / airs	A week after it premieres / airs	A month after it premieres / airs	About six months after it premieres / airs	A year after it premieres / airs	More than a year after it premieres / airs	Never	Don't know/No opinion	Total N
Adults	13%(296)	25%(553)	18%(405)	8% (187)	3% (68)	4% (96)	8% (178)	19% (416)	2200
Seeks online spoilers for movies	16% (179)	27%(304)	18% (194)	8% (90)	4% (41)	5% (54)	7% (77)	15% (168)	1106
Avoided social media for spoilers	13% (168)	29%(369)	21%(275)	10% (123)	4% (45)	4% (53)	6% (83)	13% (171)	1287
Never avoided social media for spoilers	14% (129)	20% (184)	14% (130)	7% (64)	2% (23)	5% (43)	10% (95)	27%(245)	913
People too sensitive about spoilers	17% (187)	29% (321)	21%(233)	8% (94)	4% (42)	4% (50)	7% (77)	11% (120)	1124
People too relaxed about spoilers	14% (152)	30% (317)	20% (214)	11% (113)	3% (36)	4% (46)	7% (79)	10% (108)	1066
Should have time limit for not spoiling	13% (165)	30%(379)	23%(290)	11% (137)	4% (51)	5% (61)	6% (79)	9% (108)	1270
Watches Bachelor and looks for spoilers	19% (52)	28% (80)	23% (64)	13% (35)	6% (16)	5% (14)	1% (4)	6% (16)	280
Watches Bachelor without spoilers	13% (26)	27% (56)	20% (42)	12% (24)	5% (10)	3% (7)	8% (17)	12% (24)	206

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

**Table MCEN7\_3:** Many people think there should be an agreed upon time limit for not spoiling entertainment. When do you believe it is OK to discuss spoilers on social media for the following types of entertainment?  
TV shows that recently premiered on cable TV

Demographic	The day it	A week	A month	About six	A year after	More than	Never	Don't know/No opinion	Total N
	premieres / airs	after it premieres / airs	after it premieres / airs	months after it premieres / airs	it premieres / airs	a year after it premieres / airs			
Adults	15% (333)	29%(627)	15%(336)	8% (168)	4% (78)	4% (87)	7% (160)	19% (410)	2200
Gender: Male	14% (149)	26%(280)	17% (179)	9% (92)	4% (41)	5% (49)	7% (75)	18%(196)	1062
Gender: Female	16% (184)	30%(347)	14% (157)	7% (76)	3% (37)	3% (39)	7% (85)	19% (214)	1138
Age: 18-34	14% (89)	28% (186)	16% (108)	8% (54)	3% (21)	4% (27)	6% (40)	20% (132)	655
Age: 35-44	18% (66)	31% (112)	14% (50)	7% (24)	4% (13)	2% (6)	6% (23)	18% (64)	358
Age: 45-64	16% (120)	28%(209)	15% (111)	8% (61)	3% (25)	6% (44)	8% (61)	16% (120)	751
Age: 65+	13% (59)	28% (120)	15% (67)	7% (30)	4% (19)	3% (11)	8% (37)	22% (94)	436
GenZers: 1997-2012	13% (37)	27% (78)	17% (48)	8% (23)	2% (6)	5% (14)	7% (20)	21% (59)	284
Millennials: 1981-1996	14% (80)	29% (162)	17% (93)	7% (39)	4% (22)	2% (14)	7% (37)	19% (108)	555
GenXers: 1965-1980	16% (87)	28% (158)	16% (86)	9% (48)	3% (17)	5% (26)	7% (39)	17% (94)	556
Baby Boomers: 1946-1964	16% (120)	30% (219)	13% (93)	8% (57)	4% (32)	4% (31)	7% (52)	18% (129)	733
PID: Dem (no lean)	17% (139)	28%(234)	14% (119)	8% (69)	4% (33)	6% (48)	7% (58)	15% (125)	825
PID: Ind (no lean)	11% (76)	28% (186)	15% (102)	7% (47)	3% (23)	3% (23)	8% (51)	24%(160)	667
PID: Rep (no lean)	17% (118)	29%(207)	16% (115)	7% (52)	3% (22)	2% (17)	7% (52)	18% (125)	708
PID/Gender: Dem Men	17% (66)	26% (101)	15% (59)	10% (37)	5% (20)	7% (26)	8% (32)	12% (47)	388
PID/Gender: Dem Women	17% (73)	30% (133)	14% (60)	7% (32)	3% (13)	5% (22)	6% (26)	18% (78)	437
PID/Gender: Ind Men	9% (29)	25% (80)	18% (60)	8% (25)	2% (7)	4% (13)	6% (19)	28% (90)	323
PID/Gender: Ind Women	14% (47)	31% (106)	12% (42)	7% (22)	4% (15)	3% (10)	9% (32)	20% (70)	344
PID/Gender: Rep Men	16% (55)	28% (98)	17% (60)	9% (31)	4% (14)	3% (10)	7% (25)	17% (59)	351
PID/Gender: Rep Women	18% (63)	30% (108)	16% (55)	6% (21)	2% (9)	2% (7)	8% (27)	19% (66)	357
Ideo: Liberal (1-3)	17% (113)	33%(220)	16% (103)	9% (62)	4% (24)	3% (20)	5% (34)	13% (86)	664
Ideo: Moderate (4)	14% (93)	25% (166)	17% (110)	8% (53)	4% (25)	5% (36)	8% (55)	19% (127)	666
Ideo: Conservative (5-7)	16% (108)	29% (193)	15% (98)	7% (47)	4% (28)	4% (25)	7% (45)	18% (118)	661
Educ: < College	14% (210)	27% (413)	14% (217)	8% (116)	3% (49)	4% (60)	8% (128)	21% (319)	1512
Educ: Bachelors degree	17% (75)	32% (143)	17% (77)	8% (34)	4% (18)	4% (16)	5% (24)	13% (57)	444
Educ: Post-grad	20% (48)	29% (71)	17% (41)	8% (19)	4% (11)	5% (12)	3% (9)	14% (34)	244

Continued on next page

**Table MCEN7\_3:** Many people think there should be an agreed upon time limit for not spoiling entertainment. When do you believe it is OK to discuss spoilers on social media for the following types of entertainment?  
TV shows that recently premiered on cable TV

Demographic	The day it premieres / airs	A week after it premieres / airs	A month after it premieres / airs	About six months after it premieres / airs	A year after it premieres / airs	More than a year after it premieres / airs	Never	Don't know/No opinion	Total N
Adults	15% (333)	29% (627)	15% (336)	8% (168)	4% (78)	4% (87)	7% (160)	19% (410)	2200
Income: Under 50k	13% (154)	28% (325)	13% (156)	8% (89)	3% (35)	5% (54)	9% (105)	21% (251)	1170
Income: 50k-100k	16% (100)	31% (187)	18% (107)	7% (44)	4% (27)	3% (19)	7% (40)	14% (86)	611
Income: 100k+	19% (78)	28% (115)	17% (72)	8% (35)	4% (15)	4% (15)	4% (15)	17% (73)	419
Ethnicity: White	16% (272)	29% (498)	16% (280)	8% (140)	4% (67)	3% (59)	7% (121)	17% (284)	1722
Ethnicity: Hispanic	21% (74)	27% (96)	15% (51)	9% (31)	4% (13)	4% (15)	4% (14)	16% (55)	349
Ethnicity: Black	13% (35)	24% (66)	12% (34)	5% (14)	2% (5)	6% (16)	10% (27)	28% (78)	274
Ethnicity: Other	13% (26)	31% (63)	11% (22)	7% (14)	3% (6)	6% (12)	6% (12)	23% (48)	204
All Christian	17% (187)	29% (325)	15% (169)	8% (87)	4% (40)	4% (47)	7% (77)	15% (171)	1103
All Non-Christian	20% (26)	22% (29)	13% (17)	10% (13)	5% (6)	6% (8)	7% (9)	17% (22)	129
Atheist	10% (9)	31% (30)	21% (20)	4% (4)	4% (4)	6% (6)	11% (11)	13% (12)	97
Agnostic/Nothing in particular	13% (68)	26% (135)	15% (78)	8% (44)	3% (18)	3% (14)	8% (44)	24% (125)	527
Something Else	12% (43)	31% (108)	15% (51)	6% (20)	3% (10)	4% (13)	6% (19)	23% (80)	344
Religious Non-Protestant/Catholic	19% (29)	24% (36)	13% (19)	10% (16)	4% (6)	5% (8)	9% (14)	15% (23)	151
Evangelical	14% (93)	30% (195)	16% (104)	8% (53)	5% (29)	5% (31)	5% (34)	18% (115)	653
Non-Evangelical	17% (127)	30% (220)	15% (112)	6% (47)	3% (20)	4% (27)	7% (55)	18% (132)	740
Community: Urban	15% (108)	28% (202)	16% (117)	9% (65)	5% (37)	5% (34)	4% (31)	17% (121)	714
Community: Suburban	14% (135)	32% (311)	13% (129)	7% (69)	2% (22)	3% (28)	8% (77)	20% (194)	965
Community: Rural	17% (90)	22% (114)	17% (90)	6% (34)	4% (20)	5% (25)	10% (53)	18% (96)	521
Employ: Private Sector	14% (104)	29% (215)	19% (145)	9% (67)	4% (28)	4% (29)	5% (37)	16% (121)	746
Employ: Government	26% (33)	32% (40)	20% (25)	5% (6)	2% (3)	2% (3)	4% (5)	9% (11)	126
Employ: Self-Employed	9% (15)	25% (40)	8% (12)	11% (18)	5% (8)	12% (20)	8% (14)	22% (35)	162
Employ: Homemaker	20% (27)	41% (55)	10% (13)	5% (7)	— (0)	1% (2)	12% (15)	10% (14)	133
Employ: Retired	14% (69)	26% (132)	16% (81)	5% (25)	5% (27)	4% (20)	9% (46)	20% (101)	500
Employ: Unemployed	15% (44)	27% (76)	11% (31)	10% (29)	2% (6)	2% (7)	9% (25)	24% (70)	288
Employ: Other	18% (24)	23% (32)	8% (11)	5% (6)	4% (6)	5% (6)	10% (14)	28% (38)	138

Continued on next page

**Table MCEN7\_3:** Many people think there should be an agreed upon time limit for not spoiling entertainment. When do you believe it is OK to discuss spoilers on social media for the following types of entertainment?  
TV shows that recently premiered on cable TV

Demographic	The day it premieres / airs	A week after it premieres / airs	A month after it premieres / airs	About six months after it premieres / airs	A year after it premieres / airs	More than a year after it premieres / airs	Never	Don't know/No opinion	Total N
Adults	15% (333)	29% (627)	15% (336)	8% (168)	4% (78)	4% (87)	7% (160)	19% (410)	2200
Military HH: Yes	17% (55)	29% (92)	10% (32)	5% (17)	4% (12)	5% (15)	9% (28)	20% (65)	316
Military HH: No	15% (278)	28% (535)	16% (304)	8% (151)	3% (66)	4% (73)	7% (132)	18% (345)	1884
RD/WT: Right Direction	17% (117)	25% (178)	16% (109)	9% (66)	4% (31)	4% (29)	8% (57)	16% (113)	700
RD/WT: Wrong Track	14% (216)	30% (449)	15% (226)	7% (102)	3% (47)	4% (59)	7% (104)	20% (297)	1500
Trump Job Approve	15% (141)	27% (242)	18% (161)	7% (67)	4% (33)	3% (31)	8% (70)	18% (167)	911
Trump Job Disapprove	15% (185)	30% (361)	14% (172)	8% (97)	4% (45)	4% (54)	7% (82)	18% (214)	1210
Trump Job Strongly Approve	17% (82)	26% (122)	18% (87)	7% (35)	4% (17)	3% (14)	7% (35)	18% (85)	476
Trump Job Somewhat Approve	14% (60)	27% (119)	17% (74)	7% (32)	4% (16)	4% (17)	8% (35)	19% (82)	435
Trump Job Somewhat Disapprove	13% (34)	31% (84)	16% (43)	8% (22)	3% (8)	7% (18)	5% (12)	17% (46)	268
Trump Job Strongly Disapprove	16% (151)	29% (277)	14% (129)	8% (76)	4% (36)	4% (35)	7% (69)	18% (169)	942
Favorable of Trump	15% (144)	27% (253)	17% (160)	8% (71)	4% (33)	3% (29)	8% (73)	19% (175)	938
Unfavorable of Trump	16% (182)	30% (355)	14% (165)	8% (89)	3% (41)	5% (57)	7% (83)	17% (199)	1172
Very Favorable of Trump	17% (97)	27% (153)	16% (93)	8% (43)	3% (17)	3% (18)	9% (53)	17% (97)	571
Somewhat Favorable of Trump	13% (47)	27% (100)	18% (67)	8% (28)	4% (16)	3% (11)	5% (20)	21% (78)	368
Somewhat Unfavorable of Trump	12% (23)	34% (66)	14% (27)	11% (22)	4% (7)	5% (9)	7% (13)	15% (30)	197
Very Unfavorable of Trump	16% (159)	30% (289)	14% (138)	7% (68)	3% (34)	5% (48)	7% (70)	17% (169)	974
#1 Issue: Economy	15% (127)	29% (244)	16% (137)	6% (53)	3% (27)	4% (32)	7% (55)	19% (162)	838
#1 Issue: Security	16% (33)	27% (55)	18% (38)	8% (16)	3% (7)	3% (7)	7% (15)	17% (35)	205
#1 Issue: Health Care	16% (67)	29% (122)	14% (59)	9% (40)	6% (25)	3% (15)	7% (29)	16% (68)	424
#1 Issue: Medicare / Social Security	13% (39)	26% (76)	13% (38)	8% (24)	4% (10)	2% (6)	12% (37)	22% (66)	296
#1 Issue: Women's Issues	13% (15)	40% (47)	8% (10)	5% (6)	3% (4)	10% (12)	6% (7)	14% (16)	116
#1 Issue: Education	16% (17)	22% (23)	23% (25)	10% (10)	3% (3)	6% (6)	1% (1)	20% (21)	105
#1 Issue: Energy	11% (8)	36% (28)	11% (8)	11% (9)	2% (2)	3% (2)	6% (4)	20% (16)	78
#1 Issue: Other	19% (27)	25% (34)	16% (22)	8% (10)	— (0)	5% (7)	8% (11)	19% (26)	138

Continued on next page

**Table MCEN7\_3:** Many people think there should be an agreed upon time limit for not spoiling entertainment. When do you believe it is OK to discuss spoilers on social media for the following types of entertainment?  
TV shows that recently premiered on cable TV

Demographic	The day it premieres / airs	A week after it premieres / airs	A month after it premieres / airs	About six months after it premieres / airs	A year after it premieres / airs	More than a year after it premieres / airs	Never	Don't know/No opinion	Total N
Adults	15% (333)	29% (627)	15% (336)	8% (168)	4% (78)	4% (87)	7% (160)	19% (410)	2200
2018 House Vote: Democrat	17% (125)	29% (219)	14% (103)	9% (67)	4% (31)	5% (40)	7% (50)	15% (116)	749
2018 House Vote: Republican	18% (112)	29% (184)	16% (99)	7% (45)	3% (20)	4% (26)	7% (45)	16% (104)	635
2018 House Vote: Someone else	9% (5)	35% (18)	13% (7)	4% (2)	8% (4)	3% (2)	9% (5)	19% (10)	51
2016 Vote: Hillary Clinton	15% (105)	30% (208)	14% (101)	8% (58)	4% (30)	6% (45)	6% (46)	16% (112)	704
2016 Vote: Donald Trump	17% (116)	27% (186)	17% (117)	8% (53)	4% (27)	3% (20)	7% (50)	18% (127)	695
2016 Vote: Other	15% (15)	37% (39)	11% (11)	10% (10)	3% (3)	3% (3)	9% (10)	13% (13)	105
2016 Vote: Didn't Vote	14% (96)	28% (194)	15% (106)	7% (47)	3% (19)	3% (20)	8% (56)	23% (156)	694
Voted in 2014: Yes	16% (200)	29% (363)	15% (181)	8% (94)	4% (46)	5% (59)	7% (92)	16% (196)	1230
Voted in 2014: No	14% (133)	27% (265)	16% (155)	8% (74)	3% (33)	3% (29)	7% (69)	22% (214)	970
2012 Vote: Barack Obama	19% (153)	28% (232)	14% (117)	9% (71)	3% (28)	5% (37)	7% (60)	14% (118)	815
2012 Vote: Mitt Romney	16% (76)	29% (140)	14% (68)	7% (35)	4% (18)	4% (20)	7% (33)	19% (90)	480
2012 Vote: Other	8% (5)	21% (12)	21% (12)	7% (4)	6% (3)	7% (4)	5% (3)	26% (15)	58
2012 Vote: Didn't Vote	12% (99)	29% (243)	16% (138)	7% (58)	3% (29)	3% (26)	7% (63)	22% (187)	843
4-Region: Northeast	18% (72)	27% (106)	14% (57)	10% (41)	3% (13)	2% (9)	8% (30)	17% (66)	394
4-Region: Midwest	13% (62)	26% (121)	17% (76)	7% (32)	4% (17)	4% (17)	11% (50)	19% (87)	462
4-Region: South	15% (120)	27% (223)	15% (121)	8% (66)	5% (40)	5% (38)	7% (54)	20% (163)	824
4-Region: West	15% (79)	34% (177)	16% (82)	5% (29)	2% (8)	5% (25)	5% (27)	18% (94)	520
Seeks spoilers for reality shows	18% (166)	31% (281)	15% (137)	8% (71)	4% (38)	4% (32)	6% (55)	13% (120)	900
Seeks spoilers for drama tv shows	17% (185)	30% (328)	16% (174)	9% (100)	4% (49)	3% (37)	6% (70)	14% (158)	1103
Seeks spoilers for sitcoms	16% (134)	30% (252)	15% (123)	10% (79)	4% (30)	4% (31)	6% (51)	16% (134)	835
Seeks spoilers for sporting events	18% (159)	29% (255)	17% (146)	8% (74)	5% (40)	5% (46)	4% (38)	14% (121)	879
Seeks spoilers for movies	17% (204)	29% (348)	14% (176)	9% (113)	4% (49)	4% (47)	7% (87)	16% (195)	1219
Seeks online spoilers for reality shows	17% (142)	30% (251)	16% (133)	9% (77)	4% (37)	4% (33)	5% (41)	13% (111)	824
Seeks online spoilers for drama tv shows	16% (158)	30% (289)	16% (153)	9% (91)	5% (45)	4% (40)	5% (52)	14% (134)	963
Seeks online spoilers for sitcoms	17% (127)	30% (228)	15% (115)	10% (74)	4% (33)	4% (33)	4% (29)	15% (109)	747
Seeks online spoilers for sporting events	17% (133)	28% (217)	17% (132)	10% (73)	4% (31)	4% (32)	5% (39)	14% (107)	764

Continued on next page

**Table MCEN7\_3:** Many people think there should be an agreed upon time limit for not spoiling entertainment. When do you believe it is OK to discuss spoilers on social media for the following types of entertainment?  
TV shows that recently premiered on cable TV

Demographic	The day it premieres / airs	A week after it premieres / airs	A month after it premieres / airs	About six months after it premieres / airs	A year after it premieres / airs	More than a year after it premieres / airs	Never	Don't know/No opinion	Total N
Adults	15% (333)	29% (627)	15% (336)	8% (168)	4% (78)	4% (87)	7% (160)	19% (410)	2200
Seeks online spoilers for movies	16% (182)	29% (322)	15% (171)	9% (102)	4% (45)	3% (37)	7% (75)	16% (172)	1106
Avoided social media for spoilers	15% (195)	33% (427)	18% (229)	7% (95)	4% (53)	4% (56)	5% (66)	13% (167)	1287
Never avoided social media for spoilers	15% (138)	22% (200)	12% (106)	8% (73)	3% (25)	3% (32)	10% (95)	27% (243)	913
People too sensitive about spoilers	19% (209)	31% (344)	19% (215)	8% (90)	4% (41)	4% (46)	6% (63)	10% (117)	1124
People too relaxed about spoilers	16% (170)	35% (374)	17% (181)	9% (93)	4% (43)	4% (47)	6% (59)	9% (99)	1066
Should have time limit for not spoiling	14% (183)	35% (440)	20% (249)	9% (120)	4% (54)	5% (59)	6% (71)	7% (93)	1270
Watches Bachelor and looks for spoilers	19% (52)	28% (78)	21% (59)	13% (38)	6% (18)	5% (13)	2% (6)	6% (16)	280
Watches Bachelor without spoilers	14% (30)	31% (65)	15% (31)	9% (19)	6% (12)	4% (8)	11% (22)	10% (21)	206

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



**Table MCEN7\_4:** Many people think there should be an agreed upon time limit for not spoiling entertainment. When do you believe it is OK to discuss spoilers on social media for the following types of entertainment?  
TV shows recently released on streaming services

Demographic	The day it premieres / airs	A week after it premieres / airs	A month after it premieres / airs	About six months after it premieres / airs	A year after it premieres / airs	More than a year after it premieres / airs	Never	Don't know/No opinion	Total N
Adults	14% (310)	27% (601)	17%(380)	7% (164)	3% (69)	4% (82)	8% (187)	19%(407)	2200
Gender: Male	13% (139)	25%(264)	21%(225)	7% (79)	3% (33)	5% (51)	9% (91)	17% (180)	1062
Gender: Female	15% (171)	30%(337)	14%(156)	7% (85)	3% (36)	3% (31)	8% (96)	20%(227)	1138
Age: 18-34	15% (101)	25%(166)	19% (127)	8% (50)	4% (29)	4% (29)	6% (42)	17% (112)	655
Age: 35-44	13% (46)	31% (113)	18% (66)	9% (32)	2% (6)	2% (8)	6% (21)	19% (67)	358
Age: 45-64	14% (109)	27%(202)	16%(124)	6% (46)	3% (22)	5% (35)	11% (81)	18% (132)	751
Age: 65+	12% (54)	28%(120)	15% (64)	8% (36)	3% (12)	2% (10)	10% (43)	22% (97)	436
GenZers: 1997-2012	14% (39)	25% (71)	20% (57)	8% (21)	6% (16)	4% (10)	8% (22)	17% (48)	284
Millennials: 1981-1996	14% (79)	27% (152)	19% (108)	8% (44)	3% (14)	4% (24)	6% (33)	18% (101)	555
GenXers: 1965-1980	13% (74)	28% (153)	19% (103)	8% (45)	3% (16)	3% (16)	9% (52)	17% (96)	556
Baby Boomers: 1946-1964	15% (113)	29% (215)	14%(104)	6% (45)	3% (23)	4% (29)	9% (68)	19% (136)	733
PID: Dem (no lean)	16% (129)	28%(227)	19% (154)	7% (57)	3% (22)	5% (41)	8% (64)	16% (131)	825
PID: Ind (no lean)	12% (79)	23% (154)	17% (113)	8% (53)	4% (28)	3% (22)	10% (66)	23% (153)	667
PID: Rep (no lean)	14% (103)	31%(220)	16% (113)	8% (54)	3% (18)	3% (19)	8% (57)	17% (124)	708
PID/Gender: Dem Men	17% (66)	22% (86)	26%(100)	6% (23)	2% (10)	6% (24)	9% (35)	11% (43)	388
PID/Gender: Dem Women	14% (62)	32% (141)	12% (54)	8% (33)	3% (13)	4% (17)	7% (29)	20% (88)	437
PID/Gender: Ind Men	8% (25)	21% (68)	20% (65)	7% (22)	4% (13)	4% (14)	10% (34)	25% (82)	323
PID/Gender: Ind Women	16% (53)	25% (86)	14% (48)	9% (30)	4% (15)	2% (8)	9% (32)	21% (71)	344
PID/Gender: Rep Men	14% (48)	31% (110)	17% (60)	9% (33)	3% (10)	4% (13)	6% (21)	16% (55)	351
PID/Gender: Rep Women	15% (55)	31% (110)	15% (53)	6% (21)	2% (8)	2% (6)	10% (36)	19% (69)	357
Ideo: Liberal (1-3)	15% (98)	31%(208)	18% (122)	9% (57)	4% (24)	3% (23)	5% (34)	15% (97)	664
Ideo: Moderate (4)	13% (85)	25% (170)	17% (115)	8% (52)	4% (25)	5% (30)	11% (75)	17% (113)	666
Ideo: Conservative (5-7)	16% (104)	28% (183)	18% (118)	7% (44)	2% (16)	3% (21)	8% (51)	19% (124)	661
Educ: < College	13%(202)	25%(384)	17%(252)	7% (111)	3% (46)	4% (58)	10% (147)	21% (313)	1512
Educ: Bachelors degree	15% (64)	32% (143)	19% (86)	7% (33)	3% (13)	3% (16)	7% (29)	13% (59)	444
Educ: Post-grad	18% (44)	30% (74)	17% (43)	8% (19)	4% (10)	4% (9)	4% (10)	14% (35)	244

Continued on next page

**Table MCEN7\_4:** Many people think there should be an agreed upon time limit for not spoiling entertainment. When do you believe it is OK to discuss spoilers on social media for the following types of entertainment?  
TV shows recently released on streaming services

Demographic	The day it premieres / airs	A week after it premieres / airs	A month after it premieres / airs	About six months after it premieres / airs	A year after it premieres / airs	More than a year after it premieres / airs	Never	Don't know/No opinion	Total N
Adults	14% (310)	27% (601)	17% (380)	7% (164)	3% (69)	4% (82)	8% (187)	19% (407)	2200
Income: Under 50k	13% (153)	24% (286)	16% (189)	7% (87)	3% (35)	4% (47)	11% (126)	21% (246)	1170
Income: 50k-100k	15% (93)	31% (192)	17% (101)	8% (51)	3% (21)	3% (20)	7% (43)	14% (88)	611
Income: 100k+	15% (63)	30% (124)	21% (90)	6% (25)	3% (12)	3% (15)	4% (18)	17% (72)	419
Ethnicity: White	15% (254)	28% (484)	18% (308)	8% (138)	3% (50)	4% (63)	8% (135)	17% (290)	1722
Ethnicity: Hispanic	22% (77)	28% (98)	17% (59)	8% (27)	3% (12)	3% (12)	6% (23)	12% (43)	349
Ethnicity: Black	10% (28)	22% (60)	13% (36)	5% (15)	5% (15)	5% (12)	11% (30)	28% (78)	274
Ethnicity: Other	14% (28)	28% (58)	18% (37)	5% (11)	2% (4)	3% (6)	11% (22)	19% (39)	204
All Christian	16% (176)	28% (307)	18% (200)	8% (89)	3% (28)	3% (36)	9% (99)	15% (168)	1103
All Non-Christian	15% (20)	28% (36)	14% (18)	10% (13)	4% (5)	5% (6)	9% (12)	15% (20)	129
Atheist	10% (9)	34% (33)	22% (21)	7% (7)	— (0)	7% (7)	7% (7)	13% (12)	97
Agnostic/Nothing in particular	11% (57)	27% (142)	17% (87)	7% (36)	4% (23)	3% (18)	8% (44)	23% (121)	527
Something Else	14% (48)	24% (83)	16% (54)	5% (19)	4% (13)	5% (16)	7% (24)	25% (87)	344
Religious Non-Protestant/Catholic	14% (21)	30% (45)	14% (21)	10% (15)	3% (5)	4% (6)	11% (17)	14% (21)	151
Evangelical	14% (93)	26% (173)	17% (111)	8% (52)	4% (23)	4% (29)	8% (49)	19% (123)	653
Non-Evangelical	17% (127)	27% (199)	18% (132)	7% (52)	2% (16)	3% (21)	9% (66)	17% (127)	740
Community: Urban	15% (105)	28% (199)	20% (140)	9% (61)	4% (28)	5% (32)	5% (38)	15% (110)	714
Community: Suburban	13% (129)	30% (287)	15% (146)	7% (65)	3% (26)	3% (29)	10% (95)	20% (188)	965
Community: Rural	14% (75)	22% (116)	18% (94)	7% (38)	3% (15)	4% (21)	10% (54)	21% (109)	521
Employ: Private Sector	14% (107)	29% (215)	20% (152)	9% (65)	3% (22)	4% (27)	7% (49)	15% (108)	746
Employ: Government	22% (28)	39% (49)	16% (20)	4% (5)	2% (3)	2% (3)	5% (6)	9% (11)	126
Employ: Self-Employed	10% (15)	19% (30)	21% (34)	10% (17)	4% (7)	8% (13)	8% (13)	20% (33)	162
Employ: Homemaker	15% (20)	40% (52)	13% (18)	5% (6)	2% (2)	2% (3)	10% (14)	13% (17)	133
Employ: Retired	11% (56)	27% (133)	15% (73)	5% (26)	4% (19)	4% (21)	12% (58)	23% (114)	500
Employ: Unemployed	15% (44)	20% (57)	20% (57)	9% (26)	1% (2)	2% (5)	10% (29)	23% (67)	288
Employ: Other	14% (19)	24% (34)	8% (11)	10% (14)	1% (1)	4% (6)	11% (15)	28% (38)	138

Continued on next page

**Table MCEN7\_4:** Many people think there should be an agreed upon time limit for not spoiling entertainment. When do you believe it is OK to discuss spoilers on social media for the following types of entertainment?  
TV shows recently released on streaming services

Demographic	The day it premieres / airs	A week after it premieres / airs	A month after it premieres / airs	About six months after it premieres / airs	A year after it premieres / airs	More than a year after it premieres / airs	Never	Don't know/No opinion	Total N
Adults	14% (310)	27% (601)	17% (380)	7% (164)	3% (69)	4% (82)	8% (187)	19% (407)	2200
Military HH: Yes	14% (44)	29% (93)	16% (51)	3% (10)	3% (10)	5% (16)	9% (30)	20% (63)	316
Military HH: No	14% (266)	27% (508)	18% (330)	8% (154)	3% (59)	4% (66)	8% (157)	18% (344)	1884
RD/WT: Right Direction	16% (109)	25% (174)	19% (134)	8% (59)	3% (22)	4% (31)	8% (59)	16% (111)	700
RD/WT: Wrong Track	13% (201)	28% (427)	16% (247)	7% (105)	3% (47)	3% (51)	8% (127)	20% (296)	1500
Trump Job Approve	16% (142)	26% (241)	17% (158)	7% (65)	3% (32)	4% (35)	9% (79)	17% (159)	911
Trump Job Disapprove	14% (166)	28% (337)	18% (214)	8% (94)	3% (37)	4% (45)	8% (97)	18% (219)	1210
Trump Job Strongly Approve	16% (75)	25% (121)	19% (89)	7% (35)	3% (15)	3% (15)	8% (37)	19% (89)	476
Trump Job Somewhat Approve	15% (67)	28% (120)	16% (69)	7% (30)	4% (17)	5% (20)	10% (43)	16% (70)	435
Trump Job Somewhat Disapprove	15% (41)	28% (75)	18% (47)	9% (25)	3% (7)	6% (16)	6% (16)	16% (42)	268
Trump Job Strongly Disapprove	13% (125)	28% (263)	18% (167)	7% (69)	3% (30)	3% (30)	9% (80)	19% (178)	942
Favorable of Trump	16% (145)	27% (249)	18% (165)	7% (68)	3% (28)	4% (36)	9% (81)	18% (166)	938
Unfavorable of Trump	14% (161)	28% (332)	17% (202)	8% (91)	3% (35)	4% (47)	8% (99)	18% (205)	1172
Very Favorable of Trump	16% (91)	27% (154)	17% (99)	6% (36)	3% (19)	3% (18)	9% (52)	18% (102)	571
Somewhat Favorable of Trump	15% (54)	26% (95)	18% (67)	9% (32)	2% (9)	5% (17)	8% (29)	18% (64)	368
Somewhat Unfavorable of Trump	14% (28)	29% (57)	18% (36)	9% (17)	3% (6)	3% (7)	9% (18)	15% (29)	197
Very Unfavorable of Trump	14% (133)	28% (275)	17% (166)	8% (74)	3% (29)	4% (40)	8% (81)	18% (176)	974
#1 Issue: Economy	13% (111)	29% (239)	20% (165)	7% (56)	2% (18)	4% (32)	8% (66)	18% (151)	838
#1 Issue: Security	15% (31)	32% (65)	14% (29)	7% (15)	5% (10)	4% (7)	8% (16)	15% (31)	205
#1 Issue: Health Care	16% (69)	27% (116)	12% (53)	8% (36)	5% (22)	4% (17)	8% (32)	19% (79)	424
#1 Issue: Medicare / Social Security	13% (37)	21% (63)	18% (54)	7% (22)	3% (9)	2% (7)	14% (40)	21% (63)	296
#1 Issue: Women's Issues	14% (16)	31% (36)	19% (22)	5% (6)	5% (6)	7% (8)	6% (7)	13% (15)	116
#1 Issue: Education	11% (11)	28% (30)	15% (15)	11% (11)	2% (2)	7% (7)	5% (5)	22% (23)	105
#1 Issue: Energy	13% (10)	22% (17)	28% (22)	9% (7)	— (0)	2% (1)	5% (4)	20% (16)	78
#1 Issue: Other	18% (25)	26% (36)	14% (19)	8% (11)	— (0)	2% (2)	12% (16)	21% (29)	138

Continued on next page

**Table MCEN7\_4:** Many people think there should be an agreed upon time limit for not spoiling entertainment. When do you believe it is OK to discuss spoilers on social media for the following types of entertainment?  
TV shows recently released on streaming services

Demographic	The day it premieres / airs	A week after it premieres / airs	A month after it premieres / airs	About six months after it premieres / airs	A year after it premieres / airs	More than a year after it premieres / airs	Never	Don't know/No opinion	Total N
Adults	14% (310)	27% (601)	17% (380)	7% (164)	3% (69)	4% (82)	8% (187)	19% (407)	2200
2018 House Vote: Democrat	14% (108)	28% (209)	17% (127)	8% (63)	3% (23)	4% (32)	10% (73)	15% (114)	749
2018 House Vote: Republican	15% (95)	30% (189)	16% (99)	8% (51)	3% (19)	4% (24)	7% (47)	18% (112)	635
2018 House Vote: Someone else	15% (8)	22% (11)	13% (7)	9% (5)	3% (1)	3% (1)	10% (5)	26% (13)	51
2016 Vote: Hillary Clinton	13% (93)	28% (195)	17% (120)	8% (56)	4% (27)	5% (37)	9% (63)	16% (115)	704
2016 Vote: Donald Trump	15% (103)	28% (198)	17% (117)	7% (50)	3% (19)	3% (17)	8% (59)	19% (131)	695
2016 Vote: Other	16% (16)	31% (32)	12% (13)	11% (12)	2% (2)	3% (3)	10% (10)	15% (16)	105
2016 Vote: Didn't Vote	14% (97)	25% (177)	19% (130)	6% (45)	3% (21)	4% (25)	8% (54)	21% (145)	694
Voted in 2014: Yes	14% (171)	28% (350)	16% (202)	8% (96)	3% (38)	4% (54)	9% (113)	17% (206)	1230
Voted in 2014: No	14% (138)	26% (251)	18% (178)	7% (68)	3% (31)	3% (28)	8% (74)	21% (201)	970
2012 Vote: Barack Obama	15% (125)	28% (231)	17% (138)	8% (62)	4% (34)	4% (35)	9% (71)	15% (120)	815
2012 Vote: Mitt Romney	14% (69)	29% (141)	15% (72)	8% (37)	2% (9)	4% (19)	8% (38)	20% (95)	480
2012 Vote: Other	10% (6)	16% (9)	11% (7)	15% (9)	3% (2)	3% (2)	10% (6)	33% (19)	58
2012 Vote: Didn't Vote	13% (110)	26% (219)	19% (163)	7% (55)	3% (24)	3% (27)	8% (70)	21% (173)	843
4-Region: Northeast	14% (56)	27% (106)	18% (72)	10% (40)	3% (10)	3% (12)	7% (29)	17% (68)	394
4-Region: Midwest	15% (69)	25% (114)	17% (77)	7% (31)	1% (7)	4% (18)	13% (62)	18% (84)	462
4-Region: South	14% (114)	26% (217)	17% (139)	7% (60)	5% (39)	4% (36)	7% (60)	19% (160)	824
4-Region: West	14% (71)	32% (164)	18% (92)	6% (33)	3% (13)	3% (16)	7% (36)	18% (96)	520
Seeks spoilers for reality shows	18% (159)	30% (268)	19% (167)	8% (74)	4% (33)	3% (28)	7% (64)	12% (107)	900
Seeks spoilers for drama tv shows	16% (177)	30% (334)	16% (181)	8% (93)	4% (40)	4% (40)	8% (84)	14% (153)	1103
Seeks spoilers for sitcoms	16% (130)	30% (251)	16% (130)	8% (67)	4% (34)	4% (31)	8% (63)	15% (129)	835
Seeks spoilers for sporting events	18% (160)	27% (234)	18% (157)	9% (80)	4% (32)	4% (38)	7% (65)	13% (114)	879
Seeks spoilers for movies	16% (195)	28% (342)	18% (214)	8% (97)	4% (48)	4% (43)	8% (99)	15% (181)	1219
Seeks online spoilers for reality shows	17% (142)	31% (252)	19% (157)	9% (73)	4% (31)	4% (30)	6% (51)	11% (89)	824
Seeks online spoilers for drama tv shows	15% (146)	31% (299)	18% (173)	9% (85)	4% (36)	4% (38)	6% (58)	13% (130)	963
Seeks online spoilers for sitcoms	16% (118)	32% (237)	17% (126)	8% (60)	4% (30)	4% (27)	6% (46)	14% (103)	747
Seeks online spoilers for sporting events	18% (134)	28% (212)	19% (147)	9% (70)	4% (28)	4% (32)	8% (58)	11% (83)	764

Continued on next page

**Table MCEN7\_4:** Many people think there should be an agreed upon time limit for not spoiling entertainment. When do you believe it is OK to discuss spoilers on social media for the following types of entertainment?  
 TV shows recently released on streaming services

Demographic	The day it premieres / airs	A week after it premieres / airs	A month after it premieres / airs	About six months after it premieres / airs	A year after it premieres / airs	More than a year after it premieres / airs	Never	Don't know/No opinion	Total N
Adults	14% (310)	27% (601)	17% (380)	7% (164)	3% (69)	4% (82)	8% (187)	19% (407)	2200
Seeks online spoilers for movies	15% (169)	29% (322)	17% (192)	8% (91)	4% (48)	4% (40)	8% (86)	14% (160)	1106
Avoided social media for spoilers	14% (179)	32% (413)	19% (248)	9% (110)	3% (44)	3% (38)	6% (80)	14% (175)	1287
Never avoided social media for spoilers	14% (131)	21% (188)	14% (132)	6% (54)	3% (25)	5% (44)	12% (107)	25% (233)	913
People too sensitive about spoilers	18% (202)	31% (348)	19% (218)	7% (77)	3% (37)	4% (43)	7% (78)	11% (120)	1124
People too relaxed about spoilers	15% (162)	32% (345)	21% (220)	9% (97)	3% (33)	4% (39)	7% (78)	9% (91)	1066
Should have time limit for not spoiling	14% (180)	32% (411)	23% (294)	8% (106)	4% (45)	4% (57)	6% (78)	8% (99)	1270
Watches Bachelor and looks for spoilers	16% (45)	30% (84)	25% (71)	13% (37)	3% (8)	4% (12)	4% (10)	5% (14)	280
Watches Bachelor without spoilers	15% (31)	27% (56)	18% (36)	8% (17)	5% (9)	3% (6)	12% (26)	12% (24)	206

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

**Table MCEN7\_5:** Many people think there should be an agreed upon time limit for not spoiling entertainment. When do you believe it is OK to discuss spoilers on social media for the following types of entertainment?  
Recent sporting events

Demographic	The day it premieres / airs	A week after it premieres / airs	A month after it premieres / airs	About six months after it premieres / airs	A year after it premieres / airs	More than a year after it premieres / airs	Never	Don't know/No opinion	Total N
Adults	25% (555)	23% (501)	9% (197)	6% (128)	2% (50)	3% (73)	10% (216)	22%(479)	2200
Gender: Male	23%(246)	25%(269)	11% (121)	7% (72)	3% (30)	4% (45)	8% (86)	18%(192)	1062
Gender: Female	27%(309)	20%(232)	7% (76)	5% (56)	2% (20)	2% (27)	11%(130)	25%(287)	1138
Age: 18-34	26% (170)	19% (126)	11% (72)	7% (44)	2% (14)	4% (25)	7% (44)	24% (159)	655
Age: 35-44	24% (84)	27% (97)	10% (34)	9% (31)	1% (4)	2% (8)	8% (30)	19% (69)	358
Age: 45-64	28% (213)	21% (157)	8% (62)	4% (31)	3% (26)	4% (30)	12% (94)	19% (140)	751
Age: 65+	20% (89)	28% (121)	7% (29)	5% (23)	2% (7)	2% (10)	11% (48)	25% (111)	436
GenZers: 1997-2012	21% (61)	21% (59)	9% (25)	7% (19)	2% (6)	3% (8)	8% (24)	29% (83)	284
Millennials: 1981-1996	28% (155)	22% (123)	11% (63)	7% (38)	2% (12)	4% (21)	6% (34)	20% (109)	555
GenXers: 1965-1980	25% (140)	21% (115)	11% (64)	7% (39)	3% (15)	2% (12)	12% (65)	19% (106)	556
Baby Boomers: 1946-1964	26% (194)	25% (186)	5% (40)	4% (28)	2% (18)	4% (30)	11% (81)	21% (156)	733
PID: Dem (no lean)	25% (205)	24% (198)	9% (78)	7% (55)	2% (20)	4% (31)	10% (82)	19% (156)	825
PID: Ind (no lean)	22% (146)	21% (143)	7% (49)	6% (40)	2% (11)	3% (23)	10% (66)	28% (190)	667
PID: Rep (no lean)	29% (205)	23% (160)	10% (70)	5% (34)	3% (19)	3% (19)	10% (68)	19% (134)	708
PID/Gender: Dem Men	22% (86)	26% (103)	12% (45)	9% (34)	3% (10)	5% (19)	9% (36)	14% (55)	388
PID/Gender: Dem Women	27% (118)	22% (95)	8% (33)	5% (21)	2% (10)	3% (12)	11% (46)	23% (101)	437
PID/Gender: Ind Men	20% (64)	24% (79)	11% (35)	5% (17)	1% (5)	5% (17)	7% (22)	26% (84)	323
PID/Gender: Ind Women	24% (82)	19% (64)	4% (14)	6% (22)	2% (6)	2% (6)	13% (43)	31% (106)	344
PID/Gender: Rep Men	27% (96)	25% (87)	12% (41)	6% (21)	4% (15)	3% (9)	8% (27)	15% (53)	351
PID/Gender: Rep Women	30% (108)	20% (72)	8% (29)	4% (13)	1% (4)	3% (9)	11% (41)	23% (81)	357
Ideo: Liberal (1-3)	26% (175)	25% (165)	11% (73)	7% (48)	3% (19)	2% (14)	8% (52)	18% (118)	664
Ideo: Moderate (4)	23% (155)	23% (156)	9% (59)	6% (40)	2% (16)	5% (36)	10% (68)	20% (136)	666
Ideo: Conservative (5-7)	29% (194)	22% (146)	9% (57)	5% (34)	2% (15)	2% (16)	11% (73)	19% (126)	661
Educ: < College	24% (360)	21% (315)	8% (117)	6% (87)	2% (28)	4% (54)	11% (166)	25% (385)	1512
Educ: Bachelors degree	28% (125)	27% (118)	12% (52)	5% (24)	3% (15)	3% (13)	9% (38)	13% (59)	444
Educ: Post-grad	29% (70)	28% (68)	12% (29)	7% (18)	3% (8)	2% (5)	5% (12)	14% (35)	244

Continued on next page

**Table MCEN7\_5:** Many people think there should be an agreed upon time limit for not spoiling entertainment. When do you believe it is OK to discuss spoilers on social media for the following types of entertainment?  
Recent sporting events

Demographic	The day it premieres / airs	A week after it premieres / airs	A month after it premieres / airs	About six months after it premieres / airs	A year after it premieres / airs	More than a year after it premieres / airs	Never	Don't know/No opinion	Total N
Adults	25% (555)	23% (501)	9% (197)	6% (128)	2% (50)	3% (73)	10% (216)	22% (479)	2200
Income: Under 50k	23% (266)	19% (226)	8% (93)	6% (68)	2% (21)	4% (46)	12% (137)	27% (313)	1170
Income: 50k-100k	28% (170)	26% (157)	10% (61)	5% (33)	3% (17)	3% (16)	9% (56)	17% (102)	611
Income: 100k+	29% (120)	28% (118)	10% (43)	7% (28)	3% (13)	3% (11)	6% (23)	15% (64)	419
Ethnicity: White	27% (456)	24% (408)	9% (156)	6% (101)	3% (44)	3% (51)	9% (161)	20% (345)	1722
Ethnicity: Hispanic	29% (102)	19% (66)	11% (38)	4% (15)	4% (15)	4% (13)	8% (27)	21% (73)	349
Ethnicity: Black	18% (50)	19% (53)	10% (27)	5% (13)	2% (5)	4% (12)	13% (35)	29% (80)	274
Ethnicity: Other	24% (49)	20% (40)	7% (15)	7% (14)	1% (1)	5% (11)	10% (20)	26% (54)	204
All Christian	27% (296)	24% (263)	10% (107)	6% (63)	3% (30)	3% (39)	10% (109)	18% (196)	1103
All Non-Christian	27% (35)	23% (30)	8% (10)	11% (15)	4% (5)	4% (5)	8% (11)	15% (19)	129
Atheist	25% (24)	26% (25)	6% (6)	7% (7)	2% (2)	4% (4)	10% (10)	19% (18)	97
Agnostic/Nothing in particular	24% (124)	20% (107)	8% (41)	7% (35)	1% (4)	3% (14)	9% (48)	29% (154)	527
Something Else	22% (75)	22% (76)	10% (33)	2% (8)	3% (9)	3% (12)	11% (39)	27% (92)	344
Religious Non-Protestant/Catholic	26% (40)	24% (36)	8% (11)	10% (15)	4% (6)	4% (5)	11% (17)	14% (21)	151
Evangelical	25% (162)	21% (136)	10% (68)	7% (45)	3% (21)	3% (22)	9% (61)	21% (139)	653
Non-Evangelical	27% (202)	25% (186)	9% (64)	4% (26)	2% (15)	3% (24)	11% (79)	19% (143)	740
Community: Urban	22% (158)	24% (170)	11% (78)	9% (68)	4% (27)	4% (28)	6% (44)	20% (142)	714
Community: Suburban	27% (262)	25% (243)	8% (78)	3% (31)	2% (16)	3% (25)	10% (99)	22% (210)	965
Community: Rural	26% (135)	17% (88)	8% (42)	6% (30)	1% (7)	4% (19)	14% (73)	24% (126)	521
Employ: Private Sector	28% (208)	24% (180)	12% (89)	6% (44)	2% (17)	4% (33)	7% (54)	16% (121)	746
Employ: Government	25% (32)	35% (44)	15% (19)	5% (6)	3% (4)	1% (1)	5% (6)	10% (13)	126
Employ: Self-Employed	20% (33)	21% (34)	9% (14)	11% (17)	5% (9)	5% (9)	6% (10)	22% (36)	162
Employ: Homemaker	34% (45)	21% (28)	7% (9)	2% (3)	2% (3)	1% (1)	21% (28)	12% (16)	133
Employ: Retired	20% (101)	27% (134)	5% (27)	4% (18)	2% (11)	4% (19)	13% (66)	25% (124)	500
Employ: Unemployed	25% (72)	16% (47)	6% (17)	9% (27)	1% (1)	1% (4)	12% (36)	29% (83)	288
Employ: Other	22% (30)	11% (15)	7% (10)	6% (8)	2% (2)	4% (6)	9% (13)	39% (54)	138

Continued on next page

**Table MCEN7\_5:** Many people think there should be an agreed upon time limit for not spoiling entertainment. When do you believe it is OK to discuss spoilers on social media for the following types of entertainment?  
Recent sporting events

Demographic	The day it premieres / airs	A week after it premieres / airs	A month after it premieres / airs	About six months after it premieres / airs	A year after it premieres / airs	More than a year after it premieres / airs	Never	Don't know/No opinion	Total N
Adults	25% (555)	23% (501)	9% (197)	6% (128)	2% (50)	3% (73)	10% (216)	22% (479)	2200
Military HH: Yes	29% (92)	22% (69)	6% (18)	4% (12)	3% (9)	2% (8)	12% (38)	22% (70)	316
Military HH: No	25% (463)	23% (432)	9% (179)	6% (117)	2% (41)	3% (65)	9% (178)	22% (409)	1884
RD/WT: Right Direction	25% (172)	24% (171)	12% (83)	6% (41)	3% (24)	4% (25)	10% (67)	17% (116)	700
RD/WT: Wrong Track	26% (383)	22% (329)	8% (115)	6% (88)	2% (27)	3% (48)	10% (149)	24% (363)	1500
Trump Job Approve	28% (251)	21% (195)	10% (95)	5% (46)	3% (28)	4% (33)	10% (90)	19% (175)	911
Trump Job Disapprove	25% (298)	24% (294)	8% (96)	7% (80)	2% (23)	3% (40)	10% (115)	22% (264)	1210
Trump Job Strongly Approve	27% (129)	22% (106)	10% (48)	5% (22)	3% (15)	3% (15)	10% (48)	20% (93)	476
Trump Job Somewhat Approve	28% (122)	20% (88)	11% (47)	6% (24)	3% (12)	4% (18)	10% (42)	19% (81)	435
Trump Job Somewhat Disapprove	25% (68)	26% (70)	9% (25)	9% (23)	1% (2)	5% (13)	7% (19)	18% (48)	268
Trump Job Strongly Disapprove	24% (230)	24% (224)	8% (71)	6% (57)	2% (20)	3% (27)	10% (97)	23% (216)	942
Favorable of Trump	27% (257)	20% (191)	11% (106)	5% (45)	3% (26)	3% (32)	10% (97)	20% (184)	938
Unfavorable of Trump	25% (292)	25% (293)	7% (88)	6% (76)	2% (22)	3% (40)	9% (111)	21% (252)	1172
Very Favorable of Trump	26% (150)	23% (128)	10% (58)	4% (24)	2% (14)	3% (15)	12% (66)	20% (115)	571
Somewhat Favorable of Trump	29% (107)	17% (63)	13% (48)	6% (21)	3% (12)	5% (17)	8% (31)	19% (69)	368
Somewhat Unfavorable of Trump	19% (37)	29% (56)	11% (22)	11% (21)	2% (4)	3% (6)	8% (16)	18% (35)	197
Very Unfavorable of Trump	26% (255)	24% (236)	7% (65)	6% (55)	2% (18)	3% (34)	10% (95)	22% (216)	974
#1 Issue: Economy	26% (220)	21% (180)	11% (89)	5% (42)	2% (17)	4% (32)	9% (73)	22% (184)	838
#1 Issue: Security	29% (59)	23% (47)	6% (13)	7% (14)	4% (9)	3% (5)	11% (23)	17% (35)	205
#1 Issue: Health Care	28% (119)	26% (111)	7% (32)	6% (23)	3% (14)	4% (16)	7% (30)	18% (78)	424
#1 Issue: Medicare / Social Security	18% (52)	23% (69)	8% (23)	5% (14)	1% (3)	3% (9)	15% (46)	27% (79)	296
#1 Issue: Women's Issues	25% (29)	20% (23)	5% (6)	9% (10)	1% (1)	4% (5)	14% (17)	21% (25)	116
#1 Issue: Education	21% (22)	25% (26)	13% (13)	9% (10)	3% (3)	4% (4)	4% (4)	21% (22)	105
#1 Issue: Energy	19% (15)	17% (13)	13% (10)	16% (12)	1% (1)	1% (1)	11% (9)	21% (16)	78
#1 Issue: Other	28% (39)	22% (31)	7% (10)	2% (2)	1% (1)	1% (1)	11% (16)	28% (39)	138

Continued on next page



**Table MCEN7\_5:** Many people think there should be an agreed upon time limit for not spoiling entertainment. When do you believe it is OK to discuss spoilers on social media for the following types of entertainment?  
Recent sporting events

Demographic	The day it premieres / airs	A week after it premieres / airs	A month after it premieres / airs	About six months after it premieres / airs	A year after it premieres / airs	More than a year after it premieres / airs	Never	Don't know/No opinion	Total N
Adults	25% (555)	23% (501)	9% (197)	6% (128)	2% (50)	3% (73)	10% (216)	22% (479)	2200
2018 House Vote: Democrat	24% (183)	25% (187)	10% (73)	6% (45)	3% (20)	5% (34)	10% (75)	18% (133)	749
2018 House Vote: Republican	29% (183)	24% (154)	9% (54)	5% (33)	3% (18)	4% (23)	9% (58)	17% (111)	635
2018 House Vote: Someone else	14% (7)	22% (12)	7% (4)	6% (3)	1% (0)	2% (1)	16% (8)	31% (16)	51
2016 Vote: Hillary Clinton	23% (165)	26% (184)	9% (62)	6% (40)	2% (17)	6% (40)	10% (70)	18% (127)	704
2016 Vote: Donald Trump	26% (183)	22% (154)	10% (68)	5% (36)	3% (24)	2% (16)	10% (72)	20% (142)	695
2016 Vote: Other	29% (31)	20% (21)	8% (8)	7% (7)	— (0)	3% (4)	12% (12)	20% (21)	105
2016 Vote: Didn't Vote	25% (177)	20% (140)	9% (60)	6% (45)	1% (9)	2% (14)	9% (62)	27% (188)	694
Voted in 2014: Yes	25% (312)	25% (306)	10% (117)	5% (65)	2% (30)	4% (53)	11% (130)	18% (217)	1230
Voted in 2014: No	25% (244)	20% (195)	8% (80)	7% (64)	2% (20)	2% (20)	9% (86)	27% (262)	970
2012 Vote: Barack Obama	26% (212)	25% (204)	9% (73)	6% (51)	3% (22)	4% (34)	10% (85)	17% (135)	815
2012 Vote: Mitt Romney	29% (141)	21% (101)	9% (43)	5% (23)	2% (9)	3% (16)	11% (51)	20% (96)	480
2012 Vote: Other	15% (9)	18% (10)	12% (7)	5% (3)	1% (1)	2% (1)	11% (6)	36% (21)	58
2012 Vote: Didn't Vote	23% (194)	22% (184)	9% (74)	6% (51)	2% (19)	3% (22)	9% (72)	27% (227)	843
4-Region: Northeast	26% (101)	24% (93)	9% (36)	9% (36)	3% (13)	2% (7)	10% (40)	17% (68)	394
4-Region: Midwest	22% (103)	24% (111)	9% (41)	4% (19)	2% (8)	4% (18)	15% (68)	21% (95)	462
4-Region: South	25% (207)	22% (183)	8% (63)	5% (44)	3% (26)	3% (24)	9% (78)	24% (198)	824
4-Region: West	28% (145)	22% (114)	11% (57)	6% (29)	1% (3)	4% (23)	6% (30)	23% (118)	520
Seeks spoilers for reality shows	27% (239)	24% (220)	12% (111)	8% (69)	2% (21)	3% (30)	8% (71)	15% (138)	900
Seeks spoilers for drama tv shows	25% (280)	23% (256)	11% (119)	7% (79)	3% (31)	4% (39)	10% (108)	17% (191)	1103
Seeks spoilers for sitcoms	25% (205)	23% (190)	11% (93)	8% (65)	3% (22)	4% (34)	10% (81)	17% (145)	835
Seeks spoilers for sporting events	28% (250)	24% (214)	13% (111)	9% (78)	3% (23)	4% (38)	6% (51)	13% (114)	879
Seeks spoilers for movies	25% (305)	22% (273)	10% (125)	8% (94)	2% (27)	3% (38)	10% (124)	19% (234)	1219
Seeks online spoilers for reality shows	26% (217)	24% (198)	13% (107)	9% (70)	3% (22)	3% (25)	8% (63)	15% (122)	824
Seeks online spoilers for drama tv shows	25% (239)	23% (222)	12% (113)	8% (77)	3% (26)	3% (31)	9% (84)	18% (171)	963
Seeks online spoilers for sitcoms	26% (193)	23% (172)	12% (93)	8% (60)	4% (27)	4% (27)	8% (57)	16% (118)	747
Seeks online spoilers for sporting events	29% (223)	23% (178)	13% (102)	9% (69)	3% (21)	4% (30)	6% (47)	12% (94)	764

Continued on next page

**Table MCEN7\_5:** Many people think there should be an agreed upon time limit for not spoiling entertainment. When do you believe it is OK to discuss spoilers on social media for the following types of entertainment?  
Recent sporting events

Demographic	The day it premieres / airs	A week after it premieres / airs	A month after it premieres / airs	About six months after it premieres / airs	A year after it premieres / airs	More than a year after it premieres / airs	Never	Don't know/No opinion	Total N
Adults	25% (555)	23% (501)	9% (197)	6% (128)	2% (50)	3% (73)	10% (216)	22% (479)	2200
Seeks online spoilers for movies	25% (282)	22% (240)	11% (123)	8% (83)	3% (30)	3% (36)	10% (107)	19% (206)	1106
Avoided social media for spoilers	28% (364)	26% (330)	11% (138)	6% (82)	3% (33)	3% (37)	8% (102)	16% (200)	1287
Never avoided social media for spoilers	21% (192)	19% (171)	7% (59)	5% (46)	2% (17)	4% (36)	12% (113)	31% (279)	913
People too sensitive about spoilers	31% (343)	23% (262)	12% (134)	7% (76)	2% (27)	3% (39)	8% (89)	14% (154)	1124
People too relaxed about spoilers	26% (278)	28% (294)	12% (133)	6% (66)	3% (31)	4% (40)	9% (96)	12% (128)	1066
Should have time limit for not spoiling	27% (340)	30% (376)	11% (145)	7% (90)	3% (33)	4% (49)	8% (96)	11% (140)	1270
Watches Bachelor and looks for spoilers	22% (63)	27% (76)	19% (54)	14% (40)	5% (14)	4% (11)	2% (7)	6% (16)	280
Watches Bachelor without spoilers	29% (59)	22% (46)	9% (18)	9% (18)	3% (7)	3% (5)	13% (27)	13% (27)	206

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

**Table MCEN8: Do you watch ABC's The Bachelor/The Bachelorette?**

Demographic	Yes, and I always look for spoilers prior to watching		Yes, and I sometimes look for spoilers prior to watching		Yes, and I never look for spoilers prior to watching		No, but I read the spoilers		No, I do not watch and do not read about it		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	3%	(75)	9%	(206)	9%	(206)	6%	(126)	72%	(1587)	2200
Gender: Male	5%	(49)	12%	(125)	8%	(83)	6%	(67)	69%	(737)	1062
Gender: Female	2%	(26)	7%	(80)	11%	(123)	5%	(59)	75%	(850)	1138
Age: 18-34	5%	(36)	10%	(63)	10%	(67)	8%	(52)	67%	(437)	655
Age: 35-44	6%	(23)	24%	(85)	12%	(42)	6%	(20)	53%	(188)	358
Age: 45-64	2%	(14)	7%	(49)	10%	(76)	6%	(44)	76%	(567)	751
Age: 65+	—	(1)	2%	(9)	5%	(22)	2%	(10)	91%	(395)	436
GenZers: 1997-2012	5%	(13)	6%	(16)	9%	(25)	8%	(22)	73%	(208)	284
Millennials: 1981-1996	6%	(35)	14%	(77)	13%	(72)	8%	(42)	59%	(329)	555
GenXers: 1965-1980	4%	(21)	16%	(89)	10%	(55)	6%	(35)	64%	(357)	556
Baby Boomers: 1946-1964	1%	(4)	3%	(24)	7%	(48)	4%	(28)	86%	(630)	733
PID: Dem (no lean)	4%	(31)	11%	(89)	10%	(84)	5%	(44)	70%	(577)	825
PID: Ind (no lean)	2%	(12)	6%	(41)	8%	(52)	6%	(40)	78%	(523)	667
PID: Rep (no lean)	5%	(32)	11%	(76)	10%	(71)	6%	(42)	69%	(487)	708
PID/Gender: Dem Men	6%	(23)	14%	(54)	8%	(32)	7%	(26)	65%	(253)	388
PID/Gender: Dem Women	2%	(8)	8%	(36)	12%	(51)	4%	(18)	74%	(324)	437
PID/Gender: Ind Men	1%	(2)	8%	(25)	6%	(18)	6%	(20)	80%	(259)	323
PID/Gender: Ind Women	3%	(10)	5%	(16)	10%	(33)	6%	(21)	77%	(264)	344
PID/Gender: Rep Men	7%	(24)	13%	(47)	9%	(33)	6%	(22)	64%	(225)	351
PID/Gender: Rep Women	2%	(8)	8%	(29)	11%	(39)	6%	(20)	73%	(261)	357
Ideo: Liberal (1-3)	4%	(28)	12%	(79)	10%	(66)	6%	(39)	68%	(452)	664
Ideo: Moderate (4)	2%	(16)	11%	(74)	10%	(64)	6%	(40)	71%	(472)	666
Ideo: Conservative (5-7)	4%	(24)	8%	(51)	10%	(65)	6%	(39)	73%	(482)	661
Educ: < College	2%	(32)	5%	(71)	9%	(133)	5%	(82)	79%	(1194)	1512
Educ: Bachelors degree	4%	(18)	17%	(77)	8%	(35)	6%	(28)	65%	(287)	444
Educ: Post-grad	10%	(25)	24%	(58)	16%	(38)	7%	(17)	44%	(106)	244
Income: Under 50k	2%	(27)	4%	(50)	9%	(108)	6%	(75)	78%	(910)	1170
Income: 50k-100k	3%	(18)	10%	(58)	8%	(49)	4%	(27)	75%	(458)	611
Income: 100k+	7%	(29)	23%	(98)	12%	(49)	6%	(24)	52%	(218)	419

Continued on next page

**Table MCEN8:** Do you watch ABC's *The Bachelor*/*The Bachelorette*?

Demographic	Yes, and I always look for spoilers prior to watching		Yes, and I sometimes look for spoilers prior to watching		Yes, and I never look for spoilers prior to watching		No, but I read the spoilers		No, I do not watch and do not read about it		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	3%	(75)	9%	(206)	9%	(206)	6%	(126)	72%	(1587)	2200
Ethnicity: White	4%	(64)	10%	(170)	10%	(166)	5%	(86)	72%	(1236)	1722
Ethnicity: Hispanic	5%	(18)	13%	(46)	12%	(41)	8%	(29)	62%	(217)	349
Ethnicity: Black	4%	(10)	7%	(19)	7%	(19)	7%	(20)	75%	(205)	274
Ethnicity: Other	—	(1)	8%	(16)	10%	(21)	10%	(20)	72%	(146)	204
All Christian	4%	(46)	11%	(124)	10%	(109)	6%	(64)	69%	(759)	1103
All Non-Christian	6%	(8)	16%	(20)	10%	(13)	8%	(10)	60%	(77)	129
Atheist	3%	(3)	13%	(13)	6%	(6)	5%	(5)	72%	(70)	97
Agnostic/Nothing in particular	2%	(8)	4%	(22)	6%	(31)	5%	(27)	83%	(438)	527
Something Else	3%	(9)	7%	(25)	14%	(47)	6%	(20)	71%	(243)	344
Religious Non-Protestant/Catholic	6%	(9)	16%	(24)	10%	(16)	7%	(10)	61%	(93)	151
Evangelical	6%	(40)	13%	(85)	13%	(85)	6%	(41)	62%	(403)	653
Non-Evangelical	2%	(12)	7%	(50)	9%	(64)	6%	(42)	77%	(572)	740
Community: Urban	8%	(54)	16%	(115)	13%	(96)	7%	(49)	56%	(400)	714
Community: Suburban	2%	(15)	7%	(71)	7%	(63)	5%	(48)	80%	(768)	965
Community: Rural	1%	(5)	4%	(19)	9%	(48)	6%	(30)	81%	(420)	521
Employ: Private Sector	5%	(37)	17%	(126)	11%	(84)	5%	(37)	62%	(462)	746
Employ: Government	8%	(10)	24%	(30)	13%	(16)	11%	(13)	44%	(56)	126
Employ: Self-Employed	6%	(10)	13%	(21)	9%	(15)	10%	(16)	61%	(99)	162
Employ: Homemaker	1%	(2)	4%	(6)	5%	(6)	7%	(9)	83%	(111)	133
Employ: Retired	1%	(6)	2%	(9)	7%	(34)	3%	(15)	87%	(436)	500
Employ: Unemployed	3%	(7)	1%	(2)	9%	(27)	6%	(17)	81%	(234)	288
Employ: Other	1%	(1)	6%	(8)	10%	(14)	2%	(3)	81%	(112)	138
Military HH: Yes	5%	(17)	7%	(22)	6%	(19)	2%	(7)	79%	(251)	316
Military HH: No	3%	(57)	10%	(183)	10%	(188)	6%	(119)	71%	(1337)	1884
RD/WT: Right Direction	6%	(42)	15%	(105)	10%	(73)	6%	(42)	62%	(437)	700
RD/WT: Wrong Track	2%	(32)	7%	(101)	9%	(133)	6%	(84)	77%	(1150)	1500
Trump Job Approve	5%	(43)	11%	(99)	9%	(83)	5%	(50)	70%	(636)	911
Trump Job Disapprove	3%	(31)	8%	(102)	10%	(119)	6%	(73)	73%	(885)	1210

Continued on next page

**Table MCEN8:** Do you watch ABC's *The Bachelor*/*The Bachelorette*?

Demographic	Yes, and I		Yes, and I		Yes, and I never		No, but I read		No, I do not		Total N
	always look for	sometimes look	sometimes look	look for	look for	the spoilers	watch and do	not read about			
	spoilers prior	for spoilers	for spoilers	spoilers prior	spoilers prior		it				
	to watching	prior to	prior to	to watching	to watching						
Adults	3% (75)	9% (206)	9% (206)	6% (126)	72% (1587)	2200					
Trump Job Strongly Approve	6% (30)	9% (43)	10% (49)	5% (25)	69% (329)	476					
Trump Job Somewhat Approve	3% (13)	13% (57)	8% (34)	6% (24)	71% (307)	435					
Trump Job Somewhat Disapprove	6% (15)	14% (37)	11% (31)	7% (18)	62% (167)	268					
Trump Job Strongly Disapprove	2% (16)	7% (65)	9% (88)	6% (55)	76% (718)	942					
Favorable of Trump	5% (43)	11% (100)	9% (86)	6% (58)	69% (652)	938					
Unfavorable of Trump	2% (27)	9% (101)	10% (112)	6% (65)	74% (866)	1172					
Very Favorable of Trump	5% (29)	11% (63)	11% (61)	6% (36)	67% (382)	571					
Somewhat Favorable of Trump	4% (14)	10% (37)	7% (25)	6% (22)	73% (270)	368					
Somewhat Unfavorable of Trump	4% (7)	16% (31)	9% (18)	7% (14)	65% (127)	197					
Very Unfavorable of Trump	2% (20)	7% (70)	10% (93)	5% (52)	76% (739)	974					
#1 Issue: Economy	4% (32)	11% (95)	10% (84)	6% (52)	69% (576)	838					
#1 Issue: Security	3% (6)	11% (22)	11% (22)	6% (13)	70% (143)	205					
#1 Issue: Health Care	4% (17)	8% (36)	12% (50)	5% (22)	70% (299)	424					
#1 Issue: Medicare / Social Security	1% (3)	3% (8)	3% (10)	4% (13)	89% (262)	296					
#1 Issue: Women's Issues	3% (3)	8% (10)	10% (12)	7% (8)	72% (84)	116					
#1 Issue: Education	9% (10)	15% (16)	19% (20)	14% (14)	42% (45)	105					
#1 Issue: Energy	5% (4)	14% (11)	6% (5)	1% (1)	73% (57)	78					
#1 Issue: Other	— (0)	6% (8)	3% (4)	3% (4)	89% (123)	138					
2018 House Vote: Democrat	4% (29)	12% (90)	9% (68)	5% (39)	70% (523)	749					
2018 House Vote: Republican	3% (19)	12% (75)	11% (68)	6% (38)	68% (434)	635					
2018 House Vote: Someone else	2% (1)	3% (1)	10% (5)	10% (5)	75% (39)	51					
2016 Vote: Hillary Clinton	4% (25)	12% (87)	9% (66)	6% (39)	69% (487)	704					
2016 Vote: Donald Trump	5% (33)	11% (77)	11% (75)	5% (33)	69% (478)	695					
2016 Vote: Other	1% (1)	1% (1)	3% (3)	7% (7)	89% (93)	105					
2016 Vote: Didn't Vote	2% (16)	6% (41)	9% (62)	7% (47)	76% (529)	694					
Voted in 2014: Yes	3% (41)	11% (136)	10% (123)	5% (67)	70% (864)	1230					
Voted in 2014: No	3% (34)	7% (70)	9% (84)	6% (59)	75% (723)	970					

Continued on next page

**Table MCEN8:** Do you watch ABC's *The Bachelor*/*The Bachelorette*?

Demographic	Yes, and I always look for spoilers prior to watching		Yes, and I sometimes look for spoilers prior to watching		Yes, and I never look for spoilers prior to watching		No, but I read the spoilers		No, I do not watch and do not read about it		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	3%	(75)	9%	(206)	9%	(206)	6%	(126)	72%	(1587)	2200
2012 Vote: Barack Obama	3%	(26)	12%	(98)	10%	(78)	4%	(36)	71%	(577)	815
2012 Vote: Mitt Romney	3%	(13)	8%	(37)	10%	(49)	4%	(20)	75%	(360)	480
2012 Vote: Other	1%	(1)	—	(0)	10%	(6)	7%	(4)	82%	(48)	58
2012 Vote: Didn't Vote	4%	(35)	8%	(70)	9%	(73)	8%	(66)	71%	(599)	843
4-Region: Northeast	5%	(20)	18%	(70)	9%	(35)	7%	(27)	61%	(242)	394
4-Region: Midwest	2%	(9)	6%	(26)	8%	(37)	4%	(17)	81%	(374)	462
4-Region: South	3%	(22)	7%	(57)	11%	(88)	6%	(51)	73%	(606)	824
4-Region: West	4%	(23)	10%	(54)	9%	(46)	6%	(32)	70%	(366)	520
Seeks spoilers for reality shows	8%	(69)	20%	(176)	13%	(118)	9%	(79)	51%	(459)	900
Seeks spoilers for drama tv shows	6%	(64)	15%	(166)	11%	(125)	9%	(94)	59%	(653)	1103
Seeks spoilers for sitcoms	7%	(62)	18%	(149)	10%	(85)	9%	(73)	56%	(466)	835
Seeks spoilers for sporting events	7%	(58)	18%	(161)	12%	(108)	9%	(79)	54%	(473)	879
Seeks spoilers for movies	5%	(67)	14%	(176)	11%	(129)	8%	(103)	61%	(744)	1219
Seeks online spoilers for reality shows	8%	(62)	21%	(174)	14%	(119)	10%	(80)	47%	(390)	824
Seeks online spoilers for drama tv shows	6%	(58)	17%	(165)	12%	(113)	10%	(94)	55%	(534)	963
Seeks online spoilers for sitcoms	8%	(58)	20%	(147)	11%	(80)	11%	(79)	51%	(383)	747
Seeks online spoilers for sporting events	8%	(63)	20%	(150)	12%	(91)	10%	(75)	50%	(386)	764
Seeks online spoilers for movies	6%	(71)	14%	(160)	12%	(134)	9%	(102)	58%	(640)	1106
Avoided social media for spoilers	5%	(63)	12%	(161)	11%	(140)	7%	(93)	64%	(830)	1287
Never avoided social media for spoilers	1%	(12)	5%	(45)	7%	(66)	4%	(33)	83%	(757)	913
People too sensitive about spoilers	6%	(63)	12%	(139)	12%	(132)	8%	(86)	63%	(704)	1124
People too relaxed about spoilers	5%	(54)	12%	(130)	11%	(115)	6%	(67)	66%	(700)	1066
Should have time limit for not spoiling	4%	(56)	12%	(153)	11%	(142)	7%	(92)	65%	(826)	1270
Watches Bachelor and looks for spoilers	27%	(75)	73%	(206)	—	(0)	—	(0)	—	(0)	280
Watches Bachelor without spoilers	—	(0)	—	(0)	100%	(206)	—	(0)	—	(0)	206

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

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
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	284	13%
	Millennials: 1981-1996	555	25%
	GenXers: 1965-1980	556	25%
	Baby Boomers: 1946-1964	733	33%
	N	2129	
xpid3	PID: Dem (no lean)	825	37%
	PID: Ind (no lean)	667	30%
	PID: Rep (no lean)	708	32%
	N	2200	
xpidGender	PID/Gender: Dem Men	388	18%
	PID/Gender: Dem Women	437	20%
	PID/Gender: Ind Men	323	15%
	PID/Gender: Ind Women	344	16%
	PID/Gender: Rep Men	351	16%
	PID/Gender: Rep Women	357	16%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	664	30%
	Ideo: Moderate (4)	666	30%
	Ideo: Conservative (5-7)	661	30%
	N	1991	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1170	53%
	Income: 50k-100k	611	28%
	Income: 100k+	419	19%
	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	1103	50%
	All Non-Christian	129	6%
	Atheist	97	4%
	Agnostic/Nothing in particular	527	24%
	Something Else	344	16%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	151	7%
xdemEvang	Evangelical	653	30%
	Non-Evangelical	740	34%
	N	1394	
xdemUsr	Community: Urban	714	32%
	Community: Suburban	965	44%
	Community: Rural	521	24%
	N	2200	
xdemEmploy	Employ: Private Sector	746	34%
	Employ: Government	126	6%
	Employ: Self-Employed	162	7%
	Employ: Homemaker	133	6%
	Employ: Retired	500	23%
	Employ: Unemployed	288	13%
	Employ: Other	138	6%
	N	2092	
xdemMilHH1	Military HH: Yes	316	14%
	Military HH: No	1884	86%
	N	2200	
xnrl	RD/WT: Right Direction	700	32%
	RD/WT: Wrong Track	1500	68%
	N	2200	

Continued on next page



**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	911	41%
	Trump Job Disapprove	1210	55%
	N	2121	
Trump_Approve2	Trump Job Strongly Approve	476	22%
	Trump Job Somewhat Approve	435	20%
	Trump Job Somewhat Disapprove	268	12%
	Trump Job Strongly Disapprove	942	43%
	N	2121	
Trump_Fav	Favorable of Trump	938	43%
	Unfavorable of Trump	1172	53%
	N	2110	
Trump_Fav_FULL	Very Favorable of Trump	571	26%
	Somewhat Favorable of Trump	368	17%
	Somewhat Unfavorable of Trump	197	9%
	Very Unfavorable of Trump	974	44%
	N	2110	
xnr3	#1 Issue: Economy	838	38%
	#1 Issue: Security	205	9%
	#1 Issue: Health Care	424	19%
	#1 Issue: Medicare / Social Security	296	13%
	#1 Issue: Women's Issues	116	5%
	#1 Issue: Education	105	5%
	#1 Issue: Energy	78	4%
	#1 Issue: Other	138	6%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	749	34%
	2018 House Vote: Republican	635	29%
	2018 House Vote: Someone else	51	2%
	N	1435	
xsubVote16O	2016 Vote: Hillary Clinton	704	32%
	2016 Vote: Donald Trump	695	32%
	2016 Vote: Other	105	5%
	2016 Vote: Didn't Vote	694	32%
	N	2199	
xsubVote14O	Voted in 2014: Yes	1230	56%
	Voted in 2014: No	970	44%
	N	2200	

Continued on next page

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	815	37%
	2012 Vote: Mitt Romney	480	22%
	2012 Vote: Other	58	3%
	2012 Vote: Didn't Vote	843	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	Seeks spoilers for reality shows	900	41%
MCENxdem2	Seeks spoilers for drama tv shows	1103	50%
MCENxdem3	Seeks spoilers for sitcoms	835	38%
MCENxdem4	Seeks spoilers for sporting events	879	40%
MCENxdem5	Seeks spoilers for movies	1219	55%
MCENxdem6	Seeks online spoilers for reality shows	824	37%
MCENxdem7	Seeks online spoilers for drama tv shows	963	44%
MCENxdem8	Seeks online spoilers for sitcoms	747	34%
MCENxdem9	Seeks online spoilers for sporting events	764	35%
MCENxdem10	Seeks online spoilers for movies	1106	50%
MCENxdem11	Avoided social media for spoilers	1287	59%
	Never avoided social media for spoilers	913	41%
	N	2200	
MCENxdem12	People too sensitive about spoilers	1124	51%
MCENxdem13	People too relaxed about spoilers	1066	48%
MCENxdem14	Should have time limit for not spoiling	1270	58%
MCENxdem15	Watches Bachelor and looks for spoilers	280	13%
	Watches Bachelor without spoilers	206	9%
	N	487	

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



**MORNING CONSULT**