



National Tracking Poll #190710
July 08-10, 2019

Crosstabulation Results

Methodology:

This poll was conducted from July 08-10, 2019, 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, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table HR7: Which of the following statements comes closest to your view, even if none are exactly right?

Demographic	When films are remade, they should be remade as close to their original as possible, including sticking to the race and ethnicity of each character	When films are remade, they should try to be more diverse in their casting even if that means changing the race and ethnicity of some characters	Don't know / No opinion	Total N
Adults	48% (1045)	25% (540)	28% (615)	2200
Gender: Male	48% (505)	24% (260)	28% (297)	1062
Gender: Female	47% (540)	25% (280)	28% (318)	1138
Age: 18-29	36% (168)	37% (168)	27% (124)	460
Age: 30-44	47% (261)	29% (159)	24% (133)	553
Age: 45-54	49% (195)	21% (85)	30% (118)	399
Age: 55-64	53% (188)	15% (53)	31% (111)	352
Age: 65+	53% (233)	17% (75)	30% (129)	436
Generation Z: 18-22	38% (71)	37% (70)	25% (48)	189
Millennial: Age 23-38	42% (259)	34% (209)	25% (154)	622
Generation X: Age 39-54	49% (294)	22% (133)	29% (173)	600
Boomers: Age 55-73	52% (356)	16% (108)	32% (218)	681
PID: Dem (no lean)	38% (323)	36% (311)	26% (222)	856
PID: Ind (no lean)	44% (308)	23% (161)	33% (228)	697
PID: Rep (no lean)	64% (414)	11% (68)	26% (165)	647
PID/Gender: Dem Men	39% (159)	36% (148)	25% (104)	412
PID/Gender: Dem Women	37% (164)	37% (163)	26% (117)	444
PID/Gender: Ind Men	42% (142)	23% (78)	35% (119)	339
PID/Gender: Ind Women	47% (167)	23% (83)	30% (109)	358
PID/Gender: Rep Men	66% (204)	11% (33)	24% (73)	310
PID/Gender: Rep Women	62% (210)	10% (35)	27% (92)	337

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Table HR7: Which of the following statements comes closest to your view, even if none are exactly right?

Demographic	When films are remade, they should be remade as close to their original as possible, including sticking to the race and ethnicity of each character		When films are remade, they should try to be more diverse in their casting even if that means changing the race and ethnicity of some characters		Don't know / No opinion	Total N	
Adults	48%	(1045)	25%	(540)	28%	(615)	2200
Ideo: Liberal (1-3)	34%	(253)	41%	(301)	25%	(187)	742
Ideo: Moderate (4)	47%	(242)	23%	(119)	29%	(151)	513
Ideo: Conservative (5-7)	61%	(437)	12%	(85)	27%	(193)	715
Educ: < College	50%	(753)	23%	(344)	27%	(415)	1512
Educ: Bachelors degree	44%	(197)	26%	(118)	29%	(129)	444
Educ: Post-grad	39%	(95)	32%	(78)	29%	(71)	244
Income: Under 50k	47%	(614)	25%	(327)	28%	(366)	1307
Income: 50k-100k	50%	(326)	24%	(160)	26%	(173)	658
Income: 100k+	45%	(105)	23%	(53)	32%	(76)	234
Ethnicity: White	50%	(865)	22%	(374)	28%	(482)	1722
Ethnicity: Hispanic	44%	(153)	34%	(118)	22%	(79)	349
Ethnicity: Afr. Am.	33%	(91)	34%	(94)	33%	(90)	274
Ethnicity: Other	44%	(89)	35%	(72)	21%	(43)	204
All Christian	55%	(523)	19%	(175)	26%	(246)	944
All Non-Christian	45%	(40)	23%	(20)	32%	(28)	89
Atheist	32%	(28)	44%	(39)	24%	(21)	89
Agnostic/Nothing in particular	42%	(454)	28%	(305)	30%	(319)	1078
Religious Non-Protestant/Catholic	46%	(53)	25%	(29)	29%	(34)	116
Evangelical	54%	(334)	20%	(124)	26%	(161)	619
Non-Evangelical	52%	(398)	21%	(162)	27%	(205)	765
Community: Urban	45%	(250)	29%	(161)	26%	(144)	556
Community: Suburban	46%	(482)	25%	(261)	29%	(298)	1040
Community: Rural	52%	(314)	20%	(118)	29%	(173)	604

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Table HR7: Which of the following statements comes closest to your view, even if none are exactly right?

Demographic	When films are remade, they should be remade as close to their original as possible, including sticking to the race and ethnicity of each character	When films are remade, they should try to be more diverse in their casting even if that means changing the race and ethnicity of some characters	Don't know / No opinion	Total N
Adults	48% (1045)	25% (540)	28% (615)	2200
Employ: Private Sector	46% (293)	28% (176)	26% (161)	630
Employ: Government	40% (67)	28% (47)	33% (55)	168
Employ: Self-Employed	47% (85)	24% (44)	29% (52)	182
Employ: Homemaker	51% (75)	21% (31)	29% (43)	149
Employ: Student	38% (35)	39% (36)	23% (21)	93
Employ: Retired	56% (278)	18% (88)	26% (126)	491
Employ: Unemployed	45% (127)	24% (69)	31% (88)	284
Employ: Other	42% (86)	24% (50)	33% (68)	203
Military HH: Yes	50% (187)	22% (81)	28% (104)	372
Military HH: No	47% (858)	25% (459)	28% (511)	1828
RD/WT: Right Direction	60% (491)	11% (88)	29% (234)	813
RD/WT: Wrong Track	40% (554)	33% (452)	27% (381)	1387
Trump Job Approve	60% (511)	12% (102)	28% (233)	846
Trump Job Disapprove	40% (494)	34% (422)	26% (320)	1236
Trump Job Strongly Approve	66% (313)	8% (40)	26% (121)	474
Trump Job Somewhat Approve	53% (199)	16% (61)	30% (112)	373
Trump Job Somewhat Disapprove	54% (156)	23% (66)	23% (65)	287
Trump Job Strongly Disapprove	36% (338)	38% (356)	27% (255)	949
Favorable of Trump	62% (536)	11% (95)	26% (227)	858
Unfavorable of Trump	38% (469)	35% (423)	27% (328)	1220
Very Favorable of Trump	68% (333)	9% (41)	23% (113)	487
Somewhat Favorable of Trump	55% (203)	14% (53)	31% (114)	371
Somewhat Unfavorable of Trump	48% (106)	25% (54)	27% (60)	221
Very Unfavorable of Trump	36% (363)	37% (368)	27% (269)	1000

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Table HR7: Which of the following statements comes closest to your view, even if none are exactly right?

Demographic	When films are remade, they should be remade as close to their original as possible, including sticking to the race and ethnicity of each character		When films are remade, they should try to be more diverse in their casting even if that means changing the race and ethnicity of some characters		Don't know / No opinion	Total N	
Adults	48%	(1045)	25%	(540)	28%	(615)	2200
#1 Issue: Economy	49%	(255)	20%	(102)	31%	(161)	519
#1 Issue: Security	65%	(265)	10%	(41)	25%	(100)	406
#1 Issue: Health Care	41%	(155)	34%	(130)	25%	(96)	381
#1 Issue: Medicare / Social Security	55%	(173)	16%	(50)	29%	(92)	314
#1 Issue: Women's Issues	30%	(56)	43%	(82)	27%	(51)	190
#1 Issue: Education	49%	(72)	27%	(40)	24%	(35)	146
#1 Issue: Energy	29%	(38)	48%	(64)	23%	(30)	132
#1 Issue: Other	27%	(31)	28%	(32)	44%	(50)	112
2018 House Vote: Democrat	36%	(303)	37%	(310)	26%	(220)	833
2018 House Vote: Republican	63%	(407)	10%	(67)	26%	(167)	642
2018 House Vote: Someone else	50%	(53)	21%	(22)	29%	(30)	105
2016 Vote: Hillary Clinton	37%	(265)	38%	(270)	25%	(182)	717
2016 Vote: Donald Trump	63%	(423)	10%	(69)	27%	(184)	676
2016 Vote: Other	38%	(65)	34%	(57)	28%	(48)	171
2016 Vote: Didn't Vote	46%	(292)	23%	(143)	31%	(194)	630
Voted in 2014: Yes	48%	(652)	25%	(343)	27%	(372)	1366
Voted in 2014: No	47%	(393)	24%	(197)	29%	(243)	834
2012 Vote: Barack Obama	41%	(361)	34%	(304)	25%	(219)	885
2012 Vote: Mitt Romney	60%	(308)	10%	(49)	30%	(152)	509
2012 Vote: Other	48%	(42)	11%	(10)	41%	(36)	88
2012 Vote: Didn't Vote	47%	(333)	25%	(176)	28%	(202)	710
4-Region: Northeast	46%	(182)	25%	(100)	28%	(112)	394
4-Region: Midwest	48%	(220)	24%	(111)	29%	(132)	462
4-Region: South	49%	(404)	22%	(181)	29%	(239)	824
4-Region: West	46%	(240)	28%	(148)	25%	(132)	520

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Table HR7: Which of the following statements comes closest to your view, even if none are exactly right?

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Adults	48%	(1045)	25%	(540)	28%	(615)	2200
Watch TV: Every day	49%	(534)	26%	(280)	25%	(270)	1084
Watch TV: Several times per week	45%	(222)	28%	(137)	28%	(139)	498
Watch TV: About once per week	45%	(57)	27%	(34)	29%	(37)	128
Watch TV: Several times per month	52%	(47)	23%	(21)	25%	(23)	91
Watch TV: About once per month	36%	(28)	29%	(23)	35%	(28)	78
Watch TV: Less often than once per month	51%	(55)	12%	(13)	37%	(40)	107
Watch TV: Never	48%	(102)	15%	(32)	37%	(79)	213
Watch Movies: Every day	48%	(188)	29%	(112)	23%	(92)	391
Watch Movies: Several times per week	46%	(279)	28%	(171)	25%	(153)	604
Watch Movies: About once per week	49%	(171)	29%	(101)	22%	(78)	349
Watch Movies: Several times per month	51%	(123)	26%	(62)	23%	(56)	241
Watch Movies: About once per month	48%	(94)	21%	(41)	32%	(63)	197
Watch Movies: Less often than once per month	49%	(106)	15%	(32)	36%	(79)	217
Watch Movies: Never	43%	(86)	10%	(21)	47%	(94)	201
Watch Sporting Events: Every day	55%	(78)	23%	(32)	22%	(31)	141
Watch Sporting Events: Several times per week	51%	(169)	27%	(89)	23%	(75)	333
Watch Sporting Events: About once per week	49%	(107)	21%	(47)	30%	(65)	219
Watch Sporting Events: Several times per month	47%	(88)	21%	(40)	31%	(59)	187
Watch Sporting Events: About once per month	53%	(87)	24%	(39)	23%	(38)	164
Watch Sporting Events: Less often than once per month	42%	(156)	31%	(113)	27%	(99)	368
Watch Sporting Events: Never	46%	(361)	23%	(180)	31%	(248)	788
Cable TV: Currently subscribe	49%	(521)	23%	(247)	28%	(293)	1061
Cable TV: Subscribed in past	46%	(344)	27%	(202)	27%	(198)	744
Cable TV: Never subscribed	46%	(180)	23%	(91)	31%	(124)	395

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Demographic	When films are remade, they should be remade as close to their original as possible, including sticking to the race and ethnicity of each character		When films are remade, they should try to be more diverse in their casting even if that means changing the race and ethnicity of some characters		Don't know / No opinion		Total N
Adults	48%	(1045)	25%	(540)	28%	(615)	2200
Satellite TV: Currently subscribe	52%	(242)	23%	(108)	24%	(112)	462
Satellite TV: Subscribed in past	46%	(278)	25%	(149)	29%	(171)	598
Satellite TV: Never subscribed	46%	(526)	25%	(283)	29%	(331)	1141
Streaming Services: Currently subscribe	47%	(616)	30%	(392)	23%	(303)	1310
Streaming Services: Subscribed in past	51%	(93)	20%	(37)	29%	(54)	183
Streaming Services: Never subscribed	48%	(337)	16%	(112)	37%	(258)	707
Film: An avid fan	48%	(391)	33%	(271)	19%	(154)	815
Film: A casual fan	49%	(552)	22%	(244)	30%	(335)	1131
Film: Not a fan	40%	(102)	10%	(26)	50%	(126)	254
Television: An avid fan	51%	(578)	26%	(298)	23%	(256)	1132
Television: A casual fan	44%	(402)	24%	(220)	33%	(299)	920
Television: Not a fan	44%	(65)	15%	(22)	40%	(59)	147
Music: An avid fan	48%	(572)	29%	(344)	23%	(271)	1187
Music: A casual fan	47%	(421)	19%	(165)	34%	(300)	886
Music: Not a fan	41%	(53)	25%	(31)	34%	(43)	127
Fashion: An avid fan	46%	(151)	33%	(110)	21%	(70)	331
Fashion: A casual fan	46%	(417)	28%	(254)	25%	(228)	899
Fashion: Not a fan	49%	(477)	18%	(176)	33%	(317)	970
Marvel Fans	48%	(663)	29%	(404)	23%	(321)	1388
DC Fans	50%	(644)	28%	(362)	22%	(290)	1296
Star Wars Fans	48%	(630)	26%	(343)	26%	(345)	1318
Harry Potter Fans	45%	(519)	31%	(358)	25%	(286)	1163
Star Trek Fans	50%	(536)	25%	(271)	25%	(275)	1082
Game of Thrones Fans	46%	(341)	32%	(236)	22%	(160)	737
Pokemon Fans	44%	(296)	36%	(239)	20%	(134)	669
Fortnite Fans	46%	(146)	33%	(104)	21%	(68)	318

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Table HR7: Which of the following statements comes closest to your view, even if none are exactly right?

Demographic	When films are remade, they should be remade as close to their original as possible, including sticking to the race and ethnicity of each character	When films are remade, they should try to be more diverse in their casting even if that means changing the race and ethnicity of some characters	Don't know / No opinion	Total N
Adults	48% (1045)	25% (540)	28% (615)	2200
The Walking Dead Fans	47% (374)	30% (240)	24% (189)	803
Lord of the Rings Fans	47% (496)	29% (304)	25% (263)	1063
Doctor Who Fans	45% (276)	30% (186)	25% (151)	613
Pop Culture Fans	45% (586)	31% (409)	24% (312)	1307

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

Table HR8: *Thinking about live-action movie remakes of classic cartoons, do you support or oppose actors who are racial and ethnic minorities playing characters who have been white in past films?*

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	26% (582)	22% (482)	12% (268)	9% (187)	31% (679)	2200
Gender: Male	24% (254)	23% (242)	13% (136)	10% (110)	30% (321)	1062
Gender: Female	29% (329)	21% (241)	12% (133)	7% (77)	32% (359)	1138
Age: 18-29	35% (163)	23% (105)	11% (50)	7% (30)	24% (112)	460
Age: 30-44	33% (181)	23% (128)	11% (63)	9% (49)	24% (132)	553
Age: 45-54	25% (98)	22% (86)	11% (44)	9% (37)	34% (134)	399
Age: 55-64	19% (69)	21% (75)	14% (50)	9% (31)	36% (128)	352
Age: 65+	17% (72)	20% (88)	14% (62)	9% (40)	40% (174)	436
Generation Z: 18-22	27% (51)	29% (55)	11% (21)	9% (16)	24% (46)	189
Millennial: Age 23-38	37% (230)	20% (126)	11% (71)	8% (51)	23% (144)	622
Generation X: Age 39-54	27% (161)	23% (138)	11% (65)	8% (49)	31% (188)	600
Boomers: Age 55-73	18% (125)	20% (138)	14% (97)	9% (64)	38% (258)	681
PID: Dem (no lean)	39% (334)	23% (197)	10% (85)	4% (31)	24% (209)	856
PID: Ind (no lean)	23% (162)	20% (140)	13% (91)	8% (58)	35% (246)	697
PID: Rep (no lean)	13% (86)	23% (146)	14% (92)	15% (98)	35% (225)	647
PID/Gender: Dem Men	35% (144)	24% (99)	11% (44)	4% (17)	26% (107)	412
PID/Gender: Dem Women	43% (190)	22% (97)	9% (41)	3% (14)	23% (102)	444
PID/Gender: Ind Men	22% (76)	19% (65)	14% (48)	11% (37)	33% (113)	339
PID/Gender: Ind Women	24% (87)	21% (74)	12% (43)	6% (22)	37% (133)	358
PID/Gender: Rep Men	11% (34)	25% (77)	14% (43)	18% (56)	32% (100)	310
PID/Gender: Rep Women	15% (52)	21% (69)	15% (50)	12% (42)	37% (124)	337
Ideo: Liberal (1-3)	41% (307)	24% (177)	9% (66)	5% (36)	21% (156)	742
Ideo: Moderate (4)	26% (131)	23% (120)	12% (60)	6% (31)	33% (170)	513
Ideo: Conservative (5-7)	14% (98)	21% (152)	17% (124)	13% (96)	34% (244)	715
Educ: < College	25% (382)	21% (317)	12% (181)	9% (138)	33% (493)	1512
Educ: Bachelors degree	28% (124)	26% (117)	11% (51)	7% (30)	27% (122)	444
Educ: Post-grad	31% (76)	20% (49)	15% (36)	8% (19)	26% (65)	244

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Table HR8: Thinking about live-action movie remakes of classic cartoons, do you support or oppose actors who are racial and ethnic minorities playing characters who have been white in past films?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	26% (582)	22% (482)	12% (268)	9% (187)	31% (679)	2200
Income: Under 50k	26% (339)	22% (289)	11% (147)	8% (111)	32% (421)	1307
Income: 50k-100k	29% (189)	22% (144)	14% (89)	9% (58)	27% (179)	658
Income: 100k+	23% (54)	21% (49)	14% (32)	8% (19)	34% (79)	234
Ethnicity: White	24% (407)	22% (380)	13% (222)	9% (162)	32% (549)	1722
Ethnicity: Hispanic	30% (106)	24% (82)	15% (54)	9% (30)	22% (77)	349
Ethnicity: Afr. Am.	37% (101)	22% (59)	9% (24)	5% (15)	27% (75)	274
Ethnicity: Other	36% (74)	21% (43)	11% (22)	5% (10)	27% (55)	204
All Christian	20% (191)	22% (208)	15% (142)	10% (93)	33% (310)	944
All Non-Christian	26% (23)	30% (27)	11% (10)	6% (5)	27% (24)	89
Atheist	38% (34)	16% (14)	10% (9)	12% (11)	23% (21)	89
Agnostic/Nothing in particular	31% (335)	22% (233)	10% (107)	7% (78)	30% (325)	1078
Religious Non-Protestant/Catholic	22% (25)	25% (30)	13% (15)	5% (6)	34% (40)	116
Evangelical	23% (144)	21% (128)	13% (83)	11% (66)	32% (198)	619
Non-Evangelical	25% (190)	23% (177)	14% (105)	8% (61)	30% (232)	765
Community: Urban	31% (174)	23% (129)	11% (61)	8% (47)	26% (145)	556
Community: Suburban	27% (279)	21% (220)	13% (133)	9% (89)	31% (320)	1040
Community: Rural	21% (130)	22% (134)	12% (75)	9% (52)	36% (215)	604
Employ: Private Sector	31% (196)	22% (136)	11% (71)	8% (50)	28% (177)	630
Employ: Government	27% (46)	24% (40)	12% (21)	8% (13)	29% (49)	168
Employ: Self-Employed	26% (48)	21% (39)	13% (23)	9% (16)	31% (57)	182
Employ: Homemaker	25% (38)	18% (27)	16% (24)	11% (16)	30% (45)	149
Employ: Student	38% (36)	27% (26)	13% (12)	9% (8)	12% (11)	93
Employ: Retired	18% (89)	20% (100)	14% (70)	11% (55)	36% (178)	491
Employ: Unemployed	28% (80)	24% (69)	11% (30)	4% (13)	32% (92)	284
Employ: Other	25% (50)	23% (47)	9% (18)	9% (18)	35% (70)	203
Military HH: Yes	23% (86)	20% (74)	16% (59)	10% (37)	31% (115)	372
Military HH: No	27% (496)	22% (408)	11% (209)	8% (150)	31% (565)	1828
RD/WT: Right Direction	14% (111)	23% (187)	15% (121)	12% (97)	37% (297)	813
RD/WT: Wrong Track	34% (472)	21% (295)	11% (147)	7% (91)	28% (383)	1387

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Table HR8: Thinking about live-action movie remakes of classic cartoons, do you support or oppose actors who are racial and ethnic minorities playing characters who have been white in past films?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	26% (582)	22% (482)	12% (268)	9% (187)	31% (679)	2200
Trump Job Approve	13% (113)	24% (204)	14% (122)	14% (117)	34% (289)	846
Trump Job Disapprove	37% (457)	21% (263)	11% (132)	5% (65)	26% (319)	1236
Trump Job Strongly Approve	12% (58)	22% (103)	13% (61)	18% (84)	35% (168)	474
Trump Job Somewhat Approve	15% (55)	27% (101)	17% (62)	9% (34)	33% (122)	373
Trump Job Somewhat Disapprove	24% (69)	25% (72)	16% (45)	7% (19)	29% (82)	287
Trump Job Strongly Disapprove	41% (389)	20% (191)	9% (88)	5% (45)	25% (237)	949
Favorable of Trump	13% (112)	23% (196)	15% (127)	14% (124)	35% (299)	858
Unfavorable of Trump	37% (451)	22% (271)	11% (134)	5% (56)	25% (309)	1220
Very Favorable of Trump	12% (60)	21% (103)	12% (61)	17% (85)	37% (178)	487
Somewhat Favorable of Trump	14% (52)	25% (93)	18% (66)	10% (38)	33% (121)	371
Somewhat Unfavorable of Trump	22% (48)	29% (63)	15% (34)	5% (10)	29% (65)	221
Very Unfavorable of Trump	40% (402)	21% (208)	10% (100)	5% (45)	24% (244)	1000
#1 Issue: Economy	26% (134)	24% (124)	14% (71)	8% (41)	28% (148)	519
#1 Issue: Security	11% (44)	21% (85)	18% (73)	14% (58)	36% (146)	406
#1 Issue: Health Care	34% (130)	24% (90)	9% (33)	9% (34)	25% (94)	381
#1 Issue: Medicare / Social Security	15% (46)	21% (67)	12% (38)	7% (22)	45% (141)	314
#1 Issue: Women's Issues	50% (95)	16% (31)	9% (16)	3% (5)	23% (43)	190
#1 Issue: Education	26% (39)	31% (45)	10% (15)	8% (12)	24% (35)	146
#1 Issue: Energy	46% (60)	22% (29)	11% (14)	7% (9)	15% (20)	132
#1 Issue: Other	30% (34)	10% (12)	7% (7)	6% (6)	47% (53)	112
2018 House Vote: Democrat	39% (325)	23% (191)	12% (97)	4% (30)	23% (191)	833
2018 House Vote: Republican	13% (86)	21% (137)	15% (93)	15% (95)	36% (231)	642
2018 House Vote: Someone else	22% (24)	17% (18)	19% (20)	13% (14)	29% (31)	105
2016 Vote: Hillary Clinton	39% (281)	23% (164)	11% (79)	3% (22)	24% (171)	717
2016 Vote: Donald Trump	13% (91)	20% (138)	15% (102)	15% (101)	36% (244)	676
2016 Vote: Other	30% (51)	24% (42)	11% (18)	9% (15)	26% (44)	171
2016 Vote: Didn't Vote	25% (159)	22% (138)	11% (69)	8% (48)	34% (215)	630
Voted in 2014: Yes	26% (361)	22% (300)	13% (175)	9% (127)	29% (403)	1366
Voted in 2014: No	27% (221)	22% (183)	11% (93)	7% (60)	33% (277)	834

Continued on next page

Table HR8: Thinking about live-action movie remakes of classic cartoons, do you support or oppose actors who are racial and ethnic minorities playing characters who have been white in past films?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	26% (582)	22% (482)	12% (268)	9% (187)	31% (679)	2200
2012 Vote: Barack Obama	35% (314)	24% (212)	10% (90)	5% (45)	25% (223)	885
2012 Vote: Mitt Romney	13% (64)	20% (100)	15% (77)	15% (76)	38% (191)	509
2012 Vote: Other	16% (14)	16% (14)	19% (16)	11% (9)	39% (34)	88
2012 Vote: Didn't Vote	27% (190)	22% (156)	12% (84)	8% (56)	32% (224)	710
4-Region: Northeast	25% (98)	25% (97)	10% (38)	8% (32)	33% (129)	394
4-Region: Midwest	29% (134)	24% (112)	10% (46)	7% (30)	30% (139)	462
4-Region: South	23% (188)	22% (181)	12% (101)	11% (91)	32% (263)	824
4-Region: West	31% (163)	18% (92)	16% (83)	6% (34)	29% (149)	520
Watch TV: Every day	31% (333)	21% (233)	11% (122)	8% (89)	28% (308)	1084
Watch TV: Several times per week	27% (137)	23% (117)	13% (66)	8% (40)	28% (138)	498
Watch TV: About once per week	21% (27)	23% (30)	18% (23)	12% (15)	25% (33)	128
Watch TV: Several times per month	20% (18)	38% (35)	9% (8)	10% (9)	24% (22)	91
Watch TV: About once per month	23% (18)	22% (17)	9% (7)	6% (5)	40% (31)	78
Watch TV: Less often than once per month	15% (16)	16% (17)	16% (17)	9% (10)	44% (47)	107
Watch TV: Never	16% (34)	16% (34)	11% (24)	9% (19)	48% (101)	213
Watch Movies: Every day	34% (132)	19% (76)	12% (45)	9% (35)	26% (103)	391
Watch Movies: Several times per week	28% (167)	25% (150)	14% (87)	9% (51)	25% (148)	604
Watch Movies: About once per week	29% (102)	22% (76)	12% (43)	8% (27)	29% (101)	349
Watch Movies: Several times per month	26% (63)	27% (64)	11% (26)	7% (16)	30% (72)	241
Watch Movies: About once per month	26% (51)	24% (47)	12% (24)	6% (13)	31% (62)	197
Watch Movies: Less often than once per month	20% (43)	20% (43)	11% (23)	13% (28)	37% (79)	217
Watch Movies: Never	12% (24)	13% (26)	10% (20)	9% (17)	57% (114)	201
Watch Sporting Events: Every day	33% (46)	21% (30)	8% (12)	12% (17)	26% (36)	141
Watch Sporting Events: Several times per week	25% (84)	23% (76)	15% (50)	11% (36)	26% (87)	333
Watch Sporting Events: About once per week	23% (50)	25% (54)	11% (24)	9% (21)	32% (69)	219
Watch Sporting Events: Several times per month	24% (44)	35% (66)	10% (19)	4% (8)	27% (50)	187
Watch Sporting Events: About once per month	30% (50)	22% (36)	12% (19)	10% (16)	26% (43)	164
Watch Sporting Events: Less often than once per month	33% (120)	19% (72)	12% (44)	7% (25)	29% (107)	368
Watch Sporting Events: Never	24% (187)	19% (148)	13% (100)	8% (65)	36% (288)	788

Continued on next page

Table HR8: Thinking about live-action movie remakes of classic cartoons, do you support or oppose actors who are racial and ethnic minorities playing characters who have been white in past films?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	26% (582)	22% (482)	12% (268)	9% (187)	31% (679)	2200
Cable TV: Currently subscribe	25% (264)	22% (235)	14% (146)	9% (90)	31% (324)	1061
Cable TV: Subscribed in past	29% (215)	22% (167)	12% (87)	9% (66)	28% (209)	744
Cable TV: Never subscribed	26% (103)	20% (80)	9% (35)	8% (31)	37% (146)	395
Satellite TV: Currently subscribe	23% (106)	24% (111)	14% (65)	9% (42)	30% (138)	462
Satellite TV: Subscribed in past	26% (154)	24% (146)	13% (79)	10% (58)	27% (161)	598
Satellite TV: Never subscribed	28% (323)	20% (225)	11% (124)	8% (88)	33% (380)	1141
Streaming Services: Currently subscribe	33% (429)	23% (306)	13% (166)	8% (108)	23% (301)	1310
Streaming Services: Subscribed in past	19% (35)	25% (46)	18% (33)	8% (15)	30% (55)	183
Streaming Services: Never subscribed	17% (118)	18% (130)	10% (69)	9% (64)	46% (324)	707
Film: An avid fan	35% (287)	23% (191)	11% (91)	9% (74)	21% (172)	815
Film: A casual fan	23% (265)	22% (249)	13% (151)	8% (87)	33% (378)	1131
Film: Not a fan	12% (31)	16% (42)	10% (26)	10% (27)	51% (129)	254
Television: An avid fan	28% (322)	25% (282)	11% (129)	9% (103)	26% (297)	1132
Television: A casual fan	26% (237)	20% (180)	13% (123)	8% (69)	34% (311)	920
Television: Not a fan	16% (23)	14% (20)	12% (17)	11% (16)	49% (71)	147
Music: An avid fan	34% (403)	22% (255)	11% (136)	8% (92)	25% (301)	1187
Music: A casual fan	19% (165)	23% (203)	14% (120)	9% (79)	36% (319)	886
Music: Not a fan	11% (14)	19% (24)	10% (13)	13% (17)	47% (60)	127
Fashion: An avid fan	38% (126)	21% (70)	11% (36)	8% (26)	22% (73)	331
Fashion: A casual fan	31% (277)	24% (212)	12% (106)	7% (67)	26% (237)	899
Fashion: Not a fan	18% (179)	21% (201)	13% (126)	10% (95)	38% (369)	970
Marvel Fans	31% (429)	24% (340)	14% (190)	7% (101)	24% (328)	1388
DC Fans	31% (402)	25% (321)	13% (171)	7% (93)	24% (309)	1296
Star Wars Fans	29% (386)	25% (327)	13% (175)	7% (98)	25% (333)	1318
Harry Potter Fans	31% (365)	25% (294)	13% (153)	7% (76)	24% (275)	1163
Star Trek Fans	29% (313)	24% (260)	14% (148)	8% (90)	25% (270)	1082
Game of Thrones Fans	33% (243)	26% (195)	14% (107)	6% (45)	20% (149)	737
Pokemon Fans	34% (228)	24% (159)	13% (84)	8% (51)	22% (147)	669
Fortnite Fans	30% (96)	27% (86)	17% (55)	9% (28)	17% (53)	318
The Walking Dead Fans	32% (256)	23% (185)	15% (118)	8% (65)	22% (179)	803

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Table HR8: *Thinking about live-action movie remakes of classic cartoons, do you support or oppose actors who are racial and ethnic minorities playing characters who have been white in past films?*

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	26% (582)	22% (482)	12% (268)	9% (187)	31% (679)	2200
Lord of the Rings Fans	30% (314)	26% (277)	14% (150)	6% (62)	24% (259)	1063
Doctor Who Fans	33% (200)	24% (149)	15% (90)	6% (39)	22% (135)	613
Pop Culture Fans	34% (441)	24% (319)	12% (162)	6% (83)	23% (303)	1307

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

Table HR9: How much have you seen, read or heard about Disney casting singer Halle Bailey as Ariel in their live-action remake of *The Little Mermaid*?

Demographic	A lot	Some	Not too much	Nothing at all	Don't know / No opinion	Total N
Adults	20% (442)	26% (570)	16% (346)	31% (691)	7% (152)	2200
Gender: Male	17% (176)	27% (285)	18% (190)	32% (335)	7% (76)	1062
Gender: Female	23% (265)	25% (285)	14% (156)	31% (357)	7% (75)	1138
Age: 18-29	44% (200)	24% (112)	9% (41)	12% (57)	11% (49)	460
Age: 30-44	28% (155)	28% (154)	16% (88)	23% (126)	5% (30)	553
Age: 45-54	11% (44)	27% (106)	18% (70)	36% (144)	8% (34)	399
Age: 55-64	7% (25)	29% (101)	16% (56)	45% (158)	3% (11)	352
Age: 65+	4% (17)	22% (96)	21% (90)	47% (206)	6% (28)	436
Generation Z: 18-22	42% (80)	20% (39)	14% (27)	14% (26)	10% (18)	189
Millennial: Age 23-38	39% (239)	27% (168)	10% (61)	17% (106)	8% (48)	622
Generation X: Age 39-54	13% (80)	28% (166)	19% (112)	33% (195)	8% (47)	600
Boomers: Age 55-73	6% (38)	24% (165)	19% (127)	47% (321)	4% (30)	681
PID: Dem (no lean)	25% (212)	29% (247)	15% (131)	25% (218)	6% (48)	856
PID: Ind (no lean)	22% (156)	21% (146)	17% (118)	31% (216)	9% (61)	697
PID: Rep (no lean)	11% (73)	27% (177)	15% (97)	40% (257)	7% (42)	647
PID/Gender: Dem Men	20% (84)	30% (124)	18% (75)	25% (101)	7% (28)	412
PID/Gender: Dem Women	29% (129)	28% (123)	13% (56)	26% (116)	4% (20)	444
PID/Gender: Ind Men	17% (59)	25% (84)	19% (64)	30% (101)	9% (31)	339
PID/Gender: Ind Women	27% (97)	17% (62)	15% (54)	32% (115)	8% (30)	358
PID/Gender: Rep Men	11% (33)	25% (77)	16% (51)	43% (132)	5% (17)	310
PID/Gender: Rep Women	12% (40)	30% (100)	14% (46)	37% (125)	8% (26)	337
Ideo: Liberal (1-3)	27% (201)	32% (239)	15% (110)	20% (147)	6% (46)	742
Ideo: Moderate (4)	21% (108)	22% (115)	16% (80)	36% (182)	5% (27)	513
Ideo: Conservative (5-7)	10% (71)	26% (188)	18% (126)	41% (293)	5% (38)	715
Educ: < College	21% (319)	25% (381)	15% (221)	31% (464)	8% (128)	1512
Educ: Bachelors degree	19% (84)	28% (123)	18% (82)	32% (140)	3% (15)	444
Educ: Post-grad	16% (40)	27% (66)	17% (42)	36% (87)	4% (9)	244
Income: Under 50k	20% (259)	25% (324)	15% (201)	32% (413)	8% (111)	1307
Income: 50k-100k	21% (137)	29% (191)	16% (106)	30% (196)	4% (29)	658
Income: 100k+	20% (46)	24% (55)	17% (39)	35% (83)	5% (11)	234

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Table HR9: How much have you seen, read or heard about Disney casting singer Halle Bailey as Ariel in their live-action remake of *The Little Mermaid*?

Demographic	A lot	Some	Not too much	Nothing at all	Don't know / No opinion	Total N
Adults	20% (442)	26% (570)	16% (346)	31% (691)	7% (152)	2200
Ethnicity: White	17% (287)	27% (456)	17% (289)	34% (594)	6% (96)	1722
Ethnicity: Hispanic	32% (111)	24% (84)	17% (59)	19% (67)	8% (27)	349
Ethnicity: Afr. Am.	35% (95)	24% (67)	11% (30)	18% (50)	12% (33)	274
Ethnicity: Other	29% (59)	23% (47)	13% (27)	23% (48)	11% (23)	204
All Christian	12% (115)	27% (257)	17% (157)	39% (369)	5% (46)	944
All Non-Christian	8% (7)	31% (28)	18% (16)	35% (31)	7% (6)	89
Atheist	29% (26)	27% (24)	19% (17)	23% (20)	2% (2)	89
Agnostic/Nothing in particular	27% (293)	24% (261)	14% (156)	25% (270)	9% (97)	1078
Religious Non-Protestant/Catholic	9% (11)	29% (33)	20% (23)	37% (43)	5% (6)	116
Evangelical	17% (103)	24% (150)	15% (92)	36% (223)	8% (52)	619
Non-Evangelical	17% (131)	28% (213)	16% (124)	35% (267)	4% (30)	765
Community: Urban	23% (125)	28% (156)	15% (81)	25% (140)	10% (53)	556
Community: Suburban	20% (212)	24% (255)	16% (168)	33% (345)	6% (60)	1040
Community: Rural	17% (104)	26% (159)	16% (97)	34% (206)	6% (39)	604
Employ: Private Sector	23% (143)	30% (187)	15% (92)	27% (173)	6% (36)	630
Employ: Government	26% (44)	27% (46)	20% (34)	18% (31)	8% (13)	168
Employ: Self-Employed	19% (34)	23% (43)	18% (32)	32% (59)	7% (14)	182
Employ: Homemaker	22% (32)	32% (48)	10% (15)	30% (45)	6% (9)	149
Employ: Student	43% (40)	21% (20)	13% (12)	19% (17)	4% (3)	93
Employ: Retired	4% (21)	22% (108)	19% (94)	50% (245)	5% (23)	491
Employ: Unemployed	26% (75)	23% (66)	13% (37)	30% (84)	7% (21)	284
Employ: Other	26% (53)	26% (52)	14% (29)	18% (37)	16% (33)	203
Military HH: Yes	14% (53)	27% (102)	16% (60)	37% (138)	5% (19)	372
Military HH: No	21% (389)	26% (468)	16% (286)	30% (553)	7% (132)	1828
RD/WT: Right Direction	12% (95)	28% (223)	16% (131)	38% (305)	7% (58)	813
RD/WT: Wrong Track	25% (347)	25% (346)	15% (214)	28% (387)	7% (93)	1387
Trump Job Approve	12% (100)	27% (226)	17% (144)	39% (331)	5% (45)	846
Trump Job Disapprove	25% (313)	27% (334)	15% (184)	27% (335)	6% (70)	1236

Continued on next page

Table HR9: How much have you seen, read or heard about Disney casting singer Halle Bailey as Ariel in their live-action remake of *The Little Mermaid*?

Demographic	A lot		Some		Not too much		Nothing at all		Don't know / No opinion	Total N	
Adults	20%	(442)	26%	(570)	16%	(346)	31%	(691)	7%	(152)	2200
Trump Job Strongly Approve	12%	(56)	26%	(123)	15%	(73)	41%	(192)	6%	(30)	474
Trump Job Somewhat Approve	12%	(43)	28%	(103)	19%	(71)	37%	(139)	4%	(16)	373
Trump Job Somewhat Disapprove	21%	(60)	30%	(86)	15%	(43)	29%	(83)	5%	(15)	287
Trump Job Strongly Disapprove	27%	(253)	26%	(248)	15%	(141)	27%	(252)	6%	(56)	949
Favorable of Trump	12%	(102)	25%	(217)	17%	(146)	40%	(345)	6%	(48)	858
Unfavorable of Trump	27%	(324)	27%	(333)	15%	(182)	26%	(314)	6%	(67)	1220
Very Favorable of Trump	12%	(57)	26%	(124)	15%	(74)	41%	(201)	6%	(31)	487
Somewhat Favorable of Trump	12%	(46)	25%	(93)	19%	(72)	39%	(144)	4%	(16)	371
Somewhat Unfavorable of Trump	18%	(41)	28%	(61)	18%	(40)	31%	(68)	5%	(11)	221
Very Unfavorable of Trump	28%	(283)	27%	(272)	14%	(141)	25%	(247)	6%	(56)	1000
#1 Issue: Economy	21%	(110)	29%	(149)	15%	(80)	31%	(162)	3%	(17)	519
#1 Issue: Security	11%	(46)	24%	(98)	18%	(75)	40%	(161)	6%	(26)	406
#1 Issue: Health Care	20%	(76)	25%	(97)	18%	(67)	29%	(109)	8%	(32)	381
#1 Issue: Medicare / Social Security	6%	(19)	24%	(74)	19%	(59)	44%	(137)	8%	(24)	314
#1 Issue: Women's Issues	43%	(82)	22%	(42)	9%	(16)	15%	(29)	11%	(20)	190
#1 Issue: Education	31%	(46)	28%	(41)	15%	(22)	20%	(29)	5%	(8)	146
#1 Issue: Energy	28%	(37)	34%	(45)	9%	(12)	21%	(28)	8%	(10)	132
#1 Issue: Other	23%	(26)	22%	(24)	12%	(13)	31%	(35)	13%	(15)	112
2018 House Vote: Democrat	24%	(200)	30%	(248)	16%	(132)	25%	(210)	5%	(44)	833
2018 House Vote: Republican	12%	(79)	27%	(170)	17%	(107)	39%	(252)	5%	(34)	642
2018 House Vote: Someone else	23%	(24)	23%	(24)	14%	(14)	37%	(39)	4%	(4)	105
2016 Vote: Hillary Clinton	23%	(164)	31%	(224)	15%	(109)	25%	(182)	5%	(39)	717
2016 Vote: Donald Trump	11%	(71)	25%	(171)	16%	(111)	42%	(282)	6%	(41)	676
2016 Vote: Other	21%	(35)	26%	(44)	20%	(34)	30%	(52)	4%	(6)	171
2016 Vote: Didn't Vote	27%	(171)	21%	(131)	14%	(91)	28%	(176)	10%	(61)	630
Voted in 2014: Yes	17%	(226)	28%	(378)	17%	(230)	33%	(455)	6%	(77)	1366
Voted in 2014: No	26%	(216)	23%	(191)	14%	(116)	28%	(236)	9%	(74)	834
2012 Vote: Barack Obama	21%	(186)	30%	(269)	15%	(136)	28%	(250)	5%	(43)	885
2012 Vote: Mitt Romney	8%	(39)	25%	(128)	18%	(92)	43%	(217)	6%	(32)	509
2012 Vote: Other	9%	(8)	19%	(17)	25%	(22)	42%	(37)	5%	(4)	88
2012 Vote: Didn't Vote	29%	(209)	22%	(154)	13%	(96)	26%	(183)	10%	(69)	710

Continued on next page

Table HR9: How much have you seen, read or heard about Disney casting singer Halle Bailey as Ariel in their live-action remake of *The Little Mermaid*?

Demographic	A lot		Some		Not too much		Nothing at all		Don't know / No opinion	Total N	
Adults	20%	(442)	26%	(570)	16%	(346)	31%	(691)	7%	(152)	2200
4-Region: Northeast	17%	(65)	29%	(115)	15%	(60)	30%	(119)	8%	(33)	394
4-Region: Midwest	21%	(98)	28%	(132)	16%	(72)	29%	(135)	6%	(26)	462
4-Region: South	21%	(173)	25%	(203)	14%	(114)	33%	(274)	7%	(60)	824
4-Region: West	20%	(105)	23%	(120)	19%	(99)	31%	(163)	6%	(33)	520
Watch TV: Every day	23%	(247)	28%	(309)	15%	(164)	29%	(318)	4%	(46)	1084
Watch TV: Several times per week	21%	(106)	27%	(133)	15%	(74)	30%	(151)	7%	(34)	498
Watch TV: About once per week	21%	(28)	28%	(35)	16%	(21)	28%	(36)	6%	(8)	128
Watch TV: Several times per month	13%	(12)	23%	(21)	22%	(20)	37%	(33)	5%	(4)	91
Watch TV: About once per month	21%	(16)	22%	(17)	17%	(13)	33%	(26)	8%	(6)	78
Watch TV: Less often than once per month	9%	(10)	17%	(18)	22%	(23)	41%	(44)	11%	(12)	107
Watch TV: Never	11%	(23)	17%	(36)	14%	(29)	39%	(83)	20%	(42)	213
Watch Movies: Every day	35%	(137)	23%	(89)	15%	(57)	23%	(90)	5%	(18)	391
Watch Movies: Several times per week	21%	(128)	31%	(188)	16%	(95)	27%	(162)	5%	(31)	604
Watch Movies: About once per week	20%	(70)	30%	(105)	16%	(56)	29%	(101)	5%	(17)	349
Watch Movies: Several times per month	19%	(46)	27%	(66)	17%	(41)	33%	(79)	4%	(11)	241
Watch Movies: About once per month	12%	(24)	24%	(47)	15%	(29)	40%	(79)	9%	(18)	197
Watch Movies: Less often than once per month	10%	(21)	19%	(41)	18%	(39)	45%	(98)	8%	(17)	217
Watch Movies: Never	7%	(15)	17%	(34)	14%	(28)	41%	(83)	21%	(41)	201
Watch Sporting Events: Every day	31%	(44)	26%	(37)	13%	(19)	18%	(25)	11%	(16)	141
Watch Sporting Events: Several times per week	15%	(52)	35%	(118)	17%	(58)	29%	(98)	2%	(8)	333
Watch Sporting Events: About once per week	20%	(44)	24%	(52)	19%	(42)	31%	(67)	6%	(14)	219
Watch Sporting Events: Several times per month	19%	(35)	25%	(48)	21%	(40)	30%	(55)	5%	(10)	187
Watch Sporting Events: About once per month	18%	(29)	33%	(54)	20%	(32)	29%	(48)	1%	(1)	164
Watch Sporting Events: Less often than once per month	24%	(89)	26%	(94)	13%	(47)	32%	(117)	6%	(21)	368
Watch Sporting Events: Never	19%	(150)	21%	(168)	14%	(108)	36%	(281)	10%	(82)	788
Cable TV: Currently subscribe	20%	(214)	26%	(272)	17%	(176)	32%	(340)	6%	(59)	1061
Cable TV: Subscribed in past	20%	(151)	30%	(220)	15%	(109)	31%	(233)	4%	(31)	744
Cable TV: Never subscribed	19%	(76)	20%	(78)	15%	(61)	30%	(118)	15%	(61)	395
Satellite TV: Currently subscribe	18%	(83)	27%	(126)	16%	(75)	30%	(138)	9%	(39)	462
Satellite TV: Subscribed in past	23%	(136)	27%	(164)	16%	(97)	31%	(185)	3%	(16)	598
Satellite TV: Never subscribed	19%	(222)	25%	(280)	15%	(173)	32%	(369)	8%	(96)	1141

Continued on next page

Table HR9: How much have you seen, read or heard about Disney casting singer Halle Bailey as Ariel in their live-action remake of *The Little Mermaid*?

Demographic	A lot	Some	Not too much	Nothing at all	Don't know / No opinion	Total N
Adults	20% (442)	26% (570)	16% (346)	31% (691)	7% (152)	2200
Streaming Services: Currently subscribe	27% (351)	30% (388)	15% (192)	25% (333)	4% (46)	1310
Streaming Services: Subscribed in past	15% (28)	25% (47)	16% (30)	36% (66)	7% (12)	183
Streaming Services: Never subscribed	9% (63)	19% (135)	17% (123)	41% (292)	13% (93)	707
Film: An avid fan	30% (245)	29% (234)	14% (111)	24% (194)	4% (31)	815
Film: A casual fan	15% (170)	26% (299)	17% (191)	35% (401)	6% (70)	1131
Film: Not a fan	11% (27)	15% (37)	17% (43)	38% (96)	20% (50)	254
Television: An avid fan	24% (267)	28% (317)	15% (173)	27% (311)	6% (65)	1132
Television: A casual fan	17% (155)	25% (234)	16% (151)	35% (321)	6% (59)	920
Television: Not a fan	14% (20)	13% (19)	14% (21)	40% (60)	19% (28)	147
Music: An avid fan	28% (328)	27% (319)	13% (149)	27% (318)	6% (74)	1187
Music: A casual fan	12% (104)	26% (231)	20% (176)	36% (320)	6% (55)	886
Music: Not a fan	7% (9)	16% (20)	17% (21)	43% (54)	18% (23)	127
Fashion: An avid fan	37% (122)	25% (81)	12% (41)	19% (63)	7% (23)	331
Fashion: A casual fan	22% (200)	31% (283)	15% (134)	26% (231)	6% (52)	899
Fashion: Not a fan	12% (119)	21% (205)	18% (171)	41% (398)	8% (77)	970
Marvel Fans	25% (349)	30% (423)	16% (217)	24% (337)	5% (63)	1388
DC Fans	24% (316)	31% (401)	15% (200)	25% (323)	4% (56)	1296
Star Wars Fans	21% (277)	29% (386)	17% (222)	28% (374)	4% (59)	1318
Harry Potter Fans	26% (297)	30% (353)	15% (178)	25% (288)	4% (47)	1163
Star Trek Fans	19% (204)	29% (314)	17% (188)	31% (337)	4% (38)	1082
Game of Thrones Fans	25% (187)	34% (250)	17% (122)	20% (146)	4% (32)	737
Pokemon Fans	33% (219)	29% (196)	15% (97)	18% (123)	5% (35)	669
Fortnite Fans	30% (96)	32% (103)	14% (45)	16% (52)	7% (22)	318
The Walking Dead Fans	27% (218)	29% (235)	17% (133)	21% (172)	6% (46)	803
Lord of the Rings Fans	22% (236)	30% (317)	18% (187)	26% (275)	4% (48)	1063
Doctor Who Fans	24% (147)	31% (191)	18% (110)	23% (140)	4% (25)	613
Pop Culture Fans	27% (354)	31% (404)	15% (200)	23% (304)	3% (45)	1307

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

Table HR10: [ASKED AMONG HALF OF RESPONDENTS] As you may know, Disney recently announced that Halle Bailey will star as Ariel in the upcoming live-action remake of 'The Little Mermaid.' Based on what you know, do you support or oppose the choice to cast Halle Bailey as Ariel?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	34% (383)	21% (237)	8% (86)	8% (90)	29% (328)	1123
Gender: Male	35% (189)	22% (119)	7% (38)	9% (48)	28% (152)	545
Gender: Female	34% (195)	20% (118)	8% (47)	7% (42)	30% (176)	578
Age: 18-29	40% (91)	20% (46)	9% (20)	6% (15)	25% (58)	230
Age: 30-44	40% (111)	16% (43)	10% (28)	13% (37)	21% (60)	279
Age: 45-54	38% (78)	22% (46)	7% (14)	5% (10)	28% (57)	206
Age: 55-64	29% (57)	25% (47)	7% (13)	8% (16)	31% (60)	194
Age: 65+	21% (46)	25% (54)	5% (11)	5% (11)	43% (92)	215
Generation Z: 18-22	31% (29)	29% (28)	8% (8)	6% (6)	25% (24)	95
Millennial: Age 23-38	43% (135)	14% (43)	9% (28)	11% (33)	24% (74)	313
Generation X: Age 39-54	38% (117)	21% (64)	8% (25)	7% (23)	25% (77)	306
Boomers: Age 55-73	26% (92)	24% (87)	6% (21)	7% (27)	37% (131)	358
PID: Dem (no lean)	51% (225)	21% (93)	4% (19)	4% (18)	20% (89)	444
PID: Ind (no lean)	27% (96)	18% (64)	9% (33)	8% (27)	37% (132)	351
PID: Rep (no lean)	19% (63)	24% (79)	10% (34)	14% (45)	33% (107)	328
PID/Gender: Dem Men	53% (115)	21% (46)	3% (6)	4% (8)	20% (43)	218
PID/Gender: Dem Women	49% (110)	21% (48)	6% (13)	4% (10)	20% (46)	226
PID/Gender: Ind Men	25% (43)	20% (34)	9% (16)	9% (15)	36% (62)	170
PID/Gender: Ind Women	29% (52)	16% (30)	9% (17)	7% (12)	39% (70)	181
PID/Gender: Rep Men	19% (30)	25% (39)	11% (17)	16% (24)	30% (47)	157
PID/Gender: Rep Women	19% (32)	24% (41)	10% (17)	12% (20)	35% (61)	171
Ideo: Liberal (1-3)	52% (197)	20% (76)	5% (19)	3% (12)	20% (75)	379
Ideo: Moderate (4)	32% (89)	22% (59)	8% (21)	7% (18)	31% (86)	273
Ideo: Conservative (5-7)	18% (60)	26% (88)	12% (41)	13% (45)	32% (109)	343
Educ: < College	35% (270)	19% (151)	7% (52)	8% (64)	31% (243)	779
Educ: Bachelors degree	33% (76)	23% (54)	10% (24)	9% (21)	24% (56)	231
Educ: Post-grad	33% (37)	28% (32)	9% (10)	4% (5)	26% (29)	114

Continued on next page

Table HR10: [ASKED AMONG HALF OF RESPONDENTS] As you may know, Disney recently announced that Halle Bailey will star as Ariel in the upcoming live-action remake of 'The Little Mermaid.' Based on what you know, do you support or oppose the choice to cast Halle Bailey as Ariel?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	34% (383)	21% (237)	8% (86)	8% (90)	29% (328)	1123
Income: Under 50k	36% (239)	21% (136)	6% (39)	7% (44)	30% (196)	654
Income: 50k-100k	33% (117)	21% (72)	11% (37)	9% (31)	27% (93)	349
Income: 100k+	23% (28)	24% (29)	8% (10)	12% (15)	33% (39)	120
Ethnicity: White	30% (259)	22% (189)	8% (70)	9% (77)	31% (266)	861
Ethnicity: Hispanic	43% (86)	18% (36)	7% (13)	12% (24)	21% (42)	202
Ethnicity: Afr. Am.	54% (80)	15% (23)	6% (10)	2% (3)	23% (35)	150
Ethnicity: Other	39% (44)	22% (25)	5% (6)	9% (10)	24% (27)	112
All Christian	29% (139)	23% (109)	9% (44)	9% (42)	31% (147)	481
All Non-Christian	25% (10)	32% (13)	— (0)	14% (6)	29% (12)	40
Atheist	44% (19)	16% (7)	4% (2)	8% (4)	28% (12)	43
Agnostic/Nothing in particular	39% (215)	19% (108)	7% (40)	7% (38)	28% (157)	558
Religious Non-Protestant/Catholic	18% (10)	28% (16)	2% (1)	13% (7)	39% (22)	56
Evangelical	29% (94)	23% (73)	9% (28)	10% (31)	29% (93)	321
Non-Evangelical	34% (133)	21% (82)	8% (31)	8% (31)	29% (116)	393
Community: Urban	44% (126)	17% (48)	7% (21)	7% (21)	25% (72)	286
Community: Suburban	33% (176)	21% (113)	8% (40)	8% (42)	31% (164)	535
Community: Rural	27% (82)	25% (76)	8% (25)	9% (27)	31% (92)	302
Employ: Private Sector	41% (131)	17% (54)	8% (24)	10% (32)	24% (74)	316
Employ: Government	31% (30)	23% (22)	9% (9)	5% (5)	32% (31)	96
Employ: Self-Employed	28% (25)	25% (23)	9% (9)	9% (8)	29% (26)	91
Employ: Homemaker	34% (25)	22% (16)	9% (6)	15% (11)	21% (15)	73
Employ: Student	31% (14)	24% (11)	18% (8)	7% (3)	20% (9)	44
Employ: Retired	22% (52)	27% (63)	7% (16)	6% (15)	38% (88)	233
Employ: Unemployed	38% (57)	20% (29)	5% (8)	3% (5)	34% (50)	149
Employ: Other	41% (49)	15% (18)	5% (6)	10% (11)	29% (34)	120
Military HH: Yes	29% (59)	23% (46)	7% (14)	8% (16)	33% (66)	201
Military HH: No	35% (324)	21% (191)	8% (71)	8% (74)	28% (262)	922
RD/WT: Right Direction	20% (82)	25% (104)	8% (34)	12% (51)	35% (149)	420
RD/WT: Wrong Track	43% (301)	19% (133)	7% (51)	5% (39)	25% (179)	703

Continued on next page

Table HR10: [ASKED AMONG HALF OF RESPONDENTS] As you may know, Disney recently announced that Halle Bailey will star as Ariel in the upcoming live-action remake of 'The Little Mermaid.' Based on what you know, do you support or oppose the choice to cast Halle Bailey as Ariel?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	34% (383)	21% (237)	8% (86)	8% (90)	29% (328)	1123
Trump Job Approve	20% (88)	24% (106)	10% (44)	13% (58)	32% (139)	436
Trump Job Disapprove	46% (286)	20% (124)	6% (40)	4% (23)	24% (149)	622
Trump Job Strongly Approve	19% (48)	21% (51)	7% (18)	16% (40)	37% (90)	246
Trump Job Somewhat Approve	21% (40)	29% (56)	14% (27)	10% (19)	26% (49)	190
Trump Job Somewhat Disapprove	31% (48)	23% (35)	12% (18)	6% (10)	28% (43)	154
Trump Job Strongly Disapprove	51% (238)	19% (88)	5% (22)	3% (14)	23% (107)	468
Favorable of Trump	18% (80)	25% (110)	10% (43)	13% (59)	34% (148)	441
Unfavorable of Trump	47% (288)	19% (114)	7% (42)	5% (28)	23% (144)	616
Very Favorable of Trump	16% (41)	24% (60)	8% (20)	16% (39)	35% (89)	250
Somewhat Favorable of Trump	20% (39)	26% (50)	12% (23)	10% (20)	31% (59)	191
Somewhat Unfavorable of Trump	27% (32)	26% (30)	12% (14)	6% (7)	30% (35)	119
Very Unfavorable of Trump	51% (256)	17% (84)	6% (28)	4% (21)	22% (109)	497
#1 Issue: Economy	35% (87)	24% (60)	4% (11)	11% (26)	26% (65)	249
#1 Issue: Security	17% (35)	24% (51)	13% (27)	13% (28)	33% (70)	210
#1 Issue: Health Care	42% (85)	18% (37)	4% (9)	7% (13)	29% (58)	201
#1 Issue: Medicare / Social Security	28% (47)	23% (38)	6% (10)	7% (12)	36% (59)	165
#1 Issue: Women's Issues	55% (49)	10% (9)	9% (8)	2% (2)	25% (22)	89
#1 Issue: Education	27% (21)	32% (25)	15% (11)	9% (7)	17% (13)	76
#1 Issue: Energy	55% (38)	16% (11)	8% (6)	2% (1)	19% (13)	69
#1 Issue: Other	35% (22)	11% (7)	7% (5)	2% (1)	45% (28)	63
2018 House Vote: Democrat	49% (202)	21% (88)	5% (20)	4% (18)	21% (86)	414
2018 House Vote: Republican	18% (57)	22% (72)	10% (32)	15% (48)	35% (113)	322
2018 House Vote: Someone else	29% (15)	21% (11)	19% (10)	6% (3)	25% (13)	51
2016 Vote: Hillary Clinton	52% (193)	20% (72)	5% (19)	3% (12)	20% (72)	369
2016 Vote: Donald Trump	16% (56)	22% (74)	10% (35)	16% (53)	36% (124)	342
2016 Vote: Other	36% (27)	22% (16)	10% (8)	7% (6)	25% (19)	75
2016 Vote: Didn't Vote	32% (107)	22% (74)	7% (24)	6% (19)	33% (109)	333
Voted in 2014: Yes	35% (234)	21% (141)	8% (51)	9% (60)	28% (185)	671
Voted in 2014: No	33% (150)	21% (96)	8% (35)	7% (30)	32% (143)	453

Continued on next page

Table HR10: [ASKED AMONG HALF OF RESPONDENTS] As you may know, Disney recently announced that Halle Bailey will star as Ariel in the upcoming live-action remake of 'The Little Mermaid.' Based on what you know, do you support or oppose the choice to cast Halle Bailey as Ariel?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	34% (383)	21% (237)	8% (86)	8% (90)	29% (328)	1123
2012 Vote: Barack Obama	48% (211)	21% (92)	4% (19)	5% (23)	21% (93)	438
2012 Vote: Mitt Romney	17% (44)	21% (56)	10% (27)	12% (33)	39% (103)	264
2012 Vote: Other	19% (8)	18% (7)	15% (6)	11% (4)	36% (15)	40
2012 Vote: Didn't Vote	32% (120)	21% (80)	8% (32)	8% (30)	30% (115)	377
4-Region: Northeast	43% (84)	16% (32)	7% (13)	5% (10)	30% (58)	196
4-Region: Midwest	33% (79)	20% (48)	6% (15)	7% (18)	33% (80)	240
4-Region: South	32% (129)	25% (101)	8% (32)	10% (41)	25% (99)	402
4-Region: West	32% (92)	20% (56)	9% (25)	8% (22)	32% (91)	285
Watch TV: Every day	38% (211)	20% (111)	7% (38)	9% (51)	27% (150)	562
Watch TV: Several times per week	35% (87)	23% (56)	9% (23)	5% (13)	27% (67)	245
Watch TV: About once per week	31% (20)	26% (17)	6% (4)	5% (3)	32% (20)	63
Watch TV: Several times per month	16% (7)	31% (14)	14% (6)	7% (3)	32% (14)	45
Watch TV: About once per month	41% (14)	10% (3)	7% (2)	10% (3)	32% (11)	34
Watch TV: Less often than once per month	27% (15)	24% (13)	5% (3)	13% (7)	32% (17)	55
Watch TV: Never	25% (30)	20% (23)	7% (9)	8% (9)	40% (48)	120
Watch Movies: Every day	44% (97)	16% (35)	6% (13)	13% (29)	21% (45)	220
Watch Movies: Several times per week	34% (104)	21% (65)	10% (31)	5% (16)	29% (90)	306
Watch Movies: About once per week	38% (66)	20% (34)	6% (11)	8% (14)	28% (48)	171
Watch Movies: Several times per month	27% (29)	26% (27)	10% (10)	8% (9)	29% (31)	107
Watch Movies: About once per month	32% (32)	26% (26)	12% (12)	2% (2)	29% (30)	102
Watch Movies: Less often than once per month	32% (39)	24% (30)	4% (5)	12% (15)	28% (35)	124
Watch Movies: Never	16% (15)	21% (20)	3% (3)	6% (6)	52% (49)	94
Watch Sporting Events: Every day	40% (29)	16% (12)	7% (5)	9% (7)	28% (20)	73
Watch Sporting Events: Several times per week	33% (58)	28% (48)	7% (12)	11% (19)	22% (38)	175
Watch Sporting Events: About once per week	34% (35)	27% (28)	8% (8)	10% (10)	21% (22)	103
Watch Sporting Events: Several times per month	31% (32)	26% (26)	7% (7)	4% (5)	32% (33)	102
Watch Sporting Events: About once per month	36% (29)	22% (18)	12% (9)	9% (7)	22% (18)	82
Watch Sporting Events: Less often than once per month	44% (74)	18% (30)	8% (14)	7% (11)	23% (39)	168
Watch Sporting Events: Never	30% (126)	18% (75)	7% (30)	7% (31)	37% (157)	419

Continued on next page

Table HR10: [ASKED AMONG HALF OF RESPONDENTS] As you may know, Disney recently announced that Halle Bailey will star as Ariel in the upcoming live-action remake of 'The Little Mermaid.' Based on what you know, do you support or oppose the choice to cast Halle Bailey as Ariel?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	34% (383)	21% (237)	8% (86)	8% (90)	29% (328)	1123
Cable TV: Currently subscribe	32% (171)	22% (117)	7% (39)	8% (44)	31% (166)	537
Cable TV: Subscribed in past	40% (147)	22% (83)	9% (32)	7% (27)	22% (82)	371
Cable TV: Never subscribed	30% (64)	17% (37)	7% (15)	9% (19)	37% (80)	215
Satellite TV: Currently subscribe	31% (76)	23% (57)	8% (18)	9% (23)	29% (71)	245
Satellite TV: Subscribed in past	34% (98)	22% (62)	10% (27)	7% (21)	27% (77)	284
Satellite TV: Never subscribed	35% (210)	20% (118)	7% (40)	8% (46)	30% (181)	594
Streaming Services: Currently subscribe	39% (258)	21% (139)	10% (68)	8% (51)	21% (141)	657
Streaming Services: Subscribed in past	33% (28)	16% (14)	9% (8)	13% (11)	29% (25)	86
Streaming Services: Never subscribed	25% (97)	22% (85)	3% (10)	7% (27)	42% (161)	380
Film: An avid fan	41% (172)	20% (84)	7% (28)	10% (41)	22% (92)	417
Film: A casual fan	33% (190)	21% (117)	9% (51)	6% (36)	31% (177)	571
Film: Not a fan	16% (22)	26% (36)	5% (7)	9% (13)	44% (59)	136
Television: An avid fan	38% (219)	24% (139)	6% (35)	7% (41)	26% (149)	582
Television: A casual fan	32% (149)	19% (90)	10% (45)	8% (39)	31% (143)	465
Television: Not a fan	21% (16)	11% (8)	8% (6)	13% (10)	47% (36)	76
Music: An avid fan	43% (256)	19% (112)	7% (44)	9% (55)	22% (132)	598
Music: A casual fan	26% (119)	25% (115)	8% (36)	6% (28)	35% (163)	462
Music: Not a fan	13% (8)	15% (10)	9% (6)	11% (7)	52% (33)	63
Fashion: An avid fan	43% (73)	23% (38)	5% (9)	10% (17)	19% (33)	169
Fashion: A casual fan	38% (180)	19% (92)	9% (43)	6% (29)	27% (129)	474
Fashion: Not a fan	27% (130)	22% (107)	7% (34)	9% (44)	34% (166)	480
Marvel Fans	40% (285)	20% (139)	9% (63)	9% (61)	23% (164)	713
DC Fans	41% (269)	21% (137)	9% (56)	9% (57)	22% (143)	662
Star Wars Fans	37% (254)	24% (162)	8% (53)	7% (50)	24% (164)	684
Harry Potter Fans	38% (226)	20% (121)	8% (47)	8% (48)	26% (156)	599
Star Trek Fans	36% (192)	24% (126)	8% (42)	8% (43)	23% (123)	526
Game of Thrones Fans	40% (151)	25% (95)	9% (34)	7% (26)	20% (76)	382
Pokemon Fans	47% (165)	20% (68)	9% (30)	8% (27)	16% (57)	347
Fortnite Fans	45% (71)	22% (35)	6% (9)	9% (14)	18% (28)	157
The Walking Dead Fans	38% (153)	21% (86)	10% (40)	10% (40)	21% (85)	405

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Table HR10: [ASKED AMONG HALF OF RESPONDENTS] As you may know, Disney recently announced that Halle Bailey will star as Ariel in the upcoming live-action remake of 'The Little Mermaid.' Based on what you know, do you support or oppose the choice to cast Halle Bailey as Ariel?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	34% (383)	21% (237)	8% (86)	8% (90)	29% (328)	1123
Lord of the Rings Fans	35% (186)	22% (119)	9% (45)	9% (48)	25% (134)	532
Doctor Who Fans	39% (118)	23% (68)	7% (20)	8% (23)	24% (71)	299
Pop Culture Fans	41% (274)	21% (142)	9% (63)	7% (46)	21% (139)	663

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

Table HR11: [ASKED AMONG HALF OF RESPONDENTS SHOWN AN IMAGE OF HALLE BAILEY] As you may know, Disney recently announced that Halle Bailey will star as Ariel in the upcoming live-action remake of 'The Little Mermaid.' Based on what you know, do you support or oppose the choice to cast Halle Bailey as Ariel?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	38% (406)	22% (241)	8% (84)	9% (94)	23% (251)	1077
Gender: Male	31% (159)	24% (123)	8% (43)	10% (54)	27% (138)	516
Gender: Female	44% (247)	21% (119)	7% (42)	7% (40)	20% (113)	560
Age: 18-29	49% (113)	18% (42)	8% (18)	8% (18)	17% (38)	230
Age: 30-44	42% (116)	23% (63)	7% (19)	10% (27)	18% (49)	274
Age: 45-54	38% (73)	14% (27)	7% (14)	10% (20)	30% (59)	193
Age: 55-64	35% (56)	27% (42)	7% (11)	8% (12)	24% (38)	159
Age: 65+	21% (47)	30% (67)	10% (23)	8% (18)	30% (67)	221
Generation Z: 18-22	48% (45)	20% (19)	5% (5)	9% (9)	18% (17)	95
Millennial: Age 23-38	46% (141)	20% (62)	9% (26)	10% (31)	16% (49)	309
Generation X: Age 39-54	40% (117)	18% (52)	7% (19)	9% (25)	27% (80)	294
Boomers: Age 55-73	28% (90)	30% (95)	6% (21)	9% (28)	27% (88)	323
PID: Dem (no lean)	50% (206)	25% (105)	5% (19)	4% (17)	16% (65)	412
PID: Ind (no lean)	38% (130)	19% (66)	8% (28)	9% (30)	27% (92)	346
PID: Rep (no lean)	22% (71)	22% (70)	12% (37)	15% (48)	29% (93)	319
PID/Gender: Dem Men	42% (82)	27% (53)	6% (11)	6% (11)	19% (37)	194
PID/Gender: Dem Women	57% (124)	24% (52)	4% (8)	3% (6)	13% (28)	218
PID/Gender: Ind Men	30% (50)	19% (33)	6% (11)	10% (17)	35% (59)	169
PID/Gender: Ind Women	45% (80)	19% (33)	9% (17)	7% (13)	19% (34)	176
PID/Gender: Rep Men	18% (27)	24% (37)	13% (20)	17% (26)	27% (42)	153
PID/Gender: Rep Women	26% (43)	20% (33)	10% (17)	13% (21)	31% (51)	166
Ideo: Liberal (1-3)	51% (187)	24% (88)	3% (12)	5% (17)	16% (59)	363
Ideo: Moderate (4)	39% (93)	23% (54)	6% (15)	7% (18)	25% (59)	240
Ideo: Conservative (5-7)	23% (85)	23% (86)	12% (46)	14% (52)	28% (103)	373
Educ: < College	37% (274)	21% (152)	7% (54)	10% (75)	24% (179)	733
Educ: Bachelors degree	41% (86)	26% (55)	7% (14)	6% (13)	21% (45)	213
Educ: Post-grad	35% (46)	26% (34)	13% (16)	5% (7)	21% (27)	130

Continued on next page

Table HR11: [ASKED AMONG HALF OF RESPONDENTS SHOWN AN IMAGE OF HALLE BAILEY] As you may know, Disney recently announced that Halle Bailey will star as Ariel in the upcoming live-action remake of 'The Little Mermaid.' Based on what you know, do you support or oppose the choice to cast Halle Bailey as Ariel?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	38% (406)	22% (241)	8% (84)	9% (94)	23% (251)	1077
Income: Under 50k	38% (249)	23% (148)	7% (46)	9% (59)	23% (152)	653
Income: 50k-100k	37% (115)	20% (62)	10% (29)	9% (28)	24% (75)	309
Income: 100k+	37% (42)	28% (32)	8% (9)	7% (8)	21% (24)	114
Ethnicity: White	33% (280)	24% (205)	9% (76)	9% (81)	25% (218)	861
Ethnicity: Hispanic	44% (65)	30% (45)	7% (11)	4% (6)	15% (22)	148
Ethnicity: Afr. Am.	67% (83)	11% (14)	1% (1)	5% (7)	16% (20)	124
Ethnicity: Other	47% (43)	24% (22)	7% (7)	8% (7)	14% (13)	92
All Christian	31% (146)	24% (110)	10% (45)	11% (53)	24% (109)	463
All Non-Christian	33% (16)	38% (19)	6% (3)	9% (4)	14% (7)	48
Atheist	38% (17)	19% (8)	3% (1)	13% (6)	27% (12)	46
Agnostic/Nothing in particular	44% (227)	20% (105)	7% (35)	6% (31)	23% (122)	520
Religious Non-Protestant/Catholic	34% (20)	40% (24)	7% (4)	8% (5)	11% (7)	60
Evangelical	36% (107)	24% (71)	5% (16)	11% (31)	24% (73)	299
Non-Evangelical	35% (129)	21% (80)	12% (44)	11% (41)	21% (78)	372
Community: Urban	46% (125)	22% (60)	7% (19)	7% (19)	18% (48)	270
Community: Suburban	33% (169)	23% (116)	8% (43)	9% (44)	26% (132)	505
Community: Rural	37% (112)	22% (65)	8% (23)	10% (31)	24% (71)	302
Employ: Private Sector	42% (132)	22% (70)	8% (24)	7% (21)	21% (67)	314
Employ: Government	56% (40)	18% (13)	8% (5)	4% (3)	14% (10)	72
Employ: Self-Employed	40% (37)	23% (21)	8% (8)	11% (10)	18% (16)	90
Employ: Homemaker	43% (33)	19% (14)	6% (4)	16% (12)	16% (12)	75
Employ: Student	52% (25)	17% (8)	12% (6)	10% (5)	9% (5)	49
Employ: Retired	23% (60)	25% (65)	10% (26)	11% (27)	30% (79)	258
Employ: Unemployed	33% (44)	19% (25)	6% (8)	7% (9)	36% (48)	134
Employ: Other	41% (35)	29% (25)	4% (3)	8% (7)	17% (14)	84
Military HH: Yes	30% (51)	23% (39)	13% (22)	12% (20)	23% (39)	171
Military HH: No	39% (355)	22% (202)	7% (62)	8% (74)	23% (212)	906
RD/WT: Right Direction	23% (89)	24% (93)	12% (46)	13% (50)	29% (114)	393
RD/WT: Wrong Track	46% (317)	22% (149)	6% (38)	6% (44)	20% (137)	684

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Table HR11: [ASKED AMONG HALF OF RESPONDENTS SHOWN AN IMAGE OF HALLE BAILEY] As you may know, Disney recently announced that Halle Bailey will star as Ariel in the upcoming live-action remake of 'The Little Mermaid.' Based on what you know, do you support or oppose the choice to cast Halle Bailey as Ariel?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	38% (406)	22% (241)	8% (84)	9% (94)	23% (251)	1077
Trump Job Approve	21% (87)	24% (99)	12% (47)	15% (59)	29% (117)	410
Trump Job Disapprove	49% (298)	23% (139)	5% (31)	5% (31)	19% (116)	614
Trump Job Strongly Approve	19% (44)	23% (53)	10% (23)	18% (41)	29% (67)	228
Trump Job Somewhat Approve	24% (43)	25% (46)	13% (24)	10% (18)	28% (51)	183
Trump Job Somewhat Disapprove	35% (47)	26% (35)	9% (12)	6% (8)	23% (31)	133
Trump Job Strongly Disapprove	52% (251)	22% (104)	4% (18)	5% (23)	18% (85)	481
Favorable of Trump	21% (88)	24% (98)	12% (50)	15% (63)	28% (118)	417
Unfavorable of Trump	49% (298)	23% (136)	5% (30)	4% (27)	19% (113)	605
Very Favorable of Trump	20% (49)	25% (60)	9% (22)	17% (41)	28% (65)	238
Somewhat Favorable of Trump	22% (39)	21% (38)	15% (27)	12% (22)	29% (53)	179
Somewhat Unfavorable of Trump	37% (37)	22% (22)	13% (13)	4% (5)	24% (25)	102
Very Unfavorable of Trump	52% (261)	23% (114)	3% (17)	4% (22)	18% (88)	503
#1 Issue: Economy	38% (102)	18% (47)	9% (25)	9% (23)	27% (72)	269
#1 Issue: Security	17% (33)	28% (55)	14% (28)	14% (28)	26% (51)	195
#1 Issue: Health Care	53% (95)	19% (34)	2% (4)	8% (15)	18% (33)	180
#1 Issue: Medicare / Social Security	26% (39)	30% (45)	7% (10)	7% (10)	31% (46)	149
#1 Issue: Women's Issues	56% (56)	24% (24)	5% (5)	4% (4)	12% (12)	100
#1 Issue: Education	47% (33)	18% (13)	11% (7)	6% (4)	18% (13)	70
#1 Issue: Energy	45% (29)	23% (14)	4% (3)	7% (5)	21% (13)	63
#1 Issue: Other	40% (20)	19% (9)	5% (3)	11% (6)	24% (12)	49
2018 House Vote: Democrat	51% (212)	24% (102)	5% (20)	4% (17)	16% (67)	419
2018 House Vote: Republican	22% (70)	19% (61)	13% (40)	13% (42)	33% (107)	320
2018 House Vote: Someone else	40% (21)	15% (8)	9% (5)	9% (5)	27% (15)	54
2016 Vote: Hillary Clinton	52% (181)	24% (84)	5% (17)	4% (13)	15% (54)	349
2016 Vote: Donald Trump	20% (68)	22% (73)	12% (42)	15% (50)	30% (101)	334
2016 Vote: Other	42% (40)	18% (17)	6% (5)	4% (4)	31% (29)	95
2016 Vote: Didn't Vote	39% (116)	23% (67)	7% (20)	9% (28)	22% (66)	297
Voted in 2014: Yes	37% (257)	23% (161)	8% (56)	9% (62)	23% (160)	696
Voted in 2014: No	39% (149)	21% (81)	7% (28)	8% (32)	24% (91)	381

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Table HR11: [ASKED AMONG HALF OF RESPONDENTS SHOWN AN IMAGE OF HALLE BAILEY] As you may know, Disney recently announced that Halle Bailey will star as Ariel in the upcoming live-action remake of 'The Little Mermaid.' Based on what you know, do you support or oppose the choice to cast Halle Bailey as Ariel?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	38% (406)	22% (241)	8% (84)	9% (94)	23% (251)	1077
2012 Vote: Barack Obama	48% (213)	26% (115)	5% (24)	4% (20)	17% (76)	447
2012 Vote: Mitt Romney	19% (47)	20% (48)	13% (32)	14% (35)	34% (84)	245
2012 Vote: Other	28% (13)	12% (6)	1% (0)	22% (10)	37% (18)	48
2012 Vote: Didn't Vote	40% (132)	22% (73)	8% (28)	9% (29)	22% (72)	333
4-Region: Northeast	34% (66)	23% (45)	11% (22)	11% (21)	22% (44)	198
4-Region: Midwest	39% (87)	17% (38)	6% (14)	10% (21)	28% (62)	222
4-Region: South	38% (159)	24% (100)	6% (26)	10% (41)	23% (95)	422
4-Region: West	40% (94)	25% (58)	10% (22)	5% (11)	21% (50)	235
Watch TV: Every day	39% (204)	22% (116)	9% (46)	9% (47)	21% (109)	522
Watch TV: Several times per week	39% (98)	21% (52)	8% (19)	8% (21)	25% (63)	254
Watch TV: About once per week	42% (27)	29% (19)	9% (6)	11% (7)	9% (6)	65
Watch TV: Several times per month	40% (19)	20% (9)	7% (3)	10% (5)	23% (11)	47
Watch TV: About once per month	33% (15)	24% (11)	3% (1)	8% (3)	32% (14)	45
Watch TV: Less often than once per month	27% (14)	24% (12)	10% (5)	12% (6)	27% (14)	52
Watch TV: Never	31% (29)	23% (21)	4% (4)	6% (5)	36% (34)	93
Watch Movies: Every day	48% (83)	14% (23)	9% (15)	12% (21)	18% (30)	171
Watch Movies: Several times per week	38% (113)	27% (80)	8% (24)	7% (22)	20% (59)	298
Watch Movies: About once per week	35% (63)	29% (51)	7% (13)	10% (17)	19% (34)	178
Watch Movies: Several times per month	36% (49)	21% (28)	9% (12)	8% (11)	26% (35)	134
Watch Movies: About once per month	41% (38)	25% (23)	6% (6)	6% (6)	22% (21)	95
Watch Movies: Less often than once per month	27% (25)	14% (13)	13% (12)	14% (13)	33% (31)	93
Watch Movies: Never	33% (35)	22% (24)	3% (3)	4% (4)	38% (41)	107
Watch Sporting Events: Every day	43% (29)	17% (11)	11% (7)	14% (10)	15% (10)	67
Watch Sporting Events: Several times per week	34% (54)	23% (36)	9% (15)	6% (10)	27% (43)	158
Watch Sporting Events: About once per week	28% (32)	29% (33)	8% (9)	12% (13)	24% (27)	115
Watch Sporting Events: Several times per month	34% (29)	27% (23)	13% (11)	3% (3)	23% (19)	84
Watch Sporting Events: About once per month	48% (39)	21% (17)	6% (5)	12% (10)	13% (11)	83
Watch Sporting Events: Less often than once per month	44% (88)	21% (41)	8% (15)	8% (15)	20% (40)	200
Watch Sporting Events: Never	37% (135)	22% (79)	6% (22)	9% (33)	27% (99)	369

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Table HR11: [ASKED AMONG HALF OF RESPONDENTS SHOWN AN IMAGE OF HALLE BAILEY] As you may know, Disney recently announced that Halle Bailey will star as Ariel in the upcoming live-action remake of 'The Little Mermaid.' Based on what you know, do you support or oppose the choice to cast Halle Bailey as Ariel?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	38% (406)	22% (241)	8% (84)	9% (94)	23% (251)	1077
Cable TV: Currently subscribe	38% (198)	23% (119)	9% (48)	10% (50)	21% (108)	523
Cable TV: Subscribed in past	36% (136)	25% (93)	7% (27)	9% (35)	22% (82)	373
Cable TV: Never subscribed	40% (73)	16% (29)	5% (9)	5% (10)	33% (60)	180
Satellite TV: Currently subscribe	38% (84)	23% (50)	5% (11)	10% (22)	23% (51)	217
Satellite TV: Subscribed in past	37% (116)	25% (79)	8% (25)	8% (26)	21% (67)	313
Satellite TV: Never subscribed	38% (206)	21% (112)	9% (48)	9% (47)	24% (133)	546
Streaming Services: Currently subscribe	41% (267)	23% (148)	8% (52)	10% (69)	18% (117)	653
Streaming Services: Subscribed in past	34% (33)	30% (29)	7% (6)	7% (6)	23% (22)	97
Streaming Services: Never subscribed	32% (106)	20% (64)	8% (26)	6% (20)	34% (111)	327
Film: An avid fan	49% (195)	22% (87)	7% (27)	8% (31)	15% (59)	398
Film: A casual fan	32% (180)	24% (137)	9% (48)	9% (48)	26% (148)	561
Film: Not a fan	26% (31)	15% (18)	8% (9)	13% (16)	38% (44)	118
Television: An avid fan	42% (228)	24% (130)	9% (48)	7% (40)	19% (104)	550
Television: A casual fan	34% (156)	22% (98)	7% (31)	10% (46)	27% (124)	455
Television: Not a fan	30% (21)	19% (13)	8% (5)	12% (8)	32% (22)	71
Music: An avid fan	46% (271)	21% (124)	8% (47)	8% (45)	17% (101)	589
Music: A casual fan	27% (116)	24% (103)	8% (35)	10% (41)	30% (129)	423
Music: Not a fan	29% (19)	23% (15)	4% (2)	12% (8)	33% (21)	64
Fashion: An avid fan	59% (95)	22% (36)	3% (5)	9% (14)	8% (12)	161
Fashion: A casual fan	43% (183)	22% (92)	8% (32)	8% (35)	20% (83)	426
Fashion: Not a fan	26% (128)	23% (114)	10% (47)	9% (45)	32% (155)	490
Marvel Fans	41% (278)	24% (165)	8% (56)	9% (58)	17% (118)	675
DC Fans	41% (261)	24% (154)	8% (53)	8% (51)	18% (116)	634
Star Wars Fans	38% (244)	25% (159)	8% (50)	8% (54)	20% (128)	635
Harry Potter Fans	43% (245)	24% (134)	9% (48)	8% (44)	17% (93)	564
Star Trek Fans	41% (226)	25% (138)	8% (42)	8% (45)	19% (105)	556
Game of Thrones Fans	44% (157)	24% (85)	9% (31)	7% (25)	16% (57)	355
Pokemon Fans	47% (151)	22% (72)	6% (19)	10% (31)	15% (49)	322
Fortnite Fans	46% (74)	30% (48)	9% (14)	11% (18)	5% (7)	161

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Table HR11: [ASKED AMONG HALF OF RESPONDENTS SHOWN AN IMAGE OF HALLE BAILEY] As you may know, Disney recently announced that Halle Bailey will star as Ariel in the upcoming live-action remake of 'The Little Mermaid.' Based on what you know, do you support or oppose the choice to cast Halle Bailey as Ariel?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	38% (406)	22% (241)	8% (84)	9% (94)	23% (251)	1077
The Walking Dead Fans	43% (172)	23% (94)	6% (25)	9% (37)	18% (70)	398
Lord of the Rings Fans	40% (214)	26% (140)	7% (38)	6% (34)	20% (104)	531
Doctor Who Fans	41% (129)	25% (78)	8% (24)	8% (24)	19% (59)	314
Pop Culture Fans	45% (288)	25% (161)	7% (48)	7% (44)	16% (104)	644

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age5	Age: 18-29	460	21%
	Age: 30-44	553	25%
	Age: 45-54	399	18%
	Age: 55-64	352	16%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	Generation Z: 18-22	189	9%
	Millennial: Age 23-38	622	28%
	Generation X: Age 39-54	600	27%
	Boomers: Age 55-73	681	31%
	N	2093	
xpid3	PID: Dem (no lean)	856	39%
	PID: Ind (no lean)	697	32%
	PID: Rep (no lean)	647	29%
	N	2200	
xpidGender	PID/Gender: Dem Men	412	19%
	PID/Gender: Dem Women	444	20%
	PID/Gender: Ind Men	339	15%
	PID/Gender: Ind Women	358	16%
	PID/Gender: Rep Men	310	14%
	PID/Gender: Rep Women	337	15%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	742	34%
	Ideo: Moderate (4)	513	23%
	Ideo: Conservative (5-7)	715	33%
	N	1970	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1307	59%
	Income: 50k-100k	658	30%
	Income: 100k+	234	11%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	944	43%
	All Non-Christian	89	4%
	Atheist	89	4%
	Agnostic/Nothing in particular	1078	49%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	116	5%
xdemEvang	Evangelical	619	28%
	Non-Evangelical	765	35%
	N	1385	
xdemUsr	Community: Urban	556	25%
	Community: Suburban	1040	47%
	Community: Rural	604	27%
	N	2200	
xdemEmploy	Employ: Private Sector	630	29%
	Employ: Government	168	8%
	Employ: Self-Employed	182	8%
	Employ: Homemaker	149	7%
	Employ: Student	93	4%
	Employ: Retired	491	22%
	Employ: Unemployed	284	13%
	Employ: Other	203	9%
	N	2200	
xdemMilHH1	Military HH: Yes	372	17%
	Military HH: No	1828	83%
	N	2200	
xnrl	RD/WT: Right Direction	813	37%
	RD/WT: Wrong Track	1387	63%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	846	38%
	Trump Job Disapprove	1236	56%
	N	2082	
Trump_Approve2	Trump Job Strongly Approve	474	22%
	Trump Job Somewhat Approve	373	17%
	Trump Job Somewhat Disapprove	287	13%
	Trump Job Strongly Disapprove	949	43%
	N	2082	
Trump_Fav	Favorable of Trump	858	39%
	Unfavorable of Trump	1220	55%
	N	2078	
Trump_Fav_FULL	Very Favorable of Trump	487	22%
	Somewhat Favorable of Trump	371	17%
	Somewhat Unfavorable of Trump	221	10%
	Very Unfavorable of Trump	1000	45%
	N	2078	
xnr3	#1 Issue: Economy	519	24%
	#1 Issue: Security	406	18%
	#1 Issue: Health Care	381	17%
	#1 Issue: Medicare / Social Security	314	14%
	#1 Issue: Women's Issues	190	9%
	#1 Issue: Education	146	7%
	#1 Issue: Energy	132	6%
	#1 Issue: Other	112	5%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	833	38%
	2018 House Vote: Republican	642	29%
	2018 House Vote: Someone else	105	5%
	N	1580	
xsubVote16O	2016 Vote: Hillary Clinton	717	33%
	2016 Vote: Donald Trump	676	31%
	2016 Vote: Other	171	8%
	2016 Vote: Didn't Vote	630	29%
	N	2194	
xsubVote14O	Voted in 2014: Yes	1366	62%
	Voted in 2014: No	834	38%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	885	40%
	2012 Vote: Mitt Romney	509	23%
	2012 Vote: Other	88	4%
	2012 Vote: Didn't Vote	710	32%
	N	2193	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
HRdem1_1	Watch TV: Every day	1084	49%
	Watch TV: Several times per week	498	23%
	Watch TV: About once per week	128	6%
	Watch TV: Several times per month	91	4%
	Watch TV: About once per month	78	4%
	Watch TV: Less often than once per month	107	5%
	Watch TV: Never	213	10%
N	2200		
HRdem1_2	Watch Movies: Every day	391	18%
	Watch Movies: Several times per week	604	27%
	Watch Movies: About once per week	349	16%
	Watch Movies: Several times per month	241	11%
	Watch Movies: About once per month	197	9%
	Watch Movies: Less often than once per month	217	10%
	Watch Movies: Never	201	9%
N	2200		
HRdem1_3	Watch Sporting Events: Every day	141	6%
	Watch Sporting Events: Several times per week	333	15%
	Watch Sporting Events: About once per week	219	10%
	Watch Sporting Events: Several times per month	187	8%
	Watch Sporting Events: About once per month	164	7%
	Watch Sporting Events: Less often than once per month	368	17%
	Watch Sporting Events: Never	788	36%
N	2200		
HRdem2_1	Cable TV: Currently subscribe	1061	48%
	Cable TV: Subscribed in past	744	34%
	Cable TV: Never subscribed	395	18%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
HRdem2_2	Satellite TV: Currently subscribe	462	21%
	Satellite TV: Subscribed in past	598	27%
	Satellite TV: Never subscribed	1141	52%
	N	2200	
HRdem2_3	Streaming Services: Currently subscribe	1310	60%
	Streaming Services: Subscribed in past	183	8%
	Streaming Services: Never subscribed	707	32%
	N	2200	
HRdem3_1	Film: An avid fan	815	37%
	Film: A casual fan	1131	51%
	Film: Not a fan	254	12%
	N	2200	
HRdem3_2	Television: An avid fan	1132	51%
	Television: A casual fan	920	42%
	Television: Not a fan	147	7%
	N	2200	
HRdem3_3	Music: An avid fan	1187	54%
	Music: A casual fan	886	40%
	Music: Not a fan	127	6%
	N	2200	
HRdem3_4	Fashion: An avid fan	331	15%
	Fashion: A casual fan	899	41%
	Fashion: Not a fan	970	44%
	N	2200	
HRdem4	Marvel Fans	1388	63%
HRdem5	DC Fans	1296	59%
HRdem6	Star Wars Fans	1318	60%
HRdem7	Harry Potter Fans	1163	53%
HRdem8	Star Trek Fans	1082	49%
HRdem9	Game of Thrones Fans	737	34%
HRdem10	Pokemon Fans	669	30%
HRdem11	Fortnite Fans	318	14%
HRdem12	The Walking Dead Fans	803	37%
HRdem13	Lord of the Rings Fans	1063	48%

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
HRdem14	Doctor Who Fans	613	28%
HRdem15	Pop Culture Fans	1307	59%

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



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