

National Tracking Poll

Project: 190615
 N Size: 2201 Adults
 Margin of Error: ± 2%
 June 06-09, 2019

Topline Report

Question	Response	Frequency	Percentage
HR1 <i>Based on what you know about the following actors, who do you think would be a better Batman in the upcoming movie, 'The Batman'?</i>	Robert Pattinson	666	30%
	Nicholas Hoult	658	30%
	Don't know / No opinion	877	40%
HR2 <i>As you may know, it was recently confirmed that Robert Pattinson will play Batman in the upcoming movie, 'The Batman.' How much have you seen, read, or heard about the announcement that Robert Pattinson will be the next Batman?</i>	A lot	161	7%
	Some	480	22%
	Not much	472	21%
	Nothing at all	1088	49%
HR3 <i>Based on what you know about Robert Pattinson, do you expect his portrayal of Batman to be excellent, good, fair, or poor?</i>	Excellent	234	11%
	Good	595	27%
	Fair	425	19%
	Poor	218	10%
	Don't know / No opinion	729	33%
HR4 <i>As you may know, Joaquin Phoenix will play the Joker in the upcoming movie, 'Joker.' Based on what you know about Phoenix, do you expect his portrayal of the Joker to be excellent, good, fair, or poor?</i>	Excellent	808	37%
	Good	672	31%
	Fair	200	9%
	Poor	44	2%
	Don't know / No opinion	477	22%

Question	Response	Frequency	Percentage
HR5_1	<i>In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman? Michael Keaton</i>		
	Very favorable	838	38%
	Somewhat favorable	722	33%
	Somewhat unfavorable	189	9%
	Very unfavorable	58	3%
	Heard of, no opinion	278	13%
	Never heard of	116	5%
HR5_2	<i>In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman? Val Kilmer</i>		
	Very favorable	379	17%
	Somewhat favorable	758	34%
	Somewhat unfavorable	349	16%
	Very unfavorable	154	7%
	Heard of, no opinion	350	16%
	Never heard of	211	10%
HR5_3	<i>In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman? George Clooney</i>		
	Very favorable	412	19%
	Somewhat favorable	738	34%
	Somewhat unfavorable	378	17%
	Very unfavorable	243	11%
	Heard of, no opinion	336	15%
	Never heard of	94	4%
HR5_4	<i>In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman? Christian Bale</i>		
	Very favorable	857	39%
	Somewhat favorable	677	31%
	Somewhat unfavorable	175	8%
	Very unfavorable	44	2%
	Heard of, no opinion	310	14%
	Never heard of	138	6%

Question	Response	Frequency	Percentage
HR5_5	<i>In the past 30 years, five actors have portrayed Batman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Batman? Ben Affleck</i>		
	Very favorable	390	18%
	Somewhat favorable	688	31%
	Somewhat unfavorable	394	18%
	Very unfavorable	280	13%
	Heard of, no opinion	347	16%
	Never heard of	102	5%
HR6_1	<i>In the past 30 years, three actors have portrayed the Joker in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of the Joker? Jack Nicholson</i>		
	Very favorable	1278	58%
	Somewhat favorable	514	23%
	Somewhat unfavorable	98	4%
	Very unfavorable	63	3%
	Heard of, no opinion	163	7%
	Never heard of	84	4%
HR6_2	<i>In the past 30 years, three actors have portrayed the Joker in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of the Joker? Heath Ledger</i>		
	Very favorable	1311	60%
	Somewhat favorable	404	18%
	Somewhat unfavorable	99	4%
	Very unfavorable	40	2%
	Heard of, no opinion	219	10%
	Never heard of	128	6%
HR6_3	<i>In the past 30 years, three actors have portrayed the Joker in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of the Joker? Jared Leto</i>		
	Very favorable	388	18%
	Somewhat favorable	569	26%
	Somewhat unfavorable	340	15%
	Very unfavorable	243	11%
	Heard of, no opinion	310	14%
	Never heard of	352	16%

Question	Response	Frequency	Percentage
HR7_1	<i>In the past 30 years, three actors have portrayed Catwoman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Catwoman? Anne Hathaway</i>		
	Very favorable	573	26%
	Somewhat favorable	819	37%
	Somewhat unfavorable	274	12%
	Very unfavorable	117	5%
	Heard of, no opinion	327	15%
	Never heard of	90	4%
HR7_2	<i>In the past 30 years, three actors have portrayed Catwoman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Catwoman? Michelle Pfeiffer</i>		
	Very favorable	904	41%
	Somewhat favorable	695	32%
	Somewhat unfavorable	179	8%
	Very unfavorable	63	3%
	Heard of, no opinion	254	12%
	Never heard of	107	5%
HR7_3	<i>In the past 30 years, three actors have portrayed Catwoman in live-action films. Do you have a favorable or unfavorable impression of the following actors' portrayal of Catwoman? Halle Berry</i>		
	Very favorable	914	42%
	Somewhat favorable	609	28%
	Somewhat unfavorable	211	10%
	Very unfavorable	159	7%
	Heard of, no opinion	232	11%
	Never heard of	77	4%
HRdem1_1	<i>How often do you watch or stream the following? TV shows</i>		
	Watch TV: Every day	1111	50%
	Watch TV: Several times per week	508	23%
	Watch TV: About once per week	150	7%
	Watch TV: Several times per month	83	4%
	Watch TV: About once per month	63	3%
	Watch TV: Less often than once per month	105	5%
Watch TV: Never	181	8%	

Question	Response	Frequency	Percentage
HRdem1_2	<i>How often do you watch or stream the following? Movies</i>		
	Watch Movies: Every day	472	21%
	Watch Movies: Several times per week	577	26%
	Watch Movies: About once per week	334	15%
	Watch Movies: Several times per month	251	11%
	Watch Movies: About once per month	196	9%
	Watch Movies: Less often than once per month	170	8%
	Watch Movies: Never	200	9%
HRdem1_3	<i>How often do you watch or stream the following? Sporting events</i>		
	Watch Sporting Events: Every day	193	9%
	Watch Sporting Events: Several times per week	359	16%
	Watch Sporting Events: About once per week	225	10%
	Watch Sporting Events: Several times per month	144	7%
	Watch Sporting Events: About once per month	160	7%
	Watch Sporting Events: Less often than once per month	344	16%
	Watch Sporting Events: Never	778	35%
HRdem2_1	<i>Do you, or anyone in your household, subscribe to the following? Cable television</i>		
	Cable TV: Currently subscribe	1034	47%
	Cable TV: Subscribed in past	756	34%
	Cable TV: Never subscribed	411	19%
HRdem2_2	<i>Do you, or anyone in your household, subscribe to the following? Satellite television</i>		
	Satellite TV: Currently subscribe	464	21%
	Satellite TV: Subscribed in past	620	28%
	Satellite TV: Never subscribed	1117	51%
HRdem2_3	<i>Do you, or anyone in your household, subscribe to the following? Streaming service(s)</i>		
	Streaming Services: Currently subscribe	1288	59%
	Streaming Services: Subscribed in past	203	9%
	Streaming Services: Never subscribed	710	32%
HRdem3_1	<i>In general, what kind of fan do you consider yourself of the following? Film</i>		
	Film: An avid fan	853	39%
	Film: A casual fan	1112	51%
	Film: Not a fan	237	11%
HRdem3_2	<i>In general, what kind of fan do you consider yourself of the following? Television</i>		
	Television: An avid fan	1122	51%
	Television: A casual fan	935	43%
	Television: Not a fan	143	7%

Question	Response	Frequency	Percentage
HRdem3_3	<i>In general, what kind of fan do you consider yourself of the following? Music</i>		
	Music: An avid fan	1143	52%
	Music: A casual fan	951	43%
	Music: Not a fan	107	5%
HRdem3_4	<i>In general, what kind of fan do you consider yourself of the following? Fashion</i>		
	Fashion: An avid fan	322	15%
	Fashion: A casual fan	881	40%
	Fashion: Not a fan	998	45%

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2201	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1139	52%
	N	2201	
age5	Age: 18-29	445	20%
	Age: 30-44	568	26%
	Age: 45-54	348	16%
	Age: 55-64	404	18%
	Age: 65+	436	20%
	N	2201	
demAgeGeneration	Generation Z: 18-22	194	9%
	Millennial: Age 23-38	633	29%
	Generation X: Age 39-54	533	24%
	Boomers: Age 55-73	739	34%
	N	2100	
xpid3	PID: Dem (no lean)	799	36%
	PID: Ind (no lean)	784	36%
	PID: Rep (no lean)	618	28%
	N	2201	
xpidGender	PID/Gender: Dem Men	350	16%
	PID/Gender: Dem Women	449	20%
	PID/Gender: Ind Men	396	18%
	PID/Gender: Ind Women	388	18%
	PID/Gender: Rep Men	316	14%
	PID/Gender: Rep Women	302	14%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	688	31%
	Ideo: Moderate (4)	536	24%
	Ideo: Conservative (5-7)	717	33%
	N	1940	
xeduc3	Educ: < College	1513	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1295	59%
	Income: 50k-100k	664	30%
	Income: 100k+	242	11%
	N	2201	
xdemWhite	Ethnicity: White	1723	78%
xdemHispBin	Ethnicity: Hispanic	350	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	954	43%
	All Non-Christian	103	5%
	Atheist	117	5%
	Agnostic/Nothing in particular	1027	47%
	N	2201	
xdemReligOther	Religious Non-Protestant/Catholic	132	6%
xdemEvang	Evangelical	613	28%
	Non-Evangelical	787	36%
	N	1400	
xdemUsr	Community: Urban	602	27%
	Community: Suburban	1004	46%
	Community: Rural	595	27%
	N	2201	
xdemEmploy	Employ: Private Sector	642	29%
	Employ: Government	124	6%
	Employ: Self-Employed	180	8%
	Employ: Homemaker	170	8%
	Employ: Student	111	5%
	Employ: Retired	521	24%
	Employ: Unemployed	250	11%
	Employ: Other	202	9%
	N	2201	
xdemMilHH1	Military HH: Yes	353	16%
	Military HH: No	1848	84%
	N	2201	
xnrl	RD/WT: Right Direction	839	38%
	RD/WT: Wrong Track	1362	62%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	873	40%
	Trump Job Disapprove	1190	54%
	N	2063	
Trump_Approve2	Trump Job Strongly Approve	446	20%
	Trump Job Somewhat Approve	427	19%
	Trump Job Somewhat Disapprove	275	12%
	Trump Job Strongly Disapprove	915	42%
	N	2063	
Trump_Fav	Favorable of Trump	860	39%
	Unfavorable of Trump	1194	54%
	N	2054	
Trump_Fav_FULL	Very Favorable of Trump	456	21%
	Somewhat Favorable of Trump	404	18%
	Somewhat Unfavorable of Trump	208	9%
	Very Unfavorable of Trump	985	45%
	N	2054	
xnr3	#1 Issue: Economy	528	24%
	#1 Issue: Security	415	19%
	#1 Issue: Health Care	357	16%
	#1 Issue: Medicare / Social Security	344	16%
	#1 Issue: Women's Issues	179	8%
	#1 Issue: Education	167	8%
	#1 Issue: Energy	109	5%
	#1 Issue: Other	101	5%
	N	2201	
xsubVote18O	2018 House Vote: Democrat	803	36%
	2018 House Vote: Republican	630	29%
	2018 House Vote: Someone else	101	5%
	2018 House Vote: Didnt Vote	663	30%
	N	2197	
xsubVote16O	2016 Vote: Hillary Clinton	693	32%
	2016 Vote: Donald Trump	643	29%
	2016 Vote: Someone else	181	8%
	2016 Vote: Didnt Vote	677	31%
	N	2194	
xsubVote14O	Voted in 2014: Yes	1356	62%
	Voted in 2014: No	845	38%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	846	38%
	2012 Vote: Mitt Romney	497	23%
	2012 Vote: Other	110	5%
	2012 Vote: Didn't Vote	741	34%
	N	2193	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	825	37%
	4-Region: West	520	24%
	N	2201	
HRdem1_1	Watch TV: Every day	1111	50%
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