

National Tracking Poll

Project: 181115

N Size: 2201 Adults

Margin of Error: ± 2%

November 08-11, 2018

Topline Report

Question	Response	Frequency	Percentage
HR1_1	<i>Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way? I like the other movie(s) in the series</i>		
	Much more likely	806	37%
	Somewhat more likely	749	34%
	No difference either way	427	19%
	Somewhat less likely	42	2%
	Much less likely	17	1%
	Don't know / No opinion	161	7%
HR1_4	<i>Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way? The movie features a lot of the original cast</i>		
	Much more likely	635	29%
	Somewhat more likely	744	34%
	No difference either way	624	28%
	Somewhat less likely	36	2%
	Much less likely	18	1%
	Don't know / No opinion	143	7%
HR1_5	<i>Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way? The movie features new actors that I like</i>		
	Much more likely	587	27%
	Somewhat more likely	830	38%
	No difference either way	556	25%
	Somewhat less likely	62	3%
	Much less likely	23	1%
	Don't know / No opinion	142	6%
HR1_6	<i>Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way? The cast is more diverse than previous movies in the series</i>		
	Much more likely	326	15%
	Somewhat more likely	486	22%
	No difference either way	1040	47%
	Somewhat less likely	101	5%
	Much less likely	70	3%
	Don't know / No opinion	178	8%

Question	Response	Frequency	Percentage
HR1_7	<i>Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way? It will make me feel nostalgic</i>		
	Much more likely	401	18%
	Somewhat more likely	698	32%
	No difference either way	778	35%
	Somewhat less likely	91	4%
	Much less likely	49	2%
	Don't know / No opinion	183	8%
HR1_8	<i>Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way? It has a more modern storyline than other movie(s) in the series</i>		
	Much more likely	310	14%
	Somewhat more likely	575	26%
	No difference either way	999	45%
	Somewhat less likely	103	5%
	Much less likely	44	2%
	Don't know / No opinion	170	8%
HR1_9	<i>Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way? I have heard family or friends talk about the series</i>		
	Much more likely	581	26%
	Somewhat more likely	922	42%
	No difference either way	486	22%
	Somewhat less likely	43	2%
	Much less likely	26	1%
	Don't know / No opinion	144	7%
HR1_10	<i>Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way? Critics praised the movie</i>		
	Much more likely	301	14%
	Somewhat more likely	593	27%
	No difference either way	1018	46%
	Somewhat less likely	70	3%
	Much less likely	59	3%
	Don't know / No opinion	159	7%

Question	Response	Frequency	Percentage
HR1_11	<i>Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way? The series is seen as a classic</i>		
	Much more likely	437	20%
	Somewhat more likely	734	33%
	No difference either way	760	35%
	Somewhat less likely	75	3%
	Much less likely	39	2%
	Don't know / No opinion	156	7%
HR1_12	<i>Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way? The movie is the first the series has released in a while</i>		
	Much more likely	433	20%
	Somewhat more likely	705	32%
	No difference either way	819	37%
	Somewhat less likely	62	3%
	Much less likely	34	2%
	Don't know / No opinion	147	7%
HR2_1	<i>Have you watched any of the following movie series? Star Wars</i>		
	Yes, I have watched all of the series	819	37%
	Yes, I have watched some of the series	827	38%
	No, I have heard of but have not watched the series	438	20%
	No, and I have not heard of the series	118	5%
HR2_4	<i>Have you watched any of the following movie series? James Bond</i>		
	Yes, I have watched all of the series	601	27%
	Yes, I have watched some of the series	1032	47%
	No, I have heard of but have not watched the series	453	21%
	No, and I have not heard of the series	115	5%
HR2_5	<i>Have you watched any of the following movie series? Harry Potter</i>		
	Yes, I have watched all of the series	892	41%
	Yes, I have watched some of the series	543	25%
	No, I have heard of but have not watched the series	636	29%
	No, and I have not heard of the series	129	6%
HR2_6	<i>Have you watched any of the following movie series? Lord of the Rings</i>		
	Yes, I have watched all of the series	824	37%
	Yes, I have watched some of the series	482	22%
	No, I have heard of but have not watched the series	749	34%
	No, and I have not heard of the series	145	7%

Question	Response	Frequency	Percentage
HR2_7	<i>Have you watched any of the following movie series? Rocky</i>		
	Yes, I have watched all of the series	902	41%
	Yes, I have watched some of the series	799	36%
	No, I have heard of but have not watched the series	382	17%
	No, and I have not heard of the series	118	5%
HR2_8	<i>Have you watched any of the following movie series? The Hobbit</i>		
	Yes, I have watched all of the series	636	29%
	Yes, I have watched some of the series	457	21%
	No, I have heard of but have not watched the series	924	42%
	No, and I have not heard of the series	183	8%
HR2_9	<i>Have you watched any of the following movie series? The Hunger Games</i>		
	Yes, I have watched all of the series	795	36%
	Yes, I have watched some of the series	533	24%
	No, I have heard of but have not watched the series	717	33%
	No, and I have not heard of the series	156	7%
HR2_10	<i>Have you watched any of the following movie series? Transformers</i>		
	Yes, I have watched all of the series	663	30%
	Yes, I have watched some of the series	702	32%
	No, I have heard of but have not watched the series	712	32%
	No, and I have not heard of the series	124	6%
HR2_11	<i>Have you watched any of the following movie series? Jurassic Park</i>		
	Yes, I have watched all of the series	892	41%
	Yes, I have watched some of the series	849	39%
	No, I have heard of but have not watched the series	381	17%
	No, and I have not heard of the series	78	4%
HR2_12	<i>Have you watched any of the following movie series? X-Men</i>		
	Yes, I have watched all of the series	670	30%
	Yes, I have watched some of the series	643	29%
	No, I have heard of but have not watched the series	747	34%
	No, and I have not heard of the series	141	6%
HR2_13	<i>Have you watched any of the following movie series? Star Trek</i>		
	Yes, I have watched all of the series	613	28%
	Yes, I have watched some of the series	815	37%
	No, I have heard of but have not watched the series	627	29%
	No, and I have not heard of the series	145	7%

Question	Response	Frequency	Percentage
HR2_14	<i>Have you watched any of the following movie series? The Matrix</i>		
	Yes, I have watched all of the series	784	36%
	Yes, I have watched some of the series	601	27%
	No, I have heard of but have not watched the series	670	30%
	No, and I have not heard of the series	146	7%
HR2_15	<i>Have you watched any of the following movie series? Super Man</i>		
	Yes, I have watched all of the series	652	30%
	Yes, I have watched some of the series	956	43%
	No, I have heard of but have not watched the series	497	23%
	No, and I have not heard of the series	96	4%
HR2_16	<i>Have you watched any of the following movie series? Batman</i>		
	Yes, I have watched all of the series	743	34%
	Yes, I have watched some of the series	919	42%
	No, I have heard of but have not watched the series	440	20%
	No, and I have not heard of the series	99	5%
HR2_17	<i>Have you watched any of the following movie series? Iron Man</i>		
	Yes, I have watched all of the series	844	38%
	Yes, I have watched some of the series	562	26%
	No, I have heard of but have not watched the series	642	29%
	No, and I have not heard of the series	153	7%
HR2_18	<i>Have you watched any of the following movie series? Mission: Impossible</i>		
	Yes, I have watched all of the series	543	25%
	Yes, I have watched some of the series	897	41%
	No, I have heard of but have not watched the series	628	29%
	No, and I have not heard of the series	134	6%
HR2_19	<i>Have you watched any of the following movie series? Spider-Man</i>		
	Yes, I have watched all of the series	759	34%
	Yes, I have watched some of the series	859	39%
	No, I have heard of but have not watched the series	492	22%
	No, and I have not heard of the series	91	4%
HR2_20	<i>Have you watched any of the following movie series? Pirates of the Caribbean</i>		
	Yes, I have watched all of the series	840	38%
	Yes, I have watched some of the series	792	36%
	No, I have heard of but have not watched the series	455	21%
	No, and I have not heard of the series	114	5%

Question	Response	Frequency	Percentage
HR2_21	<i>Have you watched any of the following movie series? The Fast and the Furious</i>		
	Yes, I have watched all of the series	714	32%
	Yes, I have watched some of the series	674	31%
	No, I have heard of but have not watched the series	683	31%
	No, and I have not heard of the series	130	6%
HR2_22	<i>Have you watched any of the following movie series? Iron Man</i>		
	Yes, I have watched all of the series	840	38%
	Yes, I have watched some of the series	579	26%
	No, I have heard of but have not watched the series	646	29%
	No, and I have not heard of the series	136	6%
HR2_23	<i>Have you watched any of the following movie series? Thor</i>		
	Yes, I have watched all of the series	684	31%
	Yes, I have watched some of the series	490	22%
	No, I have heard of but have not watched the series	839	38%
	No, and I have not heard of the series	188	9%
HR2_24	<i>Have you watched any of the following movie series? The Avengers</i>		
	Yes, I have watched all of the series	745	34%
	Yes, I have watched some of the series	609	28%
	No, I have heard of but have not watched the series	704	32%
	No, and I have not heard of the series	143	7%
HR2_25	<i>Have you watched any of the following movie series? Captain America</i>		
	Yes, I have watched all of the series	672	31%
	Yes, I have watched some of the series	556	25%
	No, I have heard of but have not watched the series	816	37%
	No, and I have not heard of the series	157	7%
HR2_26	<i>Have you watched any of the following movie series? Guardians of the Galaxy</i>		
	Yes, I have watched all of the series	763	35%
	Yes, I have watched some of the series	447	20%
	No, I have heard of but have not watched the series	753	34%
	No, and I have not heard of the series	239	11%
HR2_27	<i>Have you watched any of the following movie series? Toy Story</i>		
	Yes, I have watched all of the series	1044	47%
	Yes, I have watched some of the series	662	30%
	No, I have heard of but have not watched the series	392	18%
	No, and I have not heard of the series	104	5%

Question	Response	Frequency	Percentage
HR2_28	<i>Have you watched any of the following movie series? Shrek</i>		
	Yes, I have watched all of the series	939	43%
	Yes, I have watched some of the series	783	36%
	No, I have heard of but have not watched the series	381	17%
	No, and I have not heard of the series	98	4%
HR2_29	<i>Have you watched any of the following movie series? Twilight</i>		
	Yes, I have watched all of the series	689	31%
	Yes, I have watched some of the series	438	20%
	No, I have heard of but have not watched the series	871	40%
	No, and I have not heard of the series	203	9%
HR2_30	<i>Have you watched any of the following movie series? Indiana Jones</i>		
	Yes, I have watched all of the series	1039	47%
	Yes, I have watched some of the series	713	32%
	No, I have heard of but have not watched the series	351	16%
	No, and I have not heard of the series	97	4%
HR2_31	<i>Have you watched any of the following movie series? Bourne</i>		
	Yes, I have watched all of the series	634	29%
	Yes, I have watched some of the series	664	30%
	No, I have heard of but have not watched the series	640	29%
	No, and I have not heard of the series	263	12%
HR2_32	<i>Have you watched any of the following movie series? Back to the Future</i>		
	Yes, I have watched all of the series	1189	54%
	Yes, I have watched some of the series	605	27%
	No, I have heard of but have not watched the series	314	14%
	No, and I have not heard of the series	93	4%
HR2_33	<i>Have you watched any of the following movie series? The Chronicles of Narnia</i>		
	Yes, I have watched all of the series	550	25%
	Yes, I have watched some of the series	659	30%
	No, I have heard of but have not watched the series	797	36%
	No, and I have not heard of the series	195	9%
HR2_34	<i>Have you watched any of the following movie series? Avatar</i>		
	Yes, I have watched all of the series	697	32%
	Yes, I have watched some of the series	631	29%
	No, I have heard of but have not watched the series	751	34%
	No, and I have not heard of the series	122	6%

Question	Response	Frequency	Percentage
HR2_35	<i>Have you watched any of the following movie series? Die Hard</i>		
	Yes, I have watched all of the series	853	39%
	Yes, I have watched some of the series	740	34%
	No, I have heard of but have not watched the series	474	22%
	No, and I have not heard of the series	135	6%
HR2_36	<i>Have you watched any of the following movie series? Alien</i>		
	Yes, I have watched all of the series	513	23%
	Yes, I have watched some of the series	727	33%
	No, I have heard of but have not watched the series	730	33%
	No, and I have not heard of the series	231	10%
HR2_37	<i>Have you watched any of the following movie series? Terminator</i>		
	Yes, I have watched all of the series	794	36%
	Yes, I have watched some of the series	805	37%
	No, I have heard of but have not watched the series	490	22%
	No, and I have not heard of the series	112	5%
HR3_1	<i>And, do you have a favorable or unfavorable impression of the following movie series? Star Wars (N=2,083)</i>		
	Very favorable	913	44%
	Somewhat favorable	599	29%
	Somewhat unfavorable	162	8%
	Very unfavorable	137	7%
	Don't know / No opinion	272	13%
HR3_4	<i>And, do you have a favorable or unfavorable impression of the following movie series? James Bond (N=2,086)</i>		
	Very favorable	748	36%
	Somewhat favorable	783	38%
	Somewhat unfavorable	165	8%
	Very unfavorable	75	4%
	Don't know / No opinion	314	15%
HR3_5	<i>And, do you have a favorable or unfavorable impression of the following movie series? Harry Potter (N=2,072)</i>		
	Very favorable	885	43%
	Somewhat favorable	533	26%
	Somewhat unfavorable	172	8%
	Very unfavorable	134	6%
	Don't know / No opinion	347	17%

Question	Response	Frequency	Percentage
HR3_6	<i>And, do you have a favorable or unfavorable impression of the following movie series? Lord of the Rings (N=2,056)</i>		
	Very favorable	801	39%
	Somewhat favorable	509	25%
	Somewhat unfavorable	171	8%
	Very unfavorable	112	5%
	Don't know / No opinion	462	22%
HR3_7	<i>And, do you have a favorable or unfavorable impression of the following movie series? Rocky (N=2,083)</i>		
	Very favorable	812	39%
	Somewhat favorable	719	35%
	Somewhat unfavorable	184	9%
	Very unfavorable	72	3%
	Don't know / No opinion	296	14%
HR3_8	<i>And, do you have a favorable or unfavorable impression of the following movie series? The Hobbit (N=2,018)</i>		
	Very favorable	588	29%
	Somewhat favorable	548	27%
	Somewhat unfavorable	219	11%
	Very unfavorable	117	6%
	Don't know / No opinion	547	27%
HR3_9	<i>And, do you have a favorable or unfavorable impression of the following movie series? The Hunger Games (N=2,045)</i>		
	Very favorable	710	35%
	Somewhat favorable	571	28%
	Somewhat unfavorable	210	10%
	Very unfavorable	93	5%
	Don't know / No opinion	460	23%
HR3_10	<i>And, do you have a favorable or unfavorable impression of the following movie series? Transformers (N=2,077)</i>		
	Very favorable	646	31%
	Somewhat favorable	629	30%
	Somewhat unfavorable	237	11%
	Very unfavorable	98	5%
	Don't know / No opinion	468	23%

Question	Response	Frequency	Percentage
HR3_11	<i>And, do you have a favorable or unfavorable impression of the following movie series? Jurassic Park (N=2,123)</i>		
	Very favorable	876	41%
	Somewhat favorable	769	36%
	Somewhat unfavorable	162	8%
	Very unfavorable	61	3%
	Don't know / No opinion	255	12%
HR3_12	<i>And, do you have a favorable or unfavorable impression of the following movie series? X-Men (N=2,060)</i>		
	Very favorable	660	32%
	Somewhat favorable	642	31%
	Somewhat unfavorable	183	9%
	Very unfavorable	68	3%
	Don't know / No opinion	507	25%
HR3_13	<i>And, do you have a favorable or unfavorable impression of the following movie series? Star Trek (N=2,056)</i>		
	Very favorable	702	34%
	Somewhat favorable	672	33%
	Somewhat unfavorable	206	10%
	Very unfavorable	133	6%
	Don't know / No opinion	343	17%
HR3_14	<i>And, do you have a favorable or unfavorable impression of the following movie series? The Matrix (N=2,055)</i>		
	Very favorable	655	32%
	Somewhat favorable	629	31%
	Somewhat unfavorable	204	10%
	Very unfavorable	101	5%
	Don't know / No opinion	466	23%
HR3_15	<i>And, do you have a favorable or unfavorable impression of the following movie series? Super Man (N=2,105)</i>		
	Very favorable	674	32%
	Somewhat favorable	845	40%
	Somewhat unfavorable	181	9%
	Very unfavorable	62	3%
	Don't know / No opinion	342	16%

Question	Response	Frequency	Percentage
HR3_16	<i>And, do you have a favorable or unfavorable impression of the following movie series? Batman (N=2,102)</i>		
	Very favorable	750	36%
	Somewhat favorable	840	40%
	Somewhat unfavorable	139	7%
	Very unfavorable	66	3%
	Don't know / No opinion	306	15%
HR3_17	<i>And, do you have a favorable or unfavorable impression of the following movie series? Iron Man (N=2,048)</i>		
	Very favorable	788	38%
	Somewhat favorable	604	29%
	Somewhat unfavorable	154	8%
	Very unfavorable	69	3%
	Don't know / No opinion	433	21%
HR3_18	<i>And, do you have a favorable or unfavorable impression of the following movie series? Mission: Impossible (N=2,067)</i>		
	Very favorable	613	30%
	Somewhat favorable	743	36%
	Somewhat unfavorable	231	11%
	Very unfavorable	112	5%
	Don't know / No opinion	369	18%
HR3_19	<i>And, do you have a favorable or unfavorable impression of the following movie series? Spider-Man (N=2,110)</i>		
	Very favorable	752	36%
	Somewhat favorable	793	38%
	Somewhat unfavorable	152	7%
	Very unfavorable	63	3%
	Don't know / No opinion	351	17%
HR3_20	<i>And, do you have a favorable or unfavorable impression of the following movie series? Pirates of the Caribbean (N=2,087)</i>		
	Very favorable	825	40%
	Somewhat favorable	718	34%
	Somewhat unfavorable	166	8%
	Very unfavorable	85	4%
	Don't know / No opinion	294	14%

Question	Response	Frequency	Percentage
HR3_21	<i>And, do you have a favorable or unfavorable impression of the following movie series? The Fast and the Furious (N=2,071)</i>		
	Very favorable	733	35%
	Somewhat favorable	577	28%
	Somewhat unfavorable	234	11%
	Very unfavorable	121	6%
	Don't know / No opinion	407	20%
HR3_22	<i>And, do you have a favorable or unfavorable impression of the following movie series? Iron Man (N=2,065)</i>		
	Very favorable	802	39%
	Somewhat favorable	593	29%
	Somewhat unfavorable	175	8%
	Very unfavorable	54	3%
	Don't know / No opinion	441	21%
HR3_23	<i>And, do you have a favorable or unfavorable impression of the following movie series? Thor (N=2,013)</i>		
	Very favorable	680	34%
	Somewhat favorable	549	27%
	Somewhat unfavorable	155	8%
	Very unfavorable	72	4%
	Don't know / No opinion	558	28%
HR3_24	<i>And, do you have a favorable or unfavorable impression of the following movie series? The Avengers (N=2,058)</i>		
	Very favorable	766	37%
	Somewhat favorable	567	28%
	Somewhat unfavorable	152	7%
	Very unfavorable	78	4%
	Don't know / No opinion	495	24%
HR3_25	<i>And, do you have a favorable or unfavorable impression of the following movie series? Captain America (N=2,044)</i>		
	Very favorable	682	33%
	Somewhat favorable	587	29%
	Somewhat unfavorable	154	8%
	Very unfavorable	70	3%
	Don't know / No opinion	551	27%

Question	Response	Frequency	Percentage
HR3_26	<i>And, do you have a favorable or unfavorable impression of the following movie series? Guardians of the Galaxy (N=1,962)</i>		
	Very favorable	758	39%
	Somewhat favorable	460	23%
	Somewhat unfavorable	155	8%
	Very unfavorable	59	3%
	Don't know / No opinion	530	27%
HR3_27	<i>And, do you have a favorable or unfavorable impression of the following movie series? Toy Story (N=2,097)</i>		
	Very favorable	1059	51%
	Somewhat favorable	648	31%
	Somewhat unfavorable	93	4%
	Very unfavorable	39	2%
	Don't know / No opinion	258	12%
HR3_28	<i>And, do you have a favorable or unfavorable impression of the following movie series? Shrek (N=2,103)</i>		
	Very favorable	953	45%
	Somewhat favorable	716	34%
	Somewhat unfavorable	115	5%
	Very unfavorable	48	2%
	Don't know / No opinion	271	13%
HR3_29	<i>And, do you have a favorable or unfavorable impression of the following movie series? Twilight (N=1,998)</i>		
	Very favorable	511	26%
	Somewhat favorable	440	22%
	Somewhat unfavorable	315	16%
	Very unfavorable	246	12%
	Don't know / No opinion	486	24%
HR3_30	<i>And, do you have a favorable or unfavorable impression of the following movie series? Indiana Jones (N=2,104)</i>		
	Very favorable	1024	49%
	Somewhat favorable	645	31%
	Somewhat unfavorable	118	6%
	Very unfavorable	51	2%
	Don't know / No opinion	265	13%

Question	Response	Frequency	Percentage
HR3_31	<i>And, do you have a favorable or unfavorable impression of the following movie series? Bourne (N=1,938)</i>		
	Very favorable	642	33%
	Somewhat favorable	614	32%
	Somewhat unfavorable	186	10%
	Very unfavorable	85	4%
	Don't know / No opinion	411	21%
HR3_32	<i>And, do you have a favorable or unfavorable impression of the following movie series? Back to the Future (N=2,108)</i>		
	Very favorable	1049	50%
	Somewhat favorable	664	32%
	Somewhat unfavorable	117	6%
	Very unfavorable	40	2%
	Don't know / No opinion	237	11%
HR3_33	<i>And, do you have a favorable or unfavorable impression of the following movie series? The Chronicles of Narnia (N=2,006)</i>		
	Very favorable	576	29%
	Somewhat favorable	604	30%
	Somewhat unfavorable	196	10%
	Very unfavorable	96	5%
	Don't know / No opinion	535	27%
HR3_34	<i>And, do you have a favorable or unfavorable impression of the following movie series? Avatar (N=2,079)</i>		
	Very favorable	653	31%
	Somewhat favorable	596	29%
	Somewhat unfavorable	221	11%
	Very unfavorable	115	6%
	Don't know / No opinion	494	24%
HR3_35	<i>And, do you have a favorable or unfavorable impression of the following movie series? Die Hard (N=2,066)</i>		
	Very favorable	817	40%
	Somewhat favorable	676	33%
	Somewhat unfavorable	143	7%
	Very unfavorable	80	4%
	Don't know / No opinion	350	17%

Question	Response	Frequency	Percentage
HR3_36	<i>And, do you have a favorable or unfavorable impression of the following movie series? Alien (N=1,970)</i>		
	Very favorable	528	27%
	Somewhat favorable	596	30%
	Somewhat unfavorable	259	13%
	Very unfavorable	128	7%
	Don't know / No opinion	459	23%
HR3_37	<i>And, do you have a favorable or unfavorable impression of the following movie series? Terminator (N=2,089)</i>		
	Very favorable	694	33%
	Somewhat favorable	760	36%
	Somewhat unfavorable	218	10%
	Very unfavorable	79	4%
	Don't know / No opinion	339	16%
HR4_1	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? Star Wars (N=2,083)</i>		
	Very likely	828	40%
	Somewhat likely	470	23%
	Not too likely	315	15%
	Not likely at all	358	17%
	Don't know / No opinion	112	5%
HR4_4	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? James Bond (N=2,086)</i>		
	Very likely	676	32%
	Somewhat likely	589	28%
	Not too likely	361	17%
	Not likely at all	340	16%
	Don't know / No opinion	120	6%
HR4_5	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? Harry Potter (N=2,072)</i>		
	Very likely	830	40%
	Somewhat likely	377	18%
	Not too likely	316	15%
	Not likely at all	404	20%
	Don't know / No opinion	144	7%

Question	Response	Frequency	Percentage
HR4_6	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? Lord of the Rings (N=2,056)</i>		
	Very likely	676	33%
	Somewhat likely	415	20%
	Not too likely	346	17%
	Not likely at all	465	23%
	Don't know / No opinion	153	7%
HR4_7	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? Rocky (N=2,083)</i>		
	Very likely	711	34%
	Somewhat likely	518	25%
	Not too likely	386	19%
	Not likely at all	354	17%
	Don't know / No opinion	114	5%
HR4_8	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? The Hobbit (N=2,018)</i>		
	Very likely	578	29%
	Somewhat likely	416	21%
	Not too likely	361	18%
	Not likely at all	511	25%
	Don't know / No opinion	152	8%
HR4_9	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? The Hunger Games (N=2,045)</i>		
	Very likely	692	34%
	Somewhat likely	424	21%
	Not too likely	358	18%
	Not likely at all	396	19%
	Don't know / No opinion	174	9%
HR4_10	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? Transformers (N=2,077)</i>		
	Very likely	646	31%
	Somewhat likely	413	20%
	Not too likely	407	20%
	Not likely at all	457	22%
	Don't know / No opinion	154	7%

Question	Response	Frequency	Percentage
HR4_11	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? Jurassic Park (N=2,123)</i>		
	Very likely	863	41%
	Somewhat likely	553	26%
	Not too likely	319	15%
	Not likely at all	280	13%
	Don't know / No opinion	108	5%
HR4_12	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? X-Men (N=2,060)</i>		
	Very likely	663	32%
	Somewhat likely	491	24%
	Not too likely	358	17%
	Not likely at all	396	19%
	Don't know / No opinion	152	7%
HR4_13	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? Star Trek (N=2,056)</i>		
	Very likely	660	32%
	Somewhat likely	478	23%
	Not too likely	353	17%
	Not likely at all	441	21%
	Don't know / No opinion	124	6%
HR4_14	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? The Matrix (N=2,055)</i>		
	Very likely	612	30%
	Somewhat likely	486	24%
	Not too likely	366	18%
	Not likely at all	437	21%
	Don't know / No opinion	153	7%
HR4_15	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? Super Man (N=2,105)</i>		
	Very likely	641	30%
	Somewhat likely	594	28%
	Not too likely	418	20%
	Not likely at all	330	16%
	Don't know / No opinion	122	6%

Question	Response	Frequency	Percentage
HR4_16	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? Batman (N=2,102)</i>		
	Very likely	724	34%
	Somewhat likely	607	29%
	Not too likely	347	17%
	Not likely at all	312	15%
	Don't know / No opinion	111	5%
HR4_17	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? Iron Man (N=2,048)</i>		
	Very likely	785	38%
	Somewhat likely	446	22%
	Not too likely	329	16%
	Not likely at all	346	17%
	Don't know / No opinion	143	7%
HR4_18	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? Mission: Impossible (N=2,067)</i>		
	Very likely	593	29%
	Somewhat likely	553	27%
	Not too likely	363	18%
	Not likely at all	420	20%
	Don't know / No opinion	138	7%
HR4_19	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? Spider-Man (N=2,110)</i>		
	Very likely	720	34%
	Somewhat likely	562	27%
	Not too likely	352	17%
	Not likely at all	352	17%
	Don't know / No opinion	124	6%
HR4_20	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? Pirates of the Caribbean (N=2,087)</i>		
	Very likely	773	37%
	Somewhat likely	555	27%
	Not too likely	337	16%
	Not likely at all	319	15%
	Don't know / No opinion	103	5%

Question	Response	Frequency	Percentage
HR4_21	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? The Fast and the Furious (N=2,071)</i>		
	Very likely	707	34%
	Somewhat likely	393	19%
	Not too likely	357	17%
	Not likely at all	485	23%
	Don't know / No opinion	129	6%
HR4_22	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? Iron Man (N=2,065)</i>		
	Very likely	791	38%
	Somewhat likely	454	22%
	Not too likely	319	15%
	Not likely at all	357	17%
	Don't know / No opinion	144	7%
HR4_23	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? Thor (N=2,013)</i>		
	Very likely	691	34%
	Somewhat likely	402	20%
	Not too likely	357	18%
	Not likely at all	400	20%
	Don't know / No opinion	162	8%
HR4_24	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? The Avengers (N=2,058)</i>		
	Very likely	761	37%
	Somewhat likely	413	20%
	Not too likely	321	16%
	Not likely at all	397	19%
	Don't know / No opinion	166	8%
HR4_25	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? Captain America (N=2,044)</i>		
	Very likely	687	34%
	Somewhat likely	439	21%
	Not too likely	348	17%
	Not likely at all	400	20%
	Don't know / No opinion	171	8%

Question	Response	Frequency	Percentage
HR4_26	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? Guardians of the Galaxy (N=1,962)</i>		
	Very likely	770	39%
	Somewhat likely	364	19%
	Not too likely	297	15%
	Not likely at all	352	18%
	Don't know / No opinion	178	9%
HR4_27	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? Toy Story (N=2,097)</i>		
	Very likely	907	43%
	Somewhat likely	535	26%
	Not too likely	301	14%
	Not likely at all	240	11%
	Don't know / No opinion	113	5%
HR4_28	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? Shrek (N=2,103)</i>		
	Very likely	799	38%
	Somewhat likely	559	27%
	Not too likely	338	16%
	Not likely at all	286	14%
	Don't know / No opinion	121	6%
HR4_29	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? Twilight (N=1,998)</i>		
	Very likely	526	26%
	Somewhat likely	281	14%
	Not too likely	402	20%
	Not likely at all	620	31%
	Don't know / No opinion	170	8%
HR4_30	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? Indiana Jones (N=2,104)</i>		
	Very likely	850	40%
	Somewhat likely	594	28%
	Not too likely	296	14%
	Not likely at all	254	12%
	Don't know / No opinion	110	5%

Question	Response	Frequency	Percentage
HR4_31	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? Bourne (N=1,938)</i>		
	Very likely	625	32%
	Somewhat likely	482	25%
	Not too likely	345	18%
	Not likely at all	338	17%
	Don't know / No opinion	148	8%
HR4_32	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? Back to the Future (N=2,108)</i>		
	Very likely	870	41%
	Somewhat likely	633	30%
	Not too likely	285	14%
	Not likely at all	217	10%
	Don't know / No opinion	102	5%
HR4_33	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? The Chronicles of Narnia (N=2,006)</i>		
	Very likely	525	26%
	Somewhat likely	452	23%
	Not too likely	421	21%
	Not likely at all	436	22%
	Don't know / No opinion	172	9%
HR4_34	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? Avatar (N=2,079)</i>		
	Very likely	643	31%
	Somewhat likely	459	22%
	Not too likely	360	17%
	Not likely at all	446	21%
	Don't know / No opinion	171	8%
HR4_35	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? Die Hard (N=2,066)</i>		
	Very likely	738	36%
	Somewhat likely	548	26%
	Not too likely	336	16%
	Not likely at all	330	16%
	Don't know / No opinion	114	6%

Question	Response	Frequency	Percentage
HR4_36	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? Alien (N=1,970)</i>		
	Very likely	489	25%
	Somewhat likely	452	23%
	Not too likely	407	21%
	Not likely at all	473	24%
	Don't know / No opinion	148	8%
HR4_37	<i>And, if a new movie in each of the following series were released, how likely would you be to watch? Terminator (N=2,089)</i>		
	Very likely	636	30%
	Somewhat likely	552	26%
	Not too likely	383	18%
	Not likely at all	390	19%
	Don't know / No opinion	128	6%
HR5_1	<i>Do you have a favorable or unfavorable impression of each of the following actors as James Bond? Sean connery (N=2,086)</i>		
	Very favorable	1266	61%
	Somewhat favorable	447	21%
	Somewhat unfavorable	85	4%
	Very unfavorable	36	2%
	Don't know / No opinion	252	12%
HR5_4	<i>Do you have a favorable or unfavorable impression of each of the following actors as James Bond? George lazenby (N=2,086)</i>		
	Very favorable	149	7%
	Somewhat favorable	506	24%
	Somewhat unfavorable	342	16%
	Very unfavorable	138	7%
	Don't know / No opinion	951	46%
HR5_5	<i>Do you have a favorable or unfavorable impression of each of the following actors as James Bond? Roger moore (N=2,086)</i>		
	Very favorable	869	42%
	Somewhat favorable	658	32%
	Somewhat unfavorable	131	6%
	Very unfavorable	53	3%
	Don't know / No opinion	376	18%

Question	Response	Frequency	Percentage
HR5_6	<i>Do you have a favorable or unfavorable impression of each of the following actors as James Bond? Timothy dalton (N=2,086)</i>		
	Very favorable	295	14%
	Somewhat favorable	735	35%
	Somewhat unfavorable	334	16%
	Very unfavorable	104	5%
	Don't know / No opinion	617	30%
HR5_7	<i>Do you have a favorable or unfavorable impression of each of the following actors as James Bond? Pierce brosnan (N=2,086)</i>		
	Very favorable	1069	51%
	Somewhat favorable	633	30%
	Somewhat unfavorable	122	6%
	Very unfavorable	40	2%
	Don't know / No opinion	221	11%
HR5_8	<i>Do you have a favorable or unfavorable impression of each of the following actors as James Bond? Daniel craig (N=2,086)</i>		
	Very favorable	852	41%
	Somewhat favorable	623	30%
	Somewhat unfavorable	192	9%
	Very unfavorable	73	4%
	Don't know / No opinion	346	17%
HR6_1	<i>Do you support or oppose the following portrayals of James Bond in future Bond movies? A black James Bond (N=2,086)</i>		
	Strongly support	595	29%
	Somewhat support	478	23%
	Somewhat oppose	237	11%
	Strongly oppose	366	18%
	Don't know / No opinion	409	20%
HR6_4	<i>Do you support or oppose the following portrayals of James Bond in future Bond movies? A Hispanic James Bond (N=2,086)</i>		
	Strongly support	386	19%
	Somewhat support	424	20%
	Somewhat oppose	328	16%
	Strongly oppose	480	23%
	Don't know / No opinion	467	22%

Question	Response	Frequency	Percentage
HR6_5	<i>Do you support or oppose the following portrayals of James Bond in future Bond movies? An Asian James Bond (N=2,086)</i>		
	Strongly support	356	17%
	Somewhat support	410	20%
	Somewhat oppose	343	16%
	Strongly oppose	518	25%
	Don't know / No opinion	459	22%
HR6_6	<i>Do you support or oppose the following portrayals of James Bond in future Bond movies? A female James Bond (N=2,086)</i>		
	Strongly support	410	20%
	Somewhat support	349	17%
	Somewhat oppose	324	16%
	Strongly oppose	665	32%
	Don't know / No opinion	338	16%
HR6_7	<i>Do you support or oppose the following portrayals of James Bond in future Bond movies? A gay James Bond (N=2,086)</i>		
	Strongly support	314	15%
	Somewhat support	276	13%
	Somewhat oppose	293	14%
	Strongly oppose	793	38%
	Don't know / No opinion	409	20%
HR6_8	<i>Do you support or oppose the following portrayals of James Bond in future Bond movies? An American James Bond (N=2,086)</i>		
	Strongly support	677	32%
	Somewhat support	525	25%
	Somewhat oppose	230	11%
	Strongly oppose	313	15%
	Don't know / No opinion	341	16%
HR7	<i>Which of the following statements comes closest to your view, even if neither are exactly right? (N=2,086)</i>		
	The James Bond series should change with the times and have a more diverse cast and lead character.	705	34%
	The James Bond series is a classic and nothing about it should change.	1056	51%
	Don't know / No opinion	325	16%

Question	Response	Frequency	Percentage
HR8	<i>As you may know, there is speculation that actor Idris Elba will play James Bond. Do you support or oppose Elba playing Bond? (N=2,086)</i>		
	Strongly support	827	40%
	Somewhat support	480	23%
	Somewhat oppose	189	9%
	Strongly oppose	258	12%
	Don't know / No opinion	332	16%
HR9_1	<i>Have you watched any of the following James Bond films? Dr. No (1962) (N=2,086)</i>		
	Yes, I have watched	1047	50%
	No, I have heard of but have not watched	649	31%
	No, and I have not heard of	390	19%
HR9_4	<i>Have you watched any of the following James Bond films? From Russia with Love (1963) (N=2,086)</i>		
	Yes, I have watched	1147	55%
	No, I have heard of but have not watched	626	30%
	No, and I have not heard of	313	15%
HR9_5	<i>Have you watched any of the following James Bond films? Goldfinger (1964) (N=2,086)</i>		
	Yes, I have watched	1368	66%
	No, I have heard of but have not watched	465	22%
	No, and I have not heard of	253	12%
HR9_6	<i>Have you watched any of the following James Bond films? Thunderball (1965) (N=2,086)</i>		
	Yes, I have watched	936	45%
	No, I have heard of but have not watched	740	35%
	No, and I have not heard of	410	20%
HR9_7	<i>Have you watched any of the following James Bond films? Casino Royale (1967) (N=2,086)</i>		
	Yes, I have watched	1193	57%
	No, I have heard of but have not watched	636	31%
	No, and I have not heard of	256	12%
HR9_8	<i>Have you watched any of the following James Bond films? You Only Live Twice (1967) (N=2,086)</i>		
	Yes, I have watched	1134	54%
	No, I have heard of but have not watched	626	30%
	No, and I have not heard of	326	16%

Question	Response	Frequency	Percentage
HR9_9	<i>Have you watched any of the following James Bond films? On Her Majesty's Secret Service (1969) (N=2,086)</i>		
	Yes, I have watched	877	42%
	No, I have heard of but have not watched	742	36%
	No, and I have not heard of	466	22%
HR9_10	<i>Have you watched any of the following James Bond films? Diamonds Are Forever (1971) (N=2,086)</i>		
	Yes, I have watched	1208	58%
	No, I have heard of but have not watched	572	27%
	No, and I have not heard of	306	15%
HR9_11	<i>Have you watched any of the following James Bond films? Live and Let Die (1973) (N=2,086)</i>		
	Yes, I have watched	1272	61%
	No, I have heard of but have not watched	526	25%
	No, and I have not heard of	288	14%
HR9_12	<i>Have you watched any of the following James Bond films? The Man with the Golden Gun (1974) (N=2,086)</i>		
	Yes, I have watched	1089	52%
	No, I have heard of but have not watched	643	31%
	No, and I have not heard of	354	17%
HR9_13	<i>Have you watched any of the following James Bond films? The Spy Who Loved Me (1977) (N=2,086)</i>		
	Yes, I have watched	1173	56%
	No, I have heard of but have not watched	611	29%
	No, and I have not heard of	302	14%
HR9_14	<i>Have you watched any of the following James Bond films? Moonraker (1979) (N=2,086)</i>		
	Yes, I have watched	945	45%
	No, I have heard of but have not watched	677	32%
	No, and I have not heard of	464	22%
HR9_15	<i>Have you watched any of the following James Bond films? For Your Eyes Only (1981) (N=2,086)</i>		
	Yes, I have watched	1136	54%
	No, I have heard of but have not watched	599	29%
	No, and I have not heard of	350	17%

Question	Response	Frequency	Percentage
HR9_16	<i>Have you watched any of the following James Bond films? Octopussy (1983)</i> (N=2,086)		
	Yes, I have watched	1225	59%
	No, I have heard of but have not watched	551	26%
	No, and I have not heard of	309	15%
HR9_17	<i>Have you watched any of the following James Bond films? Never Say Never Again (1983)</i> (N=2,086)		
	Yes, I have watched	1047	50%
	No, I have heard of but have not watched	679	33%
	No, and I have not heard of	359	17%
HR9_18	<i>Have you watched any of the following James Bond films? A View to a Kill (1985)</i> (N=2,086)		
	Yes, I have watched	1010	48%
	No, I have heard of but have not watched	656	31%
	No, and I have not heard of	420	20%
HR9_19	<i>Have you watched any of the following James Bond films? The Living Daylights (1987)</i> (N=2,086)		
	Yes, I have watched	669	32%
	No, I have heard of but have not watched	844	40%
	No, and I have not heard of	573	27%
HR9_20	<i>Have you watched any of the following James Bond films? Licence to Kill (1989)</i> (N=2,086)		
	Yes, I have watched	1103	53%
	No, I have heard of but have not watched	687	33%
	No, and I have not heard of	296	14%
HR9_21	<i>Have you watched any of the following James Bond films? GoldenEye (1995)</i> (N=2,086)		
	Yes, I have watched	1133	54%
	No, I have heard of but have not watched	624	30%
	No, and I have not heard of	329	16%
HR9_22	<i>Have you watched any of the following James Bond films? Tomorrow Never Dies (1997)</i> (N=2,086)		
	Yes, I have watched	1153	55%
	No, I have heard of but have not watched	629	30%
	No, and I have not heard of	304	15%

Question	Response	Frequency	Percentage
HR9_23	<i>Have you watched any of the following James Bond films? The World Is Not Enough (1999) (N=2,086)</i>		
	Yes, I have watched	870	42%
	No, I have heard of but have not watched	775	37%
	No, and I have not heard of	440	21%
HR9_24	<i>Have you watched any of the following James Bond films? Die Another Day (2002) (N=2,086)</i>		
	Yes, I have watched	1117	54%
	No, I have heard of but have not watched	685	33%
	No, and I have not heard of	283	14%
HR9_25	<i>Have you watched any of the following James Bond films? Casino Royale (2006) (N=2,086)</i>		
	Yes, I have watched	1231	59%
	No, I have heard of but have not watched	634	30%
	No, and I have not heard of	221	11%
HR9_26	<i>Have you watched any of the following James Bond films? Quantum of Solace (2008) (N=2,086)</i>		
	Yes, I have watched	882	42%
	No, I have heard of but have not watched	783	38%
	No, and I have not heard of	421	20%
HR9_27	<i>Have you watched any of the following James Bond films? Skyfall (2012) (N=2,086)</i>		
	Yes, I have watched	1031	49%
	No, I have heard of but have not watched	686	33%
	No, and I have not heard of	369	18%
HR9_28	<i>Have you watched any of the following James Bond films? Spectre (2015) (N=2,086)</i>		
	Yes, I have watched	794	38%
	No, I have heard of but have not watched	886	42%
	No, and I have not heard of	407	19%
HR10_x1	<i>Do you have a favorable or unfavorable impression of the following James Bond films? Dr. No (1962) (N=1,696)</i>		
	Very favorable	630	37%
	Somewhat favorable	501	30%
	Somewhat unfavorable	81	5%
	Very unfavorable	27	2%
	Don't know / No opinion	457	27%

Question	Response	Frequency	Percentage
HR10_x4	<i>Do you have a favorable or unfavorable impression of the following James Bond films? From Russia with Love (1963) (N=1,773)</i>		
	Very favorable	729	41%
	Somewhat favorable	509	29%
	Somewhat unfavorable	62	3%
	Very unfavorable	26	1%
	Don't know / No opinion	447	25%
HR10_x5	<i>Do you have a favorable or unfavorable impression of the following James Bond films? Goldfinger (1964) (N=1,832)</i>		
	Very favorable	859	47%
	Somewhat favorable	480	26%
	Somewhat unfavorable	57	3%
	Very unfavorable	25	1%
	Don't know / No opinion	411	22%
HR10_x6	<i>Do you have a favorable or unfavorable impression of the following James Bond films? Thunderball (1965) (N=1,676)</i>		
	Very favorable	621	37%
	Somewhat favorable	472	28%
	Somewhat unfavorable	70	4%
	Very unfavorable	24	1%
	Don't know / No opinion	489	29%
HR10_x7	<i>Do you have a favorable or unfavorable impression of the following James Bond films? Casino Royale (1967) (N=1,830)</i>		
	Very favorable	726	40%
	Somewhat favorable	484	26%
	Somewhat unfavorable	85	5%
	Very unfavorable	36	2%
	Don't know / No opinion	499	27%
HR10_x8	<i>Do you have a favorable or unfavorable impression of the following James Bond films? You Only Live Twice (1967) (N=1,760)</i>		
	Very favorable	700	40%
	Somewhat favorable	485	28%
	Somewhat unfavorable	56	3%
	Very unfavorable	31	2%
	Don't know / No opinion	489	28%

Question	Response	Frequency	Percentage
HR10_x9	<i>Do you have a favorable or unfavorable impression of the following James Bond films? On Her Majesty's Secret Service (1969) (N=1,620)</i>		
	Very favorable	526	32%
	Somewhat favorable	481	30%
	Somewhat unfavorable	81	5%
	Very unfavorable	44	3%
	Don't know / No opinion	489	30%
HR10_x10	<i>Do you have a favorable or unfavorable impression of the following James Bond films? Diamonds Are Forever (1971) (N=1,780)</i>		
	Very favorable	759	43%
	Somewhat favorable	478	27%
	Somewhat unfavorable	66	4%
	Very unfavorable	21	1%
	Don't know / No opinion	455	26%
HR10_x11	<i>Do you have a favorable or unfavorable impression of the following James Bond films? Live and Let Die (1973) (N=1,797)</i>		
	Very favorable	756	42%
	Somewhat favorable	505	28%
	Somewhat unfavorable	60	3%
	Very unfavorable	26	1%
	Don't know / No opinion	450	25%
HR10_x12	<i>Do you have a favorable or unfavorable impression of the following James Bond films? The Man with the Golden Gun (1974) (N=1,732)</i>		
	Very favorable	661	38%
	Somewhat favorable	503	29%
	Somewhat unfavorable	64	4%
	Very unfavorable	29	2%
	Don't know / No opinion	475	27%
HR10_x13	<i>Do you have a favorable or unfavorable impression of the following James Bond films? The Spy Who Loved Me (1977) (N=1,784)</i>		
	Very favorable	710	40%
	Somewhat favorable	477	27%
	Somewhat unfavorable	85	5%
	Very unfavorable	31	2%
	Don't know / No opinion	481	27%

Question	Response	Frequency	Percentage
HR10_x14	<i>Do you have a favorable or unfavorable impression of the following James Bond films? Moonraker (1979) (N=1,622)</i>		
	Very favorable	544	34%
	Somewhat favorable	462	28%
	Somewhat unfavorable	99	6%
	Very unfavorable	41	3%
	Don't know / No opinion	476	29%
HR10_x15	<i>Do you have a favorable or unfavorable impression of the following James Bond films? For Your Eyes Only (1981) (N=1,735)</i>		
	Very favorable	726	42%
	Somewhat favorable	466	27%
	Somewhat unfavorable	66	4%
	Very unfavorable	25	1%
	Don't know / No opinion	451	26%
HR10_x16	<i>Do you have a favorable or unfavorable impression of the following James Bond films? Octopussy (1983) (N=1,776)</i>		
	Very favorable	692	39%
	Somewhat favorable	468	26%
	Somewhat unfavorable	105	6%
	Very unfavorable	40	2%
	Don't know / No opinion	471	26%
HR10_x17	<i>Do you have a favorable or unfavorable impression of the following James Bond films? Never Say Never Again (1983) (N=1,727)</i>		
	Very favorable	599	35%
	Somewhat favorable	496	29%
	Somewhat unfavorable	91	5%
	Very unfavorable	29	2%
	Don't know / No opinion	511	30%
HR10_x18	<i>Do you have a favorable or unfavorable impression of the following James Bond films? A View to a Kill (1985) (N=1,666)</i>		
	Very favorable	588	35%
	Somewhat favorable	514	31%
	Somewhat unfavorable	66	4%
	Very unfavorable	31	2%
	Don't know / No opinion	466	28%

Question	Response	Frequency	Percentage
HR10_x19	<i>Do you have a favorable or unfavorable impression of the following James Bond films? The Living Daylights (1987) (N=1,513)</i>		
	Very favorable	390	26%
	Somewhat favorable	469	31%
	Somewhat unfavorable	102	7%
	Very unfavorable	33	2%
	Don't know / No opinion	519	34%
HR10_x20	<i>Do you have a favorable or unfavorable impression of the following James Bond films? Licence to Kill (1989) (N=1,790)</i>		
	Very favorable	617	34%
	Somewhat favorable	510	29%
	Somewhat unfavorable	104	6%
	Very unfavorable	27	1%
	Don't know / No opinion	531	30%
HR10_x21	<i>Do you have a favorable or unfavorable impression of the following James Bond films? GoldenEye (1995) (N=1,757)</i>		
	Very favorable	718	41%
	Somewhat favorable	440	25%
	Somewhat unfavorable	84	5%
	Very unfavorable	29	2%
	Don't know / No opinion	486	28%
HR10_x22	<i>Do you have a favorable or unfavorable impression of the following James Bond films? Tomorrow Never Dies (1997) (N=1,782)</i>		
	Very favorable	670	38%
	Somewhat favorable	494	28%
	Somewhat unfavorable	76	4%
	Very unfavorable	28	2%
	Don't know / No opinion	513	29%
HR10_x23	<i>Do you have a favorable or unfavorable impression of the following James Bond films? The World Is Not Enough (1999) (N=1,645)</i>		
	Very favorable	552	34%
	Somewhat favorable	453	28%
	Somewhat unfavorable	101	6%
	Very unfavorable	25	2%
	Don't know / No opinion	515	31%

Question	Response	Frequency	Percentage
HR10_x24	<i>Do you have a favorable or unfavorable impression of the following James Bond films? Die Another Day (2002) (N=1,802)</i>		
	Very favorable	660	37%
	Somewhat favorable	513	28%
	Somewhat unfavorable	94	5%
	Very unfavorable	31	2%
	Don't know / No opinion	505	28%
HR10_x25	<i>Do you have a favorable or unfavorable impression of the following James Bond films? Casino Royale (2006) (N=1,865)</i>		
	Very favorable	830	45%
	Somewhat favorable	455	24%
	Somewhat unfavorable	73	4%
	Very unfavorable	38	2%
	Don't know / No opinion	468	25%
HR10_x26	<i>Do you have a favorable or unfavorable impression of the following James Bond films? Quantum of Solace (2008) (N=1,665)</i>		
	Very favorable	602	36%
	Somewhat favorable	417	25%
	Somewhat unfavorable	80	5%
	Very unfavorable	40	2%
	Don't know / No opinion	526	32%
HR10_x27	<i>Do you have a favorable or unfavorable impression of the following James Bond films? Skyfall (2012) (N=1,717)</i>		
	Very favorable	698	41%
	Somewhat favorable	383	22%
	Somewhat unfavorable	105	6%
	Very unfavorable	33	2%
	Don't know / No opinion	498	29%
HR10_x28	<i>Do you have a favorable or unfavorable impression of the following James Bond films? Spectre (2015) (N=1,679)</i>		
	Very favorable	595	35%
	Somewhat favorable	368	22%
	Somewhat unfavorable	93	6%
	Very unfavorable	38	2%
	Don't know / No opinion	584	35%

Question	Response	Frequency	Percentage
HRdem1_1	<i>How often do you watch or stream the following? TV shows</i>		
	Every day	1245	57%
	Several times per week	452	21%
	About once per week	146	7%
	Several times per month	83	4%
	About once per month	41	2%
	Less often than once per month	70	3%
	Never	164	7%
HRdem1_4	<i>How often do you watch or stream the following? Movies</i>		
	Every day	462	21%
	Several times per week	550	25%
	About once per week	407	18%
	Several times per month	238	11%
	About once per month	198	9%
	Less often than once per month	185	8%
	Never	161	7%
HRdem1_5	<i>How often do you watch or stream the following? Sporting events</i>		
	Every day	181	8%
	Several times per week	392	18%
	About once per week	381	17%
	Several times per month	171	8%
	About once per month	150	7%
	Less often than once per month	295	13%
	Never	632	29%

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	1030	47%
	Gender: Female	1171	53%
	N	2201	
age5	Age: 18-29	392	18%
	Age: 30-44	496	23%
	Age: 45-54	478	22%
	Age: 55-64	323	15%
	Age: 65+	512	23%
	N	2201	
demAgeGeneration	Generation Z: 18-21	130	6%
	Millennial: Age 22-37	538	24%
	Generation X: Age 38-53	640	29%
	Boomers: Age 54-72	785	36%
	N	2094	
xpid3	PID: Dem (no lean)	725	33%
	PID: Ind (no lean)	554	25%
	PID: Rep (no lean)	922	42%
	N	2201	
xpidGender	PID/Gender: Dem Men	312	14%
	PID/Gender: Dem Women	413	19%
	PID/Gender: Ind Men	281	13%
	PID/Gender: Ind Women	273	12%
	PID/Gender: Rep Men	438	20%
	PID/Gender: Rep Women	484	22%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	698	32%
	Ideo: Moderate (4)	473	22%
	Ideo: Conservative (5-7)	691	31%
	N	1863	
xeduc3	Educ: College	1384	63%
	Educ: Bachelors degree	521	24%
	Educ: Post-grad	296	13%
	N	2201	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1266	58%
	Income: 50k-100k	626	28%
	Income: 100k+	309	14%
	N	2201	
xdemWhite	Ethnicity: White	1780	81%
xdemHispBin	Ethnicity: Hispanic	213	10%
demBlackBin	Ethnicity: Afr. Am.	279	13%
demRaceOther	Ethnicity: Other	142	6%
xrelNet	Relig: Protestant	529	24%
	Relig: Roman Catholic	370	17%
	Relig: Something Else	212	10%
	N	1111	
xreligion1	Relig: Jewish	56	3%
xreligion2	Relig: Evangelical	774	35%
	Relig: Non-Evang. Catholics	337	15%
	N	1111	
xreligion3	Relig: All Christian	1111	50%
	Relig: All Non-Christian	271	12%
	N	1382	
xdemUsr	Community: Urban	556	25%
	Community: Suburban	988	45%
	Community: Rural	657	30%
	N	2201	
xdemEmploy	Employ: Private Sector	711	32%
	Employ: Government	171	8%
	Employ: Self-Employed	181	8%
	Employ: Homemaker	112	5%
	Employ: Student	71	3%
	Employ: Retired	521	24%
	Employ: Unemployed	189	9%
	Employ: Other	245	11%
	N	2201	
xdemMilHH1	Military HH: Yes	404	18%
	Military HH: No	1797	82%
	N	2201	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	883	40%
	RD/WT: Wrong Track	1318	60%
	N	2201	
Trump_Approve	Trump Job Approve	942	43%
	Trump Job Disapprove	1123	51%
	N	2065	
Trump_Approve2	Trump Job Strongly Approve	506	23%
	Trump Job Somewhat Approve	436	20%
	Trump Job Somewhat Disapprove	265	12%
	Trump Job Strongly Disapprove	858	39%
	N	2065	
xnr3	#1 Issue: Economy	591	27%
	#1 Issue: Security	372	17%
	#1 Issue: Health Care	436	20%
	#1 Issue: Medicare / Social Security	335	15%
	#1 Issue: Women's Issues	127	6%
	#1 Issue: Education	133	6%
	#1 Issue: Energy	76	3%
	#1 Issue: Other	129	6%
	N	2201	
xsubVote16O	2016 Vote: Hillary Clinton	729	33%
	2016 Vote: Donald Trump	785	36%
	2016 Vote: Someone else	195	9%
	2016 Vote: Didnt Vote	487	22%
	N	2196	
xsubVote14O	Voted in 2014: Yes	1524	69%
	Voted in 2014: No	677	31%
	N	2201	
xsubVote12O	2012 Vote: Barack Obama	916	42%
	2012 Vote: Mitt Romney	602	27%
	2012 Vote: Other	87	4%
	2012 Vote: Didn't Vote	594	27%
	N	2199	
xreg4	4-Region: Northeast	393	18%
	4-Region: Midwest	506	23%
	4-Region: South	822	37%
	4-Region: West	481	22%
	N	2201	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Fav	Favorable of Trump	931	42%
	Unfavorable of Trump	1122	51%
	N	2053	
Trump_Fav_FULL	Very Favorable of Trump	529	24%
	Somewhat Favorable of Trump	402	18%
	Somewhat Unfavorable of Trump	210	10%
	Very Unfavorable of Trump	912	41%
	N	2053	
HRdem3	Frequent TV watchers	1697	77%
HRdem4	Frequent movie watchers	1012	46%

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**