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2. Which of the following best describes your viewership of the original Roseanne series?
2. Which of the following best describes your viewership of the original Roseanne series?
2. Which of the following best describes your viewership of the original Roseanne series?
3_1. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - The show is funny
3_1. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - The show is funny
3_1. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - The show is funny
3_2. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - I watch it for the nostalgia
3_2. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - I watch it for the nostalgia

3_2. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - I watch it for the nostalgia

3_3. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - Roseanne's character reflects my politics

3_3. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - Roseanne's character reflects my politics

3_3. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - Roseanne's character reflects my politics

3_4. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - The characters remind me of my family

3_4. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - The characters remind me of my family

3_4. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - The characters remind me of my family

3_5. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - I want to see what happened to the characters

3_5. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - I want to see what happened to the characters

3_5. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - I want to see what happened to the characters

3_6. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - I want to see how original storylines played out

3_6. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - I want to see how original storylines played out

3_6. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - I want to see how original storylines played out

3_7. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - I like reboot shows generally

3_7. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - I like reboot shows generally

3_7. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - I like reboot shows generally

3_8. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - It is the best option in that day/time slot

3_8. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - It is the best option in that day/time slot

3_8. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - It is the best option in that day/time slot

3_9. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - I like the changes they made to the show

3_9. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - I like the changes they made to the show

3_9. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - I like the changes they made to the show

3. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - Top 2 Box Summary

3. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - Top 2 Box Summary

3. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - Top 2 Box Summary

3. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - Bottom 2 Box Summary

3. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - Bottom 2 Box Summary

3. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - Bottom 2 Box Summary

3. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - Grid Table

4_1. Do you agree or disagree with the following statements? - The American economy is rigged to advantage the rich and powerful

4_1. Do you agree or disagree with the following statements? - The American economy is rigged to advantage the rich and powerful

4_1. Do you agree or disagree with the following statements? - The American economy is rigged to advantage the rich and powerful

4_2. Do you agree or disagree with the following statements? - Traditional parties and politicians don't care about people like me

4_2. Do you agree or disagree with the following statements? - Traditional parties and politicians don't care about people like me

4_2. Do you agree or disagree with the following statements? - Traditional parties and politicians don't care about people like me

4_3. Do you agree or disagree with the following statements? - The mainstream media is more interested in making money than telling the truth

4_3. Do you agree or disagree with the following statements? - The mainstream media is more interested in making money than telling the truth

4_3. Do you agree or disagree with the following statements? - The mainstream media is more interested in making money than telling the truth

4_4. Do you agree or disagree with the following statements? - Social policies, such as affirmative action, discriminate unfairly against white people

4_4. Do you agree or disagree with the following statements? - Social policies, such as affirmative action, discriminate unfairly against white people

4_4. Do you agree or disagree with the following statements? - Social policies, such as affirmative action, discriminate unfairly against white people

4. Do you agree or disagree with the following statements? - Top 2 Box Summary

4. Do you agree or disagree with the following statements? - Top 2 Box Summary

4. Do you agree or disagree with the following statements? - Top 2 Box Summary

4. Do you agree or disagree with the following statements? - Bottom 2 Box Summary

4. Do you agree or disagree with the following statements? - Bottom 2 Box Summary

4. Do you agree or disagree with the following statements? - Bottom 2 Box Summary

4. Do you agree or disagree with the following statements? - Grid Table

5. How do you get most of your news?

5. How do you get most of your news?

5. How do you get most of your news?

6. Of the choices listed below, which is your main source of television news?

6. Of the choices listed below, which is your main source of television news?

6. Of the choices listed below, which is your main source of television news?

7. In the 2016 election for President, for whom did you vote?

7. In the 2016 election for President, for whom did you vote?

7. In the 2016 election for President, for whom did you vote?

8. Which category best fits how you define your profession/former profession/the job of the primary earner in your household?

8. Which category best fits how you define your profession/former profession/the job of the primary earner in your household?

8. Which category best fits how you define your profession/former profession/the job of the primary earner in your household?

9. How would you describe the area in which you live?

9. How would you describe the area in which you live?

9. How would you describe the area in which you live?

10. If you would be willing to participate in an interview (on-the-record and for attribution), please check "yes" below. If not, please check "no". Your information will not be shared without your consent

10. If you would be willing to participate in an interview (on-the-record and for attribution), please check "yes" below. If not, please check "no". Your information will not be shared without your consent

10. If you would be willing to participate in an interview (on-the-record and for attribution), please check "yes" below. If not, please check "no". Your information will not be shared without your consent

PID. With which political party do you most identify?

PID. With which political party do you most identify?

PID. With which political party do you most identify?

Household Income

Household Income

Household Income

Gender

Gender

Gender

Age

Age

Age

Region

Region

Region

Education

Education

Education

Age & Presence Of Children

Age & Presence Of Children

Age & Presence Of Children

Marital Status

Marital Status

Marital Status

Employment

Employment

Employment

Race

Race

Race

Are you of Hispanic Ethnicity?

Are you of Hispanic Ethnicity?

Are you of Hispanic Ethnicity?

Metro status

Metro status

Metro status

1_1. How often do you watch the following television shows. - Roseanne (2018 reboot)

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	976	1034	587	720	703	835	1175	351	428	757	474
Base: All Respondents (wtd)	2010	969	1041	593	693	725	746	1264	358	423	754	475
Weekly/every episode	347	162	185	79	141	127	110	237	65	90	116	77
	17%	17%	18%	13%	20%	17%	15%	19%	18%	21%	15%	16%
Sometimes					C			F		J		
	253	140	112	83	96	74	104	149	36	49	114	54
	13%	14%	11%	14%	14%	10%	14%	12%	10%	12%	15%	11%
Rarely		B									H	
	263	129	134	85	91	88	110	153	53	48	93	68
Never/I haven't seen it	13%	13%	13%	14%	13%	12%	15%	12%	15%	11%	12%	14%
	1096	520	576	326	344	426	397	699	197	229	406	264
Don't know	55%	54%	55%	55%	50%	59%	53%	55%	55%	54%	54%	56%
					D							
	51	17	34	20	21	10	25	26	7	7	25	11
Sigma	3%	2%	3%	3%	3%	1%	3%	2%	2%	2%	3%	2%
				E								
	2010	969	1041	593	693	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Watcher (Net)	863	432	431	247	328	288	324	539	154	187	323	200
	43%	45%	41%	42%	47%	40%	43%	43%	43%	44%	43%	42%
				E								

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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1_1. How often do you watch the following television shows. - Roseanne (2018 reboot)

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2010	611	1399	1135	875	974	189	457	390	1067	943	1717	293	661	638	430
Base: All Respondents (wtd)	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
Weekly/every episode	347	143	204	190	157	190	29	62	66	237	110	312	35	104	135	80
	17%	24%	14%	18%	17%	19%	16%	14%	18%	22%	12%	21%	7%	14%	23%	20%
Sometimes	253	97	156	125	128	138	28	48	38	143	110	194	59	91	77	37
	13%	16%	11%	12%	14%	14%	16%	11%	10%	13%	12%	13%	11%	13%	13%	9%
Rarely	263	73	190	149	115	135	23	60	45	126	137	173	90	103	65	58
	13%	12%	13%	14%	12%	13%	13%	14%	12%	12%	15%	12%	17%	14%	11%	14%
Never/I haven't seen it	1096	257	839	595	501	534	97	243	221	541	555	786	310	403	310	219
	55%	44%	59%	55%	54%	52%	53%	56%	59%	50%	59%	53%	60%	56%	52%	54%
Don't know	51	20	31	23	28	25	5	19	3	30	21	30	21	23	5	11
	3%	3%	2%	2%	3%	2%	3%	4%	1%	3%	2%	2%	4%	3%	1%	3%
Sigma	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Watcher (Net)	863	313	550	464	399	463	81	170	149	506	357	680	183	298	276	175
	43%	53%	39%	43%	43%	45%	44%	39%	40%	47%	38%	45%	36%	41%	47%	43%
		B								J		L				

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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1_1. How often do you watch the following television shows. - Roseanne (2018 reboot)

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: All Respondents (unwtd)	2010	375	285	265	660	925	1085	715	653	597	924	293	500	965	545	
Base: All Respondents (wtd)	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556	
Weekly/every episode	347	347	-	-	347	347	-	163	111	99	176	51	94	169	83	
	17%	100%	-	-	58%	40%	-	26%	15%	19%	18%	17%	20%	17%	15%	
		BCDEF			BCEF	BCF		H					N			
Sometimes	253	-	253	-	253	253	-	97	83	75	103	45	48	112	92	
	13%	-	100%	-	42%	29%	-	15%	11%	14%	11%	15%	10%	11%	17%	
			ACDEF		ACEF	ACF									LM	
Rarely	263	-	-	263	-	263	-	75	96	73	122	36	52	121	90	
	13%	-	-	100%	-	31%	-	12%	13%	14%	13%	12%	11%	12%	16%	
				ABDEF		ABDF									L	
Never/I haven't seen it	1096	-	-	-	-	-	1096	294	423	277	557	162	257	555	284	
	55%	-	-	-	-	-	96%	46%	58%	52%	57%	54%	56%	56%	51%	
							ABCDE		G							
Don't know	51	-	-	-	-	-	51	4	15	8	19	4	11	34	6	
	3%	-	-	-	-	-	4%	1%	2%	1%	2%	1%	2%	3%	1%	
							ABCDE								N	
Sigma	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																
Watcher (Net)	863	347	253	263	600	863	-	335	290	246	401	132	194	403	266	
	43%	100%	100%	100%	100%	100%	-	53%	40%	46%	41%	44%	42%	41%	48%	
		F	F	F	F	F		H							M	

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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1_2. How often do you watch the following television shows. - The Big Bang Theory

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	976	1034	587	720	703	835	1175	351	428	757	474
Base: All Respondents (wtd)	2010	969	1041	593	693	725	746	1264	358	423	754	475
Weekly/every episode	460	250	210	115	181	164	150	309	94	101	168	96
	23%	26%	20%	19%	26%	23%	20%	24%	26%	24%	22%	20%
Sometimes	488	241	247	195	176	117	193	295	83	106	185	114
	24%	25%	24%	33%	25%	16%	26%	23%	23%	25%	25%	24%
Rarely	461	216	245	171	142	149	163	298	66	92	179	124
	23%	22%	24%	29%	21%	21%	22%	24%	19%	22%	24%	26%
Never/I haven't seen it	582	255	326	104	187	290	230	352	114	121	209	138
	29%	26%	31%	18%	27%	40%	31%	28%	32%	29%	28%	29%
Don't know	19	6	13	8	7	4	9	10	-	3	13	3
	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	2%	1%
Sigma	2010	969	1041	593	693	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Watcher (Net)	1409	708	702	480	499	430	507	902	244	300	532	334
	70%	73%	67%	81%	72%	59%	68%	71%	68%	71%	71%	70%
		B		DE	E							

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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1_2. How often do you watch the following television shows. - The Big Bang Theory

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2010	611	1399	1135	875	974	189	457	390	1067	943	1717	293	661	638	430
Base: All Respondents (wtd)	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
Weekly/every episode	460	147	312	222	237	255	35	77	92	303	156	397	63	147	154	99
	23%	25%	22%	21%	26%	25%	19%	18%	25%	28%	17%	27%	12%	20%	26%	24%
				C	G			G	J		L			M		
Sometimes	488	182	306	245	243	292	46	102	48	237	252	342	147	164	152	94
	24%	31%	22%	23%	26%	29%	25%	24%	13%	22%	27%	23%	28%	23%	26%	23%
		B				H	H	H			I					
Rarely	461	122	339	276	185	232	35	118	77	230	231	323	138	176	131	86
	23%	21%	24%	26%	20%	23%	19%	27%	21%	21%	25%	22%	27%	24%	22%	21%
				D				H								
Never/I haven't seen it	582	130	452	331	250	233	66	126	156	298	284	423	158	222	152	127
	29%	22%	32%	31%	27%	23%	36%	29%	42%	28%	30%	28%	31%	31%	26%	31%
			A					E	E	EG						
Don't know	19	9	10	7	13	9	1	9	-	9	10	10	9	14	2	-
	1%	1%	1%	1%	1%	1%	*	2%	-	1%	1%	1%	2%	2%	*	-
								H						NO		
Sigma	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Watcher (Net)	1409	452	957	744	666	779	116	297	218	770	639	1062	347	487	437	279
	70%	77%	67%	69%	72%	76%	63%	69%	58%	71%	69%	71%	68%	67%	74%	69%
		B				FGH		H						M		

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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1_2. How often do you watch the following television shows. - The Big Bang Theory

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: All Respondents (unwtd)	2010	375	285	265	660	925	1085	715	653	597	924	293	500	965	545	
Base: All Respondents (wtd)	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556	
Weekly/every episode	460	172	74	55	246	301	159	187	156	122	226	80	118	215	127	
	23%	50%	29%	21%	41%	35%	14%	30%	22%	23%	23%	27%	26%	22%	23%	
		BCDEF	F	F	BCEF	BCF		H								
Sometimes	488	65	94	76	160	236	253	147	171	138	223	78	98	236	154	
	24%	19%	37%	29%	27%	27%	22%	23%	23%	26%	23%	26%	21%	24%	28%	
			ADEF	AF	A	AF									L	
Rarely	461	61	45	88	106	194	267	121	175	125	223	67	102	240	119	
	23%	18%	18%	33%	18%	23%	23%	19%	24%	24%	23%	23%	22%	24%	21%	
				ABDEF		AD	AD									
Never/I haven't seen it	582	48	37	44	84	129	453	176	217	146	296	72	141	291	149	
	29%	14%	15%	17%	14%	15%	39%	28%	30%	27%	30%	24%	31%	29%	27%	
							ABCDE									
Don't know	19	1	3	-	3	3	16	2	8	1	9	2	3	10	6	
	1%	*	1%	-	1%	*	1%	*	1%	*	1%	1%	1%	1%	1%	
						E										
Sigma	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																
Watcher (Net)	1409	299	213	219	512	731	678	455	502	385	672	225	318	690	401	
	70%	86%	84%	83%	85%	85%	59%	72%	69%	72%	69%	75%	69%	70%	72%	
		F	F	F	F	F										

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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1_3. How often do you watch the following television shows. - NCIS

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	976	1034	587	720	703	835	1175	351	428	757	474
Base: All Respondents (wtd)	2010	969	1041	593	693	725	746	1264	358	423	754	475
Weekly/every episode	385	194	191	80	94	210	135	249	65	76	153	90
	19%	20%	18%	14%	14%	29%	18%	20%	18%	18%	20%	19%
						CD						
Sometimes	450	223	228	164	143	143	193	258	81	90	183	96
	22%	23%	22%	28%	21%	20%	26%	20%	23%	21%	24%	20%
				DE			G					
Rarely	472	233	239	152	185	135	174	298	78	106	172	115
	23%	24%	23%	26%	27%	19%	23%	24%	22%	25%	23%	24%
				E	E							
Never/I haven't seen it	680	312	368	185	261	234	230	450	134	144	232	170
	34%	32%	35%	31%	38%	32%	31%	36%	37%	34%	31%	36%
				C								
Don't know	23	8	15	11	10	2	14	9	-	7	14	3
	1%	1%	1%	2%	1%	*	2%	1%	-	2%	2%	1%
				E			G			H	H	
Sigma	2010	969	1041	593	693	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Watcher (Net)	1307	649	658	396	422	489	502	805	224	272	508	302
	65%	67%	63%	67%	61%	67%	67%	64%	63%	64%	67%	64%
						D						

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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1_3. How often do you watch the following television shows. - NCIS

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2010	611	1399	1135	875	974	189	457	390	1067	943	1717	293	661	638	430
Base: All Respondents (wtd)	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
Weekly/every episode	385	96	289	208	177	170	31	71	113	231	154	317	68	145	135	74
	19%	16%	20%	19%	19%	17%	17%	16%	30%	21%	16%	21%	13%	20%	23%	18%
									EFJ	J	L					
Sometimes	450	139	311	252	198	236	47	95	73	238	213	314	136	158	149	78
	22%	24%	22%	23%	21%	23%	26%	22%	20%	22%	23%	21%	26%	22%	25%	19%
																O
Rarely	472	157	315	271	201	273	28	104	67	231	241	344	128	158	127	107
	23%	27%	22%	25%	22%	27%	15%	24%	18%	21%	26%	23%	25%	22%	21%	26%
						FH		F			I					
Never/I haven't seen it	680	188	492	339	341	332	75	154	119	363	317	506	174	251	178	146
	34%	32%	35%	31%	37%	33%	41%	36%	32%	34%	34%	34%	34%	35%	30%	36%
					C											
Don't know	23	10	13	12	11	10	3	8	1	15	8	14	9	12	4	1
	1%	2%	1%	1%	1%	1%	2%	2%	*	1%	1%	1%	2%	2%	1%	*
																O
Sigma	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Watcher (Net)	1307	392	915	730	577	679	105	270	254	699	608	975	332	460	410	259
	65%	66%	64%	68%	62%	66%	57%	62%	68%	65%	65%	65%	65%	64%	69%	64%
				D		F			F							

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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1_3. How often do you watch the following television shows. - NCIS

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: All Respondents (unwtd)	2010	375	285	265	660	925	1085	715	653	597	924	293	500	965	545	
Base: All Respondents (wtd)	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556	
Weekly/every episode	385	94	61	48	155	203	182	165	139	96	174	87	106	180	98	
	19%	27%	24%	18%	26%	23%	16%	26%	19%	18%	18%	29%	23%	18%	18%	
		CF	F		CEF	CF		H				IJ				
Sometimes	450	74	100	71	175	246	204	154	156	139	197	62	88	205	157	
	22%	21%	40%	27%	29%	28%	18%	24%	21%	26%	20%	21%	19%	21%	28%	
			ACDEF	F	AF	AF				J					LM	
Rarely	472	79	49	89	129	218	254	127	169	128	233	62	114	213	145	
	23%	23%	20%	34%	21%	25%	22%	20%	23%	24%	24%	21%	25%	21%	26%	
				ABDEF		BD										
Never/I haven't seen it	680	94	39	55	133	188	492	184	255	163	367	84	148	379	153	
	34%	27%	15%	21%	22%	22%	43%	29%	35%	31%	38%	28%	32%	38%	28%	
		BDE			B	B	ABCDE		G		IK				LN	
Don't know	23	6	3	-	8	8	15	4	8	7	5	4	6	14	3	
	1%	2%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Sigma	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																
Watcher (Net)	1307	248	211	208	459	666	641	446	465	362	604	211	309	598	400	
	65%	71%	84%	79%	76%	77%	56%	70%	64%	68%	62%	71%	67%	60%	72%	
		F	ADEF	F	AF	AF		H		J		J	M		M	

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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1_4. How often do you watch the following television shows. - The Voice

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	976	1034	587	720	703	835	1175	351	428	757	474
Base: All Respondents (wtd)	2010	969	1041	593	693	725	746	1264	358	423	754	475
Weekly/every episode	236	112	124	81	84	71	72	164	32	51	102	51
	12%	12%	12%	14%	12%	10%	10%	13%	9%	12%	14%	11%
Sometimes	389	171	218	162	135	92	149	240	67	69	158	95
	19%	18%	21%	27%	20%	13%	20%	19%	19%	16%	21%	20%
Rarely	526	217	309	172	162	192	195	331	96	117	173	140
	26%	22%	30%	29%	23%	27%	26%	26%	27%	28%	23%	29%
Never/I haven't seen it	833	457	376	169	297	367	317	516	160	181	308	183
	41%	47%	36%	28%	43%	51%	42%	41%	45%	43%	41%	39%
Don't know	27	12	15	10	14	3	13	13	3	5	12	6
	1%	1%	1%	2%	2%	*	2%	1%	1%	1%	2%	1%
Sigma	2010	969	1041	593	693	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Watcher (Net)	1150	500	651	414	381	355	416	735	195	237	433	286
	57%	52%	62%	70%	55%	49%	56%	58%	54%	56%	57%	60%
			A	DE	E							

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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1_4. How often do you watch the following television shows. - The Voice

	Children in Household		Education		Employment Status				Marital Status		Race		Party ID			
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
Base: All Respondents (unwtd)	2010	611	1399	1135	875	974	189	457	390	1067	943	1717	293	661	638	430
Base: All Respondents (wtd)	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
Weekly/every episode	236	92	143	114	122	139	20	49	28	160	76	188	48	95	78	34
	12%	16%	10%	11%	13%	14%	11%	11%	7%	15%	8%	13%	9%	13%	13%	8%
Sometimes		B				H				J				O	O	
	389	144	244	202	186	221	39	83	46	202	187	274	114	154	127	51
	19%	24%	17%	19%	20%	22%	21%	19%	12%	19%	20%	18%	22%	21%	21%	13%
Rarely		B				H	H	H						O	O	
	526	145	381	308	218	262	53	116	96	260	266	387	139	191	138	114
	26%	25%	27%	28%	24%	26%	29%	27%	26%	24%	28%	26%	27%	26%	23%	28%
Never/I haven't seen it				D												
	833	198	634	442	391	390	66	175	202	442	390	633	200	274	244	199
	41%	34%	45%	41%	42%	38%	36%	40%	54%	41%	42%	39%	38%	41%	49%	
Don't know			A						EF							MN
	27	10	17	16	11	10	5	10	2	13	14	14	13	10	4	7
	1%	2%	1%	1%	1%	1%	3%	2%	1%	1%	1%	1%	2%	1%	1%	2%
Sigma	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Watcher (Net)	1150	382	769	624	527	621	112	248	170	622	529	849	302	440	343	199
	57%	65%	54%	58%	57%	61%	61%	57%	45%	58%	57%	57%	59%	61%	58%	49%
		B				H	H	H						O	O	

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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1_4. How often do you watch the following television shows. - The Voice

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: All Respondents (unwtd)	2010	375	285	265	660	925	1085	715	653	597	924	293	500	965	545	
Base: All Respondents (wtd)	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556	
Weekly/every episode	236	73	49	33	122	155	80	87	87	62	104	48	52	98	85	
	12%	21%	19%	13%	20%	18%	7%	14%	12%	12%	11%	16%	11%	10%	15%	
Sometimes	389	78	87	64	165	229	159	125	148	99	183	59	76	165	148	
	19%	23%	34%	24%	28%	27%	14%	20%	20%	19%	19%	20%	16%	17%	27%	
Rarely	526	79	53	88	132	220	306	144	188	140	245	86	120	268	138	
	26%	23%	21%	33%	22%	26%	27%	23%	26%	26%	25%	29%	26%	27%	25%	
Never/I haven't seen it	833	115	58	74	172	246	587	272	297	223	435	104	210	443	180	
	41%	33%	23%	28%	29%	29%	51%	43%	41%	42%	45%	35%	45%	45%	32%	
Don't know	27	2	6	4	8	12	15	5	6	7	9	2	4	17	6	
	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	
Sigma	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																
Watcher (Net)	1150	231	189	185	420	605	546	356	424	301	532	193	248	532	371	
	57%	66%	75%	70%	70%	70%	48%	56%	58%	57%	54%	65%	54%	54%	67%	
		F	ADF	F	F	F					U				LM	

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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1_5. How often do you watch the following television shows. - Westworld

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	976	1034	587	720	703	835	1175	351	428	757	474
Base: All Respondents (wtd)	2010	969	1041	593	693	725	746	1264	358	423	754	475
Weekly/every episode	180	139	41	80	67	33	47	133	27	33	84	36
	9%	14%	4%	13%	10%	5%	6%	11%	7%	8%	11%	8%
Sometimes		B		E	E			F				
	153	105	48	59	64	29	41	111	29	31	51	42
Rarely	8%	11%	5%	10%	9%	4%	6%	9%	8%	7%	7%	9%
		B		E	E			F				
Never/I haven't seen it	160	102	58	73	41	46	46	114	30	20	55	56
	8%	11%	6%	12%	6%	6%	6%	9%	8%	5%	7%	12%
Don't know		B		DE				F				IJ
	1450	606	844	351	493	606	579	871	261	328	534	327
Sigma	72%	63%	81%	59%	71%	84%	78%	69%	73%	78%	71%	69%
		A		C	CD		G			JK		
Summary	68	17	50	29	28	11	32	35	12	11	31	14
	3%	2%	5%	5%	4%	2%	4%	3%	3%	3%	4%	3%
Watcher (Net)		A		E	E							
	2010	969	1041	593	693	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		B		DE	E			F				I

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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1_5. How often do you watch the following television shows. - Westworld

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2010	611	1399	1135	875	974	189	457	390	1067	943	1717	293	661	638	430
Base: All Respondents (wtd)	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
Weekly/every episode	180	67	113	69	110	113	14	29	23	109	71	139	40	65	57	43
	9%	11%	8%	6%	12%	11%	8%	7%	6%	10%	8%	9%	8%	9%	10%	10%
Sometimes	153	76	77	57	96	102	15	20	15	99	53	125	27	66	55	19
	8%	13%	5%	5%	10%	10%	8%	5%	4%	9%	6%	8%	5%	9%	9%	5%
Rarely	160	43	117	79	81	95	9	33	23	83	77	112	48	62	42	36
	8%	7%	8%	7%	9%	9%	5%	8%	6%	8%	8%	8%	9%	9%	7%	9%
Never/I haven't seen it	1450	377	1073	840	610	679	134	327	310	746	704	1087	363	505	431	296
	72%	64%	76%	78%	66%	66%	74%	76%	83%	69%	76%	73%	71%	70%	73%	73%
Don't know	68	28	39	36	31	33	10	23	2	41	27	32	36	25	7	12
	3%	5%	3%	3%	3%	3%	5%	5%	1%	4%	3%	2%	7%	4%	1%	3%
Sigma	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Watcher (Net)	492	185	308	205	287	310	38	82	62	291	201	377	115	193	154	98
	24%	31%	22%	19%	31%	30%	21%	19%	16%	27%	22%	25%	22%	27%	26%	24%
		B			C	FGH				J						

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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1_5. How often do you watch the following television shows. - Westworld

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: All Respondents (unwtd)	2010	375	285	265	660	925	1085	715	653	597	924	293	500	965	545	
Base: All Respondents (wtd)	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556	
Weekly/every episode	180	42	40	24	82	106	73	58	73	53	85	33	27	79	73	
	9%	12%	16%	9%	14%	12%	6%	9%	10%	10%	9%	11%	6%	8%	13%	
		F	CF		F	F									LM	
Sometimes	153	35	40	31	74	106	47	54	60	37	75	31	18	56	79	
	8%	10%	16%	12%	12%	12%	4%	9%	8%	7%	8%	10%	4%	6%	14%	
		F	F	F	F	F									LM	
Rarely	160	30	20	48	50	99	61	43	66	44	66	29	29	71	60	
	8%	9%	8%	18%	8%	11%	5%	7%	9%	8%	7%	10%	6%	7%	11%	
		F		ABDEF	F	ADF									LM	
Never/I haven't seen it	1450	233	145	150	378	528	922	466	511	381	731	198	373	749	328	
	72%	67%	57%	57%	63%	61%	80%	74%	70%	72%	75%	66%	81%	76%	59%	
		BCDE			B	ABCDE				K			MN	N		
Don't know	68	7	8	10	15	24	43	11	18	16	20	8	15	37	16	
	3%	2%	3%	4%	2%	3%	4%	2%	3%	3%	2%	3%	3%	4%	3%	
Sigma	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																
Watcher (Net)	492	107	100	104	207	311	182	156	198	134	226	93	74	206	212	
	24%	31%	40%	39%	35%	36%	16%	25%	27%	25%	23%	31%	16%	21%	38%	
		F	ADF	F	AF	AF					J				LM	

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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1_6. How often do you watch the following television shows. - The Handmaid's Tale

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	976	1034	587	720	703	835	1175	351	428	757	474
Base: All Respondents (wtd)	2010	969	1041	593	693	725	746	1264	358	423	754	475
Weekly/every episode	170	59	111	84	62	24	52	119	28	36	68	38
	8%	6%	11%	14%	9%	3%	7%	9%	8%	9%	9%	8%
Sometimes			A	DE	E							
	128	88	40	72	42	14	31	98	20	19	58	31
	6%	9%	4%	12%	6%	2%	4%	8%	5%	4%	8%	7%
Rarely		B		DE	E			F				
	129	89	40	55	44	29	37	91	26	21	39	44
	6%	9%	4%	9%	6%	4%	5%	7%	7%	5%	5%	9%
Never/I haven't seen it		B		E								IJ
	1522	718	804	358	520	644	595	927	281	335	559	348
	76%	74%	77%	60%	75%	89%	80%	73%	78%	79%	74%	73%
Don't know		C		CD	G							
	61	15	45	24	24	13	31	29	4	13	30	14
	3%	2%	4%	4%	3%	2%	4%	2%	1%	3%	4%	3%
Sigma		A		E			G				H	
	2010	969	1041	593	693	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Watcher (Net)	427	236	191	211	149	68	120	308	73	76	166	113
	21%	24%	18%	36%	21%	9%	16%	24%	20%	18%	22%	24%
		B		DE	E			F				

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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1_6. How often do you watch the following television shows. - The Handmaid's Tale

	Children in Household		Education		Employment Status				Marital Status		Race		Party ID			
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
Base: All Respondents (unwtd)	2010	611	1399	1135	875	974	189	457	390	1067	943	1717	293	661	638	430
Base: All Respondents (wtd)	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
Weekly/every episode	170	70	100	66	104	114	18	31	7	100	70	116	54	79	43	28
	8%	12%	7%	6%	11%	11%	10%	7%	2%	9%	7%	8%	10%	11%	7%	7%
Sometimes	128	67	61	56	72	86	14	21	7	91	37	106	23	60	39	15
	6%	11%	4%	5%	8%	8%	8%	5%	2%	8%	4%	7%	4%	8%	7%	4%
Rarely	129	53	76	52	76	90	9	20	9	69	60	87	42	48	39	29
	6%	9%	5%	5%	8%	9%	5%	5%	2%	6%	6%	6%	8%	7%	7%	7%
Never/I haven't seen it	1522	376	1146	875	647	697	136	343	346	781	742	1152	370	515	457	326
	76%	64%	81%	81%	70%	68%	75%	79%	92%	72%	80%	77%	72%	71%	77%	80%
Don't know	61	24	37	32	29	34	5	17	5	37	24	35	26	21	14	9
	3%	4%	3%	3%	3%	3%	3%	4%	1%	3%	3%	2%	5%	3%	2%	2%
Sigma	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Watcher (Net)	427	191	236	174	253	291	41	72	23	260	167	309	118	187	121	72
	21%	32%	17%	16%	27%	28%	23%	17%	6%	24%	18%	21%	23%	26%	20%	18%
		B			C	GH	H	H		J				NO		

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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1_6. How often do you watch the following television shows. - The Handmaid's Tale

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	2010	375	285	265	660	925	1085	715	653	597	924	293	500	965	545
Base: All Respondents (wtd)	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556
Weekly/every episode	170	51	29	18	79	98	72	47	89	33	91	31	27	79	64
	8%	15%	11%	7%	13%	11%	6%	7%	12%	6%	9%	10%	6%	8%	11%
		CEF	F		CEF	CF			G						L
Sometimes	128	30	42	24	71	95	33	42	53	34	60	24	9	50	69
	6%	9%	16%	9%	12%	11%	3%	7%	7%	6%	6%	8%	2%	5%	12%
		F	ACDEF	F	AF	F									L
Rarely	129	22	25	43	47	89	39	39	55	39	47	31	26	44	59
	6%	6%	10%	16%	8%	10%	3%	6%	8%	7%	5%	10%	6%	4%	11%
		F	F	ADEF	F	ADF						J			LM
Never/I haven't seen it	1522	239	147	171	386	557	965	492	514	412	753	204	387	784	351
	76%	69%	58%	65%	64%	65%	84%	78%	71%	77%	77%	69%	84%	79%	63%
		BDE			B	B	ABCDE	H		K	K		N	N	
Don't know	61	6	10	8	16	24	37	14	16	14	25	8	14	33	14
	3%	2%	4%	3%	3%	3%	3%	2%	2%	3%	3%	3%	3%	3%	2%
Sigma	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
Watcher (Net)	427	102	96	85	198	283	145	128	197	106	198	86	62	174	192
	21%	29%	38%	32%	33%	33%	13%	20%	27%	20%	20%	29%	13%	18%	34%
		F	AF	F	AF	F			G			U			LM

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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1. How often do you watch the following television shows. - Grid Table

	Roseanne (2018 reboot)	The Big Bang Theory	NCIS	The Voice	Westworld	The Handmaid's Tale
	A	B	C	D	E	F
Base: All Respondents (unwtd)	2010	2010	2010	2010	2010	2010
Base: All Respondents (wtd)	2010	2010	2010	2010	2010	2010
Weekly/every episode	347	460	385	236	180	170
	17%	23%	19%	12%	9%	8%
	DEF	ACDEF	DEF	EF		
Sometimes	253	488	450	389	153	128
	13%	24%	22%	19%	8%	6%
	EF	ADEF	ADEF	AEF		
Rarely	263	461	472	526	160	129
	13%	23%	23%	26%	8%	6%
	EF	AEF	AEF	ABEF		
Never/I haven't seen it	1096	582	680	833	1450	1522
	55%	29%	34%	41%	72%	76%
	BCD		B	BC	ABCD	ABCDE
Don't know	51	19	23	27	68	61
	3%	1%	1%	1%	3%	3%
	BCD				BCD	BCD
Sigma	2010	2010	2010	2010	2010	2010
	100%	100%	100%	100%	100%	100%
Summary						
Watcher (Net)	863	1409	1307	1150	492	427
	43%	70%	65%	57%	24%	21%
	EF	ACDEF	ADEF	AEF	F	

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F

Minimum Base: 30 (**), Small Base: 100 (*)

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2. Which of the following best describes your viewership of the original Roseanne series?

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	976	1034	587	720	703	835	1175	351	428	757	474
Base: All Respondents (wtd)	2010	969	1041	593	693	725	746	1264	358	423	754	475
I was an avid watcher of the series	373	160	213	101	167	105	154	218	60	78	151	84
	19%	17%	20%	17%	24%	14%	21%	17%	17%	18%	20%	18%
I watched most of the series	349	169	180	88	141	121	125	224	66	80	120	83
	17%	17%	17%	15%	20%	17%	17%	18%	18%	19%	16%	17%
I watched from time to time	477	235	242	126	181	170	170	307	78	107	187	105
	24%	24%	23%	21%	26%	23%	23%	24%	22%	25%	25%	22%
I know about the show but didn't really watch it	222	115	106	86	60	76	72	149	34	57	77	54
	11%	12%	10%	14%	9%	11%	10%	12%	9%	13%	10%	11%
I did not watch/had no interest in the show	547	268	279	176	127	245	208	339	114	96	201	135
	27%	28%	27%	30%	18%	34%	28%	27%	32%	23%	27%	29%
Don't know	42	22	20	16	18	8	16	26	5	5	17	14
	2%	2%	2%	3%	3%	1%	2%	2%	1%	1%	2%	3%
Sigma	2010	969	1041	593	693	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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2. Which of the following best describes your viewership of the original Roseanne series?

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
Base: All Respondents (unwtd)	2010	611	1399	1135	875	974	189	457	390	1067	943	1717	293	661	638	430
Base: All Respondents (wtd)	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
I was an avid watcher of the series	373	164	209	217	156	218	23	76	55	214	159	309	64	140	113	70
	19%	28%	15%	20%	17%	21%	12%	18%	15%	20%	17%	21%	12%	19%	19%	17%
I watched most of the series	349	118	231	172	177	181	41	72	55	194	155	285	65	121	118	67
	17%	20%	16%	16%	19%	18%	23%	17%	15%	18%	17%	19%	13%	17%	20%	17%
I watched from time to time	477	136	341	268	210	233	50	110	84	265	212	353	125	174	134	108
	24%	23%	24%	25%	23%	23%	27%	26%	23%	25%	23%	24%	24%	24%	23%	27%
I know about the show but didn't really watch it	222	61	161	132	90	112	17	53	39	113	109	168	54	70	74	41
	11%	10%	11%	12%	10%	11%	10%	12%	10%	10%	12%	11%	10%	10%	12%	10%
I did not watch/had no interest in the show	547	96	451	272	275	255	48	104	140	270	277	357	190	204	145	116
	27%	16%	32%	25%	30%	25%	26%	24%	37%	25%	30%	24%	37%	28%	24%	29%
Don't know	42	15	27	21	21	21	4	16	1	22	20	25	17	15	8	4
	2%	3%	2%	2%	2%	2%	2%	4%	*	2%	2%	2%	3%	2%	1%	1%
Sigma	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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2. Which of the following best describes your viewership of the original Roseanne series?

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	2010	375	285	265	660	925	1085	715	653	597	924	293	500	965	545
Base: All Respondents (wtd)	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556
I was an avid watcher of the series	373	188	60	49	248	297	75	132	138	114	171	59	100	160	112
	19%	54%	24%	19%	41%	34%	7%	21%	19%	22%	18%	20%	22%	16%	20%
I watched most of the series	349	100	84	49	184	233	116	130	129	88	167	59	74	170	106
	17%	29%	33%	19%	31%	27%	10%	21%	18%	17%	17%	20%	16%	17%	19%
I watched from time to time	477	45	91	96	136	232	246	149	173	132	246	61	110	238	130
	24%	13%	36%	36%	23%	27%	21%	24%	24%	25%	25%	20%	24%	24%	23%
I know about the show but didn't really watch it	222	10	11	37	21	58	163	71	65	71	94	36	50	120	51
	11%	3%	5%	14%	4%	7%	14%	11%	9%	13%	10%	12%	11%	12%	9%
I did not watch/had no interest in the show	547	2	6	27	9	36	511	144	211	121	282	83	121	285	141
	27%	1%	2%	10%	1%	4%	45%	23%	29%	23%	29%	28%	26%	29%	25%
Don't know	42	1	1	5	1	6	36	7	11	4	17	1	7	19	17
	2%	*	*	2%	*	1%	3%	1%	2%	1%	2%	*	1%	2%	3%
Sigma	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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3_1. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - The show is funny

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	469	456	270	361	294	377	548	172	198	349	206
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (wtd)	863	432	431	247	328	288	324	539	154	187	323	200
Strongly agree	387 45%	174 40%	213 49%	103 42%	161 49%	124 43%	141 44%	246 46%	67 44%	91 49%	143 44%	86 43%
Somehow agree	313 36%	167 39%	146 34%	94 38%	120 37%	100 35%	110 34%	204 38%	52 34%	59 32%	130 40%	72 36%
Neither agree nor disagree	79 9%	46 11%	32 8%	25 10%	25 8%	28 10%	39 12%	40 7%	20 13%	17 9%	25 8%	17 9%
Somehow disagree	43 5%	23 5%	20 5%	13 5%	11 3%	19 6%	16 5%	27 5%	8 5%	11 6%	12 4%	12 6%
Strongly disagree	18 2%	14 3%	4 1%	7 3%	7 2%	5 2%	7 2%	11 2%	5 3%	3 2%	2 1%	8 4%
Don't know	22 3%	7 2%	15 4%	5 2%	5 1%	12 4%	11 4%	11 2%	2 1%	5 3%	10 3%	5 3%
Sigma	863 100%	432 100%	431 100%	247 100%	328 100%	288 100%	324 100%	539 100%	154 100%	187 100%	323 100%	200 100%
Summary												
Agree (Net)	700 81%	342 79%	359 83%	196 80%	280 86%	224 78%	251 77%	450 83%	119 77%	151 81%	273 85%	158 79%
Disagree (Net)	61 7%	37 9%	25 6%	20 8%	18 5%	24 8%	23 7%	38 7%	13 9%	14 7%	15 5%	20 10%
												J

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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3_1_ Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - The show is funny

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	348	577	507	418	480	89	189	167	540	385	819	106	302	317	190
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (wtd)	863	313	550	464	399	463	81	170	149	506	357	680	183	298	276	175
Strongly agree	387	164	223	207	180	210	36	86	56	250	137	326	61	129	142	71
	45%	52%	41%	45%	45%	45%	45%	50%	37%	49%	38%	48%	33%	43%	51%	40%
		B					*	H		J		L	*			O
Somewhat agree	313	110	204	164	149	177	32	46	58	172	141	244	70	103	91	75
	36%	35%	37%	35%	37%	38%	40%	27%	39%	34%	39%	36%	38%	35%	33%	43%
						G	*		G				*			
Neither agree nor disagree	79	23	56	52	26	39	6	21	13	41	38	54	25	32	18	15
	9%	7%	10%	11%	7%	8%	7%	12%	9%	8%	11%	8%	14%	11%	7%	9%
				D			*						*			
Somewhat disagree	43	9	34	15	28	19	2	8	13	20	23	34	9	24	9	6
	5%	3%	6%	3%	7%	4%	3%	5%	9%	4%	6%	5%	5%	8%	3%	4%
				C			*		E				*	N		
Strongly disagree	18	4	15	11	7	8	4	4	3	9	9	9	9	2	12	2
	2%	1%	3%	2%	2%	2%	4%	2%	2%	2%	3%	1%	5%	1%	4%	1%
							*						K*			M
Don't know	22	3	19	14	8	10	1	5	6	13	10	12	10	7	4	6
	3%	1%	4%	3%	2%	2%	1%	3%	4%	3%	3%	2%	6%	2%	1%	3%
			A				*						K*			
Sigma	863	313	550	464	399	463	81	170	149	506	357	680	183	298	276	175
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	700	274	427	371	329	387	68	132	113	422	278	570	130	232	233	146
	81%	88%	78%	80%	82%	84%	85%	78%	76%	83%	78%	84%	71%	78%	84%	83%
		B					*					L	*			
Disagree (Net)	61	13	49	26	36	27	6	12	16	30	32	43	18	27	21	8
	7%	4%	9%	6%	9%	6%	7%	7%	11%	6%	9%	6%	10%	9%	8%	5%
			A				*		E				*			

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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3_1. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - The show is funny

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	375	285	265	660	925	-	383	281	273	416	147	222	406	297
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (wtd)	863	347	253	263	600	863	-	335	290	246	401	132	194	403	266
Strongly agree	387	241	107	39	348	387	-	166	120	115	173	64	108	173	106
	45%	69%	42%	15%	58%	45%	-	50%	42%	47%	43%	48%	56%	43%	40%
		BCDE	C		BCE	C							MN		
Somewhat agree	313	93	111	110	204	313	-	112	113	82	157	49	54	158	101
	36%	27%	44%	42%	34%	36%	-	33%	39%	33%	39%	37%	28%	39%	38%
			ADE	A	A	AD								L	L
Neither agree nor disagree	79	6	20	53	26	79	-	26	30	28	27	10	19	28	32
	9%	2%	8%	20%	4%	9%	-	8%	10%	12%	7%	8%	10%	7%	12%
			AD	ABDE	A	AD								M	
Somewhat disagree	43	4	11	28	15	43	-	13	19	7	25	6	9	21	13
	5%	1%	4%	11%	2%	5%	-	4%	7%	3%	6%	5%	4%	5%	5%
			AD	ABDE	A	AD									
Strongly disagree	18	2	2	14	4	18	-	11	3	6	10	2	2	12	4
	2%	1%	1%	5%	1%	2%	-	3%	1%	2%	3%	1%	1%	3%	2%
				ABDE		AD									
Don't know	22	1	2	19	3	22	-	7	4	9	9	1	2	10	10
	3%	*	1%	7%	1%	3%	-	2%	1%	4%	2%	1%	1%	3%	4%
				ABDE		AD									
Sigma	863	347	253	263	600	863	-	335	290	246	401	132	194	403	266
	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
Agree (Net)	700	334	218	149	552	700	-	278	234	196	330	113	162	331	207
	81%	96%	86%	57%	92%	81%	-	83%	81%	80%	82%	85%	84%	82%	78%
		BCDE	CE		BCE	C									
Disagree (Net)	61	6	13	42	19	61	-	24	22	13	36	8	10	34	17
	7%	2%	5%	16%	3%	7%	-	7%	8%	5%	9%	6%	5%	8%	6%
			A	ABDE	A	AD									

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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3_2. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - I watch it for the nostalgia

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	469	456	270	361	294	377	548	172	198	349	206
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (wtd)	863	432	431	247	328	288	324	539	154	187	323	200
Strongly agree	200 23%	110 26%	90 21%	78 32%	80 24%	43 15%	56 17%	144 27%	36 23%	39 21%	88 27%	38 19%
Somewhat agree	333 39%	167 39%	166 38%	87 35%	136 42%	110 38%	112 34%	222 41%	72 47%	63 34%	113 35%	85 43%
Neither agree nor disagree	191 22%	87 20%	104 24%	43 17%	75 23%	73 25%	89 27%	102 19%	26 17%	51 27%	72 22%	42 21%
Somewhat disagree	59 7%	28 6%	32 7%	14 6%	13 4%	32 11%	25 8%	34 6%	5 3%	19 10%	24 7%	11 6%
Strongly disagree	53 6%	30 7%	22 5%	13 5%	18 6%	22 7%	26 8%	27 5%	12 8%	11 6%	12 4%	18 9%
Don't know	26 3%	9 2%	17 4%	12 5%	5 2%	9 3%	17 5%	10 2%	3 2%	5 3%	14 4%	4 2%
Sigma	863 100%	432 100%	431 100%	247 100%	328 100%	288 100%	324 100%	539 100%	154 100%	187 100%	323 100%	200 100%
Summary												
Agree (Net)	534 62%	278 64%	256 59%	165 67%	216 66%	153 53%	168 52%	366 68%	108 70%	101 54%	201 62%	123 62%
Disagree (Net)	112 13%	58 13%	54 13%	27 11%	32 10%	53 18%	51 16%	61 11%	17 11%	30 16%	36 11%	29 15%
						CD						

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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3_2_ Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - I watch it for the nostalgia

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	348	577	507	418	480	89	189	167	540	385	819	106	302	317	190
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (wtd)	863	313	550	464	399	463	81	170	149	506	357	680	183	298	276	175
Strongly agree	200	108	92	87	113	135	20	28	18	126	74	166	34	69	71	35
	23%	35%	17%	19%	28%	29%	25%	16%	12%	25%	21%	24%	19%	23%	26%	20%
Somewhat agree	333	118	216	162	171	178	34	59	62	195	138	275	58	130	113	58
	39%	38%	39%	35%	43%	38%	42%	35%	42%	39%	39%	41%	32%	44%	41%	33%
Neither agree nor disagree	191	59	132	131	60	93	10	50	38	109	82	139	52	48	55	56
	22%	19%	24%	28%	15%	20%	13%	29%	25%	22%	23%	21%	28%	16%	20%	32%
Somewhat disagree	59	14	45	36	23	25	8	14	12	34	25	51	8	23	18	14
	7%	5%	8%	8%	6%	5%	10%	8%	8%	7%	7%	7%	5%	8%	6%	8%
Strongly disagree	53	5	47	31	22	20	4	14	14	24	29	32	21	22	14	9
	6%	2%	9%	7%	5%	4%	5%	8%	10%	5%	8%	5%	11%	7%	5%	5%
Don't know	26	8	18	17	10	12	3	6	5	17	9	16	10	7	5	5
	3%	3%	3%	4%	2%	3%	4%	4%	3%	3%	3%	2%	5%	2%	2%	3%
Sigma	863	313	550	464	399	463	81	170	149	506	357	680	183	298	276	175
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	534	226	308	249	285	313	54	87	80	321	212	441	92	199	184	92
	62%	72%	56%	54%	71%	68%	67%	51%	54%	64%	59%	65%	50%	67%	67%	53%
Disagree (Net)	112	20	92	67	45	46	13	27	26	58	54	83	29	45	32	22
	13%	6%	17%	14%	11%	10%	16%	16%	18%	11%	15%	12%	16%	15%	12%	13%
		A					*	E	E				*			

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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3_2. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - I watch it for the nostalgia

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	375	285	265	660	925	-	383	281	273	416	147	222	406	297
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (wtd)	863	347	253	263	600	863	-	335	290	246	401	132	194	403	266
Strongly agree	200 23%	120 35%	53 21%	27 10%	173 29%	200 23%	-	82 25%	67 23%	50 20%	103 26%	37 28%	47 24%	85 21%	69 26%
		BCDE	C		BCE	C									
Somewhat agree	333 39%	139 40%	109 43%	86 33%	248 41%	333 39%	-	131 39%	124 43%	99 40%	154 38%	56 43%	66 34%	160 40%	107 40%
			C		CE	C									
Neither agree nor disagree	191 22%	65 19%	57 23%	69 26%	122 20%	191 22%	-	69 21%	57 20%	59 24%	74 18%	24 18%	56 29%	92 23%	43 16%
												N			
Somewhat disagree	59 7%	15 4%	17 7%	28 11%	31 5%	59 7%	-	26 8%	19 7%	14 6%	33 8%	8 6%	11 6%	29 7%	19 7%
				ADE		AD									
Strongly disagree	53 6%	8 2%	8 3%	37 14%	16 3%	53 6%	-	18 5%	20 7%	16 7%	29 7%	3 3%	10 5%	30 7%	13 5%
				ABDE		ABD									
Don't know	26 3%	1 *	9 4%	17 6%	10 2%	26 3%	-	9 3%	3 1%	8 3%	8 2%	4 3%	5 2%	7 2%	15 6%
			AD	ADE	A	AD									M
Sigma	863 100%	347 100%	253 100%	263 100%	600 100%	863 100%	-	335 100%	290 100%	246 100%	401 100%	132 100%	194 100%	403 100%	266 100%
Summary															
Agree (Net)	534 62%	259 75%	162 64%	113 43%	421 70%	534 62%	-	213 64%	191 66%	149 61%	257 64%	94 71%	112 58%	245 61%	176 66%
		BCDE	C		BCE	C									
Disagree (Net)	112 13%	22 6%	25 10%	64 24%	48 8%	112 13%	-	44 13%	39 13%	30 12%	63 16%	11 8%	21 11%	59 15%	32 12%
				ABDE		AD					K				

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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3_3. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - Roseanne's character reflects my politics

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	469	456	270	361	294	377	548	172	198	349	206
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (wtd)	863	432	431	247	328	288	324	539	154	187	323	200
Strongly agree	145 17%	94 22%	51 12%	45 18%	48 15%	53 18%	35 11%	111 21%	24 15%	31 17%	60 18%	31 16%
Somewhat agree	209 24%	114 26%	95 22%	74 30%	88 27%	47 16%	73 22%	136 25%	41 27%	46 25%	82 25%	40 20%
Neither agree nor disagree	240 28%	115 27%	125 29%	64 26%	103 32%	73 25%	102 31%	139 26%	39 25%	50 27%	90 28%	62 31%
Somewhat disagree	80 9%	37 9%	43 10%	18 7%	34 11%	27 9%	33 10%	47 9%	14 9%	17 9%	29 9%	20 10%
Strongly disagree	152 18%	56 13%	96 22%	30 12%	44 14%	78 27%	63 20%	89 17%	27 18%	35 19%	51 16%	39 19%
Don't know	36 4%	15 3%	21 5%	17 7%	10 3%	9 3%	18 6%	18 3%	9 6%	7 4%	12 4%	8 4%
Sigma	863 100%	432 100%	431 100%	247 100%	328 100%	288 100%	324 100%	539 100%	154 100%	187 100%	323 100%	200 100%
Summary												
Agree (Net)	355 41%	209 48%	146 34%	119 48%	136 41%	100 35%	108 33%	247 46%	65 42%	77 41%	141 44%	71 36%
Disagree (Net)	232 27%	93 22%	139 32%	48 19%	79 24%	106 37%	96 30%	136 25%	41 26%	53 28%	80 25%	59 30%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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3_3_ Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - Roseanne's character reflects my politics

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	348	577	507	418	480	89	189	167	540	385	819	106	302	317	190
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (wtd)	863	313	550	464	399	463	81	170	149	506	357	680	183	298	276	175
Strongly agree	145	79	67	58	87	90	8	22	25	114	32	131	14	31	92	20
	17%	25%	12%	13%	22%	20%	10%	13%	17%	23%	9%	19%	8%	10%	33%	12%
		B			C		*			J		L	*		MO	
Somewhat agree	209	94	115	104	105	131	23	35	21	137	72	170	39	73	77	38
	24%	30%	21%	23%	26%	28%	28%	20%	14%	27%	20%	25%	21%	24%	28%	22%
		B				H	H*			J			*			
Neither agree nor disagree	240	85	156	154	86	130	21	52	36	128	112	173	67	63	70	58
	28%	27%	28%	33%	22%	28%	27%	31%	24%	25%	31%	25%	37%	21%	25%	33%
				D			*						K*			M
Somewhat disagree	80	21	59	39	41	40	7	16	17	40	40	67	13	34	18	18
	9%	7%	11%	8%	10%	9%	9%	9%	11%	8%	11%	10%	7%	11%	6%	10%
							*						*			
Strongly disagree	152	26	126	89	63	56	18	34	44	66	86	115	38	92	10	34
	18%	8%	23%	19%	16%	12%	22%	20%	30%	13%	24%	17%	21%	31%	4%	20%
			A				E*	E	EG		I		*	NO		N
Don't know	36	9	27	20	16	15	3	12	6	21	15	25	12	5	10	7
	4%	3%	5%	4%	4%	3%	4%	7%	4%	4%	4%	4%	6%	2%	3%	4%
							*						*			
Sigma	863	313	550	464	399	463	81	170	149	506	357	680	183	298	276	175
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	355	172	182	162	192	221	31	57	46	251	104	301	53	104	169	59
	41%	55%	33%	35%	48%	48%	38%	33%	31%	50%	29%	44%	29%	35%	61%	33%
		B			C	GH	*			J		L	*		MO	
Disagree (Net)	232	46	186	127	105	97	25	49	61	106	126	181	51	126	28	52
	27%	15%	34%	27%	26%	21%	31%	29%	41%	21%	35%	27%	28%	42%	10%	30%
			A				*	E	EG		I		*	NO		N

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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3_3. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - Roseanne's character reflects my politics

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	375	285	265	660	925	-	383	281	273	416	147	222	406	297
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (wtd)	863	347	253	263	600	863	-	335	290	246	401	132	194	403	266
Strongly agree	145 17%	94 27%	37 15%	15 6%	131 22%	145 17%	-	108 32%	27 9%	41 17%	67 17%	29 22%	36 18%	61 15%	49 18%
		BCDE	C		BCE	C		H							
Somewhat agree	209 24%	98 28%	74 29%	37 14%	172 29%	209 24%	-	102 30%	60 21%	59 24%	97 24%	33 25%	40 21%	84 21%	85 32%
		CE	CE		CE	C		H							LM
Neither agree nor disagree	240 28%	74 21%	83 33%	83 32%	157 26%	240 28%	-	74 22%	62 21%	76 31%	96 24%	39 30%	59 31%	112 28%	69 26%
			AD	A	A	A									
Somewhat disagree	80 9%	25 7%	26 10%	29 11%	51 9%	80 9%	-	22 7%	37 13%	19 8%	47 12%	10 7%	15 8%	52 13%	13 5%
								G						N	
Strongly disagree	152 18%	54 16%	26 10%	71 27%	81 13%	152 18%	-	16 5%	102 35%	41 17%	79 20%	17 13%	34 18%	79 20%	39 14%
				ABDE		BD		G							
Don't know	36 4%	2 1%	6 2%	28 11%	8 1%	36 4%	-	13 4%	2 1%	10 4%	15 4%	4 3%	9 5%	15 4%	12 5%
				ABDE	A	AD		H							
Sigma	863 100%	347 100%	253 100%	263 100%	600 100%	863 100%	-	335 100%	290 100%	246 100%	401 100%	132 100%	194 100%	403 100%	266 100%
Summary															
Agree (Net)	355 41%	192 55%	111 44%	52 20%	303 50%	355 41%	-	209 62%	86 30%	101 41%	164 41%	62 47%	76 39%	144 36%	134 50%
		BCDE	C		BCE	C		H							LM
Disagree (Net)	232 27%	79 23%	53 21%	100 38%	132 22%	232 27%	-	39 12%	139 48%	60 24%	125 31%	27 20%	50 26%	131 33%	51 19%
				ABDE		ABD		G			K			N	

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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3_4. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - The characters remind me of my family

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	469	456	270	361	294	377	548	172	198	349	206
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (wtd)	863	432	431	247	328	288	324	539	154	187	323	200
Strongly agree	121 14%	71 16%	50 12%	52 21% DE	45 14%	24 8%	41 13%	80 15%	23 15%	29 15%	51 16%	18 9%
Somewhat agree	257 30%	132 31%	125 29%	90 37% E	112 34% E	56 19%	94 29%	164 30%	46 30%	50 27%	100 31%	61 31%
Neither agree nor disagree	170 20%	88 20%	82 19%	43 17%	74 22%	53 18%	58 18%	112 21%	32 21%	32 17%	62 19%	44 22%
Somewhat disagree	133 15%	64 15%	69 16%	21 9%	45 14%	67 23%	54 17%	79 15%	22 14%	33 18%	43 13%	36 18%
Strongly disagree	155 18%	67 16%	88 20%	28 11%	47 14%	80 28% CD	63 19%	92 17%	26 17%	38 20%	56 17%	35 18%
Don't know	27 3%	9 2%	17 4%	12 5%	6 2%	8 3%	15 5%	12 2%	5 3%	6 3%	11 3%	5 3%
Sigma	863 100%	432 100%	431 100%	247 100%	328 100%	288 100%	324 100%	539 100%	154 100%	187 100%	323 100%	200 100%
Summary												
Agree (Net)	378 44%	203 47%	175 41%	142 57% DE	157 48% E	80 28%	134 41%	244 45%	69 45%	79 42%	151 47%	79 40%
Disagree (Net)	288 33%	131 30%	157 36%	49 20%	91 28%	147 51% CD	117 36%	172 32%	48 31%	71 38%	99 31%	71 36%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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3_4. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - The characters remind me of my family

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	348	577	507	418	480	89	189	167	540	385	819	106	302	317	190
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (wtd)	863	313	550	464	399	463	81	170	149	506	357	680	183	298	276	175
Strongly agree	121	77	44	56	65	87	10	16	7	86	35	106	15	52	45	13
	14%	25%	8%	12%	16%	19%	12%	10%	5%	17%	10%	16%	8%	18%	16%	7%
		B				GH	*			J			*	O	O	
Somewhat agree	257	117	141	128	130	161	26	47	23	154	103	199	58	91	82	47
	30%	37%	26%	28%	33%	35%	33%	27%	16%	31%	29%	29%	32%	31%	30%	27%
		B				H	H*	H					*			
Neither agree nor disagree	170	60	109	103	67	87	14	42	27	96	73	130	39	46	61	39
	20%	19%	20%	22%	17%	19%	17%	25%	18%	19%	20%	19%	22%	15%	22%	22%
						*						*				
Somewhat disagree	133	31	102	69	64	54	9	28	43	79	55	115	18	41	52	28
	15%	10%	19%	15%	16%	12%	11%	16%	29%	16%	15%	17%	10%	14%	19%	16%
		A				*			EFG				*			
Strongly disagree	155	19	136	93	62	62	19	30	44	74	81	112	43	63	31	45
	18%	6%	25%	20%	16%	13%	23%	18%	29%	15%	23%	16%	23%	21%	11%	26%
		A					E*		EG		I		*	N		N
Don't know	27	9	18	15	11	11	3	7	5	17	10	17	10	4	5	3
	3%	3%	3%	3%	3%	2%	3%	4%	4%	3%	3%	2%	5%	1%	2%	2%
						*						*				
Sigma	863	313	550	464	399	463	81	170	149	506	357	680	183	298	276	175
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	378	193	185	183	195	249	36	63	30	240	138	306	73	143	127	60
	44%	62%	34%	40%	49%	54%	45%	37%	20%	48%	39%	45%	40%	48%	46%	34%
		B			C	GH	H*	H		J			*	O	O	
Disagree (Net)	288	50	238	162	126	116	28	58	87	152	136	227	61	105	83	74
	33%	16%	43%	35%	32%	25%	35%	34%	58%	30%	38%	33%	33%	35%	30%	42%
		A					*	E	EFG		I		*			N

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H/I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H/I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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3_4. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - The characters remind me of my family

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	375	285	265	660	925	-	383	281	273	416	147	222	406	297
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (wtd)	863	347	253	263	600	863	-	335	290	246	401	132	194	403	266
Strongly agree	121	70	39	12	109	121	-	53	41	44	45	21	24	48	49
	14%	20%	15%	4%	18%	14%	-	16%	14%	18%	11%	16%	12%	12%	18%
Somewhat agree	257	113	89	56	202	257	-	104	88	67	114	55	50	105	102
	30%	33%	35%	21%	34%	30%	-	31%	30%	27%	28%	41%	26%	26%	38%
Neither agree nor disagree	170	78	40	52	118	170	-	71	52	46	80	24	51	78	40
	20%	22%	16%	20%	20%	20%	-	21%	18%	19%	20%	18%	27%	19%	15%
Somewhat disagree	133	50	43	40	93	133	-	50	41	37	71	17	29	72	32
	15%	15%	17%	15%	16%	15%	-	15%	14%	15%	18%	13%	15%	18%	12%
Strongly disagree	155	34	36	85	70	155	-	49	65	41	82	16	35	88	32
	18%	10%	14%	32%	12%	18%	-	15%	22%	17%	20%	12%	18%	22%	12%
Don't know	27	2	6	18	8	27	-	9	3	10	9	1	4	12	11
	3%	1%	3%	7%	1%	3%	-	3%	1%	4%	2%	*	2%	3%	4%
Sigma	863	347	253	263	600	863	-	335	290	246	401	132	194	403	266
	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
Agree (Net)	378	183	128	67	311	378	-	157	129	112	159	76	74	153	151
	44%	53%	51%	26%	52%	44%	-	47%	45%	45%	40%	57%	38%	38%	57%
Disagree (Net)	288	84	78	126	163	288	-	98	106	78	153	33	65	160	64
	33%	24%	31%	48%	27%	33%	-	29%	36%	32%	38%	25%	33%	40%	24%
Field Dates:	5/2-5/4														
Statistics:	Overlap formulae used														
- Column Proportions:	Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N Minimum Base: 30 (**), Small Base: 100 (*)														
- Column Means:	Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N Minimum Base: 30 (**), Small Base: 100 (*)														

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3_5. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - I want to see what happened to the characters

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	469	456	270	361	294	377	548	172	198	349	206
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (wtd)	863	432	431	247	328	288	324	539	154	187	323	200
Strongly agree	314 36%	142 33%	172 40%	93 38%	136 41%	86 30%	112 35%	202 37%	54 35%	67 36%	125 39%	69 35%
Somewhat agree	342 40%	182 42%	160 37%	93 38%	123 38%	126 44%	126 39%	216 40%	68 44%	80 43%	120 37%	74 37%
Neither agree nor disagree	114 13%	52 12%	63 15%	35 14%	36 11%	43 15%	50 15%	64 12%	18 12%	22 12%	39 12%	35 17%
Somewhat disagree	44 5%	29 7%	15 4%	11 5%	15 5%	17 6%	16 5%	28 5%	4 3%	12 6%	18 6%	10 5%
Strongly disagree	32 4%	20 5%	12 3%	10 4%	14 4%	8 3%	13 4%	19 4%	7 4%	1 *	14 4%	10 5%
Don't know	17 2%	7 2%	9 2%	5 2%	3 1%	9 3%	7 2%	10 2%	3 2%	4 2%	7 2%	3 1%
Sigma	863 100%	432 100%	431 100%	247 100%	328 100%	288 100%	324 100%	539 100%	154 100%	187 100%	323 100%	200 100%
Summary												
Agree (Net)	656 76%	324 75%	332 77%	185 75%	259 79%	212 73%	239 74%	418 77%	122 79%	147 79%	244 76%	143 71%
Disagree (Net)	76 9%	48 11%	28 6%	22 9%	29 9%	25 9%	28 9%	47 9%	11 7%	13 7%	32 10%	20 10%
		B										

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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3_5_ Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - I want to see what happened to the characters

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	348	577	507	418	480	89	189	167	540	385	819	106	302	317	190
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (wtd)	863	313	550	464	399	463	81	170	149	506	357	680	183	298	276	175
Strongly agree	314	146	169	157	157	192	30	62	31	193	122	254	61	123	105	53
	36%	47%	31%	34%	39%	42%	37%	36%	21%	38%	34%	37%	33%	41%	38%	30%
Somewhat agree	342	111	231	190	152	165	34	66	77	206	135	283	58	117	108	72
	40%	35%	42%	41%	38%	36%	42%	38%	52%	41%	38%	42%	32%	39%	39%	41%
Neither agree nor disagree	114	33	81	70	45	53	11	30	20	58	56	74	40	33	29	30
	13%	11%	15%	15%	11%	11%	14%	18%	13%	12%	16%	11%	22%	11%	11%	17%
Somewhat disagree	44	16	28	19	24	27	1	6	9	25	19	39	5	13	17	10
	5%	5%	5%	4%	6%	6%	2%	4%	6%	5%	5%	6%	3%	4%	6%	6%
Strongly disagree	32	5	27	18	14	18	4	3	7	12	20	19	13	10	12	7
	4%	2%	5%	4%	4%	4%	4%	2%	5%	2%	6%	3%	7%	3%	5%	4%
Don't know	17	2	15	9	7	7	1	4	5	11	6	11	6	1	5	4
	2%	1%	3%	2%	2%	2%	1%	2%	3%	2%	2%	2%	3%	*	2%	2%
Sigma	863	313	550	464	399	463	81	170	149	506	357	680	183	298	276	175
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	656	257	399	347	309	357	64	127	108	399	257	537	119	241	213	125
	76%	82%	73%	75%	77%	77%	79%	75%	73%	79%	72%	79%	65%	81%	77%	71%
Disagree (Net)	76	21	55	37	38	45	5	9	16	37	39	58	18	23	29	17
	9%	7%	10%	8%	10%	10%	6%	5%	11%	7%	11%	9%	10%	8%	11%	9%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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3_5. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - I want to see what happened to the characters

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	375	285	265	660	925	-	383	281	273	416	147	222	406	297
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (wtd)	863	347	253	263	600	863	-	335	290	246	401	132	194	403	266
Strongly agree	314 36%	187 54%	83 33%	44 17%	270 45%	314 36%	-	124 37%	116 40%	96 39%	153 38%	41 31%	81 42%	133 33%	101 38%
		BCDE	C		BCE	C									
Somewhat agree	342 40%	122 35%	122 48%	97 37%	244 41%	342 40%	-	135 40%	118 41%	99 40%	147 37%	64 48%	72 37%	166 41%	103 39%
			ACDE		A						J				
Neither agree nor disagree	114 13%	23 7%	25 10%	66 25%	48 8%	114 13%	-	33 10%	34 12%	28 11%	51 13%	15 12%	25 13%	49 12%	41 15%
				ABDE		AD									
Somewhat disagree	44 5%	10 3%	15 6%	19 7%	24 4%	44 5%	-	24 7%	10 3%	7 3%	27 7%	8 6%	8 4%	26 6%	9 4%
				A		AD					I				
Strongly disagree	32 4%	3 1%	4 2%	24 9%	8 1%	32 4%	-	12 4%	10 3%	10 4%	15 4%	4 3%	5 2%	20 5%	7 3%
				ABDE		AD									
Don't know	17 2%	1 *	4 1%	12 4%	5 1%	17 2%	-	8 2%	2 1%	6 3%	7 2%	-	3 2%	9 2%	5 2%
				ADE		AD									
Sigma	863 100%	347 100%	253 100%	263 100%	600 100%	863 100%	-	335 100%	290 100%	246 100%	401 100%	132 100%	194 100%	403 100%	266 100%
Summary															
Agree (Net)	656 76%	310 89%	205 81%	142 54%	514 86%	656 76%	-	259 77%	234 81%	195 79%	300 75%	105 79%	153 79%	300 74%	204 77%
		BCDE	CE		BCE	C									
Disagree (Net)	76 9%	13 4%	19 8%	44 17%	32 5%	76 9%	-	36 11%	20 7%	17 7%	43 11%	12 9%	13 7%	46 11%	17 6%
				ABDE	A	AD									

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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3_6. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - I want to see how original storylines played out

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	469	456	270	361	294	377	548	172	198	349	206
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (wtd)	863	432	431	247	328	288	324	539	154	187	323	200
Strongly agree	265 31%	117 27%	148 34%	88 36%	106 32%	71 25%	88 27%	177 33%	53 35%	43 23%	111 34%	58 29%
Somewhat agree	310 36%	168 39%	142 33%	84 34%	135 41%	91 31%	109 34%	201 37%	52 34%	77 41%	106 33%	75 38%
Neither agree nor disagree	184 21%	96 22%	88 20%	45 18%	61 19%	78 27%	83 26%	101 19%	33 21%	39 21%	74 23%	38 19%
Somewhat disagree	42 5%	18 4%	23 5%	11 4%	9 3%	22 8%	15 5%	27 5%	4 3%	13 7%	13 4%	13 6%
Strongly disagree	37 4%	23 5%	14 3%	10 4%	12 4%	14 5%	15 5%	22 4%	9 6%	8 4%	8 2%	12 6%
Don't know	26 3%	10 2%	16 4%	9 4%	5 2%	12 4%	15 5%	11 2%	3 2%	7 4%	12 4%	5 2%
Sigma	863 100%	432 100%	431 100%	247 100%	328 100%	288 100%	324 100%	539 100%	154 100%	187 100%	323 100%	200 100%
Summary												
Agree (Net)	574 67%	285 66%	290 67%	172 70%	240 73%	162 56%	197 61%	378 70%	105 68%	120 64%	217 67%	133 66%
Disagree (Net)	78 9%	41 10%	37 9%	20 8%	21 6%	37 13%	29 9%	49 9%	13 8%	21 11%	20 6%	25 12%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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3_6_ Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - I want to see how original storylines played out

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	348	577	507	418	480	89	189	167	540	385	819	106	302	317	190
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (wtd)	863	313	550	464	399	463	81	170	149	506	357	680	183	298	276	175
Strongly agree	265	134	131	121	144	163	22	52	27	171	93	210	55	100	101	31
	31%	43%	24%	26%	36%	35%	28%	31%	18%	34%	26%	31%	30%	34%	37%	18%
Somewhat agree		B			C	H	*	H		J			*	O	O	
	310	117	193	162	148	173	31	53	52	187	123	260	50	110	101	70
Neither agree nor disagree	36%	37%	35%	35%	37%	39%	31%	35%	37%	34%	38%	27%	37%	37%	40%	
						*				L	*					
Somewhat disagree	184	43	141	124	61	83	18	46	37	93	91	134	50	57	47	47
	21%	14%	26%	27%	15%	18%	22%	27%	25%	18%	25%	20%	27%	19%	17%	27%
Strongly disagree			A	D			*	E		I		*				N
	42	11	31	21	21	21	1	2	17	22	20	36	6	17	9	14
Don't know	5%	3%	6%	5%	5%	4%	2%	1%	12%	4%	5%	5%	3%	6%	3%	8%
						*			EFG			*				
Sigma	37	3	34	21	15	11	4	12	10	17	19	25	11	6	11	10
	4%	1%	6%	5%	4%	2%	5%	7%	3%	5%	4%	6%	2%	4%	4%	6%
Agree (Net)			A				*	E	E			*				
	26	6	20	15	11	11	4	5	6	15	11	15	11	7	7	2
Disagree (Net)	3%	2%	4%	3%	3%	2%	5%	3%	4%	3%	3%	2%	6%	2%	2%	1%
						*						K*				
Summary	863	313	550	464	399	463	81	170	149	506	357	680	183	298	276	175
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree (Net)	574	251	324	282	292	337	53	105	79	358	216	470	105	210	202	102
	67%	80%	59%	61%	73%	73%	66%	62%	53%	71%	61%	69%	57%	71%	73%	58%
Disagree (Net)		B			C	GH	*			J		L	*	O	O	
	78	13	65	42	36	32	5	14	27	39	39	61	17	24	20	24
	9%	4%	12%	9%	9%	7%	6%	8%	18%	8%	11%	9%	9%	8%	7%	14%
			A				*		EFG			*				N

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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3_6. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - I want to see how original storylines played out

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	375	285	265	660	925	-	383	281	273	416	147	222	406	297
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (wtd)	863	347	253	263	600	863	-	335	290	246	401	132	194	403	266
Strongly agree	265 31%	152 44%	77 31%	35 13%	230 38%	265 31%	-	115 34%	95 33%	72 29%	124 31%	46 35%	71 37%	113 28%	81 31%
		BCDE	C		BCE	C							M		
Somewhat agree	310 36%	123 35%	99 39%	88 33%	222 37%	310 36%	-	123 37%	106 37%	89 36%	141 35%	58 44%	57 29%	150 37%	103 39%
Neither agree nor disagree	184 21%	47 13%	56 22%	81 31%	103 17%	184 21%	-	57 17%	62 21%	58 24%	84 21%	19 15%	48 25%	87 22%	50 19%
			AD	ABDE	A	AD									
Somewhat disagree	42 5%	13 4%	11 4%	18 7%	24 4%	42 5%	-	17 5%	17 6%	7 3%	24 6%	4 3%	9 4%	23 6%	10 4%
Strongly disagree	37 4%	10 3%	5 2%	21 8%	15 3%	37 4%	-	13 4%	9 3%	10 4%	15 4%	4 3%	5 3%	22 6%	9 3%
			ABDE		BD										
Don't know	26 3%	1 *	5 2%	20 8%	6 1%	26 3%	-	10 3%	1 *	10 4%	12 3%	1 1%	4 2%	8 2%	14 5%
			ABDE		AD			H							
Sigma	863 100%	347 100%	253 100%	263 100%	600 100%	863 100%	-	335 100%	290 100%	246 100%	401 100%	132 100%	194 100%	403 100%	266 100%
Summary															
Agree (Net)	574 67%	276 79%	176 70%	123 47%	452 75%	574 67%	-	238 71%	202 70%	161 65%	266 66%	104 78%	128 66%	262 65%	184 69%
		BCDE	C		BCE	C						J			
Disagree (Net)	78 9%	24 7%	16 6%	39 15%	39 7%	78 9%	-	30 9%	26 9%	17 7%	39 10%	8 6%	14 7%	46 11%	19 7%
				ABDE		D									

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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3_7. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - I like reboot shows generally

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	469	456	270	361	294	377	548	172	198	349	206
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (wtd)	863	432	431	247	328	288	324	539	154	187	323	200
Strongly agree	130 15%	70 16%	60 14%	51 21%	52 16%	27 9%	42 13%	88 16%	35 23%	26 14%	40 13%	29 14%
Somewhat agree	265 31%	135 31%	130 30%	89 36%	111 34%	65 23%	84 26%	182 34%	41 27%	57 31%	111 34%	57 28%
				E	E			F				
Neither agree nor disagree	260 30%	135 31%	125 29%	56 23%	97 30%	107 37%	99 31%	161 30%	51 33%	54 29%	93 29%	61 30%
						C						
Somewhat disagree	116 13%	54 13%	62 14%	22 9%	47 14%	47 16%	57 18%	59 11%	16 10%	27 14%	47 14%	27 14%
						C	G					
Strongly disagree	62 7%	31 7%	31 7%	17 7%	13 4%	31 11%	27 8%	35 7%	6 4%	17 9%	20 6%	20 10%
						D						
Don't know	29 3%	7 2%	23 5%	11 5%	8 2%	10 4%	16 5%	14 3%	5 3%	6 3%	12 4%	7 3%
			A									
Sigma	863 100%	432 100%	431 100%	247 100%	328 100%	288 100%	324 100%	539 100%	154 100%	187 100%	323 100%	200 100%
Summary												
Agree (Net)	396 46%	205 48%	191 44%	140 57%	163 50%	92 32%	126 39%	270 50%	76 49%	83 45%	151 47%	86 43%
				E	E			F				
Disagree (Net)	178 21%	85 20%	93 22%	40 16%	60 18%	79 27%	84 26%	94 17%	22 14%	43 23%	66 21%	47 23%
						CD	G			H		H

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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3_7_Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - I like reboot shows generally

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	348	577	507	418	480	89	189	167	540	385	819	106	302	317	190
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (wtd)	863	313	550	464	399	463	81	170	149	506	357	680	183	298	276	175
Strongly agree	130	79	51	47	83	90	10	20	11	95	35	114	17	52	47	18
	15%	25%	9%	10%	21%	19%	12%	12%	7%	19%	10%	17%	9%	18%	17%	10%
		B			C	GH	*			J			*	O		
Somewhat agree	265	110	155	132	133	154	28	47	36	158	107	212	53	86	102	43
	31%	35%	28%	28%	33%	33%	35%	28%	24%	31%	30%	31%	29%	29%	37%	24%
		B				*							*	O		
Neither agree nor disagree	260	76	183	166	94	130	29	51	50	153	107	195	65	89	69	66
	30%	24%	33%	36%	24%	28%	36%	30%	33%	30%	30%	29%	35%	30%	25%	38%
			A	D		*						*			N	
Somewhat disagree	116	28	88	69	47	53	8	24	31	58	57	89	27	40	36	26
	13%	9%	16%	15%	12%	11%	10%	14%	21%	12%	16%	13%	15%	14%	13%	15%
		A				*			E			*				
Strongly disagree	62	10	52	33	29	20	4	19	19	25	37	48	14	26	14	17
	7%	3%	10%	7%	7%	4%	5%	11%	13%	5%	10%	7%	8%	9%	5%	10%
		A				*	E	E		I		*				
Don't know	29	9	21	17	13	16	1	10	3	15	14	22	7	4	8	6
	3%	3%	4%	4%	3%	3%	2%	6%	2%	3%	4%	3%	4%	1%	3%	3%
						*						*				
Sigma	863	313	550	464	399	463	81	170	149	506	357	680	183	298	276	175
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	396	190	206	179	217	244	38	67	47	253	142	326	70	138	148	60
	46%	61%	37%	39%	54%	53%	47%	39%	32%	50%	40%	48%	38%	46%	54%	34%
		B			C	GH	H*			J		*	O	O		
Disagree (Net)	178	38	140	102	76	73	13	43	50	84	94	137	41	66	50	43
	21%	12%	26%	22%	19%	16%	16%	25%	34%	17%	26%	20%	22%	22%	18%	24%
			A			*	E	EF		I		*				

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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3_7. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - I like reboot shows generally

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	375	285	265	660	925	-	383	281	273	416	147	222	406	297
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (wtd)	863	347	253	263	600	863	-	335	290	246	401	132	194	403	266
Strongly agree	130 15%	80 23%	32 13%	18 7%	112 19%	130 15%	-	61 18%	47 16%	34 14%	52 13%	33 25%	27 14%	42 10%	61 23%
		BCDE	C		BCE	C						IJ			LM
Somewhat agree	265 31%	106 30%	106 42%	54 20%	211 35%	265 31%	-	112 34%	84 29%	65 26%	132 33%	43 33%	54 28%	126 31%	85 32%
		C	ACDE		ACE	C									
Neither agree nor disagree	260 30%	100 29%	73 29%	87 33%	173 29%	260 30%	-	86 26%	96 33%	87 35%	108 27%	34 26%	67 35%	127 32%	66 25%
										J			N		
Somewhat disagree	116 13%	37 11%	23 9%	56 21%	60 10%	116 13%	-	45 14%	39 13%	35 14%	65 16%	10 7%	26 13%	61 15%	29 11%
				ABDE		BD					K				
Strongly disagree	62 7%	21 6%	10 4%	31 12%	31 5%	62 7%	-	18 5%	20 7%	17 7%	31 8%	10 7%	12 6%	35 9%	15 5%
				ABDE		BD									
Don't know	29 3%	3 1%	8 3%	18 7%	12 2%	29 3%	-	13 4%	3 1%	8 3%	12 3%	2 1%	7 4%	11 3%	11 4%
				ADE	A	AD		H							
Sigma	863 100%	347 100%	253 100%	263 100%	600 100%	863 100%	-	335 100%	290 100%	246 100%	401 100%	132 100%	194 100%	403 100%	266 100%
Summary															
Agree (Net)	396 46%	186 53%	138 55%	72 27%	324 54%	396 46%	-	173 52%	132 46%	99 40%	185 46%	77 58%	82 42%	168 42%	146 55%
		CE	CE		CE	C					IJ				LM
Disagree (Net)	178 21%	58 17%	33 13%	87 33%	91 15%	178 21%	-	63 19%	59 20%	52 21%	97 24%	19 15%	38 20%	96 24%	44 16%
				ABDE		ABD					K			N	

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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3_8. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - It is the best option in that day/time slot

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	469	456	270	361	294	377	548	172	198	349	206
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (wtd)	863	432	431	247	328	288	324	539	154	187	323	200
Strongly agree	182 21%	117 27%	65 15%	57 23%	75 23%	51 18%	57 18%	125 23%	33 21%	40 22%	70 22%	40 20%
Somewhat agree	200 23%	102 24%	99 23%	75 30%	75 23%	50 17%	71 22%	130 24%	40 26%	41 22%	78 24%	42 21%
Neither agree nor disagree	271 31%	123 29%	148 34%	67 27%	99 30%	105 36%	103 32%	168 31%	55 36%	53 29%	94 29%	69 34%
Somewhat disagree	94 11%	47 11%	47 11%	16 6%	43 13%	35 12%	40 12%	54 10%	10 6%	25 13%	38 12%	21 11%
Strongly disagree	67 8%	30 7%	37 9%	21 9%	17 5%	29 10%	30 9%	37 7%	10 6%	14 7%	25 8%	19 10%
Don't know	48 6%	13 3%	36 8%	12 5%	18 5%	19 6%	23 7%	25 5%	7 4%	13 7%	19 6%	9 5%
Sigma	863 100%	432 100%	431 100%	247 100%	328 100%	288 100%	324 100%	539 100%	154 100%	187 100%	323 100%	200 100%
Summary												
Agree (Net)	383 44%	219 51%	164 38%	131 53%	151 46%	101 35%	128 40%	255 47%	73 47%	82 44%	147 46%	81 41%
Disagree (Net)	161 19%	77 18%	84 19%	37 15%	60 18%	64 22%	70 22%	91 17%	20 13%	38 21%	63 19%	40 20%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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3_8_ Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - It is the best option in that day/time slot

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	348	577	507	418	480	89	189	167	540	385	819	106	302	317	190
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (wtd)	863	313	550	464	399	463	81	170	149	506	357	680	183	298	276	175
Strongly agree	182	100	82	87	96	121	14	30	18	130	52	155	28	71	73	23
	21%	32%	15%	19%	24%	26%	17%	17%	12%	26%	15%	23%	15%	24%	26%	13%
Somewhat agree		B				GH	*			J			*	O	O	
	200	77	124	103	98	108	24	36	32	122	78	168	32	60	64	49
Neither agree nor disagree	23%	25%	22%	22%	24%	23%	30%	21%	21%	24%	22%	25%	18%	20%	23%	28%
						*							*			
Somewhat disagree	271	87	184	145	126	138	23	60	49	155	116	200	71	92	82	56
	31%	28%	33%	31%	32%	30%	29%	35%	33%	31%	33%	29%	39%	31%	30%	32%
Strongly disagree						*							*			
	94	24	70	54	40	47	6	19	22	49	45	75	19	31	30	22
Don't know	11%	8%	13%	12%	10%	10%	8%	11%	15%	10%	12%	11%	11%	11%	12%	
			A			*							*			
Sigma	67	19	48	44	23	24	7	13	24	32	35	51	17	27	18	13
	8%	6%	9%	10%	6%	5%	8%	8%	16%	6%	10%	7%	9%	9%	7%	8%
Agree (Net)						*			EG				*			
	48	6	42	31	17	25	6	12	5	17	31	32	16	17	9	12
Disagree (Net)	6%	2%	8%	7%	4%	5%	7%	7%	3%	3%	9%	5%	9%	6%	3%	7%
			A			*				I			*			
Summary	863	313	550	464	399	463	81	170	149	506	357	680	183	298	276	175
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree (Net)	383	177	206	190	193	229	38	66	50	252	131	323	60	131	137	72
	44%	56%	37%	41%	48%	50%	47%	39%	33%	50%	37%	47%	33%	44%	49%	41%
Disagree (Net)		B			C	GH	*			J		L	*			
	161	43	118	98	63	70	13	32	45	82	79	125	36	58	48	35
Summary	19%	14%	21%	21%	16%	15%	16%	19%	30%	16%	22%	18%	20%	19%	17%	20%
			A			*			EFG		I		*			

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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3_8. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - It is the best option in that day/time slot

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	375	285	265	660	925	-	383	281	273	416	147	222	406	297
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (wtd)	863	347	253	263	600	863	-	335	290	246	401	132	194	403	266
Strongly agree	182 21%	123 35%	43 17%	17 6%	166 28%	182 21%	-	96 29%	58 20%	55 22%	72 18%	42 32%	37 19%	71 18%	74 28%
		BCDE	C		BCE	C		H				J			LM
Somewhat agree	200 23%	83 24%	75 30%	43 16%	158 26%	200 23%	-	72 22%	68 23%	51 21%	85 21%	35 26%	38 20%	95 23%	68 25%
		C	CE		CE	C									
Neither agree nor disagree	271 31%	80 23%	88 35%	103 39%	168 28%	271 31%	-	97 29%	92 32%	72 29%	135 34%	36 27%	72 37%	125 31%	74 28%
			AD	ADE	A	AD							N		
Somewhat disagree	94 11%	33 9%	25 10%	36 14%	58 10%	94 11%	-	36 11%	34 12%	28 11%	52 13%	12 9%	22 12%	51 13%	21 8%
Strongly disagree	67 8%	20 6%	16 6%	31 12%	36 6%	67 8%	-	19 6%	29 10%	24 10%	33 8%	5 4%	12 6%	36 9%	19 7%
				ADE		D									
Don't know	48 6%	9 3%	6 2%	34 13%	15 2%	48 6%	-	14 4%	10 3%	17 7%	24 6%	2 1%	12 6%	25 6%	11 4%
				ABDE		ABD				K	K				
Sigma	863 100%	347 100%	253 100%	263 100%	600 100%	863 100%	-	335 100%	290 100%	246 100%	401 100%	132 100%	194 100%	403 100%	266 100%
Summary															
Agree (Net)	383 44%	206 59%	118 47%	59 22%	324 54%	383 44%	-	168 50%	126 43%	106 43%	157 39%	77 58%	75 39%	165 41%	142 53%
		BCDE	C		BCE	C						I			LM
Disagree (Net)	161 19%	53 15%	41 16%	67 26%	94 16%	161 19%	-	55 17%	62 21%	52 21%	85 21%	17 13%	34 18%	87 22%	40 15%
				ABDE		D									

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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3_9. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - I like the changes they made to the show

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	469	456	270	361	294	377	548	172	198	349	206
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (wtd)	863	432	431	247	328	288	324	539	154	187	323	200
Strongly agree	181 21%	92 21%	89 21%	56 23%	69 21%	56 19%	58 18%	123 23%	29 19%	41 22%	74 23%	37 19%
Somewhat agree	310 36%	165 38%	145 34%	94 38%	129 39%	87 30%	95 29%	216 40%	63 41%	58 31%	112 35%	77 38%
Neither agree nor disagree	248 29%	105 24%	143 33%	59 24%	90 27%	99 34%	113 35%	135 25%	41 27%	59 31%	95 29%	53 26%
Somewhat disagree	55 6%	34 8%	21 5%	13 5%	19 6%	23 8%	26 8%	29 5%	9 6%	16 8%	17 5%	13 6%
Strongly disagree	27 3%	17 4%	10 2%	10 4%	12 4%	5 2%	12 4%	15 3%	5 3%	4 2%	7 2%	10 5%
Don't know	42 5%	19 4%	24 6%	14 6%	10 3%	18 6%	21 6%	21 4%	6 4%	9 5%	18 5%	10 5%
Sigma	863 100%	432 100%	431 100%	247 100%	328 100%	288 100%	324 100%	539 100%	154 100%	187 100%	323 100%	200 100%
Summary												
Agree (Net)	491 57%	257 60%	234 54%	150 61%	198 60%	143 50%	153 47%	339 63%	92 60%	99 53%	186 58%	114 57%
Disagree (Net)	82 9%	51 12%	31 7%	23 9%	31 9%	28 10%	38 12%	44 8%	15 10%	20 11%	24 7%	23 12%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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3_9_Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - I like the changes they made to the show

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	348	577	507	418	480	89	189	167	540	385	819	106	302	317	190
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (wtd)	863	313	550	464	399	463	81	170	149	506	357	680	183	298	276	175
Strongly agree	181	100	81	82	99	112	15	34	20	120	61	154	27	60	79	26
	21%	32%	15%	18%	25%	24%	18%	20%	14%	24%	17%	23%	15%	20%	28%	15%
		B			C	H	*			J			*		MO	
Somewhat agree	310	124	187	144	166	182	30	54	45	196	114	246	65	113	103	54
	36%	40%	34%	31%	42%	39%	37%	32%	30%	39%	32%	36%	35%	38%	37%	31%
					C	*						*				
Neither agree nor disagree	248	65	183	163	85	111	26	52	58	128	119	191	56	79	65	65
	29%	21%	33%	35%	21%	24%	32%	31%	39%	25%	33%	28%	31%	26%	24%	37%
			A	D			*		E		I		*			MN
Somewhat disagree	55	11	44	36	19	26	3	13	12	28	27	45	10	23	10	16
	6%	4%	8%	8%	5%	6%	4%	8%	8%	6%	7%	7%	5%	8%	4%	9%
			A				*					*				N
Strongly disagree	27	6	21	13	14	15	2	5	6	13	14	16	11	10	10	4
	3%	2%	4%	3%	4%	3%	2%	3%	4%	3%	4%	2%	6%	3%	4%	2%
							*						K*			
Don't know	42	7	36	26	16	17	5	12	8	20	23	29	14	13	9	10
	5%	2%	7%	6%	4%	4%	7%	7%	5%	4%	6%	4%	8%	4%	3%	6%
			A				*					*				
Sigma	863	313	550	464	399	463	81	170	149	506	357	680	183	298	276	175
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	491	224	267	226	265	294	44	88	65	316	175	400	92	173	182	80
	57%	72%	49%	49%	66%	64%	55%	52%	44%	63%	49%	59%	50%	58%	66%	46%
		B			C	GH	*			J			*	O	O	
Disagree (Net)	82	17	65	49	33	41	5	18	18	41	41	60	21	32	20	20
	9%	5%	12%	11%	8%	9%	6%	11%	12%	8%	11%	9%	12%	11%	7%	12%
			A				*					*				

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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3_9. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - I like the changes they made to the show

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	375	285	265	660	925	-	383	281	273	416	147	222	406	297
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (wtd)	863	347	253	263	600	863	-	335	290	246	401	132	194	403	266
Strongly agree	181 21%	126 36%	41 16%	13 5%	168 28%	181 21%	-	88 26%	60 21%	47 19%	86 21%	37 28%	38 20%	80 20%	63 24%
		BCDE	C		BCE	BC									
Somewhat agree	310 36%	135 39%	121 48%	54 21%	256 43%	310 36%	-	131 39%	104 36%	83 34%	144 36%	54 40%	67 35%	145 36%	98 37%
		C	ACDE		ACE	C									
Neither agree nor disagree	248 29%	69 20%	67 26%	112 43%	135 23%	248 29%	-	75 22%	87 30%	78 32%	118 30%	23 17%	58 30%	116 29%	73 28%
				ABDE		AD				K	K				
Somewhat disagree	55 6%	13 4%	13 5%	29 11%	26 4%	55 6%	-	18 5%	17 6%	18 7%	22 6%	10 8%	16 8%	25 6%	14 5%
				ABDE		AD									
Strongly disagree	27 3%	1 *	3 1%	23 9%	4 1%	27 3%	-	8 2%	10 3%	5 2%	13 3%	6 5%	1 1%	18 4%	8 3%
				ABDE		ABD								L	
Don't know	42 5%	3 1%	8 3%	32 12%	10 2%	42 5%	-	15 4%	11 4%	14 6%	18 4%	3 2%	12 6%	20 5%	10 4%
				ABDE	A	AD									
Sigma	863 100%	347 100%	253 100%	263 100%	600 100%	863 100%	-	335 100%	290 100%	246 100%	401 100%	132 100%	194 100%	403 100%	266 100%
Summary															
Agree (Net)	491 57%	261 75%	163 64%	67 26%	424 71%	491 57%	-	220 65%	164 57%	130 53%	229 57%	91 68%	105 54%	225 56%	161 61%
		BCDE	CE		BCE	C		H				IJ			
Disagree (Net)	82 9%	14 4%	16 6%	52 20%	30 5%	82 9%	-	26 8%	27 9%	24 10%	35 9%	16 12%	18 9%	42 11%	22 8%
				ABDE		ABD									

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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3. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - Top 2 Box Summary

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	469	456	270	361	294	377	548	172	198	349	206
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (wtd)	863	432	431	247	328	288	324	539	154	187	323	200
The show is funny	700	342	359	196	280	224	251	450	119	151	273	158
	81%	79%	83%	80%	86%	78%	77%	83%	77%	81%	85%	79%
					E			F				
I watch it for the nostalgia	534	278	256	165	216	153	168	366	108	101	201	123
	62%	64%	59%	67%	66%	53%	52%	68%	70%	54%	62%	62%
				E	E			F	I			
Roseanne's character reflects my politics	355	209	146	119	136	100	108	247	65	77	141	71
	41%	48%	34%	48%	41%	35%	33%	46%	42%	41%	44%	36%
		B		E				F				
The characters remind me of my family	378	203	175	142	157	80	134	244	69	79	151	79
	44%	47%	41%	57%	48%	28%	41%	45%	45%	42%	47%	40%
				DE	E							
I want to see what happened to the characters	656	324	332	185	259	212	239	418	122	147	244	143
	76%	75%	77%	75%	79%	73%	74%	77%	79%	79%	76%	71%
I want to see how original storylines played out	574	285	290	172	240	162	197	378	105	120	217	133
	67%	66%	67%	70%	73%	56%	61%	70%	68%	64%	67%	66%
				E	E			F				
I like reboot shows generally	396	205	191	140	163	92	126	270	76	83	151	86
	46%	48%	44%	57%	50%	32%	39%	50%	49%	45%	47%	43%
				E	E			F				
It is the best option in that day/time slot	383	219	164	131	151	101	128	255	73	82	147	81
	44%	51%	38%	53%	46%	35%	40%	47%	47%	44%	46%	41%
		B		E	E			F				
I like the changes they made to the show	491	257	234	150	198	143	153	339	92	99	186	114
	57%	60%	54%	61%	60%	50%	47%	63%	60%	53%	58%	57%
				E	E			F				

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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3. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements - Top 2 Box Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	348	577	507	418	480	89	189	167	540	385	819	106	302	317	190
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (wtd)	863	313	550	464	399	463	81	170	149	506	357	680	183	298	276	175
The show is funny	700	274	427	371	329	387	68	132	113	422	278	570	130	232	233	146
	81%	88%	78%	80%	82%	84%	85%	78%	76%	83%	78%	84%	71%	78%	84%	83%
	B						*					L	*			
I watch it for the nostalgia	534	226	308	249	285	313	54	87	80	321	212	441	92	199	184	92
	62%	72%	56%	54%	71%	68%	67%	51%	54%	64%	59%	65%	50%	67%	67%	53%
	B				C	GH	G*					L	*	O	O	
Roseanne's character reflects my politics	355	172	182	162	192	221	31	57	46	251	104	301	53	104	169	59
	41%	55%	33%	35%	48%	48%	38%	33%	31%	50%	29%	44%	29%	35%	61%	33%
	B				C	GH	*			J		L	*		MO	
The characters remind me of my family	378	193	185	183	195	249	36	63	30	240	138	306	73	143	127	60
	44%	62%	34%	40%	49%	54%	45%	37%	20%	48%	39%	45%	40%	48%	46%	34%
	B				C	GH	H*	H		J			*	O	O	
I want to see what happened to the characters	656	257	399	347	309	357	64	127	108	399	257	537	119	241	213	125
	76%	82%	73%	75%	77%	77%	79%	75%	73%	79%	72%	79%	65%	81%	77%	71%
	B						*			J		L	*	O		
I want to see how original storylines played out	574	251	324	282	292	337	53	105	79	358	216	470	105	210	202	102
	67%	80%	59%	61%	73%	73%	66%	62%	53%	71%	61%	69%	57%	71%	73%	58%
	B				C	GH	*			J		L	*	O	O	
I like reboot shows generally	396	190	206	179	217	244	38	67	47	253	142	326	70	138	148	60
	46%	61%	37%	39%	54%	53%	47%	39%	32%	50%	40%	48%	38%	46%	54%	34%
	B				C	GH	H*			J			*	O	O	
It is the best option in that day/time slot	383	177	206	190	193	229	38	66	50	252	131	323	60	131	137	72
	44%	56%	37%	41%	48%	50%	47%	39%	33%	50%	37%	47%	33%	44%	49%	41%
	B				C	GH	*			J		L	*			
I like the changes they made to the show	491	224	267	226	265	294	44	88	65	316	175	400	92	173	182	80
	57%	72%	49%	49%	66%	64%	55%	52%	44%	63%	49%	59%	50%	58%	66%	46%
	B				C	GH	*			J			*	O	O	

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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3. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - Top 2 Box Summary

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	375	285	265	660	925	-	383	281	273	416	147	222	406	297
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (wtd)	863	347	253	263	600	863	-	335	290	246	401	132	194	403	266
The show is funny	700	334	218	149	552	700	-	278	234	196	330	113	162	331	207
	81%	96%	86%	57%	92%	81%	-	83%	81%	80%	82%	85%	84%	82%	78%
		BCDE	CE		BCE	C									
I watch it for the nostalgia	534	259	162	113	421	534	-	213	191	149	257	94	112	245	176
	62%	75%	64%	43%	70%	62%	-	64%	66%	61%	64%	71%	58%	61%	66%
		BCDE	C		BCE	C									
Roseanne's character reflects my politics	355	192	111	52	303	355	-	209	86	101	164	62	76	144	134
	41%	55%	44%	20%	50%	41%	-	62%	30%	41%	41%	47%	39%	36%	50%
		BCDE	C		BCE	C		H							LM
The characters remind me of my family	378	183	128	67	311	378	-	157	129	112	159	76	74	153	151
	44%	53%	51%	26%	52%	44%	-	47%	45%	40%	57%	38%	38%	38%	57%
		CE	CE		CE	C					IJ				LM
I want to see what happened to the characters	656	310	205	142	514	656	-	259	234	195	300	105	153	300	204
	76%	89%	81%	54%	86%	76%	-	77%	81%	79%	75%	79%	79%	74%	77%
		BCDE	CE		BCE	C									
I want to see how original storylines played out	574	276	176	123	452	574	-	238	202	161	266	104	128	262	184
	67%	79%	70%	47%	75%	67%	-	71%	70%	65%	66%	78%	66%	65%	69%
		BCDE	C		BCE	C						IJ			
I like reboot shows generally	396	186	138	72	324	396	-	173	132	99	185	77	82	168	146
	46%	53%	55%	27%	54%	46%	-	52%	46%	40%	46%	58%	42%	42%	55%
		CE	CE		CE	C						IJ			LM
It is the best option in that day/time slot	383	206	118	59	324	383	-	168	126	106	157	77	75	165	142
	44%	59%	47%	22%	54%	44%	-	50%	43%	43%	39%	58%	39%	41%	53%
		BCDE	C		BCE	C						IJ			LM
I like the changes they made to the show	491	261	163	67	424	491	-	220	164	130	229	91	105	225	161
	57%	75%	64%	26%	71%	57%	-	65%	57%	53%	57%	68%	54%	56%	61%
		BCDE	CE		BCE	C		H				IJ			

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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3. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - Bottom 2 Box Summary

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: "Weekly/very Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	469	456	270	361	294	377	548	172	198	349	206
Base: "Weekly/very Episode" OR "Sometimes" OR "Rarely" (wtd)	863	432	431	247	328	288	324	539	154	187	323	200
The show is funny	61 7%	37 9%	25 6%	20 8%	18 5%	24 8%	23 7%	38 7%	13 9%	14 7%	15 5%	20 10%
I watch it for the nostalgia	112 13%	58 13%	54 13%	27 11%	32 10%	53 18%	51 16%	61 11%	17 11%	30 16%	36 11%	29 15%
Roseanne's character reflects my politics	232 27%	93 22%	139 32%	48 19%	79 24%	106 37%	96 30%	136 25%	41 26%	53 28%	80 25%	59 30%
The characters remind me of my family	288 33%	131 30%	157 36%	49 20%	91 28%	147 51%	117 36%	172 32%	48 31%	71 38%	99 31%	71 36%
I want to see what happened to the characters	76 9%	48 11%	28 6%	22 9%	29 9%	25 9%	28 9%	47 9%	11 7%	13 7%	32 10%	20 10%
I want to see how original storylines played out	78 9%	41 10%	37 9%	20 8%	21 6%	37 13%	29 9%	49 9%	13 8%	21 11%	20 6%	25 12%
I like reboot shows generally	178 21%	85 20%	93 22%	40 16%	60 18%	79 27%	84 26%	94 17%	22 14%	43 23%	66 21%	47 23%
It is the best option in that day/time slot	161 19%	77 18%	84 19%	37 15%	60 18%	64 22%	70 22%	91 17%	20 13%	38 21%	63 19%	40 20%
I like the changes they made to the show	82 9%	51 12%	31 7%	23 9%	31 9%	28 10%	38 12%	44 8%	15 10%	20 11%	24 7%	23 12%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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3. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements - Bottom 2 Box Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	348	577	507	418	480	89	189	167	540	385	819	106	302	317	190
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (wtd)	863	313	550	464	399	463	81	170	149	506	357	680	183	298	276	175
The show is funny	61	13	49	26	36	27	6	12	16	30	32	43	18	27	21	8
	7%	4%	9%	6%	9%	6%	7%	7%	11%	6%	9%	6%	10%	9%	8%	5%
		A					*		E				*			
I watch it for the nostalgia	112	20	92	67	45	46	13	27	26	58	54	83	29	45	32	22
	13%	6%	17%	14%	11%	10%	16%	16%	18%	11%	15%	12%	16%	15%	12%	13%
		A					*		E				*			
Roseanne's character reflects my politics	232	46	186	127	105	97	25	49	61	106	126	181	51	126	28	52
	27%	15%	34%	27%	26%	21%	31%	29%	41%	21%	35%	27%	28%	42%	10%	30%
		A					*		E	EG		I		*	NO	N
The characters remind me of my family	288	50	238	162	126	116	28	58	87	152	136	227	61	105	83	74
	33%	16%	43%	35%	32%	25%	35%	34%	58%	30%	38%	33%	33%	35%	30%	42%
		A					*		E	EFG		I		*		N
I want to see what happened to the characters	76	21	55	37	38	45	5	9	16	37	39	58	18	23	29	17
	9%	7%	10%	8%	10%	10%	6%	5%	11%	7%	11%	9%	10%	8%	11%	9%
		A					*						*			
I want to see how original storylines played out	78	13	65	42	36	32	5	14	27	39	39	61	17	24	20	24
	9%	4%	12%	9%	9%	7%	6%	8%	18%	8%	11%	9%	9%	8%	7%	14%
		A					*		EFG				*			N
I like reboot shows generally	178	38	140	102	76	73	13	43	50	84	94	137	41	66	50	43
	21%	12%	26%	22%	19%	16%	16%	25%	34%	17%	26%	20%	22%	22%	18%	24%
		A					*		E	EF		I		*		
It is the best option in that day/time slot	161	43	118	98	63	70	13	32	45	82	79	125	36	58	48	35
	19%	14%	21%	21%	16%	15%	16%	19%	30%	16%	22%	18%	20%	19%	17%	20%
		A					*		EFG		I		*			
I like the changes they made to the show	82	17	65	49	33	41	5	18	18	41	41	60	21	32	20	20
	9%	5%	12%	11%	8%	9%	6%	11%	12%	8%	11%	9%	12%	11%	7%	12%
		A					*						*			

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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3. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - Bottom 2 Box Summary

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	375	285	265	660	925	-	383	281	273	416	147	222	406	297
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (wtd)	863	347	253	263	600	863	-	335	290	246	401	132	194	403	266
The show is funny	61	6	13	42	19	61	-	24	22	13	36	8	10	34	17
	7%	2%	5%	16%	3%	7%	-	7%	8%	5%	9%	6%	5%	8%	6%
			A	ABDE	A	AD									
I watch it for the nostalgia	112	22	25	64	48	112	-	44	39	30	63	11	21	59	32
	13%	6%	10%	24%	8%	13%	-	13%	13%	12%	16%	8%	11%	15%	12%
				ABDE		AD					K				
Roseanne's character reflects my politics	232	79	53	100	132	232	-	39	139	60	125	27	50	131	51
	27%	23%	21%	38%	22%	27%	-	12%	48%	24%	31%	20%	26%	33%	19%
				ABDE		ABD			G		K			N	
The characters remind me of my family	288	84	78	126	163	288	-	98	106	78	153	33	65	160	64
	33%	24%	31%	48%	27%	33%	-	29%	36%	32%	38%	25%	33%	40%	24%
				ABDE		AD					K		N	N	
I want to see what happened to the characters	76	13	19	44	32	76	-	36	20	17	43	12	13	46	17
	9%	4%	8%	17%	5%	9%	-	11%	7%	7%	11%	9%	7%	11%	6%
				ABDE	A	AD									
I want to see how original storylines played out	78	24	16	39	39	78	-	30	26	17	39	8	14	46	19
	9%	7%	6%	15%	7%	9%	-	9%	9%	7%	10%	6%	7%	11%	7%
				ABDE		D									
I like reboot shows generally	178	58	33	87	91	178	-	63	59	52	97	19	38	96	44
	21%	17%	13%	33%	15%	21%	-	19%	20%	21%	24%	15%	20%	24%	16%
				ABDE		ABD					K			N	
It is the best option in that day/time slot	161	53	41	67	94	161	-	55	62	52	85	17	34	87	40
	19%	15%	16%	26%	16%	19%	-	17%	21%	21%	21%	13%	18%	22%	15%
				ABDE		D									
I like the changes they made to the show	82	14	16	52	30	82	-	26	27	24	35	16	18	42	22
	9%	4%	6%	20%	5%	9%	-	8%	9%	10%	9%	12%	9%	11%	8%
				ABDE		ABD									

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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3. Thinking about the reasons why you watch the 2018 Roseanne reboot, please indicate whether you agree or disagree with the following statements. - Grid Table

	The show is funny	I watch it for the nostalgia	Roseanne's character reflects my politics	The characters remind me of my family	I want to see what happened to the characters	I want to see how original storylines played out	I like reboot shows generally	It is the best option in that day/time slot	I like the changes they made to the show
	A	B	C	D	E	F	G	H	I
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (unwtd)	925	925	925	925	925	925	925	925	925
Base: "Weekly/every Episode" OR "Sometimes" OR "Rarely" (wtd)	863	863	863	863	863	863	863	863	863
Strongly agree	387	200	145	121	314	265	130	182	181
	45%	23%	17%	14%	36%	31%	15%	21%	21%
	BCDEFGHI	CDG			BCDFGHI	BCDGH		CDG	DG
Somewhat agree	313	333	209	257	342	310	265	200	310
	36%	39%	24%	30%	40%	36%	31%	23%	36%
	CDGH	CDGH		CH	CDGH	CDGH	CH		CDGH
Neither agree nor disagree	79	191	240	170	114	184	260	271	248
	9%	22%	28%	20%	13%	21%	30%	31%	29%
		AE	ABDEF	AE	A	AE	ABDEF	ABDEF	ABDEF
Somewhat disagree	43	59	80	133	44	42	116	94	55
	5%	7%	9%	15%	5%	5%	13%	11%	6%
			AEFI	ABCFHI			ABCFHI	ABCFHI	
Strongly disagree	18	53	152	155	32	37	62	67	27
	2%	6%	18%	18%	4%	4%	7%	8%	3%
		AEI	ABEFGHI	ABEFGHI		A	AEFI	AEFI	
Don't know	22	26	36	27	17	26	29	48	42
	3%	3%	4%	3%	2%	3%	3%	6%	5%
			E					ABDEF	AE
Sigma	863	863	863	863	863	863	863	863	863
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	700	534	355	378	656	574	396	383	491
	81%	62%	41%	44%	76%	67%	46%	44%	57%
	BCDEFGHI	CDGH			BCDFGHI	CDGHI			CDGH
Disagree (Net)	61	112	232	288	76	78	178	161	82
	7%	13%	27%	33%	9%	9%	21%	19%	9%
		AEFI	ABEFGHI	ABCFGHI			ABCFHI	ABCFHI	

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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4_1. Do you agree or disagree with the following statements? - The American economy is rigged to advantage the rich and powerful

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	976	1034	587	720	703	835	1175	351	428	757	474
Base: All Respondents (wtd)	2010	969	1041	593	693	725	746	1264	358	423	754	475
Strongly agree	718	346	372	219	271	228	317	401	141	161	253	163
	36%	36%	36%	37%	39%	31%	42%	32%	39%	38%	34%	34%
Somewhat agree	692	322	370	204	213	275	228	464	129	131	268	164
	34%	33%	36%	34%	31%	38%	31%	37%	36%	31%	35%	35%
Neither agree nor disagree	309	151	158	91	114	104	105	204	51	68	119	72
	15%	16%	15%	15%	16%	14%	14%	16%	14%	16%	16%	15%
Somewhat disagree	146	72	74	34	49	63	45	102	21	38	48	40
	7%	7%	7%	6%	7%	9%	6%	8%	6%	9%	6%	8%
Strongly disagree	101	64	36	24	35	41	31	69	12	19	43	26
	5%	7%	4%	4%	5%	6%	4%	5%	3%	5%	6%	5%
Don't know	45	14	31	20	12	13	21	24	4	6	24	11
	2%	1%	3%	3%	2%	2%	3%	2%	1%	1%	3%	2%
Sigma	2010	969	1041	593	693	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Agree (Net)	1409	667	742	423	483	503	545	865	270	292	520	327
	70%	69%	71%	71%	70%	69%	73%	68%	75%	69%	69%	69%
Disagree (Net)	247	137	110	59	84	104	76	171	33	58	91	65
	12%	14%	11%	10%	12%	14%	10%	14%	9%	14%	12%	14%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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4_1. Do you agree or disagree with the following statements? - The American economy is rigged to advantage the rich and powerful

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2010	611	1399	1135	875	974	189	457	390	1067	943	1717	293	661	638	430
Base: All Respondents (wtd)	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
Strongly agree	718 36%	215 36%	503 35%	416 39%	301 32%	376 37%	58 32%	181 42%	102 27%	357 33%	360 39%	510 34%	207 40%	337 47%	122 21%	152 37%
Somewhat agree	692 34%	205 35%	486 34%	337 31%	355 38%	365 36%	48 26%	123 28%	155 42%	372 35%	319 34%	527 35%	165 32%	277 38%	186 31%	136 34%
Neither agree nor disagree	309 15%	91 15%	218 15%	176 16%	133 14%	149 15%	42 23%	70 16%	48 13%	183 17%	126 14%	224 15%	85 17%	51 7%	130 22%	68 17%
Somewhat disagree	146 7%	39 7%	107 8%	71 7%	75 8%	66 6%	18 10%	23 5%	39 11%	83 8%	63 7%	123 8%	23 4%	26 4%	91 15%	21 5%
Strongly disagree	101 5%	23 4%	78 5%	51 5%	49 5%	44 4%	10 5%	19 4%	28 7%	60 6%	41 4%	86 6%	15 3%	15 2%	57 10%	18 5%
Don't know	45 2%	17 3%	27 2%	30 3%	15 2%	20 2%	7 4%	17 4%	1 *	21 2%	24 3%	25 2%	19 4%	18 2%	5 1%	11 3%
Sigma	2010 100%	590 100%	1420 100%	1082 100%	928 100%	1021 100%	183 100%	432 100%	374 100%	1077 100%	933 100%	1496 100%	514 100%	724 100%	592 100%	406 100%
Summary	1409	420	989	753	656	741	106	304	258	730	680	1037	372	614	308	288
Agree (Net)	70%	71%	70%	70%	71%	73%	58%	70%	69%	68%	73%	69%	72%	85%	52%	71%
Disagree (Net)	247 12%	62 10%	185 13%	122 11%	125 13%	110 11%	28 15%	42 10%	67 18%	143 13%	104 11%	209 14%	38 7%	41 6%	148 25%	39 10%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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4_1. Do you agree or disagree with the following statements? - The American economy is rigged to advantage the rich and powerful

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: All Respondents (unwtd)	2010	375	285	265	660	925	1085	715	653	597	924	293	500	965	545	
Base: All Respondents (wtd)	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556	
Strongly agree	718	149	77	92	226	317	400	143	359	218	334	101	156	348	214	
	36%	43%	30%	35%	38%	37%	35%	23%	49%	41%	34%	34%	34%	35%	39%	
Somewhat agree	692	110	106	88	216	305	387	187	266	168	356	108	156	334	202	
	34%	32%	42%	34%	36%	35%	34%	30%	37%	32%	36%	36%	34%	34%	36%	
Neither agree nor disagree	309	43	36	52	79	130	179	134	63	75	144	45	79	146	83	
	15%	12%	14%	20%	13%	15%	16%	21%	9%	14%	15%	15%	17%	15%	15%	
Somewhat disagree	146	22	11	20	33	53	93	94	17	35	79	27	37	83	27	
	7%	6%	4%	8%	5%	6%	8%	15%	2%	7%	8%	9%	8%	8%	5%	
Strongly disagree	101	19	18	5	37	41	59	68	11	25	47	15	21	61	19	
	5%	5%	7%	2%	6%	5%	5%	11%	2%	5%	5%	5%	5%	6%	3%	
Don't know	45	4	6	7	10	16	28	8	11	11	17	3	13	20	12	
	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%	3%	2%	2%	
Sigma	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																
Agree (Net)	1409	259	183	180	442	622	787	330	625	385	689	209	312	681	416	
	70%	75%	72%	68%	74%	72%	69%	52%	86%	72%	71%	70%	67%	69%	75%	
Disagree (Net)	247	41	29	25	70	94	153	162	28	60	126	42	58	144	45	
	12%	12%	11%	9%	12%	11%	13%	26%	4%	11%	13%	14%	13%	15%	8%	
								H					N	N		

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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4_2. Do you agree or disagree with the following statements? - Traditional parties and politicians don't care about people like me

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	976	1034	587	720	703	835	1175	351	428	757	474
Base: All Respondents (wtd)	2010	969	1041	593	693	725	746	1264	358	423	754	475
Strongly agree	715 36%	373 39%	342 33%	193 33%	260 38%	262 36%	302 41%	413 33%	118 33%	154 36%	258 34%	184 39%
Somewhat agree	647 32%	305 32%	342 33%	175 30%	220 32%	252 35%	231 31%	416 33%	128 36%	151 36%	229 30%	139 29%
Neither agree nor disagree	389 19%	167 17%	221 21%	130 22%	139 20%	119 16%	125 17%	264 21%	69 19%	76 18%	152 20%	92 19%
Somewhat disagree	143 7%	81 8%	61 6%	42 7%	39 6%	62 9%	41 6%	101 8%	27 7%	29 7%	60 8%	27 6%
Strongly disagree	61 3%	32 3%	29 3%	28 5%	12 2%	21 3%	19 3%	42 3%	11 3%	5 1%	27 4%	18 4%
Don't know	56 3%	10 1%	46 4%	25 4%	23 3%	8 1%	27 4%	28 2%	6 2%	8 2%	28 4%	14 3%
Sigma	2010 100%	969 100%	1041 100%	593 100%	693 100%	725 100%	746 100%	1264 100%	358 100%	423 100%	754 100%	475 100%
Summary												
Agree (Net)	1363 68%	679 70%	684 66%	369 62%	480 69%	514 71%	534 72%	829 66%	247 69%	306 72%	487 65%	323 68%
Disagree (Net)	203 10%	113 12%	90 9%	70 12%	51 7%	83 11%	61 8%	143 11%	37 10%	34 8%	87 11%	45 10%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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4_2_Do you agree or disagree with the following statements? - Traditional parties and politicians don't care about people like me

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2010	611	1399	1135	875	974	189	457	390	1067	943	1717	293	661	638	430
Base: All Respondents (wtd)	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
Strongly agree	715 36%	208 35%	507 36%	407 38%	308 33%	357 35%	52 29%	166 38%	139 37%	374 35%	341 37%	523 35%	193 37%	235 32%	199 34%	174 43%
Somewhat agree	647 32%	181 31%	466 33%	335 31%	312 34%	337 33%	55 30%	115 27%	139 37%	340 32%	308 33%	516 34%	131 26%	274 38%	193 33%	110 27%
Neither agree nor disagree	389 19%	128 22%	260 18%	210 19%	178 19%	203 20%	41 23%	97 22%	47 13%	222 21%	167 18%	266 18%	122 24%	128 18%	117 20%	71 17%
Somewhat disagree	143 7%	39 7%	104 7%	67 6%	75 8%	66 6%	14 8%	30 7%	32 9%	83 8%	60 6%	111 7%	32 6%	53 7%	60 10%	24 6%
Strongly disagree	61 3%	11 2%	50 3%	31 3%	30 3%	23 2%	12 7%	11 3%	15 4%	30 3%	31 3%	46 3%	15 3%	23 3%	18 3%	12 3%
Don't know	56 3%	22 4%	34 2%	30 3%	25 3%	35 3%	8 4%	13 3%	- -	29 3%	27 3%	34 2%	22 4%	11 2%	5 1%	15 4%
Sigma	2010 100%	590 100%	1420 100%	1082 100%	928 100%	1021 100%	183 100%	432 100%	374 100%	1077 100%	933 100%	1496 100%	514 100%	724 100%	592 100%	406 100%
Summary	1363	390	973	743	620	695	107	281	279	714	648	1039	324	509	391	284
Agree (Net)	68%	66%	69%	69%	67%	68%	59%	65%	75%	66%	70%	69%	63%	70%	66%	70%
Disagree (Net)	20%	8%	11%	9%	11%	9%	14%	10%	13%	10%	10%	11%	9%	10%	13%	9%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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4_2. Do you agree or disagree with the following statements? - Traditional parties and politicians don't care about people like me

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: All Respondents (unwtd)	2010	375	285	265	660	925	1085	715	653	597	924	293	500	965	545	
Base: All Respondents (wtd)	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556	
Strongly agree	715	148	93	86	241	327	388	237	245	226	326	110	182	338	195	
	36%	43%	37%	33%	40%	38%	34%	37%	34%	43%	33%	37%	39%	34%	35%	
Somewhat agree	647	109	83	82	193	274	373	202	272	185	300	101	154	315	178	
	32%	31%	33%	31%	32%	32%	33%	32%	37%	35%	31%	34%	33%	32%	32%	
Neither agree nor disagree	389	58	47	62	104	166	222	111	128	73	206	54	65	207	117	
	19%	17%	18%	23%	17%	19%	19%	17%	18%	14%	21%	18%	14%	21%	21%	
Somewhat disagree	143	20	18	17	39	55	87	59	51	31	79	28	38	71	34	
	7%	6%	7%	6%	6%	6%	8%	9%	7%	6%	8%	9%	8%	7%	6%	
Strongly disagree	61	7	5	6	12	18	42	18	20	9	38	5	11	31	19	
	3%	2%	2%	2%	2%	2%	4%	3%	3%	2%	4%	2%	2%	3%	3%	
Don't know	56	5	6	11	11	22	34	7	11	8	28	1	12	29	15	
	3%	1%	2%	4%	2%	3%	3%	1%	1%	1%	3%	*	3%	3%	3%	
Sigma	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																
Agree (Net)	1363	257	176	168	434	601	761	439	517	411	625	211	336	654	373	
	68%	74%	70%	64%	72%	70%	66%	69%	71%	77%	64%	71%	73%	66%	67%	
Disagree (Net)	203	27	23	23	50	74	130	77	71	40	117	33	49	102	52	
	10%	8%	9%	9%	8%	9%	11%	12%	10%	8%	12%	11%	11%	10%	9%	

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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4_3. Do you agree or disagree with the following statements? - The mainstream media is more interested in making money than telling the truth

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	976	1034	587	720	703	835	1175	351	428	757	474
Base: All Respondents (wtd)	2010	969	1041	593	693	725	746	1264	358	423	754	475
Strongly agree	806 40%	432 45%	374 36%	231 39%	291 42%	284 39%	315 42%	491 39%	109 31%	182 43%	336 45%	179 38%
Somewhat agree	622 31%	289 30%	333 32%	217 37%	215 31%	191 26%	227 30%	395 31%	121 34%	130 31%	225 30%	146 31%
Neither agree nor disagree	276 14%	112 12%	164 16%	72 12%	103 15%	101 14%	95 13%	181 14%	74 21%	52 12%	79 10%	71 15%
Somewhat disagree	131 7%	56 6%	75 7%	25 4%	46 7%	59 8%	45 6%	85 7%	23 6%	28 7%	43 6%	37 8%
Strongly disagree	136 7%	68 7%	68 7%	31 5%	24 3%	81 11%	45 6%	92 7%	30 8%	28 7%	47 6%	32 7%
Don't know	38 2%	12 1%	27 3%	17 3%	14 2%	8 1%	18 2%	21 2%	1 *	4 1%	24 3%	9 2%
Sigma	2010 100%	969 100%	1041 100%	593 100%	693 100%	725 100%	746 100%	1264 100%	358 100%	423 100%	754 100%	475 100%
Summary												
Agree (Net)	1428 71%	721 74%	707 68%	448 75%	505 73%	475 66%	543 73%	886 70%	230 64%	312 74%	561 74%	325 69%
Disagree (Net)	267 13%	124 13%	143 14%	56 9%	70 10%	140 19%	90 12%	177 14%	52 15%	56 13%	90 12%	69 15%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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4_3. Do you agree or disagree with the following statements? - The mainstream media is more interested in making money than telling the truth

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
Base: All Respondents (unwtd)	2010	611	1399	1135	875	974	189	457	390	1067	943	1717	293	661	638	430
Base: All Respondents (wtd)	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
Strongly agree	806 40%	255 43%	551 39%	447 41%	359 39%	421 41%	65 36%	163 38%	157 42%	447 41%	359 38%	630 42%	176 34%	186 26%	330 56%	173 43%
Somewhat agree	622 31%	197 33%	425 30%	331 31%	291 31%	323 32%	55 30%	143 33%	101 27%	325 30%	297 32%	461 31%	161 31%	238 33%	186 31%	110 27%
Neither agree nor disagree	276 14%	75 13%	202 14%	166 15%	110 12%	134 13%	39 21%	62 14%	42 11%	146 14%	130 14%	171 11%	105 20%	121 17%	42 7%	66 16%
Somewhat disagree	131 7%	27 5%	104 7%	57 5%	73 8%	65 6%	7 4%	28 7%	31 8%	72 7%	58 6%	109 7%	22 4%	78 11%	17 3%	23 6%
Strongly disagree	136 7%	21 4%	115 8%	59 5%	77 8%	55 5%	14 7%	25 6%	43 12%	70 7%	66 7%	106 7%	30 6%	88 12%	12 2%	26 6%
Don't know	38 2%	15 3%	23 2%	20 2%	18 2%	24 2%	2 1%	12 3%	- -	16 2%	22 2%	19 1%	20 4%	13 2%	4 1%	9 2%
Sigma	2010 100%	590 100%	1420 100%	1082 100%	928 100%	1021 100%	183 100%	432 100%	374 100%	1077 100%	933 100%	1496 100%	514 100%	724 100%	592 100%	406 100%
Summary	1428	452	976	778	650	744	121	305	258	772	656	1091	337	424	516	282
Agree (Net)	71%	77%	69%	72%	70%	73%	66%	71%	69%	72%	70%	73%	66%	59%	87%	70%
Disagree (Net)	267 13%	48 8%	219 15%	117 11%	150 16%	120 12%	21 11%	53 12%	74 20%	142 13%	125 13%	215 14%	52 10%	166 23%	29 5%	48 12%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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4_3. Do you agree or disagree with the following statements? - The mainstream media is more interested in making money than telling the truth

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: All Respondents (unwtd)	2010	375	285	265	660	925	1085	715	653	597	924	293	500	965	545	
Base: All Respondents (wtd)	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556	
Strongly agree	806	164	110	97	274	371	434	385	175	242	380	123	222	388	195	
	40%	47%	43%	37%	46%	43%	38%	61%	24%	46%	39%	41%	48%	39%	35%	
		CF			CEF	CF		H		J				MN		
Somewhat agree	622	106	79	79	186	265	358	171	230	177	301	97	132	301	190	
	31%	31%	31%	30%	31%	31%	31%	27%	32%	33%	31%	33%	28%	30%	34%	
Neither agree nor disagree	276	38	36	42	74	117	160	48	122	61	126	28	49	145	82	
	14%	11%	14%	16%	12%	14%	14%	8%	17%	11%	13%	9%	11%	15%	15%	
									G							
Somewhat disagree	131	19	11	19	30	49	81	18	82	20	75	28	24	63	44	
	7%	6%	4%	7%	5%	6%	7%	3%	11%	4%	8%	9%	5%	6%	8%	
									G		I	I				
Strongly disagree	136	13	16	18	29	47	90	7	109	24	76	22	27	72	37	
	7%	4%	6%	7%	5%	5%	8%	1%	15%	5%	8%	7%	6%	7%	7%	
							AD		G		I					
Don't know	38	5	1	8	6	14	24	4	9	7	17	1	8	22	9	
	2%	2%	*	3%	1%	2%	2%	1%	1%	1%	2%	*	2%	2%	2%	
				B		BD										
Sigma	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																
Agree (Net)	1428	271	189	176	460	636	792	555	405	419	682	220	354	689	385	
	71%	78%	75%	67%	77%	74%	69%	88%	56%	79%	70%	74%	77%	69%	69%	
		CEF			CEF	CF		H		J			MN			
Disagree (Net)	267	33	26	37	59	96	171	25	192	44	151	50	51	136	80	
	13%	9%	10%	14%	10%	11%	15%	4%	26%	8%	16%	17%	11%	14%	14%	
							ADE		G		I	I				

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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4_4. Do you agree or disagree with the following statements? - Social policies, such as affirmative action, discriminate unfairly against white people

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	976	1034	587	720	703	835	1175	351	428	757	474
Base: All Respondents (wtd)	2010	969	1041	593	693	725	746	1264	358	423	754	475
Strongly agree	298	210	87	60	104	133	82	216	47	77	116	59
	15%	22%	8%	10%	15%	18%	11%	17%	13%	18%	15%	12%
Somewhat agree	463	246	217	112	169	182	147	316	82	99	167	115
	23%	25%	21%	19%	24%	25%	20%	25%	23%	23%	22%	24%
Neither agree nor disagree	538	239	299	159	184	194	238	300	109	111	186	133
	27%	25%	29%	27%	27%	27%	32%	24%	30%	26%	25%	28%
Somewhat disagree	237	87	150	62	88	86	67	170	41	47	82	67
	12%	9%	14%	10%	13%	12%	9%	13%	11%	11%	11%	14%
Strongly disagree	357	143	213	147	104	105	156	201	66	74	141	75
	18%	15%	21%	25%	15%	15%	21%	16%	18%	18%	19%	16%
Don't know	118	43	75	53	42	23	56	61	14	16	63	26
	6%	4%	7%	9%	6%	3%	8%	5%	4%	4%	8%	5%
Sigma	2010	969	1041	593	693	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Agree (Net)	761	456	304	172	273	316	229	532	129	176	282	173
	38%	47%	29%	29%	39%	44%	31%	42%	36%	41%	37%	37%
Disagree (Net)	594	230	363	209	193	192	223	371	106	121	223	143
	30%	24%	35%	35%	28%	26%	30%	29%	30%	29%	30%	30%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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4_4. Do you agree or disagree with the following statements? - Social policies, such as affirmative action, discriminate unfairly against white people

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2010	611	1399	1135	875	974	189	457	390	1067	943	1717	293	661	638	430
Base: All Respondents (wtd)	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
Strongly agree	298	97	201	149	149	162	18	46	71	199	98	269	29	51	159	63
	15%	16%	14%	14%	16%	16%	10%	11%	19%	19%	11%	18%	6%	7%	27%	16%
Somewhat agree	463	139	324	201	262	261	30	77	95	286	177	388	75	119	202	87
	23%	23%	23%	19%	28%	26%	16%	18%	25%	27%	19%	26%	15%	16%	34%	21%
Neither agree nor disagree	538	147	391	337	201	251	57	137	93	283	255	391	147	187	144	110
	27%	25%	28%	31%	22%	25%	31%	32%	25%	26%	27%	26%	29%	26%	24%	27%
Somewhat disagree	237	71	166	109	128	120	24	43	50	121	116	177	60	128	42	40
	12%	12%	12%	10%	14%	12%	13%	10%	13%	11%	12%	12%	12%	18%	7%	10%
Strongly disagree	357	92	265	205	152	171	32	98	56	133	223	195	162	211	28	71
	18%	16%	19%	19%	16%	17%	17%	23%	15%	12%	24%	13%	31%	29%	5%	17%
Don't know	118	45	73	82	36	56	23	31	9	55	63	76	42	28	16	35
	6%	8%	5%	8%	4%	5%	12%	7%	2%	5%	7%	5%	8%	4%	3%	9%
Sigma	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	761	236	525	349	411	424	48	123	166	485	275	657	104	170	361	150
	38%	40%	37%	32%	44%	41%	26%	28%	44%	45%	29%	44%	20%	24%	61%	37%
Disagree (Net)	594	162	431	313	280	291	55	141	106	254	340	372	221	339	71	111
	30%	28%	30%	29%	30%	29%	30%	33%	28%	24%	36%	25%	43%	47%	12%	27%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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4_4. Do you agree or disagree with the following statements? - Social policies, such as affirmative action, discriminate unfairly against white people

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: All Respondents (unwtd)	2010	375	285	265	660	925	1085	715	653	597	924	293	500	965	545	
Base: All Respondents (wtd)	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556	
Strongly agree	298	80	50	33	129	162	136	202	50	92	137	49	86	133	79	
	15%	23%	20%	12%	22%	19%	12%	32%	7%	17%	14%	17%	19%	13%	14%	
Somewhat agree	463	99	84	69	183	252	211	223	117	119	245	73	111	227	124	
	23%	29%	33%	26%	31%	29%	18%	35%	16%	22%	25%	25%	24%	23%	22%	
Neither agree nor disagree	538	96	64	69	160	229	309	127	171	149	219	90	138	269	132	
	27%	28%	25%	26%	27%	27%	27%	20%	23%	28%	22%	30%	30%	27%	24%	
Somewhat disagree	237	28	22	30	50	80	156	37	133	52	128	34	39	127	71	
	12%	8%	9%	11%	8%	9%	14%	6%	18%	10%	13%	12%	8%	13%	13%	
Strongly disagree	357	35	20	44	55	99	258	24	234	82	199	43	61	171	126	
	18%	10%	8%	17%	9%	11%	22%	4%	32%	15%	20%	14%	13%	17%	23%	
Don't know	118	9	13	18	22	41	77	20	23	37	48	8	28	65	25	
	6%	3%	5%	7%	4%	5%	7%	3%	3%	7%	5%	3%	6%	7%	5%	
Sigma	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																
Agree (Net)	761	179	133	102	312	414	346	425	167	211	382	123	198	360	203	
	38%	52%	53%	39%	52%	48%	30%	67%	23%	40%	39%	41%	43%	36%	36%	
Disagree (Net)	594	63	42	74	105	179	414	61	367	134	327	77	99	298	197	
	30%	18%	17%	28%	18%	21%	36%	10%	50%	25%	33%	26%	21%	30%	35%	
				ABDE		D	ABCDE		G		IK			L	L	

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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4. Do you agree or disagree with the following statements? - Top 2 Box Summary

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	976	1034	587	720	703	835	1175	351	428	757	474
Base: All Respondents (wtd)	2010	969	1041	593	693	725	746	1264	358	423	754	475
The American economy is rigged to advantage the rich and powerful	1409	667	742	423	483	503	545	865	270	292	520	327
	70%	69%	71%	71%	70%	69%	73%	68%	75%	69%	69%	69%
Traditional parties and politicians don't care about people like me	1363	679	684	369	480	514	534	829	247	306	487	323
	68%	70%	66%	62%	69%	71%	72%	66%	69%	72%	65%	68%
The mainstream media is more interested in making money than telling the truth	1428	721	707	448	505	475	543	886	230	312	561	325
	71%	74%	68%	75%	73%	66%	73%	70%	64%	74%	74%	69%
Social policies, such as affirmative action, discriminate unfairly against white people	761	456	304	172	273	316	229	532	129	176	282	173
	38%	47%	29%	29%	39%	44%	31%	42%	36%	41%	37%	37%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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4. Do you agree or disagree with the following statements? - Top 2 Box Summary

	Children in Household		Education		Employment Status				Marital Status		Race		Party ID			
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
Base: All Respondents (unwtd)	2010	611	1399	1135	875	974	189	457	390	1067	943	1717	293	661	638	430
Base: All Respondents (wtd)	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
The American economy is rigged to advantage the rich and powerful	1409	420	989	753	656	741	106	304	258	730	680	1037	372	614	308	288
	70%	71%	70%	70%	71%	73%	58%	70%	69%	68%	73%	69%	72%	85%	52%	71%
						F		F	F		I			NO		N
Traditional parties and politicians don't care about people like me	1363	390	973	743	620	695	107	281	279	714	648	1039	324	509	391	284
	68%	66%	69%	69%	67%	68%	59%	65%	75%	66%	70%	69%	63%	70%	66%	70%
						F			EFG			L				
The mainstream media is more interested in making money than telling the truth	1428	452	976	778	650	744	121	305	258	772	656	1091	337	424	516	282
	71%	77%	69%	72%	70%	73%	66%	71%	69%	72%	70%	73%	66%	59%	87%	70%
		B										L			MO	M
Social policies, such as affirmative action, discriminate unfairly against white people	761	236	525	349	411	424	48	123	166	485	275	657	104	170	361	150
	38%	40%	37%	32%	44%	41%	26%	28%	44%	45%	29%	44%	20%	24%	61%	37%
					C	FG			FG	J		L			MO	M

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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4. Do you agree or disagree with the following statements? - Top 2 Box Summary

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	2010	375	285	265	660	925	1085	715	653	597	924	293	500	965	545
Base: All Respondents (wtd)	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556
The American economy is rigged to advantage the rich and powerful	1409	259	183	180	442	622	787	330	625	385	689	209	312	681	416
	70%	75%	72%	68%	74%	72%	69%	52%	86%	72%	71%	70%	67%	69%	75%
Traditional parties and politicians don't care about people like me	1363	257	176	168	434	601	761	439	517	411	625	211	336	654	373
	68%	74%	70%	64%	72%	70%	66%	69%	71%	77%	64%	71%	73%	66%	67%
The mainstream media is more interested in making money than telling the truth	1428	271	189	176	460	636	792	555	405	419	682	220	354	689	385
	71%	78%	75%	67%	77%	74%	69%	88%	56%	79%	70%	74%	77%	69%	69%
Social policies, such as affirmative action, discriminate unfairly against white people	761	179	133	102	312	414	346	425	167	211	382	123	198	360	203
	38%	52%	53%	39%	52%	48%	30%	67%	23%	40%	39%	41%	43%	36%	36%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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4. Do you agree or disagree with the following statements? - Bottom 2 Box Summary

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	976	1034	587	720	703	835	1175	351	428	757	474
Base: All Respondents (wtd)	2010	969	1041	593	693	725	746	1264	358	423	754	475
The American economy is rigged to advantage the rich and powerful	247	137	110	59	84	104	76	171	33	58	91	65
	12%	14%	11%	10%	12%	14%	10%	14%	9%	14%	12%	14%
Traditional parties and politicians don't care about people like me	203	113	90	70	51	83	61	143	37	34	87	45
	10%	12%	9%	12%	7%	11%	8%	11%	10%	8%	11%	10%
The mainstream media is more interested in making money than telling the truth	267	124	143	56	70	140	90	177	52	56	90	69
	13%	13%	14%	9%	10%	19%	12%	14%	15%	13%	12%	15%
Social policies, such as affirmative action, discriminate unfairly against white people	594	230	363	209	193	192	223	371	106	121	223	143
	30%	24%	35%	35%	28%	26%	30%	29%	30%	29%	30%	30%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

4. Do you agree or disagree with the following statements? - Bottom 2 Box Summary

	Children in Household		Education		Employment Status				Marital Status		Race		Party ID			
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
Base: All Respondents (unwtd)	2010	611	1399	1135	875	974	189	457	390	1067	943	1717	293	661	638	430
Base: All Respondents (wtd)	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
The American economy is rigged to advantage the rich and powerful	247	62	185	122	125	110	28	42	67	143	104	209	38	41	148	39
	12%	10%	13%	11%	13%	11%	15%	10%	18%	13%	11%	14%	7%	6%	25%	10%
									EG			L			MO	M
Traditional parties and politicians don't care about people like me	203	50	153	98	105	88	26	42	47	112	91	157	46	75	78	37
	10%	8%	11%	9%	11%	9%	14%	10%	13%	10%	10%	11%	9%	10%	13%	9%
									E							
The mainstream media is more interested in making money than telling the truth	267	48	219	117	150	120	21	53	74	142	125	215	52	166	29	48
	13%	8%	15%	11%	16%	12%	11%	12%	20%	13%	13%	14%	10%	23%	5%	12%
			A		C				EFG					NO		N
Social policies, such as affirmative action, discriminate unfairly against white people	594	162	431	313	280	291	55	141	106	254	340	372	221	339	71	111
	30%	28%	30%	29%	30%	29%	30%	33%	28%	24%	36%	25%	43%	47%	12%	27%
											I		K	NO		N

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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4. Do you agree or disagree with the following statements? - Bottom 2 Box Summary

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	2010	375	285	265	660	925	1085	715	653	597	924	293	500	965	545
Base: All Respondents (wtd)	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556
The American economy is rigged to advantage the rich and powerful	247	41	29	25	70	94	153	162	28	60	126	42	58	144	45
	12%	12%	11%	9%	12%	11%	13%	26%	4%	11%	13%	14%	13%	15%	8%
Traditional parties and politicians don't care about people like me	203	27	23	23	50	74	130	77	71	40	117	33	49	102	52
	10%	8%	9%	9%	8%	9%	11%	12%	10%	8%	12%	11%	11%	10%	9%
The mainstream media is more interested in making money than telling the truth	267	33	26	37	59	96	171	25	192	44	151	50	51	136	80
	13%	9%	10%	14%	10%	11%	15%	4%	26%	8%	16%	17%	11%	14%	14%
Social policies, such as affirmative action, discriminate unfairly against white people	594	63	42	74	105	179	414	61	367	134	327	77	99	298	197
	30%	18%	17%	28%	18%	21%	36%	10%	50%	25%	33%	26%	21%	30%	35%
				ABDE		D	ABCDE		G		IK			L	L

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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4. Do you agree or disagree with the following statements? - Grid Table

	The American economy is rigged to advantage the rich and	Traditional parties and politicians don't care about people like me	The mainstream media is more interested in making money	Social policies, such as affirmative action, discriminate unfairly
	A	B	C	D
Base: All Respondents (unwtd)	2010	2010	2010	2010
Base: All Respondents (wtd)	2010	2010	2010	2010
Strongly agree	718	715	806	298
	36%	36%	40%	15%
	D	D	ABD	
Somewhat agree	692	647	622	463
	34%	32%	31%	23%
	CD	D	D	
Neither agree nor disagree	309	389	276	538
	15%	19%	14%	27%
		AC		ABC
Somewhat disagree	146	143	131	237
	7%	7%	7%	12%
				ABC
Strongly disagree	101	61	136	357
	5%	3%	7%	18%
	B		AB	ABC
Don't know	45	56	38	118
	2%	3%	2%	6%
				ABC
Sigma	2010	2010	2010	2010
	100%	100%	100%	100%
Summary				
Agree (Net)	1409	1363	1428	761
	70%	68%	71%	38%
	D	D	D	
Disagree (Net)	247	203	267	594
	12%	10%	13%	30%
			B	ABC

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

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5. How do you get most of your news?

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	976	1034	587	720	703	835	1175	351	428	757	474
Base: All Respondents (wtd)	2010	969	1041	593	693	725	746	1264	358	423	754	475
Television	1253	607	646	291	388	574	481	773	243	270	462	278
	62%	63%	62%	49%	56%	79%	64%	61%	68%	64%	61%	59%
				C	CD				K			
Online/internet	1157	576	581	399	438	320	404	754	190	213	460	295
	58%	59%	56%	67%	63%	44%	54%	60%	53%	50%	61%	62%
				E	E			F			HI	HI
Social media (Twitter, Facebook)	698	318	379	348	252	98	279	419	116	136	277	169
	35%	33%	36%	59%	36%	14%	37%	33%	33%	32%	37%	36%
				DE	E							
Radio	572	295	276	177	184	211	194	377	126	131	170	144
	28%	30%	27%	30%	27%	29%	26%	30%	35%	31%	23%	30%
									J	J		J
Print newspapers/magazines	492	259	233	114	106	271	153	339	97	104	171	120
	24%	27%	22%	19%	15%	37%	20%	27%	27%	25%	23%	25%
		B				CD		F				
Mobile News apps	403	208	195	207	135	62	139	264	65	71	173	94
	20%	21%	19%	35%	20%	8%	19%	21%	18%	17%	23%	20%
				DE	E						I	
None of the above	49	22	28	15	20	15	20	29	11	10	15	13
	2%	2%	3%	2%	3%	2%	3%	2%	3%	2%	2%	3%
Sigma	4625	2287	2338	1551	1523	1551	1669	2956	849	935	1728	1114
	230%	236%	225%	262%	220%	214%	224%	234%	237%	221%	229%	235%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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5. How do you get most of your news?

	Children in Household		Education		Employment Status				Marital Status		Race		Party ID			
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
Base: All Respondents (unwtd)	2010	611	1399	1135	875	974	189	457	390	1067	943	1717	293	661	638	430
Base: All Respondents (wtd)	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
Television	1253	321	932	706	547	586	107	259	302	673	580	929	324	504	370	232
	62%	54%	66%	65%	59%	57%	58%	60%	81%	62%	62%	62%	63%	70%	62%	57%
			A	D					EFG					NO		
Online/Internet	1157	363	794	578	579	642	103	257	155	603	554	839	318	432	325	239
	58%	61%	56%	53%	62%	63%	56%	60%	41%	56%	59%	56%	62%	60%	55%	59%
			B			C	H	H	H							
Social media (Twitter, Facebook)	698	284	414	383	315	404	71	178	45	370	328	505	192	276	178	117
	35%	48%	29%	35%	34%	40%	39%	41%	12%	34%	35%	34%	37%	38%	30%	29%
			B			H	H	H						NO		
Radio	572	183	389	291	281	314	55	107	95	329	243	429	142	197	187	119
	28%	31%	27%	27%	30%	31%	30%	25%	26%	31%	26%	29%	28%	27%	32%	29%
						G										
Print newspapers/magazines	492	112	380	217	275	210	43	90	149	277	215	399	93	220	142	91
	24%	19%	27%	20%	30%	21%	24%	21%	40%	26%	23%	27%	18%	30%	24%	22%
			A			C			EFG					NO		
Mobile News apps	403	151	252	217	187	229	51	96	27	202	202	276	128	149	124	75
	20%	26%	18%	20%	20%	22%	28%	22%	7%	19%	22%	18%	25%	21%	21%	18%
			B			H	H	H						K		
None of the above	49	19	31	34	15	24	3	17	6	25	25	38	12	10	10	12
	2%	3%	2%	3%	2%	2%	2%	4%	2%	2%	3%	3%	2%	1%	2%	3%
Sigma	4625	1433	3192	2426	2199	2409	432	1004	780	2478	2147	3415	1210	1788	1336	883
	230%	243%	225%	224%	237%	236%	237%	232%	209%	230%	230%	228%	235%	247%	226%	218%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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5. How do you get most of your news?

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	2010	375	285	265	660	925	1085	715	653	597	924	293	500	965	545
Base: All Respondents (wtd)	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556
Television	1253	244	191	187	435	622	632	395	514	342	590	200	277	619	358
	62%	70%	75%	71%	73%	72%	55%	62%	71%	64%	60%	67%	60%	62%	64%
		F	F	F	F	F			G						
Online/internet	1157	184	148	137	333	470	688	327	450	291	606	174	248	563	347
	58%	53%	59%	52%	55%	54%	60%	52%	62%	55%	62%	58%	54%	57%	62%
							ACE		G		I				L
Social media (Twitter, Facebook)	698	134	104	100	237	337	361	184	255	177	337	98	153	294	251
	35%	39%	41%	38%	40%	39%	31%	29%	35%	33%	35%	33%	33%	30%	45%
		F	F		F	F			G						LM
Radio	572	106	74	78	180	258	313	194	216	163	265	95	141	263	168
	28%	31%	29%	30%	30%	30%	27%	31%	30%	31%	27%	32%	31%	27%	30%
Print newspapers/magazines	492	84	54	63	138	201	291	145	230	115	243	92	96	244	153
	24%	24%	21%	24%	23%	23%	25%	23%	32%	22%	25%	31%	21%	25%	27%
									G		I				L
Mobile News apps	403	74	57	54	130	185	219	124	146	96	216	57	81	179	143
	20%	21%	22%	21%	22%	21%	19%	20%	20%	18%	22%	19%	18%	18%	26%
															LM
None of the above	49	2	5	4	7	11	39	12	6	17	18	2	11	24	15
	2%	1%	2%	2%	1%	1%	3%	2%	1%	3%	2%	1%	2%	2%	3%
							ADE			K					
Sigma	4625	829	631	623	1460	2083	2542	1382	1817	1200	2275	718	1007	2186	1433
	230%	239%	250%	237%	243%	241%	222%	218%	250%	226%	233%	241%	218%	220%	258%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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6. Of the choices listed below, which is your main source of television news?

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	976	1034	587	720	703	835	1175	351	428	757	474
Base: All Respondents (wtd)	2010	969	1041	593	693	725	746	1264	358	423	754	475
FOX News	444	270	173	126	143	175	149	295	66	106	180	92
	22%	28%	17%	21%	21%	24%	20%	23%	18%	25%	24%	19%
CNN	264	122	141	111	83	70	87	176	56	39	116	53
	13%	13%	14%	19%	12%	10%	12%	14%	16%	9%	15%	11%
NBC	236	107	129	37	81	118	75	161	37	59	85	55
	12%	11%	12%	6%	12%	16%	10%	13%	10%	14%	11%	12%
ABC	222	95	127	60	73	89	78	144	62	32	80	48
	11%	10%	12%	10%	10%	12%	10%	11%	17%	8%	11%	10%
CBS	205	94	111	28	77	100	102	104	38	57	64	47
	10%	10%	11%	5%	11%	14%	14%	8%	11%	13%	8%	10%
Public Television	93	38	55	34	27	32	44	49	15	17	33	29
	5%	4%	5%	6%	4%	4%	6%	4%	4%	4%	4%	6%
MSNBC	89	41	48	16	32	41	43	46	14	20	28	27
	4%	4%	5%	3%	5%	6%	6%	4%	4%	5%	4%	6%
NPR	80	27	53	34	34	12	15	66	13	16	27	25
	4%	3%	5%	6%	5%	2%	2%	5%	4%	4%	4%	5%
Other	129	63	66	57	43	28	56	73	24	28	46	31
	6%	6%	6%	10%	6%	4%	7%	6%	7%	7%	6%	7%
None of the above	249	111	137	90	100	59	98	151	33	50	97	68
	12%	11%	13%	15%	14%	8%	13%	12%	9%	12%	13%	14%
Sigma	2010	969	1041	593	693	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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6. Of the choices listed below, which is your main source of television news?

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2010	611	1399	1135	875	974	189	457	390	1067	943	1717	293	661	638	430
Base: All Respondents (wtd)	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
FOX News	444 22%	144 24%	300 21%	246 23%	197 21%	224 22%	41 23%	82 19%	97 26%	273 25%	170 18%	361 24%	83 16%	78 11%	229 39%	80 20%
CNN	264 13%	85 14%	178 13%	102 9%	162 17%	152 15%	28 15%	42 10%	42 11%	138 13%	126 14%	174 12%	90 17%	138 19%	51 9%	52 13%
NBC	236 12%	52 9%	184 13%	125 12%	111 12%	107 10%	16 9%	48 11%	65 17%	141 13%	95 10%	198 13%	38 7%	87 12%	77 13%	47 12%
ABC	222 11%	62 11%	160 11%	131 12%	91 10%	107 10%	24 13%	46 11%	44 12%	110 10%	112 12%	161 11%	61 12%	90 12%	63 11%	38 9%
CBS	205 10%	54 9%	152 11%	128 12%	77 8%	91 9%	13 7%	50 11%	52 14%	104 10%	101 11%	140 9%	65 13%	92 13%	53 9%	33 8%
Public Television	93 5%	30 5%	63 4%	52 5%	41 4%	44 4%	7 4%	27 6%	15 4%	45 4%	48 5%	69 5%	24 5%	35 5%	11 2%	28 7%
MSNBC	89 4%	18 3%	70 5%	49 5%	40 4%	42 4%	5 3%	20 5%	22 6%	51 5%	38 4%	62 4%	26 5%	59 8%	8 1%	11 3%
NPR	80 4%	34 6%	46 3%	21 2%	60 6%	58 6%	7 4%	13 3%	2 *	45 4%	36 4%	48 3%	32 6%	42 6%	15 2%	16 4%
Other	129 6%	30 5%	99 7%	87 8%	42 5%	64 6%	16 9%	37 9%	11 3%	49 5%	80 9%	94 6%	35 7%	40 5%	29 5%	31 8%
None of the above	249 12%	82 14%	167 12%	140 13%	109 12%	132 13%	25 14%	66 15%	25 7%	121 11%	128 14%	188 13%	61 12%	65 9%	56 9%	70 17%
Sigma	2010 100%	590 100%	1420 100%	1082 100%	928 100%	1021 100%	183 100%	432 100%	374 100%	1077 100%	933 100%	1496 100%	514 100%	724 100%	592 100%	406 100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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6. Of the choices listed below, which is your main source of television news?

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	2010	375	285	265	660	925	1085	715	653	597	924	293	500	965	545
Base: All Respondents (wtd)	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556
FOX News	444 22%	92 26%	86 34%	63 24%	178 30%	241 28%	203 18%	268 42%	63 9%	131 25%	198 20%	72 24%	111 24%	220 22%	112 20%
		F	CEF	F	F	F		H							
CNN	264 13%	41 12%	27 11%	45 17%	68 11%	113 13%	150 13%	42 7%	162 22%	51 10%	144 15%	43 14%	36 8%	118 12%	110 20%
				D		D			G		I			L	LM
NBC	236 12%	42 12%	28 11%	37 14%	71 12%	107 12%	129 11%	77 12%	96 13%	57 11%	117 12%	44 15%	61 13%	129 13%	46 8%
													N	N	
ABC	222 11%	57 16%	28 11%	31 12%	84 14%	116 13%	106 9%	64 10%	91 12%	67 13%	107 11%	19 6%	47 10%	107 11%	68 12%
		F			F	F				K	K				
CBS	205 10%	38 11%	30 12%	34 13%	67 11%	102 12%	104 9%	59 9%	82 11%	54 10%	99 10%	29 10%	51 11%	99 10%	56 10%
Public Television	93 5%	12 4%	9 4%	10 4%	22 4%	31 4%	62 5%	11 2%	36 5%	25 5%	39 4%	22 7%	28 6%	43 4%	23 4%
									G		J				
MSNBC	89 4%	10 3%	22 9%	7 3%	31 5%	39 4%	50 4%	13 2%	55 8%	26 5%	41 4%	15 5%	26 6%	38 4%	24 4%
			ACDEF		A										
NPR	80 4%	16 5%	2 1%	7 3%	18 3%	25 3%	56 5%	15 2%	44 6%	14 3%	53 5%	11 4%	8 2%	47 5%	26 5%
		BDE			B	B	BE		G		I			L	L
Other	129 6%	17 5%	9 3%	16 6%	25 4%	41 5%	88 8%	32 5%	31 4%	36 7%	56 6%	16 5%	28 6%	64 6%	37 7%
							BDE								
None of the above	249 12%	23 7%	12 5%	14 5%	35 6%	49 6%	200 17%	52 8%	67 9%	69 13%	122 13%	27 9%	68 15%	127 13%	55 10%
							ABCDE						N		
Sigma	2010 100%	347 100%	253 100%	263 100%	600 100%	863 100%	1147 100%	633 100%	727 100%	531 100%	976 100%	298 100%	462 100%	992 100%	556 100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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7. In the 2016 election for President, for whom did you vote?

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	976	1034	587	720	703	835	1175	351	428	757	474
Base: All Respondents (wtd)	2010	969	1041	593	693	725	746	1264	358	423	754	475
Hillary Clinton (Democrat)	727	296	432	189	244	295	256	471	144	158	263	162
	36%	31%	41%	32%	35%	41%	34%	37%	40%	37%	35%	34%
Donald Trump (Republican)	633	362	271	136	219	278	171	463	95	151	244	144
	32%	37%	26%	23%	32%	38%	23%	37%	26%	36%	32%	30%
Other/someone else	175	98	77	46	79	50	76	99	33	37	66	39
	9%	10%	7%	8%	11%	7%	10%	8%	9%	9%	9%	8%
Did not vote	386	173	214	187	115	85	204	183	71	67	145	104
	19%	18%	21%	31%	17%	12%	27%	14%	20%	16%	19%	22%
Don't know/Refuse	88	40	48	36	35	17	40	48	15	11	36	25
	4%	4%	5%	6%	5%	2%	5%	4%	4%	3%	5%	5%
Sigma	2010	969	1041	593	693	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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7. In the 2016 election for President, for whom did you vote?

	Children in Household		Education		Employment Status				Marital Status		Race		Party ID			
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
Base: All Respondents (unwtd)	2010	611	1399	1135	875	974	189	457	390	1067	943	1717	293	661	638	430
Base: All Respondents (wtd)	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
Hillary Clinton (Democrat)	727	183	544	340	387	372	66	141	148	344	383	496	231	546	38	108
	36%	31%	38%	31%	42%	36%	36%	33%	40%	32%	41%	33%	45%	75%	6%	27%
			A		C					I		K		NO		N
Donald Trump (Republican)	633	207	427	310	323	341	44	99	150	432	201	582	52	45	444	110
	32%	35%	30%	29%	35%	33%	24%	23%	40%	40%	22%	39%	10%	6%	75%	27%
					C		FG			J		L			MO	M
Other/someone else	175	53	122	92	83	95	15	32	32	93	82	134	41	34	38	76
	9%	9%	9%	8%	9%	9%	8%	8%	9%	9%	9%	9%	8%	5%	7%	19%
																MN
Did not vote	386	113	273	288	98	165	52	132	37	158	228	242	145	83	62	93
	19%	19%	19%	27%	11%	16%	29%	31%	10%	15%	24%	16%	28%	11%	10%	23%
				D		H	EH	EH			I		K			MN
Don't know/Refuse	88	34	54	52	36	48	5	28	7	49	39	42	46	17	9	19
	4%	6%	4%	5%	4%	5%	3%	7%	2%	5%	4%	3%	9%	2%	2%	5%
						H		H					K			N
Sigma	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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7. In the 2016 election for President, for whom did you vote?

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	2010	375	285	265	660	925	1085	715	653	597	924	293	500	965	545
Base: All Respondents (wtd)	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556
Hillary Clinton (Democrat)	727	111	83	96	194	290	438	-	727	145	405	114	137	340	250
	36%	32%	33%	36%	32%	34%	38%	-	100%	27%	42%	38%	30%	34%	45%
Donald Trump (Republican)	633	163	97	75	261	335	298	633	-	182	321	101	182	316	135
	32%	47%	38%	28%	43%	39%	26%	100%	-	34%	33%	34%	39%	32%	24%
Other/someone else	175	25	14	22	39	61	114	-	-	49	89	26	38	95	43
	9%	7%	6%	8%	7%	7%	10%	-	-	9%	9%	9%	8%	10%	8%
Did not vote	386	43	40	47	83	130	256	-	-	138	133	42	96	185	105
	19%	12%	16%	18%	14%	15%	22%	-	-	26%	14%	14%	21%	19%	19%
Don't know/Refuse	88	4	19	24	23	47	41	-	-	17	29	15	9	56	23
	4%	1%	7%	9%	4%	5%	4%	-	-	3%	3%	5%	2%	6%	4%
Sigma	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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8. Which category best fits how you define your profession/former profession/the job of the primary earner in your household?

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	976	1034	587	720	703	835	1175	351	428	757	474
Base: All Respondents (wtd)	2010	969	1041	593	693	725	746	1264	358	423	754	475
White Collar (science, technical, arts, engineering, sales, education, health, administration)	976	420	556	258	358	360	253	724	177	208	377	214
	49%	43%	53%	44%	52%	50%	34%	57%	49%	49%	50%	45%
Blue Collar (farming, manual or physical labor, trades, military, transport)	531	310	221	167	179	185	291	240	94	119	203	115
	26%	32%	21%	28%	26%	26%	39%	19%	26%	28%	27%	24%
Executive (company leadership, manager, specialist)	298	175	123	80	94	125	73	226	44	59	111	84
	15%	18%	12%	13%	14%	17%	10%	18%	12%	14%	15%	18%
Don't know/Refuse	204	64	140	88	61	55	129	75	43	37	63	61
	10%	7%	13%	15%	9%	8%	17%	6%	12%	9%	8%	13%
Sigma	2010	969	1041	593	693	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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8. Which category best fits how you define your profession/former profession/the job of the primary earner in your household?

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2010	611	1399	1135	875	974	189	457	390	1067	943	1717	293	661	638	430
Base: All Respondents (wtd)	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
White Collar (science, technical, arts, engineering, sales, education, health, administration)	976	288	689	368	608	557	90	133	196	563	414	740	236	381	310	180
	49%	49%	49%	34%	66%	55%	50%	31%	52%	52%	44%	50%	46%	53%	52%	44%
					C	G	G		G	J				O	O	
Blue Collar (farming, manual or physical labor, trades, military, transport)	531	148	383	432	100	235	64	151	81	254	277	388	143	170	159	113
	26%	25%	27%	40%	11%	23%	35%	35%	22%	24%	30%	26%	28%	24%	27%	28%
					D			EH	EH		I					
Executive (company leadership, manager, specialist)	298	93	205	118	180	167	9	50	73	182	116	246	52	104	93	76
	15%	16%	14%	11%	19%	16%	5%	12%	19%	17%	12%	16%	10%	14%	16%	19%
					C	FG		F	FG	J		L				
Don't know/Refuse	204	61	143	163	41	62	19	99	24	78	126	121	83	69	29	36
	10%	10%	10%	15%	4%	6%	11%	23%	6%	7%	13%	8%	16%	9%	5%	9%
					D			EFH			I		K	N	N	N
Sigma	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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8. Which category best fits how you define your profession/former profession/the job of the primary earner in your household?

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	2010	375	285	265	660	925	1085	715	653	597	924	293	500	965	545
Base: All Respondents (wtd)	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556
White Collar (science, technical, arts, engineering, sales, education, health, administration)	976	176	103	122	279	401	576	321	405	-	976	-	191	520	265
	49%	51%	41%	46%	46%	46%	50%	51%	56%	-	100%	-	41%	52%	48%
		BD			B		B				IK			L	
Blue Collar (farming, manual or physical labor, trades, military, transport)	531	99	75	73	174	246	285	182	145	531	-	-	165	222	144
	26%	28%	30%	28%	29%	29%	25%	29%	20%	100%	-	-	36%	22%	26%
								H		JK			MN		
Executive (company leadership, manager, specialist)	298	51	45	36	96	132	166	101	114	-	-	298	57	165	75
	15%	15%	18%	14%	16%	15%	14%	16%	16%	-	-	100%	12%	17%	14%
												U			
Don't know/Refuse	204	22	29	32	51	83	121	30	63	-	-	-	48	84	72
	10%	6%	12%	12%	9%	10%	11%	5%	9%	-	-	-	10%	8%	13%
			AD	A	A	A	A		G						M
Sigma	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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9. How would you describe the are in which you live?

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	976	1034	587	720	703	835	1175	351	428	757	474
Base: All Respondents (wtd)	2010	969	1041	593	693	725	746	1264	358	423	754	475
Suburban	992	452	540	265	343	384	312	680	176	208	394	213
	49%	47%	52%	45%	50%	53%	42%	54%	49%	49%	52%	45%
Urban			A			C		F			K	
	556	325	232	219	192	145	220	337	107	90	185	174
	28%	33%	22%	37%	28%	20%	29%	27%	30%	21%	25%	37%
Rural		B		DE	E				I			IJ
	462	193	269	109	157	196	215	247	74	125	175	88
Sigma	23%	20%	26%	18%	23%	27%	29%	20%	21%	30%	23%	18%
			A			C		G		HJK		
Sigma	2010	969	1041	593	693	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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9. How would you describe the are in which you live?

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2010	611	1399	1135	875	974	189	457	390	1067	943	1717	293	661	638	430
Base: All Respondents (wtd)	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
Suburban	992	259	732	490	501	506	83	209	193	544	447	739	253	328	307	221
	49%	44%	52%	45%	54%	50%	46%	48%	52%	51%	48%	49%	49%	45%	52%	54%
Urban			A	C										M	M	
	556	199	357	274	283	333	49	109	65	261	296	367	190	259	129	87
	28%	34%	25%	25%	30%	33%	27%	25%	18%	24%	32%	25%	37%	36%	22%	22%
Rural		B		C	GH	H	H			I		K	NO			
	462	132	330	318	144	182	50	114	116	272	190	390	72	137	156	98
	23%	22%	23%	29%	16%	18%	27%	26%	31%	25%	20%	26%	14%	19%	26%	24%
Sigma		D		E	E	E	J	L	M							
	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

9. How would you describe the are in which you live?

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	2010	375	285	265	660	925	1085	715	653	597	924	293	500	965	545
Base: All Respondents (wtd)	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556
Suburban	992	169	112	121	282	403	589	316	340	222	520	165	-	992	-
	49%	49%	44%	46%	47%	47%	51%	50%	47%	42%	53%	55%	-	100%	-
Urban	556	83	92	90	176	266	290	135	250	144	265	75	-	-	556
	28%	24%	37%	34%	29%	31%	25%	21%	34%	27%	27%	25%	-	-	100%
Rural	462	94	48	52	142	194	268	182	137	165	191	57	462	-	-
	23%	27%	19%	20%	24%	22%	23%	29%	19%	31%	20%	19%	100%	-	-
Sigma	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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10. If you would be willing to participate in an interview (on-the-record and for attribution), please check "yes" below. If not, please check "no". Your information will not be shared without your consent

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Answering (unwtd)	1605	795	810	501	580	524	649	956	266	337	609	393
Base: All Answering (wtd)	1606	789	816	501	551	553	588	1018	270	330	607	399
Yes, I am willing to be interviewed	705	366	339	222	255	228	233	472	129	153	247	176
	44%	46%	41%	44%	46%	41%	40%	46%	48%	46%	41%	44%
No, I am not willing to be interviewed	901	423	478	279	297	325	355	546	141	178	360	222
	56%	54%	59%	56%	54%	59%	60%	54%	52%	54%	59%	56%
Sigma	1606	789	816	501	551	553	588	1018	270	330	607	399
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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10. If you would be willing to participate in an interview (on-the-record and for attribution), please check "yes" below. If not, please check "no". Your information will not be shared without your consent

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Answering (unwtd)	1605	540	1065	910	695	810	160	362	273	880	725	1368	237	510	514	343
Base: All Answering (wtd)	1606	507	1098	871	735	832	155	349	270	879	727	1191	415	557	479	322
Yes, I am willing to be interviewed	705	258	446	359	345	389	66	148	102	386	318	545	160	256	218	134
	44%	51%	41%	41%	47%	47%	43%	42%	38%	44%	44%	46%	39%	46%	45%	42%
		B			C	H										
No, I am not willing to be interviewed	901	249	652	512	389	443	89	201	168	492	409	646	255	300	261	188
	56%	49%	59%	59%	53%	53%	57%	58%	62%	56%	56%	54%	61%	54%	55%	58%
		A		D					E							
Sigma	1606	507	1098	871	735	832	155	349	270	879	727	1191	415	557	479	322
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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10. If you would be willing to participate in an interview (on-the-record and for attribution), please check "yes" below. If not, please check "no". Your information will not be shared without your consent

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: All Answering (unwtd)	1605	292	227	209	519	728	877	586	514	469	748	244	398	757	450
Base: All Answering (wtd)	1606	276	191	205	467	672	934	515	572	415	788	249	370	777	459
Yes, I am willing to be interviewed	705	125	99	81	224	305	400	239	276	190	352	120	141	339	224
	44%	45%	52%	39%	48%	45%	43%	46%	48%	46%	45%	48%	38%	44%	49%
No, I am not willing to be interviewed	901	151	92	125	243	367	534	276	296	225	436	129	229	437	235
	56%	55%	48%	61%	52%	55%	57%	54%	52%	54%	55%	52%	62%	56%	51%
Sigma	1606	276	191	205	467	672	934	515	572	415	788	249	370	777	459
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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P1D. With which political party do you most identify?

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	976	1034	587	720	703	835	1175	351	428	757	474
Base: All Respondents (wtd)	2010	969	1041	593	693	725	746	1264	358	423	754	475
Democrat (Net)	724	300	424	202	238	284	276	447	147	153	261	163
	36%	31%	41%	34%	34%	39%	37%	35%	41%	36%	35%	34%
			A									
Strong Democrat	288	128	160	76	99	113	125	164	64	63	113	49
	14%	13%	15%	13%	14%	16%	17%	13%	18%	15%	15%	10%
							G		K		K	
Moderate Democrat	258	92	165	76	69	113	86	172	50	53	85	70
	13%	9%	16%	13%	10%	16%	12%	14%	14%	13%	11%	15%
			A			D						
Lean Democrat	178	79	98	49	71	58	66	112	33	37	63	45
	9%	8%	9%	8%	10%	8%	9%	9%	9%	9%	8%	9%
Republican (Net)	592	329	263	145	209	237	157	435	90	125	242	134
	29%	34%	25%	24%	30%	33%	21%	34%	25%	30%	32%	28%
		B			C	C		F			H	
Lean Republican	149	84	65	24	69	57	43	105	25	30	62	31
	7%	9%	6%	4%	10%	8%	6%	8%	7%	7%	8%	7%
					C	C						
Moderate Republican	243	113	130	79	75	90	63	181	45	48	91	60
	12%	12%	13%	13%	11%	12%	8%	14%	13%	11%	12%	13%
								F				
Strong Republican	199	131	68	43	66	90	50	149	20	47	89	43
	10%	14%	7%	7%	10%	12%	7%	12%	6%	11%	12%	9%
		B				C		F		H	H	
Independent	406	225	181	108	142	155	164	242	82	91	141	93
	20%	23%	17%	18%	21%	21%	22%	19%	23%	21%	19%	20%
		B										
Other	71	40	32	28	33	10	34	38	11	8	26	26
	4%	4%	3%	5%	5%	1%	5%	3%	3%	2%	3%	6%
				E	E							I
Don't know/Refuse	218	76	141	109	70	38	115	102	29	46	85	58
	11%	8%	14%	18%	10%	5%	15%	8%	8%	11%	11%	12%
			A	DE	E		G					
Sigma	2010	969	1041	593	693	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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PID. With which political party do you most identify?

	Children in Household		Education		Employment Status				Marital Status		Race		Party ID			
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
Base: All Respondents (unwtd)	2010	611	1399	1135	875	974	189	457	390	1067	943	1717	293	661	638	430
Base: All Respondents (wtd)	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
Democrat (Net)	724	200	524	366	358	372	74	150	128	360	364	478	245	724	-	-
	36%	34%	37%	34%	39%	36%	41%	35%	34%	33%	39%	32%	48%	100%	-	-
											I	K	NO			
Strong Democrat	288	71	218	156	133	147	22	70	50	137	151	184	105	288	-	-
	14%	12%	15%	14%	14%	14%	12%	16%	13%	13%	16%	12%	20%	40%	-	-
													K	NO		
Moderate Democrat	258	77	181	118	140	128	33	45	52	134	123	163	94	258	-	-
	13%	13%	13%	11%	15%	13%	18%	10%	14%	12%	13%	11%	18%	36%	-	-
					C		G						K	NO		
Lean Democrat	178	52	126	92	86	98	19	35	26	89	89	131	47	178	-	-
	9%	9%	9%	9%	9%	10%	10%	8%	7%	8%	10%	9%	9%	25%	-	-
														NO		
Republican (Net)	592	193	399	287	305	324	38	94	136	399	193	520	72	-	592	-
	29%	33%	28%	26%	33%	32%	21%	22%	36%	37%	21%	35%	14%	-	100%	-
					C	FG				J		L			MO	
Lean Republican	149	49	100	72	77	84	7	25	32	92	57	117	32	-	149	-
	7%	8%	7%	7%	8%	8%	4%	6%	9%	9%	6%	8%	6%	-	25%	-
															MO	
Moderate Republican	243	83	160	114	129	139	19	34	51	159	85	214	29	-	243	-
	12%	14%	11%	11%	14%	14%	11%	8%	14%	15%	9%	14%	6%	-	41%	-
					C	G			G	J		L			MO	
Strong Republican	199	60	139	101	99	100	12	35	53	148	51	188	11	-	199	-
	10%	10%	10%	9%	11%	10%	6%	8%	14%	14%	5%	13%	2%	-	34%	-
									EFG	J		L			MO	
Independent	406	99	307	222	184	190	39	85	91	189	217	325	80	-	-	406
	20%	17%	22%	21%	20%	19%	21%	20%	24%	18%	23%	22%	16%	-	-	100%
					A				E	I		L			MN	
Other	71	21	51	46	25	40	3	20	7	32	40	45	26	-	-	-
	4%	3%	4%	4%	3%	4%	2%	5%	2%	3%	4%	3%	5%	-	-	-
Don't know/Refuse	218	79	139	162	56	95	28	83	12	98	120	127	91	-	-	-
	11%	13%	10%	15%	6%	9%	15%	19%	3%	9%	13%	8%	18%	-	-	-
					B	D	H	EH	EH	I		K				
Sigma	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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PID. With which political party do you most identify?

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	2010	375	285	265	660	925	1085	715	653	597	924	293	500	965	545
Base: All Respondents (wtd)	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556
Democrat (Net)	724	104	91	103	195	298	426	45	546	170	381	104	137	328	259
	36%	30%	36%	39%	32%	35%	37%	7%	75%	32%	39%	35%	30%	33%	47%
				A		A	A		G		I				LM
Strong Democrat	288	41	37	42	78	120	168	10	241	76	136	43	58	111	119
	14%	12%	15%	16%	13%	14%	15%	2%	33%	14%	14%	14%	13%	11%	21%
									G						LM
Moderate Democrat	258	33	38	39	71	110	147	14	198	53	150	39	39	133	85
	13%	10%	15%	15%	12%	13%	13%	2%	27%	10%	15%	13%	8%	13%	15%
						A			G		I			L	L
Lean Democrat	178	30	15	22	45	68	110	21	107	41	94	22	40	83	55
	9%	9%	6%	9%	8%	8%	10%	3%	15%	8%	10%	7%	9%	8%	10%
									G						
Republican (Net)	592	135	77	65	212	276	315	444	38	159	310	93	156	307	129
	29%	39%	30%	25%	35%	32%	27%	70%	5%	30%	32%	31%	34%	31%	23%
		CEF			BCEF	C		H					N	N	
Lean Republican	149	30	15	6	44	50	99	68	19	46	76	21	32	85	32
	7%	9%	6%	2%	7%	6%	9%	11%	3%	9%	8%	7%	7%	9%	6%
		CE			CE	C	CE	H							
Moderate Republican	243	53	29	37	82	118	125	189	16	59	129	43	67	127	49
	12%	15%	11%	14%	14%	14%	11%	30%	2%	11%	13%	14%	14%	13%	9%
		F						H						N	N
Strong Republican	199	52	33	22	85	108	91	187	3	54	106	29	57	95	47
	10%	15%	13%	9%	14%	12%	8%	30%	*	10%	11%	10%	12%	10%	9%
		CF	F		CEF	CF		H							
Independent	406	80	37	58	118	175	230	110	108	113	180	76	98	221	87
	20%	23%	15%	22%	20%	20%	20%	17%	15%	21%	18%	26%	21%	22%	16%
		BD			B	B					J		N	N	
Other	71	8	9	7	17	24	48	15	4	24	34	4	17	34	21
	4%	2%	4%	3%	3%	3%	4%	2%	1%	4%	3%	1%	4%	3%	4%
								H		K					
Don't know/Refuse	218	20	39	31	59	90	128	20	31	65	71	21	55	102	61
	11%	6%	15%	12%	10%	10%	11%	3%	4%	12%	7%	7%	12%	10%	11%
			ADE	A	A	A	A			JK					
Sigma	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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Household Income

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	976	1034	587	720	703	835	1175	351	428	757	474
Base: All Respondents (wtd)	2010	969	1041	593	693	725	746	1264	358	423	754	475
Under \$15K	183	73	110	87	49	47	183	-	27	30	76	50
	9%	8%	11%	15%	7%	6%	25%	-	8%	7%	10%	11%
			A	DE			G					
\$15K to less than \$20K	58	21	36	15	13	29	58	-	10	18	19	11
	3%	2%	3%	3%	2%	4%	8%	-	3%	4%	3%	2%
						D	G					
\$20K to less than \$25K	80	35	44	24	19	37	80	-	17	18	25	20
	4%	4%	4%	4%	3%	5%	11%	-	5%	4%	3%	4%
						D	G					
\$25K to less than \$30K	83	35	48	22	26	35	83	-	10	20	32	22
	4%	4%	5%	4%	4%	5%	11%	-	3%	5%	4%	5%
							G					
\$30K to less than \$40K	186	73	113	55	66	65	186	-	36	35	70	45
	9%	8%	11%	9%	9%	9%	25%	-	10%	8%	9%	9%
			A				G					
\$40K to less than \$50K	156	64	92	41	57	58	156	-	31	36	53	37
	8%	7%	9%	7%	8%	8%	21%	-	9%	9%	7%	8%
							G					
\$50K to less than \$75K	374	152	221	109	119	145	-	374	54	74	167	79
	19%	16%	21%	18%	17%	20%	-	30%	15%	17%	22%	17%
			A					F			HK	
\$75K to less than \$100K	278	187	91	108	104	66	-	278	48	59	104	66
	14%	19%	9%	18%	15%	9%	-	22%	14%	14%	14%	14%
		B		E	E			F				
\$100K to less than \$150K	425	243	182	110	167	148	-	425	80	104	151	90
	21%	25%	17%	19%	24%	20%	-	34%	22%	25%	20%	19%
				C				F				
\$150K or more	187	85	102	21	72	93	-	187	45	29	58	55
	9%	9%	10%	4%	10%	13%	-	15%	13%	7%	8%	12%
				C	C			F	IJ			IJ
Sigma	2010	969	1041	593	693	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Under \$50K	746	301	444	245	230	271	746	-	130	157	274	184
	37%	31%	43%	41%	33%	37%	100%	-	36%	37%	36%	39%
			A	D			G					
\$50K +	1264	668	596	348	463	453	-	1264	228	266	480	291
	63%	69%	57%	59%	67%	63%	-	100%	64%	63%	64%	61%
		B		C				F				
Mean (,000)	78.4	82.8	74.3	67.5	82.8	83.2	26.8	108.9	82.4	78	75	81.2
		B		C	C			F				
STD. DEV.	57.56	54.11	60.34	50.76	54.6	64.06	13.84	51.56	57.11	55.69	53.99	64.48
STD. ERR.	1.28	1.74	1.87	2.08	2.07	2.38	0.51	1.45	3.02	2.71	1.97	2.96

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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Household Income

	Children in Household		Education		Employment Status				Marital Status		Race		Party ID			
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2010	611	1399	1135	875	974	189	457	390	1067	943	1717	293	661	638	430
Base: All Respondents (wtd)	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
Under \$15K	183	31	152	163	19	30	24	104	24	24	159	94	88	73	31	31
	9%	5%	11%	15%	2%	3%	13%	24%	7%	2%	17%	6%	17%	10%	5%	8%
			A	D			EH	EFH	E		I		K	N		
\$15K to less than \$20K	58	13	45	45	13	7	15	23	13	16	42	42	16	21	10	17
	3%	2%	3%	4%	1%	1%	8%	5%	3%	1%	4%	3%	3%	3%	2%	4%
				D			EH	E	E		I					N
\$20K to less than \$25K	80	15	65	68	12	18	7	30	24	24	56	61	19	30	19	17
	4%	3%	5%	6%	1%	2%	4%	7%	7%	2%	6%	4%	4%	4%	3%	4%
				D				E	E		I					
\$25K to less than \$30K	83	24	60	66	17	30	14	16	24	24	60	53	31	26	16	23
	4%	4%	4%	6%	2%	3%	8%	4%	6%	2%	6%	4%	6%	4%	3%	6%
				D				E	E		I					N
\$30K to less than \$40K	186	45	141	135	51	77	14	61	34	64	122	133	53	75	43	40
	9%	8%	10%	13%	5%	8%	8%	14%	9%	6%	13%	9%	10%	10%	7%	10%
				D				EH			I					
\$40K to less than \$50K	156	38	118	109	47	72	20	32	32	68	88	114	42	52	38	36
	8%	6%	8%	10%	5%	7%	11%	7%	9%	6%	9%	8%	8%	7%	6%	9%
				D							I					
\$50K to less than \$75K	374	101	273	216	158	189	30	75	80	196	178	263	111	124	117	68
	19%	17%	19%	20%	17%	18%	17%	17%	22%	18%	19%	18%	22%	17%	20%	17%
\$75K to less than \$100K	278	125	154	113	165	184	21	37	36	203	75	240	38	104	105	47
	14%	21%	11%	10%	18%	18%	12%	9%	10%	19%	8%	16%	7%	14%	18%	12%
			B		C	GH				J		L			O	
\$100K to less than \$150K	425	153	272	125	300	293	29	42	60	316	109	341	85	146	155	80
	21%	26%	19%	12%	32%	29%	16%	10%	16%	29%	12%	23%	16%	20%	26%	20%
			B		C	FGH	G		G	J		L			MO	
\$150K or more	187	47	140	42	145	121	8	12	45	143	43	156	31	73	58	46
	9%	8%	10%	4%	16%	12%	4%	3%	12%	13%	5%	10%	6%	10%	10%	11%
					C	FG			FG	J		L				
Sigma	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Under \$50K	746	165	581	586	160	234	94	266	151	219	527	497	249	276	157	164
	37%	28%	41%	54%	17%	23%	52%	62%	41%	20%	56%	33%	48%	38%	26%	40%
			A	D			EH	EFH	E		I		K	N		N
\$50K +	1264	426	838	495	769	787	88	166	222	858	406	999	265	447	435	242
	63%	72%	59%	46%	83%	77%	48%	38%	59%	80%	44%	67%	52%	62%	74%	60%
			B		C	FGH	G		FG	J		L			MO	
Mean (,000)	78.4	83.9	76.1	57.1	103.2	93.3	62.2	49.7	79	97.6	56.3	83.4	63.9	79.3	88.2	77.2
			B		C	FGH	G		FG	J		L			MO	
STD. DEV.	57.56	50.25	60.21	46.93	58.88	54.57	49.98	47.52	64.73	57.18	49.52	57.56	55.09	59.9	58.23	57
STD. ERR.	1.28	2.07	1.6	1.43	1.93	1.71	3.7	2.29	3.35	1.74	1.62	1.49	2.43	2.23	2.39	2.83

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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Household Income

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: All Respondents (unwtd)	2010	375	285	265	660	925	1085	715	653	597	924	293	500	965	545	
Base: All Respondents (wtd)	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556	
Under \$15K	183	15	23	39	38	78	105	24	58	64	47	12	51	63	69	
	9%	4%	9%	15%	6%	9%	9%	4%	8%	12%	5%	4%	11%	6%	12%	
			A	ADEF	A	AD	A		G	JK			M		M	
\$15K to less than \$20K	58	11	10	5	21	26	31	18	19	24	14	11	21	21	16	
	3%	3%	4%	2%	3%	3%	3%	3%	3%	5%	1%	4%	4%	2%	3%	
										J		J	M			
\$20K to less than \$25K	80	6	12	12	18	30	50	19	32	36	28	5	27	34	18	
	4%	2%	5%	4%	3%	3%	4%	3%	4%	7%	3%	2%	6%	3%	3%	
					A	A	A			JK			M			
\$25K to less than \$30K	83	16	16	11	32	44	40	23	31	35	26	9	22	30	31	
	4%	5%	6%	4%	5%	5%	3%	4%	4%	7%	3%	3%	5%	3%	6%	
			F							JK					M	
\$30K to less than \$40K	186	30	27	27	56	84	103	41	69	78	72	11	48	88	49	
	9%	9%	11%	10%	9%	10%	9%	6%	9%	15%	7%	4%	10%	9%	9%	
										JK						
\$40K to less than \$50K	156	32	16	15	48	63	93	45	48	53	65	24	45	75	36	
	8%	9%	6%	6%	8%	7%	8%	7%	7%	10%	7%	8%	10%	8%	7%	
										J						
\$50K to less than \$75K	374	48	45	54	93	148	226	120	146	93	191	46	100	196	78	
	19%	14%	18%	21%	16%	17%	20%	19%	20%	18%	20%	15%	22%	20%	14%	
				A			A						N	N		
\$75K to less than \$100K	278	66	48	44	114	158	120	121	91	80	131	53	45	121	113	
	14%	19%	19%	17%	19%	18%	10%	19%	12%	15%	13%	18%	10%	12%	20%	
		F	F	F	F	F		H							LM	
\$100K to less than \$150K	425	94	46	36	140	177	249	158	154	58	272	81	71	247	108	
	21%	27%	18%	14%	23%	20%	22%	25%	21%	11%	28%	27%	15%	25%	19%	
		BCDE			BCE	C	C			I	I			LN		
\$150K or more	187	29	9	19	38	57	130	64	81	9	130	46	32	117	38	
	9%	8%	4%	7%	6%	7%	11%	10%	11%	2%	13%	15%	7%	12%	7%	
		BD			B	B	BDE			I	I			LN		
Sigma	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																
Under \$50K	746	110	104	110	214	324	422	171	256	291	253	73	215	312	220	
	37%	32%	41%	42%	36%	38%	37%	27%	35%	55%	26%	24%	46%	31%	39%	
			AD	A	A	A			G	JK			MN		M	
\$50K +	1264	237	149	153	386	539	725	463	471	240	724	226	247	680	337	
	63%	68%	59%	58%	64%	62%	63%	73%	65%	45%	74%	76%	54%	69%	61%	
		BCDE			B			H			I	I		LN	L	
Mean (,000)	78.4	85.2	68.1	67.8	78	74.9	81.1	88.6	81.9	55.2	93.4	96	66	86.3	74.6	
		BCDE			BCE	BC	BCE				I	I		LN	L	
STD. DEV.	57.56	54.96	44.99	53.46	51.65	52.39	61.06	59.14	59.81	42.21	60.42	58.93	52.22	58.96	57.16	
STD. ERR.	1.28	2.95	2.83	3.29	2.11	1.78	1.8	2.35	2.22	1.83	1.93	3.41	2.43	1.87	2.42	

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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Gender

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	976	1034	587	720	703	835	1175	351	428	757	474
Base: All Respondents (wtd)	2010	969	1041	593	693	725	746	1264	358	423	754	475
Male	969	969	-	297	339	333	301	668	182	202	347	238
	48%	100%	-	50%	49%	46%	40%	53%	51%	48%	46%	50%
Female		B						F				
	1041	-	1041	296	354	391	444	596	176	221	407	237
	52%	-	100%	50%	51%	54%	60%	47%	49%	52%	54%	50%
Sigma		A						G				
	2010	969	1041	593	693	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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Gender

	Children in Household		Education		Employment Status				Marital Status		Race		Party ID			
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
Base: All Respondents (unwtd)	2010	611	1399	1135	875	974	189	457	390	1067	943	1717	293	661	638	430
Base: All Respondents (wtd)	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
Male	969	281	688	486	483	576	65	152	176	524	445	703	266	300	329	225
	48%	48%	48%	45%	52%	56%	35%	35%	47%	49%	48%	47%	52%	41%	56%	55%
Female	1041	309	732	595	446	446	118	280	197	553	488	793	248	424	263	181
	52%	52%	52%	55%	48%	44%	65%	65%	53%	51%	52%	53%	48%	59%	44%	45%
Sigma	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

Gender

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	2010	375	285	265	660	925	1085	715	653	597	924	293	500	965	545
Base: All Respondents (wtd)	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556
Male	969	162	140	129	303	432	537	362	296	310	420	175	193	452	325
	48%	47%	56%	49%	50%	50%	47%	57%	41%	58%	43%	59%	42%	46%	58%
Female	1041	185	112	134	297	431	610	271	432	221	556	123	269	540	232
	52%	53%	44%	51%	50%	50%	53%	43%	59%	42%	57%	41%	58%	54%	42%
Sigma	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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Age

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	976	1034	587	720	703	835	1175	351	428	757	474
Base: All Respondents (wtd)	2010	969	1041	593	693	725	746	1264	358	423	754	475
18 - 34 (Net)	593	297	296	593	-	-	245	348	99	96	253	145
	29%	31%	28%	100%	-	-	33%	28%	28%	23%	34%	31%
				DE			G				I	I
18 - 24	179	75	104	179	-	-	95	84	26	29	68	56
	9%	8%	10%	30%	-	-	13%	7%	7%	7%	9%	12%
				DE			G					I
25 - 34	413	222	192	413	-	-	150	263	73	66	185	89
	21%	23%	18%	70%	-	-	20%	21%	20%	16%	25%	19%
		B		DE							IK	
35 - 54 (Net)	693	339	354	-	693	-	230	463	115	146	262	169
	34%	35%	34%	-	100%	-	31%	37%	32%	35%	35%	36%
				CE			F					
35 - 44	374	178	196	-	374	-	115	259	53	82	139	100
	19%	18%	19%	-	54%	-	15%	21%	15%	19%	18%	21%
				CE			F					
45 - 54	318	161	158	-	318	-	115	204	62	65	123	69
	16%	17%	15%	-	46%	-	15%	16%	17%	15%	16%	15%
				CE								
55 + (Net)	725	333	391	-	-	725	271	453	144	181	239	161
	36%	34%	38%	-	-	100%	36%	36%	40%	43%	32%	34%
						CD			J	JK		
55 - 64	401	178	224	-	-	401	146	255	81	110	126	84
	20%	18%	22%	-	-	55%	20%	20%	23%	26%	17%	18%
						CD			J	JK		
65+	323	156	167	-	-	323	125	198	63	71	112	77
	16%	16%	16%	-	-	45%	17%	16%	18%	17%	15%	16%
						CD						
Sigma	2010	969	1041	593	693	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	46.5	46.6	46.4	27.3	43.7	64.9	46	46.8	48.3	48.5	45.1	45.6
					C	CD			JK	JK		
STD. DEV.	16.48	16.76	16.22	4.84	5.88	7.26	17.53	15.82	16.28	16.23	16.45	16.64
STD. ERR.	0.37	0.54	0.5	0.2	0.22	0.27	0.61	0.46	0.87	0.78	0.6	0.76
Median	45	45	46	28	44	64	45	46	49	50	43	43.9

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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Age

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2010	611	1399	1135	875	974	189	457	390	1067	943	1717	293	661	638	430
Base: All Respondents (wtd)	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
18 - 34 (Net)	593	234	359	347	246	339	82	169	3	245	348	398	195	202	145	108
	29%	40%	25%	32%	27%	33%	45%	39%	1%	23%	37%	27%	38%	28%	25%	27%
		B	D	H	EH	H				I	K					
18 - 24	179	18	161	152	27	58	37	85	-	21	159	108	71	65	29	30
	9%	3%	11%	14%	3%	6%	20%	20%	-	2%	17%	7%	14%	9%	5%	7%
		A	D	H	EH	EH				I	K					
25 - 34	413	215	198	195	219	281	45	84	3	224	190	289	124	137	116	78
	21%	36%	14%	18%	24%	28%	25%	20%	1%	21%	20%	19%	24%	19%	20%	19%
		B	C	GH	H	H										
35 - 54 (Net)	693	323	370	335	358	468	48	166	10	397	296	498	194	238	209	142
	34%	55%	26%	31%	39%	46%	26%	38%	3%	37%	32%	33%	38%	33%	35%	35%
		B	C	FGH	H	FH				J						
35 - 44	374	223	151	153	221	257	28	89	1	236	138	258	116	126	107	74
	19%	38%	11%	14%	24%	25%	15%	21%	*	22%	15%	17%	23%	17%	18%	18%
		B	C	FH	H	H				J	K					
45 - 54	318	100	219	182	136	211	20	78	9	161	158	240	78	112	103	68
	16%	17%	15%	17%	15%	21%	11%	18%	2%	15%	17%	16%	15%	16%	17%	17%
						FH	H	H								
55 + (Net)	725	34	691	400	324	214	53	97	361	436	288	600	125	284	237	155
	36%	6%	49%	37%	35%	21%	29%	22%	97%	40%	31%	40%	24%	39%	40%	38%
			A	E	EF	FG	J			L						
55 - 64	401	27	374	233	169	173	33	82	114	236	165	323	79	180	121	77
	20%	5%	26%	22%	18%	17%	18%	19%	30%	22%	18%	22%	15%	25%	20%	19%
			A	EF	FG	J				L						
65+	323	7	316	168	155	41	20	15	247	200	123	277	46	103	116	78
	16%	1%	22%	16%	17%	4%	11%	3%	66%	19%	13%	19%	9%	14%	20%	19%
			A	EG	FG	J				L						
Sigma	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Mean	46.5	38.2	50	45.9	47.3	42.2	41	40.2	68.1	49	43.6	48.2	41.6	46.9	48.9	48.1
			A			G			EF	J		L				
STD. DEV.	16.48	9.09	17.58	17.18	15.59	12.57	16.46	14.79	8.26	15.41	17.19	16.5	15.43	15.91	16.29	17.17
STD. ERR.	0.37	0.37	0.47	0.51	0.53	0.4	1.2	0.69	0.42	0.47	0.56	0.4	0.9	0.62	0.65	0.83
Median	45	37	53	47	44	40	37	39	68	47	43	48	39	47	48.32	47

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

Age

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: All Respondents (unwtd)	2010	375	285	265	660	925	1085	715	653	597	924	293	500	965	545	
Base: All Respondents (wtd)	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556	
18 - 34 (Net)	593	79	83	85	162	247	346	136	189	167	258	80	109	265	219	
	29%	23%	33%	32%	27%	29%	30%	21%	26%	31%	26%	27%	24%	27%	39%	
			AD	A	A	A	A								LM	
18 - 24	179	3	16	26	19	45	134	21	59	57	65	24	30	91	58	
	9%	1%	6%	10%	3%	5%	12%	3%	8%	11%	7%	8%	6%	9%	10%	
			AD	ADE	A	AD	ABDE		G	J					L	
25 - 34	413	76	67	58	143	201	212	114	130	110	193	55	79	173	161	
	21%	22%	27%	22%	24%	23%	18%	18%	18%	21%	20%	19%	17%	17%	29%	
			F		F	F									LM	
35 - 54 (Net)	693	141	96	91	237	328	365	219	244	179	358	94	157	343	192	
	34%	41%	38%	34%	40%	38%	32%	35%	34%	34%	37%	32%	34%	35%	35%	
		F			F	F										
35 - 44	374	77	65	44	142	187	188	115	119	99	199	47	78	188	108	
	19%	22%	26%	17%	24%	22%	16%	18%	16%	19%	20%	16%	17%	19%	19%	
		F	CF		CEF	CF										
45 - 54	318	65	30	46	95	141	177	104	125	80	160	47	79	155	84	
	16%	19%	12%	18%	16%	16%	15%	16%	17%	15%	16%	16%	17%	16%	15%	
		B			B	B										
55 + (Net)	725	127	74	88	200	288	436	278	295	185	360	125	196	384	145	
	36%	37%	29%	33%	33%	33%	38%	44%	41%	35%	37%	42%	42%	39%	26%	
							B						N	N		
55 - 64	401	88	37	49	125	174	227	144	170	117	197	57	104	206	91	
	20%	25%	15%	19%	21%	20%	20%	23%	23%	22%	20%	19%	23%	21%	16%	
		BDE			B	B							N			
65+	323	39	37	39	76	114	209	135	125	69	162	67	91	178	54	
	16%	11%	14%	15%	13%	13%	18%	21%	17%	13%	17%	23%	20%	18%	10%	
							ADE					U	N	N		
Sigma	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																
Mean	46.5	47.8	44.1	45.5	46.2	46	46.9	50.4	47.9	45.2	47.2	49.6	49.2	47.4	42.7	
		BDE			B	B	B	H			I	I	N	N		
STD. DEV.	16.48	13.55	15.87	16.55	14.67	15.26	17.33	16.23	16.03	16.05	16.03	17.57	16.47	16.76	15.28	
STD. ERR.	0.37	0.7	0.94	1.02	0.57	0.5	0.53	0.61	0.63	0.66	0.53	1.03	0.74	0.54	0.65	
Median	45	47	38.12	45.9	44	44	46	51	48	44.03	46	48	50	47	38	

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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Region

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	976	1034	587	720	703	835	1175	351	428	757	474
Base: All Respondents (wtd)	2010	969	1041	593	693	725	746	1264	358	423	754	475
Northeast	358	182	176	99	115	144	130	228	358	-	-	-
	18%	19%	17%	17%	17%	20%	17%	18%	100%	-	-	-
									JK			
Midwest	423	202	221	96	146	181	157	266	-	423	-	-
	21%	21%	21%	16%	21%	25%	21%	21%	-	100%	-	-
						C				HJK		
South	754	347	407	253	262	239	274	480	-	-	754	-
	38%	36%	39%	43%	38%	33%	37%	38%	-	-	100%	-
				E							HIK	
West	475	238	237	145	169	161	184	291	-	-	-	475
	24%	25%	23%	24%	24%	22%	25%	23%	-	-	-	100%
												HIJ
Sigma	2010	969	1041	593	693	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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Region

	Children in Household		Education		Employment Status				Marital Status		Race		Party ID			
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
Base: All Respondents (unwtd)	2010	611	1399	1135	875	974	189	457	390	1067	943	1717	293	661	638	430
Base: All Respondents (wtd)	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
Northeast	358	97	261	175	183	178	41	65	74	186	172	256	102	147	90	82
	18%	16%	18%	16%	20%	17%	23%	15%	20%	17%	18%	17%	20%	20%	15%	20%
Midwest	423	120	303	226	197	211	38	89	86	237	186	367	57	153	125	91
	21%	20%	21%	21%	21%	21%	21%	20%	23%	22%	20%	25%	11%	21%	21%	22%
South	754	218	536	421	333	392	65	162	135	421	334	530	224	261	242	141
	38%	37%	38%	39%	36%	38%	36%	38%	36%	39%	36%	35%	43%	36%	41%	35%
West	475	155	320	260	215	240	38	116	80	234	240	342	132	163	134	93
	24%	26%	23%	24%	23%	24%	21%	27%	21%	22%	26%	23%	26%	23%	23%	23%
Sigma	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

Region

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	2010	375	285	265	660	925	1085	715	653	597	924	293	500	965	545
Base: All Respondents (wtd)	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556
Northeast	358	65	36	53	100	154	204	95	144	94	177	44	74	176	107
	18%	19%	14%	20%	17%	18%	18%	15%	20%	18%	18%	15%	16%	18%	19%
Midwest	423	90	49	48	139	187	237	151	158	119	208	59	125	208	90
	21%	26%	19%	18%	23%	22%	21%	24%	22%	22%	21%	20%	27%	21%	16%
South	754	116	114	93	230	323	431	244	263	203	377	111	175	394	185
	38%	33%	45%	35%	38%	37%	38%	38%	36%	38%	39%	37%	38%	40%	33%
West	475	77	54	68	131	200	275	144	162	115	214	84	88	213	174
	24%	22%	21%	26%	22%	23%	24%	23%	22%	22%	22%	28%	19%	22%	31%
Sigma	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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Education

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	976	1034	587	720	703	835	1175	351	428	757	474
Base: All Respondents (wtd)	2010	969	1041	593	693	725	746	1264	358	423	754	475
Grade School	3	3	-	2	1	-	3	-	-	2	1	1
	*	*	-	*	*	-	*	-	-	*	*	*
Some High School	36	26	10	16	6	14	23	13	9	2	17	8
	2%	3%	1%	3%	1%	2%	3%	1%	3%	1%	2%	2%
		B		D			G		I			
Graduated High School	351	147	205	126	95	130	216	135	63	76	140	72
	17%	15%	20%	21%	14%	18%	29%	11%	18%	18%	19%	15%
			A	D			G					
Some College	479	196	282	152	152	174	233	246	74	92	179	134
	24%	20%	27%	26%	22%	24%	31%	19%	21%	22%	24%	28%
			A				G					HI
Associate's degree (AA, AS, etc.)	213	114	99	50	81	82	111	102	28	54	85	45
	11%	12%	9%	8%	12%	11%	15%	8%	8%	13%	11%	10%
							G					
Bachelor's degree (BA, BS, etc.)	558	271	287	130	225	204	123	435	104	128	192	133
	28%	28%	28%	22%	32%	28%	16%	34%	29%	30%	26%	28%
					C	C		F				
Post Graduate Degree	371	212	159	117	133	121	37	334	79	70	141	82
	18%	22%	15%	20%	19%	17%	5%	26%	22%	16%	19%	17%
		B						F				
Sigma	2010	969	1041	593	693	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
No college degree	1082	486	595	347	335	400	586	495	175	226	421	260
	54%	50%	57%	58%	48%	55%	79%	39%	49%	53%	56%	55%
			A	D		D	G					
College degree	928	483	446	246	358	324	160	769	183	197	333	215
	46%	50%	43%	42%	52%	45%	21%	61%	51%	47%	44%	45%
		B			CE			F				

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

Education

	Children in Household		Education		Employment Status				Marital Status		Race		Party ID			
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
Base: All Respondents (unwtd)	2010	611	1399	1135	875	974	189	457	390	1067	943	1717	293	661	638	430
Base: All Respondents (wtd)	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
Grade School	3 *	2 *	1 *	3 *	- -	- -	- -	3 1%	- -	1 *	2 *	1 *	2 *	1 *	1 *	- -
Some High School	36 2%	14 2%	23 2%	36 3%	- -	16 2%	2 1%	13 3%	6 2%	11 1%	25 3%	19 1%	17 3%	12 2%	7 1%	10 2%
Graduated High School	351 17%	78 13%	274 19%	351 32%	- -	115 11%	37 20%	128 30%	72 19%	158 15%	193 21%	259 17%	92 18%	103 14%	107 18%	64 16%
Some College	479 24%	120 20%	359 25%	479 44%	- -	195 19%	51 28%	140 32%	93 25%	211 20%	268 29%	343 23%	136 26%	174 24%	122 21%	93 23%
Associate's degree (AA, AS, etc.)	213 11%	55 9%	158 11%	213 20%	- -	94 9%	27 15%	56 13%	36 10%	100 9%	113 12%	158 11%	55 11%	76 10%	50 9%	55 14%
Bachelor's degree (BA, BS, etc.)	558 28%	172 29%	386 27%	- -	558 60%	344 34%	41 22%	77 18%	96 26%	344 32%	214 23%	395 26%	162 32%	208 29%	183 31%	113 28%
Post Graduate Degree	371 18%	151 26%	220 15%	- -	371 40%	258 25%	24 13%	16 4%	72 19%	253 23%	118 13%	320 21%	51 10%	150 21%	122 21%	71 18%
Sigma	2010 100%	590 100%	1420 100%	1082 100%	928 100%	1021 100%	183 100%	432 100%	374 100%	1077 100%	933 100%	1496 100%	514 100%	724 100%	592 100%	406 100%
Summary																
No college degree	1082 54%	268 45%	814 57%	1082 100%	- -	420 41%	118 64%	339 78%	206 55%	481 45%	601 64%	780 52%	301 59%	366 51%	287 48%	222 55%
College degree	928 46%	323 55%	606 43%	- -	928 100%	602 59%	65 36%	94 22%	168 45%	597 55%	332 36%	716 48%	213 41%	358 49%	305 52%	184 45%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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Education

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	2010	375	285	265	660	925	1085	715	653	597	924	293	500	965	545
Base: All Respondents (wtd)	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556
Grade School	3	1	-	1	1	1	2	1	1	1	1	-	1	1	2
	*	*	-	*	*	*	*	*	*	*	*	-	*	*	*
Some High School	36	4	5	2	9	12	24	6	9	19	5	2	12	14	10
	2%	1%	2%	1%	2%	1%	2%	1%	1%	4%	1%	1%	3%	1%	2%
Graduated High School	351	61	47	49	108	157	194	103	94	155	87	41	124	143	84
	17%	18%	19%	19%	18%	18%	17%	16%	13%	29%	9%	14%	27%	14%	15%
Some College	479	87	49	69	136	204	274	129	164	182	179	56	122	225	131
	24%	25%	19%	26%	23%	24%	24%	20%	23%	34%	18%	19%	26%	23%	24%
Associate's degree (AA, AS, etc.)	213	38	23	28	61	89	124	71	73	75	96	19	59	107	47
	11%	11%	9%	11%	10%	10%	11%	11%	10%	14%	10%	6%	13%	11%	8%
Bachelor's degree (BA, BS, etc.)	558	89	79	67	168	235	322	188	222	66	363	104	85	354	119
	28%	26%	31%	26%	28%	27%	28%	30%	30%	12%	37%	35%	18%	36%	21%
Post Graduate Degree	371	67	49	48	116	164	207	135	165	34	245	76	59	148	164
	18%	19%	19%	18%	19%	19%	18%	21%	23%	6%	25%	26%	13%	15%	29%
Sigma	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
No college degree	1082	190	125	149	315	464	618	310	340	432	368	118	318	490	274
	54%	55%	49%	56%	53%	54%	54%	49%	47%	81%	38%	40%	69%	49%	49%
College degree	928	157	128	115	285	399	529	323	387	100	608	180	144	501	283
	46%	45%	51%	44%	47%	46%	46%	51%	53%	19%	62%	60%	31%	51%	51%
										I	I		L	L	

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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Age & Presence Of Children

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	976	1034	587	720	703	835	1175	351	428	757	474
Base: All Respondents (wtd)	2010	969	1041	593	693	725	746	1264	358	423	754	475
Under 6 only	130	52	78	100	29	-	52	78	14	26	49	42
	6%	5%	7%	17%	4%	-	7%	6%	4%	6%	6%	9%
6-12 Only				DE	E							H
	182	118	65	75	104	4	28	154	28	39	67	48
	9%	12%	6%	13%	15%	1%	4%	12%	8%	9%	9%	10%
13-17 Only		B		E	E			F				
	110	42	68	10	73	28	37	73	28	23	33	26
Under 6 and 6-12	5%	4%	7%	2%	11%	4%	5%	6%	8%	6%	4%	5%
				CE	C				J			
Under 6 and 13-17	73	21	52	28	45	-	23	50	13	10	31	18
	4%	2%	5%	5%	7%	-	3%	4%	4%	2%	4%	4%
6-12 and 13-17		A		E	E							
	11	9	2	5	6	-	-	11	-	6	5	-
All 3	1%	1%	*	1%	1%	-	-	1%	-	1%	1%	-
		B		E	E			F		K		
None Under 18	71	35	36	12	57	2	18	53	14	16	24	17
	4%	4%	3%	2%	8%	*	2%	4%	4%	4%	3%	4%
Sigma				E	CE							
	12	4	9	4	8	-	6	7	1	-	9	3
With Kids	1%	*	1%	1%	1%	-	1%	1%	*	-	1%	1%
				E	E							
No Kids	1420	688	732	359	370	691	581	838	261	303	536	320
	71%	71%	70%	61%	53%	95%	78%	66%	73%	72%	71%	67%
Summary				D	CD	G						
	2010	969	1041	593	693	725	746	1264	358	423	754	475
With Kids	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	590	281	309	234	323	34	165	426	97	120	218	155
No Kids	29%	29%	30%	39%	47%	5%	22%	34%	27%	28%	29%	33%
				E	CE		F					
Summary	1420	688	732	359	370	691	581	838	261	303	536	320
	71%	71%	70%	61%	53%	95%	78%	66%	73%	72%	71%	67%
Field Dates: 5/2-5/4				D	CD	G						

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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Age & Presence Of Children

	Children in Household		Education		Employment Status				Marital Status		Race		Party ID			
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2010	611	1399	1135	875	974	189	457	390	1067	943	1717	293	661	638	430
Base: All Respondents (wtd)	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
Under 6 only	130 6%	130 22%	- -	75 7%	55 6%	80 8%	10 5%	40 9%	- -	89 8%	41 4%	96 6%	34 7%	35 5%	33 6%	26 6%
		B				H	H	H		J						
6-12 Only	182 9%	182 31%	- -	52 5%	130 14%	150 15%	14 8%	16 4%	2 1%	152 14%	30 3%	144 10%	38 7%	65 9%	71 12%	23 6%
		B		C		FGH	H	H		J						O
13-17 Only	110 5%	110 19%	- -	65 6%	45 5%	74 7%	11 6%	23 5%	2 1%	83 8%	27 3%	83 6%	27 5%	38 5%	37 6%	27 7%
		B				H	H	H		J						
Under 6 and 6-12	73 4%	73 12%	- -	40 4%	33 4%	45 4%	8 5%	20 5%	- -	56 5%	17 2%	56 4%	17 3%	24 3%	22 4%	8 2%
		B				H	H	H		J						
Under 6 and 13-17	11 1%	11 2%	- -	1 *	11 1%	11 1%	- -	- -	- -	7 1%	4 *	3 *	8 2%	- -	5 1%	5 1%
		B		C								K			M	M
6-12 and 13-17	71 4%	71 12%	- -	24 2%	47 5%	51 5%	9 5%	11 2%	1 *	55 5%	16 2%	56 4%	15 3%	33 5%	22 4%	8 2%
		B			C	H	H	H		J						
All 3	12 1%	12 2%	- -	10 1%	2 *	8 1%	- -	5 1%	- -	8 1%	5 *	7 *	5 1%	5 1%	3 1%	1 *
		B														
None Under 18	1420 71%	- -	1420 100%	814 75%	606 65%	602 59%	130 71%	318 74%	369 99%	626 58%	793 85%	1049 70%	370 72%	524 72%	399 67%	307 76%
			A	D			E	E	EF		I					N
Sigma	2010 100%	590 100%	1420 100%	1082 100%	928 100%	1021 100%	183 100%	432 100%	374 100%	1077 100%	933 100%	1496 100%	514 100%	724 100%	592 100%	406 100%
Summary																
With Kids	590 29%	590 100%	- -	268 25%	323 35%	419 41%	52 29%	114 26%	5 1%	451 42%	139 15%	446 30%	144 28%	200 28%	193 33%	99 24%
		B			C	FGH	H	H		J						O
No Kids	1420 71%	- -	1420 100%	814 75%	606 65%	602 59%	130 71%	318 74%	369 99%	626 58%	793 85%	1049 70%	370 72%	524 72%	399 67%	307 76%
			A	D			E	E	EF		I					N

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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Age & Presence Of Children

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: All Respondents (unwtd)	2010	375	285	265	660	925	1085	715	653	597	924	293	500	965	545	
Base: All Respondents (wtd)	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556	
Under 6 only	130 6%	19 6%	23 9%	19 7%	42 7%	60 7%	69 6%	34 5%	31 4%	38 7%	56 6%	16 5%	31 7%	64 6%	34 6%	
6-12 Only	182 9%	49 14%	36 14%	26 10%	85 14%	111 13%	71 6%	72 11%	59 8%	37 7%	94 10%	34 11%	25 5%	69 7%	88 16%	
13-17 Only	110 5%	32 9%	12 5%	14 5%	43 7%	57 7%	53 5%	43 7%	37 5%	37 7%	49 5%	14 5%	31 7%	54 5%	25 4%	
Under 6 and 6-12	73 4%	15 4%	14 6%	5 2%	29 5%	35 4%	38 3%	27 4%	19 3%	21 4%	37 4%	9 3%	22 5%	29 3%	22 4%	
Under 6 and 13-17	11 1%	4 1%	-	1 *	4 1%	4 1%	7 1%	2 *	4 1%	-	10 1%	2 1%	-	9 1%	2 *	
6-12 and 13-17	71 4%	20 6%	11 4%	8 3%	31 5%	38 4%	33 3%	25 4%	31 4%	10 2%	38 4%	18 6%	20 4%	27 3%	24 4%	
All 3	12 1%	4 1%	1 1%	2 1%	5 1%	7 1%	5 *	4 1%	3 *	5 1%	3 *	1 *	3 1%	6 1%	3 1%	
None Under 18	1420 71%	204 59%	156 62%	190 72%	360 60%	550 64%	869 76%	427 67%	544 75%	383 72%	689 71%	205 69%	330 71%	732 74%	357 64%	
Sigma	2010 100%	347 100%	253 100%	263 100%	600 100%	863 100%	1147 100%	633 100%	727 100%	531 100%	976 100%	298 100%	462 100%	992 100%	556 100%	
Summary																
With Kids	590 29%	143 41%	97 38%	73 28%	240 40%	313 36%	278 24%	207 33%	183 25%	148 28%	288 29%	93 31%	132 29%	259 26%	199 36%	
No Kids	1420 71%	204 59%	156 62%	190 72%	360 60%	550 64%	869 76%	427 67%	544 75%	383 72%	689 71%	205 69%	330 71%	732 74%	357 64%	

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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Marital Status

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	976	1034	587	720	703	835	1175	351	428	757	474
Base: All Respondents (wtd)	2010	969	1041	593	693	725	746	1264	358	423	754	475
Single	476 24%	261 27%	216 21%	251 42%	146 21%	79 11%	271 36%	206 16%	102 28%	97 23%	154 20%	122 26%
Domestic Partnership	155 8%	64 7%	91 9%	77 13%	52 8%	25 3%	68 9%	86 7%	22 6%	25 6%	68 9%	40 8%
Married	1077 54%	524 54%	553 53%	245 41%	397 57%	436 60%	219 29%	858 68%	186 52%	237 56%	421 56%	234 49%
Widowed	70 3%	20 2%	50 5%	1 *	5 1%	65 9%	47 6%	24 2%	10 3%	10 2%	27 4%	22 5%
Divorced or separated	232 12%	100 10%	132 13%	19 3%	94 14%	119 16%	141 19%	90 7%	38 11%	54 13%	85 11%	56 12%
Sigma	2010 100%	969 100%	1041 100%	593 100%	693 100%	725 100%	746 100%	1264 100%	358 100%	423 100%	754 100%	475 100%
Summary												
Married	1077 54%	524 54%	553 53%	245 41%	397 57%	436 60%	219 29%	858 68%	186 52%	237 56%	421 56%	234 49%
Other	933 46%	445 46%	488 47%	348 59%	296 43%	288 40%	527 71%	406 32%	172 48%	186 44%	334 44%	240 51%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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Marital Status

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2010	611	1399	1135	875	974	189	457	390	1067	943	1717	293	661	638	430
Base: All Respondents (wtd)	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
Single	476 24%	54 9%	422 30%	314 29%	162 17%	215 21%	69 38%	159 37%	34 9%	- -	476 51%	260 17%	216 42%	193 27%	81 14%	102 25%
Domestic Partnership	155 8%	39 7%	116 8%	95 9%	60 6%	84 8%	9 5%	46 11%	16 4%	- -	155 17%	116 8%	39 8%	61 8%	33 6%	44 11%
						H		H			I					N
Married	1077 54%	451 76%	626 44%	481 44%	597 64%	595 58%	79 43%	173 40%	231 62%	1077 100%	- -	893 60%	185 36%	360 50%	399 67%	189 47%
						C		FG		FG	J		L			MO
Widowed	70 3%	3 1%	67 5%	46 4%	24 3%	15 1%	2 1%	5 1%	48 13%	- -	70 8%	61 4%	9 2%	25 4%	24 4%	17 4%
									EFG		I					
Divorced or separated	232 12%	44 7%	188 13%	146 13%	86 9%	113 11%	23 13%	50 12%	45 12%	- -	232 25%	165 11%	66 13%	84 12%	56 9%	54 13%
											I					
Sigma	2010 100%	590 100%	1420 100%	1082 100%	928 100%	1021 100%	183 100%	432 100%	374 100%	1077 100%	933 100%	1496 100%	514 100%	724 100%	592 100%	406 100%
Summary																
Married	1077 54%	451 76%	626 44%	481 44%	597 64%	595 58%	79 43%	173 40%	231 62%	1077 100%	- -	893 60%	185 36%	360 50%	399 67%	189 47%
						C		FG		FG	J		L			MO
Other	933 46%	139 24%	793 56%	601 56%	332 36%	427 42%	104 57%	260 60%	143 38%	- -	933 100%	603 40%	330 64%	364 50%	193 33%	217 53%
											I		K		N	N

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I,J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I,J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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Marital Status

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: All Respondents (unwtd)	2010	375	285	265	660	925	1085	715	653	597	924	293	500	965	545	
Base: All Respondents (wtd)	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556	
Single	476	39	48	69	87	156	320	70	201	140	204	50	81	210	186	
	24%	11%	19%	26%	14%	18%	28%	11%	28%	26%	21%	17%	17%	21%	33%	
Domestic Partnership	155	31	21	16	52	68	86	26	66	49	71	23	34	79	42	
	8%	9%	8%	6%	9%	8%	8%	4%	9%	9%	7%	8%	7%	8%	7%	
Married	1077	237	143	126	380	506	572	432	344	254	563	182	272	544	261	
	54%	68%	57%	48%	63%	59%	50%	68%	47%	48%	58%	61%	59%	55%	47%	
Widowed	70	6	9	9	15	24	46	31	27	13	36	13	19	42	9	
	3%	2%	3%	4%	2%	3%	4%	5%	4%	3%	4%	4%	4%	4%	2%	
Divorced or separated	232	34	32	42	67	109	123	74	89	75	103	30	57	116	59	
	12%	10%	13%	16%	11%	13%	11%	12%	12%	14%	11%	10%	12%	12%	11%	
Sigma	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																
Married	1077	237	143	126	380	506	572	432	344	254	563	182	272	544	261	
	54%	68%	57%	48%	63%	59%	50%	68%	47%	48%	58%	61%	59%	55%	47%	
Other	933	110	110	137	220	357	575	201	383	277	414	116	190	447	296	
	46%	32%	43%	52%	37%	41%	50%	32%	53%	52%	42%	39%	41%	45%	53%	
			AD	ADE	A	AD	ADE		G	JK					LM	

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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Employment

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	976	1034	587	720	703	835	1175	351	428	757	474
Base: All Respondents (wtd)	2010	969	1041	593	693	725	746	1264	358	423	754	475
Employed - full-time	912 45%	517 53%	394 38%	322 54%	420 61%	170 24%	192 26%	720 57%	158 44%	187 44%	357 47%	210 44%
Employed - part-time	183 9%	65 7%	118 11%	82 14%	48 7%	53 7%	94 13%	88 7%	41 12%	38 9%	65 9%	38 8%
Self-Employed	110 5%	58 6%	51 5%	17 3%	49 7%	43 6%	42 6%	67 5%	20 6%	24 6%	35 5%	30 6%
Retired	374 19%	176 18%	197 19%	3 *	10 1%	361 50%	151 20%	222 18%	74 21%	86 20%	135 18%	80 17%
Student/Pupil	67 3%	24 2%	44 4%	52 9%	13 2%	3 *	33 4%	34 3%	3 1%	17 4%	24 3%	23 5%
Military	6 *	4 *	2 *	4 1%	2 *	- -	1 *	5 *	1 *	1 *	1 *	3 1%
Homemaker	106 5%	4 *	102 10%	36 6%	54 8%	16 2%	45 6%	61 5%	16 4%	23 6%	39 5%	28 6%
Currently Unemployed	244 12%	117 12%	127 12%	74 12%	95 14%	75 10%	179 24%	65 5%	44 12%	45 11%	95 13%	60 13%
(Dk/Ns)	9 *	3 *	6 1%	3 1%	3 *	2 *	7 1%	2 *	1 *	2 1%	3 *	3 1%
Sigma	2010 100%	969 100%	1041 100%	593 100%	693 100%	725 100%	746 100%	1264 100%	358 100%	423 100%	754 100%	475 100%
Summary												
Full Time	1021 51%	576 59%	446 43%	339 57%	468 68%	214 30%	234 31%	787 62%	178 50%	211 50%	392 52%	240 51%
Part Time	183 9%	65 7%	118 11%	82 14%	48 7%	53 7%	94 13%	88 7%	41 12%	38 9%	65 9%	38 8%
Not Emp.	432 22%	152 16%	280 27%	169 29%	166 24%	97 13%	266 36%	166 13%	65 18%	89 21%	162 22%	116 24%
Retired	374 19%	176 18%	197 19%	3 *	10 1%	361 50%	151 20%	222 18%	74 21%	86 20%	135 18%	80 17%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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Employment

	Children in Household		Education		Employment Status				Marital Status		Race		Party ID			
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	2010	611	1399	1135	875	974	189	457	390	1067	943	1717	293	661	638	430
Base: All Respondents (wtd)	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
Employed - full-time	912 45%	388 66%	523 37%	371 34%	541 58%	912 89%	-	-	-	542 50%	369 40%	678 45%	233 45%	329 45%	291 49%	165 41%
Employed - part-time	183 9%	52 9%	130 9%	118 11%	65 7%	- -	183 100%	-	-	79 7%	104 11%	136 9%	46 9%	74 10%	38 6%	39 10%
Self-Employed	110 5%	31 5%	79 6%	48 4%	61 7%	110 11%	-	-	-	52 5%	57 6%	73 5%	36 7%	43 6%	33 6%	25 6%
Retired	374 19%	5 1%	369 26%	206 19%	168 18%	-	-	-	374 100%	231 21%	143 15%	321 21%	53 10%	128 18%	136 23%	91 23%
Student/Pupil	67 3%	7 1%	61 4%	51 5%	16 2%	-	-	67 16%	-	10 1%	57 6%	42 3%	26 5%	31 4%	9 1%	9 2%
Military	6 *	-	6 *	1 *	5 *	-	-	6 1%	-	2 *	4 *	6 *	-	1 *	5 1%	1 *
Homemaker	106 5%	68 11%	38 3%	77 7%	29 3%	-	-	106 25%	-	83 8%	23 2%	83 6%	23 4%	31 4%	31 5%	23 6%
Currently Unemployed	244 12%	39 7%	205 14%	201 19%	43 5%	-	-	244 56%	-	75 7%	169 18%	150 10%	94 18%	84 12%	50 8%	52 13%
(DK/Ns)	9 *	1 *	8 1%	8 1%	1 *	-	-	9 2%	-	3 *	6 1%	6 *	3 1%	3 *	-	1 *
Sigma	2010 100%	590 100%	1420 100%	1082 100%	928 100%	1021 100%	183 100%	432 100%	374 100%	1077 100%	933 100%	1496 100%	514 100%	724 100%	592 100%	406 100%
Summary	1021	419	602	420	602	1021	-	-	-	595	427	752	270	372	324	190
Full Time	51%	71%	42%	39%	65%	100%	-	-	-	55%	46%	50%	52%	51%	55%	47%
Part Time	183 9%	52 9%	130 9%	118 11%	65 7%	- -	183 100%	-	-	79 7%	104 11%	136 9%	46 9%	74 10%	38 6%	39 10%
Not Emp.	432 22%	114 19%	318 22%	339 31%	94 10%	- -	- -	432 100%	-	173 16%	260 28%	287 19%	146 28%	150 21%	94 16%	85 21%
Retired	374 19%	5 1%	369 26%	206 19%	168 18%	-	-	-	374 100%	231 21%	143 15%	321 21%	53 10%	128 18%	136 23%	91 23%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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Employment

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: All Respondents (unwtd)	2010	375	285	265	660	925	1085	715	653	597	924	293	500	965	545	
Base: All Respondents (wtd)	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556	
Employed - full-time	912	167	125	122	292	414	498	304	329	210	522	128	160	445	307	
	45%	48%	49%	46%	49%	48%	43%	48%	45%	39%	53%	43%	35%	45%	55%	
Employed - part-time	183	29	28	23	57	81	102	44	66	64	90	9	50	83	49	
	9%	8%	11%	9%	10%	9%	9%	7%	9%	12%	9%	3%	11%	8%	9%	
Self-Employed	110	23	14	13	36	49	60	37	44	25	35	39	22	62	26	
	5%	6%	5%	5%	6%	6%	5%	6%	6%	5%	4%	13%	5%	6%	5%	
Retired	374	66	38	45	104	149	224	150	148	81	196	73	116	193	65	
	19%	19%	15%	17%	17%	17%	20%	24%	20%	15%	20%	24%	25%	19%	12%	
Student/Pupil	67	5	5	11	10	20	47	14	26	16	32	4	7	31	29	
	3%	1%	2%	4%	2%	2%	4%	2%	4%	3%	3%	1%	2%	3%	5%	
Military	6	1	-	-	1	1	5	4	1	5	1	1	1	3	1	
	*	*	-	-	*	*	*	1%	*	1%	*	*	*	*	*	
Homemaker	106	27	14	10	40	50	56	32	28	41	33	21	37	55	15	
	5%	8%	5%	4%	7%	6%	5%	5%	4%	8%	3%	7%	8%	6%	3%	
Currently Unemployed	244	31	28	34	59	93	151	48	84	88	66	24	66	118	60	
	12%	9%	11%	13%	10%	11%	13%	8%	12%	16%	7%	8%	14%	12%	11%	
(Dk/Ns)	9	-	1	5	1	6	3	1	2	2	1	-	3	3	3	
	*	-	*	2%	*	1%	*	*	*	*	*	-	1%	*	1%	
Sigma	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																
Full Time	1021	190	138	135	328	463	558	341	372	235	557	167	182	506	333	
	51%	55%	55%	51%	55%	54%	49%	54%	51%	44%	57%	56%	39%	51%	60%	
Part Time	183	29	28	23	57	81	102	44	66	64	90	9	50	83	49	
	9%	8%	11%	9%	10%	9%	9%	7%	9%	12%	9%	3%	11%	8%	9%	
Not Emp.	432	62	48	60	110	170	262	99	141	151	133	50	114	209	109	
	22%	18%	19%	23%	18%	20%	23%	16%	19%	28%	14%	17%	25%	21%	20%	
Retired	374	66	38	45	104	149	224	150	148	81	196	73	116	193	65	
	19%	19%	15%	17%	17%	17%	20%	24%	20%	15%	20%	24%	25%	19%	12%	

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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Race

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	976	1034	587	720	703	835	1175	351	428	757	474
Base: All Respondents (wtd)	2010	969	1041	593	693	725	746	1264	358	423	754	475
White	1496	703	793	398	498	600	497	999	256	367	530	342
	74%	73%	76%	67%	72%	83%	67%	79%	72%	87%	70%	72%
Black	254	128	125	92	91	71	147	106	44	33	137	39
	13%	13%	12%	15%	13%	10%	20%	8%	12%	8%	18%	8%
Asian	121	67	54	34	57	30	24	97	33	14	26	48
	6%	7%	5%	6%	8%	4%	3%	8%	9%	3%	4%	10%
Other	140	71	69	70	47	23	78	62	25	10	60	45
	7%	7%	7%	12%	7%	3%	10%	5%	7%	2%	8%	10%
Sigma	2010	969	1041	593	693	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
White	1496	703	793	398	498	600	497	999	256	367	530	342
	74%	73%	76%	67%	72%	83%	67%	79%	72%	87%	70%	72%
Other	514	266	248	195	194	125	249	265	102	57	224	132
	26%	27%	24%	33%	28%	17%	33%	21%	28%	13%	30%	28%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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Race

	Children in Household		Education		Employment Status				Marital Status		Race		Party ID			
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
Base: All Respondents (unwtd)	2010	611	1399	1135	875	974	189	457	390	1067	943	1717	293	661	638	430
Base: All Respondents (wtd)	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
White	1496	446	1049	780	716	752	136	287	321	893	603	1496	-	478	520	325
	74%	76%	74%	72%	77%	74%	75%	66%	86%	83%	65%	100%	-	66%	88%	80%
Black	254	81	173	176	77	130	26	74	25	80	174	-	254	139	21	43
	13%	14%	12%	16%	8%	13%	14%	17%	7%	7%	19%	-	49%	19%	4%	11%
Asian	121	31	90	37	84	80	5	23	12	62	59	-	121	54	29	17
	6%	5%	6%	3%	9%	8%	3%	5%	3%	6%	6%	-	23%	7%	5%	4%
Other	140	32	107	88	52	60	15	49	16	42	98	-	140	53	21	20
	7%	5%	8%	8%	6%	6%	8%	11%	4%	4%	10%	-	27%	7%	4%	5%
Sigma	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
White	1496	446	1049	780	716	752	136	287	321	893	603	1496	-	478	520	325
	74%	76%	74%	72%	77%	74%	75%	66%	86%	83%	65%	100%	-	66%	88%	80%
Other	514	144	370	301	213	270	46	146	53	185	330	-	514	245	72	80
	26%	24%	26%	28%	23%	26%	25%	34%	14%	17%	35%	-	100%	34%	12%	20%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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Race

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	2010	375	285	265	660	925	1085	715	653	597	924	293	500	965	545
Base: All Respondents (wtd)	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556
White	1496	312	194	173	506	680	816	582	496	388	740	246	390	739	367
	74%	90%	77%	66%	84%	79%	71%	92%	68%	73%	76%	82%	84%	75%	66%
Black	254	14	34	51	48	99	154	9	129	77	108	25	30	108	116
	13%	4%	13%	19%	8%	12%	13%	1%	18%	15%	11%	8%	6%	11%	21%
Asian	121	8	12	23	19	42	79	20	50	23	72	9	18	72	31
	6%	2%	5%	9%	3%	5%	7%	3%	7%	4%	7%	3%	4%	7%	5%
Other	140	13	13	16	26	42	98	23	52	43	56	18	24	73	44
	7%	4%	5%	6%	4%	5%	9%	4%	7%	8%	6%	6%	5%	7%	8%
Sigma	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
White	1496	312	194	173	506	680	816	582	496	388	740	246	390	739	367
	74%	90%	77%	66%	84%	79%	71%	92%	68%	73%	76%	82%	84%	75%	66%
Other	514	35	59	90	93	183	331	52	231	143	236	52	72	253	190
	26%	10%	23%	34%	16%	21%	29%	8%	32%	27%	24%	18%	16%	25%	34%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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Are you of Hispanic Ethnicity?

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	976	1034	587	720	703	835	1175	351	428	757	474
Base: All Respondents (wtd)	2010	969	1041	593	693	725	746	1264	358	423	754	475
Yes	313	143	170	140	111	63	155	158	39	40	133	101
	16%	15%	16%	24%	16%	9%	21%	12%	11%	9%	18%	21%
No	1675	819	856	441	576	658	581	1094	316	382	614	362
	83%	85%	82%	74%	83%	91%	78%	87%	88%	90%	81%	76%
(Dk/Ns)	22	7	15	12	6	4	10	12	3	2	6	11
	1%	1%	1%	2%	1%	1%	1%	1%	1%	*	1%	2%
Sigma	2010	969	1041	593	693	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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Are you of Hispanic Ethnicity?

	Children in Household		Education		Employment Status				Marital Status		Race		Party ID			
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
Base: All Respondents (unwtd)	2010	611	1399	1135	875	974	189	457	390	1067	943	1717	293	661	638	430
Base: All Respondents (wtd)	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
Yes	313	93	220	212	101	150	37	99	27	134	179	192	121	123	75	48
	16%	16%	16%	20%	11%	15%	20%	23%	7%	12%	19%	13%	24%	17%	13%	12%
				D	H	H	EH			I		K	O			
No	1675	494	1181	854	821	862	146	323	344	937	738	1299	376	592	515	352
	83%	84%	83%	79%	88%	84%	80%	75%	92%	87%	79%	87%	73%	82%	87%	87%
				C	G			EFG		J		L			M	
(Dk/Ns)	22	4	18	16	7	9	-	11	2	6	16	5	17	9	1	6
	1%	1%	1%	1%	1%	1%	-	2%	1%	1%	2%	*	3%	1%	*	2%
								E		I		K				N
Sigma	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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Are you of Hispanic Ethnicity?

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	2010	375	285	265	660	925	1085	715	653	597	924	293	500	965	545
Base: All Respondents (wtd)	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556
Yes	313 16%	47 14%	36 14%	34 13%	83 14%	117 14%	196 17%	62 10%	138 19%	84 16%	136 14%	36 12%	60 13%	159 16%	95 17%
									G						
No	1675 83%	298 86%	215 85%	228 87%	513 86%	741 86%	934 81%	569 90%	582 80%	443 83%	831 85%	258 87%	398 86%	822 83%	455 82%
						F		H							
(Dk/Ns)	22 1%	2 1%	1 *	2 1%	3 1%	5 1%	18 2%	2 *	8 1%	5 1%	10 1%	4 1%	4 1%	11 1%	7 1%
Sigma	2010 100%	347 100%	253 100%	263 100%	600 100%	863 100%	1147 100%	633 100%	727 100%	531 100%	976 100%	298 100%	462 100%	992 100%	556 100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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Metro status

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	976	1034	587	720	703	835	1175	351	428	757	474
Base: All Respondents (wtd)	2010	969	1041	593	693	725	746	1264	358	423	754	475
All <1M (Includes NON-METRO)	892	399	493	260	311	320	393	499	131	221	356	184
	44%	41%	47%	44%	45%	44%	53%	39%	37%	52%	47%	39%
1M-4.9M			A				G			HK	HK	
	610	304	307	172	199	240	200	410	87	145	181	198
	30%	31%	29%	29%	29%	33%	27%	32%	24%	34%	24%	42%
5M+							F			HJ		HIJ
	508	267	241	161	183	164	153	355	141	57	218	93
	25%	28%	23%	27%	26%	23%	20%	28%	39%	13%	29%	20%
Sigma	2010	969	1041	593	693	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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Metro status

	Children in Household		Education		Employment Status				Marital Status		Race		Party ID			
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Democrat	Republican	Independent
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
Base: All Respondents (unwtd)	2010	611	1399	1135	875	974	189	457	390	1067	943	1717	293	661	638	430
Base: All Respondents (wtd)	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
All <1M (Includes NON-METRO)	892	264	627	540	352	415	85	193	198	486	406	713	179	286	288	181
	44%	45%	44%	50%	38%	41%	47%	45%	53%	45%	44%	48%	35%	39%	49%	45%
1M-4.9M	610	178	433	310	301	307	48	136	119	336	274	456	155	229	176	126
	30%	30%	30%	29%	32%	30%	26%	32%	32%	31%	29%	30%	30%	32%	30%	31%
5M+	508	149	359	232	276	299	49	103	56	255	253	327	181	209	128	99
	25%	25%	25%	21%	30%	29%	27%	24%	15%	24%	27%	22%	35%	29%	22%	24%
Sigma	2010	590	1420	1082	928	1021	183	432	374	1077	933	1496	514	724	592	406
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

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Metro status

	Total	Watches weekly	Watches Sometimes	Watches Rarely	Watches weekly + sometimes	Watches weekly + sometimes + rarely	Non-Watcher	Voted Trump	Voted Clinton	Blue Collar	White Collar	Executive	Rural	Suburban	Urban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	2010	375	285	265	660	925	1085	715	653	597	924	293	500	965	545
Base: All Respondents (wtd)	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556
All <1M (Includes NON-METRO)	892	168	107	116	275	392	500	313	280	284	387	121	345	360	187
	44%	49%	42%	44%	46%	45%	44%	49%	38%	53%	40%	41%	75%	36%	34%
1M-4.9M	610	96	84	74	180	254	357	195	240	142	310	103	88	357	165
	30%	28%	33%	28%	30%	29%	31%	31%	33%	27%	32%	35%	19%	36%	30%
5M+	508	83	61	73	144	217	291	126	207	106	279	74	29	275	205
	25%	24%	24%	28%	24%	25%	25%	20%	28%	20%	29%	25%	6%	28%	37%
Sigma	2010	347	253	263	600	863	1147	633	727	531	976	298	462	992	556
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/4

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F, G/H, I/J/K, L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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