



National Tracking Poll #200896
August 21-23, 2020

Crosstabulation Results

Methodology:

This poll was conducted between August 21-August 23, 2020 among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, gender, educational attainment, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

Table Index

- 1 **Table MTE1_1:** *How comfortable would you feel going to a movie theater at the following times? Today* 5
- 2 **Table MTE1_2:** *How comfortable would you feel going to a movie theater at the following times? August 2020* 9
- 3 **Table MTE1_3:** *How comfortable would you feel going to a movie theater at the following times? September 2020* 13
- 4 **Table MTE1_4:** *How comfortable would you feel going to a movie theater at the following times? Sometime in 2020* 17
- 5 **Table MTE1_5:** *How comfortable would you feel going to a movie theater at the following times? Sometime in 2021* 21
- 6 **Table MTE2_1:** *How likely are you to go to a movie theater at the following times? Today* . . 25
- 7 **Table MTE2_2:** *How likely are you to go to a movie theater at the following times? August 2020* 29
- 8 **Table MTE2_3:** *How likely are you to go to a movie theater at the following times? September 2020* 33
- 9 **Table MTE2_4:** *How likely are you to go to a movie theater at the following times? Sometime in 2020* 37
- 10 **Table MTE2_5:** *How likely are you to go to a movie theater at the following times? Sometime in 2021* 41
- 11 **Table MTE3_1:** *Would the following promotions make you more or less likely to go to go to a movie theater in September 2020? Discounted movie tickets* 45
- 12 **Table MTE3_2:** *Would the following promotions make you more or less likely to go to go to a movie theater in September 2020? Offers for free movie tickets* 49
- 13 **Table MTE3_3:** *Would the following promotions make you more or less likely to go to go to a movie theater in September 2020? Free screenings of new films* 53
- 14 **Table MTE3_4:** *Would the following promotions make you more or less likely to go to go to a movie theater in September 2020? Free screenings of older films* 57
- 15 **Table MTE3_5:** *Would the following promotions make you more or less likely to go to go to a movie theater in September 2020? Discounted concession items* 61
- 16 **Table MTE3_6:** *Would the following promotions make you more or less likely to go to go to a movie theater in September 2020? Free concession items* 65
- 17 **Table MTE3_7:** *Would the following promotions make you more or less likely to go to go to a movie theater in September 2020? Special themed concession items* 69

18	Table MTE3_8: <i>Would the following promotions make you more or less likely to go to go to a movie theater in September 2020? Giveaways of promotional items such as posters</i>	73
19	Table MTE3_9: <i>Would the following promotions make you more or less likely to go to go to a movie theater in September 2020? Screenings of older movies</i>	77
20	Table MTE3_10: <i>Would the following promotions make you more or less likely to go to go to a movie theater in September 2020? Screenings of live events such as theater or concerts . . .</i>	81
21	Table MTE3_11: <i>Would the following promotions make you more or less likely to go to go to a movie theater in September 2020? Rewards and loyalty programs</i>	85
22	Table MTE3_12: <i>Would the following promotions make you more or less likely to go to go to a movie theater in September 2020? Offers for digital copies of movies</i>	89
23	Table MTE3_13: <i>Would the following promotions make you more or less likely to go to go to a movie theater in September 2020? Offers for digital copies of music</i>	93
24	Table MTE3_14: <i>Would the following promotions make you more or less likely to go to go to a movie theater in September 2020? The ability to rent out a theater for just you and your family</i>	97
25	Table MTE4_1: <i>And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020? Discounted movie tickets</i>	101
26	Table MTE4_2: <i>And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020? Offers for free movie tickets</i>	105
27	Table MTE4_3: <i>And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020? Free screenings of new films</i>	109
28	Table MTE4_4: <i>And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020? Free screenings of older films</i>	113
29	Table MTE4_5: <i>And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020? Discounted concession items</i>	117
30	Table MTE4_6: <i>And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020? Free concession items</i>	121
31	Table MTE4_7: <i>And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020? Special themed concession items</i>	125
32	Table MTE4_8: <i>And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020? Giveaways of promotional items such as posters</i>	129
33	Table MTE4_9: <i>And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020? Screenings of older movies</i>	133
34	Table MTE4_10: <i>And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020? Screenings of live events such as theater or concerts .</i>	137
35	Table MTE4_11: <i>And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020? Rewards and loyalty programs</i>	141

36	Table MTE4_12: <i>And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020? Offers for digital copies of movies</i>	145
37	Table MTE4_13: <i>And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020? Offers for digital copies of music</i>	149
38	Table MTE4_14: <i>And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020? The ability to rent out a theater for just you and your family</i>	153
39	Table MTEdem1_1: <i>In general, what kind of fan do you consider yourself of the following? Movies</i>	157
40	Table MTEdem1_2: <i>In general, what kind of fan do you consider yourself of the following? Television</i>	161
41	Table MTEdem1_3: <i>In general, what kind of fan do you consider yourself of the following? Sports</i>	165
42	Table MTEdem1_4: <i>In general, what kind of fan do you consider yourself of the following? Fashion</i>	169
43	Summary Statistics of Survey Respondent Demographics	173

Crosstabulation Results by Respondent Demographics

Table MTE1_1: How comfortable would you feel going to a movie theater at the following times?

Today

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
Adults	12%	(256)	13%	(296)	19%	(420)	50%	(1091)	6%	(137)	2200
Gender: Male	14%	(154)	13%	(141)	20%	(209)	47%	(501)	5%	(57)	1062
Gender: Female	9%	(102)	14%	(155)	19%	(211)	52%	(590)	7%	(80)	1138
Age: 18-34	15%	(97)	16%	(107)	27%	(175)	33%	(218)	9%	(58)	655
Age: 35-44	16%	(59)	15%	(55)	21%	(74)	42%	(152)	5%	(18)	358
Age: 45-64	11%	(81)	12%	(89)	14%	(108)	57%	(432)	5%	(41)	751
Age: 65+	4%	(19)	10%	(45)	15%	(64)	66%	(289)	4%	(19)	436
GenZers: 1997-2012	17%	(43)	18%	(47)	23%	(58)	30%	(75)	12%	(31)	253
Millennials: 1981-1996	14%	(78)	15%	(87)	26%	(147)	39%	(221)	6%	(36)	569
GenXers: 1965-1980	14%	(79)	13%	(73)	20%	(112)	48%	(267)	5%	(29)	559
Baby Boomers: 1946-1964	7%	(53)	11%	(80)	13%	(96)	64%	(470)	5%	(36)	735
PID: Dem (no lean)	6%	(54)	11%	(95)	18%	(150)	61%	(516)	4%	(35)	850
PID: Ind (no lean)	12%	(81)	14%	(90)	21%	(137)	45%	(299)	8%	(54)	661
PID: Rep (no lean)	18%	(121)	16%	(111)	19%	(133)	40%	(276)	7%	(48)	689
PID/Gender: Dem Men	8%	(33)	13%	(51)	21%	(83)	56%	(226)	2%	(8)	401
PID/Gender: Dem Women	5%	(21)	10%	(44)	15%	(67)	65%	(291)	6%	(26)	449
PID/Gender: Ind Men	16%	(49)	13%	(39)	18%	(54)	44%	(134)	10%	(31)	307
PID/Gender: Ind Women	9%	(32)	14%	(51)	23%	(83)	47%	(165)	7%	(24)	354
PID/Gender: Rep Men	20%	(71)	14%	(51)	20%	(72)	40%	(141)	5%	(18)	354
PID/Gender: Rep Women	15%	(50)	18%	(60)	18%	(62)	40%	(134)	9%	(29)	334
Ideo: Liberal (1-3)	10%	(65)	12%	(77)	19%	(125)	56%	(362)	3%	(17)	646
Ideo: Moderate (4)	7%	(44)	13%	(84)	20%	(127)	53%	(333)	6%	(36)	625
Ideo: Conservative (5-7)	18%	(126)	14%	(95)	18%	(124)	45%	(319)	6%	(40)	704
Educ: < College	12%	(185)	13%	(203)	19%	(285)	48%	(725)	8%	(115)	1512
Educ: Bachelors degree	11%	(48)	13%	(59)	20%	(89)	53%	(234)	3%	(14)	444
Educ: Post-grad	10%	(24)	14%	(34)	19%	(46)	54%	(133)	3%	(8)	244

Continued on next page

Table MTE1_1: How comfortable would you feel going to a movie theater at the following times?

Today

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
Adults	12%	(256)	13%	(296)	19%	(420)	50%	(1091)	6%	(137)	2200
Income: Under 50k	10%	(124)	15%	(176)	20%	(243)	47%	(572)	8%	(94)	1209
Income: 50k-100k	13%	(87)	11%	(77)	18%	(117)	53%	(355)	5%	(32)	668
Income: 100k+	14%	(44)	14%	(44)	18%	(60)	51%	(164)	3%	(11)	323
Ethnicity: White	12%	(200)	14%	(242)	19%	(322)	50%	(858)	6%	(100)	1722
Ethnicity: Hispanic	14%	(48)	15%	(53)	33%	(115)	32%	(113)	6%	(20)	349
Ethnicity: Black	15%	(42)	11%	(31)	17%	(46)	46%	(126)	11%	(30)	274
Ethnicity: Other	7%	(15)	11%	(23)	26%	(52)	53%	(107)	3%	(7)	204
All Christian	12%	(122)	12%	(126)	20%	(209)	52%	(548)	4%	(43)	1049
All Non-Christian	12%	(14)	9%	(11)	19%	(22)	55%	(64)	4%	(5)	116
Atheist	9%	(8)	13%	(12)	26%	(23)	46%	(41)	5%	(5)	88
Agnostic/Nothing in particular	8%	(43)	15%	(74)	16%	(83)	51%	(259)	10%	(50)	510
Something Else	16%	(68)	17%	(74)	19%	(82)	41%	(178)	8%	(34)	437
Religious Non-Protestant/Catholic	12%	(16)	12%	(16)	19%	(27)	54%	(74)	4%	(5)	139
Evangelical	17%	(111)	17%	(106)	20%	(131)	40%	(254)	6%	(36)	637
Non-Evangelical	9%	(77)	10%	(85)	19%	(154)	56%	(456)	5%	(41)	813
Community: Urban	15%	(91)	14%	(85)	21%	(129)	45%	(282)	6%	(39)	626
Community: Suburban	9%	(85)	12%	(118)	17%	(168)	55%	(536)	6%	(61)	968
Community: Rural	13%	(80)	15%	(93)	20%	(123)	45%	(272)	6%	(37)	606
Employ: Private Sector	14%	(91)	14%	(92)	22%	(142)	47%	(309)	4%	(24)	659
Employ: Government	10%	(16)	26%	(41)	17%	(27)	38%	(60)	9%	(13)	157
Employ: Self-Employed	20%	(38)	8%	(14)	21%	(41)	41%	(78)	10%	(18)	189
Employ: Homemaker	11%	(18)	12%	(19)	22%	(36)	49%	(82)	7%	(11)	166
Employ: Retired	6%	(28)	11%	(56)	14%	(72)	65%	(327)	4%	(22)	505
Employ: Unemployed	12%	(35)	13%	(40)	22%	(66)	44%	(133)	9%	(26)	300
Employ: Other	13%	(17)	13%	(18)	16%	(21)	48%	(63)	9%	(12)	131
Military HH: Yes	15%	(53)	16%	(55)	16%	(56)	47%	(165)	6%	(20)	350
Military HH: No	11%	(203)	13%	(241)	20%	(363)	50%	(926)	6%	(117)	1850
RD/WT: Right Direction	21%	(126)	16%	(95)	18%	(107)	35%	(208)	9%	(52)	588
RD/WT: Wrong Track	8%	(130)	12%	(201)	19%	(312)	55%	(884)	5%	(85)	1612

Continued on next page

Table MTE1_1: How comfortable would you feel going to a movie theater at the following times?

Today

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	12%	(256)	13%	(296)	19%	(420)	50%	(1091)	6%	(137)	2200
Trump Job Approve	20%	(175)	18%	(160)	19%	(173)	38%	(338)	6%	(52)	897
Trump Job Disapprove	6%	(73)	10%	(121)	18%	(219)	61%	(741)	4%	(52)	1206
Trump Job Strongly Approve	28%	(138)	15%	(75)	18%	(87)	31%	(153)	8%	(38)	490
Trump Job Somewhat Approve	9%	(37)	21%	(85)	21%	(86)	45%	(185)	3%	(14)	407
Trump Job Somewhat Disapprove	7%	(17)	18%	(43)	19%	(45)	54%	(131)	3%	(6)	242
Trump Job Strongly Disapprove	6%	(56)	8%	(78)	18%	(174)	63%	(610)	5%	(46)	964
Favorable of Trump	19%	(167)	18%	(163)	20%	(177)	38%	(343)	5%	(49)	899
Unfavorable of Trump	6%	(75)	10%	(120)	19%	(227)	60%	(715)	4%	(53)	1190
Very Favorable of Trump	26%	(137)	17%	(93)	18%	(95)	32%	(171)	7%	(35)	530
Somewhat Favorable of Trump	8%	(30)	19%	(70)	22%	(82)	47%	(172)	4%	(15)	369
Somewhat Unfavorable of Trump	8%	(17)	16%	(35)	24%	(53)	48%	(104)	3%	(7)	217
Very Unfavorable of Trump	6%	(58)	9%	(85)	18%	(174)	63%	(611)	5%	(46)	974
#1 Issue: Economy	15%	(114)	15%	(121)	20%	(158)	44%	(347)	5%	(41)	782
#1 Issue: Security	18%	(45)	13%	(34)	19%	(48)	39%	(99)	11%	(28)	254
#1 Issue: Health Care	8%	(32)	10%	(38)	20%	(81)	59%	(236)	3%	(14)	400
#1 Issue: Medicare / Social Security	7%	(22)	10%	(31)	14%	(42)	65%	(199)	4%	(11)	306
#1 Issue: Women's Issues	13%	(13)	18%	(18)	15%	(15)	39%	(39)	16%	(16)	100
#1 Issue: Education	8%	(9)	21%	(24)	18%	(21)	47%	(53)	6%	(7)	114
#1 Issue: Energy	9%	(11)	18%	(20)	32%	(36)	32%	(37)	8%	(9)	114
#1 Issue: Other	7%	(9)	8%	(11)	14%	(18)	62%	(81)	8%	(11)	130
2018 House Vote: Democrat	4%	(30)	11%	(76)	16%	(116)	66%	(462)	3%	(20)	704
2018 House Vote: Republican	19%	(119)	15%	(96)	19%	(123)	42%	(271)	5%	(32)	641
2018 House Vote: Someone else	12%	(8)	16%	(10)	18%	(12)	41%	(26)	13%	(9)	64
2016 Vote: Hillary Clinton	6%	(43)	11%	(74)	17%	(115)	63%	(430)	3%	(23)	685
2016 Vote: Donald Trump	17%	(116)	15%	(101)	20%	(136)	44%	(304)	4%	(29)	686
2016 Vote: Other	6%	(8)	13%	(16)	21%	(28)	52%	(67)	7%	(9)	129
2016 Vote: Didn't Vote	13%	(89)	15%	(104)	20%	(141)	42%	(290)	11%	(76)	700
Voted in 2014: Yes	10%	(126)	12%	(155)	18%	(220)	56%	(695)	4%	(48)	1244
Voted in 2014: No	14%	(130)	15%	(141)	21%	(199)	41%	(397)	9%	(89)	956

Continued on next page

Table MTE1_1: How comfortable would you feel going to a movie theater at the following times?

Today

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
Adults	12%	(256)	13%	(296)	19%	(420)	50%	(1091)	6%	(137)	2200
2012 Vote: Barack Obama	8%	(67)	11%	(96)	16%	(140)	62%	(530)	3%	(24)	856
2012 Vote: Mitt Romney	16%	(75)	14%	(66)	20%	(93)	44%	(205)	5%	(24)	464
2012 Vote: Other	15%	(12)	10%	(8)	15%	(12)	51%	(40)	9%	(7)	79
2012 Vote: Didn't Vote	13%	(102)	16%	(126)	22%	(174)	39%	(312)	10%	(81)	796
4-Region: Northeast	11%	(42)	11%	(41)	19%	(76)	55%	(216)	5%	(19)	394
4-Region: Midwest	12%	(57)	14%	(64)	21%	(96)	47%	(216)	7%	(30)	462
4-Region: South	12%	(98)	14%	(115)	17%	(141)	50%	(413)	7%	(57)	824
4-Region: West	11%	(59)	15%	(76)	21%	(107)	47%	(247)	6%	(31)	520
Fan of movies	11%	(216)	14%	(264)	20%	(395)	50%	(975)	5%	(98)	1948
Fan of TV	12%	(229)	13%	(266)	19%	(388)	51%	(1005)	5%	(102)	1989
Comfortable going to a movie today	46%	(256)	54%	(296)	—	(0)	—	(0)	—	(0)	552
Comfortable going to a movie in August 2020	42%	(234)	46%	(257)	9%	(48)	2%	(11)	2%	(12)	561
Comfortable going to a movie in September 2020	38%	(229)	42%	(257)	13%	(77)	5%	(33)	2%	(11)	606
Comfortable going to a movie sometime in 2020	32%	(225)	35%	(243)	20%	(142)	10%	(73)	2%	(16)	699
Comfortable going to a movie sometime in 2021	19%	(227)	21%	(256)	23%	(277)	36%	(433)	1%	(17)	1210
Uncomfortable going to a movie today	—	(0)	—	(0)	28%	(420)	72%	(1091)	—	(0)	1511
Uncomfortable going to a movie in August 2020	1%	(17)	2%	(33)	24%	(362)	71%	(1074)	1%	(17)	1503
Uncomfortable going to a movie in September 2020	1%	(13)	2%	(24)	23%	(322)	73%	(1032)	2%	(21)	1413
Uncomfortable going to a movie sometime in 2020	1%	(19)	3%	(40)	19%	(247)	74%	(956)	2%	(23)	1286
Uncomfortable going to a movie sometime in 2021	3%	(16)	3%	(18)	13%	(73)	78%	(452)	3%	(18)	577

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

Table MTE1_2: How comfortable would you feel going to a movie theater at the following times?

August 2020

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	10%	(229)	15%	(333)	19%	(411)	50%	(1091)	6%	(136)	2200
Gender: Male	12%	(130)	17%	(177)	20%	(212)	46%	(488)	5%	(55)	1062
Gender: Female	9%	(99)	14%	(155)	17%	(199)	53%	(604)	7%	(82)	1138
Age: 18-34	11%	(75)	20%	(133)	23%	(153)	35%	(230)	10%	(63)	655
Age: 35-44	16%	(57)	17%	(63)	20%	(71)	43%	(152)	4%	(14)	358
Age: 45-64	10%	(76)	12%	(92)	15%	(116)	57%	(426)	5%	(40)	751
Age: 65+	5%	(20)	10%	(44)	16%	(71)	65%	(283)	4%	(18)	436
GenZers: 1997-2012	9%	(22)	27%	(69)	17%	(43)	34%	(86)	13%	(33)	253
Millennials: 1981-1996	14%	(78)	17%	(95)	24%	(138)	39%	(221)	6%	(36)	569
GenXers: 1965-1980	13%	(71)	14%	(80)	20%	(112)	48%	(270)	5%	(27)	559
Baby Boomers: 1946-1964	7%	(54)	10%	(77)	15%	(108)	63%	(461)	5%	(34)	735
PID: Dem (no lean)	5%	(41)	13%	(107)	18%	(153)	61%	(518)	4%	(31)	850
PID: Ind (no lean)	11%	(71)	15%	(101)	18%	(122)	46%	(307)	9%	(61)	661
PID: Rep (no lean)	17%	(117)	18%	(125)	20%	(136)	39%	(266)	6%	(44)	689
PID/Gender: Dem Men	6%	(25)	17%	(69)	20%	(82)	55%	(220)	1%	(4)	401
PID/Gender: Dem Women	3%	(16)	8%	(38)	16%	(72)	66%	(298)	6%	(27)	449
PID/Gender: Ind Men	14%	(43)	14%	(42)	19%	(58)	43%	(133)	10%	(32)	307
PID/Gender: Ind Women	8%	(28)	17%	(59)	18%	(64)	49%	(174)	8%	(29)	354
PID/Gender: Rep Men	17%	(62)	19%	(66)	21%	(73)	38%	(135)	5%	(18)	354
PID/Gender: Rep Women	16%	(55)	18%	(59)	19%	(63)	39%	(132)	8%	(26)	334
Ideo: Liberal (1-3)	7%	(46)	14%	(91)	18%	(113)	58%	(377)	3%	(19)	646
Ideo: Moderate (4)	7%	(46)	15%	(92)	21%	(133)	51%	(319)	6%	(35)	625
Ideo: Conservative (5-7)	17%	(120)	15%	(107)	18%	(129)	44%	(308)	6%	(39)	704
Educ: < College	11%	(163)	16%	(240)	18%	(268)	48%	(730)	7%	(113)	1512
Educ: Bachelors degree	10%	(42)	14%	(60)	21%	(94)	52%	(232)	4%	(16)	444
Educ: Post-grad	10%	(23)	13%	(33)	21%	(50)	53%	(130)	3%	(7)	244
Income: Under 50k	9%	(109)	17%	(201)	18%	(222)	48%	(584)	8%	(94)	1209
Income: 50k-100k	12%	(77)	13%	(86)	19%	(130)	51%	(344)	5%	(31)	668
Income: 100k+	13%	(43)	14%	(45)	18%	(59)	51%	(164)	4%	(12)	323
Ethnicity: White	11%	(192)	15%	(257)	18%	(317)	50%	(853)	6%	(102)	1722

Continued on next page

Table MTE1_2: How comfortable would you feel going to a movie theater at the following times?
August 2020

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
Adults	10%	(229)	15%	(333)	19%	(411)	50%	(1091)	6%	(136)	2200
Ethnicity: Hispanic	9%	(33)	19%	(66)	27%	(93)	39%	(136)	6%	(22)	349
Ethnicity: Black	9%	(24)	19%	(52)	17%	(46)	48%	(131)	8%	(21)	274
Ethnicity: Other	6%	(12)	11%	(23)	24%	(49)	52%	(107)	6%	(13)	204
All Christian	11%	(120)	14%	(147)	19%	(203)	51%	(530)	5%	(49)	1049
All Non-Christian	7%	(8)	17%	(20)	21%	(24)	51%	(59)	4%	(5)	116
Atheist	5%	(4)	12%	(10)	26%	(23)	52%	(46)	6%	(5)	88
Agnostic/Nothing in particular	9%	(44)	12%	(62)	15%	(79)	53%	(272)	10%	(52)	510
Something Else	12%	(51)	22%	(94)	19%	(82)	42%	(184)	6%	(25)	437
Religious Non-Protestant/Catholic	8%	(11)	18%	(25)	21%	(29)	49%	(69)	3%	(5)	139
Evangelical	16%	(102)	19%	(119)	20%	(126)	40%	(253)	6%	(37)	637
Non-Evangelical	8%	(66)	14%	(114)	19%	(153)	55%	(444)	5%	(37)	813
Community: Urban	11%	(68)	16%	(103)	22%	(138)	45%	(279)	6%	(38)	626
Community: Suburban	8%	(79)	13%	(127)	19%	(180)	54%	(522)	6%	(60)	968
Community: Rural	13%	(82)	17%	(103)	15%	(93)	48%	(291)	6%	(38)	606
Employ: Private Sector	12%	(80)	16%	(106)	21%	(139)	47%	(311)	3%	(23)	659
Employ: Government	13%	(20)	25%	(40)	18%	(27)	37%	(57)	8%	(13)	157
Employ: Self-Employed	12%	(23)	19%	(36)	19%	(36)	42%	(80)	7%	(14)	189
Employ: Homemaker	13%	(22)	12%	(19)	20%	(33)	48%	(79)	7%	(12)	166
Employ: Retired	6%	(30)	10%	(50)	17%	(86)	62%	(315)	5%	(25)	505
Employ: Unemployed	12%	(35)	16%	(48)	15%	(44)	48%	(144)	9%	(28)	300
Employ: Other	7%	(10)	12%	(15)	24%	(31)	47%	(61)	10%	(13)	131
Military HH: Yes	15%	(51)	15%	(51)	18%	(64)	47%	(164)	5%	(19)	350
Military HH: No	10%	(177)	15%	(282)	19%	(347)	50%	(927)	6%	(117)	1850
RD/WT: Right Direction	20%	(117)	17%	(102)	20%	(115)	35%	(204)	9%	(51)	588
RD/WT: Wrong Track	7%	(112)	14%	(231)	18%	(296)	55%	(888)	5%	(85)	1612
Trump Job Approve	19%	(172)	20%	(176)	19%	(172)	36%	(325)	6%	(53)	897
Trump Job Disapprove	4%	(52)	11%	(138)	19%	(225)	62%	(742)	4%	(49)	1206

Continued on next page

Table MTE1_2: How comfortable would you feel going to a movie theater at the following times?

August 2020

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	10%	(229)	15%	(333)	19%	(411)	50%	(1091)	6%	(136)	2200
Trump Job Strongly Approve	27%	(134)	18%	(87)	17%	(81)	30%	(149)	8%	(39)	490
Trump Job Somewhat Approve	9%	(38)	22%	(89)	22%	(91)	43%	(176)	3%	(14)	407
Trump Job Somewhat Disapprove	8%	(19)	18%	(44)	20%	(48)	53%	(127)	2%	(4)	242
Trump Job Strongly Disapprove	3%	(34)	10%	(94)	18%	(176)	64%	(615)	5%	(45)	964
Favorable of Trump	19%	(172)	19%	(174)	19%	(169)	37%	(333)	6%	(52)	899
Unfavorable of Trump	4%	(52)	12%	(138)	20%	(233)	61%	(721)	4%	(47)	1190
Very Favorable of Trump	26%	(137)	20%	(104)	16%	(87)	31%	(166)	7%	(36)	530
Somewhat Favorable of Trump	9%	(35)	19%	(71)	22%	(81)	45%	(166)	4%	(15)	369
Somewhat Unfavorable of Trump	6%	(13)	19%	(41)	23%	(51)	49%	(107)	2%	(5)	217
Very Unfavorable of Trump	4%	(39)	10%	(97)	19%	(182)	63%	(614)	4%	(42)	974
#1 Issue: Economy	12%	(95)	20%	(155)	19%	(150)	44%	(343)	5%	(39)	782
#1 Issue: Security	19%	(48)	14%	(34)	18%	(45)	38%	(97)	12%	(30)	254
#1 Issue: Health Care	7%	(27)	9%	(37)	19%	(76)	60%	(241)	5%	(19)	400
#1 Issue: Medicare / Social Security	9%	(27)	9%	(27)	16%	(49)	63%	(194)	3%	(10)	306
#1 Issue: Women's Issues	9%	(9)	13%	(13)	25%	(25)	35%	(35)	18%	(18)	100
#1 Issue: Education	5%	(5)	21%	(24)	19%	(22)	52%	(60)	3%	(3)	114
#1 Issue: Energy	8%	(9)	26%	(30)	24%	(28)	35%	(40)	6%	(7)	114
#1 Issue: Other	7%	(9)	10%	(13)	13%	(17)	63%	(81)	8%	(10)	130
2018 House Vote: Democrat	4%	(27)	11%	(78)	18%	(124)	65%	(456)	3%	(19)	704
2018 House Vote: Republican	18%	(114)	17%	(108)	20%	(126)	41%	(260)	5%	(33)	641
2018 House Vote: Someone else	12%	(8)	17%	(11)	18%	(11)	41%	(26)	12%	(8)	64
2016 Vote: Hillary Clinton	5%	(34)	12%	(82)	17%	(117)	63%	(429)	3%	(23)	685
2016 Vote: Donald Trump	16%	(113)	16%	(108)	21%	(146)	42%	(289)	4%	(30)	686
2016 Vote: Other	7%	(9)	13%	(16)	22%	(28)	52%	(67)	7%	(9)	129
2016 Vote: Didn't Vote	10%	(73)	18%	(125)	17%	(121)	44%	(306)	11%	(74)	700
Voted in 2014: Yes	10%	(128)	13%	(166)	18%	(228)	54%	(676)	4%	(46)	1244
Voted in 2014: No	10%	(100)	17%	(166)	19%	(184)	43%	(415)	9%	(91)	956

Continued on next page

Table MTE1_2: How comfortable would you feel going to a movie theater at the following times?
August 2020

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
Adults	10%	(229)	15%	(333)	19%	(411)	50%	(1091)	6%	(136)	2200
2012 Vote: Barack Obama	7%	(59)	11%	(93)	18%	(157)	61%	(522)	3%	(25)	856
2012 Vote: Mitt Romney	16%	(75)	16%	(76)	19%	(90)	43%	(198)	5%	(25)	464
2012 Vote: Other	15%	(11)	10%	(8)	15%	(12)	53%	(42)	7%	(5)	79
2012 Vote: Didn't Vote	10%	(83)	19%	(155)	19%	(152)	41%	(326)	10%	(81)	796
4-Region: Northeast	9%	(34)	13%	(53)	18%	(70)	56%	(219)	4%	(17)	394
4-Region: Midwest	12%	(53)	15%	(72)	21%	(98)	46%	(214)	6%	(26)	462
4-Region: South	10%	(84)	16%	(130)	17%	(142)	50%	(409)	7%	(59)	824
4-Region: West	11%	(57)	15%	(78)	19%	(101)	48%	(250)	7%	(34)	520
Fan of movies	11%	(208)	15%	(285)	19%	(378)	50%	(976)	5%	(100)	1948
Fan of TV	11%	(210)	15%	(303)	19%	(386)	50%	(986)	5%	(103)	1989
Comfortable going to a movie today	39%	(216)	50%	(276)	6%	(34)	3%	(16)	2%	(11)	552
Comfortable going to a movie in August 2020	41%	(229)	59%	(333)	—	(0)	—	(0)	—	(0)	561
Comfortable going to a movie in September 2020	35%	(215)	49%	(294)	12%	(74)	4%	(23)	—	(1)	606
Comfortable going to a movie sometime in 2020	31%	(213)	41%	(286)	18%	(123)	9%	(65)	2%	(11)	699
Comfortable going to a movie sometime in 2021	18%	(215)	23%	(280)	23%	(280)	35%	(418)	1%	(18)	1210
Uncomfortable going to a movie today	1%	(9)	3%	(49)	25%	(374)	70%	(1062)	1%	(16)	1511
Uncomfortable going to a movie in August 2020	—	(0)	—	(0)	27%	(411)	73%	(1091)	—	(0)	1503
Uncomfortable going to a movie in September 2020	—	(5)	2%	(34)	23%	(323)	74%	(1041)	1%	(11)	1413
Uncomfortable going to a movie sometime in 2020	—	(6)	3%	(37)	21%	(265)	75%	(963)	1%	(14)	1286
Uncomfortable going to a movie sometime in 2021	1%	(6)	5%	(27)	13%	(74)	80%	(461)	2%	(10)	577

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

Table MTE1_3: How comfortable would you feel going to a movie theater at the following times?

September 2020

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	12%	(255)	16%	(351)	18%	(400)	46%	(1013)	8%	(181)	2200
Gender: Male	15%	(155)	16%	(170)	19%	(206)	43%	(453)	7%	(78)	1062
Gender: Female	9%	(99)	16%	(181)	17%	(194)	49%	(561)	9%	(103)	1138
Age: 18-34	15%	(100)	19%	(123)	22%	(141)	33%	(216)	12%	(76)	655
Age: 35-44	16%	(58)	20%	(72)	17%	(63)	39%	(138)	8%	(27)	358
Age: 45-64	11%	(80)	12%	(93)	18%	(133)	53%	(395)	7%	(50)	751
Age: 65+	4%	(18)	15%	(63)	14%	(63)	61%	(265)	6%	(28)	436
GenZers: 1997-2012	16%	(39)	21%	(54)	17%	(43)	30%	(75)	17%	(42)	253
Millennials: 1981-1996	15%	(85)	18%	(104)	22%	(123)	37%	(210)	8%	(47)	569
GenXers: 1965-1980	14%	(76)	15%	(83)	20%	(113)	45%	(251)	7%	(37)	559
Baby Boomers: 1946-1964	7%	(52)	13%	(98)	15%	(111)	58%	(426)	7%	(48)	735
PID: Dem (no lean)	6%	(54)	14%	(121)	18%	(152)	56%	(479)	5%	(45)	850
PID: Ind (no lean)	11%	(74)	16%	(106)	18%	(120)	43%	(284)	12%	(77)	661
PID: Rep (no lean)	18%	(127)	18%	(124)	19%	(128)	36%	(251)	9%	(59)	689
PID/Gender: Dem Men	9%	(36)	17%	(66)	21%	(85)	51%	(203)	3%	(10)	401
PID/Gender: Dem Women	4%	(18)	12%	(55)	15%	(67)	61%	(276)	8%	(34)	449
PID/Gender: Ind Men	15%	(47)	14%	(42)	17%	(53)	41%	(125)	13%	(40)	307
PID/Gender: Ind Women	8%	(27)	18%	(64)	19%	(67)	45%	(159)	11%	(38)	354
PID/Gender: Rep Men	21%	(73)	17%	(61)	19%	(67)	35%	(124)	8%	(28)	354
PID/Gender: Rep Women	16%	(54)	19%	(63)	18%	(60)	38%	(127)	9%	(31)	334
Ideo: Liberal (1-3)	10%	(64)	12%	(78)	18%	(116)	55%	(354)	5%	(33)	646
Ideo: Moderate (4)	8%	(50)	16%	(102)	22%	(139)	46%	(290)	7%	(42)	625
Ideo: Conservative (5-7)	18%	(127)	17%	(118)	16%	(115)	42%	(292)	7%	(53)	704
Educ: < College	12%	(183)	16%	(246)	17%	(264)	45%	(673)	10%	(146)	1512
Educ: Bachelors degree	11%	(48)	15%	(66)	19%	(85)	50%	(222)	5%	(23)	444
Educ: Post-grad	10%	(24)	16%	(39)	21%	(50)	48%	(118)	5%	(12)	244
Income: Under 50k	10%	(126)	17%	(200)	19%	(226)	44%	(531)	10%	(126)	1209
Income: 50k-100k	13%	(84)	15%	(103)	17%	(116)	49%	(326)	6%	(38)	668
Income: 100k+	14%	(45)	15%	(48)	18%	(57)	48%	(156)	5%	(17)	323
Ethnicity: White	12%	(201)	16%	(280)	19%	(319)	46%	(791)	8%	(131)	1722

Continued on next page

Table MTE1_3: How comfortable would you feel going to a movie theater at the following times?
September 2020

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	12%	(255)	16%	(351)	18%	(400)	46%	(1013)	8%	(181)	2200
Ethnicity: Hispanic	15%	(52)	17%	(61)	25%	(86)	33%	(115)	10%	(36)	349
Ethnicity: Black	14%	(38)	16%	(43)	12%	(34)	46%	(127)	12%	(32)	274
Ethnicity: Other	8%	(15)	14%	(28)	23%	(47)	47%	(95)	9%	(19)	204
All Christian	12%	(123)	14%	(152)	21%	(219)	47%	(489)	6%	(66)	1049
All Non-Christian	9%	(11)	18%	(21)	20%	(24)	46%	(53)	7%	(8)	116
Atheist	5%	(5)	17%	(15)	19%	(16)	54%	(48)	5%	(5)	88
Agnostic/Nothing in particular	10%	(50)	13%	(64)	15%	(77)	50%	(252)	13%	(67)	510
Something Else	15%	(66)	23%	(100)	15%	(64)	39%	(172)	8%	(36)	437
Religious Non-Protestant/Catholic	9%	(13)	21%	(29)	19%	(27)	45%	(62)	6%	(8)	139
Evangelical	18%	(115)	18%	(118)	18%	(114)	38%	(239)	8%	(51)	637
Non-Evangelical	9%	(71)	15%	(124)	20%	(163)	50%	(405)	6%	(50)	813
Community: Urban	14%	(90)	17%	(108)	20%	(128)	39%	(245)	9%	(55)	626
Community: Suburban	9%	(85)	15%	(143)	18%	(173)	51%	(495)	7%	(72)	968
Community: Rural	13%	(80)	16%	(100)	16%	(99)	45%	(273)	9%	(54)	606
Employ: Private Sector	13%	(89)	17%	(114)	21%	(137)	44%	(288)	5%	(31)	659
Employ: Government	13%	(21)	24%	(37)	16%	(25)	39%	(61)	8%	(13)	157
Employ: Self-Employed	17%	(32)	12%	(23)	17%	(33)	42%	(79)	12%	(22)	189
Employ: Homemaker	13%	(21)	16%	(26)	23%	(38)	41%	(68)	7%	(12)	166
Employ: Retired	6%	(28)	13%	(66)	15%	(78)	58%	(295)	8%	(39)	505
Employ: Unemployed	13%	(40)	14%	(41)	18%	(55)	43%	(128)	12%	(36)	300
Employ: Other	12%	(16)	16%	(21)	16%	(21)	44%	(57)	13%	(16)	131
Military HH: Yes	15%	(52)	15%	(54)	17%	(61)	44%	(155)	8%	(28)	350
Military HH: No	11%	(203)	16%	(297)	18%	(339)	46%	(858)	8%	(153)	1850
RD/WT: Right Direction	20%	(116)	20%	(119)	17%	(103)	32%	(186)	11%	(64)	588
RD/WT: Wrong Track	9%	(139)	14%	(232)	18%	(297)	51%	(827)	7%	(117)	1612
Trump Job Approve	20%	(180)	20%	(182)	17%	(157)	34%	(304)	8%	(74)	897
Trump Job Disapprove	6%	(70)	12%	(150)	19%	(231)	57%	(687)	6%	(69)	1206

Continued on next page

Table MTE1_3: How comfortable would you feel going to a movie theater at the following times?

September 2020

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
Adults	12%	(255)	16%	(351)	18%	(400)	46%	(1013)	8%	(181)	2200
Trump Job Strongly Approve	29%	(140)	18%	(89)	15%	(73)	29%	(144)	9%	(45)	490
Trump Job Somewhat Approve	10%	(40)	23%	(94)	21%	(84)	39%	(161)	7%	(29)	407
Trump Job Somewhat Disapprove	8%	(18)	19%	(45)	25%	(60)	45%	(110)	4%	(9)	242
Trump Job Strongly Disapprove	5%	(51)	11%	(105)	18%	(170)	60%	(577)	6%	(60)	964
Favorable of Trump	19%	(175)	20%	(180)	18%	(165)	34%	(307)	8%	(72)	899
Unfavorable of Trump	6%	(70)	13%	(155)	19%	(225)	56%	(668)	6%	(72)	1190
Very Favorable of Trump	26%	(140)	20%	(107)	15%	(80)	30%	(159)	8%	(44)	530
Somewhat Favorable of Trump	9%	(35)	20%	(73)	23%	(85)	40%	(148)	8%	(28)	369
Somewhat Unfavorable of Trump	7%	(14)	20%	(43)	23%	(49)	45%	(98)	5%	(12)	217
Very Unfavorable of Trump	6%	(56)	11%	(112)	18%	(176)	58%	(570)	6%	(60)	974
#1 Issue: Economy	14%	(109)	18%	(142)	20%	(156)	41%	(324)	6%	(50)	782
#1 Issue: Security	17%	(44)	18%	(46)	15%	(38)	35%	(89)	15%	(37)	254
#1 Issue: Health Care	8%	(31)	12%	(49)	20%	(81)	52%	(206)	8%	(34)	400
#1 Issue: Medicare / Social Security	7%	(22)	13%	(39)	14%	(42)	62%	(191)	4%	(12)	306
#1 Issue: Women's Issues	18%	(18)	12%	(12)	14%	(14)	37%	(37)	18%	(18)	100
#1 Issue: Education	7%	(8)	21%	(24)	13%	(15)	51%	(58)	7%	(8)	114
#1 Issue: Energy	10%	(12)	22%	(25)	32%	(36)	29%	(33)	7%	(8)	114
#1 Issue: Other	9%	(12)	11%	(14)	13%	(18)	57%	(74)	10%	(13)	130
2018 House Vote: Democrat	5%	(34)	11%	(80)	20%	(143)	59%	(414)	5%	(33)	704
2018 House Vote: Republican	19%	(120)	18%	(117)	18%	(115)	38%	(243)	7%	(46)	641
2018 House Vote: Someone else	14%	(9)	19%	(12)	17%	(11)	41%	(26)	9%	(6)	64
2016 Vote: Hillary Clinton	7%	(47)	11%	(77)	19%	(129)	58%	(399)	5%	(33)	685
2016 Vote: Donald Trump	17%	(114)	18%	(121)	20%	(138)	39%	(266)	7%	(46)	686
2016 Vote: Other	7%	(9)	13%	(17)	21%	(28)	49%	(63)	10%	(13)	129
2016 Vote: Didn't Vote	12%	(85)	19%	(135)	15%	(105)	41%	(285)	13%	(89)	700
Voted in 2014: Yes	11%	(136)	14%	(178)	18%	(229)	51%	(635)	5%	(66)	1244
Voted in 2014: No	12%	(119)	18%	(174)	18%	(171)	40%	(378)	12%	(115)	956

Continued on next page

Table MTE1_3: How comfortable would you feel going to a movie theater at the following times?
September 2020

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
Adults	12%	(255)	16%	(351)	18%	(400)	46%	(1013)	8%	(181)	2200
2012 Vote: Barack Obama	9%	(73)	12%	(100)	18%	(152)	57%	(490)	5%	(41)	856
2012 Vote: Mitt Romney	15%	(71)	19%	(88)	19%	(86)	39%	(183)	8%	(36)	464
2012 Vote: Other	15%	(12)	9%	(7)	15%	(12)	50%	(39)	11%	(9)	79
2012 Vote: Didn't Vote	12%	(99)	20%	(156)	19%	(149)	37%	(298)	12%	(95)	796
4-Region: Northeast	10%	(38)	14%	(55)	16%	(64)	53%	(208)	7%	(29)	394
4-Region: Midwest	13%	(62)	11%	(51)	22%	(103)	44%	(203)	9%	(43)	462
4-Region: South	11%	(91)	19%	(153)	17%	(139)	45%	(368)	9%	(72)	824
4-Region: West	12%	(63)	18%	(92)	18%	(94)	45%	(235)	7%	(37)	520
Fan of movies	11%	(217)	17%	(324)	19%	(376)	46%	(896)	7%	(134)	1948
Fan of TV	12%	(233)	16%	(318)	19%	(377)	46%	(915)	7%	(146)	1989
Comfortable going to a movie today	44%	(244)	44%	(242)	4%	(21)	3%	(17)	5%	(29)	552
Comfortable going to a movie in August 2020	44%	(246)	47%	(262)	5%	(26)	2%	(13)	2%	(13)	561
Comfortable going to a movie in September 2020	42%	(255)	58%	(351)	—	(0)	—	(0)	—	(0)	606
Comfortable going to a movie sometime in 2020	35%	(247)	45%	(317)	12%	(84)	6%	(39)	2%	(12)	699
Comfortable going to a movie sometime in 2021	20%	(242)	27%	(323)	22%	(267)	29%	(353)	2%	(26)	1210
Uncomfortable going to a movie today	—	(7)	7%	(102)	25%	(375)	65%	(979)	3%	(47)	1511
Uncomfortable going to a movie in August 2020	1%	(9)	6%	(88)	25%	(374)	66%	(990)	3%	(43)	1503
Uncomfortable going to a movie in September 2020	—	(0)	—	(0)	28%	(400)	72%	(1013)	—	(0)	1413
Uncomfortable going to a movie sometime in 2020	1%	(8)	2%	(30)	23%	(292)	73%	(937)	1%	(18)	1286
Uncomfortable going to a movie sometime in 2021	1%	(8)	2%	(10)	13%	(74)	80%	(465)	4%	(20)	577

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

Table MTE1_4: How comfortable would you feel going to a movie theater at the following times?
Sometime in 2020

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	13%	(292)	18%	(407)	19%	(422)	39%	(864)	10%	(216)	2200
Gender: Male	16%	(173)	18%	(189)	21%	(223)	37%	(388)	8%	(89)	1062
Gender: Female	10%	(119)	19%	(218)	17%	(199)	42%	(476)	11%	(126)	1138
Age: 18-34	17%	(108)	23%	(150)	22%	(146)	28%	(184)	10%	(66)	655
Age: 35-44	18%	(65)	22%	(78)	17%	(62)	32%	(114)	11%	(39)	358
Age: 45-64	12%	(93)	14%	(106)	20%	(148)	44%	(333)	9%	(71)	751
Age: 65+	6%	(26)	17%	(72)	15%	(65)	53%	(233)	9%	(39)	436
GenZers: 1997-2012	15%	(38)	26%	(65)	16%	(40)	28%	(72)	15%	(38)	253
Millennials: 1981-1996	17%	(99)	21%	(120)	23%	(132)	30%	(172)	8%	(46)	569
GenXers: 1965-1980	15%	(83)	17%	(93)	23%	(129)	36%	(201)	9%	(52)	559
Baby Boomers: 1946-1964	9%	(68)	15%	(112)	15%	(107)	52%	(379)	9%	(68)	735
PID: Dem (no lean)	7%	(58)	16%	(139)	20%	(170)	50%	(422)	7%	(59)	850
PID: Ind (no lean)	12%	(80)	19%	(129)	20%	(129)	36%	(235)	13%	(88)	661
PID: Rep (no lean)	22%	(153)	20%	(138)	18%	(122)	30%	(206)	10%	(68)	689
PID/Gender: Dem Men	8%	(33)	19%	(77)	24%	(96)	44%	(176)	5%	(20)	401
PID/Gender: Dem Women	6%	(26)	14%	(63)	17%	(75)	55%	(246)	9%	(40)	449
PID/Gender: Ind Men	14%	(44)	18%	(55)	17%	(53)	38%	(116)	13%	(39)	307
PID/Gender: Ind Women	10%	(36)	21%	(73)	22%	(77)	34%	(119)	14%	(49)	354
PID/Gender: Rep Men	27%	(96)	16%	(57)	21%	(75)	27%	(96)	9%	(31)	354
PID/Gender: Rep Women	17%	(57)	24%	(82)	14%	(47)	33%	(111)	11%	(38)	334
Ideo: Liberal (1-3)	9%	(60)	18%	(115)	18%	(118)	48%	(308)	7%	(46)	646
Ideo: Moderate (4)	10%	(65)	18%	(114)	23%	(147)	38%	(236)	10%	(63)	625
Ideo: Conservative (5-7)	21%	(146)	17%	(119)	18%	(125)	36%	(253)	9%	(62)	704
Educ: < College	13%	(200)	18%	(277)	19%	(283)	38%	(582)	11%	(170)	1512
Educ: Bachelors degree	13%	(59)	18%	(82)	20%	(87)	42%	(185)	7%	(31)	444
Educ: Post-grad	14%	(33)	19%	(48)	21%	(52)	40%	(97)	6%	(14)	244
Income: Under 50k	11%	(132)	20%	(245)	21%	(249)	38%	(454)	11%	(129)	1209
Income: 50k-100k	15%	(100)	15%	(102)	17%	(112)	43%	(289)	9%	(63)	668
Income: 100k+	18%	(59)	18%	(59)	19%	(61)	37%	(121)	7%	(23)	323
Ethnicity: White	14%	(237)	19%	(321)	20%	(340)	39%	(665)	9%	(158)	1722

Continued on next page

Table MTE1_4: How comfortable would you feel going to a movie theater at the following times?
Sometime in 2020

Demographic	Very comfortable	Somewhat comfortable	Not very comfortable	Not comfortable at all	Don't know / No opinion	Total N
Adults	13% (292)	18% (407)	19% (422)	39% (864)	10% (216)	2200
Ethnicity: Hispanic	13% (46)	21% (75)	28% (97)	30% (105)	8% (27)	349
Ethnicity: Black	10% (27)	20% (56)	11% (30)	44% (121)	15% (40)	274
Ethnicity: Other	14% (28)	15% (30)	25% (51)	38% (78)	9% (17)	204
All Christian	14% (151)	17% (177)	20% (214)	39% (412)	9% (94)	1049
All Non-Christian	11% (12)	24% (28)	19% (22)	38% (44)	8% (9)	116
Atheist	13% (12)	14% (12)	19% (17)	46% (41)	8% (7)	88
Agnostic/Nothing in particular	11% (55)	16% (84)	18% (90)	43% (218)	12% (62)	510
Something Else	14% (62)	24% (106)	18% (78)	34% (148)	10% (43)	437
Religious Non-Protestant/Catholic	10% (14)	23% (32)	21% (29)	38% (53)	7% (10)	139
Evangelical	17% (111)	22% (139)	19% (120)	31% (200)	11% (68)	637
Non-Evangelical	12% (100)	17% (137)	20% (164)	42% (344)	8% (69)	813
Community: Urban	15% (92)	19% (121)	22% (136)	34% (213)	10% (64)	626
Community: Suburban	11% (103)	18% (174)	19% (187)	43% (416)	9% (87)	968
Community: Rural	16% (96)	18% (112)	16% (98)	39% (235)	11% (65)	606
Employ: Private Sector	17% (109)	19% (127)	23% (149)	36% (235)	6% (39)	659
Employ: Government	21% (33)	24% (38)	17% (26)	28% (43)	11% (17)	157
Employ: Self-Employed	13% (25)	23% (44)	19% (36)	33% (62)	12% (23)	189
Employ: Homemaker	18% (30)	15% (25)	26% (42)	31% (51)	11% (18)	166
Employ: Retired	7% (37)	15% (75)	16% (79)	52% (261)	11% (54)	505
Employ: Unemployed	12% (35)	17% (52)	19% (57)	40% (120)	12% (36)	300
Employ: Other	11% (14)	17% (22)	18% (23)	44% (57)	11% (15)	131
Military HH: Yes	19% (65)	18% (63)	18% (62)	35% (123)	11% (37)	350
Military HH: No	12% (227)	19% (344)	19% (359)	40% (741)	10% (179)	1850
RD/WT: Right Direction	24% (142)	22% (131)	17% (97)	26% (152)	11% (66)	588
RD/WT: Wrong Track	9% (150)	17% (276)	20% (324)	44% (712)	9% (150)	1612
Trump Job Approve	23% (209)	23% (203)	17% (156)	28% (248)	9% (81)	897
Trump Job Disapprove	6% (77)	15% (180)	20% (246)	50% (598)	9% (106)	1206

Continued on next page

Table MTE1_4: How comfortable would you feel going to a movie theater at the following times?
Sometime in 2020

Demographic	Very comfortable	Somewhat comfortable	Not very comfortable	Not comfortable at all	Don't know / No opinion	Total N
Adults	13% (292)	18% (407)	19% (422)	39% (864)	10% (216)	2200
Trump Job Strongly Approve	31% (153)	21% (104)	13% (66)	25% (123)	9% (45)	490
Trump Job Somewhat Approve	14% (56)	24% (99)	22% (91)	31% (126)	9% (35)	407
Trump Job Somewhat Disapprove	9% (22)	21% (51)	24% (59)	38% (92)	8% (19)	242
Trump Job Strongly Disapprove	6% (54)	13% (129)	19% (187)	53% (506)	9% (88)	964
Favorable of Trump	23% (208)	22% (201)	18% (158)	28% (252)	9% (81)	899
Unfavorable of Trump	6% (76)	16% (186)	21% (246)	49% (581)	9% (101)	1190
Very Favorable of Trump	30% (159)	22% (116)	14% (75)	25% (134)	9% (47)	530
Somewhat Favorable of Trump	13% (49)	23% (84)	22% (83)	32% (118)	9% (34)	369
Somewhat Unfavorable of Trump	9% (19)	22% (48)	22% (47)	40% (88)	7% (15)	217
Very Unfavorable of Trump	6% (58)	14% (137)	20% (199)	51% (493)	9% (86)	974
#1 Issue: Economy	17% (130)	22% (174)	20% (158)	34% (266)	7% (54)	782
#1 Issue: Security	22% (56)	18% (46)	16% (40)	30% (76)	14% (36)	254
#1 Issue: Health Care	8% (30)	15% (61)	22% (88)	44% (178)	11% (43)	400
#1 Issue: Medicare / Social Security	11% (32)	12% (37)	18% (55)	53% (163)	6% (19)	306
#1 Issue: Women's Issues	9% (9)	24% (24)	17% (17)	30% (30)	20% (20)	100
#1 Issue: Education	8% (9)	23% (26)	16% (18)	43% (49)	9% (11)	114
#1 Issue: Energy	10% (11)	21% (24)	21% (24)	37% (42)	11% (13)	114
#1 Issue: Other	11% (14)	12% (16)	16% (21)	46% (59)	15% (19)	130
2018 House Vote: Democrat	5% (36)	14% (102)	22% (154)	51% (362)	7% (51)	704
2018 House Vote: Republican	23% (144)	20% (129)	18% (117)	31% (197)	8% (54)	641
2018 House Vote: Someone else	15% (10)	23% (14)	10% (7)	31% (20)	20% (13)	64
2016 Vote: Hillary Clinton	7% (48)	15% (105)	20% (136)	50% (343)	8% (54)	685
2016 Vote: Donald Trump	20% (138)	20% (138)	19% (130)	32% (220)	9% (60)	686
2016 Vote: Other	9% (12)	14% (19)	23% (29)	39% (51)	14% (18)	129
2016 Vote: Didn't Vote	13% (94)	21% (146)	18% (126)	36% (251)	12% (83)	700
Voted in 2014: Yes	13% (167)	16% (204)	19% (236)	43% (535)	8% (103)	1244
Voted in 2014: No	13% (125)	21% (203)	19% (186)	34% (329)	12% (113)	956

Continued on next page

Table MTE1_4: How comfortable would you feel going to a movie theater at the following times?
Sometime in 2020

Demographic	Very comfortable	Somewhat comfortable	Not very comfortable	Not comfortable at all	Don't know / No opinion	Total N
Adults	13% (292)	18% (407)	19% (422)	39% (864)	10% (216)	2200
2012 Vote: Barack Obama	9% (77)	15% (126)	20% (172)	49% (417)	8% (65)	856
2012 Vote: Mitt Romney	19% (90)	20% (94)	17% (77)	33% (153)	11% (50)	464
2012 Vote: Other	17% (14)	13% (10)	14% (11)	38% (30)	17% (14)	79
2012 Vote: Didn't Vote	14% (112)	22% (176)	20% (161)	33% (260)	11% (87)	796
4-Region: Northeast	10% (38)	18% (71)	17% (67)	45% (176)	11% (42)	394
4-Region: Midwest	14% (66)	16% (73)	23% (105)	37% (169)	11% (49)	462
4-Region: South	13% (107)	21% (174)	18% (144)	38% (313)	10% (86)	824
4-Region: West	16% (82)	17% (88)	20% (105)	40% (206)	8% (39)	520
Fan of movies	14% (267)	18% (356)	20% (399)	39% (751)	9% (176)	1948
Fan of TV	13% (258)	19% (380)	20% (396)	39% (776)	9% (178)	1989
Comfortable going to a movie today	46% (252)	39% (216)	6% (36)	4% (23)	5% (26)	552
Comfortable going to a movie in August 2020	48% (267)	41% (232)	5% (29)	2% (14)	3% (19)	561
Comfortable going to a movie in September 2020	46% (277)	47% (286)	4% (21)	3% (17)	1% (4)	606
Comfortable going to a movie sometime in 2020	42% (292)	58% (407)	— (0)	— (0)	— (0)	699
Comfortable going to a movie sometime in 2021	23% (280)	31% (373)	22% (271)	22% (264)	2% (22)	1210
Uncomfortable going to a movie today	2% (33)	12% (182)	25% (378)	55% (825)	6% (93)	1511
Uncomfortable going to a movie in August 2020	1% (22)	11% (167)	26% (391)	56% (838)	6% (86)	1503
Uncomfortable going to a movie in September 2020	1% (11)	8% (112)	28% (392)	59% (837)	4% (61)	1413
Uncomfortable going to a movie sometime in 2020	— (0)	— (0)	33% (422)	67% (864)	— (0)	1286
Uncomfortable going to a movie sometime in 2021	1% (6)	2% (14)	16% (93)	78% (453)	2% (11)	577

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

Table MTE1_5: How comfortable would you feel going to a movie theater at the following times?

Sometime in 2021

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	23%	(500)	32%	(710)	12%	(268)	14%	(309)	19%	(413)	2200
Gender: Male	27%	(291)	35%	(368)	11%	(112)	13%	(136)	15%	(154)	1062
Gender: Female	18%	(210)	30%	(341)	14%	(156)	15%	(173)	23%	(258)	1138
Age: 18-34	28%	(181)	32%	(211)	14%	(89)	11%	(71)	16%	(104)	655
Age: 35-44	29%	(105)	35%	(124)	10%	(35)	10%	(36)	16%	(57)	358
Age: 45-64	20%	(152)	32%	(237)	13%	(94)	16%	(118)	20%	(150)	751
Age: 65+	14%	(62)	31%	(137)	12%	(51)	19%	(84)	23%	(102)	436
GenZers: 1997-2012	27%	(68)	32%	(81)	15%	(38)	7%	(17)	20%	(50)	253
Millennials: 1981-1996	28%	(158)	34%	(193)	12%	(66)	13%	(72)	14%	(80)	569
GenXers: 1965-1980	26%	(146)	30%	(169)	13%	(70)	12%	(65)	19%	(108)	559
Baby Boomers: 1946-1964	16%	(120)	33%	(241)	11%	(82)	19%	(140)	21%	(152)	735
PID: Dem (no lean)	16%	(136)	36%	(304)	14%	(122)	16%	(134)	18%	(155)	850
PID: Ind (no lean)	22%	(144)	30%	(201)	13%	(87)	13%	(84)	22%	(144)	661
PID: Rep (no lean)	32%	(220)	30%	(204)	9%	(59)	13%	(91)	17%	(114)	689
PID/Gender: Dem Men	22%	(88)	42%	(167)	13%	(50)	12%	(50)	11%	(45)	401
PID/Gender: Dem Women	11%	(48)	30%	(137)	16%	(71)	19%	(84)	24%	(110)	449
PID/Gender: Ind Men	23%	(71)	30%	(91)	11%	(33)	15%	(46)	22%	(66)	307
PID/Gender: Ind Women	21%	(74)	31%	(110)	15%	(55)	11%	(38)	22%	(78)	354
PID/Gender: Rep Men	37%	(132)	31%	(110)	8%	(29)	11%	(40)	12%	(43)	354
PID/Gender: Rep Women	26%	(88)	28%	(94)	9%	(30)	15%	(51)	21%	(71)	334
Ideo: Liberal (1-3)	21%	(137)	36%	(231)	14%	(88)	13%	(85)	16%	(104)	646
Ideo: Moderate (4)	18%	(112)	36%	(223)	11%	(69)	14%	(87)	21%	(133)	625
Ideo: Conservative (5-7)	31%	(218)	27%	(192)	12%	(84)	14%	(101)	15%	(108)	704
Educ: < College	22%	(326)	30%	(456)	12%	(176)	16%	(235)	21%	(319)	1512
Educ: Bachelors degree	25%	(109)	36%	(160)	14%	(62)	11%	(51)	14%	(63)	444
Educ: Post-grad	27%	(65)	38%	(93)	13%	(31)	10%	(23)	13%	(32)	244
Income: Under 50k	20%	(247)	32%	(389)	11%	(137)	15%	(183)	21%	(252)	1209
Income: 50k-100k	24%	(157)	32%	(217)	13%	(87)	14%	(91)	17%	(116)	668
Income: 100k+	30%	(96)	32%	(104)	14%	(44)	11%	(35)	14%	(44)	323
Ethnicity: White	24%	(406)	33%	(560)	12%	(204)	14%	(242)	18%	(310)	1722

Continued on next page

Table MTE1_5: How comfortable would you feel going to a movie theater at the following times?
Sometime in 2021

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	23%	(500)	32%	(710)	12%	(268)	14%	(309)	19%	(413)	2200
Ethnicity: Hispanic	21%	(74)	34%	(119)	15%	(51)	14%	(49)	16%	(56)	349
Ethnicity: Black	22%	(61)	26%	(72)	14%	(38)	15%	(42)	22%	(61)	274
Ethnicity: Other	16%	(33)	38%	(78)	13%	(26)	12%	(25)	20%	(42)	204
All Christian	24%	(249)	32%	(339)	11%	(120)	15%	(154)	18%	(186)	1049
All Non-Christian	27%	(32)	36%	(42)	15%	(17)	8%	(9)	14%	(16)	116
Atheist	22%	(20)	38%	(33)	13%	(12)	13%	(11)	14%	(12)	88
Agnostic/Nothing in particular	20%	(100)	31%	(160)	16%	(80)	15%	(75)	19%	(95)	510
Something Else	23%	(100)	31%	(135)	9%	(39)	14%	(60)	24%	(104)	437
Religious Non-Protestant/Catholic	26%	(36)	38%	(53)	15%	(21)	6%	(9)	14%	(20)	139
Evangelical	27%	(173)	29%	(183)	9%	(57)	14%	(90)	21%	(134)	637
Non-Evangelical	21%	(170)	34%	(273)	12%	(95)	15%	(123)	19%	(152)	813
Community: Urban	25%	(157)	34%	(211)	12%	(77)	12%	(73)	17%	(108)	626
Community: Suburban	21%	(204)	33%	(318)	12%	(119)	15%	(142)	19%	(185)	968
Community: Rural	23%	(140)	30%	(180)	12%	(72)	15%	(94)	20%	(119)	606
Employ: Private Sector	29%	(192)	38%	(253)	12%	(81)	9%	(56)	12%	(77)	659
Employ: Government	29%	(45)	30%	(47)	7%	(11)	17%	(27)	17%	(27)	157
Employ: Self-Employed	23%	(44)	35%	(65)	9%	(16)	16%	(31)	17%	(33)	189
Employ: Homemaker	23%	(37)	30%	(49)	13%	(21)	14%	(23)	21%	(35)	166
Employ: Retired	15%	(76)	30%	(151)	12%	(59)	19%	(95)	25%	(125)	505
Employ: Unemployed	19%	(58)	27%	(81)	16%	(48)	15%	(44)	23%	(69)	300
Employ: Other	17%	(22)	25%	(32)	14%	(18)	21%	(28)	24%	(31)	131
Military HH: Yes	28%	(97)	29%	(103)	10%	(34)	13%	(44)	20%	(71)	350
Military HH: No	22%	(403)	33%	(606)	13%	(234)	14%	(265)	18%	(342)	1850
RD/WT: Right Direction	36%	(213)	29%	(172)	8%	(48)	10%	(61)	16%	(94)	588
RD/WT: Wrong Track	18%	(287)	33%	(538)	14%	(220)	15%	(248)	20%	(319)	1612
Trump Job Approve	34%	(301)	30%	(269)	8%	(71)	12%	(108)	17%	(149)	897
Trump Job Disapprove	16%	(192)	34%	(412)	15%	(185)	16%	(191)	19%	(227)	1206

Continued on next page

Table MTE1_5: How comfortable would you feel going to a movie theater at the following times?

Sometime in 2021

Demographic	Very comfortable	Somewhat comfortable	Not very comfortable	Not comfortable at all	Don't know / No opinion	Total N
Adults	23% (500)	32% (710)	12% (268)	14% (309)	19% (413)	2200
Trump Job Strongly Approve	41% (203)	24% (120)	8% (40)	12% (58)	14% (70)	490
Trump Job Somewhat Approve	24% (99)	37% (149)	8% (31)	12% (50)	19% (79)	407
Trump Job Somewhat Disapprove	24% (59)	35% (85)	13% (31)	13% (32)	15% (36)	242
Trump Job Strongly Disapprove	14% (133)	34% (327)	16% (154)	16% (159)	20% (191)	964
Favorable of Trump	33% (300)	30% (272)	8% (75)	12% (107)	16% (145)	899
Unfavorable of Trump	16% (191)	35% (414)	15% (177)	15% (182)	19% (226)	1190
Very Favorable of Trump	41% (217)	26% (140)	7% (39)	11% (61)	14% (74)	530
Somewhat Favorable of Trump	22% (83)	36% (132)	10% (36)	13% (46)	19% (71)	369
Somewhat Unfavorable of Trump	20% (44)	35% (75)	13% (29)	15% (32)	17% (37)	217
Very Unfavorable of Trump	15% (146)	35% (339)	15% (148)	15% (151)	19% (190)	974
#1 Issue: Economy	27% (213)	35% (274)	10% (77)	12% (96)	16% (122)	782
#1 Issue: Security	32% (81)	27% (68)	9% (22)	12% (32)	20% (51)	254
#1 Issue: Health Care	17% (68)	37% (148)	13% (52)	13% (50)	21% (83)	400
#1 Issue: Medicare / Social Security	13% (41)	30% (93)	13% (39)	23% (71)	20% (62)	306
#1 Issue: Women's Issues	22% (23)	28% (28)	14% (14)	13% (13)	22% (22)	100
#1 Issue: Education	18% (20)	30% (34)	19% (21)	13% (15)	20% (23)	114
#1 Issue: Energy	27% (30)	29% (33)	19% (21)	16% (18)	10% (11)	114
#1 Issue: Other	18% (23)	24% (31)	17% (22)	11% (15)	30% (39)	130
2018 House Vote: Democrat	15% (109)	36% (256)	13% (95)	16% (109)	19% (136)	704
2018 House Vote: Republican	33% (209)	34% (215)	10% (61)	10% (64)	14% (92)	641
2018 House Vote: Someone else	26% (17)	21% (14)	12% (8)	10% (6)	30% (19)	64
2016 Vote: Hillary Clinton	16% (111)	36% (247)	13% (91)	15% (101)	20% (136)	685
2016 Vote: Donald Trump	31% (211)	33% (229)	9% (59)	13% (86)	15% (102)	686
2016 Vote: Other	18% (24)	24% (31)	19% (24)	13% (16)	26% (34)	129
2016 Vote: Didn't Vote	22% (155)	29% (203)	13% (94)	15% (105)	20% (141)	700
Voted in 2014: Yes	23% (284)	33% (410)	12% (150)	14% (175)	18% (225)	1244
Voted in 2014: No	23% (216)	31% (300)	12% (118)	14% (135)	20% (187)	956

Continued on next page

Table MTE1_5: How comfortable would you feel going to a movie theater at the following times?

Sometime in 2021

Demographic	Very comfortable	Somewhat comfortable	Not very comfortable	Not comfortable at all	Don't know / No opinion	Total N
Adults	23% (500)	32% (710)	12% (268)	14% (309)	19% (413)	2200
2012 Vote: Barack Obama	17% (145)	34% (295)	14% (120)	16% (137)	19% (159)	856
2012 Vote: Mitt Romney	30% (139)	31% (145)	9% (44)	13% (59)	16% (76)	464
2012 Vote: Other	28% (22)	24% (19)	12% (10)	12% (9)	24% (19)	79
2012 Vote: Didn't Vote	24% (193)	31% (247)	12% (95)	13% (102)	20% (158)	796
4-Region: Northeast	20% (81)	37% (144)	13% (51)	13% (50)	17% (68)	394
4-Region: Midwest	24% (109)	27% (126)	16% (73)	14% (64)	19% (90)	462
4-Region: South	23% (189)	32% (262)	11% (89)	14% (116)	20% (168)	824
4-Region: West	23% (122)	34% (177)	11% (55)	15% (79)	17% (87)	520
Fan of movies	23% (454)	34% (656)	12% (232)	13% (251)	18% (355)	1948
Fan of TV	23% (452)	33% (663)	12% (239)	14% (271)	18% (364)	1989
Comfortable going to a movie today	60% (332)	27% (150)	4% (24)	2% (11)	6% (35)	552
Comfortable going to a movie in August 2020	60% (337)	28% (158)	3% (19)	2% (14)	6% (34)	561
Comfortable going to a movie in September 2020	63% (383)	30% (182)	2% (15)	1% (3)	4% (23)	606
Comfortable going to a movie sometime in 2020	61% (430)	32% (224)	1% (9)	2% (12)	4% (25)	699
Comfortable going to a movie sometime in 2021	41% (500)	59% (710)	— (0)	— (0)	— (0)	1210
Uncomfortable going to a movie today	11% (160)	36% (550)	16% (237)	19% (287)	18% (276)	1511
Uncomfortable going to a movie in August 2020	10% (156)	36% (541)	17% (248)	19% (287)	18% (270)	1503
Uncomfortable going to a movie in September 2020	8% (109)	36% (511)	17% (244)	21% (294)	18% (255)	1413
Uncomfortable going to a movie sometime in 2020	5% (69)	36% (465)	19% (250)	23% (295)	16% (205)	1286
Uncomfortable going to a movie sometime in 2021	— (0)	— (0)	46% (268)	54% (309)	— (0)	577

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

Table MTE2_1: How likely are you to go to a movie theater at the following times?

Today

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(149)	7%	(143)	11%	(247)	69%	(1528)	6%	(133)	2200
Gender: Male	9%	(92)	7%	(72)	13%	(137)	66%	(697)	6%	(64)	1062
Gender: Female	5%	(57)	6%	(71)	10%	(110)	73%	(831)	6%	(69)	1138
Age: 18-34	10%	(65)	8%	(54)	15%	(101)	55%	(363)	11%	(72)	655
Age: 35-44	11%	(38)	7%	(25)	16%	(57)	62%	(223)	4%	(15)	358
Age: 45-64	5%	(40)	6%	(46)	8%	(59)	76%	(574)	4%	(32)	751
Age: 65+	1%	(6)	4%	(19)	7%	(30)	84%	(368)	3%	(14)	436
GenZers: 1997-2012	11%	(28)	11%	(28)	16%	(40)	50%	(126)	12%	(32)	253
Millennials: 1981-1996	9%	(50)	6%	(36)	16%	(89)	61%	(347)	8%	(47)	569
GenXers: 1965-1980	7%	(40)	8%	(47)	12%	(66)	67%	(377)	5%	(29)	559
Baby Boomers: 1946-1964	4%	(31)	4%	(29)	7%	(48)	82%	(605)	3%	(22)	735
PID: Dem (no lean)	5%	(43)	7%	(58)	9%	(81)	75%	(634)	4%	(34)	850
PID: Ind (no lean)	4%	(28)	5%	(36)	13%	(83)	69%	(459)	8%	(55)	661
PID: Rep (no lean)	11%	(78)	7%	(49)	12%	(84)	63%	(434)	6%	(44)	689
PID/Gender: Dem Men	6%	(26)	9%	(37)	13%	(50)	70%	(281)	2%	(7)	401
PID/Gender: Dem Women	4%	(17)	5%	(21)	7%	(30)	79%	(354)	6%	(27)	449
PID/Gender: Ind Men	5%	(15)	5%	(17)	12%	(38)	67%	(205)	11%	(32)	307
PID/Gender: Ind Women	4%	(13)	5%	(19)	13%	(45)	72%	(254)	7%	(23)	354
PID/Gender: Rep Men	15%	(51)	5%	(19)	14%	(48)	60%	(211)	7%	(24)	354
PID/Gender: Rep Women	8%	(27)	9%	(30)	11%	(35)	67%	(223)	6%	(20)	334
Ideo: Liberal (1-3)	8%	(53)	5%	(32)	12%	(80)	72%	(468)	2%	(13)	646
Ideo: Moderate (4)	3%	(21)	8%	(48)	11%	(68)	72%	(452)	6%	(36)	625
Ideo: Conservative (5-7)	10%	(67)	7%	(50)	10%	(73)	68%	(478)	5%	(36)	704
Educ: < College	7%	(101)	6%	(97)	11%	(162)	68%	(1031)	8%	(121)	1512
Educ: Bachelors degree	7%	(31)	6%	(28)	11%	(51)	73%	(326)	2%	(8)	444
Educ: Post-grad	7%	(16)	7%	(17)	14%	(35)	70%	(171)	2%	(5)	244
Income: Under 50k	6%	(73)	6%	(75)	11%	(131)	69%	(830)	8%	(100)	1209
Income: 50k-100k	8%	(53)	7%	(47)	12%	(77)	69%	(461)	4%	(29)	668
Income: 100k+	7%	(23)	6%	(21)	12%	(39)	73%	(236)	1%	(4)	323
Ethnicity: White	6%	(110)	6%	(99)	12%	(204)	70%	(1211)	6%	(98)	1722
Ethnicity: Hispanic	12%	(43)	10%	(36)	15%	(53)	54%	(190)	8%	(27)	349

Continued on next page

Table MTE2_1: How likely are you to go to a movie theater at the following times?

Today

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
Adults	7%	(149)	7%	(143)	11%	(247)	69%	(1528)	6%	(133)	2200
Ethnicity: Black	11%	(31)	12%	(32)	4%	(12)	63%	(172)	10%	(27)	274
Ethnicity: Other	4%	(7)	6%	(12)	15%	(31)	71%	(146)	4%	(8)	204
All Christian	8%	(84)	6%	(64)	11%	(112)	71%	(742)	4%	(46)	1049
All Non-Christian	7%	(8)	6%	(7)	12%	(14)	71%	(82)	4%	(5)	116
Atheist	2%	(2)	9%	(8)	11%	(10)	76%	(67)	2%	(2)	88
Agnostic/Nothing in particular	4%	(21)	4%	(22)	13%	(65)	68%	(348)	10%	(53)	510
Something Else	8%	(33)	10%	(42)	11%	(46)	66%	(288)	6%	(28)	437
Religious Non-Protestant/Catholic	7%	(10)	7%	(10)	11%	(15)	70%	(98)	4%	(6)	139
Evangelical	12%	(76)	9%	(56)	10%	(62)	65%	(412)	5%	(30)	637
Non-Evangelical	5%	(39)	6%	(45)	11%	(93)	73%	(594)	5%	(43)	813
Community: Urban	10%	(62)	7%	(45)	12%	(77)	65%	(409)	5%	(34)	626
Community: Suburban	6%	(56)	5%	(47)	10%	(98)	74%	(712)	6%	(55)	968
Community: Rural	5%	(31)	8%	(51)	12%	(73)	67%	(407)	7%	(44)	606
Employ: Private Sector	7%	(47)	7%	(48)	15%	(98)	68%	(448)	3%	(18)	659
Employ: Government	10%	(16)	10%	(16)	12%	(20)	60%	(94)	7%	(11)	157
Employ: Self-Employed	8%	(15)	8%	(15)	13%	(24)	62%	(117)	9%	(18)	189
Employ: Homemaker	7%	(12)	5%	(9)	10%	(16)	71%	(118)	6%	(11)	166
Employ: Retired	3%	(16)	4%	(21)	7%	(35)	83%	(418)	3%	(16)	505
Employ: Unemployed	9%	(26)	8%	(25)	12%	(35)	60%	(179)	12%	(37)	300
Employ: Other	9%	(12)	6%	(7)	5%	(7)	72%	(94)	8%	(10)	131
Military HH: Yes	9%	(30)	7%	(24)	11%	(39)	70%	(245)	4%	(12)	350
Military HH: No	6%	(119)	6%	(119)	11%	(208)	69%	(1283)	7%	(121)	1850
RD/WT: Right Direction	12%	(72)	9%	(54)	12%	(71)	59%	(346)	8%	(45)	588
RD/WT: Wrong Track	5%	(77)	6%	(89)	11%	(176)	73%	(1182)	5%	(88)	1612
Trump Job Approve	11%	(101)	9%	(79)	12%	(104)	63%	(567)	5%	(46)	897
Trump Job Disapprove	4%	(44)	5%	(62)	11%	(132)	76%	(913)	5%	(55)	1206
Trump Job Strongly Approve	17%	(85)	8%	(37)	11%	(53)	57%	(280)	7%	(34)	490
Trump Job Somewhat Approve	4%	(16)	10%	(42)	12%	(50)	71%	(287)	3%	(11)	407
Trump Job Somewhat Disapprove	5%	(12)	9%	(22)	12%	(29)	69%	(168)	5%	(11)	242
Trump Job Strongly Disapprove	3%	(32)	4%	(40)	11%	(103)	77%	(746)	5%	(44)	964

Continued on next page

Table MTE2_1: How likely are you to go to a movie theater at the following times?

Today

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
Adults	7%	(149)	7%	(143)	11%	(247)	69%	(1528)	6%	(133)	2200
Favorable of Trump	12%	(104)	9%	(78)	11%	(103)	64%	(571)	5%	(44)	899
Unfavorable of Trump	3%	(37)	5%	(60)	11%	(131)	76%	(908)	5%	(54)	1190
Very Favorable of Trump	16%	(86)	7%	(39)	11%	(58)	59%	(316)	6%	(32)	530
Somewhat Favorable of Trump	5%	(17)	11%	(39)	12%	(45)	69%	(256)	3%	(12)	369
Somewhat Unfavorable of Trump	2%	(4)	10%	(22)	10%	(21)	74%	(159)	5%	(11)	217
Very Unfavorable of Trump	3%	(33)	4%	(38)	11%	(110)	77%	(749)	5%	(44)	974
#1 Issue: Economy	7%	(58)	9%	(68)	12%	(97)	66%	(515)	6%	(44)	782
#1 Issue: Security	10%	(26)	6%	(15)	11%	(28)	65%	(165)	8%	(20)	254
#1 Issue: Health Care	6%	(22)	5%	(22)	10%	(39)	74%	(298)	5%	(20)	400
#1 Issue: Medicare / Social Security	5%	(17)	3%	(10)	9%	(29)	78%	(240)	4%	(11)	306
#1 Issue: Women's Issues	14%	(14)	6%	(6)	10%	(10)	51%	(51)	19%	(19)	100
#1 Issue: Education	4%	(5)	6%	(7)	17%	(19)	67%	(77)	6%	(6)	114
#1 Issue: Energy	2%	(2)	13%	(15)	17%	(19)	62%	(70)	6%	(7)	114
#1 Issue: Other	4%	(5)	1%	(2)	5%	(6)	86%	(112)	4%	(6)	130
2018 House Vote: Democrat	3%	(23)	6%	(41)	9%	(67)	79%	(559)	2%	(15)	704
2018 House Vote: Republican	11%	(70)	8%	(49)	12%	(75)	65%	(417)	5%	(30)	641
2018 House Vote: Someone else	3%	(2)	1%	(1)	12%	(8)	77%	(49)	6%	(4)	64
2016 Vote: Hillary Clinton	4%	(28)	6%	(41)	10%	(67)	78%	(533)	2%	(16)	685
2016 Vote: Donald Trump	9%	(60)	8%	(52)	11%	(74)	68%	(470)	5%	(31)	686
2016 Vote: Other	2%	(2)	2%	(3)	11%	(15)	78%	(101)	6%	(8)	129
2016 Vote: Didn't Vote	8%	(58)	7%	(47)	13%	(92)	61%	(424)	11%	(78)	700
Voted in 2014: Yes	6%	(71)	6%	(75)	11%	(134)	74%	(924)	3%	(40)	1244
Voted in 2014: No	8%	(78)	7%	(68)	12%	(113)	63%	(604)	10%	(93)	956
2012 Vote: Barack Obama	5%	(47)	5%	(44)	10%	(88)	77%	(657)	2%	(20)	856
2012 Vote: Mitt Romney	8%	(38)	7%	(31)	10%	(48)	70%	(325)	5%	(23)	464
2012 Vote: Other	2%	(1)	5%	(4)	11%	(9)	77%	(61)	5%	(4)	79
2012 Vote: Didn't Vote	8%	(63)	8%	(64)	13%	(102)	60%	(481)	11%	(86)	796

Continued on next page

Table MTE2_1: How likely are you to go to a movie theater at the following times?

Today

Demographic	Very likely	Somewhat likely	Not very likely	Not likely at all	Don't know / No opinion	Total N
Adults	7% (149)	7% (143)	11% (247)	69% (1528)	6% (133)	2200
4-Region: Northeast	7% (27)	8% (30)	10% (39)	70% (275)	6% (22)	394
4-Region: Midwest	7% (32)	6% (27)	11% (52)	70% (323)	6% (29)	462
4-Region: South	6% (49)	7% (56)	11% (92)	70% (577)	6% (50)	824
4-Region: West	8% (41)	6% (31)	12% (64)	68% (352)	6% (32)	520
Fan of movies	7% (133)	6% (123)	12% (233)	70% (1355)	5% (103)	1948
Fan of TV	7% (140)	6% (128)	11% (223)	70% (1393)	5% (105)	1989
Comfortable going to a movie today	26% (144)	21% (114)	15% (85)	33% (182)	5% (27)	552
Comfortable going to a movie in August 2020	24% (136)	20% (112)	16% (93)	33% (187)	6% (33)	561
Comfortable going to a movie in September 2020	22% (133)	17% (105)	18% (110)	37% (226)	5% (32)	606
Comfortable going to a movie sometime in 2020	18% (128)	16% (114)	18% (125)	43% (303)	4% (30)	699
Comfortable going to a movie sometime in 2021	10% (126)	9% (107)	15% (183)	62% (751)	4% (43)	1210
Uncomfortable going to a movie today	— (4)	2% (28)	10% (158)	86% (1293)	2% (28)	1511
Uncomfortable going to a movie in August 2020	1% (8)	2% (31)	10% (144)	86% (1293)	2% (26)	1503
Uncomfortable going to a movie in September 2020	— (5)	2% (33)	9% (124)	86% (1221)	2% (30)	1413
Uncomfortable going to a movie sometime in 2020	1% (11)	2% (23)	8% (109)	86% (1110)	3% (33)	1286
Uncomfortable going to a movie sometime in 2021	1% (8)	4% (23)	7% (42)	85% (489)	3% (15)	577

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

Table MTE2_2: How likely are you to go to a movie theater at the following times?

August 2020

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
Adults	6%	(142)	9%	(190)	14%	(308)	64%	(1418)	6%	(142)	2200
Gender: Male	8%	(87)	9%	(96)	16%	(172)	61%	(642)	6%	(64)	1062
Gender: Female	5%	(54)	8%	(95)	12%	(136)	68%	(776)	7%	(78)	1138
Age: 18-34	7%	(47)	12%	(81)	18%	(120)	50%	(328)	12%	(79)	655
Age: 35-44	12%	(42)	10%	(38)	16%	(59)	56%	(201)	5%	(18)	358
Age: 45-64	6%	(46)	6%	(45)	13%	(97)	71%	(530)	4%	(34)	751
Age: 65+	1%	(7)	6%	(27)	7%	(32)	82%	(359)	3%	(11)	436
GenZers: 1997-2012	7%	(17)	17%	(44)	19%	(48)	42%	(106)	16%	(39)	253
Millennials: 1981-1996	8%	(45)	10%	(56)	17%	(98)	56%	(321)	9%	(49)	569
GenXers: 1965-1980	8%	(46)	8%	(47)	16%	(91)	62%	(347)	5%	(28)	559
Baby Boomers: 1946-1964	5%	(33)	5%	(39)	9%	(67)	78%	(571)	3%	(23)	735
PID: Dem (no lean)	5%	(44)	7%	(60)	13%	(113)	70%	(599)	4%	(34)	850
PID: Ind (no lean)	5%	(32)	8%	(54)	14%	(95)	64%	(423)	9%	(58)	661
PID: Rep (no lean)	10%	(66)	11%	(76)	15%	(100)	58%	(396)	7%	(49)	689
PID/Gender: Dem Men	7%	(26)	9%	(38)	18%	(72)	64%	(255)	2%	(9)	401
PID/Gender: Dem Women	4%	(18)	5%	(22)	9%	(41)	76%	(343)	6%	(25)	449
PID/Gender: Ind Men	5%	(16)	9%	(28)	13%	(40)	64%	(195)	9%	(27)	307
PID/Gender: Ind Women	4%	(15)	7%	(25)	16%	(55)	64%	(228)	9%	(31)	354
PID/Gender: Rep Men	13%	(45)	8%	(29)	17%	(61)	54%	(192)	8%	(27)	354
PID/Gender: Rep Women	6%	(21)	14%	(47)	12%	(39)	61%	(205)	7%	(22)	334
Ideo: Liberal (1-3)	6%	(39)	9%	(58)	13%	(81)	70%	(454)	2%	(14)	646
Ideo: Moderate (4)	4%	(27)	9%	(58)	13%	(82)	67%	(421)	6%	(37)	625
Ideo: Conservative (5-7)	10%	(68)	9%	(61)	15%	(106)	61%	(427)	6%	(42)	704
Educ: < College	6%	(96)	9%	(129)	14%	(209)	63%	(953)	8%	(125)	1512
Educ: Bachelors degree	6%	(26)	9%	(38)	14%	(64)	68%	(303)	3%	(13)	444
Educ: Post-grad	8%	(19)	9%	(23)	14%	(35)	66%	(162)	2%	(4)	244
Income: Under 50k	5%	(64)	9%	(105)	14%	(167)	64%	(770)	9%	(104)	1209
Income: 50k-100k	8%	(55)	8%	(55)	15%	(97)	64%	(427)	5%	(33)	668
Income: 100k+	7%	(23)	9%	(30)	14%	(44)	68%	(221)	2%	(5)	323
Ethnicity: White	6%	(107)	8%	(142)	15%	(251)	65%	(1122)	6%	(99)	1722
Ethnicity: Hispanic	8%	(29)	16%	(56)	16%	(58)	53%	(185)	6%	(22)	349

Continued on next page

Table MTE2_2: How likely are you to go to a movie theater at the following times?
August 2020

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
Adults	6%	(142)	9%	(190)	14%	(308)	64%	(1418)	6%	(142)	2200
Ethnicity: Black	10%	(28)	12%	(33)	8%	(21)	59%	(161)	11%	(31)	274
Ethnicity: Other	3%	(6)	7%	(15)	17%	(35)	67%	(136)	6%	(11)	204
All Christian	7%	(76)	9%	(93)	14%	(149)	65%	(677)	5%	(54)	1049
All Non-Christian	4%	(5)	9%	(11)	17%	(19)	64%	(75)	6%	(7)	116
Atheist	3%	(3)	3%	(3)	15%	(13)	77%	(69)	2%	(1)	88
Agnostic/Nothing in particular	5%	(23)	5%	(25)	14%	(73)	67%	(339)	10%	(49)	510
Something Else	8%	(35)	13%	(58)	12%	(54)	59%	(259)	7%	(31)	437
Religious Non-Protestant/Catholic	4%	(6)	11%	(16)	17%	(24)	62%	(86)	5%	(7)	139
Evangelical	11%	(69)	13%	(80)	15%	(96)	56%	(356)	6%	(36)	637
Non-Evangelical	5%	(40)	8%	(65)	12%	(100)	69%	(560)	6%	(48)	813
Community: Urban	9%	(54)	10%	(65)	13%	(83)	61%	(383)	7%	(42)	626
Community: Suburban	5%	(51)	7%	(65)	14%	(139)	68%	(656)	6%	(58)	968
Community: Rural	6%	(37)	10%	(60)	14%	(87)	63%	(379)	7%	(42)	606
Employ: Private Sector	8%	(51)	9%	(58)	18%	(115)	63%	(412)	3%	(22)	659
Employ: Government	11%	(17)	15%	(24)	13%	(20)	55%	(86)	6%	(10)	157
Employ: Self-Employed	7%	(12)	15%	(28)	10%	(20)	57%	(108)	11%	(21)	189
Employ: Homemaker	7%	(12)	11%	(19)	9%	(15)	62%	(103)	10%	(17)	166
Employ: Retired	3%	(16)	5%	(26)	11%	(54)	78%	(395)	3%	(15)	505
Employ: Unemployed	6%	(19)	6%	(19)	17%	(52)	61%	(183)	9%	(27)	300
Employ: Other	8%	(10)	9%	(12)	11%	(14)	59%	(77)	13%	(17)	131
Military HH: Yes	9%	(31)	10%	(34)	14%	(50)	63%	(222)	4%	(14)	350
Military HH: No	6%	(111)	8%	(156)	14%	(258)	65%	(1197)	7%	(128)	1850
RD/WT: Right Direction	11%	(66)	12%	(71)	16%	(92)	52%	(304)	9%	(55)	588
RD/WT: Wrong Track	5%	(75)	7%	(119)	13%	(216)	69%	(1115)	5%	(87)	1612
Trump Job Approve	11%	(95)	12%	(105)	15%	(131)	57%	(509)	6%	(57)	897
Trump Job Disapprove	4%	(44)	7%	(83)	14%	(163)	71%	(859)	5%	(58)	1206
Trump Job Strongly Approve	15%	(74)	13%	(63)	13%	(65)	51%	(249)	8%	(39)	490
Trump Job Somewhat Approve	5%	(20)	10%	(42)	16%	(66)	64%	(260)	5%	(19)	407
Trump Job Somewhat Disapprove	6%	(14)	13%	(31)	14%	(34)	64%	(154)	4%	(9)	242
Trump Job Strongly Disapprove	3%	(30)	5%	(52)	13%	(129)	73%	(705)	5%	(49)	964

Continued on next page

Table MTE2_2: How likely are you to go to a movie theater at the following times?
August 2020

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
Adults	6%	(142)	9%	(190)	14%	(308)	64%	(1418)	6%	(142)	2200
Favorable of Trump	11%	(97)	12%	(109)	14%	(124)	58%	(518)	6%	(52)	899
Unfavorable of Trump	3%	(40)	6%	(74)	14%	(169)	71%	(849)	5%	(59)	1190
Very Favorable of Trump	15%	(79)	12%	(66)	12%	(64)	54%	(284)	7%	(37)	530
Somewhat Favorable of Trump	5%	(18)	12%	(43)	16%	(60)	63%	(233)	4%	(15)	369
Somewhat Unfavorable of Trump	3%	(6)	8%	(18)	18%	(40)	66%	(143)	5%	(10)	217
Very Unfavorable of Trump	3%	(34)	6%	(56)	13%	(129)	72%	(706)	5%	(49)	974
#1 Issue: Economy	8%	(60)	10%	(80)	15%	(120)	61%	(479)	6%	(43)	782
#1 Issue: Security	11%	(28)	8%	(20)	13%	(34)	58%	(148)	9%	(23)	254
#1 Issue: Health Care	5%	(18)	9%	(38)	11%	(44)	70%	(282)	5%	(19)	400
#1 Issue: Medicare / Social Security	4%	(12)	6%	(19)	14%	(43)	72%	(221)	3%	(11)	306
#1 Issue: Women's Issues	10%	(10)	8%	(8)	12%	(12)	49%	(49)	21%	(21)	100
#1 Issue: Education	2%	(2)	10%	(12)	11%	(12)	68%	(77)	9%	(10)	114
#1 Issue: Energy	5%	(6)	9%	(10)	28%	(31)	52%	(59)	6%	(7)	114
#1 Issue: Other	4%	(5)	3%	(4)	9%	(12)	79%	(103)	5%	(7)	130
2018 House Vote: Democrat	3%	(23)	7%	(47)	13%	(89)	75%	(529)	2%	(16)	704
2018 House Vote: Republican	10%	(66)	10%	(65)	14%	(91)	60%	(384)	5%	(35)	641
2018 House Vote: Someone else	3%	(2)	1%	(1)	15%	(9)	75%	(48)	6%	(4)	64
2016 Vote: Hillary Clinton	4%	(30)	7%	(49)	13%	(86)	74%	(504)	2%	(17)	685
2016 Vote: Donald Trump	9%	(63)	10%	(66)	13%	(90)	63%	(434)	5%	(33)	686
2016 Vote: Other	2%	(3)	2%	(3)	17%	(22)	70%	(90)	8%	(11)	129
2016 Vote: Didn't Vote	6%	(45)	10%	(72)	16%	(110)	56%	(390)	12%	(81)	700
Voted in 2014: Yes	6%	(79)	8%	(95)	14%	(169)	69%	(858)	3%	(43)	1244
Voted in 2014: No	7%	(62)	10%	(95)	15%	(139)	59%	(561)	10%	(99)	956
2012 Vote: Barack Obama	6%	(52)	7%	(58)	13%	(107)	72%	(618)	2%	(21)	856
2012 Vote: Mitt Romney	9%	(40)	8%	(39)	14%	(63)	63%	(294)	6%	(28)	464
2012 Vote: Other	2%	(2)	5%	(4)	16%	(13)	71%	(56)	6%	(5)	79
2012 Vote: Didn't Vote	6%	(48)	11%	(88)	16%	(125)	56%	(447)	11%	(89)	796

Continued on next page

Table MTE2_2: How likely are you to go to a movie theater at the following times?
August 2020

Demographic	Very likely	Somewhat likely	Not very likely	Not likely at all	Don't know / No opinion	Total N
Adults	6% (142)	9% (190)	14% (308)	64% (1418)	6% (142)	2200
4-Region: Northeast	7% (29)	8% (32)	12% (46)	67% (264)	6% (24)	394
4-Region: Midwest	8% (38)	8% (37)	13% (61)	63% (293)	7% (33)	462
4-Region: South	6% (48)	9% (75)	15% (122)	63% (522)	7% (59)	824
4-Region: West	5% (27)	9% (47)	15% (80)	65% (340)	5% (26)	520
Fan of movies	7% (130)	8% (165)	15% (290)	64% (1247)	6% (115)	1948
Fan of TV	7% (135)	9% (175)	14% (282)	65% (1284)	6% (114)	1989
Comfortable going to a movie today	24% (130)	28% (152)	20% (109)	23% (126)	6% (36)	552
Comfortable going to a movie in August 2020	24% (133)	30% (168)	18% (103)	21% (120)	6% (36)	561
Comfortable going to a movie in September 2020	22% (133)	27% (166)	21% (127)	24% (144)	6% (35)	606
Comfortable going to a movie sometime in 2020	18% (126)	24% (167)	22% (154)	31% (217)	5% (34)	699
Comfortable going to a movie sometime in 2021	11% (128)	13% (160)	19% (225)	54% (655)	4% (42)	1210
Uncomfortable going to a movie today	1% (11)	2% (37)	13% (195)	82% (1238)	2% (30)	1511
Uncomfortable going to a movie in August 2020	1% (8)	1% (22)	13% (194)	83% (1250)	2% (27)	1503
Uncomfortable going to a movie in September 2020	— (4)	1% (20)	12% (164)	85% (1197)	2% (28)	1413
Uncomfortable going to a movie sometime in 2020	1% (9)	1% (17)	11% (140)	85% (1091)	2% (28)	1286
Uncomfortable going to a movie sometime in 2021	2% (9)	2% (12)	10% (55)	84% (487)	3% (15)	577

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

Table MTE2_3: How likely are you to go to a movie theater at the following times?

September 2020

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	8%	(178)	10%	(223)	15%	(333)	59%	(1297)	8%	(169)	2200
Gender: Male	11%	(114)	11%	(114)	16%	(173)	55%	(584)	7%	(77)	1062
Gender: Female	6%	(63)	10%	(109)	14%	(160)	63%	(713)	8%	(93)	1138
Age: 18-34	11%	(74)	14%	(91)	19%	(124)	44%	(288)	12%	(79)	655
Age: 35-44	12%	(44)	11%	(41)	18%	(63)	49%	(176)	9%	(34)	358
Age: 45-64	6%	(49)	8%	(58)	14%	(102)	67%	(502)	5%	(40)	751
Age: 65+	3%	(12)	8%	(33)	10%	(43)	76%	(331)	4%	(17)	436
GenZers: 1997-2012	12%	(30)	13%	(32)	25%	(62)	35%	(88)	16%	(41)	253
Millennials: 1981-1996	10%	(57)	14%	(82)	16%	(89)	50%	(285)	10%	(56)	569
GenXers: 1965-1980	9%	(52)	9%	(50)	16%	(92)	59%	(329)	6%	(35)	559
Baby Boomers: 1946-1964	5%	(37)	7%	(53)	11%	(83)	72%	(526)	5%	(35)	735
PID: Dem (no lean)	6%	(49)	10%	(82)	14%	(123)	66%	(561)	4%	(36)	850
PID: Ind (no lean)	6%	(41)	10%	(68)	15%	(96)	58%	(385)	11%	(71)	661
PID: Rep (no lean)	13%	(88)	11%	(73)	17%	(114)	51%	(352)	9%	(62)	689
PID/Gender: Dem Men	10%	(40)	11%	(46)	17%	(68)	59%	(238)	2%	(9)	401
PID/Gender: Dem Women	2%	(9)	8%	(36)	12%	(55)	72%	(323)	6%	(27)	449
PID/Gender: Ind Men	6%	(20)	12%	(36)	14%	(43)	57%	(174)	11%	(34)	307
PID/Gender: Ind Women	6%	(21)	9%	(32)	15%	(53)	59%	(211)	11%	(38)	354
PID/Gender: Rep Men	15%	(54)	9%	(32)	18%	(62)	49%	(172)	10%	(34)	354
PID/Gender: Rep Women	10%	(34)	12%	(41)	15%	(52)	54%	(180)	8%	(28)	334
Ideo: Liberal (1-3)	8%	(51)	11%	(68)	13%	(87)	65%	(418)	3%	(21)	646
Ideo: Moderate (4)	5%	(33)	11%	(66)	16%	(100)	62%	(384)	7%	(41)	625
Ideo: Conservative (5-7)	12%	(83)	11%	(78)	16%	(111)	54%	(380)	7%	(52)	704
Educ: < College	8%	(124)	9%	(136)	15%	(233)	58%	(872)	10%	(148)	1512
Educ: Bachelors degree	7%	(30)	13%	(56)	14%	(61)	63%	(281)	4%	(16)	444
Educ: Post-grad	10%	(24)	13%	(31)	16%	(38)	59%	(144)	2%	(5)	244
Income: Under 50k	7%	(85)	10%	(120)	15%	(178)	58%	(704)	10%	(123)	1209
Income: 50k-100k	9%	(60)	11%	(72)	16%	(108)	58%	(389)	6%	(38)	668
Income: 100k+	10%	(33)	10%	(31)	15%	(47)	63%	(204)	3%	(8)	323
Ethnicity: White	8%	(135)	10%	(165)	16%	(271)	60%	(1028)	7%	(123)	1722
Ethnicity: Hispanic	13%	(46)	12%	(42)	19%	(67)	47%	(164)	9%	(30)	349

Continued on next page

Table MTE2_3: How likely are you to go to a movie theater at the following times?
September 2020

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
Adults	8%	(178)	10%	(223)	15%	(333)	59%	(1297)	8%	(169)	2200
Ethnicity: Black	12%	(32)	14%	(38)	6%	(16)	56%	(155)	12%	(34)	274
Ethnicity: Other	5%	(11)	10%	(21)	22%	(45)	56%	(115)	6%	(13)	204
All Christian	9%	(95)	9%	(91)	16%	(164)	60%	(631)	6%	(67)	1049
All Non-Christian	9%	(10)	11%	(13)	19%	(22)	56%	(65)	6%	(7)	116
Atheist	3%	(3)	14%	(13)	16%	(14)	65%	(58)	1%	(1)	88
Agnostic/Nothing in particular	5%	(25)	10%	(51)	13%	(68)	61%	(312)	11%	(54)	510
Something Else	10%	(45)	13%	(56)	15%	(64)	53%	(231)	9%	(41)	437
Religious Non-Protestant/Catholic	8%	(12)	11%	(15)	20%	(28)	55%	(77)	5%	(7)	139
Evangelical	13%	(83)	12%	(75)	15%	(99)	52%	(333)	7%	(47)	637
Non-Evangelical	7%	(53)	8%	(67)	15%	(121)	63%	(511)	7%	(61)	813
Community: Urban	11%	(68)	13%	(81)	14%	(87)	55%	(342)	8%	(48)	626
Community: Suburban	7%	(65)	8%	(76)	16%	(159)	63%	(607)	6%	(61)	968
Community: Rural	7%	(45)	11%	(65)	14%	(86)	58%	(349)	10%	(60)	606
Employ: Private Sector	9%	(59)	13%	(83)	18%	(118)	57%	(374)	4%	(26)	659
Employ: Government	16%	(25)	12%	(18)	13%	(20)	50%	(78)	10%	(16)	157
Employ: Self-Employed	13%	(25)	12%	(22)	13%	(25)	50%	(94)	12%	(22)	189
Employ: Homemaker	7%	(11)	10%	(16)	12%	(21)	60%	(99)	11%	(18)	166
Employ: Retired	3%	(17)	7%	(36)	13%	(64)	72%	(364)	5%	(25)	505
Employ: Unemployed	9%	(27)	8%	(23)	13%	(40)	59%	(176)	11%	(34)	300
Employ: Other	4%	(6)	10%	(13)	19%	(25)	55%	(72)	12%	(15)	131
Military HH: Yes	11%	(39)	10%	(37)	16%	(57)	56%	(197)	6%	(21)	350
Military HH: No	7%	(138)	10%	(187)	15%	(276)	59%	(1100)	8%	(149)	1850
RD/WT: Right Direction	15%	(87)	14%	(85)	17%	(98)	43%	(254)	11%	(65)	588
RD/WT: Wrong Track	6%	(90)	9%	(138)	15%	(235)	65%	(1044)	7%	(105)	1612
Trump Job Approve	13%	(118)	12%	(111)	16%	(146)	49%	(441)	9%	(81)	897
Trump Job Disapprove	5%	(55)	9%	(108)	14%	(172)	67%	(808)	5%	(63)	1206
Trump Job Strongly Approve	20%	(96)	12%	(59)	14%	(70)	44%	(217)	10%	(47)	490
Trump Job Somewhat Approve	5%	(21)	13%	(52)	19%	(76)	55%	(224)	8%	(34)	407
Trump Job Somewhat Disapprove	9%	(21)	13%	(32)	14%	(34)	60%	(145)	4%	(10)	242
Trump Job Strongly Disapprove	4%	(35)	8%	(76)	14%	(138)	69%	(663)	6%	(53)	964

Continued on next page

Table MTE2_3: How likely are you to go to a movie theater at the following times?
September 2020

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	8%	(178)	10%	(223)	15%	(333)	59%	(1297)	8%	(169)	2200
Favorable of Trump	14%	(122)	12%	(108)	16%	(144)	50%	(449)	8%	(75)	899
Unfavorable of Trump	4%	(50)	9%	(106)	15%	(176)	67%	(796)	5%	(62)	1190
Very Favorable of Trump	19%	(102)	11%	(59)	14%	(75)	46%	(244)	10%	(51)	530
Somewhat Favorable of Trump	6%	(21)	13%	(49)	19%	(69)	56%	(205)	7%	(25)	369
Somewhat Unfavorable of Trump	6%	(13)	12%	(26)	18%	(39)	61%	(131)	4%	(8)	217
Very Unfavorable of Trump	4%	(37)	8%	(80)	14%	(138)	68%	(664)	6%	(55)	974
#1 Issue: Economy	10%	(81)	11%	(87)	17%	(132)	55%	(430)	7%	(51)	782
#1 Issue: Security	12%	(32)	12%	(30)	14%	(36)	50%	(127)	11%	(29)	254
#1 Issue: Health Care	6%	(24)	9%	(37)	11%	(46)	67%	(268)	6%	(25)	400
#1 Issue: Medicare / Social Security	6%	(17)	6%	(17)	15%	(44)	69%	(212)	5%	(15)	306
#1 Issue: Women's Issues	8%	(8)	9%	(9)	20%	(20)	42%	(42)	20%	(20)	100
#1 Issue: Education	4%	(5)	14%	(15)	16%	(18)	55%	(63)	11%	(12)	114
#1 Issue: Energy	4%	(4)	19%	(21)	20%	(23)	50%	(56)	8%	(9)	114
#1 Issue: Other	4%	(6)	4%	(5)	10%	(14)	76%	(98)	5%	(7)	130
2018 House Vote: Democrat	4%	(28)	9%	(66)	13%	(94)	70%	(491)	4%	(26)	704
2018 House Vote: Republican	13%	(82)	10%	(67)	17%	(106)	53%	(341)	7%	(46)	641
2018 House Vote: Someone else	3%	(2)	8%	(5)	11%	(7)	71%	(45)	7%	(5)	64
2016 Vote: Hillary Clinton	6%	(40)	9%	(64)	11%	(79)	70%	(480)	3%	(23)	685
2016 Vote: Donald Trump	10%	(72)	10%	(72)	16%	(111)	56%	(382)	7%	(50)	686
2016 Vote: Other	2%	(3)	6%	(8)	16%	(21)	66%	(85)	9%	(12)	129
2016 Vote: Didn't Vote	9%	(63)	11%	(80)	17%	(122)	50%	(350)	12%	(85)	700
Voted in 2014: Yes	7%	(90)	10%	(119)	14%	(174)	64%	(798)	5%	(64)	1244
Voted in 2014: No	9%	(87)	11%	(104)	17%	(159)	52%	(499)	11%	(106)	956
2012 Vote: Barack Obama	6%	(53)	8%	(73)	13%	(112)	69%	(588)	4%	(31)	856
2012 Vote: Mitt Romney	9%	(42)	10%	(48)	16%	(75)	57%	(263)	8%	(37)	464
2012 Vote: Other	1%	(1)	9%	(7)	17%	(13)	64%	(51)	8%	(7)	79
2012 Vote: Didn't Vote	10%	(82)	12%	(95)	17%	(132)	49%	(393)	12%	(95)	796

Continued on next page

Table MTE2_3: How likely are you to go to a movie theater at the following times?
September 2020

Demographic	Very likely	Somewhat likely	Not very likely	Not likely at all	Don't know / No opinion	Total N
Adults	8% (178)	10% (223)	15% (333)	59% (1297)	8% (169)	2200
4-Region: Northeast	9% (34)	10% (38)	13% (52)	62% (245)	6% (24)	394
4-Region: Midwest	8% (36)	10% (45)	16% (74)	57% (264)	9% (44)	462
4-Region: South	7% (58)	11% (87)	15% (120)	59% (490)	8% (69)	824
4-Region: West	9% (49)	10% (54)	17% (86)	58% (299)	6% (32)	520
Fan of movies	8% (162)	11% (208)	15% (299)	58% (1137)	7% (141)	1948
Fan of TV	8% (164)	10% (202)	15% (307)	59% (1173)	7% (143)	1989
Comfortable going to a movie today	30% (165)	29% (158)	17% (91)	16% (86)	10% (53)	552
Comfortable going to a movie in August 2020	30% (171)	27% (154)	17% (95)	16% (91)	9% (51)	561
Comfortable going to a movie in September 2020	28% (169)	30% (182)	19% (115)	16% (98)	7% (41)	606
Comfortable going to a movie sometime in 2020	25% (172)	26% (184)	22% (156)	21% (144)	6% (44)	699
Comfortable going to a movie sometime in 2021	14% (175)	16% (196)	20% (241)	45% (546)	4% (52)	1210
Uncomfortable going to a movie today	1% (12)	4% (66)	16% (236)	76% (1154)	3% (43)	1511
Uncomfortable going to a movie in August 2020	— (7)	5% (68)	15% (226)	77% (1159)	3% (43)	1503
Uncomfortable going to a movie in September 2020	1% (8)	3% (37)	14% (202)	80% (1136)	2% (30)	1413
Uncomfortable going to a movie sometime in 2020	— (4)	3% (38)	12% (159)	82% (1058)	2% (27)	1286
Uncomfortable going to a movie sometime in 2021	— (3)	2% (11)	10% (58)	84% (487)	3% (18)	577

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

Table MTE2_4: How likely are you to go to a movie theater at the following times?
Sometime in 2020

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(206)	14%	(318)	16%	(355)	50%	(1108)	10%	(213)	2200
Gender: Male	13%	(133)	16%	(170)	17%	(179)	46%	(489)	9%	(91)	1062
Gender: Female	6%	(73)	13%	(148)	15%	(176)	54%	(619)	11%	(123)	1138
Age: 18-34	13%	(84)	17%	(109)	20%	(134)	39%	(252)	12%	(76)	655
Age: 35-44	13%	(46)	19%	(69)	16%	(57)	41%	(145)	11%	(41)	358
Age: 45-64	8%	(58)	13%	(96)	15%	(110)	57%	(427)	8%	(60)	751
Age: 65+	4%	(19)	10%	(44)	12%	(53)	65%	(284)	8%	(37)	436
GenZers: 1997-2012	16%	(41)	17%	(42)	23%	(57)	31%	(77)	14%	(36)	253
Millennials: 1981-1996	11%	(60)	17%	(95)	19%	(107)	43%	(243)	11%	(64)	569
GenXers: 1965-1980	10%	(54)	15%	(86)	17%	(94)	50%	(281)	8%	(44)	559
Baby Boomers: 1946-1964	7%	(50)	12%	(86)	11%	(84)	61%	(450)	9%	(64)	735
PID: Dem (no lean)	7%	(58)	15%	(125)	15%	(129)	57%	(486)	6%	(52)	850
PID: Ind (no lean)	7%	(47)	14%	(90)	20%	(131)	48%	(317)	12%	(76)	661
PID: Rep (no lean)	15%	(101)	15%	(103)	14%	(95)	44%	(305)	12%	(85)	689
PID/Gender: Dem Men	11%	(43)	19%	(77)	18%	(72)	49%	(197)	3%	(13)	401
PID/Gender: Dem Women	3%	(15)	11%	(48)	13%	(57)	64%	(289)	9%	(40)	449
PID/Gender: Ind Men	7%	(23)	15%	(46)	16%	(49)	50%	(154)	11%	(35)	307
PID/Gender: Ind Women	7%	(24)	13%	(44)	23%	(81)	46%	(163)	12%	(41)	354
PID/Gender: Rep Men	19%	(68)	13%	(47)	16%	(58)	39%	(138)	12%	(43)	354
PID/Gender: Rep Women	10%	(33)	17%	(56)	11%	(37)	50%	(167)	12%	(42)	334
Ideo: Liberal (1-3)	9%	(57)	16%	(103)	16%	(103)	54%	(346)	6%	(37)	646
Ideo: Moderate (4)	6%	(36)	15%	(92)	18%	(110)	52%	(325)	10%	(61)	625
Ideo: Conservative (5-7)	14%	(101)	15%	(103)	14%	(101)	47%	(332)	10%	(67)	704
Educ: < College	9%	(135)	14%	(206)	15%	(228)	51%	(768)	12%	(175)	1512
Educ: Bachelors degree	9%	(39)	16%	(71)	19%	(84)	50%	(224)	6%	(26)	444
Educ: Post-grad	13%	(32)	17%	(41)	18%	(43)	48%	(117)	5%	(12)	244
Income: Under 50k	8%	(99)	14%	(170)	16%	(192)	50%	(602)	12%	(146)	1209
Income: 50k-100k	10%	(67)	14%	(94)	17%	(113)	51%	(341)	8%	(53)	668
Income: 100k+	12%	(40)	17%	(53)	15%	(50)	51%	(166)	4%	(14)	323
Ethnicity: White	9%	(162)	14%	(246)	17%	(292)	50%	(861)	9%	(162)	1722
Ethnicity: Hispanic	11%	(38)	19%	(65)	20%	(69)	41%	(142)	10%	(36)	349

Continued on next page

Table MTE2_4: How likely are you to go to a movie theater at the following times?
Sometime in 2020

Demographic	Very likely	Somewhat likely	Not very likely	Not likely at all	Don't know / No opinion	Total N
Adults	9% (206)	14% (318)	16% (355)	50% (1108)	10% (213)	2200
Ethnicity: Black	11% (31)	13% (36)	9% (23)	54% (149)	13% (34)	274
Ethnicity: Other	6% (13)	18% (36)	19% (40)	48% (99)	8% (17)	204
All Christian	10% (107)	14% (150)	15% (162)	51% (537)	9% (92)	1049
All Non-Christian	8% (10)	18% (21)	20% (23)	47% (55)	7% (8)	116
Atheist	10% (9)	12% (10)	18% (16)	59% (53)	1% (1)	88
Agnostic/Nothing in particular	8% (38)	11% (58)	18% (93)	51% (262)	11% (58)	510
Something Else	10% (42)	18% (78)	14% (60)	46% (203)	12% (54)	437
Religious Non-Protestant/Catholic	8% (11)	19% (26)	19% (26)	48% (67)	6% (8)	139
Evangelical	12% (77)	18% (118)	13% (81)	45% (288)	11% (72)	637
Non-Evangelical	8% (67)	13% (104)	17% (136)	53% (432)	9% (74)	813
Community: Urban	13% (79)	17% (107)	15% (94)	45% (284)	10% (62)	626
Community: Suburban	8% (75)	14% (132)	17% (163)	53% (513)	9% (85)	968
Community: Rural	9% (53)	13% (79)	16% (97)	51% (311)	11% (66)	606
Employ: Private Sector	11% (76)	17% (110)	19% (126)	48% (313)	5% (34)	659
Employ: Government	15% (24)	19% (30)	15% (24)	39% (62)	11% (18)	157
Employ: Self-Employed	11% (21)	16% (31)	15% (28)	46% (87)	12% (22)	189
Employ: Homemaker	7% (12)	15% (25)	14% (24)	49% (81)	14% (24)	166
Employ: Retired	5% (25)	11% (58)	13% (66)	61% (310)	9% (47)	505
Employ: Unemployed	9% (28)	11% (32)	16% (47)	51% (152)	14% (42)	300
Employ: Other	6% (8)	11% (15)	18% (23)	55% (72)	9% (12)	131
Military HH: Yes	11% (39)	14% (50)	19% (68)	47% (164)	8% (29)	350
Military HH: No	9% (167)	14% (268)	15% (286)	51% (944)	10% (185)	1850
RD/WT: Right Direction	18% (108)	14% (84)	16% (95)	39% (232)	12% (69)	588
RD/WT: Wrong Track	6% (98)	15% (234)	16% (260)	54% (877)	9% (144)	1612
Trump Job Approve	15% (133)	17% (152)	15% (134)	42% (375)	11% (103)	897
Trump Job Disapprove	5% (65)	13% (162)	17% (201)	57% (692)	7% (87)	1206
Trump Job Strongly Approve	21% (104)	16% (79)	12% (60)	40% (195)	11% (53)	490
Trump Job Somewhat Approve	7% (29)	18% (73)	18% (74)	44% (180)	12% (50)	407
Trump Job Somewhat Disapprove	9% (23)	18% (44)	20% (48)	46% (111)	7% (16)	242
Trump Job Strongly Disapprove	4% (42)	12% (117)	16% (153)	60% (581)	7% (71)	964

Continued on next page

Table MTE2_4: How likely are you to go to a movie theater at the following times?
Sometime in 2020

Demographic	Very likely	Somewhat likely	Not very likely	Not likely at all	Don't know / No opinion	Total N
Adults	9% (206)	14% (318)	16% (355)	50% (1108)	10% (213)	2200
Favorable of Trump	15% (138)	17% (157)	14% (127)	42% (379)	11% (98)	899
Unfavorable of Trump	5% (63)	13% (155)	17% (205)	57% (684)	7% (84)	1190
Very Favorable of Trump	20% (104)	18% (95)	11% (58)	40% (214)	11% (59)	530
Somewhat Favorable of Trump	9% (34)	17% (62)	19% (69)	45% (165)	10% (39)	369
Somewhat Unfavorable of Trump	6% (13)	15% (34)	23% (50)	49% (106)	6% (13)	217
Very Unfavorable of Trump	5% (50)	12% (121)	16% (155)	59% (577)	7% (71)	974
#1 Issue: Economy	11% (86)	18% (142)	18% (141)	44% (343)	9% (69)	782
#1 Issue: Security	15% (39)	14% (36)	12% (31)	45% (114)	13% (33)	254
#1 Issue: Health Care	6% (25)	13% (50)	17% (68)	56% (222)	9% (34)	400
#1 Issue: Medicare / Social Security	5% (16)	11% (34)	15% (46)	61% (188)	7% (22)	306
#1 Issue: Women's Issues	5% (5)	11% (11)	13% (13)	46% (47)	24% (24)	100
#1 Issue: Education	7% (7)	18% (20)	15% (17)	52% (60)	9% (10)	114
#1 Issue: Energy	14% (16)	12% (13)	21% (24)	48% (54)	6% (6)	114
#1 Issue: Other	8% (11)	8% (10)	12% (16)	61% (80)	10% (14)	130
2018 House Vote: Democrat	5% (35)	14% (96)	15% (109)	60% (423)	6% (43)	704
2018 House Vote: Republican	15% (95)	15% (95)	16% (105)	45% (286)	9% (60)	641
2018 House Vote: Someone else	5% (3)	9% (6)	17% (11)	63% (40)	6% (4)	64
2016 Vote: Hillary Clinton	6% (40)	15% (100)	14% (97)	59% (407)	6% (41)	685
2016 Vote: Donald Trump	13% (87)	16% (107)	15% (104)	46% (319)	10% (68)	686
2016 Vote: Other	3% (4)	13% (16)	17% (22)	56% (72)	11% (14)	129
2016 Vote: Didn't Vote	11% (74)	13% (94)	19% (131)	44% (311)	13% (89)	700
Voted in 2014: Yes	9% (111)	14% (176)	16% (196)	54% (672)	7% (88)	1244
Voted in 2014: No	10% (95)	15% (141)	17% (159)	46% (436)	13% (125)	956
2012 Vote: Barack Obama	7% (62)	13% (113)	15% (129)	59% (503)	6% (49)	856
2012 Vote: Mitt Romney	11% (50)	15% (69)	16% (75)	46% (214)	12% (55)	464
2012 Vote: Other	3% (3)	18% (15)	14% (11)	52% (41)	12% (10)	79
2012 Vote: Didn't Vote	11% (91)	15% (120)	17% (139)	44% (347)	12% (100)	796

Continued on next page

**Table MTE2_4: How likely are you to go to a movie theater at the following times?
Sometime in 2020**

Demographic	Very likely	Somewhat likely	Not very likely	Not likely at all	Don't know / No opinion	Total N
Adults	9% (206)	14% (318)	16% (355)	50% (1108)	10% (213)	2200
4-Region: Northeast	9% (35)	16% (64)	13% (53)	53% (210)	8% (32)	394
4-Region: Midwest	11% (49)	12% (55)	17% (78)	49% (226)	12% (54)	462
4-Region: South	9% (73)	15% (120)	15% (122)	52% (425)	10% (84)	824
4-Region: West	9% (49)	15% (79)	20% (102)	47% (247)	8% (43)	520
Fan of movies	10% (194)	15% (285)	17% (327)	49% (959)	9% (181)	1948
Fan of TV	9% (187)	15% (292)	16% (326)	50% (1003)	9% (181)	1989
Comfortable going to a movie today	32% (176)	31% (169)	12% (66)	16% (86)	10% (55)	552
Comfortable going to a movie in August 2020	33% (183)	31% (176)	13% (72)	14% (77)	9% (53)	561
Comfortable going to a movie in September 2020	31% (187)	34% (209)	12% (73)	15% (89)	8% (48)	606
Comfortable going to a movie sometime in 2020	27% (188)	38% (264)	14% (100)	14% (96)	7% (51)	699
Comfortable going to a movie sometime in 2021	17% (202)	23% (280)	21% (251)	34% (414)	5% (63)	1210
Uncomfortable going to a movie today	2% (27)	10% (146)	19% (281)	64% (971)	6% (87)	1511
Uncomfortable going to a movie in August 2020	2% (23)	9% (138)	18% (273)	66% (986)	6% (83)	1503
Uncomfortable going to a movie in September 2020	1% (14)	7% (105)	19% (264)	68% (963)	5% (66)	1413
Uncomfortable going to a movie sometime in 2020	1% (17)	4% (48)	19% (243)	74% (945)	3% (33)	1286
Uncomfortable going to a movie sometime in 2021	1% (4)	3% (16)	12% (70)	81% (467)	4% (20)	577

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

Table MTE2_5: How likely are you to go to a movie theater at the following times?
Sometime in 2021

Demographic	Very likely	Somewhat likely	Not very likely	Not likely at all	Don't know / No opinion	Total N
Adults	20% (446)	28% (624)	12% (266)	23% (503)	16% (361)	2200
Gender: Male	26% (280)	28% (295)	12% (132)	20% (217)	13% (138)	1062
Gender: Female	15% (167)	29% (328)	12% (135)	25% (286)	20% (222)	1138
Age: 18-34	29% (189)	25% (164)	10% (64)	21% (136)	16% (102)	655
Age: 35-44	28% (99)	34% (120)	12% (43)	14% (50)	13% (45)	358
Age: 45-64	16% (117)	29% (219)	13% (100)	25% (189)	17% (126)	751
Age: 65+	9% (40)	28% (121)	13% (59)	30% (129)	20% (88)	436
GenZers: 1997-2012	33% (84)	21% (54)	11% (28)	15% (37)	20% (51)	253
Millennials: 1981-1996	25% (145)	30% (171)	11% (60)	21% (121)	13% (72)	569
GenXers: 1965-1980	21% (120)	31% (175)	12% (65)	19% (108)	16% (91)	559
Baby Boomers: 1946-1964	13% (94)	27% (200)	14% (100)	28% (205)	18% (136)	735
PID: Dem (no lean)	18% (156)	30% (258)	14% (115)	23% (195)	15% (125)	850
PID: Ind (no lean)	17% (113)	28% (185)	13% (84)	23% (152)	19% (127)	661
PID: Rep (no lean)	26% (177)	26% (181)	10% (67)	23% (155)	16% (108)	689
PID/Gender: Dem Men	27% (107)	32% (127)	13% (52)	18% (74)	10% (40)	401
PID/Gender: Dem Women	11% (49)	29% (131)	14% (63)	27% (122)	19% (85)	449
PID/Gender: Ind Men	18% (55)	25% (77)	15% (46)	23% (71)	19% (58)	307
PID/Gender: Ind Women	16% (58)	30% (108)	11% (38)	23% (82)	19% (69)	354
PID/Gender: Rep Men	33% (118)	26% (91)	9% (33)	20% (73)	11% (40)	354
PID/Gender: Rep Women	18% (60)	27% (89)	10% (34)	25% (83)	21% (69)	334
Ideo: Liberal (1-3)	23% (151)	30% (193)	15% (94)	20% (132)	12% (76)	646
Ideo: Moderate (4)	15% (92)	33% (209)	12% (76)	21% (133)	18% (114)	625
Ideo: Conservative (5-7)	24% (166)	26% (182)	11% (74)	25% (179)	15% (103)	704
Educ: < College	19% (291)	27% (402)	11% (164)	25% (379)	18% (276)	1512
Educ: Bachelors degree	20% (89)	33% (144)	16% (69)	18% (80)	14% (61)	444
Educ: Post-grad	27% (66)	32% (77)	14% (33)	18% (45)	10% (23)	244
Income: Under 50k	19% (228)	26% (316)	10% (119)	27% (324)	18% (223)	1209
Income: 50k-100k	20% (133)	32% (215)	14% (95)	19% (124)	15% (102)	668
Income: 100k+	26% (86)	29% (93)	16% (53)	17% (56)	11% (36)	323
Ethnicity: White	20% (352)	29% (497)	12% (206)	23% (398)	16% (267)	1722
Ethnicity: Hispanic	24% (85)	26% (92)	12% (42)	24% (84)	14% (47)	349

Continued on next page

Table MTE2_5: How likely are you to go to a movie theater at the following times?
Sometime in 2021

Demographic	Very likely	Somewhat likely	Not very likely	Not likely at all	Don't know / No opinion	Total N
Adults	20% (446)	28% (624)	12% (266)	23% (503)	16% (361)	2200
Ethnicity: Black	23% (64)	22% (59)	10% (27)	23% (64)	22% (60)	274
Ethnicity: Other	15% (30)	33% (67)	16% (33)	20% (41)	16% (34)	204
All Christian	19% (203)	29% (301)	12% (123)	24% (257)	16% (165)	1049
All Non-Christian	27% (32)	34% (40)	14% (16)	11% (13)	14% (16)	116
Atheist	25% (22)	28% (25)	15% (13)	27% (24)	5% (4)	88
Agnostic/Nothing in particular	19% (96)	25% (129)	14% (73)	24% (123)	18% (90)	510
Something Else	21% (93)	30% (130)	9% (40)	20% (87)	20% (87)	437
Religious Non-Protestant/Catholic	26% (36)	36% (50)	15% (21)	10% (14)	13% (18)	139
Evangelical	24% (156)	26% (165)	11% (69)	21% (134)	18% (114)	637
Non-Evangelical	16% (133)	31% (250)	11% (88)	26% (207)	17% (135)	813
Community: Urban	28% (173)	29% (183)	8% (53)	19% (118)	16% (100)	626
Community: Suburban	17% (167)	29% (283)	14% (138)	23% (219)	17% (160)	968
Community: Rural	18% (106)	26% (157)	12% (75)	27% (166)	17% (101)	606
Employ: Private Sector	24% (159)	34% (225)	13% (86)	18% (118)	11% (71)	659
Employ: Government	30% (48)	25% (39)	11% (17)	24% (37)	10% (16)	157
Employ: Self-Employed	25% (47)	26% (49)	10% (18)	21% (39)	19% (36)	189
Employ: Homemaker	20% (33)	28% (46)	7% (12)	25% (41)	21% (35)	166
Employ: Retired	10% (52)	28% (142)	13% (67)	29% (145)	20% (99)	505
Employ: Unemployed	18% (54)	22% (67)	12% (37)	28% (84)	19% (58)	300
Employ: Other	16% (21)	28% (37)	12% (16)	24% (31)	20% (26)	131
Military HH: Yes	23% (80)	26% (90)	15% (54)	20% (71)	16% (55)	350
Military HH: No	20% (366)	29% (533)	11% (213)	23% (432)	17% (306)	1850
RD/WT: Right Direction	29% (174)	26% (152)	9% (52)	21% (125)	15% (86)	588
RD/WT: Wrong Track	17% (273)	29% (472)	13% (214)	23% (378)	17% (275)	1612
Trump Job Approve	27% (241)	27% (246)	9% (79)	22% (198)	15% (133)	897
Trump Job Disapprove	16% (195)	30% (366)	15% (178)	23% (280)	16% (188)	1206
Trump Job Strongly Approve	32% (155)	24% (118)	9% (44)	23% (111)	13% (63)	490
Trump Job Somewhat Approve	21% (87)	32% (129)	9% (35)	21% (87)	17% (69)	407
Trump Job Somewhat Disapprove	23% (56)	32% (77)	15% (36)	18% (43)	12% (30)	242
Trump Job Strongly Disapprove	14% (138)	30% (289)	15% (142)	25% (236)	16% (158)	964

Continued on next page

Table MTE2_5: How likely are you to go to a movie theater at the following times?
Sometime in 2021

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
Adults	20%	(446)	28%	(624)	12%	(266)	23%	(503)	16%	(361)	2200
Favorable of Trump	27%	(242)	28%	(255)	9%	(79)	22%	(197)	14%	(126)	899
Unfavorable of Trump	16%	(192)	30%	(359)	15%	(180)	23%	(273)	16%	(187)	1190
Very Favorable of Trump	33%	(174)	25%	(132)	8%	(41)	22%	(117)	12%	(66)	530
Somewhat Favorable of Trump	19%	(68)	33%	(122)	10%	(38)	22%	(80)	16%	(60)	369
Somewhat Unfavorable of Trump	19%	(41)	26%	(57)	19%	(42)	20%	(43)	16%	(34)	217
Very Unfavorable of Trump	15%	(150)	31%	(302)	14%	(139)	24%	(230)	16%	(153)	974
#1 Issue: Economy	25%	(199)	32%	(252)	9%	(73)	17%	(136)	16%	(121)	782
#1 Issue: Security	22%	(56)	27%	(68)	8%	(20)	27%	(69)	16%	(42)	254
#1 Issue: Health Care	16%	(63)	32%	(128)	14%	(54)	23%	(92)	16%	(63)	400
#1 Issue: Medicare / Social Security	11%	(34)	25%	(76)	13%	(38)	35%	(106)	17%	(51)	306
#1 Issue: Women's Issues	17%	(17)	22%	(22)	19%	(19)	17%	(17)	25%	(25)	100
#1 Issue: Education	22%	(25)	23%	(26)	19%	(21)	19%	(22)	17%	(19)	114
#1 Issue: Energy	30%	(34)	19%	(21)	16%	(18)	27%	(31)	9%	(10)	114
#1 Issue: Other	14%	(18)	24%	(31)	17%	(22)	23%	(30)	23%	(29)	130
2018 House Vote: Democrat	15%	(106)	32%	(223)	15%	(103)	23%	(161)	16%	(112)	704
2018 House Vote: Republican	24%	(156)	31%	(197)	11%	(70)	20%	(128)	14%	(90)	641
2018 House Vote: Someone else	16%	(10)	18%	(12)	17%	(11)	30%	(19)	19%	(12)	64
2016 Vote: Hillary Clinton	17%	(116)	31%	(213)	13%	(91)	23%	(158)	16%	(107)	685
2016 Vote: Donald Trump	23%	(161)	31%	(213)	10%	(66)	23%	(156)	13%	(90)	686
2016 Vote: Other	13%	(17)	22%	(29)	17%	(22)	21%	(27)	26%	(33)	129
2016 Vote: Didn't Vote	22%	(152)	24%	(169)	12%	(87)	23%	(162)	19%	(130)	700
Voted in 2014: Yes	18%	(228)	31%	(380)	13%	(162)	23%	(281)	16%	(193)	1244
Voted in 2014: No	23%	(218)	25%	(244)	11%	(104)	23%	(222)	18%	(168)	956
2012 Vote: Barack Obama	16%	(141)	32%	(273)	14%	(119)	23%	(194)	15%	(130)	856
2012 Vote: Mitt Romney	21%	(99)	29%	(134)	11%	(49)	24%	(111)	15%	(71)	464
2012 Vote: Other	15%	(12)	27%	(21)	13%	(10)	23%	(18)	22%	(17)	79
2012 Vote: Didn't Vote	24%	(193)	24%	(194)	11%	(88)	22%	(179)	18%	(143)	796

Continued on next page

**Table MTE2_5: How likely are you to go to a movie theater at the following times?
Sometime in 2021**

Demographic	Very likely	Somewhat likely	Not very likely	Not likely at all	Don't know / No opinion	Total N
Adults	20% (446)	28% (624)	12% (266)	23% (503)	16% (361)	2200
4-Region: Northeast	22% (87)	30% (120)	12% (48)	20% (77)	16% (62)	394
4-Region: Midwest	19% (89)	23% (107)	13% (61)	26% (122)	18% (84)	462
4-Region: South	18% (149)	30% (251)	12% (98)	22% (180)	18% (146)	824
4-Region: West	23% (121)	28% (145)	12% (60)	24% (124)	13% (69)	520
Fan of movies	21% (407)	30% (579)	12% (237)	21% (406)	16% (320)	1948
Fan of TV	21% (409)	29% (567)	12% (243)	22% (446)	16% (323)	1989
Comfortable going to a movie today	51% (281)	22% (121)	8% (45)	9% (48)	10% (56)	552
Comfortable going to a movie in August 2020	51% (284)	23% (127)	7% (41)	9% (50)	10% (59)	561
Comfortable going to a movie in September 2020	53% (320)	25% (149)	5% (31)	9% (56)	8% (51)	606
Comfortable going to a movie sometime in 2020	51% (354)	28% (196)	6% (39)	8% (58)	7% (51)	699
Comfortable going to a movie sometime in 2021	36% (432)	45% (539)	8% (93)	8% (96)	4% (50)	1210
Uncomfortable going to a movie today	10% (155)	33% (497)	14% (218)	27% (408)	15% (233)	1511
Uncomfortable going to a movie in August 2020	10% (154)	33% (491)	15% (221)	27% (413)	15% (224)	1503
Uncomfortable going to a movie in September 2020	8% (114)	32% (458)	16% (230)	29% (405)	15% (206)	1413
Uncomfortable going to a movie sometime in 2020	7% (85)	31% (399)	17% (218)	32% (405)	14% (178)	1286
Uncomfortable going to a movie sometime in 2021	2% (10)	9% (52)	27% (156)	58% (335)	4% (25)	577

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

Table MTE3_1: Would the following promotions make you more or less likely to go to a movie theater in September 2020?
Discounted movie tickets

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (322)	20% (450)	35% (774)	5% (121)	14% (309)	10% (225)	2200
Gender: Male	17% (176)	20% (215)	37% (391)	5% (51)	12% (132)	9% (96)	1062
Gender: Female	13% (145)	21% (236)	34% (382)	6% (69)	16% (177)	11% (129)	1138
Age: 18-34	21% (136)	20% (133)	28% (184)	7% (45)	9% (60)	15% (97)	655
Age: 35-44	20% (71)	24% (86)	32% (113)	5% (19)	12% (42)	7% (25)	358
Age: 45-64	12% (93)	20% (152)	39% (290)	4% (34)	16% (117)	9% (65)	751
Age: 65+	5% (21)	18% (79)	43% (186)	5% (23)	21% (89)	9% (37)	436
GenZers: 1997-2012	24% (61)	18% (45)	24% (60)	9% (24)	8% (20)	17% (43)	253
Millennials: 1981-1996	17% (98)	24% (136)	32% (180)	5% (28)	11% (64)	11% (64)	569
GenXers: 1965-1980	17% (97)	21% (116)	34% (190)	5% (26)	14% (76)	10% (54)	559
Baby Boomers: 1946-1964	9% (63)	19% (141)	42% (307)	5% (38)	18% (131)	8% (55)	735
PID: Dem (no lean)	13% (107)	18% (151)	37% (316)	6% (54)	17% (145)	9% (77)	850
PID: Ind (no lean)	12% (81)	22% (147)	35% (230)	5% (35)	12% (81)	13% (87)	661
PID: Rep (no lean)	19% (133)	22% (152)	33% (228)	5% (32)	12% (83)	9% (61)	689
PID/Gender: Dem Men	15% (61)	17% (68)	39% (154)	6% (24)	17% (67)	7% (26)	401
PID/Gender: Dem Women	10% (46)	18% (83)	36% (161)	7% (30)	17% (78)	11% (50)	449
PID/Gender: Ind Men	13% (41)	23% (71)	37% (112)	4% (13)	10% (29)	13% (41)	307
PID/Gender: Ind Women	11% (41)	22% (77)	33% (118)	6% (22)	15% (51)	13% (46)	354
PID/Gender: Rep Men	21% (74)	21% (75)	35% (125)	4% (15)	10% (36)	8% (29)	354
PID/Gender: Rep Women	18% (59)	23% (76)	31% (103)	5% (17)	14% (47)	10% (32)	334
Ideo: Liberal (1-3)	16% (103)	21% (133)	37% (241)	5% (31)	15% (94)	7% (43)	646
Ideo: Moderate (4)	12% (75)	22% (140)	36% (227)	6% (40)	15% (91)	8% (52)	625
Ideo: Conservative (5-7)	15% (108)	22% (152)	35% (249)	5% (36)	13% (91)	10% (68)	704
Educ: < College	16% (240)	18% (275)	33% (492)	6% (92)	15% (227)	12% (186)	1512
Educ: Bachelors degree	12% (53)	27% (119)	39% (172)	4% (17)	13% (56)	6% (27)	444
Educ: Post-grad	12% (28)	23% (56)	45% (110)	5% (12)	11% (26)	5% (12)	244
Income: Under 50k	16% (193)	20% (241)	31% (374)	6% (71)	14% (174)	13% (157)	1209
Income: 50k-100k	14% (96)	19% (124)	42% (282)	5% (31)	14% (93)	6% (42)	668
Income: 100k+	10% (32)	26% (85)	37% (118)	6% (19)	13% (43)	8% (26)	323
Ethnicity: White	14% (247)	22% (381)	37% (629)	5% (86)	12% (210)	10% (169)	1722
Ethnicity: Hispanic	21% (73)	20% (69)	28% (96)	8% (26)	11% (40)	13% (45)	349

Continued on next page

Table MTE3_1: Would the following promotions make you more or less likely to go to a movie theater in September 2020?
Discounted movie tickets

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (322)	20% (450)	35% (774)	5% (121)	14% (309)	10% (225)	2200
Ethnicity: Black	17% (48)	9% (24)	29% (80)	7% (20)	24% (65)	14% (38)	274
Ethnicity: Other	13% (27)	22% (45)	32% (65)	8% (15)	17% (35)	9% (17)	204
All Christian	14% (145)	22% (233)	37% (390)	6% (60)	14% (146)	7% (74)	1049
All Non-Christian	15% (18)	14% (16)	46% (53)	3% (3)	13% (15)	10% (11)	116
Atheist	14% (13)	20% (18)	43% (38)	11% (10)	8% (7)	3% (3)	88
Agnostic/Nothing in particular	15% (77)	19% (95)	33% (166)	5% (26)	13% (65)	16% (81)	510
Something Else	16% (70)	20% (88)	29% (126)	5% (22)	17% (76)	13% (56)	437
Religious Non-Protestant/Catholic	16% (23)	16% (22)	42% (58)	5% (8)	11% (16)	10% (14)	139
Evangelical	18% (117)	20% (130)	30% (191)	6% (35)	17% (110)	9% (55)	637
Non-Evangelical	11% (92)	23% (184)	39% (314)	5% (42)	13% (109)	9% (72)	813
Community: Urban	19% (120)	18% (113)	34% (215)	6% (35)	14% (85)	9% (58)	626
Community: Suburban	12% (119)	21% (208)	36% (351)	6% (56)	15% (148)	9% (87)	968
Community: Rural	14% (83)	21% (130)	34% (207)	5% (30)	13% (76)	13% (80)	606
Employ: Private Sector	12% (78)	26% (168)	39% (259)	5% (32)	12% (78)	7% (44)	659
Employ: Government	22% (34)	19% (30)	27% (43)	9% (15)	11% (18)	11% (18)	157
Employ: Self-Employed	23% (43)	16% (31)	26% (48)	5% (9)	16% (31)	14% (26)	189
Employ: Homemaker	14% (24)	26% (43)	29% (48)	7% (12)	16% (26)	8% (13)	166
Employ: Retired	7% (36)	16% (83)	43% (216)	6% (31)	20% (100)	8% (39)	505
Employ: Unemployed	23% (68)	17% (51)	29% (86)	3% (10)	12% (35)	17% (50)	300
Employ: Other	14% (19)	21% (28)	37% (49)	4% (5)	13% (17)	11% (14)	131
Military HH: Yes	17% (58)	19% (67)	33% (116)	8% (27)	14% (50)	9% (32)	350
Military HH: No	14% (264)	21% (383)	36% (658)	5% (94)	14% (259)	10% (193)	1850
RD/WT: Right Direction	20% (118)	20% (118)	31% (182)	6% (34)	12% (68)	11% (68)	588
RD/WT: Wrong Track	13% (203)	21% (332)	37% (592)	5% (86)	15% (241)	10% (157)	1612
Trump Job Approve	20% (175)	25% (220)	32% (287)	5% (41)	11% (102)	8% (71)	897
Trump Job Disapprove	11% (130)	18% (220)	38% (463)	6% (76)	17% (204)	9% (114)	1206
Trump Job Strongly Approve	25% (125)	22% (107)	28% (136)	3% (17)	13% (63)	9% (42)	490
Trump Job Somewhat Approve	12% (50)	28% (113)	37% (151)	6% (24)	10% (39)	7% (29)	407
Trump Job Somewhat Disapprove	11% (26)	23% (56)	37% (91)	7% (17)	16% (38)	6% (15)	242
Trump Job Strongly Disapprove	11% (104)	17% (164)	39% (372)	6% (60)	17% (166)	10% (99)	964

Continued on next page

Table MTE3_1: Would the following promotions make you more or less likely to go to a movie theater in September 2020?
Discounted movie tickets

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (322)	20% (450)	35% (774)	5% (121)	14% (309)	10% (225)	2200
Favorable of Trump	20% (176)	25% (224)	32% (286)	4% (39)	12% (107)	8% (68)	899
Unfavorable of Trump	11% (136)	18% (214)	39% (463)	6% (74)	16% (192)	9% (110)	1190
Very Favorable of Trump	26% (136)	22% (119)	27% (142)	4% (23)	13% (70)	8% (40)	530
Somewhat Favorable of Trump	11% (39)	28% (105)	39% (144)	5% (17)	10% (37)	7% (27)	369
Somewhat Unfavorable of Trump	13% (28)	21% (45)	41% (89)	6% (14)	12% (26)	7% (14)	217
Very Unfavorable of Trump	11% (108)	17% (169)	38% (374)	6% (61)	17% (166)	10% (96)	974
#1 Issue: Economy	18% (141)	26% (199)	31% (241)	4% (34)	14% (106)	8% (61)	782
#1 Issue: Security	18% (46)	20% (51)	37% (94)	4% (10)	12% (30)	10% (24)	254
#1 Issue: Health Care	11% (42)	17% (69)	43% (172)	7% (29)	12% (48)	10% (41)	400
#1 Issue: Medicare / Social Security	7% (20)	15% (47)	36% (111)	8% (23)	21% (64)	13% (41)	306
#1 Issue: Women's Issues	16% (16)	11% (11)	33% (33)	3% (3)	12% (12)	26% (26)	100
#1 Issue: Education	19% (21)	18% (21)	37% (42)	9% (10)	10% (11)	8% (9)	114
#1 Issue: Energy	18% (20)	28% (32)	30% (34)	8% (9)	7% (7)	10% (11)	114
#1 Issue: Other	12% (15)	16% (21)	36% (47)	2% (3)	24% (31)	10% (12)	130
2018 House Vote: Democrat	10% (73)	18% (125)	41% (291)	6% (40)	17% (122)	8% (54)	704
2018 House Vote: Republican	17% (111)	24% (156)	34% (220)	4% (28)	12% (77)	8% (49)	641
2018 House Vote: Someone else	5% (3)	27% (17)	39% (25)	8% (5)	8% (5)	12% (8)	64
2016 Vote: Hillary Clinton	12% (84)	17% (117)	41% (279)	6% (38)	18% (121)	7% (46)	685
2016 Vote: Donald Trump	16% (108)	24% (167)	35% (243)	5% (33)	13% (89)	7% (47)	686
2016 Vote: Other	6% (7)	23% (30)	47% (61)	1% (2)	15% (19)	8% (10)	129
2016 Vote: Didn't Vote	18% (123)	20% (137)	27% (191)	7% (48)	11% (80)	17% (121)	700
Voted in 2014: Yes	12% (154)	21% (256)	39% (480)	5% (58)	16% (202)	8% (95)	1244
Voted in 2014: No	18% (168)	20% (194)	31% (294)	7% (63)	11% (107)	14% (130)	956
2012 Vote: Barack Obama	11% (96)	19% (159)	40% (345)	5% (44)	17% (147)	8% (66)	856
2012 Vote: Mitt Romney	15% (68)	24% (110)	37% (170)	5% (23)	13% (61)	7% (31)	464
2012 Vote: Other	9% (7)	23% (18)	42% (33)	1% (1)	13% (10)	12% (9)	79
2012 Vote: Didn't Vote	19% (150)	20% (163)	28% (224)	6% (51)	11% (89)	15% (119)	796

Continued on next page

Table MTE3_1: Would the following promotions make you more or less likely to go to a movie theater in September 2020?
Discounted movie tickets

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (322)	20% (450)	35% (774)	5% (121)	14% (309)	10% (225)	2200
4-Region: Northeast	14% (57)	17% (69)	40% (156)	5% (20)	16% (64)	7% (28)	394
4-Region: Midwest	14% (64)	23% (105)	36% (165)	5% (22)	14% (66)	9% (41)	462
4-Region: South	14% (119)	21% (169)	34% (278)	6% (51)	13% (110)	12% (97)	824
4-Region: West	16% (83)	21% (107)	34% (175)	5% (28)	13% (69)	11% (58)	520
Fan of movies	15% (295)	21% (414)	35% (681)	6% (111)	14% (271)	9% (176)	1948
Fan of TV	15% (289)	21% (414)	36% (712)	6% (113)	14% (286)	9% (176)	1989
Comfortable going to a movie today	39% (213)	33% (181)	17% (94)	3% (16)	2% (13)	6% (35)	552
Comfortable going to a movie in August 2020	37% (209)	34% (193)	16% (91)	3% (14)	4% (21)	6% (32)	561
Comfortable going to a movie in September 2020	37% (225)	32% (195)	18% (111)	4% (24)	4% (21)	5% (29)	606
Comfortable going to a movie sometime in 2020	34% (241)	33% (230)	20% (142)	3% (19)	5% (36)	4% (31)	699
Comfortable going to a movie sometime in 2021	23% (284)	29% (346)	31% (376)	4% (52)	8% (94)	5% (58)	1210
Uncomfortable going to a movie today	6% (97)	18% (265)	43% (646)	7% (99)	19% (284)	8% (120)	1511
Uncomfortable going to a movie in August 2020	6% (96)	17% (250)	43% (650)	7% (99)	19% (283)	8% (124)	1503
Uncomfortable going to a movie in September 2020	5% (76)	17% (240)	43% (613)	6% (83)	20% (280)	9% (121)	1413
Uncomfortable going to a movie sometime in 2020	5% (65)	15% (192)	44% (569)	6% (80)	20% (258)	9% (121)	1286
Uncomfortable going to a movie sometime in 2021	3% (17)	10% (55)	41% (237)	7% (42)	26% (149)	13% (77)	577

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

Table MTE3_2: *Would the following promotions make you more or less likely to go to a movie theater in September 2020?*
Offers for free movie tickets

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (358)	21% (465)	34% (742)	5% (107)	14% (315)	10% (213)	2200
Gender: Male	17% (182)	22% (239)	34% (360)	5% (54)	13% (135)	9% (92)	1062
Gender: Female	15% (176)	20% (226)	34% (383)	5% (53)	16% (180)	11% (121)	1138
Age: 18-34	21% (140)	22% (147)	24% (160)	7% (46)	12% (78)	13% (84)	655
Age: 35-44	22% (80)	24% (86)	30% (108)	5% (17)	12% (43)	7% (24)	358
Age: 45-64	14% (109)	20% (152)	39% (290)	3% (26)	16% (116)	8% (58)	751
Age: 65+	7% (29)	18% (80)	42% (184)	4% (19)	18% (77)	11% (48)	436
GenZers: 1997-2012	22% (55)	20% (52)	23% (57)	11% (27)	11% (27)	14% (35)	253
Millennials: 1981-1996	20% (116)	24% (138)	28% (160)	4% (23)	13% (74)	10% (57)	569
GenXers: 1965-1980	20% (109)	22% (125)	32% (181)	4% (24)	13% (75)	8% (45)	559
Baby Boomers: 1946-1964	10% (73)	19% (137)	42% (306)	4% (28)	17% (124)	9% (65)	735
PID: Dem (no lean)	13% (112)	22% (186)	33% (277)	7% (62)	18% (150)	8% (64)	850
PID: Ind (no lean)	17% (109)	21% (141)	33% (216)	4% (24)	14% (89)	12% (82)	661
PID: Rep (no lean)	20% (136)	20% (138)	36% (249)	3% (21)	11% (76)	10% (68)	689
PID/Gender: Dem Men	14% (57)	25% (101)	31% (123)	7% (29)	18% (70)	5% (20)	401
PID/Gender: Dem Women	12% (55)	19% (85)	34% (154)	7% (33)	18% (79)	10% (44)	449
PID/Gender: Ind Men	18% (57)	21% (63)	33% (102)	4% (12)	10% (32)	13% (41)	307
PID/Gender: Ind Women	15% (53)	22% (78)	32% (114)	3% (12)	16% (58)	11% (41)	354
PID/Gender: Rep Men	19% (68)	21% (75)	38% (135)	4% (13)	9% (33)	9% (31)	354
PID/Gender: Rep Women	20% (68)	19% (64)	34% (114)	3% (9)	13% (43)	11% (37)	334
Ideo: Liberal (1-3)	16% (106)	22% (140)	33% (214)	6% (40)	16% (106)	6% (40)	646
Ideo: Moderate (4)	16% (98)	23% (141)	35% (222)	5% (32)	14% (87)	7% (45)	625
Ideo: Conservative (5-7)	16% (116)	21% (151)	36% (250)	3% (24)	13% (89)	10% (73)	704
Educ: < College	17% (259)	19% (290)	31% (472)	5% (72)	16% (238)	12% (181)	1512
Educ: Bachelors degree	15% (66)	26% (115)	38% (168)	4% (19)	12% (55)	5% (21)	444
Educ: Post-grad	14% (33)	24% (59)	42% (102)	7% (16)	9% (22)	4% (11)	244
Income: Under 50k	17% (201)	22% (263)	29% (354)	5% (57)	15% (178)	13% (156)	1209
Income: 50k-100k	16% (107)	20% (130)	40% (265)	5% (32)	14% (96)	6% (38)	668
Income: 100k+	15% (50)	22% (72)	38% (123)	5% (17)	13% (41)	6% (19)	323
Ethnicity: White	16% (278)	21% (365)	36% (624)	4% (75)	12% (211)	10% (170)	1722
Ethnicity: Hispanic	17% (60)	23% (79)	29% (102)	7% (23)	14% (51)	10% (35)	349

Continued on next page

Table MTE3_2: *Would the following promotions make you more or less likely to go to a movie theater in September 2020?*
Offers for free movie tickets

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (358)	21% (465)	34% (742)	5% (107)	14% (315)	10% (213)	2200
Ethnicity: Black	18% (49)	16% (45)	23% (62)	8% (21)	24% (65)	11% (31)	274
Ethnicity: Other	15% (31)	27% (55)	28% (57)	5% (11)	19% (38)	6% (13)	204
All Christian	13% (133)	24% (248)	38% (396)	5% (48)	13% (141)	8% (83)	1049
All Non-Christian	17% (19)	23% (27)	37% (43)	4% (5)	14% (16)	6% (7)	116
Atheist	23% (20)	18% (16)	34% (30)	6% (5)	16% (14)	3% (3)	88
Agnostic/Nothing in particular	19% (96)	18% (90)	30% (151)	5% (26)	14% (71)	15% (75)	510
Something Else	20% (89)	19% (84)	28% (122)	5% (23)	17% (73)	10% (45)	437
Religious Non-Protestant/Catholic	17% (24)	22% (31)	35% (48)	4% (5)	14% (19)	8% (12)	139
Evangelical	18% (116)	22% (141)	31% (196)	5% (34)	15% (97)	8% (53)	637
Non-Evangelical	12% (101)	23% (187)	38% (311)	4% (36)	14% (111)	8% (68)	813
Community: Urban	19% (120)	21% (130)	30% (186)	6% (38)	15% (92)	10% (60)	626
Community: Suburban	14% (133)	22% (215)	36% (347)	5% (53)	15% (147)	8% (73)	968
Community: Rural	17% (104)	20% (120)	35% (209)	3% (16)	13% (76)	13% (80)	606
Employ: Private Sector	16% (108)	25% (161)	36% (235)	5% (33)	12% (79)	6% (41)	659
Employ: Government	22% (35)	24% (37)	24% (38)	6% (10)	15% (23)	9% (14)	157
Employ: Self-Employed	21% (39)	24% (45)	24% (45)	2% (5)	17% (32)	13% (24)	189
Employ: Homemaker	17% (28)	25% (41)	34% (57)	3% (4)	15% (25)	6% (10)	166
Employ: Retired	10% (48)	15% (77)	43% (215)	5% (25)	18% (91)	10% (48)	505
Employ: Unemployed	17% (52)	21% (62)	31% (94)	4% (11)	13% (38)	14% (43)	300
Employ: Other	19% (25)	22% (29)	23% (30)	12% (15)	11% (15)	13% (17)	131
Military HH: Yes	17% (61)	21% (74)	32% (113)	6% (22)	14% (49)	9% (31)	350
Military HH: No	16% (297)	21% (391)	34% (629)	5% (85)	14% (266)	10% (183)	1850
RD/WT: Right Direction	21% (126)	21% (124)	32% (186)	5% (29)	10% (59)	11% (63)	588
RD/WT: Wrong Track	14% (231)	21% (341)	34% (556)	5% (78)	16% (256)	9% (150)	1612
Trump Job Approve	22% (195)	22% (198)	34% (308)	3% (26)	11% (101)	8% (71)	897
Trump Job Disapprove	12% (147)	21% (249)	35% (416)	7% (78)	18% (212)	8% (103)	1206
Trump Job Strongly Approve	26% (128)	18% (88)	34% (166)	2% (10)	12% (58)	8% (40)	490
Trump Job Somewhat Approve	16% (67)	27% (109)	35% (142)	4% (16)	11% (43)	7% (30)	407
Trump Job Somewhat Disapprove	14% (34)	25% (60)	33% (80)	8% (19)	12% (30)	8% (19)	242
Trump Job Strongly Disapprove	12% (114)	20% (190)	35% (336)	6% (59)	19% (182)	9% (83)	964

Continued on next page

Table MTE3_2: *Would the following promotions make you more or less likely to go to a movie theater in September 2020?*
Offers for free movie tickets

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (358)	21% (465)	34% (742)	5% (107)	14% (315)	10% (213)	2200
Favorable of Trump	21% (192)	23% (205)	34% (303)	3% (29)	11% (101)	8% (69)	899
Unfavorable of Trump	13% (154)	21% (246)	35% (417)	6% (71)	17% (203)	8% (100)	1190
Very Favorable of Trump	27% (145)	19% (99)	31% (165)	3% (16)	13% (68)	7% (38)	530
Somewhat Favorable of Trump	13% (47)	29% (106)	37% (138)	4% (14)	9% (33)	8% (31)	369
Somewhat Unfavorable of Trump	14% (31)	28% (61)	35% (75)	5% (10)	9% (19)	10% (21)	217
Very Unfavorable of Trump	13% (122)	19% (185)	35% (342)	6% (60)	19% (184)	8% (79)	974
#1 Issue: Economy	20% (156)	25% (194)	31% (244)	3% (26)	13% (102)	7% (58)	782
#1 Issue: Security	22% (57)	20% (51)	36% (92)	1% (3)	10% (25)	10% (26)	254
#1 Issue: Health Care	12% (50)	20% (81)	39% (156)	5% (21)	13% (53)	10% (40)	400
#1 Issue: Medicare / Social Security	9% (28)	15% (45)	37% (113)	7% (21)	20% (60)	13% (40)	306
#1 Issue: Women's Issues	10% (10)	17% (17)	28% (28)	12% (12)	15% (15)	18% (19)	100
#1 Issue: Education	19% (21)	21% (24)	32% (36)	8% (9)	13% (15)	7% (8)	114
#1 Issue: Energy	19% (22)	28% (32)	21% (24)	8% (9)	14% (16)	9% (11)	114
#1 Issue: Other	10% (14)	15% (20)	38% (49)	4% (6)	21% (28)	11% (14)	130
2018 House Vote: Democrat	11% (80)	20% (144)	38% (268)	5% (36)	18% (128)	7% (49)	704
2018 House Vote: Republican	20% (129)	23% (149)	34% (218)	3% (19)	11% (71)	9% (55)	641
2018 House Vote: Someone else	9% (6)	29% (19)	38% (24)	3% (2)	12% (8)	8% (5)	64
2016 Vote: Hillary Clinton	13% (88)	21% (146)	38% (258)	4% (27)	18% (124)	6% (42)	685
2016 Vote: Donald Trump	19% (128)	22% (153)	36% (248)	4% (25)	11% (78)	8% (54)	686
2016 Vote: Other	8% (10)	26% (33)	43% (55)	1% (1)	16% (20)	7% (9)	129
2016 Vote: Didn't Vote	19% (131)	19% (132)	26% (181)	8% (54)	13% (93)	16% (109)	700
Voted in 2014: Yes	14% (180)	22% (271)	37% (462)	4% (46)	15% (190)	8% (96)	1244
Voted in 2014: No	19% (177)	20% (194)	29% (280)	6% (61)	13% (125)	12% (118)	956
2012 Vote: Barack Obama	13% (108)	21% (181)	37% (318)	5% (41)	17% (147)	7% (60)	856
2012 Vote: Mitt Romney	17% (79)	23% (107)	37% (171)	3% (14)	12% (55)	8% (38)	464
2012 Vote: Other	13% (10)	23% (18)	37% (29)	1% (1)	13% (10)	14% (11)	79
2012 Vote: Didn't Vote	20% (161)	20% (158)	28% (223)	6% (50)	13% (101)	13% (104)	796

Continued on next page

Table MTE3_2: Would the following promotions make you more or less likely to go to a movie theater in September 2020?
Offers for free movie tickets

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (358)	21% (465)	34% (742)	5% (107)	14% (315)	10% (213)	2200
4-Region: Northeast	14% (55)	22% (88)	33% (132)	5% (20)	18% (69)	7% (29)	394
4-Region: Midwest	17% (77)	22% (103)	34% (157)	5% (23)	14% (63)	8% (38)	462
4-Region: South	16% (134)	21% (171)	35% (288)	5% (41)	13% (109)	10% (81)	824
4-Region: West	18% (91)	20% (103)	32% (166)	4% (23)	14% (74)	12% (64)	520
Fan of movies	17% (329)	22% (421)	34% (660)	5% (89)	14% (280)	9% (169)	1948
Fan of TV	16% (323)	21% (421)	34% (685)	5% (101)	15% (290)	8% (169)	1989
Comfortable going to a movie today	41% (227)	30% (165)	19% (107)	3% (19)	2% (12)	4% (24)	552
Comfortable going to a movie in August 2020	40% (224)	31% (175)	19% (105)	3% (14)	3% (18)	5% (25)	561
Comfortable going to a movie in September 2020	39% (236)	32% (196)	19% (115)	3% (16)	3% (21)	4% (22)	606
Comfortable going to a movie sometime in 2020	37% (255)	34% (237)	20% (142)	2% (17)	3% (24)	3% (23)	699
Comfortable going to a movie sometime in 2021	26% (314)	29% (346)	29% (345)	4% (50)	9% (106)	4% (49)	1210
Uncomfortable going to a movie today	8% (121)	19% (292)	40% (603)	5% (83)	19% (290)	8% (122)	1511
Uncomfortable going to a movie in August 2020	8% (118)	19% (280)	40% (606)	6% (92)	19% (287)	8% (120)	1503
Uncomfortable going to a movie in September 2020	7% (99)	18% (252)	41% (577)	6% (81)	20% (283)	9% (121)	1413
Uncomfortable going to a movie sometime in 2020	7% (85)	15% (197)	41% (531)	6% (82)	21% (272)	9% (119)	1286
Uncomfortable going to a movie sometime in 2021	2% (14)	12% (68)	41% (238)	7% (42)	25% (142)	13% (72)	577

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

Table MTE3_3: Would the following promotions make you more or less likely to go to a movie theater in September 2020?
Free screenings of new films

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (392)	18% (403)	36% (786)	4% (92)	13% (296)	10% (231)	2200
Gender: Male	20% (208)	18% (193)	37% (388)	5% (52)	11% (121)	9% (100)	1062
Gender: Female	16% (184)	18% (210)	35% (398)	3% (40)	15% (175)	12% (131)	1138
Age: 18-34	27% (177)	22% (146)	25% (162)	4% (29)	9% (62)	12% (79)	655
Age: 35-44	25% (91)	19% (67)	32% (114)	4% (13)	10% (37)	10% (35)	358
Age: 45-64	13% (98)	18% (134)	41% (310)	4% (28)	15% (112)	9% (68)	751
Age: 65+	6% (26)	13% (56)	46% (200)	5% (21)	20% (85)	11% (47)	436
GenZers: 1997-2012	32% (82)	17% (44)	24% (60)	4% (10)	9% (23)	14% (34)	253
Millennials: 1981-1996	24% (135)	23% (132)	29% (165)	4% (24)	10% (58)	10% (56)	569
GenXers: 1965-1980	17% (93)	20% (112)	36% (200)	4% (24)	13% (71)	11% (59)	559
Baby Boomers: 1946-1964	11% (78)	15% (107)	44% (323)	4% (28)	18% (130)	9% (69)	735
PID: Dem (no lean)	17% (142)	16% (137)	35% (301)	6% (48)	17% (140)	10% (82)	850
PID: Ind (no lean)	17% (110)	20% (135)	35% (232)	4% (24)	12% (80)	12% (81)	661
PID: Rep (no lean)	20% (140)	19% (132)	37% (253)	3% (20)	11% (76)	10% (67)	689
PID/Gender: Dem Men	20% (80)	17% (69)	34% (137)	7% (27)	15% (60)	7% (28)	401
PID/Gender: Dem Women	14% (62)	15% (68)	37% (165)	5% (21)	18% (80)	12% (54)	449
PID/Gender: Ind Men	17% (52)	21% (64)	36% (110)	5% (14)	10% (31)	12% (36)	307
PID/Gender: Ind Women	16% (57)	20% (71)	34% (122)	3% (10)	14% (48)	13% (45)	354
PID/Gender: Rep Men	21% (75)	17% (61)	40% (142)	3% (11)	8% (30)	10% (35)	354
PID/Gender: Rep Women	19% (65)	21% (71)	33% (111)	3% (9)	14% (46)	10% (32)	334
Ideo: Liberal (1-3)	22% (142)	18% (115)	36% (232)	4% (27)	13% (87)	7% (43)	646
Ideo: Moderate (4)	13% (84)	22% (135)	36% (227)	6% (35)	15% (93)	8% (51)	625
Ideo: Conservative (5-7)	18% (125)	17% (120)	38% (270)	3% (22)	13% (94)	10% (73)	704
Educ: < College	19% (287)	17% (261)	32% (489)	4% (63)	15% (220)	13% (192)	1512
Educ: Bachelors degree	14% (63)	20% (91)	43% (190)	4% (19)	12% (54)	6% (27)	444
Educ: Post-grad	17% (42)	21% (52)	44% (106)	4% (10)	9% (23)	5% (12)	244
Income: Under 50k	18% (214)	19% (225)	32% (383)	5% (57)	14% (169)	13% (161)	1209
Income: 50k-100k	18% (119)	17% (116)	41% (275)	3% (18)	13% (90)	7% (49)	668
Income: 100k+	18% (59)	19% (62)	40% (128)	5% (16)	11% (37)	7% (21)	323
Ethnicity: White	17% (292)	19% (325)	38% (659)	4% (61)	12% (209)	10% (176)	1722
Ethnicity: Hispanic	26% (91)	21% (73)	29% (102)	5% (17)	9% (32)	10% (35)	349

Continued on next page

Table MTE3_3: *Would the following promotions make you more or less likely to go to a movie theater in September 2020?*
Free screenings of new films

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (392)	18% (403)	36% (786)	4% (92)	13% (296)	10% (231)	2200
Ethnicity: Black	22% (60)	13% (37)	23% (63)	8% (21)	20% (56)	14% (38)	274
Ethnicity: Other	19% (40)	20% (41)	31% (64)	5% (10)	16% (32)	8% (17)	204
All Christian	16% (165)	18% (189)	41% (428)	4% (46)	13% (137)	8% (83)	1049
All Non-Christian	23% (27)	18% (21)	34% (40)	5% (6)	12% (15)	7% (8)	116
Atheist	23% (20)	21% (18)	37% (33)	7% (7)	6% (5)	6% (5)	88
Agnostic/Nothing in particular	17% (88)	20% (101)	31% (160)	3% (15)	13% (67)	16% (79)	510
Something Else	21% (92)	17% (74)	29% (125)	4% (19)	17% (72)	13% (55)	437
Religious Non-Protestant/Catholic	25% (34)	18% (24)	34% (47)	5% (8)	10% (15)	8% (11)	139
Evangelical	21% (133)	18% (116)	32% (205)	4% (23)	15% (97)	10% (63)	637
Non-Evangelical	14% (116)	17% (142)	41% (337)	5% (40)	13% (109)	9% (70)	813
Community: Urban	21% (134)	22% (135)	30% (189)	5% (34)	13% (79)	9% (55)	626
Community: Suburban	15% (149)	17% (169)	38% (367)	5% (45)	14% (140)	10% (98)	968
Community: Rural	18% (109)	16% (99)	38% (230)	2% (14)	13% (77)	13% (77)	606
Employ: Private Sector	17% (111)	21% (141)	40% (263)	4% (27)	11% (75)	6% (41)	659
Employ: Government	32% (50)	16% (24)	29% (45)	4% (6)	11% (17)	9% (15)	157
Employ: Self-Employed	28% (53)	16% (30)	27% (52)	4% (8)	14% (26)	11% (21)	189
Employ: Homemaker	16% (27)	28% (46)	29% (48)	6% (10)	14% (23)	8% (13)	166
Employ: Retired	7% (37)	12% (62)	46% (230)	6% (29)	19% (94)	11% (54)	505
Employ: Unemployed	23% (70)	17% (52)	29% (86)	1% (4)	13% (38)	17% (50)	300
Employ: Other	18% (23)	25% (32)	29% (38)	3% (4)	14% (18)	12% (16)	131
Military HH: Yes	21% (73)	15% (53)	37% (129)	4% (12)	14% (48)	10% (34)	350
Military HH: No	17% (318)	19% (350)	36% (657)	4% (80)	13% (248)	11% (197)	1850
RD/WT: Right Direction	22% (127)	19% (110)	34% (197)	4% (22)	11% (66)	11% (66)	588
RD/WT: Wrong Track	16% (265)	18% (293)	37% (589)	4% (70)	14% (230)	10% (165)	1612
Trump Job Approve	22% (195)	20% (177)	36% (322)	3% (26)	11% (100)	9% (78)	897
Trump Job Disapprove	15% (183)	17% (204)	37% (443)	5% (63)	16% (194)	10% (119)	1206
Trump Job Strongly Approve	25% (120)	19% (92)	33% (164)	3% (12)	12% (60)	9% (42)	490
Trump Job Somewhat Approve	18% (75)	21% (85)	39% (158)	3% (14)	10% (40)	9% (36)	407
Trump Job Somewhat Disapprove	15% (37)	22% (54)	33% (81)	5% (13)	13% (32)	10% (25)	242
Trump Job Strongly Disapprove	15% (146)	16% (150)	38% (362)	5% (50)	17% (162)	10% (95)	964

Continued on next page

Table MTE3_3: *Would the following promotions make you more or less likely to go to a movie theater in September 2020?*
Free screenings of new films

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (392)	18% (403)	36% (786)	4% (92)	13% (296)	10% (231)	2200
Favorable of Trump	21% (193)	20% (181)	35% (318)	3% (23)	12% (107)	9% (77)	899
Unfavorable of Trump	15% (184)	18% (211)	37% (443)	5% (63)	15% (179)	9% (109)	1190
Very Favorable of Trump	27% (143)	17% (91)	32% (172)	3% (15)	13% (69)	8% (41)	530
Somewhat Favorable of Trump	13% (50)	24% (90)	40% (146)	2% (8)	10% (38)	10% (36)	369
Somewhat Unfavorable of Trump	14% (31)	25% (54)	38% (81)	5% (10)	10% (21)	8% (18)	217
Very Unfavorable of Trump	16% (153)	16% (157)	37% (362)	5% (53)	16% (158)	9% (91)	974
#1 Issue: Economy	22% (168)	24% (184)	32% (247)	3% (26)	13% (104)	7% (52)	782
#1 Issue: Security	21% (54)	17% (43)	39% (99)	2% (4)	11% (27)	11% (27)	254
#1 Issue: Health Care	15% (59)	15% (61)	42% (166)	7% (29)	12% (47)	10% (39)	400
#1 Issue: Medicare / Social Security	8% (24)	11% (34)	40% (123)	6% (19)	21% (64)	14% (43)	306
#1 Issue: Women's Issues	26% (26)	16% (16)	25% (25)	1% (1)	9% (9)	23% (23)	100
#1 Issue: Education	17% (20)	23% (26)	33% (37)	5% (6)	9% (10)	13% (15)	114
#1 Issue: Energy	23% (27)	21% (24)	34% (38)	4% (5)	7% (8)	11% (12)	114
#1 Issue: Other	11% (14)	12% (15)	39% (51)	3% (3)	21% (27)	15% (19)	130
2018 House Vote: Democrat	13% (88)	15% (107)	42% (298)	5% (35)	17% (119)	8% (57)	704
2018 House Vote: Republican	20% (125)	18% (117)	38% (246)	3% (22)	11% (74)	9% (57)	641
2018 House Vote: Someone else	12% (8)	24% (16)	41% (26)	2% (1)	7% (4)	13% (9)	64
2016 Vote: Hillary Clinton	16% (106)	16% (111)	41% (281)	4% (28)	16% (111)	7% (48)	685
2016 Vote: Donald Trump	18% (124)	18% (122)	40% (271)	4% (26)	13% (86)	8% (57)	686
2016 Vote: Other	10% (13)	26% (34)	41% (53)	2% (2)	14% (18)	7% (9)	129
2016 Vote: Didn't Vote	21% (149)	20% (137)	26% (181)	5% (35)	12% (81)	17% (117)	700
Voted in 2014: Yes	15% (183)	17% (207)	41% (508)	4% (53)	15% (186)	9% (106)	1244
Voted in 2014: No	22% (208)	20% (196)	29% (278)	4% (39)	12% (110)	13% (125)	956
2012 Vote: Barack Obama	15% (132)	17% (143)	40% (343)	5% (40)	16% (133)	8% (66)	856
2012 Vote: Mitt Romney	16% (76)	17% (78)	42% (193)	4% (18)	12% (56)	9% (42)	464
2012 Vote: Other	6% (5)	25% (20)	42% (33)	1% (1)	12% (9)	13% (10)	79
2012 Vote: Didn't Vote	22% (178)	20% (162)	27% (215)	4% (33)	12% (96)	14% (112)	796

Continued on next page

Table MTE3_3: Would the following promotions make you more or less likely to go to a movie theater in September 2020?
Free screenings of new films

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (392)	18% (403)	36% (786)	4% (92)	13% (296)	10% (231)	2200
4-Region: Northeast	16% (64)	18% (71)	37% (145)	4% (16)	17% (68)	8% (30)	394
4-Region: Midwest	17% (78)	21% (96)	39% (180)	3% (14)	12% (56)	9% (40)	462
4-Region: South	16% (129)	18% (148)	36% (295)	5% (44)	13% (106)	12% (103)	824
4-Region: West	23% (121)	17% (89)	32% (166)	4% (19)	13% (67)	11% (58)	520
Fan of movies	18% (356)	19% (370)	35% (686)	4% (86)	14% (264)	10% (185)	1948
Fan of TV	18% (351)	18% (368)	36% (722)	4% (86)	14% (273)	10% (189)	1989
Comfortable going to a movie today	43% (240)	27% (149)	20% (109)	2% (10)	2% (14)	6% (31)	552
Comfortable going to a movie in August 2020	42% (235)	27% (152)	22% (123)	1% (7)	3% (15)	5% (30)	561
Comfortable going to a movie in September 2020	43% (259)	27% (166)	21% (125)	2% (14)	3% (15)	5% (27)	606
Comfortable going to a movie sometime in 2020	39% (275)	28% (195)	23% (159)	2% (13)	4% (27)	4% (31)	699
Comfortable going to a movie sometime in 2021	27% (330)	24% (290)	33% (396)	3% (41)	8% (100)	4% (53)	1210
Uncomfortable going to a movie today	9% (135)	16% (247)	43% (645)	5% (76)	18% (271)	9% (136)	1511
Uncomfortable going to a movie in August 2020	9% (138)	16% (244)	42% (630)	5% (79)	18% (276)	9% (136)	1503
Uncomfortable going to a movie in September 2020	8% (107)	16% (223)	43% (610)	5% (70)	19% (271)	9% (133)	1413
Uncomfortable going to a movie sometime in 2020	7% (91)	15% (188)	44% (560)	5% (68)	20% (255)	10% (123)	1286
Uncomfortable going to a movie sometime in 2021	4% (24)	12% (69)	41% (235)	5% (31)	23% (134)	15% (84)	577

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

Table MTE3_4: *Would the following promotions make you more or less likely to go to a movie theater in September 2020?*
Free screenings of older films

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (243)	14% (307)	41% (906)	6% (124)	17% (378)	11% (243)	2200
Gender: Male	12% (125)	15% (159)	43% (460)	5% (51)	15% (158)	10% (109)	1062
Gender: Female	10% (117)	13% (148)	39% (446)	6% (73)	19% (220)	12% (134)	1138
Age: 18-34	18% (117)	16% (105)	32% (212)	8% (51)	12% (81)	14% (89)	655
Age: 35-44	17% (60)	16% (58)	40% (142)	5% (17)	14% (51)	8% (29)	358
Age: 45-64	7% (52)	14% (108)	46% (345)	4% (32)	19% (140)	10% (74)	751
Age: 65+	3% (14)	8% (36)	47% (207)	5% (23)	24% (106)	12% (51)	436
GenZers: 1997-2012	20% (50)	17% (42)	29% (73)	6% (16)	11% (29)	17% (44)	253
Millennials: 1981-1996	16% (92)	16% (89)	37% (210)	7% (42)	14% (79)	10% (57)	569
GenXers: 1965-1980	11% (64)	18% (99)	39% (216)	6% (32)	16% (91)	10% (57)	559
Baby Boomers: 1946-1964	4% (33)	9% (69)	50% (368)	4% (31)	22% (160)	10% (74)	735
PID: Dem (no lean)	10% (82)	14% (123)	40% (339)	6% (51)	21% (179)	9% (77)	850
PID: Ind (no lean)	10% (67)	13% (85)	43% (284)	5% (33)	15% (100)	14% (93)	661
PID: Rep (no lean)	14% (94)	14% (99)	41% (283)	6% (40)	14% (99)	11% (73)	689
PID/Gender: Dem Men	12% (46)	16% (65)	42% (166)	5% (20)	20% (80)	6% (23)	401
PID/Gender: Dem Women	8% (35)	13% (58)	38% (173)	7% (31)	22% (98)	12% (54)	449
PID/Gender: Ind Men	9% (28)	13% (41)	45% (138)	3% (11)	13% (40)	16% (49)	307
PID/Gender: Ind Women	11% (38)	12% (44)	41% (146)	6% (23)	17% (60)	12% (44)	354
PID/Gender: Rep Men	14% (51)	15% (52)	44% (156)	6% (20)	11% (38)	10% (37)	354
PID/Gender: Rep Women	13% (44)	14% (47)	38% (127)	6% (19)	18% (62)	11% (36)	334
Ideo: Liberal (1-3)	13% (84)	15% (94)	44% (281)	4% (29)	19% (120)	6% (38)	646
Ideo: Moderate (4)	8% (52)	16% (102)	42% (263)	7% (43)	17% (107)	9% (59)	625
Ideo: Conservative (5-7)	11% (75)	13% (95)	42% (298)	6% (45)	16% (115)	11% (76)	704
Educ: < College	11% (173)	13% (192)	39% (585)	6% (89)	18% (271)	13% (202)	1512
Educ: Bachelors degree	10% (45)	17% (75)	45% (201)	5% (22)	17% (74)	6% (26)	444
Educ: Post-grad	10% (24)	16% (39)	49% (120)	5% (12)	14% (34)	6% (15)	244
Income: Under 50k	13% (161)	13% (156)	37% (448)	6% (74)	17% (203)	14% (168)	1209
Income: 50k-100k	7% (49)	15% (101)	47% (311)	4% (29)	19% (129)	7% (48)	668
Income: 100k+	10% (33)	15% (50)	46% (147)	6% (21)	14% (46)	8% (27)	323
Ethnicity: White	11% (185)	14% (245)	43% (746)	5% (88)	16% (271)	11% (188)	1722
Ethnicity: Hispanic	17% (60)	15% (54)	38% (132)	5% (19)	15% (51)	10% (34)	349

Continued on next page

Table MTE3_4: *Would the following promotions make you more or less likely to go to a movie theater in September 2020?*
Free screenings of older films

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (243)	14% (307)	41% (906)	6% (124)	17% (378)	11% (243)	2200
Ethnicity: Black	13% (35)	12% (34)	27% (74)	8% (21)	26% (72)	14% (38)	274
Ethnicity: Other	11% (22)	14% (28)	42% (86)	7% (15)	17% (36)	9% (18)	204
All Christian	11% (110)	14% (150)	45% (475)	5% (48)	17% (175)	9% (90)	1049
All Non-Christian	16% (19)	14% (16)	42% (49)	7% (8)	15% (17)	6% (7)	116
Atheist	6% (5)	14% (12)	55% (49)	6% (6)	15% (13)	4% (3)	88
Agnostic/Nothing in particular	10% (53)	15% (75)	36% (185)	5% (28)	18% (90)	16% (80)	510
Something Else	13% (55)	12% (54)	34% (149)	8% (34)	19% (83)	14% (63)	437
Religious Non-Protestant/Catholic	16% (23)	17% (23)	39% (54)	6% (9)	13% (18)	9% (12)	139
Evangelical	14% (87)	13% (83)	37% (238)	7% (43)	19% (118)	11% (68)	637
Non-Evangelical	9% (74)	14% (112)	46% (374)	5% (38)	17% (136)	10% (79)	813
Community: Urban	13% (83)	17% (109)	38% (236)	6% (37)	15% (91)	11% (71)	626
Community: Suburban	10% (97)	13% (129)	42% (409)	6% (63)	19% (183)	9% (88)	968
Community: Rural	10% (63)	11% (69)	43% (262)	4% (24)	17% (104)	14% (85)	606
Employ: Private Sector	10% (66)	17% (114)	45% (297)	6% (37)	15% (97)	7% (48)	659
Employ: Government	18% (29)	12% (18)	37% (57)	11% (17)	12% (18)	11% (17)	157
Employ: Self-Employed	18% (34)	19% (37)	30% (57)	7% (13)	15% (28)	11% (21)	189
Employ: Homemaker	6% (11)	16% (27)	44% (72)	7% (12)	16% (27)	10% (17)	166
Employ: Retired	4% (20)	8% (39)	49% (245)	5% (24)	24% (119)	11% (57)	505
Employ: Unemployed	15% (45)	14% (41)	37% (110)	4% (12)	15% (44)	16% (49)	300
Employ: Other	12% (16)	13% (17)	33% (44)	2% (3)	26% (34)	13% (17)	131
Military HH: Yes	13% (46)	12% (41)	43% (150)	7% (24)	17% (61)	8% (29)	350
Military HH: No	11% (197)	14% (266)	41% (756)	5% (100)	17% (317)	12% (214)	1850
RD/WT: Right Direction	16% (94)	14% (80)	38% (222)	5% (27)	15% (89)	13% (76)	588
RD/WT: Wrong Track	9% (149)	14% (227)	42% (684)	6% (97)	18% (289)	10% (167)	1612
Trump Job Approve	15% (130)	15% (135)	40% (363)	6% (52)	14% (129)	10% (88)	897
Trump Job Disapprove	8% (100)	14% (167)	43% (513)	6% (69)	20% (244)	9% (114)	1206
Trump Job Strongly Approve	19% (91)	13% (62)	38% (188)	5% (25)	16% (76)	10% (48)	490
Trump Job Somewhat Approve	10% (39)	18% (73)	43% (175)	7% (27)	13% (53)	10% (40)	407
Trump Job Somewhat Disapprove	9% (22)	13% (32)	45% (108)	8% (20)	17% (42)	8% (18)	242
Trump Job Strongly Disapprove	8% (78)	14% (135)	42% (405)	5% (48)	21% (202)	10% (95)	964

Continued on next page

Table MTE3_4: *Would the following promotions make you more or less likely to go to a movie theater in September 2020?*
Free screenings of older films

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (243)	14% (307)	41% (906)	6% (124)	17% (378)	11% (243)	2200
Favorable of Trump	14% (128)	15% (137)	41% (367)	6% (53)	14% (125)	10% (89)	899
Unfavorable of Trump	9% (108)	14% (164)	43% (508)	5% (65)	20% (240)	9% (105)	1190
Very Favorable of Trump	19% (100)	13% (68)	37% (199)	6% (34)	15% (82)	9% (48)	530
Somewhat Favorable of Trump	8% (28)	19% (69)	46% (169)	5% (19)	12% (43)	11% (41)	369
Somewhat Unfavorable of Trump	10% (21)	12% (25)	47% (101)	7% (15)	19% (41)	6% (13)	217
Very Unfavorable of Trump	9% (87)	14% (139)	42% (407)	5% (50)	20% (198)	9% (92)	974
#1 Issue: Economy	13% (100)	18% (144)	40% (311)	5% (38)	17% (133)	7% (56)	782
#1 Issue: Security	14% (37)	13% (34)	45% (114)	4% (10)	13% (34)	10% (26)	254
#1 Issue: Health Care	8% (33)	12% (49)	46% (183)	7% (27)	16% (63)	11% (45)	400
#1 Issue: Medicare / Social Security	5% (15)	6% (20)	42% (128)	5% (17)	24% (74)	17% (53)	306
#1 Issue: Women's Issues	13% (13)	14% (14)	24% (24)	5% (5)	19% (19)	25% (25)	100
#1 Issue: Education	17% (19)	12% (13)	42% (48)	9% (10)	12% (13)	9% (10)	114
#1 Issue: Energy	13% (15)	15% (17)	41% (47)	9% (10)	11% (13)	10% (11)	114
#1 Issue: Other	8% (11)	12% (15)	40% (52)	5% (7)	23% (30)	12% (16)	130
2018 House Vote: Democrat	7% (47)	14% (100)	45% (314)	6% (46)	20% (144)	8% (54)	704
2018 House Vote: Republican	14% (87)	14% (89)	42% (272)	6% (38)	15% (94)	9% (60)	641
2018 House Vote: Someone else	— (0)	10% (7)	61% (39)	4% (3)	9% (6)	16% (10)	64
2016 Vote: Hillary Clinton	8% (57)	15% (99)	44% (302)	6% (40)	20% (139)	7% (48)	685
2016 Vote: Donald Trump	12% (80)	13% (91)	45% (307)	6% (42)	15% (106)	9% (61)	686
2016 Vote: Other	3% (4)	22% (29)	47% (61)	4% (5)	15% (19)	9% (12)	129
2016 Vote: Didn't Vote	14% (101)	13% (88)	34% (237)	5% (37)	16% (114)	18% (123)	700
Voted in 2014: Yes	9% (115)	13% (165)	44% (551)	6% (71)	19% (232)	9% (111)	1244
Voted in 2014: No	13% (128)	15% (142)	37% (355)	6% (53)	15% (146)	14% (132)	956
2012 Vote: Barack Obama	9% (74)	13% (108)	44% (380)	5% (45)	22% (185)	8% (66)	856
2012 Vote: Mitt Romney	11% (50)	14% (67)	46% (211)	6% (26)	15% (67)	9% (43)	464
2012 Vote: Other	8% (6)	19% (15)	39% (31)	6% (5)	14% (11)	15% (12)	79
2012 Vote: Didn't Vote	14% (113)	15% (117)	35% (282)	6% (48)	14% (113)	15% (123)	796

Continued on next page

Table MTE3_4: Would the following promotions make you more or less likely to go to a movie theater in September 2020?
Free screenings of older films

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (243)	14% (307)	41% (906)	6% (124)	17% (378)	11% (243)	2200
4-Region: Northeast	11% (41)	14% (54)	43% (168)	5% (18)	20% (79)	9% (34)	394
4-Region: Midwest	10% (46)	16% (73)	42% (194)	5% (25)	17% (80)	10% (45)	462
4-Region: South	11% (93)	12% (101)	42% (345)	6% (50)	16% (134)	12% (101)	824
4-Region: West	12% (62)	15% (79)	38% (199)	6% (31)	16% (85)	12% (63)	520
Fan of movies	12% (228)	14% (273)	42% (815)	6% (109)	17% (335)	10% (188)	1948
Fan of TV	11% (221)	14% (276)	42% (843)	5% (106)	17% (346)	10% (197)	1989
Comfortable going to a movie today	27% (150)	21% (118)	30% (168)	6% (31)	7% (39)	8% (46)	552
Comfortable going to a movie in August 2020	28% (155)	22% (123)	32% (178)	6% (34)	5% (27)	8% (45)	561
Comfortable going to a movie in September 2020	28% (170)	21% (130)	32% (191)	6% (36)	5% (33)	7% (45)	606
Comfortable going to a movie sometime in 2020	26% (180)	22% (154)	34% (237)	5% (34)	6% (44)	7% (51)	699
Comfortable going to a movie sometime in 2021	17% (204)	19% (233)	41% (494)	6% (71)	11% (135)	6% (75)	1210
Uncomfortable going to a movie today	5% (83)	12% (183)	47% (703)	6% (91)	21% (323)	9% (129)	1511
Uncomfortable going to a movie in August 2020	5% (81)	12% (175)	46% (694)	6% (88)	22% (337)	9% (128)	1503
Uncomfortable going to a movie in September 2020	5% (64)	11% (159)	46% (656)	6% (83)	23% (328)	9% (123)	1413
Uncomfortable going to a movie sometime in 2020	4% (51)	10% (133)	46% (590)	6% (83)	24% (312)	9% (116)	1286
Uncomfortable going to a movie sometime in 2021	1% (8)	7% (41)	43% (247)	7% (39)	29% (167)	13% (76)	577

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

Table MTE3_5: Would the following promotions make you more or less likely to go to a movie theater in September 2020?
Discounted concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (246)	16% (349)	42% (917)	5% (113)	15% (335)	11% (241)	2200
Gender: Male	12% (131)	18% (187)	42% (448)	5% (50)	13% (142)	10% (104)	1062
Gender: Female	10% (115)	14% (163)	41% (469)	6% (63)	17% (193)	12% (137)	1138
Age: 18-34	17% (110)	19% (124)	31% (206)	7% (46)	12% (81)	13% (88)	655
Age: 35-44	14% (50)	21% (73)	40% (145)	3% (10)	14% (49)	8% (30)	358
Age: 45-64	9% (70)	14% (108)	46% (347)	5% (36)	15% (114)	10% (76)	751
Age: 65+	4% (15)	10% (43)	50% (219)	5% (21)	21% (91)	11% (47)	436
GenZers: 1997-2012	16% (40)	17% (44)	31% (80)	7% (19)	13% (34)	15% (37)	253
Millennials: 1981-1996	15% (84)	21% (120)	35% (199)	5% (29)	13% (72)	11% (65)	569
GenXers: 1965-1980	13% (71)	17% (95)	42% (235)	4% (23)	14% (77)	10% (58)	559
Baby Boomers: 1946-1964	7% (48)	11% (83)	49% (363)	5% (35)	18% (136)	9% (70)	735
PID: Dem (no lean)	9% (77)	16% (138)	40% (340)	6% (48)	19% (164)	10% (82)	850
PID: Ind (no lean)	10% (68)	15% (97)	44% (293)	5% (30)	13% (88)	13% (86)	661
PID: Rep (no lean)	15% (101)	17% (115)	41% (283)	5% (35)	12% (83)	11% (72)	689
PID/Gender: Dem Men	9% (37)	19% (77)	40% (159)	7% (26)	18% (73)	7% (28)	401
PID/Gender: Dem Women	9% (41)	14% (61)	40% (181)	5% (21)	20% (91)	12% (54)	449
PID/Gender: Ind Men	12% (37)	17% (52)	45% (137)	3% (9)	12% (35)	12% (37)	307
PID/Gender: Ind Women	9% (31)	13% (45)	44% (156)	6% (22)	15% (53)	14% (49)	354
PID/Gender: Rep Men	16% (57)	16% (58)	43% (152)	4% (15)	10% (34)	11% (38)	354
PID/Gender: Rep Women	13% (44)	17% (57)	39% (131)	6% (20)	15% (49)	10% (34)	334
Ideo: Liberal (1-3)	12% (76)	18% (117)	41% (264)	5% (35)	17% (109)	7% (44)	646
Ideo: Moderate (4)	11% (67)	16% (101)	43% (271)	5% (33)	15% (94)	9% (59)	625
Ideo: Conservative (5-7)	11% (78)	14% (101)	44% (312)	5% (39)	14% (100)	11% (74)	704
Educ: < College	13% (189)	14% (216)	39% (586)	5% (73)	16% (245)	13% (203)	1512
Educ: Bachelors degree	9% (41)	18% (80)	49% (218)	4% (18)	14% (62)	6% (25)	444
Educ: Post-grad	6% (15)	22% (53)	46% (113)	9% (22)	12% (29)	5% (13)	244
Income: Under 50k	12% (150)	16% (189)	38% (456)	5% (57)	16% (189)	14% (168)	1209
Income: 50k-100k	10% (68)	15% (102)	46% (306)	6% (41)	16% (106)	7% (46)	668
Income: 100k+	9% (28)	18% (59)	48% (155)	5% (15)	12% (40)	8% (27)	323
Ethnicity: White	11% (182)	16% (283)	44% (756)	5% (88)	13% (225)	11% (189)	1722
Ethnicity: Hispanic	18% (64)	14% (49)	37% (128)	5% (19)	13% (46)	13% (44)	349

Continued on next page

Table MTE3_5: Would the following promotions make you more or less likely to go to a movie theater in September 2020?
Discounted concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (246)	16% (349)	42% (917)	5% (113)	15% (335)	11% (241)	2200
Ethnicity: Black	14% (39)	14% (38)	28% (77)	6% (16)	25% (70)	13% (35)	274
Ethnicity: Other	12% (25)	14% (28)	41% (84)	4% (9)	20% (41)	9% (17)	204
All Christian	10% (106)	15% (159)	46% (478)	6% (62)	15% (157)	8% (87)	1049
All Non-Christian	10% (12)	14% (17)	41% (48)	8% (10)	21% (24)	5% (5)	116
Atheist	14% (12)	16% (15)	56% (49)	4% (4)	7% (6)	3% (3)	88
Agnostic/Nothing in particular	11% (55)	16% (83)	37% (188)	5% (24)	15% (76)	16% (84)	510
Something Else	14% (61)	17% (76)	35% (153)	3% (14)	16% (72)	14% (62)	437
Religious Non-Protestant/Catholic	12% (16)	15% (21)	39% (55)	7% (10)	20% (28)	7% (10)	139
Evangelical	14% (91)	17% (109)	36% (231)	6% (41)	15% (98)	10% (66)	637
Non-Evangelical	9% (71)	15% (120)	48% (390)	4% (32)	15% (125)	9% (75)	813
Community: Urban	14% (87)	20% (124)	37% (234)	4% (28)	14% (86)	11% (68)	626
Community: Suburban	10% (96)	14% (132)	43% (412)	6% (61)	18% (171)	10% (96)	968
Community: Rural	10% (63)	15% (93)	45% (270)	4% (24)	13% (78)	13% (77)	606
Employ: Private Sector	10% (69)	18% (119)	47% (308)	5% (36)	13% (88)	6% (40)	659
Employ: Government	16% (26)	20% (32)	30% (47)	7% (11)	15% (23)	12% (19)	157
Employ: Self-Employed	14% (26)	17% (32)	32% (60)	7% (13)	19% (35)	12% (23)	189
Employ: Homemaker	10% (16)	19% (31)	42% (70)	4% (7)	16% (27)	8% (13)	166
Employ: Retired	5% (27)	11% (56)	49% (246)	5% (27)	19% (98)	10% (51)	505
Employ: Unemployed	18% (53)	13% (39)	37% (112)	2% (6)	12% (36)	18% (55)	300
Employ: Other	11% (15)	20% (26)	36% (47)	3% (4)	13% (17)	16% (22)	131
Military HH: Yes	10% (36)	18% (61)	38% (133)	9% (31)	16% (57)	9% (31)	350
Military HH: No	11% (210)	16% (288)	42% (784)	4% (81)	15% (278)	11% (210)	1850
RD/WT: Right Direction	15% (86)	17% (102)	38% (223)	7% (39)	12% (72)	11% (66)	588
RD/WT: Wrong Track	10% (159)	15% (247)	43% (693)	5% (74)	16% (263)	11% (175)	1612
Trump Job Approve	15% (136)	18% (162)	41% (363)	5% (44)	12% (111)	9% (80)	897
Trump Job Disapprove	8% (97)	15% (178)	43% (525)	5% (64)	18% (219)	10% (124)	1206
Trump Job Strongly Approve	20% (97)	18% (86)	35% (173)	5% (23)	15% (71)	8% (39)	490
Trump Job Somewhat Approve	9% (39)	19% (76)	47% (190)	5% (21)	10% (40)	10% (41)	407
Trump Job Somewhat Disapprove	9% (22)	16% (38)	44% (107)	8% (20)	15% (36)	8% (20)	242
Trump Job Strongly Disapprove	8% (75)	15% (140)	43% (418)	5% (44)	19% (183)	11% (104)	964

Continued on next page

Table MTE3_5: Would the following promotions make you more or less likely to go to a movie theater in September 2020?
Discounted concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (246)	16% (349)	42% (917)	5% (113)	15% (335)	11% (241)	2200
Favorable of Trump	15% (137)	17% (155)	41% (372)	5% (46)	12% (109)	9% (79)	899
Unfavorable of Trump	8% (99)	15% (181)	44% (518)	5% (63)	18% (213)	10% (114)	1190
Very Favorable of Trump	20% (108)	17% (92)	34% (182)	5% (27)	15% (79)	8% (42)	530
Somewhat Favorable of Trump	8% (29)	17% (63)	52% (190)	5% (19)	8% (31)	10% (37)	369
Somewhat Unfavorable of Trump	10% (21)	16% (34)	44% (96)	6% (13)	15% (32)	9% (21)	217
Very Unfavorable of Trump	8% (79)	15% (147)	43% (422)	5% (51)	19% (181)	10% (94)	974
#1 Issue: Economy	13% (105)	19% (152)	41% (321)	4% (31)	15% (115)	7% (58)	782
#1 Issue: Security	12% (31)	15% (39)	46% (117)	4% (10)	12% (31)	11% (27)	254
#1 Issue: Health Care	9% (34)	15% (61)	45% (182)	4% (17)	14% (57)	12% (50)	400
#1 Issue: Medicare / Social Security	6% (17)	11% (32)	40% (122)	9% (27)	21% (64)	14% (44)	306
#1 Issue: Women's Issues	15% (15)	8% (8)	35% (36)	6% (6)	14% (14)	22% (22)	100
#1 Issue: Education	12% (13)	18% (20)	42% (48)	5% (6)	13% (15)	10% (11)	114
#1 Issue: Energy	18% (20)	17% (20)	37% (42)	7% (8)	12% (13)	9% (10)	114
#1 Issue: Other	8% (10)	13% (18)	39% (50)	6% (8)	20% (26)	14% (18)	130
2018 House Vote: Democrat	7% (49)	15% (104)	46% (322)	6% (44)	18% (130)	8% (55)	704
2018 House Vote: Republican	13% (84)	17% (111)	44% (279)	5% (34)	12% (75)	9% (57)	641
2018 House Vote: Someone else	7% (4)	10% (7)	59% (38)	3% (2)	9% (6)	11% (7)	64
2016 Vote: Hillary Clinton	8% (54)	18% (121)	44% (299)	5% (32)	19% (131)	7% (49)	685
2016 Vote: Donald Trump	13% (90)	15% (104)	45% (307)	6% (40)	13% (86)	9% (60)	686
2016 Vote: Other	2% (3)	12% (16)	59% (76)	3% (4)	15% (19)	8% (11)	129
2016 Vote: Didn't Vote	14% (99)	16% (109)	34% (235)	5% (37)	14% (98)	17% (121)	700
Voted in 2014: Yes	9% (115)	15% (190)	45% (564)	5% (59)	17% (209)	9% (108)	1244
Voted in 2014: No	14% (130)	17% (160)	37% (353)	6% (54)	13% (126)	14% (133)	956
2012 Vote: Barack Obama	8% (72)	16% (135)	45% (383)	5% (42)	18% (157)	8% (69)	856
2012 Vote: Mitt Romney	10% (48)	15% (71)	48% (222)	5% (25)	12% (58)	9% (39)	464
2012 Vote: Other	4% (3)	14% (11)	54% (42)	2% (1)	11% (9)	15% (12)	79
2012 Vote: Didn't Vote	15% (123)	17% (133)	34% (267)	5% (44)	14% (110)	15% (121)	796

Continued on next page

Table MTE3_5: Would the following promotions make you more or less likely to go to a movie theater in September 2020?
Discounted concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (246)	16% (349)	42% (917)	5% (113)	15% (335)	11% (241)	2200
4-Region: Northeast	10% (40)	15% (60)	41% (162)	6% (23)	18% (69)	10% (39)	394
4-Region: Midwest	11% (51)	14% (64)	47% (219)	4% (20)	15% (70)	8% (39)	462
4-Region: South	11% (93)	15% (127)	40% (333)	6% (49)	14% (119)	13% (103)	824
4-Region: West	12% (62)	19% (98)	39% (203)	4% (21)	15% (77)	11% (59)	520
Fan of movies	12% (227)	16% (314)	42% (816)	5% (102)	15% (294)	10% (195)	1948
Fan of TV	11% (218)	16% (321)	43% (849)	5% (103)	15% (304)	10% (194)	1989
Comfortable going to a movie today	28% (153)	33% (184)	26% (142)	3% (15)	4% (20)	7% (39)	552
Comfortable going to a movie in August 2020	28% (157)	31% (175)	27% (151)	3% (20)	4% (22)	6% (36)	561
Comfortable going to a movie in September 2020	29% (174)	30% (181)	29% (175)	3% (17)	4% (24)	6% (35)	606
Comfortable going to a movie sometime in 2020	26% (181)	30% (213)	30% (210)	4% (27)	5% (33)	5% (35)	699
Comfortable going to a movie sometime in 2021	18% (214)	23% (280)	39% (477)	6% (69)	9% (107)	5% (63)	1210
Uncomfortable going to a movie today	6% (87)	10% (158)	48% (732)	6% (95)	20% (298)	9% (141)	1511
Uncomfortable going to a movie in August 2020	5% (82)	11% (160)	48% (728)	6% (90)	20% (302)	9% (141)	1503
Uncomfortable going to a movie in September 2020	4% (62)	10% (145)	48% (684)	6% (90)	21% (298)	9% (134)	1413
Uncomfortable going to a movie sometime in 2020	4% (58)	9% (117)	48% (623)	6% (81)	22% (279)	10% (127)	1286
Uncomfortable going to a movie sometime in 2021	3% (14)	7% (40)	44% (256)	6% (33)	26% (152)	14% (82)	577

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

Table MTE3_6: Would the following promotions make you more or less likely to go to a movie theater in September 2020?

Free concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	17% (368)	18% (403)	36% (796)	5% (99)	14% (307)	10% (227)	2200
Gender: Male	19% (197)	19% (206)	37% (392)	4% (48)	12% (130)	8% (89)	1062
Gender: Female	15% (171)	17% (196)	36% (404)	5% (52)	16% (177)	12% (138)	1138
Age: 18-34	24% (158)	21% (137)	26% (167)	5% (33)	11% (70)	14% (91)	655
Age: 35-44	24% (85)	20% (72)	32% (115)	4% (13)	12% (43)	8% (30)	358
Age: 45-64	14% (102)	17% (129)	43% (323)	4% (30)	14% (107)	8% (61)	751
Age: 65+	6% (24)	15% (65)	44% (192)	5% (24)	20% (87)	10% (44)	436
GenZers: 1997-2012	22% (55)	22% (57)	24% (60)	7% (17)	11% (27)	15% (37)	253
Millennials: 1981-1996	24% (134)	21% (117)	29% (166)	3% (19)	11% (65)	12% (67)	569
GenXers: 1965-1980	19% (105)	19% (109)	35% (197)	5% (28)	13% (71)	9% (49)	559
Baby Boomers: 1946-1964	9% (69)	15% (110)	46% (339)	4% (26)	17% (124)	9% (66)	735
PID: Dem (no lean)	13% (112)	17% (144)	37% (314)	5% (46)	19% (159)	9% (74)	850
PID: Ind (no lean)	17% (111)	20% (132)	35% (233)	3% (21)	12% (78)	13% (86)	661
PID: Rep (no lean)	21% (145)	18% (126)	36% (249)	5% (33)	10% (69)	10% (67)	689
PID/Gender: Dem Men	15% (60)	20% (80)	36% (144)	6% (25)	17% (66)	6% (24)	401
PID/Gender: Dem Women	12% (52)	14% (64)	38% (170)	5% (20)	21% (93)	11% (50)	449
PID/Gender: Ind Men	17% (52)	20% (61)	37% (115)	3% (10)	11% (33)	12% (36)	307
PID/Gender: Ind Women	17% (59)	20% (71)	33% (118)	3% (10)	13% (46)	14% (50)	354
PID/Gender: Rep Men	24% (85)	18% (65)	38% (133)	3% (12)	9% (31)	8% (28)	354
PID/Gender: Rep Women	18% (60)	18% (61)	35% (116)	6% (21)	11% (38)	11% (38)	334
Ideo: Liberal (1-3)	17% (110)	20% (127)	38% (244)	5% (31)	15% (95)	6% (38)	646
Ideo: Moderate (4)	16% (97)	18% (113)	40% (250)	5% (29)	14% (89)	7% (46)	625
Ideo: Conservative (5-7)	17% (121)	18% (126)	36% (253)	5% (33)	13% (92)	11% (79)	704
Educ: < College	18% (276)	17% (256)	32% (491)	5% (74)	15% (226)	13% (190)	1512
Educ: Bachelors degree	14% (64)	21% (94)	44% (197)	3% (12)	12% (53)	5% (23)	444
Educ: Post-grad	12% (28)	22% (53)	45% (109)	6% (14)	11% (28)	5% (13)	244
Income: Under 50k	18% (221)	18% (219)	31% (373)	5% (65)	14% (169)	13% (161)	1209
Income: 50k-100k	15% (100)	17% (114)	43% (287)	4% (24)	14% (96)	7% (47)	668
Income: 100k+	14% (46)	21% (69)	42% (137)	3% (10)	13% (41)	6% (19)	323
Ethnicity: White	17% (288)	18% (315)	38% (660)	4% (75)	12% (208)	10% (175)	1722
Ethnicity: Hispanic	22% (77)	22% (77)	28% (99)	2% (7)	14% (49)	11% (40)	349

Continued on next page

Table MTE3_6: Would the following promotions make you more or less likely to go to a movie theater in September 2020?

Free concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	17% (368)	18% (403)	36% (796)	5% (99)	14% (307)	10% (227)	2200
Ethnicity: Black	17% (45)	16% (45)	24% (66)	6% (17)	23% (63)	14% (38)	274
Ethnicity: Other	17% (35)	21% (42)	34% (70)	4% (8)	18% (36)	7% (13)	204
All Christian	14% (144)	20% (215)	40% (419)	4% (37)	14% (147)	8% (86)	1049
All Non-Christian	20% (24)	12% (15)	42% (49)	6% (7)	13% (15)	6% (7)	116
Atheist	23% (21)	14% (13)	41% (37)	9% (8)	8% (7)	3% (3)	88
Agnostic/Nothing in particular	18% (90)	17% (88)	34% (172)	3% (17)	13% (67)	15% (76)	510
Something Else	20% (89)	17% (72)	27% (120)	7% (30)	16% (71)	12% (54)	437
Religious Non-Protestant/Catholic	20% (28)	13% (18)	39% (55)	5% (7)	13% (19)	9% (12)	139
Evangelical	18% (115)	20% (127)	32% (202)	6% (37)	15% (98)	9% (58)	637
Non-Evangelical	14% (114)	19% (156)	40% (327)	4% (29)	14% (114)	9% (75)	813
Community: Urban	19% (118)	20% (125)	35% (217)	6% (36)	12% (73)	9% (57)	626
Community: Suburban	15% (140)	18% (175)	38% (363)	5% (47)	16% (156)	9% (86)	968
Community: Rural	18% (110)	17% (102)	36% (217)	3% (16)	13% (78)	14% (83)	606
Employ: Private Sector	16% (105)	21% (141)	40% (264)	5% (34)	12% (77)	6% (39)	659
Employ: Government	21% (33)	21% (32)	31% (49)	2% (3)	15% (23)	10% (16)	157
Employ: Self-Employed	23% (44)	16% (30)	29% (55)	3% (6)	16% (30)	12% (22)	189
Employ: Homemaker	19% (31)	20% (33)	35% (57)	3% (5)	12% (19)	12% (20)	166
Employ: Retired	9% (47)	13% (67)	44% (223)	5% (27)	18% (92)	10% (49)	505
Employ: Unemployed	23% (69)	14% (42)	29% (86)	5% (14)	13% (40)	16% (49)	300
Employ: Other	19% (25)	24% (32)	28% (36)	3% (3)	13% (18)	12% (16)	131
Military HH: Yes	21% (75)	17% (59)	33% (117)	5% (16)	15% (52)	9% (31)	350
Military HH: No	16% (293)	19% (343)	37% (680)	5% (83)	14% (255)	11% (195)	1850
RD/WT: Right Direction	22% (129)	19% (110)	33% (192)	5% (29)	10% (61)	12% (69)	588
RD/WT: Wrong Track	15% (240)	18% (293)	38% (605)	4% (71)	15% (246)	10% (158)	1612
Trump Job Approve	23% (205)	20% (180)	34% (301)	4% (39)	10% (90)	9% (82)	897
Trump Job Disapprove	12% (146)	17% (208)	39% (471)	5% (59)	18% (215)	9% (109)	1206
Trump Job Strongly Approve	28% (138)	19% (92)	29% (144)	4% (21)	10% (51)	9% (45)	490
Trump Job Somewhat Approve	17% (67)	22% (89)	39% (157)	4% (17)	10% (39)	9% (37)	407
Trump Job Somewhat Disapprove	12% (29)	20% (49)	41% (98)	6% (15)	15% (36)	6% (15)	242
Trump Job Strongly Disapprove	12% (117)	16% (158)	39% (372)	5% (44)	19% (178)	10% (94)	964

Continued on next page

Table MTE3_6: Would the following promotions make you more or less likely to go to a movie theater in September 2020?

Free concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	17% (368)	18% (403)	36% (796)	5% (99)	14% (307)	10% (227)	2200
Favorable of Trump	23% (202)	20% (180)	35% (312)	4% (36)	10% (94)	8% (75)	899
Unfavorable of Trump	13% (154)	18% (210)	39% (465)	4% (50)	17% (205)	9% (106)	1190
Very Favorable of Trump	28% (151)	19% (101)	29% (153)	4% (23)	11% (58)	8% (44)	530
Somewhat Favorable of Trump	14% (52)	21% (79)	43% (158)	4% (13)	10% (36)	8% (31)	369
Somewhat Unfavorable of Trump	14% (30)	21% (47)	38% (83)	4% (9)	13% (29)	9% (20)	217
Very Unfavorable of Trump	13% (124)	17% (163)	39% (382)	4% (41)	18% (177)	9% (87)	974
#1 Issue: Economy	21% (164)	23% (177)	34% (264)	4% (28)	13% (98)	7% (51)	782
#1 Issue: Security	19% (49)	20% (51)	37% (94)	2% (6)	10% (26)	11% (28)	254
#1 Issue: Health Care	11% (44)	14% (58)	44% (177)	5% (19)	12% (50)	13% (53)	400
#1 Issue: Medicare / Social Security	9% (28)	11% (35)	39% (121)	8% (24)	20% (61)	13% (39)	306
#1 Issue: Women's Issues	19% (19)	19% (19)	22% (22)	4% (4)	13% (13)	23% (23)	100
#1 Issue: Education	22% (25)	19% (22)	34% (38)	8% (9)	9% (10)	9% (10)	114
#1 Issue: Energy	20% (22)	22% (24)	31% (35)	5% (5)	15% (17)	8% (9)	114
#1 Issue: Other	14% (18)	13% (17)	35% (45)	4% (5)	25% (32)	10% (13)	130
2018 House Vote: Democrat	11% (76)	16% (112)	43% (306)	5% (33)	19% (132)	7% (46)	704
2018 House Vote: Republican	20% (125)	20% (127)	37% (235)	4% (26)	11% (69)	9% (59)	641
2018 House Vote: Someone else	11% (7)	20% (13)	49% (31)	5% (3)	6% (4)	9% (6)	64
2016 Vote: Hillary Clinton	12% (82)	18% (121)	41% (281)	4% (31)	19% (129)	6% (42)	685
2016 Vote: Donald Trump	18% (126)	19% (130)	39% (267)	4% (30)	12% (80)	8% (53)	686
2016 Vote: Other	6% (8)	20% (26)	50% (65)	1% (1)	13% (17)	10% (13)	129
2016 Vote: Didn't Vote	22% (153)	18% (126)	26% (184)	5% (38)	12% (81)	17% (118)	700
Voted in 2014: Yes	14% (170)	17% (210)	41% (512)	4% (52)	16% (201)	8% (98)	1244
Voted in 2014: No	21% (198)	20% (192)	30% (284)	5% (47)	11% (106)	13% (128)	956
2012 Vote: Barack Obama	12% (106)	18% (150)	41% (353)	4% (35)	18% (157)	7% (56)	856
2012 Vote: Mitt Romney	16% (75)	18% (84)	43% (197)	4% (20)	11% (49)	8% (39)	464
2012 Vote: Other	11% (8)	25% (20)	36% (29)	2% (2)	11% (9)	14% (11)	79
2012 Vote: Didn't Vote	22% (179)	19% (149)	27% (216)	5% (43)	11% (90)	15% (121)	796

Continued on next page

Table MTE3_6: Would the following promotions make you more or less likely to go to a movie theater in September 2020?

Free concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	17% (368)	18% (403)	36% (796)	5% (99)	14% (307)	10% (227)	2200
4-Region: Northeast	14% (53)	16% (65)	38% (148)	6% (24)	18% (69)	9% (34)	394
4-Region: Midwest	18% (85)	19% (90)	37% (170)	4% (17)	13% (60)	9% (41)	462
4-Region: South	18% (146)	16% (136)	36% (299)	5% (39)	13% (106)	12% (98)	824
4-Region: West	16% (85)	22% (112)	34% (179)	4% (20)	14% (71)	10% (53)	520
Fan of movies	17% (337)	19% (360)	36% (706)	5% (93)	14% (274)	9% (178)	1948
Fan of TV	17% (332)	19% (369)	37% (733)	5% (92)	14% (284)	9% (179)	1989
Comfortable going to a movie today	41% (225)	31% (169)	17% (94)	4% (21)	2% (12)	6% (31)	552
Comfortable going to a movie in August 2020	42% (234)	28% (156)	17% (97)	4% (20)	3% (19)	6% (35)	561
Comfortable going to a movie in September 2020	40% (241)	29% (176)	18% (111)	4% (22)	3% (19)	6% (38)	606
Comfortable going to a movie sometime in 2020	39% (270)	29% (200)	21% (144)	3% (20)	4% (26)	6% (39)	699
Comfortable going to a movie sometime in 2021	26% (313)	24% (293)	32% (391)	4% (51)	8% (93)	6% (69)	1210
Uncomfortable going to a movie today	9% (129)	15% (221)	44% (672)	5% (75)	19% (290)	8% (125)	1511
Uncomfortable going to a movie in August 2020	8% (118)	16% (233)	44% (667)	5% (78)	19% (284)	8% (122)	1503
Uncomfortable going to a movie in September 2020	7% (104)	14% (200)	45% (639)	5% (75)	20% (279)	8% (116)	1413
Uncomfortable going to a movie sometime in 2020	6% (81)	13% (173)	45% (578)	6% (74)	21% (266)	9% (114)	1286
Uncomfortable going to a movie sometime in 2021	5% (27)	12% (67)	42% (240)	5% (28)	26% (149)	11% (66)	577

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

Table MTE3_7: Would the following promotions make you more or less likely to go to a movie theater in September 2020?
Special themed concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (164)	11% (250)	47% (1038)	5% (112)	17% (367)	12% (269)	2200
Gender: Male	9% (91)	13% (139)	48% (506)	5% (55)	14% (148)	11% (122)	1062
Gender: Female	6% (73)	10% (111)	47% (532)	5% (57)	19% (218)	13% (148)	1138
Age: 18-34	13% (82)	19% (121)	36% (234)	5% (32)	13% (85)	15% (101)	655
Age: 35-44	11% (41)	15% (53)	44% (158)	5% (18)	15% (54)	9% (33)	358
Age: 45-64	5% (35)	8% (60)	54% (406)	5% (38)	18% (132)	11% (80)	751
Age: 65+	1% (6)	4% (16)	55% (240)	5% (24)	22% (96)	13% (56)	436
GenZers: 1997-2012	12% (30)	17% (44)	32% (80)	7% (17)	15% (37)	18% (46)	253
Millennials: 1981-1996	12% (69)	18% (105)	40% (228)	4% (23)	13% (77)	12% (68)	569
GenXers: 1965-1980	9% (50)	11% (60)	47% (264)	5% (28)	16% (90)	12% (65)	559
Baby Boomers: 1946-1964	2% (13)	4% (33)	58% (427)	5% (38)	20% (144)	11% (79)	735
PID: Dem (no lean)	9% (73)	11% (92)	44% (378)	6% (54)	19% (165)	10% (89)	850
PID: Ind (no lean)	4% (30)	10% (68)	51% (337)	3% (21)	15% (100)	16% (105)	661
PID: Rep (no lean)	9% (61)	13% (90)	47% (323)	5% (37)	15% (102)	11% (75)	689
PID/Gender: Dem Men	10% (39)	13% (51)	44% (175)	7% (27)	18% (72)	9% (36)	401
PID/Gender: Dem Women	8% (34)	9% (41)	45% (203)	6% (26)	21% (92)	12% (53)	449
PID/Gender: Ind Men	5% (17)	10% (31)	53% (162)	3% (8)	13% (40)	16% (49)	307
PID/Gender: Ind Women	4% (13)	10% (37)	49% (175)	4% (13)	17% (60)	16% (56)	354
PID/Gender: Rep Men	10% (35)	16% (57)	48% (169)	6% (20)	10% (36)	10% (37)	354
PID/Gender: Rep Women	8% (26)	10% (33)	46% (154)	5% (17)	20% (66)	12% (39)	334
Ideo: Liberal (1-3)	9% (59)	14% (88)	48% (308)	5% (34)	16% (105)	8% (51)	646
Ideo: Moderate (4)	8% (50)	10% (65)	49% (308)	4% (27)	18% (110)	10% (64)	625
Ideo: Conservative (5-7)	6% (39)	10% (74)	49% (342)	6% (45)	16% (114)	13% (89)	704
Educ: < College	8% (123)	11% (162)	44% (668)	5% (77)	17% (262)	15% (220)	1512
Educ: Bachelors degree	5% (22)	13% (58)	54% (240)	4% (19)	16% (70)	8% (36)	444
Educ: Post-grad	8% (20)	13% (31)	53% (130)	7% (16)	14% (34)	6% (14)	244
Income: Under 50k	8% (92)	12% (140)	43% (524)	5% (65)	17% (203)	15% (184)	1209
Income: 50k-100k	7% (46)	11% (74)	52% (345)	5% (32)	17% (114)	9% (57)	668
Income: 100k+	8% (27)	11% (35)	52% (168)	5% (15)	15% (49)	9% (28)	323
Ethnicity: White	6% (106)	11% (184)	51% (872)	5% (88)	15% (253)	13% (218)	1722
Ethnicity: Hispanic	12% (43)	21% (73)	36% (125)	5% (17)	13% (45)	13% (45)	349

Continued on next page

Table MTE3_7: Would the following promotions make you more or less likely to go to a movie theater in September 2020?
Special themed concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (164)	11% (250)	47% (1038)	5% (112)	17% (367)	12% (269)	2200
Ethnicity: Black	13% (34)	14% (39)	29% (78)	5% (14)	27% (75)	12% (33)	274
Ethnicity: Other	12% (24)	13% (27)	43% (87)	5% (10)	19% (38)	9% (18)	204
All Christian	7% (68)	11% (114)	50% (528)	6% (68)	16% (172)	9% (99)	1049
All Non-Christian	5% (6)	19% (22)	44% (51)	6% (7)	18% (21)	9% (11)	116
Atheist	4% (3)	11% (10)	62% (55)	8% (7)	11% (9)	5% (4)	88
Agnostic/Nothing in particular	9% (44)	10% (53)	44% (225)	3% (13)	16% (84)	18% (91)	510
Something Else	10% (44)	12% (51)	41% (179)	4% (18)	18% (81)	15% (64)	437
Religious Non-Protestant/Catholic	6% (8)	17% (23)	42% (59)	6% (8)	18% (24)	12% (16)	139
Evangelical	10% (65)	14% (87)	41% (262)	7% (46)	17% (109)	11% (68)	637
Non-Evangelical	5% (44)	9% (75)	53% (432)	5% (38)	17% (136)	11% (88)	813
Community: Urban	11% (71)	17% (105)	41% (259)	5% (34)	15% (91)	10% (66)	626
Community: Suburban	6% (55)	10% (100)	49% (474)	5% (52)	18% (171)	12% (116)	968
Community: Rural	6% (39)	7% (45)	50% (304)	4% (26)	17% (104)	14% (88)	606
Employ: Private Sector	7% (44)	15% (96)	52% (341)	7% (44)	13% (84)	8% (51)	659
Employ: Government	15% (23)	15% (23)	41% (65)	4% (6)	13% (21)	12% (19)	157
Employ: Self-Employed	12% (22)	17% (32)	35% (66)	9% (18)	13% (25)	14% (26)	189
Employ: Homemaker	9% (15)	9% (15)	51% (85)	4% (7)	16% (26)	11% (18)	166
Employ: Retired	2% (10)	4% (20)	55% (277)	5% (26)	22% (113)	12% (59)	505
Employ: Unemployed	7% (20)	15% (45)	42% (125)	1% (3)	19% (58)	16% (49)	300
Employ: Other	16% (21)	5% (7)	38% (50)	1% (2)	19% (25)	20% (26)	131
Military HH: Yes	6% (22)	11% (37)	47% (166)	5% (17)	18% (62)	13% (45)	350
Military HH: No	8% (142)	11% (213)	47% (872)	5% (95)	16% (304)	12% (224)	1850
RD/WT: Right Direction	10% (59)	13% (78)	43% (253)	6% (36)	15% (87)	13% (75)	588
RD/WT: Wrong Track	7% (106)	11% (172)	49% (785)	5% (76)	17% (280)	12% (194)	1612
Trump Job Approve	9% (78)	14% (122)	48% (426)	5% (49)	15% (130)	10% (92)	897
Trump Job Disapprove	7% (82)	10% (118)	48% (576)	5% (61)	19% (234)	11% (135)	1206
Trump Job Strongly Approve	12% (56)	15% (74)	42% (207)	6% (30)	14% (69)	11% (53)	490
Trump Job Somewhat Approve	5% (21)	12% (48)	54% (219)	5% (19)	15% (61)	10% (39)	407
Trump Job Somewhat Disapprove	7% (17)	9% (23)	50% (121)	6% (15)	17% (41)	10% (24)	242
Trump Job Strongly Disapprove	7% (65)	10% (95)	47% (455)	5% (46)	20% (193)	11% (110)	964

Continued on next page

Table MTE3_7: Would the following promotions make you more or less likely to go to a movie theater in September 2020?
Special themed concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (164)	11% (250)	47% (1038)	5% (112)	17% (367)	12% (269)	2200
Favorable of Trump	9% (80)	13% (119)	48% (427)	5% (49)	15% (134)	10% (91)	899
Unfavorable of Trump	7% (83)	10% (122)	48% (574)	5% (61)	19% (221)	11% (129)	1190
Very Favorable of Trump	12% (65)	14% (75)	42% (221)	6% (33)	16% (83)	10% (54)	530
Somewhat Favorable of Trump	4% (15)	12% (44)	56% (206)	4% (16)	14% (51)	10% (37)	369
Somewhat Unfavorable of Trump	4% (9)	12% (25)	50% (108)	5% (12)	19% (40)	11% (23)	217
Very Unfavorable of Trump	8% (74)	10% (97)	48% (466)	5% (49)	19% (180)	11% (106)	974
#1 Issue: Economy	7% (54)	15% (117)	48% (373)	6% (43)	16% (128)	9% (67)	782
#1 Issue: Security	11% (27)	9% (24)	51% (129)	4% (10)	12% (31)	13% (34)	254
#1 Issue: Health Care	7% (28)	10% (40)	51% (205)	5% (19)	15% (59)	12% (49)	400
#1 Issue: Medicare / Social Security	3% (10)	5% (15)	47% (143)	6% (20)	22% (68)	16% (50)	306
#1 Issue: Women's Issues	14% (14)	16% (16)	25% (25)	5% (5)	12% (12)	28% (28)	100
#1 Issue: Education	11% (12)	14% (16)	47% (54)	5% (6)	12% (14)	10% (12)	114
#1 Issue: Energy	16% (18)	13% (14)	39% (45)	4% (4)	18% (21)	10% (12)	114
#1 Issue: Other	1% (1)	6% (7)	50% (65)	4% (5)	26% (33)	14% (18)	130
2018 House Vote: Democrat	5% (36)	9% (61)	52% (364)	5% (38)	20% (139)	9% (66)	704
2018 House Vote: Republican	9% (59)	11% (72)	49% (314)	6% (37)	14% (92)	10% (67)	641
2018 House Vote: Someone else	4% (2)	10% (7)	57% (36)	6% (4)	12% (7)	12% (8)	64
2016 Vote: Hillary Clinton	7% (47)	11% (76)	50% (339)	5% (34)	19% (128)	9% (61)	685
2016 Vote: Donald Trump	9% (61)	10% (69)	51% (347)	6% (41)	15% (101)	10% (67)	686
2016 Vote: Other	1% (1)	8% (10)	61% (79)	4% (5)	17% (22)	9% (12)	129
2016 Vote: Didn't Vote	8% (55)	13% (94)	39% (273)	5% (33)	16% (115)	18% (129)	700
Voted in 2014: Yes	7% (88)	9% (112)	51% (632)	6% (72)	17% (216)	10% (125)	1244
Voted in 2014: No	8% (76)	14% (138)	42% (406)	4% (40)	16% (150)	15% (145)	956
2012 Vote: Barack Obama	7% (63)	10% (86)	50% (432)	4% (37)	19% (162)	9% (77)	856
2012 Vote: Mitt Romney	6% (30)	10% (46)	52% (243)	7% (33)	14% (64)	10% (48)	464
2012 Vote: Other	4% (3)	9% (7)	55% (43)	5% (4)	15% (12)	12% (10)	79
2012 Vote: Didn't Vote	9% (69)	14% (110)	40% (319)	5% (37)	16% (127)	17% (134)	796

Continued on next page

Table MTE3_7: Would the following promotions make you more or less likely to go to a movie theater in September 2020?
Special themed concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (164)	11% (250)	47% (1038)	5% (112)	17% (367)	12% (269)	2200
4-Region: Northeast	7% (28)	15% (58)	43% (169)	6% (25)	18% (72)	11% (43)	394
4-Region: Midwest	6% (30)	10% (46)	50% (233)	7% (33)	14% (66)	12% (54)	462
4-Region: South	8% (69)	10% (83)	47% (388)	5% (38)	18% (145)	12% (101)	824
4-Region: West	7% (38)	12% (63)	48% (249)	3% (16)	16% (84)	14% (71)	520
Fan of movies	7% (146)	11% (220)	48% (938)	5% (99)	16% (319)	12% (226)	1948
Fan of TV	7% (146)	11% (218)	48% (963)	5% (102)	17% (337)	11% (223)	1989
Comfortable going to a movie today	19% (103)	21% (117)	43% (238)	2% (13)	7% (37)	8% (44)	552
Comfortable going to a movie in August 2020	17% (96)	22% (121)	42% (237)	4% (22)	7% (39)	8% (47)	561
Comfortable going to a movie in September 2020	19% (116)	21% (126)	45% (270)	2% (15)	6% (35)	7% (43)	606
Comfortable going to a movie sometime in 2020	17% (116)	20% (143)	46% (319)	4% (26)	7% (46)	7% (48)	699
Comfortable going to a movie sometime in 2021	12% (141)	16% (195)	49% (597)	5% (63)	11% (131)	7% (83)	1210
Uncomfortable going to a movie today	4% (56)	8% (125)	51% (766)	6% (97)	21% (318)	10% (150)	1511
Uncomfortable going to a movie in August 2020	4% (62)	8% (122)	51% (767)	6% (89)	21% (318)	10% (145)	1503
Uncomfortable going to a movie in September 2020	3% (41)	8% (114)	50% (703)	7% (94)	22% (317)	10% (143)	1413
Uncomfortable going to a movie sometime in 2020	3% (44)	7% (94)	49% (632)	6% (82)	23% (297)	11% (136)	1286
Uncomfortable going to a movie sometime in 2021	2% (12)	7% (38)	42% (244)	6% (36)	29% (168)	14% (79)	577

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

Table MTE3_8: *Would the following promotions make you more or less likely to go to a movie theater in September 2020?*
Giveaways of promotional items such as posters

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (202)	13% (295)	44% (969)	6% (140)	16% (353)	11% (242)	2200
Gender: Male	9% (100)	16% (168)	46% (488)	5% (54)	14% (145)	10% (106)	1062
Gender: Female	9% (102)	11% (126)	42% (481)	8% (86)	18% (207)	12% (136)	1138
Age: 18-34	14% (90)	19% (125)	33% (213)	9% (57)	10% (66)	16% (104)	655
Age: 35-44	17% (62)	15% (55)	41% (148)	5% (18)	13% (47)	8% (28)	358
Age: 45-64	5% (41)	12% (93)	50% (377)	5% (39)	18% (138)	8% (62)	751
Age: 65+	2% (8)	5% (21)	53% (230)	6% (26)	23% (102)	11% (48)	436
GenZers: 1997-2012	16% (40)	19% (48)	27% (68)	11% (28)	8% (20)	20% (50)	253
Millennials: 1981-1996	12% (71)	19% (107)	39% (224)	6% (34)	12% (71)	11% (63)	569
GenXers: 1965-1980	12% (68)	13% (72)	42% (238)	7% (39)	16% (88)	10% (54)	559
Baby Boomers: 1946-1964	3% (21)	8% (62)	54% (400)	5% (33)	21% (154)	9% (65)	735
PID: Dem (no lean)	9% (75)	11% (96)	43% (365)	7% (57)	20% (170)	10% (87)	850
PID: Ind (no lean)	8% (53)	13% (84)	46% (302)	6% (39)	14% (95)	13% (88)	661
PID: Rep (no lean)	11% (74)	17% (114)	44% (302)	6% (44)	13% (88)	10% (67)	689
PID/Gender: Dem Men	10% (38)	13% (53)	46% (183)	6% (23)	17% (68)	9% (36)	401
PID/Gender: Dem Women	8% (36)	10% (44)	40% (182)	7% (33)	23% (102)	11% (51)	449
PID/Gender: Ind Men	7% (21)	15% (46)	48% (147)	4% (12)	13% (39)	14% (42)	307
PID/Gender: Ind Women	9% (31)	11% (38)	44% (155)	8% (27)	16% (56)	13% (47)	354
PID/Gender: Rep Men	11% (40)	20% (70)	45% (158)	5% (19)	11% (39)	8% (29)	354
PID/Gender: Rep Women	10% (34)	13% (44)	43% (144)	7% (25)	15% (49)	11% (38)	334
Ideo: Liberal (1-3)	11% (74)	15% (98)	44% (282)	7% (42)	15% (97)	8% (53)	646
Ideo: Moderate (4)	9% (54)	13% (82)	46% (287)	7% (43)	17% (107)	8% (52)	625
Ideo: Conservative (5-7)	6% (46)	13% (92)	47% (333)	6% (43)	16% (111)	11% (79)	704
Educ: < College	10% (154)	13% (198)	40% (607)	6% (98)	17% (258)	13% (197)	1512
Educ: Bachelors degree	6% (27)	14% (64)	53% (233)	6% (25)	14% (63)	7% (32)	444
Educ: Post-grad	9% (21)	13% (32)	53% (128)	7% (17)	13% (31)	6% (13)	244
Income: Under 50k	9% (114)	16% (189)	39% (472)	7% (81)	16% (188)	14% (166)	1209
Income: 50k-100k	8% (56)	11% (72)	50% (331)	6% (37)	18% (120)	8% (50)	668
Income: 100k+	10% (32)	10% (33)	51% (165)	7% (22)	14% (44)	8% (26)	323
Ethnicity: White	8% (145)	14% (233)	47% (805)	6% (98)	15% (250)	11% (191)	1722
Ethnicity: Hispanic	14% (50)	17% (60)	31% (108)	12% (41)	11% (39)	15% (52)	349

Continued on next page

Table MTE3_8: *Would the following promotions make you more or less likely to go to a movie theater in September 2020?*
Giveaways of promotional items such as posters

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (202)	13% (295)	44% (969)	6% (140)	16% (353)	11% (242)	2200
Ethnicity: Black	14% (37)	13% (37)	31% (84)	5% (14)	25% (70)	12% (33)	274
Ethnicity: Other	10% (20)	12% (25)	39% (80)	14% (29)	16% (33)	9% (18)	204
All Christian	8% (84)	13% (138)	47% (494)	7% (77)	16% (166)	9% (90)	1049
All Non-Christian	9% (10)	19% (22)	38% (44)	8% (9)	17% (20)	9% (11)	116
Atheist	2% (2)	13% (11)	65% (57)	9% (8)	7% (7)	3% (3)	88
Agnostic/Nothing in particular	10% (51)	12% (63)	42% (217)	4% (19)	15% (76)	17% (84)	510
Something Else	13% (55)	14% (60)	36% (156)	6% (27)	19% (85)	12% (55)	437
Religious Non-Protestant/Catholic	10% (14)	18% (25)	36% (50)	7% (10)	17% (24)	11% (16)	139
Evangelical	10% (67)	17% (107)	38% (241)	7% (44)	18% (115)	10% (63)	637
Non-Evangelical	8% (67)	11% (86)	49% (399)	7% (59)	16% (128)	9% (74)	813
Community: Urban	14% (88)	16% (98)	39% (244)	7% (43)	14% (88)	10% (64)	626
Community: Suburban	7% (63)	12% (118)	46% (449)	7% (64)	18% (178)	10% (96)	968
Community: Rural	8% (50)	13% (78)	45% (275)	5% (33)	14% (86)	14% (82)	606
Employ: Private Sector	8% (52)	17% (113)	50% (327)	6% (41)	13% (83)	7% (44)	659
Employ: Government	16% (25)	16% (25)	33% (52)	9% (14)	14% (21)	12% (19)	157
Employ: Self-Employed	14% (26)	12% (23)	38% (72)	5% (9)	17% (32)	14% (27)	189
Employ: Homemaker	8% (14)	13% (21)	42% (69)	12% (20)	17% (27)	9% (14)	166
Employ: Retired	3% (17)	6% (30)	52% (263)	6% (31)	23% (117)	9% (47)	505
Employ: Unemployed	13% (39)	16% (48)	35% (106)	5% (16)	15% (44)	16% (47)	300
Employ: Other	12% (15)	16% (20)	36% (47)	3% (4)	18% (23)	16% (21)	131
Military HH: Yes	10% (35)	15% (54)	42% (147)	8% (29)	15% (53)	9% (32)	350
Military HH: No	9% (167)	13% (240)	44% (822)	6% (111)	16% (299)	11% (210)	1850
RD/WT: Right Direction	13% (78)	15% (87)	41% (243)	6% (33)	13% (79)	12% (68)	588
RD/WT: Wrong Track	8% (124)	13% (208)	45% (726)	7% (107)	17% (273)	11% (174)	1612
Trump Job Approve	11% (103)	17% (152)	43% (385)	6% (57)	13% (120)	9% (81)	897
Trump Job Disapprove	7% (88)	11% (134)	46% (551)	7% (81)	19% (227)	10% (125)	1206
Trump Job Strongly Approve	14% (68)	18% (86)	40% (196)	4% (21)	14% (70)	10% (49)	490
Trump Job Somewhat Approve	8% (35)	16% (65)	47% (190)	9% (36)	12% (50)	8% (32)	407
Trump Job Somewhat Disapprove	8% (19)	14% (34)	47% (115)	8% (19)	14% (34)	9% (22)	242
Trump Job Strongly Disapprove	7% (69)	10% (100)	45% (436)	6% (62)	20% (193)	11% (103)	964

Continued on next page

Table MTE3_8: Would the following promotions make you more or less likely to go to a movie theater in September 2020?
Giveaways of promotional items such as posters

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (202)	13% (295)	44% (969)	6% (140)	16% (353)	11% (242)	2200
Favorable of Trump	11% (101)	17% (153)	43% (388)	7% (60)	13% (121)	8% (75)	899
Unfavorable of Trump	8% (92)	11% (132)	46% (549)	6% (76)	19% (221)	10% (121)	1190
Very Favorable of Trump	15% (82)	18% (93)	38% (202)	5% (25)	15% (81)	9% (46)	530
Somewhat Favorable of Trump	5% (19)	16% (59)	50% (186)	9% (35)	11% (40)	8% (29)	369
Somewhat Unfavorable of Trump	9% (19)	14% (30)	48% (103)	7% (16)	12% (27)	10% (22)	217
Very Unfavorable of Trump	7% (73)	10% (101)	46% (445)	6% (60)	20% (194)	10% (100)	974
#1 Issue: Economy	9% (73)	17% (131)	44% (344)	7% (52)	15% (117)	8% (64)	782
#1 Issue: Security	13% (33)	12% (31)	47% (120)	3% (7)	12% (31)	12% (31)	254
#1 Issue: Health Care	6% (25)	12% (47)	48% (193)	7% (29)	17% (67)	10% (40)	400
#1 Issue: Medicare / Social Security	4% (11)	7% (22)	44% (135)	7% (23)	23% (69)	15% (46)	306
#1 Issue: Women's Issues	19% (19)	17% (17)	27% (27)	5% (5)	6% (6)	26% (27)	100
#1 Issue: Education	18% (20)	13% (14)	45% (51)	7% (8)	9% (10)	10% (11)	114
#1 Issue: Energy	15% (17)	16% (18)	37% (42)	9% (10)	14% (15)	9% (11)	114
#1 Issue: Other	2% (3)	10% (13)	44% (57)	5% (6)	29% (37)	10% (13)	130
2018 House Vote: Democrat	6% (40)	11% (80)	49% (346)	6% (45)	19% (136)	8% (58)	704
2018 House Vote: Republican	11% (70)	14% (88)	47% (299)	6% (38)	14% (89)	9% (57)	641
2018 House Vote: Someone else	4% (3)	7% (4)	59% (37)	8% (5)	12% (8)	10% (6)	64
2016 Vote: Hillary Clinton	7% (46)	12% (82)	47% (321)	6% (43)	19% (133)	9% (60)	685
2016 Vote: Donald Trump	11% (73)	11% (78)	48% (332)	7% (45)	15% (106)	8% (53)	686
2016 Vote: Other	3% (4)	10% (13)	59% (76)	7% (8)	14% (18)	7% (9)	129
2016 Vote: Didn't Vote	11% (79)	17% (122)	34% (240)	6% (43)	14% (96)	17% (120)	700
Voted in 2014: Yes	8% (99)	11% (134)	48% (603)	6% (78)	18% (227)	8% (103)	1244
Voted in 2014: No	11% (103)	17% (160)	38% (366)	6% (62)	13% (126)	15% (140)	956
2012 Vote: Barack Obama	8% (68)	11% (91)	48% (408)	6% (54)	20% (169)	8% (66)	856
2012 Vote: Mitt Romney	8% (38)	12% (54)	50% (230)	7% (34)	15% (70)	8% (39)	464
2012 Vote: Other	7% (6)	16% (12)	50% (39)	4% (3)	9% (7)	13% (11)	79
2012 Vote: Didn't Vote	11% (89)	17% (138)	36% (290)	6% (48)	13% (104)	16% (127)	796

Continued on next page

Table MTE3_8: Would the following promotions make you more or less likely to go to a movie theater in September 2020?
Giveaways of promotional items such as posters

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (202)	13% (295)	44% (969)	6% (140)	16% (353)	11% (242)	2200
4-Region: Northeast	10% (39)	9% (35)	48% (188)	5% (21)	18% (71)	10% (38)	394
4-Region: Midwest	8% (35)	14% (66)	48% (222)	7% (30)	15% (69)	8% (39)	462
4-Region: South	9% (76)	14% (114)	43% (354)	6% (51)	16% (131)	12% (98)	824
4-Region: West	10% (51)	15% (79)	39% (205)	7% (37)	16% (81)	13% (67)	520
Fan of movies	9% (177)	14% (277)	44% (859)	6% (126)	16% (313)	10% (195)	1948
Fan of TV	9% (178)	14% (271)	45% (889)	7% (131)	17% (329)	10% (192)	1989
Comfortable going to a movie today	24% (133)	26% (143)	33% (182)	4% (20)	6% (31)	8% (43)	552
Comfortable going to a movie in August 2020	22% (125)	26% (146)	35% (198)	5% (27)	4% (22)	8% (43)	561
Comfortable going to a movie in September 2020	23% (138)	26% (156)	34% (206)	5% (32)	5% (32)	7% (41)	606
Comfortable going to a movie sometime in 2020	19% (136)	26% (179)	37% (259)	6% (42)	6% (40)	6% (42)	699
Comfortable going to a movie sometime in 2021	14% (168)	21% (250)	43% (524)	6% (71)	10% (124)	6% (74)	1210
Uncomfortable going to a movie today	4% (62)	10% (146)	49% (747)	7% (112)	20% (306)	9% (137)	1511
Uncomfortable going to a movie in August 2020	5% (70)	9% (141)	49% (731)	7% (107)	21% (320)	9% (134)	1503
Uncomfortable going to a movie in September 2020	4% (50)	9% (125)	50% (700)	7% (101)	22% (306)	9% (132)	1413
Uncomfortable going to a movie sometime in 2020	4% (51)	8% (107)	48% (616)	7% (91)	23% (292)	10% (129)	1286
Uncomfortable going to a movie sometime in 2021	3% (15)	5% (31)	46% (263)	7% (40)	26% (149)	14% (78)	577

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

Table MTE3_9: Would the following promotions make you more or less likely to go to a movie theater in September 2020?
Screenings of older movies

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (169)	12% (271)	43% (938)	7% (148)	18% (403)	12% (271)	2200
Gender: Male	8% (88)	15% (158)	43% (460)	7% (76)	16% (167)	11% (112)	1062
Gender: Female	7% (80)	10% (113)	42% (478)	6% (72)	21% (235)	14% (158)	1138
Age: 18-34	14% (90)	15% (99)	33% (215)	8% (55)	14% (90)	16% (106)	655
Age: 35-44	10% (35)	17% (60)	44% (156)	5% (18)	15% (54)	10% (35)	358
Age: 45-64	4% (31)	11% (84)	47% (356)	6% (45)	20% (154)	11% (82)	751
Age: 65+	3% (13)	7% (28)	49% (212)	7% (30)	24% (105)	11% (48)	436
GenZers: 1997-2012	17% (42)	11% (29)	30% (76)	13% (32)	9% (23)	20% (52)	253
Millennials: 1981-1996	11% (65)	16% (89)	39% (220)	5% (31)	17% (95)	12% (69)	569
GenXers: 1965-1980	6% (33)	16% (88)	43% (239)	6% (36)	18% (98)	12% (64)	559
Baby Boomers: 1946-1964	4% (26)	8% (56)	49% (363)	6% (43)	24% (173)	10% (74)	735
PID: Dem (no lean)	8% (71)	10% (88)	42% (357)	7% (60)	22% (187)	10% (87)	850
PID: Ind (no lean)	5% (35)	12% (78)	44% (292)	6% (38)	17% (112)	16% (106)	661
PID: Rep (no lean)	9% (63)	15% (106)	42% (289)	7% (50)	15% (104)	11% (77)	689
PID/Gender: Dem Men	10% (38)	13% (51)	42% (170)	7% (30)	21% (85)	7% (27)	401
PID/Gender: Dem Women	7% (33)	8% (36)	42% (187)	7% (30)	23% (102)	14% (61)	449
PID/Gender: Ind Men	6% (17)	12% (38)	46% (141)	6% (17)	14% (42)	17% (51)	307
PID/Gender: Ind Women	5% (18)	11% (40)	43% (151)	6% (21)	20% (70)	16% (55)	354
PID/Gender: Rep Men	9% (33)	19% (69)	42% (149)	8% (29)	11% (40)	10% (34)	354
PID/Gender: Rep Women	9% (30)	11% (37)	42% (140)	6% (21)	19% (63)	13% (43)	334
Ideo: Liberal (1-3)	10% (62)	12% (80)	45% (290)	7% (43)	18% (116)	8% (54)	646
Ideo: Moderate (4)	7% (42)	12% (76)	44% (273)	8% (50)	18% (113)	11% (71)	625
Ideo: Conservative (5-7)	6% (43)	14% (97)	43% (306)	6% (44)	19% (133)	11% (81)	704
Educ: < College	8% (123)	11% (173)	39% (596)	7% (106)	19% (284)	15% (231)	1512
Educ: Bachelors degree	6% (28)	15% (67)	48% (214)	6% (26)	18% (81)	6% (27)	444
Educ: Post-grad	7% (18)	13% (31)	53% (128)	7% (16)	15% (37)	5% (13)	244
Income: Under 50k	9% (106)	12% (142)	39% (466)	7% (86)	18% (215)	16% (195)	1209
Income: 50k-100k	6% (40)	13% (85)	48% (319)	6% (40)	20% (133)	8% (51)	668
Income: 100k+	7% (23)	14% (44)	47% (153)	7% (23)	17% (55)	8% (25)	323
Ethnicity: White	7% (116)	13% (224)	44% (761)	7% (114)	17% (292)	12% (214)	1722
Ethnicity: Hispanic	14% (49)	19% (68)	35% (124)	5% (17)	11% (38)	15% (54)	349

Continued on next page

Table MTE3_9: Would the following promotions make you more or less likely to go to a movie theater in September 2020?
Screenings of older movies

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (169)	12% (271)	43% (938)	7% (148)	18% (403)	12% (271)	2200
Ethnicity: Black	14% (39)	8% (23)	33% (92)	5% (15)	26% (72)	12% (34)	274
Ethnicity: Other	7% (14)	12% (24)	42% (85)	10% (19)	19% (38)	11% (23)	204
All Christian	8% (79)	13% (140)	45% (467)	6% (66)	18% (194)	10% (103)	1049
All Non-Christian	9% (10)	18% (21)	39% (46)	5% (6)	18% (20)	11% (13)	116
Atheist	1% (1)	12% (11)	59% (52)	8% (7)	14% (13)	4% (4)	88
Agnostic/Nothing in particular	8% (41)	11% (56)	39% (196)	7% (38)	18% (93)	17% (86)	510
Something Else	9% (37)	10% (44)	41% (177)	7% (31)	19% (83)	15% (65)	437
Religious Non-Protestant/Catholic	10% (14)	18% (25)	38% (52)	5% (7)	15% (21)	13% (18)	139
Evangelical	10% (67)	13% (80)	39% (248)	6% (35)	20% (129)	12% (79)	637
Non-Evangelical	6% (46)	12% (99)	47% (385)	7% (59)	18% (145)	10% (80)	813
Community: Urban	11% (69)	15% (94)	39% (245)	7% (45)	17% (107)	11% (67)	626
Community: Suburban	6% (58)	12% (116)	44% (424)	6% (63)	20% (197)	11% (110)	968
Community: Rural	7% (42)	10% (61)	44% (269)	7% (41)	16% (99)	15% (94)	606
Employ: Private Sector	6% (41)	14% (95)	48% (318)	7% (47)	16% (108)	8% (50)	659
Employ: Government	12% (19)	13% (20)	36% (56)	11% (17)	15% (24)	14% (22)	157
Employ: Self-Employed	12% (22)	14% (26)	35% (67)	5% (10)	20% (37)	14% (26)	189
Employ: Homemaker	6% (11)	11% (18)	41% (69)	8% (13)	21% (34)	13% (21)	166
Employ: Retired	3% (17)	6% (29)	50% (252)	7% (33)	23% (115)	12% (58)	505
Employ: Unemployed	9% (26)	20% (61)	35% (105)	3% (9)	15% (46)	17% (52)	300
Employ: Other	15% (19)	8% (10)	34% (45)	5% (6)	21% (27)	18% (23)	131
Military HH: Yes	10% (34)	10% (37)	41% (145)	8% (29)	18% (62)	12% (44)	350
Military HH: No	7% (135)	13% (234)	43% (794)	6% (119)	18% (341)	12% (227)	1850
RD/WT: Right Direction	11% (65)	15% (86)	39% (230)	8% (46)	15% (87)	13% (75)	588
RD/WT: Wrong Track	6% (104)	11% (185)	44% (709)	6% (103)	20% (315)	12% (196)	1612
Trump Job Approve	9% (81)	15% (138)	42% (381)	6% (57)	15% (137)	11% (102)	897
Trump Job Disapprove	7% (79)	10% (126)	43% (524)	8% (91)	21% (259)	11% (128)	1206
Trump Job Strongly Approve	12% (60)	15% (73)	38% (186)	7% (33)	16% (81)	12% (58)	490
Trump Job Somewhat Approve	5% (21)	16% (66)	48% (195)	6% (24)	14% (57)	11% (44)	407
Trump Job Somewhat Disapprove	8% (18)	12% (29)	44% (106)	7% (18)	21% (50)	9% (21)	242
Trump Job Strongly Disapprove	6% (61)	10% (97)	43% (418)	8% (73)	22% (208)	11% (107)	964

Continued on next page

Table MTE3_9: *Would the following promotions make you more or less likely to go to a movie theater in September 2020?*
Screenings of older movies

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (169)	12% (271)	43% (938)	7% (148)	18% (403)	12% (271)	2200
Favorable of Trump	10% (86)	15% (135)	42% (380)	7% (59)	16% (140)	11% (98)	899
Unfavorable of Trump	6% (76)	11% (128)	44% (528)	7% (88)	21% (247)	10% (122)	1190
Very Favorable of Trump	12% (66)	15% (78)	38% (200)	8% (43)	16% (85)	11% (59)	530
Somewhat Favorable of Trump	6% (21)	15% (56)	49% (180)	4% (16)	15% (56)	11% (39)	369
Somewhat Unfavorable of Trump	5% (11)	17% (36)	47% (101)	6% (14)	16% (35)	9% (19)	217
Very Unfavorable of Trump	7% (65)	9% (92)	44% (428)	8% (75)	22% (212)	11% (103)	974
#1 Issue: Economy	8% (63)	16% (126)	43% (333)	5% (43)	18% (144)	9% (71)	782
#1 Issue: Security	11% (27)	13% (33)	45% (114)	4% (10)	16% (40)	12% (30)	254
#1 Issue: Health Care	6% (22)	9% (37)	49% (197)	9% (35)	17% (68)	10% (41)	400
#1 Issue: Medicare / Social Security	4% (11)	5% (15)	43% (132)	7% (22)	23% (70)	18% (57)	306
#1 Issue: Women's Issues	20% (20)	4% (4)	31% (31)	5% (5)	12% (12)	29% (29)	100
#1 Issue: Education	7% (8)	18% (20)	37% (42)	12% (13)	16% (18)	11% (12)	114
#1 Issue: Energy	11% (13)	22% (24)	29% (32)	11% (12)	17% (19)	11% (13)	114
#1 Issue: Other	4% (5)	8% (10)	44% (58)	6% (8)	24% (31)	14% (18)	130
2018 House Vote: Democrat	6% (40)	10% (72)	45% (320)	7% (51)	24% (166)	8% (56)	704
2018 House Vote: Republican	9% (54)	12% (78)	45% (289)	8% (48)	16% (104)	11% (68)	641
2018 House Vote: Someone else	4% (2)	5% (3)	65% (41)	6% (4)	9% (6)	11% (7)	64
2016 Vote: Hillary Clinton	6% (42)	10% (68)	47% (321)	7% (46)	22% (152)	8% (56)	685
2016 Vote: Donald Trump	7% (48)	14% (94)	44% (304)	7% (50)	18% (121)	10% (69)	686
2016 Vote: Other	2% (3)	16% (21)	54% (70)	4% (6)	17% (22)	6% (8)	129
2016 Vote: Didn't Vote	11% (75)	13% (89)	35% (244)	7% (46)	15% (108)	20% (137)	700
Voted in 2014: Yes	7% (84)	11% (134)	45% (566)	6% (79)	21% (263)	10% (119)	1244
Voted in 2014: No	9% (85)	14% (137)	39% (373)	7% (70)	15% (140)	16% (152)	956
2012 Vote: Barack Obama	7% (61)	11% (94)	45% (387)	6% (51)	22% (190)	9% (74)	856
2012 Vote: Mitt Romney	7% (33)	13% (58)	47% (217)	7% (32)	16% (75)	10% (47)	464
2012 Vote: Other	3% (2)	14% (11)	48% (38)	7% (5)	18% (14)	10% (8)	79
2012 Vote: Didn't Vote	9% (72)	14% (108)	37% (295)	8% (60)	15% (120)	18% (142)	796

Continued on next page

Table MTE3_9: Would the following promotions make you more or less likely to go to a movie theater in September 2020?
Screenings of older movies

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (169)	12% (271)	43% (938)	7% (148)	18% (403)	12% (271)	2200
4-Region: Northeast	9% (34)	10% (40)	43% (169)	6% (25)	21% (84)	10% (41)	394
4-Region: Midwest	8% (36)	12% (55)	43% (197)	7% (33)	19% (87)	12% (54)	462
4-Region: South	8% (63)	11% (90)	44% (365)	7% (60)	17% (139)	13% (107)	824
4-Region: West	7% (36)	17% (86)	40% (207)	6% (30)	18% (92)	13% (68)	520
Fan of movies	8% (149)	12% (242)	43% (840)	7% (132)	18% (359)	12% (225)	1948
Fan of TV	8% (150)	12% (244)	44% (873)	7% (134)	19% (368)	11% (221)	1989
Comfortable going to a movie today	21% (117)	21% (113)	35% (191)	6% (31)	8% (46)	10% (54)	552
Comfortable going to a movie in August 2020	19% (109)	22% (125)	35% (196)	5% (30)	8% (45)	10% (56)	561
Comfortable going to a movie in September 2020	20% (121)	22% (134)	37% (224)	5% (33)	8% (46)	8% (49)	606
Comfortable going to a movie sometime in 2020	17% (118)	21% (150)	39% (274)	6% (42)	9% (60)	8% (55)	699
Comfortable going to a movie sometime in 2021	11% (131)	18% (214)	44% (533)	8% (94)	13% (157)	7% (81)	1210
Uncomfortable going to a movie today	3% (46)	10% (150)	47% (711)	7% (109)	23% (343)	10% (152)	1511
Uncomfortable going to a movie in August 2020	4% (54)	9% (140)	47% (704)	8% (114)	23% (345)	10% (146)	1503
Uncomfortable going to a movie in September 2020	3% (40)	9% (127)	46% (656)	8% (108)	24% (334)	10% (147)	1413
Uncomfortable going to a movie sometime in 2020	4% (46)	9% (110)	45% (579)	8% (100)	24% (309)	11% (142)	1286
Uncomfortable going to a movie sometime in 2021	4% (21)	6% (33)	42% (240)	6% (34)	28% (164)	15% (86)	577

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

Table MTE3_10: Would the following promotions make you more or less likely to go to go to a movie theater in September 2020?
Screenings of live events such as theater or concerts

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (192)	12% (258)	44% (973)	6% (133)	17% (369)	13% (276)	2200
Gender: Male	11% (113)	12% (130)	46% (491)	5% (52)	15% (160)	11% (116)	1062
Gender: Female	7% (79)	11% (128)	42% (481)	7% (81)	18% (209)	14% (160)	1138
Age: 18-34	15% (96)	14% (92)	35% (231)	9% (61)	12% (79)	15% (98)	655
Age: 35-44	14% (52)	15% (54)	41% (146)	5% (19)	15% (52)	10% (35)	358
Age: 45-64	5% (35)	11% (84)	49% (367)	4% (30)	20% (147)	12% (89)	751
Age: 65+	2% (10)	6% (28)	53% (229)	5% (24)	21% (91)	13% (55)	436
GenZers: 1997-2012	17% (44)	14% (34)	33% (84)	8% (21)	10% (25)	18% (45)	253
Millennials: 1981-1996	12% (70)	14% (82)	39% (224)	8% (47)	14% (78)	12% (68)	569
GenXers: 1965-1980	9% (49)	13% (74)	43% (239)	5% (28)	18% (102)	12% (68)	559
Baby Boomers: 1946-1964	4% (27)	8% (59)	52% (382)	4% (33)	21% (152)	11% (81)	735
PID: Dem (no lean)	9% (75)	12% (98)	43% (362)	7% (56)	20% (172)	10% (88)	850
PID: Ind (no lean)	5% (34)	12% (79)	47% (310)	5% (34)	15% (100)	16% (106)	661
PID: Rep (no lean)	12% (83)	12% (82)	44% (301)	6% (43)	14% (97)	12% (82)	689
PID/Gender: Dem Men	10% (42)	12% (49)	45% (179)	6% (23)	20% (79)	7% (28)	401
PID/Gender: Dem Women	7% (33)	11% (49)	41% (184)	7% (32)	21% (93)	13% (59)	449
PID/Gender: Ind Men	6% (17)	12% (37)	49% (151)	3% (9)	14% (42)	16% (50)	307
PID/Gender: Ind Women	5% (17)	12% (41)	45% (158)	7% (25)	16% (57)	16% (56)	354
PID/Gender: Rep Men	15% (53)	12% (44)	46% (162)	5% (19)	11% (38)	11% (38)	354
PID/Gender: Rep Women	9% (29)	11% (38)	42% (139)	7% (24)	18% (59)	13% (44)	334
Ideo: Liberal (1-3)	12% (79)	14% (93)	44% (282)	6% (36)	16% (104)	8% (51)	646
Ideo: Moderate (4)	8% (48)	12% (73)	46% (284)	8% (49)	17% (104)	11% (66)	625
Ideo: Conservative (5-7)	7% (49)	10% (73)	47% (329)	5% (39)	18% (124)	13% (91)	704
Educ: < College	9% (136)	11% (170)	41% (618)	6% (88)	18% (268)	15% (232)	1512
Educ: Bachelors degree	8% (34)	12% (51)	53% (233)	6% (26)	15% (67)	7% (32)	444
Educ: Post-grad	9% (22)	15% (37)	50% (122)	7% (18)	14% (33)	5% (12)	244
Income: Under 50k	9% (109)	12% (141)	41% (491)	6% (78)	16% (199)	16% (190)	1209
Income: 50k-100k	8% (53)	13% (84)	49% (326)	5% (34)	17% (116)	8% (55)	668
Income: 100k+	9% (29)	10% (33)	48% (156)	6% (21)	16% (53)	10% (31)	323
Ethnicity: White	8% (130)	12% (202)	46% (800)	6% (104)	15% (264)	13% (222)	1722
Ethnicity: Hispanic	19% (68)	13% (44)	34% (120)	9% (30)	12% (43)	13% (44)	349

Continued on next page

Table MTE3_10: Would the following promotions make you more or less likely to go to go to a movie theater in September 2020?
Screenings of live events such as theater or concerts

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (192)	12% (258)	44% (973)	6% (133)	17% (369)	13% (276)	2200
Ethnicity: Black	12% (33)	14% (37)	31% (86)	6% (15)	24% (66)	14% (37)	274
Ethnicity: Other	14% (29)	9% (19)	43% (87)	7% (14)	19% (39)	8% (17)	204
All Christian	9% (93)	12% (125)	47% (494)	7% (69)	17% (174)	9% (94)	1049
All Non-Christian	8% (9)	15% (17)	41% (48)	12% (14)	15% (17)	10% (11)	116
Atheist	8% (7)	14% (13)	51% (46)	9% (8)	12% (10)	6% (5)	88
Agnostic/Nothing in particular	9% (46)	9% (45)	42% (216)	4% (22)	16% (84)	19% (96)	510
Something Else	8% (36)	13% (58)	39% (170)	5% (20)	19% (83)	16% (70)	437
Religious Non-Protestant/Catholic	10% (14)	13% (17)	39% (55)	12% (16)	17% (23)	10% (14)	139
Evangelical	12% (78)	14% (87)	38% (243)	5% (31)	19% (121)	12% (75)	637
Non-Evangelical	6% (47)	12% (94)	50% (406)	7% (55)	16% (127)	10% (85)	813
Community: Urban	13% (84)	15% (91)	39% (243)	7% (43)	15% (93)	12% (72)	626
Community: Suburban	6% (54)	11% (108)	47% (453)	7% (64)	18% (176)	12% (114)	968
Community: Rural	9% (55)	10% (59)	46% (277)	4% (26)	16% (100)	15% (89)	606
Employ: Private Sector	9% (57)	13% (84)	50% (328)	7% (48)	14% (92)	8% (50)	659
Employ: Government	18% (29)	16% (25)	37% (58)	3% (4)	13% (20)	13% (21)	157
Employ: Self-Employed	14% (27)	15% (28)	31% (59)	11% (21)	15% (29)	13% (24)	189
Employ: Homemaker	7% (12)	10% (17)	40% (66)	8% (12)	23% (38)	13% (21)	166
Employ: Retired	2% (12)	8% (38)	51% (259)	5% (25)	22% (109)	12% (62)	505
Employ: Unemployed	9% (26)	14% (42)	42% (125)	3% (9)	14% (41)	19% (57)	300
Employ: Other	9% (12)	10% (14)	37% (48)	5% (7)	21% (28)	17% (23)	131
Military HH: Yes	12% (43)	11% (40)	45% (156)	5% (18)	16% (57)	10% (37)	350
Military HH: No	8% (149)	12% (219)	44% (817)	6% (115)	17% (311)	13% (239)	1850
RD/WT: Right Direction	13% (78)	10% (59)	43% (253)	5% (32)	14% (83)	14% (83)	588
RD/WT: Wrong Track	7% (114)	12% (199)	45% (720)	6% (101)	18% (285)	12% (192)	1612
Trump Job Approve	12% (109)	13% (118)	44% (392)	6% (52)	14% (128)	11% (98)	897
Trump Job Disapprove	6% (78)	11% (131)	45% (547)	7% (80)	20% (236)	11% (133)	1206
Trump Job Strongly Approve	15% (75)	12% (59)	41% (201)	4% (21)	16% (76)	12% (58)	490
Trump Job Somewhat Approve	8% (33)	14% (59)	47% (191)	8% (31)	13% (52)	10% (41)	407
Trump Job Somewhat Disapprove	8% (20)	14% (34)	43% (104)	9% (22)	15% (37)	11% (26)	242
Trump Job Strongly Disapprove	6% (59)	10% (98)	46% (443)	6% (58)	21% (199)	11% (107)	964

Continued on next page

Table MTE3_10: *Would the following promotions make you more or less likely to go to go to a movie theater in September 2020?
Screenings of live events such as theater or concerts*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (192)	12% (258)	44% (973)	6% (133)	17% (369)	13% (276)	2200
Favorable of Trump	12% (106)	13% (120)	44% (395)	6% (52)	14% (127)	11% (98)	899
Unfavorable of Trump	7% (80)	11% (136)	46% (542)	6% (75)	19% (228)	11% (130)	1190
Very Favorable of Trump	17% (89)	13% (67)	39% (209)	5% (27)	16% (85)	10% (54)	530
Somewhat Favorable of Trump	5% (18)	14% (53)	50% (186)	7% (26)	12% (43)	12% (44)	369
Somewhat Unfavorable of Trump	7% (14)	17% (36)	43% (94)	7% (16)	15% (32)	11% (24)	217
Very Unfavorable of Trump	7% (65)	10% (100)	46% (448)	6% (59)	20% (196)	11% (106)	974
#1 Issue: Economy	11% (90)	13% (101)	43% (332)	7% (58)	16% (125)	10% (75)	782
#1 Issue: Security	11% (29)	10% (25)	48% (123)	3% (6)	15% (39)	12% (31)	254
#1 Issue: Health Care	6% (23)	11% (45)	49% (196)	6% (25)	17% (66)	11% (45)	400
#1 Issue: Medicare / Social Security	3% (10)	7% (23)	43% (132)	6% (19)	23% (71)	17% (52)	306
#1 Issue: Women's Issues	14% (14)	19% (19)	25% (25)	3% (3)	9% (9)	30% (30)	100
#1 Issue: Education	4% (4)	16% (19)	47% (54)	6% (7)	14% (16)	13% (15)	114
#1 Issue: Energy	16% (18)	11% (13)	44% (50)	7% (7)	12% (13)	11% (12)	114
#1 Issue: Other	3% (4)	10% (13)	46% (60)	6% (8)	22% (29)	12% (15)	130
2018 House Vote: Democrat	6% (39)	11% (79)	48% (335)	6% (44)	21% (148)	9% (60)	704
2018 House Vote: Republican	11% (71)	12% (78)	46% (295)	5% (33)	15% (97)	10% (66)	641
2018 House Vote: Someone else	2% (1)	6% (4)	58% (37)	8% (5)	8% (5)	19% (12)	64
2016 Vote: Hillary Clinton	7% (49)	12% (82)	48% (332)	5% (37)	20% (136)	7% (50)	685
2016 Vote: Donald Trump	10% (68)	11% (78)	47% (325)	6% (38)	16% (112)	10% (66)	686
2016 Vote: Other	1% (2)	9% (11)	51% (66)	8% (11)	17% (22)	14% (18)	129
2016 Vote: Didn't Vote	11% (74)	13% (88)	36% (249)	7% (47)	14% (99)	20% (142)	700
Voted in 2014: Yes	7% (88)	11% (142)	47% (586)	6% (71)	19% (234)	10% (122)	1244
Voted in 2014: No	11% (104)	12% (116)	40% (387)	6% (62)	14% (134)	16% (153)	956
2012 Vote: Barack Obama	6% (51)	13% (113)	48% (408)	6% (50)	20% (168)	8% (67)	856
2012 Vote: Mitt Romney	8% (38)	12% (55)	47% (217)	6% (27)	16% (74)	11% (52)	464
2012 Vote: Other	6% (5)	8% (6)	46% (36)	3% (2)	15% (12)	23% (18)	79
2012 Vote: Didn't Vote	12% (98)	11% (84)	39% (310)	7% (53)	14% (113)	17% (138)	796

Continued on next page

Table MTE3_10: *Would the following promotions make you more or less likely to go to go to a movie theater in September 2020?
Screenings of live events such as theater or concerts*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (192)	12% (258)	44% (973)	6% (133)	17% (369)	13% (276)	2200
4-Region: Northeast	11% (43)	11% (45)	42% (167)	6% (25)	18% (71)	11% (43)	394
4-Region: Midwest	4% (21)	12% (56)	48% (222)	6% (28)	17% (78)	12% (57)	462
4-Region: South	8% (64)	13% (110)	44% (362)	6% (49)	16% (133)	13% (106)	824
4-Region: West	12% (64)	9% (47)	43% (223)	6% (30)	17% (86)	13% (70)	520
Fan of movies	8% (160)	12% (237)	45% (876)	6% (119)	17% (329)	12% (227)	1948
Fan of TV	8% (164)	12% (236)	45% (901)	6% (124)	17% (337)	11% (226)	1989
Comfortable going to a movie today	22% (121)	22% (123)	36% (198)	5% (27)	6% (31)	9% (52)	552
Comfortable going to a movie in August 2020	21% (119)	21% (119)	37% (208)	6% (34)	5% (27)	9% (53)	561
Comfortable going to a movie in September 2020	22% (132)	22% (132)	35% (215)	5% (33)	7% (42)	9% (52)	606
Comfortable going to a movie sometime in 2020	22% (152)	21% (146)	37% (256)	6% (45)	7% (46)	8% (55)	699
Comfortable going to a movie sometime in 2021	13% (163)	17% (202)	45% (542)	6% (72)	12% (146)	7% (85)	1210
Uncomfortable going to a movie today	4% (65)	9% (131)	49% (737)	7% (102)	22% (328)	10% (147)	1511
Uncomfortable going to a movie in August 2020	4% (66)	9% (133)	48% (724)	6% (97)	22% (334)	10% (148)	1503
Uncomfortable going to a movie in September 2020	3% (49)	8% (110)	49% (699)	7% (94)	22% (316)	10% (145)	1413
Uncomfortable going to a movie sometime in 2020	3% (33)	7% (93)	49% (632)	6% (79)	24% (308)	11% (141)	1286
Uncomfortable going to a movie sometime in 2021	2% (10)	5% (31)	44% (255)	7% (41)	27% (154)	15% (86)	577

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

Table MTE3_11: Would the following promotions make you more or less likely to go to a movie theater in September 2020?
Rewards and loyalty programs

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (247)	15% (334)	43% (955)	4% (94)	15% (323)	11% (248)	2200
Gender: Male	12% (126)	16% (174)	44% (466)	5% (51)	13% (142)	10% (103)	1062
Gender: Female	11% (121)	14% (160)	43% (489)	4% (43)	16% (181)	13% (144)	1138
Age: 18-34	16% (107)	18% (119)	35% (227)	5% (32)	11% (73)	15% (96)	655
Age: 35-44	18% (66)	18% (64)	38% (137)	3% (12)	14% (49)	8% (30)	358
Age: 45-64	8% (62)	15% (116)	48% (357)	4% (28)	15% (114)	10% (73)	751
Age: 65+	3% (12)	8% (35)	54% (234)	5% (21)	20% (86)	11% (48)	436
GenZers: 1997-2012	17% (44)	18% (45)	30% (75)	6% (15)	11% (28)	18% (47)	253
Millennials: 1981-1996	15% (87)	19% (107)	39% (222)	4% (21)	12% (70)	11% (62)	569
GenXers: 1965-1980	13% (73)	17% (94)	42% (233)	4% (24)	14% (79)	10% (57)	559
Baby Boomers: 1946-1964	6% (42)	11% (82)	52% (381)	4% (27)	18% (132)	10% (70)	735
PID: Dem (no lean)	11% (94)	14% (115)	42% (360)	5% (44)	18% (152)	10% (86)	850
PID: Ind (no lean)	9% (58)	17% (111)	44% (290)	3% (19)	13% (87)	14% (96)	661
PID: Rep (no lean)	14% (95)	16% (108)	44% (305)	5% (31)	12% (83)	10% (66)	689
PID/Gender: Dem Men	13% (53)	14% (56)	41% (165)	6% (25)	18% (73)	8% (31)	401
PID/Gender: Dem Women	9% (41)	13% (59)	43% (195)	4% (19)	18% (79)	12% (55)	449
PID/Gender: Ind Men	9% (27)	18% (54)	44% (136)	3% (8)	11% (35)	15% (47)	307
PID/Gender: Ind Women	9% (31)	16% (57)	44% (154)	3% (10)	15% (52)	14% (49)	354
PID/Gender: Rep Men	13% (47)	18% (64)	47% (165)	5% (18)	10% (34)	7% (26)	354
PID/Gender: Rep Women	14% (48)	13% (44)	42% (140)	4% (13)	15% (49)	12% (40)	334
Ideo: Liberal (1-3)	14% (91)	18% (114)	43% (277)	3% (22)	15% (95)	7% (47)	646
Ideo: Moderate (4)	9% (59)	15% (93)	45% (283)	6% (36)	16% (97)	9% (56)	625
Ideo: Conservative (5-7)	10% (70)	15% (103)	46% (323)	5% (34)	14% (98)	11% (75)	704
Educ: < College	12% (183)	14% (207)	41% (620)	4% (62)	16% (235)	14% (205)	1512
Educ: Bachelors degree	7% (32)	20% (88)	49% (217)	4% (17)	13% (58)	7% (31)	444
Educ: Post-grad	13% (33)	16% (39)	48% (118)	6% (14)	12% (29)	5% (11)	244
Income: Under 50k	12% (141)	15% (183)	40% (479)	5% (60)	14% (174)	14% (173)	1209
Income: 50k-100k	11% (76)	14% (95)	48% (321)	4% (25)	15% (102)	7% (49)	668
Income: 100k+	9% (30)	17% (56)	48% (155)	3% (9)	14% (47)	8% (26)	323
Ethnicity: White	10% (176)	16% (270)	46% (786)	4% (75)	13% (226)	11% (190)	1722
Ethnicity: Hispanic	20% (69)	16% (54)	35% (121)	4% (14)	13% (44)	13% (46)	349

Continued on next page

Table MTE3_11: Would the following promotions make you more or less likely to go to go to a movie theater in September 2020?
Rewards and loyalty programs

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (247)	15% (334)	43% (955)	4% (94)	15% (323)	11% (248)	2200
Ethnicity: Black	18% (50)	12% (33)	29% (80)	5% (14)	22% (60)	14% (38)	274
Ethnicity: Other	11% (22)	15% (31)	44% (89)	3% (5)	18% (37)	10% (20)	204
All Christian	11% (112)	15% (158)	47% (489)	5% (48)	14% (150)	9% (91)	1049
All Non-Christian	9% (11)	15% (17)	49% (57)	4% (5)	14% (16)	9% (10)	116
Atheist	7% (6)	15% (13)	59% (52)	2% (2)	12% (10)	6% (5)	88
Agnostic/Nothing in particular	10% (50)	15% (76)	38% (195)	3% (15)	17% (85)	17% (88)	510
Something Else	16% (68)	16% (70)	37% (162)	5% (23)	14% (61)	12% (53)	437
Religious Non-Protestant/Catholic	10% (14)	16% (22)	47% (65)	4% (6)	14% (20)	9% (13)	139
Evangelical	17% (107)	15% (93)	38% (245)	5% (33)	15% (95)	10% (64)	637
Non-Evangelical	9% (70)	16% (129)	48% (391)	5% (38)	13% (110)	9% (76)	813
Community: Urban	15% (94)	16% (103)	39% (242)	5% (29)	14% (85)	12% (73)	626
Community: Suburban	9% (84)	14% (133)	47% (453)	5% (45)	17% (160)	10% (94)	968
Community: Rural	11% (69)	16% (98)	43% (260)	3% (20)	13% (77)	13% (81)	606
Employ: Private Sector	9% (58)	20% (132)	48% (318)	4% (29)	12% (77)	7% (45)	659
Employ: Government	16% (25)	18% (28)	33% (51)	5% (8)	16% (25)	13% (20)	157
Employ: Self-Employed	17% (33)	16% (30)	32% (61)	4% (7)	15% (28)	16% (30)	189
Employ: Homemaker	12% (20)	12% (20)	47% (79)	6% (9)	14% (24)	9% (14)	166
Employ: Retired	4% (22)	9% (46)	52% (263)	5% (27)	19% (96)	10% (50)	505
Employ: Unemployed	18% (55)	12% (37)	37% (110)	2% (7)	13% (39)	17% (52)	300
Employ: Other	18% (23)	19% (25)	33% (43)	2% (2)	16% (21)	13% (17)	131
Military HH: Yes	15% (54)	13% (45)	41% (143)	6% (19)	14% (49)	11% (39)	350
Military HH: No	10% (193)	16% (289)	44% (812)	4% (74)	15% (273)	11% (208)	1850
RD/WT: Right Direction	16% (95)	19% (110)	37% (218)	4% (26)	12% (69)	12% (70)	588
RD/WT: Wrong Track	9% (152)	14% (224)	46% (737)	4% (67)	16% (254)	11% (177)	1612
Trump Job Approve	14% (123)	19% (175)	42% (373)	4% (35)	12% (107)	9% (84)	897
Trump Job Disapprove	9% (113)	12% (148)	46% (554)	5% (58)	18% (214)	10% (120)	1206
Trump Job Strongly Approve	18% (87)	17% (84)	39% (193)	4% (17)	12% (60)	10% (49)	490
Trump Job Somewhat Approve	9% (36)	22% (91)	44% (180)	4% (17)	11% (47)	9% (35)	407
Trump Job Somewhat Disapprove	9% (22)	18% (43)	43% (105)	7% (18)	17% (41)	5% (13)	242
Trump Job Strongly Disapprove	9% (91)	11% (105)	47% (449)	4% (40)	18% (173)	11% (107)	964

Continued on next page

Table MTE3_11: *Would the following promotions make you more or less likely to go to a movie theater in September 2020?*
Rewards and loyalty programs

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (247)	15% (334)	43% (955)	4% (94)	15% (323)	11% (248)	2200
Favorable of Trump	14% (125)	19% (171)	42% (376)	4% (39)	12% (107)	9% (80)	899
Unfavorable of Trump	10% (116)	13% (156)	46% (547)	4% (52)	17% (204)	10% (115)	1190
Very Favorable of Trump	18% (97)	18% (95)	39% (205)	4% (20)	12% (66)	9% (47)	530
Somewhat Favorable of Trump	8% (28)	21% (76)	46% (171)	5% (19)	11% (42)	9% (33)	369
Somewhat Unfavorable of Trump	10% (21)	21% (45)	41% (90)	7% (16)	13% (28)	8% (17)	217
Very Unfavorable of Trump	10% (95)	11% (111)	47% (457)	4% (35)	18% (176)	10% (98)	974
#1 Issue: Economy	13% (102)	19% (145)	42% (331)	4% (31)	14% (108)	8% (64)	782
#1 Issue: Security	12% (29)	17% (44)	43% (109)	4% (10)	12% (31)	12% (32)	254
#1 Issue: Health Care	8% (33)	13% (53)	52% (207)	4% (15)	13% (51)	10% (41)	400
#1 Issue: Medicare / Social Security	9% (27)	9% (28)	43% (132)	5% (14)	19% (60)	15% (46)	306
#1 Issue: Women's Issues	25% (25)	9% (9)	26% (26)	3% (3)	10% (10)	27% (28)	100
#1 Issue: Education	17% (19)	18% (21)	39% (44)	3% (3)	15% (17)	8% (10)	114
#1 Issue: Energy	8% (9)	17% (19)	38% (44)	8% (10)	17% (19)	12% (13)	114
#1 Issue: Other	1% (2)	12% (16)	48% (62)	7% (8)	21% (27)	11% (15)	130
2018 House Vote: Democrat	7% (48)	13% (95)	49% (343)	4% (30)	18% (124)	9% (64)	704
2018 House Vote: Republican	12% (78)	17% (107)	46% (295)	4% (24)	13% (82)	8% (54)	641
2018 House Vote: Someone else	6% (4)	15% (9)	51% (33)	4% (2)	13% (9)	11% (7)	64
2016 Vote: Hillary Clinton	10% (68)	13% (90)	47% (320)	4% (27)	18% (122)	8% (58)	685
2016 Vote: Donald Trump	11% (73)	16% (107)	48% (331)	4% (28)	14% (95)	8% (52)	686
2016 Vote: Other	5% (6)	16% (21)	52% (67)	5% (6)	14% (18)	9% (12)	129
2016 Vote: Didn't Vote	14% (101)	17% (117)	34% (237)	5% (32)	12% (87)	18% (127)	700
Voted in 2014: Yes	10% (121)	14% (176)	47% (585)	4% (52)	16% (201)	9% (108)	1244
Voted in 2014: No	13% (126)	17% (158)	39% (370)	4% (42)	13% (121)	15% (139)	956
2012 Vote: Barack Obama	11% (92)	14% (122)	45% (389)	4% (31)	18% (152)	8% (70)	856
2012 Vote: Mitt Romney	10% (48)	14% (64)	49% (228)	6% (26)	12% (56)	9% (41)	464
2012 Vote: Other	4% (3)	14% (11)	51% (40)	— (0)	15% (12)	16% (13)	79
2012 Vote: Didn't Vote	13% (105)	17% (137)	37% (296)	4% (35)	13% (100)	16% (124)	796

Continued on next page

Table MTE3_11: Would the following promotions make you more or less likely to go to go to a movie theater in September 2020?
Rewards and loyalty programs

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (247)	15% (334)	43% (955)	4% (94)	15% (323)	11% (248)	2200
4-Region: Northeast	14% (55)	14% (53)	41% (163)	5% (21)	16% (61)	10% (40)	394
4-Region: Midwest	8% (39)	17% (77)	48% (222)	4% (21)	13% (59)	10% (45)	462
4-Region: South	10% (84)	14% (118)	45% (373)	3% (27)	15% (126)	12% (95)	824
4-Region: West	13% (69)	16% (85)	38% (197)	5% (25)	15% (76)	13% (67)	520
Fan of movies	11% (219)	16% (310)	43% (845)	4% (83)	15% (290)	10% (201)	1948
Fan of TV	11% (221)	15% (307)	44% (879)	4% (89)	15% (291)	10% (201)	1989
Comfortable going to a movie today	28% (152)	30% (166)	31% (169)	2% (11)	4% (22)	6% (33)	552
Comfortable going to a movie in August 2020	27% (152)	30% (169)	32% (178)	3% (18)	2% (13)	6% (32)	561
Comfortable going to a movie in September 2020	28% (168)	27% (165)	34% (205)	2% (13)	4% (23)	5% (32)	606
Comfortable going to a movie sometime in 2020	25% (176)	28% (197)	35% (245)	3% (18)	4% (26)	5% (36)	699
Comfortable going to a movie sometime in 2021	17% (205)	22% (267)	43% (523)	4% (42)	9% (107)	6% (67)	1210
Uncomfortable going to a movie today	6% (87)	11% (165)	50% (752)	5% (76)	19% (291)	9% (140)	1511
Uncomfortable going to a movie in August 2020	6% (87)	11% (159)	50% (746)	5% (72)	20% (301)	9% (138)	1503
Uncomfortable going to a movie in September 2020	5% (74)	11% (153)	49% (696)	5% (75)	20% (286)	9% (130)	1413
Uncomfortable going to a movie sometime in 2020	5% (63)	9% (118)	49% (633)	5% (66)	22% (278)	10% (127)	1286
Uncomfortable going to a movie sometime in 2021	3% (19)	6% (36)	44% (256)	4% (25)	27% (155)	15% (85)	577

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

Table MTE3_12: Would the following promotions make you more or less likely to go to a movie theater in September 2020?
Offers for digital copies of movies

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (241)	14% (303)	41% (906)	5% (118)	16% (362)	12% (269)	2200
Gender: Male	12% (129)	16% (166)	43% (455)	5% (48)	14% (147)	11% (116)	1062
Gender: Female	10% (112)	12% (138)	40% (451)	6% (70)	19% (215)	13% (153)	1138
Age: 18-34	17% (112)	16% (106)	30% (196)	7% (49)	14% (89)	16% (103)	655
Age: 35-44	18% (66)	19% (67)	38% (135)	4% (15)	12% (44)	9% (32)	358
Age: 45-64	6% (46)	12% (90)	49% (366)	4% (30)	19% (141)	10% (77)	751
Age: 65+	4% (17)	9% (41)	48% (209)	6% (25)	20% (88)	13% (56)	436
GenZers: 1997-2012	18% (47)	13% (34)	26% (66)	9% (23)	14% (35)	19% (49)	253
Millennials: 1981-1996	16% (91)	19% (109)	34% (196)	6% (32)	13% (76)	12% (66)	569
GenXers: 1965-1980	11% (63)	14% (77)	42% (237)	4% (22)	17% (96)	11% (63)	559
Baby Boomers: 1946-1964	5% (38)	10% (76)	50% (370)	4% (32)	18% (136)	11% (82)	735
PID: Dem (no lean)	10% (85)	16% (132)	40% (336)	6% (53)	19% (159)	10% (85)	850
PID: Ind (no lean)	9% (57)	12% (77)	44% (288)	5% (31)	16% (104)	16% (103)	661
PID: Rep (no lean)	14% (98)	14% (94)	41% (282)	5% (34)	14% (99)	12% (81)	689
PID/Gender: Dem Men	12% (46)	21% (83)	38% (151)	5% (20)	18% (71)	7% (28)	401
PID/Gender: Dem Women	9% (39)	11% (49)	41% (185)	7% (33)	20% (88)	13% (57)	449
PID/Gender: Ind Men	11% (33)	10% (31)	45% (139)	5% (14)	12% (35)	18% (54)	307
PID/Gender: Ind Women	7% (25)	13% (46)	42% (148)	5% (17)	19% (69)	14% (49)	354
PID/Gender: Rep Men	14% (50)	14% (51)	46% (165)	4% (13)	11% (40)	10% (34)	354
PID/Gender: Rep Women	14% (48)	13% (43)	35% (118)	6% (20)	17% (59)	14% (47)	334
Ideo: Liberal (1-3)	13% (87)	15% (100)	43% (275)	6% (38)	15% (98)	7% (48)	646
Ideo: Moderate (4)	9% (59)	15% (92)	42% (263)	6% (36)	18% (115)	9% (59)	625
Ideo: Conservative (5-7)	10% (69)	12% (87)	44% (307)	5% (38)	15% (107)	13% (94)	704
Educ: < College	12% (175)	13% (194)	37% (566)	5% (83)	18% (274)	15% (221)	1512
Educ: Bachelors degree	10% (46)	15% (67)	49% (216)	5% (22)	13% (59)	8% (34)	444
Educ: Post-grad	8% (21)	17% (43)	51% (123)	6% (13)	12% (29)	6% (15)	244
Income: Under 50k	11% (139)	14% (166)	36% (438)	6% (68)	17% (212)	16% (187)	1209
Income: 50k-100k	11% (74)	13% (87)	46% (309)	5% (37)	16% (104)	9% (57)	668
Income: 100k+	9% (29)	15% (50)	49% (159)	4% (14)	14% (47)	8% (25)	323
Ethnicity: White	10% (169)	13% (221)	45% (767)	5% (89)	15% (263)	12% (212)	1722
Ethnicity: Hispanic	21% (73)	17% (59)	27% (96)	6% (22)	15% (54)	13% (46)	349

Continued on next page

Table MTE3_12: Would the following promotions make you more or less likely to go to go to a movie theater in September 2020?
Offers for digital copies of movies

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (241)	14% (303)	41% (906)	5% (118)	16% (362)	12% (269)	2200
Ethnicity: Black	15% (42)	16% (44)	27% (75)	6% (16)	22% (62)	13% (35)	274
Ethnicity: Other	15% (30)	19% (38)	31% (64)	6% (13)	18% (37)	11% (22)	204
All Christian	10% (110)	13% (133)	45% (475)	6% (58)	16% (164)	10% (108)	1049
All Non-Christian	15% (17)	15% (18)	38% (45)	10% (11)	14% (16)	8% (9)	116
Atheist	10% (9)	19% (16)	50% (45)	4% (3)	14% (12)	3% (3)	88
Agnostic/Nothing in particular	11% (56)	13% (68)	36% (183)	4% (22)	16% (84)	19% (97)	510
Something Else	11% (49)	16% (68)	36% (159)	5% (23)	20% (86)	12% (51)	437
Religious Non-Protestant/Catholic	18% (25)	15% (21)	35% (48)	10% (14)	11% (16)	11% (15)	139
Evangelical	13% (80)	15% (99)	37% (239)	5% (34)	19% (119)	10% (66)	637
Non-Evangelical	9% (70)	12% (98)	48% (387)	5% (44)	16% (128)	11% (87)	813
Community: Urban	14% (89)	19% (116)	35% (221)	5% (31)	15% (96)	12% (73)	626
Community: Suburban	9% (91)	12% (115)	43% (417)	7% (63)	18% (172)	11% (110)	968
Community: Rural	10% (61)	12% (73)	44% (268)	4% (24)	16% (94)	14% (86)	606
Employ: Private Sector	11% (74)	19% (125)	45% (296)	5% (33)	13% (85)	7% (47)	659
Employ: Government	20% (31)	8% (12)	37% (58)	8% (13)	18% (28)	9% (14)	157
Employ: Self-Employed	8% (16)	24% (46)	31% (59)	6% (12)	14% (27)	15% (29)	189
Employ: Homemaker	11% (18)	12% (20)	39% (65)	6% (9)	24% (40)	9% (14)	166
Employ: Retired	4% (19)	8% (41)	49% (246)	7% (35)	21% (105)	12% (60)	505
Employ: Unemployed	15% (45)	12% (37)	37% (110)	2% (6)	14% (42)	20% (60)	300
Employ: Other	14% (18)	9% (12)	37% (48)	2% (2)	21% (27)	18% (23)	131
Military HH: Yes	15% (53)	11% (38)	41% (142)	6% (22)	17% (58)	11% (37)	350
Military HH: No	10% (188)	14% (265)	41% (764)	5% (97)	16% (304)	13% (232)	1850
RD/WT: Right Direction	14% (82)	15% (89)	38% (222)	5% (32)	12% (73)	15% (90)	588
RD/WT: Wrong Track	10% (159)	13% (214)	42% (685)	5% (86)	18% (289)	11% (179)	1612
Trump Job Approve	13% (116)	14% (127)	42% (377)	5% (47)	14% (127)	12% (104)	897
Trump Job Disapprove	10% (119)	14% (165)	41% (498)	6% (70)	19% (231)	10% (123)	1206
Trump Job Strongly Approve	16% (78)	13% (62)	39% (190)	5% (24)	15% (74)	13% (61)	490
Trump Job Somewhat Approve	9% (38)	16% (65)	46% (187)	6% (23)	13% (52)	10% (43)	407
Trump Job Somewhat Disapprove	11% (26)	16% (38)	40% (97)	7% (18)	18% (44)	8% (19)	242
Trump Job Strongly Disapprove	10% (92)	13% (127)	42% (401)	5% (52)	19% (187)	11% (104)	964

Continued on next page

Table MTE3_12: Would the following promotions make you more or less likely to go to a movie theater in September 2020?
Offers for digital copies of movies

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (241)	14% (303)	41% (906)	5% (118)	16% (362)	12% (269)	2200
Favorable of Trump	13% (119)	14% (124)	42% (381)	5% (48)	14% (129)	11% (98)	899
Unfavorable of Trump	10% (117)	14% (170)	41% (494)	6% (67)	19% (222)	10% (120)	1190
Very Favorable of Trump	17% (90)	13% (70)	38% (199)	6% (31)	15% (81)	11% (60)	530
Somewhat Favorable of Trump	8% (29)	15% (54)	49% (182)	5% (17)	13% (48)	10% (39)	369
Somewhat Unfavorable of Trump	9% (19)	20% (43)	39% (84)	8% (17)	14% (31)	10% (22)	217
Very Unfavorable of Trump	10% (98)	13% (127)	42% (409)	5% (50)	20% (191)	10% (98)	974
#1 Issue: Economy	13% (98)	15% (121)	42% (328)	5% (41)	16% (123)	9% (71)	782
#1 Issue: Security	13% (32)	13% (32)	41% (104)	5% (12)	15% (37)	14% (37)	254
#1 Issue: Health Care	7% (28)	17% (67)	44% (176)	5% (21)	15% (59)	13% (50)	400
#1 Issue: Medicare / Social Security	6% (19)	5% (15)	42% (128)	8% (25)	23% (70)	16% (49)	306
#1 Issue: Women's Issues	16% (16)	7% (7)	33% (33)	5% (5)	15% (15)	24% (24)	100
#1 Issue: Education	20% (22)	16% (18)	36% (41)	7% (8)	10% (12)	11% (12)	114
#1 Issue: Energy	18% (20)	21% (23)	37% (41)	4% (5)	12% (13)	9% (11)	114
#1 Issue: Other	4% (5)	15% (20)	42% (54)	2% (3)	25% (33)	12% (16)	130
2018 House Vote: Democrat	8% (54)	14% (96)	46% (322)	6% (42)	19% (131)	8% (59)	704
2018 House Vote: Republican	13% (85)	14% (93)	43% (278)	4% (28)	14% (91)	10% (66)	641
2018 House Vote: Someone else	1% (1)	9% (6)	58% (37)	5% (3)	15% (10)	12% (8)	64
2016 Vote: Hillary Clinton	9% (63)	14% (94)	45% (306)	6% (38)	19% (129)	8% (55)	685
2016 Vote: Donald Trump	11% (76)	15% (99)	45% (306)	5% (32)	15% (105)	10% (68)	686
2016 Vote: Other	6% (8)	16% (21)	50% (65)	3% (4)	18% (23)	6% (8)	129
2016 Vote: Didn't Vote	13% (94)	13% (89)	33% (229)	6% (44)	15% (105)	20% (138)	700
Voted in 2014: Yes	9% (117)	14% (171)	45% (561)	5% (65)	17% (212)	9% (118)	1244
Voted in 2014: No	13% (124)	14% (132)	36% (345)	6% (53)	16% (150)	16% (151)	956
2012 Vote: Barack Obama	9% (76)	14% (122)	45% (384)	4% (37)	19% (166)	8% (71)	856
2012 Vote: Mitt Romney	11% (51)	12% (57)	47% (216)	5% (25)	14% (64)	11% (51)	464
2012 Vote: Other	6% (5)	16% (12)	49% (39)	4% (3)	15% (12)	10% (8)	79
2012 Vote: Didn't Vote	14% (109)	14% (111)	33% (265)	7% (52)	15% (118)	18% (140)	796

Continued on next page

Table MTE3_12: Would the following promotions make you more or less likely to go to go to a movie theater in September 2020?
Offers for digital copies of movies

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (241)	14% (303)	41% (906)	5% (118)	16% (362)	12% (269)	2200
4-Region: Northeast	9% (37)	14% (54)	43% (170)	5% (18)	19% (74)	10% (40)	394
4-Region: Midwest	8% (37)	16% (75)	45% (208)	5% (24)	14% (63)	12% (55)	462
4-Region: South	10% (81)	12% (103)	42% (344)	7% (56)	17% (137)	13% (104)	824
4-Region: West	16% (86)	14% (71)	36% (185)	4% (20)	17% (88)	14% (70)	520
Fan of movies	11% (219)	14% (276)	41% (805)	5% (104)	17% (328)	11% (215)	1948
Fan of TV	11% (214)	14% (276)	42% (837)	5% (109)	17% (334)	11% (219)	1989
Comfortable going to a movie today	25% (135)	18% (102)	37% (205)	4% (23)	5% (30)	10% (57)	552
Comfortable going to a movie in August 2020	24% (135)	20% (110)	37% (206)	5% (29)	4% (25)	10% (56)	561
Comfortable going to a movie in September 2020	26% (156)	19% (117)	37% (225)	4% (23)	6% (34)	8% (51)	606
Comfortable going to a movie sometime in 2020	23% (162)	21% (146)	36% (253)	5% (35)	7% (49)	8% (54)	699
Comfortable going to a movie sometime in 2021	17% (207)	19% (235)	41% (501)	5% (55)	11% (131)	7% (82)	1210
Uncomfortable going to a movie today	6% (97)	13% (196)	44% (670)	6% (88)	21% (319)	9% (141)	1511
Uncomfortable going to a movie in August 2020	7% (100)	12% (187)	44% (668)	6% (85)	22% (326)	9% (137)	1503
Uncomfortable going to a movie in September 2020	5% (73)	12% (176)	44% (627)	6% (92)	22% (317)	9% (129)	1413
Uncomfortable going to a movie sometime in 2020	5% (69)	11% (143)	45% (574)	6% (78)	23% (293)	10% (129)	1286
Uncomfortable going to a movie sometime in 2021	3% (16)	8% (47)	40% (229)	9% (49)	26% (152)	15% (85)	577

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

Table MTE3_13: *Would the following promotions make you more or less likely to go to go to a movie theater in September 2020?*
Offers for digital copies of music

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (185)	10% (224)	46% (1006)	6% (135)	17% (367)	13% (282)	2200
Gender: Male	9% (96)	13% (137)	47% (503)	5% (58)	14% (150)	11% (117)	1062
Gender: Female	8% (89)	8% (87)	44% (503)	7% (77)	19% (217)	15% (165)	1138
Age: 18-34	14% (90)	11% (74)	37% (243)	8% (51)	13% (85)	17% (112)	655
Age: 35-44	14% (50)	16% (59)	43% (153)	5% (18)	13% (47)	9% (30)	358
Age: 45-64	5% (35)	8% (63)	51% (383)	6% (42)	18% (138)	12% (91)	751
Age: 65+	2% (10)	6% (28)	52% (227)	6% (24)	22% (98)	11% (49)	436
GenZers: 1997-2012	15% (39)	8% (21)	29% (74)	12% (29)	14% (35)	22% (55)	253
Millennials: 1981-1996	13% (72)	14% (81)	44% (248)	5% (26)	13% (73)	12% (69)	569
GenXers: 1965-1980	9% (49)	12% (67)	44% (247)	6% (34)	17% (95)	12% (67)	559
Baby Boomers: 1946-1964	3% (25)	7% (50)	54% (395)	6% (41)	19% (141)	11% (82)	735
PID: Dem (no lean)	9% (73)	9% (78)	44% (371)	8% (65)	20% (174)	10% (89)	850
PID: Ind (no lean)	7% (49)	10% (66)	46% (301)	5% (31)	15% (99)	17% (115)	661
PID: Rep (no lean)	9% (63)	12% (80)	49% (334)	6% (39)	14% (94)	11% (78)	689
PID/Gender: Dem Men	9% (38)	13% (51)	44% (176)	8% (32)	19% (75)	7% (27)	401
PID/Gender: Dem Women	8% (35)	6% (27)	43% (195)	7% (32)	22% (98)	14% (62)	449
PID/Gender: Ind Men	6% (17)	13% (41)	47% (145)	3% (8)	12% (38)	19% (58)	307
PID/Gender: Ind Women	9% (32)	7% (25)	44% (156)	7% (23)	17% (61)	16% (57)	354
PID/Gender: Rep Men	12% (41)	13% (45)	51% (182)	5% (17)	10% (37)	9% (31)	354
PID/Gender: Rep Women	7% (23)	10% (35)	45% (152)	6% (21)	17% (57)	14% (46)	334
Ideo: Liberal (1-3)	10% (66)	13% (84)	45% (291)	9% (55)	14% (92)	9% (57)	646
Ideo: Moderate (4)	8% (48)	10% (63)	48% (302)	5% (30)	19% (119)	10% (63)	625
Ideo: Conservative (5-7)	7% (49)	8% (58)	49% (346)	6% (39)	17% (119)	13% (93)	704
Educ: < College	9% (143)	9% (134)	42% (638)	6% (90)	18% (275)	15% (232)	1512
Educ: Bachelors degree	6% (25)	13% (58)	54% (239)	5% (22)	15% (66)	8% (34)	444
Educ: Post-grad	7% (17)	13% (32)	53% (129)	10% (23)	11% (27)	7% (16)	244
Income: Under 50k	10% (122)	9% (112)	41% (498)	6% (76)	17% (210)	16% (191)	1209
Income: 50k-100k	6% (40)	10% (65)	52% (347)	6% (39)	17% (116)	9% (60)	668
Income: 100k+	7% (23)	14% (46)	50% (162)	6% (20)	13% (41)	10% (31)	323
Ethnicity: White	7% (113)	10% (179)	49% (843)	5% (93)	16% (269)	13% (225)	1722
Ethnicity: Hispanic	18% (64)	11% (37)	36% (125)	11% (37)	11% (39)	14% (48)	349

Continued on next page

Table MTE3_13: Would the following promotions make you more or less likely to go to go to a movie theater in September 2020?
Offers for digital copies of music

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (185)	10% (224)	46% (1006)	6% (135)	17% (367)	13% (282)	2200
Ethnicity: Black	17% (47)	9% (24)	30% (82)	7% (20)	25% (67)	12% (34)	274
Ethnicity: Other	13% (26)	10% (20)	40% (81)	11% (22)	15% (31)	12% (24)	204
All Christian	8% (83)	11% (110)	50% (523)	6% (59)	16% (169)	10% (104)	1049
All Non-Christian	10% (12)	17% (19)	43% (50)	7% (8)	16% (19)	7% (8)	116
Atheist	3% (3)	9% (8)	60% (53)	17% (15)	6% (5)	5% (4)	88
Agnostic/Nothing in particular	7% (36)	9% (45)	41% (210)	5% (25)	18% (92)	20% (102)	510
Something Else	12% (51)	10% (42)	39% (170)	7% (29)	19% (82)	14% (63)	437
Religious Non-Protestant/Catholic	11% (15)	17% (24)	41% (58)	7% (9)	14% (19)	10% (13)	139
Evangelical	11% (68)	12% (79)	40% (257)	7% (47)	18% (113)	11% (73)	637
Non-Evangelical	8% (62)	8% (68)	52% (422)	5% (39)	16% (134)	11% (88)	813
Community: Urban	14% (90)	14% (90)	39% (242)	7% (43)	15% (92)	11% (69)	626
Community: Suburban	5% (48)	9% (87)	49% (478)	7% (66)	18% (172)	12% (116)	968
Community: Rural	8% (47)	8% (47)	47% (286)	4% (25)	17% (103)	16% (97)	606
Employ: Private Sector	6% (42)	15% (99)	52% (342)	6% (40)	13% (84)	8% (51)	659
Employ: Government	16% (25)	9% (15)	37% (58)	9% (15)	16% (25)	13% (20)	157
Employ: Self-Employed	16% (30)	15% (28)	36% (67)	7% (13)	12% (23)	15% (27)	189
Employ: Homemaker	8% (13)	9% (14)	50% (82)	6% (9)	17% (28)	11% (19)	166
Employ: Retired	2% (12)	5% (26)	52% (264)	6% (30)	24% (120)	11% (54)	505
Employ: Unemployed	14% (43)	8% (24)	36% (109)	3% (10)	17% (51)	21% (63)	300
Employ: Other	7% (9)	6% (8)	39% (51)	9% (12)	17% (22)	22% (29)	131
Military HH: Yes	9% (32)	13% (47)	42% (148)	8% (30)	16% (55)	11% (39)	350
Military HH: No	8% (154)	10% (177)	46% (858)	6% (106)	17% (312)	13% (243)	1850
RD/WT: Right Direction	10% (59)	13% (75)	44% (259)	5% (30)	13% (77)	15% (88)	588
RD/WT: Wrong Track	8% (126)	9% (149)	46% (747)	7% (106)	18% (290)	12% (194)	1612
Trump Job Approve	10% (89)	12% (105)	48% (427)	4% (40)	14% (122)	13% (115)	897
Trump Job Disapprove	7% (88)	9% (105)	46% (550)	8% (94)	20% (240)	11% (129)	1206
Trump Job Strongly Approve	12% (57)	12% (60)	41% (203)	5% (26)	15% (73)	15% (71)	490
Trump Job Somewhat Approve	8% (33)	11% (45)	55% (224)	3% (14)	12% (48)	11% (43)	407
Trump Job Somewhat Disapprove	9% (21)	9% (21)	47% (114)	10% (23)	17% (42)	9% (21)	242
Trump Job Strongly Disapprove	7% (67)	9% (84)	45% (436)	7% (71)	20% (197)	11% (109)	964

Continued on next page

Table MTE3_13: *Would the following promotions make you more or less likely to go to go to a movie theater in September 2020?*
Offers for digital copies of music

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (185)	10% (224)	46% (1006)	6% (135)	17% (367)	13% (282)	2200
Favorable of Trump	10% (90)	12% (110)	47% (427)	5% (42)	14% (125)	12% (106)	899
Unfavorable of Trump	7% (87)	9% (110)	46% (545)	8% (92)	19% (229)	11% (127)	1190
Very Favorable of Trump	12% (64)	13% (69)	40% (214)	6% (32)	16% (84)	13% (68)	530
Somewhat Favorable of Trump	7% (25)	11% (41)	58% (213)	3% (11)	11% (41)	10% (38)	369
Somewhat Unfavorable of Trump	7% (16)	11% (24)	50% (108)	8% (18)	14% (29)	10% (21)	217
Very Unfavorable of Trump	7% (71)	9% (86)	45% (437)	8% (73)	21% (200)	11% (106)	974
#1 Issue: Economy	10% (75)	12% (91)	47% (365)	6% (45)	16% (122)	11% (84)	782
#1 Issue: Security	9% (24)	10% (25)	48% (121)	4% (10)	13% (34)	16% (40)	254
#1 Issue: Health Care	8% (31)	11% (43)	49% (196)	8% (30)	15% (61)	10% (41)	400
#1 Issue: Medicare / Social Security	4% (11)	6% (18)	44% (135)	7% (23)	25% (77)	14% (44)	306
#1 Issue: Women's Issues	9% (10)	11% (11)	32% (32)	11% (11)	9% (9)	27% (27)	100
#1 Issue: Education	13% (15)	9% (11)	46% (52)	6% (7)	14% (16)	12% (14)	114
#1 Issue: Energy	10% (11)	15% (17)	44% (50)	5% (6)	16% (18)	10% (12)	114
#1 Issue: Other	7% (9)	8% (10)	43% (56)	2% (3)	24% (32)	16% (20)	130
2018 House Vote: Democrat	6% (42)	10% (70)	49% (343)	6% (42)	20% (144)	9% (63)	704
2018 House Vote: Republican	9% (55)	11% (71)	50% (319)	5% (33)	14% (93)	11% (70)	641
2018 House Vote: Someone else	4% (2)	9% (6)	54% (34)	11% (7)	10% (6)	13% (8)	64
2016 Vote: Hillary Clinton	8% (53)	10% (66)	48% (327)	7% (45)	20% (134)	9% (61)	685
2016 Vote: Donald Trump	8% (55)	11% (72)	51% (348)	5% (33)	15% (105)	10% (72)	686
2016 Vote: Other	4% (5)	10% (13)	60% (77)	3% (4)	13% (17)	11% (14)	129
2016 Vote: Didn't Vote	10% (73)	10% (73)	36% (255)	8% (53)	16% (111)	19% (135)	700
Voted in 2014: Yes	7% (84)	11% (134)	49% (613)	5% (64)	18% (223)	10% (126)	1244
Voted in 2014: No	11% (101)	9% (90)	41% (394)	7% (71)	15% (143)	16% (156)	956
2012 Vote: Barack Obama	7% (60)	10% (86)	48% (411)	7% (58)	19% (159)	10% (83)	856
2012 Vote: Mitt Romney	7% (30)	11% (50)	52% (242)	5% (25)	15% (69)	10% (48)	464
2012 Vote: Other	5% (4)	13% (10)	49% (38)	3% (2)	14% (11)	17% (13)	79
2012 Vote: Didn't Vote	11% (91)	10% (78)	39% (314)	6% (49)	16% (126)	17% (138)	796

Continued on next page

Table MTE3_13: Would the following promotions make you more or less likely to go to go to a movie theater in September 2020?
Offers for digital copies of music

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (185)	10% (224)	46% (1006)	6% (135)	17% (367)	13% (282)	2200
4-Region: Northeast	11% (43)	9% (36)	46% (181)	5% (20)	19% (76)	9% (37)	394
4-Region: Midwest	5% (24)	10% (46)	51% (237)	6% (29)	14% (65)	13% (61)	462
4-Region: South	9% (75)	9% (71)	45% (374)	5% (45)	18% (145)	14% (113)	824
4-Region: West	8% (42)	14% (71)	41% (214)	8% (41)	15% (81)	14% (71)	520
Fan of movies	8% (161)	11% (211)	46% (897)	6% (113)	17% (336)	12% (229)	1948
Fan of TV	8% (161)	10% (204)	47% (927)	6% (123)	17% (343)	12% (232)	1989
Comfortable going to a movie today	19% (103)	17% (96)	41% (228)	5% (28)	6% (32)	12% (66)	552
Comfortable going to a movie in August 2020	21% (116)	18% (99)	41% (231)	3% (19)	5% (28)	12% (68)	561
Comfortable going to a movie in September 2020	21% (127)	18% (107)	39% (235)	6% (36)	7% (41)	10% (60)	606
Comfortable going to a movie sometime in 2020	19% (133)	18% (127)	41% (287)	6% (39)	7% (45)	10% (68)	699
Comfortable going to a movie sometime in 2021	13% (153)	15% (187)	47% (563)	6% (72)	11% (138)	8% (96)	1210
Uncomfortable going to a movie today	5% (79)	8% (125)	49% (740)	7% (101)	21% (318)	10% (148)	1511
Uncomfortable going to a movie in August 2020	4% (67)	8% (121)	49% (738)	7% (111)	22% (324)	9% (142)	1503
Uncomfortable going to a movie in September 2020	4% (51)	8% (106)	50% (710)	7% (92)	22% (313)	10% (140)	1413
Uncomfortable going to a movie sometime in 2020	3% (43)	7% (84)	50% (637)	7% (90)	23% (298)	10% (134)	1286
Uncomfortable going to a movie sometime in 2021	2% (11)	4% (24)	45% (259)	8% (45)	26% (149)	15% (89)	577

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

Table MTE3_14: *Would the following promotions make you more or less likely to go to go to a movie theater in September 2020?*
The ability to rent out a theater for just you and your family

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (352)	17% (365)	36% (793)	4% (96)	15% (330)	12% (263)	2200
Gender: Male	17% (179)	18% (187)	37% (394)	5% (48)	14% (145)	10% (109)	1062
Gender: Female	15% (174)	16% (179)	35% (399)	4% (48)	16% (185)	14% (154)	1138
Age: 18-34	22% (147)	18% (117)	27% (178)	6% (39)	12% (78)	15% (96)	655
Age: 35-44	26% (92)	22% (78)	30% (108)	2% (7)	11% (41)	9% (31)	358
Age: 45-64	12% (91)	16% (118)	42% (314)	2% (19)	18% (132)	10% (77)	751
Age: 65+	5% (22)	12% (52)	44% (192)	7% (32)	18% (80)	13% (59)	436
GenZers: 1997-2012	24% (60)	16% (41)	25% (64)	6% (16)	9% (23)	19% (49)	253
Millennials: 1981-1996	23% (130)	19% (108)	30% (171)	4% (25)	13% (74)	11% (60)	569
GenXers: 1965-1980	18% (102)	19% (105)	35% (193)	2% (11)	16% (88)	11% (59)	559
Baby Boomers: 1946-1964	8% (58)	14% (100)	44% (327)	5% (38)	17% (125)	12% (86)	735
PID: Dem (no lean)	15% (131)	17% (141)	35% (296)	5% (43)	17% (148)	11% (90)	850
PID: Ind (no lean)	14% (92)	17% (113)	38% (248)	4% (25)	13% (84)	15% (99)	661
PID: Rep (no lean)	19% (129)	16% (111)	36% (248)	4% (28)	14% (98)	11% (74)	689
PID/Gender: Dem Men	17% (70)	19% (77)	32% (130)	7% (27)	17% (67)	8% (31)	401
PID/Gender: Dem Women	14% (62)	14% (64)	37% (167)	4% (16)	18% (82)	13% (59)	449
PID/Gender: Ind Men	11% (32)	15% (46)	44% (136)	3% (10)	13% (39)	14% (44)	307
PID/Gender: Ind Women	17% (60)	19% (67)	32% (113)	4% (16)	13% (45)	16% (55)	354
PID/Gender: Rep Men	22% (77)	18% (64)	36% (129)	3% (11)	11% (39)	10% (34)	354
PID/Gender: Rep Women	16% (52)	14% (48)	36% (119)	5% (16)	18% (59)	12% (40)	334
Ideo: Liberal (1-3)	19% (120)	18% (117)	36% (234)	4% (25)	15% (100)	8% (49)	646
Ideo: Moderate (4)	15% (91)	18% (111)	37% (234)	4% (28)	15% (92)	11% (71)	625
Ideo: Conservative (5-7)	15% (105)	13% (95)	39% (272)	6% (39)	16% (111)	12% (83)	704
Educ: < College	16% (246)	15% (234)	34% (510)	4% (68)	16% (240)	14% (214)	1512
Educ: Bachelors degree	16% (70)	17% (76)	43% (189)	3% (14)	14% (62)	7% (33)	444
Educ: Post-grad	15% (36)	23% (55)	38% (94)	6% (14)	12% (28)	7% (16)	244
Income: Under 50k	17% (204)	16% (196)	32% (390)	5% (55)	15% (182)	15% (180)	1209
Income: 50k-100k	15% (99)	16% (106)	41% (273)	5% (33)	15% (102)	8% (55)	668
Income: 100k+	15% (49)	19% (63)	40% (129)	2% (8)	14% (46)	9% (28)	323
Ethnicity: White	15% (264)	17% (293)	38% (650)	4% (74)	14% (240)	12% (201)	1722
Ethnicity: Hispanic	25% (88)	17% (61)	27% (93)	5% (18)	12% (43)	13% (45)	349

Continued on next page

Table MTE3_14: *Would the following promotions make you more or less likely to go to go to a movie theater in September 2020?*
The ability to rent out a theater for just you and your family

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (352)	17% (365)	36% (793)	4% (96)	15% (330)	12% (263)	2200
Ethnicity: Black	18% (49)	17% (46)	27% (74)	5% (13)	20% (56)	13% (37)	274
Ethnicity: Other	19% (39)	13% (27)	34% (69)	5% (9)	17% (35)	13% (26)	204
All Christian	15% (159)	18% (188)	37% (388)	5% (51)	15% (162)	10% (100)	1049
All Non-Christian	21% (25)	22% (26)	29% (34)	2% (3)	14% (17)	11% (13)	116
Atheist	14% (12)	5% (4)	51% (45)	5% (4)	17% (15)	8% (7)	88
Agnostic/Nothing in particular	15% (77)	13% (67)	37% (186)	4% (21)	15% (76)	16% (83)	510
Something Else	18% (79)	18% (79)	32% (139)	4% (17)	14% (61)	14% (61)	437
Religious Non-Protestant/Catholic	22% (31)	23% (32)	29% (40)	3% (4)	12% (17)	11% (15)	139
Evangelical	19% (120)	16% (102)	34% (214)	5% (31)	15% (95)	12% (75)	637
Non-Evangelical	14% (112)	19% (158)	37% (302)	4% (36)	15% (123)	10% (82)	813
Community: Urban	20% (127)	18% (115)	30% (190)	5% (30)	15% (95)	11% (69)	626
Community: Suburban	13% (124)	17% (164)	38% (369)	4% (37)	16% (156)	12% (117)	968
Community: Rural	17% (101)	14% (86)	39% (234)	5% (29)	13% (79)	13% (77)	606
Employ: Private Sector	18% (122)	19% (123)	40% (262)	4% (28)	12% (80)	7% (45)	659
Employ: Government	18% (28)	18% (28)	33% (52)	2% (4)	15% (24)	14% (22)	157
Employ: Self-Employed	16% (29)	27% (51)	28% (52)	6% (11)	11% (20)	13% (24)	189
Employ: Homemaker	16% (27)	24% (40)	27% (45)	6% (9)	17% (28)	10% (17)	166
Employ: Retired	6% (32)	11% (57)	45% (226)	5% (26)	19% (98)	13% (66)	505
Employ: Unemployed	21% (63)	14% (42)	30% (91)	3% (9)	16% (48)	16% (47)	300
Employ: Other	18% (24)	10% (13)	34% (45)	4% (5)	17% (23)	16% (21)	131
Military HH: Yes	16% (56)	12% (42)	39% (138)	5% (19)	17% (59)	10% (37)	350
Military HH: No	16% (296)	17% (323)	35% (655)	4% (77)	15% (271)	12% (227)	1850
RD/WT: Right Direction	19% (111)	15% (91)	36% (209)	5% (27)	12% (73)	13% (78)	588
RD/WT: Wrong Track	15% (242)	17% (275)	36% (584)	4% (69)	16% (257)	12% (186)	1612
Trump Job Approve	19% (168)	17% (155)	36% (326)	4% (34)	14% (123)	10% (92)	897
Trump Job Disapprove	14% (172)	16% (193)	37% (444)	5% (60)	17% (205)	11% (131)	1206
Trump Job Strongly Approve	22% (106)	13% (62)	35% (172)	4% (22)	15% (73)	11% (56)	490
Trump Job Somewhat Approve	15% (62)	23% (93)	38% (154)	3% (12)	12% (50)	9% (36)	407
Trump Job Somewhat Disapprove	15% (36)	17% (41)	36% (88)	7% (16)	15% (36)	10% (25)	242
Trump Job Strongly Disapprove	14% (136)	16% (152)	37% (357)	5% (44)	18% (169)	11% (106)	964

Continued on next page

Table MTE3_14: *Would the following promotions make you more or less likely to go to go to a movie theater in September 2020?
 The ability to rent out a theater for just you and your family*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (352)	17% (365)	36% (793)	4% (96)	15% (330)	12% (263)	2200
Favorable of Trump	19% (167)	18% (158)	36% (324)	4% (34)	14% (129)	10% (88)	899
Unfavorable of Trump	15% (174)	16% (193)	37% (441)	5% (57)	16% (194)	11% (130)	1190
Very Favorable of Trump	23% (122)	15% (79)	33% (177)	4% (22)	15% (79)	10% (53)	530
Somewhat Favorable of Trump	12% (45)	22% (80)	40% (147)	3% (12)	13% (50)	10% (35)	369
Somewhat Unfavorable of Trump	15% (32)	17% (37)	38% (82)	9% (18)	12% (26)	10% (22)	217
Very Unfavorable of Trump	15% (143)	16% (157)	37% (360)	4% (39)	17% (168)	11% (107)	974
#1 Issue: Economy	17% (134)	20% (159)	36% (280)	3% (27)	15% (117)	8% (64)	782
#1 Issue: Security	19% (49)	14% (34)	39% (99)	4% (10)	10% (26)	14% (36)	254
#1 Issue: Health Care	16% (65)	15% (60)	38% (150)	5% (22)	14% (57)	12% (46)	400
#1 Issue: Medicare / Social Security	7% (21)	13% (40)	38% (115)	6% (17)	20% (62)	17% (51)	306
#1 Issue: Women's Issues	17% (17)	14% (14)	30% (30)	3% (3)	11% (11)	26% (26)	100
#1 Issue: Education	24% (27)	12% (13)	36% (41)	7% (8)	10% (11)	12% (14)	114
#1 Issue: Energy	24% (28)	21% (24)	23% (26)	6% (7)	13% (15)	12% (14)	114
#1 Issue: Other	9% (11)	16% (21)	39% (51)	3% (4)	24% (31)	10% (13)	130
2018 House Vote: Democrat	13% (89)	16% (111)	39% (278)	6% (39)	18% (125)	9% (63)	704
2018 House Vote: Republican	17% (111)	16% (100)	39% (249)	4% (23)	15% (94)	10% (64)	641
2018 House Vote: Someone else	6% (4)	16% (10)	45% (29)	4% (2)	15% (10)	14% (9)	64
2016 Vote: Hillary Clinton	14% (98)	16% (113)	39% (266)	5% (35)	17% (117)	8% (58)	685
2016 Vote: Donald Trump	16% (112)	16% (110)	39% (271)	4% (25)	15% (106)	9% (63)	686
2016 Vote: Other	6% (8)	25% (33)	44% (57)	1% (1)	14% (18)	10% (13)	129
2016 Vote: Didn't Vote	19% (135)	16% (110)	29% (199)	5% (36)	13% (90)	19% (130)	700
Voted in 2014: Yes	13% (162)	16% (197)	40% (500)	5% (57)	17% (208)	10% (121)	1244
Voted in 2014: No	20% (190)	18% (169)	31% (293)	4% (40)	13% (122)	15% (142)	956
2012 Vote: Barack Obama	14% (122)	17% (144)	39% (337)	4% (37)	16% (139)	9% (77)	856
2012 Vote: Mitt Romney	11% (53)	16% (76)	41% (192)	4% (20)	17% (80)	9% (43)	464
2012 Vote: Other	11% (9)	19% (15)	38% (30)	5% (4)	13% (10)	15% (11)	79
2012 Vote: Didn't Vote	21% (168)	16% (131)	29% (232)	4% (34)	13% (100)	17% (131)	796

Continued on next page

Table MTE3_14: Would the following promotions make you more or less likely to go to go to a movie theater in September 2020?
The ability to rent out a theater for just you and your family

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (352)	17% (365)	36% (793)	4% (96)	15% (330)	12% (263)	2200
4-Region: Northeast	17% (65)	17% (68)	34% (134)	5% (18)	17% (68)	10% (40)	394
4-Region: Midwest	12% (53)	19% (86)	39% (181)	4% (20)	15% (67)	12% (54)	462
4-Region: South	17% (141)	15% (125)	36% (298)	5% (39)	14% (117)	13% (104)	824
4-Region: West	18% (92)	16% (86)	34% (179)	4% (19)	15% (78)	13% (66)	520
Fan of movies	17% (328)	17% (333)	36% (695)	4% (85)	15% (290)	11% (215)	1948
Fan of TV	16% (316)	17% (340)	37% (728)	4% (89)	15% (300)	11% (216)	1989
Comfortable going to a movie today	28% (153)	17% (95)	35% (194)	4% (23)	7% (36)	9% (51)	552
Comfortable going to a movie in August 2020	27% (153)	18% (102)	34% (188)	6% (35)	7% (37)	8% (46)	561
Comfortable going to a movie in September 2020	29% (174)	16% (99)	34% (207)	5% (31)	8% (48)	8% (47)	606
Comfortable going to a movie sometime in 2020	27% (187)	18% (128)	35% (246)	5% (34)	8% (53)	7% (51)	699
Comfortable going to a movie sometime in 2021	23% (278)	19% (231)	36% (433)	5% (56)	10% (127)	7% (85)	1210
Uncomfortable going to a movie today	13% (193)	17% (261)	37% (559)	5% (71)	19% (283)	9% (143)	1511
Uncomfortable going to a movie in August 2020	13% (190)	17% (255)	38% (568)	4% (60)	19% (285)	10% (145)	1503
Uncomfortable going to a movie in September 2020	12% (168)	18% (248)	38% (533)	4% (63)	19% (265)	10% (137)	1413
Uncomfortable going to a movie sometime in 2020	12% (152)	16% (211)	37% (476)	4% (55)	20% (256)	11% (135)	1286
Uncomfortable going to a movie sometime in 2021	7% (41)	14% (82)	35% (203)	4% (24)	26% (153)	13% (75)	577

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

Table MTE4_1: And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?
Discounted movie tickets

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (315)	20% (437)	36% (801)	4% (96)	15% (325)	10% (226)	2200
Gender: Male	15% (158)	21% (223)	37% (395)	5% (51)	13% (136)	9% (98)	1062
Gender: Female	14% (156)	19% (214)	36% (406)	4% (45)	17% (189)	11% (128)	1138
Age: 18-34	21% (136)	21% (136)	28% (185)	5% (32)	11% (74)	14% (92)	655
Age: 35-44	21% (74)	21% (74)	33% (118)	4% (14)	13% (45)	9% (33)	358
Age: 45-64	11% (84)	20% (149)	42% (312)	5% (35)	16% (120)	7% (51)	751
Age: 65+	5% (21)	18% (78)	43% (186)	4% (16)	20% (86)	11% (49)	436
GenZers: 1997-2012	23% (57)	19% (49)	26% (66)	5% (13)	10% (26)	17% (42)	253
Millennials: 1981-1996	18% (102)	23% (128)	32% (180)	4% (24)	13% (71)	11% (63)	569
GenXers: 1965-1980	16% (92)	20% (109)	36% (201)	6% (32)	13% (75)	9% (49)	559
Baby Boomers: 1946-1964	8% (60)	19% (139)	43% (315)	3% (24)	19% (136)	8% (61)	735
PID: Dem (no lean)	12% (98)	20% (170)	36% (304)	4% (38)	18% (156)	10% (84)	850
PID: Ind (no lean)	13% (85)	19% (124)	39% (257)	5% (32)	13% (86)	12% (78)	661
PID: Rep (no lean)	19% (132)	21% (143)	35% (240)	4% (26)	12% (83)	9% (64)	689
PID/Gender: Dem Men	12% (47)	22% (87)	35% (140)	5% (21)	18% (71)	9% (34)	401
PID/Gender: Dem Women	11% (51)	18% (83)	37% (164)	4% (16)	19% (85)	11% (50)	449
PID/Gender: Ind Men	14% (44)	20% (62)	39% (119)	5% (16)	10% (30)	12% (36)	307
PID/Gender: Ind Women	11% (41)	17% (62)	39% (138)	5% (16)	16% (55)	12% (42)	354
PID/Gender: Rep Men	19% (67)	21% (74)	38% (135)	4% (14)	10% (35)	8% (28)	354
PID/Gender: Rep Women	19% (65)	21% (69)	31% (104)	4% (12)	14% (48)	11% (36)	334
Ideo: Liberal (1-3)	17% (107)	21% (135)	36% (231)	4% (25)	16% (106)	6% (42)	646
Ideo: Moderate (4)	13% (81)	22% (135)	39% (242)	4% (27)	13% (82)	9% (58)	625
Ideo: Conservative (5-7)	13% (94)	21% (147)	36% (254)	5% (38)	15% (103)	10% (68)	704
Educ: < College	15% (234)	18% (275)	35% (523)	4% (58)	16% (239)	12% (184)	1512
Educ: Bachelors degree	10% (46)	25% (113)	40% (175)	5% (21)	13% (59)	6% (29)	444
Educ: Post-grad	14% (35)	20% (50)	42% (103)	7% (17)	11% (26)	5% (13)	244
Income: Under 50k	15% (180)	19% (231)	34% (406)	3% (40)	16% (191)	13% (161)	1209
Income: 50k-100k	14% (90)	21% (138)	40% (267)	5% (35)	14% (93)	7% (46)	668
Income: 100k+	14% (44)	21% (69)	40% (128)	7% (21)	13% (42)	6% (19)	323
Ethnicity: White	15% (253)	20% (341)	38% (661)	4% (70)	13% (230)	10% (167)	1722
Ethnicity: Hispanic	21% (72)	17% (60)	33% (115)	3% (12)	14% (47)	12% (43)	349

Continued on next page

Table MTE4_1: And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?
Discounted movie tickets

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (315)	20% (437)	36% (801)	4% (96)	15% (325)	10% (226)	2200
Ethnicity: Black	14% (38)	20% (55)	23% (62)	7% (18)	23% (63)	14% (38)	274
Ethnicity: Other	12% (24)	21% (42)	39% (79)	4% (7)	15% (31)	10% (21)	204
All Christian	14% (142)	21% (215)	39% (414)	5% (49)	15% (154)	7% (75)	1049
All Non-Christian	13% (16)	21% (24)	36% (42)	4% (4)	15% (17)	11% (13)	116
Atheist	7% (7)	30% (26)	43% (38)	5% (4)	6% (6)	9% (8)	88
Agnostic/Nothing in particular	15% (76)	17% (88)	33% (169)	5% (23)	15% (77)	15% (77)	510
Something Else	17% (75)	19% (84)	32% (138)	4% (16)	16% (71)	12% (53)	437
Religious Non-Protestant/Catholic	14% (19)	23% (32)	33% (46)	5% (7)	14% (20)	11% (15)	139
Evangelical	18% (116)	21% (131)	31% (200)	4% (29)	16% (102)	9% (59)	637
Non-Evangelical	12% (96)	19% (158)	42% (342)	4% (33)	15% (118)	8% (67)	813
Community: Urban	20% (123)	20% (128)	32% (202)	4% (27)	14% (86)	10% (61)	626
Community: Suburban	11% (109)	20% (197)	38% (366)	6% (55)	15% (144)	10% (97)	968
Community: Rural	14% (82)	18% (112)	38% (233)	2% (14)	16% (95)	11% (69)	606
Employ: Private Sector	14% (90)	23% (154)	40% (263)	5% (33)	12% (77)	6% (43)	659
Employ: Government	20% (31)	20% (31)	33% (52)	8% (12)	10% (16)	9% (14)	157
Employ: Self-Employed	17% (33)	21% (39)	24% (45)	8% (14)	18% (34)	13% (24)	189
Employ: Homemaker	11% (19)	26% (43)	40% (67)	— (1)	14% (23)	8% (14)	166
Employ: Retired	7% (35)	18% (89)	42% (212)	4% (19)	20% (102)	9% (48)	505
Employ: Unemployed	21% (64)	12% (36)	32% (97)	2% (7)	16% (48)	16% (48)	300
Employ: Other	19% (25)	21% (27)	31% (40)	4% (5)	13% (17)	13% (17)	131
Military HH: Yes	15% (53)	22% (77)	34% (120)	5% (17)	13% (46)	10% (35)	350
Military HH: No	14% (261)	19% (360)	37% (681)	4% (79)	15% (278)	10% (191)	1850
RD/WT: Right Direction	22% (127)	19% (110)	32% (191)	5% (32)	11% (66)	11% (63)	588
RD/WT: Wrong Track	12% (188)	20% (327)	38% (610)	4% (64)	16% (259)	10% (162)	1612
Trump Job Approve	19% (174)	22% (197)	35% (311)	4% (37)	12% (105)	8% (73)	897
Trump Job Disapprove	10% (122)	19% (229)	38% (463)	5% (58)	18% (216)	10% (118)	1206
Trump Job Strongly Approve	26% (126)	19% (94)	31% (153)	4% (20)	12% (58)	8% (39)	490
Trump Job Somewhat Approve	12% (49)	25% (103)	39% (158)	4% (17)	12% (47)	8% (34)	407
Trump Job Somewhat Disapprove	10% (25)	24% (58)	36% (86)	6% (14)	17% (41)	7% (17)	242
Trump Job Strongly Disapprove	10% (97)	18% (171)	39% (377)	5% (44)	18% (175)	10% (100)	964

Continued on next page

Table MTE4_1: And would the following promotions make you more or less likely to go to a movie theater anytime in 2020?
Discounted movie tickets

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (315)	20% (437)	36% (801)	4% (96)	15% (325)	10% (226)	2200
Favorable of Trump	20% (179)	22% (195)	35% (311)	4% (36)	12% (106)	8% (72)	899
Unfavorable of Trump	10% (124)	19% (231)	39% (463)	5% (56)	17% (207)	9% (110)	1190
Very Favorable of Trump	26% (137)	19% (98)	31% (165)	5% (26)	13% (68)	7% (37)	530
Somewhat Favorable of Trump	11% (42)	26% (97)	40% (146)	3% (11)	10% (38)	10% (35)	369
Somewhat Unfavorable of Trump	10% (21)	22% (48)	39% (85)	4% (9)	17% (37)	8% (17)	217
Very Unfavorable of Trump	11% (103)	19% (183)	39% (378)	5% (47)	17% (170)	10% (93)	974
#1 Issue: Economy	16% (128)	24% (187)	33% (259)	3% (27)	15% (120)	8% (62)	782
#1 Issue: Security	18% (47)	20% (52)	38% (97)	3% (6)	12% (30)	9% (22)	254
#1 Issue: Health Care	9% (38)	19% (75)	45% (182)	5% (21)	12% (48)	9% (38)	400
#1 Issue: Medicare / Social Security	6% (18)	17% (51)	39% (120)	5% (15)	21% (64)	12% (38)	306
#1 Issue: Women's Issues	23% (23)	13% (13)	22% (22)	7% (7)	10% (10)	25% (25)	100
#1 Issue: Education	25% (29)	18% (20)	32% (37)	5% (6)	9% (10)	10% (12)	114
#1 Issue: Energy	18% (21)	18% (20)	30% (34)	11% (12)	15% (17)	9% (10)	114
#1 Issue: Other	9% (12)	15% (20)	39% (51)	2% (3)	19% (25)	15% (20)	130
2018 House Vote: Democrat	9% (65)	18% (129)	41% (291)	5% (34)	18% (128)	8% (58)	704
2018 House Vote: Republican	17% (109)	23% (146)	36% (228)	4% (26)	12% (78)	8% (54)	641
2018 House Vote: Someone else	5% (3)	26% (17)	42% (27)	3% (2)	10% (7)	14% (9)	64
2016 Vote: Hillary Clinton	10% (66)	20% (134)	42% (286)	4% (29)	17% (119)	7% (51)	685
2016 Vote: Donald Trump	16% (110)	22% (152)	36% (249)	5% (35)	13% (86)	8% (54)	686
2016 Vote: Other	3% (4)	25% (32)	47% (61)	3% (3)	15% (19)	8% (10)	129
2016 Vote: Didn't Vote	19% (134)	17% (119)	29% (205)	4% (29)	14% (101)	16% (111)	700
Voted in 2014: Yes	12% (145)	20% (252)	40% (492)	4% (52)	16% (201)	8% (102)	1244
Voted in 2014: No	18% (170)	19% (186)	32% (309)	5% (44)	13% (124)	13% (124)	956
2012 Vote: Barack Obama	11% (95)	19% (166)	40% (343)	4% (38)	18% (150)	7% (64)	856
2012 Vote: Mitt Romney	14% (63)	23% (105)	40% (186)	5% (21)	11% (53)	8% (37)	464
2012 Vote: Other	8% (6)	19% (15)	44% (35)	2% (2)	17% (13)	10% (8)	79
2012 Vote: Didn't Vote	19% (150)	19% (151)	30% (236)	4% (34)	13% (107)	15% (117)	796

Continued on next page

Table MTE4_1: And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?
Discounted movie tickets

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (315)	20% (437)	36% (801)	4% (96)	15% (325)	10% (226)	2200
4-Region: Northeast	12% (47)	20% (79)	36% (143)	5% (20)	17% (69)	9% (36)	394
4-Region: Midwest	16% (72)	19% (88)	39% (178)	4% (18)	15% (68)	8% (39)	462
4-Region: South	14% (117)	21% (169)	36% (294)	4% (36)	14% (114)	11% (94)	824
4-Region: West	15% (79)	19% (101)	36% (186)	4% (23)	14% (75)	11% (57)	520
Fan of movies	15% (290)	20% (395)	37% (719)	4% (86)	15% (284)	9% (174)	1948
Fan of TV	14% (278)	21% (408)	37% (735)	5% (90)	15% (294)	9% (184)	1989
Comfortable going to a movie today	37% (205)	32% (179)	20% (109)	2% (8)	2% (10)	7% (40)	552
Comfortable going to a movie in August 2020	36% (203)	31% (172)	21% (117)	2% (11)	3% (18)	7% (39)	561
Comfortable going to a movie in September 2020	37% (222)	31% (188)	23% (137)	1% (7)	2% (14)	6% (37)	606
Comfortable going to a movie sometime in 2020	34% (235)	33% (229)	24% (168)	2% (13)	3% (22)	5% (32)	699
Comfortable going to a movie sometime in 2021	22% (271)	28% (343)	32% (390)	4% (44)	8% (99)	5% (64)	1210
Uncomfortable going to a movie today	6% (98)	16% (248)	43% (653)	6% (85)	20% (305)	8% (122)	1511
Uncomfortable going to a movie in August 2020	6% (95)	17% (255)	43% (648)	6% (84)	20% (299)	8% (121)	1503
Uncomfortable going to a movie in September 2020	5% (74)	16% (232)	43% (609)	6% (86)	21% (302)	8% (110)	1413
Uncomfortable going to a movie sometime in 2020	5% (66)	14% (179)	44% (561)	6% (79)	23% (290)	9% (110)	1286
Uncomfortable going to a movie sometime in 2021	3% (17)	9% (50)	42% (240)	8% (44)	28% (164)	11% (63)	577

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

Table MTE4_2: *And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?*
Offers for free movie tickets

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (405)	19% (416)	34% (748)	4% (89)	14% (316)	10% (226)	2200
Gender: Male	19% (200)	20% (209)	36% (378)	5% (48)	12% (130)	9% (97)	1062
Gender: Female	18% (206)	18% (207)	33% (370)	4% (41)	16% (186)	11% (128)	1138
Age: 18-34	25% (162)	20% (132)	26% (167)	5% (34)	11% (73)	13% (87)	655
Age: 35-44	27% (95)	18% (64)	30% (107)	6% (20)	10% (37)	10% (34)	358
Age: 45-64	16% (120)	19% (141)	39% (294)	3% (22)	16% (119)	7% (56)	751
Age: 65+	7% (28)	18% (79)	41% (180)	3% (13)	20% (87)	11% (48)	436
GenZers: 1997-2012	26% (65)	19% (48)	24% (61)	6% (14)	10% (27)	16% (40)	253
Millennials: 1981-1996	24% (136)	20% (115)	28% (162)	5% (29)	12% (67)	10% (60)	569
GenXers: 1965-1980	21% (118)	19% (104)	34% (193)	4% (21)	12% (70)	10% (54)	559
Baby Boomers: 1946-1964	11% (83)	18% (135)	40% (296)	3% (24)	18% (135)	8% (62)	735
PID: Dem (no lean)	15% (125)	18% (156)	35% (298)	5% (40)	18% (156)	9% (75)	850
PID: Ind (no lean)	18% (116)	19% (129)	35% (229)	5% (30)	12% (79)	12% (78)	661
PID: Rep (no lean)	24% (164)	19% (131)	32% (221)	3% (19)	12% (81)	11% (74)	689
PID/Gender: Dem Men	16% (65)	21% (85)	35% (142)	5% (19)	15% (61)	7% (28)	401
PID/Gender: Dem Women	13% (60)	16% (71)	35% (157)	5% (21)	21% (95)	10% (46)	449
PID/Gender: Ind Men	17% (52)	19% (58)	36% (110)	6% (17)	10% (31)	13% (39)	307
PID/Gender: Ind Women	18% (64)	20% (71)	34% (119)	4% (13)	14% (48)	11% (38)	354
PID/Gender: Rep Men	23% (83)	18% (65)	36% (126)	3% (12)	11% (37)	8% (30)	354
PID/Gender: Rep Women	24% (81)	20% (65)	28% (94)	2% (7)	13% (43)	13% (44)	334
Ideo: Liberal (1-3)	20% (128)	20% (129)	34% (221)	3% (21)	15% (99)	7% (47)	646
Ideo: Moderate (4)	16% (101)	21% (130)	37% (230)	5% (31)	14% (84)	8% (48)	625
Ideo: Conservative (5-7)	19% (133)	19% (131)	34% (236)	4% (27)	15% (104)	10% (72)	704
Educ: < College	20% (301)	17% (259)	31% (472)	3% (53)	16% (238)	13% (189)	1512
Educ: Bachelors degree	15% (66)	23% (103)	40% (177)	4% (17)	12% (54)	6% (27)	444
Educ: Post-grad	16% (39)	22% (53)	41% (99)	8% (20)	10% (24)	4% (9)	244
Income: Under 50k	20% (237)	19% (226)	30% (367)	4% (44)	14% (175)	13% (161)	1209
Income: 50k-100k	16% (109)	19% (126)	38% (257)	4% (29)	15% (102)	7% (46)	668
Income: 100k+	18% (60)	20% (64)	39% (125)	5% (16)	12% (40)	6% (19)	323
Ethnicity: White	19% (320)	19% (327)	36% (619)	4% (66)	12% (212)	10% (178)	1722
Ethnicity: Hispanic	21% (74)	19% (66)	32% (113)	6% (20)	12% (41)	10% (36)	349

Continued on next page

Table MTE4_2: And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?
Offers for free movie tickets

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (405)	19% (416)	34% (748)	4% (89)	14% (316)	10% (226)	2200
Ethnicity: Black	16% (44)	17% (46)	24% (67)	4% (10)	28% (76)	11% (31)	274
Ethnicity: Other	21% (42)	21% (42)	31% (63)	6% (12)	14% (28)	8% (17)	204
All Christian	17% (177)	21% (225)	36% (373)	4% (46)	14% (151)	7% (77)	1049
All Non-Christian	21% (24)	17% (20)	36% (42)	6% (7)	11% (13)	9% (10)	116
Atheist	21% (18)	27% (24)	39% (35)	5% (4)	1% (1)	7% (6)	88
Agnostic/Nothing in particular	19% (98)	16% (82)	31% (157)	3% (14)	15% (78)	16% (81)	510
Something Else	20% (89)	15% (64)	32% (142)	4% (18)	17% (73)	12% (52)	437
Religious Non-Protestant/Catholic	21% (29)	19% (26)	32% (45)	7% (9)	10% (14)	11% (16)	139
Evangelical	20% (130)	20% (125)	29% (186)	4% (27)	17% (111)	9% (58)	637
Non-Evangelical	16% (128)	19% (155)	40% (323)	4% (35)	13% (109)	8% (62)	813
Community: Urban	22% (135)	20% (125)	30% (190)	4% (25)	15% (94)	9% (57)	626
Community: Suburban	16% (156)	20% (193)	35% (335)	5% (49)	15% (143)	10% (93)	968
Community: Rural	19% (114)	16% (97)	37% (223)	3% (16)	13% (80)	13% (76)	606
Employ: Private Sector	18% (121)	22% (147)	36% (239)	5% (36)	11% (70)	7% (46)	659
Employ: Government	23% (36)	19% (30)	31% (48)	6% (10)	12% (19)	9% (14)	157
Employ: Self-Employed	20% (39)	19% (36)	27% (52)	5% (10)	15% (29)	13% (25)	189
Employ: Homemaker	19% (31)	26% (43)	32% (52)	3% (5)	10% (17)	10% (16)	166
Employ: Retired	10% (52)	15% (77)	42% (211)	3% (17)	20% (104)	9% (45)	505
Employ: Unemployed	25% (74)	14% (42)	31% (92)	3% (8)	13% (40)	15% (44)	300
Employ: Other	22% (29)	20% (26)	24% (32)	1% (2)	19% (25)	14% (18)	131
Military HH: Yes	24% (84)	18% (62)	32% (112)	5% (16)	12% (43)	9% (33)	350
Military HH: No	17% (322)	19% (353)	34% (637)	4% (73)	15% (273)	10% (193)	1850
RD/WT: Right Direction	25% (144)	19% (111)	31% (182)	3% (19)	11% (68)	11% (64)	588
RD/WT: Wrong Track	16% (261)	19% (304)	35% (566)	4% (70)	15% (248)	10% (162)	1612
Trump Job Approve	24% (220)	20% (176)	33% (295)	3% (27)	11% (102)	9% (78)	897
Trump Job Disapprove	14% (168)	18% (223)	36% (433)	5% (62)	17% (211)	9% (111)	1206
Trump Job Strongly Approve	29% (145)	18% (90)	29% (141)	3% (12)	12% (60)	9% (43)	490
Trump Job Somewhat Approve	18% (75)	21% (86)	38% (155)	4% (14)	10% (42)	9% (35)	407
Trump Job Somewhat Disapprove	14% (35)	23% (56)	34% (83)	6% (15)	14% (34)	8% (20)	242
Trump Job Strongly Disapprove	14% (133)	17% (166)	36% (351)	5% (47)	18% (177)	9% (91)	964

Continued on next page

Table MTE4_2: And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?
Offers for free movie tickets

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (405)	19% (416)	34% (748)	4% (89)	14% (316)	10% (226)	2200
Favorable of Trump	25% (224)	20% (184)	32% (288)	3% (26)	11% (102)	8% (74)	899
Unfavorable of Trump	14% (166)	19% (224)	37% (434)	5% (61)	17% (200)	9% (104)	1190
Very Favorable of Trump	30% (160)	17% (92)	29% (153)	3% (17)	13% (69)	7% (39)	530
Somewhat Favorable of Trump	17% (64)	25% (92)	37% (135)	3% (10)	9% (33)	9% (35)	369
Somewhat Unfavorable of Trump	15% (32)	21% (46)	38% (83)	5% (11)	12% (26)	9% (18)	217
Very Unfavorable of Trump	14% (134)	18% (178)	36% (351)	5% (51)	18% (174)	9% (86)	974
#1 Issue: Economy	23% (181)	22% (170)	31% (240)	3% (22)	14% (112)	7% (57)	782
#1 Issue: Security	21% (52)	21% (53)	36% (91)	1% (2)	12% (30)	10% (26)	254
#1 Issue: Health Care	13% (53)	19% (77)	40% (161)	6% (23)	12% (49)	9% (37)	400
#1 Issue: Medicare / Social Security	10% (30)	13% (40)	38% (117)	5% (16)	20% (62)	14% (42)	306
#1 Issue: Women's Issues	21% (21)	13% (13)	27% (27)	4% (4)	14% (14)	21% (21)	100
#1 Issue: Education	25% (28)	15% (17)	30% (34)	7% (8)	12% (13)	12% (14)	114
#1 Issue: Energy	24% (27)	21% (24)	29% (33)	7% (8)	10% (12)	9% (10)	114
#1 Issue: Other	10% (12)	17% (22)	35% (46)	5% (6)	19% (24)	15% (19)	130
2018 House Vote: Democrat	13% (91)	18% (124)	39% (276)	4% (30)	18% (126)	8% (58)	704
2018 House Vote: Republican	22% (138)	23% (146)	32% (205)	3% (22)	12% (77)	8% (53)	641
2018 House Vote: Someone else	15% (10)	23% (15)	38% (24)	5% (3)	7% (4)	11% (7)	64
2016 Vote: Hillary Clinton	14% (98)	18% (124)	39% (264)	4% (30)	17% (115)	8% (54)	685
2016 Vote: Donald Trump	20% (140)	21% (145)	34% (230)	4% (26)	13% (87)	9% (58)	686
2016 Vote: Other	9% (11)	25% (32)	43% (55)	3% (4)	15% (20)	5% (7)	129
2016 Vote: Didn't Vote	22% (157)	16% (115)	28% (198)	4% (30)	13% (94)	15% (106)	700
Voted in 2014: Yes	16% (194)	20% (244)	36% (452)	4% (52)	16% (199)	8% (103)	1244
Voted in 2014: No	22% (211)	18% (171)	31% (297)	4% (37)	12% (116)	13% (123)	956
2012 Vote: Barack Obama	14% (121)	19% (159)	38% (324)	4% (35)	18% (152)	8% (66)	856
2012 Vote: Mitt Romney	18% (83)	22% (103)	35% (164)	3% (15)	12% (56)	9% (43)	464
2012 Vote: Other	15% (12)	19% (15)	36% (28)	5% (4)	18% (14)	8% (6)	79
2012 Vote: Didn't Vote	24% (190)	17% (139)	29% (230)	4% (34)	11% (91)	14% (111)	796

Continued on next page

Table MTE4_2: And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?
Offers for free movie tickets

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (405)	19% (416)	34% (748)	4% (89)	14% (316)	10% (226)	2200
4-Region: Northeast	16% (63)	19% (74)	35% (136)	5% (19)	18% (71)	8% (31)	394
4-Region: Midwest	17% (79)	21% (98)	35% (163)	4% (18)	15% (70)	8% (36)	462
4-Region: South	20% (169)	17% (139)	34% (284)	4% (29)	13% (110)	11% (94)	824
4-Region: West	18% (95)	20% (105)	32% (165)	5% (24)	13% (66)	13% (65)	520
Fan of movies	19% (379)	19% (373)	34% (663)	4% (84)	14% (277)	9% (172)	1948
Fan of TV	18% (359)	19% (386)	35% (693)	4% (80)	15% (290)	9% (182)	1989
Comfortable going to a movie today	46% (253)	24% (135)	18% (98)	2% (12)	4% (21)	6% (33)	552
Comfortable going to a movie in August 2020	45% (254)	25% (140)	20% (111)	1% (7)	3% (17)	6% (32)	561
Comfortable going to a movie in September 2020	45% (270)	26% (156)	20% (120)	2% (14)	3% (18)	5% (28)	606
Comfortable going to a movie sometime in 2020	41% (289)	28% (196)	21% (148)	2% (17)	2% (17)	4% (31)	699
Comfortable going to a movie sometime in 2021	29% (347)	26% (311)	29% (356)	4% (46)	8% (91)	5% (59)	1210
Uncomfortable going to a movie today	9% (136)	18% (270)	41% (621)	5% (75)	19% (283)	8% (126)	1511
Uncomfortable going to a movie in August 2020	9% (135)	18% (269)	40% (605)	5% (80)	19% (291)	8% (122)	1503
Uncomfortable going to a movie in September 2020	8% (112)	17% (241)	41% (583)	5% (70)	20% (287)	9% (120)	1413
Uncomfortable going to a movie sometime in 2020	7% (89)	15% (194)	42% (540)	5% (67)	22% (284)	9% (111)	1286
Uncomfortable going to a movie sometime in 2021	3% (16)	12% (66)	40% (233)	5% (31)	29% (165)	12% (67)	577

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

Table MTE4_3: *And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?*
Free screenings of new films

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (357)	18% (407)	36% (793)	4% (91)	15% (332)	10% (221)	2200
Gender: Male	17% (177)	20% (213)	37% (388)	5% (49)	13% (138)	9% (96)	1062
Gender: Female	16% (180)	17% (193)	36% (405)	4% (41)	17% (194)	11% (125)	1138
Age: 18-34	22% (146)	21% (139)	26% (173)	5% (31)	12% (78)	13% (88)	655
Age: 35-44	24% (87)	19% (68)	31% (111)	3% (12)	13% (46)	9% (33)	358
Age: 45-64	14% (104)	19% (144)	40% (304)	3% (24)	16% (122)	7% (53)	751
Age: 65+	5% (21)	13% (56)	47% (204)	5% (23)	19% (85)	11% (47)	436
GenZers: 1997-2012	22% (56)	20% (50)	24% (60)	5% (12)	13% (33)	17% (42)	253
Millennials: 1981-1996	23% (128)	21% (120)	30% (172)	4% (24)	12% (67)	10% (58)	569
GenXers: 1965-1980	18% (103)	20% (110)	35% (193)	4% (22)	15% (81)	9% (50)	559
Baby Boomers: 1946-1964	9% (69)	16% (116)	45% (327)	4% (28)	18% (132)	9% (63)	735
PID: Dem (no lean)	13% (112)	19% (158)	36% (309)	4% (35)	19% (165)	8% (72)	850
PID: Ind (no lean)	15% (103)	18% (116)	39% (256)	4% (27)	12% (80)	12% (80)	661
PID: Rep (no lean)	21% (143)	19% (133)	33% (228)	4% (29)	13% (87)	10% (69)	689
PID/Gender: Dem Men	16% (63)	21% (86)	35% (140)	4% (18)	16% (66)	7% (29)	401
PID/Gender: Dem Women	11% (49)	16% (72)	38% (169)	4% (17)	22% (100)	9% (43)	449
PID/Gender: Ind Men	13% (41)	18% (54)	40% (122)	6% (18)	11% (34)	13% (39)	307
PID/Gender: Ind Women	17% (61)	18% (62)	38% (134)	3% (9)	13% (46)	12% (41)	354
PID/Gender: Rep Men	21% (74)	21% (73)	36% (127)	4% (14)	11% (38)	8% (28)	354
PID/Gender: Rep Women	21% (69)	18% (59)	30% (101)	5% (15)	14% (48)	12% (41)	334
Ideo: Liberal (1-3)	17% (110)	22% (144)	35% (224)	3% (16)	16% (106)	7% (45)	646
Ideo: Moderate (4)	15% (94)	21% (129)	38% (237)	5% (34)	14% (86)	7% (45)	625
Ideo: Conservative (5-7)	16% (115)	16% (111)	37% (263)	5% (36)	15% (105)	11% (74)	704
Educ: < College	18% (265)	17% (253)	34% (510)	4% (59)	16% (245)	12% (181)	1512
Educ: Bachelors degree	13% (60)	21% (94)	41% (182)	4% (18)	14% (61)	7% (29)	444
Educ: Post-grad	13% (33)	25% (60)	41% (101)	6% (14)	10% (26)	5% (11)	244
Income: Under 50k	17% (206)	18% (218)	33% (397)	4% (44)	15% (187)	13% (158)	1209
Income: 50k-100k	15% (103)	17% (111)	41% (272)	5% (36)	15% (103)	6% (43)	668
Income: 100k+	15% (48)	24% (78)	38% (124)	3% (11)	13% (42)	6% (20)	323
Ethnicity: White	16% (281)	19% (324)	38% (652)	4% (65)	13% (229)	10% (170)	1722
Ethnicity: Hispanic	20% (71)	23% (81)	29% (101)	4% (13)	14% (48)	10% (35)	349

Continued on next page

Table MTE4_3: *And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?*
Free screenings of new films

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (357)	18% (407)	36% (793)	4% (91)	15% (332)	10% (221)	2200
Ethnicity: Black	16% (44)	13% (36)	27% (73)	6% (16)	26% (71)	12% (34)	274
Ethnicity: Other	16% (32)	23% (47)	33% (68)	5% (9)	15% (31)	8% (17)	204
All Christian	16% (165)	21% (217)	38% (399)	4% (40)	15% (157)	7% (71)	1049
All Non-Christian	16% (19)	24% (28)	35% (41)	4% (5)	12% (14)	9% (10)	116
Atheist	16% (14)	23% (20)	44% (38)	6% (5)	9% (8)	4% (3)	88
Agnostic/Nothing in particular	17% (86)	15% (77)	33% (167)	5% (23)	15% (77)	15% (79)	510
Something Else	17% (74)	15% (65)	34% (147)	4% (18)	17% (76)	13% (57)	437
Religious Non-Protestant/Catholic	17% (24)	25% (35)	34% (47)	3% (5)	11% (15)	9% (13)	139
Evangelical	20% (125)	17% (109)	32% (205)	4% (24)	17% (111)	10% (63)	637
Non-Evangelical	13% (105)	20% (165)	41% (330)	4% (34)	15% (118)	8% (61)	813
Community: Urban	18% (110)	22% (136)	32% (202)	4% (26)	15% (97)	9% (56)	626
Community: Suburban	15% (150)	19% (184)	36% (352)	4% (38)	15% (145)	10% (100)	968
Community: Rural	16% (97)	14% (87)	39% (238)	5% (27)	15% (91)	11% (65)	606
Employ: Private Sector	17% (111)	21% (141)	38% (250)	5% (35)	12% (80)	6% (42)	659
Employ: Government	19% (29)	25% (39)	31% (49)	4% (6)	12% (20)	9% (14)	157
Employ: Self-Employed	20% (38)	17% (32)	28% (53)	3% (5)	18% (34)	14% (26)	189
Employ: Homemaker	17% (28)	24% (40)	33% (55)	6% (9)	10% (17)	10% (17)	166
Employ: Retired	7% (37)	14% (69)	46% (232)	3% (15)	21% (105)	9% (47)	505
Employ: Unemployed	23% (69)	16% (48)	30% (91)	3% (9)	14% (41)	14% (42)	300
Employ: Other	17% (22)	17% (23)	31% (41)	4% (5)	19% (24)	12% (16)	131
Military HH: Yes	22% (76)	14% (50)	34% (118)	8% (28)	14% (49)	8% (29)	350
Military HH: No	15% (282)	19% (357)	36% (675)	3% (62)	15% (283)	10% (192)	1850
RD/WT: Right Direction	22% (127)	18% (104)	33% (192)	5% (31)	13% (74)	10% (61)	588
RD/WT: Wrong Track	14% (231)	19% (303)	37% (600)	4% (60)	16% (258)	10% (160)	1612
Trump Job Approve	21% (189)	20% (178)	34% (308)	5% (42)	12% (106)	8% (75)	897
Trump Job Disapprove	12% (150)	18% (214)	39% (465)	4% (47)	19% (223)	9% (108)	1206
Trump Job Strongly Approve	25% (120)	19% (91)	32% (158)	4% (20)	13% (62)	8% (39)	490
Trump Job Somewhat Approve	17% (69)	21% (86)	37% (150)	6% (23)	11% (44)	9% (36)	407
Trump Job Somewhat Disapprove	15% (37)	22% (53)	35% (85)	3% (8)	16% (39)	8% (20)	242
Trump Job Strongly Disapprove	12% (112)	17% (161)	39% (380)	4% (39)	19% (184)	9% (88)	964

Continued on next page

Table MTE4_3: *And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?*
Free screenings of new films

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (357)	18% (407)	36% (793)	4% (91)	15% (332)	10% (221)	2200
Favorable of Trump	21% (191)	20% (179)	34% (306)	5% (40)	12% (111)	8% (71)	899
Unfavorable of Trump	13% (156)	18% (216)	39% (462)	4% (49)	17% (207)	8% (101)	1190
Very Favorable of Trump	26% (137)	17% (91)	31% (166)	5% (27)	13% (70)	7% (40)	530
Somewhat Favorable of Trump	15% (54)	24% (89)	38% (140)	4% (13)	11% (41)	9% (32)	369
Somewhat Unfavorable of Trump	16% (35)	22% (48)	34% (73)	5% (12)	13% (29)	9% (19)	217
Very Unfavorable of Trump	12% (121)	17% (168)	40% (388)	4% (37)	18% (179)	8% (82)	974
#1 Issue: Economy	21% (163)	21% (167)	32% (250)	3% (27)	14% (112)	8% (63)	782
#1 Issue: Security	20% (50)	18% (46)	38% (96)	1% (3)	13% (33)	10% (26)	254
#1 Issue: Health Care	12% (48)	19% (75)	43% (173)	5% (19)	12% (50)	9% (36)	400
#1 Issue: Medicare / Social Security	6% (18)	14% (42)	40% (124)	7% (20)	19% (59)	14% (43)	306
#1 Issue: Women's Issues	13% (13)	20% (20)	25% (25)	8% (9)	13% (13)	21% (21)	100
#1 Issue: Education	25% (29)	13% (14)	37% (42)	2% (2)	12% (14)	11% (12)	114
#1 Issue: Energy	21% (24)	23% (27)	26% (30)	6% (7)	18% (20)	6% (7)	114
#1 Issue: Other	10% (13)	13% (16)	41% (53)	3% (4)	24% (32)	9% (12)	130
2018 House Vote: Democrat	11% (81)	16% (116)	42% (299)	4% (27)	18% (130)	7% (52)	704
2018 House Vote: Republican	19% (120)	19% (120)	36% (232)	5% (32)	14% (87)	8% (51)	641
2018 House Vote: Someone else	10% (6)	25% (16)	41% (26)	6% (4)	6% (4)	11% (7)	64
2016 Vote: Hillary Clinton	12% (83)	18% (125)	41% (280)	4% (24)	18% (123)	7% (49)	685
2016 Vote: Donald Trump	18% (122)	19% (133)	37% (256)	5% (35)	13% (90)	7% (49)	686
2016 Vote: Other	9% (12)	24% (31)	43% (55)	1% (2)	16% (20)	8% (10)	129
2016 Vote: Didn't Vote	20% (140)	17% (117)	29% (201)	4% (30)	14% (99)	16% (113)	700
Voted in 2014: Yes	13% (166)	19% (231)	39% (490)	4% (51)	17% (211)	8% (94)	1244
Voted in 2014: No	20% (191)	18% (176)	32% (302)	4% (39)	13% (121)	13% (127)	956
2012 Vote: Barack Obama	12% (104)	19% (165)	40% (342)	3% (27)	18% (158)	7% (61)	856
2012 Vote: Mitt Romney	16% (72)	18% (83)	41% (188)	5% (25)	13% (60)	8% (36)	464
2012 Vote: Other	12% (9)	25% (19)	32% (25)	4% (3)	18% (14)	11% (8)	79
2012 Vote: Didn't Vote	22% (172)	17% (139)	30% (236)	4% (36)	12% (99)	14% (115)	796

Continued on next page

Table MTE4_3: *And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?*
Free screenings of new films

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (357)	18% (407)	36% (793)	4% (91)	15% (332)	10% (221)	2200
4-Region: Northeast	14% (56)	18% (72)	36% (143)	5% (19)	18% (71)	8% (33)	394
4-Region: Midwest	14% (63)	20% (93)	38% (175)	5% (21)	15% (71)	8% (39)	462
4-Region: South	18% (152)	16% (130)	37% (308)	4% (31)	14% (114)	11% (89)	824
4-Region: West	17% (86)	21% (111)	32% (167)	4% (20)	15% (76)	11% (60)	520
Fan of movies	17% (334)	19% (370)	36% (705)	4% (80)	15% (287)	9% (173)	1948
Fan of TV	16% (318)	19% (378)	37% (730)	4% (82)	15% (304)	9% (177)	1989
Comfortable going to a movie today	39% (217)	23% (128)	22% (120)	5% (26)	5% (25)	6% (35)	552
Comfortable going to a movie in August 2020	40% (222)	24% (135)	22% (123)	4% (22)	4% (23)	6% (36)	561
Comfortable going to a movie in September 2020	39% (237)	24% (147)	23% (139)	4% (23)	4% (26)	6% (35)	606
Comfortable going to a movie sometime in 2020	36% (253)	27% (191)	23% (161)	4% (30)	4% (28)	5% (36)	699
Comfortable going to a movie sometime in 2021	25% (304)	25% (299)	32% (388)	4% (48)	9% (108)	5% (63)	1210
Uncomfortable going to a movie today	8% (123)	18% (270)	42% (637)	4% (63)	20% (298)	8% (121)	1511
Uncomfortable going to a movie in August 2020	8% (119)	17% (262)	42% (635)	5% (68)	20% (303)	8% (116)	1503
Uncomfortable going to a movie in September 2020	7% (96)	17% (244)	43% (605)	5% (64)	21% (295)	8% (110)	1413
Uncomfortable going to a movie sometime in 2020	6% (79)	15% (196)	44% (561)	4% (53)	22% (284)	9% (112)	1286
Uncomfortable going to a movie sometime in 2021	2% (13)	12% (67)	41% (236)	5% (32)	28% (161)	12% (69)	577

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

Table MTE4_4: *And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?*
Free screenings of older films

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (249)	13% (284)	41% (896)	7% (157)	17% (373)	11% (241)	2200
Gender: Male	13% (133)	14% (148)	42% (446)	7% (76)	15% (159)	9% (100)	1062
Gender: Female	10% (116)	12% (136)	40% (450)	7% (81)	19% (214)	12% (141)	1138
Age: 18-34	18% (116)	17% (109)	30% (198)	9% (61)	12% (81)	14% (90)	655
Age: 35-44	17% (60)	16% (57)	37% (131)	7% (26)	13% (46)	10% (37)	358
Age: 45-64	8% (59)	10% (77)	48% (364)	6% (44)	19% (144)	8% (62)	751
Age: 65+	3% (13)	9% (41)	47% (203)	6% (26)	23% (102)	12% (52)	436
GenZers: 1997-2012	25% (63)	13% (32)	25% (63)	10% (26)	12% (31)	15% (38)	253
Millennials: 1981-1996	15% (83)	17% (99)	36% (205)	7% (42)	13% (74)	12% (66)	569
GenXers: 1965-1980	12% (66)	14% (81)	40% (222)	9% (51)	15% (83)	10% (56)	559
Baby Boomers: 1946-1964	5% (35)	9% (65)	50% (364)	4% (33)	23% (168)	10% (71)	735
PID: Dem (no lean)	11% (95)	13% (113)	38% (322)	7% (61)	22% (184)	9% (75)	850
PID: Ind (no lean)	10% (63)	12% (79)	44% (290)	8% (51)	14% (92)	13% (87)	661
PID: Rep (no lean)	13% (91)	13% (93)	41% (284)	6% (45)	14% (97)	11% (79)	689
PID/Gender: Dem Men	14% (55)	14% (56)	37% (150)	8% (32)	20% (81)	7% (27)	401
PID/Gender: Dem Women	9% (40)	13% (57)	38% (172)	6% (29)	23% (102)	11% (49)	449
PID/Gender: Ind Men	9% (27)	15% (46)	45% (137)	6% (19)	11% (35)	14% (43)	307
PID/Gender: Ind Women	10% (37)	9% (33)	43% (153)	9% (31)	16% (57)	12% (44)	354
PID/Gender: Rep Men	14% (51)	13% (47)	45% (159)	7% (24)	12% (43)	9% (30)	354
PID/Gender: Rep Women	12% (40)	14% (46)	37% (125)	6% (21)	16% (55)	15% (49)	334
Ideo: Liberal (1-3)	13% (82)	15% (99)	40% (255)	6% (39)	18% (119)	8% (52)	646
Ideo: Moderate (4)	10% (60)	14% (88)	43% (266)	9% (56)	14% (90)	10% (65)	625
Ideo: Conservative (5-7)	11% (76)	12% (81)	43% (300)	7% (51)	18% (126)	10% (70)	704
Educ: < College	12% (179)	11% (174)	38% (575)	7% (113)	18% (268)	13% (203)	1512
Educ: Bachelors degree	10% (45)	15% (68)	46% (204)	6% (27)	16% (71)	6% (27)	444
Educ: Post-grad	10% (25)	17% (42)	48% (117)	7% (16)	13% (33)	5% (11)	244
Income: Under 50k	12% (151)	12% (141)	37% (448)	7% (84)	18% (214)	14% (170)	1209
Income: 50k-100k	10% (67)	13% (88)	46% (305)	7% (44)	17% (112)	8% (51)	668
Income: 100k+	10% (31)	17% (55)	44% (143)	9% (28)	14% (46)	6% (20)	323
Ethnicity: White	11% (184)	13% (217)	44% (759)	6% (106)	15% (265)	11% (190)	1722
Ethnicity: Hispanic	16% (57)	14% (48)	34% (120)	9% (31)	14% (49)	13% (44)	349

Continued on next page

Table MTE4_4: *And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?*
Free screenings of older films

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (249)	13% (284)	41% (896)	7% (157)	17% (373)	11% (241)	2200
Ethnicity: Black	17% (48)	13% (35)	21% (57)	11% (31)	26% (72)	11% (32)	274
Ethnicity: Other	8% (17)	16% (33)	39% (80)	10% (20)	17% (35)	10% (20)	204
All Christian	10% (105)	14% (151)	44% (458)	5% (56)	19% (194)	8% (86)	1049
All Non-Christian	15% (18)	12% (14)	41% (48)	10% (11)	12% (14)	10% (11)	116
Atheist	6% (5)	14% (13)	46% (40)	12% (10)	16% (14)	7% (6)	88
Agnostic/Nothing in particular	11% (55)	14% (71)	36% (186)	8% (43)	15% (77)	15% (78)	510
Something Else	15% (67)	8% (36)	38% (165)	8% (36)	17% (73)	14% (60)	437
Religious Non-Protestant/Catholic	16% (22)	15% (21)	37% (52)	8% (11)	12% (16)	12% (17)	139
Evangelical	13% (85)	13% (81)	38% (239)	7% (44)	19% (120)	11% (68)	637
Non-Evangelical	10% (81)	12% (98)	46% (374)	6% (47)	18% (143)	9% (70)	813
Community: Urban	16% (103)	15% (97)	34% (215)	8% (52)	15% (92)	11% (68)	626
Community: Suburban	9% (87)	14% (133)	41% (397)	8% (76)	18% (178)	10% (98)	968
Community: Rural	10% (60)	9% (55)	47% (284)	5% (29)	17% (103)	12% (76)	606
Employ: Private Sector	10% (68)	18% (117)	44% (289)	7% (48)	13% (89)	7% (48)	659
Employ: Government	16% (26)	9% (14)	35% (54)	18% (28)	14% (21)	9% (13)	157
Employ: Self-Employed	21% (40)	12% (23)	30% (57)	7% (14)	18% (35)	11% (20)	189
Employ: Homemaker	9% (14)	14% (23)	45% (75)	7% (11)	13% (22)	13% (21)	166
Employ: Retired	3% (17)	9% (43)	48% (242)	6% (28)	24% (122)	11% (53)	505
Employ: Unemployed	13% (40)	12% (36)	36% (109)	6% (18)	16% (49)	16% (48)	300
Employ: Other	18% (24)	11% (14)	34% (44)	4% (5)	18% (24)	15% (20)	131
Military HH: Yes	14% (51)	10% (37)	40% (138)	10% (35)	17% (58)	9% (32)	350
Military HH: No	11% (199)	13% (248)	41% (758)	7% (122)	17% (315)	11% (209)	1850
RD/WT: Right Direction	16% (97)	15% (87)	35% (205)	6% (34)	17% (98)	12% (69)	588
RD/WT: Wrong Track	9% (152)	12% (198)	43% (691)	8% (123)	17% (275)	11% (173)	1612
Trump Job Approve	14% (122)	14% (128)	41% (366)	7% (61)	14% (127)	10% (93)	897
Trump Job Disapprove	9% (114)	13% (152)	41% (495)	7% (90)	20% (240)	10% (115)	1206
Trump Job Strongly Approve	17% (84)	14% (69)	38% (186)	6% (27)	16% (76)	10% (48)	490
Trump Job Somewhat Approve	9% (38)	14% (59)	44% (180)	8% (34)	13% (51)	11% (45)	407
Trump Job Somewhat Disapprove	9% (22)	15% (37)	41% (100)	8% (19)	18% (44)	8% (20)	242
Trump Job Strongly Disapprove	10% (92)	12% (115)	41% (395)	7% (71)	20% (195)	10% (96)	964

Continued on next page

Table MTE4_4: *And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?*
Free screenings of older films

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (249)	13% (284)	41% (896)	7% (157)	17% (373)	11% (241)	2200
Favorable of Trump	14% (126)	14% (125)	42% (375)	6% (56)	14% (129)	10% (88)	899
Unfavorable of Trump	10% (114)	13% (153)	41% (487)	8% (96)	19% (232)	9% (108)	1190
Very Favorable of Trump	18% (93)	14% (72)	37% (198)	7% (35)	16% (83)	9% (48)	530
Somewhat Favorable of Trump	9% (33)	14% (53)	48% (176)	6% (20)	13% (46)	11% (40)	369
Somewhat Unfavorable of Trump	9% (19)	13% (29)	41% (90)	10% (21)	18% (39)	9% (19)	217
Very Unfavorable of Trump	10% (95)	13% (124)	41% (397)	8% (75)	20% (193)	9% (89)	974
#1 Issue: Economy	14% (107)	15% (114)	39% (307)	8% (59)	16% (124)	9% (70)	782
#1 Issue: Security	13% (33)	15% (37)	42% (107)	4% (11)	17% (43)	9% (23)	254
#1 Issue: Health Care	8% (34)	10% (42)	48% (193)	7% (30)	16% (62)	10% (40)	400
#1 Issue: Medicare / Social Security	4% (13)	9% (28)	43% (130)	5% (17)	24% (73)	15% (46)	306
#1 Issue: Women's Issues	18% (19)	13% (13)	27% (27)	11% (11)	8% (8)	22% (22)	100
#1 Issue: Education	19% (22)	17% (19)	32% (36)	10% (11)	12% (14)	10% (11)	114
#1 Issue: Energy	12% (13)	16% (19)	31% (36)	14% (16)	17% (19)	10% (11)	114
#1 Issue: Other	6% (8)	9% (12)	47% (61)	2% (3)	23% (29)	13% (17)	130
2018 House Vote: Democrat	7% (49)	13% (90)	43% (306)	7% (51)	21% (150)	8% (59)	704
2018 House Vote: Republican	13% (84)	14% (91)	42% (270)	7% (46)	15% (95)	9% (55)	641
2018 House Vote: Someone else	— (0)	10% (7)	50% (32)	12% (8)	12% (7)	16% (10)	64
2016 Vote: Hillary Clinton	9% (59)	13% (89)	43% (295)	7% (49)	20% (140)	8% (55)	685
2016 Vote: Donald Trump	11% (76)	14% (97)	43% (293)	8% (52)	16% (109)	9% (60)	686
2016 Vote: Other	5% (7)	16% (20)	51% (66)	2% (3)	15% (19)	10% (13)	129
2016 Vote: Didn't Vote	15% (108)	11% (78)	35% (242)	8% (53)	15% (105)	16% (113)	700
Voted in 2014: Yes	9% (111)	13% (165)	44% (546)	6% (79)	19% (239)	8% (104)	1244
Voted in 2014: No	14% (138)	12% (119)	37% (350)	8% (78)	14% (134)	14% (137)	956
2012 Vote: Barack Obama	8% (73)	14% (117)	42% (360)	8% (65)	20% (173)	8% (68)	856
2012 Vote: Mitt Romney	12% (55)	12% (58)	47% (217)	6% (27)	15% (67)	9% (40)	464
2012 Vote: Other	8% (7)	18% (14)	41% (33)	5% (4)	19% (15)	8% (6)	79
2012 Vote: Didn't Vote	14% (114)	12% (95)	36% (285)	8% (61)	14% (114)	16% (127)	796

Continued on next page

Table MTE4_4: And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?
Free screenings of older films

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (249)	13% (284)	41% (896)	7% (157)	17% (373)	11% (241)	2200
4-Region: Northeast	13% (53)	12% (46)	39% (154)	8% (32)	19% (75)	8% (33)	394
4-Region: Midwest	10% (44)	16% (74)	41% (192)	8% (36)	17% (77)	8% (39)	462
4-Region: South	12% (103)	11% (94)	41% (338)	7% (56)	16% (135)	12% (99)	824
4-Region: West	9% (49)	13% (70)	41% (212)	6% (33)	16% (86)	14% (70)	520
Fan of movies	11% (223)	13% (256)	41% (807)	7% (139)	17% (335)	10% (187)	1948
Fan of TV	11% (226)	13% (257)	42% (830)	7% (133)	17% (348)	10% (195)	1989
Comfortable going to a movie today	29% (158)	19% (105)	32% (176)	8% (43)	6% (35)	6% (36)	552
Comfortable going to a movie in August 2020	28% (158)	20% (110)	33% (186)	6% (35)	6% (33)	7% (38)	561
Comfortable going to a movie in September 2020	30% (183)	20% (124)	32% (196)	6% (35)	5% (32)	6% (36)	606
Comfortable going to a movie sometime in 2020	26% (184)	21% (149)	35% (241)	6% (40)	7% (46)	6% (39)	699
Comfortable going to a movie sometime in 2021	18% (212)	18% (218)	41% (498)	6% (71)	11% (139)	6% (71)	1210
Uncomfortable going to a movie today	5% (80)	11% (169)	45% (686)	7% (108)	22% (328)	9% (140)	1511
Uncomfortable going to a movie in August 2020	5% (82)	11% (167)	45% (675)	8% (114)	22% (331)	9% (134)	1503
Uncomfortable going to a movie in September 2020	4% (54)	10% (144)	46% (650)	8% (111)	23% (324)	9% (131)	1413
Uncomfortable going to a movie sometime in 2020	4% (50)	9% (121)	45% (584)	8% (101)	24% (305)	10% (125)	1286
Uncomfortable going to a movie sometime in 2021	2% (12)	7% (42)	41% (239)	10% (60)	28% (159)	11% (65)	577

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

Table MTE4_5: And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?
Discounted concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (284)	16% (351)	40% (890)	5% (112)	15% (331)	11% (233)	2200
Gender: Male	13% (142)	18% (187)	42% (441)	5% (56)	12% (133)	10% (103)	1062
Gender: Female	12% (142)	14% (164)	39% (448)	5% (55)	17% (198)	11% (130)	1138
Age: 18-34	18% (121)	19% (127)	29% (192)	8% (51)	11% (74)	14% (91)	655
Age: 35-44	19% (67)	19% (67)	37% (132)	3% (11)	13% (48)	9% (33)	358
Age: 45-64	10% (76)	15% (113)	47% (354)	4% (29)	16% (117)	8% (61)	751
Age: 65+	4% (19)	10% (44)	49% (213)	4% (20)	21% (92)	11% (48)	436
GenZers: 1997-2012	18% (46)	20% (50)	22% (56)	10% (25)	14% (36)	16% (40)	253
Millennials: 1981-1996	17% (97)	19% (110)	37% (210)	5% (30)	10% (60)	11% (63)	569
GenXers: 1965-1980	16% (87)	16% (90)	40% (225)	4% (24)	14% (79)	10% (55)	559
Baby Boomers: 1946-1964	7% (54)	13% (96)	48% (353)	4% (31)	19% (136)	9% (65)	735
PID: Dem (no lean)	11% (90)	15% (131)	40% (341)	5% (42)	19% (160)	10% (86)	850
PID: Ind (no lean)	12% (76)	14% (95)	44% (293)	4% (27)	14% (94)	12% (76)	661
PID: Rep (no lean)	17% (117)	18% (125)	37% (256)	6% (43)	11% (77)	10% (70)	689
PID/Gender: Dem Men	10% (40)	20% (79)	38% (153)	7% (27)	16% (64)	9% (38)	401
PID/Gender: Dem Women	11% (50)	12% (53)	42% (188)	3% (15)	21% (96)	11% (48)	449
PID/Gender: Ind Men	13% (39)	14% (43)	47% (144)	3% (9)	12% (38)	11% (34)	307
PID/Gender: Ind Women	11% (37)	14% (51)	42% (149)	5% (18)	16% (56)	12% (43)	354
PID/Gender: Rep Men	18% (62)	18% (65)	41% (144)	6% (21)	9% (31)	9% (31)	354
PID/Gender: Rep Women	16% (55)	18% (60)	33% (112)	7% (22)	14% (46)	12% (39)	334
Ideo: Liberal (1-3)	15% (95)	17% (108)	40% (257)	4% (27)	16% (106)	8% (51)	646
Ideo: Moderate (4)	12% (73)	17% (109)	44% (274)	5% (31)	13% (81)	9% (56)	625
Ideo: Conservative (5-7)	12% (86)	16% (114)	41% (287)	6% (45)	15% (105)	10% (68)	704
Educ: < College	14% (219)	15% (227)	37% (556)	5% (78)	16% (241)	13% (191)	1512
Educ: Bachelors degree	10% (42)	18% (79)	48% (212)	4% (19)	14% (60)	7% (31)	444
Educ: Post-grad	9% (23)	18% (45)	50% (121)	6% (15)	12% (30)	4% (10)	244
Income: Under 50k	14% (175)	16% (195)	36% (431)	5% (65)	15% (184)	13% (159)	1209
Income: 50k-100k	11% (71)	15% (97)	46% (310)	5% (33)	15% (103)	8% (53)	668
Income: 100k+	12% (38)	18% (59)	46% (149)	4% (14)	13% (43)	6% (20)	323
Ethnicity: White	13% (220)	17% (287)	42% (726)	5% (85)	13% (227)	10% (177)	1722
Ethnicity: Hispanic	20% (69)	17% (58)	33% (114)	5% (18)	14% (48)	12% (41)	349

Continued on next page

Table MTE4_5: And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?
Discounted concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (284)	16% (351)	40% (890)	5% (112)	15% (331)	11% (233)	2200
Ethnicity: Black	11% (31)	13% (36)	29% (80)	6% (17)	26% (72)	14% (38)	274
Ethnicity: Other	16% (33)	14% (28)	41% (84)	4% (9)	16% (32)	9% (18)	204
All Christian	12% (123)	17% (182)	44% (459)	4% (44)	15% (156)	8% (83)	1049
All Non-Christian	16% (19)	12% (13)	37% (43)	9% (11)	13% (15)	13% (15)	116
Atheist	7% (6)	21% (19)	48% (43)	6% (5)	10% (9)	8% (7)	88
Agnostic/Nothing in particular	13% (65)	13% (68)	38% (193)	6% (33)	15% (74)	15% (75)	510
Something Else	16% (71)	16% (68)	35% (152)	4% (18)	17% (76)	12% (52)	437
Religious Non-Protestant/Catholic	15% (21)	13% (18)	35% (49)	8% (11)	15% (20)	14% (20)	139
Evangelical	16% (105)	18% (117)	35% (222)	5% (35)	15% (98)	10% (61)	637
Non-Evangelical	10% (84)	16% (128)	46% (378)	3% (28)	16% (127)	8% (69)	813
Community: Urban	16% (102)	18% (111)	36% (227)	5% (30)	15% (94)	10% (62)	626
Community: Suburban	11% (110)	15% (147)	43% (414)	4% (42)	16% (153)	10% (101)	968
Community: Rural	12% (71)	15% (93)	41% (249)	7% (40)	14% (84)	11% (69)	606
Employ: Private Sector	12% (78)	18% (122)	46% (304)	6% (39)	11% (73)	7% (43)	659
Employ: Government	21% (32)	15% (24)	37% (58)	7% (11)	11% (17)	10% (15)	157
Employ: Self-Employed	15% (29)	17% (33)	31% (58)	6% (11)	18% (33)	13% (25)	189
Employ: Homemaker	13% (21)	22% (37)	38% (64)	4% (7)	14% (23)	9% (15)	166
Employ: Retired	6% (32)	12% (62)	47% (239)	4% (18)	21% (108)	9% (46)	505
Employ: Unemployed	18% (54)	14% (42)	33% (99)	6% (18)	13% (40)	15% (46)	300
Employ: Other	14% (18)	15% (20)	29% (37)	4% (5)	20% (26)	19% (25)	131
Military HH: Yes	15% (54)	17% (60)	38% (132)	7% (26)	14% (48)	9% (30)	350
Military HH: No	12% (230)	16% (291)	41% (758)	5% (86)	15% (282)	11% (202)	1850
RD/WT: Right Direction	18% (106)	17% (99)	36% (209)	6% (37)	12% (72)	11% (66)	588
RD/WT: Wrong Track	11% (178)	16% (252)	42% (681)	5% (75)	16% (259)	10% (167)	1612
Trump Job Approve	17% (156)	18% (162)	39% (347)	5% (49)	12% (108)	8% (76)	897
Trump Job Disapprove	9% (109)	15% (181)	42% (511)	5% (61)	18% (219)	10% (125)	1206
Trump Job Strongly Approve	23% (115)	18% (87)	32% (158)	4% (22)	13% (66)	9% (43)	490
Trump Job Somewhat Approve	10% (41)	18% (75)	46% (189)	7% (27)	10% (42)	8% (33)	407
Trump Job Somewhat Disapprove	10% (25)	18% (43)	41% (99)	8% (18)	14% (33)	10% (24)	242
Trump Job Strongly Disapprove	9% (85)	14% (137)	43% (412)	4% (42)	19% (186)	10% (101)	964

Continued on next page

Table MTE4_5: And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?
Discounted concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (284)	16% (351)	40% (890)	5% (112)	15% (331)	11% (233)	2200
Favorable of Trump	18% (159)	18% (163)	39% (351)	5% (48)	12% (108)	8% (70)	899
Unfavorable of Trump	10% (115)	15% (176)	43% (508)	5% (62)	18% (210)	10% (119)	1190
Very Favorable of Trump	24% (125)	16% (84)	33% (176)	6% (31)	14% (76)	7% (39)	530
Somewhat Favorable of Trump	9% (34)	22% (79)	47% (175)	5% (18)	9% (32)	8% (31)	369
Somewhat Unfavorable of Trump	11% (23)	17% (36)	39% (85)	10% (23)	11% (24)	12% (26)	217
Very Unfavorable of Trump	9% (92)	14% (140)	44% (424)	4% (39)	19% (186)	10% (93)	974
#1 Issue: Economy	15% (117)	20% (153)	38% (300)	5% (39)	14% (106)	9% (67)	782
#1 Issue: Security	17% (44)	16% (41)	42% (108)	2% (5)	13% (34)	9% (23)	254
#1 Issue: Health Care	8% (33)	16% (62)	48% (194)	5% (21)	13% (53)	9% (38)	400
#1 Issue: Medicare / Social Security	7% (22)	12% (38)	41% (125)	6% (17)	21% (65)	13% (39)	306
#1 Issue: Women's Issues	12% (12)	7% (7)	35% (35)	8% (8)	15% (15)	23% (23)	100
#1 Issue: Education	21% (24)	13% (14)	40% (45)	1% (2)	14% (16)	11% (13)	114
#1 Issue: Energy	16% (18)	19% (22)	30% (34)	13% (15)	12% (14)	10% (11)	114
#1 Issue: Other	11% (14)	12% (15)	38% (49)	4% (5)	22% (28)	15% (19)	130
2018 House Vote: Democrat	8% (56)	14% (98)	46% (327)	4% (29)	19% (130)	9% (64)	704
2018 House Vote: Republican	16% (102)	19% (119)	40% (255)	5% (33)	12% (78)	8% (54)	641
2018 House Vote: Someone else	4% (3)	23% (14)	49% (31)	2% (1)	11% (7)	11% (7)	64
2016 Vote: Hillary Clinton	9% (60)	17% (113)	46% (318)	3% (18)	18% (121)	8% (54)	685
2016 Vote: Donald Trump	15% (104)	17% (116)	41% (284)	6% (41)	12% (84)	8% (56)	686
2016 Vote: Other	2% (3)	17% (22)	56% (72)	1% (1)	18% (23)	6% (8)	129
2016 Vote: Didn't Vote	17% (117)	14% (99)	31% (216)	7% (51)	15% (102)	16% (113)	700
Voted in 2014: Yes	11% (135)	16% (195)	45% (555)	4% (51)	16% (204)	8% (104)	1244
Voted in 2014: No	16% (149)	16% (156)	35% (334)	6% (61)	13% (127)	13% (128)	956
2012 Vote: Barack Obama	9% (81)	16% (135)	45% (384)	4% (33)	18% (153)	8% (71)	856
2012 Vote: Mitt Romney	12% (56)	17% (80)	44% (205)	6% (27)	12% (56)	9% (40)	464
2012 Vote: Other	6% (5)	20% (16)	46% (36)	2% (2)	19% (15)	8% (6)	79
2012 Vote: Didn't Vote	18% (142)	15% (121)	33% (263)	6% (51)	13% (105)	14% (115)	796

Continued on next page

Table MTE4_5: And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?
Discounted concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (284)	16% (351)	40% (890)	5% (112)	15% (331)	11% (233)	2200
4-Region: Northeast	12% (47)	15% (57)	40% (159)	7% (27)	17% (65)	9% (37)	394
4-Region: Midwest	12% (56)	17% (78)	40% (186)	7% (33)	16% (74)	8% (36)	462
4-Region: South	13% (106)	17% (140)	41% (335)	4% (35)	14% (115)	11% (93)	824
4-Region: West	14% (75)	15% (76)	40% (210)	3% (16)	15% (77)	13% (67)	520
Fan of movies	14% (265)	16% (318)	41% (803)	5% (102)	15% (283)	9% (177)	1948
Fan of TV	13% (249)	16% (322)	42% (828)	5% (98)	15% (305)	9% (187)	1989
Comfortable going to a movie today	32% (177)	28% (157)	25% (139)	3% (17)	5% (25)	7% (37)	552
Comfortable going to a movie in August 2020	32% (181)	29% (160)	26% (146)	3% (18)	4% (21)	6% (35)	561
Comfortable going to a movie in September 2020	33% (199)	28% (171)	26% (159)	3% (17)	4% (27)	5% (33)	606
Comfortable going to a movie sometime in 2020	31% (215)	29% (204)	28% (193)	4% (29)	4% (31)	4% (28)	699
Comfortable going to a movie sometime in 2021	20% (239)	23% (277)	38% (459)	5% (57)	9% (113)	5% (63)	1210
Uncomfortable going to a movie today	6% (98)	12% (185)	47% (709)	6% (94)	19% (292)	9% (132)	1511
Uncomfortable going to a movie in August 2020	6% (92)	12% (181)	47% (702)	6% (93)	20% (303)	9% (132)	1503
Uncomfortable going to a movie in September 2020	5% (73)	12% (164)	48% (672)	6% (90)	21% (291)	9% (123)	1413
Uncomfortable going to a movie sometime in 2020	5% (62)	10% (123)	48% (617)	6% (79)	22% (283)	9% (122)	1286
Uncomfortable going to a movie sometime in 2021	3% (17)	8% (44)	43% (251)	7% (41)	27% (154)	12% (71)	577

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

Table MTE4_6: *And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?*
Free concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (361)	18% (406)	36% (801)	5% (101)	14% (312)	10% (219)	2200
Gender: Male	17% (181)	19% (205)	38% (405)	5% (53)	12% (128)	8% (90)	1062
Gender: Female	16% (180)	18% (201)	35% (396)	4% (48)	16% (184)	11% (129)	1138
Age: 18-34	23% (150)	21% (136)	27% (177)	6% (40)	10% (65)	13% (87)	655
Age: 35-44	24% (85)	18% (63)	33% (119)	3% (10)	14% (49)	9% (33)	358
Age: 45-64	14% (102)	18% (137)	42% (314)	4% (32)	15% (114)	7% (52)	751
Age: 65+	5% (23)	16% (71)	44% (192)	4% (19)	19% (84)	11% (47)	436
GenZers: 1997-2012	24% (61)	18% (46)	24% (60)	7% (18)	11% (27)	17% (42)	253
Millennials: 1981-1996	21% (119)	22% (123)	32% (179)	5% (26)	11% (63)	10% (58)	569
GenXers: 1965-1980	19% (104)	19% (108)	36% (202)	5% (25)	12% (70)	9% (50)	559
Baby Boomers: 1946-1964	10% (75)	16% (114)	44% (323)	3% (25)	18% (136)	8% (62)	735
PID: Dem (no lean)	13% (114)	19% (159)	36% (305)	6% (49)	17% (146)	9% (77)	850
PID: Ind (no lean)	16% (105)	18% (120)	39% (258)	3% (17)	13% (88)	11% (75)	661
PID: Rep (no lean)	21% (142)	19% (128)	34% (237)	5% (35)	11% (79)	10% (68)	689
PID/Gender: Dem Men	15% (61)	21% (85)	35% (140)	6% (26)	16% (63)	7% (26)	401
PID/Gender: Dem Women	12% (53)	16% (74)	37% (165)	5% (24)	18% (83)	11% (50)	449
PID/Gender: Ind Men	15% (45)	17% (51)	44% (135)	2% (7)	11% (34)	11% (35)	307
PID/Gender: Ind Women	17% (59)	19% (68)	35% (123)	3% (10)	15% (54)	11% (40)	354
PID/Gender: Rep Men	21% (75)	19% (69)	37% (130)	6% (20)	9% (32)	8% (29)	354
PID/Gender: Rep Women	20% (67)	18% (59)	32% (108)	4% (14)	14% (47)	12% (39)	334
Ideo: Liberal (1-3)	16% (106)	21% (134)	36% (234)	5% (30)	14% (92)	8% (49)	646
Ideo: Moderate (4)	16% (100)	17% (107)	41% (253)	6% (35)	13% (82)	8% (48)	625
Ideo: Conservative (5-7)	16% (110)	21% (146)	36% (252)	4% (31)	13% (95)	10% (70)	704
Educ: < College	19% (282)	16% (249)	33% (504)	5% (71)	15% (228)	12% (178)	1512
Educ: Bachelors degree	11% (50)	23% (100)	43% (191)	3% (15)	13% (56)	7% (31)	444
Educ: Post-grad	12% (29)	23% (57)	43% (106)	6% (14)	12% (28)	4% (10)	244
Income: Under 50k	18% (213)	19% (224)	32% (389)	4% (49)	15% (178)	13% (155)	1209
Income: 50k-100k	16% (106)	17% (111)	43% (285)	5% (30)	14% (94)	6% (41)	668
Income: 100k+	13% (42)	22% (72)	39% (126)	7% (21)	12% (39)	7% (23)	323
Ethnicity: White	17% (288)	19% (319)	38% (660)	4% (77)	13% (216)	9% (162)	1722
Ethnicity: Hispanic	19% (68)	21% (75)	31% (108)	5% (16)	12% (41)	12% (41)	349

Continued on next page

Table MTE4_6: *And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?*

Free concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (361)	18% (406)	36% (801)	5% (101)	14% (312)	10% (219)	2200
Ethnicity: Black	16% (44)	19% (53)	25% (68)	5% (14)	22% (61)	12% (34)	274
Ethnicity: Other	14% (28)	17% (34)	36% (73)	5% (10)	17% (35)	11% (23)	204
All Christian	14% (146)	21% (221)	40% (416)	4% (40)	15% (153)	7% (73)	1049
All Non-Christian	16% (19)	19% (22)	39% (45)	4% (5)	12% (14)	9% (11)	116
Atheist	16% (14)	14% (12)	44% (39)	10% (8)	8% (7)	8% (7)	88
Agnostic/Nothing in particular	18% (92)	16% (82)	32% (163)	5% (26)	14% (73)	14% (73)	510
Something Else	20% (89)	16% (70)	32% (138)	5% (22)	15% (64)	13% (55)	437
Religious Non-Protestant/Catholic	16% (23)	21% (29)	36% (50)	4% (5)	13% (18)	10% (14)	139
Evangelical	20% (129)	20% (124)	31% (200)	5% (30)	15% (94)	9% (60)	637
Non-Evangelical	13% (102)	19% (158)	42% (344)	4% (31)	14% (115)	8% (64)	813
Community: Urban	20% (125)	19% (121)	33% (204)	5% (30)	13% (84)	10% (63)	626
Community: Suburban	14% (133)	19% (184)	37% (361)	5% (53)	15% (146)	10% (92)	968
Community: Rural	17% (103)	17% (102)	39% (237)	3% (18)	14% (83)	10% (63)	606
Employ: Private Sector	14% (92)	23% (152)	41% (271)	6% (39)	10% (64)	6% (41)	659
Employ: Government	23% (37)	15% (23)	33% (53)	9% (13)	9% (15)	10% (16)	157
Employ: Self-Employed	20% (39)	18% (34)	28% (54)	5% (10)	16% (31)	12% (22)	189
Employ: Homemaker	19% (31)	17% (29)	36% (59)	2% (3)	16% (26)	11% (18)	166
Employ: Retired	8% (42)	16% (82)	43% (216)	4% (18)	20% (103)	9% (44)	505
Employ: Unemployed	25% (74)	15% (45)	28% (84)	3% (10)	13% (40)	16% (47)	300
Employ: Other	19% (25)	23% (31)	26% (34)	4% (5)	16% (20)	12% (16)	131
Military HH: Yes	21% (73)	15% (53)	34% (119)	6% (21)	14% (50)	10% (34)	350
Military HH: No	16% (288)	19% (353)	37% (683)	4% (79)	14% (262)	10% (185)	1850
RD/WT: Right Direction	21% (126)	19% (110)	34% (201)	5% (29)	10% (61)	10% (61)	588
RD/WT: Wrong Track	15% (234)	18% (297)	37% (600)	4% (72)	16% (251)	10% (158)	1612
Trump Job Approve	22% (197)	19% (173)	36% (323)	4% (34)	11% (99)	8% (71)	897
Trump Job Disapprove	12% (143)	18% (221)	38% (455)	5% (64)	17% (209)	10% (115)	1206
Trump Job Strongly Approve	27% (132)	18% (87)	32% (157)	4% (18)	11% (56)	8% (41)	490
Trump Job Somewhat Approve	16% (66)	21% (86)	41% (166)	4% (16)	11% (43)	7% (30)	407
Trump Job Somewhat Disapprove	13% (32)	20% (49)	37% (90)	8% (19)	16% (38)	6% (14)	242
Trump Job Strongly Disapprove	12% (111)	18% (172)	38% (365)	5% (45)	18% (171)	10% (100)	964

Continued on next page

Table MTE4_6: *And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?*
Free concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (361)	18% (406)	36% (801)	5% (101)	14% (312)	10% (219)	2200
Favorable of Trump	22% (197)	19% (171)	36% (324)	4% (38)	11% (102)	7% (67)	899
Unfavorable of Trump	12% (148)	19% (226)	38% (453)	5% (60)	16% (196)	9% (107)	1190
Very Favorable of Trump	27% (145)	17% (90)	33% (174)	4% (20)	12% (65)	7% (36)	530
Somewhat Favorable of Trump	14% (52)	22% (81)	40% (149)	5% (18)	10% (37)	8% (31)	369
Somewhat Unfavorable of Trump	14% (31)	24% (51)	37% (80)	5% (12)	13% (29)	6% (13)	217
Very Unfavorable of Trump	12% (117)	18% (174)	38% (373)	5% (48)	17% (167)	10% (94)	974
#1 Issue: Economy	19% (151)	23% (181)	33% (259)	4% (29)	13% (101)	8% (60)	782
#1 Issue: Security	19% (49)	18% (45)	37% (95)	2% (6)	13% (32)	11% (27)	254
#1 Issue: Health Care	12% (49)	16% (66)	43% (174)	6% (24)	14% (55)	8% (32)	400
#1 Issue: Medicare / Social Security	9% (28)	12% (38)	41% (125)	5% (15)	19% (59)	13% (41)	306
#1 Issue: Women's Issues	15% (15)	24% (25)	20% (20)	9% (9)	8% (8)	24% (24)	100
#1 Issue: Education	24% (27)	9% (11)	40% (46)	5% (6)	12% (14)	9% (10)	114
#1 Issue: Energy	24% (27)	23% (26)	29% (33)	4% (4)	12% (13)	8% (9)	114
#1 Issue: Other	11% (14)	11% (14)	38% (49)	6% (7)	22% (29)	12% (16)	130
2018 House Vote: Democrat	11% (79)	16% (115)	42% (296)	5% (35)	18% (126)	8% (54)	704
2018 House Vote: Republican	18% (116)	22% (139)	36% (233)	5% (30)	11% (72)	8% (52)	641
2018 House Vote: Someone else	11% (7)	15% (10)	45% (29)	3% (2)	11% (7)	15% (10)	64
2016 Vote: Hillary Clinton	12% (84)	17% (115)	42% (290)	4% (26)	17% (117)	8% (53)	685
2016 Vote: Donald Trump	18% (120)	21% (144)	37% (256)	5% (36)	11% (77)	8% (53)	686
2016 Vote: Other	6% (7)	20% (25)	50% (64)	1% (2)	17% (22)	7% (9)	129
2016 Vote: Didn't Vote	21% (149)	17% (122)	27% (191)	5% (36)	14% (96)	15% (104)	700
Voted in 2014: Yes	13% (160)	19% (232)	41% (504)	4% (54)	16% (197)	8% (96)	1244
Voted in 2014: No	21% (200)	18% (174)	31% (297)	5% (46)	12% (115)	13% (124)	956
2012 Vote: Barack Obama	13% (110)	19% (161)	40% (343)	4% (34)	17% (144)	8% (65)	856
2012 Vote: Mitt Romney	14% (64)	21% (96)	41% (190)	6% (26)	11% (50)	8% (38)	464
2012 Vote: Other	8% (6)	23% (18)	41% (33)	1% (1)	17% (13)	9% (7)	79
2012 Vote: Didn't Vote	23% (180)	16% (130)	29% (234)	5% (40)	13% (102)	14% (109)	796

Continued on next page

Table MTE4_6: And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?

Free concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (361)	18% (406)	36% (801)	5% (101)	14% (312)	10% (219)	2200
4-Region: Northeast	14% (55)	18% (73)	37% (144)	7% (26)	17% (65)	8% (31)	394
4-Region: Midwest	16% (72)	24% (109)	36% (167)	4% (20)	13% (58)	8% (35)	462
4-Region: South	18% (145)	17% (137)	36% (299)	4% (34)	14% (115)	11% (94)	824
4-Region: West	17% (88)	17% (88)	37% (191)	4% (21)	14% (74)	11% (59)	520
Fan of movies	17% (336)	19% (361)	36% (709)	5% (98)	14% (276)	9% (168)	1948
Fan of TV	16% (318)	19% (376)	37% (744)	5% (94)	14% (283)	9% (175)	1989
Comfortable going to a movie today	40% (223)	29% (161)	22% (122)	1% (7)	2% (12)	5% (28)	552
Comfortable going to a movie in August 2020	40% (227)	26% (146)	25% (139)	1% (8)	2% (13)	5% (28)	561
Comfortable going to a movie in September 2020	39% (239)	27% (163)	24% (146)	2% (13)	3% (19)	4% (26)	606
Comfortable going to a movie sometime in 2020	37% (255)	27% (192)	26% (182)	2% (17)	3% (22)	4% (30)	699
Comfortable going to a movie sometime in 2021	25% (303)	24% (291)	34% (410)	4% (48)	8% (103)	5% (55)	1210
Uncomfortable going to a movie today	8% (124)	16% (240)	42% (642)	6% (92)	19% (290)	8% (122)	1511
Uncomfortable going to a movie in August 2020	8% (121)	17% (253)	42% (628)	6% (91)	20% (293)	8% (117)	1503
Uncomfortable going to a movie in September 2020	7% (104)	16% (225)	43% (604)	6% (85)	20% (284)	8% (112)	1413
Uncomfortable going to a movie sometime in 2020	7% (87)	15% (190)	43% (552)	6% (76)	21% (276)	8% (105)	1286
Uncomfortable going to a movie sometime in 2021	4% (25)	14% (82)	39% (224)	6% (35)	26% (149)	11% (63)	577

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

Table MTE4_7: And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?
Special themed concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (194)	10% (229)	48% (1065)	6% (131)	15% (339)	11% (243)	2200
Gender: Male	9% (98)	12% (130)	47% (504)	7% (78)	14% (144)	10% (107)	1062
Gender: Female	8% (95)	9% (99)	49% (561)	5% (53)	17% (195)	12% (135)	1138
Age: 18-34	17% (108)	14% (94)	38% (247)	8% (50)	9% (62)	14% (93)	655
Age: 35-44	13% (46)	15% (54)	42% (152)	5% (18)	14% (51)	10% (36)	358
Age: 45-64	4% (33)	8% (59)	57% (430)	6% (43)	17% (126)	8% (61)	751
Age: 65+	1% (6)	5% (21)	54% (236)	5% (20)	23% (101)	12% (53)	436
GenZers: 1997-2012	21% (54)	13% (32)	32% (82)	7% (18)	8% (20)	18% (47)	253
Millennials: 1981-1996	13% (72)	16% (90)	43% (243)	7% (41)	11% (63)	11% (60)	569
GenXers: 1965-1980	9% (50)	11% (64)	48% (268)	6% (31)	16% (90)	10% (56)	559
Baby Boomers: 1946-1964	2% (17)	5% (36)	58% (428)	5% (36)	20% (147)	10% (71)	735
PID: Dem (no lean)	9% (77)	10% (85)	46% (391)	7% (56)	18% (157)	10% (85)	850
PID: Ind (no lean)	8% (50)	9% (61)	52% (343)	5% (33)	13% (89)	13% (84)	661
PID: Rep (no lean)	10% (67)	12% (82)	48% (330)	6% (42)	14% (93)	11% (74)	689
PID/Gender: Dem Men	10% (42)	13% (51)	42% (168)	9% (36)	17% (67)	9% (36)	401
PID/Gender: Dem Women	8% (35)	8% (34)	50% (223)	4% (20)	20% (90)	11% (48)	449
PID/Gender: Ind Men	6% (18)	9% (28)	53% (162)	6% (19)	13% (39)	13% (41)	307
PID/Gender: Ind Women	9% (33)	9% (33)	51% (181)	4% (14)	14% (50)	12% (43)	354
PID/Gender: Rep Men	11% (39)	14% (51)	49% (173)	7% (23)	11% (38)	8% (30)	354
PID/Gender: Rep Women	8% (28)	9% (32)	47% (157)	6% (19)	16% (55)	13% (44)	334
Ideo: Liberal (1-3)	12% (77)	13% (85)	47% (301)	5% (30)	15% (98)	8% (55)	646
Ideo: Moderate (4)	8% (50)	9% (59)	52% (327)	7% (43)	15% (97)	8% (48)	625
Ideo: Conservative (5-7)	6% (45)	10% (69)	50% (349)	8% (53)	15% (107)	12% (81)	704
Educ: < College	10% (150)	10% (152)	45% (675)	6% (88)	16% (246)	13% (202)	1512
Educ: Bachelors degree	5% (23)	11% (50)	56% (250)	6% (26)	14% (64)	7% (31)	444
Educ: Post-grad	9% (21)	11% (27)	57% (139)	7% (17)	12% (30)	4% (11)	244
Income: Under 50k	9% (115)	11% (137)	44% (533)	5% (66)	15% (184)	14% (174)	1209
Income: 50k-100k	8% (56)	8% (51)	54% (361)	7% (46)	16% (105)	7% (49)	668
Income: 100k+	7% (23)	12% (40)	53% (171)	6% (20)	15% (49)	6% (20)	323
Ethnicity: White	7% (128)	10% (167)	52% (895)	6% (101)	14% (240)	11% (190)	1722
Ethnicity: Hispanic	17% (58)	16% (57)	39% (136)	7% (24)	10% (33)	12% (41)	349

Continued on next page

Table MTE4_7: And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?
Special themed concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (194)	10% (229)	48% (1065)	6% (131)	15% (339)	11% (243)	2200
Ethnicity: Black	16% (45)	10% (28)	29% (79)	8% (22)	24% (66)	12% (34)	274
Ethnicity: Other	10% (20)	17% (34)	44% (90)	4% (9)	16% (33)	9% (19)	204
All Christian	7% (77)	11% (112)	50% (529)	7% (69)	16% (173)	8% (88)	1049
All Non-Christian	10% (12)	13% (15)	45% (53)	9% (10)	12% (14)	10% (12)	116
Atheist	8% (7)	11% (9)	65% (57)	3% (2)	6% (5)	9% (8)	88
Agnostic/Nothing in particular	9% (45)	8% (42)	46% (234)	7% (34)	14% (72)	16% (81)	510
Something Else	12% (53)	11% (50)	44% (192)	3% (15)	17% (74)	12% (53)	437
Religious Non-Protestant/Catholic	11% (15)	11% (16)	44% (61)	8% (11)	13% (18)	13% (18)	139
Evangelical	12% (74)	12% (79)	44% (283)	5% (33)	17% (108)	10% (61)	637
Non-Evangelical	6% (53)	10% (81)	52% (423)	6% (50)	16% (133)	9% (74)	813
Community: Urban	15% (94)	14% (89)	41% (255)	6% (38)	14% (89)	10% (61)	626
Community: Suburban	5% (49)	10% (93)	51% (494)	7% (66)	17% (161)	11% (103)	968
Community: Rural	8% (50)	8% (46)	52% (315)	4% (27)	15% (89)	13% (78)	606
Employ: Private Sector	7% (43)	15% (101)	53% (348)	7% (43)	12% (80)	7% (44)	659
Employ: Government	18% (28)	10% (16)	42% (66)	9% (14)	13% (20)	8% (13)	157
Employ: Self-Employed	16% (31)	11% (21)	37% (69)	8% (16)	15% (28)	12% (23)	189
Employ: Homemaker	8% (14)	7% (12)	54% (89)	7% (12)	14% (23)	10% (17)	166
Employ: Retired	3% (15)	5% (23)	55% (278)	4% (18)	24% (119)	10% (53)	505
Employ: Unemployed	9% (28)	15% (44)	40% (121)	6% (18)	13% (39)	17% (50)	300
Employ: Other	15% (19)	6% (8)	41% (54)	5% (6)	17% (23)	16% (21)	131
Military HH: Yes	10% (34)	11% (37)	49% (171)	5% (19)	14% (50)	11% (39)	350
Military HH: No	9% (160)	10% (192)	48% (893)	6% (112)	16% (289)	11% (204)	1850
RD/WT: Right Direction	12% (70)	12% (69)	45% (265)	6% (36)	13% (78)	12% (70)	588
RD/WT: Wrong Track	8% (124)	10% (160)	50% (799)	6% (95)	16% (261)	11% (173)	1612
Trump Job Approve	11% (98)	13% (114)	48% (431)	6% (54)	13% (114)	10% (87)	897
Trump Job Disapprove	7% (88)	9% (104)	50% (597)	6% (76)	18% (221)	10% (119)	1206
Trump Job Strongly Approve	15% (73)	13% (64)	45% (218)	6% (27)	13% (63)	9% (45)	490
Trump Job Somewhat Approve	6% (25)	12% (51)	52% (212)	7% (27)	12% (50)	10% (42)	407
Trump Job Somewhat Disapprove	6% (15)	9% (23)	52% (126)	8% (19)	17% (42)	7% (18)	242
Trump Job Strongly Disapprove	8% (73)	8% (82)	49% (472)	6% (58)	19% (179)	10% (101)	964

Continued on next page

Table MTE4_7: And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?
Special themed concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (194)	10% (229)	48% (1065)	6% (131)	15% (339)	11% (243)	2200
Favorable of Trump	11% (100)	13% (116)	48% (433)	6% (51)	13% (117)	9% (81)	899
Unfavorable of Trump	8% (90)	9% (103)	50% (597)	7% (78)	18% (209)	9% (113)	1190
Very Favorable of Trump	16% (86)	12% (66)	43% (228)	6% (31)	13% (70)	9% (49)	530
Somewhat Favorable of Trump	4% (14)	13% (50)	56% (205)	5% (20)	13% (47)	9% (33)	369
Somewhat Unfavorable of Trump	5% (10)	9% (20)	52% (114)	7% (16)	15% (32)	11% (25)	217
Very Unfavorable of Trump	8% (80)	8% (83)	50% (484)	6% (62)	18% (177)	9% (88)	974
#1 Issue: Economy	9% (73)	13% (101)	48% (374)	6% (49)	15% (119)	8% (66)	782
#1 Issue: Security	12% (31)	9% (23)	53% (135)	3% (7)	13% (32)	11% (27)	254
#1 Issue: Health Care	6% (26)	9% (34)	56% (223)	7% (27)	13% (52)	10% (39)	400
#1 Issue: Medicare / Social Security	5% (15)	6% (19)	46% (140)	6% (19)	22% (68)	15% (45)	306
#1 Issue: Women's Issues	18% (18)	16% (16)	32% (33)	4% (4)	8% (8)	21% (21)	100
#1 Issue: Education	10% (12)	17% (20)	42% (47)	8% (9)	13% (15)	10% (11)	114
#1 Issue: Energy	15% (17)	12% (14)	39% (45)	7% (8)	12% (14)	15% (17)	114
#1 Issue: Other	2% (3)	2% (3)	52% (68)	6% (7)	24% (32)	13% (17)	130
2018 House Vote: Democrat	5% (33)	9% (64)	52% (366)	7% (48)	19% (136)	8% (57)	704
2018 House Vote: Republican	10% (63)	12% (75)	50% (322)	6% (36)	14% (88)	9% (56)	641
2018 House Vote: Someone else	8% (5)	2% (2)	55% (35)	5% (3)	13% (8)	16% (10)	64
2016 Vote: Hillary Clinton	8% (54)	9% (64)	51% (350)	6% (39)	18% (126)	8% (54)	685
2016 Vote: Donald Trump	9% (59)	11% (79)	50% (345)	7% (45)	14% (97)	9% (61)	686
2016 Vote: Other	2% (2)	7% (9)	62% (79)	6% (8)	16% (21)	7% (9)	129
2016 Vote: Didn't Vote	11% (79)	11% (78)	41% (290)	6% (39)	14% (95)	17% (119)	700
Voted in 2014: Yes	6% (81)	10% (119)	51% (641)	6% (74)	18% (219)	9% (110)	1244
Voted in 2014: No	12% (113)	11% (110)	44% (424)	6% (57)	13% (120)	14% (133)	956
2012 Vote: Barack Obama	7% (63)	10% (88)	50% (426)	6% (50)	19% (159)	8% (71)	856
2012 Vote: Mitt Romney	6% (29)	11% (50)	52% (243)	7% (33)	14% (65)	9% (43)	464
2012 Vote: Other	5% (4)	5% (4)	59% (46)	4% (3)	17% (13)	10% (8)	79
2012 Vote: Didn't Vote	12% (98)	11% (87)	44% (347)	6% (45)	12% (99)	15% (122)	796

Continued on next page

Table MTE4_7: And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?
Special themed concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (194)	10% (229)	48% (1065)	6% (131)	15% (339)	11% (243)	2200
4-Region: Northeast	10% (39)	12% (49)	44% (172)	8% (30)	18% (70)	9% (34)	394
4-Region: Midwest	8% (38)	8% (39)	54% (250)	6% (29)	14% (65)	9% (41)	462
4-Region: South	9% (72)	10% (84)	48% (399)	6% (46)	15% (125)	12% (99)	824
4-Region: West	9% (46)	11% (57)	47% (244)	5% (27)	15% (79)	13% (69)	520
Fan of movies	8% (164)	11% (209)	49% (964)	6% (121)	15% (299)	10% (190)	1948
Fan of TV	9% (172)	10% (204)	49% (983)	6% (118)	16% (312)	10% (200)	1989
Comfortable going to a movie today	21% (118)	19% (106)	43% (235)	4% (23)	5% (26)	8% (43)	552
Comfortable going to a movie in August 2020	22% (122)	20% (113)	41% (228)	4% (22)	5% (26)	9% (50)	561
Comfortable going to a movie in September 2020	23% (137)	20% (122)	43% (260)	4% (21)	5% (27)	6% (37)	606
Comfortable going to a movie sometime in 2020	20% (140)	21% (144)	44% (308)	5% (35)	5% (32)	6% (39)	699
Comfortable going to a movie sometime in 2021	13% (158)	16% (189)	50% (609)	5% (66)	10% (119)	6% (69)	1210
Uncomfortable going to a movie today	4% (65)	8% (117)	52% (789)	7% (102)	20% (301)	9% (135)	1511
Uncomfortable going to a movie in August 2020	4% (61)	7% (110)	53% (798)	7% (106)	20% (304)	8% (124)	1503
Uncomfortable going to a movie in September 2020	3% (44)	7% (97)	53% (742)	7% (102)	21% (299)	9% (129)	1413
Uncomfortable going to a movie sometime in 2020	3% (41)	6% (75)	52% (672)	7% (90)	22% (286)	9% (121)	1286
Uncomfortable going to a movie sometime in 2021	3% (18)	3% (18)	47% (270)	8% (48)	26% (149)	13% (76)	577

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

Table MTE4_8: And would the following promotions make you more or less likely to go to a movie theater anytime in 2020?
Giveaways of promotional items such as posters

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (200)	12% (273)	46% (1006)	6% (130)	16% (345)	11% (246)	2200
Gender: Male	10% (102)	15% (154)	46% (490)	6% (63)	14% (148)	10% (105)	1062
Gender: Female	9% (98)	10% (119)	45% (516)	6% (67)	17% (198)	12% (140)	1138
Age: 18-34	14% (95)	17% (110)	37% (241)	7% (44)	10% (68)	15% (98)	655
Age: 35-44	15% (54)	16% (58)	41% (147)	4% (14)	15% (53)	9% (31)	358
Age: 45-64	6% (46)	10% (78)	52% (393)	6% (48)	17% (126)	8% (61)	751
Age: 65+	1% (6)	6% (28)	52% (225)	5% (24)	23% (99)	13% (56)	436
GenZers: 1997-2012	16% (40)	18% (46)	31% (79)	7% (17)	11% (28)	17% (44)	253
Millennials: 1981-1996	12% (71)	16% (93)	43% (242)	6% (32)	11% (65)	12% (65)	569
GenXers: 1965-1980	12% (65)	13% (72)	45% (250)	6% (32)	15% (85)	10% (55)	559
Baby Boomers: 1946-1964	3% (24)	8% (56)	53% (389)	6% (44)	20% (149)	10% (72)	735
PID: Dem (no lean)	9% (74)	13% (107)	45% (379)	6% (52)	19% (158)	10% (81)	850
PID: Ind (no lean)	8% (53)	10% (69)	48% (320)	6% (38)	15% (99)	13% (83)	661
PID: Rep (no lean)	11% (74)	14% (98)	45% (307)	6% (40)	13% (88)	12% (82)	689
PID/Gender: Dem Men	11% (42)	15% (60)	45% (182)	5% (20)	16% (66)	8% (31)	401
PID/Gender: Dem Women	7% (31)	10% (46)	44% (197)	7% (32)	21% (92)	11% (50)	449
PID/Gender: Ind Men	7% (21)	9% (28)	51% (156)	4% (13)	15% (47)	14% (42)	307
PID/Gender: Ind Women	9% (32)	11% (40)	46% (164)	7% (25)	15% (52)	12% (41)	354
PID/Gender: Rep Men	11% (39)	18% (65)	43% (153)	9% (30)	10% (35)	9% (32)	354
PID/Gender: Rep Women	10% (35)	10% (32)	46% (155)	3% (10)	16% (53)	15% (49)	334
Ideo: Liberal (1-3)	8% (55)	19% (121)	45% (291)	4% (26)	17% (109)	7% (45)	646
Ideo: Moderate (4)	10% (65)	11% (70)	48% (299)	6% (36)	14% (90)	10% (65)	625
Ideo: Conservative (5-7)	7% (50)	10% (68)	48% (341)	8% (57)	16% (109)	11% (77)	704
Educ: < College	11% (164)	11% (173)	42% (634)	6% (90)	16% (246)	14% (206)	1512
Educ: Bachelors degree	4% (18)	15% (67)	54% (241)	5% (22)	15% (66)	6% (28)	444
Educ: Post-grad	7% (18)	14% (33)	54% (131)	7% (18)	14% (34)	4% (11)	244
Income: Under 50k	10% (123)	14% (168)	41% (494)	5% (61)	15% (187)	15% (177)	1209
Income: 50k-100k	9% (57)	9% (60)	51% (339)	7% (49)	17% (113)	7% (49)	668
Income: 100k+	6% (19)	14% (45)	53% (173)	6% (20)	14% (46)	6% (20)	323
Ethnicity: White	8% (133)	12% (215)	49% (848)	5% (92)	14% (247)	11% (187)	1722
Ethnicity: Hispanic	12% (41)	21% (73)	39% (136)	7% (24)	12% (41)	10% (35)	349

Continued on next page

Table MTE4_8: *And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?*
Giveaways of promotional items such as posters

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (200)	12% (273)	46% (1006)	6% (130)	16% (345)	11% (246)	2200
Ethnicity: Black	16% (43)	13% (37)	27% (73)	8% (22)	23% (63)	13% (37)	274
Ethnicity: Other	12% (24)	11% (22)	42% (85)	8% (16)	17% (35)	11% (22)	204
All Christian	8% (79)	12% (129)	49% (513)	6% (67)	16% (169)	9% (92)	1049
All Non-Christian	9% (10)	20% (23)	41% (48)	8% (10)	14% (16)	8% (9)	116
Atheist	2% (2)	13% (12)	63% (56)	4% (4)	9% (8)	8% (7)	88
Agnostic/Nothing in particular	10% (53)	9% (48)	43% (218)	5% (26)	16% (82)	16% (83)	510
Something Else	13% (56)	14% (61)	39% (172)	5% (24)	16% (70)	12% (55)	437
Religious Non-Protestant/Catholic	9% (13)	21% (29)	38% (53)	8% (11)	15% (20)	9% (12)	139
Evangelical	11% (71)	14% (92)	40% (254)	8% (51)	15% (99)	11% (70)	637
Non-Evangelical	7% (60)	11% (92)	51% (419)	5% (38)	16% (134)	9% (71)	813
Community: Urban	12% (77)	18% (110)	38% (238)	6% (38)	15% (96)	11% (66)	626
Community: Suburban	7% (67)	11% (110)	48% (463)	6% (57)	17% (166)	11% (105)	968
Community: Rural	9% (56)	9% (54)	50% (304)	6% (34)	14% (83)	12% (74)	606
Employ: Private Sector	8% (52)	16% (105)	52% (342)	6% (39)	11% (76)	7% (45)	659
Employ: Government	17% (26)	11% (17)	42% (66)	10% (15)	10% (15)	11% (17)	157
Employ: Self-Employed	10% (20)	18% (33)	37% (70)	5% (10)	18% (34)	12% (22)	189
Employ: Homemaker	10% (17)	12% (19)	49% (82)	2% (3)	16% (27)	11% (18)	166
Employ: Retired	4% (22)	7% (34)	50% (254)	5% (25)	23% (114)	11% (56)	505
Employ: Unemployed	11% (32)	12% (36)	37% (112)	9% (27)	13% (40)	18% (53)	300
Employ: Other	13% (17)	15% (20)	37% (48)	3% (4)	18% (24)	13% (17)	131
Military HH: Yes	9% (32)	10% (33)	48% (167)	9% (30)	15% (52)	10% (35)	350
Military HH: No	9% (168)	13% (240)	45% (839)	5% (100)	16% (293)	11% (210)	1850
RD/WT: Right Direction	14% (79)	14% (80)	43% (251)	4% (26)	14% (80)	12% (73)	588
RD/WT: Wrong Track	7% (120)	12% (194)	47% (755)	6% (104)	16% (265)	11% (172)	1612
Trump Job Approve	12% (105)	15% (135)	45% (408)	5% (46)	13% (113)	10% (90)	897
Trump Job Disapprove	7% (85)	11% (134)	47% (563)	7% (81)	19% (225)	10% (118)	1206
Trump Job Strongly Approve	15% (74)	15% (75)	41% (199)	6% (31)	13% (65)	10% (47)	490
Trump Job Somewhat Approve	8% (31)	15% (61)	51% (209)	4% (16)	12% (48)	11% (43)	407
Trump Job Somewhat Disapprove	9% (23)	13% (31)	47% (114)	6% (15)	16% (38)	9% (21)	242
Trump Job Strongly Disapprove	6% (62)	11% (103)	47% (449)	7% (66)	19% (187)	10% (97)	964

Continued on next page

Table MTE4_8: And would the following promotions make you more or less likely to go to a movie theater anytime in 2020?
Giveaways of promotional items such as posters

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (200)	12% (273)	46% (1006)	6% (130)	16% (345)	11% (246)	2200
Favorable of Trump	12% (108)	14% (129)	46% (412)	5% (46)	13% (117)	10% (86)	899
Unfavorable of Trump	7% (88)	11% (136)	47% (563)	7% (79)	18% (214)	9% (111)	1190
Very Favorable of Trump	16% (85)	14% (75)	40% (212)	6% (32)	15% (78)	9% (48)	530
Somewhat Favorable of Trump	6% (23)	15% (54)	54% (201)	4% (14)	11% (40)	10% (37)	369
Somewhat Unfavorable of Trump	8% (18)	14% (29)	51% (111)	4% (9)	15% (33)	8% (16)	217
Very Unfavorable of Trump	7% (70)	11% (106)	46% (451)	7% (70)	19% (182)	10% (94)	974
#1 Issue: Economy	10% (79)	14% (111)	45% (349)	7% (55)	16% (122)	8% (65)	782
#1 Issue: Security	12% (30)	11% (28)	52% (131)	2% (5)	13% (34)	10% (26)	254
#1 Issue: Health Care	7% (28)	12% (47)	52% (208)	6% (22)	13% (54)	10% (41)	400
#1 Issue: Medicare / Social Security	5% (15)	7% (21)	43% (132)	8% (25)	22% (67)	15% (45)	306
#1 Issue: Women's Issues	11% (11)	18% (18)	37% (37)	3% (3)	6% (6)	25% (25)	100
#1 Issue: Education	15% (17)	14% (16)	39% (44)	7% (8)	14% (16)	12% (13)	114
#1 Issue: Energy	15% (17)	16% (18)	42% (47)	5% (6)	13% (15)	9% (11)	114
#1 Issue: Other	2% (3)	10% (14)	44% (57)	4% (6)	24% (31)	15% (19)	130
2018 House Vote: Democrat	5% (36)	12% (83)	49% (348)	7% (46)	19% (136)	8% (56)	704
2018 House Vote: Republican	12% (74)	13% (86)	47% (300)	5% (33)	14% (87)	10% (61)	641
2018 House Vote: Someone else	5% (3)	3% (2)	65% (42)	4% (2)	10% (7)	12% (8)	64
2016 Vote: Hillary Clinton	6% (44)	12% (82)	49% (339)	6% (40)	19% (130)	7% (50)	685
2016 Vote: Donald Trump	9% (64)	13% (91)	48% (328)	6% (42)	14% (94)	10% (67)	686
2016 Vote: Other	3% (5)	7% (9)	62% (80)	4% (5)	17% (21)	7% (9)	129
2016 Vote: Didn't Vote	12% (87)	13% (91)	37% (259)	6% (43)	14% (100)	17% (120)	700
Voted in 2014: Yes	7% (86)	11% (139)	50% (623)	6% (76)	17% (213)	9% (107)	1244
Voted in 2014: No	12% (114)	14% (134)	40% (383)	6% (53)	14% (132)	15% (139)	956
2012 Vote: Barack Obama	6% (56)	12% (107)	49% (423)	6% (47)	18% (155)	8% (69)	856
2012 Vote: Mitt Romney	8% (36)	11% (51)	51% (237)	7% (32)	14% (63)	10% (46)	464
2012 Vote: Other	5% (4)	12% (10)	50% (40)	6% (4)	19% (15)	8% (6)	79
2012 Vote: Didn't Vote	13% (105)	13% (105)	38% (305)	6% (47)	14% (110)	16% (125)	796

Continued on next page

Table MTE4_8: And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?
Giveaways of promotional items such as posters

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (200)	12% (273)	46% (1006)	6% (130)	16% (345)	11% (246)	2200
4-Region: Northeast	9% (36)	15% (58)	42% (165)	7% (29)	17% (67)	10% (38)	394
4-Region: Midwest	7% (30)	13% (59)	52% (239)	6% (30)	14% (64)	9% (40)	462
4-Region: South	11% (91)	11% (90)	45% (368)	5% (44)	16% (133)	12% (99)	824
4-Region: West	8% (43)	13% (66)	45% (235)	5% (27)	16% (81)	13% (68)	520
Fan of movies	9% (182)	12% (241)	47% (907)	6% (122)	16% (307)	10% (190)	1948
Fan of TV	8% (168)	13% (259)	47% (928)	6% (117)	16% (318)	10% (199)	1989
Comfortable going to a movie today	24% (131)	21% (117)	37% (204)	6% (31)	5% (25)	8% (43)	552
Comfortable going to a movie in August 2020	24% (135)	21% (117)	38% (212)	6% (33)	4% (21)	8% (42)	561
Comfortable going to a movie in September 2020	24% (145)	23% (139)	37% (225)	5% (33)	4% (26)	6% (39)	606
Comfortable going to a movie sometime in 2020	21% (147)	22% (156)	39% (275)	6% (45)	5% (35)	6% (42)	699
Comfortable going to a movie sometime in 2021	14% (173)	18% (221)	45% (549)	6% (68)	11% (129)	6% (71)	1210
Uncomfortable going to a movie today	4% (60)	10% (149)	50% (762)	6% (94)	21% (310)	9% (136)	1511
Uncomfortable going to a movie in August 2020	4% (57)	10% (151)	50% (754)	6% (92)	21% (316)	9% (132)	1503
Uncomfortable going to a movie in September 2020	3% (43)	9% (125)	51% (723)	6% (89)	21% (303)	9% (130)	1413
Uncomfortable going to a movie sometime in 2020	3% (44)	8% (106)	51% (651)	6% (75)	23% (290)	9% (119)	1286
Uncomfortable going to a movie sometime in 2021	2% (11)	7% (39)	46% (263)	8% (44)	26% (149)	12% (70)	577

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

Table MTE4_9: And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?
Screenings of older movies

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (175)	13% (295)	44% (964)	7% (144)	18% (399)	10% (223)	2200
Gender: Male	8% (89)	16% (170)	46% (490)	6% (61)	15% (155)	9% (97)	1062
Gender: Female	8% (86)	11% (126)	42% (474)	7% (83)	21% (243)	11% (126)	1138
Age: 18-34	11% (75)	19% (121)	34% (221)	9% (61)	14% (92)	13% (86)	655
Age: 35-44	12% (45)	18% (64)	42% (149)	3% (12)	14% (52)	10% (37)	358
Age: 45-64	6% (45)	10% (76)	51% (384)	6% (48)	20% (149)	7% (50)	751
Age: 65+	2% (10)	8% (35)	48% (211)	6% (24)	24% (106)	12% (50)	436
GenZers: 1997-2012	15% (37)	16% (41)	30% (75)	11% (29)	13% (33)	15% (38)	253
Millennials: 1981-1996	10% (59)	18% (104)	39% (221)	6% (36)	15% (86)	11% (62)	569
GenXers: 1965-1980	8% (44)	15% (81)	46% (260)	6% (33)	16% (92)	9% (49)	559
Baby Boomers: 1946-1964	4% (33)	8% (58)	50% (365)	6% (46)	23% (169)	9% (63)	735
PID: Dem (no lean)	8% (68)	12% (100)	42% (358)	7% (64)	22% (184)	9% (77)	850
PID: Ind (no lean)	6% (42)	13% (89)	46% (305)	6% (40)	16% (109)	12% (76)	661
PID: Rep (no lean)	9% (64)	15% (107)	44% (301)	6% (41)	15% (106)	10% (70)	689
PID/Gender: Dem Men	10% (40)	17% (66)	42% (168)	6% (25)	19% (75)	7% (27)	401
PID/Gender: Dem Women	6% (28)	7% (34)	42% (190)	9% (39)	24% (109)	11% (50)	449
PID/Gender: Ind Men	5% (14)	15% (47)	50% (154)	5% (14)	13% (40)	12% (38)	307
PID/Gender: Ind Women	8% (28)	12% (42)	43% (151)	7% (26)	20% (69)	11% (39)	354
PID/Gender: Rep Men	10% (35)	16% (56)	47% (168)	6% (22)	12% (41)	9% (32)	354
PID/Gender: Rep Women	9% (29)	15% (50)	40% (133)	6% (19)	20% (65)	11% (38)	334
Ideo: Liberal (1-3)	9% (58)	15% (94)	45% (288)	6% (37)	19% (124)	7% (45)	646
Ideo: Moderate (4)	8% (48)	13% (84)	45% (282)	9% (55)	17% (105)	8% (52)	625
Ideo: Conservative (5-7)	7% (49)	13% (94)	45% (317)	7% (46)	18% (129)	10% (67)	704
Educ: < College	9% (130)	13% (189)	40% (606)	7% (108)	20% (295)	12% (183)	1512
Educ: Bachelors degree	7% (29)	15% (67)	52% (229)	5% (21)	15% (69)	7% (29)	444
Educ: Post-grad	7% (16)	16% (39)	52% (128)	6% (16)	14% (35)	4% (11)	244
Income: Under 50k	9% (109)	13% (159)	39% (474)	7% (81)	18% (224)	13% (163)	1209
Income: 50k-100k	7% (46)	13% (85)	49% (328)	7% (45)	18% (122)	6% (42)	668
Income: 100k+	6% (19)	16% (52)	50% (162)	6% (19)	16% (53)	6% (18)	323
Ethnicity: White	7% (127)	14% (239)	47% (809)	6% (95)	16% (281)	10% (170)	1722
Ethnicity: Hispanic	13% (44)	22% (76)	31% (108)	9% (33)	15% (51)	11% (39)	349

Continued on next page

Table MTE4_9: *And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?*
Screenings of older movies

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (175)	13% (295)	44% (964)	7% (144)	18% (399)	10% (223)	2200
Ethnicity: Black	11% (30)	13% (36)	28% (76)	9% (26)	28% (76)	11% (31)	274
Ethnicity: Other	9% (18)	10% (21)	38% (78)	12% (24)	20% (41)	11% (23)	204
All Christian	8% (81)	15% (157)	46% (479)	6% (66)	18% (190)	7% (75)	1049
All Non-Christian	8% (10)	14% (17)	46% (54)	5% (6)	16% (19)	10% (12)	116
Atheist	3% (3)	9% (8)	58% (51)	4% (3)	22% (20)	4% (4)	88
Agnostic/Nothing in particular	9% (44)	12% (61)	40% (205)	7% (36)	17% (87)	15% (76)	510
Something Else	8% (37)	12% (54)	40% (175)	8% (33)	19% (83)	13% (56)	437
Religious Non-Protestant/Catholic	9% (12)	18% (25)	42% (59)	4% (6)	15% (20)	12% (17)	139
Evangelical	10% (61)	14% (91)	40% (253)	7% (43)	20% (129)	9% (60)	637
Non-Evangelical	7% (54)	13% (107)	48% (389)	7% (56)	17% (141)	8% (65)	813
Community: Urban	10% (61)	18% (115)	38% (235)	9% (54)	17% (104)	9% (58)	626
Community: Suburban	7% (63)	12% (113)	47% (451)	6% (56)	20% (190)	10% (94)	968
Community: Rural	8% (51)	11% (67)	46% (277)	6% (35)	17% (105)	12% (71)	606
Employ: Private Sector	7% (44)	15% (100)	52% (343)	6% (39)	14% (93)	6% (40)	659
Employ: Government	13% (20)	11% (17)	41% (65)	9% (15)	18% (28)	8% (13)	157
Employ: Self-Employed	12% (22)	19% (35)	31% (58)	7% (13)	23% (43)	9% (18)	189
Employ: Homemaker	8% (13)	15% (24)	43% (71)	7% (11)	17% (29)	10% (17)	166
Employ: Retired	3% (14)	9% (46)	48% (245)	6% (29)	24% (119)	10% (52)	505
Employ: Unemployed	11% (33)	17% (51)	35% (104)	6% (17)	17% (51)	15% (45)	300
Employ: Other	11% (14)	10% (13)	34% (44)	11% (15)	18% (24)	16% (21)	131
Military HH: Yes	10% (36)	14% (48)	43% (152)	5% (19)	18% (64)	9% (31)	350
Military HH: No	8% (139)	13% (248)	44% (812)	7% (126)	18% (334)	10% (192)	1850
RD/WT: Right Direction	11% (63)	17% (99)	41% (240)	5% (31)	16% (92)	11% (63)	588
RD/WT: Wrong Track	7% (112)	12% (197)	45% (723)	7% (113)	19% (306)	10% (160)	1612
Trump Job Approve	10% (86)	16% (143)	43% (389)	7% (62)	15% (135)	9% (82)	897
Trump Job Disapprove	7% (82)	12% (139)	45% (539)	7% (80)	21% (258)	9% (107)	1206
Trump Job Strongly Approve	12% (59)	17% (83)	38% (189)	7% (32)	17% (82)	9% (46)	490
Trump Job Somewhat Approve	7% (28)	15% (60)	49% (200)	7% (30)	13% (53)	9% (36)	407
Trump Job Somewhat Disapprove	10% (23)	12% (28)	46% (113)	6% (15)	19% (45)	7% (18)	242
Trump Job Strongly Disapprove	6% (59)	11% (111)	44% (427)	7% (65)	22% (213)	9% (89)	964

Continued on next page

Table MTE4_9: *And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?*
Screenings of older movies

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (175)	13% (295)	44% (964)	7% (144)	18% (399)	10% (223)	2200
Favorable of Trump	10% (87)	16% (145)	44% (392)	7% (61)	15% (134)	9% (80)	899
Unfavorable of Trump	7% (81)	12% (143)	45% (537)	7% (80)	21% (249)	8% (100)	1190
Very Favorable of Trump	13% (67)	17% (90)	38% (202)	8% (40)	16% (86)	9% (45)	530
Somewhat Favorable of Trump	5% (20)	15% (55)	52% (190)	6% (21)	13% (48)	9% (34)	369
Somewhat Unfavorable of Trump	7% (16)	15% (33)	47% (101)	7% (15)	16% (36)	7% (16)	217
Very Unfavorable of Trump	7% (65)	11% (109)	45% (436)	7% (66)	22% (213)	9% (84)	974
#1 Issue: Economy	10% (77)	16% (128)	42% (330)	6% (50)	18% (139)	7% (58)	782
#1 Issue: Security	10% (25)	14% (35)	47% (119)	3% (9)	16% (40)	10% (26)	254
#1 Issue: Health Care	6% (24)	10% (39)	51% (203)	8% (31)	17% (67)	9% (36)	400
#1 Issue: Medicare / Social Security	2% (7)	9% (27)	42% (129)	8% (24)	25% (76)	14% (43)	306
#1 Issue: Women's Issues	8% (8)	14% (14)	34% (34)	9% (9)	12% (12)	23% (23)	100
#1 Issue: Education	12% (13)	19% (21)	41% (47)	5% (5)	13% (15)	10% (12)	114
#1 Issue: Energy	13% (15)	15% (17)	40% (45)	9% (11)	15% (17)	7% (8)	114
#1 Issue: Other	3% (4)	11% (14)	44% (57)	4% (5)	25% (32)	13% (17)	130
2018 House Vote: Democrat	6% (44)	10% (68)	47% (334)	7% (49)	22% (154)	8% (54)	704
2018 House Vote: Republican	9% (55)	14% (92)	47% (301)	6% (40)	15% (98)	8% (54)	641
2018 House Vote: Someone else	1% (0)	6% (4)	57% (37)	8% (5)	18% (12)	10% (6)	64
2016 Vote: Hillary Clinton	6% (44)	12% (81)	47% (321)	7% (47)	20% (140)	8% (53)	685
2016 Vote: Donald Trump	7% (51)	14% (95)	47% (324)	7% (45)	17% (116)	8% (57)	686
2016 Vote: Other	4% (5)	16% (21)	55% (71)	4% (5)	18% (24)	3% (3)	129
2016 Vote: Didn't Vote	11% (76)	14% (99)	35% (248)	7% (48)	17% (119)	16% (110)	700
Voted in 2014: Yes	7% (81)	12% (151)	47% (590)	6% (80)	20% (247)	8% (95)	1244
Voted in 2014: No	10% (93)	15% (144)	39% (373)	7% (65)	16% (152)	13% (128)	956
2012 Vote: Barack Obama	6% (55)	11% (97)	46% (395)	8% (65)	21% (182)	7% (62)	856
2012 Vote: Mitt Romney	7% (34)	13% (62)	50% (233)	5% (25)	15% (71)	8% (39)	464
2012 Vote: Other	4% (3)	17% (14)	44% (35)	6% (5)	23% (18)	5% (4)	79
2012 Vote: Didn't Vote	10% (82)	15% (122)	38% (300)	6% (50)	16% (124)	15% (118)	796

Continued on next page

Table MTE4_9: And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?
Screenings of older movies

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (175)	13% (295)	44% (964)	7% (144)	18% (399)	10% (223)	2200
4-Region: Northeast	9% (36)	13% (52)	42% (164)	8% (33)	20% (78)	8% (31)	394
4-Region: Midwest	6% (29)	15% (68)	45% (209)	9% (39)	17% (80)	8% (37)	462
4-Region: South	8% (68)	13% (105)	45% (371)	5% (44)	17% (140)	12% (95)	824
4-Region: West	8% (41)	14% (72)	42% (219)	5% (28)	19% (101)	11% (59)	520
Fan of movies	8% (162)	13% (262)	45% (871)	6% (117)	19% (363)	9% (172)	1948
Fan of TV	8% (158)	14% (271)	45% (893)	6% (126)	18% (364)	9% (177)	1989
Comfortable going to a movie today	19% (106)	23% (127)	37% (205)	6% (34)	7% (37)	8% (43)	552
Comfortable going to a movie in August 2020	21% (116)	25% (139)	36% (201)	5% (31)	6% (34)	7% (39)	561
Comfortable going to a movie in September 2020	20% (123)	24% (145)	36% (219)	7% (41)	6% (38)	6% (39)	606
Comfortable going to a movie sometime in 2020	18% (129)	24% (167)	38% (264)	7% (46)	8% (53)	6% (41)	699
Comfortable going to a movie sometime in 2021	13% (153)	18% (218)	46% (553)	6% (72)	12% (147)	6% (68)	1210
Uncomfortable going to a movie today	4% (61)	10% (157)	48% (724)	7% (108)	22% (337)	8% (124)	1511
Uncomfortable going to a movie in August 2020	3% (52)	10% (150)	48% (723)	7% (112)	23% (345)	8% (120)	1503
Uncomfortable going to a movie in September 2020	3% (40)	10% (139)	49% (687)	7% (100)	24% (339)	8% (107)	1413
Uncomfortable going to a movie sometime in 2020	3% (39)	9% (114)	48% (614)	7% (94)	25% (318)	8% (107)	1286
Uncomfortable going to a movie sometime in 2021	1% (5)	8% (47)	41% (236)	10% (59)	29% (167)	11% (64)	577

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

Table MTE4_10: *And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?
Screenings of live events such as theater or concerts*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (191)	13% (282)	44% (974)	7% (154)	16% (358)	11% (241)	2200
Gender: Male	10% (106)	13% (135)	47% (495)	8% (86)	13% (142)	9% (98)	1062
Gender: Female	7% (85)	13% (147)	42% (480)	6% (68)	19% (216)	13% (142)	1138
Age: 18-34	14% (89)	16% (105)	36% (235)	10% (64)	11% (74)	14% (89)	655
Age: 35-44	15% (53)	14% (52)	41% (147)	6% (21)	14% (49)	10% (36)	358
Age: 45-64	5% (36)	12% (94)	51% (383)	6% (46)	18% (133)	8% (60)	751
Age: 65+	3% (14)	7% (32)	48% (209)	5% (23)	23% (102)	13% (56)	436
GenZers: 1997-2012	16% (41)	15% (39)	30% (77)	12% (30)	9% (23)	17% (44)	253
Millennials: 1981-1996	12% (66)	16% (90)	41% (235)	8% (43)	13% (75)	10% (59)	569
GenXers: 1965-1980	10% (56)	12% (68)	46% (259)	7% (37)	14% (80)	10% (58)	559
Baby Boomers: 1946-1964	4% (27)	10% (74)	50% (364)	6% (41)	22% (159)	10% (70)	735
PID: Dem (no lean)	8% (66)	13% (114)	44% (377)	6% (54)	19% (162)	9% (77)	850
PID: Ind (no lean)	7% (46)	10% (67)	47% (310)	9% (57)	15% (99)	12% (82)	661
PID: Rep (no lean)	11% (79)	15% (102)	42% (288)	6% (43)	14% (97)	12% (81)	689
PID/Gender: Dem Men	9% (38)	13% (51)	45% (182)	8% (31)	17% (70)	7% (30)	401
PID/Gender: Dem Women	6% (28)	14% (63)	43% (195)	5% (23)	21% (92)	11% (48)	449
PID/Gender: Ind Men	6% (19)	11% (33)	50% (154)	10% (30)	11% (35)	12% (36)	307
PID/Gender: Ind Women	8% (27)	10% (34)	44% (156)	8% (27)	18% (64)	13% (47)	354
PID/Gender: Rep Men	14% (49)	15% (52)	45% (159)	7% (25)	11% (37)	9% (33)	354
PID/Gender: Rep Women	9% (30)	15% (50)	39% (129)	5% (18)	18% (59)	14% (48)	334
Ideo: Liberal (1-3)	11% (70)	16% (101)	45% (288)	7% (44)	15% (97)	7% (45)	646
Ideo: Moderate (4)	7% (46)	14% (87)	47% (292)	6% (40)	16% (100)	10% (60)	625
Ideo: Conservative (5-7)	7% (51)	11% (75)	45% (317)	8% (59)	17% (123)	11% (79)	704
Educ: < College	10% (146)	12% (179)	41% (614)	7% (113)	18% (265)	13% (196)	1512
Educ: Bachelors degree	5% (23)	15% (67)	53% (235)	6% (28)	13% (60)	7% (32)	444
Educ: Post-grad	9% (22)	15% (37)	52% (126)	5% (13)	14% (34)	5% (13)	244
Income: Under 50k	10% (122)	13% (160)	40% (480)	7% (84)	16% (190)	14% (174)	1209
Income: 50k-100k	6% (42)	11% (75)	50% (334)	7% (49)	18% (122)	7% (46)	668
Income: 100k+	8% (27)	15% (48)	50% (161)	7% (21)	14% (46)	6% (21)	323
Ethnicity: White	8% (137)	13% (217)	47% (807)	7% (113)	15% (263)	11% (185)	1722
Ethnicity: Hispanic	14% (49)	17% (60)	38% (133)	9% (30)	11% (38)	11% (40)	349

Continued on next page

**Table MTE4_10: And would the following promotions make you more or less likely to go to a movie theater anytime in 2020?
Screenings of live events such as theater or concerts**

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (191)	13% (282)	44% (974)	7% (154)	16% (358)	11% (241)	2200
Ethnicity: Black	12% (33)	15% (40)	30% (83)	7% (19)	24% (66)	12% (34)	274
Ethnicity: Other	10% (21)	12% (25)	42% (85)	11% (22)	14% (29)	11% (22)	204
All Christian	8% (80)	15% (155)	46% (484)	7% (69)	17% (177)	8% (85)	1049
All Non-Christian	13% (16)	10% (12)	44% (51)	7% (8)	15% (17)	11% (13)	116
Atheist	6% (6)	12% (11)	53% (47)	17% (15)	7% (6)	4% (4)	88
Agnostic/Nothing in particular	11% (54)	8% (40)	43% (218)	6% (28)	17% (87)	16% (83)	510
Something Else	8% (36)	15% (64)	40% (175)	8% (34)	16% (72)	13% (56)	437
Religious Non-Protestant/Catholic	14% (20)	12% (16)	42% (58)	8% (11)	13% (19)	11% (16)	139
Evangelical	9% (56)	17% (110)	39% (248)	7% (45)	18% (115)	10% (62)	637
Non-Evangelical	7% (54)	13% (104)	49% (398)	7% (53)	16% (129)	9% (75)	813
Community: Urban	14% (90)	15% (95)	38% (238)	8% (50)	14% (89)	10% (64)	626
Community: Suburban	6% (53)	14% (134)	46% (445)	6% (56)	18% (173)	11% (106)	968
Community: Rural	8% (47)	9% (53)	48% (291)	8% (48)	16% (96)	12% (71)	606
Employ: Private Sector	8% (52)	15% (101)	50% (331)	9% (59)	11% (74)	7% (43)	659
Employ: Government	15% (23)	14% (22)	38% (60)	10% (16)	15% (23)	8% (13)	157
Employ: Self-Employed	17% (32)	11% (22)	37% (70)	6% (12)	16% (31)	12% (23)	189
Employ: Homemaker	6% (11)	16% (26)	41% (68)	7% (12)	16% (27)	13% (22)	166
Employ: Retired	3% (16)	10% (48)	47% (238)	5% (25)	24% (122)	11% (57)	505
Employ: Unemployed	11% (32)	11% (33)	39% (117)	7% (22)	15% (47)	16% (49)	300
Employ: Other	8% (10)	14% (18)	44% (58)	4% (5)	18% (24)	12% (16)	131
Military HH: Yes	9% (31)	13% (47)	45% (157)	8% (29)	16% (55)	9% (31)	350
Military HH: No	9% (160)	13% (235)	44% (817)	7% (125)	16% (304)	11% (210)	1850
RD/WT: Right Direction	13% (76)	15% (88)	40% (232)	7% (39)	14% (84)	12% (69)	588
RD/WT: Wrong Track	7% (115)	12% (194)	46% (742)	7% (115)	17% (274)	11% (171)	1612
Trump Job Approve	11% (101)	15% (135)	44% (391)	6% (57)	14% (125)	10% (88)	897
Trump Job Disapprove	7% (80)	11% (138)	45% (548)	8% (95)	19% (227)	10% (117)	1206
Trump Job Strongly Approve	14% (70)	15% (74)	39% (191)	7% (34)	15% (76)	9% (46)	490
Trump Job Somewhat Approve	8% (32)	15% (62)	49% (200)	5% (22)	12% (49)	10% (43)	407
Trump Job Somewhat Disapprove	8% (20)	14% (34)	41% (99)	10% (25)	18% (42)	9% (22)	242
Trump Job Strongly Disapprove	6% (60)	11% (104)	47% (450)	7% (70)	19% (185)	10% (95)	964

Continued on next page

Table MTE4_10: *And would the following promotions make you more or less likely to go to a movie theater anytime in 2020?
Screenings of live events such as theater or concerts*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (191)	13% (282)	44% (974)	7% (154)	16% (358)	11% (241)	2200
Favorable of Trump	11% (101)	15% (132)	44% (395)	7% (65)	13% (120)	10% (87)	899
Unfavorable of Trump	7% (82)	12% (144)	46% (545)	7% (85)	19% (226)	9% (108)	1190
Very Favorable of Trump	15% (80)	15% (78)	38% (203)	8% (41)	15% (81)	9% (47)	530
Somewhat Favorable of Trump	6% (21)	15% (54)	52% (191)	7% (24)	10% (38)	11% (40)	369
Somewhat Unfavorable of Trump	6% (14)	15% (34)	42% (92)	10% (21)	17% (36)	9% (20)	217
Very Unfavorable of Trump	7% (68)	11% (111)	47% (453)	7% (63)	19% (189)	9% (89)	974
#1 Issue: Economy	10% (79)	14% (111)	45% (352)	6% (49)	16% (124)	9% (68)	782
#1 Issue: Security	12% (30)	10% (24)	46% (116)	5% (14)	16% (41)	11% (29)	254
#1 Issue: Health Care	6% (22)	13% (53)	51% (203)	9% (35)	13% (52)	9% (35)	400
#1 Issue: Medicare / Social Security	3% (10)	12% (37)	39% (119)	7% (20)	24% (73)	15% (47)	306
#1 Issue: Women's Issues	12% (12)	13% (13)	37% (37)	7% (7)	7% (7)	23% (23)	100
#1 Issue: Education	11% (12)	16% (18)	42% (48)	7% (8)	13% (15)	11% (13)	114
#1 Issue: Energy	15% (17)	14% (16)	36% (41)	13% (15)	14% (16)	7% (9)	114
#1 Issue: Other	6% (7)	7% (9)	45% (58)	5% (7)	24% (31)	14% (18)	130
2018 House Vote: Democrat	6% (40)	11% (78)	48% (340)	6% (43)	20% (143)	9% (61)	704
2018 House Vote: Republican	11% (73)	14% (91)	43% (278)	6% (38)	16% (100)	10% (61)	641
2018 House Vote: Someone else	4% (3)	7% (4)	53% (34)	12% (8)	10% (6)	14% (9)	64
2016 Vote: Hillary Clinton	6% (41)	14% (94)	49% (334)	5% (33)	19% (130)	8% (54)	685
2016 Vote: Donald Trump	10% (69)	13% (90)	44% (304)	7% (49)	16% (109)	9% (65)	686
2016 Vote: Other	2% (3)	8% (11)	61% (78)	5% (7)	17% (22)	6% (8)	129
2016 Vote: Didn't Vote	11% (77)	12% (87)	37% (258)	9% (65)	14% (98)	16% (114)	700
Voted in 2014: Yes	7% (91)	12% (146)	48% (596)	6% (73)	18% (229)	9% (110)	1244
Voted in 2014: No	10% (100)	14% (136)	40% (378)	9% (81)	14% (130)	14% (131)	956
2012 Vote: Barack Obama	7% (59)	12% (103)	49% (419)	5% (43)	19% (166)	8% (65)	856
2012 Vote: Mitt Romney	8% (35)	13% (60)	48% (223)	7% (35)	14% (66)	10% (46)	464
2012 Vote: Other	6% (5)	11% (8)	46% (36)	4% (3)	23% (18)	11% (8)	79
2012 Vote: Didn't Vote	12% (92)	14% (110)	37% (294)	9% (72)	13% (106)	15% (121)	796

Continued on next page

Table MTE4_10: And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?
Screenings of live events such as theater or concerts

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (191)	13% (282)	44% (974)	7% (154)	16% (358)	11% (241)	2200
4-Region: Northeast	9% (35)	14% (54)	43% (167)	8% (33)	17% (65)	10% (39)	394
4-Region: Midwest	7% (30)	10% (48)	51% (237)	8% (38)	15% (68)	9% (41)	462
4-Region: South	10% (80)	14% (115)	42% (344)	6% (47)	17% (140)	12% (98)	824
4-Region: West	9% (46)	13% (65)	44% (226)	7% (36)	16% (85)	12% (62)	520
Fan of movies	9% (170)	13% (250)	45% (881)	7% (142)	16% (320)	9% (184)	1948
Fan of TV	8% (164)	13% (259)	45% (901)	7% (140)	16% (327)	10% (197)	1989
Comfortable going to a movie today	21% (117)	21% (115)	38% (210)	7% (37)	5% (30)	8% (44)	552
Comfortable going to a movie in August 2020	22% (123)	21% (117)	37% (207)	7% (38)	6% (32)	8% (44)	561
Comfortable going to a movie in September 2020	22% (134)	21% (127)	38% (232)	7% (43)	5% (32)	6% (38)	606
Comfortable going to a movie sometime in 2020	20% (142)	23% (159)	39% (275)	6% (45)	6% (40)	6% (38)	699
Comfortable going to a movie sometime in 2021	14% (163)	18% (218)	45% (541)	7% (84)	11% (131)	6% (72)	1210
Uncomfortable going to a movie today	5% (70)	11% (160)	48% (732)	7% (104)	21% (311)	9% (134)	1511
Uncomfortable going to a movie in August 2020	4% (60)	11% (161)	49% (735)	7% (108)	21% (310)	9% (129)	1503
Uncomfortable going to a movie in September 2020	3% (45)	10% (146)	49% (693)	7% (99)	22% (307)	9% (122)	1413
Uncomfortable going to a movie sometime in 2020	3% (40)	9% (111)	48% (623)	7% (95)	23% (299)	9% (118)	1286
Uncomfortable going to a movie sometime in 2021	2% (9)	7% (40)	44% (254)	9% (54)	26% (153)	12% (68)	577

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

Table MTE4_11: And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?
Rewards and loyalty programs

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (244)	14% (308)	44% (976)	5% (108)	15% (339)	10% (225)	2200
Gender: Male	11% (116)	16% (168)	46% (493)	5% (56)	13% (134)	9% (95)	1062
Gender: Female	11% (127)	12% (140)	42% (483)	5% (52)	18% (205)	11% (131)	1138
Age: 18-34	16% (104)	17% (111)	35% (228)	6% (41)	13% (85)	13% (86)	655
Age: 35-44	18% (63)	15% (52)	41% (146)	4% (15)	14% (51)	9% (31)	358
Age: 45-64	9% (65)	13% (100)	50% (379)	4% (29)	16% (120)	8% (57)	751
Age: 65+	3% (12)	10% (45)	51% (223)	5% (23)	19% (83)	12% (51)	436
GenZers: 1997-2012	21% (52)	14% (35)	28% (70)	10% (24)	14% (35)	15% (38)	253
Millennials: 1981-1996	13% (73)	18% (101)	42% (240)	4% (23)	13% (72)	11% (60)	569
GenXers: 1965-1980	13% (72)	15% (81)	44% (246)	4% (25)	15% (84)	9% (51)	559
Baby Boomers: 1946-1964	6% (44)	11% (83)	52% (379)	4% (29)	18% (133)	9% (66)	735
PID: Dem (no lean)	11% (94)	13% (110)	44% (375)	5% (41)	18% (151)	9% (79)	850
PID: Ind (no lean)	9% (59)	14% (90)	45% (301)	5% (36)	15% (96)	12% (80)	661
PID: Rep (no lean)	13% (91)	16% (108)	44% (301)	4% (30)	13% (92)	10% (66)	689
PID/Gender: Dem Men	13% (50)	13% (51)	46% (186)	6% (23)	16% (63)	7% (28)	401
PID/Gender: Dem Women	10% (44)	13% (59)	42% (189)	4% (19)	20% (88)	11% (51)	449
PID/Gender: Ind Men	7% (22)	17% (53)	46% (141)	5% (16)	12% (37)	13% (39)	307
PID/Gender: Ind Women	10% (36)	11% (37)	45% (160)	6% (20)	17% (59)	12% (41)	354
PID/Gender: Rep Men	12% (44)	18% (64)	47% (166)	5% (17)	10% (34)	8% (28)	354
PID/Gender: Rep Women	14% (47)	13% (44)	40% (134)	4% (13)	17% (58)	11% (38)	334
Ideo: Liberal (1-3)	13% (85)	16% (102)	43% (279)	4% (29)	16% (106)	7% (45)	646
Ideo: Moderate (4)	10% (64)	15% (92)	47% (292)	5% (31)	15% (92)	9% (54)	625
Ideo: Conservative (5-7)	9% (64)	15% (102)	47% (329)	6% (39)	14% (101)	10% (68)	704
Educ: < College	13% (189)	12% (180)	41% (627)	5% (78)	16% (248)	13% (190)	1512
Educ: Bachelors degree	7% (30)	20% (89)	49% (217)	4% (16)	15% (65)	6% (26)	444
Educ: Post-grad	10% (25)	16% (38)	54% (132)	6% (14)	11% (26)	4% (9)	244
Income: Under 50k	12% (143)	13% (159)	41% (501)	4% (53)	15% (185)	14% (169)	1209
Income: 50k-100k	10% (69)	14% (93)	48% (322)	5% (35)	16% (107)	6% (42)	668
Income: 100k+	10% (32)	18% (57)	47% (153)	6% (20)	15% (47)	4% (14)	323
Ethnicity: White	10% (175)	14% (249)	47% (807)	5% (82)	14% (236)	10% (172)	1722
Ethnicity: Hispanic	19% (67)	15% (53)	38% (134)	4% (14)	14% (48)	10% (34)	349

Continued on next page

Table MTE4_11: And would the following promotions make you more or less likely to go to a movie theater anytime in 2020?
Rewards and loyalty programs

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (244)	14% (308)	44% (976)	5% (108)	15% (339)	10% (225)	2200
Ethnicity: Black	17% (47)	13% (36)	28% (76)	6% (17)	24% (66)	12% (32)	274
Ethnicity: Other	10% (21)	11% (23)	46% (93)	4% (9)	18% (37)	10% (21)	204
All Christian	10% (104)	16% (170)	47% (489)	4% (41)	16% (165)	8% (79)	1049
All Non-Christian	10% (12)	15% (18)	44% (52)	8% (9)	13% (15)	10% (11)	116
Atheist	3% (2)	15% (13)	60% (53)	6% (5)	12% (11)	4% (3)	88
Agnostic/Nothing in particular	10% (50)	12% (64)	42% (214)	5% (24)	16% (80)	15% (78)	510
Something Else	17% (75)	10% (43)	38% (168)	7% (29)	15% (68)	12% (54)	437
Religious Non-Protestant/Catholic	10% (14)	15% (21)	41% (57)	8% (11)	14% (19)	12% (17)	139
Evangelical	17% (109)	14% (86)	39% (248)	5% (34)	16% (99)	9% (60)	637
Non-Evangelical	8% (67)	15% (121)	49% (398)	4% (34)	16% (126)	8% (67)	813
Community: Urban	16% (99)	16% (97)	39% (247)	4% (24)	16% (103)	9% (56)	626
Community: Suburban	8% (78)	15% (148)	46% (441)	6% (54)	15% (149)	10% (98)	968
Community: Rural	11% (67)	10% (63)	47% (288)	5% (29)	14% (87)	12% (72)	606
Employ: Private Sector	9% (61)	18% (117)	51% (337)	5% (33)	11% (73)	6% (39)	659
Employ: Government	15% (23)	17% (27)	37% (58)	8% (13)	15% (24)	8% (12)	157
Employ: Self-Employed	16% (29)	14% (27)	34% (65)	7% (14)	17% (32)	12% (23)	189
Employ: Homemaker	13% (22)	11% (17)	44% (74)	3% (4)	20% (32)	10% (16)	166
Employ: Retired	5% (26)	12% (58)	49% (248)	4% (19)	21% (104)	10% (50)	505
Employ: Unemployed	15% (44)	12% (36)	39% (117)	3% (10)	15% (45)	16% (49)	300
Employ: Other	17% (22)	12% (15)	40% (53)	5% (6)	12% (16)	14% (19)	131
Military HH: Yes	12% (43)	16% (55)	43% (150)	6% (21)	15% (52)	8% (30)	350
Military HH: No	11% (201)	14% (253)	45% (826)	5% (86)	16% (287)	11% (196)	1850
RD/WT: Right Direction	15% (91)	18% (105)	40% (236)	5% (30)	12% (71)	9% (55)	588
RD/WT: Wrong Track	9% (153)	13% (203)	46% (740)	5% (77)	17% (268)	11% (171)	1612
Trump Job Approve	15% (131)	16% (144)	43% (388)	5% (43)	13% (116)	8% (76)	897
Trump Job Disapprove	8% (102)	13% (151)	46% (558)	5% (64)	18% (219)	9% (113)	1206
Trump Job Strongly Approve	19% (93)	17% (83)	38% (187)	5% (24)	13% (63)	8% (40)	490
Trump Job Somewhat Approve	9% (38)	15% (60)	49% (201)	5% (19)	13% (52)	9% (36)	407
Trump Job Somewhat Disapprove	10% (24)	15% (37)	44% (106)	8% (18)	15% (36)	9% (21)	242
Trump Job Strongly Disapprove	8% (79)	12% (114)	47% (452)	5% (46)	19% (183)	9% (92)	964

Continued on next page

Table MTE4_11: *And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?*
Rewards and loyalty programs

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (244)	14% (308)	44% (976)	5% (108)	15% (339)	10% (225)	2200
Favorable of Trump	14% (129)	16% (144)	44% (393)	5% (45)	13% (116)	8% (73)	899
Unfavorable of Trump	9% (109)	13% (158)	46% (549)	5% (60)	18% (209)	9% (106)	1190
Very Favorable of Trump	18% (97)	16% (83)	40% (210)	5% (29)	14% (74)	7% (39)	530
Somewhat Favorable of Trump	9% (32)	17% (61)	50% (183)	4% (17)	11% (42)	9% (34)	369
Somewhat Unfavorable of Trump	10% (22)	17% (36)	46% (101)	5% (11)	13% (27)	9% (19)	217
Very Unfavorable of Trump	9% (87)	12% (121)	46% (449)	5% (49)	19% (181)	9% (86)	974
#1 Issue: Economy	12% (97)	16% (128)	43% (337)	5% (41)	15% (117)	8% (61)	782
#1 Issue: Security	12% (31)	15% (38)	46% (116)	4% (10)	13% (33)	10% (25)	254
#1 Issue: Health Care	9% (36)	12% (50)	52% (209)	4% (15)	13% (52)	9% (38)	400
#1 Issue: Medicare / Social Security	8% (24)	12% (36)	43% (131)	5% (15)	20% (61)	13% (40)	306
#1 Issue: Women's Issues	21% (21)	8% (8)	31% (32)	5% (5)	10% (10)	24% (24)	100
#1 Issue: Education	17% (19)	15% (17)	37% (42)	4% (5)	17% (20)	10% (11)	114
#1 Issue: Energy	10% (11)	17% (19)	42% (48)	9% (11)	13% (15)	9% (10)	114
#1 Issue: Other	4% (5)	8% (11)	48% (62)	5% (6)	23% (30)	13% (16)	130
2018 House Vote: Democrat	7% (52)	12% (86)	49% (346)	4% (30)	19% (133)	8% (58)	704
2018 House Vote: Republican	12% (77)	17% (106)	47% (303)	4% (23)	13% (83)	8% (50)	641
2018 House Vote: Someone else	4% (3)	16% (10)	46% (30)	7% (4)	15% (10)	12% (8)	64
2016 Vote: Hillary Clinton	8% (56)	14% (95)	48% (332)	4% (28)	18% (120)	8% (54)	685
2016 Vote: Donald Trump	11% (76)	15% (105)	48% (327)	5% (34)	13% (91)	8% (53)	686
2016 Vote: Other	4% (5)	12% (16)	55% (71)	2% (3)	20% (26)	7% (9)	129
2016 Vote: Didn't Vote	15% (107)	13% (91)	35% (247)	6% (42)	15% (102)	16% (111)	700
Voted in 2014: Yes	9% (113)	14% (176)	48% (598)	4% (52)	16% (203)	8% (101)	1244
Voted in 2014: No	14% (130)	14% (132)	40% (378)	6% (56)	14% (136)	13% (124)	956
2012 Vote: Barack Obama	8% (72)	15% (130)	47% (402)	5% (40)	17% (150)	7% (62)	856
2012 Vote: Mitt Romney	11% (52)	14% (63)	49% (228)	4% (17)	13% (62)	9% (42)	464
2012 Vote: Other	5% (4)	10% (8)	56% (44)	4% (3)	17% (13)	9% (7)	79
2012 Vote: Didn't Vote	14% (115)	13% (108)	38% (300)	6% (48)	14% (112)	14% (114)	796

Continued on next page

Table MTE4_11: And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?
Rewards and loyalty programs

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (244)	14% (308)	44% (976)	5% (108)	15% (339)	10% (225)	2200
4-Region: Northeast	11% (44)	15% (61)	42% (166)	6% (25)	17% (66)	8% (32)	394
4-Region: Midwest	11% (51)	13% (62)	49% (226)	6% (26)	13% (60)	8% (38)	462
4-Region: South	11% (89)	13% (111)	44% (366)	5% (39)	15% (126)	11% (93)	824
4-Region: West	11% (59)	14% (75)	42% (219)	3% (18)	17% (87)	12% (63)	520
Fan of movies	11% (221)	14% (278)	45% (880)	5% (89)	16% (306)	9% (174)	1948
Fan of TV	11% (216)	14% (283)	45% (900)	5% (97)	16% (311)	9% (182)	1989
Comfortable going to a movie today	28% (156)	26% (145)	33% (181)	2% (13)	4% (24)	6% (34)	552
Comfortable going to a movie in August 2020	28% (157)	24% (137)	34% (190)	4% (21)	4% (22)	6% (34)	561
Comfortable going to a movie in September 2020	29% (176)	24% (146)	34% (206)	3% (16)	5% (32)	5% (30)	606
Comfortable going to a movie sometime in 2020	26% (183)	25% (172)	36% (249)	4% (30)	5% (34)	5% (32)	699
Comfortable going to a movie sometime in 2021	17% (210)	20% (240)	44% (533)	4% (50)	10% (117)	5% (59)	1210
Uncomfortable going to a movie today	5% (78)	11% (161)	50% (757)	6% (87)	20% (302)	8% (126)	1511
Uncomfortable going to a movie in August 2020	5% (80)	11% (166)	50% (747)	6% (83)	20% (305)	8% (121)	1503
Uncomfortable going to a movie in September 2020	4% (58)	10% (146)	50% (712)	6% (88)	21% (291)	8% (119)	1413
Uncomfortable going to a movie sometime in 2020	4% (56)	9% (118)	50% (644)	6% (71)	22% (284)	9% (112)	1286
Uncomfortable going to a movie sometime in 2021	3% (18)	7% (43)	44% (252)	8% (48)	26% (150)	12% (67)	577

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

Table MTE4_12: *And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?*
Offers for digital copies of movies

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (213)	14% (300)	44% (959)	5% (109)	17% (370)	11% (249)	2200
Gender: Male	11% (112)	14% (153)	46% (485)	5% (57)	14% (150)	10% (105)	1062
Gender: Female	9% (101)	13% (147)	42% (474)	5% (52)	19% (220)	13% (144)	1138
Age: 18-34	15% (96)	18% (120)	32% (209)	6% (41)	13% (88)	15% (101)	655
Age: 35-44	19% (68)	17% (60)	38% (135)	4% (15)	14% (48)	9% (32)	358
Age: 45-64	5% (36)	11% (86)	52% (391)	4% (30)	19% (139)	9% (69)	751
Age: 65+	3% (12)	8% (34)	51% (224)	5% (23)	22% (94)	11% (48)	436
GenZers: 1997-2012	14% (36)	17% (42)	25% (62)	10% (26)	14% (36)	20% (51)	253
Millennials: 1981-1996	15% (87)	19% (111)	38% (214)	4% (20)	13% (75)	11% (62)	569
GenXers: 1965-1980	12% (66)	12% (66)	44% (249)	5% (26)	16% (92)	11% (61)	559
Baby Boomers: 1946-1964	3% (23)	10% (73)	53% (390)	5% (35)	20% (146)	9% (67)	735
PID: Dem (no lean)	10% (87)	13% (110)	42% (355)	5% (39)	20% (168)	11% (91)	850
PID: Ind (no lean)	7% (47)	15% (98)	45% (299)	5% (32)	16% (104)	13% (83)	661
PID: Rep (no lean)	11% (79)	13% (92)	44% (305)	6% (38)	14% (99)	11% (76)	689
PID/Gender: Dem Men	12% (50)	12% (50)	43% (171)	4% (17)	19% (75)	9% (37)	401
PID/Gender: Dem Women	8% (38)	13% (60)	41% (184)	5% (22)	21% (92)	12% (54)	449
PID/Gender: Ind Men	5% (15)	17% (53)	49% (152)	6% (17)	11% (34)	12% (36)	307
PID/Gender: Ind Women	9% (32)	13% (45)	42% (147)	4% (14)	20% (69)	13% (47)	354
PID/Gender: Rep Men	13% (47)	14% (50)	46% (162)	6% (22)	11% (41)	9% (32)	354
PID/Gender: Rep Women	9% (31)	13% (42)	43% (143)	5% (16)	17% (58)	13% (44)	334
Ideo: Liberal (1-3)	12% (76)	16% (104)	41% (264)	4% (28)	18% (117)	9% (57)	646
Ideo: Moderate (4)	10% (61)	15% (91)	45% (284)	5% (33)	15% (96)	10% (60)	625
Ideo: Conservative (5-7)	7% (52)	11% (79)	48% (338)	6% (41)	16% (114)	11% (79)	704
Educ: < College	11% (160)	12% (188)	40% (608)	5% (78)	18% (273)	14% (206)	1512
Educ: Bachelors degree	7% (32)	17% (76)	50% (222)	4% (18)	15% (65)	7% (32)	444
Educ: Post-grad	9% (21)	15% (36)	53% (129)	5% (13)	13% (33)	5% (12)	244
Income: Under 50k	11% (132)	13% (161)	39% (470)	5% (59)	18% (213)	14% (174)	1209
Income: 50k-100k	8% (52)	14% (92)	49% (329)	6% (39)	16% (107)	7% (49)	668
Income: 100k+	9% (28)	15% (47)	50% (160)	3% (11)	16% (51)	8% (26)	323
Ethnicity: White	8% (145)	13% (229)	47% (811)	5% (85)	15% (263)	11% (188)	1722
Ethnicity: Hispanic	19% (67)	15% (54)	33% (114)	4% (14)	16% (56)	13% (45)	349

Continued on next page

Table MTE4_12: And would the following promotions make you more or less likely to go to a movie theater anytime in 2020?
Offers for digital copies of movies

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (213)	14% (300)	44% (959)	5% (109)	17% (370)	11% (249)	2200
Ethnicity: Black	14% (39)	13% (35)	28% (77)	4% (11)	26% (72)	15% (40)	274
Ethnicity: Other	14% (28)	18% (36)	35% (71)	6% (13)	17% (34)	10% (21)	204
All Christian	9% (95)	13% (139)	48% (500)	5% (50)	17% (178)	8% (88)	1049
All Non-Christian	14% (17)	17% (19)	37% (43)	7% (8)	14% (16)	12% (14)	116
Atheist	6% (6)	20% (17)	48% (42)	5% (5)	14% (13)	7% (6)	88
Agnostic/Nothing in particular	9% (48)	12% (62)	41% (209)	5% (26)	16% (83)	16% (81)	510
Something Else	11% (48)	14% (62)	38% (165)	5% (21)	18% (81)	14% (61)	437
Religious Non-Protestant/Catholic	14% (19)	20% (28)	34% (48)	6% (8)	12% (17)	14% (19)	139
Evangelical	11% (71)	15% (94)	40% (257)	4% (28)	18% (115)	11% (72)	637
Non-Evangelical	8% (68)	12% (98)	49% (396)	5% (42)	17% (140)	9% (70)	813
Community: Urban	16% (97)	17% (106)	35% (219)	5% (32)	16% (102)	11% (71)	626
Community: Suburban	7% (67)	14% (132)	46% (445)	6% (56)	17% (164)	11% (105)	968
Community: Rural	8% (49)	10% (62)	49% (295)	4% (21)	17% (104)	12% (74)	606
Employ: Private Sector	10% (64)	19% (126)	46% (303)	5% (34)	12% (80)	8% (50)	659
Employ: Government	19% (30)	12% (19)	39% (61)	8% (12)	14% (23)	8% (13)	157
Employ: Self-Employed	11% (21)	14% (27)	36% (68)	4% (8)	20% (38)	14% (27)	189
Employ: Homemaker	9% (15)	15% (25)	46% (77)	2% (4)	16% (27)	11% (18)	166
Employ: Retired	3% (17)	8% (40)	50% (255)	5% (25)	23% (118)	10% (50)	505
Employ: Unemployed	12% (35)	9% (28)	39% (118)	5% (15)	16% (49)	19% (56)	300
Employ: Other	8% (11)	19% (24)	35% (46)	4% (5)	19% (25)	14% (19)	131
Military HH: Yes	10% (33)	13% (44)	47% (165)	6% (20)	16% (56)	9% (31)	350
Military HH: No	10% (180)	14% (256)	43% (794)	5% (89)	17% (314)	12% (218)	1850
RD/WT: Right Direction	12% (71)	16% (96)	39% (229)	6% (35)	14% (85)	12% (73)	588
RD/WT: Wrong Track	9% (142)	13% (204)	45% (730)	5% (74)	18% (285)	11% (176)	1612
Trump Job Approve	11% (96)	14% (130)	44% (397)	6% (55)	14% (127)	10% (92)	897
Trump Job Disapprove	9% (108)	13% (154)	44% (532)	4% (52)	20% (238)	10% (123)	1206
Trump Job Strongly Approve	14% (68)	13% (65)	40% (198)	6% (30)	16% (78)	11% (52)	490
Trump Job Somewhat Approve	7% (29)	16% (65)	49% (199)	6% (25)	12% (49)	10% (41)	407
Trump Job Somewhat Disapprove	10% (25)	16% (40)	43% (105)	6% (15)	17% (42)	7% (16)	242
Trump Job Strongly Disapprove	9% (83)	12% (114)	44% (427)	4% (37)	20% (196)	11% (107)	964

Continued on next page

Table MTE4_12: *And would the following promotions make you more or less likely to go to a movie theater anytime in 2020?*
Offers for digital copies of movies

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (213)	14% (300)	44% (959)	5% (109)	17% (370)	11% (249)	2200
Favorable of Trump	11% (100)	14% (129)	44% (400)	6% (52)	15% (131)	10% (87)	899
Unfavorable of Trump	9% (103)	13% (160)	44% (529)	4% (53)	19% (226)	10% (119)	1190
Very Favorable of Trump	14% (76)	14% (75)	39% (209)	6% (33)	16% (87)	9% (50)	530
Somewhat Favorable of Trump	7% (24)	15% (54)	52% (191)	5% (18)	12% (44)	10% (37)	369
Somewhat Unfavorable of Trump	9% (19)	15% (33)	47% (102)	7% (15)	14% (30)	8% (17)	217
Very Unfavorable of Trump	9% (84)	13% (127)	44% (427)	4% (38)	20% (196)	11% (102)	974
#1 Issue: Economy	11% (85)	15% (114)	44% (345)	4% (34)	17% (133)	9% (70)	782
#1 Issue: Security	10% (25)	15% (38)	47% (120)	3% (7)	15% (38)	10% (26)	254
#1 Issue: Health Care	8% (33)	11% (45)	49% (196)	6% (25)	15% (61)	10% (40)	400
#1 Issue: Medicare / Social Security	6% (17)	9% (29)	42% (128)	6% (19)	22% (68)	15% (46)	306
#1 Issue: Women's Issues	12% (12)	20% (20)	27% (27)	4% (4)	12% (12)	25% (25)	100
#1 Issue: Education	18% (21)	11% (13)	37% (42)	5% (6)	15% (17)	13% (15)	114
#1 Issue: Energy	13% (15)	23% (26)	37% (42)	9% (10)	9% (10)	9% (11)	114
#1 Issue: Other	4% (5)	12% (16)	45% (58)	3% (4)	24% (31)	12% (16)	130
2018 House Vote: Democrat	8% (56)	12% (82)	47% (334)	5% (32)	20% (141)	8% (60)	704
2018 House Vote: Republican	12% (76)	13% (83)	46% (294)	5% (32)	15% (97)	9% (60)	641
2018 House Vote: Someone else	2% (1)	11% (7)	52% (33)	6% (4)	15% (10)	14% (9)	64
2016 Vote: Hillary Clinton	9% (61)	12% (79)	47% (324)	4% (29)	19% (132)	9% (61)	685
2016 Vote: Donald Trump	10% (66)	13% (92)	47% (323)	5% (37)	15% (105)	9% (62)	686
2016 Vote: Other	4% (5)	17% (21)	55% (71)	2% (2)	14% (19)	8% (11)	129
2016 Vote: Didn't Vote	12% (81)	15% (107)	34% (241)	6% (40)	16% (115)	17% (116)	700
Voted in 2014: Yes	8% (103)	12% (147)	49% (604)	5% (56)	18% (226)	9% (106)	1244
Voted in 2014: No	12% (110)	16% (153)	37% (355)	5% (52)	15% (143)	15% (143)	956
2012 Vote: Barack Obama	9% (78)	13% (113)	47% (400)	4% (37)	19% (164)	8% (66)	856
2012 Vote: Mitt Romney	8% (35)	13% (62)	50% (233)	5% (23)	15% (69)	9% (41)	464
2012 Vote: Other	3% (3)	11% (9)	49% (38)	3% (3)	19% (15)	15% (12)	79
2012 Vote: Didn't Vote	12% (97)	15% (116)	36% (286)	6% (46)	15% (121)	16% (130)	796

Continued on next page

Table MTE4_12: And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?
Offers for digital copies of movies

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (213)	14% (300)	44% (959)	5% (109)	17% (370)	11% (249)	2200
4-Region: Northeast	10% (40)	13% (52)	42% (164)	8% (30)	17% (65)	11% (43)	394
4-Region: Midwest	7% (32)	15% (69)	49% (225)	3% (15)	16% (73)	10% (48)	462
4-Region: South	11% (87)	12% (99)	43% (354)	6% (45)	17% (140)	12% (98)	824
4-Region: West	10% (55)	15% (79)	41% (215)	4% (19)	18% (92)	11% (59)	520
Fan of movies	10% (199)	14% (270)	44% (865)	5% (103)	16% (320)	10% (190)	1948
Fan of TV	9% (183)	14% (273)	45% (890)	5% (97)	17% (340)	10% (205)	1989
Comfortable going to a movie today	22% (121)	22% (120)	38% (209)	4% (22)	5% (30)	9% (51)	552
Comfortable going to a movie in August 2020	22% (124)	21% (116)	39% (219)	3% (19)	6% (35)	9% (48)	561
Comfortable going to a movie in September 2020	23% (140)	22% (135)	36% (220)	5% (28)	7% (41)	7% (42)	606
Comfortable going to a movie sometime in 2020	21% (146)	24% (166)	36% (254)	5% (35)	8% (55)	6% (43)	699
Comfortable going to a movie sometime in 2021	15% (180)	20% (236)	43% (516)	5% (59)	11% (139)	7% (79)	1210
Uncomfortable going to a movie today	6% (88)	12% (174)	47% (712)	5% (82)	21% (320)	9% (135)	1511
Uncomfortable going to a movie in August 2020	6% (84)	12% (174)	47% (705)	6% (87)	21% (321)	9% (133)	1503
Uncomfortable going to a movie in September 2020	4% (63)	11% (154)	48% (684)	5% (75)	22% (309)	9% (127)	1413
Uncomfortable going to a movie sometime in 2020	5% (59)	10% (122)	49% (624)	5% (66)	23% (293)	9% (121)	1286
Uncomfortable going to a movie sometime in 2021	2% (13)	7% (43)	44% (253)	7% (41)	28% (161)	11% (66)	577

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

Table MTE4_13: *And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?*
Offers for digital copies of music

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (183)	12% (256)	45% (996)	7% (159)	16% (351)	12% (256)	2200
Gender: Male	8% (86)	15% (157)	46% (491)	8% (80)	13% (141)	10% (107)	1062
Gender: Female	8% (97)	9% (98)	44% (505)	7% (79)	18% (210)	13% (150)	1138
Age: 18-34	14% (91)	15% (99)	34% (224)	10% (66)	11% (72)	16% (102)	655
Age: 35-44	15% (53)	16% (57)	41% (148)	5% (16)	13% (47)	10% (37)	358
Age: 45-64	4% (30)	9% (70)	53% (400)	7% (50)	18% (135)	9% (66)	751
Age: 65+	2% (9)	7% (29)	51% (225)	6% (26)	22% (96)	12% (51)	436
GenZers: 1997-2012	18% (46)	14% (35)	26% (66)	15% (38)	9% (23)	18% (46)	253
Millennials: 1981-1996	12% (67)	16% (90)	41% (236)	6% (34)	13% (72)	12% (70)	569
GenXers: 1965-1980	9% (53)	12% (68)	45% (252)	7% (38)	16% (87)	11% (62)	559
Baby Boomers: 1946-1964	2% (17)	7% (53)	55% (402)	6% (42)	21% (153)	9% (68)	735
PID: Dem (no lean)	8% (72)	12% (104)	43% (362)	7% (63)	19% (161)	10% (87)	850
PID: Ind (no lean)	7% (45)	9% (62)	48% (320)	7% (48)	14% (91)	14% (95)	661
PID: Rep (no lean)	10% (66)	13% (89)	46% (313)	7% (47)	14% (99)	11% (74)	689
PID/Gender: Dem Men	8% (33)	16% (66)	41% (163)	9% (36)	18% (72)	8% (32)	401
PID/Gender: Dem Women	9% (39)	9% (39)	44% (199)	6% (28)	20% (89)	12% (55)	449
PID/Gender: Ind Men	5% (15)	10% (29)	53% (162)	7% (21)	11% (35)	15% (45)	307
PID/Gender: Ind Women	8% (29)	9% (33)	45% (159)	8% (28)	16% (56)	14% (50)	354
PID/Gender: Rep Men	11% (38)	18% (62)	47% (167)	7% (24)	10% (34)	8% (29)	354
PID/Gender: Rep Women	9% (28)	8% (27)	44% (147)	7% (23)	19% (65)	13% (45)	334
Ideo: Liberal (1-3)	11% (71)	15% (94)	44% (286)	5% (35)	16% (102)	9% (58)	646
Ideo: Moderate (4)	8% (50)	14% (86)	47% (294)	6% (40)	15% (94)	10% (61)	625
Ideo: Conservative (5-7)	5% (37)	9% (66)	49% (344)	9% (65)	16% (114)	11% (76)	704
Educ: < College	9% (141)	11% (163)	41% (623)	8% (120)	17% (251)	14% (214)	1512
Educ: Bachelors degree	6% (25)	12% (55)	54% (238)	5% (23)	16% (70)	7% (32)	444
Educ: Post-grad	7% (16)	15% (37)	55% (134)	7% (16)	12% (30)	4% (10)	244
Income: Under 50k	10% (118)	12% (140)	40% (483)	7% (91)	16% (196)	15% (181)	1209
Income: 50k-100k	6% (41)	11% (76)	51% (342)	7% (43)	17% (111)	8% (54)	668
Income: 100k+	7% (24)	12% (39)	53% (172)	8% (24)	13% (43)	6% (21)	323
Ethnicity: White	7% (117)	12% (204)	48% (823)	7% (120)	15% (263)	11% (195)	1722
Ethnicity: Hispanic	18% (62)	21% (74)	29% (102)	11% (38)	10% (33)	12% (40)	349

Continued on next page

Table MTE4_13: *And would the following promotions make you more or less likely to go to a movie theater anytime in 2020?*
Offers for digital copies of music

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (183)	12% (256)	45% (996)	7% (159)	16% (351)	12% (256)	2200
Ethnicity: Black	13% (36)	12% (34)	30% (84)	8% (22)	22% (61)	14% (37)	274
Ethnicity: Other	15% (30)	9% (18)	44% (89)	8% (16)	13% (27)	12% (24)	204
All Christian	8% (86)	12% (126)	47% (498)	7% (75)	17% (182)	8% (82)	1049
All Non-Christian	11% (13)	15% (18)	39% (46)	8% (9)	14% (17)	12% (14)	116
Atheist	5% (4)	10% (8)	63% (56)	9% (8)	6% (5)	8% (7)	88
Agnostic/Nothing in particular	7% (36)	10% (52)	44% (226)	6% (30)	15% (74)	18% (91)	510
Something Else	10% (44)	12% (51)	39% (171)	8% (37)	17% (73)	14% (62)	437
Religious Non-Protestant/Catholic	12% (16)	14% (20)	38% (52)	8% (10)	15% (21)	14% (19)	139
Evangelical	11% (68)	13% (81)	41% (259)	7% (47)	18% (114)	11% (68)	637
Non-Evangelical	7% (57)	11% (91)	49% (398)	8% (63)	16% (134)	9% (70)	813
Community: Urban	14% (90)	15% (97)	39% (245)	6% (39)	15% (92)	10% (64)	626
Community: Suburban	5% (46)	10% (101)	49% (470)	8% (78)	17% (161)	12% (113)	968
Community: Rural	8% (46)	10% (58)	46% (281)	7% (42)	16% (99)	13% (79)	606
Employ: Private Sector	8% (50)	14% (94)	52% (345)	7% (49)	11% (75)	7% (46)	659
Employ: Government	20% (31)	10% (16)	37% (58)	13% (20)	11% (17)	9% (14)	157
Employ: Self-Employed	9% (16)	19% (36)	35% (66)	8% (14)	16% (30)	14% (26)	189
Employ: Homemaker	4% (7)	10% (16)	47% (78)	10% (16)	18% (30)	11% (19)	166
Employ: Retired	2% (9)	7% (34)	52% (263)	5% (24)	24% (124)	10% (52)	505
Employ: Unemployed	12% (35)	12% (37)	35% (105)	7% (20)	14% (42)	20% (59)	300
Employ: Other	13% (17)	10% (13)	37% (48)	7% (9)	18% (23)	16% (21)	131
Military HH: Yes	6% (22)	15% (54)	45% (158)	8% (29)	15% (52)	10% (35)	350
Military HH: No	9% (160)	11% (202)	45% (838)	7% (130)	16% (299)	12% (221)	1850
RD/WT: Right Direction	11% (63)	14% (80)	41% (241)	8% (47)	14% (84)	12% (72)	588
RD/WT: Wrong Track	7% (120)	11% (175)	47% (755)	7% (112)	17% (267)	11% (184)	1612
Trump Job Approve	9% (84)	13% (121)	47% (419)	7% (65)	13% (119)	10% (90)	897
Trump Job Disapprove	7% (88)	10% (126)	46% (552)	7% (88)	19% (225)	11% (127)	1206
Trump Job Strongly Approve	11% (55)	16% (79)	41% (200)	8% (38)	14% (69)	10% (49)	490
Trump Job Somewhat Approve	7% (29)	10% (43)	54% (218)	7% (27)	12% (49)	10% (41)	407
Trump Job Somewhat Disapprove	10% (23)	11% (27)	44% (108)	8% (19)	19% (46)	8% (19)	242
Trump Job Strongly Disapprove	7% (65)	10% (98)	46% (444)	7% (69)	19% (179)	11% (109)	964

Continued on next page

Table MTE4_13: *And would the following promotions make you more or less likely to go to a movie theater anytime in 2020?*
Offers for digital copies of music

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (183)	12% (256)	45% (996)	7% (159)	16% (351)	12% (256)	2200
Favorable of Trump	10% (89)	13% (120)	46% (413)	8% (70)	13% (121)	10% (87)	899
Unfavorable of Trump	7% (84)	11% (132)	46% (550)	7% (85)	18% (216)	10% (122)	1190
Very Favorable of Trump	12% (61)	15% (80)	41% (219)	8% (42)	15% (81)	9% (47)	530
Somewhat Favorable of Trump	8% (28)	11% (40)	52% (193)	8% (28)	11% (40)	11% (40)	369
Somewhat Unfavorable of Trump	8% (16)	13% (28)	44% (96)	10% (21)	16% (35)	9% (19)	217
Very Unfavorable of Trump	7% (68)	11% (104)	47% (454)	7% (64)	19% (181)	11% (103)	974
#1 Issue: Economy	8% (64)	14% (107)	47% (365)	7% (52)	15% (120)	9% (74)	782
#1 Issue: Security	8% (20)	12% (30)	48% (121)	7% (17)	14% (35)	12% (31)	254
#1 Issue: Health Care	6% (25)	11% (45)	50% (202)	8% (31)	13% (52)	11% (45)	400
#1 Issue: Medicare / Social Security	5% (14)	8% (23)	43% (133)	7% (22)	23% (70)	15% (45)	306
#1 Issue: Women's Issues	18% (18)	7% (7)	37% (37)	4% (4)	13% (13)	20% (20)	100
#1 Issue: Education	14% (16)	14% (16)	40% (45)	7% (8)	14% (16)	12% (13)	114
#1 Issue: Energy	16% (18)	14% (16)	31% (36)	15% (18)	14% (16)	9% (11)	114
#1 Issue: Other	6% (8)	9% (11)	44% (58)	5% (7)	22% (29)	13% (17)	130
2018 House Vote: Democrat	5% (36)	11% (77)	50% (351)	6% (40)	19% (136)	9% (65)	704
2018 House Vote: Republican	10% (61)	10% (64)	50% (319)	7% (46)	15% (95)	9% (56)	641
2018 House Vote: Someone else	5% (3)	8% (5)	54% (34)	11% (7)	6% (4)	16% (10)	64
2016 Vote: Hillary Clinton	7% (45)	11% (78)	48% (331)	5% (37)	19% (132)	9% (63)	685
2016 Vote: Donald Trump	8% (57)	11% (78)	49% (337)	8% (54)	14% (98)	9% (61)	686
2016 Vote: Other	2% (2)	11% (14)	60% (77)	5% (7)	16% (20)	7% (9)	129
2016 Vote: Didn't Vote	11% (79)	12% (86)	36% (251)	9% (60)	14% (101)	18% (123)	700
Voted in 2014: Yes	7% (82)	10% (129)	51% (629)	6% (69)	18% (226)	9% (109)	1244
Voted in 2014: No	10% (100)	13% (126)	38% (367)	9% (90)	13% (125)	15% (148)	956
2012 Vote: Barack Obama	8% (69)	12% (103)	48% (407)	6% (49)	18% (157)	8% (71)	856
2012 Vote: Mitt Romney	6% (26)	10% (46)	52% (243)	9% (40)	14% (66)	9% (43)	464
2012 Vote: Other	1% (1)	6% (5)	62% (49)	2% (1)	18% (14)	11% (9)	79
2012 Vote: Didn't Vote	11% (86)	13% (102)	37% (295)	9% (69)	14% (112)	17% (133)	796

Continued on next page

Table MTE4_13: And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?
Offers for digital copies of music

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (183)	12% (256)	45% (996)	7% (159)	16% (351)	12% (256)	2200
4-Region: Northeast	9% (37)	13% (50)	44% (175)	9% (34)	16% (65)	9% (34)	394
4-Region: Midwest	5% (24)	12% (58)	50% (230)	9% (41)	13% (61)	10% (48)	462
4-Region: South	9% (75)	9% (74)	46% (379)	7% (57)	17% (141)	12% (99)	824
4-Region: West	9% (47)	14% (75)	41% (212)	5% (27)	16% (84)	14% (75)	520
Fan of movies	8% (159)	12% (231)	46% (892)	8% (148)	16% (313)	11% (205)	1948
Fan of TV	8% (157)	12% (229)	46% (914)	8% (151)	16% (323)	11% (214)	1989
Comfortable going to a movie today	19% (102)	21% (116)	42% (231)	6% (31)	5% (27)	8% (45)	552
Comfortable going to a movie in August 2020	18% (102)	20% (115)	43% (239)	6% (35)	5% (28)	8% (44)	561
Comfortable going to a movie in September 2020	20% (123)	20% (121)	42% (254)	6% (36)	6% (34)	6% (38)	606
Comfortable going to a movie sometime in 2020	18% (128)	21% (149)	42% (293)	6% (43)	7% (46)	6% (40)	699
Comfortable going to a movie sometime in 2021	12% (148)	16% (194)	47% (572)	7% (86)	11% (139)	6% (71)	1210
Uncomfortable going to a movie today	5% (75)	9% (136)	48% (727)	8% (120)	21% (311)	9% (142)	1511
Uncomfortable going to a movie in August 2020	5% (75)	9% (136)	48% (722)	8% (117)	21% (314)	9% (138)	1503
Uncomfortable going to a movie in September 2020	4% (50)	9% (124)	49% (689)	8% (115)	21% (301)	9% (134)	1413
Uncomfortable going to a movie sometime in 2020	4% (48)	7% (95)	48% (620)	8% (105)	23% (291)	10% (126)	1286
Uncomfortable going to a movie sometime in 2021	2% (12)	8% (45)	42% (242)	9% (54)	26% (148)	13% (77)	577

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

Table MTE4_14: *And would the following promotions make you more or less likely to go to a movie theater anytime in 2020?*
The ability to rent out a theater for just you and your family

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (327)	16% (351)	38% (837)	5% (106)	15% (322)	12% (256)	2200
Gender: Male	16% (165)	17% (181)	39% (417)	5% (51)	13% (139)	10% (110)	1062
Gender: Female	14% (162)	15% (171)	37% (421)	5% (56)	16% (183)	13% (146)	1138
Age: 18-34	22% (146)	17% (114)	29% (190)	6% (41)	11% (69)	14% (95)	655
Age: 35-44	23% (83)	20% (72)	32% (114)	3% (12)	11% (39)	11% (38)	358
Age: 45-64	11% (81)	15% (116)	44% (330)	4% (32)	17% (131)	8% (61)	751
Age: 65+	4% (18)	11% (49)	47% (203)	5% (21)	19% (82)	14% (63)	436
GenZers: 1997-2012	26% (66)	15% (38)	29% (73)	5% (13)	9% (22)	16% (41)	253
Millennials: 1981-1996	20% (116)	19% (106)	31% (178)	6% (34)	12% (67)	12% (67)	569
GenXers: 1965-1980	17% (93)	18% (101)	37% (206)	4% (23)	14% (76)	11% (60)	559
Baby Boomers: 1946-1964	7% (50)	13% (95)	46% (338)	4% (33)	19% (142)	11% (77)	735
PID: Dem (no lean)	16% (137)	16% (135)	36% (303)	5% (45)	16% (138)	11% (93)	850
PID: Ind (no lean)	14% (90)	16% (107)	40% (262)	4% (29)	13% (88)	13% (86)	661
PID: Rep (no lean)	15% (100)	16% (110)	40% (272)	5% (33)	14% (96)	11% (78)	689
PID/Gender: Dem Men	19% (76)	17% (69)	34% (138)	5% (21)	14% (57)	10% (40)	401
PID/Gender: Dem Women	13% (60)	15% (66)	37% (165)	5% (24)	18% (81)	12% (53)	449
PID/Gender: Ind Men	11% (33)	16% (48)	44% (134)	4% (14)	13% (39)	13% (39)	307
PID/Gender: Ind Women	16% (57)	16% (58)	36% (128)	4% (15)	14% (49)	13% (47)	354
PID/Gender: Rep Men	16% (56)	18% (64)	41% (144)	4% (16)	12% (43)	9% (31)	354
PID/Gender: Rep Women	13% (44)	14% (46)	38% (128)	5% (17)	16% (53)	14% (47)	334
Ideo: Liberal (1-3)	19% (122)	17% (109)	37% (238)	5% (32)	14% (93)	8% (51)	646
Ideo: Moderate (4)	16% (97)	18% (110)	38% (239)	5% (29)	14% (87)	10% (63)	625
Ideo: Conservative (5-7)	10% (72)	14% (101)	41% (289)	6% (43)	16% (115)	12% (84)	704
Educ: < College	15% (232)	15% (220)	36% (543)	5% (73)	15% (229)	14% (214)	1512
Educ: Bachelors degree	13% (59)	18% (78)	44% (194)	4% (19)	14% (61)	7% (32)	444
Educ: Post-grad	15% (36)	22% (53)	41% (100)	6% (14)	13% (31)	4% (10)	244
Income: Under 50k	16% (199)	15% (182)	36% (430)	4% (48)	14% (169)	15% (182)	1209
Income: 50k-100k	12% (79)	17% (116)	40% (269)	6% (39)	16% (108)	8% (56)	668
Income: 100k+	15% (50)	17% (54)	43% (138)	6% (19)	14% (44)	6% (18)	323
Ethnicity: White	14% (234)	16% (273)	41% (702)	5% (79)	13% (231)	12% (203)	1722
Ethnicity: Hispanic	22% (76)	14% (49)	35% (122)	3% (12)	15% (51)	11% (40)	349

Continued on next page

Table MTE4_14: *And would the following promotions make you more or less likely to go to a movie theater anytime in 2020?
The ability to rent out a theater for just you and your family*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (327)	16% (351)	38% (837)	5% (106)	15% (322)	12% (256)	2200
Ethnicity: Black	21% (57)	19% (51)	21% (57)	6% (16)	22% (61)	12% (33)	274
Ethnicity: Other	18% (36)	14% (28)	39% (79)	6% (11)	15% (30)	10% (20)	204
All Christian	13% (134)	17% (179)	42% (440)	5% (48)	15% (161)	8% (87)	1049
All Non-Christian	26% (30)	16% (19)	31% (37)	6% (8)	10% (12)	11% (12)	116
Atheist	10% (9)	11% (10)	50% (45)	7% (6)	10% (9)	11% (10)	88
Agnostic/Nothing in particular	13% (68)	14% (71)	35% (178)	5% (24)	15% (78)	18% (91)	510
Something Else	20% (87)	17% (73)	32% (138)	5% (21)	14% (63)	13% (55)	437
Religious Non-Protestant/Catholic	24% (33)	21% (29)	30% (42)	5% (8)	9% (12)	11% (15)	139
Evangelical	18% (113)	16% (102)	34% (219)	5% (34)	16% (100)	11% (70)	637
Non-Evangelical	13% (104)	17% (139)	43% (346)	4% (34)	15% (121)	9% (69)	813
Community: Urban	19% (122)	19% (119)	31% (195)	7% (43)	13% (83)	10% (65)	626
Community: Suburban	13% (123)	16% (159)	39% (379)	5% (48)	16% (151)	11% (108)	968
Community: Rural	14% (82)	12% (73)	43% (263)	3% (15)	15% (88)	14% (84)	606
Employ: Private Sector	16% (104)	19% (126)	42% (274)	6% (40)	11% (71)	7% (44)	659
Employ: Government	17% (27)	21% (33)	33% (51)	9% (15)	10% (16)	10% (15)	157
Employ: Self-Employed	23% (43)	13% (24)	33% (62)	4% (7)	13% (24)	15% (29)	189
Employ: Homemaker	15% (25)	25% (42)	32% (52)	2% (4)	14% (23)	12% (20)	166
Employ: Retired	7% (37)	10% (53)	46% (230)	4% (19)	20% (103)	12% (63)	505
Employ: Unemployed	16% (47)	14% (43)	34% (102)	5% (14)	16% (47)	16% (48)	300
Employ: Other	17% (22)	11% (14)	31% (41)	5% (6)	19% (25)	17% (22)	131
Military HH: Yes	14% (49)	15% (51)	38% (133)	7% (24)	16% (55)	11% (38)	350
Military HH: No	15% (278)	16% (300)	38% (704)	4% (82)	14% (267)	12% (218)	1850
RD/WT: Right Direction	16% (93)	15% (90)	39% (227)	4% (21)	13% (75)	14% (81)	588
RD/WT: Wrong Track	15% (234)	16% (261)	38% (610)	5% (85)	15% (246)	11% (175)	1612
Trump Job Approve	15% (137)	17% (153)	39% (349)	5% (44)	14% (122)	10% (92)	897
Trump Job Disapprove	15% (177)	15% (180)	38% (460)	5% (61)	16% (195)	11% (133)	1206
Trump Job Strongly Approve	18% (87)	13% (61)	38% (185)	5% (26)	16% (79)	10% (51)	490
Trump Job Somewhat Approve	12% (49)	23% (92)	40% (164)	4% (18)	11% (43)	10% (40)	407
Trump Job Somewhat Disapprove	16% (39)	14% (35)	39% (94)	7% (16)	12% (29)	12% (30)	242
Trump Job Strongly Disapprove	14% (139)	15% (146)	38% (366)	5% (45)	17% (166)	11% (103)	964

Continued on next page

Table MTE4_14: And would the following promotions make you more or less likely to go to a movie theater anytime in 2020?
The ability to rent out a theater for just you and your family

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (327)	16% (351)	38% (837)	5% (106)	15% (322)	12% (256)	2200
Favorable of Trump	16% (142)	17% (155)	39% (346)	5% (44)	13% (121)	10% (91)	899
Unfavorable of Trump	15% (174)	15% (184)	39% (462)	5% (59)	16% (191)	10% (120)	1190
Very Favorable of Trump	19% (102)	14% (72)	37% (195)	5% (26)	16% (86)	9% (49)	530
Somewhat Favorable of Trump	11% (40)	22% (83)	41% (151)	5% (18)	9% (35)	11% (42)	369
Somewhat Unfavorable of Trump	14% (30)	17% (36)	44% (95)	4% (8)	12% (26)	10% (21)	217
Very Unfavorable of Trump	15% (145)	15% (147)	38% (367)	5% (51)	17% (164)	10% (99)	974
#1 Issue: Economy	17% (130)	17% (131)	38% (293)	5% (41)	15% (117)	9% (70)	782
#1 Issue: Security	17% (43)	13% (34)	43% (109)	4% (11)	10% (25)	13% (33)	254
#1 Issue: Health Care	14% (56)	17% (69)	45% (178)	4% (15)	11% (45)	10% (39)	400
#1 Issue: Medicare / Social Security	6% (19)	14% (44)	37% (114)	5% (16)	21% (66)	16% (48)	306
#1 Issue: Women's Issues	22% (22)	8% (8)	27% (27)	5% (5)	13% (13)	25% (25)	100
#1 Issue: Education	27% (31)	15% (17)	32% (36)	3% (3)	11% (13)	12% (13)	114
#1 Issue: Energy	13% (15)	27% (30)	27% (31)	9% (10)	13% (15)	11% (12)	114
#1 Issue: Other	10% (13)	14% (18)	37% (48)	4% (6)	22% (29)	13% (16)	130
2018 House Vote: Democrat	12% (88)	15% (104)	41% (291)	6% (40)	16% (113)	10% (69)	704
2018 House Vote: Republican	16% (102)	17% (108)	39% (251)	4% (26)	14% (91)	10% (64)	641
2018 House Vote: Someone else	1% (1)	17% (11)	47% (30)	9% (5)	12% (7)	14% (9)	64
2016 Vote: Hillary Clinton	14% (98)	16% (112)	40% (271)	5% (35)	15% (102)	10% (66)	685
2016 Vote: Donald Trump	13% (89)	17% (115)	40% (276)	6% (41)	14% (99)	10% (67)	686
2016 Vote: Other	9% (11)	24% (31)	45% (58)	1% (2)	12% (16)	8% (10)	129
2016 Vote: Didn't Vote	18% (129)	13% (92)	33% (232)	4% (28)	15% (105)	16% (114)	700
Voted in 2014: Yes	12% (147)	16% (205)	41% (513)	5% (59)	16% (194)	10% (125)	1244
Voted in 2014: No	19% (181)	15% (146)	34% (324)	5% (47)	13% (128)	14% (131)	956
2012 Vote: Barack Obama	13% (112)	16% (139)	40% (343)	6% (48)	15% (132)	10% (83)	856
2012 Vote: Mitt Romney	11% (51)	16% (75)	44% (202)	4% (18)	15% (72)	10% (46)	464
2012 Vote: Other	12% (10)	15% (11)	40% (32)	5% (4)	20% (16)	8% (6)	79
2012 Vote: Didn't Vote	19% (155)	16% (126)	32% (259)	5% (36)	13% (100)	15% (121)	796

Continued on next page

Table MTE4_14: *And would the following promotions make you more or less likely to go to go to a movie theater anytime in 2020?
The ability to rent out a theater for just you and your family*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (327)	16% (351)	38% (837)	5% (106)	15% (322)	12% (256)	2200
4-Region: Northeast	17% (68)	14% (56)	38% (150)	6% (22)	15% (59)	10% (39)	394
4-Region: Midwest	10% (48)	18% (84)	40% (184)	6% (28)	15% (70)	11% (49)	462
4-Region: South	17% (143)	16% (128)	37% (303)	4% (37)	14% (113)	12% (100)	824
4-Region: West	13% (68)	16% (84)	39% (200)	4% (19)	15% (80)	13% (68)	520
Fan of movies	16% (303)	17% (329)	38% (740)	5% (99)	14% (277)	10% (199)	1948
Fan of TV	15% (293)	16% (323)	39% (770)	5% (98)	15% (296)	10% (209)	1989
Comfortable going to a movie today	27% (147)	17% (96)	36% (198)	3% (18)	7% (41)	9% (52)	552
Comfortable going to a movie in August 2020	26% (144)	17% (95)	38% (212)	4% (22)	6% (34)	10% (54)	561
Comfortable going to a movie in September 2020	26% (158)	17% (104)	36% (217)	4% (25)	8% (45)	9% (56)	606
Comfortable going to a movie sometime in 2020	26% (179)	18% (123)	37% (259)	5% (32)	7% (49)	8% (57)	699
Comfortable going to a movie sometime in 2021	21% (257)	19% (227)	39% (466)	4% (52)	10% (122)	7% (86)	1210
Uncomfortable going to a movie today	12% (174)	16% (247)	40% (601)	5% (79)	18% (268)	9% (142)	1511
Uncomfortable going to a movie in August 2020	12% (175)	16% (246)	39% (589)	5% (75)	19% (279)	9% (138)	1503
Uncomfortable going to a movie in September 2020	11% (155)	16% (229)	40% (564)	5% (72)	19% (264)	9% (128)	1413
Uncomfortable going to a movie sometime in 2020	10% (134)	15% (198)	39% (507)	5% (66)	20% (257)	10% (123)	1286
Uncomfortable going to a movie sometime in 2021	7% (41)	12% (69)	37% (212)	6% (36)	26% (149)	12% (70)	577

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

Table MTEdem1_1: In general, what kind of fan do you consider yourself of the following?*Movies*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	37%	(815)	51%	(1132)	11%	(252)	2200
Gender: Male	38%	(403)	50%	(526)	13%	(133)	1062
Gender: Female	36%	(413)	53%	(606)	10%	(119)	1138
Age: 18-34	41%	(271)	47%	(306)	12%	(78)	655
Age: 35-44	44%	(156)	51%	(181)	6%	(21)	358
Age: 45-64	36%	(273)	53%	(399)	10%	(78)	751
Age: 65+	26%	(115)	57%	(246)	17%	(75)	436
GenZers: 1997-2012	35%	(89)	49%	(124)	16%	(40)	253
Millennials: 1981-1996	45%	(254)	47%	(268)	8%	(47)	569
GenXers: 1965-1980	41%	(227)	51%	(286)	8%	(46)	559
Baby Boomers: 1946-1964	32%	(235)	55%	(404)	13%	(96)	735
PID: Dem (no lean)	45%	(379)	46%	(389)	10%	(82)	850
PID: Ind (no lean)	32%	(212)	57%	(376)	11%	(73)	661
PID: Rep (no lean)	33%	(224)	53%	(367)	14%	(98)	689
PID/Gender: Dem Men	51%	(203)	38%	(153)	11%	(44)	401
PID/Gender: Dem Women	39%	(176)	53%	(236)	8%	(38)	449
PID/Gender: Ind Men	26%	(79)	61%	(187)	13%	(40)	307
PID/Gender: Ind Women	38%	(133)	53%	(189)	9%	(33)	354
PID/Gender: Rep Men	34%	(120)	52%	(185)	14%	(49)	354
PID/Gender: Rep Women	31%	(104)	54%	(181)	15%	(49)	334
Ideo: Liberal (1-3)	43%	(280)	46%	(298)	10%	(67)	646
Ideo: Moderate (4)	39%	(241)	53%	(333)	8%	(50)	625
Ideo: Conservative (5-7)	32%	(223)	54%	(379)	14%	(101)	704
Educ: < College	37%	(555)	52%	(780)	12%	(177)	1512
Educ: Bachelors degree	38%	(168)	51%	(228)	11%	(48)	444
Educ: Post-grad	38%	(92)	51%	(125)	11%	(27)	244
Income: Under 50k	38%	(459)	51%	(611)	12%	(140)	1209
Income: 50k-100k	35%	(237)	53%	(356)	11%	(75)	668
Income: 100k+	37%	(120)	51%	(166)	12%	(38)	323
Ethnicity: White	36%	(612)	53%	(921)	11%	(189)	1722
Ethnicity: Hispanic	40%	(139)	44%	(153)	17%	(58)	349
Ethnicity: Black	49%	(134)	37%	(101)	15%	(40)	274

Continued on next page

Table MTEdem1_1: In general, what kind of fan do you consider yourself of the following?

Movies

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	37%	(815)	51%	(1132)	11%	(252)	2200
Ethnicity: Other	34%	(70)	54%	(111)	12%	(24)	204
All Christian	36%	(375)	51%	(539)	13%	(135)	1049
All Non-Christian	39%	(46)	53%	(62)	7%	(9)	116
Atheist	35%	(31)	54%	(48)	10%	(9)	88
Agnostic/Nothing in particular	39%	(201)	50%	(256)	10%	(52)	510
Something Else	37%	(162)	52%	(227)	11%	(47)	437
Religious Non-Protestant/Catholic	40%	(56)	52%	(73)	8%	(11)	139
Evangelical	33%	(213)	52%	(334)	14%	(90)	637
Non-Evangelical	38%	(309)	51%	(417)	11%	(88)	813
Community: Urban	47%	(293)	41%	(259)	12%	(74)	626
Community: Suburban	32%	(311)	57%	(550)	11%	(107)	968
Community: Rural	35%	(211)	53%	(324)	12%	(71)	606
Employ: Private Sector	40%	(263)	50%	(332)	10%	(64)	659
Employ: Government	35%	(55)	54%	(85)	11%	(17)	157
Employ: Self-Employed	39%	(75)	42%	(79)	19%	(36)	189
Employ: Homemaker	47%	(77)	47%	(78)	6%	(11)	166
Employ: Retired	28%	(144)	58%	(291)	14%	(70)	505
Employ: Unemployed	36%	(108)	53%	(159)	11%	(32)	300
Employ: Other	43%	(56)	47%	(61)	10%	(13)	131
Military HH: Yes	32%	(113)	55%	(192)	13%	(45)	350
Military HH: No	38%	(702)	51%	(940)	11%	(208)	1850
RD/WT: Right Direction	36%	(215)	48%	(281)	16%	(92)	588
RD/WT: Wrong Track	37%	(601)	53%	(851)	10%	(160)	1612
Trump Job Approve	33%	(300)	53%	(472)	14%	(125)	897
Trump Job Disapprove	41%	(490)	50%	(602)	9%	(114)	1206
Trump Job Strongly Approve	33%	(163)	50%	(245)	17%	(82)	490
Trump Job Somewhat Approve	34%	(137)	56%	(227)	11%	(43)	407
Trump Job Somewhat Disapprove	40%	(96)	49%	(119)	11%	(27)	242
Trump Job Strongly Disapprove	41%	(394)	50%	(483)	9%	(87)	964
Favorable of Trump	33%	(297)	53%	(475)	14%	(127)	899
Unfavorable of Trump	40%	(478)	51%	(603)	9%	(109)	1190

Continued on next page

Table MTEdem1_1: *In general, what kind of fan do you consider yourself of the following?***Movies**

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	37%	(815)	51%	(1132)	11%	(252)	2200
Very Favorable of Trump	34%	(179)	50%	(265)	16%	(86)	530
Somewhat Favorable of Trump	32%	(118)	57%	(210)	11%	(40)	369
Somewhat Unfavorable of Trump	35%	(77)	55%	(119)	10%	(21)	217
Very Unfavorable of Trump	41%	(401)	50%	(485)	9%	(88)	974
#1 Issue: Economy	37%	(287)	51%	(400)	12%	(95)	782
#1 Issue: Security	32%	(82)	53%	(135)	15%	(38)	254
#1 Issue: Health Care	43%	(171)	50%	(198)	8%	(31)	400
#1 Issue: Medicare / Social Security	34%	(105)	55%	(169)	11%	(32)	306
#1 Issue: Women's Issues	44%	(44)	37%	(37)	19%	(19)	100
#1 Issue: Education	33%	(37)	62%	(71)	5%	(6)	114
#1 Issue: Energy	39%	(45)	48%	(54)	13%	(15)	114
#1 Issue: Other	34%	(44)	53%	(69)	13%	(17)	130
2018 House Vote: Democrat	41%	(287)	51%	(358)	9%	(60)	704
2018 House Vote: Republican	35%	(226)	52%	(331)	13%	(84)	641
2018 House Vote: Someone else	23%	(15)	63%	(40)	14%	(9)	64
2016 Vote: Hillary Clinton	43%	(292)	49%	(335)	8%	(58)	685
2016 Vote: Donald Trump	34%	(231)	53%	(362)	14%	(93)	686
2016 Vote: Other	31%	(40)	59%	(76)	10%	(13)	129
2016 Vote: Didn't Vote	36%	(253)	51%	(360)	13%	(88)	700
Voted in 2014: Yes	38%	(476)	51%	(638)	11%	(131)	1244
Voted in 2014: No	36%	(340)	52%	(495)	13%	(121)	956
2012 Vote: Barack Obama	44%	(377)	48%	(407)	8%	(73)	856
2012 Vote: Mitt Romney	29%	(134)	57%	(263)	14%	(67)	464
2012 Vote: Other	28%	(22)	54%	(43)	18%	(14)	79
2012 Vote: Didn't Vote	35%	(280)	53%	(419)	12%	(98)	796
4-Region: Northeast	40%	(157)	48%	(189)	12%	(48)	394
4-Region: Midwest	33%	(154)	54%	(250)	13%	(58)	462
4-Region: South	38%	(314)	51%	(422)	11%	(88)	824
4-Region: West	37%	(190)	52%	(272)	11%	(58)	520
Fan of movies	42%	(815)	58%	(1132)	—	(0)	1948
Fan of TV	39%	(784)	52%	(1040)	8%	(164)	1989

Continued on next page

Table MTEdem1_1: In general, what kind of fan do you consider yourself of the following?

Movies

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	37%	(815)	51%	(1132)	11%	(252)	2200
Comfortable going to a movie today	35%	(194)	52%	(286)	13%	(72)	552
Comfortable going to a movie in August 2020	36%	(203)	52%	(290)	12%	(68)	561
Comfortable going to a movie in September 2020	38%	(229)	51%	(312)	11%	(65)	606
Comfortable going to a movie sometime in 2020	38%	(267)	51%	(355)	11%	(76)	699
Comfortable going to a movie sometime in 2021	42%	(512)	49%	(599)	8%	(100)	1210
Uncomfortable going to a movie today	39%	(595)	51%	(775)	9%	(141)	1511
Uncomfortable going to a movie in August 2020	39%	(581)	51%	(773)	10%	(148)	1503
Uncomfortable going to a movie in September 2020	39%	(545)	51%	(728)	10%	(140)	1413
Uncomfortable going to a movie sometime in 2020	38%	(487)	52%	(663)	11%	(136)	1286
Uncomfortable going to a movie sometime in 2021	31%	(180)	52%	(302)	16%	(95)	577

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

Table MTEdem1_2: In general, what kind of fan do you consider yourself of the following?
 Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	43%	(951)	47%	(1038)	10%	(211)	2200
Gender: Male	41%	(434)	50%	(527)	10%	(101)	1062
Gender: Female	45%	(517)	45%	(512)	10%	(110)	1138
Age: 18-34	35%	(232)	50%	(326)	15%	(97)	655
Age: 35-44	43%	(155)	47%	(168)	9%	(34)	358
Age: 45-64	45%	(340)	48%	(360)	7%	(51)	751
Age: 65+	51%	(223)	42%	(184)	7%	(29)	436
GenZers: 1997-2012	31%	(78)	52%	(132)	17%	(43)	253
Millennials: 1981-1996	40%	(228)	48%	(272)	12%	(69)	569
GenXers: 1965-1980	43%	(241)	49%	(277)	7%	(42)	559
Baby Boomers: 1946-1964	50%	(369)	43%	(315)	7%	(51)	735
PID: Dem (no lean)	51%	(436)	43%	(362)	6%	(51)	850
PID: Ind (no lean)	36%	(237)	52%	(343)	12%	(82)	661
PID: Rep (no lean)	40%	(277)	48%	(334)	11%	(78)	689
PID/Gender: Dem Men	51%	(205)	42%	(170)	6%	(26)	401
PID/Gender: Dem Women	52%	(232)	43%	(192)	6%	(26)	449
PID/Gender: Ind Men	31%	(95)	57%	(175)	12%	(37)	307
PID/Gender: Ind Women	40%	(143)	47%	(167)	13%	(45)	354
PID/Gender: Rep Men	38%	(134)	51%	(181)	11%	(38)	354
PID/Gender: Rep Women	43%	(142)	45%	(152)	12%	(40)	334
Ideo: Liberal (1-3)	49%	(318)	43%	(278)	8%	(50)	646
Ideo: Moderate (4)	45%	(282)	48%	(297)	7%	(46)	625
Ideo: Conservative (5-7)	38%	(270)	51%	(357)	11%	(77)	704
Educ: < College	44%	(666)	46%	(691)	10%	(154)	1512
Educ: Bachelors degree	42%	(187)	51%	(226)	7%	(31)	444
Educ: Post-grad	40%	(97)	50%	(121)	10%	(25)	244
Income: Under 50k	45%	(548)	44%	(528)	11%	(134)	1209
Income: 50k-100k	41%	(271)	52%	(346)	8%	(50)	668
Income: 100k+	41%	(132)	51%	(164)	8%	(27)	323
Ethnicity: White	44%	(751)	47%	(814)	9%	(157)	1722
Ethnicity: Hispanic	41%	(143)	44%	(155)	15%	(51)	349
Ethnicity: Black	49%	(135)	45%	(122)	6%	(17)	274

Continued on next page

Table MTEdem1_2: In general, what kind of fan do you consider yourself of the following?

Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	43%	(951)	47%	(1038)	10%	(211)	2200
Ethnicity: Other	32%	(65)	50%	(102)	18%	(37)	204
All Christian	47%	(494)	46%	(478)	7%	(77)	1049
All Non-Christian	41%	(48)	49%	(57)	10%	(12)	116
Atheist	42%	(37)	41%	(36)	17%	(15)	88
Agnostic/Nothing in particular	37%	(188)	49%	(252)	14%	(69)	510
Something Else	42%	(184)	49%	(215)	9%	(38)	437
Religious Non-Protestant/Catholic	39%	(54)	51%	(72)	10%	(14)	139
Evangelical	42%	(268)	49%	(311)	9%	(58)	637
Non-Evangelical	49%	(399)	44%	(360)	7%	(54)	813
Community: Urban	47%	(295)	43%	(268)	10%	(64)	626
Community: Suburban	43%	(416)	48%	(468)	9%	(85)	968
Community: Rural	40%	(240)	50%	(303)	10%	(63)	606
Employ: Private Sector	40%	(264)	51%	(336)	9%	(58)	659
Employ: Government	37%	(58)	50%	(78)	13%	(21)	157
Employ: Self-Employed	36%	(67)	51%	(97)	13%	(25)	189
Employ: Homemaker	53%	(88)	38%	(63)	9%	(14)	166
Employ: Retired	54%	(272)	41%	(208)	5%	(26)	505
Employ: Unemployed	40%	(119)	47%	(142)	13%	(39)	300
Employ: Other	42%	(55)	50%	(66)	8%	(11)	131
Military HH: Yes	46%	(160)	48%	(167)	7%	(23)	350
Military HH: No	43%	(791)	47%	(872)	10%	(188)	1850
RD/WT: Right Direction	42%	(249)	48%	(284)	9%	(56)	588
RD/WT: Wrong Track	44%	(702)	47%	(755)	10%	(155)	1612
Trump Job Approve	39%	(352)	50%	(453)	10%	(93)	897
Trump Job Disapprove	48%	(574)	44%	(533)	8%	(100)	1206
Trump Job Strongly Approve	39%	(189)	50%	(244)	12%	(57)	490
Trump Job Somewhat Approve	40%	(162)	51%	(209)	9%	(36)	407
Trump Job Somewhat Disapprove	46%	(112)	44%	(108)	9%	(22)	242
Trump Job Strongly Disapprove	48%	(461)	44%	(425)	8%	(78)	964
Favorable of Trump	41%	(366)	49%	(441)	10%	(92)	899
Unfavorable of Trump	46%	(550)	46%	(544)	8%	(96)	1190

Continued on next page

Table MTEdem1_2: *In general, what kind of fan do you consider yourself of the following?**Television*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	43%	(951)	47%	(1038)	10%	(211)	2200
Very Favorable of Trump	40%	(213)	48%	(252)	12%	(65)	530
Somewhat Favorable of Trump	42%	(154)	51%	(189)	7%	(26)	369
Somewhat Unfavorable of Trump	41%	(89)	48%	(103)	11%	(24)	217
Very Unfavorable of Trump	47%	(461)	45%	(441)	7%	(72)	974
#1 Issue: Economy	40%	(313)	50%	(388)	10%	(80)	782
#1 Issue: Security	35%	(90)	53%	(135)	11%	(29)	254
#1 Issue: Health Care	48%	(193)	47%	(187)	5%	(20)	400
#1 Issue: Medicare / Social Security	55%	(170)	38%	(117)	6%	(20)	306
#1 Issue: Women's Issues	38%	(38)	50%	(50)	12%	(12)	100
#1 Issue: Education	36%	(41)	51%	(58)	13%	(15)	114
#1 Issue: Energy	39%	(44)	41%	(46)	21%	(24)	114
#1 Issue: Other	47%	(62)	44%	(57)	9%	(12)	130
2018 House Vote: Democrat	51%	(362)	44%	(309)	5%	(33)	704
2018 House Vote: Republican	41%	(261)	49%	(311)	11%	(69)	641
2018 House Vote: Someone else	34%	(21)	53%	(33)	14%	(9)	64
2016 Vote: Hillary Clinton	53%	(366)	42%	(286)	5%	(33)	685
2016 Vote: Donald Trump	42%	(286)	50%	(341)	9%	(59)	686
2016 Vote: Other	37%	(48)	48%	(62)	15%	(19)	129
2016 Vote: Didn't Vote	36%	(251)	50%	(350)	14%	(99)	700
Voted in 2014: Yes	48%	(596)	45%	(562)	7%	(86)	1244
Voted in 2014: No	37%	(355)	50%	(477)	13%	(125)	956
2012 Vote: Barack Obama	52%	(445)	43%	(366)	5%	(45)	856
2012 Vote: Mitt Romney	41%	(189)	50%	(234)	9%	(41)	464
2012 Vote: Other	33%	(26)	51%	(40)	17%	(13)	79
2012 Vote: Didn't Vote	36%	(288)	50%	(396)	14%	(113)	796
4-Region: Northeast	47%	(187)	43%	(170)	9%	(37)	394
4-Region: Midwest	47%	(217)	46%	(213)	7%	(32)	462
4-Region: South	45%	(367)	46%	(382)	9%	(75)	824
4-Region: West	34%	(179)	52%	(273)	13%	(68)	520
Fan of movies	46%	(895)	48%	(930)	6%	(123)	1948
Fan of TV	48%	(951)	52%	(1038)	—	(0)	1989

Continued on next page

Table MTEdem1_2: In general, what kind of fan do you consider yourself of the following?

Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	43%	(951)	47%	(1038)	10%	(211)	2200
Comfortable going to a movie today	38%	(210)	52%	(285)	10%	(57)	552
Comfortable going to a movie in August 2020	40%	(227)	51%	(286)	9%	(48)	561
Comfortable going to a movie in September 2020	41%	(247)	50%	(303)	9%	(55)	606
Comfortable going to a movie sometime in 2020	41%	(290)	50%	(348)	9%	(61)	699
Comfortable going to a movie sometime in 2021	43%	(526)	49%	(589)	8%	(95)	1210
Uncomfortable going to a movie today	46%	(696)	46%	(697)	8%	(119)	1511
Uncomfortable going to a movie in August 2020	45%	(677)	46%	(695)	9%	(130)	1503
Uncomfortable going to a movie in September 2020	45%	(640)	46%	(652)	9%	(121)	1413
Uncomfortable going to a movie sometime in 2020	45%	(581)	46%	(592)	9%	(113)	1286
Uncomfortable going to a movie sometime in 2021	43%	(247)	46%	(263)	12%	(67)	577

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

Table MTEdem1_3: *In general, what kind of fan do you consider yourself of the following?*
 Sports

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	25%	(561)	41%	(901)	34%	(738)	2200
Gender: Male	38%	(404)	40%	(428)	22%	(230)	1062
Gender: Female	14%	(156)	42%	(474)	45%	(508)	1138
Age: 18-34	24%	(155)	41%	(266)	36%	(234)	655
Age: 35-44	33%	(117)	40%	(143)	27%	(98)	358
Age: 45-64	25%	(190)	42%	(315)	33%	(246)	751
Age: 65+	23%	(100)	40%	(176)	37%	(160)	436
GenZers: 1997-2012	25%	(62)	38%	(95)	38%	(96)	253
Millennials: 1981-1996	26%	(148)	43%	(247)	31%	(174)	569
GenXers: 1965-1980	28%	(156)	41%	(231)	31%	(172)	559
Baby Boomers: 1946-1964	24%	(173)	41%	(299)	36%	(262)	735
PID: Dem (no lean)	29%	(246)	42%	(353)	30%	(251)	850
PID: Ind (no lean)	20%	(130)	41%	(272)	39%	(260)	661
PID: Rep (no lean)	27%	(185)	40%	(276)	33%	(227)	689
PID/Gender: Dem Men	45%	(179)	38%	(152)	18%	(70)	401
PID/Gender: Dem Women	15%	(67)	45%	(202)	40%	(181)	449
PID/Gender: Ind Men	29%	(89)	42%	(130)	29%	(88)	307
PID/Gender: Ind Women	11%	(41)	40%	(142)	49%	(172)	354
PID/Gender: Rep Men	39%	(136)	41%	(146)	20%	(72)	354
PID/Gender: Rep Women	15%	(49)	39%	(130)	46%	(155)	334
Ideo: Liberal (1-3)	29%	(189)	43%	(280)	27%	(177)	646
Ideo: Moderate (4)	26%	(160)	41%	(258)	33%	(206)	625
Ideo: Conservative (5-7)	26%	(184)	40%	(278)	34%	(241)	704
Educ: < College	23%	(342)	39%	(588)	39%	(582)	1512
Educ: Bachelors degree	29%	(128)	48%	(215)	23%	(100)	444
Educ: Post-grad	37%	(91)	40%	(98)	23%	(55)	244
Income: Under 50k	23%	(276)	38%	(463)	39%	(470)	1209
Income: 50k-100k	25%	(166)	45%	(304)	30%	(198)	668
Income: 100k+	37%	(119)	42%	(135)	21%	(69)	323
Ethnicity: White	25%	(433)	41%	(699)	34%	(590)	1722
Ethnicity: Hispanic	20%	(68)	51%	(177)	30%	(105)	349
Ethnicity: Black	34%	(92)	38%	(105)	28%	(77)	274

Continued on next page

Table MTEdem1_3: *In general, what kind of fan do you consider yourself of the following?*

Sports

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	25%	(561)	41%	(901)	34%	(738)	2200
Ethnicity: Other	17%	(36)	48%	(98)	35%	(71)	204
All Christian	29%	(308)	45%	(469)	26%	(271)	1049
All Non-Christian	35%	(41)	40%	(46)	25%	(29)	116
Atheist	18%	(16)	49%	(44)	33%	(29)	88
Agnostic/Nothing in particular	20%	(103)	35%	(180)	45%	(227)	510
Something Else	21%	(93)	37%	(163)	42%	(182)	437
Religious Non-Protestant/Catholic	33%	(45)	42%	(59)	25%	(35)	139
Evangelical	26%	(166)	41%	(259)	33%	(213)	637
Non-Evangelical	28%	(228)	44%	(355)	28%	(230)	813
Community: Urban	31%	(192)	43%	(268)	27%	(166)	626
Community: Suburban	24%	(232)	43%	(415)	33%	(320)	968
Community: Rural	23%	(137)	36%	(218)	42%	(252)	606
Employ: Private Sector	33%	(216)	43%	(284)	24%	(159)	659
Employ: Government	30%	(47)	43%	(68)	27%	(42)	157
Employ: Self-Employed	31%	(59)	33%	(63)	36%	(67)	189
Employ: Homemaker	12%	(20)	36%	(59)	52%	(87)	166
Employ: Retired	23%	(117)	40%	(202)	37%	(186)	505
Employ: Unemployed	16%	(49)	42%	(127)	41%	(124)	300
Employ: Other	22%	(28)	50%	(65)	29%	(37)	131
Military HH: Yes	23%	(81)	47%	(164)	30%	(106)	350
Military HH: No	26%	(480)	40%	(737)	34%	(632)	1850
RD/WT: Right Direction	30%	(174)	40%	(232)	31%	(181)	588
RD/WT: Wrong Track	24%	(386)	41%	(669)	35%	(557)	1612
Trump Job Approve	25%	(223)	41%	(371)	34%	(303)	897
Trump Job Disapprove	27%	(324)	42%	(502)	32%	(380)	1206
Trump Job Strongly Approve	24%	(118)	41%	(200)	35%	(172)	490
Trump Job Somewhat Approve	26%	(105)	42%	(171)	32%	(131)	407
Trump Job Somewhat Disapprove	28%	(69)	43%	(104)	29%	(70)	242
Trump Job Strongly Disapprove	27%	(256)	41%	(398)	32%	(311)	964
Favorable of Trump	25%	(229)	40%	(356)	35%	(315)	899
Unfavorable of Trump	27%	(316)	43%	(509)	31%	(366)	1190

Continued on next page

Table MTEdem1_3: *In general, what kind of fan do you consider yourself of the following?**Sports*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	25%	(561)	41%	(901)	34%	(738)	2200
Very Favorable of Trump	24%	(129)	40%	(212)	36%	(190)	530
Somewhat Favorable of Trump	27%	(100)	39%	(144)	34%	(124)	369
Somewhat Unfavorable of Trump	25%	(53)	48%	(104)	28%	(60)	217
Very Unfavorable of Trump	27%	(262)	42%	(405)	31%	(306)	974
#1 Issue: Economy	26%	(203)	42%	(330)	32%	(248)	782
#1 Issue: Security	23%	(58)	36%	(93)	41%	(104)	254
#1 Issue: Health Care	27%	(107)	39%	(158)	34%	(135)	400
#1 Issue: Medicare / Social Security	29%	(89)	40%	(123)	31%	(94)	306
#1 Issue: Women's Issues	14%	(14)	49%	(49)	37%	(37)	100
#1 Issue: Education	29%	(34)	36%	(41)	35%	(39)	114
#1 Issue: Energy	23%	(26)	46%	(52)	31%	(35)	114
#1 Issue: Other	23%	(30)	43%	(56)	34%	(44)	130
2018 House Vote: Democrat	31%	(216)	41%	(292)	28%	(196)	704
2018 House Vote: Republican	28%	(179)	43%	(273)	29%	(189)	641
2018 House Vote: Someone else	18%	(12)	44%	(28)	38%	(24)	64
2016 Vote: Hillary Clinton	31%	(212)	41%	(283)	28%	(190)	685
2016 Vote: Donald Trump	27%	(187)	42%	(288)	31%	(211)	686
2016 Vote: Other	25%	(32)	47%	(61)	28%	(36)	129
2016 Vote: Didn't Vote	18%	(129)	38%	(269)	43%	(301)	700
Voted in 2014: Yes	30%	(373)	42%	(521)	28%	(350)	1244
Voted in 2014: No	20%	(188)	40%	(380)	41%	(388)	956
2012 Vote: Barack Obama	30%	(259)	43%	(372)	26%	(226)	856
2012 Vote: Mitt Romney	26%	(120)	42%	(195)	32%	(149)	464
2012 Vote: Other	21%	(16)	43%	(34)	36%	(28)	79
2012 Vote: Didn't Vote	20%	(163)	38%	(300)	42%	(334)	796
4-Region: Northeast	34%	(133)	36%	(142)	30%	(118)	394
4-Region: Midwest	25%	(114)	41%	(191)	34%	(157)	462
4-Region: South	25%	(204)	39%	(324)	36%	(296)	824
4-Region: West	21%	(109)	47%	(243)	32%	(167)	520
Fan of movies	27%	(518)	42%	(810)	32%	(620)	1948
Fan of TV	27%	(539)	42%	(830)	31%	(620)	1989

Continued on next page

Table MTEdem1_3: In general, what kind of fan do you consider yourself of the following?

Sports

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	25%	(561)	41%	(901)	34%	(738)	2200
Comfortable going to a movie today	26%	(144)	42%	(234)	31%	(174)	552
Comfortable going to a movie in August 2020	27%	(153)	42%	(234)	31%	(174)	561
Comfortable going to a movie in September 2020	29%	(174)	41%	(249)	30%	(183)	606
Comfortable going to a movie sometime in 2020	29%	(205)	40%	(278)	31%	(216)	699
Comfortable going to a movie sometime in 2021	29%	(350)	43%	(517)	28%	(344)	1210
Uncomfortable going to a movie today	26%	(393)	42%	(631)	32%	(487)	1511
Uncomfortable going to a movie in August 2020	26%	(386)	41%	(622)	33%	(495)	1503
Uncomfortable going to a movie in September 2020	26%	(365)	41%	(583)	33%	(466)	1413
Uncomfortable going to a movie sometime in 2020	25%	(318)	42%	(539)	33%	(428)	1286
Uncomfortable going to a movie sometime in 2021	22%	(128)	37%	(216)	40%	(233)	577

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

Table MTEdem1_4: In general, what kind of fan do you consider yourself of the following?

Fashion

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	15%	(329)	39%	(865)	46%	(1006)	2200
Gender: Male	11%	(121)	28%	(296)	61%	(645)	1062
Gender: Female	18%	(208)	50%	(569)	32%	(362)	1138
Age: 18-34	28%	(182)	41%	(269)	31%	(204)	655
Age: 35-44	16%	(59)	45%	(161)	39%	(138)	358
Age: 45-64	8%	(63)	39%	(293)	53%	(394)	751
Age: 65+	6%	(25)	32%	(142)	62%	(270)	436
GenZers: 1997-2012	34%	(86)	38%	(95)	29%	(73)	253
Millennials: 1981-1996	22%	(125)	44%	(249)	34%	(195)	569
GenXers: 1965-1980	12%	(66)	41%	(232)	47%	(262)	559
Baby Boomers: 1946-1964	7%	(48)	36%	(268)	57%	(418)	735
PID: Dem (no lean)	19%	(159)	43%	(363)	39%	(329)	850
PID: Ind (no lean)	13%	(84)	38%	(253)	49%	(325)	661
PID: Rep (no lean)	13%	(87)	36%	(249)	51%	(352)	689
PID/Gender: Dem Men	16%	(63)	34%	(134)	51%	(204)	401
PID/Gender: Dem Women	21%	(96)	51%	(228)	28%	(125)	449
PID/Gender: Ind Men	9%	(27)	24%	(75)	67%	(205)	307
PID/Gender: Ind Women	16%	(57)	50%	(178)	34%	(120)	354
PID/Gender: Rep Men	9%	(32)	24%	(87)	66%	(235)	354
PID/Gender: Rep Women	16%	(55)	49%	(163)	35%	(117)	334
Ideo: Liberal (1-3)	21%	(138)	41%	(265)	38%	(243)	646
Ideo: Moderate (4)	14%	(88)	40%	(250)	46%	(287)	625
Ideo: Conservative (5-7)	9%	(64)	36%	(257)	54%	(383)	704
Educ: < College	15%	(227)	39%	(592)	46%	(694)	1512
Educ: Bachelors degree	13%	(59)	40%	(177)	47%	(208)	444
Educ: Post-grad	18%	(43)	39%	(96)	43%	(105)	244
Income: Under 50k	15%	(187)	38%	(461)	46%	(561)	1209
Income: 50k-100k	13%	(87)	42%	(279)	45%	(301)	668
Income: 100k+	17%	(55)	38%	(124)	45%	(144)	323
Ethnicity: White	12%	(200)	39%	(671)	49%	(851)	1722
Ethnicity: Hispanic	31%	(107)	40%	(140)	29%	(102)	349
Ethnicity: Black	33%	(91)	41%	(113)	26%	(71)	274

Continued on next page

Table MTEdem1_4: In general, what kind of fan do you consider yourself of the following?

Fashion

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	15%	(329)	39%	(865)	46%	(1006)	2200
Ethnicity: Other	19%	(39)	39%	(80)	41%	(85)	204
All Christian	12%	(126)	40%	(421)	48%	(501)	1049
All Non-Christian	15%	(18)	41%	(48)	44%	(51)	116
Atheist	18%	(16)	36%	(32)	46%	(41)	88
Agnostic/Nothing in particular	17%	(85)	39%	(201)	44%	(223)	510
Something Else	19%	(84)	37%	(163)	44%	(190)	437
Religious Non-Protestant/Catholic	13%	(18)	41%	(57)	46%	(64)	139
Evangelical	17%	(111)	39%	(249)	43%	(277)	637
Non-Evangelical	12%	(98)	39%	(316)	49%	(399)	813
Community: Urban	23%	(147)	41%	(257)	36%	(223)	626
Community: Suburban	12%	(117)	39%	(378)	49%	(473)	968
Community: Rural	11%	(65)	38%	(230)	51%	(311)	606
Employ: Private Sector	14%	(92)	40%	(262)	46%	(305)	659
Employ: Government	23%	(36)	39%	(61)	38%	(60)	157
Employ: Self-Employed	18%	(34)	38%	(72)	44%	(83)	189
Employ: Homemaker	15%	(24)	56%	(93)	29%	(49)	166
Employ: Retired	6%	(32)	35%	(178)	58%	(295)	505
Employ: Unemployed	17%	(52)	38%	(114)	45%	(134)	300
Employ: Other	19%	(24)	35%	(45)	47%	(61)	131
Military HH: Yes	12%	(42)	31%	(110)	57%	(198)	350
Military HH: No	16%	(288)	41%	(755)	44%	(808)	1850
RD/WT: Right Direction	16%	(93)	37%	(219)	47%	(276)	588
RD/WT: Wrong Track	15%	(236)	40%	(645)	45%	(730)	1612
Trump Job Approve	13%	(116)	38%	(342)	49%	(439)	897
Trump Job Disapprove	16%	(195)	40%	(488)	43%	(523)	1206
Trump Job Strongly Approve	12%	(61)	35%	(174)	52%	(256)	490
Trump Job Somewhat Approve	14%	(56)	41%	(168)	45%	(183)	407
Trump Job Somewhat Disapprove	17%	(42)	39%	(95)	43%	(105)	242
Trump Job Strongly Disapprove	16%	(153)	41%	(393)	43%	(418)	964
Favorable of Trump	13%	(116)	37%	(334)	50%	(448)	899
Unfavorable of Trump	16%	(188)	41%	(486)	43%	(517)	1190

Continued on next page

Table MTEdem1_4: In general, what kind of fan do you consider yourself of the following?

Fashion

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	15%	(329)	39%	(865)	46%	(1006)	2200
Very Favorable of Trump	15%	(80)	34%	(181)	51%	(269)	530
Somewhat Favorable of Trump	10%	(36)	41%	(153)	49%	(180)	369
Somewhat Unfavorable of Trump	16%	(36)	37%	(80)	46%	(101)	217
Very Unfavorable of Trump	16%	(152)	42%	(405)	43%	(416)	974
#1 Issue: Economy	15%	(120)	41%	(321)	44%	(341)	782
#1 Issue: Security	11%	(28)	32%	(82)	57%	(145)	254
#1 Issue: Health Care	13%	(53)	43%	(171)	44%	(177)	400
#1 Issue: Medicare / Social Security	10%	(32)	37%	(112)	53%	(162)	306
#1 Issue: Women's Issues	38%	(39)	42%	(42)	19%	(19)	100
#1 Issue: Education	17%	(19)	40%	(46)	43%	(49)	114
#1 Issue: Energy	23%	(26)	43%	(49)	34%	(39)	114
#1 Issue: Other	10%	(14)	32%	(42)	58%	(75)	130
2018 House Vote: Democrat	14%	(99)	43%	(301)	43%	(305)	704
2018 House Vote: Republican	12%	(74)	36%	(228)	53%	(339)	641
2018 House Vote: Someone else	5%	(3)	37%	(23)	58%	(37)	64
2016 Vote: Hillary Clinton	15%	(104)	45%	(307)	40%	(275)	685
2016 Vote: Donald Trump	11%	(75)	37%	(252)	52%	(359)	686
2016 Vote: Other	5%	(7)	32%	(41)	63%	(81)	129
2016 Vote: Didn't Vote	21%	(144)	38%	(265)	42%	(291)	700
Voted in 2014: Yes	12%	(144)	40%	(493)	49%	(607)	1244
Voted in 2014: No	19%	(185)	39%	(372)	42%	(399)	956
2012 Vote: Barack Obama	15%	(131)	43%	(368)	42%	(357)	856
2012 Vote: Mitt Romney	7%	(35)	34%	(157)	59%	(273)	464
2012 Vote: Other	5%	(4)	29%	(23)	65%	(52)	79
2012 Vote: Didn't Vote	20%	(158)	40%	(315)	41%	(323)	796
4-Region: Northeast	20%	(80)	40%	(157)	40%	(157)	394
4-Region: Midwest	11%	(49)	40%	(184)	50%	(229)	462
4-Region: South	16%	(132)	41%	(337)	43%	(355)	824
4-Region: West	13%	(68)	36%	(186)	51%	(265)	520
Fan of movies	15%	(297)	41%	(808)	43%	(843)	1948
Fan of TV	15%	(298)	41%	(812)	44%	(878)	1989

Continued on next page

Table MTEdem1_4: In general, what kind of fan do you consider yourself of the following?

Fashion

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	15%	(329)	39%	(865)	46%	(1006)	2200
Comfortable going to a movie today	20%	(112)	39%	(214)	41%	(226)	552
Comfortable going to a movie in August 2020	19%	(104)	39%	(221)	42%	(236)	561
Comfortable going to a movie in September 2020	20%	(122)	39%	(235)	41%	(249)	606
Comfortable going to a movie sometime in 2020	18%	(124)	40%	(280)	42%	(295)	699
Comfortable going to a movie sometime in 2021	16%	(195)	40%	(483)	44%	(532)	1210
Uncomfortable going to a movie today	13%	(200)	40%	(610)	46%	(700)	1511
Uncomfortable going to a movie in August 2020	14%	(208)	40%	(601)	46%	(694)	1503
Uncomfortable going to a movie in September 2020	13%	(179)	41%	(576)	47%	(658)	1413
Uncomfortable going to a movie sometime in 2020	14%	(176)	40%	(508)	47%	(601)	1286
Uncomfortable going to a movie sometime in 2021	13%	(77)	38%	(222)	48%	(279)	577

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	GenZers: 1997-2012	253	12%
	Millennials: 1981-1996	569	26%
	GenXers: 1965-1980	559	25%
	Baby Boomers: 1946-1964	735	33%
	N	2116	
xpid3	PID: Dem (no lean)	850	39%
	PID: Ind (no lean)	661	30%
	PID: Rep (no lean)	689	31%
	N	2200	
xpidGender	PID/Gender: Dem Men	401	18%
	PID/Gender: Dem Women	449	20%
	PID/Gender: Ind Men	307	14%
	PID/Gender: Ind Women	354	16%
	PID/Gender: Rep Men	354	16%
	PID/Gender: Rep Women	334	15%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	646	29%
	Ideo: Moderate (4)	625	28%
	Ideo: Conservative (5-7)	704	32%
	N	1974	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1209	55%
	Income: 50k-100k	668	30%
	Income: 100k+	323	15%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Black	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	1049	48%
	All Non-Christian	116	5%
	Atheist	88	4%
	Agnostic/Nothing in particular	510	23%
	Something Else	437	20%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	139	6%
xdemEvang	Evangelical	637	29%
	Non-Evangelical	813	37%
	N	1450	
xdemUsr	Community: Urban	626	28%
	Community: Suburban	968	44%
	Community: Rural	606	28%
	N	2200	
xdemEmploy	Employ: Private Sector	659	30%
	Employ: Government	157	7%
	Employ: Self-Employed	189	9%
	Employ: Homemaker	166	8%
	Employ: Retired	505	23%
	Employ: Unemployed	300	14%
	Employ: Other	131	6%
	N	2107	
xdemMilHH1	Military HH: Yes	350	16%
	Military HH: No	1850	84%
	N	2200	
xnrl	RD/WT: Right Direction	588	27%
	RD/WT: Wrong Track	1612	73%
	N	2200	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	897	41%
	Trump Job Disapprove	1206	55%
	N	2104	
Trump_Approve2	Trump Job Strongly Approve	490	22%
	Trump Job Somewhat Approve	407	19%
	Trump Job Somewhat Disapprove	242	11%
	Trump Job Strongly Disapprove	964	44%
	N	2104	
Trump_Fav	Favorable of Trump	899	41%
	Unfavorable of Trump	1190	54%
	N	2089	
Trump_Fav_FULL	Very Favorable of Trump	530	24%
	Somewhat Favorable of Trump	369	17%
	Somewhat Unfavorable of Trump	217	10%
	Very Unfavorable of Trump	974	44%
	N	2089	
xnr3	#1 Issue: Economy	782	36%
	#1 Issue: Security	254	12%
	#1 Issue: Health Care	400	18%
	#1 Issue: Medicare / Social Security	306	14%
	#1 Issue: Women's Issues	100	5%
	#1 Issue: Education	114	5%
	#1 Issue: Energy	114	5%
	#1 Issue: Other	130	6%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	704	32%
	2018 House Vote: Republican	641	29%
	2018 House Vote: Someone else	64	3%
	N	1409	
xsubVote16O	2016 Vote: Hillary Clinton	685	31%
	2016 Vote: Donald Trump	686	31%
	2016 Vote: Other	129	6%
	2016 Vote: Didn't Vote	700	32%
	N	2200	
xsubVote14O	Voted in 2014: Yes	1244	57%
	Voted in 2014: No	956	43%
	N	2200	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	856	39%
	2012 Vote: Mitt Romney	464	21%
	2012 Vote: Other	79	4%
	2012 Vote: Didn't Vote	796	36%
	N	2196	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
MTExdem1	Fan of movies	1948	89%
MTExdem2	Fan of TV	1989	90%
MTExdem3	Comfortable going to a movie today	552	25%
MTExdem4	Comfortable going to a movie in August 2020	561	26%
MTExdem5	Comfortable going to a movie in September 2020	606	28%
MTExdem6	Comfortable going to a movie sometime in 2020	699	32%
MTExdem7	Comfortable going to a movie sometime in 2021	1210	55%
MTExdem8	Uncomfortable going to a movie today	1511	69%
MTExdem9	Uncomfortable going to a movie in August 2020	1503	68%
MTExdem10	Uncomfortable going to a movie in September 2020	1413	64%
MTExdem11	Uncomfortable going to a movie sometime in 2020	1286	58%
MTExdem12	Uncomfortable going to a movie sometime in 2021	577	26%

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



MORNING CONSULT