



National Tracking Poll #201242  
December 08-10, 2020

*Crosstabulation Results*

*Methodology:*

This poll was conducted between December 8-December 10, 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.

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## Crosstabulation Results by Respondent Demographics

**Table MCEN1\_1:** *In general, what kind of fan do you consider yourself of the following?  
Christmas movies*

Demographic	Avid Fan		Casual Fan		Not a fan		Total N
Adults	30%	(670)	53%	(1176)	16%	(354)	2200
Gender: Male	24%	(251)	59%	(626)	17%	(185)	1062
Gender: Female	37%	(419)	48%	(550)	15%	(170)	1138
Age: 18-34	35%	(227)	51%	(331)	15%	(97)	655
Age: 35-44	33%	(120)	53%	(189)	14%	(48)	358
Age: 45-64	29%	(215)	55%	(413)	16%	(122)	751
Age: 65+	25%	(108)	55%	(241)	20%	(86)	436
GenZers: 1997-2012	35%	(117)	53%	(180)	12%	(40)	338
Millennials: 1981-1996	34%	(166)	49%	(245)	17%	(84)	495
GenXers: 1965-1980	30%	(154)	52%	(266)	18%	(91)	512
Baby Boomers: 1946-1964	28%	(213)	57%	(437)	15%	(117)	767
PID: Dem (no lean)	34%	(271)	51%	(407)	15%	(117)	795
PID: Ind (no lean)	24%	(171)	55%	(391)	20%	(144)	707
PID: Rep (no lean)	33%	(228)	54%	(377)	13%	(93)	698
PID/Gender: Dem Men	27%	(96)	53%	(190)	20%	(70)	356
PID/Gender: Dem Women	40%	(175)	49%	(217)	11%	(47)	440
PID/Gender: Ind Men	16%	(54)	63%	(214)	21%	(69)	337
PID/Gender: Ind Women	32%	(117)	48%	(177)	20%	(75)	370
PID/Gender: Rep Men	27%	(101)	60%	(222)	12%	(45)	369
PID/Gender: Rep Women	38%	(126)	47%	(155)	15%	(48)	329
Ideo: Liberal (1-3)	31%	(185)	51%	(303)	18%	(106)	594
Ideo: Moderate (4)	26%	(159)	56%	(338)	18%	(109)	607
Ideo: Conservative (5-7)	32%	(237)	55%	(400)	13%	(96)	732
Educ: < College	31%	(468)	53%	(799)	16%	(245)	1512
Educ: Bachelors degree	28%	(125)	57%	(252)	15%	(67)	444
Educ: Post-grad	32%	(77)	51%	(125)	17%	(42)	244
Income: Under 50k	29%	(330)	53%	(593)	18%	(204)	1127
Income: 50k-100k	32%	(223)	55%	(378)	13%	(87)	688
Income: 100k+	30%	(117)	53%	(205)	16%	(63)	385

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**Table MCEN1\_1:** In general, what kind of fan do you consider yourself of the following?*Christmas movies*

Demographic	Avid Fan		Casual Fan		Not a fan		Total N
Adults	30%	(670)	53%	(1176)	16%	(354)	2200
Ethnicity: White	30%	(513)	53%	(921)	17%	(287)	1722
Ethnicity: Hispanic	36%	(127)	51%	(180)	12%	(42)	349
Ethnicity: Black	36%	(99)	50%	(137)	14%	(38)	274
Ethnicity: Other	28%	(58)	57%	(117)	14%	(29)	204
All Christian	33%	(343)	54%	(554)	13%	(129)	1026
All Non-Christian	19%	(20)	54%	(56)	27%	(28)	104
Atheist	13%	(11)	54%	(46)	33%	(27)	84
Agnostic/Nothing in particular	27%	(160)	56%	(334)	18%	(106)	601
Something Else	35%	(135)	48%	(185)	17%	(64)	384
Religious Non-Protestant/Catholic	26%	(33)	52%	(66)	22%	(28)	127
Evangelical	39%	(228)	49%	(289)	12%	(74)	592
Non-Evangelical	30%	(233)	55%	(431)	15%	(115)	779
Community: Urban	35%	(225)	51%	(328)	14%	(93)	646
Community: Suburban	28%	(282)	54%	(531)	18%	(178)	991
Community: Rural	29%	(163)	56%	(316)	15%	(84)	563
Employ: Private Sector	31%	(211)	53%	(358)	17%	(113)	683
Employ: Government	36%	(50)	52%	(71)	12%	(16)	137
Employ: Self-Employed	35%	(67)	44%	(85)	21%	(40)	191
Employ: Homemaker	37%	(59)	51%	(82)	12%	(20)	161
Employ: Student	37%	(51)	49%	(69)	14%	(19)	139
Employ: Retired	26%	(129)	56%	(277)	18%	(89)	495
Employ: Unemployed	24%	(67)	59%	(160)	17%	(46)	273
Employ: Other	31%	(37)	60%	(73)	9%	(11)	121
Military HH: Yes	31%	(116)	51%	(189)	18%	(65)	369
Military HH: No	30%	(554)	54%	(987)	16%	(290)	1831
RD/WT: Right Direction	36%	(237)	49%	(329)	15%	(102)	669
RD/WT: Wrong Track	28%	(433)	55%	(846)	16%	(253)	1531
Trump Job Approve	34%	(299)	52%	(466)	14%	(123)	889
Trump Job Disapprove	28%	(344)	55%	(663)	17%	(208)	1216

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**Table MCEN1\_1: In general, what kind of fan do you consider yourself of the following?  
Christmas movies**

Demographic	Avid Fan		Casual Fan		Not a fan		Total N
Adults	30%	(670)	53%	(1176)	16%	(354)	2200
Trump Job Strongly Approve	34%	(183)	52%	(278)	13%	(71)	532
Trump Job Somewhat Approve	33%	(116)	53%	(188)	15%	(52)	356
Trump Job Somewhat Disapprove	30%	(87)	53%	(153)	17%	(49)	289
Trump Job Strongly Disapprove	28%	(257)	55%	(510)	17%	(159)	927
Favorable of Trump	33%	(288)	54%	(471)	14%	(120)	879
Unfavorable of Trump	29%	(350)	54%	(651)	17%	(208)	1209
Very Favorable of Trump	34%	(185)	53%	(287)	13%	(68)	540
Somewhat Favorable of Trump	30%	(103)	54%	(185)	15%	(52)	339
Somewhat Unfavorable of Trump	34%	(77)	50%	(111)	16%	(36)	223
Very Unfavorable of Trump	28%	(273)	55%	(540)	17%	(173)	986
#1 Issue: Economy	31%	(237)	56%	(432)	12%	(96)	765
#1 Issue: Security	38%	(87)	48%	(109)	14%	(31)	227
#1 Issue: Health Care	29%	(131)	52%	(234)	18%	(82)	448
#1 Issue: Medicare / Social Security	29%	(81)	52%	(143)	19%	(52)	275
#1 Issue: Women's Issues	33%	(48)	55%	(81)	12%	(18)	147
#1 Issue: Education	31%	(33)	56%	(59)	12%	(13)	105
#1 Issue: Energy	23%	(13)	46%	(26)	31%	(18)	57
#1 Issue: Other	23%	(40)	52%	(91)	25%	(45)	176
2018 House Vote: Democrat	29%	(200)	53%	(366)	17%	(119)	685
2018 House Vote: Republican	31%	(198)	56%	(361)	13%	(83)	642
2018 House Vote: Someone else	35%	(21)	50%	(30)	15%	(9)	59
2016 Vote: Hillary Clinton	31%	(205)	52%	(349)	17%	(112)	666
2016 Vote: Donald Trump	31%	(217)	54%	(381)	15%	(105)	702
2016 Vote: Other	31%	(39)	54%	(69)	15%	(19)	126
2016 Vote: Didn't Vote	30%	(209)	53%	(376)	17%	(119)	705
Voted in 2014: Yes	30%	(380)	54%	(679)	16%	(195)	1254
Voted in 2014: No	31%	(290)	53%	(497)	17%	(159)	946
2012 Vote: Barack Obama	29%	(224)	55%	(417)	16%	(118)	760
2012 Vote: Mitt Romney	30%	(164)	55%	(299)	15%	(84)	548
2012 Vote: Other	31%	(21)	58%	(40)	11%	(8)	69
2012 Vote: Didn't Vote	32%	(259)	51%	(417)	18%	(144)	820

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**Table MCEN1\_1:** In general, what kind of fan do you consider yourself of the following?*Christmas movies*

Demographic	Avid Fan	Casual Fan	Not a fan	Total N
Adults	30% (670)	53% (1176)	16% (354)	2200
4-Region: Northeast	33% (130)	50% (198)	17% (65)	394
4-Region: Midwest	30% (137)	56% (258)	15% (67)	462
4-Region: South	32% (261)	54% (442)	15% (121)	824
4-Region: West	27% (142)	53% (277)	19% (101)	520
Fan of Christmas movies	36% (670)	64% (1176)	— (0)	1846
Fan of holiday movies	36% (666)	60% (1118)	4% (66)	1850
Fan of Christmas or holiday movies	37% (666)	63% (1118)	— (0)	1784
Watches movies at least weekly	36% (542)	51% (777)	13% (201)	1520
Watches movies at least monthly	32% (642)	53% (1046)	15% (289)	1978

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

**Table MCEN1\_2: In general, what kind of fan do you consider yourself of the following?**  
*Holiday movies*

Demographic	Avid Fan	Casual Fan	Not a fan	Total N
Adults	28% (625)	56% (1225)	16% (350)	2200
Gender: Male	21% (225)	60% (641)	18% (196)	1062
Gender: Female	35% (400)	51% (585)	14% (154)	1138
Age: 18-34	35% (231)	52% (341)	13% (84)	655
Age: 35-44	32% (115)	55% (198)	12% (44)	358
Age: 45-64	25% (186)	58% (435)	17% (130)	751
Age: 65+	22% (94)	58% (251)	21% (91)	436
GenZers: 1997-2012	36% (122)	53% (178)	11% (38)	338
Millennials: 1981-1996	34% (166)	52% (258)	14% (71)	495
GenXers: 1965-1980	27% (138)	56% (286)	17% (87)	512
Baby Boomers: 1946-1964	24% (181)	60% (460)	16% (127)	767
PID: Dem (no lean)	33% (259)	52% (417)	15% (119)	795
PID: Ind (no lean)	23% (159)	60% (422)	18% (125)	707
PID: Rep (no lean)	30% (207)	55% (386)	15% (105)	698
PID/Gender: Dem Men	23% (83)	56% (200)	21% (73)	356
PID/Gender: Dem Women	40% (176)	49% (217)	10% (46)	440
PID/Gender: Ind Men	14% (47)	67% (224)	20% (66)	337
PID/Gender: Ind Women	30% (113)	53% (198)	16% (60)	370
PID/Gender: Rep Men	26% (96)	59% (216)	15% (57)	369
PID/Gender: Rep Women	34% (111)	52% (170)	15% (49)	329
Ideo: Liberal (1-3)	29% (174)	53% (318)	17% (102)	594
Ideo: Moderate (4)	25% (149)	57% (348)	18% (109)	607
Ideo: Conservative (5-7)	28% (206)	57% (420)	15% (106)	732
Educ: < College	29% (446)	55% (826)	16% (240)	1512
Educ: Bachelors degree	26% (113)	59% (261)	16% (69)	444
Educ: Post-grad	27% (66)	56% (137)	17% (41)	244
Income: Under 50k	28% (317)	55% (615)	17% (195)	1127
Income: 50k-100k	29% (202)	57% (390)	14% (96)	688
Income: 100k+	28% (106)	57% (220)	15% (59)	385
Ethnicity: White	27% (468)	56% (962)	17% (291)	1722
Ethnicity: Hispanic	37% (128)	52% (180)	12% (41)	349
Ethnicity: Black	35% (95)	54% (149)	11% (30)	274

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**Table MCEN1\_2:** In general, what kind of fan do you consider yourself of the following?  
 Holiday movies

Demographic	Avid Fan		Casual Fan		Not a fan		Total N
Adults	28%	(625)	56%	(1225)	16%	(350)	2200
Ethnicity: Other	30%	(62)	56%	(114)	14%	(28)	204
All Christian	31%	(319)	54%	(559)	15%	(149)	1026
All Non-Christian	19%	(20)	59%	(62)	22%	(22)	104
Atheist	13%	(11)	54%	(46)	33%	(28)	84
Agnostic/Nothing in particular	25%	(148)	60%	(362)	15%	(91)	601
Something Else	33%	(128)	51%	(197)	15%	(59)	384
Religious Non-Protestant/Catholic	28%	(36)	54%	(69)	18%	(22)	127
Evangelical	36%	(210)	50%	(296)	14%	(85)	592
Non-Evangelical	28%	(216)	57%	(440)	16%	(123)	779
Community: Urban	33%	(212)	54%	(350)	13%	(85)	646
Community: Suburban	26%	(257)	56%	(558)	18%	(176)	991
Community: Rural	28%	(157)	56%	(317)	16%	(89)	563
Employ: Private Sector	28%	(194)	54%	(372)	17%	(117)	683
Employ: Government	36%	(49)	53%	(72)	12%	(16)	137
Employ: Self-Employed	33%	(63)	50%	(95)	17%	(33)	191
Employ: Homemaker	36%	(58)	54%	(87)	10%	(17)	161
Employ: Student	36%	(50)	49%	(68)	15%	(21)	139
Employ: Retired	24%	(118)	56%	(277)	20%	(100)	495
Employ: Unemployed	23%	(62)	64%	(176)	13%	(36)	273
Employ: Other	26%	(32)	65%	(79)	9%	(10)	121
Military HH: Yes	29%	(105)	55%	(202)	16%	(61)	369
Military HH: No	28%	(520)	56%	(1023)	16%	(289)	1831
RD/WT: Right Direction	32%	(214)	53%	(353)	15%	(102)	669
RD/WT: Wrong Track	27%	(411)	57%	(872)	16%	(248)	1531
Trump Job Approve	30%	(267)	55%	(485)	15%	(137)	889
Trump Job Disapprove	27%	(334)	56%	(682)	16%	(200)	1216
Trump Job Strongly Approve	31%	(167)	53%	(282)	16%	(83)	532
Trump Job Somewhat Approve	28%	(99)	57%	(203)	15%	(54)	356
Trump Job Somewhat Disapprove	29%	(83)	57%	(164)	14%	(42)	289
Trump Job Strongly Disapprove	27%	(251)	56%	(518)	17%	(158)	927

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**Table MCEN1\_2: In general, what kind of fan do you consider yourself of the following?**

*Holiday movies*

Demographic	Avid Fan		Casual Fan		Not a fan		Total N
Adults	28%	(625)	56%	(1225)	16%	(350)	2200
Favorable of Trump	30%	(263)	55%	(483)	15%	(133)	879
Unfavorable of Trump	27%	(329)	57%	(685)	16%	(195)	1209
Very Favorable of Trump	32%	(171)	53%	(286)	15%	(83)	540
Somewhat Favorable of Trump	27%	(93)	58%	(197)	15%	(50)	339
Somewhat Unfavorable of Trump	32%	(71)	56%	(124)	12%	(27)	223
Very Unfavorable of Trump	26%	(258)	57%	(561)	17%	(168)	986
#1 Issue: Economy	30%	(227)	58%	(443)	12%	(95)	765
#1 Issue: Security	37%	(84)	51%	(117)	11%	(26)	227
#1 Issue: Health Care	26%	(115)	54%	(242)	20%	(91)	448
#1 Issue: Medicare / Social Security	26%	(73)	54%	(150)	19%	(53)	275
#1 Issue: Women's Issues	32%	(47)	56%	(83)	11%	(17)	147
#1 Issue: Education	28%	(30)	58%	(61)	13%	(14)	105
#1 Issue: Energy	22%	(13)	48%	(28)	29%	(17)	57
#1 Issue: Other	21%	(36)	58%	(102)	22%	(38)	176
2018 House Vote: Democrat	27%	(186)	56%	(385)	17%	(115)	685
2018 House Vote: Republican	29%	(187)	57%	(363)	14%	(92)	642
2018 House Vote: Someone else	22%	(13)	63%	(37)	14%	(9)	59
2016 Vote: Hillary Clinton	30%	(200)	54%	(361)	16%	(104)	666
2016 Vote: Donald Trump	27%	(187)	57%	(401)	16%	(114)	702
2016 Vote: Other	29%	(36)	56%	(70)	16%	(20)	126
2016 Vote: Didn't Vote	29%	(202)	56%	(392)	16%	(111)	705
Voted in 2014: Yes	28%	(350)	56%	(705)	16%	(200)	1254
Voted in 2014: No	29%	(276)	55%	(521)	16%	(150)	946
2012 Vote: Barack Obama	28%	(210)	58%	(440)	14%	(110)	760
2012 Vote: Mitt Romney	26%	(140)	56%	(308)	18%	(99)	548
2012 Vote: Other	28%	(19)	57%	(39)	15%	(10)	69
2012 Vote: Didn't Vote	31%	(254)	53%	(437)	16%	(130)	820
4-Region: Northeast	30%	(118)	55%	(216)	15%	(60)	394
4-Region: Midwest	27%	(126)	57%	(264)	16%	(72)	462
4-Region: South	28%	(234)	56%	(460)	16%	(130)	824
4-Region: West	28%	(147)	55%	(285)	17%	(88)	520

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**Table MCEN1\_2:** In general, what kind of fan do you consider yourself of the following?*Holiday movies*

<b>Demographic</b>	<b>Avid Fan</b>		<b>Casual Fan</b>		<b>Not a fan</b>		<b>Total N</b>
Adults	28%	(625)	56%	(1225)	16%	(350)	2200
Fan of Christmas movies	34%	(619)	63%	(1165)	3%	(61)	1846
Fan of holiday movies	34%	(625)	66%	(1225)	—	(0)	1850
Fan of Christmas or holiday movies	35%	(619)	65%	(1165)	—	(0)	1784
Watches movies at least weekly	34%	(514)	54%	(821)	12%	(185)	1520
Watches movies at least monthly	30%	(599)	56%	(1101)	14%	(277)	1978

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

**Table MCEN1\_3: In general, what kind of fan do you consider yourself of the following?**

*Film*

Demographic	Avid Fan	Casual Fan	Not a fan	Total N
Adults	28% (616)	59% (1308)	13% (277)	2200
Gender: Male	32% (342)	59% (623)	9% (98)	1062
Gender: Female	24% (274)	60% (685)	16% (179)	1138
Age: 18-34	32% (210)	55% (364)	12% (82)	655
Age: 35-44	42% (151)	47% (168)	11% (39)	358
Age: 45-64	24% (178)	66% (492)	11% (80)	751
Age: 65+	17% (76)	65% (284)	17% (76)	436
GenZers: 1997-2012	27% (91)	59% (201)	14% (46)	338
Millennials: 1981-1996	40% (199)	49% (242)	11% (54)	495
GenXers: 1965-1980	31% (161)	60% (308)	8% (43)	512
Baby Boomers: 1946-1964	20% (151)	66% (505)	14% (111)	767
PID: Dem (no lean)	35% (280)	57% (451)	8% (64)	795
PID: Ind (no lean)	22% (156)	62% (440)	16% (110)	707
PID: Rep (no lean)	26% (179)	60% (416)	15% (103)	698
PID/Gender: Dem Men	43% (152)	51% (182)	6% (22)	356
PID/Gender: Dem Women	29% (129)	61% (270)	9% (41)	440
PID/Gender: Ind Men	24% (82)	63% (214)	12% (41)	337
PID/Gender: Ind Women	20% (74)	61% (226)	19% (69)	370
PID/Gender: Rep Men	29% (108)	62% (227)	9% (34)	369
PID/Gender: Rep Women	22% (71)	57% (189)	21% (69)	329
Ideo: Liberal (1-3)	38% (228)	56% (331)	6% (35)	594
Ideo: Moderate (4)	27% (164)	62% (377)	11% (65)	607
Ideo: Conservative (5-7)	23% (171)	63% (459)	14% (103)	732
Educ: < College	25% (374)	60% (905)	15% (234)	1512
Educ: Bachelors degree	33% (148)	61% (269)	6% (27)	444
Educ: Post-grad	38% (94)	55% (134)	7% (16)	244
Income: Under 50k	24% (270)	61% (684)	15% (173)	1127
Income: 50k-100k	29% (199)	60% (410)	11% (78)	688
Income: 100k+	38% (146)	55% (213)	7% (26)	385
Ethnicity: White	28% (479)	60% (1027)	13% (216)	1722
Ethnicity: Hispanic	35% (123)	56% (195)	9% (31)	349
Ethnicity: Black	29% (79)	56% (155)	15% (41)	274

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**Table MCEN1\_3: In general, what kind of fan do you consider yourself of the following?  
 Film**

Demographic	Avid Fan		Casual Fan		Not a fan		Total N
Adults	28%	(616)	59%	(1308)	13%	(277)	2200
Ethnicity: Other	29%	(59)	62%	(126)	10%	(20)	204
All Christian	25%	(261)	63%	(642)	12%	(123)	1026
All Non-Christian	42%	(43)	51%	(53)	8%	(8)	104
Atheist	38%	(32)	57%	(48)	5%	(4)	84
Agnostic/Nothing in particular	30%	(177)	57%	(345)	13%	(78)	601
Something Else	26%	(101)	57%	(219)	17%	(64)	384
Religious Non-Protestant/Catholic	39%	(50)	50%	(63)	11%	(14)	127
Evangelical	27%	(162)	59%	(351)	13%	(78)	592
Non-Evangelical	24%	(187)	63%	(490)	13%	(102)	779
Community: Urban	36%	(231)	52%	(339)	12%	(76)	646
Community: Suburban	28%	(273)	62%	(611)	11%	(107)	991
Community: Rural	20%	(111)	64%	(358)	17%	(94)	563
Employ: Private Sector	39%	(266)	52%	(356)	9%	(61)	683
Employ: Government	33%	(46)	60%	(82)	7%	(9)	137
Employ: Self-Employed	30%	(57)	62%	(119)	8%	(15)	191
Employ: Homemaker	30%	(48)	56%	(90)	15%	(24)	161
Employ: Student	24%	(33)	65%	(90)	11%	(15)	139
Employ: Retired	18%	(89)	66%	(327)	16%	(78)	495
Employ: Unemployed	21%	(58)	61%	(166)	18%	(49)	273
Employ: Other	16%	(19)	64%	(77)	21%	(25)	121
Military HH: Yes	27%	(98)	61%	(224)	13%	(46)	369
Military HH: No	28%	(517)	59%	(1084)	13%	(230)	1831
RD/WT: Right Direction	30%	(197)	60%	(403)	10%	(68)	669
RD/WT: Wrong Track	27%	(418)	59%	(905)	14%	(208)	1531
Trump Job Approve	25%	(223)	59%	(528)	15%	(138)	889
Trump Job Disapprove	31%	(377)	59%	(722)	10%	(117)	1216
Trump Job Strongly Approve	25%	(135)	59%	(312)	16%	(85)	532
Trump Job Somewhat Approve	25%	(88)	61%	(216)	15%	(53)	356
Trump Job Somewhat Disapprove	31%	(88)	59%	(169)	11%	(31)	289
Trump Job Strongly Disapprove	31%	(289)	60%	(552)	9%	(85)	927

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**Table MCEN1\_3: In general, what kind of fan do you consider yourself of the following?**

*Film*

Demographic	Avid Fan		Casual Fan		Not a fan		Total N
Adults	28%	(616)	59%	(1308)	13%	(277)	2200
Favorable of Trump	25%	(216)	59%	(523)	16%	(140)	879
Unfavorable of Trump	32%	(383)	59%	(714)	9%	(112)	1209
Very Favorable of Trump	25%	(137)	58%	(313)	17%	(89)	540
Somewhat Favorable of Trump	23%	(79)	62%	(209)	15%	(51)	339
Somewhat Unfavorable of Trump	27%	(60)	59%	(131)	15%	(32)	223
Very Unfavorable of Trump	33%	(323)	59%	(584)	8%	(79)	986
#1 Issue: Economy	33%	(250)	56%	(428)	11%	(87)	765
#1 Issue: Security	25%	(58)	62%	(142)	12%	(28)	227
#1 Issue: Health Care	31%	(137)	60%	(269)	9%	(42)	448
#1 Issue: Medicare / Social Security	18%	(50)	62%	(170)	20%	(55)	275
#1 Issue: Women's Issues	29%	(43)	56%	(83)	15%	(22)	147
#1 Issue: Education	22%	(23)	66%	(69)	12%	(12)	105
#1 Issue: Energy	40%	(23)	58%	(33)	2%	(1)	57
#1 Issue: Other	18%	(32)	65%	(114)	17%	(30)	176
2018 House Vote: Democrat	36%	(244)	56%	(386)	8%	(55)	685
2018 House Vote: Republican	25%	(164)	60%	(384)	15%	(95)	642
2018 House Vote: Someone else	27%	(16)	72%	(42)	1%	(1)	59
2016 Vote: Hillary Clinton	37%	(245)	55%	(366)	8%	(56)	666
2016 Vote: Donald Trump	24%	(172)	62%	(439)	13%	(92)	702
2016 Vote: Other	22%	(28)	63%	(79)	15%	(18)	126
2016 Vote: Didn't Vote	24%	(171)	60%	(424)	16%	(111)	705
Voted in 2014: Yes	29%	(359)	60%	(755)	11%	(140)	1254
Voted in 2014: No	27%	(257)	58%	(553)	14%	(136)	946
2012 Vote: Barack Obama	35%	(264)	56%	(429)	9%	(67)	760
2012 Vote: Mitt Romney	23%	(128)	62%	(340)	15%	(80)	548
2012 Vote: Other	8%	(6)	73%	(50)	18%	(13)	69
2012 Vote: Didn't Vote	26%	(217)	59%	(487)	14%	(117)	820
4-Region: Northeast	32%	(127)	56%	(220)	12%	(47)	394
4-Region: Midwest	22%	(102)	63%	(293)	15%	(67)	462
4-Region: South	28%	(232)	60%	(497)	12%	(95)	824
4-Region: West	30%	(155)	57%	(298)	13%	(68)	520

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**Table MCEN1\_3:** In general, what kind of fan do you consider yourself of the following?*Film*

Demographic	Avid Fan	Casual Fan	Not a fan	Total N
Adults	28% (616)	59% (1308)	13% (277)	2200
Fan of Christmas movies	30% (551)	59% (1091)	11% (204)	1846
Fan of holiday movies	30% (558)	59% (1092)	11% (200)	1850
Fan of Christmas or holiday movies	30% (539)	59% (1056)	11% (190)	1784
Watches movies at least weekly	36% (550)	56% (850)	8% (120)	1520
Watches movies at least monthly	30% (599)	60% (1188)	10% (190)	1978

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

**Table MCEN1\_4: In general, what kind of fan do you consider yourself of the following?**  
*Pop culture*

Demographic	Avid Fan		Casual Fan		Not a fan		Total N
Adults	16%	(361)	50%	(1102)	34%	(737)	2200
Gender: Male	15%	(159)	47%	(504)	38%	(398)	1062
Gender: Female	18%	(202)	52%	(598)	30%	(339)	1138
Age: 18-34	29%	(189)	52%	(338)	20%	(128)	655
Age: 35-44	25%	(89)	54%	(193)	21%	(75)	358
Age: 45-64	9%	(71)	54%	(403)	37%	(277)	751
Age: 65+	3%	(11)	38%	(168)	59%	(257)	436
GenZers: 1997-2012	32%	(108)	49%	(164)	19%	(65)	338
Millennials: 1981-1996	28%	(137)	51%	(252)	21%	(106)	495
GenXers: 1965-1980	15%	(74)	63%	(322)	22%	(115)	512
Baby Boomers: 1946-1964	5%	(41)	44%	(337)	51%	(389)	767
PID: Dem (no lean)	24%	(193)	54%	(431)	22%	(171)	795
PID: Ind (no lean)	11%	(78)	50%	(351)	39%	(279)	707
PID: Rep (no lean)	13%	(90)	46%	(321)	41%	(287)	698
PID/Gender: Dem Men	25%	(89)	52%	(186)	23%	(81)	356
PID/Gender: Dem Women	24%	(105)	56%	(245)	20%	(90)	440
PID/Gender: Ind Men	8%	(26)	46%	(154)	47%	(157)	337
PID/Gender: Ind Women	14%	(52)	53%	(196)	33%	(122)	370
PID/Gender: Rep Men	12%	(45)	44%	(164)	43%	(160)	369
PID/Gender: Rep Women	14%	(45)	48%	(156)	39%	(127)	329
Ideo: Liberal (1-3)	26%	(157)	56%	(331)	18%	(106)	594
Ideo: Moderate (4)	13%	(77)	52%	(314)	36%	(216)	607
Ideo: Conservative (5-7)	11%	(83)	44%	(320)	45%	(329)	732
Educ: < College	15%	(231)	49%	(745)	35%	(536)	1512
Educ: Bachelors degree	19%	(86)	51%	(228)	29%	(131)	444
Educ: Post-grad	18%	(45)	53%	(129)	29%	(71)	244
Income: Under 50k	16%	(180)	48%	(547)	36%	(400)	1127
Income: 50k-100k	16%	(107)	52%	(354)	33%	(227)	688
Income: 100k+	19%	(74)	52%	(201)	29%	(110)	385
Ethnicity: White	14%	(248)	50%	(857)	36%	(616)	1722
Ethnicity: Hispanic	32%	(110)	42%	(147)	26%	(92)	349
Ethnicity: Black	22%	(59)	50%	(138)	28%	(77)	274

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**Table MCEN1\_4:** In general, what kind of fan do you consider yourself of the following?  
 Pop culture

Demographic	Avid Fan		Casual Fan		Not a fan		Total N
Adults	16%	(361)	50%	(1102)	34%	(737)	2200
Ethnicity: Other	26%	(54)	52%	(106)	22%	(44)	204
All Christian	14%	(146)	48%	(488)	38%	(392)	1026
All Non-Christian	21%	(21)	60%	(62)	20%	(21)	104
Atheist	21%	(17)	47%	(39)	33%	(28)	84
Agnostic/Nothing in particular	20%	(119)	50%	(299)	30%	(183)	601
Something Else	15%	(58)	55%	(212)	30%	(114)	384
Religious Non-Protestant/Catholic	21%	(27)	56%	(72)	23%	(29)	127
Evangelical	15%	(88)	48%	(282)	37%	(221)	592
Non-Evangelical	14%	(106)	52%	(402)	35%	(270)	779
Community: Urban	25%	(158)	49%	(317)	26%	(170)	646
Community: Suburban	14%	(142)	52%	(519)	33%	(330)	991
Community: Rural	11%	(61)	47%	(265)	42%	(237)	563
Employ: Private Sector	20%	(133)	54%	(367)	27%	(183)	683
Employ: Government	22%	(30)	60%	(82)	18%	(25)	137
Employ: Self-Employed	19%	(36)	54%	(104)	27%	(51)	191
Employ: Homemaker	23%	(36)	49%	(78)	29%	(46)	161
Employ: Student	39%	(54)	46%	(64)	15%	(20)	139
Employ: Retired	3%	(14)	39%	(192)	59%	(290)	495
Employ: Unemployed	14%	(38)	55%	(150)	31%	(85)	273
Employ: Other	15%	(18)	54%	(65)	31%	(38)	121
Military HH: Yes	14%	(51)	47%	(175)	39%	(143)	369
Military HH: No	17%	(310)	51%	(927)	32%	(595)	1831
RD/WT: Right Direction	19%	(129)	48%	(324)	32%	(215)	669
RD/WT: Wrong Track	15%	(232)	51%	(778)	34%	(522)	1531
Trump Job Approve	12%	(111)	47%	(415)	41%	(362)	889
Trump Job Disapprove	20%	(242)	52%	(634)	28%	(340)	1216
Trump Job Strongly Approve	13%	(67)	43%	(231)	44%	(234)	532
Trump Job Somewhat Approve	12%	(43)	52%	(185)	36%	(128)	356
Trump Job Somewhat Disapprove	19%	(56)	46%	(134)	34%	(100)	289
Trump Job Strongly Disapprove	20%	(186)	54%	(501)	26%	(240)	927

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**Table MCEN1\_4:** In general, what kind of fan do you consider yourself of the following?  
Pop culture

Demographic	Avid Fan		Casual Fan		Not a fan		Total N
Adults	16%	(361)	50%	(1102)	34%	(737)	2200
Favorable of Trump	12%	(109)	46%	(407)	41%	(363)	879
Unfavorable of Trump	20%	(241)	53%	(645)	27%	(323)	1209
Very Favorable of Trump	13%	(72)	40%	(215)	47%	(252)	540
Somewhat Favorable of Trump	11%	(37)	57%	(192)	33%	(111)	339
Somewhat Unfavorable of Trump	16%	(36)	50%	(111)	34%	(77)	223
Very Unfavorable of Trump	21%	(206)	54%	(534)	25%	(247)	986
#1 Issue: Economy	20%	(155)	52%	(396)	28%	(213)	765
#1 Issue: Security	13%	(29)	48%	(108)	40%	(90)	227
#1 Issue: Health Care	19%	(84)	54%	(242)	27%	(122)	448
#1 Issue: Medicare / Social Security	3%	(8)	42%	(114)	55%	(153)	275
#1 Issue: Women's Issues	26%	(39)	48%	(71)	25%	(38)	147
#1 Issue: Education	17%	(18)	55%	(58)	27%	(28)	105
#1 Issue: Energy	23%	(13)	51%	(29)	26%	(15)	57
#1 Issue: Other	8%	(14)	47%	(83)	45%	(79)	176
2018 House Vote: Democrat	19%	(127)	57%	(388)	25%	(170)	685
2018 House Vote: Republican	10%	(62)	44%	(284)	46%	(296)	642
2018 House Vote: Someone else	12%	(7)	56%	(33)	32%	(19)	59
2016 Vote: Hillary Clinton	18%	(120)	57%	(377)	25%	(169)	666
2016 Vote: Donald Trump	11%	(76)	42%	(293)	47%	(334)	702
2016 Vote: Other	15%	(19)	57%	(72)	28%	(35)	126
2016 Vote: Didn't Vote	21%	(146)	51%	(361)	28%	(199)	705
Voted in 2014: Yes	13%	(165)	49%	(617)	38%	(472)	1254
Voted in 2014: No	21%	(196)	51%	(485)	28%	(265)	946
2012 Vote: Barack Obama	19%	(147)	55%	(414)	26%	(198)	760
2012 Vote: Mitt Romney	8%	(43)	40%	(221)	52%	(284)	548
2012 Vote: Other	10%	(7)	44%	(30)	47%	(32)	69
2012 Vote: Didn't Vote	20%	(165)	53%	(433)	27%	(222)	820
4-Region: Northeast	18%	(71)	52%	(203)	30%	(120)	394
4-Region: Midwest	11%	(52)	51%	(237)	38%	(174)	462
4-Region: South	16%	(133)	48%	(399)	36%	(293)	824
4-Region: West	20%	(105)	51%	(264)	29%	(151)	520

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**Table MCEN1\_4:** In general, what kind of fan do you consider yourself of the following?*Pop culture*

<b>Demographic</b>	<b>Avid Fan</b>		<b>Casual Fan</b>		<b>Not a fan</b>		<b>Total N</b>
Adults	16%	(361)	50%	(1102)	34%	(737)	2200
Fan of Christmas movies	18%	(333)	51%	(944)	31%	(569)	1846
Fan of holiday movies	18%	(333)	51%	(952)	31%	(565)	1850
Fan of Christmas or holiday movies	18%	(327)	51%	(915)	30%	(542)	1784
Watches movies at least weekly	20%	(308)	53%	(799)	27%	(413)	1520
Watches movies at least monthly	18%	(356)	52%	(1021)	30%	(601)	1978

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

**Table MCEN2\_1: How often do you watch or stream the following?**

TV shows

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	50% (1101)	27% (593)	8% (166)	6% (134)	2% (44)	3% (62)	5% (102)	2200
Gender: Male	48% (509)	30% (319)	9% (90)	6% (67)	1% (9)	3% (28)	4% (39)	1062
Gender: Female	52% (591)	24% (273)	7% (75)	6% (66)	3% (35)	3% (34)	6% (63)	1138
Age: 18-34	46% (303)	30% (199)	8% (50)	7% (44)	3% (17)	3% (20)	3% (21)	655
Age: 35-44	49% (176)	27% (97)	9% (31)	6% (21)	2% (9)	2% (8)	5% (17)	358
Age: 45-64	48% (357)	29% (216)	9% (64)	7% (49)	2% (11)	3% (22)	4% (32)	751
Age: 65+	61% (265)	18% (81)	5% (20)	4% (20)	2% (7)	3% (12)	7% (32)	436
GenZers: 1997-2012	49% (164)	28% (94)	8% (28)	5% (16)	3% (11)	3% (9)	4% (14)	338
Millennials: 1981-1996	46% (226)	31% (153)	8% (39)	7% (35)	2% (10)	3% (16)	3% (15)	495
GenXers: 1965-1980	46% (238)	31% (159)	9% (47)	6% (32)	2% (8)	2% (13)	3% (16)	512
Baby Boomers: 1946-1964	55% (420)	22% (171)	6% (50)	6% (48)	1% (11)	3% (20)	6% (48)	767
PID: Dem (no lean)	51% (408)	28% (222)	7% (54)	6% (45)	2% (18)	3% (20)	3% (28)	795
PID: Ind (no lean)	48% (338)	26% (182)	9% (62)	7% (49)	2% (14)	4% (26)	5% (36)	707
PID: Rep (no lean)	51% (355)	27% (189)	7% (50)	6% (40)	2% (12)	2% (16)	5% (37)	698
PID/Gender: Dem Men	50% (179)	29% (104)	10% (35)	6% (21)	1% (3)	3% (9)	1% (5)	356
PID/Gender: Dem Women	52% (229)	27% (118)	4% (19)	6% (24)	3% (15)	3% (11)	5% (23)	440
PID/Gender: Ind Men	44% (150)	28% (94)	9% (31)	7% (25)	1% (4)	4% (13)	6% (20)	337
PID/Gender: Ind Women	51% (188)	24% (88)	8% (31)	6% (24)	3% (10)	4% (13)	4% (16)	370
PID/Gender: Rep Men	49% (181)	33% (121)	7% (24)	6% (21)	1% (2)	2% (6)	4% (14)	369
PID/Gender: Rep Women	53% (174)	21% (68)	8% (26)	6% (18)	3% (10)	3% (10)	7% (24)	329
Ideo: Liberal (1-3)	53% (317)	30% (176)	7% (39)	5% (31)	2% (9)	2% (12)	2% (10)	594
Ideo: Moderate (4)	49% (295)	26% (159)	8% (50)	8% (46)	1% (7)	3% (17)	6% (34)	607
Ideo: Conservative (5-7)	49% (358)	26% (193)	7% (53)	7% (48)	2% (16)	4% (26)	5% (39)	732
Educ: < College	52% (792)	25% (379)	6% (94)	6% (88)	2% (32)	3% (41)	6% (86)	1512
Educ: Bachelors degree	47% (207)	30% (131)	10% (46)	6% (29)	1% (4)	3% (14)	3% (12)	444
Educ: Post-grad	41% (101)	34% (83)	10% (25)	7% (17)	3% (7)	3% (7)	2% (4)	244
Income: Under 50k	52% (587)	26% (295)	6% (73)	6% (63)	2% (20)	3% (31)	5% (58)	1127
Income: 50k-100k	46% (318)	27% (184)	10% (67)	6% (44)	2% (17)	3% (22)	5% (35)	688
Income: 100k+	51% (196)	29% (113)	7% (25)	7% (26)	2% (7)	2% (9)	2% (9)	385
Ethnicity: White	51% (885)	26% (444)	7% (125)	6% (95)	2% (34)	3% (49)	5% (89)	1722

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**Table MCEN2\_1: How often do you watch or stream the following?***TV shows*

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	50% (1101)	27% (593)	8% (166)	6% (134)	2% (44)	3% (62)	5% (102)	2200
Ethnicity: Hispanic	49% (173)	27% (93)	8% (27)	7% (25)	3% (11)	3% (10)	3% (11)	349
Ethnicity: Black	43% (118)	35% (95)	9% (24)	8% (21)	2% (4)	2% (6)	2% (6)	274
Ethnicity: Other	48% (98)	26% (54)	8% (17)	9% (18)	3% (5)	3% (7)	3% (6)	204
All Christian	50% (509)	26% (271)	7% (75)	7% (70)	2% (18)	2% (17)	6% (66)	1026
All Non-Christian	52% (55)	26% (28)	8% (8)	8% (8)	2% (2)	4% (4)	1% (1)	104
Atheist	58% (49)	24% (20)	6% (5)	4% (3)	— (0)	5% (4)	3% (3)	84
Agnostic/Nothing in particular	49% (291)	28% (171)	7% (44)	6% (33)	3% (16)	4% (24)	3% (20)	601
Something Else	51% (196)	27% (103)	9% (33)	5% (19)	2% (8)	4% (14)	3% (12)	384
Religious Non-Protestant/Catholic	52% (66)	27% (34)	6% (8)	9% (12)	1% (2)	3% (4)	2% (2)	127
Evangelical	47% (278)	29% (171)	7% (41)	7% (42)	2% (14)	2% (12)	6% (33)	592
Non-Evangelical	53% (413)	25% (193)	8% (63)	5% (41)	2% (12)	2% (18)	5% (40)	779
Community: Urban	50% (323)	26% (167)	9% (58)	7% (45)	2% (15)	3% (19)	3% (19)	646
Community: Suburban	51% (508)	28% (279)	7% (67)	5% (49)	2% (18)	3% (29)	4% (41)	991
Community: Rural	48% (270)	26% (147)	7% (40)	7% (39)	2% (11)	3% (15)	7% (41)	563
Employ: Private Sector	45% (304)	33% (223)	8% (57)	7% (47)	2% (11)	3% (20)	3% (19)	683
Employ: Government	41% (56)	34% (47)	12% (16)	6% (8)	5% (7)	1% (2)	1% (1)	137
Employ: Self-Employed	39% (75)	33% (64)	9% (17)	9% (17)	4% (8)	3% (5)	2% (4)	191
Employ: Homemaker	53% (86)	21% (34)	7% (12)	8% (13)	2% (4)	3% (5)	5% (8)	161
Employ: Student	46% (63)	33% (46)	4% (6)	7% (9)	2% (3)	6% (8)	2% (3)	139
Employ: Retired	59% (291)	20% (100)	5% (24)	6% (28)	1% (6)	2% (11)	7% (35)	495
Employ: Unemployed	56% (154)	19% (51)	10% (28)	3% (9)	1% (2)	3% (7)	8% (22)	273
Employ: Other	59% (72)	23% (28)	5% (5)	3% (3)	2% (2)	2% (3)	7% (8)	121
Military HH: Yes	54% (201)	22% (81)	8% (30)	6% (23)	2% (9)	3% (10)	5% (17)	369
Military HH: No	49% (900)	28% (512)	7% (136)	6% (111)	2% (35)	3% (53)	5% (85)	1831
RD/WT: Right Direction	48% (322)	29% (194)	7% (44)	6% (39)	3% (18)	3% (20)	5% (32)	669
RD/WT: Wrong Track	51% (779)	26% (398)	8% (122)	6% (95)	2% (26)	3% (42)	5% (69)	1531
Trump Job Approve	48% (428)	27% (239)	7% (64)	7% (61)	2% (18)	3% (29)	6% (51)	889
Trump Job Disapprove	52% (627)	28% (337)	8% (91)	6% (68)	2% (22)	2% (26)	4% (45)	1216

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**Table MCEN2\_1: How often do you watch or stream the following?**

TV shows

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	50% (1101)	27% (593)	8% (166)	6% (134)	2% (44)	3% (62)	5% (102)	2200
Trump Job Strongly Approve	48% (256)	25% (135)	8% (42)	8% (41)	2% (8)	3% (18)	6% (31)	532
Trump Job Somewhat Approve	48% (172)	29% (103)	6% (21)	5% (19)	3% (9)	3% (11)	5% (19)	356
Trump Job Somewhat Disapprove	41% (119)	34% (99)	9% (27)	8% (22)	3% (8)	2% (5)	3% (9)	289
Trump Job Strongly Disapprove	55% (508)	26% (237)	7% (65)	5% (46)	1% (14)	2% (21)	4% (36)	927
Favorable of Trump	48% (424)	27% (237)	8% (68)	6% (57)	2% (18)	3% (27)	6% (49)	879
Unfavorable of Trump	52% (628)	28% (336)	7% (85)	5% (65)	2% (25)	2% (27)	4% (43)	1209
Very Favorable of Trump	49% (262)	26% (138)	7% (40)	7% (37)	2% (10)	3% (17)	6% (35)	540
Somewhat Favorable of Trump	47% (161)	29% (100)	8% (28)	6% (19)	2% (7)	3% (9)	4% (14)	339
Somewhat Unfavorable of Trump	47% (106)	32% (71)	9% (19)	6% (14)	3% (6)	1% (3)	2% (5)	223
Very Unfavorable of Trump	53% (522)	27% (266)	7% (66)	5% (51)	2% (19)	2% (24)	4% (38)	986
#1 Issue: Economy	48% (364)	31% (234)	8% (62)	6% (46)	1% (10)	3% (26)	3% (22)	765
#1 Issue: Security	53% (120)	25% (56)	7% (17)	5% (11)	4% (10)	2% (4)	4% (9)	227
#1 Issue: Health Care	53% (237)	28% (127)	7% (29)	4% (18)	1% (6)	3% (12)	4% (18)	448
#1 Issue: Medicare / Social Security	53% (146)	21% (58)	4% (12)	9% (24)	2% (7)	3% (8)	7% (20)	275
#1 Issue: Women's Issues	52% (77)	23% (33)	6% (8)	8% (12)	— (0)	1% (2)	10% (15)	147
#1 Issue: Education	36% (38)	34% (36)	12% (12)	10% (11)	1% (1)	3% (4)	2% (2)	105
#1 Issue: Energy	52% (30)	23% (13)	11% (6)	5% (3)	4% (2)	3% (2)	1% (1)	57
#1 Issue: Other	50% (88)	20% (35)	10% (18)	5% (9)	4% (8)	2% (4)	8% (14)	176
2018 House Vote: Democrat	53% (365)	27% (184)	7% (50)	5% (35)	1% (10)	2% (13)	4% (28)	685
2018 House Vote: Republican	49% (315)	27% (177)	8% (51)	7% (43)	1% (9)	3% (19)	5% (29)	642
2018 House Vote: Someone else	40% (23)	22% (13)	15% (9)	11% (7)	2% (1)	6% (3)	4% (2)	59
2016 Vote: Hillary Clinton	55% (367)	25% (168)	7% (45)	5% (36)	2% (10)	2% (15)	4% (26)	666
2016 Vote: Donald Trump	49% (346)	27% (189)	7% (51)	7% (48)	1% (10)	3% (20)	5% (39)	702
2016 Vote: Other	44% (55)	30% (38)	13% (16)	3% (4)	2% (2)	3% (3)	6% (7)	126
2016 Vote: Didn't Vote	47% (333)	28% (197)	8% (54)	6% (46)	3% (21)	3% (24)	4% (30)	705
Voted in 2014: Yes	51% (638)	27% (340)	7% (86)	6% (79)	2% (23)	2% (30)	5% (58)	1254
Voted in 2014: No	49% (463)	27% (253)	8% (79)	6% (55)	2% (21)	3% (32)	5% (44)	946

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**Table MCEN2\_1: How often do you watch or stream the following?**  
 TV shows

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	50% (1101)	27% (593)	8% (166)	6% (134)	2% (44)	3% (62)	5% (102)	2200
2012 Vote: Barack Obama	53% (400)	27% (204)	7% (53)	5% (41)	2% (12)	2% (18)	4% (31)	760
2012 Vote: Mitt Romney	49% (271)	27% (146)	6% (36)	7% (40)	2% (11)	3% (15)	5% (29)	548
2012 Vote: Other	36% (25)	40% (27)	8% (6)	8% (5)	1% (1)	1% (1)	7% (4)	69
2012 Vote: Didn't Vote	49% (404)	26% (213)	9% (71)	6% (47)	3% (21)	3% (28)	4% (36)	820
4-Region: Northeast	54% (212)	27% (107)	7% (28)	4% (17)	1% (5)	2% (7)	4% (18)	394
4-Region: Midwest	51% (236)	24% (113)	8% (38)	6% (30)	2% (11)	2% (11)	5% (24)	462
4-Region: South	49% (406)	27% (225)	7% (61)	6% (53)	2% (14)	3% (29)	4% (36)	824
4-Region: West	48% (247)	28% (148)	8% (39)	7% (34)	3% (13)	3% (15)	5% (24)	520
Fan of Christmas movies	50% (929)	27% (499)	8% (144)	6% (111)	2% (33)	3% (50)	4% (79)	1846
Fan of holiday movies	51% (937)	26% (487)	8% (147)	6% (114)	2% (37)	3% (47)	4% (82)	1850
Fan of Christmas or holiday movies	51% (914)	26% (470)	8% (137)	6% (109)	2% (33)	3% (47)	4% (75)	1784
Watches movies at least weekly	55% (840)	30% (449)	8% (122)	4% (56)	1% (20)	1% (13)	1% (21)	1520
Watches movies at least monthly	52% (1027)	28% (555)	8% (161)	6% (126)	2% (37)	1% (27)	2% (44)	1978

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

**Table MCEN2\_2: How often do you watch or stream the following?**

*Movies*

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	20% (448)	33% (716)	16% (356)	13% (278)	8% (180)	6% (136)	4% (86)	2200
Gender: Male	19% (205)	36% (387)	18% (187)	11% (115)	8% (82)	6% (64)	2% (22)	1062
Gender: Female	21% (243)	29% (330)	15% (169)	14% (162)	9% (98)	6% (73)	6% (64)	1138
Age: 18-34	30% (198)	32% (213)	14% (94)	13% (84)	6% (37)	3% (22)	1% (8)	655
Age: 35-44	24% (87)	33% (117)	15% (52)	10% (37)	11% (40)	3% (10)	4% (14)	358
Age: 45-64	14% (109)	32% (238)	19% (146)	15% (109)	9% (65)	7% (56)	4% (28)	751
Age: 65+	12% (54)	34% (149)	15% (64)	11% (48)	9% (38)	11% (49)	8% (36)	436
GenZers: 1997-2012	29% (98)	28% (95)	14% (48)	18% (60)	6% (22)	3% (10)	2% (6)	338
Millennials: 1981-1996	31% (155)	35% (174)	14% (71)	9% (44)	6% (29)	3% (14)	2% (7)	495
GenXers: 1965-1980	20% (100)	32% (164)	17% (88)	13% (66)	11% (55)	5% (26)	3% (13)	512
Baby Boomers: 1946-1964	10% (80)	35% (267)	18% (137)	13% (102)	8% (63)	9% (70)	6% (47)	767
PID: Dem (no lean)	22% (175)	35% (278)	18% (142)	11% (91)	6% (48)	5% (42)	3% (20)	795
PID: Ind (no lean)	19% (135)	33% (233)	15% (105)	15% (103)	9% (63)	6% (43)	4% (25)	707
PID: Rep (no lean)	20% (138)	30% (206)	16% (108)	12% (84)	10% (69)	7% (52)	6% (41)	698
PID/Gender: Dem Men	24% (84)	38% (136)	18% (63)	10% (35)	5% (18)	5% (18)	1% (3)	356
PID/Gender: Dem Women	21% (91)	32% (142)	18% (79)	13% (56)	7% (31)	5% (24)	4% (18)	440
PID/Gender: Ind Men	13% (44)	39% (131)	17% (58)	13% (44)	9% (32)	6% (20)	3% (9)	337
PID/Gender: Ind Women	25% (92)	28% (102)	13% (47)	16% (59)	8% (31)	6% (23)	4% (16)	370
PID/Gender: Rep Men	21% (77)	32% (120)	18% (66)	10% (36)	9% (33)	7% (26)	3% (11)	369
PID/Gender: Rep Women	18% (60)	26% (86)	13% (43)	15% (48)	11% (36)	8% (26)	9% (30)	329
Ideo: Liberal (1-3)	23% (136)	33% (197)	17% (101)	14% (81)	7% (39)	5% (29)	2% (10)	594
Ideo: Moderate (4)	15% (90)	37% (222)	19% (112)	12% (70)	7% (45)	6% (39)	5% (29)	607
Ideo: Conservative (5-7)	18% (134)	30% (222)	16% (115)	12% (91)	10% (73)	8% (59)	5% (38)	732
Educ: < College	22% (339)	31% (472)	14% (212)	13% (196)	9% (129)	7% (100)	4% (64)	1512
Educ: Bachelors degree	15% (68)	35% (157)	21% (94)	12% (52)	7% (32)	5% (23)	4% (18)	444
Educ: Post-grad	17% (41)	36% (88)	20% (49)	12% (30)	8% (19)	5% (13)	2% (4)	244
Income: Under 50k	24% (270)	30% (335)	13% (147)	14% (162)	8% (89)	6% (70)	5% (54)	1127
Income: 50k-100k	16% (112)	35% (239)	19% (133)	10% (71)	8% (55)	8% (54)	4% (24)	688
Income: 100k+	17% (66)	37% (142)	19% (75)	12% (45)	10% (37)	3% (13)	2% (7)	385
Ethnicity: White	19% (321)	32% (559)	16% (277)	12% (215)	9% (153)	7% (121)	4% (77)	1722

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**Table MCEN2\_2: How often do you watch or stream the following?**  
 Movies

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	20% (448)	33% (716)	16% (356)	13% (278)	8% (180)	6% (136)	4% (86)	2200
Ethnicity: Hispanic	25% (89)	36% (127)	10% (33)	17% (61)	8% (29)	2% (7)	1% (4)	349
Ethnicity: Black	29% (79)	35% (97)	16% (43)	11% (31)	4% (11)	3% (8)	2% (4)	274
Ethnicity: Other	23% (48)	30% (61)	17% (35)	16% (32)	8% (16)	4% (7)	2% (5)	204
All Christian	17% (178)	32% (327)	15% (157)	12% (124)	10% (104)	8% (77)	6% (58)	1026
All Non-Christian	19% (20)	35% (37)	20% (21)	11% (11)	8% (8)	5% (5)	2% (2)	104
Atheist	16% (13)	37% (31)	19% (16)	10% (9)	9% (7)	8% (6)	2% (2)	84
Agnostic/Nothing in particular	21% (129)	35% (208)	16% (98)	13% (76)	7% (44)	5% (32)	3% (15)	601
Something Else	28% (108)	30% (114)	17% (64)	15% (58)	5% (17)	4% (15)	2% (9)	384
Religious Non-Protestant/Catholic	21% (27)	32% (40)	19% (24)	12% (15)	8% (10)	5% (7)	3% (3)	127
Evangelical	24% (142)	31% (181)	15% (88)	13% (74)	7% (44)	6% (34)	5% (28)	592
Non-Evangelical	17% (133)	32% (253)	16% (126)	13% (101)	9% (72)	7% (57)	5% (37)	779
Community: Urban	27% (178)	32% (204)	16% (106)	10% (66)	9% (59)	3% (17)	2% (16)	646
Community: Suburban	15% (147)	36% (354)	17% (165)	13% (131)	8% (82)	8% (78)	3% (34)	991
Community: Rural	22% (123)	28% (159)	15% (85)	14% (80)	7% (39)	7% (41)	6% (36)	563
Employ: Private Sector	18% (126)	36% (243)	18% (122)	15% (100)	6% (38)	5% (36)	3% (18)	683
Employ: Government	22% (30)	33% (45)	21% (29)	8% (12)	12% (16)	3% (5)	1% (1)	137
Employ: Self-Employed	24% (45)	33% (63)	20% (39)	8% (16)	8% (15)	4% (8)	4% (7)	191
Employ: Homemaker	19% (30)	27% (44)	16% (25)	10% (16)	13% (20)	11% (18)	4% (7)	161
Employ: Student	20% (27)	31% (43)	14% (20)	21% (29)	7% (9)	7% (10)	1% (1)	139
Employ: Retired	13% (64)	35% (175)	14% (67)	11% (52)	9% (47)	10% (49)	8% (41)	495
Employ: Unemployed	33% (90)	25% (69)	12% (33)	15% (41)	9% (25)	3% (8)	3% (7)	273
Employ: Other	30% (36)	29% (35)	17% (20)	9% (11)	9% (11)	3% (4)	3% (4)	121
Military HH: Yes	17% (64)	36% (133)	16% (60)	14% (51)	8% (29)	6% (21)	3% (10)	369
Military HH: No	21% (384)	32% (584)	16% (295)	12% (227)	8% (151)	6% (115)	4% (76)	1831
RD/WT: Right Direction	24% (163)	30% (200)	14% (95)	11% (75)	9% (59)	7% (48)	4% (28)	669
RD/WT: Wrong Track	19% (285)	34% (516)	17% (260)	13% (203)	8% (121)	6% (88)	4% (57)	1531
Trump Job Approve	21% (184)	30% (265)	15% (132)	13% (114)	9% (82)	7% (64)	5% (47)	889
Trump Job Disapprove	20% (240)	35% (429)	17% (210)	12% (142)	8% (95)	5% (64)	3% (35)	1216

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**Table MCEN2\_2: How often do you watch or stream the following?**

*Movies*

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	20% (448)	33% (716)	16% (356)	13% (278)	8% (180)	6% (136)	4% (86)	2200
Trump Job Strongly Approve	21% (113)	30% (158)	14% (72)	14% (73)	8% (44)	7% (39)	6% (33)	532
Trump Job Somewhat Approve	20% (71)	30% (107)	17% (60)	12% (41)	11% (38)	7% (25)	4% (14)	356
Trump Job Somewhat Disapprove	24% (71)	36% (105)	16% (46)	10% (30)	7% (19)	3% (9)	3% (9)	289
Trump Job Strongly Disapprove	18% (169)	35% (324)	18% (164)	12% (111)	8% (76)	6% (55)	3% (27)	927
Favorable of Trump	22% (194)	30% (261)	13% (116)	13% (113)	9% (78)	7% (64)	6% (53)	879
Unfavorable of Trump	18% (221)	35% (427)	18% (223)	13% (153)	7% (90)	5% (64)	3% (31)	1209
Very Favorable of Trump	22% (117)	28% (153)	14% (73)	13% (72)	9% (47)	8% (42)	7% (36)	540
Somewhat Favorable of Trump	23% (76)	32% (108)	13% (43)	12% (41)	9% (31)	7% (23)	5% (17)	339
Somewhat Unfavorable of Trump	21% (46)	36% (80)	19% (41)	13% (30)	6% (14)	2% (5)	3% (6)	223
Very Unfavorable of Trump	18% (175)	35% (347)	18% (181)	13% (124)	8% (76)	6% (58)	3% (25)	986
#1 Issue: Economy	20% (153)	36% (279)	17% (133)	12% (93)	6% (46)	5% (36)	3% (24)	765
#1 Issue: Security	22% (49)	34% (77)	13% (29)	8% (17)	13% (28)	6% (13)	6% (13)	227
#1 Issue: Health Care	21% (92)	34% (152)	14% (63)	12% (55)	10% (44)	7% (31)	2% (11)	448
#1 Issue: Medicare / Social Security	13% (37)	27% (76)	16% (45)	13% (37)	11% (30)	11% (29)	8% (22)	275
#1 Issue: Women's Issues	34% (49)	23% (33)	13% (19)	18% (27)	9% (14)	3% (4)	1% (1)	147
#1 Issue: Education	20% (20)	36% (38)	19% (20)	17% (17)	4% (4)	4% (4)	1% (1)	105
#1 Issue: Energy	24% (14)	22% (12)	16% (9)	17% (10)	7% (4)	12% (7)	2% (1)	57
#1 Issue: Other	19% (33)	29% (50)	22% (39)	12% (21)	5% (9)	7% (12)	7% (12)	176
2018 House Vote: Democrat	18% (126)	35% (243)	18% (121)	12% (86)	6% (41)	7% (48)	3% (20)	685
2018 House Vote: Republican	15% (96)	32% (208)	16% (105)	13% (83)	10% (67)	7% (47)	6% (37)	642
2018 House Vote: Someone else	15% (9)	29% (17)	23% (14)	15% (9)	10% (6)	6% (3)	3% (2)	59
2016 Vote: Hillary Clinton	18% (119)	36% (243)	19% (123)	11% (74)	7% (46)	6% (43)	3% (18)	666
2016 Vote: Donald Trump	16% (111)	33% (233)	16% (111)	12% (86)	10% (69)	7% (47)	6% (44)	702
2016 Vote: Other	18% (23)	29% (37)	21% (26)	10% (13)	9% (12)	10% (13)	2% (3)	126
2016 Vote: Didn't Vote	28% (195)	29% (203)	13% (95)	15% (105)	7% (52)	5% (34)	3% (21)	705
Voted in 2014: Yes	16% (204)	35% (436)	17% (212)	12% (149)	8% (105)	7% (92)	4% (56)	1254
Voted in 2014: No	26% (244)	30% (280)	15% (143)	14% (129)	8% (75)	5% (44)	3% (30)	946

Continued on next page

**Table MCEN2\_2: How often do you watch or stream the following?**  
 Movies

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	20% (448)	33% (716)	16% (356)	13% (278)	8% (180)	6% (136)	4% (86)	2200
2012 Vote: Barack Obama	19% (144)	36% (271)	17% (130)	11% (85)	7% (55)	6% (47)	4% (28)	760
2012 Vote: Mitt Romney	13% (72)	34% (184)	16% (89)	11% (58)	11% (60)	10% (56)	5% (30)	548
2012 Vote: Other	13% (9)	24% (16)	25% (17)	19% (13)	10% (7)	4% (3)	5% (4)	69
2012 Vote: Didn't Vote	27% (223)	30% (242)	15% (119)	15% (121)	7% (59)	4% (31)	3% (24)	820
4-Region: Northeast	20% (78)	35% (139)	17% (66)	13% (50)	7% (26)	6% (24)	3% (12)	394
4-Region: Midwest	16% (75)	31% (144)	18% (85)	14% (65)	7% (32)	8% (36)	6% (26)	462
4-Region: South	22% (179)	33% (269)	14% (119)	13% (103)	9% (74)	6% (47)	4% (33)	824
4-Region: West	22% (117)	32% (165)	16% (85)	11% (60)	9% (49)	6% (29)	3% (15)	520
Fan of Christmas movies	21% (395)	34% (630)	16% (293)	12% (229)	8% (140)	6% (102)	3% (55)	1846
Fan of holiday movies	22% (399)	34% (638)	16% (298)	12% (224)	8% (141)	5% (96)	3% (54)	1850
Fan of Christmas or holiday movies	22% (389)	34% (614)	16% (286)	12% (218)	8% (134)	5% (93)	3% (51)	1784
Watches movies at least weekly	29% (448)	47% (716)	23% (356)	— (0)	— (0)	— (0)	— (0)	1520
Watches movies at least monthly	23% (448)	36% (716)	18% (356)	14% (278)	9% (180)	— (0)	— (0)	1978

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

**Table MCEN2\_3: How often do you watch or stream the following?**  
*Sporting events*

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	7% (153)	21% (453)	15% (332)	7% (147)	6% (124)	16% (348)	29% (643)	2200
Gender: Male	11% (115)	32% (341)	18% (191)	7% (72)	4% (41)	11% (112)	18% (189)	1062
Gender: Female	3% (38)	10% (112)	12% (141)	7% (75)	7% (82)	21% (236)	40% (454)	1138
Age: 18-34	9% (57)	16% (107)	12% (81)	6% (39)	7% (46)	19% (127)	30% (199)	655
Age: 35-44	9% (34)	25% (91)	13% (46)	8% (29)	5% (18)	15% (54)	24% (87)	358
Age: 45-64	6% (43)	21% (160)	17% (127)	6% (48)	6% (43)	13% (101)	30% (229)	751
Age: 65+	4% (20)	22% (95)	18% (78)	7% (32)	4% (17)	15% (67)	29% (128)	436
GenZers: 1997-2012	7% (22)	11% (37)	10% (35)	6% (21)	8% (26)	22% (76)	36% (121)	338
Millennials: 1981-1996	11% (53)	23% (112)	14% (71)	5% (26)	6% (28)	17% (84)	24% (121)	495
GenXers: 1965-1980	10% (49)	22% (112)	15% (75)	7% (38)	5% (28)	12% (63)	28% (146)	512
Baby Boomers: 1946-1964	3% (24)	23% (177)	17% (131)	7% (57)	5% (39)	14% (107)	30% (234)	767
PID: Dem (no lean)	8% (63)	21% (167)	16% (129)	8% (62)	6% (48)	14% (108)	27% (218)	795
PID: Ind (no lean)	4% (31)	19% (132)	14% (101)	7% (47)	4% (31)	20% (141)	32% (224)	707
PID: Rep (no lean)	8% (59)	22% (155)	15% (102)	5% (38)	6% (45)	14% (99)	29% (201)	698
PID/Gender: Dem Men	10% (35)	34% (122)	18% (65)	7% (26)	3% (11)	9% (33)	18% (64)	356
PID/Gender: Dem Women	6% (28)	10% (44)	15% (64)	8% (37)	8% (37)	17% (75)	35% (154)	440
PID/Gender: Ind Men	8% (28)	30% (102)	17% (57)	7% (22)	4% (14)	13% (45)	20% (69)	337
PID/Gender: Ind Women	1% (3)	8% (30)	12% (44)	7% (25)	4% (16)	26% (96)	42% (155)	370
PID/Gender: Rep Men	14% (52)	32% (117)	19% (69)	6% (24)	4% (16)	9% (34)	15% (56)	369
PID/Gender: Rep Women	2% (6)	11% (37)	10% (33)	4% (14)	9% (29)	20% (65)	44% (144)	329
Ideo: Liberal (1-3)	8% (48)	21% (127)	16% (95)	8% (47)	6% (34)	13% (79)	28% (164)	594
Ideo: Moderate (4)	5% (33)	24% (146)	16% (100)	8% (48)	4% (27)	14% (84)	28% (170)	607
Ideo: Conservative (5-7)	7% (51)	21% (156)	15% (112)	6% (41)	5% (40)	17% (121)	29% (211)	732
Educ: < College	6% (96)	16% (245)	14% (219)	6% (91)	6% (90)	17% (262)	34% (510)	1512
Educ: Bachelors degree	7% (32)	30% (134)	18% (80)	8% (35)	5% (21)	12% (55)	20% (87)	444
Educ: Post-grad	10% (25)	30% (74)	14% (34)	9% (22)	5% (13)	13% (32)	19% (45)	244
Income: Under 50k	5% (59)	16% (182)	14% (156)	6% (69)	6% (66)	16% (183)	37% (412)	1127
Income: 50k-100k	7% (46)	22% (149)	16% (113)	7% (49)	6% (39)	17% (119)	25% (172)	688
Income: 100k+	12% (48)	32% (122)	16% (63)	7% (29)	5% (18)	12% (46)	15% (59)	385
Ethnicity: White	6% (108)	21% (359)	15% (251)	7% (112)	6% (99)	16% (273)	30% (520)	1722

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**Table MCEN2\_3: How often do you watch or stream the following?**  
*Sporting events*

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	7% (153)	21% (453)	15% (332)	7% (147)	6% (124)	16% (348)	29% (643)	2200
Ethnicity: Hispanic	10% (35)	18% (64)	13% (45)	6% (19)	4% (14)	17% (61)	32% (111)	349
Ethnicity: Black	9% (25)	23% (63)	16% (44)	10% (26)	6% (16)	14% (40)	22% (61)	274
Ethnicity: Other	10% (20)	16% (32)	19% (38)	4% (9)	4% (8)	18% (36)	30% (61)	204
All Christian	7% (76)	24% (247)	16% (167)	7% (72)	6% (58)	14% (141)	26% (265)	1026
All Non-Christian	8% (8)	29% (30)	17% (17)	12% (12)	9% (9)	4% (5)	22% (23)	104
Atheist	5% (4)	20% (17)	14% (12)	3% (3)	9% (8)	21% (17)	28% (24)	84
Agnostic/Nothing in particular	6% (37)	17% (104)	13% (81)	6% (35)	5% (30)	18% (111)	34% (203)	601
Something Else	7% (28)	14% (55)	14% (55)	7% (26)	5% (18)	19% (75)	33% (128)	384
Religious Non-Protestant/Catholic	7% (8)	25% (32)	15% (19)	10% (13)	8% (10)	7% (9)	28% (36)	127
Evangelical	9% (55)	20% (120)	15% (88)	5% (28)	5% (29)	14% (80)	33% (192)	592
Non-Evangelical	6% (46)	23% (179)	16% (127)	9% (66)	6% (47)	16% (128)	24% (186)	779
Community: Urban	9% (56)	25% (164)	16% (103)	7% (47)	6% (36)	16% (104)	21% (136)	646
Community: Suburban	6% (61)	22% (217)	15% (147)	7% (72)	5% (53)	15% (145)	30% (296)	991
Community: Rural	6% (36)	13% (72)	15% (82)	5% (29)	6% (35)	18% (99)	37% (210)	563
Employ: Private Sector	8% (57)	25% (168)	18% (120)	7% (45)	6% (42)	13% (86)	24% (164)	683
Employ: Government	11% (15)	37% (51)	11% (15)	8% (11)	7% (10)	11% (15)	14% (20)	137
Employ: Self-Employed	12% (22)	15% (29)	16% (31)	11% (22)	7% (13)	14% (26)	25% (48)	191
Employ: Homemaker	2% (3)	12% (19)	12% (19)	5% (7)	10% (16)	19% (31)	41% (66)	161
Employ: Student	8% (11)	11% (15)	4% (6)	6% (9)	6% (9)	30% (42)	34% (48)	139
Employ: Retired	3% (15)	23% (115)	18% (90)	6% (32)	3% (17)	15% (73)	31% (153)	495
Employ: Unemployed	6% (16)	15% (40)	11% (30)	6% (15)	5% (13)	20% (54)	39% (105)	273
Employ: Other	12% (14)	14% (17)	17% (21)	5% (6)	4% (5)	17% (21)	31% (38)	121
Military HH: Yes	4% (16)	23% (83)	16% (60)	8% (28)	5% (19)	17% (62)	27% (100)	369
Military HH: No	7% (136)	20% (370)	15% (272)	6% (119)	6% (105)	16% (286)	30% (542)	1831
RD/WT: Right Direction	11% (71)	25% (168)	14% (94)	7% (44)	6% (38)	12% (78)	26% (176)	669
RD/WT: Wrong Track	5% (82)	19% (285)	16% (238)	7% (103)	6% (85)	18% (270)	30% (467)	1531
Trump Job Approve	6% (55)	20% (179)	17% (149)	6% (54)	6% (55)	15% (129)	30% (268)	889
Trump Job Disapprove	8% (96)	22% (266)	14% (173)	7% (88)	5% (61)	16% (197)	27% (334)	1216

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**Table MCEN2\_3: How often do you watch or stream the following?  
Sporting events**

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	7% (153)	21% (453)	15% (332)	7% (147)	6% (124)	16% (348)	29% (643)	2200
Trump Job Strongly Approve	7% (37)	20% (104)	16% (85)	6% (31)	6% (33)	14% (73)	32% (169)	532
Trump Job Somewhat Approve	5% (18)	21% (75)	18% (64)	6% (23)	6% (22)	16% (56)	28% (98)	356
Trump Job Somewhat Disapprove	16% (47)	25% (73)	14% (40)	6% (17)	4% (10)	12% (33)	24% (68)	289
Trump Job Strongly Disapprove	5% (49)	21% (193)	14% (133)	8% (71)	6% (51)	18% (163)	29% (266)	927
Favorable of Trump	7% (61)	20% (179)	16% (142)	6% (51)	7% (59)	14% (127)	30% (260)	879
Unfavorable of Trump	6% (77)	22% (263)	14% (171)	8% (93)	5% (63)	17% (205)	28% (338)	1209
Very Favorable of Trump	7% (35)	21% (116)	14% (76)	6% (33)	5% (29)	14% (75)	33% (176)	540
Somewhat Favorable of Trump	8% (26)	19% (63)	19% (66)	5% (18)	9% (30)	15% (52)	25% (85)	339
Somewhat Unfavorable of Trump	8% (17)	24% (54)	17% (38)	5% (12)	4% (8)	14% (31)	28% (63)	223
Very Unfavorable of Trump	6% (60)	21% (209)	13% (133)	8% (81)	5% (54)	18% (174)	28% (275)	986
#1 Issue: Economy	6% (48)	21% (159)	16% (124)	8% (62)	6% (46)	16% (122)	27% (203)	765
#1 Issue: Security	9% (21)	25% (56)	12% (26)	5% (12)	5% (12)	15% (34)	30% (67)	227
#1 Issue: Health Care	8% (37)	24% (106)	16% (71)	4% (20)	5% (22)	15% (67)	28% (125)	448
#1 Issue: Medicare / Social Security	2% (6)	16% (45)	18% (51)	9% (25)	4% (11)	14% (38)	36% (99)	275
#1 Issue: Women's Issues	10% (14)	9% (14)	12% (17)	10% (14)	10% (15)	17% (25)	33% (48)	147
#1 Issue: Education	8% (8)	24% (25)	11% (11)	2% (3)	6% (6)	27% (28)	22% (23)	105
#1 Issue: Energy	16% (9)	29% (17)	4% (2)	1% (1)	8% (5)	16% (9)	26% (15)	57
#1 Issue: Other	5% (9)	18% (32)	17% (30)	6% (10)	4% (8)	14% (25)	36% (63)	176
2018 House Vote: Democrat	7% (51)	25% (170)	17% (117)	9% (58)	5% (37)	11% (77)	25% (174)	685
2018 House Vote: Republican	6% (39)	26% (165)	17% (108)	6% (35)	6% (36)	15% (96)	25% (162)	642
2018 House Vote: Someone else	4% (2)	13% (7)	7% (4)	15% (9)	6% (3)	24% (14)	32% (19)	59
2016 Vote: Hillary Clinton	7% (46)	25% (165)	18% (119)	9% (57)	5% (34)	13% (83)	24% (160)	666
2016 Vote: Donald Trump	7% (46)	25% (172)	16% (113)	5% (37)	5% (39)	15% (105)	27% (191)	702
2016 Vote: Other	5% (6)	15% (19)	18% (23)	6% (8)	6% (8)	17% (21)	33% (41)	126
2016 Vote: Didn't Vote	8% (55)	14% (97)	11% (77)	6% (45)	6% (43)	20% (139)	35% (250)	705
Voted in 2014: Yes	8% (99)	25% (318)	16% (201)	7% (91)	5% (65)	14% (171)	25% (309)	1254
Voted in 2014: No	6% (54)	14% (136)	14% (131)	6% (56)	6% (59)	19% (177)	35% (333)	946

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**Table MCEN2\_3: How often do you watch or stream the following?**  
*Sporting events*

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	7% (153)	21% (453)	15% (332)	7% (147)	6% (124)	16% (348)	29% (643)	2200
2012 Vote: Barack Obama	8% (58)	24% (180)	17% (130)	9% (69)	5% (40)	13% (96)	25% (186)	760
2012 Vote: Mitt Romney	7% (39)	24% (133)	16% (87)	6% (33)	5% (27)	15% (82)	27% (146)	548
2012 Vote: Other	3% (2)	19% (13)	15% (10)	2% (1)	3% (2)	18% (12)	40% (27)	69
2012 Vote: Didn't Vote	7% (53)	15% (125)	13% (104)	5% (43)	7% (54)	19% (158)	34% (283)	820
4-Region: Northeast	6% (25)	24% (93)	21% (82)	7% (26)	4% (17)	13% (53)	25% (97)	394
4-Region: Midwest	5% (22)	20% (93)	12% (57)	8% (35)	7% (31)	18% (82)	31% (142)	462
4-Region: South	7% (58)	20% (165)	15% (126)	8% (64)	7% (58)	16% (131)	27% (222)	824
4-Region: West	9% (48)	20% (103)	13% (67)	4% (22)	3% (18)	16% (82)	35% (182)	520
Fan of Christmas movies	7% (129)	21% (391)	16% (286)	7% (130)	5% (101)	17% (305)	27% (505)	1846
Fan of holiday movies	7% (131)	21% (392)	15% (280)	7% (131)	6% (105)	17% (307)	27% (505)	1850
Fan of Christmas or holiday movies	7% (124)	21% (380)	15% (272)	7% (127)	5% (97)	17% (299)	27% (485)	1784
Watches movies at least weekly	9% (142)	24% (360)	17% (252)	6% (95)	5% (83)	15% (226)	24% (364)	1520
Watches movies at least monthly	8% (152)	22% (432)	15% (304)	7% (140)	6% (113)	16% (313)	26% (523)	1978

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

**Table MCEN3\_1: Do you have a favorable or unfavorable impression of the following types of movies?**

*Animated*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	24% (523)	42% (930)	16% (353)	8% (181)	8% (186)	1% (27)	2200
Gender: Male	22% (235)	43% (457)	19% (206)	7% (73)	8% (81)	1% (9)	1062
Gender: Female	25% (288)	42% (472)	13% (148)	9% (107)	9% (105)	2% (18)	1138
Age: 18-34	36% (234)	39% (257)	12% (77)	7% (45)	4% (28)	2% (15)	655
Age: 35-44	28% (101)	40% (144)	15% (54)	8% (27)	7% (24)	2% (8)	358
Age: 45-64	20% (151)	43% (325)	17% (128)	8% (61)	11% (85)	— (1)	751
Age: 65+	8% (37)	47% (205)	22% (95)	11% (48)	11% (49)	1% (3)	436
GenZers: 1997-2012	36% (120)	36% (122)	13% (42)	9% (30)	4% (14)	3% (10)	338
Millennials: 1981-1996	34% (167)	40% (199)	13% (64)	6% (27)	5% (26)	2% (11)	495
GenXers: 1965-1980	27% (140)	41% (208)	16% (80)	7% (37)	9% (44)	1% (3)	512
Baby Boomers: 1946-1964	12% (93)	47% (364)	19% (147)	10% (77)	11% (86)	— (2)	767
PID: Dem (no lean)	27% (211)	44% (349)	16% (124)	7% (52)	7% (55)	1% (4)	795
PID: Ind (no lean)	23% (160)	41% (292)	16% (112)	8% (60)	10% (71)	2% (12)	707
PID: Rep (no lean)	22% (151)	41% (289)	17% (117)	10% (69)	9% (61)	2% (11)	698
PID/Gender: Dem Men	27% (95)	45% (162)	17% (60)	6% (22)	5% (17)	— (0)	356
PID/Gender: Dem Women	26% (116)	43% (187)	15% (64)	7% (31)	9% (38)	1% (4)	440
PID/Gender: Ind Men	19% (64)	40% (134)	23% (78)	7% (23)	10% (34)	1% (4)	337
PID/Gender: Ind Women	26% (96)	43% (158)	9% (34)	10% (37)	10% (36)	2% (8)	370
PID/Gender: Rep Men	21% (76)	44% (162)	18% (68)	8% (29)	8% (29)	1% (5)	369
PID/Gender: Rep Women	23% (75)	39% (127)	15% (49)	12% (40)	9% (31)	2% (6)	329
Ideo: Liberal (1-3)	26% (154)	43% (258)	16% (97)	7% (43)	7% (40)	— (2)	594
Ideo: Moderate (4)	23% (142)	44% (268)	16% (100)	6% (37)	9% (53)	1% (6)	607
Ideo: Conservative (5-7)	21% (155)	41% (300)	18% (132)	10% (74)	9% (67)	1% (4)	732
Educ: < College	25% (382)	41% (615)	16% (234)	9% (129)	9% (130)	1% (22)	1512
Educ: Bachelors degree	20% (88)	45% (202)	18% (79)	7% (33)	9% (40)	— (2)	444
Educ: Post-grad	22% (53)	46% (113)	16% (40)	8% (19)	7% (16)	1% (4)	244
Income: Under 50k	27% (307)	39% (444)	14% (153)	9% (98)	9% (106)	2% (21)	1127
Income: 50k-100k	20% (136)	45% (309)	18% (125)	9% (59)	8% (53)	1% (6)	688
Income: 100k+	21% (80)	46% (177)	20% (76)	6% (23)	7% (27)	— (1)	385
Ethnicity: White	21% (357)	44% (750)	17% (293)	9% (163)	8% (146)	1% (13)	1722
Ethnicity: Hispanic	35% (121)	38% (132)	13% (45)	8% (28)	6% (22)	1% (2)	349

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**Table MCEN3\_1:** Do you have a favorable or unfavorable impression of the following types of movies?*Animated*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	24% (523)	42% (930)	16% (353)	8% (181)	8% (186)	1% (27)	2200
Ethnicity: Black	35% (96)	37% (100)	11% (29)	4% (12)	9% (24)	5% (13)	274
Ethnicity: Other	34% (70)	39% (80)	15% (31)	3% (6)	8% (16)	— (0)	204
All Christian	20% (209)	44% (454)	17% (177)	9% (95)	9% (89)	— (2)	1026
All Non-Christian	23% (24)	46% (48)	17% (18)	7% (7)	5% (5)	3% (3)	104
Atheist	22% (19)	46% (39)	14% (12)	8% (7)	7% (6)	2% (2)	84
Agnostic/Nothing in particular	24% (147)	40% (243)	17% (102)	8% (48)	8% (51)	2% (10)	601
Something Else	32% (125)	38% (146)	11% (44)	6% (24)	9% (35)	3% (11)	384
Religious Non-Protestant/Catholic	26% (34)	46% (58)	15% (20)	6% (7)	4% (5)	2% (3)	127
Evangelical	25% (147)	43% (253)	15% (87)	8% (46)	8% (50)	1% (9)	592
Non-Evangelical	23% (176)	43% (332)	16% (123)	9% (71)	9% (74)	— (4)	779
Community: Urban	29% (186)	38% (248)	16% (107)	6% (40)	9% (59)	1% (6)	646
Community: Suburban	20% (203)	45% (443)	17% (171)	8% (84)	9% (85)	1% (7)	991
Community: Rural	24% (134)	42% (239)	14% (76)	10% (57)	8% (42)	3% (15)	563
Employ: Private Sector	22% (151)	46% (311)	18% (121)	8% (58)	6% (39)	1% (4)	683
Employ: Government	29% (40)	46% (63)	11% (16)	5% (6)	9% (12)	— (0)	137
Employ: Self-Employed	31% (58)	33% (64)	16% (31)	11% (21)	7% (13)	2% (4)	191
Employ: Homemaker	32% (52)	41% (65)	12% (19)	7% (11)	6% (10)	2% (4)	161
Employ: Student	44% (62)	34% (47)	10% (13)	7% (10)	5% (7)	— (0)	139
Employ: Retired	10% (52)	45% (224)	20% (100)	11% (52)	13% (64)	— (2)	495
Employ: Unemployed	29% (79)	38% (105)	12% (34)	6% (16)	10% (28)	4% (12)	273
Employ: Other	25% (30)	42% (51)	16% (20)	5% (6)	11% (13)	1% (1)	121
Military HH: Yes	19% (71)	42% (154)	21% (77)	8% (31)	9% (32)	1% (3)	369
Military HH: No	25% (452)	42% (776)	15% (276)	8% (150)	8% (154)	1% (24)	1831
RD/WT: Right Direction	25% (170)	42% (281)	14% (96)	9% (60)	8% (51)	2% (10)	669
RD/WT: Wrong Track	23% (353)	42% (649)	17% (257)	8% (120)	9% (135)	1% (17)	1531
Trump Job Approve	22% (197)	42% (371)	15% (137)	10% (88)	9% (81)	2% (15)	889
Trump Job Disapprove	25% (300)	43% (517)	17% (211)	7% (86)	8% (95)	— (5)	1216

Continued on next page

**Table MCEN3\_1: Do you have a favorable or unfavorable impression of the following types of movies?**

*Animated*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	24% (523)	42% (930)	16% (353)	8% (181)	8% (186)	1% (27)	2200
Trump Job Strongly Approve	23% (121)	40% (214)	15% (78)	11% (60)	10% (51)	1% (8)	532
Trump Job Somewhat Approve	21% (76)	44% (156)	16% (59)	8% (28)	8% (30)	2% (7)	356
Trump Job Somewhat Disapprove	29% (85)	40% (116)	17% (50)	5% (13)	8% (24)	— (1)	289
Trump Job Strongly Disapprove	23% (215)	43% (401)	17% (162)	8% (73)	8% (72)	— (4)	927
Favorable of Trump	23% (203)	41% (363)	15% (134)	10% (89)	9% (80)	1% (10)	879
Unfavorable of Trump	23% (284)	44% (530)	17% (210)	7% (89)	7% (89)	1% (7)	1209
Very Favorable of Trump	22% (120)	39% (212)	15% (80)	12% (66)	10% (55)	1% (7)	540
Somewhat Favorable of Trump	24% (83)	45% (151)	16% (54)	7% (23)	8% (25)	1% (3)	339
Somewhat Unfavorable of Trump	23% (52)	46% (104)	14% (32)	7% (15)	8% (19)	1% (2)	223
Very Unfavorable of Trump	24% (232)	43% (426)	18% (178)	8% (74)	7% (70)	1% (5)	986
#1 Issue: Economy	25% (195)	43% (333)	15% (112)	9% (72)	6% (49)	1% (4)	765
#1 Issue: Security	21% (48)	42% (96)	13% (29)	11% (26)	12% (27)	— (1)	227
#1 Issue: Health Care	22% (99)	43% (191)	19% (86)	5% (23)	10% (44)	1% (4)	448
#1 Issue: Medicare / Social Security	14% (38)	44% (120)	18% (50)	9% (25)	14% (38)	1% (4)	275
#1 Issue: Women's Issues	40% (59)	36% (53)	13% (20)	7% (10)	2% (3)	1% (2)	147
#1 Issue: Education	23% (24)	46% (48)	15% (16)	9% (10)	6% (6)	1% (1)	105
#1 Issue: Energy	35% (20)	37% (21)	14% (8)	5% (3)	3% (2)	6% (4)	57
#1 Issue: Other	23% (40)	38% (67)	19% (33)	7% (12)	9% (16)	4% (8)	176
2018 House Vote: Democrat	23% (157)	46% (313)	17% (120)	7% (48)	7% (45)	— (2)	685
2018 House Vote: Republican	17% (109)	45% (286)	18% (113)	11% (72)	9% (56)	1% (6)	642
2018 House Vote: Someone else	31% (18)	48% (28)	6% (3)	9% (5)	7% (4)	— (0)	59
2016 Vote: Hillary Clinton	24% (158)	46% (308)	17% (115)	6% (43)	6% (37)	1% (5)	666
2016 Vote: Donald Trump	18% (124)	44% (309)	17% (122)	11% (75)	10% (67)	1% (6)	702
2016 Vote: Other	18% (22)	46% (58)	17% (22)	7% (9)	12% (15)	— (0)	126
2016 Vote: Didn't Vote	31% (219)	36% (255)	13% (95)	8% (54)	10% (67)	2% (16)	705
Voted in 2014: Yes	20% (254)	44% (557)	18% (225)	9% (109)	8% (103)	— (6)	1254
Voted in 2014: No	28% (269)	39% (373)	14% (129)	8% (72)	9% (83)	2% (21)	946

Continued on next page

**Table MCEN3\_1:** Do you have a favorable or unfavorable impression of the following types of movies?  
 Animated

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	24% (523)	42% (930)	16% (353)	8% (181)	8% (186)	1% (27)	2200
2012 Vote: Barack Obama	24% (179)	45% (344)	16% (119)	8% (59)	7% (53)	1% (5)	760
2012 Vote: Mitt Romney	16% (86)	46% (250)	18% (101)	10% (57)	9% (51)	— (2)	548
2012 Vote: Other	16% (11)	38% (26)	22% (15)	6% (4)	18% (12)	1% (1)	69
2012 Vote: Didn't Vote	30% (246)	38% (309)	14% (117)	7% (60)	8% (70)	2% (19)	820
4-Region: Northeast	22% (87)	43% (169)	18% (71)	7% (27)	9% (35)	1% (5)	394
4-Region: Midwest	23% (104)	43% (200)	17% (78)	10% (45)	6% (29)	1% (5)	462
4-Region: South	24% (200)	41% (340)	15% (121)	9% (77)	9% (73)	1% (12)	824
4-Region: West	25% (132)	43% (221)	16% (83)	6% (31)	9% (48)	1% (5)	520
Fan of Christmas movies	25% (465)	44% (803)	15% (276)	8% (142)	8% (143)	1% (17)	1846
Fan of holiday movies	25% (461)	43% (805)	15% (281)	8% (141)	8% (142)	1% (20)	1850
Fan of Christmas or holiday movies	25% (450)	44% (780)	15% (265)	8% (135)	8% (138)	1% (15)	1784
Watches movies at least weekly	26% (393)	42% (643)	16% (240)	8% (120)	7% (109)	1% (16)	1520
Watches movies at least monthly	25% (489)	43% (853)	16% (320)	8% (156)	7% (143)	1% (17)	1978

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

**Table MCEN3\_2: Do you have a favorable or unfavorable impression of the following types of movies?**

*Live-action*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	23% (496)	44% (961)	15% (326)	6% (123)	11% (238)	3% (56)	2200
Gender: Male	25% (270)	46% (492)	13% (139)	3% (31)	9% (100)	3% (30)	1062
Gender: Female	20% (226)	41% (468)	16% (187)	8% (92)	12% (138)	2% (27)	1138
Age: 18-34	26% (168)	35% (232)	15% (101)	9% (57)	12% (79)	3% (20)	655
Age: 35-44	29% (104)	41% (147)	16% (56)	5% (17)	7% (24)	3% (10)	358
Age: 45-64	19% (146)	50% (374)	15% (113)	3% (23)	11% (85)	1% (10)	751
Age: 65+	18% (79)	48% (208)	13% (57)	6% (27)	12% (50)	4% (16)	436
GenZers: 1997-2012	19% (65)	34% (113)	15% (52)	13% (42)	15% (50)	4% (14)	338
Millennials: 1981-1996	31% (151)	39% (191)	16% (80)	4% (22)	8% (39)	3% (12)	495
GenXers: 1965-1980	28% (144)	43% (222)	13% (68)	4% (23)	8% (42)	3% (13)	512
Baby Boomers: 1946-1964	16% (124)	52% (400)	15% (113)	4% (29)	12% (93)	1% (9)	767
PID: Dem (no lean)	26% (206)	42% (337)	15% (118)	6% (45)	9% (71)	2% (18)	795
PID: Ind (no lean)	20% (142)	44% (312)	16% (113)	5% (35)	12% (86)	3% (19)	707
PID: Rep (no lean)	21% (149)	45% (311)	14% (95)	6% (43)	12% (81)	3% (19)	698
PID/Gender: Dem Men	31% (112)	44% (157)	12% (44)	3% (10)	7% (23)	3% (10)	356
PID/Gender: Dem Women	21% (94)	41% (180)	17% (75)	8% (35)	11% (48)	2% (9)	440
PID/Gender: Ind Men	17% (58)	50% (168)	16% (54)	3% (12)	11% (37)	3% (9)	337
PID/Gender: Ind Women	23% (84)	39% (144)	16% (59)	6% (24)	13% (49)	3% (10)	370
PID/Gender: Rep Men	27% (100)	45% (167)	11% (42)	3% (9)	11% (39)	3% (11)	369
PID/Gender: Rep Women	15% (48)	44% (144)	16% (53)	10% (33)	13% (42)	3% (8)	329
Ideo: Liberal (1-3)	25% (151)	42% (248)	14% (81)	7% (44)	9% (56)	2% (14)	594
Ideo: Moderate (4)	21% (129)	46% (277)	17% (100)	5% (30)	10% (59)	2% (11)	607
Ideo: Conservative (5-7)	21% (154)	46% (337)	15% (109)	6% (41)	10% (73)	3% (19)	732
Educ: < College	23% (347)	42% (631)	15% (225)	6% (88)	12% (179)	3% (43)	1512
Educ: Bachelors degree	22% (96)	50% (221)	13% (56)	5% (23)	9% (41)	2% (8)	444
Educ: Post-grad	22% (53)	45% (109)	18% (45)	5% (13)	7% (18)	3% (6)	244
Income: Under 50k	22% (251)	41% (460)	15% (170)	7% (73)	12% (140)	3% (33)	1127
Income: 50k-100k	23% (161)	44% (300)	15% (105)	4% (30)	11% (77)	2% (14)	688
Income: 100k+	22% (84)	52% (201)	13% (51)	5% (19)	5% (21)	2% (10)	385
Ethnicity: White	22% (370)	46% (790)	15% (258)	5% (88)	10% (179)	2% (36)	1722
Ethnicity: Hispanic	26% (91)	38% (132)	15% (52)	8% (26)	12% (41)	2% (7)	349

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**Table MCEN3\_2: Do you have a favorable or unfavorable impression of the following types of movies?**  
*Live-action*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	23% (496)	44% (961)	15% (326)	6% (123)	11% (238)	3% (56)	2200
Ethnicity: Black	28% (76)	33% (90)	13% (37)	8% (21)	13% (35)	6% (17)	274
Ethnicity: Other	25% (50)	40% (81)	15% (31)	7% (14)	12% (24)	2% (4)	204
All Christian	22% (226)	45% (459)	16% (162)	4% (44)	11% (113)	2% (21)	1026
All Non-Christian	29% (30)	37% (39)	21% (22)	6% (7)	3% (3)	4% (4)	104
Atheist	20% (17)	53% (45)	7% (6)	4% (4)	12% (10)	4% (3)	84
Agnostic/Nothing in particular	22% (132)	42% (254)	15% (92)	7% (41)	10% (62)	3% (19)	601
Something Else	24% (91)	43% (164)	11% (44)	7% (27)	13% (50)	2% (9)	384
Religious Non-Protestant/Catholic	29% (37)	36% (46)	24% (30)	5% (7)	2% (3)	3% (4)	127
Evangelical	23% (137)	47% (276)	13% (78)	4% (24)	11% (64)	2% (12)	592
Non-Evangelical	22% (169)	43% (335)	15% (114)	6% (47)	12% (97)	2% (18)	779
Community: Urban	25% (161)	43% (275)	16% (101)	5% (35)	10% (65)	2% (10)	646
Community: Suburban	21% (209)	44% (438)	16% (155)	6% (58)	11% (106)	3% (25)	991
Community: Rural	22% (126)	44% (248)	12% (70)	5% (30)	12% (67)	4% (21)	563
Employ: Private Sector	24% (163)	45% (310)	15% (105)	5% (36)	8% (55)	2% (14)	683
Employ: Government	30% (41)	45% (61)	13% (17)	3% (5)	7% (9)	3% (3)	137
Employ: Self-Employed	23% (43)	41% (79)	14% (27)	10% (20)	8% (16)	3% (6)	191
Employ: Homemaker	20% (31)	46% (74)	13% (21)	4% (7)	13% (21)	4% (6)	161
Employ: Student	14% (20)	44% (61)	14% (19)	12% (16)	13% (18)	3% (5)	139
Employ: Retired	18% (87)	49% (242)	15% (74)	5% (25)	12% (58)	2% (9)	495
Employ: Unemployed	25% (68)	36% (97)	16% (42)	3% (9)	17% (45)	4% (11)	273
Employ: Other	35% (42)	29% (35)	18% (22)	5% (6)	13% (15)	1% (1)	121
Military HH: Yes	21% (78)	44% (164)	16% (61)	6% (20)	11% (40)	2% (6)	369
Military HH: No	23% (419)	44% (797)	14% (265)	6% (102)	11% (198)	3% (50)	1831
RD/WT: Right Direction	26% (174)	43% (286)	14% (95)	6% (40)	9% (59)	2% (15)	669
RD/WT: Wrong Track	21% (323)	44% (675)	15% (231)	5% (83)	12% (179)	3% (41)	1531
Trump Job Approve	21% (190)	45% (404)	14% (125)	6% (54)	10% (92)	3% (23)	889
Trump Job Disapprove	24% (288)	43% (528)	16% (190)	5% (59)	10% (125)	2% (24)	1216

Continued on next page

**Table MCEN3\_2: Do you have a favorable or unfavorable impression of the following types of movies?**

*Live-action*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	23% (496)	44% (961)	15% (326)	6% (123)	11% (238)	3% (56)	2200
Trump Job Strongly Approve	23% (123)	44% (236)	12% (63)	7% (39)	11% (59)	2% (13)	532
Trump Job Somewhat Approve	19% (68)	47% (167)	17% (62)	4% (15)	9% (34)	3% (10)	356
Trump Job Somewhat Disapprove	26% (76)	47% (135)	14% (41)	2% (4)	11% (31)	1% (2)	289
Trump Job Strongly Disapprove	23% (213)	42% (393)	16% (149)	6% (55)	10% (95)	2% (22)	927
Favorable of Trump	24% (213)	45% (392)	13% (115)	5% (47)	11% (94)	2% (18)	879
Unfavorable of Trump	22% (265)	44% (537)	16% (192)	6% (70)	10% (120)	2% (25)	1209
Very Favorable of Trump	24% (131)	44% (238)	10% (57)	7% (40)	11% (61)	2% (12)	540
Somewhat Favorable of Trump	24% (81)	45% (154)	17% (59)	2% (8)	10% (32)	2% (5)	339
Somewhat Unfavorable of Trump	16% (36)	56% (124)	13% (30)	2% (5)	12% (26)	1% (2)	223
Very Unfavorable of Trump	23% (229)	42% (413)	16% (162)	7% (66)	10% (95)	2% (23)	986
#1 Issue: Economy	23% (175)	43% (328)	16% (120)	6% (48)	10% (79)	2% (16)	765
#1 Issue: Security	29% (66)	43% (98)	13% (29)	6% (12)	8% (18)	1% (3)	227
#1 Issue: Health Care	26% (116)	45% (200)	14% (61)	4% (17)	10% (44)	2% (10)	448
#1 Issue: Medicare / Social Security	15% (43)	47% (130)	19% (52)	4% (11)	12% (33)	3% (7)	275
#1 Issue: Women's Issues	26% (38)	30% (44)	14% (20)	10% (15)	19% (28)	1% (2)	147
#1 Issue: Education	17% (18)	47% (49)	16% (17)	9% (9)	9% (9)	2% (2)	105
#1 Issue: Energy	13% (7)	60% (34)	6% (4)	2% (1)	10% (6)	10% (6)	57
#1 Issue: Other	19% (33)	43% (76)	14% (25)	5% (9)	12% (22)	6% (11)	176
2018 House Vote: Democrat	26% (176)	47% (323)	14% (98)	4% (31)	7% (46)	2% (12)	685
2018 House Vote: Republican	20% (128)	48% (310)	13% (86)	5% (33)	10% (67)	3% (19)	642
2018 House Vote: Someone else	15% (9)	43% (25)	17% (10)	11% (6)	13% (8)	1% (1)	59
2016 Vote: Hillary Clinton	25% (169)	47% (310)	14% (95)	4% (27)	8% (51)	2% (14)	666
2016 Vote: Donald Trump	22% (151)	49% (347)	13% (94)	4% (31)	9% (61)	3% (18)	702
2016 Vote: Other	17% (21)	42% (53)	17% (22)	5% (6)	17% (22)	2% (3)	126
2016 Vote: Didn't Vote	22% (155)	36% (252)	16% (115)	8% (59)	15% (103)	3% (22)	705
Voted in 2014: Yes	23% (291)	48% (596)	14% (175)	4% (51)	9% (113)	2% (28)	1254
Voted in 2014: No	22% (206)	39% (364)	16% (151)	8% (72)	13% (125)	3% (28)	946

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**Table MCEN3\_2: Do you have a favorable or unfavorable impression of the following types of movies?**  
 Live-action

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	23% (496)	44% (961)	15% (326)	6% (123)	11% (238)	3% (56)	2200
2012 Vote: Barack Obama	28% (209)	45% (342)	13% (100)	4% (29)	8% (61)	2% (18)	760
2012 Vote: Mitt Romney	17% (92)	51% (281)	15% (82)	5% (26)	9% (51)	3% (16)	548
2012 Vote: Other	21% (14)	38% (26)	19% (13)	2% (2)	19% (13)	1% (1)	69
2012 Vote: Didn't Vote	22% (179)	38% (311)	16% (131)	8% (66)	14% (112)	3% (22)	820
4-Region: Northeast	27% (105)	42% (165)	13% (53)	6% (22)	10% (40)	2% (9)	394
4-Region: Midwest	20% (94)	49% (226)	15% (70)	5% (24)	9% (40)	2% (9)	462
4-Region: South	22% (185)	41% (340)	15% (120)	6% (48)	12% (100)	4% (31)	824
4-Region: West	22% (113)	44% (230)	16% (84)	5% (28)	11% (57)	2% (8)	520
Fan of Christmas movies	24% (437)	44% (808)	15% (271)	5% (96)	11% (195)	2% (38)	1846
Fan of holiday movies	24% (443)	44% (809)	15% (270)	5% (94)	10% (192)	2% (41)	1850
Fan of Christmas or holiday movies	24% (427)	44% (781)	15% (259)	5% (92)	11% (190)	2% (35)	1784
Watches movies at least weekly	27% (415)	44% (675)	13% (192)	5% (70)	9% (140)	2% (27)	1520
Watches movies at least monthly	24% (484)	44% (872)	15% (287)	5% (103)	10% (197)	2% (34)	1978

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

**Table MCEN3\_3: Do you have a favorable or unfavorable impression of the following types of movies?**

*Drama*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	35% (777)	48% (1056)	7% (158)	4% (92)	5% (103)	1% (13)	2200
Gender: Male	28% (296)	52% (547)	9% (96)	5% (53)	5% (58)	1% (11)	1062
Gender: Female	42% (481)	45% (509)	5% (62)	3% (39)	4% (45)	— (1)	1138
Age: 18-34	38% (248)	39% (254)	9% (59)	8% (55)	5% (35)	1% (5)	655
Age: 35-44	39% (138)	47% (168)	6% (22)	3% (10)	4% (13)	2% (7)	358
Age: 45-64	33% (251)	53% (401)	7% (51)	2% (16)	4% (31)	— (1)	751
Age: 65+	32% (140)	54% (234)	6% (26)	3% (12)	6% (24)	— (0)	436
GenZers: 1997-2012	41% (138)	38% (128)	5% (17)	9% (31)	7% (22)	1% (3)	338
Millennials: 1981-1996	37% (183)	41% (201)	11% (55)	6% (29)	4% (18)	2% (9)	495
GenXers: 1965-1980	36% (187)	50% (255)	7% (36)	3% (13)	4% (20)	— (1)	512
Baby Boomers: 1946-1964	32% (247)	56% (430)	6% (45)	2% (12)	4% (34)	— (0)	767
PID: Dem (no lean)	40% (321)	46% (368)	7% (52)	5% (36)	2% (17)	— (2)	795
PID: Ind (no lean)	31% (220)	48% (337)	8% (60)	5% (37)	7% (46)	1% (7)	707
PID: Rep (no lean)	34% (237)	50% (351)	7% (46)	3% (19)	6% (40)	1% (4)	698
PID/Gender: Dem Men	34% (119)	48% (171)	10% (35)	6% (20)	3% (11)	— (1)	356
PID/Gender: Dem Women	46% (201)	45% (197)	4% (18)	4% (16)	1% (6)	— (1)	440
PID/Gender: Ind Men	21% (70)	51% (172)	11% (36)	7% (24)	9% (29)	2% (7)	337
PID/Gender: Ind Women	41% (150)	45% (166)	6% (24)	3% (12)	5% (18)	— (0)	370
PID/Gender: Rep Men	29% (107)	56% (205)	7% (25)	2% (8)	5% (19)	1% (4)	369
PID/Gender: Rep Women	39% (130)	45% (147)	6% (21)	3% (11)	6% (21)	— (0)	329
Ideo: Liberal (1-3)	43% (255)	44% (264)	6% (37)	5% (27)	2% (9)	— (2)	594
Ideo: Moderate (4)	33% (198)	52% (314)	6% (38)	3% (20)	5% (32)	1% (5)	607
Ideo: Conservative (5-7)	32% (232)	51% (374)	9% (64)	2% (18)	6% (44)	— (1)	732
Educ: < College	35% (527)	47% (706)	8% (115)	5% (77)	5% (79)	1% (8)	1512
Educ: Bachelors degree	37% (165)	50% (223)	6% (27)	2% (8)	4% (19)	— (1)	444
Educ: Post-grad	35% (85)	52% (127)	7% (17)	3% (6)	2% (5)	2% (4)	244
Income: Under 50k	37% (419)	44% (501)	8% (88)	5% (54)	5% (58)	1% (6)	1127
Income: 50k-100k	30% (209)	52% (357)	7% (48)	5% (31)	6% (39)	1% (4)	688
Income: 100k+	39% (149)	52% (198)	6% (22)	2% (7)	2% (6)	1% (2)	385
Ethnicity: White	34% (585)	50% (861)	7% (129)	4% (61)	5% (81)	— (5)	1722
Ethnicity: Hispanic	34% (119)	47% (164)	5% (19)	6% (22)	6% (21)	1% (4)	349

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**Table MCEN3\_3: Do you have a favorable or unfavorable impression of the following types of movies?****Drama**

<b>Demographic</b>	<b>Very favorable</b>	<b>Somewhat favorable</b>	<b>Somewhat unfavorable</b>	<b>Very unfavorable</b>	<b>Heard of, no opinion</b>	<b>Never heard of</b>	<b>Total N</b>
Adults	35% (777)	48% (1056)	7% (158)	4% (92)	5% (103)	1% (13)	2200
Ethnicity: Black	50% (136)	31% (86)	7% (19)	8% (21)	2% (6)	2% (6)	274
Ethnicity: Other	27% (56)	54% (110)	5% (11)	5% (10)	8% (16)	1% (2)	204
All Christian	34% (351)	50% (518)	6% (62)	4% (39)	5% (54)	— (2)	1026
All Non-Christian	47% (50)	41% (43)	3% (3)	5% (6)	2% (2)	1% (1)	104
Atheist	23% (19)	58% (49)	10% (9)	2% (2)	5% (4)	2% (2)	84
Agnostic/Nothing in particular	34% (204)	49% (297)	8% (45)	5% (28)	4% (25)	— (2)	601
Something Else	40% (154)	39% (150)	10% (39)	5% (18)	5% (17)	2% (6)	384
Religious Non-Protestant/Catholic	40% (51)	43% (55)	5% (7)	5% (6)	6% (8)	1% (1)	127
Evangelical	34% (204)	49% (292)	6% (38)	4% (24)	5% (28)	1% (5)	592
Non-Evangelical	38% (293)	46% (357)	8% (60)	4% (31)	5% (37)	— (1)	779
Community: Urban	44% (284)	42% (270)	5% (31)	6% (39)	3% (17)	1% (6)	646
Community: Suburban	32% (319)	52% (514)	8% (80)	3% (34)	4% (40)	— (3)	991
Community: Rural	31% (174)	48% (272)	8% (47)	3% (19)	8% (46)	1% (4)	563
Employ: Private Sector	33% (225)	50% (345)	9% (63)	4% (24)	3% (21)	1% (5)	683
Employ: Government	36% (49)	51% (70)	8% (11)	2% (3)	3% (5)	— (0)	137
Employ: Self-Employed	41% (78)	47% (90)	4% (8)	4% (7)	3% (5)	2% (4)	191
Employ: Homemaker	39% (62)	52% (84)	2% (3)	1% (2)	5% (9)	1% (1)	161
Employ: Student	38% (52)	35% (48)	7% (10)	7% (9)	13% (17)	1% (1)	139
Employ: Retired	29% (142)	55% (273)	6% (32)	3% (16)	6% (31)	— (1)	495
Employ: Unemployed	43% (118)	34% (94)	8% (23)	9% (24)	5% (14)	— (0)	273
Employ: Other	43% (52)	44% (53)	6% (8)	5% (7)	1% (1)	1% (1)	121
Military HH: Yes	33% (121)	50% (183)	7% (28)	4% (13)	5% (19)	1% (4)	369
Military HH: No	36% (656)	48% (874)	7% (131)	4% (79)	5% (83)	— (8)	1831
RD/WT: Right Direction	35% (234)	49% (327)	8% (54)	4% (24)	3% (20)	1% (10)	669
RD/WT: Wrong Track	35% (543)	48% (730)	7% (104)	4% (68)	5% (83)	— (3)	1531
Trump Job Approve	32% (283)	51% (453)	8% (68)	3% (29)	6% (49)	1% (7)	889
Trump Job Disapprove	38% (456)	48% (581)	6% (75)	4% (51)	4% (48)	— (4)	1216

Continued on next page

**Table MCEN3\_3: Do you have a favorable or unfavorable impression of the following types of movies?**

*Drama*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	35% (777)	48% (1056)	7% (158)	4% (92)	5% (103)	1% (13)	2200
Trump Job Strongly Approve	33% (174)	50% (266)	7% (39)	4% (21)	5% (28)	1% (4)	532
Trump Job Somewhat Approve	30% (108)	52% (187)	8% (29)	2% (9)	6% (21)	1% (4)	356
Trump Job Somewhat Disapprove	28% (81)	51% (147)	9% (25)	2% (5)	10% (28)	1% (3)	289
Trump Job Strongly Disapprove	41% (375)	47% (434)	5% (49)	5% (46)	2% (21)	— (1)	927
Favorable of Trump	34% (300)	49% (431)	8% (67)	3% (28)	6% (52)	— (2)	879
Unfavorable of Trump	37% (449)	48% (583)	7% (84)	4% (54)	3% (37)	— (3)	1209
Very Favorable of Trump	33% (178)	50% (268)	7% (40)	4% (21)	6% (30)	— (2)	540
Somewhat Favorable of Trump	36% (122)	48% (163)	8% (27)	2% (7)	6% (21)	— (0)	339
Somewhat Unfavorable of Trump	24% (54)	55% (122)	11% (26)	2% (5)	7% (16)	— (1)	223
Very Unfavorable of Trump	40% (395)	47% (461)	6% (59)	5% (49)	2% (21)	— (2)	986
#1 Issue: Economy	34% (262)	49% (377)	7% (52)	4% (31)	5% (41)	— (1)	765
#1 Issue: Security	42% (95)	47% (106)	5% (11)	1% (3)	5% (11)	— (0)	227
#1 Issue: Health Care	38% (172)	47% (211)	7% (33)	3% (16)	2% (11)	1% (6)	448
#1 Issue: Medicare / Social Security	27% (75)	58% (159)	8% (22)	2% (7)	5% (13)	— (1)	275
#1 Issue: Women's Issues	41% (60)	38% (56)	3% (4)	9% (13)	9% (13)	— (0)	147
#1 Issue: Education	25% (26)	45% (47)	18% (18)	10% (10)	2% (2)	1% (1)	105
#1 Issue: Energy	30% (17)	41% (23)	16% (9)	4% (2)	3% (2)	6% (4)	57
#1 Issue: Other	40% (70)	44% (77)	5% (8)	6% (11)	5% (9)	— (0)	176
2018 House Vote: Democrat	40% (271)	48% (328)	7% (50)	3% (21)	2% (14)	— (2)	685
2018 House Vote: Republican	31% (200)	54% (345)	7% (48)	2% (15)	5% (32)	— (3)	642
2018 House Vote: Someone else	36% (21)	53% (31)	6% (4)	3% (2)	2% (1)	— (0)	59
2016 Vote: Hillary Clinton	40% (270)	47% (315)	6% (42)	3% (22)	2% (13)	1% (4)	666
2016 Vote: Donald Trump	32% (222)	53% (369)	7% (51)	2% (16)	6% (41)	— (3)	702
2016 Vote: Other	33% (41)	54% (68)	8% (10)	3% (4)	2% (3)	— (0)	126
2016 Vote: Didn't Vote	35% (244)	43% (304)	8% (56)	7% (50)	6% (46)	1% (6)	705
Voted in 2014: Yes	35% (440)	51% (646)	7% (84)	3% (36)	4% (46)	— (2)	1254
Voted in 2014: No	36% (337)	43% (411)	8% (75)	6% (56)	6% (57)	1% (10)	946

Continued on next page

**Table MCEN3\_3: Do you have a favorable or unfavorable impression of the following types of movies?**

*Drama*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	35% (777)	48% (1056)	7% (158)	4% (92)	5% (103)	1% (13)	2200
2012 Vote: Barack Obama	38% (288)	50% (378)	6% (48)	3% (24)	2% (15)	1% (6)	760
2012 Vote: Mitt Romney	31% (168)	55% (301)	7% (38)	2% (11)	5% (29)	— (1)	548
2012 Vote: Other	36% (25)	44% (30)	7% (5)	6% (4)	7% (5)	— (0)	69
2012 Vote: Didn't Vote	36% (296)	42% (345)	8% (67)	6% (53)	7% (54)	1% (6)	820
4-Region: Northeast	42% (166)	45% (176)	6% (23)	4% (15)	3% (13)	— (2)	394
4-Region: Midwest	34% (155)	46% (214)	13% (61)	4% (20)	2% (11)	— (0)	462
4-Region: South	34% (277)	48% (393)	6% (49)	5% (37)	7% (58)	1% (9)	824
4-Region: West	35% (179)	52% (273)	5% (26)	4% (19)	4% (21)	— (2)	520
Fan of Christmas movies	36% (671)	49% (900)	6% (117)	4% (73)	4% (78)	— (6)	1846
Fan of holiday movies	37% (684)	48% (882)	7% (122)	4% (75)	4% (81)	— (6)	1850
Fan of Christmas or holiday movies	37% (659)	48% (865)	6% (112)	4% (70)	4% (74)	— (4)	1784
Watches movies at least weekly	40% (603)	47% (708)	6% (90)	4% (60)	4% (54)	— (5)	1520
Watches movies at least monthly	37% (736)	48% (949)	7% (136)	4% (80)	3% (67)	— (9)	1978

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

**Table MCEN3\_4: Do you have a favorable or unfavorable impression of the following types of movies?**  
*Thriller / Mystery*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	39% (850)	43% (953)	8% (184)	5% (119)	4% (82)	1% (12)	2200
Gender: Male	37% (394)	47% (504)	8% (90)	3% (35)	3% (33)	1% (7)	1062
Gender: Female	40% (456)	39% (449)	8% (94)	7% (84)	4% (49)	— (5)	1138
Age: 18-34	48% (317)	37% (244)	7% (45)	4% (27)	3% (20)	— (3)	655
Age: 35-44	46% (165)	38% (136)	6% (22)	5% (19)	3% (10)	2% (5)	358
Age: 45-64	32% (242)	46% (347)	10% (76)	7% (52)	4% (31)	— (3)	751
Age: 65+	29% (126)	52% (227)	9% (41)	5% (21)	5% (21)	— (1)	436
GenZers: 1997-2012	45% (153)	38% (127)	6% (22)	6% (20)	4% (14)	1% (2)	338
Millennials: 1981-1996	50% (248)	36% (177)	8% (38)	3% (15)	2% (10)	1% (6)	495
GenXers: 1965-1980	42% (212)	40% (207)	8% (42)	6% (30)	3% (18)	1% (3)	512
Baby Boomers: 1946-1964	28% (216)	53% (405)	9% (68)	6% (47)	4% (30)	— (1)	767
PID: Dem (no lean)	40% (318)	41% (326)	10% (76)	5% (44)	3% (27)	1% (5)	795
PID: Ind (no lean)	40% (284)	44% (310)	7% (53)	5% (33)	3% (23)	1% (5)	707
PID: Rep (no lean)	36% (248)	46% (318)	8% (55)	6% (42)	5% (32)	— (3)	698
PID/Gender: Dem Men	42% (151)	40% (142)	10% (35)	4% (15)	3% (10)	1% (2)	356
PID/Gender: Dem Women	38% (167)	42% (183)	9% (41)	6% (29)	4% (17)	1% (3)	440
PID/Gender: Ind Men	32% (109)	51% (171)	9% (30)	4% (12)	4% (12)	1% (4)	337
PID/Gender: Ind Women	47% (175)	38% (139)	6% (23)	6% (21)	3% (11)	— (1)	370
PID/Gender: Rep Men	36% (134)	52% (191)	7% (25)	2% (7)	3% (11)	— (1)	369
PID/Gender: Rep Women	35% (114)	39% (127)	9% (30)	11% (35)	6% (21)	— (1)	329
Ideo: Liberal (1-3)	42% (251)	42% (247)	8% (49)	4% (26)	3% (21)	— (1)	594
Ideo: Moderate (4)	37% (223)	46% (281)	8% (49)	5% (33)	3% (18)	1% (4)	607
Ideo: Conservative (5-7)	34% (248)	47% (341)	10% (71)	5% (40)	4% (31)	— (1)	732
Educ: < College	40% (602)	42% (633)	8% (119)	6% (87)	4% (61)	1% (10)	1512
Educ: Bachelors degree	34% (151)	51% (227)	8% (33)	4% (16)	3% (15)	— (1)	444
Educ: Post-grad	40% (97)	38% (94)	13% (31)	6% (15)	3% (6)	1% (1)	244
Income: Under 50k	41% (465)	41% (458)	8% (87)	6% (68)	3% (38)	1% (12)	1127
Income: 50k-100k	35% (240)	47% (322)	9% (62)	5% (33)	4% (30)	— (0)	688
Income: 100k+	38% (145)	45% (173)	9% (35)	4% (17)	4% (14)	— (0)	385
Ethnicity: White	37% (644)	45% (781)	8% (141)	5% (86)	4% (64)	— (6)	1722
Ethnicity: Hispanic	51% (178)	35% (124)	8% (29)	3% (9)	3% (9)	— (0)	349

Continued on next page

**Table MCEN3\_4:** Do you have a favorable or unfavorable impression of the following types of movies?  
 Thriller / Mystery

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	39% (850)	43% (953)	8% (184)	5% (119)	4% (82)	1% (12)	2200
Ethnicity: Black	44% (120)	35% (95)	9% (25)	8% (23)	2% (7)	2% (5)	274
Ethnicity: Other	42% (85)	38% (78)	9% (18)	5% (9)	6% (12)	1% (1)	204
All Christian	37% (380)	45% (465)	9% (91)	5% (50)	4% (40)	— (1)	1026
All Non-Christian	37% (39)	41% (43)	10% (10)	7% (7)	3% (3)	3% (3)	104
Atheist	36% (30)	45% (38)	4% (3)	7% (6)	8% (6)	— (0)	84
Agnostic/Nothing in particular	40% (242)	41% (247)	9% (53)	6% (35)	4% (23)	— (0)	601
Something Else	41% (159)	42% (161)	7% (27)	5% (20)	2% (9)	2% (8)	384
Religious Non-Protestant/Catholic	39% (50)	37% (47)	11% (13)	8% (10)	3% (4)	2% (3)	127
Evangelical	37% (222)	46% (272)	8% (47)	5% (28)	3% (18)	1% (5)	592
Non-Evangelical	39% (302)	43% (338)	9% (68)	5% (37)	4% (31)	— (4)	779
Community: Urban	46% (298)	39% (249)	8% (52)	4% (28)	3% (16)	— (2)	646
Community: Suburban	34% (341)	47% (461)	9% (90)	6% (55)	4% (38)	1% (6)	991
Community: Rural	37% (211)	43% (244)	8% (42)	6% (36)	5% (27)	1% (4)	563
Employ: Private Sector	38% (261)	45% (304)	10% (69)	4% (25)	3% (22)	— (1)	683
Employ: Government	34% (46)	51% (69)	9% (13)	5% (7)	2% (3)	— (0)	137
Employ: Self-Employed	47% (89)	38% (72)	7% (14)	4% (8)	2% (4)	2% (4)	191
Employ: Homemaker	36% (58)	38% (61)	8% (13)	8% (13)	8% (13)	1% (2)	161
Employ: Student	53% (74)	33% (45)	7% (9)	6% (8)	1% (1)	1% (1)	139
Employ: Retired	27% (131)	54% (266)	9% (42)	6% (32)	5% (23)	— (1)	495
Employ: Unemployed	47% (128)	33% (90)	7% (20)	8% (22)	4% (11)	1% (2)	273
Employ: Other	52% (63)	37% (45)	3% (3)	3% (4)	4% (5)	1% (2)	121
Military HH: Yes	35% (129)	48% (177)	10% (37)	3% (11)	4% (14)	— (0)	369
Military HH: No	39% (721)	42% (776)	8% (147)	6% (107)	4% (67)	1% (12)	1831
RD/WT: Right Direction	41% (275)	44% (294)	7% (45)	4% (29)	3% (21)	1% (5)	669
RD/WT: Wrong Track	38% (575)	43% (659)	9% (139)	6% (90)	4% (61)	— (8)	1531
Trump Job Approve	37% (325)	44% (389)	9% (80)	6% (52)	4% (38)	1% (5)	889
Trump Job Disapprove	40% (488)	44% (530)	8% (100)	4% (54)	3% (42)	— (3)	1216

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**Table MCEN3\_4:** Do you have a favorable or unfavorable impression of the following types of movies?

Thriller / Mystery

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	39% (850)	43% (953)	8% (184)	5% (119)	4% (82)	1% (12)	2200
Trump Job Strongly Approve	36% (194)	44% (236)	8% (44)	6% (32)	5% (24)	— (1)	532
Trump Job Somewhat Approve	37% (131)	43% (153)	10% (36)	5% (19)	4% (14)	1% (4)	356
Trump Job Somewhat Disapprove	37% (106)	48% (139)	8% (22)	4% (12)	3% (9)	— (0)	289
Trump Job Strongly Disapprove	41% (381)	42% (390)	8% (78)	4% (42)	3% (32)	— (3)	927
Favorable of Trump	38% (337)	44% (384)	8% (68)	5% (47)	4% (39)	— (3)	879
Unfavorable of Trump	40% (481)	43% (524)	9% (106)	5% (56)	3% (38)	— (5)	1209
Very Favorable of Trump	39% (211)	43% (233)	7% (38)	5% (28)	5% (27)	— (3)	540
Somewhat Favorable of Trump	37% (126)	45% (151)	9% (30)	6% (20)	3% (12)	— (0)	339
Somewhat Unfavorable of Trump	37% (82)	47% (106)	8% (18)	3% (6)	5% (11)	— (0)	223
Very Unfavorable of Trump	40% (398)	42% (418)	9% (88)	5% (50)	3% (27)	— (5)	986
#1 Issue: Economy	42% (324)	40% (303)	11% (80)	5% (42)	2% (17)	— (0)	765
#1 Issue: Security	33% (75)	53% (120)	3% (7)	5% (11)	6% (13)	— (0)	227
#1 Issue: Health Care	38% (168)	43% (191)	9% (42)	5% (23)	5% (22)	— (1)	448
#1 Issue: Medicare / Social Security	31% (84)	54% (147)	5% (14)	6% (16)	3% (9)	1% (4)	275
#1 Issue: Women's Issues	61% (89)	23% (34)	8% (12)	4% (5)	4% (5)	— (0)	147
#1 Issue: Education	29% (31)	49% (52)	10% (10)	7% (7)	3% (3)	2% (2)	105
#1 Issue: Energy	36% (21)	42% (24)	9% (5)	5% (3)	2% (1)	6% (4)	57
#1 Issue: Other	33% (59)	47% (83)	7% (12)	6% (11)	6% (11)	— (1)	176
2018 House Vote: Democrat	40% (276)	42% (290)	10% (67)	5% (34)	2% (15)	1% (4)	685
2018 House Vote: Republican	32% (205)	49% (314)	9% (55)	6% (42)	4% (25)	— (1)	642
2018 House Vote: Someone else	38% (22)	50% (29)	4% (2)	6% (3)	3% (2)	— (0)	59
2016 Vote: Hillary Clinton	40% (266)	42% (281)	10% (67)	5% (34)	2% (14)	1% (4)	666
2016 Vote: Donald Trump	33% (229)	49% (345)	8% (57)	5% (38)	4% (30)	— (3)	702
2016 Vote: Other	33% (42)	47% (59)	6% (7)	12% (15)	2% (3)	— (0)	126
2016 Vote: Didn't Vote	44% (313)	38% (269)	7% (52)	4% (32)	5% (35)	1% (6)	705
Voted in 2014: Yes	36% (456)	46% (572)	9% (111)	6% (71)	3% (39)	— (5)	1254
Voted in 2014: No	42% (394)	40% (382)	8% (73)	5% (47)	5% (43)	1% (7)	946

Continued on next page

**Table MCEN3\_4:** Do you have a favorable or unfavorable impression of the following types of movies?  
Thriller / Mystery

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	39% (850)	43% (953)	8% (184)	5% (119)	4% (82)	1% (12)	2200
2012 Vote: Barack Obama	41% (308)	42% (320)	9% (68)	5% (40)	3% (20)	— (4)	760
2012 Vote: Mitt Romney	29% (157)	53% (293)	8% (43)	6% (34)	4% (20)	— (1)	548
2012 Vote: Other	30% (21)	44% (30)	14% (10)	7% (5)	5% (3)	— (0)	69
2012 Vote: Didn't Vote	44% (362)	38% (310)	8% (63)	5% (39)	5% (38)	1% (7)	820
4-Region: Northeast	37% (148)	42% (165)	8% (33)	8% (33)	4% (14)	— (1)	394
4-Region: Midwest	36% (167)	47% (215)	9% (40)	5% (23)	3% (13)	1% (5)	462
4-Region: South	37% (309)	43% (356)	8% (69)	5% (45)	5% (40)	1% (6)	824
4-Region: West	44% (227)	42% (218)	8% (41)	4% (18)	3% (15)	— (0)	520
Fan of Christmas movies	39% (716)	43% (800)	9% (161)	5% (94)	4% (67)	— (7)	1846
Fan of holiday movies	39% (727)	43% (792)	9% (163)	5% (97)	4% (66)	— (6)	1850
Fan of Christmas or holiday movies	39% (703)	43% (765)	9% (156)	5% (90)	4% (65)	— (6)	1784
Watches movies at least weekly	43% (660)	43% (649)	7% (109)	4% (55)	3% (40)	— (7)	1520
Watches movies at least monthly	41% (817)	43% (853)	8% (161)	4% (85)	3% (53)	— (9)	1978

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

**Table MCEN3\_5: Do you have a favorable or unfavorable impression of the following types of movies?**

*Horror*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	27% (587)	24% (520)	18% (394)	27% (604)	4% (81)	1% (13)	2200
Gender: Male	24% (256)	28% (296)	21% (223)	23% (243)	4% (39)	— (4)	1062
Gender: Female	29% (331)	20% (224)	15% (171)	32% (361)	4% (42)	1% (9)	1138
Age: 18-34	45% (297)	26% (171)	13% (87)	13% (86)	2% (14)	— (1)	655
Age: 35-44	36% (130)	25% (91)	14% (51)	19% (67)	4% (14)	1% (5)	358
Age: 45-64	15% (115)	25% (187)	17% (129)	37% (282)	5% (35)	— (3)	751
Age: 65+	10% (45)	16% (70)	29% (127)	39% (170)	4% (19)	1% (4)	436
GenZers: 1997-2012	49% (166)	23% (76)	14% (49)	12% (39)	2% (7)	— (0)	338
Millennials: 1981-1996	38% (188)	30% (148)	14% (67)	15% (73)	3% (12)	1% (6)	495
GenXers: 1965-1980	29% (150)	23% (116)	14% (69)	29% (147)	5% (28)	— (2)	512
Baby Boomers: 1946-1964	10% (75)	22% (168)	23% (177)	41% (311)	4% (32)	— (4)	767
PID: Dem (no lean)	28% (223)	22% (174)	20% (160)	26% (206)	3% (26)	1% (6)	795
PID: Ind (no lean)	30% (210)	24% (168)	17% (121)	25% (180)	3% (25)	1% (4)	707
PID: Rep (no lean)	22% (154)	26% (178)	16% (113)	31% (218)	4% (30)	1% (4)	698
PID/Gender: Dem Men	30% (106)	24% (87)	24% (84)	19% (67)	3% (11)	— (0)	356
PID/Gender: Dem Women	27% (118)	20% (87)	17% (75)	32% (139)	3% (15)	1% (6)	440
PID/Gender: Ind Men	19% (64)	27% (93)	23% (79)	24% (83)	4% (15)	1% (4)	337
PID/Gender: Ind Women	39% (145)	20% (75)	11% (42)	26% (97)	3% (10)	— (0)	370
PID/Gender: Rep Men	23% (86)	31% (116)	16% (60)	25% (93)	4% (13)	— (1)	369
PID/Gender: Rep Women	21% (68)	19% (62)	16% (54)	38% (125)	5% (17)	1% (3)	329
Ideo: Liberal (1-3)	33% (194)	23% (139)	18% (104)	23% (135)	3% (21)	— (1)	594
Ideo: Moderate (4)	22% (133)	24% (146)	21% (125)	28% (173)	4% (26)	1% (5)	607
Ideo: Conservative (5-7)	20% (147)	24% (172)	19% (136)	34% (245)	4% (29)	— (3)	732
Educ: < College	31% (463)	22% (338)	17% (260)	25% (385)	4% (56)	1% (11)	1512
Educ: Bachelors degree	16% (73)	28% (126)	21% (94)	31% (138)	3% (12)	— (2)	444
Educ: Post-grad	21% (52)	23% (57)	16% (40)	33% (81)	6% (14)	— (0)	244
Income: Under 50k	32% (365)	23% (261)	16% (181)	24% (275)	3% (37)	1% (10)	1127
Income: 50k-100k	22% (151)	23% (155)	22% (154)	28% (195)	5% (32)	— (1)	688
Income: 100k+	19% (72)	27% (104)	16% (60)	35% (134)	3% (13)	1% (2)	385
Ethnicity: White	24% (411)	24% (417)	19% (323)	29% (495)	4% (69)	— (7)	1722
Ethnicity: Hispanic	43% (152)	24% (83)	14% (51)	16% (56)	2% (7)	— (0)	349

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**Table MCEN3\_5: Do you have a favorable or unfavorable impression of the following types of movies?**  
*Horror*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	27% (587)	24% (520)	18% (394)	27% (604)	4% (81)	1% (13)	2200
Ethnicity: Black	40% (109)	21% (58)	13% (35)	22% (61)	2% (5)	2% (6)	274
Ethnicity: Other	33% (67)	22% (45)	18% (36)	24% (49)	4% (7)	— (0)	204
All Christian	21% (220)	23% (238)	22% (226)	30% (307)	3% (32)	— (4)	1026
All Non-Christian	24% (25)	29% (31)	15% (16)	27% (28)	3% (3)	2% (2)	104
Atheist	29% (24)	29% (25)	14% (12)	22% (19)	6% (5)	— (0)	84
Agnostic/Nothing in particular	32% (191)	24% (143)	17% (100)	23% (139)	4% (26)	— (2)	601
Something Else	33% (127)	22% (83)	11% (41)	29% (112)	4% (16)	1% (5)	384
Religious Non-Protestant/Catholic	25% (32)	26% (33)	15% (19)	29% (37)	3% (3)	2% (2)	127
Evangelical	25% (146)	22% (131)	17% (100)	32% (188)	3% (20)	1% (6)	592
Non-Evangelical	24% (190)	23% (179)	21% (161)	28% (219)	3% (26)	— (4)	779
Community: Urban	37% (238)	25% (164)	14% (92)	21% (135)	2% (15)	1% (4)	646
Community: Suburban	21% (205)	22% (223)	22% (217)	30% (302)	4% (40)	— (5)	991
Community: Rural	26% (144)	24% (133)	15% (85)	30% (168)	5% (27)	1% (5)	563
Employ: Private Sector	25% (172)	27% (187)	18% (122)	26% (176)	3% (23)	— (2)	683
Employ: Government	22% (31)	29% (40)	18% (24)	28% (38)	3% (5)	— (0)	137
Employ: Self-Employed	36% (68)	21% (39)	15% (29)	22% (43)	4% (8)	2% (4)	191
Employ: Homemaker	21% (34)	23% (37)	13% (21)	37% (60)	4% (6)	1% (2)	161
Employ: Student	48% (67)	25% (35)	12% (17)	13% (18)	2% (3)	— (0)	139
Employ: Retired	10% (49)	21% (104)	26% (129)	37% (185)	5% (25)	1% (3)	495
Employ: Unemployed	43% (119)	18% (50)	13% (35)	22% (60)	3% (8)	1% (2)	273
Employ: Other	39% (47)	23% (28)	14% (16)	21% (25)	3% (4)	— (0)	121
Military HH: Yes	23% (84)	23% (83)	20% (74)	29% (108)	5% (18)	1% (2)	369
Military HH: No	27% (503)	24% (437)	17% (320)	27% (497)	3% (64)	1% (11)	1831
RD/WT: Right Direction	30% (202)	26% (171)	16% (110)	23% (157)	3% (21)	1% (7)	669
RD/WT: Wrong Track	25% (385)	23% (348)	19% (284)	29% (448)	4% (60)	— (6)	1531
Trump Job Approve	25% (219)	25% (219)	15% (137)	30% (270)	4% (38)	1% (6)	889
Trump Job Disapprove	27% (334)	23% (279)	20% (249)	25% (307)	3% (42)	— (5)	1216

Continued on next page

**Table MCEN3\_5: Do you have a favorable or unfavorable impression of the following types of movies?**

*Horror*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	27% (587)	24% (520)	18% (394)	27% (604)	4% (81)	1% (13)	2200
Trump Job Strongly Approve	23% (123)	25% (136)	15% (79)	31% (167)	5% (25)	— (2)	532
Trump Job Somewhat Approve	27% (96)	23% (83)	16% (58)	29% (103)	4% (13)	1% (4)	356
Trump Job Somewhat Disapprove	23% (67)	30% (87)	19% (56)	25% (71)	3% (8)	— (0)	289
Trump Job Strongly Disapprove	29% (267)	21% (192)	21% (194)	25% (235)	4% (34)	1% (5)	927
Favorable of Trump	27% (237)	24% (210)	15% (136)	29% (256)	4% (36)	— (4)	879
Unfavorable of Trump	27% (321)	23% (282)	21% (248)	26% (312)	3% (40)	— (5)	1209
Very Favorable of Trump	25% (134)	25% (137)	14% (74)	31% (169)	4% (23)	1% (4)	540
Somewhat Favorable of Trump	30% (103)	22% (74)	18% (62)	26% (88)	4% (13)	— (0)	339
Somewhat Unfavorable of Trump	20% (44)	33% (74)	19% (42)	24% (54)	4% (9)	— (0)	223
Very Unfavorable of Trump	28% (277)	21% (208)	21% (206)	26% (258)	3% (32)	— (5)	986
#1 Issue: Economy	30% (229)	21% (160)	17% (130)	28% (218)	3% (26)	— (2)	765
#1 Issue: Security	24% (55)	26% (59)	13% (30)	32% (73)	4% (8)	1% (1)	227
#1 Issue: Health Care	23% (102)	25% (113)	21% (92)	27% (122)	4% (17)	— (1)	448
#1 Issue: Medicare / Social Security	12% (33)	23% (64)	24% (66)	34% (94)	6% (16)	1% (3)	275
#1 Issue: Women's Issues	54% (79)	23% (34)	8% (12)	15% (22)	— (0)	— (0)	147
#1 Issue: Education	33% (34)	34% (35)	9% (10)	21% (22)	3% (3)	1% (1)	105
#1 Issue: Energy	33% (19)	18% (10)	18% (10)	20% (12)	5% (3)	6% (4)	57
#1 Issue: Other	20% (35)	25% (45)	25% (44)	24% (43)	4% (8)	1% (2)	176
2018 House Vote: Democrat	24% (167)	22% (149)	20% (140)	29% (199)	4% (24)	1% (6)	685
2018 House Vote: Republican	18% (116)	26% (167)	18% (115)	33% (214)	4% (28)	— (2)	642
2018 House Vote: Someone else	28% (16)	16% (10)	26% (15)	28% (16)	2% (1)	— (0)	59
2016 Vote: Hillary Clinton	23% (152)	22% (145)	21% (142)	30% (201)	3% (20)	1% (6)	666
2016 Vote: Donald Trump	19% (133)	26% (182)	19% (132)	32% (225)	4% (29)	— (2)	702
2016 Vote: Other	24% (30)	17% (22)	22% (27)	30% (38)	6% (8)	1% (1)	126
2016 Vote: Didn't Vote	39% (273)	24% (170)	13% (93)	20% (141)	3% (24)	1% (4)	705
Voted in 2014: Yes	21% (260)	23% (283)	20% (257)	32% (398)	4% (49)	1% (8)	1254
Voted in 2014: No	35% (327)	25% (236)	15% (137)	22% (207)	3% (33)	1% (5)	946

Continued on next page

**Table MCEN3\_5: Do you have a favorable or unfavorable impression of the following types of movies?**  
 Horror

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	27% (587)	24% (520)	18% (394)	27% (604)	4% (81)	1% (13)	2200
2012 Vote: Barack Obama	24% (183)	22% (167)	20% (153)	28% (214)	5% (37)	1% (6)	760
2012 Vote: Mitt Romney	15% (81)	25% (135)	20% (108)	37% (202)	4% (21)	— (2)	548
2012 Vote: Other	18% (13)	14% (10)	23% (16)	41% (28)	3% (2)	— (0)	69
2012 Vote: Didn't Vote	38% (311)	25% (206)	14% (116)	20% (161)	3% (21)	1% (5)	820
4-Region: Northeast	22% (88)	27% (104)	18% (69)	29% (115)	3% (13)	1% (3)	394
4-Region: Midwest	25% (117)	22% (104)	20% (95)	28% (130)	3% (14)	1% (3)	462
4-Region: South	27% (223)	24% (196)	17% (139)	27% (222)	5% (38)	1% (6)	824
4-Region: West	31% (160)	22% (115)	18% (92)	26% (137)	3% (17)	— (0)	520
Fan of Christmas movies	28% (514)	24% (438)	18% (329)	27% (491)	4% (67)	— (8)	1846
Fan of holiday movies	28% (514)	24% (445)	17% (323)	27% (493)	4% (69)	— (6)	1850
Fan of Christmas or holiday movies	28% (504)	24% (424)	17% (312)	26% (472)	4% (66)	— (6)	1784
Watches movies at least weekly	30% (455)	24% (366)	18% (275)	24% (371)	3% (44)	1% (9)	1520
Watches movies at least monthly	29% (566)	24% (481)	18% (352)	26% (508)	3% (61)	1% (10)	1978

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

**Table MCEN3\_6:** Do you have a favorable or unfavorable impression of the following types of movies?

Sci-fi

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	28% (620)	35% (765)	15% (336)	13% (285)	7% (164)	1% (30)	2200
Gender: Male	37% (396)	35% (376)	13% (135)	7% (78)	6% (64)	1% (14)	1062
Gender: Female	20% (225)	34% (389)	18% (201)	18% (207)	9% (100)	1% (16)	1138
Age: 18-34	30% (198)	33% (219)	16% (107)	10% (63)	8% (54)	2% (14)	655
Age: 35-44	34% (120)	35% (125)	13% (48)	11% (39)	5% (19)	2% (6)	358
Age: 45-64	27% (205)	38% (283)	13% (98)	15% (111)	7% (50)	— (3)	751
Age: 65+	22% (97)	32% (138)	19% (83)	16% (71)	9% (40)	2% (7)	436
GenZers: 1997-2012	27% (91)	35% (117)	16% (55)	8% (28)	11% (37)	3% (10)	338
Millennials: 1981-1996	33% (164)	32% (159)	17% (82)	11% (55)	5% (26)	2% (9)	495
GenXers: 1965-1980	35% (182)	34% (173)	12% (60)	12% (62)	6% (31)	1% (4)	512
Baby Boomers: 1946-1964	22% (169)	38% (295)	15% (118)	16% (120)	8% (62)	— (4)	767
PID: Dem (no lean)	30% (239)	38% (301)	14% (109)	12% (98)	5% (38)	1% (10)	795
PID: Ind (no lean)	28% (199)	35% (244)	14% (100)	12% (82)	10% (71)	1% (10)	707
PID: Rep (no lean)	26% (182)	31% (220)	18% (127)	15% (105)	8% (55)	1% (10)	698
PID/Gender: Dem Men	42% (150)	34% (121)	12% (43)	7% (25)	3% (10)	1% (5)	356
PID/Gender: Dem Women	20% (88)	41% (180)	15% (66)	16% (72)	6% (28)	1% (5)	440
PID/Gender: Ind Men	34% (115)	34% (115)	13% (43)	8% (27)	10% (33)	1% (4)	337
PID/Gender: Ind Women	23% (85)	35% (129)	16% (57)	15% (55)	10% (38)	2% (6)	370
PID/Gender: Rep Men	35% (130)	38% (139)	13% (48)	7% (26)	5% (20)	1% (5)	369
PID/Gender: Rep Women	16% (52)	24% (80)	24% (78)	24% (79)	11% (35)	1% (5)	329
Ideo: Liberal (1-3)	33% (198)	37% (218)	14% (81)	10% (62)	4% (26)	2% (9)	594
Ideo: Moderate (4)	28% (167)	34% (204)	15% (93)	15% (89)	8% (47)	1% (6)	607
Ideo: Conservative (5-7)	25% (184)	37% (270)	18% (128)	13% (92)	7% (54)	— (4)	732
Educ: < College	27% (415)	33% (492)	15% (229)	14% (217)	9% (138)	1% (22)	1512
Educ: Bachelors degree	30% (134)	40% (176)	16% (70)	11% (48)	4% (16)	— (1)	444
Educ: Post-grad	30% (72)	40% (97)	15% (37)	8% (20)	4% (10)	3% (7)	244
Income: Under 50k	29% (332)	31% (354)	15% (171)	14% (154)	9% (99)	2% (18)	1127
Income: 50k-100k	27% (185)	37% (257)	16% (109)	12% (84)	7% (47)	1% (5)	688
Income: 100k+	27% (103)	40% (154)	15% (56)	12% (47)	5% (18)	2% (6)	385
Ethnicity: White	28% (477)	35% (598)	16% (269)	14% (235)	7% (125)	1% (18)	1722
Ethnicity: Hispanic	33% (115)	34% (118)	14% (49)	8% (30)	10% (34)	1% (4)	349

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**Table MCEN3\_6:** Do you have a favorable or unfavorable impression of the following types of movies?  
*Sci-fi*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	28% (620)	35% (765)	15% (336)	13% (285)	7% (164)	1% (30)	2200
Ethnicity: Black	30% (82)	34% (92)	14% (38)	12% (33)	7% (20)	3% (9)	274
Ethnicity: Other	30% (61)	37% (75)	14% (28)	8% (17)	9% (19)	1% (3)	204
All Christian	27% (280)	35% (361)	17% (171)	13% (130)	7% (72)	1% (12)	1026
All Non-Christian	27% (28)	36% (37)	16% (17)	13% (14)	7% (7)	1% (1)	104
Atheist	34% (28)	46% (39)	4% (4)	8% (6)	7% (6)	2% (2)	84
Agnostic/Nothing in particular	27% (165)	36% (215)	15% (88)	13% (81)	8% (46)	1% (7)	601
Something Else	31% (119)	30% (113)	15% (56)	14% (54)	9% (33)	2% (9)	384
Religious Non-Protestant/Catholic	33% (41)	31% (39)	16% (20)	14% (18)	6% (7)	1% (1)	127
Evangelical	30% (178)	34% (201)	14% (81)	14% (81)	7% (40)	2% (11)	592
Non-Evangelical	26% (203)	34% (266)	18% (141)	12% (95)	8% (65)	1% (9)	779
Community: Urban	33% (215)	35% (227)	12% (77)	12% (76)	7% (42)	1% (9)	646
Community: Suburban	27% (263)	35% (346)	16% (161)	13% (133)	8% (79)	1% (10)	991
Community: Rural	25% (143)	34% (192)	17% (98)	14% (76)	8% (43)	2% (11)	563
Employ: Private Sector	32% (219)	37% (251)	16% (109)	10% (70)	4% (27)	1% (6)	683
Employ: Government	36% (50)	37% (50)	12% (16)	11% (14)	2% (3)	2% (3)	137
Employ: Self-Employed	35% (67)	28% (54)	16% (30)	13% (25)	6% (12)	2% (4)	191
Employ: Homemaker	17% (27)	34% (55)	18% (29)	18% (30)	12% (19)	1% (2)	161
Employ: Student	24% (33)	36% (50)	19% (26)	6% (9)	14% (20)	— (0)	139
Employ: Retired	22% (107)	36% (178)	17% (85)	15% (74)	9% (43)	1% (7)	495
Employ: Unemployed	30% (83)	30% (82)	9% (26)	16% (45)	11% (31)	2% (6)	273
Employ: Other	29% (35)	37% (45)	12% (15)	15% (18)	7% (8)	1% (1)	121
Military HH: Yes	32% (118)	36% (133)	14% (50)	10% (35)	7% (26)	2% (6)	369
Military HH: No	27% (502)	35% (632)	16% (286)	14% (249)	8% (138)	1% (24)	1831
RD/WT: Right Direction	33% (221)	34% (226)	17% (115)	8% (55)	5% (34)	3% (17)	669
RD/WT: Wrong Track	26% (399)	35% (539)	14% (221)	15% (229)	8% (130)	1% (13)	1531
Trump Job Approve	26% (229)	33% (296)	19% (165)	14% (123)	7% (59)	2% (16)	889
Trump Job Disapprove	30% (363)	36% (442)	13% (162)	12% (144)	8% (93)	1% (12)	1216

Continued on next page

**Table MCEN3\_6: Do you have a favorable or unfavorable impression of the following types of movies?**  
*Sci-fi*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	28% (620)	35% (765)	15% (336)	13% (285)	7% (164)	1% (30)	2200
Trump Job Strongly Approve	27% (144)	33% (173)	19% (99)	13% (67)	7% (38)	2% (11)	532
Trump Job Somewhat Approve	24% (85)	35% (123)	18% (66)	16% (56)	6% (22)	1% (4)	356
Trump Job Somewhat Disapprove	27% (79)	36% (103)	16% (46)	11% (31)	9% (27)	1% (3)	289
Trump Job Strongly Disapprove	31% (284)	37% (338)	13% (116)	12% (113)	7% (66)	1% (9)	927
Favorable of Trump	28% (244)	33% (288)	18% (160)	13% (118)	7% (60)	1% (9)	879
Unfavorable of Trump	29% (349)	38% (458)	14% (164)	12% (140)	7% (86)	1% (12)	1209
Very Favorable of Trump	27% (143)	34% (184)	17% (94)	13% (69)	8% (43)	1% (6)	540
Somewhat Favorable of Trump	30% (101)	30% (103)	19% (65)	14% (49)	5% (17)	1% (3)	339
Somewhat Unfavorable of Trump	23% (51)	40% (90)	14% (31)	12% (28)	9% (20)	2% (3)	223
Very Unfavorable of Trump	30% (297)	37% (369)	14% (133)	11% (112)	7% (66)	1% (9)	986
#1 Issue: Economy	31% (234)	35% (265)	15% (112)	15% (113)	4% (33)	1% (7)	765
#1 Issue: Security	26% (58)	36% (82)	15% (33)	16% (35)	8% (17)	— (1)	227
#1 Issue: Health Care	33% (146)	32% (143)	15% (67)	10% (46)	10% (43)	1% (4)	448
#1 Issue: Medicare / Social Security	19% (53)	35% (96)	15% (42)	18% (50)	10% (27)	2% (6)	275
#1 Issue: Women's Issues	29% (43)	38% (56)	13% (19)	7% (10)	12% (17)	1% (2)	147
#1 Issue: Education	18% (19)	38% (39)	25% (26)	8% (8)	9% (10)	2% (3)	105
#1 Issue: Energy	29% (17)	43% (25)	10% (6)	10% (6)	1% (1)	6% (4)	57
#1 Issue: Other	29% (50)	33% (59)	17% (31)	10% (17)	9% (16)	2% (4)	176
2018 House Vote: Democrat	32% (219)	39% (265)	12% (83)	11% (78)	5% (35)	1% (5)	685
2018 House Vote: Republican	26% (165)	34% (217)	18% (116)	15% (98)	6% (39)	1% (8)	642
2018 House Vote: Someone else	44% (26)	33% (20)	8% (5)	9% (5)	4% (3)	1% (1)	59
2016 Vote: Hillary Clinton	32% (213)	38% (255)	12% (80)	12% (81)	4% (29)	1% (8)	666
2016 Vote: Donald Trump	26% (181)	34% (241)	18% (130)	14% (97)	7% (48)	1% (6)	702
2016 Vote: Other	29% (37)	35% (44)	13% (16)	14% (17)	9% (12)	— (0)	126
2016 Vote: Didn't Vote	27% (189)	32% (225)	16% (110)	13% (89)	11% (75)	2% (16)	705
Voted in 2014: Yes	30% (377)	35% (444)	15% (184)	13% (165)	6% (72)	1% (12)	1254
Voted in 2014: No	26% (244)	34% (321)	16% (151)	13% (119)	10% (92)	2% (18)	946

Continued on next page

**Table MCEN3\_6:** Do you have a favorable or unfavorable impression of the following types of movies?  
*Sci-fi*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	28% (620)	35% (765)	15% (336)	13% (285)	7% (164)	1% (30)	2200
2012 Vote: Barack Obama	34% (255)	36% (272)	12% (94)	11% (83)	6% (43)	2% (12)	760
2012 Vote: Mitt Romney	23% (127)	36% (196)	18% (99)	16% (88)	6% (34)	1% (5)	548
2012 Vote: Other	26% (18)	26% (18)	23% (16)	16% (11)	10% (7)	— (0)	69
2012 Vote: Didn't Vote	27% (219)	34% (278)	16% (128)	12% (102)	10% (79)	2% (14)	820
4-Region: Northeast	28% (108)	37% (145)	14% (55)	14% (56)	6% (24)	1% (5)	394
4-Region: Midwest	26% (122)	37% (170)	16% (73)	14% (67)	6% (28)	1% (3)	462
4-Region: South	27% (222)	32% (265)	17% (139)	14% (116)	9% (71)	1% (12)	824
4-Region: West	32% (168)	36% (185)	13% (69)	9% (46)	8% (42)	2% (10)	520
Fan of Christmas movies	28% (514)	36% (659)	15% (280)	13% (233)	8% (140)	1% (19)	1846
Fan of holiday movies	28% (526)	36% (665)	15% (272)	13% (235)	7% (132)	1% (21)	1850
Fan of Christmas or holiday movies	28% (498)	36% (644)	15% (268)	13% (226)	7% (131)	1% (17)	1784
Watches movies at least weekly	33% (501)	35% (525)	15% (221)	11% (166)	6% (86)	1% (22)	1520
Watches movies at least monthly	30% (600)	35% (700)	15% (296)	12% (230)	6% (125)	1% (26)	1978

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

**Table MCEN3\_7: Do you have a favorable or unfavorable impression of the following types of movies?**

*Fantasy*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	24% (521)	40% (882)	17% (374)	10% (217)	9% (192)	1% (14)	2200
Gender: Male	24% (255)	41% (438)	16% (166)	9% (99)	9% (99)	— (5)	1062
Gender: Female	23% (265)	39% (444)	18% (208)	10% (118)	8% (93)	1% (9)	1138
Age: 18-34	34% (225)	35% (226)	16% (103)	8% (50)	7% (45)	1% (5)	655
Age: 35-44	32% (115)	39% (140)	12% (44)	8% (29)	7% (24)	2% (5)	358
Age: 45-64	18% (139)	44% (330)	18% (134)	11% (81)	9% (64)	— (1)	751
Age: 65+	10% (42)	42% (185)	21% (92)	13% (57)	13% (59)	— (1)	436
GenZers: 1997-2012	35% (120)	35% (117)	14% (49)	6% (22)	8% (27)	1% (4)	338
Millennials: 1981-1996	31% (154)	37% (184)	16% (77)	9% (42)	6% (31)	1% (7)	495
GenXers: 1965-1980	32% (164)	37% (187)	14% (74)	10% (50)	7% (35)	— (1)	512
Baby Boomers: 1946-1964	10% (74)	47% (364)	20% (156)	12% (89)	11% (82)	— (2)	767
PID: Dem (no lean)	27% (215)	42% (337)	16% (126)	8% (63)	7% (54)	— (1)	795
PID: Ind (no lean)	24% (173)	38% (272)	16% (110)	10% (74)	10% (72)	1% (7)	707
PID: Rep (no lean)	19% (133)	39% (273)	20% (139)	12% (81)	10% (67)	1% (6)	698
PID/Gender: Dem Men	31% (112)	40% (142)	16% (56)	7% (25)	6% (21)	— (0)	356
PID/Gender: Dem Women	23% (103)	44% (195)	16% (69)	9% (38)	7% (33)	— (1)	440
PID/Gender: Ind Men	19% (64)	41% (139)	15% (52)	10% (33)	13% (45)	1% (4)	337
PID/Gender: Ind Women	29% (109)	36% (132)	16% (57)	11% (41)	7% (26)	1% (3)	370
PID/Gender: Rep Men	22% (80)	42% (156)	16% (58)	11% (42)	9% (33)	— (1)	369
PID/Gender: Rep Women	16% (54)	36% (117)	25% (81)	12% (39)	10% (34)	1% (4)	329
Ideo: Liberal (1-3)	31% (185)	39% (234)	13% (75)	11% (68)	5% (31)	— (1)	594
Ideo: Moderate (4)	18% (111)	44% (268)	18% (108)	9% (54)	11% (65)	— (0)	607
Ideo: Conservative (5-7)	20% (145)	41% (298)	21% (151)	10% (74)	8% (61)	1% (4)	732
Educ: < College	24% (370)	38% (578)	17% (253)	11% (161)	9% (138)	1% (12)	1512
Educ: Bachelors degree	21% (95)	43% (193)	18% (79)	8% (37)	9% (39)	— (1)	444
Educ: Post-grad	23% (56)	45% (111)	17% (42)	8% (20)	6% (14)	1% (1)	244
Income: Under 50k	28% (313)	36% (411)	17% (188)	9% (104)	9% (101)	1% (11)	1127
Income: 50k-100k	18% (126)	44% (301)	18% (127)	10% (68)	9% (64)	— (2)	688
Income: 100k+	21% (82)	44% (171)	15% (59)	12% (45)	7% (27)	— (0)	385
Ethnicity: White	22% (376)	41% (708)	17% (299)	10% (173)	9% (158)	— (7)	1722
Ethnicity: Hispanic	34% (120)	38% (133)	13% (46)	6% (19)	9% (31)	— (0)	349

Continued on next page



**Table MCEN3\_7: Do you have a favorable or unfavorable impression of the following types of movies?**  
*Fantasy*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	24% (521)	40% (882)	17% (374)	10% (217)	9% (192)	1% (14)	2200
Ethnicity: Black	33% (91)	35% (97)	13% (35)	12% (33)	5% (13)	2% (5)	274
Ethnicity: Other	26% (54)	38% (77)	19% (40)	5% (11)	10% (20)	1% (2)	204
All Christian	19% (196)	45% (457)	18% (183)	8% (85)	10% (102)	— (2)	1026
All Non-Christian	26% (27)	35% (37)	19% (20)	13% (13)	6% (6)	1% (1)	104
Atheist	32% (27)	41% (35)	10% (9)	9% (7)	7% (6)	1% (1)	84
Agnostic/Nothing in particular	26% (154)	36% (219)	17% (104)	13% (77)	8% (46)	— (0)	601
Something Else	30% (116)	35% (134)	15% (57)	9% (35)	8% (32)	3% (10)	384
Religious Non-Protestant/Catholic	30% (38)	35% (44)	18% (22)	12% (15)	5% (6)	1% (1)	127
Evangelical	26% (151)	42% (251)	15% (90)	7% (43)	8% (50)	1% (6)	592
Non-Evangelical	19% (148)	42% (327)	18% (144)	9% (73)	10% (82)	1% (5)	779
Community: Urban	31% (203)	38% (243)	14% (91)	10% (64)	7% (44)	— (3)	646
Community: Suburban	19% (191)	42% (420)	18% (181)	11% (105)	9% (91)	— (4)	991
Community: Rural	23% (128)	39% (219)	18% (102)	9% (49)	10% (58)	1% (7)	563
Employ: Private Sector	22% (148)	43% (294)	19% (128)	10% (68)	6% (43)	— (3)	683
Employ: Government	34% (47)	39% (53)	14% (20)	5% (7)	7% (10)	— (0)	137
Employ: Self-Employed	31% (60)	37% (71)	10% (20)	13% (24)	7% (13)	2% (4)	191
Employ: Homemaker	24% (38)	42% (67)	14% (23)	12% (20)	8% (13)	1% (1)	161
Employ: Student	34% (48)	37% (51)	15% (21)	5% (6)	10% (13)	— (0)	139
Employ: Retired	10% (49)	44% (217)	20% (101)	12% (61)	13% (65)	— (1)	495
Employ: Unemployed	34% (92)	32% (88)	15% (42)	8% (21)	10% (27)	1% (4)	273
Employ: Other	33% (40)	34% (42)	17% (21)	8% (10)	6% (8)	1% (1)	121
Military HH: Yes	22% (81)	42% (154)	16% (57)	10% (38)	10% (36)	1% (3)	369
Military HH: No	24% (440)	40% (728)	17% (317)	10% (179)	9% (156)	1% (11)	1831
RD/WT: Right Direction	27% (181)	40% (270)	16% (104)	9% (60)	7% (46)	1% (8)	669
RD/WT: Wrong Track	22% (340)	40% (612)	18% (270)	10% (157)	10% (146)	— (6)	1531
Trump Job Approve	21% (187)	38% (339)	19% (173)	11% (95)	9% (84)	1% (11)	889
Trump Job Disapprove	25% (302)	42% (515)	15% (185)	9% (109)	9% (103)	— (1)	1216

Continued on next page

**Table MCEN3\_7: Do you have a favorable or unfavorable impression of the following types of movies?**

*Fantasy*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	24% (521)	40% (882)	17% (374)	10% (217)	9% (192)	1% (14)	2200
Trump Job Strongly Approve	20% (106)	39% (209)	19% (102)	11% (61)	9% (50)	1% (5)	532
Trump Job Somewhat Approve	23% (81)	37% (130)	20% (70)	10% (34)	9% (33)	2% (7)	356
Trump Job Somewhat Disapprove	28% (82)	36% (103)	18% (53)	9% (27)	9% (25)	— (0)	289
Trump Job Strongly Disapprove	24% (220)	44% (412)	14% (132)	9% (82)	9% (79)	— (1)	927
Favorable of Trump	23% (202)	38% (335)	18% (163)	11% (95)	9% (78)	1% (6)	879
Unfavorable of Trump	24% (292)	43% (517)	16% (197)	9% (105)	8% (96)	— (1)	1209
Very Favorable of Trump	20% (111)	39% (209)	18% (96)	12% (66)	10% (52)	1% (6)	540
Somewhat Favorable of Trump	27% (91)	37% (126)	19% (66)	9% (30)	8% (26)	— (0)	339
Somewhat Unfavorable of Trump	22% (48)	37% (83)	22% (49)	10% (22)	9% (21)	— (0)	223
Very Unfavorable of Trump	25% (244)	44% (435)	15% (148)	8% (83)	8% (75)	— (1)	986
#1 Issue: Economy	26% (197)	39% (301)	17% (133)	10% (73)	8% (61)	— (0)	765
#1 Issue: Security	25% (56)	37% (83)	16% (37)	13% (30)	9% (20)	— (1)	227
#1 Issue: Health Care	25% (112)	42% (189)	15% (68)	9% (40)	8% (36)	— (2)	448
#1 Issue: Medicare / Social Security	10% (28)	42% (117)	23% (64)	10% (29)	13% (35)	1% (2)	275
#1 Issue: Women's Issues	35% (51)	36% (53)	12% (18)	6% (9)	9% (14)	1% (2)	147
#1 Issue: Education	18% (19)	43% (45)	19% (20)	12% (13)	7% (7)	1% (1)	105
#1 Issue: Energy	28% (16)	39% (22)	14% (8)	11% (6)	2% (1)	6% (4)	57
#1 Issue: Other	23% (41)	41% (73)	14% (25)	10% (18)	10% (18)	2% (3)	176
2018 House Vote: Democrat	25% (173)	44% (302)	15% (102)	8% (55)	7% (50)	— (1)	685
2018 House Vote: Republican	15% (99)	42% (272)	21% (133)	13% (81)	9% (56)	— (3)	642
2018 House Vote: Someone else	21% (12)	54% (32)	15% (9)	5% (3)	6% (3)	— (0)	59
2016 Vote: Hillary Clinton	24% (158)	45% (299)	14% (94)	9% (63)	8% (50)	— (1)	666
2016 Vote: Donald Trump	17% (117)	40% (280)	23% (160)	11% (80)	9% (63)	— (3)	702
2016 Vote: Other	29% (37)	42% (53)	11% (14)	8% (10)	10% (13)	— (0)	126
2016 Vote: Didn't Vote	30% (209)	35% (250)	15% (106)	9% (65)	9% (66)	1% (10)	705
Voted in 2014: Yes	21% (258)	42% (531)	18% (221)	11% (134)	8% (105)	— (4)	1254
Voted in 2014: No	28% (262)	37% (351)	16% (153)	9% (84)	9% (87)	1% (10)	946

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**Table MCEN3\_7: Do you have a favorable or unfavorable impression of the following types of movies?**  
 Fantasy

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	24% (521)	40% (882)	17% (374)	10% (217)	9% (192)	1% (14)	2200
2012 Vote: Barack Obama	27% (202)	42% (319)	14% (107)	10% (72)	8% (58)	— (1)	760
2012 Vote: Mitt Romney	12% (68)	44% (242)	21% (117)	12% (67)	9% (51)	— (3)	548
2012 Vote: Other	21% (15)	32% (22)	24% (16)	10% (7)	12% (9)	— (0)	69
2012 Vote: Didn't Vote	29% (236)	36% (297)	16% (134)	9% (71)	9% (73)	1% (10)	820
4-Region: Northeast	24% (94)	37% (147)	18% (73)	11% (43)	9% (36)	— (1)	394
4-Region: Midwest	23% (104)	41% (191)	19% (90)	9% (43)	7% (30)	1% (3)	462
4-Region: South	21% (171)	41% (337)	16% (130)	10% (85)	11% (93)	1% (8)	824
4-Region: West	29% (151)	40% (207)	16% (82)	9% (46)	6% (32)	— (2)	520
Fan of Christmas movies	24% (443)	42% (768)	17% (308)	9% (162)	8% (155)	1% (10)	1846
Fan of holiday movies	24% (451)	42% (769)	16% (303)	9% (163)	8% (155)	— (9)	1850
Fan of Christmas or holiday movies	24% (434)	42% (743)	16% (291)	9% (154)	9% (153)	1% (9)	1784
Watches movies at least weekly	28% (426)	41% (629)	14% (220)	9% (132)	7% (101)	1% (11)	1520
Watches movies at least monthly	26% (508)	41% (808)	16% (323)	9% (182)	7% (146)	1% (11)	1978

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

**Table MCEN3\_8: Do you have a favorable or unfavorable impression of the following types of movies?**

*Action*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	46% (1009)	39% (864)	7% (161)	4% (79)	4% (78)	— (9)	2200
Gender: Male	54% (571)	37% (397)	4% (48)	2% (22)	2% (19)	— (4)	1062
Gender: Female	38% (438)	41% (467)	10% (113)	5% (57)	5% (59)	— (5)	1138
Age: 18-34	50% (328)	34% (221)	9% (59)	5% (32)	2% (12)	— (3)	655
Age: 35-44	50% (180)	38% (135)	5% (18)	3% (11)	3% (10)	1% (4)	358
Age: 45-64	44% (333)	43% (322)	6% (47)	3% (19)	4% (29)	— (1)	751
Age: 65+	39% (168)	43% (186)	8% (37)	4% (16)	6% (27)	— (2)	436
GenZers: 1997-2012	49% (167)	34% (114)	10% (34)	5% (15)	2% (6)	1% (2)	338
Millennials: 1981-1996	50% (249)	36% (177)	6% (30)	5% (23)	2% (11)	1% (4)	495
GenXers: 1965-1980	54% (274)	36% (183)	6% (30)	2% (8)	3% (16)	— (1)	512
Baby Boomers: 1946-1964	39% (297)	46% (355)	7% (56)	3% (25)	4% (32)	— (2)	767
PID: Dem (no lean)	46% (366)	38% (300)	9% (71)	4% (35)	3% (21)	— (1)	795
PID: Ind (no lean)	46% (322)	41% (290)	5% (37)	4% (28)	4% (25)	1% (4)	707
PID: Rep (no lean)	46% (321)	39% (274)	7% (52)	2% (15)	5% (32)	1% (4)	698
PID/Gender: Dem Men	56% (199)	36% (127)	6% (22)	1% (4)	1% (3)	— (0)	356
PID/Gender: Dem Women	38% (167)	39% (173)	11% (49)	7% (31)	4% (18)	— (1)	440
PID/Gender: Ind Men	45% (151)	44% (148)	3% (11)	4% (13)	3% (11)	1% (4)	337
PID/Gender: Ind Women	46% (171)	38% (142)	7% (27)	4% (15)	4% (15)	— (0)	370
PID/Gender: Rep Men	60% (221)	33% (123)	4% (15)	1% (5)	2% (6)	— (1)	369
PID/Gender: Rep Women	30% (100)	46% (152)	11% (37)	3% (11)	8% (26)	1% (3)	329
Ideo: Liberal (1-3)	43% (255)	40% (235)	9% (54)	5% (29)	3% (20)	— (1)	594
Ideo: Moderate (4)	45% (271)	40% (243)	7% (45)	4% (24)	4% (24)	— (0)	607
Ideo: Conservative (5-7)	45% (329)	41% (300)	7% (50)	3% (22)	4% (30)	— (2)	732
Educ: < College	47% (710)	37% (566)	7% (109)	4% (55)	4% (64)	1% (8)	1512
Educ: Bachelors degree	43% (191)	45% (199)	7% (29)	3% (14)	2% (9)	— (1)	444
Educ: Post-grad	44% (108)	41% (99)	9% (22)	4% (9)	2% (6)	— (0)	244
Income: Under 50k	46% (522)	37% (414)	8% (89)	4% (46)	4% (47)	1% (9)	1127
Income: 50k-100k	43% (298)	43% (298)	8% (54)	2% (13)	4% (25)	— (0)	688
Income: 100k+	49% (190)	39% (152)	5% (18)	5% (19)	2% (7)	— (0)	385
Ethnicity: White	44% (753)	42% (721)	7% (128)	3% (56)	4% (61)	— (4)	1722
Ethnicity: Hispanic	52% (182)	33% (114)	6% (22)	8% (26)	1% (5)	— (0)	349

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**Table MCEN3\_8: Do you have a favorable or unfavorable impression of the following types of movies?**  
 Action

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	46% (1009)	39% (864)	7% (161)	4% (79)	4% (78)	— (9)	2200
Ethnicity: Black	61% (169)	24% (65)	7% (19)	3% (9)	3% (8)	2% (5)	274
Ethnicity: Other	43% (88)	38% (78)	7% (14)	7% (14)	5% (10)	— (0)	204
All Christian	45% (459)	42% (429)	7% (71)	3% (33)	3% (33)	— (2)	1026
All Non-Christian	49% (51)	32% (33)	9% (10)	5% (6)	4% (4)	1% (1)	104
Atheist	30% (25)	51% (43)	13% (11)	2% (2)	4% (3)	— (0)	84
Agnostic/Nothing in particular	46% (275)	40% (238)	7% (41)	4% (26)	3% (21)	— (0)	601
Something Else	52% (198)	31% (121)	7% (29)	3% (13)	5% (17)	2% (6)	384
Religious Non-Protestant/Catholic	51% (65)	32% (41)	8% (11)	4% (6)	3% (4)	1% (1)	127
Evangelical	47% (280)	37% (219)	7% (39)	3% (20)	4% (26)	1% (7)	592
Non-Evangelical	46% (357)	41% (318)	7% (56)	3% (23)	3% (23)	— (1)	779
Community: Urban	53% (342)	35% (225)	6% (42)	3% (21)	2% (14)	— (2)	646
Community: Suburban	43% (424)	41% (410)	8% (82)	3% (33)	4% (40)	— (1)	991
Community: Rural	43% (242)	41% (229)	6% (37)	4% (24)	4% (24)	1% (6)	563
Employ: Private Sector	49% (331)	38% (259)	8% (51)	3% (24)	3% (17)	— (1)	683
Employ: Government	49% (67)	45% (62)	4% (6)	2% (3)	— (0)	— (0)	137
Employ: Self-Employed	43% (82)	42% (80)	6% (11)	4% (8)	3% (6)	2% (4)	191
Employ: Homemaker	38% (61)	43% (69)	6% (9)	7% (12)	5% (9)	1% (1)	161
Employ: Student	52% (72)	32% (44)	12% (17)	4% (6)	— (0)	— (0)	139
Employ: Retired	39% (191)	45% (221)	7% (33)	4% (20)	6% (28)	— (2)	495
Employ: Unemployed	49% (133)	34% (94)	10% (28)	2% (5)	4% (12)	1% (1)	273
Employ: Other	59% (72)	30% (36)	5% (6)	1% (2)	5% (6)	— (0)	121
Military HH: Yes	50% (183)	39% (142)	5% (19)	3% (11)	3% (12)	— (1)	369
Military HH: No	45% (826)	39% (722)	8% (142)	4% (68)	4% (66)	— (8)	1831
RD/WT: Right Direction	52% (349)	33% (224)	7% (47)	3% (23)	3% (21)	1% (6)	669
RD/WT: Wrong Track	43% (660)	42% (640)	7% (114)	4% (56)	4% (58)	— (3)	1531
Trump Job Approve	46% (411)	39% (349)	7% (58)	3% (28)	4% (36)	1% (6)	889
Trump Job Disapprove	46% (555)	39% (477)	8% (96)	4% (51)	3% (36)	— (2)	1216

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**Table MCEN3\_8: Do you have a favorable or unfavorable impression of the following types of movies?**

Action

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	46% (1009)	39% (864)	7% (161)	4% (79)	4% (78)	— (9)	2200
Trump Job Strongly Approve	46% (243)	41% (216)	7% (38)	2% (12)	4% (21)	— (2)	532
Trump Job Somewhat Approve	47% (168)	38% (134)	6% (20)	4% (16)	4% (15)	1% (4)	356
Trump Job Somewhat Disapprove	47% (136)	40% (115)	7% (21)	3% (9)	3% (7)	— (0)	289
Trump Job Strongly Disapprove	45% (418)	39% (362)	8% (75)	5% (42)	3% (28)	— (2)	927
Favorable of Trump	49% (430)	38% (336)	6% (52)	2% (20)	4% (38)	— (4)	879
Unfavorable of Trump	45% (542)	40% (482)	8% (99)	4% (51)	3% (34)	— (1)	1209
Very Favorable of Trump	48% (258)	39% (210)	6% (34)	2% (10)	4% (24)	1% (4)	540
Somewhat Favorable of Trump	51% (172)	37% (127)	5% (18)	3% (10)	4% (14)	— (0)	339
Somewhat Unfavorable of Trump	47% (105)	41% (92)	5% (11)	3% (8)	4% (8)	— (0)	223
Very Unfavorable of Trump	44% (437)	40% (390)	9% (89)	4% (43)	3% (25)	— (1)	986
#1 Issue: Economy	49% (372)	38% (293)	7% (56)	4% (27)	2% (17)	— (0)	765
#1 Issue: Security	52% (118)	36% (82)	6% (13)	3% (6)	3% (8)	— (0)	227
#1 Issue: Health Care	46% (206)	39% (173)	8% (37)	4% (17)	3% (15)	— (0)	448
#1 Issue: Medicare / Social Security	35% (95)	47% (128)	8% (21)	3% (9)	7% (18)	1% (3)	275
#1 Issue: Women's Issues	51% (75)	31% (45)	7% (10)	6% (8)	4% (6)	1% (2)	147
#1 Issue: Education	46% (49)	39% (41)	9% (9)	2% (2)	3% (3)	1% (1)	105
#1 Issue: Energy	45% (26)	33% (19)	6% (3)	6% (4)	3% (2)	6% (4)	57
#1 Issue: Other	39% (69)	47% (82)	6% (11)	3% (5)	5% (9)	— (0)	176
2018 House Vote: Democrat	47% (320)	40% (273)	7% (48)	4% (25)	3% (19)	— (1)	685
2018 House Vote: Republican	44% (281)	42% (272)	7% (44)	2% (15)	4% (29)	— (2)	642
2018 House Vote: Someone else	37% (22)	52% (31)	7% (4)	2% (1)	2% (1)	— (0)	59
2016 Vote: Hillary Clinton	46% (303)	40% (268)	8% (52)	3% (23)	3% (17)	— (1)	666
2016 Vote: Donald Trump	45% (319)	43% (299)	5% (38)	2% (17)	4% (27)	— (2)	702
2016 Vote: Other	43% (54)	42% (53)	6% (8)	4% (5)	5% (6)	— (0)	126
2016 Vote: Didn't Vote	47% (333)	34% (243)	9% (63)	5% (33)	4% (28)	1% (5)	705
Voted in 2014: Yes	45% (569)	41% (513)	7% (84)	3% (39)	4% (45)	— (4)	1254
Voted in 2014: No	47% (440)	37% (351)	8% (76)	4% (40)	3% (33)	1% (5)	946

Continued on next page

**Table MCEN3\_8:** Do you have a favorable or unfavorable impression of the following types of movies?  
 Action

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	46% (1009)	39% (864)	7% (161)	4% (79)	4% (78)	— (9)	2200
2012 Vote: Barack Obama	48% (362)	39% (294)	7% (54)	4% (27)	3% (22)	— (1)	760
2012 Vote: Mitt Romney	42% (231)	43% (236)	7% (38)	3% (15)	5% (25)	— (2)	548
2012 Vote: Other	40% (28)	50% (34)	6% (4)	2% (1)	2% (2)	— (0)	69
2012 Vote: Didn't Vote	47% (385)	36% (299)	8% (65)	4% (36)	4% (30)	1% (5)	820
4-Region: Northeast	46% (182)	37% (147)	8% (32)	4% (17)	4% (15)	— (1)	394
4-Region: Midwest	47% (219)	41% (189)	6% (27)	2% (11)	3% (14)	— (2)	462
4-Region: South	43% (351)	41% (341)	7% (58)	4% (34)	4% (33)	1% (6)	824
4-Region: West	49% (257)	36% (186)	9% (45)	3% (17)	3% (16)	— (0)	520
Fan of Christmas movies	46% (852)	41% (747)	7% (128)	3% (55)	3% (58)	— (5)	1846
Fan of holiday movies	47% (861)	40% (738)	7% (130)	3% (61)	3% (56)	— (4)	1850
Fan of Christmas or holiday movies	46% (827)	40% (717)	7% (127)	3% (54)	3% (55)	— (4)	1784
Watches movies at least weekly	53% (813)	35% (537)	6% (88)	3% (43)	2% (32)	— (7)	1520
Watches movies at least monthly	49% (971)	38% (757)	7% (133)	3% (62)	2% (48)	— (7)	1978

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

**Table MCEN3\_9: Do you have a favorable or unfavorable impression of the following types of movies?**

*Adventure*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	37% (820)	49% (1085)	7% (144)	2% (48)	4% (90)	1% (13)	2200
Gender: Male	39% (414)	51% (541)	5% (53)	2% (20)	3% (29)	— (5)	1062
Gender: Female	36% (406)	48% (544)	8% (91)	2% (28)	5% (60)	1% (9)	1138
Age: 18-34	44% (291)	41% (269)	8% (53)	4% (23)	3% (18)	— (1)	655
Age: 35-44	43% (153)	42% (150)	6% (21)	3% (9)	5% (17)	2% (8)	358
Age: 45-64	35% (264)	53% (400)	6% (44)	1% (6)	5% (34)	— (3)	751
Age: 65+	26% (112)	61% (266)	6% (26)	2% (10)	5% (20)	— (2)	436
GenZers: 1997-2012	45% (151)	37% (126)	10% (35)	4% (15)	3% (11)	— (0)	338
Millennials: 1981-1996	44% (216)	44% (219)	5% (26)	2% (12)	3% (16)	1% (6)	495
GenXers: 1965-1980	42% (217)	45% (229)	6% (33)	1% (7)	4% (23)	1% (3)	512
Baby Boomers: 1946-1964	28% (216)	61% (466)	6% (45)	1% (9)	4% (28)	1% (4)	767
PID: Dem (no lean)	42% (333)	44% (346)	8% (61)	3% (26)	3% (23)	1% (6)	795
PID: Ind (no lean)	35% (249)	53% (376)	5% (38)	1% (9)	4% (31)	1% (4)	707
PID: Rep (no lean)	34% (238)	52% (363)	6% (44)	2% (13)	5% (36)	1% (4)	698
PID/Gender: Dem Men	46% (164)	41% (147)	7% (24)	3% (11)	2% (9)	— (0)	356
PID/Gender: Dem Women	38% (169)	45% (199)	8% (37)	3% (15)	3% (14)	1% (6)	440
PID/Gender: Ind Men	33% (112)	57% (192)	4% (12)	— (1)	5% (16)	1% (4)	337
PID/Gender: Ind Women	37% (137)	50% (184)	7% (26)	2% (8)	4% (15)	— (0)	370
PID/Gender: Rep Men	37% (138)	55% (202)	4% (16)	2% (8)	1% (5)	— (1)	369
PID/Gender: Rep Women	30% (100)	49% (161)	9% (29)	2% (6)	9% (31)	1% (3)	329
Ideo: Liberal (1-3)	40% (240)	45% (266)	8% (47)	3% (18)	4% (23)	— (1)	594
Ideo: Moderate (4)	36% (216)	50% (304)	7% (41)	2% (12)	5% (29)	1% (4)	607
Ideo: Conservative (5-7)	33% (239)	56% (406)	6% (41)	2% (11)	4% (29)	1% (5)	732
Educ: < College	37% (563)	48% (731)	6% (98)	2% (35)	5% (73)	1% (11)	1512
Educ: Bachelors degree	38% (168)	52% (230)	7% (29)	1% (6)	2% (9)	— (1)	444
Educ: Post-grad	36% (89)	51% (124)	7% (17)	3% (7)	3% (7)	— (1)	244
Income: Under 50k	37% (413)	49% (548)	7% (77)	2% (28)	4% (49)	1% (12)	1127
Income: 50k-100k	37% (255)	51% (353)	5% (38)	2% (14)	4% (28)	— (1)	688
Income: 100k+	40% (152)	48% (184)	8% (29)	2% (6)	3% (13)	— (0)	385
Ethnicity: White	36% (615)	51% (884)	7% (113)	2% (30)	4% (72)	— (8)	1722
Ethnicity: Hispanic	42% (147)	46% (161)	7% (24)	3% (11)	1% (4)	1% (2)	349

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**Table MCEN3\_9:** Do you have a favorable or unfavorable impression of the following types of movies?*Adventure*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	37% (820)	49% (1085)	7% (144)	2% (48)	4% (90)	1% (13)	2200
Ethnicity: Black	46% (127)	39% (106)	5% (14)	6% (15)	2% (7)	2% (6)	274
Ethnicity: Other	38% (77)	47% (95)	9% (17)	2% (3)	5% (10)	— (0)	204
All Christian	36% (371)	53% (545)	5% (56)	1% (13)	4% (38)	— (2)	1026
All Non-Christian	43% (45)	35% (36)	14% (14)	2% (2)	4% (4)	3% (3)	104
Atheist	26% (22)	57% (48)	9% (8)	4% (3)	4% (3)	— (0)	84
Agnostic/Nothing in particular	37% (222)	46% (277)	8% (46)	4% (26)	5% (27)	— (2)	601
Something Else	41% (159)	46% (178)	5% (21)	1% (3)	4% (17)	2% (6)	384
Religious Non-Protestant/Catholic	45% (58)	36% (45)	12% (16)	2% (2)	3% (4)	2% (3)	127
Evangelical	38% (225)	50% (299)	5% (31)	1% (4)	4% (26)	1% (7)	592
Non-Evangelical	37% (289)	53% (409)	5% (41)	1% (10)	4% (28)	— (1)	779
Community: Urban	45% (289)	42% (272)	8% (50)	2% (11)	3% (20)	1% (3)	646
Community: Suburban	34% (337)	52% (520)	7% (73)	2% (23)	4% (35)	— (3)	991
Community: Rural	35% (194)	52% (293)	4% (20)	2% (13)	6% (34)	1% (7)	563
Employ: Private Sector	38% (261)	50% (341)	7% (48)	2% (15)	3% (18)	— (1)	683
Employ: Government	45% (62)	45% (62)	7% (9)	— (1)	3% (4)	— (0)	137
Employ: Self-Employed	39% (74)	45% (86)	7% (13)	4% (7)	4% (7)	2% (4)	191
Employ: Homemaker	32% (52)	53% (85)	5% (9)	2% (4)	6% (10)	1% (2)	161
Employ: Student	46% (64)	40% (56)	10% (14)	1% (2)	2% (3)	— (0)	139
Employ: Retired	27% (136)	60% (294)	5% (24)	2% (8)	5% (27)	1% (6)	495
Employ: Unemployed	45% (124)	38% (104)	8% (21)	4% (11)	5% (13)	— (0)	273
Employ: Other	40% (48)	48% (58)	5% (6)	1% (1)	6% (8)	1% (1)	121
Military HH: Yes	35% (131)	50% (183)	9% (32)	1% (5)	4% (16)	1% (2)	369
Military HH: No	38% (689)	49% (902)	6% (112)	2% (43)	4% (74)	1% (11)	1831
RD/WT: Right Direction	40% (264)	48% (319)	6% (40)	2% (17)	3% (23)	1% (6)	669
RD/WT: Wrong Track	36% (556)	50% (766)	7% (104)	2% (32)	4% (66)	— (7)	1531
Trump Job Approve	35% (313)	52% (462)	6% (51)	2% (17)	5% (41)	1% (5)	889
Trump Job Disapprove	39% (468)	48% (580)	7% (91)	2% (27)	4% (44)	1% (6)	1216

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**Table MCEN3\_9: Do you have a favorable or unfavorable impression of the following types of movies?**

*Adventure*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	37% (820)	49% (1085)	7% (144)	2% (48)	4% (90)	1% (13)	2200
Trump Job Strongly Approve	37% (197)	51% (269)	5% (28)	2% (12)	5% (25)	— (1)	532
Trump Job Somewhat Approve	32% (116)	54% (193)	7% (23)	1% (5)	4% (16)	1% (4)	356
Trump Job Somewhat Disapprove	34% (100)	53% (152)	7% (20)	2% (5)	4% (11)	— (1)	289
Trump Job Strongly Disapprove	40% (368)	46% (429)	8% (71)	2% (21)	4% (33)	1% (5)	927
Favorable of Trump	37% (325)	51% (448)	5% (46)	2% (16)	4% (39)	— (4)	879
Unfavorable of Trump	38% (458)	49% (590)	7% (89)	2% (25)	3% (41)	— (6)	1209
Very Favorable of Trump	38% (205)	49% (265)	5% (29)	2% (10)	5% (27)	1% (4)	540
Somewhat Favorable of Trump	35% (120)	54% (183)	5% (18)	2% (6)	4% (13)	— (0)	339
Somewhat Unfavorable of Trump	34% (75)	55% (122)	8% (17)	— (0)	3% (7)	1% (1)	223
Very Unfavorable of Trump	39% (383)	48% (469)	7% (72)	3% (25)	3% (34)	— (4)	986
#1 Issue: Economy	40% (305)	48% (367)	6% (48)	3% (21)	3% (22)	— (1)	765
#1 Issue: Security	38% (86)	54% (122)	4% (9)	1% (2)	3% (7)	— (0)	227
#1 Issue: Health Care	38% (171)	47% (212)	8% (34)	2% (8)	5% (21)	— (2)	448
#1 Issue: Medicare / Social Security	26% (71)	59% (162)	6% (16)	2% (5)	6% (17)	2% (5)	275
#1 Issue: Women's Issues	48% (71)	31% (46)	15% (21)	2% (2)	4% (6)	— (0)	147
#1 Issue: Education	24% (26)	58% (61)	7% (8)	4% (5)	5% (5)	1% (1)	105
#1 Issue: Energy	42% (24)	45% (25)	2% (1)	3% (2)	2% (1)	6% (4)	57
#1 Issue: Other	37% (66)	51% (90)	4% (7)	2% (4)	6% (10)	— (0)	176
2018 House Vote: Democrat	41% (284)	46% (318)	7% (48)	2% (12)	3% (19)	1% (4)	685
2018 House Vote: Republican	31% (200)	56% (357)	6% (41)	2% (13)	5% (29)	— (3)	642
2018 House Vote: Someone else	36% (21)	58% (34)	3% (2)	— (0)	3% (2)	— (0)	59
2016 Vote: Hillary Clinton	42% (278)	45% (299)	7% (50)	2% (16)	3% (20)	1% (3)	666
2016 Vote: Donald Trump	31% (216)	58% (405)	5% (38)	2% (11)	4% (26)	1% (6)	702
2016 Vote: Other	31% (39)	56% (71)	7% (9)	— (0)	6% (7)	— (0)	126
2016 Vote: Didn't Vote	41% (287)	44% (310)	7% (47)	3% (21)	5% (36)	1% (4)	705
Voted in 2014: Yes	35% (436)	52% (656)	7% (84)	2% (20)	4% (51)	1% (7)	1254
Voted in 2014: No	41% (383)	45% (429)	6% (60)	3% (28)	4% (39)	1% (7)	946

Continued on next page

**Table MCEN3\_9:** Do you have a favorable or unfavorable impression of the following types of movies?  
 Adventure

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	37% (820)	49% (1085)	7% (144)	2% (48)	4% (90)	1% (13)	2200
2012 Vote: Barack Obama	41% (315)	44% (337)	7% (52)	3% (20)	4% (29)	1% (6)	760
2012 Vote: Mitt Romney	27% (151)	62% (339)	5% (28)	1% (6)	4% (22)	— (3)	548
2012 Vote: Other	28% (19)	60% (41)	5% (3)	2% (1)	5% (4)	— (0)	69
2012 Vote: Didn't Vote	41% (333)	45% (366)	7% (60)	3% (21)	4% (35)	1% (5)	820
4-Region: Northeast	40% (159)	47% (187)	6% (22)	2% (6)	5% (18)	— (1)	394
4-Region: Midwest	37% (171)	51% (236)	6% (27)	3% (12)	3% (12)	1% (4)	462
4-Region: South	35% (288)	50% (414)	6% (51)	3% (22)	5% (44)	1% (5)	824
4-Region: West	39% (202)	48% (249)	8% (44)	1% (7)	3% (15)	1% (4)	520
Fan of Christmas movies	39% (712)	50% (921)	6% (104)	2% (37)	3% (63)	— (8)	1846
Fan of holiday movies	39% (723)	49% (909)	6% (109)	2% (38)	3% (63)	— (7)	1850
Fan of Christmas or holiday movies	39% (696)	49% (881)	6% (102)	2% (37)	3% (60)	— (7)	1784
Watches movies at least weekly	43% (647)	47% (707)	6% (94)	2% (25)	3% (39)	— (7)	1520
Watches movies at least monthly	40% (793)	49% (961)	6% (122)	2% (34)	3% (57)	1% (11)	1978

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

**Table MCEN3\_10: Do you have a favorable or unfavorable impression of the following types of movies?**

Comedy

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	53% (1170)	37% (803)	5% (107)	2% (45)	3% (62)	1% (13)	2200
Gender: Male	50% (529)	40% (428)	5% (53)	2% (18)	2% (25)	1% (8)	1062
Gender: Female	56% (641)	33% (375)	5% (54)	2% (26)	3% (36)	— (5)	1138
Age: 18-34	66% (435)	24% (155)	5% (32)	2% (16)	2% (13)	1% (4)	655
Age: 35-44	58% (209)	30% (106)	6% (20)	2% (6)	3% (10)	2% (6)	358
Age: 45-64	48% (363)	43% (320)	4% (31)	2% (16)	3% (20)	— (1)	751
Age: 65+	37% (162)	51% (223)	5% (24)	2% (7)	4% (18)	— (2)	436
GenZers: 1997-2012	66% (221)	24% (81)	4% (15)	2% (8)	3% (9)	1% (2)	338
Millennials: 1981-1996	65% (319)	24% (119)	6% (28)	2% (11)	2% (10)	2% (8)	495
GenXers: 1965-1980	57% (289)	35% (180)	5% (24)	1% (7)	2% (11)	— (1)	512
Baby Boomers: 1946-1964	40% (308)	50% (385)	5% (36)	2% (16)	3% (21)	— (2)	767
PID: Dem (no lean)	58% (459)	34% (270)	5% (38)	2% (14)	1% (10)	1% (5)	795
PID: Ind (no lean)	49% (345)	39% (273)	5% (37)	2% (16)	4% (30)	1% (6)	707
PID: Rep (no lean)	52% (366)	37% (261)	5% (32)	2% (15)	3% (21)	— (3)	698
PID/Gender: Dem Men	52% (184)	38% (136)	6% (22)	2% (8)	1% (5)	— (1)	356
PID/Gender: Dem Women	62% (274)	30% (133)	4% (17)	1% (6)	1% (6)	1% (3)	440
PID/Gender: Ind Men	42% (142)	45% (151)	6% (19)	2% (7)	4% (13)	2% (6)	337
PID/Gender: Ind Women	55% (203)	33% (122)	5% (18)	2% (9)	5% (17)	— (0)	370
PID/Gender: Rep Men	55% (203)	38% (141)	4% (13)	1% (4)	2% (7)	— (1)	369
PID/Gender: Rep Women	50% (163)	37% (120)	6% (19)	3% (11)	4% (14)	— (1)	329
Ideo: Liberal (1-3)	60% (355)	31% (184)	5% (28)	2% (13)	2% (10)	1% (3)	594
Ideo: Moderate (4)	48% (288)	42% (256)	4% (25)	2% (14)	3% (20)	1% (4)	607
Ideo: Conservative (5-7)	51% (370)	38% (282)	6% (42)	1% (11)	3% (25)	— (3)	732
Educ: < College	55% (829)	35% (532)	4% (65)	2% (25)	3% (50)	1% (12)	1512
Educ: Bachelors degree	52% (229)	39% (173)	5% (22)	3% (12)	2% (8)	— (1)	444
Educ: Post-grad	46% (113)	40% (98)	8% (20)	3% (8)	2% (4)	— (1)	244
Income: Under 50k	54% (610)	35% (394)	5% (51)	2% (28)	3% (35)	1% (9)	1127
Income: 50k-100k	52% (359)	38% (259)	5% (36)	2% (13)	3% (20)	— (1)	688
Income: 100k+	52% (201)	39% (151)	5% (21)	1% (3)	2% (6)	1% (3)	385
Ethnicity: White	52% (887)	38% (655)	5% (88)	2% (33)	3% (51)	— (6)	1722
Ethnicity: Hispanic	59% (205)	32% (112)	4% (14)	4% (15)	1% (3)	— (0)	349

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**Table MCEN3\_10:** Do you have a favorable or unfavorable impression of the following types of movies?  
 Comedy

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	53% (1170)	37% (803)	5% (107)	2% (45)	3% (62)	1% (13)	2200
Ethnicity: Black	59% (161)	31% (85)	4% (12)	1% (4)	2% (5)	3% (8)	274
Ethnicity: Other	59% (121)	31% (63)	3% (7)	4% (8)	3% (5)	— (0)	204
All Christian	49% (502)	41% (416)	5% (54)	2% (24)	3% (26)	— (4)	1026
All Non-Christian	55% (58)	36% (37)	4% (4)	1% (1)	1% (1)	2% (2)	104
Atheist	49% (41)	35% (29)	5% (4)	4% (3)	8% (7)	— (0)	84
Agnostic/Nothing in particular	56% (339)	33% (200)	5% (31)	1% (9)	4% (21)	— (0)	601
Something Else	60% (230)	31% (120)	4% (14)	2% (8)	2% (6)	2% (6)	384
Religious Non-Protestant/Catholic	57% (73)	35% (45)	4% (5)	1% (1)	1% (1)	2% (2)	127
Evangelical	51% (303)	37% (217)	6% (34)	2% (13)	3% (18)	1% (7)	592
Non-Evangelical	52% (406)	40% (309)	4% (30)	2% (19)	2% (15)	— (1)	779
Community: Urban	58% (373)	33% (211)	5% (34)	1% (8)	2% (16)	1% (4)	646
Community: Suburban	52% (516)	39% (383)	4% (44)	2% (19)	3% (25)	— (4)	991
Community: Rural	50% (281)	37% (209)	5% (29)	3% (18)	4% (20)	1% (5)	563
Employ: Private Sector	52% (357)	36% (244)	6% (41)	3% (20)	3% (17)	1% (4)	683
Employ: Government	54% (74)	37% (50)	4% (6)	4% (6)	1% (1)	— (0)	137
Employ: Self-Employed	62% (119)	27% (52)	4% (8)	— (1)	3% (6)	3% (6)	191
Employ: Homemaker	55% (89)	34% (55)	6% (10)	2% (4)	2% (3)	1% (1)	161
Employ: Student	64% (89)	30% (42)	4% (6)	— (0)	2% (2)	— (0)	139
Employ: Retired	39% (194)	51% (253)	4% (20)	2% (8)	4% (17)	— (2)	495
Employ: Unemployed	64% (176)	26% (70)	4% (11)	2% (6)	4% (10)	— (0)	273
Employ: Other	60% (72)	30% (37)	5% (7)	— (0)	4% (4)	1% (1)	121
Military HH: Yes	46% (169)	44% (163)	5% (17)	3% (10)	2% (7)	1% (2)	369
Military HH: No	55% (1001)	35% (640)	5% (90)	2% (35)	3% (55)	1% (11)	1831
RD/WT: Right Direction	52% (348)	35% (234)	6% (38)	3% (20)	3% (18)	2% (11)	669
RD/WT: Wrong Track	54% (822)	37% (569)	5% (69)	2% (25)	3% (44)	— (3)	1531
Trump Job Approve	51% (450)	37% (326)	6% (50)	3% (25)	4% (32)	1% (5)	889
Trump Job Disapprove	55% (668)	37% (445)	4% (51)	1% (17)	2% (27)	1% (8)	1216

Continued on next page

**Table MCEN3\_10:** Do you have a favorable or unfavorable impression of the following types of movies?

Comedy

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	53% (1170)	37% (803)	5% (107)	2% (45)	3% (62)	1% (13)	2200
Trump Job Strongly Approve	52% (275)	36% (192)	5% (28)	4% (20)	3% (16)	— (1)	532
Trump Job Somewhat Approve	49% (175)	38% (134)	6% (22)	1% (5)	5% (16)	1% (4)	356
Trump Job Somewhat Disapprove	54% (155)	38% (111)	3% (9)	2% (5)	2% (6)	1% (4)	289
Trump Job Strongly Disapprove	55% (513)	36% (334)	5% (43)	1% (12)	2% (21)	— (4)	927
Favorable of Trump	53% (462)	37% (321)	5% (45)	2% (20)	3% (28)	— (3)	879
Unfavorable of Trump	54% (650)	37% (453)	5% (59)	1% (16)	2% (27)	— (5)	1209
Very Favorable of Trump	53% (287)	35% (190)	5% (28)	2% (13)	4% (19)	— (3)	540
Somewhat Favorable of Trump	52% (175)	39% (131)	5% (17)	2% (7)	3% (9)	— (0)	339
Somewhat Unfavorable of Trump	48% (108)	41% (92)	7% (15)	1% (2)	2% (5)	1% (1)	223
Very Unfavorable of Trump	55% (542)	37% (361)	5% (44)	1% (14)	2% (21)	— (3)	986
#1 Issue: Economy	60% (461)	31% (240)	4% (33)	2% (14)	2% (17)	— (0)	765
#1 Issue: Security	52% (119)	35% (79)	7% (16)	3% (6)	3% (8)	— (0)	227
#1 Issue: Health Care	52% (234)	38% (171)	4% (19)	1% (3)	4% (16)	1% (4)	448
#1 Issue: Medicare / Social Security	39% (108)	49% (134)	6% (16)	2% (7)	3% (8)	1% (3)	275
#1 Issue: Women's Issues	60% (89)	26% (38)	4% (6)	5% (7)	4% (5)	1% (2)	147
#1 Issue: Education	53% (56)	36% (38)	5% (5)	4% (4)	2% (2)	1% (1)	105
#1 Issue: Energy	56% (32)	25% (14)	11% (6)	— (0)	2% (1)	6% (4)	57
#1 Issue: Other	41% (73)	50% (88)	4% (7)	2% (4)	2% (4)	— (0)	176
2018 House Vote: Democrat	54% (370)	38% (262)	4% (29)	2% (12)	2% (11)	— (1)	685
2018 House Vote: Republican	47% (303)	42% (269)	5% (34)	2% (12)	3% (22)	— (3)	642
2018 House Vote: Someone else	47% (28)	45% (27)	6% (3)	2% (1)	— (0)	— (0)	59
2016 Vote: Hillary Clinton	54% (358)	37% (249)	5% (32)	2% (15)	1% (10)	— (1)	666
2016 Vote: Donald Trump	47% (331)	42% (297)	5% (35)	2% (12)	3% (23)	1% (5)	702
2016 Vote: Other	53% (67)	41% (51)	1% (2)	2% (3)	3% (4)	— (0)	126
2016 Vote: Didn't Vote	59% (414)	29% (206)	5% (38)	2% (15)	4% (25)	1% (7)	705
Voted in 2014: Yes	50% (624)	41% (513)	5% (62)	2% (22)	2% (30)	— (4)	1254
Voted in 2014: No	58% (546)	31% (290)	5% (46)	2% (23)	3% (32)	1% (10)	946

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**Table MCEN3\_10:** Do you have a favorable or unfavorable impression of the following types of movies?  
 Comedy

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	53% (1170)	37% (803)	5% (107)	2% (45)	3% (62)	1% (13)	2200
2012 Vote: Barack Obama	54% (406)	37% (284)	5% (35)	2% (17)	2% (13)	1% (4)	760
2012 Vote: Mitt Romney	44% (239)	46% (250)	5% (28)	2% (10)	3% (18)	— (3)	548
2012 Vote: Other	50% (35)	41% (28)	6% (4)	1% (1)	2% (1)	— (0)	69
2012 Vote: Didn't Vote	60% (489)	29% (239)	5% (40)	2% (17)	4% (29)	1% (7)	820
4-Region: Northeast	51% (199)	40% (155)	6% (23)	1% (5)	2% (9)	— (1)	394
4-Region: Midwest	53% (246)	36% (168)	5% (21)	4% (17)	1% (7)	1% (4)	462
4-Region: South	52% (428)	37% (304)	5% (39)	1% (12)	4% (32)	1% (8)	824
4-Region: West	57% (297)	34% (176)	5% (24)	2% (10)	3% (14)	— (0)	520
Fan of Christmas movies	55% (1021)	36% (662)	5% (84)	2% (34)	2% (37)	— (7)	1846
Fan of holiday movies	56% (1038)	35% (654)	4% (83)	2% (35)	2% (32)	— (9)	1850
Fan of Christmas or holiday movies	56% (1004)	35% (632)	4% (79)	2% (32)	2% (31)	— (6)	1784
Watches movies at least weekly	58% (880)	34% (517)	4% (67)	1% (22)	2% (24)	1% (9)	1520
Watches movies at least monthly	56% (1098)	36% (707)	5% (94)	2% (31)	2% (37)	1% (12)	1978

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

**Table MCEN3\_11: Do you have a favorable or unfavorable impression of the following types of movies?**

*Romantic comedy*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	32% (706)	42% (934)	14% (305)	6% (126)	5% (107)	1% (22)	2200
Gender: Male	21% (225)	46% (491)	19% (199)	7% (71)	6% (63)	1% (12)	1062
Gender: Female	42% (481)	39% (443)	9% (106)	5% (55)	4% (44)	1% (10)	1138
Age: 18-34	39% (258)	32% (212)	16% (104)	7% (44)	4% (26)	2% (12)	655
Age: 35-44	35% (127)	41% (146)	11% (39)	6% (22)	5% (17)	2% (7)	358
Age: 45-64	30% (225)	47% (350)	13% (100)	5% (39)	5% (36)	— (1)	751
Age: 65+	22% (96)	52% (226)	14% (63)	5% (21)	6% (28)	1% (3)	436
GenZers: 1997-2012	41% (137)	26% (87)	22% (73)	7% (23)	4% (14)	1% (4)	338
Millennials: 1981-1996	36% (179)	40% (199)	11% (52)	6% (31)	4% (20)	3% (14)	495
GenXers: 1965-1980	35% (178)	40% (204)	14% (69)	6% (32)	5% (26)	— (2)	512
Baby Boomers: 1946-1964	26% (197)	52% (400)	12% (95)	5% (35)	5% (38)	— (2)	767
PID: Dem (no lean)	36% (288)	41% (324)	13% (107)	5% (36)	4% (32)	1% (8)	795
PID: Ind (no lean)	29% (201)	40% (285)	16% (114)	7% (50)	7% (47)	1% (9)	707
PID: Rep (no lean)	31% (216)	47% (325)	12% (84)	6% (39)	4% (28)	1% (6)	698
PID/Gender: Dem Men	19% (67)	48% (171)	21% (74)	6% (22)	5% (19)	1% (3)	356
PID/Gender: Dem Women	50% (221)	35% (153)	8% (33)	3% (15)	3% (13)	1% (5)	440
PID/Gender: Ind Men	18% (60)	40% (135)	23% (77)	8% (26)	10% (32)	2% (6)	337
PID/Gender: Ind Women	38% (141)	41% (150)	10% (37)	6% (24)	4% (14)	1% (3)	370
PID/Gender: Rep Men	26% (97)	50% (185)	13% (49)	6% (23)	3% (11)	1% (4)	369
PID/Gender: Rep Women	36% (119)	42% (140)	11% (36)	5% (16)	5% (17)	1% (2)	329
Ideo: Liberal (1-3)	35% (209)	41% (243)	12% (74)	6% (36)	4% (25)	1% (7)	594
Ideo: Moderate (4)	29% (175)	43% (263)	15% (91)	7% (40)	5% (32)	1% (5)	607
Ideo: Conservative (5-7)	31% (229)	46% (339)	13% (94)	5% (37)	4% (32)	— (2)	732
Educ: < College	32% (487)	40% (605)	15% (229)	6% (91)	5% (81)	1% (18)	1512
Educ: Bachelors degree	32% (143)	49% (216)	10% (42)	6% (25)	4% (17)	— (0)	444
Educ: Post-grad	31% (76)	46% (112)	14% (33)	4% (10)	4% (9)	2% (4)	244
Income: Under 50k	33% (370)	39% (435)	15% (172)	6% (70)	6% (65)	1% (15)	1127
Income: 50k-100k	29% (201)	47% (322)	13% (89)	6% (41)	4% (30)	1% (5)	688
Income: 100k+	35% (135)	46% (176)	11% (44)	4% (15)	3% (11)	1% (2)	385
Ethnicity: White	30% (520)	44% (761)	14% (244)	6% (95)	5% (88)	1% (14)	1722
Ethnicity: Hispanic	40% (141)	33% (116)	18% (62)	5% (18)	1% (5)	2% (7)	349

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**Table MCEN3\_11:** Do you have a favorable or unfavorable impression of the following types of movies?*Romantic comedy*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	32% (706)	42% (934)	14% (305)	6% (126)	5% (107)	1% (22)	2200
Ethnicity: Black	37% (101)	43% (118)	10% (28)	5% (13)	3% (8)	2% (7)	274
Ethnicity: Other	42% (86)	27% (55)	16% (33)	9% (18)	5% (11)	1% (2)	204
All Christian	29% (302)	46% (473)	15% (153)	4% (46)	4% (45)	1% (8)	1026
All Non-Christian	38% (39)	47% (49)	11% (12)	3% (3)	1% (1)	— (0)	104
Atheist	21% (18)	36% (31)	20% (17)	12% (10)	9% (7)	2% (2)	84
Agnostic/Nothing in particular	33% (197)	38% (231)	14% (87)	7% (44)	6% (39)	1% (3)	601
Something Else	39% (150)	39% (150)	10% (37)	6% (23)	4% (14)	2% (9)	384
Religious Non-Protestant/Catholic	35% (44)	48% (61)	14% (18)	2% (3)	1% (2)	— (0)	127
Evangelical	35% (209)	41% (240)	12% (73)	6% (35)	5% (27)	1% (8)	592
Non-Evangelical	30% (234)	47% (364)	14% (108)	4% (34)	4% (31)	1% (7)	779
Community: Urban	35% (228)	38% (247)	15% (97)	6% (39)	4% (28)	1% (6)	646
Community: Suburban	32% (313)	45% (446)	13% (126)	5% (52)	5% (47)	1% (7)	991
Community: Rural	29% (165)	43% (240)	15% (82)	6% (35)	6% (31)	2% (9)	563
Employ: Private Sector	32% (218)	42% (287)	15% (100)	7% (48)	4% (26)	1% (4)	683
Employ: Government	36% (50)	39% (53)	14% (20)	4% (5)	7% (10)	— (0)	137
Employ: Self-Employed	42% (80)	40% (77)	7% (13)	6% (11)	4% (7)	2% (4)	191
Employ: Homemaker	37% (60)	46% (74)	7% (12)	6% (9)	3% (5)	1% (1)	161
Employ: Student	37% (51)	32% (44)	20% (27)	8% (11)	3% (4)	2% (2)	139
Employ: Retired	23% (114)	53% (263)	12% (59)	4% (18)	7% (34)	1% (6)	495
Employ: Unemployed	34% (93)	34% (93)	18% (49)	7% (20)	6% (17)	— (1)	273
Employ: Other	34% (41)	37% (44)	21% (25)	3% (4)	2% (3)	3% (4)	121
Military HH: Yes	26% (96)	47% (175)	15% (55)	5% (18)	6% (21)	1% (4)	369
Military HH: No	33% (610)	41% (759)	14% (250)	6% (108)	5% (85)	1% (18)	1831
RD/WT: Right Direction	33% (221)	42% (283)	14% (92)	5% (34)	4% (26)	2% (13)	669
RD/WT: Wrong Track	32% (485)	43% (651)	14% (213)	6% (93)	5% (81)	1% (9)	1531
Trump Job Approve	31% (278)	46% (404)	11% (96)	6% (51)	5% (48)	1% (11)	889
Trump Job Disapprove	32% (391)	41% (495)	16% (195)	6% (71)	4% (54)	1% (10)	1216

Continued on next page

**Table MCEN3\_11:** Do you have a favorable or unfavorable impression of the following types of movies?

Romantic comedy

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	32% (706)	42% (934)	14% (305)	6% (126)	5% (107)	1% (22)	2200
Trump Job Strongly Approve	31% (167)	45% (239)	12% (64)	7% (35)	4% (24)	1% (4)	532
Trump Job Somewhat Approve	31% (112)	46% (165)	9% (32)	4% (16)	7% (24)	2% (8)	356
Trump Job Somewhat Disapprove	33% (94)	37% (107)	20% (56)	5% (15)	4% (12)	1% (3)	289
Trump Job Strongly Disapprove	32% (296)	42% (388)	15% (139)	6% (55)	4% (42)	1% (7)	927
Favorable of Trump	33% (288)	45% (393)	11% (97)	6% (49)	5% (46)	1% (5)	879
Unfavorable of Trump	31% (374)	42% (513)	16% (195)	6% (70)	4% (49)	1% (9)	1209
Very Favorable of Trump	31% (166)	46% (248)	12% (66)	6% (34)	4% (22)	1% (4)	540
Somewhat Favorable of Trump	36% (122)	43% (146)	9% (32)	4% (15)	7% (24)	— (1)	339
Somewhat Unfavorable of Trump	27% (60)	45% (100)	19% (42)	5% (12)	3% (7)	1% (2)	223
Very Unfavorable of Trump	32% (313)	42% (413)	16% (153)	6% (59)	4% (42)	1% (7)	986
#1 Issue: Economy	37% (286)	41% (310)	12% (91)	5% (40)	4% (30)	1% (7)	765
#1 Issue: Security	36% (82)	40% (91)	11% (24)	8% (18)	5% (11)	— (0)	227
#1 Issue: Health Care	28% (125)	44% (197)	17% (76)	6% (25)	4% (20)	1% (5)	448
#1 Issue: Medicare / Social Security	23% (63)	47% (129)	16% (45)	5% (13)	8% (22)	1% (3)	275
#1 Issue: Women's Issues	37% (55)	35% (51)	17% (25)	6% (9)	4% (6)	— (0)	147
#1 Issue: Education	33% (34)	40% (42)	18% (19)	5% (5)	2% (2)	2% (2)	105
#1 Issue: Energy	30% (17)	33% (19)	15% (8)	6% (4)	10% (6)	6% (4)	57
#1 Issue: Other	25% (43)	53% (94)	10% (17)	6% (11)	6% (10)	1% (1)	176
2018 House Vote: Democrat	31% (216)	45% (308)	13% (86)	5% (34)	5% (36)	1% (5)	685
2018 House Vote: Republican	29% (185)	49% (316)	11% (73)	6% (37)	4% (28)	1% (5)	642
2018 House Vote: Someone else	33% (19)	50% (29)	7% (4)	7% (4)	3% (2)	— (0)	59
2016 Vote: Hillary Clinton	35% (231)	44% (292)	12% (79)	4% (30)	5% (30)	1% (4)	666
2016 Vote: Donald Trump	29% (202)	49% (342)	12% (84)	4% (31)	5% (35)	1% (8)	702
2016 Vote: Other	30% (38)	45% (57)	10% (12)	10% (13)	5% (6)	— (0)	126
2016 Vote: Didn't Vote	33% (236)	34% (243)	18% (129)	7% (52)	5% (35)	2% (11)	705
Voted in 2014: Yes	30% (381)	47% (592)	12% (149)	5% (64)	5% (63)	— (4)	1254
Voted in 2014: No	34% (325)	36% (341)	16% (156)	7% (62)	5% (44)	2% (18)	946

Continued on next page

**Table MCEN3\_11:** Do you have a favorable or unfavorable impression of the following types of movies?  
 Romantic comedy

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	32% (706)	42% (934)	14% (305)	6% (126)	5% (107)	1% (22)	2200
2012 Vote: Barack Obama	32% (243)	46% (349)	12% (93)	5% (35)	4% (33)	1% (6)	760
2012 Vote: Mitt Romney	29% (158)	49% (269)	13% (69)	5% (29)	4% (21)	— (2)	548
2012 Vote: Other	36% (25)	41% (28)	7% (5)	7% (5)	9% (6)	— (0)	69
2012 Vote: Didn't Vote	34% (280)	35% (286)	17% (137)	7% (57)	6% (46)	2% (14)	820
4-Region: Northeast	32% (126)	43% (171)	13% (52)	5% (21)	5% (22)	— (2)	394
4-Region: Midwest	30% (140)	43% (199)	16% (75)	6% (29)	4% (18)	— (2)	462
4-Region: South	31% (257)	43% (351)	11% (92)	7% (57)	6% (52)	2% (15)	824
4-Region: West	35% (183)	41% (213)	16% (86)	4% (20)	3% (14)	1% (4)	520
Fan of Christmas movies	35% (648)	44% (818)	12% (217)	4% (78)	4% (72)	1% (14)	1846
Fan of holiday movies	35% (657)	44% (817)	11% (209)	4% (77)	4% (76)	1% (15)	1850
Fan of Christmas or holiday movies	36% (642)	44% (790)	11% (195)	4% (75)	4% (70)	1% (13)	1784
Watches movies at least weekly	36% (545)	42% (633)	12% (187)	6% (90)	3% (53)	1% (13)	1520
Watches movies at least monthly	34% (665)	42% (833)	14% (272)	6% (115)	4% (76)	1% (17)	1978

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

**Table MCEN3\_12: Do you have a favorable or unfavorable impression of the following types of movies?**

Romance

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (578)	42% (927)	16% (354)	9% (190)	6% (138)	1% (12)	2200
Gender: Male	14% (154)	42% (451)	23% (242)	12% (128)	7% (79)	1% (9)	1062
Gender: Female	37% (425)	42% (477)	10% (113)	5% (62)	5% (59)	— (3)	1138
Age: 18-34	37% (240)	37% (243)	12% (77)	10% (67)	4% (24)	1% (4)	655
Age: 35-44	27% (95)	44% (156)	14% (50)	8% (27)	6% (23)	2% (6)	358
Age: 45-64	23% (169)	44% (328)	18% (137)	9% (64)	7% (52)	— (1)	751
Age: 65+	17% (74)	46% (199)	21% (91)	7% (32)	9% (40)	— (1)	436
GenZers: 1997-2012	44% (150)	30% (100)	11% (37)	11% (37)	4% (12)	— (1)	338
Millennials: 1981-1996	27% (133)	45% (223)	13% (66)	8% (42)	4% (22)	2% (9)	495
GenXers: 1965-1980	26% (131)	42% (213)	17% (85)	8% (43)	8% (39)	— (1)	512
Baby Boomers: 1946-1964	19% (149)	46% (354)	19% (148)	8% (59)	7% (57)	— (1)	767
PID: Dem (no lean)	30% (241)	45% (360)	13% (100)	7% (52)	5% (41)	— (1)	795
PID: Ind (no lean)	24% (169)	37% (263)	18% (129)	12% (88)	7% (50)	1% (7)	707
PID: Rep (no lean)	24% (168)	44% (304)	18% (125)	7% (50)	7% (47)	— (3)	698
PID/Gender: Dem Men	18% (66)	47% (166)	18% (64)	11% (39)	6% (21)	— (0)	356
PID/Gender: Dem Women	40% (175)	44% (194)	8% (37)	3% (13)	5% (20)	— (1)	440
PID/Gender: Ind Men	10% (34)	34% (115)	27% (90)	17% (57)	10% (34)	2% (6)	337
PID/Gender: Ind Women	37% (135)	40% (148)	10% (38)	8% (31)	4% (16)	— (1)	370
PID/Gender: Rep Men	15% (54)	46% (169)	24% (88)	9% (32)	6% (23)	1% (3)	369
PID/Gender: Rep Women	35% (114)	41% (135)	11% (38)	5% (18)	7% (24)	— (0)	329
Ideo: Liberal (1-3)	32% (190)	44% (259)	13% (78)	8% (49)	3% (17)	— (1)	594
Ideo: Moderate (4)	23% (139)	42% (252)	17% (103)	10% (59)	8% (49)	1% (4)	607
Ideo: Conservative (5-7)	21% (156)	45% (329)	20% (146)	7% (49)	7% (51)	— (1)	732
Educ: < College	27% (413)	39% (594)	16% (241)	10% (149)	7% (107)	1% (8)	1512
Educ: Bachelors degree	23% (100)	50% (221)	16% (70)	7% (31)	5% (22)	— (1)	444
Educ: Post-grad	27% (65)	46% (112)	18% (43)	4% (10)	4% (10)	1% (3)	244
Income: Under 50k	28% (316)	38% (431)	17% (190)	9% (99)	8% (85)	1% (7)	1127
Income: 50k-100k	22% (150)	45% (313)	16% (110)	11% (73)	6% (40)	— (2)	688
Income: 100k+	29% (112)	48% (184)	14% (54)	5% (19)	3% (13)	1% (3)	385
Ethnicity: White	25% (424)	43% (738)	17% (299)	8% (140)	7% (113)	— (6)	1722
Ethnicity: Hispanic	33% (115)	42% (145)	10% (35)	11% (37)	4% (15)	1% (2)	349

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**Table MCEN3\_12:** Do you have a favorable or unfavorable impression of the following types of movies?

Romance

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (578)	42% (927)	16% (354)	9% (190)	6% (138)	1% (12)	2200
Ethnicity: Black	36% (99)	38% (105)	11% (30)	8% (22)	5% (14)	2% (5)	274
Ethnicity: Other	27% (55)	41% (84)	13% (26)	14% (28)	6% (11)	— (0)	204
All Christian	24% (251)	44% (455)	16% (168)	8% (85)	6% (64)	— (3)	1026
All Non-Christian	30% (32)	50% (53)	11% (11)	4% (4)	4% (4)	1% (1)	104
Atheist	12% (10)	43% (37)	25% (21)	11% (9)	7% (6)	2% (2)	84
Agnostic/Nothing in particular	27% (159)	37% (224)	18% (106)	10% (61)	8% (50)	— (0)	601
Something Else	33% (127)	41% (158)	13% (48)	8% (32)	4% (15)	1% (5)	384
Religious Non-Protestant/Catholic	32% (41)	50% (64)	10% (13)	3% (4)	4% (5)	1% (1)	127
Evangelical	28% (166)	45% (267)	12% (72)	8% (44)	6% (38)	1% (4)	592
Non-Evangelical	26% (199)	42% (330)	18% (137)	9% (72)	5% (40)	— (1)	779
Community: Urban	31% (199)	42% (271)	12% (78)	8% (50)	7% (42)	1% (5)	646
Community: Suburban	24% (240)	44% (441)	17% (172)	9% (85)	5% (51)	— (3)	991
Community: Rural	25% (139)	38% (215)	19% (104)	10% (56)	8% (45)	1% (4)	563
Employ: Private Sector	25% (173)	44% (297)	17% (113)	9% (63)	5% (31)	1% (5)	683
Employ: Government	27% (38)	42% (57)	18% (24)	8% (12)	5% (6)	— (0)	137
Employ: Self-Employed	28% (53)	46% (89)	15% (28)	6% (12)	3% (6)	2% (4)	191
Employ: Homemaker	28% (45)	53% (85)	9% (14)	5% (8)	5% (9)	1% (1)	161
Employ: Student	43% (60)	31% (42)	15% (21)	9% (13)	2% (3)	— (0)	139
Employ: Retired	17% (85)	44% (220)	21% (106)	7% (34)	10% (50)	— (1)	495
Employ: Unemployed	32% (87)	35% (95)	12% (33)	13% (35)	9% (24)	— (0)	273
Employ: Other	31% (38)	35% (42)	12% (15)	12% (15)	8% (10)	1% (2)	121
Military HH: Yes	21% (78)	41% (150)	21% (78)	8% (28)	8% (30)	1% (4)	369
Military HH: No	27% (500)	42% (778)	15% (276)	9% (162)	6% (108)	— (7)	1831
RD/WT: Right Direction	28% (185)	43% (289)	15% (100)	7% (48)	6% (37)	1% (9)	669
RD/WT: Wrong Track	26% (393)	42% (638)	17% (254)	9% (142)	7% (101)	— (3)	1531
Trump Job Approve	24% (216)	43% (379)	17% (155)	8% (69)	7% (63)	1% (7)	889
Trump Job Disapprove	26% (318)	43% (524)	16% (189)	10% (119)	5% (63)	— (3)	1216

Continued on next page

**Table MCEN3\_12:** Do you have a favorable or unfavorable impression of the following types of movies?

Romance

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (578)	42% (927)	16% (354)	9% (190)	6% (138)	1% (12)	2200
Trump Job Strongly Approve	26% (136)	44% (232)	16% (84)	8% (44)	6% (33)	1% (3)	532
Trump Job Somewhat Approve	22% (80)	41% (147)	20% (71)	7% (25)	8% (30)	1% (4)	356
Trump Job Somewhat Disapprove	23% (67)	45% (130)	18% (52)	8% (22)	5% (16)	1% (2)	289
Trump Job Strongly Disapprove	27% (251)	43% (394)	15% (137)	10% (97)	5% (47)	— (1)	927
Favorable of Trump	25% (221)	43% (377)	17% (149)	7% (63)	8% (69)	— (1)	879
Unfavorable of Trump	26% (320)	43% (522)	16% (192)	10% (118)	5% (56)	— (1)	1209
Very Favorable of Trump	26% (138)	44% (237)	15% (79)	8% (45)	7% (38)	— (1)	540
Somewhat Favorable of Trump	24% (83)	41% (139)	20% (70)	5% (17)	9% (30)	— (0)	339
Somewhat Unfavorable of Trump	25% (55)	46% (102)	17% (37)	9% (21)	4% (9)	— (0)	223
Very Unfavorable of Trump	27% (265)	43% (420)	16% (155)	10% (97)	5% (47)	— (1)	986
#1 Issue: Economy	28% (216)	43% (325)	17% (132)	7% (56)	5% (35)	— (0)	765
#1 Issue: Security	31% (71)	41% (94)	10% (24)	9% (20)	8% (18)	— (0)	227
#1 Issue: Health Care	25% (111)	43% (192)	17% (78)	7% (31)	7% (31)	1% (4)	448
#1 Issue: Medicare / Social Security	21% (57)	38% (105)	20% (55)	11% (30)	10% (27)	1% (1)	275
#1 Issue: Women's Issues	39% (57)	37% (55)	8% (12)	11% (16)	5% (7)	— (0)	147
#1 Issue: Education	17% (18)	52% (55)	14% (15)	9% (9)	6% (6)	1% (1)	105
#1 Issue: Energy	19% (11)	29% (16)	23% (13)	21% (12)	2% (1)	6% (4)	57
#1 Issue: Other	21% (37)	48% (85)	14% (25)	9% (15)	7% (12)	— (1)	176
2018 House Vote: Democrat	26% (176)	45% (306)	15% (106)	8% (58)	6% (38)	— (1)	685
2018 House Vote: Republican	21% (132)	47% (305)	18% (112)	8% (52)	6% (38)	— (3)	642
2018 House Vote: Someone else	37% (22)	34% (20)	17% (10)	8% (5)	4% (2)	— (0)	59
2016 Vote: Hillary Clinton	28% (184)	45% (302)	14% (95)	7% (47)	5% (35)	— (3)	666
2016 Vote: Donald Trump	21% (145)	47% (329)	17% (117)	8% (59)	7% (49)	1% (4)	702
2016 Vote: Other	23% (29)	38% (47)	20% (26)	12% (15)	7% (9)	— (0)	126
2016 Vote: Didn't Vote	31% (220)	35% (249)	16% (116)	10% (69)	6% (45)	1% (5)	705
Voted in 2014: Yes	23% (285)	46% (577)	17% (214)	8% (99)	6% (77)	— (3)	1254
Voted in 2014: No	31% (293)	37% (350)	15% (141)	10% (91)	6% (61)	1% (9)	946

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**Table MCEN3\_12:** Do you have a favorable or unfavorable impression of the following types of movies?

Romance

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (578)	42% (927)	16% (354)	9% (190)	6% (138)	1% (12)	2200
2012 Vote: Barack Obama	25% (189)	47% (356)	14% (110)	7% (57)	6% (43)	1% (6)	760
2012 Vote: Mitt Romney	21% (113)	46% (251)	19% (104)	9% (47)	6% (32)	— (1)	548
2012 Vote: Other	29% (20)	37% (26)	19% (13)	7% (5)	9% (6)	— (0)	69
2012 Vote: Didn't Vote	31% (256)	36% (292)	16% (128)	10% (82)	7% (58)	1% (5)	820
4-Region: Northeast	28% (111)	40% (158)	19% (75)	7% (29)	5% (20)	— (1)	394
4-Region: Midwest	23% (105)	43% (198)	20% (92)	10% (46)	4% (20)	— (1)	462
4-Region: South	28% (227)	41% (336)	14% (116)	8% (68)	8% (69)	1% (8)	824
4-Region: West	26% (135)	45% (235)	14% (71)	9% (47)	6% (29)	— (2)	520
Fan of Christmas movies	29% (542)	44% (817)	14% (251)	7% (129)	6% (102)	— (5)	1846
Fan of holiday movies	29% (544)	44% (813)	14% (260)	7% (122)	6% (104)	— (7)	1850
Fan of Christmas or holiday movies	30% (535)	44% (790)	13% (239)	7% (117)	6% (98)	— (4)	1784
Watches movies at least weekly	29% (439)	44% (667)	14% (216)	8% (127)	4% (66)	— (5)	1520
Watches movies at least monthly	27% (543)	42% (839)	16% (316)	8% (164)	5% (107)	— (8)	1978

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

**Table MCEN3\_13: Do you have a favorable or unfavorable impression of the following types of movies?**

*Crime*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	36% (787)	46% (1017)	10% (210)	4% (91)	4% (86)	— (10)	2200
Gender: Male	30% (316)	53% (559)	9% (99)	4% (41)	4% (41)	1% (6)	1062
Gender: Female	41% (471)	40% (457)	10% (111)	4% (50)	4% (45)	— (4)	1138
Age: 18-34	44% (287)	40% (260)	10% (63)	4% (25)	3% (18)	— (2)	655
Age: 35-44	41% (145)	41% (146)	9% (31)	5% (17)	4% (14)	1% (5)	358
Age: 45-64	31% (232)	49% (371)	10% (78)	5% (37)	4% (31)	— (2)	751
Age: 65+	28% (122)	55% (240)	9% (38)	3% (12)	5% (23)	— (1)	436
GenZers: 1997-2012	46% (155)	39% (132)	8% (28)	3% (10)	4% (12)	— (1)	338
Millennials: 1981-1996	42% (207)	39% (190)	11% (53)	5% (25)	3% (13)	1% (6)	495
GenXers: 1965-1980	38% (195)	44% (227)	9% (47)	4% (22)	4% (19)	— (1)	512
Baby Boomers: 1946-1964	27% (207)	55% (420)	10% (74)	4% (30)	4% (34)	— (2)	767
PID: Dem (no lean)	35% (278)	46% (365)	11% (86)	5% (38)	3% (26)	— (2)	795
PID: Ind (no lean)	34% (244)	48% (339)	9% (63)	3% (24)	5% (32)	1% (5)	707
PID: Rep (no lean)	38% (265)	45% (312)	9% (60)	4% (29)	4% (28)	— (3)	698
PID/Gender: Dem Men	33% (116)	48% (171)	11% (38)	4% (15)	4% (16)	— (0)	356
PID/Gender: Dem Women	37% (162)	44% (194)	11% (49)	5% (23)	2% (10)	— (2)	440
PID/Gender: Ind Men	20% (67)	60% (201)	10% (34)	4% (14)	5% (16)	1% (4)	337
PID/Gender: Ind Women	48% (176)	37% (137)	8% (29)	3% (10)	4% (16)	— (1)	370
PID/Gender: Rep Men	36% (133)	51% (186)	7% (27)	3% (12)	2% (9)	— (2)	369
PID/Gender: Rep Women	40% (133)	38% (126)	10% (33)	5% (17)	6% (19)	— (2)	329
Ideo: Liberal (1-3)	36% (214)	46% (276)	10% (59)	4% (25)	3% (19)	— (1)	594
Ideo: Moderate (4)	33% (200)	48% (288)	9% (56)	5% (32)	5% (29)	— (2)	607
Ideo: Conservative (5-7)	36% (265)	45% (333)	10% (76)	3% (25)	4% (30)	— (3)	732
Educ: < College	38% (581)	45% (685)	8% (125)	3% (51)	4% (64)	— (6)	1512
Educ: Bachelors degree	31% (137)	49% (217)	12% (54)	5% (22)	3% (13)	— (1)	444
Educ: Post-grad	28% (69)	47% (115)	12% (30)	7% (18)	4% (9)	1% (3)	244
Income: Under 50k	40% (448)	43% (481)	9% (100)	4% (42)	4% (49)	1% (7)	1127
Income: 50k-100k	31% (214)	50% (344)	11% (74)	4% (27)	4% (28)	— (2)	688
Income: 100k+	32% (124)	50% (192)	9% (36)	6% (23)	3% (10)	— (1)	385
Ethnicity: White	34% (582)	49% (841)	9% (159)	4% (66)	4% (69)	— (4)	1722
Ethnicity: Hispanic	38% (133)	45% (157)	11% (40)	3% (11)	2% (7)	— (1)	349

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**Table MCEN3\_13:** Do you have a favorable or unfavorable impression of the following types of movies?

*Crime*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	36% (787)	46% (1017)	10% (210)	4% (91)	4% (86)	— (10)	2200
Ethnicity: Black	47% (128)	34% (93)	9% (26)	6% (15)	3% (7)	2% (6)	274
Ethnicity: Other	38% (77)	41% (83)	12% (25)	4% (9)	5% (10)	— (0)	204
All Christian	32% (329)	50% (514)	10% (101)	4% (43)	4% (37)	— (2)	1026
All Non-Christian	40% (42)	37% (38)	13% (13)	6% (6)	3% (3)	1% (1)	104
Atheist	20% (17)	57% (48)	6% (5)	11% (9)	7% (6)	— (0)	84
Agnostic/Nothing in particular	38% (230)	45% (271)	9% (56)	3% (15)	4% (27)	— (1)	601
Something Else	44% (169)	38% (145)	9% (34)	4% (17)	4% (14)	1% (5)	384
Religious Non-Protestant/Catholic	35% (45)	42% (54)	12% (16)	6% (7)	4% (5)	1% (1)	127
Evangelical	36% (214)	43% (257)	10% (57)	5% (32)	4% (25)	1% (6)	592
Non-Evangelical	35% (276)	49% (380)	9% (74)	3% (26)	3% (21)	— (2)	779
Community: Urban	42% (271)	41% (263)	10% (63)	3% (22)	4% (24)	— (3)	646
Community: Suburban	32% (316)	50% (491)	9% (90)	5% (53)	4% (37)	— (4)	991
Community: Rural	36% (200)	47% (263)	10% (56)	3% (16)	4% (25)	1% (4)	563
Employ: Private Sector	36% (244)	45% (307)	10% (68)	6% (40)	3% (22)	— (2)	683
Employ: Government	33% (45)	40% (55)	17% (23)	7% (10)	2% (3)	1% (1)	137
Employ: Self-Employed	39% (74)	40% (77)	13% (24)	3% (6)	4% (7)	2% (4)	191
Employ: Homemaker	37% (59)	44% (70)	9% (14)	5% (8)	5% (8)	1% (1)	161
Employ: Student	47% (65)	40% (56)	5% (7)	2% (3)	5% (7)	— (0)	139
Employ: Retired	27% (131)	57% (283)	8% (40)	3% (14)	5% (25)	— (2)	495
Employ: Unemployed	42% (115)	41% (111)	11% (29)	3% (8)	4% (10)	— (0)	273
Employ: Other	44% (53)	48% (58)	3% (3)	1% (2)	3% (4)	1% (1)	121
Military HH: Yes	35% (129)	50% (186)	7% (27)	3% (11)	4% (15)	— (1)	369
Military HH: No	36% (658)	45% (831)	10% (182)	4% (80)	4% (71)	1% (9)	1831
RD/WT: Right Direction	39% (258)	43% (288)	9% (59)	5% (34)	4% (24)	1% (5)	669
RD/WT: Wrong Track	35% (529)	48% (728)	10% (151)	4% (57)	4% (62)	— (5)	1531
Trump Job Approve	39% (347)	43% (384)	9% (81)	4% (37)	4% (33)	1% (6)	889
Trump Job Disapprove	33% (406)	49% (598)	10% (119)	4% (46)	4% (44)	— (2)	1216

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**Table MCEN3\_13:** Do you have a favorable or unfavorable impression of the following types of movies?

Crime

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	36% (787)	46% (1017)	10% (210)	4% (91)	4% (86)	— (10)	2200
Trump Job Strongly Approve	41% (218)	43% (229)	8% (43)	4% (22)	3% (17)	— (2)	532
Trump Job Somewhat Approve	36% (129)	43% (155)	11% (38)	4% (15)	5% (16)	1% (4)	356
Trump Job Somewhat Disapprove	29% (84)	50% (145)	12% (34)	4% (11)	5% (14)	— (1)	289
Trump Job Strongly Disapprove	35% (322)	49% (453)	9% (85)	4% (35)	3% (30)	— (2)	927
Favorable of Trump	40% (350)	44% (384)	8% (74)	4% (34)	4% (35)	— (3)	879
Unfavorable of Trump	33% (397)	49% (593)	10% (127)	4% (49)	3% (41)	— (2)	1209
Very Favorable of Trump	42% (227)	43% (233)	7% (38)	4% (21)	4% (20)	— (2)	540
Somewhat Favorable of Trump	36% (123)	45% (151)	11% (36)	4% (13)	4% (14)	— (1)	339
Somewhat Unfavorable of Trump	26% (59)	58% (128)	9% (20)	2% (4)	5% (12)	— (0)	223
Very Unfavorable of Trump	34% (337)	47% (465)	11% (107)	5% (45)	3% (29)	— (2)	986
#1 Issue: Economy	38% (289)	45% (346)	10% (74)	5% (35)	3% (20)	— (1)	765
#1 Issue: Security	42% (95)	36% (82)	14% (31)	4% (10)	4% (8)	— (0)	227
#1 Issue: Health Care	35% (156)	47% (212)	9% (42)	3% (14)	5% (23)	— (1)	448
#1 Issue: Medicare / Social Security	26% (71)	58% (159)	8% (22)	2% (6)	6% (17)	— (1)	275
#1 Issue: Women's Issues	42% (61)	44% (64)	3% (5)	9% (13)	2% (3)	— (0)	147
#1 Issue: Education	38% (39)	39% (40)	13% (13)	6% (6)	4% (4)	2% (2)	105
#1 Issue: Energy	33% (19)	47% (26)	8% (4)	4% (2)	3% (2)	6% (4)	57
#1 Issue: Other	32% (57)	49% (86)	10% (17)	3% (6)	5% (9)	1% (1)	176
2018 House Vote: Democrat	34% (236)	48% (328)	11% (72)	4% (29)	3% (18)	— (1)	685
2018 House Vote: Republican	34% (218)	49% (315)	8% (52)	4% (29)	4% (26)	— (3)	642
2018 House Vote: Someone else	28% (16)	53% (31)	11% (6)	7% (4)	1% (1)	— (0)	59
2016 Vote: Hillary Clinton	33% (222)	47% (315)	11% (76)	5% (34)	3% (17)	— (1)	666
2016 Vote: Donald Trump	35% (244)	48% (337)	8% (60)	4% (28)	4% (31)	— (3)	702
2016 Vote: Other	26% (33)	52% (65)	11% (13)	5% (7)	6% (8)	— (0)	126
2016 Vote: Didn't Vote	41% (288)	42% (299)	9% (60)	3% (23)	4% (30)	1% (6)	705
Voted in 2014: Yes	33% (410)	49% (620)	10% (124)	4% (52)	3% (44)	— (4)	1254
Voted in 2014: No	40% (377)	42% (396)	9% (86)	4% (39)	4% (43)	1% (6)	946

Continued on next page

**Table MCEN3\_13:** Do you have a favorable or unfavorable impression of the following types of movies?  
 Crime

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	36% (787)	46% (1017)	10% (210)	4% (91)	4% (86)	— (10)	2200
2012 Vote: Barack Obama	33% (253)	48% (364)	10% (80)	4% (34)	4% (28)	— (1)	760
2012 Vote: Mitt Romney	31% (168)	52% (285)	8% (46)	4% (23)	4% (23)	— (2)	548
2012 Vote: Other	29% (20)	52% (36)	7% (5)	7% (5)	4% (3)	1% (1)	69
2012 Vote: Didn't Vote	42% (343)	40% (332)	10% (79)	4% (29)	4% (32)	1% (6)	820
4-Region: Northeast	34% (134)	47% (185)	10% (41)	5% (19)	3% (13)	— (2)	394
4-Region: Midwest	38% (174)	47% (216)	10% (46)	4% (17)	2% (8)	— (1)	462
4-Region: South	38% (317)	44% (363)	8% (63)	4% (31)	5% (44)	1% (6)	824
4-Region: West	31% (163)	49% (253)	11% (60)	4% (23)	4% (22)	— (1)	520
Fan of Christmas movies	36% (663)	47% (864)	9% (175)	4% (74)	3% (63)	— (7)	1846
Fan of holiday movies	36% (658)	47% (866)	10% (181)	4% (72)	4% (67)	— (6)	1850
Fan of Christmas or holiday movies	36% (637)	47% (836)	10% (174)	4% (71)	3% (61)	— (6)	1784
Watches movies at least weekly	39% (587)	46% (695)	9% (137)	4% (56)	2% (38)	1% (8)	1520
Watches movies at least monthly	38% (743)	46% (917)	9% (174)	4% (76)	3% (59)	— (9)	1978

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

**Table MCEN3\_14:** Do you have a favorable or unfavorable impression of the following types of movies?

Documentary

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	29% (634)	46% (1020)	12% (268)	5% (106)	7% (154)	1% (18)	2200
Gender: Male	28% (295)	48% (511)	13% (141)	4% (42)	6% (66)	1% (8)	1062
Gender: Female	30% (340)	45% (510)	11% (127)	6% (64)	8% (88)	1% (10)	1138
Age: 18-34	33% (215)	38% (251)	17% (109)	4% (25)	7% (44)	2% (11)	655
Age: 35-44	39% (138)	39% (141)	10% (35)	4% (14)	7% (25)	1% (5)	358
Age: 45-64	26% (198)	51% (382)	10% (72)	6% (47)	7% (51)	— (1)	751
Age: 65+	19% (84)	56% (246)	12% (53)	4% (19)	8% (33)	— (1)	436
GenZers: 1997-2012	32% (109)	37% (125)	16% (54)	5% (17)	8% (27)	2% (6)	338
Millennials: 1981-1996	35% (174)	39% (194)	15% (75)	4% (20)	4% (22)	2% (9)	495
GenXers: 1965-1980	32% (163)	49% (252)	7% (38)	3% (16)	8% (39)	— (2)	512
Baby Boomers: 1946-1964	22% (171)	53% (405)	12% (91)	6% (45)	7% (54)	— (1)	767
PID: Dem (no lean)	32% (255)	48% (384)	10% (82)	4% (32)	4% (34)	1% (8)	795
PID: Ind (no lean)	29% (203)	43% (305)	13% (95)	5% (36)	9% (62)	1% (7)	707
PID: Rep (no lean)	25% (177)	47% (331)	13% (91)	5% (37)	8% (57)	1% (4)	698
PID/Gender: Dem Men	32% (115)	49% (176)	11% (40)	3% (9)	4% (13)	1% (2)	356
PID/Gender: Dem Women	32% (140)	47% (209)	9% (42)	5% (23)	5% (21)	1% (6)	440
PID/Gender: Ind Men	25% (84)	45% (152)	15% (51)	5% (18)	9% (29)	1% (4)	337
PID/Gender: Ind Women	32% (119)	41% (153)	12% (44)	5% (18)	9% (33)	1% (3)	370
PID/Gender: Rep Men	26% (96)	49% (182)	14% (50)	4% (14)	6% (23)	1% (3)	369
PID/Gender: Rep Women	25% (81)	45% (149)	13% (41)	7% (23)	10% (34)	— (1)	329
Ideo: Liberal (1-3)	36% (213)	47% (280)	9% (56)	3% (18)	4% (23)	1% (5)	594
Ideo: Moderate (4)	25% (153)	48% (293)	12% (73)	6% (39)	8% (46)	— (3)	607
Ideo: Conservative (5-7)	27% (199)	48% (352)	13% (95)	5% (37)	6% (48)	— (2)	732
Educ: < College	27% (405)	45% (673)	14% (206)	5% (83)	9% (133)	1% (13)	1512
Educ: Bachelors degree	35% (154)	51% (227)	8% (34)	3% (12)	3% (15)	— (2)	444
Educ: Post-grad	31% (76)	49% (120)	12% (28)	4% (10)	2% (5)	1% (4)	244
Income: Under 50k	30% (338)	41% (464)	13% (144)	6% (67)	9% (101)	1% (14)	1127
Income: 50k-100k	25% (175)	50% (343)	14% (94)	4% (29)	6% (44)	— (2)	688
Income: 100k+	32% (122)	55% (213)	8% (30)	2% (9)	2% (9)	1% (2)	385
Ethnicity: White	29% (502)	48% (822)	11% (193)	5% (84)	7% (115)	— (6)	1722
Ethnicity: Hispanic	35% (121)	39% (138)	14% (48)	4% (14)	7% (24)	1% (4)	349

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**Table MCEN3\_14:** Do you have a favorable or unfavorable impression of the following types of movies?  
 Documentary

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	29% (634)	46% (1020)	12% (268)	5% (106)	7% (154)	1% (18)	2200
Ethnicity: Black	26% (72)	42% (114)	16% (44)	7% (18)	6% (17)	3% (8)	274
Ethnicity: Other	29% (60)	41% (84)	15% (31)	2% (4)	10% (21)	2% (5)	204
All Christian	29% (295)	48% (493)	12% (125)	5% (50)	6% (59)	— (3)	1026
All Non-Christian	37% (39)	46% (48)	9% (9)	4% (5)	2% (3)	1% (1)	104
Atheist	41% (35)	46% (39)	8% (7)	2% (2)	— (0)	2% (2)	84
Agnostic/Nothing in particular	24% (144)	50% (300)	12% (69)	6% (34)	8% (50)	1% (4)	601
Something Else	32% (121)	37% (140)	15% (57)	4% (15)	11% (42)	2% (8)	384
Religious Non-Protestant/Catholic	37% (47)	45% (58)	11% (14)	4% (5)	2% (3)	1% (1)	127
Evangelical	32% (186)	44% (259)	12% (69)	5% (29)	7% (41)	1% (7)	592
Non-Evangelical	27% (214)	46% (358)	14% (107)	5% (36)	8% (59)	1% (5)	779
Community: Urban	35% (227)	43% (275)	12% (78)	4% (23)	6% (37)	1% (6)	646
Community: Suburban	28% (276)	49% (487)	12% (119)	5% (46)	6% (60)	— (3)	991
Community: Rural	23% (131)	46% (258)	13% (71)	7% (37)	10% (57)	2% (9)	563
Employ: Private Sector	30% (205)	47% (323)	14% (92)	5% (34)	4% (27)	— (3)	683
Employ: Government	40% (55)	46% (62)	6% (9)	2% (3)	5% (7)	— (0)	137
Employ: Self-Employed	43% (83)	37% (70)	10% (19)	6% (11)	3% (5)	2% (4)	191
Employ: Homemaker	22% (35)	49% (79)	11% (18)	6% (10)	10% (16)	2% (3)	161
Employ: Student	30% (41)	42% (59)	14% (19)	2% (3)	11% (15)	1% (2)	139
Employ: Retired	21% (102)	52% (258)	12% (61)	5% (26)	9% (46)	— (1)	495
Employ: Unemployed	27% (72)	47% (128)	10% (26)	5% (14)	11% (31)	1% (1)	273
Employ: Other	34% (41)	34% (41)	19% (23)	4% (5)	5% (6)	4% (4)	121
Military HH: Yes	27% (100)	47% (175)	12% (44)	4% (16)	9% (32)	— (2)	369
Military HH: No	29% (534)	46% (845)	12% (224)	5% (89)	7% (121)	1% (16)	1831
RD/WT: Right Direction	32% (216)	43% (288)	11% (76)	6% (38)	6% (40)	1% (10)	669
RD/WT: Wrong Track	27% (418)	48% (732)	13% (192)	4% (68)	7% (114)	1% (8)	1531
Trump Job Approve	27% (237)	47% (415)	14% (122)	5% (48)	6% (57)	1% (10)	889
Trump Job Disapprove	31% (380)	47% (569)	11% (130)	4% (51)	7% (81)	— (5)	1216

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**Table MCEN3\_14:** Do you have a favorable or unfavorable impression of the following types of movies?

Documentary

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	29% (634)	46% (1020)	12% (268)	5% (106)	7% (154)	1% (18)	2200
Trump Job Strongly Approve	30% (158)	44% (232)	13% (71)	5% (26)	8% (41)	1% (4)	532
Trump Job Somewhat Approve	22% (79)	51% (183)	14% (50)	6% (22)	5% (16)	2% (6)	356
Trump Job Somewhat Disapprove	28% (80)	43% (124)	14% (42)	6% (17)	9% (26)	— (0)	289
Trump Job Strongly Disapprove	32% (300)	48% (445)	9% (88)	4% (34)	6% (55)	1% (5)	927
Favorable of Trump	28% (245)	46% (405)	13% (116)	6% (49)	7% (59)	1% (6)	879
Unfavorable of Trump	30% (367)	48% (580)	12% (144)	4% (50)	5% (66)	— (3)	1209
Very Favorable of Trump	29% (155)	44% (237)	12% (67)	6% (31)	8% (44)	1% (5)	540
Somewhat Favorable of Trump	27% (90)	49% (167)	14% (49)	5% (18)	4% (15)	— (0)	339
Somewhat Unfavorable of Trump	23% (50)	48% (106)	19% (43)	3% (7)	7% (15)	1% (2)	223
Very Unfavorable of Trump	32% (317)	48% (474)	10% (101)	4% (43)	5% (51)	— (1)	986
#1 Issue: Economy	29% (224)	49% (373)	10% (78)	6% (42)	6% (47)	— (1)	765
#1 Issue: Security	32% (73)	48% (109)	9% (21)	5% (12)	6% (13)	— (0)	227
#1 Issue: Health Care	30% (133)	48% (213)	13% (57)	3% (16)	6% (28)	— (2)	448
#1 Issue: Medicare / Social Security	18% (51)	47% (130)	17% (46)	6% (16)	11% (30)	1% (2)	275
#1 Issue: Women's Issues	41% (60)	28% (41)	11% (16)	6% (9)	11% (17)	3% (4)	147
#1 Issue: Education	27% (29)	46% (48)	19% (20)	4% (4)	2% (2)	2% (2)	105
#1 Issue: Energy	26% (15)	44% (25)	17% (9)	6% (3)	1% (0)	6% (4)	57
#1 Issue: Other	29% (51)	46% (81)	12% (21)	2% (4)	10% (17)	1% (3)	176
2018 House Vote: Democrat	33% (224)	50% (342)	9% (63)	3% (19)	5% (35)	— (2)	685
2018 House Vote: Republican	23% (148)	51% (329)	13% (82)	6% (39)	6% (41)	1% (4)	642
2018 House Vote: Someone else	42% (25)	45% (27)	9% (5)	2% (1)	2% (1)	— (0)	59
2016 Vote: Hillary Clinton	33% (220)	50% (330)	8% (53)	3% (22)	5% (36)	1% (4)	666
2016 Vote: Donald Trump	24% (170)	51% (357)	13% (88)	6% (41)	6% (43)	— (2)	702
2016 Vote: Other	28% (36)	50% (62)	10% (13)	7% (8)	5% (6)	— (0)	126
2016 Vote: Didn't Vote	29% (208)	38% (270)	16% (113)	5% (34)	10% (68)	2% (12)	705
Voted in 2014: Yes	28% (346)	51% (639)	11% (139)	4% (55)	6% (71)	— (4)	1254
Voted in 2014: No	31% (289)	40% (381)	14% (129)	5% (51)	9% (83)	1% (14)	946

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**Table MCEN3\_14:** Do you have a favorable or unfavorable impression of the following types of movies?  
 Documentary

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	29% (634)	46% (1020)	12% (268)	5% (106)	7% (154)	1% (18)	2200
2012 Vote: Barack Obama	31% (239)	48% (362)	11% (81)	4% (28)	6% (44)	1% (5)	760
2012 Vote: Mitt Romney	23% (124)	53% (288)	13% (71)	5% (26)	7% (39)	— (1)	548
2012 Vote: Other	26% (18)	51% (35)	10% (7)	5% (3)	7% (5)	1% (1)	69
2012 Vote: Didn't Vote	31% (254)	40% (332)	13% (109)	6% (48)	8% (65)	1% (11)	820
4-Region: Northeast	26% (103)	53% (210)	12% (47)	2% (10)	5% (21)	1% (3)	394
4-Region: Midwest	26% (119)	45% (209)	14% (66)	9% (41)	6% (26)	— (1)	462
4-Region: South	29% (240)	45% (373)	11% (94)	5% (40)	8% (66)	1% (11)	824
4-Region: West	33% (173)	44% (228)	11% (60)	3% (15)	8% (41)	1% (4)	520
Fan of Christmas movies	29% (529)	47% (871)	12% (226)	5% (88)	6% (118)	1% (14)	1846
Fan of holiday movies	28% (520)	47% (869)	13% (235)	5% (88)	7% (125)	1% (13)	1850
Fan of Christmas or holiday movies	28% (505)	47% (841)	12% (223)	5% (88)	6% (115)	1% (13)	1784
Watches movies at least weekly	30% (460)	47% (710)	12% (181)	4% (64)	6% (93)	1% (12)	1520
Watches movies at least monthly	30% (597)	46% (917)	12% (242)	4% (88)	6% (119)	1% (14)	1978

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

**Table MCEN3\_15: Do you have a favorable or unfavorable impression of the following types of movies?**

*Musical*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (366)	37% (813)	21% (458)	16% (353)	9% (191)	1% (19)	2200
Gender: Male	12% (125)	40% (422)	23% (241)	16% (175)	8% (88)	1% (10)	1062
Gender: Female	21% (241)	34% (391)	19% (217)	16% (178)	9% (102)	1% (9)	1138
Age: 18-34	19% (123)	30% (196)	19% (123)	23% (148)	9% (62)	1% (4)	655
Age: 35-44	20% (73)	38% (135)	17% (60)	15% (53)	8% (29)	2% (8)	358
Age: 45-64	14% (103)	39% (291)	23% (175)	15% (110)	9% (67)	1% (5)	751
Age: 65+	16% (68)	44% (191)	23% (100)	10% (42)	8% (33)	— (2)	436
GenZers: 1997-2012	19% (63)	28% (94)	21% (72)	24% (81)	8% (28)	— (0)	338
Millennials: 1981-1996	18% (89)	35% (171)	17% (85)	20% (97)	9% (43)	2% (10)	495
GenXers: 1965-1980	18% (93)	35% (181)	20% (100)	16% (83)	10% (49)	1% (6)	512
Baby Boomers: 1946-1964	13% (101)	44% (336)	24% (181)	11% (85)	8% (60)	— (3)	767
PID: Dem (no lean)	21% (171)	37% (291)	21% (164)	13% (105)	7% (56)	1% (9)	795
PID: Ind (no lean)	17% (117)	32% (229)	19% (131)	21% (147)	11% (80)	— (4)	707
PID: Rep (no lean)	11% (78)	42% (293)	23% (163)	15% (102)	8% (55)	1% (7)	698
PID/Gender: Dem Men	18% (64)	37% (132)	21% (75)	16% (59)	7% (24)	1% (3)	356
PID/Gender: Dem Women	24% (107)	36% (160)	20% (89)	10% (46)	7% (32)	1% (6)	440
PID/Gender: Ind Men	8% (26)	37% (124)	23% (77)	20% (66)	12% (40)	1% (4)	337
PID/Gender: Ind Women	25% (92)	28% (104)	15% (54)	22% (80)	11% (39)	— (0)	370
PID/Gender: Rep Men	10% (36)	45% (166)	24% (89)	14% (50)	6% (24)	1% (4)	369
PID/Gender: Rep Women	13% (43)	39% (127)	22% (74)	16% (52)	9% (31)	1% (3)	329
Ideo: Liberal (1-3)	22% (130)	38% (228)	19% (110)	14% (83)	7% (40)	— (3)	594
Ideo: Moderate (4)	14% (85)	40% (244)	19% (117)	16% (100)	9% (54)	1% (7)	607
Ideo: Conservative (5-7)	13% (97)	38% (276)	25% (182)	15% (111)	8% (59)	1% (6)	732
Educ: < College	15% (220)	33% (495)	22% (336)	19% (286)	11% (161)	1% (15)	1512
Educ: Bachelors degree	18% (80)	48% (214)	18% (82)	11% (49)	4% (18)	— (1)	444
Educ: Post-grad	27% (66)	43% (104)	17% (41)	7% (17)	5% (12)	1% (4)	244
Income: Under 50k	17% (187)	32% (358)	22% (245)	19% (211)	10% (116)	1% (11)	1127
Income: 50k-100k	14% (98)	41% (284)	21% (146)	15% (102)	8% (53)	1% (5)	688
Income: 100k+	21% (82)	44% (171)	17% (67)	11% (41)	6% (22)	1% (3)	385
Ethnicity: White	15% (261)	38% (656)	22% (377)	16% (278)	8% (138)	1% (12)	1722
Ethnicity: Hispanic	18% (64)	33% (115)	21% (73)	17% (58)	10% (35)	1% (4)	349

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**Table MCEN3\_15:** Do you have a favorable or unfavorable impression of the following types of movies?  
 Musical

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (366)	37% (813)	21% (458)	16% (353)	9% (191)	1% (19)	2200
Ethnicity: Black	22% (61)	32% (88)	14% (39)	19% (53)	10% (26)	3% (7)	274
Ethnicity: Other	22% (44)	33% (68)	21% (43)	11% (22)	13% (27)	— (0)	204
All Christian	17% (173)	42% (426)	20% (209)	13% (138)	8% (77)	— (3)	1026
All Non-Christian	20% (21)	41% (43)	28% (30)	7% (7)	1% (1)	2% (2)	104
Atheist	21% (18)	31% (26)	24% (20)	15% (13)	7% (6)	2% (2)	84
Agnostic/Nothing in particular	12% (70)	32% (191)	21% (127)	24% (146)	10% (62)	1% (4)	601
Something Else	22% (85)	33% (127)	19% (72)	13% (49)	11% (44)	2% (7)	384
Religious Non-Protestant/Catholic	24% (30)	41% (52)	24% (31)	8% (10)	1% (1)	2% (3)	127
Evangelical	19% (111)	42% (249)	18% (105)	11% (66)	9% (53)	1% (7)	592
Non-Evangelical	17% (134)	37% (288)	22% (173)	15% (116)	8% (64)	— (3)	779
Community: Urban	24% (153)	35% (229)	16% (105)	16% (104)	8% (51)	1% (5)	646
Community: Suburban	14% (143)	38% (374)	23% (228)	16% (163)	8% (76)	1% (6)	991
Community: Rural	12% (70)	37% (210)	22% (126)	15% (86)	11% (63)	2% (9)	563
Employ: Private Sector	17% (114)	38% (257)	21% (142)	17% (119)	6% (43)	1% (8)	683
Employ: Government	20% (28)	41% (56)	20% (27)	11% (14)	8% (12)	— (0)	137
Employ: Self-Employed	15% (30)	37% (71)	19% (36)	20% (38)	7% (13)	2% (4)	191
Employ: Homemaker	19% (31)	30% (49)	24% (39)	15% (24)	11% (18)	1% (1)	161
Employ: Student	21% (29)	28% (39)	20% (28)	20% (28)	10% (14)	— (0)	139
Employ: Retired	13% (65)	43% (213)	24% (119)	10% (49)	9% (43)	1% (6)	495
Employ: Unemployed	19% (51)	29% (79)	14% (38)	24% (65)	14% (39)	— (1)	273
Employ: Other	16% (19)	40% (48)	25% (30)	12% (15)	7% (9)	— (0)	121
Military HH: Yes	18% (68)	35% (129)	18% (67)	18% (66)	9% (34)	1% (5)	369
Military HH: No	16% (299)	37% (684)	21% (392)	16% (287)	9% (157)	1% (13)	1831
RD/WT: Right Direction	18% (120)	38% (253)	19% (127)	16% (104)	8% (53)	2% (11)	669
RD/WT: Wrong Track	16% (247)	37% (559)	22% (331)	16% (249)	9% (137)	1% (8)	1531
Trump Job Approve	14% (124)	37% (330)	22% (195)	17% (155)	9% (76)	1% (9)	889
Trump Job Disapprove	18% (216)	38% (459)	20% (245)	15% (185)	8% (101)	1% (9)	1216

Continued on next page

**Table MCEN3\_15:** Do you have a favorable or unfavorable impression of the following types of movies?

*Musical*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (366)	37% (813)	21% (458)	16% (353)	9% (191)	1% (19)	2200
Trump Job Strongly Approve	13% (71)	37% (198)	23% (120)	17% (90)	9% (49)	1% (4)	532
Trump Job Somewhat Approve	15% (53)	37% (132)	21% (75)	18% (66)	7% (27)	1% (5)	356
Trump Job Somewhat Disapprove	18% (52)	36% (105)	21% (62)	14% (41)	9% (26)	1% (3)	289
Trump Job Strongly Disapprove	18% (164)	38% (354)	20% (184)	16% (144)	8% (75)	1% (5)	927
Favorable of Trump	14% (122)	38% (331)	22% (197)	18% (156)	8% (69)	1% (5)	879
Unfavorable of Trump	18% (213)	38% (461)	21% (253)	15% (181)	8% (92)	1% (9)	1209
Very Favorable of Trump	13% (71)	36% (194)	23% (126)	17% (94)	10% (51)	1% (4)	540
Somewhat Favorable of Trump	15% (51)	40% (137)	21% (71)	18% (62)	5% (18)	— (1)	339
Somewhat Unfavorable of Trump	14% (30)	37% (82)	24% (54)	14% (31)	10% (23)	2% (4)	223
Very Unfavorable of Trump	19% (183)	39% (380)	20% (199)	15% (151)	7% (69)	— (5)	986
#1 Issue: Economy	15% (118)	38% (288)	21% (163)	17% (133)	8% (61)	— (2)	765
#1 Issue: Security	17% (40)	40% (90)	17% (38)	17% (38)	9% (20)	— (1)	227
#1 Issue: Health Care	18% (82)	38% (171)	22% (99)	11% (48)	10% (44)	1% (5)	448
#1 Issue: Medicare / Social Security	15% (40)	36% (100)	22% (62)	14% (40)	10% (28)	2% (6)	275
#1 Issue: Women's Issues	22% (32)	30% (44)	15% (22)	26% (38)	7% (11)	— (0)	147
#1 Issue: Education	17% (18)	38% (40)	14% (15)	25% (26)	4% (5)	1% (1)	105
#1 Issue: Energy	11% (6)	22% (12)	37% (21)	17% (10)	7% (4)	6% (4)	57
#1 Issue: Other	17% (30)	38% (68)	22% (39)	11% (20)	10% (18)	1% (1)	176
2018 House Vote: Democrat	22% (150)	39% (267)	20% (135)	12% (81)	7% (46)	1% (6)	685
2018 House Vote: Republican	12% (79)	43% (275)	21% (133)	15% (99)	8% (52)	1% (5)	642
2018 House Vote: Someone else	22% (13)	41% (24)	16% (9)	16% (10)	6% (3)	— (0)	59
2016 Vote: Hillary Clinton	23% (151)	40% (264)	19% (129)	11% (73)	6% (41)	1% (7)	666
2016 Vote: Donald Trump	12% (82)	41% (291)	23% (160)	15% (105)	8% (59)	1% (5)	702
2016 Vote: Other	17% (21)	41% (51)	19% (24)	16% (20)	8% (10)	— (0)	126
2016 Vote: Didn't Vote	16% (112)	29% (207)	21% (145)	22% (155)	11% (80)	1% (6)	705
Voted in 2014: Yes	17% (211)	42% (521)	21% (258)	13% (162)	7% (93)	1% (9)	1254
Voted in 2014: No	16% (155)	31% (292)	21% (200)	20% (191)	10% (98)	1% (10)	946

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**Table MCEN3\_15:** Do you have a favorable or unfavorable impression of the following types of movies?  
 Musical

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (366)	37% (813)	21% (458)	16% (353)	9% (191)	1% (19)	2200
2012 Vote: Barack Obama	21% (157)	41% (310)	18% (133)	12% (92)	7% (56)	1% (10)	760
2012 Vote: Mitt Romney	12% (67)	43% (237)	25% (135)	13% (73)	6% (34)	— (3)	548
2012 Vote: Other	14% (9)	30% (21)	30% (21)	12% (8)	14% (10)	— (0)	69
2012 Vote: Didn't Vote	16% (132)	30% (243)	21% (169)	22% (180)	11% (90)	1% (6)	820
4-Region: Northeast	19% (74)	39% (155)	23% (90)	12% (48)	6% (23)	1% (4)	394
4-Region: Midwest	12% (57)	39% (181)	22% (101)	19% (89)	7% (31)	1% (3)	462
4-Region: South	16% (130)	33% (270)	21% (174)	17% (142)	12% (102)	1% (6)	824
4-Region: West	20% (105)	40% (207)	18% (94)	14% (74)	7% (34)	1% (6)	520
Fan of Christmas movies	17% (321)	39% (727)	21% (380)	14% (251)	8% (152)	1% (15)	1846
Fan of holiday movies	18% (333)	40% (731)	20% (365)	14% (259)	8% (148)	1% (14)	1850
Fan of Christmas or holiday movies	18% (317)	40% (709)	20% (356)	14% (242)	8% (145)	1% (14)	1784
Watches movies at least weekly	18% (274)	37% (565)	20% (306)	17% (258)	7% (104)	1% (13)	1520
Watches movies at least monthly	17% (342)	37% (735)	21% (413)	16% (324)	8% (149)	1% (16)	1978

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

**Table MCEN3\_16: Do you have a favorable or unfavorable impression of the following types of movies?**  
*Foreign language films*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	9% (197)	21% (460)	18% (388)	33% (718)	17% (372)	3% (64)	2200
Gender: Male	11% (114)	21% (226)	20% (213)	31% (325)	16% (166)	2% (17)	1062
Gender: Female	7% (83)	21% (233)	15% (175)	35% (393)	18% (206)	4% (47)	1138
Age: 18-34	16% (104)	22% (147)	16% (104)	28% (184)	14% (88)	4% (28)	655
Age: 35-44	13% (47)	30% (107)	13% (47)	25% (88)	15% (55)	4% (14)	358
Age: 45-64	4% (31)	19% (141)	20% (150)	37% (277)	19% (145)	1% (7)	751
Age: 65+	4% (15)	15% (65)	20% (87)	39% (169)	19% (84)	4% (16)	436
GenZers: 1997-2012	18% (61)	21% (72)	15% (51)	28% (96)	13% (43)	4% (14)	338
Millennials: 1981-1996	14% (69)	25% (125)	16% (78)	26% (129)	14% (69)	5% (25)	495
GenXers: 1965-1980	7% (35)	25% (130)	18% (94)	30% (153)	18% (94)	1% (6)	512
Baby Boomers: 1946-1964	4% (30)	16% (125)	20% (156)	39% (296)	19% (148)	2% (12)	767
PID: Dem (no lean)	10% (83)	29% (231)	17% (137)	25% (201)	15% (116)	3% (28)	795
PID: Ind (no lean)	8% (58)	20% (141)	17% (117)	31% (218)	21% (149)	3% (23)	707
PID: Rep (no lean)	8% (56)	13% (88)	19% (134)	43% (299)	15% (107)	2% (13)	698
PID/Gender: Dem Men	11% (39)	32% (113)	19% (67)	25% (90)	11% (39)	2% (9)	356
PID/Gender: Dem Women	10% (44)	27% (119)	16% (70)	25% (111)	18% (78)	4% (19)	440
PID/Gender: Ind Men	10% (34)	19% (66)	17% (59)	29% (96)	23% (76)	2% (6)	337
PID/Gender: Ind Women	7% (24)	20% (75)	16% (58)	33% (122)	20% (72)	5% (17)	370
PID/Gender: Rep Men	11% (41)	13% (48)	24% (87)	38% (139)	14% (51)	1% (3)	369
PID/Gender: Rep Women	4% (15)	12% (40)	14% (47)	49% (160)	17% (56)	3% (11)	329
Ideo: Liberal (1-3)	14% (85)	32% (189)	17% (99)	22% (131)	13% (77)	2% (13)	594
Ideo: Moderate (4)	5% (31)	22% (131)	19% (113)	34% (204)	18% (112)	2% (15)	607
Ideo: Conservative (5-7)	7% (53)	14% (104)	19% (140)	41% (299)	17% (122)	2% (14)	732
Educ: < College	8% (115)	15% (226)	17% (256)	38% (577)	19% (282)	4% (57)	1512
Educ: Bachelors degree	10% (45)	32% (144)	21% (93)	23% (103)	13% (57)	— (1)	444
Educ: Post-grad	16% (38)	37% (90)	16% (39)	16% (38)	14% (33)	2% (6)	244
Income: Under 50k	8% (88)	18% (200)	16% (183)	35% (390)	19% (216)	4% (51)	1127
Income: 50k-100k	9% (59)	22% (149)	20% (140)	33% (228)	15% (103)	1% (10)	688
Income: 100k+	13% (50)	29% (111)	17% (65)	26% (101)	14% (54)	1% (4)	385
Ethnicity: White	7% (122)	20% (336)	18% (311)	36% (626)	17% (289)	2% (38)	1722
Ethnicity: Hispanic	23% (80)	32% (112)	15% (53)	17% (61)	10% (35)	2% (8)	349

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**Table MCEN3\_16:** Do you have a favorable or unfavorable impression of the following types of movies?  
 Foreign language films

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	9% (197)	21% (460)	18% (388)	33% (718)	17% (372)	3% (64)	2200
Ethnicity: Black	9% (25)	23% (64)	16% (45)	25% (67)	18% (50)	8% (23)	274
Ethnicity: Other	25% (50)	29% (60)	16% (33)	12% (25)	16% (33)	1% (3)	204
All Christian	9% (92)	19% (197)	19% (192)	34% (352)	17% (176)	2% (17)	1026
All Non-Christian	18% (19)	41% (43)	16% (16)	11% (12)	12% (13)	2% (2)	104
Atheist	11% (10)	44% (38)	14% (12)	20% (17)	11% (9)	— (0)	84
Agnostic/Nothing in particular	8% (51)	19% (113)	18% (108)	35% (211)	17% (100)	3% (18)	601
Something Else	7% (26)	18% (70)	16% (60)	33% (127)	19% (75)	7% (26)	384
Religious Non-Protestant/Catholic	15% (19)	36% (45)	17% (22)	17% (22)	14% (17)	2% (3)	127
Evangelical	9% (55)	18% (107)	17% (102)	34% (201)	17% (102)	4% (24)	592
Non-Evangelical	8% (60)	19% (152)	18% (144)	34% (265)	18% (139)	3% (20)	779
Community: Urban	15% (96)	26% (166)	17% (108)	24% (158)	14% (91)	4% (27)	646
Community: Suburban	7% (66)	23% (229)	18% (179)	35% (343)	16% (160)	1% (15)	991
Community: Rural	6% (36)	12% (65)	18% (101)	39% (218)	21% (120)	4% (23)	563
Employ: Private Sector	9% (62)	27% (184)	18% (121)	31% (211)	15% (101)	1% (4)	683
Employ: Government	16% (22)	25% (35)	14% (19)	25% (35)	16% (22)	3% (4)	137
Employ: Self-Employed	20% (37)	23% (43)	13% (26)	28% (54)	9% (17)	7% (14)	191
Employ: Homemaker	8% (12)	18% (28)	14% (23)	41% (66)	18% (29)	2% (4)	161
Employ: Student	13% (18)	31% (43)	17% (23)	24% (34)	12% (17)	2% (3)	139
Employ: Retired	2% (11)	13% (66)	21% (105)	40% (199)	20% (98)	4% (17)	495
Employ: Unemployed	8% (21)	16% (44)	21% (58)	29% (80)	22% (60)	4% (10)	273
Employ: Other	12% (15)	13% (16)	12% (14)	33% (40)	23% (28)	7% (9)	121
Military HH: Yes	5% (20)	14% (53)	23% (84)	35% (131)	18% (65)	4% (15)	369
Military HH: No	10% (177)	22% (407)	17% (304)	32% (587)	17% (307)	3% (49)	1831
RD/WT: Right Direction	14% (97)	21% (140)	17% (111)	32% (211)	13% (84)	4% (26)	669
RD/WT: Wrong Track	7% (100)	21% (320)	18% (277)	33% (507)	19% (288)	3% (39)	1531
Trump Job Approve	7% (66)	13% (119)	18% (162)	41% (360)	18% (156)	3% (25)	889
Trump Job Disapprove	10% (124)	26% (320)	17% (210)	27% (333)	16% (200)	2% (29)	1216

Continued on next page

**Table MCEN3\_16:** Do you have a favorable or unfavorable impression of the following types of movies?  
Foreign language films

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	9% (197)	21% (460)	18% (388)	33% (718)	17% (372)	3% (64)	2200
Trump Job Strongly Approve	9% (49)	10% (54)	17% (89)	45% (238)	17% (91)	2% (11)	532
Trump Job Somewhat Approve	5% (17)	18% (66)	21% (74)	34% (122)	18% (65)	4% (14)	356
Trump Job Somewhat Disapprove	11% (31)	23% (67)	20% (59)	27% (78)	17% (48)	2% (6)	289
Trump Job Strongly Disapprove	10% (93)	27% (253)	16% (151)	28% (255)	16% (152)	2% (22)	927
Favorable of Trump	8% (74)	12% (110)	18% (155)	42% (365)	18% (157)	2% (18)	879
Unfavorable of Trump	10% (115)	27% (327)	18% (222)	27% (326)	16% (190)	2% (28)	1209
Very Favorable of Trump	9% (50)	9% (51)	16% (84)	45% (242)	19% (101)	2% (12)	540
Somewhat Favorable of Trump	7% (24)	17% (59)	21% (71)	36% (124)	17% (57)	2% (6)	339
Somewhat Unfavorable of Trump	4% (9)	23% (52)	22% (49)	30% (67)	17% (39)	3% (7)	223
Very Unfavorable of Trump	11% (106)	28% (276)	18% (173)	26% (259)	15% (152)	2% (21)	986
#1 Issue: Economy	8% (62)	22% (167)	18% (141)	33% (250)	17% (132)	2% (12)	765
#1 Issue: Security	12% (28)	17% (38)	13% (30)	39% (89)	18% (41)	1% (2)	227
#1 Issue: Health Care	11% (48)	25% (114)	20% (89)	27% (119)	15% (69)	2% (8)	448
#1 Issue: Medicare / Social Security	2% (6)	9% (24)	17% (48)	45% (124)	20% (54)	7% (19)	275
#1 Issue: Women's Issues	22% (32)	22% (33)	14% (21)	30% (44)	7% (10)	4% (6)	147
#1 Issue: Education	10% (11)	32% (34)	16% (16)	30% (31)	11% (12)	1% (1)	105
#1 Issue: Energy	8% (4)	29% (17)	15% (8)	28% (16)	13% (8)	7% (4)	57
#1 Issue: Other	4% (7)	19% (34)	19% (34)	25% (44)	27% (47)	6% (11)	176
2018 House Vote: Democrat	10% (67)	27% (188)	19% (127)	27% (182)	16% (107)	2% (14)	685
2018 House Vote: Republican	6% (40)	14% (90)	19% (121)	42% (269)	17% (110)	2% (12)	642
2018 House Vote: Someone else	4% (2)	32% (19)	23% (14)	34% (20)	6% (4)	1% (1)	59
2016 Vote: Hillary Clinton	9% (59)	29% (193)	21% (141)	24% (160)	15% (101)	2% (13)	666
2016 Vote: Donald Trump	6% (40)	13% (90)	18% (130)	44% (310)	17% (120)	2% (12)	702
2016 Vote: Other	4% (4)	25% (32)	16% (21)	30% (38)	19% (24)	6% (7)	126
2016 Vote: Didn't Vote	13% (94)	21% (145)	14% (97)	30% (211)	18% (126)	5% (32)	705
Voted in 2014: Yes	8% (94)	20% (249)	20% (245)	35% (433)	17% (207)	2% (25)	1254
Voted in 2014: No	11% (103)	22% (210)	15% (143)	30% (285)	17% (165)	4% (39)	946

Continued on next page

**Table MCEN3\_16:** Do you have a favorable or unfavorable impression of the following types of movies?  
Foreign language films

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	9% (197)	21% (460)	18% (388)	33% (718)	17% (372)	3% (64)	2200
2012 Vote: Barack Obama	9% (71)	27% (205)	19% (146)	27% (202)	16% (118)	2% (17)	760
2012 Vote: Mitt Romney	5% (27)	14% (75)	20% (108)	44% (242)	16% (88)	2% (9)	548
2012 Vote: Other	2% (1)	11% (8)	17% (12)	38% (26)	24% (17)	7% (5)	69
2012 Vote: Didn't Vote	12% (98)	21% (171)	15% (122)	30% (248)	18% (147)	4% (34)	820
4-Region: Northeast	10% (41)	23% (89)	18% (72)	32% (126)	15% (57)	2% (10)	394
4-Region: Midwest	4% (18)	16% (72)	19% (87)	44% (203)	15% (69)	3% (12)	462
4-Region: South	6% (46)	20% (167)	16% (135)	34% (280)	20% (169)	3% (26)	824
4-Region: West	18% (92)	25% (132)	18% (94)	21% (109)	15% (77)	3% (16)	520
Fan of Christmas movies	9% (166)	21% (389)	18% (337)	32% (595)	17% (306)	3% (53)	1846
Fan of holiday movies	9% (171)	21% (390)	18% (329)	32% (594)	17% (313)	3% (54)	1850
Fan of Christmas or holiday movies	9% (164)	21% (378)	18% (320)	32% (571)	17% (301)	3% (50)	1784
Watches movies at least weekly	10% (159)	22% (342)	18% (277)	32% (490)	14% (208)	3% (44)	1520
Watches movies at least monthly	10% (193)	22% (430)	18% (355)	32% (641)	15% (302)	3% (56)	1978

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

**Table MCEN3\_17: Do you have a favorable or unfavorable impression of the following types of movies?**

Anime

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	13% (286)	20% (430)	18% (402)	23% (510)	17% (377)	9% (195)	2200
Gender: Male	16% (174)	23% (244)	20% (209)	18% (193)	15% (162)	7% (79)	1062
Gender: Female	10% (112)	16% (186)	17% (193)	28% (316)	19% (215)	10% (117)	1138
Age: 18-34	24% (158)	22% (146)	16% (105)	24% (158)	9% (61)	4% (28)	655
Age: 35-44	18% (63)	27% (98)	15% (54)	21% (75)	14% (51)	5% (16)	358
Age: 45-64	8% (58)	17% (126)	21% (156)	24% (182)	22% (166)	8% (63)	751
Age: 65+	2% (7)	14% (60)	20% (87)	22% (95)	23% (100)	20% (88)	436
GenZers: 1997-2012	23% (76)	21% (72)	15% (50)	29% (98)	8% (28)	4% (13)	338
Millennials: 1981-1996	24% (116)	23% (115)	17% (83)	20% (99)	12% (58)	4% (22)	495
GenXers: 1965-1980	13% (65)	22% (112)	18% (91)	24% (122)	18% (95)	5% (26)	512
Baby Boomers: 1946-1964	4% (28)	16% (120)	22% (168)	22% (173)	23% (173)	14% (107)	767
PID: Dem (no lean)	16% (128)	20% (160)	18% (142)	22% (175)	15% (118)	9% (72)	795
PID: Ind (no lean)	12% (84)	21% (150)	20% (141)	21% (150)	19% (131)	7% (51)	707
PID: Rep (no lean)	11% (73)	17% (120)	17% (119)	26% (185)	18% (128)	10% (73)	698
PID/Gender: Dem Men	21% (73)	26% (93)	18% (63)	19% (67)	10% (37)	6% (22)	356
PID/Gender: Dem Women	13% (55)	15% (67)	18% (79)	24% (107)	18% (81)	11% (50)	440
PID/Gender: Ind Men	16% (52)	20% (67)	22% (75)	17% (57)	17% (59)	8% (27)	337
PID/Gender: Ind Women	9% (32)	22% (82)	18% (66)	25% (94)	20% (72)	6% (24)	370
PID/Gender: Rep Men	13% (49)	22% (83)	19% (72)	19% (69)	18% (66)	8% (30)	369
PID/Gender: Rep Women	7% (25)	11% (37)	14% (47)	35% (115)	19% (62)	13% (43)	329
Ideo: Liberal (1-3)	16% (98)	24% (145)	20% (119)	20% (118)	14% (81)	6% (33)	594
Ideo: Moderate (4)	10% (61)	21% (127)	19% (115)	22% (130)	18% (112)	10% (61)	607
Ideo: Conservative (5-7)	10% (71)	15% (110)	19% (137)	26% (191)	19% (137)	12% (86)	732
Educ: < College	13% (197)	17% (263)	17% (259)	24% (369)	18% (269)	10% (155)	1512
Educ: Bachelors degree	12% (52)	25% (109)	21% (92)	21% (92)	16% (73)	6% (26)	444
Educ: Post-grad	15% (37)	23% (57)	21% (51)	20% (48)	15% (36)	6% (14)	244
Income: Under 50k	15% (171)	19% (211)	17% (192)	21% (234)	17% (197)	11% (122)	1127
Income: 50k-100k	9% (61)	20% (140)	20% (136)	26% (179)	17% (119)	8% (53)	688
Income: 100k+	14% (53)	20% (78)	19% (75)	25% (96)	16% (62)	5% (21)	385
Ethnicity: White	10% (177)	19% (329)	18% (316)	25% (434)	18% (311)	9% (155)	1722
Ethnicity: Hispanic	23% (82)	26% (90)	14% (51)	23% (80)	10% (36)	3% (10)	349

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**Table MCEN3\_17: Do you have a favorable or unfavorable impression of the following types of movies?**

Anime

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	13% (286)	20% (430)	18% (402)	23% (510)	17% (377)	9% (195)	2200
Ethnicity: Black	23% (62)	20% (54)	19% (52)	14% (40)	14% (38)	11% (29)	274
Ethnicity: Other	23% (47)	23% (46)	17% (34)	18% (36)	14% (29)	5% (11)	204
All Christian	11% (114)	19% (196)	17% (178)	21% (220)	19% (200)	12% (120)	1026
All Non-Christian	17% (18)	26% (27)	25% (27)	16% (17)	11% (12)	4% (4)	104
Atheist	10% (8)	32% (27)	26% (22)	15% (13)	16% (14)	1% (1)	84
Agnostic/Nothing in particular	14% (84)	20% (119)	18% (106)	28% (166)	15% (92)	5% (32)	601
Something Else	16% (62)	16% (60)	18% (70)	24% (94)	16% (61)	10% (38)	384
Religious Non-Protestant/Catholic	15% (20)	22% (28)	27% (34)	14% (18)	17% (22)	4% (5)	127
Evangelical	16% (92)	19% (111)	16% (97)	21% (124)	19% (110)	10% (58)	592
Non-Evangelical	10% (79)	18% (138)	18% (142)	24% (186)	17% (134)	13% (100)	779
Community: Urban	20% (131)	24% (155)	15% (97)	20% (132)	14% (92)	6% (39)	646
Community: Suburban	10% (100)	19% (186)	22% (219)	23% (230)	18% (174)	8% (83)	991
Community: Rural	10% (55)	16% (88)	15% (86)	26% (148)	20% (111)	13% (74)	563
Employ: Private Sector	14% (98)	23% (160)	21% (142)	22% (152)	14% (94)	5% (37)	683
Employ: Government	19% (26)	23% (31)	14% (19)	22% (31)	19% (26)	3% (4)	137
Employ: Self-Employed	12% (23)	23% (45)	21% (40)	24% (46)	12% (24)	7% (14)	191
Employ: Homemaker	16% (26)	19% (30)	17% (27)	20% (32)	22% (36)	6% (10)	161
Employ: Student	25% (35)	23% (32)	10% (14)	27% (37)	8% (11)	6% (9)	139
Employ: Retired	3% (15)	13% (65)	20% (99)	23% (112)	22% (110)	19% (94)	495
Employ: Unemployed	15% (40)	16% (45)	16% (43)	25% (69)	22% (60)	6% (16)	273
Employ: Other	19% (23)	18% (21)	15% (18)	26% (31)	14% (17)	9% (11)	121
Military HH: Yes	10% (37)	18% (67)	17% (64)	24% (89)	19% (69)	12% (43)	369
Military HH: No	14% (249)	20% (362)	18% (338)	23% (421)	17% (308)	8% (152)	1831
RD/WT: Right Direction	17% (116)	23% (154)	15% (103)	18% (123)	17% (110)	9% (62)	669
RD/WT: Wrong Track	11% (170)	18% (276)	20% (299)	25% (386)	17% (267)	9% (134)	1531
Trump Job Approve	12% (111)	17% (152)	16% (146)	25% (225)	18% (156)	11% (100)	889
Trump Job Disapprove	13% (158)	21% (259)	20% (238)	22% (268)	17% (202)	7% (90)	1216

Continued on next page

**Table MCEN3\_17: Do you have a favorable or unfavorable impression of the following types of movies?**

Anime

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	13% (286)	20% (430)	18% (402)	23% (510)	17% (377)	9% (195)	2200
Trump Job Strongly Approve	13% (69)	15% (82)	15% (80)	27% (145)	19% (101)	10% (55)	532
Trump Job Somewhat Approve	12% (42)	20% (70)	18% (66)	22% (80)	15% (54)	13% (45)	356
Trump Job Somewhat Disapprove	18% (51)	24% (70)	15% (43)	19% (56)	16% (47)	8% (22)	289
Trump Job Strongly Disapprove	12% (107)	20% (189)	21% (195)	23% (213)	17% (155)	7% (68)	927
Favorable of Trump	13% (118)	17% (147)	16% (137)	26% (226)	18% (155)	11% (96)	879
Unfavorable of Trump	12% (150)	22% (263)	21% (252)	22% (263)	16% (192)	7% (89)	1209
Very Favorable of Trump	13% (70)	14% (78)	15% (79)	27% (147)	19% (101)	12% (65)	540
Somewhat Favorable of Trump	14% (48)	20% (69)	17% (58)	23% (79)	16% (55)	9% (31)	339
Somewhat Unfavorable of Trump	14% (30)	22% (50)	18% (39)	20% (45)	19% (42)	8% (17)	223
Very Unfavorable of Trump	12% (119)	22% (214)	22% (213)	22% (218)	15% (150)	7% (71)	986
#1 Issue: Economy	14% (108)	21% (159)	16% (126)	26% (197)	16% (124)	7% (51)	765
#1 Issue: Security	14% (32)	15% (35)	14% (31)	27% (62)	20% (46)	9% (21)	227
#1 Issue: Health Care	13% (56)	21% (96)	26% (117)	18% (79)	15% (67)	7% (32)	448
#1 Issue: Medicare / Social Security	4% (10)	12% (32)	19% (53)	21% (59)	24% (67)	20% (55)	275
#1 Issue: Women's Issues	22% (32)	24% (35)	9% (14)	29% (42)	11% (16)	5% (8)	147
#1 Issue: Education	17% (18)	32% (34)	11% (11)	23% (25)	12% (12)	5% (5)	105
#1 Issue: Energy	15% (9)	24% (14)	27% (15)	20% (11)	5% (3)	9% (5)	57
#1 Issue: Other	12% (22)	14% (25)	19% (34)	19% (34)	24% (42)	11% (19)	176
2018 House Vote: Democrat	13% (91)	19% (132)	21% (144)	21% (146)	18% (120)	8% (52)	685
2018 House Vote: Republican	8% (51)	18% (116)	18% (117)	26% (166)	19% (123)	11% (70)	642
2018 House Vote: Someone else	9% (5)	28% (17)	21% (12)	24% (14)	13% (8)	5% (3)	59
2016 Vote: Hillary Clinton	13% (85)	21% (142)	21% (137)	21% (139)	17% (112)	8% (52)	666
2016 Vote: Donald Trump	9% (66)	17% (120)	19% (131)	25% (174)	20% (141)	10% (71)	702
2016 Vote: Other	9% (11)	18% (22)	21% (26)	25% (32)	19% (24)	9% (11)	126
2016 Vote: Didn't Vote	18% (125)	21% (145)	15% (108)	23% (165)	14% (100)	9% (62)	705
Voted in 2014: Yes	10% (121)	19% (244)	20% (245)	23% (288)	18% (229)	10% (127)	1254
Voted in 2014: No	17% (165)	20% (186)	17% (157)	23% (221)	16% (148)	7% (68)	946

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**Table MCEN3\_17:** Do you have a favorable or unfavorable impression of the following types of movies?

*Anime*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	13% (286)	20% (430)	18% (402)	23% (510)	17% (377)	9% (195)	2200
2012 Vote: Barack Obama	11% (86)	24% (183)	20% (151)	20% (153)	16% (124)	8% (62)	760
2012 Vote: Mitt Romney	7% (39)	15% (80)	20% (108)	25% (140)	21% (116)	12% (66)	548
2012 Vote: Other	2% (2)	8% (5)	24% (17)	31% (21)	27% (19)	7% (5)	69
2012 Vote: Didn't Vote	19% (158)	20% (160)	15% (126)	24% (196)	14% (117)	8% (63)	820
4-Region: Northeast	15% (57)	20% (78)	19% (77)	20% (80)	16% (61)	10% (41)	394
4-Region: Midwest	8% (35)	18% (83)	20% (91)	28% (129)	18% (84)	9% (41)	462
4-Region: South	13% (107)	18% (151)	17% (140)	24% (201)	17% (143)	10% (82)	824
4-Region: West	17% (87)	23% (118)	18% (94)	19% (100)	17% (90)	6% (32)	520
Fan of Christmas movies	13% (242)	21% (382)	18% (326)	23% (418)	17% (313)	9% (164)	1846
Fan of holiday movies	13% (240)	21% (380)	18% (330)	22% (413)	17% (322)	9% (165)	1850
Fan of Christmas or holiday movies	13% (233)	21% (370)	18% (315)	22% (401)	17% (310)	9% (156)	1784
Watches movies at least weekly	14% (217)	21% (320)	19% (287)	23% (350)	16% (237)	7% (110)	1520
Watches movies at least monthly	14% (274)	20% (399)	19% (373)	24% (465)	16% (317)	8% (150)	1978

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

**Table MCEN3\_18:** Do you have a favorable or unfavorable impression of the following types of movies?  
*Holiday or Christmas films*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	32% (704)	45% (993)	10% (230)	7% (161)	5% (101)	1% (11)	2200
Gender: Male	22% (235)	52% (547)	13% (137)	8% (83)	5% (53)	1% (7)	1062
Gender: Female	41% (469)	39% (445)	8% (93)	7% (79)	4% (48)	— (4)	1138
Age: 18-34	35% (232)	39% (256)	12% (76)	9% (62)	4% (25)	1% (5)	655
Age: 35-44	35% (126)	42% (149)	10% (37)	7% (27)	4% (16)	1% (4)	358
Age: 45-64	30% (228)	48% (360)	10% (78)	6% (46)	5% (38)	— (1)	751
Age: 65+	27% (118)	52% (228)	9% (39)	6% (27)	5% (22)	— (2)	436
GenZers: 1997-2012	39% (132)	38% (129)	8% (28)	10% (33)	4% (12)	1% (4)	338
Millennials: 1981-1996	32% (158)	40% (199)	14% (69)	9% (43)	4% (20)	1% (4)	495
GenXers: 1965-1980	32% (164)	43% (220)	12% (61)	7% (36)	6% (29)	— (1)	512
Baby Boomers: 1946-1964	30% (228)	52% (402)	8% (63)	5% (41)	4% (31)	— (2)	767
PID: Dem (no lean)	35% (277)	42% (331)	13% (103)	7% (55)	3% (25)	1% (5)	795
PID: Ind (no lean)	28% (200)	45% (317)	11% (77)	9% (62)	6% (45)	1% (5)	707
PID: Rep (no lean)	32% (226)	49% (345)	7% (51)	6% (44)	4% (31)	— (1)	698
PID/Gender: Dem Men	22% (80)	47% (167)	18% (63)	9% (33)	3% (11)	— (1)	356
PID/Gender: Dem Women	45% (197)	37% (164)	9% (39)	5% (22)	3% (13)	1% (4)	440
PID/Gender: Ind Men	17% (56)	52% (174)	14% (46)	8% (28)	9% (29)	1% (5)	337
PID/Gender: Ind Women	39% (144)	39% (144)	8% (31)	9% (34)	4% (16)	— (0)	370
PID/Gender: Rep Men	27% (99)	56% (206)	8% (28)	6% (22)	3% (13)	— (1)	369
PID/Gender: Rep Women	39% (127)	42% (138)	7% (22)	7% (23)	6% (19)	— (0)	329
Ideo: Liberal (1-3)	33% (193)	40% (239)	16% (93)	8% (46)	3% (18)	1% (5)	594
Ideo: Moderate (4)	29% (177)	46% (279)	9% (54)	10% (60)	6% (36)	— (1)	607
Ideo: Conservative (5-7)	32% (237)	50% (369)	8% (57)	5% (33)	5% (35)	— (1)	732
Educ: < College	34% (514)	44% (665)	9% (142)	7% (113)	5% (71)	— (7)	1512
Educ: Bachelors degree	26% (117)	50% (221)	11% (50)	7% (33)	5% (20)	1% (3)	444
Educ: Post-grad	30% (73)	44% (107)	15% (38)	6% (16)	4% (10)	— (0)	244
Income: Under 50k	33% (369)	42% (473)	11% (121)	9% (99)	5% (56)	1% (10)	1127
Income: 50k-100k	31% (216)	48% (332)	10% (67)	6% (40)	5% (33)	— (0)	688
Income: 100k+	31% (120)	49% (188)	11% (42)	6% (23)	3% (11)	— (1)	385
Ethnicity: White	31% (527)	47% (810)	11% (182)	7% (124)	4% (76)	— (4)	1722
Ethnicity: Hispanic	35% (123)	42% (148)	9% (30)	8% (28)	5% (18)	1% (3)	349

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**Table MCEN3\_18:** Do you have a favorable or unfavorable impression of the following types of movies?  
 Holiday or Christmas films

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	32% (704)	45% (993)	10% (230)	7% (161)	5% (101)	1% (11)	2200
Ethnicity: Black	40% (111)	38% (103)	9% (24)	8% (22)	4% (10)	2% (5)	274
Ethnicity: Other	33% (67)	39% (80)	12% (25)	7% (15)	7% (15)	1% (3)	204
All Christian	35% (362)	46% (473)	10% (107)	4% (38)	4% (43)	— (4)	1026
All Non-Christian	20% (20)	46% (48)	14% (15)	13% (13)	7% (8)	1% (1)	104
Atheist	17% (14)	34% (29)	26% (22)	14% (11)	10% (8)	— (0)	84
Agnostic/Nothing in particular	26% (158)	49% (292)	9% (55)	11% (64)	5% (31)	— (1)	601
Something Else	39% (150)	39% (151)	8% (32)	9% (35)	3% (11)	1% (5)	384
Religious Non-Protestant/Catholic	28% (35)	43% (55)	12% (15)	10% (13)	6% (8)	1% (1)	127
Evangelical	40% (238)	41% (245)	8% (47)	5% (32)	4% (26)	1% (4)	592
Non-Evangelical	33% (253)	47% (366)	11% (87)	5% (41)	4% (28)	1% (4)	779
Community: Urban	35% (227)	41% (264)	11% (70)	8% (51)	4% (28)	1% (5)	646
Community: Suburban	30% (296)	48% (472)	11% (113)	7% (67)	4% (42)	— (1)	991
Community: Rural	32% (181)	46% (256)	8% (47)	8% (44)	5% (30)	1% (5)	563
Employ: Private Sector	30% (202)	46% (317)	12% (81)	8% (56)	4% (25)	— (2)	683
Employ: Government	39% (54)	42% (58)	8% (10)	5% (7)	6% (9)	— (0)	137
Employ: Self-Employed	34% (64)	40% (77)	9% (18)	11% (22)	3% (6)	2% (4)	191
Employ: Homemaker	42% (68)	36% (58)	8% (13)	7% (12)	4% (7)	2% (3)	161
Employ: Student	38% (53)	36% (49)	11% (16)	8% (11)	6% (9)	— (0)	139
Employ: Retired	27% (132)	52% (259)	10% (50)	6% (28)	5% (24)	— (1)	495
Employ: Unemployed	29% (81)	46% (124)	11% (29)	8% (21)	7% (18)	— (0)	273
Employ: Other	42% (51)	41% (50)	10% (12)	4% (5)	2% (3)	— (0)	121
Military HH: Yes	31% (115)	47% (174)	10% (37)	7% (26)	5% (17)	— (0)	369
Military HH: No	32% (589)	45% (819)	11% (193)	7% (135)	5% (84)	1% (11)	1831
RD/WT: Right Direction	33% (223)	44% (293)	9% (63)	7% (50)	5% (35)	1% (4)	669
RD/WT: Wrong Track	31% (481)	46% (700)	11% (167)	7% (111)	4% (65)	— (7)	1531
Trump Job Approve	33% (296)	47% (414)	9% (77)	6% (56)	5% (41)	— (4)	889
Trump Job Disapprove	31% (376)	45% (542)	12% (148)	8% (92)	4% (52)	— (5)	1216

Continued on next page

**Table MCEN3\_18:** Do you have a favorable or unfavorable impression of the following types of movies?  
*Holiday or Christmas films*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	32% (704)	45% (993)	10% (230)	7% (161)	5% (101)	1% (11)	2200
Trump Job Strongly Approve	36% (191)	45% (239)	8% (42)	7% (35)	5% (25)	— (1)	532
Trump Job Somewhat Approve	29% (105)	49% (175)	10% (36)	6% (21)	5% (17)	1% (4)	356
Trump Job Somewhat Disapprove	29% (84)	46% (133)	12% (34)	8% (23)	5% (15)	— (0)	289
Trump Job Strongly Disapprove	32% (292)	44% (409)	12% (113)	8% (70)	4% (37)	1% (5)	927
Favorable of Trump	34% (300)	47% (416)	8% (68)	7% (59)	4% (36)	— (1)	879
Unfavorable of Trump	31% (372)	45% (545)	13% (156)	7% (85)	4% (48)	— (4)	1209
Very Favorable of Trump	35% (190)	47% (254)	7% (38)	6% (35)	4% (22)	— (1)	540
Somewhat Favorable of Trump	32% (110)	48% (162)	9% (30)	7% (24)	4% (14)	— (0)	339
Somewhat Unfavorable of Trump	29% (66)	50% (112)	13% (30)	2% (5)	5% (11)	— (0)	223
Very Unfavorable of Trump	31% (306)	44% (433)	13% (126)	8% (80)	4% (37)	— (4)	986
#1 Issue: Economy	33% (251)	47% (359)	11% (83)	6% (49)	3% (24)	— (0)	765
#1 Issue: Security	42% (96)	39% (89)	8% (17)	5% (12)	6% (14)	— (0)	227
#1 Issue: Health Care	28% (127)	49% (221)	9% (39)	8% (37)	5% (22)	— (1)	448
#1 Issue: Medicare / Social Security	31% (86)	46% (127)	9% (24)	8% (23)	5% (14)	1% (1)	275
#1 Issue: Women's Issues	33% (49)	40% (59)	13% (19)	8% (12)	3% (5)	3% (4)	147
#1 Issue: Education	34% (36)	38% (39)	16% (17)	10% (11)	2% (2)	1% (1)	105
#1 Issue: Energy	16% (9)	39% (22)	21% (12)	5% (3)	12% (7)	6% (4)	57
#1 Issue: Other	29% (52)	43% (76)	11% (19)	9% (15)	8% (14)	— (0)	176
2018 House Vote: Democrat	31% (214)	44% (302)	14% (99)	7% (45)	3% (23)	— (3)	685
2018 House Vote: Republican	33% (213)	49% (314)	8% (51)	5% (33)	5% (30)	— (1)	642
2018 House Vote: Someone else	27% (16)	56% (33)	5% (3)	8% (5)	2% (1)	2% (1)	59
2016 Vote: Hillary Clinton	33% (222)	44% (295)	14% (92)	5% (35)	3% (19)	— (3)	666
2016 Vote: Donald Trump	31% (218)	48% (338)	9% (65)	6% (45)	5% (36)	— (1)	702
2016 Vote: Other	30% (38)	48% (61)	10% (12)	8% (9)	4% (5)	— (0)	126
2016 Vote: Didn't Vote	32% (226)	42% (299)	9% (60)	10% (72)	6% (40)	1% (7)	705
Voted in 2014: Yes	31% (394)	48% (599)	11% (134)	6% (75)	4% (47)	— (4)	1254
Voted in 2014: No	33% (310)	42% (394)	10% (96)	9% (86)	6% (53)	1% (7)	946

Continued on next page

**Table MCEN3\_18:** Do you have a favorable or unfavorable impression of the following types of movies?  
*Holiday or Christmas films*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	32% (704)	45% (993)	10% (230)	7% (161)	5% (101)	1% (11)	2200
2012 Vote: Barack Obama	30% (232)	46% (352)	13% (100)	6% (45)	4% (27)	— (4)	760
2012 Vote: Mitt Romney	32% (177)	49% (269)	8% (45)	6% (32)	4% (24)	— (1)	548
2012 Vote: Other	31% (21)	52% (36)	7% (5)	6% (4)	3% (2)	— (0)	69
2012 Vote: Didn't Vote	33% (272)	41% (334)	10% (81)	10% (80)	6% (47)	1% (7)	820
4-Region: Northeast	32% (124)	45% (179)	11% (44)	7% (28)	5% (18)	— (1)	394
4-Region: Midwest	33% (152)	48% (220)	10% (46)	7% (31)	3% (12)	— (1)	462
4-Region: South	34% (282)	43% (351)	10% (81)	7% (57)	5% (45)	1% (8)	824
4-Region: West	28% (146)	47% (243)	11% (59)	9% (45)	5% (25)	— (1)	520
Fan of Christmas movies	38% (692)	51% (942)	6% (114)	2% (35)	3% (56)	— (7)	1846
Fan of holiday movies	38% (698)	51% (936)	6% (112)	2% (42)	3% (55)	— (6)	1850
Fan of Christmas or holiday movies	39% (687)	51% (914)	5% (92)	2% (33)	3% (51)	— (6)	1784
Watches movies at least weekly	36% (542)	44% (666)	10% (151)	7% (105)	3% (47)	1% (9)	1520
Watches movies at least monthly	33% (660)	45% (891)	11% (208)	7% (139)	4% (70)	— (9)	1978

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

**Table MCEN4:** Based on the movie poster above, how likely or unlikely are you to watch this movie?

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	22%	(160)	33%	(237)	16%	(115)	22%	(160)	6%	(41)	712
Gender: Male	19%	(64)	28%	(93)	17%	(57)	29%	(97)	6%	(20)	330
Gender: Female	25%	(96)	38%	(144)	15%	(58)	17%	(63)	5%	(21)	382
Age: 18-34	23%	(48)	33%	(69)	21%	(45)	19%	(40)	5%	(11)	213
Age: 35-44	27%	(27)	38%	(38)	10%	(10)	16%	(16)	9%	(10)	101
Age: 45-64	25%	(61)	30%	(74)	13%	(32)	27%	(68)	5%	(14)	249
Age: 65+	15%	(23)	37%	(55)	18%	(27)	24%	(36)	5%	(7)	149
GenZers: 1997-2012	21%	(24)	35%	(39)	26%	(28)	12%	(13)	5%	(6)	110
Millennials: 1981-1996	26%	(40)	31%	(47)	16%	(24)	21%	(33)	7%	(10)	154
GenXers: 1965-1980	25%	(44)	30%	(53)	10%	(17)	27%	(47)	8%	(15)	176
Baby Boomers: 1946-1964	21%	(50)	37%	(89)	17%	(43)	22%	(53)	4%	(9)	244
PID: Dem (no lean)	25%	(62)	35%	(88)	13%	(33)	24%	(60)	3%	(8)	251
PID: Ind (no lean)	18%	(43)	28%	(68)	19%	(45)	26%	(64)	10%	(23)	244
PID: Rep (no lean)	25%	(54)	37%	(81)	17%	(36)	17%	(36)	4%	(10)	218
PID/Gender: Dem Men	23%	(26)	25%	(27)	15%	(17)	33%	(36)	4%	(4)	111
PID/Gender: Dem Women	26%	(36)	43%	(60)	12%	(17)	17%	(24)	3%	(4)	140
PID/Gender: Ind Men	13%	(14)	23%	(24)	17%	(18)	36%	(39)	11%	(12)	108
PID/Gender: Ind Women	21%	(29)	32%	(43)	20%	(27)	18%	(25)	9%	(12)	136
PID/Gender: Rep Men	21%	(24)	37%	(41)	19%	(22)	19%	(21)	4%	(4)	112
PID/Gender: Rep Women	29%	(30)	38%	(40)	14%	(15)	14%	(15)	5%	(6)	106
Ideo: Liberal (1-3)	27%	(54)	29%	(57)	17%	(33)	24%	(46)	3%	(7)	198
Ideo: Moderate (4)	16%	(33)	34%	(72)	16%	(34)	30%	(63)	3%	(6)	208
Ideo: Conservative (5-7)	26%	(54)	36%	(76)	15%	(32)	17%	(36)	6%	(13)	212
Educ: < College	20%	(99)	34%	(165)	16%	(80)	23%	(112)	6%	(30)	486
Educ: Bachelors degree	22%	(32)	33%	(48)	14%	(20)	23%	(33)	7%	(10)	144
Educ: Post-grad	34%	(28)	28%	(24)	18%	(15)	18%	(15)	1%	(1)	83
Income: Under 50k	19%	(70)	33%	(121)	18%	(64)	22%	(82)	7%	(26)	363
Income: 50k-100k	22%	(49)	36%	(81)	15%	(32)	22%	(49)	4%	(10)	221
Income: 100k+	31%	(40)	27%	(35)	15%	(19)	23%	(29)	4%	(5)	128
Ethnicity: White	22%	(119)	33%	(181)	18%	(97)	23%	(124)	5%	(28)	550
Ethnicity: Hispanic	17%	(18)	33%	(34)	26%	(27)	17%	(18)	8%	(8)	106
Ethnicity: Black	29%	(28)	31%	(30)	8%	(8)	22%	(22)	11%	(10)	98

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**Table MCEN4:** Based on the movie poster above, how likely or unlikely are you to watch this movie?

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	22%	(160)	33%	(237)	16%	(115)	22%	(160)	6%	(41)	712
Ethnicity: Other	19%	(12)	39%	(25)	16%	(10)	22%	(14)	5%	(3)	65
All Christian	25%	(76)	37%	(112)	18%	(53)	16%	(47)	4%	(13)	301
Agnostic/Nothing in particular	17%	(39)	30%	(67)	13%	(30)	31%	(69)	8%	(18)	222
Something Else	24%	(32)	34%	(46)	16%	(22)	19%	(26)	7%	(10)	136
Evangelical	33%	(58)	36%	(64)	13%	(24)	13%	(24)	5%	(9)	179
Non-Evangelical	19%	(47)	35%	(84)	20%	(49)	21%	(50)	5%	(12)	242
Community: Urban	32%	(70)	29%	(64)	9%	(20)	21%	(47)	8%	(18)	220
Community: Suburban	18%	(59)	35%	(111)	19%	(59)	24%	(78)	4%	(12)	319
Community: Rural	18%	(31)	35%	(61)	20%	(35)	20%	(35)	6%	(11)	174
Employ: Private Sector	27%	(59)	26%	(58)	19%	(41)	24%	(53)	5%	(10)	222
Employ: Self-Employed	28%	(16)	24%	(13)	29%	(16)	14%	(8)	5%	(3)	55
Employ: Retired	16%	(27)	38%	(64)	15%	(24)	27%	(45)	5%	(8)	168
Employ: Unemployed	21%	(18)	42%	(36)	6%	(5)	23%	(20)	8%	(7)	86
Military HH: Yes	17%	(21)	36%	(43)	15%	(17)	25%	(30)	7%	(8)	119
Military HH: No	23%	(139)	33%	(193)	16%	(98)	22%	(131)	6%	(33)	594
RD/WT: Right Direction	32%	(67)	24%	(50)	16%	(33)	20%	(41)	8%	(17)	208
RD/WT: Wrong Track	18%	(93)	37%	(187)	16%	(82)	24%	(119)	5%	(24)	505
Trump Job Approve	28%	(78)	34%	(97)	16%	(47)	17%	(49)	5%	(13)	284
Trump Job Disapprove	18%	(72)	35%	(137)	16%	(64)	26%	(104)	5%	(19)	397
Trump Job Strongly Approve	30%	(44)	34%	(50)	14%	(21)	17%	(25)	6%	(9)	148
Trump Job Somewhat Approve	25%	(34)	35%	(47)	19%	(26)	18%	(24)	3%	(4)	136
Trump Job Somewhat Disapprove	19%	(16)	37%	(31)	15%	(13)	29%	(25)	—	(0)	85
Trump Job Strongly Disapprove	18%	(56)	34%	(106)	16%	(51)	25%	(79)	6%	(19)	312
Favorable of Trump	27%	(74)	33%	(91)	17%	(46)	19%	(52)	5%	(14)	277
Unfavorable of Trump	19%	(75)	35%	(142)	17%	(66)	24%	(98)	5%	(21)	402
Very Favorable of Trump	30%	(48)	33%	(53)	14%	(22)	17%	(27)	6%	(10)	161
Somewhat Favorable of Trump	22%	(26)	33%	(38)	20%	(24)	21%	(25)	3%	(4)	116
Somewhat Unfavorable of Trump	19%	(14)	41%	(30)	14%	(10)	22%	(16)	5%	(3)	73
Very Unfavorable of Trump	19%	(61)	34%	(112)	17%	(56)	25%	(82)	5%	(17)	328

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**Table MCEN4:** Based on the movie poster above, how likely or unlikely are you to watch this movie?

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	22%	(160)	33%	(237)	16%	(115)	22%	(160)	6%	(41)	712
#1 Issue: Economy	25%	(61)	39%	(95)	12%	(30)	19%	(45)	5%	(13)	244
#1 Issue: Security	40%	(25)	20%	(12)	11%	(7)	21%	(13)	7%	(4)	63
#1 Issue: Health Care	19%	(31)	32%	(51)	18%	(29)	27%	(43)	4%	(6)	160
#1 Issue: Medicare / Social Security	18%	(18)	38%	(39)	13%	(13)	24%	(25)	7%	(7)	102
#1 Issue: Other	10%	(5)	29%	(15)	19%	(10)	25%	(13)	18%	(9)	52
2018 House Vote: Democrat	24%	(52)	33%	(72)	14%	(30)	25%	(54)	4%	(9)	218
2018 House Vote: Republican	26%	(55)	33%	(70)	17%	(35)	20%	(42)	3%	(7)	209
2016 Vote: Hillary Clinton	24%	(52)	33%	(72)	16%	(35)	25%	(55)	3%	(8)	222
2016 Vote: Donald Trump	25%	(55)	32%	(69)	17%	(36)	20%	(42)	7%	(15)	217
2016 Vote: Other	23%	(12)	29%	(15)	10%	(5)	25%	(13)	12%	(6)	51
2016 Vote: Didn't Vote	18%	(41)	36%	(80)	17%	(39)	23%	(50)	6%	(13)	222
Voted in 2014: Yes	26%	(106)	31%	(129)	15%	(61)	23%	(96)	4%	(18)	410
Voted in 2014: No	18%	(54)	36%	(108)	18%	(54)	21%	(64)	8%	(23)	302
2012 Vote: Barack Obama	24%	(59)	32%	(78)	15%	(37)	25%	(60)	4%	(10)	244
2012 Vote: Mitt Romney	22%	(37)	31%	(52)	18%	(30)	23%	(38)	6%	(10)	167
2012 Vote: Didn't Vote	18%	(48)	36%	(95)	18%	(46)	22%	(58)	6%	(17)	265
4-Region: Northeast	25%	(29)	33%	(39)	18%	(21)	18%	(21)	6%	(7)	116
4-Region: Midwest	22%	(30)	30%	(42)	21%	(29)	24%	(34)	3%	(4)	139
4-Region: South	23%	(61)	35%	(93)	14%	(36)	21%	(54)	7%	(19)	263
4-Region: West	20%	(39)	32%	(62)	15%	(29)	27%	(52)	6%	(12)	194
Fan of Christmas movies	26%	(155)	38%	(229)	15%	(93)	14%	(86)	6%	(39)	602
Fan of holiday movies	26%	(157)	38%	(230)	15%	(90)	14%	(83)	7%	(39)	599
Fan of Christmas or holiday movies	27%	(155)	39%	(226)	14%	(84)	14%	(80)	7%	(38)	584
Watches movies at least weekly	26%	(126)	34%	(165)	13%	(66)	22%	(109)	5%	(23)	489
Watches movies at least monthly	24%	(154)	33%	(210)	16%	(105)	22%	(139)	5%	(33)	641

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

**Table MCEN5:** *And based on the movie poster, do you have a positive or negative impression of this movie?*

Demographic	Very positive		Somewhat positive		Neutral		Somewhat negative		Very negative		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	27%	(191)	28%	(199)	31%	(224)	5%	(37)	5%	(34)	4%	(27)	712
Gender: Male	21%	(68)	26%	(87)	37%	(121)	6%	(21)	7%	(23)	3%	(10)	330
Gender: Female	32%	(123)	29%	(112)	27%	(103)	4%	(16)	3%	(11)	4%	(17)	382
Age: 18-34	31%	(66)	29%	(61)	27%	(57)	6%	(13)	3%	(5)	5%	(11)	213
Age: 35-44	34%	(34)	31%	(31)	26%	(27)	3%	(3)	1%	(1)	5%	(5)	101
Age: 45-64	28%	(70)	24%	(60)	31%	(78)	4%	(11)	8%	(20)	4%	(11)	249
Age: 65+	14%	(21)	32%	(47)	42%	(62)	7%	(11)	5%	(7)	1%	(1)	149
GenZers: 1997-2012	29%	(32)	30%	(33)	34%	(37)	4%	(5)	1%	(1)	2%	(3)	110
Millennials: 1981-1996	37%	(56)	26%	(40)	20%	(31)	6%	(10)	3%	(5)	8%	(13)	154
GenXers: 1965-1980	24%	(41)	27%	(47)	31%	(54)	3%	(6)	10%	(18)	5%	(9)	176
Baby Boomers: 1946-1964	24%	(60)	29%	(70)	36%	(89)	6%	(15)	3%	(7)	1%	(3)	244
PID: Dem (no lean)	28%	(69)	31%	(78)	30%	(75)	7%	(17)	1%	(3)	3%	(8)	251
PID: Ind (no lean)	22%	(54)	22%	(53)	39%	(94)	3%	(8)	8%	(20)	6%	(15)	244
PID: Rep (no lean)	31%	(67)	31%	(68)	25%	(54)	6%	(12)	5%	(11)	2%	(5)	218
PID/Gender: Dem Men	22%	(25)	26%	(29)	39%	(44)	7%	(8)	3%	(3)	3%	(3)	111
PID/Gender: Dem Women	32%	(45)	35%	(49)	23%	(32)	7%	(10)	—	(1)	3%	(4)	140
PID/Gender: Ind Men	13%	(14)	23%	(24)	45%	(49)	6%	(7)	10%	(11)	3%	(3)	108
PID/Gender: Ind Women	30%	(40)	21%	(29)	33%	(45)	1%	(1)	7%	(9)	9%	(12)	136
PID/Gender: Rep Men	26%	(30)	30%	(34)	25%	(28)	6%	(7)	8%	(9)	4%	(4)	112
PID/Gender: Rep Women	36%	(38)	32%	(34)	25%	(26)	5%	(5)	2%	(2)	1%	(1)	106
Ideo: Liberal (1-3)	29%	(58)	23%	(46)	35%	(70)	7%	(15)	2%	(3)	3%	(6)	198
Ideo: Moderate (4)	19%	(40)	32%	(68)	32%	(68)	4%	(7)	11%	(22)	1%	(3)	208
Ideo: Conservative (5-7)	29%	(62)	30%	(64)	28%	(59)	7%	(14)	3%	(7)	3%	(6)	212
Educ: < College	26%	(125)	26%	(127)	33%	(162)	5%	(22)	6%	(30)	4%	(20)	486
Educ: Bachelors degree	29%	(42)	31%	(44)	29%	(42)	7%	(9)	1%	(2)	3%	(5)	144
Educ: Post-grad	29%	(24)	34%	(28)	25%	(21)	7%	(6)	3%	(2)	3%	(3)	83
Income: Under 50k	27%	(98)	24%	(87)	35%	(128)	4%	(16)	4%	(15)	5%	(19)	363
Income: 50k-100k	26%	(59)	33%	(74)	26%	(58)	7%	(16)	5%	(10)	2%	(4)	221
Income: 100k+	27%	(34)	30%	(39)	29%	(37)	4%	(5)	7%	(8)	4%	(5)	128
Ethnicity: White	27%	(150)	27%	(151)	32%	(175)	6%	(31)	5%	(28)	3%	(16)	550
Ethnicity: Hispanic	27%	(29)	27%	(29)	34%	(36)	2%	(2)	7%	(7)	3%	(3)	106
Ethnicity: Black	25%	(24)	28%	(27)	33%	(33)	2%	(2)	2%	(2)	10%	(9)	98

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**Table MCEN5:** And based on the movie poster, do you have a positive or negative impression of this movie?

Demographic	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	27% (191)	28% (199)	31% (224)	5% (37)	5% (34)	4% (27)	712
Ethnicity: Other	25% (16)	33% (22)	26% (17)	7% (5)	6% (4)	2% (2)	65
All Christian	28% (84)	35% (105)	27% (81)	5% (16)	3% (8)	3% (8)	301
Agnostic/Nothing in particular	22% (48)	21% (45)	42% (92)	5% (11)	7% (16)	4% (9)	222
Something Else	35% (47)	26% (35)	21% (29)	5% (7)	6% (8)	7% (10)	136
Evangelical	39% (69)	30% (55)	19% (34)	3% (6)	3% (6)	5% (9)	179
Non-Evangelical	24% (57)	32% (76)	30% (74)	7% (17)	4% (9)	3% (8)	242
Community: Urban	33% (73)	28% (62)	28% (61)	3% (7)	3% (8)	4% (8)	220
Community: Suburban	24% (77)	29% (93)	31% (99)	6% (20)	5% (15)	5% (14)	319
Community: Rural	24% (41)	25% (43)	37% (64)	6% (10)	6% (11)	3% (4)	174
Employ: Private Sector	27% (61)	31% (69)	29% (63)	3% (7)	7% (16)	2% (5)	222
Employ: Self-Employed	25% (14)	29% (16)	37% (20)	7% (4)	2% (1)	— (0)	55
Employ: Retired	19% (33)	28% (47)	38% (64)	7% (11)	6% (11)	2% (3)	168
Employ: Unemployed	30% (26)	26% (23)	31% (26)	7% (6)	— (0)	6% (5)	86
Military HH: Yes	19% (23)	29% (34)	38% (45)	8% (9)	6% (7)	1% (1)	119
Military HH: No	28% (168)	28% (165)	30% (179)	5% (28)	5% (27)	4% (26)	594
RD/WT: Right Direction	34% (70)	21% (45)	32% (67)	4% (8)	2% (4)	6% (13)	208
RD/WT: Wrong Track	24% (120)	31% (155)	31% (156)	6% (29)	6% (30)	3% (14)	505
Trump Job Approve	33% (92)	29% (83)	27% (77)	5% (14)	4% (11)	3% (7)	284
Trump Job Disapprove	22% (88)	29% (115)	34% (134)	6% (23)	6% (23)	4% (14)	397
Trump Job Strongly Approve	36% (53)	25% (37)	26% (38)	7% (10)	4% (6)	3% (4)	148
Trump Job Somewhat Approve	29% (39)	34% (46)	28% (39)	3% (4)	4% (5)	2% (3)	136
Trump Job Somewhat Disapprove	20% (17)	33% (28)	28% (24)	5% (4)	13% (11)	1% (1)	85
Trump Job Strongly Disapprove	23% (72)	28% (87)	35% (111)	6% (19)	4% (12)	4% (13)	312
Favorable of Trump	32% (88)	27% (74)	29% (80)	5% (14)	5% (13)	3% (9)	277
Unfavorable of Trump	23% (92)	30% (122)	34% (138)	6% (23)	4% (16)	3% (11)	402
Very Favorable of Trump	35% (57)	24% (38)	27% (43)	6% (10)	4% (7)	4% (6)	161
Somewhat Favorable of Trump	27% (31)	31% (36)	32% (37)	3% (4)	5% (6)	2% (2)	116
Somewhat Unfavorable of Trump	24% (17)	37% (27)	30% (22)	5% (4)	5% (4)	— (0)	73
Very Unfavorable of Trump	23% (75)	29% (95)	35% (116)	6% (19)	4% (12)	3% (11)	328

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**Table MCEN5:** And based on the movie poster, do you have a positive or negative impression of this movie?

Demographic	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	27% (191)	28% (199)	31% (224)	5% (37)	5% (34)	4% (27)	712
#1 Issue: Economy	33% (80)	29% (70)	25% (62)	5% (12)	6% (15)	3% (6)	244
#1 Issue: Security	37% (23)	29% (18)	21% (13)	6% (4)	3% (2)	5% (3)	63
#1 Issue: Health Care	21% (33)	33% (52)	31% (49)	6% (9)	6% (10)	3% (6)	160
#1 Issue: Medicare / Social Security	17% (18)	31% (31)	40% (41)	2% (2)	7% (7)	3% (3)	102
#1 Issue: Other	22% (11)	16% (8)	36% (19)	8% (4)	2% (1)	17% (9)	52
2018 House Vote: Democrat	29% (63)	26% (57)	33% (72)	6% (14)	2% (5)	3% (7)	218
2018 House Vote: Republican	30% (63)	30% (64)	27% (57)	5% (11)	7% (14)	1% (1)	209
2016 Vote: Hillary Clinton	26% (59)	29% (64)	32% (72)	6% (13)	3% (6)	4% (9)	222
2016 Vote: Donald Trump	29% (62)	30% (65)	28% (61)	4% (9)	6% (14)	3% (6)	217
2016 Vote: Other	21% (11)	16% (8)	39% (20)	7% (4)	6% (3)	10% (5)	51
2016 Vote: Didn't Vote	26% (59)	28% (62)	32% (71)	5% (12)	5% (11)	3% (8)	222
Voted in 2014: Yes	27% (110)	28% (115)	33% (135)	5% (22)	5% (19)	2% (10)	410
Voted in 2014: No	27% (81)	28% (85)	29% (89)	5% (16)	5% (15)	6% (17)	302
2012 Vote: Barack Obama	28% (67)	27% (66)	32% (78)	6% (15)	4% (10)	3% (8)	244
2012 Vote: Mitt Romney	21% (36)	33% (54)	34% (56)	5% (8)	6% (10)	2% (3)	167
2012 Vote: Didn't Vote	29% (78)	27% (71)	30% (78)	6% (15)	4% (11)	4% (12)	265
4-Region: Northeast	30% (35)	24% (28)	33% (39)	5% (5)	5% (6)	3% (4)	116
4-Region: Midwest	23% (32)	24% (33)	39% (54)	5% (7)	6% (9)	3% (4)	139
4-Region: South	28% (73)	29% (76)	31% (82)	6% (17)	2% (6)	4% (10)	263
4-Region: West	27% (52)	32% (61)	25% (49)	4% (9)	7% (14)	5% (10)	194
Fan of Christmas movies	31% (185)	31% (187)	29% (177)	4% (22)	1% (8)	4% (23)	602
Fan of holiday movies	31% (186)	31% (186)	29% (175)	4% (21)	1% (8)	4% (23)	599
Fan of Christmas or holiday movies	31% (183)	31% (181)	29% (170)	3% (19)	1% (8)	4% (23)	584
Watches movies at least weekly	31% (151)	28% (135)	27% (131)	6% (29)	5% (26)	3% (17)	489
Watches movies at least monthly	28% (181)	28% (181)	30% (191)	5% (33)	5% (31)	4% (23)	641

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

**Table MCEN6:** Based on the movie poster above, how likely or unlikely are you to watch this movie?

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	16%	(110)	31%	(216)	18%	(127)	26%	(187)	9%	(65)	706
Gender: Male	13%	(44)	25%	(86)	20%	(71)	33%	(114)	10%	(34)	349
Gender: Female	19%	(66)	37%	(130)	16%	(56)	20%	(73)	9%	(31)	357
Age: 18-34	20%	(38)	34%	(63)	19%	(34)	19%	(36)	8%	(14)	184
Age: 35-44	22%	(26)	34%	(41)	15%	(18)	20%	(25)	9%	(11)	121
Age: 45-64	13%	(33)	31%	(77)	18%	(43)	30%	(74)	8%	(18)	246
Age: 65+	9%	(13)	24%	(36)	20%	(32)	34%	(52)	14%	(21)	155
GenZers: 1997-2012	14%	(12)	35%	(31)	21%	(18)	18%	(16)	12%	(11)	88
Millennials: 1981-1996	25%	(39)	29%	(45)	17%	(26)	20%	(30)	9%	(14)	154
GenXers: 1965-1980	16%	(25)	33%	(51)	15%	(23)	33%	(51)	3%	(4)	155
Baby Boomers: 1946-1964	11%	(30)	30%	(83)	20%	(56)	27%	(76)	11%	(32)	278
PID: Dem (no lean)	22%	(52)	35%	(86)	18%	(43)	21%	(51)	5%	(11)	244
PID: Ind (no lean)	6%	(15)	32%	(73)	22%	(50)	27%	(61)	13%	(29)	227
PID: Rep (no lean)	18%	(43)	24%	(57)	15%	(35)	32%	(75)	11%	(25)	235
PID/Gender: Dem Men	20%	(21)	33%	(35)	19%	(20)	22%	(23)	6%	(6)	105
PID/Gender: Dem Women	23%	(31)	37%	(51)	17%	(23)	20%	(28)	4%	(5)	139
PID/Gender: Ind Men	4%	(5)	25%	(30)	24%	(29)	32%	(39)	14%	(17)	121
PID/Gender: Ind Women	9%	(10)	40%	(43)	19%	(20)	21%	(22)	11%	(11)	107
PID/Gender: Rep Men	15%	(18)	17%	(21)	18%	(22)	42%	(52)	8%	(10)	124
PID/Gender: Rep Women	22%	(25)	33%	(36)	11%	(12)	20%	(22)	13%	(15)	111
Ideo: Liberal (1-3)	23%	(41)	29%	(52)	20%	(36)	22%	(40)	6%	(11)	180
Ideo: Moderate (4)	13%	(22)	35%	(60)	20%	(36)	26%	(45)	7%	(12)	175
Ideo: Conservative (5-7)	14%	(38)	26%	(68)	18%	(47)	32%	(86)	10%	(26)	264
Educ: < College	15%	(69)	31%	(147)	17%	(83)	28%	(132)	10%	(47)	479
Educ: Bachelors degree	14%	(20)	28%	(40)	22%	(31)	28%	(40)	8%	(12)	143
Educ: Post-grad	25%	(21)	34%	(29)	15%	(13)	18%	(15)	7%	(6)	84
Income: Under 50k	16%	(55)	27%	(96)	16%	(55)	29%	(101)	12%	(42)	350
Income: 50k-100k	12%	(27)	36%	(81)	20%	(45)	25%	(57)	6%	(14)	224
Income: 100k+	21%	(28)	30%	(39)	21%	(27)	22%	(29)	7%	(9)	132
Ethnicity: White	15%	(85)	28%	(160)	18%	(99)	30%	(170)	8%	(46)	560
Ethnicity: Hispanic	8%	(6)	53%	(41)	13%	(10)	21%	(16)	5%	(4)	77
Ethnicity: Black	21%	(17)	39%	(31)	15%	(12)	11%	(9)	14%	(11)	79

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**Table MCEN6:** Based on the movie poster above, how likely or unlikely are you to watch this movie?

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	16%	(110)	31%	(216)	18%	(127)	26%	(187)	9%	(65)	706
Ethnicity: Other	13%	(9)	39%	(26)	24%	(16)	12%	(8)	12%	(8)	67
All Christian	22%	(74)	30%	(103)	14%	(47)	28%	(94)	6%	(21)	339
Agnostic/Nothing in particular	6%	(12)	27%	(50)	26%	(49)	29%	(55)	13%	(24)	190
Something Else	8%	(9)	43%	(48)	12%	(14)	21%	(23)	15%	(17)	111
Evangelical	22%	(43)	35%	(67)	12%	(24)	21%	(40)	10%	(20)	193
Non-Evangelical	16%	(39)	33%	(82)	14%	(34)	31%	(76)	7%	(17)	248
Community: Urban	24%	(49)	34%	(68)	14%	(29)	21%	(42)	7%	(14)	202
Community: Suburban	11%	(34)	29%	(88)	21%	(63)	30%	(89)	8%	(25)	299
Community: Rural	14%	(28)	29%	(60)	17%	(36)	27%	(55)	13%	(26)	205
Employ: Private Sector	21%	(45)	30%	(67)	19%	(42)	24%	(52)	6%	(13)	220
Employ: Self-Employed	21%	(13)	32%	(20)	19%	(12)	18%	(11)	10%	(6)	62
Employ: Retired	12%	(21)	22%	(37)	19%	(33)	33%	(55)	14%	(24)	170
Employ: Unemployed	10%	(8)	32%	(26)	13%	(10)	34%	(27)	11%	(9)	81
Military HH: Yes	12%	(14)	29%	(35)	19%	(23)	30%	(36)	11%	(13)	122
Military HH: No	16%	(96)	31%	(181)	18%	(104)	26%	(151)	9%	(52)	584
RD/WT: Right Direction	22%	(50)	29%	(66)	16%	(37)	26%	(60)	8%	(19)	231
RD/WT: Wrong Track	13%	(61)	32%	(151)	19%	(90)	27%	(127)	10%	(46)	475
Trump Job Approve	16%	(48)	26%	(78)	14%	(43)	32%	(96)	12%	(35)	300
Trump Job Disapprove	16%	(61)	32%	(121)	22%	(81)	22%	(83)	7%	(27)	374
Trump Job Strongly Approve	19%	(36)	23%	(44)	14%	(27)	32%	(61)	13%	(24)	193
Trump Job Somewhat Approve	11%	(12)	32%	(34)	14%	(15)	33%	(35)	10%	(10)	107
Trump Job Somewhat Disapprove	15%	(13)	36%	(31)	26%	(23)	16%	(14)	7%	(6)	87
Trump Job Strongly Disapprove	17%	(49)	31%	(90)	20%	(58)	24%	(69)	7%	(21)	287
Favorable of Trump	17%	(49)	26%	(76)	15%	(45)	32%	(92)	10%	(31)	292
Unfavorable of Trump	16%	(59)	33%	(122)	22%	(81)	23%	(84)	7%	(25)	373
Very Favorable of Trump	18%	(34)	21%	(40)	14%	(26)	34%	(64)	13%	(24)	189
Somewhat Favorable of Trump	14%	(15)	34%	(36)	18%	(19)	27%	(28)	6%	(6)	103
Somewhat Unfavorable of Trump	11%	(8)	41%	(29)	19%	(14)	22%	(16)	7%	(5)	72
Very Unfavorable of Trump	17%	(51)	31%	(93)	22%	(67)	23%	(68)	7%	(21)	300

Continued on next page

**Table MCEN6:** Based on the movie poster above, how likely or unlikely are you to watch this movie?

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	16%	(110)	31%	(216)	18%	(127)	26%	(187)	9%	(65)	706
#1 Issue: Economy	15%	(38)	34%	(85)	20%	(49)	22%	(55)	9%	(21)	248
#1 Issue: Security	21%	(17)	25%	(21)	21%	(18)	30%	(25)	3%	(3)	82
#1 Issue: Health Care	23%	(30)	29%	(38)	14%	(19)	27%	(36)	7%	(9)	133
#1 Issue: Medicare / Social Security	7%	(6)	27%	(25)	17%	(15)	38%	(35)	11%	(10)	92
#1 Issue: Other	12%	(7)	24%	(14)	10%	(6)	33%	(19)	21%	(12)	57
2018 House Vote: Democrat	20%	(45)	33%	(76)	16%	(36)	24%	(55)	7%	(15)	228
2018 House Vote: Republican	15%	(33)	27%	(59)	17%	(36)	33%	(71)	8%	(18)	218
2016 Vote: Hillary Clinton	22%	(47)	33%	(72)	19%	(42)	20%	(43)	6%	(13)	217
2016 Vote: Donald Trump	15%	(38)	24%	(61)	18%	(46)	33%	(82)	9%	(22)	248
2016 Vote: Didn't Vote	12%	(25)	34%	(72)	17%	(35)	24%	(52)	14%	(29)	212
Voted in 2014: Yes	16%	(65)	30%	(121)	17%	(69)	30%	(121)	8%	(31)	407
Voted in 2014: No	15%	(46)	32%	(96)	19%	(58)	22%	(66)	11%	(34)	299
2012 Vote: Barack Obama	19%	(47)	35%	(88)	16%	(41)	25%	(62)	6%	(15)	254
2012 Vote: Mitt Romney	15%	(28)	22%	(42)	19%	(36)	35%	(66)	10%	(19)	191
2012 Vote: Didn't Vote	14%	(34)	34%	(82)	19%	(45)	22%	(54)	11%	(27)	243
4-Region: Northeast	16%	(23)	37%	(51)	12%	(17)	26%	(36)	8%	(11)	139
4-Region: Midwest	16%	(26)	21%	(34)	22%	(37)	30%	(51)	11%	(18)	166
4-Region: South	15%	(38)	34%	(87)	17%	(42)	25%	(63)	10%	(24)	253
4-Region: West	16%	(24)	30%	(44)	21%	(31)	26%	(38)	8%	(11)	148
Fan of Christmas movies	18%	(108)	35%	(204)	18%	(106)	20%	(119)	9%	(53)	590
Fan of holiday movies	18%	(104)	35%	(206)	19%	(110)	20%	(117)	9%	(52)	589
Fan of Christmas or holiday movies	18%	(104)	35%	(200)	19%	(106)	19%	(108)	9%	(50)	568
Watches movies at least weekly	17%	(83)	33%	(157)	18%	(86)	23%	(113)	9%	(41)	480
Watches movies at least monthly	17%	(104)	32%	(199)	18%	(113)	25%	(154)	9%	(57)	626

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



**Table MCEN7:** *And based on the movie poster, do you have a positive or negative impression of this movie?*

Demographic	Very positive		Somewhat positive		Neutral		Somewhat negative		Very negative		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	26%	(182)	21%	(149)	39%	(273)	7%	(52)	3%	(18)	4%	(31)	706
Gender: Male	22%	(77)	17%	(58)	47%	(164)	9%	(31)	2%	(8)	3%	(11)	349
Gender: Female	29%	(105)	26%	(91)	31%	(109)	6%	(21)	3%	(10)	6%	(20)	357
Age: 18-34	39%	(72)	14%	(25)	30%	(56)	7%	(12)	4%	(7)	7%	(13)	184
Age: 35-44	30%	(36)	22%	(26)	38%	(46)	6%	(8)	1%	(1)	3%	(4)	121
Age: 45-64	19%	(47)	24%	(58)	44%	(107)	7%	(18)	3%	(8)	3%	(8)	246
Age: 65+	18%	(28)	25%	(39)	41%	(64)	9%	(14)	2%	(3)	5%	(7)	155
GenZers: 1997-2012	41%	(36)	9%	(8)	22%	(20)	8%	(7)	6%	(5)	13%	(11)	88
Millennials: 1981-1996	34%	(52)	18%	(27)	39%	(59)	5%	(8)	2%	(3)	2%	(3)	154
GenXers: 1965-1980	25%	(38)	22%	(33)	41%	(63)	7%	(10)	4%	(6)	2%	(4)	155
Baby Boomers: 1946-1964	19%	(52)	26%	(72)	42%	(117)	8%	(23)	2%	(5)	3%	(9)	278
PID: Dem (no lean)	37%	(89)	23%	(55)	31%	(75)	6%	(16)	1%	(2)	3%	(7)	244
PID: Ind (no lean)	18%	(41)	19%	(43)	43%	(99)	8%	(19)	3%	(8)	8%	(18)	227
PID: Rep (no lean)	22%	(52)	21%	(50)	42%	(99)	7%	(17)	4%	(9)	3%	(7)	235
PID/Gender: Dem Men	38%	(40)	18%	(19)	35%	(36)	5%	(5)	1%	(1)	3%	(3)	105
PID/Gender: Dem Women	35%	(49)	26%	(36)	28%	(38)	8%	(11)	1%	(1)	3%	(4)	139
PID/Gender: Ind Men	11%	(13)	17%	(21)	53%	(64)	10%	(12)	3%	(4)	6%	(7)	121
PID/Gender: Ind Women	26%	(28)	21%	(23)	32%	(34)	6%	(7)	4%	(4)	10%	(11)	107
PID/Gender: Rep Men	19%	(24)	14%	(18)	51%	(63)	11%	(14)	3%	(4)	1%	(1)	124
PID/Gender: Rep Women	25%	(28)	29%	(32)	32%	(36)	3%	(3)	5%	(5)	5%	(6)	111
Ideo: Liberal (1-3)	39%	(71)	21%	(38)	27%	(48)	7%	(12)	3%	(5)	3%	(6)	180
Ideo: Moderate (4)	20%	(36)	18%	(32)	51%	(90)	6%	(10)	1%	(2)	3%	(6)	175
Ideo: Conservative (5-7)	18%	(47)	26%	(68)	41%	(108)	10%	(25)	3%	(9)	3%	(7)	264
Educ: < College	26%	(123)	21%	(101)	39%	(185)	7%	(33)	3%	(14)	5%	(23)	479
Educ: Bachelors degree	22%	(32)	22%	(31)	40%	(57)	11%	(15)	2%	(2)	4%	(5)	143
Educ: Post-grad	34%	(28)	20%	(17)	36%	(30)	4%	(4)	2%	(2)	4%	(3)	84
Income: Under 50k	27%	(95)	18%	(61)	40%	(139)	9%	(30)	2%	(7)	5%	(17)	350
Income: 50k-100k	22%	(49)	27%	(61)	37%	(83)	6%	(14)	3%	(7)	5%	(10)	224
Income: 100k+	29%	(39)	20%	(27)	38%	(51)	6%	(8)	3%	(4)	3%	(4)	132
Ethnicity: White	22%	(122)	23%	(128)	40%	(225)	8%	(43)	3%	(16)	4%	(25)	560
Ethnicity: Hispanic	44%	(34)	16%	(12)	25%	(19)	11%	(8)	3%	(2)	2%	(1)	77
Ethnicity: Black	49%	(39)	15%	(12)	27%	(21)	6%	(5)	1%	(1)	2%	(2)	79

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**Table MCEN7:** And based on the movie poster, do you have a positive or negative impression of this movie?

Demographic	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	26% (182)	21% (149)	39% (273)	7% (52)	3% (18)	4% (31)	706
Ethnicity: Other	32% (22)	14% (10)	40% (27)	5% (3)	1% (1)	7% (5)	67
All Christian	28% (93)	24% (83)	35% (119)	7% (24)	2% (7)	4% (13)	339
Agnostic/Nothing in particular	14% (26)	16% (31)	48% (90)	11% (21)	4% (8)	7% (13)	190
Something Else	36% (40)	22% (24)	33% (37)	3% (3)	1% (1)	5% (5)	111
Evangelical	34% (65)	23% (45)	36% (69)	5% (9)	1% (2)	2% (3)	193
Non-Evangelical	27% (66)	24% (60)	34% (85)	7% (16)	3% (7)	5% (13)	248
Community: Urban	41% (82)	20% (40)	29% (58)	5% (11)	2% (4)	3% (6)	202
Community: Suburban	22% (66)	21% (63)	41% (123)	8% (25)	3% (9)	4% (13)	299
Community: Rural	17% (34)	22% (46)	45% (92)	8% (16)	2% (5)	6% (12)	205
Employ: Private Sector	28% (63)	23% (50)	38% (83)	8% (17)	3% (6)	1% (2)	220
Employ: Self-Employed	32% (20)	18% (11)	43% (26)	2% (1)	1% (1)	4% (3)	62
Employ: Retired	18% (31)	24% (40)	41% (69)	10% (18)	3% (5)	4% (7)	170
Employ: Unemployed	25% (20)	17% (14)	35% (29)	6% (5)	2% (2)	14% (11)	81
Military HH: Yes	28% (34)	17% (20)	38% (46)	10% (12)	2% (3)	6% (7)	122
Military HH: No	25% (148)	22% (129)	39% (227)	7% (39)	3% (16)	4% (25)	584
RD/WT: Right Direction	25% (59)	23% (53)	39% (90)	7% (15)	2% (5)	4% (9)	231
RD/WT: Wrong Track	26% (124)	20% (96)	38% (183)	8% (36)	3% (14)	5% (23)	475
Trump Job Approve	22% (66)	20% (61)	40% (121)	9% (26)	4% (12)	5% (14)	300
Trump Job Disapprove	28% (106)	23% (85)	38% (142)	6% (22)	2% (6)	3% (13)	374
Trump Job Strongly Approve	21% (41)	23% (44)	39% (75)	11% (20)	4% (7)	3% (6)	193
Trump Job Somewhat Approve	23% (25)	17% (18)	43% (45)	6% (6)	5% (5)	7% (7)	107
Trump Job Somewhat Disapprove	14% (12)	27% (24)	52% (45)	5% (5)	— (0)	1% (1)	87
Trump Job Strongly Disapprove	33% (94)	21% (61)	34% (97)	6% (17)	2% (6)	4% (12)	287
Favorable of Trump	21% (60)	22% (64)	40% (116)	10% (29)	4% (12)	4% (11)	292
Unfavorable of Trump	30% (113)	22% (82)	36% (136)	5% (20)	2% (6)	4% (15)	373
Very Favorable of Trump	17% (33)	23% (43)	39% (75)	13% (25)	4% (8)	3% (6)	189
Somewhat Favorable of Trump	27% (28)	21% (21)	41% (42)	4% (4)	4% (4)	4% (4)	103
Somewhat Unfavorable of Trump	22% (16)	27% (19)	43% (31)	5% (4)	— (0)	4% (3)	72
Very Unfavorable of Trump	32% (97)	21% (63)	35% (105)	5% (16)	2% (6)	4% (13)	300

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**Table MCEN7:** And based on the movie poster, do you have a positive or negative impression of this movie?

Demographic	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	26% (182)	21% (149)	39% (273)	7% (52)	3% (18)	4% (31)	706
#1 Issue: Economy	23% (57)	23% (56)	42% (105)	7% (16)	2% (4)	4% (10)	248
#1 Issue: Security	26% (21)	24% (20)	29% (24)	11% (9)	5% (4)	5% (4)	82
#1 Issue: Health Care	38% (50)	20% (26)	31% (41)	4% (5)	4% (5)	4% (5)	133
#1 Issue: Medicare / Social Security	14% (13)	24% (22)	48% (44)	10% (9)	1% (1)	3% (3)	92
#1 Issue: Other	20% (12)	12% (7)	43% (24)	12% (7)	5% (3)	9% (5)	57
2018 House Vote: Democrat	33% (76)	23% (53)	33% (74)	6% (14)	2% (5)	3% (6)	228
2018 House Vote: Republican	20% (43)	24% (52)	40% (88)	10% (21)	3% (7)	3% (7)	218
2016 Vote: Hillary Clinton	35% (76)	24% (51)	33% (72)	5% (11)	1% (3)	2% (4)	217
2016 Vote: Donald Trump	17% (42)	23% (58)	43% (106)	10% (25)	4% (10)	3% (6)	248
2016 Vote: Didn't Vote	29% (61)	14% (30)	40% (84)	6% (13)	2% (5)	9% (19)	212
Voted in 2014: Yes	24% (96)	24% (99)	37% (152)	9% (37)	3% (11)	3% (13)	407
Voted in 2014: No	29% (87)	17% (50)	41% (121)	5% (15)	2% (7)	6% (19)	299
2012 Vote: Barack Obama	29% (73)	25% (63)	36% (91)	6% (15)	2% (6)	2% (6)	254
2012 Vote: Mitt Romney	20% (38)	21% (41)	43% (82)	10% (19)	3% (5)	4% (7)	191
2012 Vote: Didn't Vote	29% (71)	17% (41)	37% (89)	7% (17)	3% (6)	7% (18)	243
4-Region: Northeast	33% (45)	25% (34)	29% (40)	7% (10)	1% (2)	5% (7)	139
4-Region: Midwest	23% (38)	17% (28)	45% (74)	8% (13)	1% (2)	7% (11)	166
4-Region: South	23% (58)	24% (60)	41% (103)	5% (13)	4% (11)	3% (8)	253
4-Region: West	28% (41)	18% (27)	38% (56)	10% (15)	2% (4)	4% (5)	148
Fan of Christmas movies	29% (169)	23% (137)	36% (215)	6% (37)	1% (8)	4% (24)	590
Fan of holiday movies	29% (168)	24% (139)	36% (212)	6% (37)	1% (9)	4% (24)	589
Fan of Christmas or holiday movies	29% (164)	24% (136)	36% (205)	6% (33)	1% (8)	4% (23)	568
Watches movies at least weekly	28% (132)	22% (106)	39% (185)	5% (25)	3% (13)	4% (17)	480
Watches movies at least monthly	27% (171)	21% (134)	38% (238)	6% (40)	3% (17)	4% (26)	626

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

**Table MCEN8:** Based on the movie poster above, how likely or unlikely are you to watch this movie?

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	13%	(103)	15%	(116)	19%	(147)	45%	(352)	8%	(63)	782
Gender: Male	14%	(55)	10%	(40)	19%	(71)	51%	(193)	6%	(24)	382
Gender: Female	12%	(48)	19%	(76)	19%	(76)	40%	(159)	10%	(40)	400
Age: 18-34	14%	(37)	17%	(45)	22%	(56)	38%	(99)	9%	(22)	258
Age: 35-44	19%	(25)	14%	(19)	17%	(23)	40%	(54)	10%	(13)	136
Age: 45-64	14%	(37)	14%	(35)	17%	(44)	50%	(128)	5%	(12)	256
Age: 65+	3%	(5)	13%	(17)	18%	(24)	54%	(72)	12%	(16)	132
GenZers: 1997-2012	12%	(17)	21%	(29)	24%	(34)	37%	(52)	6%	(8)	140
Millennials: 1981-1996	14%	(26)	16%	(29)	17%	(32)	44%	(83)	9%	(18)	187
GenXers: 1965-1980	20%	(36)	12%	(22)	18%	(34)	41%	(73)	9%	(16)	181
Baby Boomers: 1946-1964	10%	(24)	13%	(31)	17%	(42)	53%	(129)	8%	(19)	245
PID: Dem (no lean)	18%	(55)	20%	(61)	19%	(59)	33%	(99)	9%	(27)	301
PID: Ind (no lean)	12%	(29)	15%	(35)	22%	(51)	42%	(100)	9%	(21)	236
PID: Rep (no lean)	8%	(20)	8%	(20)	15%	(38)	63%	(154)	6%	(15)	245
PID/Gender: Dem Men	20%	(29)	16%	(23)	18%	(26)	37%	(51)	9%	(12)	140
PID/Gender: Dem Women	16%	(26)	24%	(38)	21%	(33)	30%	(47)	10%	(15)	160
PID/Gender: Ind Men	12%	(14)	7%	(8)	21%	(22)	54%	(59)	5%	(6)	109
PID/Gender: Ind Women	12%	(15)	22%	(27)	22%	(28)	32%	(41)	12%	(15)	127
PID/Gender: Rep Men	9%	(13)	7%	(9)	17%	(23)	62%	(83)	4%	(6)	133
PID/Gender: Rep Women	6%	(7)	9%	(10)	13%	(15)	63%	(71)	8%	(9)	113
Ideo: Liberal (1-3)	21%	(45)	18%	(39)	21%	(46)	34%	(75)	5%	(12)	216
Ideo: Moderate (4)	14%	(31)	19%	(42)	20%	(44)	39%	(86)	9%	(20)	223
Ideo: Conservative (5-7)	7%	(18)	9%	(23)	16%	(42)	60%	(153)	8%	(20)	256
Educ: < College	11%	(61)	14%	(75)	19%	(104)	47%	(256)	9%	(51)	547
Educ: Bachelors degree	15%	(24)	17%	(27)	20%	(32)	42%	(66)	5%	(8)	157
Educ: Post-grad	23%	(18)	17%	(13)	14%	(11)	40%	(31)	6%	(4)	77
Income: Under 50k	11%	(47)	15%	(64)	17%	(69)	46%	(191)	10%	(43)	414
Income: 50k-100k	12%	(28)	14%	(34)	21%	(50)	47%	(115)	6%	(15)	243
Income: 100k+	22%	(27)	14%	(18)	22%	(27)	37%	(46)	5%	(6)	125
Ethnicity: White	13%	(78)	13%	(82)	18%	(111)	48%	(295)	7%	(46)	612
Ethnicity: Hispanic	13%	(21)	16%	(26)	14%	(23)	49%	(81)	9%	(15)	167
Ethnicity: Black	15%	(15)	22%	(21)	26%	(26)	28%	(27)	8%	(8)	97

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**Table MCEN8:** Based on the movie poster above, how likely or unlikely are you to watch this movie?

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	13%	(103)	15%	(116)	19%	(147)	45%	(352)	8%	(63)	782
Ethnicity: Other	14%	(10)	17%	(12)	14%	(10)	42%	(30)	13%	(10)	73
All Christian	12%	(46)	13%	(50)	20%	(78)	48%	(185)	7%	(27)	386
Agnostic/Nothing in particular	13%	(25)	16%	(30)	16%	(30)	45%	(85)	10%	(20)	189
Something Else	13%	(18)	16%	(22)	20%	(27)	42%	(58)	9%	(12)	137
Evangelical	16%	(35)	13%	(28)	16%	(36)	50%	(110)	5%	(10)	219
Non-Evangelical	9%	(26)	15%	(43)	23%	(67)	43%	(124)	10%	(29)	289
Community: Urban	19%	(43)	17%	(37)	22%	(50)	32%	(72)	10%	(23)	225
Community: Suburban	11%	(41)	17%	(63)	17%	(62)	47%	(174)	9%	(34)	373
Community: Rural	11%	(20)	8%	(16)	19%	(35)	58%	(107)	4%	(6)	184
Employ: Private Sector	18%	(44)	15%	(36)	19%	(47)	41%	(100)	6%	(15)	241
Employ: Government	16%	(9)	11%	(6)	30%	(16)	33%	(18)	10%	(6)	54
Employ: Self-Employed	6%	(5)	9%	(7)	20%	(15)	58%	(43)	7%	(5)	74
Employ: Homemaker	21%	(14)	9%	(6)	8%	(5)	48%	(30)	13%	(8)	63
Employ: Student	6%	(4)	29%	(16)	20%	(11)	43%	(24)	2%	(1)	56
Employ: Retired	6%	(9)	11%	(17)	19%	(30)	55%	(86)	9%	(14)	156
Employ: Unemployed	13%	(14)	18%	(19)	19%	(20)	42%	(44)	9%	(9)	106
Military HH: Yes	12%	(15)	10%	(13)	23%	(29)	47%	(60)	8%	(11)	128
Military HH: No	13%	(88)	16%	(103)	18%	(118)	45%	(293)	8%	(52)	654
RD/WT: Right Direction	15%	(35)	15%	(34)	19%	(43)	45%	(104)	6%	(13)	230
RD/WT: Wrong Track	12%	(68)	15%	(82)	19%	(104)	45%	(248)	9%	(50)	552
Trump Job Approve	11%	(33)	9%	(28)	17%	(52)	55%	(169)	8%	(23)	305
Trump Job Disapprove	15%	(67)	17%	(77)	21%	(92)	39%	(171)	8%	(38)	444
Trump Job Strongly Approve	12%	(22)	8%	(15)	14%	(27)	60%	(115)	7%	(13)	191
Trump Job Somewhat Approve	9%	(11)	11%	(13)	22%	(25)	48%	(55)	9%	(10)	114
Trump Job Somewhat Disapprove	9%	(11)	17%	(20)	23%	(27)	45%	(53)	6%	(6)	117
Trump Job Strongly Disapprove	17%	(56)	17%	(57)	20%	(65)	36%	(119)	10%	(31)	328
Favorable of Trump	11%	(35)	9%	(27)	17%	(54)	56%	(173)	7%	(22)	310
Unfavorable of Trump	15%	(66)	18%	(78)	21%	(92)	39%	(168)	7%	(30)	435

Continued on next page

**Table MCEN8:** Based on the movie poster above, how likely or unlikely are you to watch this movie?

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	13%	(103)	15%	(116)	19%	(147)	45%	(352)	8%	(63)	782
Very Favorable of Trump	11%	(21)	8%	(15)	12%	(23)	62%	(118)	7%	(13)	190
Somewhat Favorable of Trump	11%	(13)	10%	(12)	26%	(31)	46%	(55)	7%	(9)	120
Somewhat Unfavorable of Trump	7%	(6)	21%	(16)	23%	(18)	44%	(34)	4%	(3)	78
Very Unfavorable of Trump	17%	(60)	17%	(62)	21%	(74)	38%	(134)	8%	(27)	357
#1 Issue: Economy	11%	(31)	15%	(42)	18%	(49)	47%	(130)	8%	(21)	273
#1 Issue: Security	15%	(12)	11%	(9)	11%	(9)	55%	(45)	9%	(7)	82
#1 Issue: Health Care	20%	(31)	22%	(34)	15%	(24)	38%	(58)	5%	(8)	156
#1 Issue: Medicare / Social Security	13%	(11)	7%	(6)	22%	(18)	52%	(42)	6%	(5)	81
#1 Issue: Women's Issues	8%	(6)	16%	(12)	25%	(19)	43%	(32)	8%	(6)	73
#1 Issue: Other	5%	(3)	7%	(5)	19%	(13)	51%	(34)	17%	(11)	67
2018 House Vote: Democrat	17%	(41)	18%	(44)	19%	(45)	35%	(83)	11%	(26)	239
2018 House Vote: Republican	10%	(21)	8%	(17)	16%	(34)	60%	(130)	6%	(14)	215
2016 Vote: Hillary Clinton	18%	(41)	18%	(42)	19%	(43)	33%	(75)	12%	(26)	227
2016 Vote: Donald Trump	11%	(25)	8%	(18)	17%	(41)	59%	(140)	5%	(13)	237
2016 Vote: Didn't Vote	12%	(33)	19%	(51)	20%	(54)	41%	(112)	8%	(21)	270
Voted in 2014: Yes	14%	(60)	10%	(44)	18%	(80)	49%	(213)	9%	(40)	437
Voted in 2014: No	13%	(43)	21%	(72)	20%	(67)	40%	(139)	7%	(24)	345
2012 Vote: Barack Obama	18%	(48)	15%	(40)	18%	(48)	37%	(95)	11%	(29)	261
2012 Vote: Mitt Romney	7%	(13)	8%	(15)	19%	(36)	60%	(114)	6%	(12)	190
2012 Vote: Didn't Vote	13%	(42)	19%	(60)	19%	(60)	42%	(131)	7%	(21)	313
4-Region: Northeast	19%	(26)	27%	(38)	14%	(20)	36%	(49)	5%	(6)	139
4-Region: Midwest	14%	(23)	13%	(21)	20%	(32)	44%	(69)	8%	(13)	157
4-Region: South	13%	(39)	14%	(42)	18%	(55)	43%	(134)	12%	(38)	308
4-Region: West	9%	(16)	8%	(15)	23%	(40)	57%	(101)	4%	(7)	178
Fan of Christmas movies	14%	(90)	17%	(108)	20%	(131)	41%	(269)	8%	(55)	653
Fan of holiday movies	14%	(96)	17%	(109)	19%	(128)	41%	(274)	8%	(55)	662
Fan of Christmas or holiday movies	14%	(87)	17%	(106)	20%	(127)	41%	(259)	8%	(54)	632
Watches movies at least weekly	16%	(89)	16%	(86)	19%	(103)	43%	(237)	6%	(36)	552
Watches movies at least monthly	14%	(100)	15%	(108)	19%	(138)	44%	(311)	8%	(54)	711

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

**Table MCEN9:** And based on the movie poster, do you have a positive or negative impression of this movie?

Demographic	Very positive		Somewhat positive		Neutral		Somewhat negative		Very negative		Don't know / No opinion		Total N
Adults	16%	(124)	12%	(96)	34%	(267)	13%	(99)	19%	(152)	6%	(44)	782
Gender: Male	13%	(48)	12%	(46)	34%	(129)	16%	(62)	22%	(85)	3%	(12)	382
Gender: Female	19%	(76)	12%	(49)	35%	(138)	9%	(37)	17%	(67)	8%	(32)	400
Age: 18-34	23%	(60)	12%	(30)	40%	(104)	8%	(20)	9%	(23)	8%	(20)	258
Age: 35-44	24%	(32)	11%	(15)	28%	(38)	18%	(24)	18%	(25)	1%	(2)	136
Age: 45-64	11%	(28)	15%	(37)	31%	(80)	11%	(27)	28%	(71)	5%	(13)	256
Age: 65+	3%	(3)	10%	(13)	34%	(45)	21%	(28)	25%	(33)	7%	(9)	132
GenZers: 1997-2012	30%	(42)	12%	(17)	36%	(51)	5%	(8)	7%	(10)	9%	(12)	140
Millennials: 1981-1996	14%	(25)	13%	(24)	39%	(73)	14%	(26)	16%	(31)	5%	(8)	187
GenXers: 1965-1980	22%	(40)	11%	(20)	26%	(48)	12%	(22)	26%	(47)	3%	(5)	181
Baby Boomers: 1946-1964	7%	(16)	13%	(31)	37%	(90)	13%	(33)	23%	(56)	8%	(18)	245
PID: Dem (no lean)	23%	(70)	15%	(45)	35%	(104)	10%	(31)	11%	(32)	6%	(18)	301
PID: Ind (no lean)	15%	(36)	13%	(30)	35%	(83)	12%	(28)	17%	(41)	8%	(18)	236
PID: Rep (no lean)	7%	(18)	8%	(20)	33%	(80)	16%	(39)	32%	(80)	3%	(8)	245
PID/Gender: Dem Men	21%	(29)	16%	(23)	32%	(45)	17%	(23)	9%	(13)	5%	(8)	140
PID/Gender: Dem Women	25%	(41)	14%	(22)	37%	(59)	5%	(8)	12%	(19)	7%	(11)	160
PID/Gender: Ind Men	5%	(5)	11%	(12)	39%	(43)	14%	(15)	29%	(32)	2%	(2)	109
PID/Gender: Ind Women	24%	(30)	15%	(19)	32%	(40)	10%	(13)	7%	(9)	12%	(16)	127
PID/Gender: Rep Men	10%	(14)	9%	(12)	31%	(42)	18%	(23)	30%	(40)	2%	(2)	133
PID/Gender: Rep Women	4%	(4)	7%	(8)	34%	(39)	14%	(16)	35%	(39)	5%	(6)	113
Ideo: Liberal (1-3)	25%	(53)	16%	(35)	41%	(88)	12%	(25)	4%	(9)	3%	(6)	216
Ideo: Moderate (4)	13%	(29)	18%	(40)	39%	(88)	14%	(31)	11%	(25)	5%	(10)	223
Ideo: Conservative (5-7)	11%	(29)	5%	(14)	24%	(62)	15%	(37)	40%	(103)	4%	(11)	256
Educ: < College	15%	(82)	12%	(67)	35%	(190)	12%	(66)	19%	(107)	7%	(36)	547
Educ: Bachelors degree	17%	(27)	11%	(17)	35%	(55)	15%	(23)	18%	(29)	4%	(6)	157
Educ: Post-grad	19%	(14)	15%	(11)	29%	(22)	12%	(10)	22%	(17)	4%	(3)	77
Income: Under 50k	17%	(71)	11%	(45)	37%	(152)	10%	(43)	17%	(71)	8%	(33)	414
Income: 50k-100k	12%	(29)	14%	(34)	32%	(77)	15%	(36)	24%	(58)	3%	(8)	243
Income: 100k+	19%	(23)	13%	(17)	31%	(39)	17%	(21)	19%	(23)	2%	(2)	125
Ethnicity: White	14%	(83)	12%	(75)	33%	(202)	15%	(90)	22%	(133)	5%	(30)	612
Ethnicity: Hispanic	24%	(40)	7%	(12)	34%	(58)	12%	(20)	13%	(22)	10%	(16)	167
Ethnicity: Black	23%	(22)	17%	(16)	39%	(38)	5%	(5)	9%	(9)	7%	(7)	97

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**Table MCEN9:** And based on the movie poster, do you have a positive or negative impression of this movie?

Demographic	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	16% (124)	12% (96)	34% (267)	13% (99)	19% (152)	6% (44)	782
Ethnicity: Other	24% (18)	6% (5)	37% (27)	7% (5)	14% (10)	11% (8)	73
All Christian	12% (48)	10% (40)	34% (131)	17% (65)	21% (79)	6% (24)	386
Agnostic/Nothing in particular	15% (29)	14% (27)	38% (72)	12% (22)	14% (27)	6% (11)	189
Something Else	23% (32)	12% (17)	27% (37)	6% (8)	26% (36)	6% (8)	137
Evangelical	17% (38)	8% (18)	24% (53)	13% (28)	34% (74)	4% (9)	219
Non-Evangelical	14% (41)	12% (36)	38% (111)	15% (44)	14% (39)	6% (18)	289
Community: Urban	25% (57)	13% (30)	32% (72)	9% (21)	14% (31)	7% (15)	225
Community: Suburban	14% (53)	13% (47)	35% (132)	14% (54)	19% (69)	5% (17)	373
Community: Rural	8% (14)	10% (19)	34% (63)	13% (24)	28% (52)	6% (12)	184
Employ: Private Sector	14% (34)	15% (36)	34% (81)	13% (31)	21% (51)	3% (7)	241
Employ: Government	29% (16)	11% (6)	23% (12)	13% (7)	24% (13)	— (0)	54
Employ: Self-Employed	12% (9)	6% (5)	49% (36)	9% (7)	16% (12)	8% (6)	74
Employ: Homemaker	16% (10)	7% (4)	30% (19)	12% (8)	29% (18)	6% (4)	63
Employ: Student	45% (25)	7% (4)	26% (14)	9% (5)	— (0)	13% (7)	56
Employ: Retired	5% (7)	12% (18)	34% (53)	22% (35)	20% (32)	6% (10)	156
Employ: Unemployed	17% (18)	10% (10)	41% (43)	4% (4)	22% (23)	6% (7)	106
Military HH: Yes	12% (15)	12% (15)	35% (45)	14% (18)	23% (30)	4% (5)	128
Military HH: No	17% (108)	12% (81)	34% (222)	12% (81)	19% (122)	6% (40)	654
RD/WT: Right Direction	14% (33)	12% (27)	31% (71)	14% (31)	28% (63)	2% (4)	230
RD/WT: Wrong Track	16% (91)	13% (69)	35% (196)	12% (68)	16% (89)	7% (40)	552
Trump Job Approve	11% (33)	8% (24)	30% (92)	16% (50)	31% (95)	4% (12)	305
Trump Job Disapprove	17% (76)	16% (71)	38% (170)	11% (48)	12% (53)	6% (25)	444
Trump Job Strongly Approve	12% (22)	6% (12)	27% (51)	14% (27)	38% (72)	4% (7)	191
Trump Job Somewhat Approve	10% (11)	10% (12)	36% (41)	20% (22)	21% (23)	4% (4)	114
Trump Job Somewhat Disapprove	8% (9)	11% (13)	42% (49)	13% (15)	18% (20)	8% (10)	117
Trump Job Strongly Disapprove	20% (67)	18% (58)	37% (121)	10% (33)	10% (33)	5% (15)	328
Favorable of Trump	10% (32)	8% (26)	32% (100)	15% (48)	30% (94)	4% (12)	310
Unfavorable of Trump	19% (85)	15% (65)	37% (161)	11% (49)	13% (55)	5% (20)	435

Continued on next page



**Table MCEN9:** And based on the movie poster, do you have a positive or negative impression of this movie?

Demographic	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	16% (124)	12% (96)	34% (267)	13% (99)	19% (152)	6% (44)	782
Very Favorable of Trump	12% (23)	8% (15)	26% (49)	11% (21)	40% (76)	4% (7)	190
Somewhat Favorable of Trump	7% (9)	10% (11)	42% (51)	22% (27)	15% (18)	4% (5)	120
Somewhat Unfavorable of Trump	9% (7)	10% (8)	34% (27)	17% (14)	19% (15)	10% (8)	78
Very Unfavorable of Trump	22% (78)	16% (57)	38% (135)	10% (36)	11% (40)	3% (12)	357
#1 Issue: Economy	16% (45)	10% (26)	37% (100)	13% (35)	19% (51)	6% (16)	273
#1 Issue: Security	15% (12)	8% (7)	28% (23)	10% (8)	35% (28)	5% (4)	82
#1 Issue: Health Care	14% (22)	25% (39)	22% (34)	14% (23)	20% (30)	4% (7)	156
#1 Issue: Medicare / Social Security	10% (8)	9% (7)	37% (30)	21% (17)	20% (16)	2% (2)	81
#1 Issue: Women's Issues	31% (23)	1% (1)	47% (35)	3% (2)	6% (4)	12% (9)	73
#1 Issue: Other	10% (7)	6% (4)	38% (25)	11% (8)	27% (18)	8% (5)	67
2018 House Vote: Democrat	19% (45)	15% (37)	40% (96)	10% (25)	10% (24)	5% (12)	239
2018 House Vote: Republican	8% (18)	7% (14)	26% (56)	18% (38)	37% (80)	4% (9)	215
2016 Vote: Hillary Clinton	18% (41)	16% (36)	42% (94)	10% (23)	9% (21)	5% (12)	227
2016 Vote: Donald Trump	9% (22)	7% (16)	26% (63)	19% (46)	35% (83)	4% (9)	237
2016 Vote: Didn't Vote	21% (56)	15% (39)	34% (92)	8% (21)	15% (39)	8% (22)	270
Voted in 2014: Yes	13% (57)	10% (43)	35% (153)	14% (62)	23% (101)	5% (21)	437
Voted in 2014: No	19% (67)	15% (53)	33% (114)	11% (37)	15% (51)	7% (23)	345
2012 Vote: Barack Obama	16% (42)	17% (43)	39% (101)	14% (37)	9% (25)	5% (14)	261
2012 Vote: Mitt Romney	8% (16)	4% (8)	26% (49)	20% (37)	37% (71)	5% (9)	190
2012 Vote: Didn't Vote	21% (66)	14% (43)	35% (110)	7% (22)	16% (50)	7% (21)	313
4-Region: Northeast	23% (32)	18% (26)	34% (47)	8% (11)	11% (16)	5% (7)	139
4-Region: Midwest	13% (20)	12% (19)	32% (50)	20% (31)	21% (33)	2% (3)	157
4-Region: South	16% (51)	11% (35)	35% (109)	10% (30)	20% (62)	7% (21)	308
4-Region: West	11% (20)	9% (16)	34% (61)	15% (27)	23% (41)	7% (13)	178
Fan of Christmas movies	17% (111)	12% (80)	34% (222)	13% (82)	18% (117)	6% (41)	653
Fan of holiday movies	17% (116)	13% (83)	33% (220)	12% (81)	18% (121)	6% (41)	662
Fan of Christmas or holiday movies	17% (109)	12% (77)	34% (216)	13% (79)	18% (112)	6% (40)	632
Watches movies at least weekly	17% (94)	12% (68)	34% (189)	13% (71)	18% (98)	6% (31)	552
Watches movies at least monthly	16% (116)	13% (90)	34% (241)	13% (91)	19% (136)	5% (38)	711

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

**Table MCEN10: Which of the following is closest to your opinion, even if neither is exactly right?**

Demographic	I prefer to watch movies about people like me.	I prefer to watch movies about people different from me.	Don't know / No opinion	Total N
Adults	33% (737)	28% (615)	39% (848)	2200
Gender: Male	36% (383)	29% (303)	35% (376)	1062
Gender: Female	31% (353)	27% (313)	41% (472)	1138
Age: 18-34	32% (213)	29% (190)	39% (252)	655
Age: 35-44	33% (117)	29% (104)	38% (136)	358
Age: 45-64	34% (258)	26% (198)	39% (295)	751
Age: 65+	34% (149)	28% (123)	38% (164)	436
GenZers: 1997-2012	31% (104)	27% (90)	42% (143)	338
Millennials: 1981-1996	34% (168)	30% (149)	36% (178)	495
GenXers: 1965-1980	33% (168)	30% (154)	37% (190)	512
Baby Boomers: 1946-1964	34% (262)	26% (202)	40% (304)	767
PID: Dem (no lean)	35% (278)	32% (253)	33% (265)	795
PID: Ind (no lean)	29% (205)	28% (198)	43% (304)	707
PID: Rep (no lean)	36% (254)	24% (165)	40% (279)	698
PID/Gender: Dem Men	40% (142)	31% (112)	29% (102)	356
PID/Gender: Dem Women	31% (136)	32% (141)	37% (163)	440
PID/Gender: Ind Men	28% (96)	29% (98)	42% (143)	337
PID/Gender: Ind Women	29% (109)	27% (99)	44% (161)	370
PID/Gender: Rep Men	39% (146)	25% (92)	36% (131)	369
PID/Gender: Rep Women	33% (109)	22% (72)	45% (148)	329
Ideo: Liberal (1-3)	35% (206)	33% (194)	33% (194)	594
Ideo: Moderate (4)	33% (198)	31% (189)	36% (220)	607
Ideo: Conservative (5-7)	39% (284)	23% (168)	38% (280)	732
Educ: < College	32% (490)	27% (407)	41% (615)	1512
Educ: Bachelors degree	34% (152)	30% (131)	36% (161)	444
Educ: Post-grad	39% (96)	32% (77)	29% (71)	244
Income: Under 50k	32% (357)	26% (295)	42% (475)	1127
Income: 50k-100k	36% (245)	30% (205)	35% (238)	688
Income: 100k+	35% (135)	30% (116)	35% (134)	385
Ethnicity: White	33% (573)	28% (486)	39% (663)	1722
Ethnicity: Hispanic	33% (115)	33% (114)	34% (120)	349

Continued on next page

**Table MCEN10:** Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	I prefer to watch movies about people like me.	I prefer to watch movies about people different from me.	Don't know / No opinion	Total N
Adults	33% (737)	28% (615)	39% (848)	2200
Ethnicity: Black	36% (100)	25% (67)	39% (107)	274
Ethnicity: Other	32% (65)	30% (62)	38% (77)	204
All Christian	37% (383)	26% (265)	37% (379)	1026
All Non-Christian	31% (32)	37% (38)	32% (34)	104
Atheist	29% (25)	36% (31)	35% (29)	84
Agnostic/Nothing in particular	30% (180)	28% (167)	42% (254)	601
Something Else	30% (117)	30% (115)	40% (152)	384
Religious Non-Protestant/Catholic	29% (37)	31% (39)	40% (51)	127
Evangelical	40% (236)	26% (156)	34% (200)	592
Non-Evangelical	32% (252)	28% (215)	40% (312)	779
Community: Urban	34% (222)	35% (229)	30% (195)	646
Community: Suburban	33% (328)	25% (247)	42% (416)	991
Community: Rural	33% (187)	25% (140)	42% (237)	563
Employ: Private Sector	37% (253)	30% (203)	33% (227)	683
Employ: Government	25% (34)	36% (49)	39% (54)	137
Employ: Self-Employed	34% (65)	25% (48)	41% (78)	191
Employ: Homemaker	27% (44)	26% (41)	47% (75)	161
Employ: Student	28% (39)	30% (41)	42% (59)	139
Employ: Retired	37% (182)	25% (122)	38% (190)	495
Employ: Unemployed	30% (83)	28% (75)	42% (115)	273
Employ: Other	31% (37)	29% (35)	41% (49)	121
Military HH: Yes	36% (133)	28% (102)	36% (134)	369
Military HH: No	33% (603)	28% (514)	39% (714)	1831
RD/WT: Right Direction	37% (245)	29% (191)	35% (233)	669
RD/WT: Wrong Track	32% (492)	28% (424)	40% (615)	1531
Trump Job Approve	36% (319)	24% (212)	40% (358)	889
Trump Job Disapprove	33% (399)	31% (374)	36% (442)	1216

Continued on next page

**Table MCEN10:** Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	I prefer to watch movies about people like me.		I prefer to watch movies about people different from me.		Don't know / No opinion		Total N
Adults	33%	(737)	28%	(615)	39%	(848)	2200
Trump Job Strongly Approve	39%	(206)	20%	(109)	41%	(218)	532
Trump Job Somewhat Approve	32%	(113)	29%	(103)	39%	(141)	356
Trump Job Somewhat Disapprove	28%	(82)	31%	(89)	41%	(118)	289
Trump Job Strongly Disapprove	34%	(317)	31%	(286)	35%	(324)	927
Favorable of Trump	35%	(310)	24%	(208)	41%	(361)	879
Unfavorable of Trump	32%	(391)	32%	(386)	36%	(433)	1209
Very Favorable of Trump	38%	(207)	21%	(114)	40%	(218)	540
Somewhat Favorable of Trump	30%	(102)	28%	(94)	42%	(143)	339
Somewhat Unfavorable of Trump	25%	(56)	33%	(74)	41%	(92)	223
Very Unfavorable of Trump	34%	(334)	32%	(311)	35%	(340)	986
#1 Issue: Economy	35%	(266)	28%	(218)	37%	(281)	765
#1 Issue: Security	34%	(77)	21%	(49)	45%	(102)	227
#1 Issue: Health Care	35%	(159)	33%	(147)	32%	(142)	448
#1 Issue: Medicare / Social Security	32%	(87)	25%	(69)	43%	(119)	275
#1 Issue: Women's Issues	29%	(43)	32%	(48)	39%	(57)	147
#1 Issue: Education	32%	(34)	28%	(30)	39%	(41)	105
#1 Issue: Energy	33%	(18)	20%	(12)	47%	(27)	57
#1 Issue: Other	30%	(53)	25%	(44)	45%	(80)	176
2018 House Vote: Democrat	33%	(226)	34%	(231)	33%	(228)	685
2018 House Vote: Republican	40%	(255)	24%	(151)	37%	(236)	642
2018 House Vote: Someone else	36%	(21)	21%	(13)	42%	(25)	59
2016 Vote: Hillary Clinton	34%	(225)	33%	(216)	34%	(225)	666
2016 Vote: Donald Trump	38%	(265)	24%	(171)	38%	(266)	702
2016 Vote: Other	32%	(40)	25%	(31)	43%	(54)	126
2016 Vote: Didn't Vote	29%	(207)	28%	(197)	43%	(302)	705
Voted in 2014: Yes	36%	(458)	27%	(344)	36%	(453)	1254
Voted in 2014: No	30%	(279)	29%	(272)	42%	(395)	946

Continued on next page

**Table MCEN10:** Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	I prefer to watch movies about people like me.	I prefer to watch movies about people different from me.	Don't know / No opinion	Total N
Adults	33% (737)	28% (615)	39% (848)	2200
2012 Vote: Barack Obama	32% (243)	31% (238)	37% (279)	760
2012 Vote: Mitt Romney	39% (215)	25% (136)	36% (198)	548
2012 Vote: Other	47% (32)	13% (9)	40% (28)	69
2012 Vote: Didn't Vote	30% (247)	28% (232)	42% (342)	820
4-Region: Northeast	28% (111)	32% (127)	40% (156)	394
4-Region: Midwest	35% (162)	27% (127)	38% (174)	462
4-Region: South	36% (299)	24% (199)	40% (326)	824
4-Region: West	32% (165)	31% (163)	37% (192)	520
Fan of Christmas movies	34% (636)	28% (511)	38% (699)	1846
Fan of holiday movies	34% (632)	28% (510)	38% (709)	1850
Fan of Christmas or holiday movies	34% (611)	27% (490)	38% (683)	1784
Watches movies at least weekly	34% (514)	32% (482)	34% (524)	1520
Watches movies at least monthly	34% (668)	30% (584)	37% (726)	1978

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

**Table MCEN11: Which of the following is closest to your opinion, even if neither is exactly right?**

<b>Demographic</b>	<b>Movie studios should prioritize making diverse movies, even if those movies aren't that successful.</b>		<b>Movie studios should prioritize making successful movies, even if those movies aren't that diverse.</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	39%	(847)	33%	(736)	28%	(616)	2200
Gender: Male	34%	(362)	42%	(446)	24%	(253)	1062
Gender: Female	43%	(485)	26%	(290)	32%	(363)	1138
Age: 18-34	51%	(331)	20%	(132)	29%	(191)	655
Age: 35-44	39%	(141)	40%	(145)	20%	(72)	358
Age: 45-64	35%	(262)	38%	(283)	27%	(206)	751
Age: 65+	26%	(113)	40%	(176)	34%	(147)	436
GenZers: 1997-2012	52%	(175)	16%	(53)	33%	(110)	338
Millennials: 1981-1996	46%	(226)	32%	(157)	22%	(111)	495
GenXers: 1965-1980	40%	(203)	37%	(192)	23%	(117)	512
Baby Boomers: 1946-1964	30%	(230)	40%	(303)	31%	(235)	767
PID: Dem (no lean)	54%	(428)	23%	(185)	23%	(183)	795
PID: Ind (no lean)	38%	(271)	31%	(219)	31%	(217)	707
PID: Rep (no lean)	21%	(149)	48%	(333)	31%	(216)	698
PID/Gender: Dem Men	52%	(184)	31%	(109)	18%	(63)	356
PID/Gender: Dem Women	55%	(244)	17%	(76)	27%	(120)	440
PID/Gender: Ind Men	33%	(110)	40%	(135)	27%	(93)	337
PID/Gender: Ind Women	44%	(161)	23%	(84)	34%	(125)	370
PID/Gender: Rep Men	19%	(69)	55%	(203)	26%	(98)	369
PID/Gender: Rep Women	24%	(80)	40%	(130)	36%	(118)	329
Ideo: Liberal (1-3)	61%	(360)	22%	(133)	17%	(101)	594
Ideo: Moderate (4)	39%	(236)	31%	(188)	30%	(183)	607
Ideo: Conservative (5-7)	23%	(169)	50%	(369)	27%	(194)	732
Educ: < College	37%	(566)	30%	(450)	33%	(496)	1512
Educ: Bachelors degree	40%	(178)	40%	(178)	20%	(88)	444
Educ: Post-grad	42%	(103)	44%	(108)	13%	(32)	244
Income: Under 50k	40%	(453)	25%	(283)	35%	(391)	1127
Income: 50k-100k	38%	(259)	39%	(269)	23%	(160)	688
Income: 100k+	35%	(135)	48%	(184)	17%	(65)	385

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**Table MCEN11:** Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	Movie studios should prioritize making diverse movies, even if those movies aren't that successful.	Movie studios should prioritize making successful movies, even if those movies aren't that diverse.	Don't know / No opinion	Total N
Adults	39% (847)	33% (736)	28% (616)	2200
Ethnicity: White	35% (611)	37% (631)	28% (479)	1722
Ethnicity: Hispanic	52% (181)	22% (77)	26% (91)	349
Ethnicity: Black	47% (130)	20% (55)	33% (90)	274
Ethnicity: Other	52% (107)	25% (50)	23% (47)	204
All Christian	33% (338)	39% (405)	28% (283)	1026
All Non-Christian	52% (54)	32% (34)	16% (17)	104
Atheist	63% (54)	23% (20)	13% (11)	84
Agnostic/Nothing in particular	41% (245)	29% (175)	30% (181)	601
Something Else	41% (157)	27% (103)	32% (124)	384
Religious Non-Protestant/Catholic	47% (59)	33% (43)	20% (25)	127
Evangelical	31% (184)	40% (234)	29% (174)	592
Non-Evangelical	39% (302)	33% (255)	28% (221)	779
Community: Urban	46% (296)	29% (190)	25% (160)	646
Community: Suburban	39% (390)	36% (353)	25% (248)	991
Community: Rural	29% (161)	34% (193)	37% (208)	563
Employ: Private Sector	40% (270)	42% (287)	18% (125)	683
Employ: Government	40% (54)	34% (47)	26% (36)	137
Employ: Self-Employed	45% (87)	33% (63)	21% (41)	191
Employ: Homemaker	32% (51)	28% (45)	41% (65)	161
Employ: Student	66% (92)	11% (15)	23% (32)	139
Employ: Retired	28% (139)	38% (186)	34% (170)	495
Employ: Unemployed	41% (113)	25% (67)	34% (93)	273
Employ: Other	34% (41)	21% (26)	45% (54)	121
Military HH: Yes	34% (127)	39% (145)	26% (98)	369
Military HH: No	39% (721)	32% (592)	28% (519)	1831
RD/WT: Right Direction	32% (215)	41% (272)	27% (182)	669
RD/WT: Wrong Track	41% (633)	30% (464)	28% (434)	1531

Continued on next page

**Table MCEN11:** Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	Movie studios should prioritize making diverse movies, even if those movies aren't that successful.	Movie studios should prioritize making successful movies, even if those movies aren't that diverse.	Don't know / No opinion	Total N
Adults	39% (847)	33% (736)	28% (616)	2200
Trump Job Approve	24% (213)	46% (411)	30% (264)	889
Trump Job Disapprove	49% (601)	26% (315)	25% (299)	1216
Trump Job Strongly Approve	20% (107)	51% (270)	29% (156)	532
Trump Job Somewhat Approve	30% (107)	40% (142)	30% (108)	356
Trump Job Somewhat Disapprove	36% (103)	31% (88)	34% (98)	289
Trump Job Strongly Disapprove	54% (498)	25% (227)	22% (201)	927
Favorable of Trump	23% (201)	46% (402)	31% (276)	879
Unfavorable of Trump	50% (605)	26% (308)	24% (296)	1209
Very Favorable of Trump	20% (109)	49% (266)	31% (165)	540
Somewhat Favorable of Trump	27% (92)	40% (136)	33% (111)	339
Somewhat Unfavorable of Trump	36% (81)	27% (60)	37% (82)	223
Very Unfavorable of Trump	53% (524)	25% (248)	22% (214)	986
#1 Issue: Economy	38% (287)	41% (312)	22% (166)	765
#1 Issue: Security	21% (48)	45% (102)	34% (77)	227
#1 Issue: Health Care	49% (221)	30% (134)	21% (93)	448
#1 Issue: Medicare / Social Security	28% (78)	28% (76)	44% (121)	275
#1 Issue: Women's Issues	57% (83)	12% (17)	32% (47)	147
#1 Issue: Education	46% (48)	30% (32)	24% (25)	105
#1 Issue: Energy	57% (33)	17% (10)	26% (15)	57
#1 Issue: Other	28% (50)	31% (54)	41% (72)	176
2018 House Vote: Democrat	51% (349)	27% (187)	22% (149)	685
2018 House Vote: Republican	18% (114)	55% (352)	27% (176)	642
2018 House Vote: Someone else	45% (27)	24% (14)	31% (18)	59
2016 Vote: Hillary Clinton	52% (348)	27% (181)	21% (137)	666
2016 Vote: Donald Trump	18% (124)	54% (378)	29% (201)	702
2016 Vote: Other	36% (45)	35% (44)	30% (37)	126
2016 Vote: Didn't Vote	47% (331)	19% (134)	34% (241)	705

Continued on next page



**Table MCEN11:** Which of the following is closest to your opinion, even if neither is exactly right?

<b>Demographic</b>	<b>Movie studios should prioritize making diverse movies, even if those movies aren't that successful.</b>	<b>Movie studios should prioritize making successful movies, even if those movies aren't that diverse.</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	39% (847)	33% (736)	28% (616)	2200
Voted in 2014: Yes	34% (421)	41% (515)	25% (318)	1254
Voted in 2014: No	45% (426)	23% (222)	31% (298)	946
2012 Vote: Barack Obama	47% (354)	31% (232)	23% (174)	760
2012 Vote: Mitt Romney	17% (96)	53% (293)	29% (159)	548
2012 Vote: Other	19% (13)	45% (31)	36% (25)	69
2012 Vote: Didn't Vote	47% (383)	22% (179)	31% (258)	820
4-Region: Northeast	39% (152)	37% (145)	24% (96)	394
4-Region: Midwest	35% (164)	31% (144)	33% (155)	462
4-Region: South	40% (329)	32% (261)	28% (234)	824
4-Region: West	39% (202)	36% (186)	25% (131)	520
Fan of Christmas movies	39% (711)	34% (624)	28% (510)	1846
Fan of holiday movies	39% (716)	34% (620)	28% (514)	1850
Fan of Christmas or holiday movies	39% (691)	33% (594)	28% (499)	1784
Watches movies at least weekly	42% (638)	33% (500)	25% (382)	1520
Watches movies at least monthly	40% (788)	34% (668)	26% (522)	1978

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	338	15%
	Millennials: 1981-1996	495	22%
	GenXers: 1965-1980	512	23%
	Baby Boomers: 1946-1964	767	35%
	N	2111	
xpid3	PID: Dem (no lean)	795	36%
	PID: Ind (no lean)	707	32%
	PID: Rep (no lean)	698	32%
	N	2200	
xpidGender	PID/Gender: Dem Men	356	16%
	PID/Gender: Dem Women	440	20%
	PID/Gender: Ind Men	337	15%
	PID/Gender: Ind Women	370	17%
	PID/Gender: Rep Men	369	17%
	PID/Gender: Rep Women	329	15%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	594	27%
	Ideo: Moderate (4)	607	28%
	Ideo: Conservative (5-7)	732	33%
	N	1933	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1127	51%
	Income: 50k-100k	688	31%
	Income: 100k+	385	17%
	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	1026	47%
	All Non-Christian	104	5%
	Atheist	84	4%
	Agnostic/Nothing in particular	601	27%
	Something Else	384	17%
N	2200		
xdemReligOther	Religious Non-Protestant/Catholic	127	6%
xdemEvang	Evangelical	592	27%
	Non-Evangelical	779	35%
	N	1370	
xdemUsr	Community: Urban	646	29%
	Community: Suburban	991	45%
	Community: Rural	563	26%
	N	2200	
xdemEmploy	Employ: Private Sector	683	31%
	Employ: Government	137	6%
	Employ: Self-Employed	191	9%
	Employ: Homemaker	161	7%
	Employ: Student	139	6%
	Employ: Retired	495	22%
	Employ: Unemployed	273	12%
	Employ: Other	121	6%
	N	2200	
xdemMilHH1	Military HH: Yes	369	17%
	Military HH: No	1831	83%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	669	30%
	RD/WT: Wrong Track	1531	70%
	N	2200	
Trump_Approve	Trump Job Approve	889	40%
	Trump Job Disapprove	1216	55%
	N	2104	
Trump_Approve2	Trump Job Strongly Approve	532	24%
	Trump Job Somewhat Approve	356	16%
	Trump Job Somewhat Disapprove	289	13%
	Trump Job Strongly Disapprove	927	42%
	N	2104	
Trump_Fav	Favorable of Trump	879	40%
	Unfavorable of Trump	1209	55%
	N	2088	
Trump_Fav_FULL	Very Favorable of Trump	540	25%
	Somewhat Favorable of Trump	339	15%
	Somewhat Unfavorable of Trump	223	10%
	Very Unfavorable of Trump	986	45%
	N	2088	
xnr3	#1 Issue: Economy	765	35%
	#1 Issue: Security	227	10%
	#1 Issue: Health Care	448	20%
	#1 Issue: Medicare / Social Security	275	13%
	#1 Issue: Women's Issues	147	7%
	#1 Issue: Education	105	5%
	#1 Issue: Energy	57	3%
	#1 Issue: Other	176	8%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	685	31%
	2018 House Vote: Republican	642	29%
	2018 House Vote: Someone else	59	3%
	N	1387	
xsubVote16O	2016 Vote: Hillary Clinton	666	30%
	2016 Vote: Donald Trump	702	32%
	2016 Vote: Other	126	6%
	2016 Vote: Didn't Vote	705	32%
	N	2199	

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### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote14O	Voted in 2014: Yes	1254	57%
	Voted in 2014: No	946	43%
	<i>N</i>	2200	
xsubVote12O	2012 Vote: Barack Obama	760	35%
	2012 Vote: Mitt Romney	548	25%
	2012 Vote: Other	69	3%
	2012 Vote: Didn't Vote	820	37%
	<i>N</i>	2197	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	<i>N</i>	2200	
MCENxdem1	Fan of Christmas movies	1846	84%
MCENxdem2	Fan of holiday movies	1850	84%
MCENxdem3	Fan of Christmas or holiday movies	1784	81%
MCENxdem4	Watches movies at least weekly	1520	69%
MCENxdem5	Watches movies at least monthly	1978	90%

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

