



National Tracking Poll #2103118
March 18-22, 2021

Crosstabulation Results

Methodology:

This poll was conducted between March 18-March 22, 2021 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 gender, educational attainment, age, 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?
 Movies*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	41%	(894)	51%	(1123)	8%	(184)	2200
Gender: Male	47%	(500)	45%	(479)	8%	(83)	1062
Gender: Female	35%	(394)	57%	(644)	9%	(101)	1138
Age: 18-34	47%	(310)	46%	(299)	7%	(47)	655
Age: 35-44	55%	(195)	41%	(145)	5%	(17)	358
Age: 45-64	36%	(272)	55%	(412)	9%	(68)	751
Age: 65+	27%	(117)	61%	(267)	12%	(52)	436
GenZers: 1997-2012	44%	(102)	52%	(120)	4%	(9)	230
Millennials: 1981-1996	52%	(339)	41%	(266)	8%	(51)	656
GenXers: 1965-1980	41%	(218)	52%	(274)	7%	(37)	528
Baby Boomers: 1946-1964	31%	(221)	59%	(424)	10%	(72)	717
PID: Dem (no lean)	47%	(396)	46%	(390)	7%	(60)	846
PID: Ind (no lean)	38%	(262)	55%	(382)	7%	(51)	694
PID: Rep (no lean)	36%	(236)	53%	(351)	11%	(73)	660
PID/Gender: Dem Men	56%	(231)	37%	(152)	6%	(25)	408
PID/Gender: Dem Women	38%	(166)	54%	(237)	8%	(35)	438
PID/Gender: Ind Men	38%	(126)	54%	(178)	9%	(28)	333
PID/Gender: Ind Women	37%	(135)	56%	(203)	6%	(22)	361
PID/Gender: Rep Men	45%	(143)	46%	(148)	9%	(29)	320
PID/Gender: Rep Women	27%	(93)	60%	(203)	13%	(44)	340
Ideo: Liberal (1-3)	48%	(315)	44%	(285)	8%	(53)	653
Ideo: Moderate (4)	39%	(245)	54%	(341)	7%	(43)	629
Ideo: Conservative (5-7)	37%	(247)	52%	(348)	11%	(71)	665
Educ: < College	40%	(598)	52%	(788)	8%	(126)	1512
Educ: Bachelors degree	43%	(192)	47%	(209)	10%	(42)	444
Educ: Post-grad	42%	(104)	51%	(126)	6%	(15)	244
Income: Under 50k	40%	(429)	50%	(540)	10%	(110)	1080
Income: 50k-100k	39%	(262)	53%	(353)	8%	(55)	669
Income: 100k+	45%	(203)	51%	(229)	4%	(18)	451

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Table MCEN1_1: In general, what kind of fan do you consider yourself of the following?

Movies

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	41%	(894)	51%	(1123)	8%	(184)	2200
Ethnicity: White	40%	(693)	51%	(885)	8%	(144)	1722
Ethnicity: Hispanic	39%	(135)	52%	(181)	10%	(34)	349
Ethnicity: Black	46%	(126)	46%	(126)	8%	(23)	274
Ethnicity: Other	37%	(75)	55%	(112)	8%	(17)	204
All Christian	41%	(413)	51%	(508)	8%	(84)	1005
All Non-Christian	43%	(44)	43%	(44)	15%	(15)	104
Atheist	47%	(63)	45%	(60)	8%	(10)	133
Agnostic/Nothing in particular	37%	(210)	55%	(312)	8%	(43)	566
Something Else	42%	(163)	50%	(198)	8%	(31)	392
Religious Non-Protestant/Catholic	45%	(54)	42%	(50)	13%	(16)	120
Evangelical	44%	(254)	48%	(275)	8%	(48)	577
Non-Evangelical	39%	(301)	53%	(413)	8%	(65)	780
Community: Urban	49%	(310)	44%	(274)	7%	(44)	629
Community: Suburban	39%	(382)	52%	(511)	9%	(90)	983
Community: Rural	34%	(202)	57%	(337)	8%	(49)	588
Employ: Private Sector	49%	(352)	46%	(332)	5%	(37)	721
Employ: Government	45%	(72)	48%	(76)	7%	(11)	160
Employ: Self-Employed	40%	(75)	44%	(82)	15%	(29)	186
Employ: Homemaker	30%	(46)	63%	(95)	6%	(9)	150
Employ: Student	35%	(39)	61%	(68)	4%	(4)	111
Employ: Retired	30%	(140)	58%	(269)	12%	(57)	466
Employ: Unemployed	41%	(105)	52%	(133)	7%	(19)	257
Employ: Other	43%	(64)	45%	(68)	12%	(18)	150
Military HH: Yes	39%	(146)	52%	(196)	10%	(36)	378
Military HH: No	41%	(748)	51%	(927)	8%	(148)	1822
RD/WT: Right Direction	47%	(498)	48%	(507)	6%	(62)	1068
RD/WT: Wrong Track	35%	(396)	54%	(615)	11%	(122)	1132
Biden Job Approve	46%	(580)	48%	(596)	6%	(74)	1250
Biden Job Disapprove	33%	(258)	55%	(431)	12%	(90)	779

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Table MCEN1_1: *In general, what kind of fan do you consider yourself of the following?*
 Movies

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	41%	(894)	51%	(1123)	8%	(184)	2200
Biden Job Strongly Approve	52%	(359)	43%	(298)	5%	(37)	694
Biden Job Somewhat Approve	40%	(221)	54%	(298)	7%	(36)	555
Biden Job Somewhat Disapprove	38%	(80)	55%	(116)	7%	(15)	211
Biden Job Strongly Disapprove	31%	(178)	55%	(315)	13%	(75)	568
Favorable of Biden	46%	(578)	48%	(603)	7%	(88)	1268
Unfavorable of Biden	34%	(270)	56%	(452)	10%	(79)	801
Very Favorable of Biden	50%	(352)	45%	(317)	6%	(39)	708
Somewhat Favorable of Biden	40%	(226)	51%	(286)	9%	(48)	560
Somewhat Unfavorable of Biden	34%	(69)	61%	(124)	6%	(11)	204
Very Unfavorable of Biden	34%	(201)	55%	(328)	11%	(68)	597
#1 Issue: Economy	40%	(349)	53%	(456)	7%	(61)	866
#1 Issue: Security	37%	(111)	50%	(149)	13%	(38)	299
#1 Issue: Health Care	46%	(172)	48%	(181)	6%	(22)	375
#1 Issue: Medicare / Social Security	35%	(89)	58%	(147)	7%	(19)	255
#1 Issue: Women's Issues	39%	(38)	52%	(51)	9%	(8)	96
#1 Issue: Education	47%	(45)	36%	(34)	16%	(15)	94
#1 Issue: Energy	47%	(36)	52%	(40)	2%	(1)	78
#1 Issue: Other	39%	(53)	47%	(64)	14%	(19)	137
2020 Vote: Joe Biden	45%	(466)	48%	(492)	7%	(72)	1031
2020 Vote: Donald Trump	35%	(245)	53%	(374)	11%	(80)	698
2020 Vote: Other	35%	(24)	58%	(40)	7%	(5)	68
2020 Vote: Didn't Vote	40%	(159)	54%	(216)	7%	(26)	402
2018 House Vote: Democrat	44%	(346)	48%	(377)	7%	(56)	778
2018 House Vote: Republican	34%	(203)	55%	(331)	11%	(66)	600
2018 House Vote: Someone else	27%	(15)	62%	(34)	12%	(6)	55
2016 Vote: Hillary Clinton	44%	(314)	49%	(346)	7%	(48)	708
2016 Vote: Donald Trump	35%	(238)	55%	(368)	10%	(66)	671
2016 Vote: Other	36%	(37)	56%	(58)	7%	(7)	103
2016 Vote: Didn't Vote	42%	(303)	49%	(350)	9%	(62)	715
Voted in 2014: Yes	39%	(485)	52%	(654)	9%	(113)	1252
Voted in 2014: No	43%	(409)	49%	(468)	7%	(70)	948

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Table MCEN1_1: In general, what kind of fan do you consider yourself of the following?

Movies

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	41%	(894)	51%	(1123)	8%	(184)	2200
4-Region: Northeast	43%	(169)	48%	(190)	9%	(34)	394
4-Region: Midwest	35%	(163)	55%	(252)	10%	(47)	462
4-Region: South	41%	(341)	51%	(421)	7%	(62)	824
4-Region: West	42%	(220)	50%	(259)	8%	(41)	520
Comfortable seeing movie in April 21	44%	(408)	50%	(456)	6%	(54)	918
Uncomfortable seeing movie in April 21	39%	(441)	52%	(587)	9%	(107)	1134
Comfortable seeing movie in May 21	45%	(457)	49%	(506)	6%	(62)	1024
Uncomfortable seeing movie in May 21	38%	(377)	52%	(523)	10%	(98)	998
Comfortable seeing movie in April OR May	44%	(468)	49%	(522)	6%	(65)	1055
Uncomfortable seeing movie in April OR May	39%	(448)	52%	(595)	10%	(110)	1153
Comfortable seeing movie sometime in 21	43%	(582)	52%	(699)	5%	(70)	1351
Uncomfortable seeing movie sometime in 21	38%	(253)	49%	(329)	12%	(83)	666
Comfortable seeing movie sometime in 22	43%	(711)	52%	(857)	5%	(87)	1656
Uncomfortable seeing movie sometime in 22	35%	(95)	46%	(126)	19%	(53)	275
Likely to go to a movie in April 21	53%	(343)	44%	(288)	3%	(19)	651
Unlikely to go to a movie in April 21	36%	(509)	54%	(760)	11%	(150)	1419
Likely to go to a movie in May 21	53%	(402)	44%	(333)	3%	(24)	759
Unlikely to go to a movie in May 21	35%	(447)	55%	(706)	11%	(142)	1295
Likely to go to a movie in April OR May	53%	(413)	44%	(346)	3%	(24)	783
Unlikely to go to a movie in April OR May	36%	(520)	54%	(772)	10%	(151)	1443
Likely to go to a movie sometime in 21	47%	(526)	50%	(565)	3%	(36)	1127
Unlikely to go to a movie sometime in 21	34%	(297)	52%	(456)	14%	(122)	875
Likely to go to a movie sometime in 22	46%	(665)	50%	(732)	4%	(63)	1459
Unlikely to go to a movie sometime in 22	30%	(150)	52%	(262)	18%	(91)	503

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

Table MCEN1_2: In general, what kind of fan do you consider yourself of the following?
 Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	44%	(964)	49%	(1077)	7%	(159)	2200
Gender: Male	45%	(479)	45%	(482)	10%	(101)	1062
Gender: Female	43%	(485)	52%	(595)	5%	(58)	1138
Age: 18-34	40%	(261)	48%	(315)	12%	(79)	655
Age: 35-44	38%	(138)	57%	(203)	5%	(17)	358
Age: 45-64	45%	(341)	49%	(368)	6%	(41)	751
Age: 65+	51%	(224)	44%	(191)	5%	(21)	436
GenZers: 1997-2012	28%	(64)	59%	(135)	13%	(31)	230
Millennials: 1981-1996	44%	(290)	46%	(305)	9%	(61)	656
GenXers: 1965-1980	40%	(212)	53%	(279)	7%	(37)	528
Baby Boomers: 1946-1964	51%	(369)	44%	(319)	4%	(29)	717
PID: Dem (no lean)	49%	(419)	45%	(381)	6%	(47)	846
PID: Ind (no lean)	37%	(253)	53%	(370)	10%	(71)	694
PID: Rep (no lean)	44%	(291)	49%	(326)	6%	(42)	660
PID/Gender: Dem Men	50%	(203)	44%	(178)	7%	(27)	408
PID/Gender: Dem Women	49%	(216)	46%	(202)	4%	(19)	438
PID/Gender: Ind Men	38%	(125)	47%	(158)	15%	(50)	333
PID/Gender: Ind Women	35%	(128)	59%	(213)	6%	(21)	361
PID/Gender: Rep Men	47%	(151)	46%	(146)	7%	(24)	320
PID/Gender: Rep Women	41%	(141)	53%	(180)	5%	(18)	340
Ideo: Liberal (1-3)	49%	(319)	43%	(280)	8%	(53)	653
Ideo: Moderate (4)	44%	(275)	51%	(318)	6%	(36)	629
Ideo: Conservative (5-7)	42%	(281)	52%	(344)	6%	(40)	665
Educ: < College	44%	(658)	49%	(737)	8%	(117)	1512
Educ: Bachelors degree	47%	(209)	47%	(209)	6%	(25)	444
Educ: Post-grad	39%	(96)	54%	(131)	7%	(17)	244
Income: Under 50k	43%	(467)	47%	(511)	9%	(103)	1080
Income: 50k-100k	45%	(298)	50%	(335)	5%	(36)	669
Income: 100k+	44%	(199)	51%	(231)	5%	(21)	451
Ethnicity: White	44%	(757)	50%	(861)	6%	(104)	1722
Ethnicity: Hispanic	34%	(120)	53%	(185)	13%	(44)	349
Ethnicity: Black	53%	(144)	36%	(99)	11%	(31)	274

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Table MCEN1_2: In general, what kind of fan do you consider yourself of the following?

Television

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	44% (964)	49% (1077)	7% (159)	2200
Ethnicity: Other	31% (62)	57% (117)	12% (24)	204
All Christian	49% (488)	47% (472)	4% (45)	1005
All Non-Christian	60% (62)	32% (33)	8% (8)	104
Atheist	34% (46)	55% (74)	10% (14)	133
Agnostic/Nothing in particular	37% (209)	51% (291)	12% (66)	566
Something Else	41% (160)	53% (207)	7% (26)	392
Religious Non-Protestant/Catholic	59% (71)	33% (40)	8% (9)	120
Evangelical	46% (265)	48% (278)	6% (34)	577
Non-Evangelical	47% (366)	49% (380)	4% (34)	780
Community: Urban	50% (317)	41% (260)	8% (52)	629
Community: Suburban	43% (424)	50% (494)	7% (65)	983
Community: Rural	38% (222)	55% (323)	7% (42)	588
Employ: Private Sector	46% (334)	48% (348)	5% (39)	721
Employ: Government	42% (67)	50% (79)	8% (13)	160
Employ: Self-Employed	40% (73)	46% (86)	14% (26)	186
Employ: Homemaker	51% (77)	45% (67)	4% (6)	150
Employ: Student	21% (23)	68% (76)	11% (12)	111
Employ: Retired	51% (236)	46% (212)	4% (18)	466
Employ: Unemployed	37% (94)	51% (132)	12% (30)	257
Employ: Other	39% (59)	51% (77)	10% (15)	150
Military HH: Yes	42% (160)	51% (192)	7% (26)	378
Military HH: No	44% (804)	49% (885)	7% (133)	1822
RD/WT: Right Direction	51% (550)	43% (457)	6% (61)	1068
RD/WT: Wrong Track	37% (414)	55% (620)	9% (98)	1132
Biden Job Approve	49% (618)	45% (559)	6% (73)	1250
Biden Job Disapprove	38% (296)	54% (418)	8% (65)	779
Biden Job Strongly Approve	54% (374)	41% (286)	5% (34)	694
Biden Job Somewhat Approve	44% (243)	49% (273)	7% (39)	555
Biden Job Somewhat Disapprove	42% (88)	54% (113)	5% (10)	211
Biden Job Strongly Disapprove	37% (208)	54% (305)	10% (55)	568

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Table MCEN1_2: In general, what kind of fan do you consider yourself of the following?
 Television

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	44% (964)	49% (1077)	7% (159)	2200
Favorable of Biden	49% (626)	45% (566)	6% (77)	1268
Unfavorable of Biden	37% (298)	55% (439)	8% (64)	801
Very Favorable of Biden	54% (380)	41% (293)	5% (36)	708
Somewhat Favorable of Biden	44% (246)	49% (273)	7% (41)	560
Somewhat Unfavorable of Biden	36% (74)	56% (114)	8% (16)	204
Very Unfavorable of Biden	38% (224)	54% (325)	8% (48)	597
#1 Issue: Economy	40% (349)	51% (445)	8% (72)	866
#1 Issue: Security	43% (129)	51% (153)	5% (16)	299
#1 Issue: Health Care	50% (189)	46% (171)	4% (15)	375
#1 Issue: Medicare / Social Security	58% (148)	38% (96)	4% (11)	255
#1 Issue: Women's Issues	40% (39)	55% (53)	5% (4)	96
#1 Issue: Education	36% (34)	47% (44)	18% (17)	94
#1 Issue: Energy	37% (29)	53% (41)	10% (8)	78
#1 Issue: Other	35% (48)	53% (72)	12% (17)	137
2020 Vote: Joe Biden	51% (527)	44% (454)	5% (50)	1031
2020 Vote: Donald Trump	41% (283)	53% (367)	7% (48)	698
2020 Vote: Other	35% (24)	55% (37)	10% (7)	68
2020 Vote: Didn't Vote	32% (130)	54% (217)	14% (55)	402
2018 House Vote: Democrat	53% (412)	42% (328)	5% (37)	778
2018 House Vote: Republican	44% (263)	49% (293)	7% (45)	600
2018 House Vote: Someone else	23% (13)	74% (40)	3% (2)	55
2016 Vote: Hillary Clinton	53% (377)	42% (298)	5% (32)	708
2016 Vote: Donald Trump	43% (291)	51% (342)	6% (38)	671
2016 Vote: Other	41% (43)	51% (52)	8% (8)	103
2016 Vote: Didn't Vote	35% (253)	53% (382)	11% (81)	715
Voted in 2014: Yes	49% (613)	46% (577)	5% (62)	1252
Voted in 2014: No	37% (350)	53% (500)	10% (97)	948
4-Region: Northeast	51% (199)	44% (174)	5% (20)	394
4-Region: Midwest	39% (179)	54% (251)	7% (32)	462
4-Region: South	44% (364)	48% (393)	8% (67)	824
4-Region: West	42% (221)	50% (259)	8% (40)	520

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Table MCEN1_2: In general, what kind of fan do you consider yourself of the following?

Television

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	44% (964)	49% (1077)	7% (159)	2200
Comfortable seeing movie in April 21	43% (396)	48% (442)	9% (80)	918
Uncomfortable seeing movie in April 21	45% (515)	50% (567)	5% (52)	1134
Comfortable seeing movie in May 21	44% (454)	48% (487)	8% (83)	1024
Uncomfortable seeing movie in May 21	44% (444)	51% (509)	5% (46)	998
Comfortable seeing movie in April OR May	43% (458)	48% (510)	8% (87)	1055
Uncomfortable seeing movie in April OR May	45% (517)	50% (579)	5% (56)	1153
Comfortable seeing movie sometime in 21	45% (613)	48% (648)	7% (90)	1351
Uncomfortable seeing movie sometime in 21	42% (282)	52% (346)	6% (37)	666
Comfortable seeing movie sometime in 22	45% (751)	49% (812)	6% (93)	1656
Uncomfortable seeing movie sometime in 22	43% (118)	49% (136)	8% (21)	275
Likely to go to a movie in April 21	46% (302)	46% (298)	8% (51)	651
Unlikely to go to a movie in April 21	43% (606)	51% (722)	6% (90)	1419
Likely to go to a movie in May 21	47% (359)	46% (347)	7% (53)	759
Unlikely to go to a movie in May 21	42% (548)	51% (662)	7% (85)	1295
Likely to go to a movie in April OR May	46% (364)	46% (362)	7% (58)	783
Unlikely to go to a movie in April OR May	42% (612)	51% (736)	7% (95)	1443
Likely to go to a movie sometime in 21	45% (513)	49% (549)	6% (66)	1127
Unlikely to go to a movie sometime in 21	42% (367)	51% (444)	7% (63)	875
Likely to go to a movie sometime in 22	45% (663)	48% (707)	6% (89)	1459
Unlikely to go to a movie sometime in 22	42% (209)	51% (255)	8% (38)	503

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

Table MCEN1_3: *In general, what kind of fan do you consider yourself of the following?*
 Sports

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	30%	(652)	39%	(848)	32%	(701)	2200
Gender: Male	46%	(490)	35%	(368)	19%	(203)	1062
Gender: Female	14%	(161)	42%	(479)	44%	(498)	1138
Age: 18-34	33%	(216)	34%	(226)	33%	(214)	655
Age: 35-44	34%	(123)	39%	(141)	26%	(94)	358
Age: 45-64	29%	(219)	40%	(302)	31%	(230)	751
Age: 65+	22%	(94)	41%	(179)	37%	(163)	436
GenZers: 1997-2012	21%	(49)	41%	(94)	38%	(87)	230
Millennials: 1981-1996	40%	(266)	34%	(221)	26%	(169)	656
GenXers: 1965-1980	28%	(148)	40%	(212)	32%	(168)	528
Baby Boomers: 1946-1964	24%	(175)	42%	(299)	34%	(243)	717
PID: Dem (no lean)	33%	(279)	37%	(313)	30%	(254)	846
PID: Ind (no lean)	24%	(165)	42%	(294)	34%	(234)	694
PID: Rep (no lean)	31%	(208)	36%	(240)	32%	(212)	660
PID/Gender: Dem Men	52%	(212)	30%	(124)	18%	(72)	408
PID/Gender: Dem Women	15%	(66)	43%	(189)	42%	(182)	438
PID/Gender: Ind Men	38%	(128)	40%	(132)	22%	(73)	333
PID/Gender: Ind Women	10%	(37)	45%	(162)	45%	(161)	361
PID/Gender: Rep Men	47%	(150)	35%	(112)	18%	(58)	320
PID/Gender: Rep Women	17%	(58)	38%	(128)	45%	(154)	340
Ideo: Liberal (1-3)	35%	(226)	35%	(231)	30%	(196)	653
Ideo: Moderate (4)	28%	(175)	43%	(274)	29%	(181)	629
Ideo: Conservative (5-7)	30%	(196)	38%	(256)	32%	(213)	665
Educ: < College	25%	(371)	39%	(584)	37%	(558)	1512
Educ: Bachelors degree	41%	(184)	38%	(170)	20%	(90)	444
Educ: Post-grad	40%	(97)	38%	(93)	22%	(53)	244
Income: Under 50k	21%	(231)	40%	(431)	39%	(418)	1080
Income: 50k-100k	34%	(230)	37%	(248)	29%	(192)	669
Income: 100k+	42%	(191)	37%	(168)	20%	(91)	451
Ethnicity: White	29%	(501)	38%	(655)	33%	(566)	1722
Ethnicity: Hispanic	29%	(102)	38%	(134)	32%	(113)	349
Ethnicity: Black	37%	(103)	42%	(115)	20%	(56)	274

Continued on next page

Table MCEN1_3: In general, what kind of fan do you consider yourself of the following?

Sports

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	30%	(652)	39%	(848)	32%	(701)	2200
Ethnicity: Other	24%	(48)	38%	(77)	39%	(79)	204
All Christian	32%	(324)	42%	(422)	26%	(259)	1005
All Non-Christian	36%	(37)	30%	(32)	34%	(35)	104
Atheist	23%	(30)	38%	(50)	40%	(53)	133
Agnostic/Nothing in particular	28%	(159)	38%	(213)	34%	(194)	566
Something Else	26%	(101)	33%	(131)	41%	(160)	392
Religious Non-Protestant/Catholic	34%	(41)	33%	(40)	32%	(39)	120
Evangelical	31%	(178)	36%	(209)	33%	(191)	577
Non-Evangelical	30%	(235)	42%	(325)	28%	(219)	780
Community: Urban	40%	(249)	37%	(231)	24%	(148)	629
Community: Suburban	28%	(280)	41%	(399)	31%	(304)	983
Community: Rural	21%	(123)	37%	(218)	42%	(248)	588
Employ: Private Sector	42%	(304)	35%	(251)	23%	(166)	721
Employ: Government	36%	(57)	39%	(62)	25%	(40)	160
Employ: Self-Employed	36%	(67)	32%	(60)	31%	(58)	186
Employ: Homemaker	11%	(16)	43%	(64)	47%	(70)	150
Employ: Student	20%	(23)	40%	(44)	40%	(44)	111
Employ: Retired	23%	(107)	40%	(188)	37%	(170)	466
Employ: Unemployed	17%	(45)	42%	(109)	40%	(104)	257
Employ: Other	22%	(33)	46%	(69)	32%	(48)	150
Military HH: Yes	34%	(128)	34%	(127)	33%	(123)	378
Military HH: No	29%	(524)	40%	(721)	32%	(577)	1822
RD/WT: Right Direction	35%	(379)	36%	(386)	28%	(303)	1068
RD/WT: Wrong Track	24%	(273)	41%	(462)	35%	(397)	1132
Biden Job Approve	32%	(403)	39%	(493)	28%	(353)	1250
Biden Job Disapprove	26%	(206)	37%	(292)	36%	(281)	779
Biden Job Strongly Approve	37%	(258)	35%	(246)	27%	(190)	694
Biden Job Somewhat Approve	26%	(146)	44%	(247)	29%	(163)	555
Biden Job Somewhat Disapprove	22%	(47)	39%	(82)	39%	(82)	211
Biden Job Strongly Disapprove	28%	(159)	37%	(210)	35%	(199)	568

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Table MCEN1_3: In general, what kind of fan do you consider yourself of the following?
Sports

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	30%	(652)	39%	(848)	32%	(701)	2200
Favorable of Biden	32%	(411)	39%	(495)	29%	(363)	1268
Unfavorable of Biden	26%	(205)	38%	(307)	36%	(289)	801
Very Favorable of Biden	37%	(260)	38%	(266)	26%	(183)	708
Somewhat Favorable of Biden	27%	(151)	41%	(229)	32%	(180)	560
Somewhat Unfavorable of Biden	18%	(37)	47%	(96)	34%	(70)	204
Very Unfavorable of Biden	28%	(168)	35%	(210)	37%	(219)	597
#1 Issue: Economy	32%	(277)	40%	(349)	28%	(239)	866
#1 Issue: Security	29%	(86)	44%	(130)	27%	(82)	299
#1 Issue: Health Care	32%	(120)	36%	(135)	32%	(120)	375
#1 Issue: Medicare / Social Security	29%	(73)	39%	(99)	33%	(84)	255
#1 Issue: Women's Issues	20%	(19)	28%	(27)	52%	(50)	96
#1 Issue: Education	23%	(21)	45%	(43)	32%	(30)	94
#1 Issue: Energy	32%	(25)	34%	(26)	34%	(27)	78
#1 Issue: Other	22%	(30)	28%	(39)	50%	(68)	137
2020 Vote: Joe Biden	34%	(351)	38%	(393)	28%	(287)	1031
2020 Vote: Donald Trump	30%	(207)	38%	(268)	32%	(223)	698
2020 Vote: Other	14%	(10)	47%	(32)	39%	(26)	68
2020 Vote: Didn't Vote	21%	(83)	38%	(154)	41%	(165)	402
2018 House Vote: Democrat	36%	(281)	39%	(303)	25%	(195)	778
2018 House Vote: Republican	33%	(197)	36%	(218)	31%	(185)	600
2018 House Vote: Someone else	8%	(4)	54%	(30)	38%	(21)	55
2016 Vote: Hillary Clinton	35%	(247)	39%	(276)	26%	(184)	708
2016 Vote: Donald Trump	32%	(216)	39%	(263)	29%	(192)	671
2016 Vote: Other	23%	(23)	51%	(52)	27%	(27)	103
2016 Vote: Didn't Vote	23%	(164)	36%	(256)	41%	(295)	715
Voted in 2014: Yes	34%	(422)	39%	(490)	27%	(340)	1252
Voted in 2014: No	24%	(229)	38%	(358)	38%	(360)	948
4-Region: Northeast	30%	(118)	42%	(163)	29%	(112)	394
4-Region: Midwest	27%	(125)	43%	(199)	30%	(138)	462
4-Region: South	29%	(240)	37%	(301)	34%	(283)	824
4-Region: West	32%	(169)	35%	(184)	32%	(167)	520

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Table MCEN1_3: In general, what kind of fan do you consider yourself of the following?

Sports

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	30%	(652)	39%	(848)	32%	(701)	2200
Comfortable seeing movie in April 21	35%	(322)	40%	(367)	25%	(229)	918
Uncomfortable seeing movie in April 21	26%	(297)	38%	(430)	36%	(408)	1134
Comfortable seeing movie in May 21	34%	(351)	40%	(409)	26%	(264)	1024
Uncomfortable seeing movie in May 21	25%	(253)	38%	(382)	36%	(363)	998
Comfortable seeing movie in April OR May	34%	(360)	40%	(422)	26%	(273)	1055
Uncomfortable seeing movie in April OR May	26%	(301)	38%	(439)	36%	(413)	1153
Comfortable seeing movie sometime in 21	33%	(450)	39%	(531)	27%	(369)	1351
Uncomfortable seeing movie sometime in 21	25%	(165)	37%	(250)	38%	(251)	666
Comfortable seeing movie sometime in 22	31%	(517)	40%	(662)	29%	(477)	1656
Uncomfortable seeing movie sometime in 22	29%	(79)	32%	(89)	39%	(107)	275
Likely to go to a movie in April 21	39%	(257)	40%	(263)	20%	(131)	651
Unlikely to go to a movie in April 21	26%	(362)	38%	(537)	37%	(520)	1419
Likely to go to a movie in May 21	38%	(289)	41%	(312)	21%	(157)	759
Unlikely to go to a movie in May 21	25%	(323)	38%	(487)	37%	(485)	1295
Likely to go to a movie in April OR May	38%	(297)	41%	(321)	21%	(166)	783
Unlikely to go to a movie in April OR May	25%	(367)	38%	(546)	37%	(530)	1443
Likely to go to a movie sometime in 21	34%	(384)	42%	(475)	24%	(268)	1127
Unlikely to go to a movie sometime in 21	25%	(215)	35%	(307)	40%	(353)	875
Likely to go to a movie sometime in 22	32%	(473)	41%	(605)	26%	(382)	1459
Unlikely to go to a movie sometime in 22	25%	(124)	32%	(163)	43%	(217)	503

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

Table MCEN1_4: *In general, what kind of fan do you consider yourself of the following?*
 Fashion

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	16%	(359)	43%	(943)	41%	(898)	2200
Gender: Male	12%	(127)	32%	(338)	56%	(596)	1062
Gender: Female	20%	(231)	53%	(605)	27%	(302)	1138
Age: 18-34	28%	(181)	43%	(281)	29%	(192)	655
Age: 35-44	21%	(74)	50%	(179)	29%	(105)	358
Age: 45-64	11%	(81)	41%	(309)	48%	(361)	751
Age: 65+	5%	(23)	40%	(174)	55%	(240)	436
GenZers: 1997-2012	27%	(62)	46%	(105)	27%	(63)	230
Millennials: 1981-1996	26%	(168)	45%	(294)	29%	(193)	656
GenXers: 1965-1980	14%	(75)	46%	(243)	40%	(209)	528
Baby Boomers: 1946-1964	7%	(49)	38%	(269)	56%	(399)	717
PID: Dem (no lean)	22%	(183)	47%	(395)	32%	(268)	846
PID: Ind (no lean)	14%	(96)	43%	(300)	43%	(297)	694
PID: Rep (no lean)	12%	(79)	38%	(248)	50%	(333)	660
PID/Gender: Dem Men	17%	(68)	39%	(161)	44%	(179)	408
PID/Gender: Dem Women	26%	(115)	53%	(234)	20%	(89)	438
PID/Gender: Ind Men	8%	(27)	29%	(98)	63%	(209)	333
PID/Gender: Ind Women	19%	(69)	56%	(203)	25%	(89)	361
PID/Gender: Rep Men	10%	(32)	25%	(80)	65%	(208)	320
PID/Gender: Rep Women	14%	(47)	49%	(168)	37%	(124)	340
Ideo: Liberal (1-3)	20%	(133)	46%	(303)	33%	(216)	653
Ideo: Moderate (4)	17%	(104)	43%	(273)	40%	(252)	629
Ideo: Conservative (5-7)	11%	(75)	38%	(252)	51%	(339)	665
Educ: < College	15%	(231)	43%	(652)	42%	(629)	1512
Educ: Bachelors degree	17%	(75)	44%	(194)	39%	(175)	444
Educ: Post-grad	22%	(53)	39%	(96)	39%	(95)	244
Income: Under 50k	15%	(161)	43%	(468)	42%	(451)	1080
Income: 50k-100k	15%	(103)	42%	(284)	42%	(283)	669
Income: 100k+	21%	(95)	42%	(191)	36%	(164)	451
Ethnicity: White	14%	(236)	42%	(715)	45%	(771)	1722
Ethnicity: Hispanic	19%	(65)	50%	(176)	31%	(109)	349
Ethnicity: Black	35%	(96)	47%	(129)	18%	(50)	274

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Table MCEN1_4: In general, what kind of fan do you consider yourself of the following?

Fashion

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	16%	(359)	43%	(943)	41%	(898)	2200
Ethnicity: Other	13%	(27)	49%	(99)	38%	(78)	204
All Christian	13%	(134)	43%	(428)	44%	(443)	1005
All Non-Christian	29%	(30)	31%	(32)	40%	(41)	104
Atheist	9%	(12)	38%	(50)	54%	(72)	133
Agnostic/Nothing in particular	15%	(87)	43%	(242)	42%	(236)	566
Something Else	25%	(96)	48%	(190)	27%	(106)	392
Religious Non-Protestant/Catholic	28%	(33)	32%	(38)	41%	(49)	120
Evangelical	21%	(119)	44%	(256)	35%	(202)	577
Non-Evangelical	13%	(103)	44%	(342)	43%	(334)	780
Community: Urban	28%	(174)	42%	(266)	30%	(188)	629
Community: Suburban	13%	(123)	44%	(435)	43%	(424)	983
Community: Rural	10%	(61)	41%	(241)	49%	(286)	588
Employ: Private Sector	21%	(151)	41%	(296)	38%	(274)	721
Employ: Government	14%	(22)	48%	(76)	38%	(61)	160
Employ: Self-Employed	21%	(39)	46%	(85)	33%	(62)	186
Employ: Homemaker	19%	(29)	42%	(63)	39%	(59)	150
Employ: Student	23%	(25)	41%	(46)	36%	(39)	111
Employ: Retired	6%	(30)	37%	(173)	56%	(263)	466
Employ: Unemployed	15%	(38)	51%	(131)	34%	(88)	257
Employ: Other	17%	(25)	48%	(73)	35%	(53)	150
Military HH: Yes	13%	(49)	41%	(154)	46%	(175)	378
Military HH: No	17%	(310)	43%	(789)	40%	(723)	1822
RD/WT: Right Direction	20%	(210)	45%	(476)	36%	(381)	1068
RD/WT: Wrong Track	13%	(148)	41%	(467)	46%	(517)	1132
Biden Job Approve	21%	(263)	44%	(555)	35%	(431)	1250
Biden Job Disapprove	10%	(79)	38%	(297)	52%	(402)	779
Biden Job Strongly Approve	24%	(166)	40%	(281)	36%	(247)	694
Biden Job Somewhat Approve	17%	(97)	49%	(274)	33%	(184)	555
Biden Job Somewhat Disapprove	14%	(29)	41%	(86)	45%	(96)	211
Biden Job Strongly Disapprove	9%	(50)	37%	(212)	54%	(306)	568

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Table MCEN1_4: In general, what kind of fan do you consider yourself of the following?
 Fashion

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	16%	(359)	43%	(943)	41%	(898)	2200
Favorable of Biden	20%	(259)	45%	(577)	34%	(433)	1268
Unfavorable of Biden	11%	(89)	37%	(297)	52%	(415)	801
Very Favorable of Biden	23%	(164)	41%	(293)	35%	(250)	708
Somewhat Favorable of Biden	17%	(95)	51%	(284)	33%	(182)	560
Somewhat Unfavorable of Biden	14%	(29)	38%	(77)	48%	(98)	204
Very Unfavorable of Biden	10%	(60)	37%	(220)	53%	(317)	597
#1 Issue: Economy	18%	(152)	43%	(376)	39%	(338)	866
#1 Issue: Security	14%	(43)	35%	(104)	51%	(151)	299
#1 Issue: Health Care	16%	(60)	47%	(176)	37%	(138)	375
#1 Issue: Medicare / Social Security	12%	(32)	35%	(89)	53%	(135)	255
#1 Issue: Women's Issues	25%	(24)	61%	(59)	13%	(13)	96
#1 Issue: Education	24%	(23)	53%	(50)	23%	(21)	94
#1 Issue: Energy	16%	(13)	47%	(37)	37%	(29)	78
#1 Issue: Other	9%	(12)	38%	(52)	53%	(73)	137
2020 Vote: Joe Biden	20%	(205)	45%	(464)	35%	(361)	1031
2020 Vote: Donald Trump	11%	(75)	36%	(255)	53%	(368)	698
2020 Vote: Other	16%	(11)	50%	(34)	35%	(24)	68
2020 Vote: Didn't Vote	17%	(68)	47%	(190)	36%	(144)	402
2018 House Vote: Democrat	17%	(132)	45%	(349)	38%	(298)	778
2018 House Vote: Republican	12%	(73)	37%	(219)	51%	(308)	600
2018 House Vote: Someone else	4%	(2)	64%	(35)	32%	(17)	55
2016 Vote: Hillary Clinton	17%	(120)	47%	(331)	36%	(257)	708
2016 Vote: Donald Trump	12%	(83)	36%	(242)	52%	(346)	671
2016 Vote: Other	9%	(9)	44%	(45)	47%	(49)	103
2016 Vote: Didn't Vote	20%	(146)	45%	(324)	34%	(246)	715
Voted in 2014: Yes	14%	(181)	42%	(521)	44%	(550)	1252
Voted in 2014: No	19%	(178)	45%	(422)	37%	(348)	948
4-Region: Northeast	15%	(60)	44%	(172)	41%	(161)	394
4-Region: Midwest	14%	(64)	42%	(193)	44%	(205)	462
4-Region: South	17%	(139)	43%	(358)	40%	(327)	824
4-Region: West	18%	(95)	42%	(220)	39%	(205)	520

Continued on next page

Table MCEN1_4: In general, what kind of fan do you consider yourself of the following?

Fashion

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	16%	(359)	43%	(943)	41%	(898)	2200
Comfortable seeing movie in April 21	21%	(194)	42%	(383)	37%	(340)	918
Uncomfortable seeing movie in April 21	14%	(154)	43%	(488)	43%	(492)	1134
Comfortable seeing movie in May 21	20%	(206)	42%	(429)	38%	(390)	1024
Uncomfortable seeing movie in May 21	14%	(137)	42%	(424)	44%	(438)	998
Comfortable seeing movie in April OR May	20%	(209)	42%	(445)	38%	(400)	1055
Uncomfortable seeing movie in April OR May	13%	(155)	43%	(498)	43%	(500)	1153
Comfortable seeing movie sometime in 21	19%	(252)	43%	(574)	39%	(525)	1351
Uncomfortable seeing movie sometime in 21	14%	(92)	43%	(286)	43%	(288)	666
Comfortable seeing movie sometime in 22	17%	(279)	44%	(727)	39%	(649)	1656
Uncomfortable seeing movie sometime in 22	16%	(44)	34%	(92)	51%	(139)	275
Likely to go to a movie in April 21	27%	(174)	42%	(272)	31%	(204)	651
Unlikely to go to a movie in April 21	12%	(172)	43%	(606)	45%	(641)	1419
Likely to go to a movie in May 21	25%	(191)	42%	(321)	33%	(247)	759
Unlikely to go to a movie in May 21	12%	(156)	42%	(548)	46%	(590)	1295
Likely to go to a movie in April OR May	25%	(193)	43%	(335)	33%	(255)	783
Unlikely to go to a movie in April OR May	12%	(174)	43%	(621)	45%	(648)	1443
Likely to go to a movie sometime in 21	21%	(232)	43%	(486)	36%	(410)	1127
Unlikely to go to a movie sometime in 21	12%	(103)	41%	(361)	47%	(410)	875
Likely to go to a movie sometime in 22	19%	(271)	46%	(665)	36%	(523)	1459
Unlikely to go to a movie sometime in 22	12%	(58)	33%	(169)	55%	(276)	503

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

Table MCEN2_1: How comfortable would you feel going to a movie theater at the following times?
 Today

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	19%	(424)	19%	(413)	21%	(453)	37%	(815)	4%	(95)	2200
Gender: Male	21%	(227)	18%	(195)	21%	(221)	36%	(378)	4%	(41)	1062
Gender: Female	17%	(196)	19%	(218)	20%	(232)	38%	(437)	5%	(54)	1138
Age: 18-34	27%	(175)	22%	(145)	19%	(124)	27%	(178)	5%	(34)	655
Age: 35-44	21%	(75)	22%	(79)	21%	(74)	33%	(118)	3%	(11)	358
Age: 45-64	18%	(132)	19%	(139)	22%	(167)	37%	(280)	4%	(32)	751
Age: 65+	9%	(40)	11%	(50)	20%	(88)	55%	(239)	4%	(19)	436
GenZers: 1997-2012	28%	(64)	22%	(51)	20%	(47)	25%	(59)	4%	(10)	230
Millennials: 1981-1996	24%	(158)	22%	(143)	19%	(125)	30%	(199)	5%	(31)	656
GenXers: 1965-1980	23%	(124)	21%	(110)	22%	(116)	29%	(156)	4%	(23)	528
Baby Boomers: 1946-1964	11%	(76)	14%	(102)	22%	(155)	50%	(359)	3%	(25)	717
PID: Dem (no lean)	12%	(100)	18%	(148)	24%	(201)	44%	(372)	3%	(24)	846
PID: Ind (no lean)	22%	(155)	19%	(131)	20%	(140)	34%	(238)	4%	(31)	694
PID: Rep (no lean)	25%	(168)	20%	(134)	17%	(112)	31%	(206)	6%	(40)	660
PID/Gender: Dem Men	17%	(68)	16%	(66)	23%	(93)	40%	(164)	4%	(16)	408
PID/Gender: Dem Women	7%	(32)	19%	(82)	25%	(108)	48%	(208)	2%	(8)	438
PID/Gender: Ind Men	23%	(77)	16%	(55)	20%	(66)	37%	(124)	3%	(11)	333
PID/Gender: Ind Women	22%	(78)	21%	(77)	20%	(74)	31%	(114)	5%	(19)	361
PID/Gender: Rep Men	25%	(82)	23%	(75)	19%	(61)	28%	(90)	4%	(13)	320
PID/Gender: Rep Women	25%	(87)	17%	(59)	15%	(51)	34%	(116)	8%	(27)	340
Ideo: Liberal (1-3)	14%	(91)	17%	(111)	21%	(140)	44%	(289)	3%	(22)	653
Ideo: Moderate (4)	15%	(94)	17%	(109)	24%	(150)	42%	(266)	2%	(12)	629
Ideo: Conservative (5-7)	25%	(169)	21%	(141)	18%	(123)	29%	(192)	6%	(40)	665
Educ: < College	20%	(305)	19%	(281)	20%	(295)	36%	(549)	5%	(81)	1512
Educ: Bachelors degree	16%	(73)	21%	(91)	23%	(100)	38%	(169)	2%	(10)	444
Educ: Post-grad	19%	(45)	17%	(41)	24%	(58)	40%	(97)	1%	(3)	244
Income: Under 50k	17%	(183)	18%	(199)	21%	(227)	38%	(410)	6%	(62)	1080
Income: 50k-100k	22%	(147)	18%	(123)	20%	(135)	36%	(243)	3%	(20)	669
Income: 100k+	21%	(93)	20%	(91)	20%	(90)	36%	(163)	3%	(13)	451
Ethnicity: White	20%	(339)	19%	(330)	21%	(354)	37%	(633)	4%	(65)	1722

Continued on next page

Table MCEN2_1: How comfortable would you feel going to a movie theater at the following times?

Today

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
Adults	19%	(424)	19%	(413)	21%	(453)	37%	(815)	4%	(95)	2200
Ethnicity: Hispanic	17%	(60)	25%	(88)	24%	(85)	31%	(108)	3%	(10)	349
Ethnicity: Black	21%	(59)	17%	(47)	22%	(61)	33%	(91)	6%	(16)	274
Ethnicity: Other	12%	(25)	18%	(36)	19%	(38)	44%	(91)	7%	(14)	204
All Christian	19%	(193)	18%	(181)	20%	(199)	38%	(380)	5%	(52)	1005
All Non-Christian	23%	(24)	17%	(17)	16%	(16)	43%	(45)	1%	(1)	104
Atheist	7%	(10)	13%	(18)	23%	(31)	55%	(73)	1%	(2)	133
Agnostic/Nothing in particular	21%	(121)	23%	(129)	17%	(94)	35%	(199)	4%	(24)	566
Something Else	20%	(77)	17%	(68)	29%	(113)	30%	(119)	4%	(16)	392
Religious Non-Protestant/Catholic	24%	(29)	19%	(23)	15%	(18)	41%	(49)	1%	(1)	120
Evangelical	25%	(144)	17%	(95)	20%	(118)	32%	(188)	6%	(33)	577
Non-Evangelical	15%	(116)	18%	(143)	24%	(185)	39%	(301)	4%	(34)	780
Community: Urban	21%	(135)	16%	(101)	22%	(136)	37%	(234)	4%	(23)	629
Community: Suburban	18%	(173)	21%	(204)	20%	(198)	38%	(372)	4%	(36)	983
Community: Rural	20%	(116)	18%	(108)	20%	(119)	35%	(208)	6%	(37)	588
Employ: Private Sector	22%	(155)	20%	(141)	23%	(166)	32%	(231)	4%	(28)	721
Employ: Government	29%	(47)	23%	(37)	15%	(24)	32%	(50)	—	(1)	160
Employ: Self-Employed	19%	(35)	16%	(30)	24%	(44)	37%	(69)	4%	(8)	186
Employ: Homemaker	17%	(25)	30%	(45)	18%	(27)	32%	(48)	4%	(6)	150
Employ: Student	18%	(20)	21%	(23)	19%	(21)	37%	(41)	4%	(5)	111
Employ: Retired	11%	(49)	12%	(54)	21%	(96)	53%	(248)	4%	(19)	466
Employ: Unemployed	18%	(47)	24%	(62)	18%	(47)	33%	(85)	6%	(16)	257
Employ: Other	30%	(45)	15%	(22)	19%	(28)	28%	(42)	8%	(13)	150
Military HH: Yes	20%	(74)	18%	(67)	17%	(65)	40%	(151)	5%	(21)	378
Military HH: No	19%	(349)	19%	(346)	21%	(388)	36%	(665)	4%	(74)	1822
RD/WT: Right Direction	13%	(141)	20%	(218)	22%	(231)	41%	(441)	3%	(36)	1068
RD/WT: Wrong Track	25%	(283)	17%	(195)	20%	(222)	33%	(374)	5%	(59)	1132
Biden Job Approve	13%	(161)	19%	(237)	23%	(284)	42%	(531)	3%	(38)	1250
Biden Job Disapprove	29%	(224)	19%	(151)	18%	(138)	28%	(219)	6%	(47)	779

Continued on next page

Table MCEN2_1: How comfortable would you feel going to a movie theater at the following times?
 Today

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	19%	(424)	19%	(413)	21%	(453)	37%	(815)	4%	(95)	2200
Biden Job Strongly Approve	15%	(104)	16%	(108)	20%	(138)	46%	(319)	4%	(26)	694
Biden Job Somewhat Approve	10%	(57)	23%	(129)	26%	(146)	38%	(212)	2%	(12)	555
Biden Job Somewhat Disapprove	24%	(50)	25%	(54)	20%	(42)	29%	(61)	2%	(4)	211
Biden Job Strongly Disapprove	31%	(174)	17%	(98)	17%	(96)	28%	(158)	7%	(42)	568
Favorable of Biden	14%	(177)	18%	(233)	23%	(290)	42%	(530)	3%	(38)	1268
Unfavorable of Biden	27%	(213)	20%	(163)	18%	(141)	30%	(239)	6%	(45)	801
Very Favorable of Biden	14%	(102)	17%	(121)	21%	(149)	44%	(310)	4%	(26)	708
Somewhat Favorable of Biden	13%	(75)	20%	(112)	25%	(141)	39%	(220)	2%	(12)	560
Somewhat Unfavorable of Biden	17%	(35)	21%	(44)	26%	(54)	32%	(66)	3%	(5)	204
Very Unfavorable of Biden	30%	(177)	20%	(119)	15%	(87)	29%	(173)	7%	(40)	597
#1 Issue: Economy	23%	(197)	24%	(205)	19%	(167)	31%	(268)	3%	(28)	866
#1 Issue: Security	25%	(75)	18%	(55)	20%	(60)	31%	(94)	5%	(14)	299
#1 Issue: Health Care	14%	(54)	17%	(65)	24%	(91)	41%	(152)	3%	(12)	375
#1 Issue: Medicare / Social Security	7%	(18)	13%	(34)	20%	(52)	51%	(131)	8%	(21)	255
#1 Issue: Women's Issues	22%	(21)	16%	(16)	17%	(16)	44%	(42)	1%	(1)	96
#1 Issue: Education	19%	(18)	24%	(23)	36%	(34)	19%	(18)	1%	(1)	94
#1 Issue: Energy	21%	(17)	7%	(5)	21%	(17)	47%	(37)	3%	(2)	78
#1 Issue: Other	17%	(23)	7%	(10)	12%	(16)	53%	(73)	11%	(14)	137
2020 Vote: Joe Biden	12%	(127)	18%	(181)	23%	(234)	45%	(461)	3%	(28)	1031
2020 Vote: Donald Trump	27%	(186)	20%	(138)	18%	(123)	30%	(207)	6%	(44)	698
2020 Vote: Other	17%	(11)	23%	(15)	24%	(16)	35%	(24)	2%	(1)	68
2020 Vote: Didn't Vote	25%	(99)	20%	(79)	20%	(78)	31%	(123)	6%	(22)	402
2018 House Vote: Democrat	13%	(98)	17%	(136)	23%	(177)	45%	(351)	2%	(16)	778
2018 House Vote: Republican	26%	(158)	19%	(113)	18%	(110)	31%	(184)	6%	(36)	600
2018 House Vote: Someone else	22%	(12)	16%	(9)	19%	(10)	39%	(21)	5%	(3)	55
2016 Vote: Hillary Clinton	11%	(81)	16%	(117)	25%	(176)	45%	(318)	2%	(16)	708
2016 Vote: Donald Trump	26%	(173)	21%	(141)	17%	(114)	32%	(213)	5%	(31)	671
2016 Vote: Other	20%	(20)	20%	(21)	18%	(18)	38%	(39)	4%	(4)	103
2016 Vote: Didn't Vote	21%	(147)	19%	(135)	20%	(145)	34%	(245)	6%	(44)	715

Continued on next page

Table MCEN2_1: How comfortable would you feel going to a movie theater at the following times?

Today

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
Adults	19%	(424)	19%	(413)	21%	(453)	37%	(815)	4%	(95)	2200
Voted in 2014: Yes	18%	(219)	17%	(217)	21%	(267)	40%	(503)	4%	(46)	1252
Voted in 2014: No	22%	(204)	21%	(196)	20%	(186)	33%	(313)	5%	(49)	948
4-Region: Northeast	19%	(74)	16%	(64)	22%	(86)	38%	(150)	5%	(20)	394
4-Region: Midwest	20%	(94)	21%	(98)	19%	(90)	35%	(161)	4%	(20)	462
4-Region: South	20%	(165)	19%	(160)	23%	(192)	33%	(276)	4%	(31)	824
4-Region: West	17%	(90)	18%	(92)	16%	(86)	44%	(228)	5%	(24)	520
Comfortable seeing movie in April 21	44%	(402)	41%	(376)	12%	(113)	2%	(23)	—	(4)	918
Uncomfortable seeing movie in April 21	—	(3)	2%	(22)	29%	(329)	68%	(773)	1%	(7)	1134
Comfortable seeing movie in May 21	39%	(396)	36%	(367)	19%	(193)	6%	(62)	1%	(7)	1024
Uncomfortable seeing movie in May 21	—	(4)	2%	(24)	25%	(247)	72%	(716)	1%	(6)	998
Comfortable seeing movie in April OR May	38%	(405)	36%	(382)	19%	(197)	6%	(63)	1%	(8)	1055
Uncomfortable seeing movie in April OR May	1%	(6)	3%	(30)	29%	(334)	67%	(776)	1%	(7)	1153
Comfortable seeing movie sometime in 21	30%	(398)	29%	(386)	23%	(317)	17%	(236)	1%	(13)	1351
Uncomfortable seeing movie sometime in 21	1%	(7)	2%	(13)	18%	(120)	78%	(521)	1%	(4)	666
Comfortable seeing movie sometime in 22	24%	(391)	23%	(380)	23%	(385)	29%	(481)	1%	(18)	1656
Uncomfortable seeing movie sometime in 22	2%	(7)	3%	(9)	10%	(27)	83%	(228)	2%	(4)	275
Likely to go to a movie in April 21	48%	(311)	36%	(233)	12%	(77)	4%	(24)	1%	(6)	651
Unlikely to go to a movie in April 21	6%	(90)	11%	(155)	26%	(371)	54%	(768)	2%	(34)	1419
Likely to go to a movie in May 21	42%	(318)	34%	(260)	18%	(133)	5%	(39)	1%	(9)	759
Unlikely to go to a movie in May 21	6%	(81)	10%	(126)	24%	(316)	57%	(741)	2%	(32)	1295
Likely to go to a movie in April OR May	41%	(324)	34%	(270)	17%	(135)	6%	(45)	1%	(9)	783
Unlikely to go to a movie in April OR May	7%	(96)	11%	(165)	26%	(374)	54%	(774)	2%	(34)	1443
Likely to go to a movie sometime in 21	30%	(335)	28%	(316)	23%	(264)	18%	(202)	1%	(10)	1127
Unlikely to go to a movie sometime in 21	7%	(58)	8%	(67)	20%	(175)	63%	(547)	3%	(28)	875
Likely to go to a movie sometime in 22	23%	(341)	23%	(330)	24%	(354)	29%	(420)	1%	(13)	1459
Unlikely to go to a movie sometime in 22	10%	(51)	9%	(46)	14%	(72)	61%	(308)	5%	(27)	503

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

Table MCEN2_2: How comfortable would you feel going to a movie theater at the following times?
April 2021

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	19%	(414)	23%	(504)	20%	(441)	32%	(693)	7%	(148)	2200
Gender: Male	20%	(215)	23%	(244)	20%	(211)	30%	(320)	7%	(71)	1062
Gender: Female	17%	(199)	23%	(259)	20%	(230)	33%	(374)	7%	(77)	1138
Age: 18-34	25%	(166)	27%	(179)	16%	(107)	21%	(137)	10%	(67)	655
Age: 35-44	22%	(78)	27%	(96)	17%	(62)	30%	(106)	4%	(16)	358
Age: 45-64	17%	(131)	22%	(166)	22%	(168)	33%	(248)	5%	(38)	751
Age: 65+	9%	(39)	14%	(63)	24%	(105)	46%	(203)	6%	(27)	436
GenZers: 1997-2012	25%	(58)	31%	(71)	18%	(42)	16%	(37)	9%	(22)	230
Millennials: 1981-1996	24%	(157)	26%	(171)	16%	(104)	26%	(169)	8%	(56)	656
GenXers: 1965-1980	22%	(118)	26%	(138)	22%	(115)	25%	(133)	5%	(25)	528
Baby Boomers: 1946-1964	11%	(79)	17%	(119)	23%	(167)	44%	(315)	5%	(37)	717
PID: Dem (no lean)	12%	(105)	22%	(184)	21%	(182)	39%	(331)	5%	(44)	846
PID: Ind (no lean)	21%	(149)	22%	(155)	24%	(163)	26%	(180)	7%	(46)	694
PID: Rep (no lean)	24%	(160)	25%	(164)	15%	(96)	28%	(182)	9%	(58)	660
PID/Gender: Dem Men	16%	(65)	21%	(86)	20%	(83)	36%	(146)	7%	(28)	408
PID/Gender: Dem Women	9%	(41)	22%	(98)	22%	(98)	42%	(185)	3%	(15)	438
PID/Gender: Ind Men	22%	(73)	20%	(65)	23%	(76)	30%	(99)	6%	(19)	333
PID/Gender: Ind Women	21%	(76)	25%	(90)	24%	(87)	22%	(81)	7%	(27)	361
PID/Gender: Rep Men	24%	(78)	29%	(93)	16%	(51)	23%	(75)	7%	(23)	320
PID/Gender: Rep Women	24%	(82)	21%	(71)	13%	(45)	32%	(107)	10%	(35)	340
Ideo: Liberal (1-3)	14%	(90)	23%	(153)	23%	(150)	35%	(232)	4%	(29)	653
Ideo: Moderate (4)	15%	(93)	21%	(133)	24%	(151)	36%	(226)	4%	(26)	629
Ideo: Conservative (5-7)	25%	(167)	23%	(155)	17%	(112)	27%	(180)	8%	(52)	665
Educ: < College	20%	(296)	23%	(342)	18%	(268)	32%	(484)	8%	(122)	1512
Educ: Bachelors degree	16%	(71)	24%	(105)	26%	(114)	30%	(134)	5%	(20)	444
Educ: Post-grad	19%	(47)	24%	(57)	24%	(59)	31%	(75)	2%	(6)	244
Income: Under 50k	16%	(176)	23%	(250)	18%	(190)	33%	(361)	9%	(102)	1080
Income: 50k-100k	22%	(145)	21%	(141)	22%	(150)	31%	(206)	4%	(27)	669
Income: 100k+	21%	(93)	25%	(113)	22%	(101)	28%	(127)	4%	(18)	451
Ethnicity: White	19%	(331)	23%	(404)	21%	(355)	31%	(534)	6%	(98)	1722

Continued on next page

Table MCEN2_2: How comfortable would you feel going to a movie theater at the following times?
April 2021

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	19%	(414)	23%	(504)	20%	(441)	32%	(693)	7%	(148)	2200
Ethnicity: Hispanic	19%	(68)	31%	(110)	18%	(62)	26%	(92)	5%	(17)	349
Ethnicity: Black	20%	(55)	23%	(64)	14%	(38)	31%	(84)	12%	(34)	274
Ethnicity: Other	14%	(28)	18%	(36)	24%	(48)	37%	(75)	8%	(16)	204
All Christian	19%	(194)	21%	(210)	21%	(215)	32%	(319)	7%	(68)	1005
All Non-Christian	18%	(19)	19%	(20)	24%	(25)	30%	(31)	9%	(9)	104
Atheist	8%	(10)	18%	(24)	25%	(33)	48%	(64)	2%	(3)	133
Agnostic/Nothing in particular	19%	(110)	27%	(153)	15%	(84)	30%	(172)	8%	(47)	566
Something Else	21%	(81)	25%	(98)	21%	(84)	28%	(108)	5%	(21)	392
Religious Non-Protestant/Catholic	20%	(24)	21%	(25)	23%	(28)	28%	(34)	8%	(10)	120
Evangelical	25%	(146)	21%	(119)	18%	(104)	29%	(165)	8%	(43)	577
Non-Evangelical	15%	(119)	23%	(177)	24%	(184)	33%	(255)	6%	(44)	780
Community: Urban	20%	(128)	24%	(151)	20%	(123)	29%	(185)	7%	(43)	629
Community: Suburban	17%	(172)	24%	(241)	20%	(199)	32%	(317)	6%	(55)	983
Community: Rural	20%	(115)	19%	(112)	20%	(119)	33%	(192)	9%	(50)	588
Employ: Private Sector	21%	(152)	26%	(188)	21%	(148)	27%	(194)	5%	(39)	721
Employ: Government	25%	(40)	26%	(42)	16%	(26)	27%	(42)	6%	(9)	160
Employ: Self-Employed	18%	(34)	23%	(43)	24%	(44)	29%	(54)	6%	(11)	186
Employ: Homemaker	19%	(28)	29%	(44)	11%	(16)	34%	(51)	7%	(11)	150
Employ: Student	20%	(22)	27%	(30)	18%	(20)	28%	(31)	6%	(7)	111
Employ: Retired	10%	(48)	13%	(62)	25%	(116)	46%	(215)	5%	(24)	466
Employ: Unemployed	19%	(50)	24%	(61)	17%	(45)	27%	(70)	12%	(32)	257
Employ: Other	26%	(40)	23%	(34)	17%	(26)	24%	(36)	10%	(15)	150
Military HH: Yes	18%	(67)	19%	(72)	21%	(81)	31%	(119)	10%	(39)	378
Military HH: No	19%	(347)	24%	(431)	20%	(360)	32%	(574)	6%	(109)	1822
RD/WT: Right Direction	13%	(138)	23%	(250)	23%	(248)	34%	(366)	6%	(66)	1068
RD/WT: Wrong Track	24%	(276)	22%	(253)	17%	(193)	29%	(328)	7%	(82)	1132
Biden Job Approve	12%	(152)	24%	(299)	23%	(282)	36%	(452)	5%	(65)	1250
Biden Job Disapprove	29%	(229)	22%	(171)	17%	(132)	24%	(188)	8%	(59)	779

Continued on next page

Table MCEN2_2: How comfortable would you feel going to a movie theater at the following times?
April 2021

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	19%	(414)	23%	(504)	20%	(441)	32%	(693)	7%	(148)	2200
Biden Job Strongly Approve	13%	(88)	20%	(139)	22%	(152)	40%	(275)	6%	(41)	694
Biden Job Somewhat Approve	12%	(64)	29%	(161)	23%	(130)	32%	(177)	4%	(24)	555
Biden Job Somewhat Disapprove	29%	(60)	25%	(52)	20%	(42)	22%	(47)	4%	(9)	211
Biden Job Strongly Disapprove	30%	(169)	21%	(119)	16%	(90)	25%	(140)	9%	(49)	568
Favorable of Biden	14%	(174)	23%	(297)	22%	(282)	35%	(449)	5%	(66)	1268
Unfavorable of Biden	27%	(216)	23%	(184)	17%	(139)	26%	(208)	7%	(54)	801
Very Favorable of Biden	13%	(94)	22%	(154)	20%	(145)	40%	(280)	5%	(36)	708
Somewhat Favorable of Biden	14%	(80)	26%	(143)	25%	(138)	30%	(169)	5%	(30)	560
Somewhat Unfavorable of Biden	17%	(35)	27%	(56)	24%	(48)	28%	(56)	4%	(8)	204
Very Unfavorable of Biden	30%	(181)	22%	(128)	15%	(90)	25%	(152)	8%	(45)	597
#1 Issue: Economy	23%	(197)	26%	(228)	17%	(146)	28%	(239)	6%	(56)	866
#1 Issue: Security	25%	(74)	23%	(68)	20%	(61)	26%	(78)	6%	(19)	299
#1 Issue: Health Care	14%	(51)	20%	(77)	27%	(101)	35%	(130)	4%	(17)	375
#1 Issue: Medicare / Social Security	8%	(20)	18%	(47)	23%	(59)	40%	(103)	10%	(26)	255
#1 Issue: Women's Issues	21%	(20)	20%	(19)	23%	(22)	34%	(33)	2%	(2)	96
#1 Issue: Education	17%	(16)	45%	(42)	15%	(15)	17%	(16)	6%	(6)	94
#1 Issue: Energy	20%	(16)	13%	(10)	27%	(21)	36%	(29)	4%	(3)	78
#1 Issue: Other	15%	(20)	10%	(14)	13%	(17)	49%	(67)	14%	(19)	137
2020 Vote: Joe Biden	12%	(122)	22%	(230)	23%	(241)	38%	(388)	5%	(50)	1031
2020 Vote: Donald Trump	27%	(186)	22%	(155)	16%	(112)	27%	(188)	8%	(57)	698
2020 Vote: Other	16%	(11)	24%	(16)	34%	(23)	24%	(17)	3%	(2)	68
2020 Vote: Didn't Vote	24%	(95)	26%	(103)	16%	(64)	25%	(101)	10%	(39)	402
2018 House Vote: Democrat	12%	(94)	21%	(167)	23%	(180)	39%	(302)	5%	(36)	778
2018 House Vote: Republican	25%	(150)	23%	(141)	16%	(94)	28%	(168)	8%	(48)	600
2018 House Vote: Someone else	21%	(12)	19%	(11)	24%	(13)	30%	(17)	5%	(3)	55
2016 Vote: Hillary Clinton	10%	(73)	22%	(152)	25%	(176)	39%	(275)	5%	(32)	708
2016 Vote: Donald Trump	25%	(170)	24%	(160)	16%	(105)	28%	(190)	7%	(46)	671
2016 Vote: Other	19%	(20)	21%	(22)	25%	(26)	31%	(32)	4%	(4)	103
2016 Vote: Didn't Vote	21%	(151)	23%	(167)	19%	(135)	27%	(196)	9%	(66)	715

Continued on next page

Table MCEN2_2: How comfortable would you feel going to a movie theater at the following times?
April 2021

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	19%	(414)	23%	(504)	20%	(441)	32%	(693)	7%	(148)	2200
Voted in 2014: Yes	17%	(211)	21%	(268)	21%	(260)	35%	(440)	6%	(73)	1252
Voted in 2014: No	21%	(203)	25%	(235)	19%	(181)	27%	(253)	8%	(75)	948
4-Region: Northeast	18%	(72)	20%	(80)	21%	(81)	33%	(131)	7%	(29)	394
4-Region: Midwest	20%	(93)	26%	(120)	18%	(83)	30%	(139)	6%	(28)	462
4-Region: South	20%	(162)	24%	(197)	21%	(176)	27%	(225)	8%	(64)	824
4-Region: West	17%	(87)	21%	(107)	19%	(100)	38%	(198)	5%	(27)	520
Comfortable seeing movie in April 21	45%	(414)	55%	(504)	—	(0)	—	(0)	—	(0)	918
Uncomfortable seeing movie in April 21	—	(0)	—	(0)	39%	(441)	61%	(693)	—	(0)	1134
Comfortable seeing movie in May 21	39%	(404)	47%	(484)	12%	(118)	1%	(12)	1%	(7)	1024
Uncomfortable seeing movie in May 21	—	(4)	1%	(13)	32%	(315)	67%	(664)	—	(2)	998
Comfortable seeing movie in April OR May	39%	(414)	48%	(504)	11%	(118)	1%	(12)	1%	(7)	1055
Uncomfortable seeing movie in April OR May	—	(4)	1%	(13)	38%	(441)	60%	(693)	—	(2)	1153
Comfortable seeing movie sometime in 21	30%	(402)	35%	(473)	23%	(304)	10%	(139)	2%	(32)	1351
Uncomfortable seeing movie sometime in 21	1%	(8)	3%	(19)	19%	(123)	77%	(513)	—	(2)	666
Comfortable seeing movie sometime in 22	24%	(397)	28%	(462)	23%	(384)	23%	(375)	2%	(37)	1656
Uncomfortable seeing movie sometime in 22	3%	(7)	2%	(6)	9%	(24)	86%	(237)	—	(1)	275
Likely to go to a movie in April 21	47%	(308)	47%	(306)	3%	(23)	1%	(4)	2%	(10)	651
Unlikely to go to a movie in April 21	7%	(96)	13%	(187)	29%	(414)	48%	(680)	3%	(41)	1419
Likely to go to a movie in May 21	43%	(325)	44%	(333)	9%	(71)	2%	(17)	2%	(13)	759
Unlikely to go to a movie in May 21	6%	(80)	12%	(156)	28%	(365)	51%	(658)	3%	(36)	1295
Likely to go to a movie in April OR May	42%	(333)	44%	(346)	9%	(73)	2%	(19)	2%	(13)	783
Unlikely to go to a movie in April OR May	7%	(103)	14%	(198)	29%	(417)	47%	(682)	3%	(43)	1443
Likely to go to a movie sometime in 21	31%	(345)	34%	(389)	22%	(244)	11%	(127)	2%	(22)	1127
Unlikely to go to a movie sometime in 21	7%	(57)	10%	(88)	21%	(183)	59%	(516)	3%	(30)	875
Likely to go to a movie sometime in 22	24%	(349)	29%	(422)	24%	(345)	22%	(315)	2%	(28)	1459
Unlikely to go to a movie sometime in 22	10%	(51)	9%	(47)	14%	(70)	61%	(308)	5%	(28)	503

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

Table MCEN2_3: How comfortable would you feel going to a movie theater at the following times?
May 2021

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
Adults	21%	(461)	26%	(563)	18%	(391)	28%	(607)	8%	(178)	2200
Gender: Male	23%	(239)	26%	(273)	16%	(175)	27%	(287)	8%	(89)	1062
Gender: Female	19%	(222)	26%	(291)	19%	(217)	28%	(320)	8%	(89)	1138
Age: 18-34	28%	(183)	29%	(190)	14%	(89)	17%	(114)	12%	(79)	655
Age: 35-44	24%	(85)	27%	(96)	17%	(59)	25%	(89)	8%	(27)	358
Age: 45-64	20%	(147)	26%	(194)	20%	(151)	29%	(216)	6%	(43)	751
Age: 65+	11%	(46)	19%	(83)	21%	(92)	43%	(187)	6%	(28)	436
GenZers: 1997-2012	29%	(66)	34%	(78)	12%	(27)	16%	(38)	9%	(22)	230
Millennials: 1981-1996	26%	(173)	26%	(172)	15%	(99)	21%	(137)	11%	(75)	656
GenXers: 1965-1980	24%	(129)	30%	(156)	19%	(102)	21%	(110)	6%	(32)	528
Baby Boomers: 1946-1964	13%	(92)	21%	(151)	20%	(144)	40%	(290)	6%	(40)	717
PID: Dem (no lean)	15%	(124)	24%	(207)	20%	(168)	33%	(283)	8%	(64)	846
PID: Ind (no lean)	23%	(159)	27%	(185)	20%	(137)	23%	(158)	8%	(56)	694
PID: Rep (no lean)	27%	(179)	26%	(171)	13%	(86)	25%	(166)	9%	(58)	660
PID/Gender: Dem Men	17%	(71)	24%	(97)	17%	(69)	32%	(131)	10%	(40)	408
PID/Gender: Dem Women	12%	(53)	25%	(110)	23%	(99)	35%	(151)	6%	(24)	438
PID/Gender: Ind Men	23%	(78)	24%	(81)	19%	(62)	27%	(88)	7%	(24)	333
PID/Gender: Ind Women	22%	(80)	29%	(104)	21%	(75)	19%	(69)	9%	(32)	361
PID/Gender: Rep Men	28%	(90)	30%	(95)	14%	(43)	21%	(67)	8%	(25)	320
PID/Gender: Rep Women	26%	(89)	22%	(76)	13%	(43)	29%	(100)	10%	(33)	340
Ideo: Liberal (1-3)	17%	(109)	27%	(179)	19%	(124)	31%	(201)	6%	(40)	653
Ideo: Moderate (4)	17%	(107)	24%	(152)	23%	(142)	30%	(192)	6%	(36)	629
Ideo: Conservative (5-7)	27%	(181)	26%	(170)	15%	(97)	24%	(162)	8%	(56)	665
Educ: < College	21%	(321)	25%	(385)	16%	(247)	28%	(421)	9%	(138)	1512
Educ: Bachelors degree	19%	(85)	26%	(113)	22%	(96)	27%	(121)	7%	(29)	444
Educ: Post-grad	23%	(55)	27%	(65)	20%	(49)	26%	(64)	5%	(11)	244
Income: Under 50k	18%	(195)	26%	(282)	17%	(180)	28%	(305)	11%	(118)	1080
Income: 50k-100k	23%	(156)	24%	(161)	19%	(130)	28%	(189)	5%	(33)	669
Income: 100k+	24%	(110)	27%	(120)	18%	(81)	25%	(113)	6%	(27)	451
Ethnicity: White	22%	(374)	26%	(454)	18%	(304)	28%	(474)	7%	(115)	1722

Continued on next page

Table MCEN2_3: How comfortable would you feel going to a movie theater at the following times?
May 2021

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	21%	(461)	26%	(563)	18%	(391)	28%	(607)	8%	(178)	2200
Ethnicity: Hispanic	19%	(68)	36%	(127)	16%	(57)	21%	(75)	7%	(23)	349
Ethnicity: Black	21%	(57)	23%	(63)	17%	(47)	24%	(66)	15%	(42)	274
Ethnicity: Other	15%	(30)	23%	(47)	20%	(40)	32%	(66)	10%	(21)	204
All Christian	21%	(214)	24%	(242)	18%	(185)	28%	(284)	8%	(79)	1005
All Non-Christian	23%	(24)	19%	(19)	19%	(19)	28%	(29)	11%	(12)	104
Atheist	8%	(11)	27%	(36)	22%	(30)	37%	(50)	5%	(7)	133
Agnostic/Nothing in particular	22%	(125)	29%	(161)	14%	(81)	26%	(146)	9%	(52)	566
Something Else	22%	(86)	27%	(104)	19%	(76)	25%	(97)	7%	(28)	392
Religious Non-Protestant/Catholic	25%	(30)	21%	(25)	17%	(20)	27%	(32)	10%	(12)	120
Evangelical	27%	(154)	23%	(130)	16%	(93)	25%	(146)	9%	(54)	577
Non-Evangelical	17%	(134)	26%	(206)	20%	(159)	29%	(229)	7%	(51)	780
Community: Urban	22%	(138)	27%	(167)	18%	(114)	25%	(156)	9%	(54)	629
Community: Suburban	21%	(203)	26%	(258)	17%	(172)	29%	(282)	7%	(68)	983
Community: Rural	20%	(120)	23%	(138)	18%	(106)	29%	(169)	9%	(56)	588
Employ: Private Sector	23%	(168)	28%	(201)	19%	(139)	23%	(166)	7%	(47)	721
Employ: Government	29%	(46)	27%	(42)	14%	(22)	24%	(38)	7%	(11)	160
Employ: Self-Employed	19%	(35)	25%	(46)	22%	(40)	25%	(47)	10%	(18)	186
Employ: Homemaker	21%	(31)	29%	(44)	11%	(17)	28%	(42)	10%	(16)	150
Employ: Student	24%	(26)	29%	(32)	16%	(17)	26%	(28)	6%	(7)	111
Employ: Retired	12%	(54)	19%	(90)	21%	(99)	42%	(195)	6%	(27)	466
Employ: Unemployed	22%	(57)	25%	(64)	14%	(37)	24%	(61)	15%	(38)	257
Employ: Other	28%	(43)	30%	(44)	14%	(20)	19%	(29)	9%	(14)	150
Military HH: Yes	21%	(79)	22%	(82)	18%	(69)	28%	(107)	11%	(42)	378
Military HH: No	21%	(382)	26%	(482)	18%	(323)	27%	(500)	7%	(136)	1822
RD/WT: Right Direction	16%	(173)	26%	(273)	20%	(209)	30%	(322)	8%	(90)	1068
RD/WT: Wrong Track	25%	(288)	26%	(290)	16%	(182)	25%	(285)	8%	(87)	1132
Biden Job Approve	15%	(192)	26%	(324)	20%	(252)	32%	(396)	7%	(86)	1250
Biden Job Disapprove	31%	(238)	26%	(204)	14%	(109)	22%	(169)	7%	(58)	779

Continued on next page

Table MCEN2_3: How comfortable would you feel going to a movie theater at the following times?
 May 2021

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	21%	(461)	26%	(563)	18%	(391)	28%	(607)	8%	(178)	2200
Biden Job Strongly Approve	16%	(114)	23%	(161)	19%	(131)	34%	(237)	7%	(51)	694
Biden Job Somewhat Approve	14%	(78)	29%	(163)	22%	(121)	29%	(159)	6%	(35)	555
Biden Job Somewhat Disapprove	29%	(61)	32%	(67)	16%	(33)	19%	(40)	5%	(11)	211
Biden Job Strongly Disapprove	31%	(177)	24%	(137)	14%	(77)	23%	(130)	8%	(47)	568
Favorable of Biden	16%	(207)	26%	(328)	20%	(255)	31%	(391)	7%	(87)	1268
Unfavorable of Biden	29%	(230)	26%	(206)	15%	(122)	23%	(186)	7%	(57)	801
Very Favorable of Biden	16%	(116)	24%	(172)	18%	(130)	34%	(242)	7%	(47)	708
Somewhat Favorable of Biden	16%	(91)	28%	(156)	22%	(125)	27%	(149)	7%	(40)	560
Somewhat Unfavorable of Biden	20%	(40)	32%	(65)	21%	(44)	22%	(44)	5%	(11)	204
Very Unfavorable of Biden	32%	(190)	24%	(141)	13%	(78)	24%	(141)	8%	(46)	597
#1 Issue: Economy	25%	(213)	28%	(244)	15%	(126)	24%	(207)	9%	(77)	866
#1 Issue: Security	25%	(74)	28%	(84)	17%	(51)	24%	(72)	6%	(18)	299
#1 Issue: Health Care	16%	(62)	26%	(98)	21%	(80)	30%	(114)	6%	(21)	375
#1 Issue: Medicare / Social Security	10%	(27)	23%	(58)	22%	(56)	34%	(86)	11%	(28)	255
#1 Issue: Women's Issues	26%	(25)	18%	(18)	20%	(20)	32%	(31)	3%	(3)	96
#1 Issue: Education	22%	(21)	40%	(38)	15%	(14)	14%	(13)	9%	(9)	94
#1 Issue: Energy	22%	(17)	10%	(8)	33%	(26)	29%	(23)	5%	(4)	78
#1 Issue: Other	17%	(24)	11%	(15)	14%	(18)	45%	(61)	13%	(18)	137
2020 Vote: Joe Biden	15%	(150)	25%	(259)	21%	(213)	33%	(340)	7%	(69)	1031
2020 Vote: Donald Trump	29%	(201)	24%	(171)	15%	(107)	23%	(163)	8%	(57)	698
2020 Vote: Other	17%	(12)	40%	(27)	15%	(10)	25%	(17)	4%	(2)	68
2020 Vote: Didn't Vote	24%	(98)	26%	(106)	15%	(61)	21%	(86)	12%	(49)	402
2018 House Vote: Democrat	15%	(113)	25%	(192)	21%	(163)	33%	(259)	7%	(51)	778
2018 House Vote: Republican	27%	(160)	26%	(156)	15%	(90)	24%	(144)	8%	(50)	600
2018 House Vote: Someone else	18%	(10)	32%	(18)	13%	(7)	28%	(15)	9%	(5)	55
2016 Vote: Hillary Clinton	13%	(94)	24%	(170)	22%	(157)	34%	(241)	7%	(46)	708
2016 Vote: Donald Trump	28%	(186)	26%	(174)	15%	(102)	24%	(163)	7%	(45)	671
2016 Vote: Other	21%	(22)	27%	(28)	19%	(20)	28%	(28)	5%	(5)	103
2016 Vote: Didn't Vote	22%	(158)	27%	(190)	16%	(112)	24%	(174)	11%	(81)	715

Continued on next page

Table MCEN2_3: How comfortable would you feel going to a movie theater at the following times?
May 2021

Demographic	Very comfortable	Somewhat comfortable	Not very comfortable	Not comfortable at all	Don't know / No opinion	Total N
Adults	21% (461)	26% (563)	18% (391)	28% (607)	8% (178)	2200
Voted in 2014: Yes	19% (243)	24% (303)	19% (239)	30% (380)	7% (87)	1252
Voted in 2014: No	23% (218)	27% (261)	16% (152)	24% (227)	10% (90)	948
4-Region: Northeast	20% (78)	24% (94)	18% (69)	30% (118)	9% (35)	394
4-Region: Midwest	23% (107)	26% (120)	16% (75)	28% (128)	7% (33)	462
4-Region: South	22% (180)	27% (219)	20% (167)	22% (185)	9% (74)	824
4-Region: West	18% (96)	25% (131)	16% (81)	34% (176)	7% (36)	520
Comfortable seeing movie in April 21	50% (456)	47% (431)	2% (14)	— (2)	2% (14)	918
Uncomfortable seeing movie in April 21	— (3)	11% (127)	33% (377)	53% (603)	2% (24)	1134
Comfortable seeing movie in May 21	45% (461)	55% (563)	— (0)	— (0)	— (0)	1024
Uncomfortable seeing movie in May 21	— (0)	— (0)	39% (391)	61% (607)	— (0)	998
Comfortable seeing movie in April OR May	44% (461)	53% (563)	1% (14)	— (2)	1% (14)	1055
Uncomfortable seeing movie in April OR May	— (3)	11% (127)	34% (391)	53% (607)	2% (24)	1153
Comfortable seeing movie sometime in 21	34% (461)	40% (534)	16% (218)	8% (103)	3% (35)	1351
Uncomfortable seeing movie sometime in 21	— (0)	3% (21)	25% (164)	71% (475)	1% (5)	666
Comfortable seeing movie sometime in 22	27% (454)	32% (525)	19% (322)	19% (311)	3% (44)	1656
Uncomfortable seeing movie sometime in 22	1% (3)	2% (5)	14% (37)	83% (227)	1% (2)	275
Likely to go to a movie in April 21	54% (351)	41% (266)	3% (17)	— (3)	2% (13)	651
Unlikely to go to a movie in April 21	7% (102)	20% (286)	26% (372)	42% (594)	5% (64)	1419
Likely to go to a movie in May 21	48% (367)	45% (339)	3% (26)	1% (10)	2% (17)	759
Unlikely to go to a movie in May 21	6% (84)	16% (212)	28% (362)	45% (586)	4% (52)	1295
Likely to go to a movie in April OR May	48% (376)	44% (348)	4% (30)	1% (10)	2% (19)	783
Unlikely to go to a movie in April OR May	8% (111)	20% (293)	26% (377)	41% (595)	5% (67)	1443
Likely to go to a movie sometime in 21	35% (396)	39% (438)	14% (163)	9% (100)	3% (30)	1127
Unlikely to go to a movie sometime in 21	6% (55)	11% (100)	25% (219)	54% (470)	4% (31)	875
Likely to go to a movie sometime in 22	28% (402)	33% (478)	19% (277)	18% (263)	3% (39)	1459
Unlikely to go to a movie sometime in 22	9% (45)	11% (55)	18% (91)	56% (284)	6% (28)	503

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

**Table MCEN2_4: How comfortable would you feel going to a movie theater at the following times?
 Sometime in 2021**

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	28%	(618)	33%	(733)	13%	(296)	17%	(370)	8%	(184)	2200
Gender: Male	29%	(312)	33%	(350)	14%	(152)	15%	(160)	8%	(88)	1062
Gender: Female	27%	(305)	34%	(383)	13%	(144)	18%	(210)	8%	(96)	1138
Age: 18-34	36%	(235)	33%	(217)	9%	(59)	11%	(75)	11%	(70)	655
Age: 35-44	32%	(114)	32%	(115)	11%	(39)	19%	(67)	6%	(22)	358
Age: 45-64	25%	(187)	36%	(269)	16%	(117)	17%	(125)	7%	(53)	751
Age: 65+	19%	(82)	30%	(131)	19%	(81)	24%	(104)	9%	(39)	436
GenZers: 1997-2012	39%	(90)	36%	(82)	7%	(17)	9%	(21)	9%	(20)	230
Millennials: 1981-1996	33%	(218)	32%	(209)	10%	(67)	15%	(100)	10%	(62)	656
GenXers: 1965-1980	30%	(159)	38%	(202)	12%	(64)	13%	(69)	7%	(35)	528
Baby Boomers: 1946-1964	21%	(147)	30%	(219)	19%	(136)	22%	(160)	8%	(56)	717
PID: Dem (no lean)	23%	(194)	35%	(299)	17%	(148)	18%	(155)	6%	(50)	846
PID: Ind (no lean)	29%	(200)	34%	(236)	12%	(85)	15%	(107)	10%	(66)	694
PID: Rep (no lean)	34%	(224)	30%	(198)	9%	(63)	16%	(108)	10%	(68)	660
PID/Gender: Dem Men	24%	(100)	35%	(144)	18%	(74)	16%	(63)	7%	(28)	408
PID/Gender: Dem Women	22%	(95)	35%	(155)	17%	(74)	21%	(92)	5%	(22)	438
PID/Gender: Ind Men	29%	(97)	32%	(108)	12%	(38)	18%	(59)	10%	(32)	333
PID/Gender: Ind Women	29%	(103)	36%	(128)	13%	(47)	13%	(48)	10%	(35)	361
PID/Gender: Rep Men	36%	(116)	31%	(99)	12%	(39)	12%	(38)	9%	(28)	320
PID/Gender: Rep Women	32%	(108)	29%	(99)	7%	(23)	21%	(70)	12%	(40)	340
Ideo: Liberal (1-3)	24%	(154)	38%	(246)	16%	(103)	16%	(102)	7%	(48)	653
Ideo: Moderate (4)	24%	(151)	35%	(222)	16%	(99)	19%	(117)	6%	(40)	629
Ideo: Conservative (5-7)	35%	(233)	29%	(193)	11%	(71)	17%	(111)	9%	(58)	665
Educ: < College	29%	(438)	31%	(466)	13%	(194)	18%	(275)	9%	(139)	1512
Educ: Bachelors degree	26%	(115)	38%	(170)	15%	(68)	14%	(61)	7%	(30)	444
Educ: Post-grad	27%	(65)	40%	(97)	14%	(33)	14%	(34)	6%	(15)	244
Income: Under 50k	25%	(270)	31%	(337)	14%	(146)	20%	(214)	10%	(113)	1080
Income: 50k-100k	30%	(199)	34%	(229)	16%	(106)	14%	(94)	6%	(41)	669
Income: 100k+	33%	(149)	37%	(167)	10%	(43)	14%	(63)	7%	(29)	451
Ethnicity: White	29%	(495)	35%	(598)	13%	(229)	15%	(265)	8%	(134)	1722

Continued on next page

**Table MCEN2_4: How comfortable would you feel going to a movie theater at the following times?
Sometime in 2021**

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	28%	(618)	33%	(733)	13%	(296)	17%	(370)	8%	(184)	2200
Ethnicity: Hispanic	30%	(104)	38%	(134)	13%	(44)	15%	(53)	4%	(14)	349
Ethnicity: Black	27%	(74)	26%	(72)	13%	(36)	23%	(62)	11%	(30)	274
Ethnicity: Other	24%	(49)	31%	(62)	15%	(31)	21%	(42)	10%	(20)	204
All Christian	29%	(291)	33%	(334)	14%	(138)	16%	(158)	8%	(84)	1005
All Non-Christian	26%	(26)	33%	(34)	8%	(8)	18%	(19)	16%	(16)	104
Atheist	19%	(25)	37%	(50)	14%	(19)	24%	(32)	6%	(8)	133
Agnostic/Nothing in particular	30%	(168)	32%	(180)	12%	(68)	18%	(101)	9%	(49)	566
Something Else	27%	(107)	34%	(135)	16%	(63)	15%	(61)	7%	(26)	392
Religious Non-Protestant/Catholic	28%	(33)	33%	(40)	8%	(10)	17%	(21)	13%	(16)	120
Evangelical	32%	(187)	29%	(169)	12%	(67)	19%	(109)	8%	(45)	577
Non-Evangelical	25%	(198)	36%	(283)	16%	(128)	14%	(107)	8%	(64)	780
Community: Urban	30%	(191)	34%	(211)	15%	(92)	14%	(85)	8%	(49)	629
Community: Suburban	28%	(273)	34%	(333)	13%	(131)	17%	(168)	8%	(79)	983
Community: Rural	26%	(154)	32%	(189)	12%	(72)	20%	(117)	10%	(56)	588
Employ: Private Sector	31%	(220)	37%	(268)	12%	(83)	15%	(105)	6%	(45)	721
Employ: Government	34%	(54)	36%	(58)	8%	(13)	14%	(22)	7%	(12)	160
Employ: Self-Employed	26%	(48)	33%	(62)	18%	(33)	13%	(24)	10%	(19)	186
Employ: Homemaker	24%	(37)	34%	(50)	9%	(14)	22%	(33)	10%	(15)	150
Employ: Student	39%	(43)	28%	(31)	10%	(12)	14%	(16)	8%	(9)	111
Employ: Retired	19%	(89)	31%	(143)	21%	(96)	21%	(99)	8%	(39)	466
Employ: Unemployed	29%	(76)	29%	(76)	12%	(31)	18%	(47)	11%	(27)	257
Employ: Other	34%	(51)	30%	(45)	9%	(14)	16%	(23)	12%	(17)	150
Military HH: Yes	25%	(96)	36%	(137)	12%	(44)	17%	(64)	10%	(37)	378
Military HH: No	29%	(522)	33%	(596)	14%	(252)	17%	(305)	8%	(147)	1822
RD/WT: Right Direction	23%	(250)	36%	(387)	15%	(162)	17%	(181)	8%	(87)	1068
RD/WT: Wrong Track	32%	(368)	31%	(345)	12%	(133)	17%	(189)	9%	(97)	1132
Biden Job Approve	23%	(282)	37%	(463)	15%	(189)	18%	(221)	8%	(95)	1250
Biden Job Disapprove	38%	(299)	28%	(216)	11%	(86)	15%	(113)	8%	(65)	779

Continued on next page

Table MCEN2_4: How comfortable would you feel going to a movie theater at the following times?
Sometime in 2021

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	28%	(618)	33%	(733)	13%	(296)	17%	(370)	8%	(184)	2200
Biden Job Strongly Approve	24%	(164)	34%	(235)	15%	(103)	21%	(146)	7%	(47)	694
Biden Job Somewhat Approve	21%	(118)	41%	(228)	16%	(87)	13%	(75)	9%	(48)	555
Biden Job Somewhat Disapprove	37%	(78)	35%	(73)	11%	(23)	12%	(26)	5%	(11)	211
Biden Job Strongly Disapprove	39%	(221)	25%	(143)	11%	(62)	15%	(87)	9%	(54)	568
Favorable of Biden	24%	(302)	36%	(454)	15%	(195)	17%	(221)	8%	(97)	1268
Unfavorable of Biden	36%	(287)	29%	(233)	11%	(89)	16%	(128)	8%	(64)	801
Very Favorable of Biden	22%	(159)	34%	(243)	16%	(115)	21%	(148)	6%	(42)	708
Somewhat Favorable of Biden	25%	(143)	38%	(211)	14%	(80)	13%	(73)	10%	(54)	560
Somewhat Unfavorable of Biden	28%	(58)	37%	(76)	15%	(30)	13%	(27)	7%	(13)	204
Very Unfavorable of Biden	38%	(229)	26%	(156)	10%	(59)	17%	(101)	9%	(51)	597
#1 Issue: Economy	33%	(285)	34%	(296)	10%	(87)	15%	(133)	8%	(65)	866
#1 Issue: Security	34%	(101)	29%	(85)	15%	(46)	15%	(44)	8%	(22)	299
#1 Issue: Health Care	22%	(82)	37%	(138)	16%	(62)	17%	(63)	8%	(29)	375
#1 Issue: Medicare / Social Security	19%	(47)	34%	(87)	17%	(44)	18%	(46)	12%	(32)	255
#1 Issue: Women's Issues	31%	(30)	35%	(33)	9%	(9)	19%	(18)	6%	(6)	96
#1 Issue: Education	27%	(25)	35%	(33)	19%	(18)	9%	(8)	11%	(10)	94
#1 Issue: Energy	25%	(20)	32%	(25)	17%	(13)	22%	(17)	4%	(3)	78
#1 Issue: Other	20%	(27)	26%	(35)	13%	(17)	30%	(41)	12%	(16)	137
2020 Vote: Joe Biden	22%	(229)	37%	(383)	16%	(164)	18%	(189)	6%	(66)	1031
2020 Vote: Donald Trump	35%	(244)	30%	(207)	11%	(75)	15%	(106)	10%	(67)	698
2020 Vote: Other	26%	(18)	45%	(31)	12%	(8)	9%	(6)	8%	(5)	68
2020 Vote: Didn't Vote	32%	(127)	28%	(112)	12%	(48)	17%	(67)	11%	(46)	402
2018 House Vote: Democrat	22%	(172)	37%	(288)	17%	(134)	18%	(140)	6%	(44)	778
2018 House Vote: Republican	34%	(207)	30%	(181)	11%	(64)	15%	(89)	10%	(59)	600
2018 House Vote: Someone else	27%	(15)	26%	(14)	19%	(10)	19%	(11)	10%	(5)	55
2016 Vote: Hillary Clinton	21%	(147)	38%	(271)	18%	(130)	17%	(120)	6%	(40)	708
2016 Vote: Donald Trump	35%	(235)	32%	(212)	11%	(75)	15%	(102)	7%	(47)	671
2016 Vote: Other	29%	(30)	31%	(32)	11%	(11)	19%	(20)	10%	(10)	103
2016 Vote: Didn't Vote	29%	(205)	30%	(217)	11%	(79)	18%	(127)	12%	(87)	715

Continued on next page

**Table MCEN2_4: How comfortable would you feel going to a movie theater at the following times?
Sometime in 2021**

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
Adults	28%	(618)	33%	(733)	13%	(296)	17%	(370)	8%	(184)	2200
Voted in 2014: Yes	26%	(331)	35%	(437)	15%	(191)	17%	(208)	7%	(85)	1252
Voted in 2014: No	30%	(287)	31%	(295)	11%	(104)	17%	(162)	10%	(99)	948
4-Region: Northeast	25%	(99)	35%	(139)	15%	(60)	16%	(61)	9%	(34)	394
4-Region: Midwest	31%	(143)	29%	(135)	16%	(74)	16%	(75)	8%	(35)	462
4-Region: South	30%	(245)	34%	(280)	12%	(102)	15%	(122)	9%	(76)	824
4-Region: West	25%	(131)	34%	(179)	12%	(60)	22%	(112)	7%	(38)	520
Comfortable seeing movie in April 21	61%	(560)	34%	(315)	2%	(22)	1%	(5)	2%	(16)	918
Uncomfortable seeing movie in April 21	5%	(51)	35%	(392)	24%	(272)	32%	(364)	5%	(54)	1134
Comfortable seeing movie in May 21	58%	(592)	39%	(402)	2%	(17)	—	(4)	1%	(9)	1024
Uncomfortable seeing movie in May 21	2%	(17)	30%	(304)	27%	(274)	37%	(365)	4%	(38)	998
Comfortable seeing movie in April OR May	57%	(598)	39%	(409)	2%	(26)	1%	(5)	2%	(17)	1055
Uncomfortable seeing movie in April OR May	5%	(56)	34%	(396)	24%	(279)	32%	(367)	5%	(55)	1153
Comfortable seeing movie sometime in 21	46%	(618)	54%	(733)	—	(0)	—	(0)	—	(0)	1351
Uncomfortable seeing movie sometime in 21	—	(0)	—	(0)	44%	(296)	56%	(370)	—	(0)	666
Comfortable seeing movie sometime in 22	37%	(606)	42%	(691)	13%	(212)	7%	(123)	1%	(23)	1656
Uncomfortable seeing movie sometime in 22	1%	(2)	4%	(10)	19%	(51)	77%	(211)	—	(1)	275
Likely to go to a movie in April 21	63%	(412)	33%	(212)	2%	(10)	1%	(4)	2%	(12)	651
Unlikely to go to a movie in April 21	14%	(194)	35%	(496)	20%	(282)	25%	(361)	6%	(86)	1419
Likely to go to a movie in May 21	61%	(462)	34%	(259)	3%	(23)	—	(4)	1%	(11)	759
Unlikely to go to a movie in May 21	11%	(145)	34%	(446)	21%	(268)	28%	(357)	6%	(80)	1295
Likely to go to a movie in April OR May	60%	(470)	34%	(269)	3%	(25)	1%	(4)	2%	(14)	783
Unlikely to go to a movie in April OR May	14%	(203)	35%	(505)	20%	(284)	25%	(361)	6%	(89)	1443
Likely to go to a movie sometime in 21	47%	(535)	47%	(527)	3%	(36)	1%	(15)	1%	(14)	1127
Unlikely to go to a movie sometime in 21	8%	(67)	20%	(173)	29%	(254)	39%	(339)	5%	(42)	875
Likely to go to a movie sometime in 22	37%	(547)	42%	(610)	12%	(175)	7%	(98)	2%	(30)	1459
Unlikely to go to a movie sometime in 22	11%	(54)	16%	(81)	20%	(101)	47%	(239)	6%	(30)	503

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

**Table MCEN2_5: How comfortable would you feel going to a movie theater at the following times?
 Sometime in 2022**

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	45%	(995)	30%	(661)	5%	(120)	7%	(155)	12%	(269)	2200
Gender: Male	48%	(507)	28%	(299)	5%	(58)	7%	(72)	12%	(126)	1062
Gender: Female	43%	(488)	32%	(361)	5%	(62)	7%	(83)	13%	(144)	1138
Age: 18-34	56%	(368)	24%	(159)	3%	(21)	5%	(32)	11%	(75)	655
Age: 35-44	46%	(164)	28%	(100)	5%	(18)	7%	(26)	14%	(50)	358
Age: 45-64	41%	(311)	33%	(250)	7%	(53)	7%	(54)	11%	(83)	751
Age: 65+	35%	(152)	35%	(152)	6%	(27)	10%	(43)	14%	(62)	436
GenZers: 1997-2012	68%	(156)	18%	(41)	2%	(6)	4%	(9)	8%	(19)	230
Millennials: 1981-1996	49%	(321)	27%	(180)	4%	(28)	6%	(39)	13%	(88)	656
GenXers: 1965-1980	46%	(245)	31%	(162)	5%	(27)	6%	(29)	12%	(65)	528
Baby Boomers: 1946-1964	36%	(258)	35%	(254)	7%	(49)	10%	(70)	12%	(86)	717
PID: Dem (no lean)	44%	(373)	35%	(296)	5%	(44)	6%	(53)	10%	(81)	846
PID: Ind (no lean)	45%	(312)	28%	(196)	5%	(34)	8%	(52)	14%	(100)	694
PID: Rep (no lean)	47%	(310)	26%	(169)	6%	(43)	7%	(49)	13%	(89)	660
PID/Gender: Dem Men	47%	(191)	32%	(132)	4%	(16)	6%	(25)	11%	(45)	408
PID/Gender: Dem Women	42%	(182)	37%	(163)	6%	(27)	6%	(28)	8%	(36)	438
PID/Gender: Ind Men	46%	(153)	25%	(83)	6%	(20)	9%	(30)	14%	(48)	333
PID/Gender: Ind Women	44%	(159)	31%	(113)	4%	(14)	6%	(22)	15%	(52)	361
PID/Gender: Rep Men	51%	(163)	26%	(84)	7%	(22)	5%	(17)	10%	(33)	320
PID/Gender: Rep Women	43%	(147)	25%	(85)	6%	(21)	10%	(32)	16%	(55)	340
Ideo: Liberal (1-3)	46%	(299)	33%	(213)	5%	(31)	5%	(35)	11%	(74)	653
Ideo: Moderate (4)	41%	(259)	31%	(198)	7%	(43)	9%	(55)	12%	(74)	629
Ideo: Conservative (5-7)	49%	(329)	27%	(179)	6%	(40)	6%	(43)	11%	(73)	665
Educ: < College	44%	(671)	29%	(434)	6%	(83)	8%	(125)	13%	(199)	1512
Educ: Bachelors degree	46%	(203)	33%	(148)	6%	(26)	3%	(15)	12%	(52)	444
Educ: Post-grad	50%	(121)	32%	(78)	4%	(11)	6%	(15)	8%	(19)	244
Income: Under 50k	40%	(435)	31%	(330)	5%	(55)	9%	(101)	15%	(158)	1080
Income: 50k-100k	48%	(323)	31%	(210)	7%	(44)	4%	(29)	9%	(63)	669
Income: 100k+	52%	(237)	27%	(121)	5%	(21)	5%	(25)	11%	(48)	451
Ethnicity: White	45%	(781)	31%	(533)	6%	(99)	6%	(108)	12%	(201)	1722

Continued on next page

**Table MCEN2_5: How comfortable would you feel going to a movie theater at the following times?
Sometime in 2022**

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	45%	(995)	30%	(661)	5%	(120)	7%	(155)	12%	(269)	2200
Ethnicity: Hispanic	53%	(185)	27%	(95)	6%	(20)	6%	(21)	8%	(28)	349
Ethnicity: Black	47%	(128)	22%	(61)	6%	(15)	10%	(26)	16%	(44)	274
Ethnicity: Other	42%	(86)	33%	(67)	3%	(6)	10%	(20)	12%	(24)	204
All Christian	46%	(465)	33%	(327)	5%	(48)	5%	(54)	11%	(110)	1005
All Non-Christian	46%	(48)	26%	(27)	3%	(3)	8%	(8)	17%	(17)	104
Atheist	45%	(60)	27%	(36)	9%	(12)	9%	(11)	11%	(14)	133
Agnostic/Nothing in particular	45%	(255)	28%	(157)	5%	(28)	8%	(48)	14%	(78)	566
Something Else	43%	(168)	29%	(114)	7%	(29)	8%	(32)	13%	(49)	392
Religious Non-Protestant/Catholic	49%	(59)	24%	(29)	3%	(4)	7%	(8)	16%	(20)	120
Evangelical	47%	(273)	27%	(156)	6%	(34)	8%	(47)	11%	(66)	577
Non-Evangelical	43%	(338)	35%	(272)	5%	(41)	5%	(39)	11%	(89)	780
Community: Urban	47%	(294)	28%	(177)	5%	(34)	6%	(40)	13%	(84)	629
Community: Suburban	47%	(464)	30%	(297)	5%	(46)	8%	(78)	10%	(97)	983
Community: Rural	40%	(237)	32%	(187)	7%	(40)	6%	(36)	15%	(88)	588
Employ: Private Sector	48%	(349)	31%	(220)	5%	(39)	5%	(38)	10%	(75)	721
Employ: Government	58%	(93)	22%	(34)	6%	(10)	3%	(5)	11%	(18)	160
Employ: Self-Employed	46%	(86)	28%	(52)	6%	(10)	6%	(11)	14%	(26)	186
Employ: Homemaker	31%	(47)	38%	(58)	6%	(9)	9%	(13)	15%	(23)	150
Employ: Student	65%	(72)	20%	(22)	3%	(3)	5%	(6)	7%	(8)	111
Employ: Retired	35%	(162)	36%	(168)	7%	(34)	10%	(46)	12%	(56)	466
Employ: Unemployed	44%	(113)	26%	(67)	4%	(10)	9%	(23)	17%	(43)	257
Employ: Other	49%	(73)	26%	(40)	3%	(5)	9%	(13)	13%	(20)	150
Military HH: Yes	47%	(176)	27%	(102)	7%	(28)	7%	(27)	12%	(45)	378
Military HH: No	45%	(819)	31%	(559)	5%	(92)	7%	(128)	12%	(225)	1822
RD/WT: Right Direction	43%	(463)	32%	(345)	6%	(64)	6%	(68)	12%	(127)	1068
RD/WT: Wrong Track	47%	(532)	28%	(316)	5%	(56)	8%	(86)	13%	(142)	1132
Biden Job Approve	43%	(533)	35%	(432)	6%	(72)	6%	(80)	11%	(134)	1250
Biden Job Disapprove	52%	(402)	23%	(177)	5%	(41)	7%	(57)	13%	(102)	779

Continued on next page

**Table MCEN2_5: How comfortable would you feel going to a movie theater at the following times?
Sometime in 2022**

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	45%	(995)	30%	(661)	5%	(120)	7%	(155)	12%	(269)	2200
Biden Job Strongly Approve	43%	(296)	32%	(224)	6%	(44)	8%	(56)	11%	(74)	694
Biden Job Somewhat Approve	43%	(237)	37%	(208)	5%	(28)	4%	(24)	11%	(59)	555
Biden Job Somewhat Disapprove	52%	(109)	32%	(67)	3%	(6)	5%	(11)	9%	(19)	211
Biden Job Strongly Disapprove	52%	(293)	19%	(110)	6%	(35)	8%	(46)	15%	(84)	568
Favorable of Biden	43%	(551)	33%	(421)	6%	(71)	6%	(80)	11%	(145)	1268
Unfavorable of Biden	49%	(395)	26%	(208)	6%	(45)	8%	(60)	12%	(93)	801
Very Favorable of Biden	41%	(292)	33%	(237)	7%	(46)	8%	(58)	11%	(75)	708
Somewhat Favorable of Biden	46%	(259)	33%	(184)	5%	(25)	4%	(22)	12%	(70)	560
Somewhat Unfavorable of Biden	47%	(97)	39%	(79)	2%	(4)	4%	(7)	8%	(16)	204
Very Unfavorable of Biden	50%	(298)	22%	(129)	7%	(40)	9%	(53)	13%	(77)	597
#1 Issue: Economy	50%	(429)	30%	(256)	5%	(43)	6%	(52)	10%	(86)	866
#1 Issue: Security	48%	(142)	26%	(78)	6%	(18)	8%	(23)	12%	(37)	299
#1 Issue: Health Care	44%	(165)	32%	(120)	7%	(27)	7%	(25)	10%	(38)	375
#1 Issue: Medicare / Social Security	36%	(92)	33%	(84)	7%	(17)	7%	(17)	18%	(45)	255
#1 Issue: Women's Issues	48%	(46)	36%	(34)	1%	(1)	5%	(5)	10%	(10)	96
#1 Issue: Education	44%	(41)	23%	(22)	3%	(3)	4%	(4)	26%	(25)	94
#1 Issue: Energy	53%	(42)	35%	(28)	2%	(1)	5%	(4)	5%	(4)	78
#1 Issue: Other	28%	(39)	29%	(39)	7%	(9)	18%	(25)	18%	(25)	137
2020 Vote: Joe Biden	43%	(444)	35%	(362)	6%	(61)	6%	(67)	9%	(98)	1031
2020 Vote: Donald Trump	49%	(342)	25%	(177)	6%	(40)	8%	(54)	12%	(86)	698
2020 Vote: Other	57%	(39)	25%	(17)	2%	(1)	2%	(2)	13%	(9)	68
2020 Vote: Didn't Vote	42%	(170)	26%	(105)	4%	(18)	8%	(32)	19%	(77)	402
2018 House Vote: Democrat	43%	(331)	35%	(276)	6%	(46)	7%	(51)	10%	(75)	778
2018 House Vote: Republican	48%	(290)	25%	(152)	6%	(34)	7%	(43)	14%	(82)	600
2018 House Vote: Someone else	44%	(24)	26%	(14)	9%	(5)	8%	(5)	12%	(7)	55
2016 Vote: Hillary Clinton	41%	(288)	38%	(268)	5%	(36)	6%	(44)	10%	(72)	708
2016 Vote: Donald Trump	49%	(329)	26%	(172)	6%	(43)	7%	(44)	12%	(82)	671
2016 Vote: Other	51%	(52)	26%	(27)	7%	(7)	5%	(6)	11%	(11)	103
2016 Vote: Didn't Vote	45%	(325)	27%	(192)	5%	(35)	8%	(60)	15%	(104)	715

Continued on next page

**Table MCEN2_5: How comfortable would you feel going to a movie theater at the following times?
Sometime in 2022**

Demographic	Very comfortable		Somewhat comfortable		Not very comfortable		Not comfortable at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	45%	(995)	30%	(661)	5%	(120)	7%	(155)	12%	(269)	2200
Voted in 2014: Yes	44%	(549)	33%	(409)	5%	(66)	7%	(90)	11%	(138)	1252
Voted in 2014: No	47%	(446)	27%	(252)	6%	(54)	7%	(64)	14%	(131)	948
4-Region: Northeast	42%	(166)	36%	(142)	5%	(19)	7%	(26)	10%	(41)	394
4-Region: Midwest	46%	(214)	28%	(129)	4%	(17)	6%	(30)	16%	(72)	462
4-Region: South	47%	(387)	28%	(233)	7%	(60)	5%	(41)	13%	(103)	824
4-Region: West	44%	(228)	30%	(158)	5%	(24)	11%	(57)	10%	(53)	520
Comfortable seeing movie in April 21	75%	(691)	18%	(168)	1%	(11)	—	(2)	5%	(45)	918
Uncomfortable seeing movie in April 21	25%	(282)	42%	(476)	10%	(109)	13%	(151)	10%	(115)	1134
Comfortable seeing movie in May 21	77%	(784)	19%	(194)	1%	(7)	—	(1)	4%	(38)	1024
Uncomfortable seeing movie in May 21	19%	(187)	45%	(446)	11%	(111)	15%	(154)	10%	(100)	998
Comfortable seeing movie in April OR May	75%	(790)	19%	(202)	1%	(12)	—	(3)	4%	(47)	1055
Uncomfortable seeing movie in April OR May	25%	(288)	42%	(482)	10%	(112)	13%	(155)	10%	(117)	1153
Comfortable seeing movie sometime in 21	71%	(960)	25%	(337)	1%	(11)	—	(2)	3%	(41)	1351
Uncomfortable seeing movie sometime in 21	4%	(29)	46%	(306)	16%	(109)	23%	(153)	10%	(68)	666
Comfortable seeing movie sometime in 22	60%	(995)	40%	(661)	—	(0)	—	(0)	—	(0)	1656
Uncomfortable seeing movie sometime in 22	—	(0)	—	(0)	44%	(120)	56%	(155)	—	(0)	275
Likely to go to a movie in April 21	77%	(499)	18%	(118)	1%	(7)	—	(2)	4%	(24)	651
Unlikely to go to a movie in April 21	33%	(469)	37%	(528)	8%	(113)	10%	(147)	11%	(161)	1419
Likely to go to a movie in May 21	78%	(589)	18%	(133)	1%	(8)	—	(3)	3%	(25)	759
Unlikely to go to a movie in May 21	29%	(378)	40%	(512)	9%	(112)	11%	(145)	11%	(148)	1295
Likely to go to a movie in April OR May	76%	(596)	18%	(141)	2%	(12)	1%	(5)	4%	(29)	783
Unlikely to go to a movie in April OR May	33%	(477)	37%	(537)	8%	(117)	10%	(149)	11%	(164)	1443
Likely to go to a movie sometime in 21	73%	(823)	23%	(257)	1%	(7)	—	(4)	3%	(36)	1127
Unlikely to go to a movie sometime in 21	16%	(140)	43%	(374)	13%	(112)	17%	(146)	12%	(104)	875
Likely to go to a movie sometime in 22	61%	(890)	35%	(511)	1%	(12)	—	(7)	3%	(39)	1459
Unlikely to go to a movie sometime in 22	14%	(71)	25%	(128)	21%	(105)	28%	(143)	11%	(57)	503

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

Table MCEN3_1: How likely are you to go to a movie theater at the following times?
 Today

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
Adults	11%	(234)	11%	(241)	15%	(325)	59%	(1300)	5%	(100)	2200
Gender: Male	11%	(118)	12%	(127)	14%	(151)	58%	(611)	5%	(55)	1062
Gender: Female	10%	(117)	10%	(114)	15%	(174)	61%	(689)	4%	(44)	1138
Age: 18-34	17%	(110)	15%	(100)	16%	(105)	46%	(303)	6%	(38)	655
Age: 35-44	13%	(47)	13%	(48)	14%	(50)	55%	(198)	4%	(15)	358
Age: 45-64	8%	(61)	10%	(76)	16%	(120)	62%	(467)	4%	(28)	751
Age: 65+	4%	(17)	4%	(18)	12%	(51)	76%	(332)	4%	(19)	436
GenZers: 1997-2012	9%	(22)	14%	(32)	15%	(35)	53%	(123)	8%	(18)	230
Millennials: 1981-1996	18%	(118)	16%	(103)	15%	(97)	47%	(308)	5%	(30)	656
GenXers: 1965-1980	11%	(59)	12%	(64)	17%	(88)	55%	(293)	5%	(24)	528
Baby Boomers: 1946-1964	5%	(35)	6%	(40)	14%	(102)	72%	(518)	3%	(22)	717
PID: Dem (no lean)	9%	(77)	9%	(74)	12%	(106)	66%	(560)	4%	(30)	846
PID: Ind (no lean)	11%	(76)	11%	(76)	16%	(113)	57%	(395)	5%	(34)	694
PID: Rep (no lean)	12%	(81)	14%	(91)	16%	(107)	52%	(345)	5%	(36)	660
PID/Gender: Dem Men	12%	(48)	12%	(47)	12%	(48)	59%	(242)	6%	(23)	408
PID/Gender: Dem Women	7%	(29)	6%	(26)	13%	(58)	73%	(318)	2%	(7)	438
PID/Gender: Ind Men	9%	(29)	9%	(30)	15%	(49)	62%	(206)	6%	(19)	333
PID/Gender: Ind Women	13%	(47)	13%	(47)	18%	(64)	52%	(189)	4%	(14)	361
PID/Gender: Rep Men	13%	(40)	16%	(50)	17%	(54)	51%	(163)	4%	(13)	320
PID/Gender: Rep Women	12%	(41)	12%	(41)	15%	(53)	54%	(182)	7%	(23)	340
Ideo: Liberal (1-3)	10%	(67)	10%	(63)	11%	(74)	67%	(438)	2%	(11)	653
Ideo: Moderate (4)	9%	(56)	9%	(59)	13%	(84)	65%	(408)	4%	(23)	629
Ideo: Conservative (5-7)	12%	(80)	13%	(89)	18%	(117)	52%	(347)	5%	(33)	665
Educ: < College	11%	(159)	11%	(161)	15%	(220)	59%	(887)	6%	(85)	1512
Educ: Bachelors degree	9%	(41)	14%	(60)	16%	(70)	59%	(263)	2%	(9)	444
Educ: Post-grad	14%	(34)	8%	(20)	14%	(35)	61%	(150)	2%	(5)	244
Income: Under 50k	8%	(81)	11%	(121)	15%	(163)	60%	(645)	7%	(70)	1080
Income: 50k-100k	14%	(94)	10%	(68)	14%	(93)	60%	(399)	2%	(16)	669
Income: 100k+	13%	(60)	12%	(53)	15%	(69)	57%	(256)	3%	(13)	451
Ethnicity: White	11%	(188)	11%	(188)	15%	(262)	60%	(1025)	3%	(59)	1722
Ethnicity: Hispanic	13%	(44)	14%	(49)	18%	(63)	53%	(184)	3%	(10)	349

Continued on next page

Table MCEN3_1: How likely are you to go to a movie theater at the following times?

Today

Demographic	Very likely	Somewhat likely	Not very likely	Not likely at all	Don't know / No opinion	Total N
Adults	11% (234)	11% (241)	15% (325)	59% (1300)	5% (100)	2200
Ethnicity: Black	11% (30)	13% (34)	14% (39)	51% (140)	11% (30)	274
Ethnicity: Other	8% (16)	9% (18)	12% (24)	66% (135)	5% (10)	204
All Christian	11% (107)	11% (110)	14% (141)	60% (602)	4% (45)	1005
All Non-Christian	22% (22)	7% (8)	10% (10)	59% (61)	2% (2)	104
Atheist	5% (6)	5% (6)	11% (15)	78% (104)	1% (2)	133
Agnostic/Nothing in particular	11% (63)	14% (77)	13% (71)	56% (319)	6% (35)	566
Something Else	9% (36)	10% (40)	22% (88)	54% (213)	4% (15)	392
Religious Non-Protestant/Catholic	24% (28)	7% (8)	9% (11)	59% (70)	2% (2)	120
Evangelical	14% (79)	12% (69)	19% (110)	50% (291)	5% (27)	577
Non-Evangelical	7% (55)	10% (76)	15% (114)	64% (502)	4% (32)	780
Community: Urban	16% (102)	13% (83)	13% (81)	53% (334)	4% (28)	629
Community: Suburban	9% (91)	10% (95)	16% (160)	60% (594)	4% (44)	983
Community: Rural	7% (42)	11% (63)	14% (84)	63% (371)	5% (28)	588
Employ: Private Sector	14% (103)	13% (93)	18% (130)	51% (371)	3% (24)	721
Employ: Government	14% (22)	13% (20)	15% (24)	53% (85)	5% (9)	160
Employ: Self-Employed	13% (24)	9% (17)	12% (22)	60% (112)	6% (11)	186
Employ: Homemaker	10% (14)	24% (36)	10% (15)	54% (82)	2% (3)	150
Employ: Student	3% (4)	7% (8)	17% (19)	67% (75)	5% (6)	111
Employ: Retired	4% (17)	5% (22)	14% (64)	75% (351)	3% (12)	466
Employ: Unemployed	9% (24)	12% (30)	12% (30)	58% (150)	9% (23)	257
Employ: Other	18% (27)	10% (15)	15% (22)	50% (75)	8% (12)	150
Military HH: Yes	10% (36)	10% (39)	14% (54)	60% (226)	6% (23)	378
Military HH: No	11% (198)	11% (203)	15% (271)	59% (1073)	4% (77)	1822
RD/WT: Right Direction	12% (123)	11% (121)	13% (134)	61% (654)	3% (36)	1068
RD/WT: Wrong Track	10% (111)	11% (120)	17% (192)	57% (646)	6% (64)	1132
Biden Job Approve	10% (127)	11% (137)	13% (162)	63% (785)	3% (38)	1250
Biden Job Disapprove	11% (89)	11% (89)	17% (130)	55% (428)	6% (44)	779

Continued on next page

Table MCEN3_1: How likely are you to go to a movie theater at the following times?
Today

Demographic	Very likely	Somewhat likely	Not very likely	Not likely at all	Don't know / No opinion	Total N
Adults	11% (234)	11% (241)	15% (325)	59% (1300)	5% (100)	2200
Biden Job Strongly Approve	12% (84)	10% (66)	12% (86)	63% (435)	3% (24)	694
Biden Job Somewhat Approve	8% (43)	13% (71)	14% (77)	63% (350)	3% (15)	555
Biden Job Somewhat Disapprove	10% (22)	11% (23)	17% (35)	57% (121)	5% (10)	211
Biden Job Strongly Disapprove	12% (67)	12% (66)	17% (95)	54% (306)	6% (34)	568
Favorable of Biden	10% (123)	11% (137)	13% (164)	63% (803)	3% (41)	1268
Unfavorable of Biden	11% (90)	12% (94)	17% (137)	54% (436)	6% (44)	801
Very Favorable of Biden	11% (79)	10% (69)	14% (96)	62% (438)	3% (24)	708
Somewhat Favorable of Biden	8% (44)	12% (68)	12% (68)	65% (365)	3% (17)	560
Somewhat Unfavorable of Biden	11% (22)	10% (20)	18% (36)	57% (115)	5% (10)	204
Very Unfavorable of Biden	11% (68)	12% (74)	17% (101)	54% (321)	6% (34)	597
#1 Issue: Economy	12% (106)	14% (125)	15% (129)	54% (463)	5% (42)	866
#1 Issue: Security	13% (38)	10% (29)	18% (54)	54% (162)	5% (16)	299
#1 Issue: Health Care	10% (36)	10% (38)	14% (51)	64% (242)	2% (8)	375
#1 Issue: Medicare / Social Security	5% (12)	8% (21)	15% (38)	66% (169)	6% (16)	255
#1 Issue: Women's Issues	12% (12)	12% (11)	9% (9)	64% (62)	3% (3)	96
#1 Issue: Education	16% (15)	9% (9)	19% (18)	51% (48)	5% (4)	94
#1 Issue: Energy	11% (8)	5% (4)	10% (8)	71% (56)	3% (3)	78
#1 Issue: Other	5% (7)	4% (5)	14% (19)	71% (97)	6% (8)	137
2020 Vote: Joe Biden	10% (100)	9% (93)	14% (141)	64% (663)	3% (34)	1031
2020 Vote: Donald Trump	13% (93)	12% (82)	16% (109)	54% (378)	5% (36)	698
2020 Vote: Other	15% (10)	6% (4)	22% (15)	56% (38)	1% (1)	68
2020 Vote: Didn't Vote	8% (32)	15% (62)	15% (60)	54% (218)	7% (29)	402
2018 House Vote: Democrat	10% (76)	9% (71)	12% (95)	65% (510)	4% (27)	778
2018 House Vote: Republican	14% (82)	12% (72)	17% (104)	53% (320)	4% (22)	600
2018 House Vote: Someone else	13% (7)	3% (1)	12% (7)	69% (38)	2% (1)	55
2016 Vote: Hillary Clinton	8% (55)	9% (65)	13% (89)	67% (473)	4% (26)	708
2016 Vote: Donald Trump	14% (91)	13% (86)	16% (107)	54% (361)	4% (27)	671
2016 Vote: Other	16% (16)	4% (5)	9% (9)	66% (68)	4% (4)	103
2016 Vote: Didn't Vote	10% (72)	12% (85)	17% (120)	55% (396)	6% (43)	715

Continued on next page

Table MCEN3_1: How likely are you to go to a movie theater at the following times?

Today

Demographic	Very likely	Somewhat likely	Not very likely	Not likely at all	Don't know / No opinion	Total N
Adults	11% (234)	11% (241)	15% (325)	59% (1300)	5% (100)	2200
Voted in 2014: Yes	11% (136)	9% (118)	15% (182)	61% (768)	4% (48)	1252
Voted in 2014: No	10% (98)	13% (123)	15% (143)	56% (531)	5% (52)	948
4-Region: Northeast	11% (43)	12% (48)	12% (47)	62% (242)	3% (13)	394
4-Region: Midwest	11% (50)	9% (43)	14% (63)	62% (287)	4% (19)	462
4-Region: South	10% (81)	11% (93)	18% (151)	55% (451)	6% (48)	824
4-Region: West	11% (60)	11% (57)	12% (65)	61% (319)	4% (19)	520
Comfortable seeing movie in April 21	24% (219)	24% (221)	21% (192)	30% (272)	1% (13)	918
Uncomfortable seeing movie in April 21	— (5)	1% (12)	11% (126)	86% (979)	1% (14)	1134
Comfortable seeing movie in May 21	22% (221)	21% (214)	22% (225)	34% (348)	1% (15)	1024
Uncomfortable seeing movie in May 21	— (3)	2% (16)	9% (91)	88% (876)	1% (11)	998
Comfortable seeing movie in April OR May	21% (223)	21% (223)	22% (229)	34% (363)	2% (17)	1055
Uncomfortable seeing movie in April OR May	1% (6)	2% (18)	11% (129)	86% (986)	1% (14)	1153
Comfortable seeing movie sometime in 21	16% (217)	17% (223)	20% (275)	45% (606)	2% (30)	1351
Uncomfortable seeing movie sometime in 21	1% (6)	1% (8)	7% (44)	90% (599)	1% (8)	666
Comfortable seeing movie sometime in 22	13% (217)	13% (222)	18% (296)	53% (885)	2% (36)	1656
Uncomfortable seeing movie sometime in 22	1% (2)	2% (7)	5% (13)	91% (250)	1% (3)	275
Likely to go to a movie in April 21	34% (222)	34% (219)	17% (112)	14% (94)	1% (4)	651
Unlikely to go to a movie in April 21	— (5)	1% (12)	15% (211)	83% (1178)	1% (13)	1419
Likely to go to a movie in May 21	29% (219)	29% (223)	20% (148)	21% (162)	1% (5)	759
Unlikely to go to a movie in May 21	1% (8)	1% (11)	13% (169)	85% (1099)	1% (8)	1295
Likely to go to a movie in April OR May	29% (227)	29% (227)	19% (150)	22% (173)	1% (6)	783
Unlikely to go to a movie in April OR May	1% (11)	1% (18)	15% (212)	82% (1190)	1% (13)	1443
Likely to go to a movie sometime in 21	19% (218)	19% (210)	20% (229)	41% (458)	1% (12)	1127
Unlikely to go to a movie sometime in 21	1% (6)	2% (18)	10% (84)	87% (760)	1% (7)	875
Likely to go to a movie sometime in 22	15% (212)	15% (220)	18% (260)	51% (751)	1% (17)	1459
Unlikely to go to a movie sometime in 22	1% (7)	2% (8)	10% (52)	85% (429)	1% (7)	503

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

Table MCEN3_2: How likely are you to go to a movie theater at the following times?
 April 2021

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	13%	(275)	17%	(375)	17%	(375)	47%	(1043)	6%	(131)	2200
Gender: Male	13%	(143)	18%	(190)	17%	(180)	45%	(479)	7%	(70)	1062
Gender: Female	12%	(133)	16%	(185)	17%	(196)	50%	(564)	5%	(60)	1138
Age: 18-34	18%	(117)	24%	(156)	17%	(110)	32%	(208)	10%	(64)	655
Age: 35-44	15%	(55)	24%	(84)	15%	(53)	41%	(145)	6%	(20)	358
Age: 45-64	11%	(82)	13%	(99)	19%	(141)	53%	(402)	4%	(28)	751
Age: 65+	5%	(22)	8%	(36)	16%	(71)	66%	(289)	4%	(18)	436
GenZers: 1997-2012	13%	(31)	27%	(61)	14%	(33)	35%	(80)	11%	(25)	230
Millennials: 1981-1996	18%	(119)	23%	(153)	17%	(113)	33%	(218)	8%	(53)	656
GenXers: 1965-1980	15%	(81)	16%	(86)	18%	(96)	46%	(243)	4%	(23)	528
Baby Boomers: 1946-1964	6%	(44)	10%	(72)	17%	(125)	63%	(451)	4%	(25)	717
PID: Dem (no lean)	9%	(79)	15%	(127)	17%	(143)	54%	(459)	5%	(38)	846
PID: Ind (no lean)	12%	(82)	19%	(134)	19%	(131)	43%	(296)	8%	(52)	694
PID: Rep (no lean)	17%	(115)	17%	(114)	16%	(102)	44%	(288)	6%	(40)	660
PID/Gender: Dem Men	12%	(48)	17%	(71)	15%	(61)	49%	(199)	7%	(29)	408
PID/Gender: Dem Women	7%	(30)	13%	(56)	19%	(81)	60%	(261)	2%	(9)	438
PID/Gender: Ind Men	10%	(32)	17%	(56)	19%	(64)	46%	(153)	8%	(28)	333
PID/Gender: Ind Women	14%	(50)	21%	(78)	18%	(67)	40%	(143)	7%	(24)	361
PID/Gender: Rep Men	19%	(62)	20%	(63)	17%	(55)	40%	(127)	4%	(14)	320
PID/Gender: Rep Women	15%	(53)	15%	(51)	14%	(48)	47%	(161)	8%	(27)	340
Ideo: Liberal (1-3)	10%	(64)	17%	(110)	16%	(104)	54%	(354)	3%	(20)	653
Ideo: Moderate (4)	10%	(63)	16%	(98)	19%	(121)	50%	(317)	5%	(31)	629
Ideo: Conservative (5-7)	17%	(113)	17%	(115)	17%	(115)	43%	(289)	5%	(34)	665
Educ: < College	12%	(186)	18%	(265)	16%	(235)	48%	(723)	7%	(103)	1512
Educ: Bachelors degree	11%	(50)	17%	(74)	19%	(86)	48%	(212)	5%	(22)	444
Educ: Post-grad	16%	(40)	15%	(36)	22%	(54)	44%	(108)	2%	(6)	244
Income: Under 50k	9%	(100)	17%	(185)	17%	(179)	49%	(526)	8%	(91)	1080
Income: 50k-100k	16%	(107)	15%	(101)	17%	(117)	48%	(324)	3%	(21)	669
Income: 100k+	15%	(69)	20%	(90)	18%	(79)	43%	(193)	4%	(19)	451
Ethnicity: White	13%	(222)	17%	(286)	18%	(310)	47%	(815)	5%	(88)	1722
Ethnicity: Hispanic	14%	(49)	24%	(85)	19%	(66)	38%	(132)	5%	(17)	349

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Table MCEN3_2: How likely are you to go to a movie theater at the following times?

April 2021

Demographic	Very likely	Somewhat likely	Not very likely	Not likely at all	Don't know / No opinion	Total N
Adults	13% (275)	17% (375)	17% (375)	47% (1043)	6% (131)	2200
Ethnicity: Black	12% (33)	20% (55)	13% (35)	43% (119)	11% (31)	274
Ethnicity: Other	10% (20)	17% (34)	15% (30)	53% (109)	6% (11)	204
All Christian	13% (133)	15% (153)	18% (178)	49% (492)	5% (48)	1005
All Non-Christian	19% (19)	10% (10)	12% (13)	47% (49)	12% (12)	104
Atheist	5% (7)	8% (11)	21% (28)	64% (85)	2% (3)	133
Agnostic/Nothing in particular	13% (75)	20% (111)	15% (86)	44% (249)	8% (46)	566
Something Else	10% (41)	23% (91)	18% (71)	43% (168)	5% (21)	392
Religious Non-Protestant/Catholic	19% (23)	11% (14)	12% (15)	45% (55)	12% (14)	120
Evangelical	15% (85)	19% (112)	17% (100)	44% (254)	5% (26)	577
Non-Evangelical	10% (80)	16% (124)	18% (140)	51% (395)	5% (40)	780
Community: Urban	15% (92)	22% (139)	15% (95)	43% (268)	6% (35)	629
Community: Suburban	13% (129)	16% (154)	18% (176)	48% (469)	6% (57)	983
Community: Rural	9% (55)	14% (83)	18% (105)	52% (307)	7% (39)	588
Employ: Private Sector	17% (120)	19% (134)	19% (140)	41% (293)	5% (35)	721
Employ: Government	15% (24)	24% (38)	15% (25)	41% (65)	5% (8)	160
Employ: Self-Employed	16% (29)	16% (30)	12% (22)	51% (94)	5% (10)	186
Employ: Homemaker	11% (16)	27% (40)	9% (13)	48% (71)	6% (9)	150
Employ: Student	13% (15)	13% (15)	22% (24)	46% (51)	6% (7)	111
Employ: Retired	4% (19)	10% (44)	19% (88)	64% (298)	4% (17)	466
Employ: Unemployed	7% (18)	19% (49)	17% (43)	46% (118)	11% (29)	257
Employ: Other	23% (34)	17% (25)	14% (21)	36% (54)	11% (16)	150
Military HH: Yes	13% (51)	16% (61)	16% (60)	47% (177)	8% (30)	378
Military HH: No	12% (224)	17% (315)	17% (316)	48% (867)	6% (100)	1822
RD/WT: Right Direction	12% (126)	17% (179)	17% (182)	49% (522)	5% (58)	1068
RD/WT: Wrong Track	13% (149)	17% (197)	17% (194)	46% (521)	6% (72)	1132
Biden Job Approve	10% (129)	17% (215)	16% (203)	51% (643)	5% (59)	1250
Biden Job Disapprove	16% (125)	16% (127)	19% (145)	43% (338)	6% (44)	779

Continued on next page

Table MCEN3_2: How likely are you to go to a movie theater at the following times?
April 2021

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	13%	(275)	17%	(375)	17%	(375)	47%	(1043)	6%	(131)	2200
Biden Job Strongly Approve	11%	(76)	17%	(115)	16%	(111)	52%	(364)	4%	(29)	694
Biden Job Somewhat Approve	10%	(53)	18%	(100)	16%	(91)	50%	(279)	6%	(31)	555
Biden Job Somewhat Disapprove	10%	(21)	20%	(41)	22%	(47)	45%	(95)	4%	(8)	211
Biden Job Strongly Disapprove	18%	(105)	15%	(86)	17%	(98)	43%	(243)	6%	(36)	568
Favorable of Biden	10%	(131)	17%	(213)	16%	(207)	52%	(657)	5%	(60)	1268
Unfavorable of Biden	16%	(124)	17%	(138)	19%	(152)	43%	(344)	5%	(43)	801
Very Favorable of Biden	11%	(77)	17%	(121)	16%	(113)	52%	(369)	4%	(27)	708
Somewhat Favorable of Biden	10%	(53)	16%	(92)	17%	(94)	51%	(288)	6%	(33)	560
Somewhat Unfavorable of Biden	11%	(23)	19%	(39)	23%	(47)	42%	(86)	5%	(9)	204
Very Unfavorable of Biden	17%	(101)	17%	(99)	18%	(105)	43%	(258)	6%	(34)	597
#1 Issue: Economy	14%	(121)	21%	(184)	18%	(158)	41%	(359)	5%	(44)	866
#1 Issue: Security	16%	(49)	15%	(45)	21%	(61)	42%	(127)	6%	(17)	299
#1 Issue: Health Care	11%	(41)	14%	(53)	15%	(55)	54%	(204)	6%	(22)	375
#1 Issue: Medicare / Social Security	7%	(17)	13%	(34)	19%	(49)	55%	(140)	6%	(17)	255
#1 Issue: Women's Issues	9%	(9)	23%	(22)	10%	(9)	55%	(53)	4%	(4)	96
#1 Issue: Education	17%	(16)	29%	(27)	13%	(13)	34%	(32)	7%	(6)	94
#1 Issue: Energy	17%	(13)	5%	(4)	11%	(9)	62%	(48)	5%	(4)	78
#1 Issue: Other	7%	(10)	5%	(7)	16%	(22)	59%	(81)	13%	(17)	137
2020 Vote: Joe Biden	9%	(94)	16%	(164)	17%	(180)	53%	(548)	4%	(45)	1031
2020 Vote: Donald Trump	18%	(125)	15%	(107)	17%	(118)	44%	(306)	6%	(43)	698
2020 Vote: Other	11%	(7)	25%	(17)	16%	(11)	43%	(29)	5%	(3)	68
2020 Vote: Didn't Vote	12%	(50)	22%	(87)	17%	(67)	39%	(158)	10%	(40)	402
2018 House Vote: Democrat	10%	(81)	14%	(108)	18%	(138)	54%	(420)	4%	(31)	778
2018 House Vote: Republican	17%	(104)	16%	(97)	17%	(103)	44%	(261)	6%	(35)	600
2018 House Vote: Someone else	12%	(7)	19%	(11)	19%	(11)	47%	(26)	2%	(1)	55
2016 Vote: Hillary Clinton	8%	(57)	14%	(101)	18%	(131)	55%	(392)	4%	(27)	708
2016 Vote: Donald Trump	17%	(117)	18%	(118)	15%	(103)	44%	(296)	6%	(38)	671
2016 Vote: Other	16%	(17)	18%	(19)	14%	(14)	48%	(49)	4%	(4)	103
2016 Vote: Didn't Vote	12%	(84)	19%	(137)	18%	(127)	43%	(306)	9%	(61)	715

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Table MCEN3_2: How likely are you to go to a movie theater at the following times?

April 2021

Demographic	Very likely	Somewhat likely	Not very likely	Not likely at all	Don't know / No opinion	Total N
Adults	13% (275)	17% (375)	17% (375)	47% (1043)	6% (131)	2200
Voted in 2014: Yes	12% (150)	15% (183)	18% (221)	51% (641)	5% (58)	1252
Voted in 2014: No	13% (125)	20% (193)	16% (154)	42% (402)	8% (73)	948
4-Region: Northeast	13% (51)	17% (65)	14% (55)	52% (204)	5% (19)	394
4-Region: Midwest	12% (55)	17% (80)	16% (75)	49% (224)	6% (27)	462
4-Region: South	12% (98)	18% (150)	19% (155)	44% (367)	7% (54)	824
4-Region: West	14% (71)	15% (80)	17% (90)	48% (248)	6% (31)	520
Comfortable seeing movie in April 21	29% (270)	38% (344)	18% (168)	13% (115)	2% (21)	918
Uncomfortable seeing movie in April 21	— (1)	2% (25)	18% (201)	79% (893)	1% (13)	1134
Comfortable seeing movie in May 21	26% (267)	34% (351)	21% (218)	17% (171)	2% (18)	1024
Uncomfortable seeing movie in May 21	— (4)	2% (17)	15% (148)	82% (818)	1% (11)	998
Comfortable seeing movie in April OR May	26% (271)	34% (359)	22% (227)	17% (176)	2% (21)	1055
Uncomfortable seeing movie in April OR May	— (5)	3% (31)	18% (207)	78% (897)	1% (13)	1153
Comfortable seeing movie sometime in 21	20% (267)	26% (357)	23% (308)	28% (382)	3% (36)	1351
Uncomfortable seeing movie sometime in 21	— (1)	2% (13)	9% (62)	87% (581)	1% (9)	666
Comfortable seeing movie sometime in 22	16% (259)	22% (358)	20% (339)	40% (659)	2% (41)	1656
Uncomfortable seeing movie sometime in 22	1% (3)	2% (7)	9% (24)	86% (236)	2% (6)	275
Likely to go to a movie in April 21	42% (275)	58% (375)	— (0)	— (0)	— (0)	651
Unlikely to go to a movie in April 21	— (0)	— (0)	26% (375)	74% (1043)	— (0)	1419
Likely to go to a movie in May 21	36% (271)	47% (355)	13% (96)	4% (30)	1% (7)	759
Unlikely to go to a movie in May 21	— (2)	1% (18)	21% (274)	77% (997)	— (4)	1295
Likely to go to a movie in April OR May	35% (275)	48% (375)	12% (96)	4% (30)	1% (7)	783
Unlikely to go to a movie in April OR May	— (2)	1% (18)	26% (375)	72% (1043)	— (4)	1443
Likely to go to a movie sometime in 21	23% (261)	31% (350)	23% (255)	22% (248)	1% (14)	1127
Unlikely to go to a movie sometime in 21	1% (6)	2% (20)	12% (107)	84% (738)	— (4)	875
Likely to go to a movie sometime in 22	18% (261)	24% (351)	20% (294)	37% (534)	1% (19)	1459
Unlikely to go to a movie sometime in 22	1% (3)	2% (12)	13% (67)	83% (417)	1% (3)	503

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

Table MCEN3_3: How likely are you to go to a movie theater at the following times?
May 2021

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	15%	(326)	20%	(433)	18%	(395)	41%	(900)	7%	(146)	2200
Gender: Male	16%	(173)	20%	(217)	17%	(177)	39%	(416)	7%	(79)	1062
Gender: Female	13%	(153)	19%	(216)	19%	(217)	43%	(484)	6%	(67)	1138
Age: 18-34	22%	(142)	26%	(169)	16%	(107)	27%	(176)	9%	(61)	655
Age: 35-44	18%	(63)	28%	(100)	12%	(44)	35%	(125)	7%	(26)	358
Age: 45-64	13%	(97)	15%	(114)	22%	(165)	45%	(339)	5%	(35)	751
Age: 65+	5%	(24)	11%	(49)	18%	(79)	60%	(260)	6%	(24)	436
GenZers: 1997-2012	16%	(37)	31%	(71)	19%	(43)	25%	(57)	10%	(22)	230
Millennials: 1981-1996	22%	(145)	25%	(167)	14%	(91)	30%	(196)	9%	(57)	656
GenXers: 1965-1980	18%	(94)	18%	(95)	23%	(119)	37%	(197)	4%	(23)	528
Baby Boomers: 1946-1964	7%	(50)	13%	(91)	18%	(133)	57%	(407)	5%	(36)	717
PID: Dem (no lean)	11%	(96)	18%	(156)	18%	(155)	46%	(393)	5%	(46)	846
PID: Ind (no lean)	15%	(106)	21%	(145)	21%	(144)	36%	(250)	7%	(50)	694
PID: Rep (no lean)	19%	(124)	20%	(132)	15%	(96)	39%	(258)	8%	(51)	660
PID/Gender: Dem Men	15%	(62)	20%	(81)	15%	(63)	42%	(171)	8%	(31)	408
PID/Gender: Dem Women	8%	(34)	17%	(75)	21%	(92)	51%	(222)	3%	(15)	438
PID/Gender: Ind Men	13%	(44)	19%	(62)	19%	(62)	41%	(137)	8%	(28)	333
PID/Gender: Ind Women	17%	(62)	23%	(83)	23%	(81)	31%	(112)	6%	(22)	361
PID/Gender: Rep Men	21%	(67)	23%	(74)	16%	(52)	34%	(108)	6%	(20)	320
PID/Gender: Rep Women	17%	(57)	17%	(58)	13%	(44)	44%	(150)	9%	(31)	340
Ideo: Liberal (1-3)	14%	(89)	19%	(122)	19%	(125)	45%	(292)	4%	(24)	653
Ideo: Moderate (4)	12%	(75)	19%	(118)	20%	(124)	44%	(279)	5%	(33)	629
Ideo: Conservative (5-7)	19%	(128)	20%	(132)	16%	(106)	39%	(257)	6%	(43)	665
Educ: < College	14%	(218)	20%	(295)	17%	(255)	42%	(633)	7%	(111)	1512
Educ: Bachelors degree	14%	(63)	21%	(92)	20%	(90)	39%	(174)	6%	(26)	444
Educ: Post-grad	19%	(45)	19%	(46)	20%	(50)	38%	(94)	4%	(9)	244
Income: Under 50k	11%	(120)	20%	(211)	19%	(204)	41%	(446)	9%	(98)	1080
Income: 50k-100k	18%	(120)	17%	(115)	18%	(120)	44%	(291)	3%	(23)	669
Income: 100k+	19%	(86)	24%	(106)	16%	(70)	36%	(163)	6%	(25)	451
Ethnicity: White	15%	(263)	20%	(340)	18%	(304)	42%	(717)	6%	(98)	1722
Ethnicity: Hispanic	17%	(58)	26%	(92)	20%	(71)	31%	(110)	5%	(19)	349

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Table MCEN3_3: How likely are you to go to a movie theater at the following times?
May 2021

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
Adults	15%	(326)	20%	(433)	18%	(395)	41%	(900)	7%	(146)	2200
Ethnicity: Black	15%	(42)	19%	(52)	20%	(55)	32%	(89)	13%	(37)	274
Ethnicity: Other	10%	(21)	20%	(40)	18%	(36)	46%	(95)	6%	(11)	204
All Christian	17%	(169)	18%	(184)	16%	(164)	43%	(434)	5%	(54)	1005
All Non-Christian	21%	(21)	9%	(9)	17%	(17)	42%	(44)	11%	(11)	104
Atheist	4%	(6)	15%	(20)	23%	(30)	55%	(74)	2%	(3)	133
Agnostic/Nothing in particular	13%	(76)	23%	(131)	18%	(103)	36%	(207)	9%	(49)	566
Something Else	14%	(54)	22%	(88)	20%	(80)	36%	(143)	7%	(28)	392
Religious Non-Protestant/Catholic	24%	(28)	12%	(14)	16%	(19)	40%	(47)	10%	(11)	120
Evangelical	18%	(104)	21%	(124)	16%	(92)	38%	(221)	6%	(36)	577
Non-Evangelical	14%	(106)	18%	(137)	18%	(144)	44%	(347)	6%	(45)	780
Community: Urban	20%	(124)	22%	(136)	18%	(115)	34%	(216)	6%	(37)	629
Community: Suburban	14%	(137)	20%	(201)	17%	(168)	42%	(414)	6%	(63)	983
Community: Rural	11%	(65)	16%	(96)	19%	(111)	46%	(270)	8%	(47)	588
Employ: Private Sector	20%	(146)	21%	(152)	20%	(144)	33%	(240)	5%	(40)	721
Employ: Government	16%	(26)	30%	(47)	12%	(19)	36%	(57)	7%	(11)	160
Employ: Self-Employed	16%	(31)	20%	(37)	13%	(24)	44%	(82)	7%	(12)	186
Employ: Homemaker	19%	(29)	23%	(34)	8%	(13)	46%	(69)	4%	(6)	150
Employ: Student	10%	(11)	23%	(25)	20%	(23)	40%	(44)	8%	(9)	111
Employ: Retired	5%	(23)	13%	(60)	21%	(96)	57%	(267)	4%	(20)	466
Employ: Unemployed	9%	(24)	18%	(46)	21%	(55)	39%	(99)	13%	(33)	257
Employ: Other	25%	(38)	20%	(31)	15%	(22)	28%	(43)	11%	(17)	150
Military HH: Yes	16%	(60)	19%	(71)	18%	(68)	39%	(147)	9%	(32)	378
Military HH: No	15%	(267)	20%	(361)	18%	(327)	41%	(754)	6%	(114)	1822
RD/WT: Right Direction	15%	(158)	19%	(202)	17%	(185)	43%	(457)	6%	(66)	1068
RD/WT: Wrong Track	15%	(168)	20%	(230)	19%	(210)	39%	(443)	7%	(80)	1132
Biden Job Approve	13%	(160)	20%	(246)	18%	(227)	44%	(555)	5%	(62)	1250
Biden Job Disapprove	18%	(142)	20%	(153)	18%	(141)	38%	(293)	6%	(50)	779

Continued on next page

Table MCEN3_3: How likely are you to go to a movie theater at the following times?
 May 2021

Demographic	Very likely	Somewhat likely	Not very likely	Not likely at all	Don't know / No opinion	Total N
Adults	15% (326)	20% (433)	18% (395)	41% (900)	7% (146)	2200
Biden Job Strongly Approve	13% (93)	19% (134)	17% (120)	45% (315)	5% (33)	694
Biden Job Somewhat Approve	12% (67)	20% (112)	19% (107)	43% (240)	5% (29)	555
Biden Job Somewhat Disapprove	14% (29)	25% (53)	19% (41)	37% (79)	5% (10)	211
Biden Job Strongly Disapprove	20% (113)	18% (100)	18% (100)	38% (214)	7% (41)	568
Favorable of Biden	12% (158)	20% (253)	18% (233)	44% (559)	5% (66)	1268
Unfavorable of Biden	19% (148)	19% (150)	19% (149)	38% (304)	6% (50)	801
Very Favorable of Biden	14% (99)	18% (126)	19% (136)	45% (316)	5% (32)	708
Somewhat Favorable of Biden	11% (59)	23% (127)	17% (98)	43% (243)	6% (34)	560
Somewhat Unfavorable of Biden	16% (32)	20% (41)	23% (47)	36% (73)	5% (10)	204
Very Unfavorable of Biden	19% (116)	18% (109)	17% (102)	39% (230)	7% (40)	597
#1 Issue: Economy	16% (139)	25% (216)	17% (151)	36% (309)	6% (49)	866
#1 Issue: Security	20% (59)	16% (47)	20% (59)	38% (112)	7% (21)	299
#1 Issue: Health Care	13% (50)	19% (71)	15% (58)	47% (176)	5% (20)	375
#1 Issue: Medicare / Social Security	10% (25)	12% (30)	22% (57)	48% (122)	8% (21)	255
#1 Issue: Women's Issues	19% (18)	18% (17)	18% (17)	41% (40)	4% (4)	96
#1 Issue: Education	13% (13)	32% (30)	24% (22)	22% (21)	9% (8)	94
#1 Issue: Energy	12% (9)	14% (11)	13% (11)	56% (43)	5% (4)	78
#1 Issue: Other	9% (12)	7% (10)	15% (20)	56% (76)	14% (19)	137
2020 Vote: Joe Biden	12% (126)	18% (180)	20% (207)	45% (464)	5% (53)	1031
2020 Vote: Donald Trump	20% (139)	18% (127)	16% (112)	39% (273)	7% (48)	698
2020 Vote: Other	14% (10)	29% (20)	23% (16)	32% (22)	1% (1)	68
2020 Vote: Didn't Vote	13% (51)	26% (105)	15% (59)	35% (141)	11% (45)	402
2018 House Vote: Democrat	14% (106)	17% (135)	18% (141)	46% (358)	5% (38)	778
2018 House Vote: Republican	20% (119)	19% (115)	16% (97)	38% (227)	7% (42)	600
2018 House Vote: Someone else	16% (9)	26% (15)	13% (7)	42% (23)	2% (1)	55
2016 Vote: Hillary Clinton	11% (80)	18% (125)	19% (136)	47% (333)	5% (34)	708
2016 Vote: Donald Trump	19% (130)	20% (134)	15% (100)	39% (265)	6% (43)	671
2016 Vote: Other	17% (17)	24% (24)	12% (13)	42% (44)	5% (5)	103
2016 Vote: Didn't Vote	14% (97)	21% (149)	20% (147)	36% (258)	9% (64)	715

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Table MCEN3_3: How likely are you to go to a movie theater at the following times?
May 2021

Demographic	Very likely	Somewhat likely	Not very likely	Not likely at all	Don't know / No opinion	Total N
Adults	15% (326)	20% (433)	18% (395)	41% (900)	7% (146)	2200
Voted in 2014: Yes	15% (188)	17% (218)	18% (221)	44% (553)	6% (72)	1252
Voted in 2014: No	15% (138)	23% (214)	18% (174)	37% (347)	8% (74)	948
4-Region: Northeast	14% (53)	21% (85)	13% (50)	46% (180)	6% (25)	394
4-Region: Midwest	14% (64)	21% (97)	17% (79)	42% (193)	6% (29)	462
4-Region: South	14% (117)	21% (170)	20% (163)	38% (313)	8% (62)	824
4-Region: West	18% (92)	16% (82)	20% (102)	41% (214)	6% (30)	520
Comfortable seeing movie in April 21	34% (314)	37% (344)	16% (149)	9% (86)	3% (25)	918
Uncomfortable seeing movie in April 21	1% (7)	7% (81)	21% (239)	69% (784)	2% (23)	1134
Comfortable seeing movie in May 21	31% (315)	38% (392)	19% (190)	10% (105)	2% (23)	1024
Uncomfortable seeing movie in May 21	— (4)	3% (31)	20% (196)	75% (752)	2% (15)	998
Comfortable seeing movie in April OR May	30% (320)	38% (400)	19% (196)	11% (112)	3% (27)	1055
Uncomfortable seeing movie in April OR May	1% (9)	8% (87)	21% (244)	68% (788)	2% (24)	1153
Comfortable seeing movie sometime in 21	23% (313)	30% (408)	22% (303)	21% (288)	3% (39)	1351
Uncomfortable seeing movie sometime in 21	1% (8)	3% (19)	12% (82)	82% (543)	2% (14)	666
Comfortable seeing movie sometime in 22	19% (310)	25% (413)	21% (344)	33% (545)	3% (44)	1656
Uncomfortable seeing movie sometime in 22	1% (4)	3% (7)	9% (25)	85% (232)	2% (6)	275
Likely to go to a movie in April 21	47% (309)	49% (318)	2% (15)	1% (5)	1% (4)	651
Unlikely to go to a movie in April 21	1% (13)	8% (113)	27% (379)	63% (892)	2% (22)	1419
Likely to go to a movie in May 21	43% (326)	57% (433)	— (0)	— (0)	— (0)	759
Unlikely to go to a movie in May 21	— (0)	— (0)	30% (395)	70% (900)	— (0)	1295
Likely to go to a movie in April OR May	42% (326)	55% (433)	2% (15)	1% (5)	— (4)	783
Unlikely to go to a movie in April OR May	1% (13)	8% (113)	27% (395)	62% (900)	2% (22)	1443
Likely to go to a movie sometime in 21	28% (311)	37% (413)	20% (226)	15% (167)	1% (12)	1127
Unlikely to go to a movie sometime in 21	1% (8)	2% (14)	18% (154)	79% (695)	— (4)	875
Likely to go to a movie sometime in 22	21% (310)	28% (414)	21% (304)	28% (415)	1% (17)	1459
Unlikely to go to a movie sometime in 22	1% (6)	1% (6)	14% (73)	82% (415)	1% (4)	503

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

Table MCEN3_4: How likely are you to go to a movie theater at the following times?
 Sometime in 2021

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	22%	(479)	29%	(648)	14%	(312)	26%	(563)	9%	(198)	2200
Gender: Male	24%	(251)	28%	(302)	14%	(152)	24%	(255)	10%	(102)	1062
Gender: Female	20%	(228)	30%	(346)	14%	(160)	27%	(308)	8%	(96)	1138
Age: 18-34	30%	(200)	30%	(195)	11%	(73)	17%	(109)	12%	(78)	655
Age: 35-44	26%	(95)	33%	(117)	9%	(34)	23%	(84)	8%	(28)	358
Age: 45-64	19%	(139)	30%	(226)	17%	(126)	28%	(207)	7%	(53)	751
Age: 65+	10%	(46)	25%	(110)	18%	(79)	37%	(164)	9%	(39)	436
GenZers: 1997-2012	29%	(67)	34%	(77)	12%	(27)	14%	(32)	12%	(27)	230
Millennials: 1981-1996	30%	(194)	30%	(199)	10%	(66)	19%	(125)	11%	(72)	656
GenXers: 1965-1980	24%	(126)	31%	(166)	16%	(83)	23%	(122)	6%	(32)	528
Baby Boomers: 1946-1964	13%	(91)	27%	(192)	18%	(130)	34%	(246)	8%	(60)	717
PID: Dem (no lean)	21%	(177)	31%	(263)	15%	(127)	26%	(220)	7%	(59)	846
PID: Ind (no lean)	20%	(138)	31%	(215)	15%	(105)	24%	(169)	10%	(68)	694
PID: Rep (no lean)	25%	(164)	26%	(170)	12%	(80)	26%	(175)	11%	(71)	660
PID/Gender: Dem Men	24%	(97)	30%	(121)	17%	(68)	23%	(92)	8%	(31)	408
PID/Gender: Dem Women	18%	(81)	32%	(142)	14%	(59)	29%	(128)	6%	(27)	438
PID/Gender: Ind Men	19%	(63)	29%	(97)	13%	(44)	27%	(92)	11%	(38)	333
PID/Gender: Ind Women	21%	(75)	33%	(118)	17%	(61)	21%	(77)	8%	(30)	361
PID/Gender: Rep Men	28%	(91)	26%	(84)	13%	(41)	22%	(72)	10%	(33)	320
PID/Gender: Rep Women	22%	(73)	25%	(86)	12%	(39)	30%	(103)	11%	(38)	340
Ideo: Liberal (1-3)	21%	(136)	31%	(205)	17%	(109)	25%	(160)	6%	(42)	653
Ideo: Moderate (4)	19%	(121)	32%	(201)	15%	(92)	27%	(169)	7%	(46)	629
Ideo: Conservative (5-7)	27%	(176)	26%	(170)	13%	(83)	27%	(179)	9%	(57)	665
Educ: < College	21%	(318)	28%	(420)	13%	(193)	29%	(431)	10%	(150)	1512
Educ: Bachelors degree	22%	(100)	34%	(149)	16%	(73)	20%	(87)	8%	(35)	444
Educ: Post-grad	25%	(62)	32%	(79)	19%	(46)	19%	(45)	5%	(12)	244
Income: Under 50k	16%	(169)	29%	(313)	13%	(138)	31%	(332)	12%	(128)	1080
Income: 50k-100k	27%	(178)	27%	(182)	18%	(120)	22%	(150)	6%	(39)	669
Income: 100k+	29%	(132)	34%	(154)	12%	(53)	18%	(82)	7%	(31)	451
Ethnicity: White	22%	(386)	30%	(524)	15%	(256)	25%	(422)	8%	(133)	1722
Ethnicity: Hispanic	23%	(79)	34%	(121)	11%	(38)	24%	(85)	8%	(26)	349

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**Table MCEN3_4: How likely are you to go to a movie theater at the following times?
Sometime in 2021**

Demographic	Very likely	Somewhat likely	Not very likely	Not likely at all	Don't know / No opinion	Total N
Adults	22% (479)	29% (648)	14% (312)	26% (563)	9% (198)	2200
Ethnicity: Black	20% (55)	24% (66)	11% (30)	28% (76)	17% (47)	274
Ethnicity: Other	18% (37)	29% (58)	13% (26)	32% (65)	9% (18)	204
All Christian	23% (232)	29% (289)	15% (147)	26% (257)	8% (81)	1005
All Non-Christian	23% (23)	29% (30)	12% (13)	23% (24)	13% (14)	104
Atheist	20% (27)	25% (34)	18% (24)	29% (38)	7% (10)	133
Agnostic/Nothing in particular	22% (125)	29% (166)	11% (65)	27% (152)	10% (58)	566
Something Else	18% (72)	33% (130)	16% (62)	24% (92)	9% (35)	392
Religious Non-Protestant/Catholic	26% (31)	28% (34)	11% (13)	24% (28)	11% (14)	120
Evangelical	22% (129)	29% (169)	12% (69)	28% (163)	8% (47)	577
Non-Evangelical	21% (161)	30% (236)	17% (135)	23% (180)	9% (68)	780
Community: Urban	24% (149)	34% (213)	13% (82)	22% (136)	8% (50)	629
Community: Suburban	24% (234)	27% (268)	15% (149)	24% (241)	9% (92)	983
Community: Rural	16% (96)	29% (168)	14% (81)	32% (187)	10% (56)	588
Employ: Private Sector	26% (188)	31% (227)	15% (108)	19% (136)	9% (63)	721
Employ: Government	31% (50)	33% (53)	10% (16)	19% (30)	7% (12)	160
Employ: Self-Employed	26% (49)	27% (50)	14% (26)	22% (40)	11% (21)	186
Employ: Homemaker	21% (32)	25% (37)	13% (20)	34% (50)	7% (11)	150
Employ: Student	28% (31)	30% (33)	17% (19)	18% (20)	8% (9)	111
Employ: Retired	10% (46)	28% (130)	17% (80)	38% (177)	7% (33)	466
Employ: Unemployed	16% (40)	31% (78)	11% (30)	29% (75)	13% (34)	257
Employ: Other	29% (43)	27% (41)	9% (14)	24% (36)	11% (17)	150
Military HH: Yes	20% (75)	29% (111)	13% (48)	25% (95)	13% (49)	378
Military HH: No	22% (404)	29% (537)	14% (264)	26% (468)	8% (148)	1822
RD/WT: Right Direction	22% (238)	31% (329)	15% (160)	23% (248)	9% (93)	1068
RD/WT: Wrong Track	21% (241)	28% (320)	13% (152)	28% (315)	9% (105)	1132
Biden Job Approve	21% (261)	31% (390)	16% (196)	25% (311)	7% (91)	1250
Biden Job Disapprove	24% (186)	28% (216)	13% (99)	27% (211)	9% (67)	779

Continued on next page

Table MCEN3_4: How likely are you to go to a movie theater at the following times?
Sometime in 2021

Demographic	Very likely	Somewhat likely	Not very likely	Not likely at all	Don't know / No opinion	Total N
Adults	22% (479)	29% (648)	14% (312)	26% (563)	9% (198)	2200
Biden Job Strongly Approve	22% (151)	31% (212)	13% (94)	27% (185)	8% (53)	694
Biden Job Somewhat Approve	20% (110)	32% (178)	19% (103)	23% (126)	7% (38)	555
Biden Job Somewhat Disapprove	22% (46)	37% (77)	15% (33)	20% (43)	6% (12)	211
Biden Job Strongly Disapprove	25% (140)	24% (139)	12% (66)	30% (168)	10% (55)	568
Favorable of Biden	21% (265)	31% (390)	15% (194)	26% (324)	8% (95)	1268
Unfavorable of Biden	24% (191)	28% (223)	13% (106)	27% (214)	8% (67)	801
Very Favorable of Biden	20% (144)	30% (214)	15% (105)	27% (194)	7% (51)	708
Somewhat Favorable of Biden	22% (121)	31% (176)	16% (89)	23% (130)	8% (45)	560
Somewhat Unfavorable of Biden	21% (43)	36% (73)	18% (36)	20% (41)	5% (11)	204
Very Unfavorable of Biden	25% (148)	25% (150)	12% (70)	29% (174)	9% (55)	597
#1 Issue: Economy	26% (224)	34% (292)	12% (104)	22% (186)	7% (59)	866
#1 Issue: Security	26% (78)	22% (67)	13% (39)	27% (82)	11% (33)	299
#1 Issue: Health Care	19% (71)	31% (114)	17% (65)	26% (97)	7% (27)	375
#1 Issue: Medicare / Social Security	11% (27)	28% (71)	18% (46)	32% (81)	12% (30)	255
#1 Issue: Women's Issues	25% (24)	31% (30)	11% (11)	22% (21)	11% (10)	96
#1 Issue: Education	20% (19)	37% (35)	9% (8)	23% (22)	12% (11)	94
#1 Issue: Energy	20% (16)	22% (17)	20% (15)	32% (25)	7% (5)	78
#1 Issue: Other	15% (20)	17% (23)	16% (22)	36% (49)	16% (22)	137
2020 Vote: Joe Biden	20% (206)	32% (326)	16% (161)	25% (261)	7% (76)	1031
2020 Vote: Donald Trump	25% (175)	26% (180)	12% (84)	27% (190)	10% (69)	698
2020 Vote: Other	21% (14)	40% (27)	20% (13)	17% (12)	2% (1)	68
2020 Vote: Didn't Vote	21% (83)	29% (115)	13% (53)	25% (100)	13% (51)	402
2018 House Vote: Democrat	21% (162)	32% (247)	15% (119)	26% (203)	6% (47)	778
2018 House Vote: Republican	25% (152)	26% (153)	13% (80)	26% (154)	10% (62)	600
2018 House Vote: Someone else	21% (11)	34% (19)	11% (6)	29% (16)	6% (3)	55
2016 Vote: Hillary Clinton	19% (134)	32% (227)	17% (118)	26% (183)	6% (46)	708
2016 Vote: Donald Trump	27% (179)	27% (181)	13% (84)	26% (173)	8% (53)	671
2016 Vote: Other	26% (27)	24% (24)	13% (13)	29% (30)	8% (8)	103
2016 Vote: Didn't Vote	19% (138)	30% (215)	13% (96)	25% (176)	13% (90)	715

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**Table MCEN3_4: How likely are you to go to a movie theater at the following times?
Sometime in 2021**

Demographic	Very likely	Somewhat likely	Not very likely	Not likely at all	Don't know / No opinion	Total N
Adults	22% (479)	29% (648)	14% (312)	26% (563)	9% (198)	2200
Voted in 2014: Yes	22% (275)	29% (367)	15% (192)	26% (324)	7% (93)	1252
Voted in 2014: No	22% (204)	30% (281)	13% (119)	25% (239)	11% (104)	948
4-Region: Northeast	19% (76)	31% (123)	16% (65)	25% (98)	8% (33)	394
4-Region: Midwest	24% (111)	25% (114)	14% (63)	29% (132)	9% (42)	462
4-Region: South	22% (178)	30% (247)	14% (118)	24% (200)	10% (81)	824
4-Region: West	22% (114)	32% (164)	12% (65)	26% (134)	8% (43)	520
Comfortable seeing movie in April 21	46% (424)	34% (310)	8% (78)	7% (68)	4% (38)	918
Uncomfortable seeing movie in April 21	4% (49)	28% (323)	20% (231)	41% (469)	6% (63)	1134
Comfortable seeing movie in May 21	44% (448)	38% (386)	8% (87)	7% (68)	3% (35)	1024
Uncomfortable seeing movie in May 21	2% (20)	24% (243)	22% (221)	47% (468)	5% (46)	998
Comfortable seeing movie in April OR May	43% (454)	37% (393)	9% (90)	7% (76)	4% (41)	1055
Uncomfortable seeing movie in April OR May	4% (52)	29% (330)	20% (233)	41% (475)	5% (63)	1153
Comfortable seeing movie sometime in 21	35% (469)	44% (593)	11% (149)	7% (91)	4% (48)	1351
Uncomfortable seeing movie sometime in 21	1% (10)	6% (41)	23% (155)	66% (438)	3% (22)	666
Comfortable seeing movie sometime in 22	28% (466)	37% (614)	16% (258)	15% (255)	4% (62)	1656
Uncomfortable seeing movie sometime in 22	1% (2)	3% (9)	9% (26)	84% (232)	2% (6)	275
Likely to go to a movie in April 21	58% (380)	36% (231)	3% (19)	1% (7)	2% (13)	651
Unlikely to go to a movie in April 21	7% (93)	29% (409)	21% (292)	39% (553)	5% (71)	1419
Likely to go to a movie in May 21	57% (433)	38% (290)	2% (17)	1% (5)	2% (14)	759
Unlikely to go to a movie in May 21	3% (43)	27% (349)	23% (293)	43% (556)	4% (53)	1295
Likely to go to a movie in April OR May	56% (436)	38% (299)	3% (22)	1% (11)	2% (16)	783
Unlikely to go to a movie in April OR May	7% (96)	29% (417)	20% (296)	39% (562)	5% (72)	1443
Likely to go to a movie sometime in 21	42% (479)	58% (648)	— (0)	— (0)	— (0)	1127
Unlikely to go to a movie sometime in 21	— (0)	— (0)	36% (312)	64% (563)	— (0)	875
Likely to go to a movie sometime in 22	32% (468)	43% (630)	13% (194)	10% (144)	2% (22)	1459
Unlikely to go to a movie sometime in 22	1% (3)	1% (6)	20% (102)	78% (391)	— (2)	503

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

Table MCEN3_5: How likely are you to go to a movie theater at the following times?
 Sometime in 2022

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	36%	(788)	30%	(671)	8%	(184)	15%	(319)	11%	(238)	2200
Gender: Male	37%	(397)	29%	(307)	8%	(87)	14%	(152)	11%	(118)	1062
Gender: Female	34%	(391)	32%	(364)	9%	(97)	15%	(167)	10%	(119)	1138
Age: 18-34	48%	(311)	25%	(165)	6%	(42)	9%	(58)	12%	(79)	655
Age: 35-44	39%	(138)	33%	(118)	5%	(17)	11%	(40)	12%	(44)	358
Age: 45-64	31%	(232)	33%	(249)	11%	(81)	18%	(133)	8%	(57)	751
Age: 65+	25%	(107)	32%	(139)	10%	(44)	20%	(88)	13%	(58)	436
GenZers: 1997-2012	54%	(124)	24%	(55)	3%	(8)	8%	(19)	11%	(25)	230
Millennials: 1981-1996	42%	(279)	28%	(183)	7%	(46)	10%	(65)	13%	(84)	656
GenXers: 1965-1980	36%	(190)	33%	(176)	10%	(52)	13%	(71)	7%	(38)	528
Baby Boomers: 1946-1964	26%	(186)	33%	(238)	10%	(71)	20%	(144)	11%	(78)	717
PID: Dem (no lean)	39%	(328)	35%	(296)	6%	(51)	12%	(99)	8%	(71)	846
PID: Ind (no lean)	34%	(233)	30%	(206)	10%	(72)	14%	(99)	12%	(84)	694
PID: Rep (no lean)	34%	(227)	26%	(168)	9%	(61)	18%	(121)	12%	(82)	660
PID/Gender: Dem Men	39%	(159)	35%	(143)	6%	(26)	11%	(43)	9%	(37)	408
PID/Gender: Dem Women	39%	(170)	35%	(153)	6%	(25)	13%	(56)	8%	(34)	438
PID/Gender: Ind Men	33%	(110)	26%	(86)	10%	(32)	18%	(60)	13%	(45)	333
PID/Gender: Ind Women	34%	(123)	33%	(120)	11%	(39)	11%	(39)	11%	(40)	361
PID/Gender: Rep Men	40%	(129)	25%	(79)	9%	(29)	15%	(48)	11%	(36)	320
PID/Gender: Rep Women	29%	(99)	26%	(90)	10%	(32)	21%	(73)	13%	(46)	340
Ideo: Liberal (1-3)	40%	(263)	34%	(222)	7%	(48)	11%	(69)	8%	(51)	653
Ideo: Moderate (4)	34%	(213)	32%	(202)	8%	(48)	17%	(107)	10%	(60)	629
Ideo: Conservative (5-7)	36%	(243)	27%	(176)	11%	(71)	15%	(102)	11%	(73)	665
Educ: < College	34%	(512)	29%	(443)	8%	(120)	17%	(263)	12%	(174)	1512
Educ: Bachelors degree	38%	(170)	33%	(147)	9%	(42)	8%	(36)	11%	(48)	444
Educ: Post-grad	44%	(106)	33%	(81)	9%	(22)	8%	(20)	6%	(15)	244
Income: Under 50k	30%	(320)	31%	(330)	7%	(81)	19%	(203)	14%	(146)	1080
Income: 50k-100k	41%	(272)	30%	(199)	10%	(64)	12%	(79)	8%	(54)	669
Income: 100k+	44%	(196)	31%	(142)	9%	(39)	8%	(37)	8%	(37)	451
Ethnicity: White	36%	(621)	30%	(520)	9%	(156)	15%	(253)	10%	(172)	1722
Ethnicity: Hispanic	44%	(152)	32%	(110)	7%	(25)	10%	(36)	8%	(26)	349

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**Table MCEN3_5: How likely are you to go to a movie theater at the following times?
Sometime in 2022**

Demographic	Very likely	Somewhat likely	Not very likely	Not likely at all	Don't know / No opinion	Total N
Adults	36% (788)	30% (671)	8% (184)	15% (319)	11% (238)	2200
Ethnicity: Black	39% (107)	25% (70)	6% (17)	14% (38)	16% (43)	274
Ethnicity: Other	29% (60)	40% (81)	6% (11)	14% (28)	11% (23)	204
All Christian	37% (371)	31% (316)	9% (92)	13% (126)	10% (100)	1005
All Non-Christian	32% (33)	33% (34)	9% (10)	11% (11)	15% (16)	104
Atheist	36% (48)	27% (37)	12% (15)	14% (19)	11% (14)	133
Agnostic/Nothing in particular	34% (191)	31% (177)	5% (29)	18% (104)	11% (64)	566
Something Else	37% (145)	27% (108)	10% (37)	15% (59)	11% (43)	392
Religious Non-Protestant/Catholic	37% (44)	30% (36)	8% (10)	12% (14)	13% (16)	120
Evangelical	37% (215)	27% (157)	9% (54)	17% (97)	9% (54)	577
Non-Evangelical	36% (283)	32% (252)	9% (73)	11% (84)	11% (87)	780
Community: Urban	41% (257)	32% (201)	6% (40)	11% (72)	10% (60)	629
Community: Suburban	38% (375)	29% (286)	9% (84)	14% (138)	10% (100)	983
Community: Rural	27% (157)	31% (184)	10% (60)	19% (110)	13% (78)	588
Employ: Private Sector	41% (297)	30% (217)	9% (65)	10% (71)	10% (71)	721
Employ: Government	52% (83)	23% (36)	6% (10)	11% (17)	8% (13)	160
Employ: Self-Employed	39% (72)	26% (48)	7% (14)	14% (25)	15% (27)	186
Employ: Homemaker	27% (41)	36% (54)	7% (10)	21% (31)	9% (14)	150
Employ: Student	47% (52)	31% (34)	6% (7)	9% (10)	7% (8)	111
Employ: Retired	23% (108)	35% (161)	11% (49)	21% (99)	10% (48)	466
Employ: Unemployed	30% (76)	31% (80)	9% (22)	16% (41)	14% (37)	257
Employ: Other	40% (60)	27% (40)	5% (7)	16% (24)	13% (20)	150
Military HH: Yes	33% (123)	28% (105)	9% (33)	16% (61)	14% (54)	378
Military HH: No	36% (665)	31% (566)	8% (151)	14% (258)	10% (184)	1822
RD/WT: Right Direction	39% (418)	31% (334)	8% (87)	11% (118)	10% (110)	1068
RD/WT: Wrong Track	33% (370)	30% (337)	9% (97)	18% (202)	11% (127)	1132
Biden Job Approve	39% (486)	33% (407)	8% (96)	12% (150)	9% (111)	1250
Biden Job Disapprove	33% (256)	28% (217)	9% (70)	19% (147)	11% (87)	779

Continued on next page

**Table MCEN3_5: How likely are you to go to a movie theater at the following times?
Sometime in 2022**

Demographic	Very likely	Somewhat likely	Not very likely	Not likely at all	Don't know / No opinion	Total N
Adults	36% (788)	30% (671)	8% (184)	15% (319)	11% (238)	2200
Biden Job Strongly Approve	41% (285)	29% (199)	8% (57)	13% (92)	9% (62)	694
Biden Job Somewhat Approve	36% (201)	38% (209)	7% (39)	10% (58)	9% (49)	555
Biden Job Somewhat Disapprove	34% (71)	35% (74)	8% (16)	15% (31)	9% (18)	211
Biden Job Strongly Disapprove	33% (185)	25% (144)	10% (54)	20% (116)	12% (69)	568
Favorable of Biden	38% (485)	33% (421)	7% (94)	12% (154)	9% (115)	1268
Unfavorable of Biden	33% (266)	28% (221)	10% (77)	19% (153)	11% (85)	801
Very Favorable of Biden	38% (273)	32% (224)	9% (62)	13% (95)	8% (55)	708
Somewhat Favorable of Biden	38% (212)	35% (197)	6% (32)	10% (59)	11% (60)	560
Somewhat Unfavorable of Biden	36% (74)	39% (79)	5% (11)	12% (24)	8% (17)	204
Very Unfavorable of Biden	32% (192)	24% (142)	11% (66)	22% (129)	11% (68)	597
#1 Issue: Economy	38% (329)	33% (283)	8% (67)	13% (114)	8% (72)	866
#1 Issue: Security	35% (106)	21% (63)	11% (33)	20% (59)	13% (38)	299
#1 Issue: Health Care	38% (144)	32% (120)	10% (37)	12% (44)	8% (29)	375
#1 Issue: Medicare / Social Security	27% (70)	31% (79)	7% (17)	18% (45)	17% (44)	255
#1 Issue: Women's Issues	40% (38)	34% (33)	2% (2)	11% (11)	12% (12)	96
#1 Issue: Education	40% (37)	36% (34)	3% (3)	7% (6)	15% (14)	94
#1 Issue: Energy	38% (30)	32% (25)	10% (8)	13% (10)	6% (5)	78
#1 Issue: Other	26% (35)	24% (33)	12% (17)	21% (29)	17% (23)	137
2020 Vote: Joe Biden	38% (395)	34% (351)	7% (77)	11% (114)	9% (93)	1031
2020 Vote: Donald Trump	34% (240)	26% (179)	9% (65)	19% (130)	12% (84)	698
2020 Vote: Other	46% (31)	35% (23)	10% (7)	4% (3)	5% (3)	68
2020 Vote: Didn't Vote	30% (121)	29% (118)	9% (35)	18% (72)	14% (57)	402
2018 House Vote: Democrat	37% (287)	36% (280)	7% (52)	12% (95)	8% (65)	778
2018 House Vote: Republican	36% (214)	25% (151)	9% (56)	18% (107)	12% (72)	600
2018 House Vote: Someone else	31% (17)	31% (17)	17% (9)	10% (5)	11% (6)	55
2016 Vote: Hillary Clinton	36% (254)	37% (261)	7% (53)	11% (78)	9% (61)	708
2016 Vote: Donald Trump	37% (246)	26% (174)	9% (60)	17% (116)	11% (75)	671
2016 Vote: Other	42% (44)	25% (26)	13% (13)	11% (12)	8% (8)	103
2016 Vote: Didn't Vote	34% (244)	29% (208)	8% (57)	16% (113)	13% (93)	715

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**Table MCEN3_5: How likely are you to go to a movie theater at the following times?
Sometime in 2022**

Demographic	Very likely	Somewhat likely	Not very likely	Not likely at all	Don't know / No opinion	Total N
Adults	36% (788)	30% (671)	8% (184)	15% (319)	11% (238)	2200
Voted in 2014: Yes	36% (447)	32% (401)	9% (107)	14% (177)	10% (121)	1252
Voted in 2014: No	36% (341)	28% (270)	8% (77)	15% (142)	12% (117)	948
4-Region: Northeast	33% (132)	35% (138)	8% (33)	14% (54)	9% (37)	394
4-Region: Midwest	36% (165)	29% (135)	8% (37)	15% (69)	12% (57)	462
4-Region: South	36% (298)	28% (229)	10% (80)	15% (122)	11% (94)	824
4-Region: West	37% (193)	33% (169)	7% (34)	14% (74)	10% (50)	520
Comfortable seeing movie in April 21	59% (537)	25% (234)	5% (45)	6% (52)	5% (49)	918
Uncomfortable seeing movie in April 21	21% (242)	37% (418)	12% (133)	22% (244)	9% (96)	1134
Comfortable seeing movie in May 21	60% (614)	26% (267)	4% (44)	5% (56)	4% (44)	1024
Uncomfortable seeing movie in May 21	16% (160)	38% (380)	13% (133)	24% (243)	8% (83)	998
Comfortable seeing movie in April OR May	59% (619)	26% (277)	5% (50)	5% (57)	5% (52)	1055
Uncomfortable seeing movie in April OR May	21% (245)	37% (426)	12% (137)	21% (247)	8% (98)	1153
Comfortable seeing movie sometime in 21	55% (745)	30% (411)	5% (65)	5% (69)	4% (60)	1351
Uncomfortable seeing movie sometime in 21	6% (37)	35% (236)	17% (111)	34% (228)	8% (53)	666
Comfortable seeing movie sometime in 22	46% (770)	38% (631)	6% (102)	6% (96)	3% (56)	1656
Uncomfortable seeing movie sometime in 22	2% (5)	5% (13)	23% (64)	67% (184)	3% (8)	275
Likely to go to a movie in April 21	69% (449)	25% (162)	1% (10)	1% (6)	4% (23)	651
Unlikely to go to a movie in April 21	23% (329)	35% (499)	12% (172)	22% (312)	7% (106)	1419
Likely to go to a movie in May 21	70% (534)	25% (189)	1% (10)	— (2)	3% (23)	759
Unlikely to go to a movie in May 21	19% (249)	36% (470)	13% (173)	24% (315)	7% (88)	1295
Likely to go to a movie in April OR May	69% (544)	25% (193)	2% (14)	1% (6)	3% (27)	783
Unlikely to go to a movie in April OR May	23% (338)	35% (503)	12% (178)	22% (317)	7% (107)	1443
Likely to go to a movie sometime in 21	65% (738)	32% (360)	1% (9)	— (0)	2% (20)	1127
Unlikely to go to a movie sometime in 21	5% (46)	33% (292)	20% (175)	36% (318)	5% (44)	875
Likely to go to a movie sometime in 22	54% (788)	46% (671)	— (0)	— (0)	— (0)	1459
Unlikely to go to a movie sometime in 22	— (0)	— (0)	37% (184)	63% (319)	— (0)	503

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

Table MCEN4_1: Would the following promotions make you more or less likely to go to a movie theater in March 2021?
 Discounted movie tickets

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	21% (473)	27% (595)	31% (684)	4% (89)	10% (218)	6% (141)	2200
Gender: Male	21% (222)	28% (302)	32% (339)	4% (43)	8% (89)	6% (67)	1062
Gender: Female	22% (251)	26% (293)	30% (345)	4% (46)	11% (129)	7% (74)	1138
Age: 18-34	33% (218)	31% (200)	20% (132)	5% (30)	6% (37)	6% (38)	655
Age: 35-44	27% (95)	28% (100)	26% (92)	4% (14)	9% (33)	6% (22)	358
Age: 45-64	16% (122)	26% (192)	35% (261)	4% (28)	12% (93)	7% (54)	751
Age: 65+	9% (38)	23% (102)	46% (199)	4% (17)	12% (54)	6% (27)	436
GenZers: 1997-2012	40% (92)	27% (63)	17% (40)	4% (8)	6% (13)	6% (15)	230
Millennials: 1981-1996	27% (176)	31% (206)	24% (155)	5% (32)	8% (54)	5% (34)	656
GenXers: 1965-1980	24% (129)	27% (145)	29% (155)	3% (16)	9% (46)	7% (37)	528
Baby Boomers: 1946-1964	10% (72)	23% (166)	43% (311)	4% (28)	13% (97)	6% (44)	717
PID: Dem (no lean)	20% (171)	25% (211)	32% (270)	5% (43)	13% (113)	4% (37)	846
PID: Ind (no lean)	24% (166)	29% (205)	29% (199)	3% (19)	8% (57)	7% (49)	694
PID: Rep (no lean)	21% (136)	27% (179)	33% (215)	4% (27)	7% (48)	8% (55)	660
PID/Gender: Dem Men	22% (91)	23% (96)	32% (129)	5% (18)	12% (51)	6% (24)	408
PID/Gender: Dem Women	18% (80)	26% (116)	32% (141)	6% (25)	14% (63)	3% (13)	438
PID/Gender: Ind Men	20% (66)	32% (108)	32% (106)	4% (14)	7% (23)	5% (18)	333
PID/Gender: Ind Women	28% (100)	27% (97)	26% (93)	2% (5)	9% (34)	9% (31)	361
PID/Gender: Rep Men	20% (65)	31% (99)	33% (104)	3% (11)	5% (16)	8% (25)	320
PID/Gender: Rep Women	21% (71)	24% (80)	33% (110)	5% (16)	9% (32)	9% (30)	340
Ideo: Liberal (1-3)	21% (140)	26% (173)	31% (202)	3% (19)	13% (85)	5% (34)	653
Ideo: Moderate (4)	17% (106)	26% (163)	37% (235)	6% (35)	10% (63)	4% (28)	629
Ideo: Conservative (5-7)	22% (145)	29% (195)	32% (212)	4% (28)	7% (46)	6% (40)	665
Educ: < College	23% (344)	26% (392)	29% (443)	4% (56)	11% (169)	7% (109)	1512
Educ: Bachelors degree	18% (80)	30% (132)	35% (155)	5% (23)	7% (31)	5% (23)	444
Educ: Post-grad	20% (49)	29% (71)	35% (87)	4% (11)	7% (18)	4% (9)	244
Income: Under 50k	21% (224)	27% (294)	28% (303)	4% (40)	11% (124)	9% (95)	1080
Income: 50k-100k	22% (149)	24% (159)	36% (244)	4% (28)	9% (63)	4% (25)	669
Income: 100k+	22% (100)	31% (141)	30% (137)	5% (21)	7% (31)	5% (21)	451
Ethnicity: White	21% (362)	28% (490)	33% (569)	4% (61)	8% (133)	6% (106)	1722
Ethnicity: Hispanic	31% (109)	26% (91)	24% (83)	4% (14)	12% (40)	3% (12)	349

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Table MCEN4_1: *Would the following promotions make you more or less likely to go to a movie theater in March 2021?*
Discounted movie tickets

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	21% (473)	27% (595)	31% (684)	4% (89)	10% (218)	6% (141)	2200
Ethnicity: Black	26% (71)	18% (51)	22% (61)	7% (19)	20% (56)	6% (17)	274
Ethnicity: Other	20% (40)	27% (54)	27% (54)	4% (8)	14% (29)	9% (18)	204
All Christian	19% (189)	28% (278)	33% (331)	5% (52)	10% (99)	6% (56)	1005
All Non-Christian	23% (24)	22% (23)	31% (32)	5% (5)	11% (12)	7% (7)	104
Atheist	18% (24)	24% (32)	39% (53)	5% (7)	8% (11)	6% (8)	133
Agnostic/Nothing in particular	24% (139)	28% (156)	28% (157)	2% (14)	10% (54)	8% (46)	566
Something Else	25% (98)	27% (107)	28% (112)	3% (11)	11% (43)	6% (22)	392
Religious Non-Protestant/Catholic	25% (30)	23% (28)	30% (37)	4% (5)	10% (12)	7% (8)	120
Evangelical	26% (151)	25% (145)	26% (150)	4% (22)	12% (71)	7% (39)	577
Non-Evangelical	16% (126)	29% (225)	36% (284)	5% (37)	9% (69)	5% (38)	780
Community: Urban	24% (148)	27% (167)	28% (173)	6% (35)	11% (66)	6% (39)	629
Community: Suburban	20% (197)	28% (273)	33% (329)	3% (31)	10% (98)	6% (56)	983
Community: Rural	22% (128)	26% (155)	31% (182)	4% (23)	9% (54)	8% (46)	588
Employ: Private Sector	23% (164)	29% (207)	30% (216)	5% (33)	9% (64)	5% (37)	721
Employ: Government	25% (40)	29% (46)	25% (39)	6% (9)	12% (19)	4% (6)	160
Employ: Self-Employed	24% (45)	22% (41)	33% (61)	3% (5)	9% (17)	9% (17)	186
Employ: Homemaker	22% (34)	29% (43)	27% (41)	6% (10)	8% (12)	7% (11)	150
Employ: Student	37% (41)	30% (33)	19% (21)	4% (5)	7% (8)	3% (3)	111
Employ: Retired	11% (50)	23% (106)	45% (210)	2% (11)	13% (60)	6% (29)	466
Employ: Unemployed	21% (54)	29% (74)	26% (66)	3% (8)	12% (32)	9% (22)	257
Employ: Other	30% (45)	31% (47)	20% (31)	5% (7)	3% (5)	11% (16)	150
Military HH: Yes	22% (83)	22% (84)	36% (135)	5% (20)	8% (29)	7% (27)	378
Military HH: No	21% (390)	28% (512)	30% (549)	4% (69)	10% (188)	6% (114)	1822
RD/WT: Right Direction	21% (222)	27% (286)	30% (319)	4% (47)	11% (122)	7% (71)	1068
RD/WT: Wrong Track	22% (251)	27% (309)	32% (365)	4% (42)	8% (96)	6% (70)	1132
Biden Job Approve	20% (251)	27% (338)	32% (396)	4% (52)	12% (147)	5% (65)	1250
Biden Job Disapprove	24% (184)	27% (209)	31% (244)	4% (29)	8% (61)	7% (52)	779

Continued on next page

Table MCEN4_1: *Would the following promotions make you more or less likely to go to a movie theater in March 2021?*
Discounted movie tickets

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	21% (473)	27% (595)	31% (684)	4% (89)	10% (218)	6% (141)	2200
Biden Job Strongly Approve	22% (152)	25% (173)	27% (186)	5% (32)	16% (109)	6% (42)	694
Biden Job Somewhat Approve	18% (100)	30% (165)	38% (210)	4% (20)	7% (38)	4% (23)	555
Biden Job Somewhat Disapprove	25% (53)	32% (67)	23% (49)	5% (10)	10% (20)	6% (12)	211
Biden Job Strongly Disapprove	23% (131)	25% (142)	34% (195)	3% (19)	7% (41)	7% (40)	568
Favorable of Biden	20% (254)	27% (344)	32% (400)	4% (51)	13% (159)	5% (59)	1268
Unfavorable of Biden	23% (187)	27% (219)	32% (257)	4% (32)	6% (49)	7% (56)	801
Very Favorable of Biden	21% (146)	25% (180)	29% (202)	5% (36)	15% (109)	5% (34)	708
Somewhat Favorable of Biden	19% (108)	29% (164)	35% (198)	3% (15)	9% (50)	4% (25)	560
Somewhat Unfavorable of Biden	24% (49)	30% (62)	31% (62)	2% (5)	7% (15)	6% (12)	204
Very Unfavorable of Biden	23% (138)	26% (157)	33% (195)	5% (28)	6% (35)	7% (45)	597
#1 Issue: Economy	26% (223)	30% (256)	27% (233)	3% (30)	10% (83)	5% (41)	866
#1 Issue: Security	20% (59)	28% (83)	32% (94)	6% (17)	8% (24)	7% (20)	299
#1 Issue: Health Care	20% (74)	28% (106)	36% (133)	3% (11)	9% (32)	5% (19)	375
#1 Issue: Medicare / Social Security	14% (35)	24% (62)	38% (96)	3% (7)	11% (28)	11% (28)	255
#1 Issue: Women's Issues	23% (23)	29% (28)	28% (27)	6% (6)	7% (7)	6% (6)	96
#1 Issue: Education	29% (27)	24% (22)	21% (20)	5% (4)	16% (15)	5% (5)	94
#1 Issue: Energy	22% (17)	17% (13)	34% (26)	7% (6)	9% (7)	11% (8)	78
#1 Issue: Other	10% (14)	17% (24)	40% (54)	7% (9)	16% (22)	10% (13)	137
2020 Vote: Joe Biden	18% (190)	26% (264)	34% (349)	5% (47)	13% (137)	4% (43)	1031
2020 Vote: Donald Trump	21% (147)	29% (201)	32% (227)	4% (27)	6% (43)	8% (53)	698
2020 Vote: Other	22% (15)	30% (20)	39% (26)	2% (1)	3% (2)	5% (3)	68
2020 Vote: Didn't Vote	30% (121)	27% (110)	20% (80)	3% (13)	9% (36)	10% (41)	402
2018 House Vote: Democrat	18% (140)	25% (197)	36% (280)	5% (35)	13% (98)	4% (27)	778
2018 House Vote: Republican	21% (124)	29% (173)	34% (204)	4% (23)	6% (36)	7% (41)	600
2018 House Vote: Someone else	33% (18)	25% (14)	31% (17)	3% (2)	5% (3)	4% (2)	55
2016 Vote: Hillary Clinton	17% (121)	25% (176)	36% (257)	5% (32)	13% (94)	4% (28)	708
2016 Vote: Donald Trump	21% (139)	29% (194)	33% (224)	4% (24)	7% (46)	6% (43)	671
2016 Vote: Other	24% (25)	28% (29)	36% (37)	1% (1)	6% (6)	5% (5)	103
2016 Vote: Didn't Vote	26% (188)	27% (194)	23% (165)	5% (32)	10% (72)	9% (64)	715

Continued on next page

Table MCEN4_1: Would the following promotions make you more or less likely to go to a movie theater in March 2021?
Discounted movie tickets

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	21% (473)	27% (595)	31% (684)	4% (89)	10% (218)	6% (141)	2200
Voted in 2014: Yes	18% (227)	27% (343)	36% (446)	4% (48)	10% (129)	5% (60)	1252
Voted in 2014: No	26% (246)	27% (253)	25% (238)	4% (42)	9% (89)	8% (80)	948
4-Region: Northeast	17% (66)	25% (100)	38% (151)	4% (17)	8% (33)	6% (25)	394
4-Region: Midwest	22% (103)	27% (125)	29% (135)	4% (18)	10% (45)	8% (37)	462
4-Region: South	25% (207)	28% (230)	28% (232)	3% (25)	9% (78)	6% (53)	824
4-Region: West	19% (97)	27% (140)	32% (166)	6% (30)	12% (61)	5% (26)	520
Comfortable seeing movie in April 21	39% (362)	35% (325)	18% (163)	2% (20)	3% (28)	2% (20)	918
Uncomfortable seeing movie in April 21	7% (84)	22% (246)	43% (484)	6% (66)	16% (186)	6% (69)	1134
Comfortable seeing movie in May 21	36% (372)	37% (377)	19% (198)	2% (20)	3% (34)	2% (23)	1024
Uncomfortable seeing movie in May 21	7% (73)	19% (188)	44% (438)	6% (64)	17% (173)	6% (62)	998
Comfortable seeing movie in April OR May	36% (378)	37% (389)	19% (201)	2% (23)	4% (38)	3% (27)	1055
Uncomfortable seeing movie in April OR May	8% (88)	22% (253)	42% (485)	6% (68)	16% (190)	6% (70)	1153
Comfortable seeing movie sometime in 21	31% (420)	33% (452)	26% (348)	3% (41)	4% (53)	3% (38)	1351
Uncomfortable seeing movie sometime in 21	5% (35)	17% (111)	40% (269)	7% (46)	24% (159)	7% (45)	666
Comfortable seeing movie sometime in 22	26% (426)	31% (507)	30% (501)	3% (57)	7% (111)	3% (53)	1656
Uncomfortable seeing movie sometime in 22	7% (18)	14% (40)	33% (90)	10% (28)	29% (80)	7% (19)	275
Likely to go to a movie in April 21	47% (305)	35% (227)	12% (76)	2% (16)	2% (13)	2% (14)	651
Unlikely to go to a movie in April 21	10% (140)	24% (342)	41% (584)	5% (68)	14% (204)	6% (81)	1419
Likely to go to a movie in May 21	43% (328)	37% (282)	14% (104)	2% (17)	2% (13)	2% (15)	759
Unlikely to go to a movie in May 21	9% (120)	22% (287)	42% (547)	5% (65)	16% (202)	6% (74)	1295
Likely to go to a movie in April OR May	43% (337)	37% (290)	13% (105)	3% (20)	2% (15)	2% (17)	783
Unlikely to go to a movie in April OR May	10% (150)	24% (351)	41% (585)	5% (70)	14% (206)	6% (82)	1443
Likely to go to a movie sometime in 21	33% (372)	37% (418)	21% (232)	3% (35)	4% (45)	2% (27)	1127
Unlikely to go to a movie sometime in 21	9% (75)	17% (146)	45% (393)	5% (43)	19% (165)	6% (54)	875
Likely to go to a movie sometime in 22	27% (390)	32% (469)	27% (398)	3% (51)	8% (110)	3% (41)	1459
Unlikely to go to a movie sometime in 22	9% (45)	18% (88)	42% (211)	6% (31)	19% (95)	7% (34)	503

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

Table MCEN4_2: Would the following promotions make you more or less likely to go to a movie theater in March 2021?
Offers for free movie tickets

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	27% (601)	24% (536)	30% (651)	3% (76)	9% (189)	7% (148)	2200
Gender: Male	27% (282)	26% (273)	31% (325)	3% (35)	7% (74)	7% (72)	1062
Gender: Female	28% (318)	23% (262)	29% (326)	4% (41)	10% (115)	7% (76)	1138
Age: 18-34	41% (268)	26% (171)	17% (113)	3% (20)	5% (35)	7% (47)	655
Age: 35-44	34% (122)	21% (76)	26% (94)	4% (13)	9% (31)	6% (21)	358
Age: 45-64	20% (154)	24% (179)	36% (268)	3% (21)	10% (75)	7% (54)	751
Age: 65+	13% (57)	25% (109)	40% (175)	5% (22)	11% (47)	6% (25)	436
GenZers: 1997-2012	49% (112)	25% (57)	12% (27)	— (1)	6% (14)	9% (20)	230
Millennials: 1981-1996	34% (225)	26% (168)	22% (147)	5% (30)	7% (47)	6% (39)	656
GenXers: 1965-1980	28% (150)	25% (131)	32% (169)	3% (14)	7% (35)	6% (31)	528
Baby Boomers: 1946-1964	15% (106)	22% (160)	40% (286)	4% (27)	12% (85)	7% (53)	717
PID: Dem (no lean)	26% (218)	24% (202)	30% (252)	4% (38)	11% (96)	5% (41)	846
PID: Ind (no lean)	30% (210)	25% (170)	29% (200)	2% (15)	7% (46)	8% (53)	694
PID: Rep (no lean)	26% (173)	25% (164)	30% (199)	4% (23)	7% (47)	8% (54)	660
PID/Gender: Dem Men	26% (105)	25% (100)	31% (125)	4% (17)	10% (39)	5% (22)	408
PID/Gender: Dem Women	26% (113)	23% (101)	29% (126)	5% (21)	13% (56)	4% (19)	438
PID/Gender: Ind Men	25% (84)	28% (93)	33% (108)	2% (8)	6% (20)	6% (19)	333
PID/Gender: Ind Women	35% (126)	21% (77)	26% (92)	2% (7)	7% (26)	9% (33)	361
PID/Gender: Rep Men	29% (94)	25% (80)	29% (92)	3% (11)	4% (14)	9% (30)	320
PID/Gender: Rep Women	24% (80)	25% (83)	32% (107)	4% (12)	10% (33)	7% (24)	340
Ideo: Liberal (1-3)	27% (175)	24% (155)	30% (196)	3% (20)	11% (74)	5% (33)	653
Ideo: Moderate (4)	21% (131)	24% (148)	36% (228)	4% (28)	9% (56)	6% (38)	629
Ideo: Conservative (5-7)	28% (189)	28% (185)	28% (187)	4% (25)	6% (43)	6% (37)	665
Educ: < College	29% (440)	23% (342)	28% (430)	3% (50)	9% (141)	7% (109)	1512
Educ: Bachelors degree	23% (103)	28% (124)	32% (140)	4% (18)	6% (28)	7% (31)	444
Educ: Post-grad	24% (58)	28% (69)	33% (81)	4% (9)	8% (19)	3% (8)	244
Income: Under 50k	28% (302)	23% (244)	28% (299)	3% (37)	9% (95)	10% (103)	1080
Income: 50k-100k	27% (180)	23% (156)	33% (222)	4% (24)	9% (60)	4% (27)	669
Income: 100k+	26% (119)	30% (136)	29% (131)	3% (14)	7% (34)	4% (17)	451
Ethnicity: White	27% (462)	27% (459)	30% (521)	3% (58)	7% (119)	6% (103)	1722
Ethnicity: Hispanic	34% (118)	28% (99)	25% (86)	2% (5)	8% (27)	4% (13)	349

Continued on next page

Table MCEN4_2: Would the following promotions make you more or less likely to go to a movie theater in March 2021?
Offers for free movie tickets

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	27% (601)	24% (536)	30% (651)	3% (76)	9% (189)	7% (148)	2200
Ethnicity: Black	30% (83)	11% (30)	30% (81)	5% (13)	16% (43)	9% (25)	274
Ethnicity: Other	27% (56)	23% (47)	24% (49)	2% (5)	14% (28)	10% (20)	204
All Christian	23% (226)	26% (264)	32% (319)	4% (42)	9% (95)	6% (58)	1005
All Non-Christian	30% (31)	18% (19)	29% (30)	2% (3)	11% (12)	9% (9)	104
Atheist	23% (31)	22% (29)	41% (55)	1% (2)	7% (10)	6% (8)	133
Agnostic/Nothing in particular	32% (183)	22% (126)	27% (156)	2% (11)	7% (40)	9% (49)	566
Something Else	33% (129)	25% (98)	23% (92)	5% (18)	8% (32)	6% (23)	392
Religious Non-Protestant/Catholic	32% (39)	21% (25)	26% (32)	2% (3)	10% (12)	8% (10)	120
Evangelical	31% (180)	23% (134)	24% (138)	4% (22)	11% (65)	7% (38)	577
Non-Evangelical	21% (162)	27% (213)	34% (269)	5% (36)	8% (60)	5% (41)	780
Community: Urban	27% (169)	26% (161)	28% (176)	3% (20)	9% (59)	7% (43)	629
Community: Suburban	27% (264)	24% (240)	30% (298)	4% (36)	9% (85)	6% (60)	983
Community: Rural	29% (168)	23% (135)	30% (176)	4% (21)	8% (45)	7% (44)	588
Employ: Private Sector	28% (201)	26% (186)	28% (204)	4% (29)	8% (59)	6% (42)	721
Employ: Government	29% (47)	24% (38)	30% (48)	3% (4)	11% (18)	3% (5)	160
Employ: Self-Employed	25% (46)	27% (50)	30% (55)	3% (5)	6% (11)	10% (18)	186
Employ: Homemaker	32% (48)	19% (29)	26% (39)	5% (8)	9% (13)	9% (14)	150
Employ: Student	44% (48)	27% (30)	17% (19)	2% (2)	7% (8)	3% (3)	111
Employ: Retired	14% (66)	23% (107)	42% (196)	3% (14)	11% (51)	7% (31)	466
Employ: Unemployed	33% (84)	23% (58)	25% (64)	3% (7)	9% (24)	8% (19)	257
Employ: Other	40% (60)	25% (38)	17% (26)	5% (7)	3% (5)	10% (15)	150
Military HH: Yes	23% (86)	24% (90)	33% (125)	4% (17)	8% (31)	8% (29)	378
Military HH: No	28% (515)	24% (445)	29% (527)	3% (59)	9% (157)	6% (118)	1822
RD/WT: Right Direction	23% (248)	25% (266)	31% (328)	3% (35)	11% (113)	7% (77)	1068
RD/WT: Wrong Track	31% (352)	24% (269)	29% (323)	4% (41)	7% (76)	6% (70)	1132
Biden Job Approve	25% (316)	24% (301)	31% (386)	3% (40)	11% (135)	6% (73)	1250
Biden Job Disapprove	30% (234)	25% (196)	29% (222)	4% (30)	6% (45)	7% (51)	779

Continued on next page

Table MCEN4_2: *Would the following promotions make you more or less likely to go to a movie theater in March 2021?*
Offers for free movie tickets

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	27% (601)	24% (536)	30% (651)	3% (76)	9% (189)	7% (148)	2200
Biden Job Strongly Approve	25% (175)	21% (149)	29% (204)	3% (23)	14% (98)	7% (46)	694
Biden Job Somewhat Approve	25% (141)	27% (152)	33% (181)	3% (17)	7% (37)	5% (27)	555
Biden Job Somewhat Disapprove	31% (64)	27% (57)	26% (54)	5% (10)	7% (15)	5% (10)	211
Biden Job Strongly Disapprove	30% (170)	24% (138)	30% (168)	4% (20)	5% (30)	7% (41)	568
Favorable of Biden	26% (334)	23% (290)	31% (397)	4% (48)	11% (136)	5% (65)	1268
Unfavorable of Biden	29% (233)	27% (214)	28% (223)	3% (26)	6% (45)	7% (59)	801
Very Favorable of Biden	26% (183)	20% (143)	31% (221)	4% (30)	13% (95)	5% (36)	708
Somewhat Favorable of Biden	27% (151)	26% (147)	31% (176)	3% (17)	7% (41)	5% (29)	560
Somewhat Unfavorable of Biden	23% (48)	31% (64)	30% (61)	4% (7)	6% (11)	6% (13)	204
Very Unfavorable of Biden	31% (185)	25% (150)	27% (163)	3% (19)	6% (33)	8% (46)	597
#1 Issue: Economy	31% (264)	27% (231)	26% (223)	3% (29)	8% (69)	6% (49)	866
#1 Issue: Security	27% (82)	23% (70)	30% (90)	3% (9)	8% (23)	8% (25)	299
#1 Issue: Health Care	24% (89)	29% (107)	31% (115)	4% (14)	8% (28)	6% (21)	375
#1 Issue: Medicare / Social Security	20% (52)	19% (48)	36% (93)	6% (16)	10% (25)	9% (22)	255
#1 Issue: Women's Issues	37% (36)	22% (22)	23% (22)	— (0)	9% (8)	9% (8)	96
#1 Issue: Education	36% (34)	21% (20)	26% (25)	3% (3)	8% (8)	5% (5)	94
#1 Issue: Energy	25% (20)	19% (15)	33% (26)	2% (2)	13% (10)	8% (6)	78
#1 Issue: Other	17% (24)	17% (24)	42% (58)	2% (2)	13% (18)	8% (11)	137
2020 Vote: Joe Biden	24% (245)	23% (239)	33% (343)	3% (32)	12% (123)	5% (50)	1031
2020 Vote: Donald Trump	27% (186)	27% (192)	29% (202)	3% (21)	6% (43)	8% (54)	698
2020 Vote: Other	25% (17)	32% (22)	32% (21)	3% (2)	4% (3)	5% (3)	68
2020 Vote: Didn't Vote	38% (153)	21% (83)	21% (83)	5% (22)	5% (21)	10% (41)	402
2018 House Vote: Democrat	23% (177)	23% (177)	35% (273)	5% (35)	11% (88)	4% (28)	778
2018 House Vote: Republican	24% (145)	29% (172)	31% (184)	3% (18)	6% (38)	7% (44)	600
2018 House Vote: Someone else	43% (23)	14% (7)	33% (18)	1% (1)	6% (3)	4% (2)	55
2016 Vote: Hillary Clinton	21% (148)	23% (162)	36% (253)	4% (30)	12% (88)	4% (27)	708
2016 Vote: Donald Trump	27% (179)	26% (176)	31% (208)	3% (19)	7% (45)	7% (45)	671
2016 Vote: Other	23% (23)	32% (32)	34% (35)	1% (1)	7% (7)	4% (5)	103
2016 Vote: Didn't Vote	35% (251)	23% (163)	22% (154)	4% (27)	7% (49)	10% (71)	715

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Table MCEN4_2: Would the following promotions make you more or less likely to go to a movie theater in March 2021?
Offers for free movie tickets

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	27% (601)	24% (536)	30% (651)	3% (76)	9% (189)	7% (148)	2200
Voted in 2014: Yes	23% (284)	25% (313)	35% (435)	3% (41)	10% (121)	5% (59)	1252
Voted in 2014: No	33% (316)	24% (223)	23% (216)	4% (35)	7% (68)	9% (89)	948
4-Region: Northeast	22% (86)	24% (93)	34% (133)	5% (20)	9% (36)	7% (27)	394
4-Region: Midwest	32% (147)	21% (97)	29% (133)	3% (15)	7% (33)	8% (38)	462
4-Region: South	29% (236)	26% (218)	28% (233)	3% (22)	8% (63)	6% (53)	824
4-Region: West	26% (133)	24% (127)	29% (152)	4% (20)	11% (57)	6% (31)	520
Comfortable seeing movie in April 21	47% (434)	29% (265)	17% (152)	3% (23)	1% (14)	3% (30)	918
Uncomfortable seeing movie in April 21	12% (132)	22% (252)	41% (464)	4% (46)	15% (170)	6% (70)	1134
Comfortable seeing movie in May 21	44% (456)	30% (311)	18% (181)	2% (22)	2% (19)	3% (35)	1024
Uncomfortable seeing movie in May 21	10% (105)	20% (202)	43% (429)	5% (46)	16% (158)	6% (59)	998
Comfortable seeing movie in April OR May	44% (468)	30% (318)	18% (187)	2% (24)	2% (21)	4% (38)	1055
Uncomfortable seeing movie in April OR May	12% (138)	22% (257)	41% (469)	4% (47)	15% (172)	6% (70)	1153
Comfortable seeing movie sometime in 21	37% (506)	29% (396)	24% (320)	3% (35)	3% (44)	4% (49)	1351
Uncomfortable seeing movie sometime in 21	10% (67)	17% (112)	41% (271)	5% (34)	21% (138)	6% (43)	666
Comfortable seeing movie sometime in 22	32% (532)	27% (455)	27% (455)	3% (51)	6% (94)	4% (67)	1656
Uncomfortable seeing movie sometime in 22	10% (28)	15% (40)	37% (102)	4% (12)	28% (77)	6% (16)	275
Likely to go to a movie in April 21	54% (350)	27% (175)	13% (83)	2% (13)	2% (12)	3% (18)	651
Unlikely to go to a movie in April 21	15% (214)	24% (339)	38% (545)	4% (61)	12% (177)	6% (84)	1419
Likely to go to a movie in May 21	52% (394)	28% (213)	14% (105)	2% (13)	1% (10)	3% (23)	759
Unlikely to go to a movie in May 21	13% (172)	23% (301)	40% (515)	4% (56)	14% (175)	6% (75)	1295
Likely to go to a movie in April OR May	51% (403)	28% (220)	14% (109)	2% (14)	2% (13)	3% (24)	783
Unlikely to go to a movie in April OR May	15% (223)	24% (345)	38% (548)	4% (63)	12% (179)	6% (84)	1443
Likely to go to a movie sometime in 21	42% (471)	31% (350)	19% (217)	2% (20)	3% (38)	3% (30)	1127
Unlikely to go to a movie sometime in 21	11% (92)	18% (162)	43% (378)	5% (44)	16% (143)	6% (56)	875
Likely to go to a movie sometime in 22	34% (495)	28% (411)	25% (371)	3% (46)	6% (86)	3% (50)	1459
Unlikely to go to a movie sometime in 22	11% (57)	18% (91)	41% (208)	5% (23)	18% (91)	7% (33)	503

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

Table MCEN4_3: Would the following promotions make you more or less likely to go to a movie theater in March 2021?
Free screenings of new films

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	24% (529)	22% (490)	32% (713)	4% (81)	10% (218)	8% (167)	2200
Gender: Male	26% (271)	23% (247)	32% (340)	4% (46)	7% (79)	7% (79)	1062
Gender: Female	23% (258)	21% (243)	33% (373)	3% (35)	12% (140)	8% (89)	1138
Age: 18-34	40% (262)	23% (148)	19% (121)	4% (23)	7% (46)	8% (55)	655
Age: 35-44	29% (102)	26% (92)	27% (96)	4% (14)	8% (28)	7% (26)	358
Age: 45-64	17% (129)	23% (176)	38% (282)	3% (24)	12% (87)	7% (53)	751
Age: 65+	8% (37)	17% (74)	49% (215)	5% (20)	13% (57)	8% (33)	436
GenZers: 1997-2012	45% (105)	19% (43)	19% (43)	1% (3)	6% (13)	10% (24)	230
Millennials: 1981-1996	34% (223)	25% (164)	21% (137)	5% (30)	9% (57)	7% (45)	656
GenXers: 1965-1980	24% (126)	27% (142)	33% (176)	3% (18)	6% (32)	6% (33)	528
Baby Boomers: 1946-1964	10% (73)	18% (128)	47% (335)	3% (24)	15% (104)	7% (54)	717
PID: Dem (no lean)	22% (190)	24% (202)	29% (247)	6% (49)	14% (114)	5% (44)	846
PID: Ind (no lean)	27% (187)	21% (143)	34% (235)	2% (15)	7% (51)	9% (64)	694
PID: Rep (no lean)	23% (152)	22% (146)	35% (232)	3% (18)	8% (53)	9% (59)	660
PID/Gender: Dem Men	25% (101)	26% (105)	28% (113)	7% (27)	9% (38)	6% (25)	408
PID/Gender: Dem Women	20% (89)	22% (96)	31% (134)	5% (22)	18% (77)	4% (20)	438
PID/Gender: Ind Men	25% (82)	22% (73)	37% (125)	3% (10)	6% (21)	7% (23)	333
PID/Gender: Ind Women	29% (105)	19% (70)	30% (110)	1% (5)	8% (30)	11% (41)	361
PID/Gender: Rep Men	28% (88)	21% (69)	32% (102)	3% (10)	6% (20)	10% (31)	320
PID/Gender: Rep Women	19% (64)	23% (77)	38% (130)	3% (9)	10% (32)	8% (28)	340
Ideo: Liberal (1-3)	25% (164)	24% (159)	28% (185)	5% (36)	11% (71)	6% (39)	653
Ideo: Moderate (4)	19% (117)	20% (127)	41% (255)	4% (22)	11% (67)	6% (40)	629
Ideo: Conservative (5-7)	25% (169)	22% (149)	34% (225)	3% (21)	8% (54)	7% (49)	665
Educ: < College	25% (374)	20% (307)	32% (488)	3% (50)	11% (167)	8% (127)	1512
Educ: Bachelors degree	23% (101)	27% (119)	32% (140)	4% (17)	7% (33)	7% (33)	444
Educ: Post-grad	22% (55)	26% (64)	35% (85)	6% (14)	8% (19)	3% (8)	244
Income: Under 50k	23% (246)	21% (225)	31% (333)	3% (32)	12% (127)	11% (117)	1080
Income: 50k-100k	24% (159)	21% (143)	37% (250)	4% (26)	9% (59)	5% (33)	669
Income: 100k+	28% (124)	27% (122)	29% (130)	5% (23)	7% (33)	4% (18)	451
Ethnicity: White	24% (411)	22% (380)	35% (599)	3% (57)	9% (147)	7% (127)	1722
Ethnicity: Hispanic	36% (124)	23% (81)	27% (94)	1% (5)	10% (34)	3% (11)	349

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Table MCEN4_3: *Would the following promotions make you more or less likely to go to a movie theater in March 2021?*
Free screenings of new films

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	24% (529)	22% (490)	32% (713)	4% (81)	10% (218)	8% (167)	2200
Ethnicity: Black	23% (63)	27% (73)	20% (56)	7% (19)	16% (43)	8% (21)	274
Ethnicity: Other	27% (55)	18% (37)	29% (58)	3% (5)	14% (28)	10% (20)	204
All Christian	21% (212)	23% (226)	35% (351)	5% (49)	10% (98)	7% (68)	1005
All Non-Christian	24% (25)	20% (20)	32% (33)	4% (4)	12% (12)	8% (9)	104
Atheist	24% (32)	21% (28)	35% (47)	5% (6)	9% (12)	6% (8)	133
Agnostic/Nothing in particular	27% (153)	23% (130)	28% (157)	3% (17)	9% (49)	11% (61)	566
Something Else	27% (108)	22% (86)	32% (126)	1% (5)	12% (47)	5% (21)	392
Religious Non-Protestant/Catholic	27% (32)	20% (23)	32% (38)	3% (4)	11% (13)	8% (9)	120
Evangelical	27% (156)	21% (122)	30% (172)	2% (14)	13% (78)	6% (35)	577
Non-Evangelical	19% (150)	23% (181)	38% (293)	5% (37)	9% (67)	7% (52)	780
Community: Urban	28% (177)	25% (155)	28% (176)	3% (19)	9% (59)	7% (42)	629
Community: Suburban	22% (219)	22% (219)	35% (340)	4% (37)	10% (97)	7% (70)	983
Community: Rural	23% (133)	20% (116)	34% (198)	4% (25)	11% (62)	9% (55)	588
Employ: Private Sector	27% (193)	27% (193)	27% (194)	4% (32)	10% (69)	6% (40)	721
Employ: Government	25% (40)	26% (42)	31% (50)	6% (9)	8% (12)	4% (6)	160
Employ: Self-Employed	26% (49)	17% (32)	34% (63)	3% (6)	10% (19)	9% (16)	186
Employ: Homemaker	21% (31)	19% (28)	38% (56)	2% (4)	9% (14)	11% (16)	150
Employ: Student	41% (45)	24% (27)	24% (27)	1% (1)	7% (8)	3% (3)	111
Employ: Retired	10% (45)	18% (83)	48% (223)	4% (19)	12% (57)	8% (39)	466
Employ: Unemployed	28% (73)	24% (62)	23% (60)	2% (5)	12% (30)	11% (28)	257
Employ: Other	35% (53)	15% (23)	27% (41)	4% (6)	6% (9)	12% (19)	150
Military HH: Yes	19% (73)	22% (84)	36% (136)	5% (19)	9% (35)	8% (31)	378
Military HH: No	25% (456)	22% (406)	32% (577)	3% (63)	10% (184)	7% (136)	1822
RD/WT: Right Direction	23% (250)	23% (248)	29% (313)	5% (53)	11% (120)	8% (83)	1068
RD/WT: Wrong Track	25% (279)	21% (242)	35% (400)	2% (28)	9% (98)	7% (84)	1132
Biden Job Approve	24% (298)	23% (283)	31% (390)	4% (54)	12% (146)	6% (79)	1250
Biden Job Disapprove	25% (193)	22% (171)	35% (273)	3% (26)	7% (58)	8% (60)	779

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Table MCEN4_3: *Would the following promotions make you more or less likely to go to a movie theater in March 2021?*
Free screenings of new films

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	24% (529)	22% (490)	32% (713)	4% (81)	10% (218)	8% (167)	2200
Biden Job Strongly Approve	24% (164)	20% (139)	29% (203)	5% (35)	15% (103)	7% (51)	694
Biden Job Somewhat Approve	24% (134)	26% (144)	34% (187)	3% (18)	8% (43)	5% (29)	555
Biden Job Somewhat Disapprove	22% (47)	30% (63)	27% (58)	6% (12)	10% (20)	5% (11)	211
Biden Job Strongly Disapprove	26% (146)	19% (108)	38% (215)	2% (14)	7% (37)	9% (49)	568
Favorable of Biden	24% (307)	22% (285)	32% (402)	4% (55)	12% (148)	6% (72)	1268
Unfavorable of Biden	25% (197)	21% (172)	35% (277)	3% (27)	7% (60)	9% (69)	801
Very Favorable of Biden	23% (164)	22% (156)	30% (214)	5% (32)	14% (100)	6% (41)	708
Somewhat Favorable of Biden	25% (142)	23% (129)	33% (188)	4% (22)	8% (48)	6% (31)	560
Somewhat Unfavorable of Biden	20% (40)	31% (62)	27% (56)	6% (13)	8% (17)	8% (16)	204
Very Unfavorable of Biden	26% (156)	18% (110)	37% (221)	2% (14)	7% (43)	9% (53)	597
#1 Issue: Economy	29% (249)	24% (211)	28% (240)	4% (37)	10% (84)	5% (45)	866
#1 Issue: Security	25% (76)	19% (58)	36% (107)	2% (7)	9% (27)	8% (24)	299
#1 Issue: Health Care	20% (73)	22% (82)	39% (146)	4% (14)	8% (31)	8% (30)	375
#1 Issue: Medicare / Social Security	14% (36)	17% (43)	43% (109)	3% (8)	12% (31)	11% (28)	255
#1 Issue: Women's Issues	32% (31)	30% (29)	22% (21)	— (0)	8% (8)	9% (8)	96
#1 Issue: Education	30% (28)	29% (27)	20% (19)	5% (4)	6% (6)	9% (9)	94
#1 Issue: Energy	25% (19)	20% (16)	25% (20)	5% (4)	15% (12)	11% (8)	78
#1 Issue: Other	13% (17)	19% (26)	38% (51)	5% (7)	15% (21)	10% (14)	137
2020 Vote: Joe Biden	21% (216)	24% (250)	33% (336)	4% (45)	13% (129)	5% (54)	1031
2020 Vote: Donald Trump	20% (143)	22% (155)	37% (260)	3% (23)	8% (53)	9% (65)	698
2020 Vote: Other	24% (16)	28% (19)	36% (25)	3% (2)	4% (3)	5% (3)	68
2020 Vote: Didn't Vote	38% (154)	16% (66)	23% (91)	3% (12)	9% (34)	11% (45)	402
2018 House Vote: Democrat	20% (155)	23% (182)	35% (274)	6% (44)	12% (93)	4% (31)	778
2018 House Vote: Republican	21% (128)	23% (140)	38% (228)	2% (14)	8% (45)	7% (44)	600
2018 House Vote: Someone else	25% (14)	14% (8)	45% (25)	1% (1)	6% (3)	8% (4)	55
2016 Vote: Hillary Clinton	18% (127)	25% (180)	34% (238)	5% (38)	13% (91)	5% (33)	708
2016 Vote: Donald Trump	21% (144)	23% (151)	38% (258)	3% (19)	7% (49)	7% (50)	671
2016 Vote: Other	22% (23)	25% (25)	42% (43)	1% (1)	5% (6)	5% (5)	103
2016 Vote: Didn't Vote	33% (233)	19% (134)	24% (173)	3% (23)	10% (72)	11% (79)	715

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Table MCEN4_3: Would the following promotions make you more or less likely to go to a movie theater in March 2021?
Free screenings of new films

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	24% (529)	22% (490)	32% (713)	4% (81)	10% (218)	8% (167)	2200
Voted in 2014: Yes	19% (237)	24% (304)	37% (468)	4% (48)	10% (129)	5% (66)	1252
Voted in 2014: No	31% (292)	20% (186)	26% (245)	4% (33)	9% (89)	11% (101)	948
4-Region: Northeast	20% (78)	20% (77)	39% (153)	4% (16)	10% (39)	8% (30)	394
4-Region: Midwest	26% (118)	23% (106)	30% (139)	3% (16)	8% (38)	10% (45)	462
4-Region: South	25% (207)	25% (203)	31% (251)	3% (27)	10% (79)	7% (56)	824
4-Region: West	24% (126)	20% (104)	33% (170)	4% (22)	12% (62)	7% (36)	520
Comfortable seeing movie in April 21	43% (391)	28% (258)	21% (194)	3% (26)	1% (13)	4% (35)	918
Uncomfortable seeing movie in April 21	10% (113)	19% (213)	43% (484)	5% (54)	17% (195)	7% (75)	1134
Comfortable seeing movie in May 21	40% (409)	29% (299)	22% (228)	3% (27)	2% (19)	4% (42)	1024
Uncomfortable seeing movie in May 21	9% (87)	16% (164)	45% (449)	5% (50)	18% (183)	6% (65)	998
Comfortable seeing movie in April OR May	40% (417)	29% (307)	23% (238)	3% (29)	2% (19)	4% (45)	1055
Uncomfortable seeing movie in April OR May	10% (118)	19% (215)	43% (492)	5% (56)	17% (195)	7% (76)	1153
Comfortable seeing movie sometime in 21	34% (455)	27% (361)	28% (383)	3% (45)	4% (49)	4% (57)	1351
Uncomfortable seeing movie sometime in 21	7% (44)	16% (108)	41% (274)	5% (30)	24% (161)	7% (48)	666
Comfortable seeing movie sometime in 22	28% (470)	26% (423)	31% (513)	4% (64)	7% (110)	5% (75)	1656
Uncomfortable seeing movie sometime in 22	6% (16)	10% (28)	42% (114)	4% (10)	30% (84)	8% (23)	275
Likely to go to a movie in April 21	50% (324)	27% (173)	17% (113)	3% (16)	1% (5)	3% (20)	651
Unlikely to go to a movie in April 21	13% (182)	20% (286)	41% (579)	5% (64)	15% (212)	7% (96)	1419
Likely to go to a movie in May 21	47% (357)	28% (210)	18% (138)	3% (23)	1% (5)	3% (26)	759
Unlikely to go to a movie in May 21	11% (146)	19% (248)	42% (550)	4% (57)	16% (208)	7% (86)	1295
Likely to go to a movie in April OR May	47% (367)	28% (221)	18% (140)	3% (23)	1% (6)	3% (26)	783
Unlikely to go to a movie in April OR May	13% (191)	21% (296)	40% (582)	4% (64)	15% (213)	7% (96)	1443
Likely to go to a movie sometime in 21	38% (424)	28% (313)	24% (273)	3% (38)	4% (41)	3% (38)	1127
Unlikely to go to a movie sometime in 21	9% (76)	16% (138)	45% (396)	4% (37)	19% (166)	7% (62)	875
Likely to go to a movie sometime in 22	31% (446)	26% (384)	29% (419)	4% (60)	6% (94)	4% (55)	1459
Unlikely to go to a movie sometime in 22	9% (46)	13% (63)	46% (230)	3% (15)	22% (109)	8% (40)	503

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

Table MCEN4_4: Would the following promotions make you more or less likely to go to a movie theater in March 2021?
Free screenings of older films

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (328)	18% (390)	40% (876)	6% (138)	13% (285)	8% (183)	2200
Gender: Male	16% (167)	20% (214)	39% (419)	7% (71)	10% (110)	8% (81)	1062
Gender: Female	14% (161)	16% (177)	40% (457)	6% (68)	15% (175)	9% (101)	1138
Age: 18-34	30% (194)	21% (137)	25% (162)	6% (40)	10% (67)	8% (54)	655
Age: 35-44	16% (58)	23% (83)	35% (126)	6% (21)	12% (42)	8% (28)	358
Age: 45-64	8% (58)	15% (116)	48% (357)	6% (46)	14% (108)	9% (66)	751
Age: 65+	4% (18)	12% (54)	53% (230)	7% (31)	16% (68)	8% (35)	436
GenZers: 1997-2012	36% (82)	20% (47)	20% (46)	5% (12)	10% (23)	9% (21)	230
Millennials: 1981-1996	23% (153)	22% (142)	29% (193)	7% (43)	11% (75)	7% (49)	656
GenXers: 1965-1980	11% (56)	19% (100)	45% (240)	7% (39)	11% (56)	7% (37)	528
Baby Boomers: 1946-1964	5% (34)	13% (93)	52% (370)	4% (32)	17% (120)	10% (68)	717
PID: Dem (no lean)	15% (129)	16% (137)	36% (304)	8% (68)	18% (154)	6% (54)	846
PID: Ind (no lean)	17% (117)	19% (133)	39% (274)	5% (35)	10% (69)	10% (66)	694
PID: Rep (no lean)	12% (82)	18% (121)	45% (297)	5% (36)	9% (62)	9% (62)	660
PID/Gender: Dem Men	19% (78)	17% (70)	36% (148)	8% (33)	13% (54)	6% (25)	408
PID/Gender: Dem Women	12% (51)	15% (67)	36% (156)	8% (35)	23% (100)	7% (29)	438
PID/Gender: Ind Men	12% (41)	22% (73)	41% (136)	7% (24)	9% (31)	9% (28)	333
PID/Gender: Ind Women	21% (75)	17% (60)	38% (138)	3% (11)	11% (38)	11% (38)	361
PID/Gender: Rep Men	15% (48)	22% (71)	42% (134)	4% (14)	8% (25)	9% (28)	320
PID/Gender: Rep Women	10% (34)	15% (50)	48% (163)	6% (21)	11% (37)	10% (34)	340
Ideo: Liberal (1-3)	16% (107)	18% (119)	37% (239)	8% (51)	15% (95)	6% (41)	653
Ideo: Moderate (4)	10% (60)	18% (115)	45% (284)	5% (32)	15% (95)	7% (44)	629
Ideo: Conservative (5-7)	15% (98)	19% (125)	44% (293)	6% (42)	9% (59)	7% (48)	665
Educ: < College	16% (242)	16% (238)	39% (589)	6% (89)	14% (215)	9% (139)	1512
Educ: Bachelors degree	13% (56)	22% (97)	41% (183)	6% (29)	10% (45)	8% (34)	444
Educ: Post-grad	12% (30)	23% (55)	42% (104)	9% (21)	10% (25)	4% (9)	244
Income: Under 50k	16% (168)	16% (176)	37% (402)	6% (60)	14% (156)	11% (119)	1080
Income: 50k-100k	14% (97)	17% (115)	43% (285)	6% (43)	12% (83)	7% (45)	669
Income: 100k+	14% (63)	22% (99)	42% (188)	8% (35)	10% (46)	4% (19)	451
Ethnicity: White	13% (226)	19% (324)	43% (745)	6% (98)	11% (189)	8% (141)	1722
Ethnicity: Hispanic	22% (78)	20% (69)	31% (108)	9% (33)	11% (38)	7% (24)	349

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Table MCEN4_4: *Would the following promotions make you more or less likely to go to a movie theater in March 2021?*
Free screenings of older films

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (328)	18% (390)	40% (876)	6% (138)	13% (285)	8% (183)	2200
Ethnicity: Black	21% (57)	11% (29)	28% (77)	11% (31)	23% (63)	6% (17)	274
Ethnicity: Other	22% (45)	19% (38)	26% (54)	5% (10)	16% (33)	12% (25)	204
All Christian	12% (121)	18% (185)	43% (431)	6% (57)	13% (128)	8% (82)	1005
All Non-Christian	20% (21)	12% (12)	37% (38)	8% (8)	15% (16)	9% (9)	104
Atheist	15% (20)	16% (22)	43% (57)	8% (11)	13% (17)	5% (7)	133
Agnostic/Nothing in particular	17% (96)	19% (108)	35% (196)	8% (43)	12% (66)	10% (57)	566
Something Else	18% (70)	16% (63)	39% (153)	5% (20)	15% (59)	7% (28)	392
Religious Non-Protestant/Catholic	21% (26)	12% (15)	39% (47)	7% (8)	13% (16)	8% (10)	120
Evangelical	18% (106)	19% (108)	35% (201)	5% (30)	15% (86)	8% (47)	577
Non-Evangelical	10% (77)	17% (133)	47% (366)	6% (44)	13% (99)	8% (60)	780
Community: Urban	20% (124)	22% (136)	34% (212)	6% (37)	12% (74)	7% (45)	629
Community: Suburban	13% (132)	18% (174)	42% (415)	6% (62)	12% (123)	8% (78)	983
Community: Rural	12% (72)	14% (81)	42% (249)	7% (39)	15% (89)	10% (59)	588
Employ: Private Sector	14% (103)	22% (158)	39% (279)	5% (39)	14% (99)	6% (44)	721
Employ: Government	17% (26)	20% (32)	38% (61)	10% (15)	11% (17)	5% (7)	160
Employ: Self-Employed	16% (29)	20% (37)	39% (72)	6% (11)	12% (22)	8% (14)	186
Employ: Homemaker	18% (26)	12% (18)	39% (58)	6% (9)	11% (17)	15% (22)	150
Employ: Student	33% (37)	23% (25)	22% (24)	10% (11)	9% (10)	4% (4)	111
Employ: Retired	5% (23)	13% (61)	53% (247)	5% (22)	16% (73)	9% (40)	466
Employ: Unemployed	22% (56)	18% (46)	28% (72)	7% (17)	13% (34)	12% (31)	257
Employ: Other	19% (29)	8% (13)	42% (63)	9% (14)	8% (13)	13% (20)	150
Military HH: Yes	11% (43)	16% (62)	46% (176)	6% (22)	12% (44)	8% (31)	378
Military HH: No	16% (285)	18% (328)	38% (700)	6% (116)	13% (241)	8% (152)	1822
RD/WT: Right Direction	14% (153)	19% (202)	37% (399)	6% (68)	15% (157)	8% (88)	1068
RD/WT: Wrong Track	15% (175)	17% (188)	42% (477)	6% (70)	11% (128)	8% (94)	1132
Biden Job Approve	15% (183)	18% (227)	39% (490)	6% (74)	16% (194)	6% (80)	1250
Biden Job Disapprove	15% (114)	17% (134)	43% (333)	7% (53)	10% (77)	9% (68)	779

Continued on next page

Table MCEN4_4: *Would the following promotions make you more or less likely to go to a movie theater in March 2021?*
Free screenings of older films

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (328)	18% (390)	40% (876)	6% (138)	13% (285)	8% (183)	2200
Biden Job Strongly Approve	17% (116)	15% (107)	36% (249)	6% (39)	20% (139)	6% (45)	694
Biden Job Somewhat Approve	12% (67)	22% (120)	43% (241)	6% (36)	10% (56)	6% (36)	555
Biden Job Somewhat Disapprove	10% (22)	19% (41)	40% (85)	8% (17)	14% (31)	7% (16)	211
Biden Job Strongly Disapprove	16% (92)	16% (93)	44% (248)	6% (36)	8% (47)	9% (52)	568
Favorable of Biden	15% (189)	17% (216)	39% (499)	7% (87)	16% (200)	6% (77)	1268
Unfavorable of Biden	15% (117)	19% (149)	42% (339)	6% (46)	9% (72)	10% (77)	801
Very Favorable of Biden	16% (113)	16% (111)	37% (261)	6% (43)	19% (138)	6% (42)	708
Somewhat Favorable of Biden	13% (76)	19% (105)	42% (238)	8% (44)	11% (63)	6% (35)	560
Somewhat Unfavorable of Biden	10% (21)	21% (42)	42% (85)	8% (17)	11% (22)	8% (17)	204
Very Unfavorable of Biden	16% (96)	18% (107)	43% (255)	5% (29)	8% (51)	10% (60)	597
#1 Issue: Economy	16% (139)	19% (167)	37% (322)	8% (67)	13% (112)	7% (60)	866
#1 Issue: Security	16% (47)	18% (54)	40% (120)	5% (16)	11% (32)	10% (30)	299
#1 Issue: Health Care	13% (49)	19% (71)	44% (163)	5% (18)	13% (48)	7% (26)	375
#1 Issue: Medicare / Social Security	9% (24)	13% (33)	47% (121)	3% (9)	14% (36)	13% (33)	255
#1 Issue: Women's Issues	22% (21)	24% (23)	32% (31)	5% (5)	12% (12)	5% (5)	96
#1 Issue: Education	24% (23)	24% (22)	24% (22)	11% (10)	10% (10)	7% (7)	94
#1 Issue: Energy	18% (14)	15% (11)	39% (30)	4% (3)	16% (12)	9% (7)	78
#1 Issue: Other	8% (11)	7% (9)	48% (66)	8% (11)	17% (24)	11% (16)	137
2020 Vote: Joe Biden	14% (149)	17% (174)	40% (409)	7% (74)	17% (173)	5% (52)	1031
2020 Vote: Donald Trump	13% (91)	19% (130)	44% (306)	6% (40)	8% (59)	10% (72)	698
2020 Vote: Other	14% (10)	29% (19)	44% (30)	3% (2)	6% (4)	5% (3)	68
2020 Vote: Didn't Vote	19% (78)	17% (67)	32% (129)	6% (23)	12% (49)	14% (55)	402
2018 House Vote: Democrat	14% (107)	17% (131)	42% (325)	7% (51)	16% (125)	5% (39)	778
2018 House Vote: Republican	11% (65)	20% (118)	47% (280)	7% (39)	8% (49)	8% (49)	600
2018 House Vote: Someone else	19% (11)	13% (7)	50% (28)	3% (2)	7% (4)	7% (4)	55
2016 Vote: Hillary Clinton	13% (93)	16% (114)	42% (294)	7% (49)	17% (119)	5% (39)	708
2016 Vote: Donald Trump	12% (81)	19% (129)	46% (309)	5% (35)	10% (65)	8% (52)	671
2016 Vote: Other	9% (9)	21% (22)	54% (56)	4% (5)	6% (6)	5% (5)	103
2016 Vote: Didn't Vote	20% (144)	17% (124)	30% (216)	7% (50)	13% (95)	12% (86)	715

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Table MCEN4_4: Would the following promotions make you more or less likely to go to a movie theater in March 2021?
Free screenings of older films

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (328)	18% (390)	40% (876)	6% (138)	13% (285)	8% (183)	2200
Voted in 2014: Yes	11% (140)	17% (218)	46% (572)	6% (81)	13% (165)	6% (78)	1252
Voted in 2014: No	20% (188)	18% (173)	32% (304)	6% (58)	13% (120)	11% (104)	948
4-Region: Northeast	13% (50)	18% (72)	44% (173)	4% (15)	12% (47)	10% (38)	394
4-Region: Midwest	16% (73)	15% (70)	42% (193)	5% (23)	14% (64)	9% (40)	462
4-Region: South	17% (138)	19% (156)	37% (303)	8% (69)	11% (93)	8% (66)	824
4-Region: West	13% (67)	18% (93)	40% (208)	6% (31)	16% (82)	7% (39)	520
Comfortable seeing movie in April 21	25% (234)	26% (235)	34% (310)	5% (49)	5% (45)	5% (45)	918
Uncomfortable seeing movie in April 21	6% (66)	13% (148)	46% (526)	7% (85)	20% (229)	7% (81)	1134
Comfortable seeing movie in May 21	23% (240)	26% (267)	35% (354)	6% (60)	5% (50)	5% (53)	1024
Uncomfortable seeing movie in May 21	6% (57)	11% (113)	48% (477)	7% (67)	22% (216)	7% (69)	998
Comfortable seeing movie in April OR May	23% (247)	26% (271)	35% (366)	6% (62)	5% (52)	5% (56)	1055
Uncomfortable seeing movie in April OR May	6% (71)	13% (152)	46% (534)	7% (85)	20% (229)	7% (82)	1153
Comfortable seeing movie sometime in 21	20% (275)	23% (315)	39% (529)	6% (75)	7% (88)	5% (68)	1351
Uncomfortable seeing movie sometime in 21	4% (28)	10% (64)	44% (293)	8% (51)	27% (181)	7% (49)	666
Comfortable seeing movie sometime in 22	17% (286)	21% (343)	41% (677)	6% (97)	10% (164)	5% (88)	1656
Uncomfortable seeing movie sometime in 22	5% (14)	9% (24)	39% (108)	7% (19)	33% (91)	7% (19)	275
Likely to go to a movie in April 21	30% (192)	30% (194)	29% (192)	4% (23)	3% (22)	4% (27)	651
Unlikely to go to a movie in April 21	8% (108)	13% (189)	46% (653)	8% (109)	18% (257)	7% (103)	1419
Likely to go to a movie in May 21	28% (211)	29% (220)	31% (234)	4% (27)	4% (30)	5% (36)	759
Unlikely to go to a movie in May 21	7% (89)	12% (159)	47% (609)	8% (102)	19% (245)	7% (90)	1295
Likely to go to a movie in April OR May	28% (218)	29% (227)	31% (241)	4% (30)	4% (31)	5% (37)	783
Unlikely to go to a movie in April OR May	8% (115)	14% (195)	46% (661)	8% (112)	18% (257)	7% (103)	1443
Likely to go to a movie sometime in 21	22% (249)	26% (289)	35% (396)	6% (64)	7% (74)	5% (55)	1127
Unlikely to go to a movie sometime in 21	6% (51)	10% (89)	49% (425)	7% (60)	22% (190)	7% (60)	875
Likely to go to a movie sometime in 22	18% (266)	22% (325)	39% (565)	6% (89)	10% (141)	5% (72)	1459
Unlikely to go to a movie sometime in 22	6% (30)	9% (47)	47% (234)	7% (35)	23% (117)	8% (40)	503

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

Table MCEN4_5: Would the following promotions make you more or less likely to go to a movie theater in March 2021?
 Discounted concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (334)	24% (522)	38% (843)	4% (98)	11% (238)	7% (165)	2200
Gender: Male	15% (158)	26% (278)	38% (406)	5% (56)	8% (88)	7% (77)	1062
Gender: Female	15% (176)	21% (244)	38% (438)	4% (43)	13% (149)	8% (88)	1138
Age: 18-34	28% (183)	29% (190)	23% (153)	5% (34)	6% (41)	8% (55)	655
Age: 35-44	19% (66)	24% (84)	36% (128)	3% (12)	11% (40)	8% (28)	358
Age: 45-64	9% (67)	22% (168)	44% (334)	5% (34)	12% (92)	7% (55)	751
Age: 65+	4% (18)	18% (79)	52% (229)	4% (18)	15% (66)	6% (27)	436
GenZers: 1997-2012	37% (85)	21% (50)	23% (52)	3% (6)	6% (14)	10% (24)	230
Millennials: 1981-1996	22% (142)	30% (198)	27% (180)	5% (34)	9% (56)	7% (47)	656
GenXers: 1965-1980	13% (69)	24% (128)	42% (222)	6% (32)	8% (40)	7% (37)	528
Baby Boomers: 1946-1964	5% (35)	19% (139)	51% (362)	3% (21)	15% (111)	7% (49)	717
PID: Dem (no lean)	14% (122)	25% (210)	36% (304)	5% (45)	15% (125)	5% (41)	846
PID: Ind (no lean)	17% (116)	22% (154)	39% (271)	5% (33)	8% (54)	10% (67)	694
PID: Rep (no lean)	15% (96)	24% (158)	41% (268)	3% (21)	9% (59)	9% (57)	660
PID/Gender: Dem Men	15% (61)	25% (104)	35% (143)	8% (31)	11% (45)	6% (24)	408
PID/Gender: Dem Women	14% (61)	24% (106)	37% (161)	3% (14)	18% (80)	4% (17)	438
PID/Gender: Ind Men	13% (43)	26% (86)	41% (137)	5% (17)	8% (25)	8% (26)	333
PID/Gender: Ind Women	20% (72)	19% (69)	37% (134)	4% (16)	8% (29)	11% (41)	361
PID/Gender: Rep Men	17% (53)	28% (89)	39% (126)	2% (8)	6% (18)	8% (27)	320
PID/Gender: Rep Women	13% (43)	21% (70)	42% (143)	4% (13)	12% (41)	9% (30)	340
Ideo: Liberal (1-3)	14% (93)	23% (153)	39% (255)	6% (39)	11% (74)	6% (39)	653
Ideo: Moderate (4)	11% (71)	23% (147)	42% (266)	3% (20)	14% (85)	6% (40)	629
Ideo: Conservative (5-7)	15% (97)	26% (171)	41% (271)	4% (26)	8% (56)	7% (44)	665
Educ: < College	16% (246)	23% (343)	37% (554)	4% (68)	12% (175)	8% (126)	1512
Educ: Bachelors degree	12% (51)	28% (123)	41% (183)	4% (17)	9% (41)	6% (28)	444
Educ: Post-grad	15% (36)	23% (56)	44% (106)	5% (13)	9% (21)	4% (11)	244
Income: Under 50k	14% (148)	23% (252)	36% (391)	4% (45)	12% (134)	10% (109)	1080
Income: 50k-100k	16% (106)	24% (162)	41% (274)	5% (32)	9% (61)	5% (34)	669
Income: 100k+	18% (80)	24% (108)	39% (177)	5% (21)	9% (43)	5% (22)	451
Ethnicity: White	14% (233)	26% (446)	41% (699)	4% (68)	9% (152)	7% (124)	1722
Ethnicity: Hispanic	25% (87)	25% (88)	29% (102)	7% (26)	10% (34)	4% (13)	349

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Table MCEN4_5: Would the following promotions make you more or less likely to go to a movie theater in March 2021?
Discounted concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (334)	24% (522)	38% (843)	4% (98)	11% (238)	7% (165)	2200
Ethnicity: Black	21% (59)	17% (46)	26% (72)	9% (24)	19% (52)	8% (21)	274
Ethnicity: Other	21% (42)	15% (30)	36% (73)	3% (6)	16% (33)	10% (20)	204
All Christian	13% (129)	25% (250)	39% (397)	5% (49)	11% (115)	6% (65)	1005
All Non-Christian	18% (18)	20% (20)	35% (36)	5% (5)	13% (13)	10% (11)	104
Atheist	13% (17)	21% (28)	46% (62)	2% (2)	11% (14)	7% (9)	133
Agnostic/Nothing in particular	17% (97)	23% (133)	37% (207)	5% (28)	8% (47)	10% (55)	566
Something Else	18% (73)	23% (91)	36% (142)	3% (13)	12% (48)	7% (26)	392
Religious Non-Protestant/Catholic	20% (24)	20% (24)	33% (40)	5% (6)	12% (14)	9% (11)	120
Evangelical	20% (114)	23% (131)	33% (193)	3% (19)	15% (85)	6% (37)	577
Non-Evangelical	10% (78)	25% (197)	43% (334)	5% (41)	10% (77)	7% (52)	780
Community: Urban	20% (126)	21% (132)	34% (215)	6% (35)	12% (74)	7% (47)	629
Community: Suburban	13% (129)	25% (248)	41% (399)	4% (35)	11% (105)	7% (66)	983
Community: Rural	14% (80)	24% (142)	39% (230)	5% (28)	10% (58)	9% (52)	588
Employ: Private Sector	16% (116)	27% (195)	36% (262)	4% (30)	11% (77)	6% (41)	721
Employ: Government	15% (25)	26% (42)	33% (52)	8% (12)	11% (17)	7% (11)	160
Employ: Self-Employed	19% (35)	24% (44)	38% (70)	2% (3)	9% (16)	10% (18)	186
Employ: Homemaker	13% (20)	26% (38)	37% (55)	5% (7)	10% (16)	9% (14)	150
Employ: Student	31% (34)	24% (27)	29% (32)	3% (3)	7% (8)	5% (6)	111
Employ: Retired	5% (25)	17% (80)	53% (248)	3% (16)	14% (63)	7% (34)	466
Employ: Unemployed	18% (45)	24% (62)	29% (75)	7% (18)	14% (35)	8% (22)	257
Employ: Other	22% (34)	22% (33)	33% (50)	6% (8)	4% (6)	13% (19)	150
Military HH: Yes	15% (58)	20% (76)	42% (160)	4% (16)	10% (38)	8% (30)	378
Military HH: No	15% (276)	25% (446)	37% (683)	5% (82)	11% (200)	7% (135)	1822
RD/WT: Right Direction	14% (152)	24% (259)	36% (386)	5% (50)	13% (139)	8% (82)	1068
RD/WT: Wrong Track	16% (182)	23% (263)	40% (458)	4% (48)	9% (99)	7% (83)	1132
Biden Job Approve	14% (181)	24% (296)	38% (473)	4% (53)	13% (166)	7% (82)	1250
Biden Job Disapprove	15% (117)	25% (196)	40% (312)	5% (38)	8% (60)	7% (56)	779

Continued on next page

Table MCEN4_5: Would the following promotions make you more or less likely to go to a movie theater in March 2021?
Discounted concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (334)	24% (522)	38% (843)	4% (98)	11% (238)	7% (165)	2200
Biden Job Strongly Approve	17% (116)	20% (142)	34% (235)	5% (35)	17% (115)	7% (51)	694
Biden Job Somewhat Approve	12% (65)	28% (154)	43% (238)	3% (18)	9% (50)	5% (30)	555
Biden Job Somewhat Disapprove	12% (26)	30% (63)	36% (76)	7% (15)	9% (19)	6% (13)	211
Biden Job Strongly Disapprove	16% (91)	24% (133)	42% (236)	4% (23)	7% (41)	8% (43)	568
Favorable of Biden	14% (181)	24% (298)	38% (485)	5% (62)	13% (166)	6% (75)	1268
Unfavorable of Biden	15% (119)	26% (209)	40% (321)	4% (30)	7% (59)	8% (63)	801
Very Favorable of Biden	16% (114)	21% (145)	35% (248)	6% (40)	16% (115)	7% (46)	708
Somewhat Favorable of Biden	12% (67)	27% (153)	42% (237)	4% (23)	9% (52)	5% (29)	560
Somewhat Unfavorable of Biden	10% (21)	33% (67)	38% (78)	5% (10)	7% (14)	7% (15)	204
Very Unfavorable of Biden	17% (99)	24% (142)	41% (244)	3% (20)	8% (45)	8% (48)	597
#1 Issue: Economy	17% (150)	25% (218)	37% (318)	5% (39)	11% (92)	6% (48)	866
#1 Issue: Security	18% (53)	23% (67)	40% (119)	3% (10)	8% (24)	8% (25)	299
#1 Issue: Health Care	14% (51)	26% (97)	40% (150)	4% (15)	10% (38)	6% (24)	375
#1 Issue: Medicare / Social Security	7% (18)	24% (61)	42% (107)	3% (8)	14% (37)	9% (24)	255
#1 Issue: Women's Issues	22% (21)	16% (15)	36% (35)	1% (1)	8% (8)	16% (16)	96
#1 Issue: Education	21% (19)	29% (27)	25% (24)	11% (10)	9% (9)	5% (5)	94
#1 Issue: Energy	14% (11)	23% (18)	35% (27)	5% (4)	13% (10)	11% (8)	78
#1 Issue: Other	8% (11)	13% (18)	46% (63)	8% (11)	14% (19)	10% (14)	137
2020 Vote: Joe Biden	13% (136)	22% (230)	40% (407)	5% (53)	14% (146)	6% (59)	1031
2020 Vote: Donald Trump	14% (96)	26% (183)	42% (290)	3% (20)	8% (53)	8% (56)	698
2020 Vote: Other	16% (11)	20% (13)	44% (30)	7% (4)	8% (5)	6% (4)	68
2020 Vote: Didn't Vote	23% (91)	24% (95)	29% (115)	5% (21)	8% (33)	11% (46)	402
2018 House Vote: Democrat	11% (85)	24% (186)	42% (325)	6% (47)	13% (101)	4% (34)	778
2018 House Vote: Republican	14% (86)	25% (147)	42% (255)	3% (17)	8% (49)	8% (46)	600
2018 House Vote: Someone else	18% (10)	18% (10)	52% (28)	1% (1)	6% (3)	5% (3)	55
2016 Vote: Hillary Clinton	11% (77)	23% (163)	41% (291)	6% (45)	14% (99)	5% (33)	708
2016 Vote: Donald Trump	15% (98)	24% (164)	42% (285)	3% (20)	8% (55)	7% (49)	671
2016 Vote: Other	8% (8)	26% (27)	51% (52)	3% (3)	8% (8)	5% (5)	103
2016 Vote: Didn't Vote	21% (150)	23% (167)	30% (215)	4% (30)	11% (75)	11% (79)	715

Continued on next page

Table MCEN4_5: Would the following promotions make you more or less likely to go to a movie theater in March 2021?
Discounted concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (334)	24% (522)	38% (843)	4% (98)	11% (238)	7% (165)	2200
Voted in 2014: Yes	12% (151)	24% (296)	43% (536)	5% (57)	12% (146)	5% (66)	1252
Voted in 2014: No	19% (183)	24% (226)	32% (307)	4% (41)	10% (92)	10% (99)	948
4-Region: Northeast	13% (50)	24% (93)	43% (168)	3% (12)	10% (40)	8% (31)	394
4-Region: Midwest	16% (74)	21% (96)	38% (178)	6% (27)	10% (45)	9% (43)	462
4-Region: South	16% (129)	28% (230)	35% (288)	4% (36)	10% (85)	7% (55)	824
4-Region: West	16% (81)	20% (103)	40% (209)	4% (23)	13% (67)	7% (37)	520
Comfortable seeing movie in April 21	26% (243)	35% (321)	28% (258)	4% (37)	2% (20)	4% (38)	918
Uncomfortable seeing movie in April 21	6% (71)	16% (181)	48% (546)	5% (57)	18% (207)	6% (72)	1134
Comfortable seeing movie in May 21	25% (256)	35% (356)	30% (305)	4% (37)	2% (25)	4% (45)	1024
Uncomfortable seeing movie in May 21	5% (55)	14% (142)	49% (490)	6% (56)	20% (196)	6% (60)	998
Comfortable seeing movie in April OR May	25% (261)	34% (363)	30% (313)	4% (41)	3% (28)	5% (49)	1055
Uncomfortable seeing movie in April OR May	6% (75)	16% (186)	48% (550)	5% (59)	18% (210)	6% (73)	1153
Comfortable seeing movie sometime in 21	21% (283)	31% (424)	35% (471)	4% (53)	4% (60)	4% (59)	1351
Uncomfortable seeing movie sometime in 21	6% (37)	10% (69)	46% (303)	6% (43)	25% (169)	7% (45)	666
Comfortable seeing movie sometime in 22	18% (296)	28% (458)	39% (638)	4% (67)	7% (119)	5% (78)	1656
Uncomfortable seeing movie sometime in 22	4% (12)	10% (28)	38% (105)	7% (18)	35% (95)	6% (17)	275
Likely to go to a movie in April 21	34% (218)	37% (240)	20% (132)	3% (22)	2% (11)	4% (28)	651
Unlikely to go to a movie in April 21	7% (95)	18% (261)	48% (679)	5% (69)	16% (225)	6% (89)	1419
Likely to go to a movie in May 21	30% (231)	37% (282)	23% (175)	4% (27)	2% (13)	4% (31)	759
Unlikely to go to a movie in May 21	6% (83)	17% (222)	48% (625)	5% (63)	17% (218)	6% (84)	1295
Likely to go to a movie in April OR May	30% (238)	37% (291)	23% (177)	4% (27)	2% (16)	4% (33)	783
Unlikely to go to a movie in April OR May	7% (103)	19% (269)	47% (682)	5% (69)	16% (229)	6% (91)	1443
Likely to go to a movie sometime in 21	23% (261)	33% (377)	31% (352)	4% (43)	4% (47)	4% (46)	1127
Unlikely to go to a movie sometime in 21	5% (43)	14% (121)	49% (426)	5% (47)	20% (179)	7% (58)	875
Likely to go to a movie sometime in 22	19% (272)	29% (421)	36% (523)	5% (74)	7% (107)	4% (63)	1459
Unlikely to go to a movie sometime in 22	6% (30)	14% (70)	47% (237)	4% (19)	22% (111)	7% (36)	503

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

Table MCEN4_6: *Would the following promotions make you more or less likely to go to a movie theater in March 2021?*
 Free concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	23% (511)	23% (508)	33% (734)	3% (75)	9% (200)	8% (171)	2200
Gender: Male	25% (262)	24% (256)	33% (352)	3% (35)	7% (77)	8% (80)	1062
Gender: Female	22% (249)	22% (252)	34% (382)	4% (40)	11% (123)	8% (92)	1138
Age: 18-34	37% (243)	25% (164)	19% (127)	4% (28)	6% (39)	8% (55)	655
Age: 35-44	27% (96)	23% (83)	31% (111)	5% (18)	8% (28)	6% (22)	358
Age: 45-64	17% (129)	22% (168)	39% (290)	2% (17)	10% (79)	9% (68)	751
Age: 65+	10% (42)	21% (93)	47% (206)	3% (13)	13% (55)	6% (27)	436
GenZers: 1997-2012	44% (100)	22% (50)	17% (39)	4% (10)	5% (11)	9% (21)	230
Millennials: 1981-1996	30% (198)	27% (175)	24% (158)	4% (29)	8% (52)	7% (45)	656
GenXers: 1965-1980	24% (125)	22% (119)	35% (187)	3% (16)	7% (35)	9% (46)	528
Baby Boomers: 1946-1964	11% (82)	22% (154)	45% (320)	3% (19)	13% (90)	7% (51)	717
PID: Dem (no lean)	22% (188)	23% (191)	34% (289)	4% (30)	12% (97)	6% (50)	846
PID: Ind (no lean)	26% (181)	23% (162)	31% (217)	3% (21)	7% (52)	9% (62)	694
PID: Rep (no lean)	22% (142)	24% (155)	35% (228)	4% (24)	8% (51)	9% (59)	660
PID/Gender: Dem Men	24% (99)	23% (95)	33% (135)	4% (15)	9% (36)	7% (28)	408
PID/Gender: Dem Women	20% (89)	22% (96)	35% (154)	4% (16)	14% (61)	5% (22)	438
PID/Gender: Ind Men	24% (81)	24% (81)	34% (113)	3% (11)	7% (24)	7% (22)	333
PID/Gender: Ind Women	28% (99)	22% (80)	29% (104)	3% (10)	8% (28)	11% (40)	361
PID/Gender: Rep Men	25% (82)	25% (79)	32% (103)	3% (10)	5% (17)	9% (29)	320
PID/Gender: Rep Women	18% (61)	22% (76)	37% (125)	4% (14)	10% (34)	9% (30)	340
Ideo: Liberal (1-3)	23% (150)	22% (143)	34% (219)	4% (26)	11% (72)	7% (43)	653
Ideo: Moderate (4)	19% (119)	22% (139)	40% (251)	3% (22)	10% (61)	6% (37)	629
Ideo: Conservative (5-7)	22% (148)	27% (182)	33% (222)	3% (22)	7% (49)	7% (44)	665
Educ: < College	25% (376)	21% (324)	32% (477)	3% (44)	10% (155)	9% (136)	1512
Educ: Bachelors degree	20% (87)	26% (117)	37% (164)	4% (19)	7% (29)	6% (27)	444
Educ: Post-grad	20% (48)	28% (67)	38% (93)	5% (12)	7% (16)	3% (8)	244
Income: Under 50k	23% (249)	22% (239)	30% (323)	3% (33)	10% (113)	11% (124)	1080
Income: 50k-100k	24% (160)	21% (141)	39% (260)	3% (21)	9% (58)	4% (29)	669
Income: 100k+	22% (101)	29% (129)	34% (151)	5% (21)	6% (29)	4% (19)	451
Ethnicity: White	23% (391)	24% (419)	35% (605)	3% (54)	8% (130)	7% (123)	1722
Ethnicity: Hispanic	36% (125)	19% (66)	27% (96)	3% (9)	8% (28)	7% (25)	349

Continued on next page

Table MCEN4_6: Would the following promotions make you more or less likely to go to a movie theater in March 2021?

Free concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	23% (511)	23% (508)	33% (734)	3% (75)	9% (200)	8% (171)	2200
Ethnicity: Black	25% (69)	15% (41)	27% (74)	6% (15)	15% (42)	12% (33)	274
Ethnicity: Other	25% (51)	23% (48)	27% (55)	3% (6)	14% (28)	8% (16)	204
All Christian	20% (201)	24% (245)	35% (354)	4% (44)	9% (94)	7% (66)	1005
All Non-Christian	26% (27)	15% (16)	35% (36)	4% (4)	10% (11)	10% (10)	104
Atheist	22% (30)	20% (26)	40% (54)	1% (1)	10% (13)	7% (9)	133
Agnostic/Nothing in particular	27% (154)	22% (127)	30% (172)	3% (15)	7% (42)	10% (57)	566
Something Else	25% (99)	24% (95)	30% (118)	3% (11)	10% (41)	7% (29)	392
Religious Non-Protestant/Catholic	29% (34)	16% (20)	34% (41)	3% (4)	9% (11)	9% (11)	120
Evangelical	25% (144)	21% (121)	31% (182)	4% (20)	12% (70)	7% (40)	577
Non-Evangelical	19% (146)	26% (204)	36% (282)	4% (31)	8% (64)	7% (53)	780
Community: Urban	24% (150)	24% (148)	31% (193)	5% (30)	8% (51)	9% (56)	629
Community: Suburban	23% (222)	23% (230)	35% (348)	3% (27)	10% (95)	6% (61)	983
Community: Rural	24% (138)	22% (131)	33% (193)	3% (19)	9% (54)	9% (54)	588
Employ: Private Sector	23% (166)	26% (190)	33% (238)	4% (27)	8% (58)	6% (42)	721
Employ: Government	25% (40)	26% (41)	31% (49)	3% (5)	11% (17)	4% (7)	160
Employ: Self-Employed	25% (46)	23% (43)	31% (58)	3% (6)	8% (15)	10% (19)	186
Employ: Homemaker	18% (27)	22% (34)	30% (45)	6% (10)	11% (16)	12% (18)	150
Employ: Student	41% (46)	20% (22)	24% (27)	3% (4)	6% (7)	5% (6)	111
Employ: Retired	12% (55)	19% (89)	48% (223)	2% (11)	12% (55)	7% (32)	466
Employ: Unemployed	31% (80)	20% (50)	24% (61)	3% (9)	11% (28)	11% (29)	257
Employ: Other	34% (51)	27% (40)	22% (33)	3% (4)	2% (3)	13% (20)	150
Military HH: Yes	22% (84)	21% (80)	37% (141)	3% (10)	8% (32)	8% (30)	378
Military HH: No	23% (427)	23% (428)	33% (593)	4% (65)	9% (168)	8% (142)	1822
RD/WT: Right Direction	21% (225)	23% (249)	33% (354)	4% (47)	11% (112)	8% (81)	1068
RD/WT: Wrong Track	25% (286)	23% (259)	34% (380)	3% (29)	8% (88)	8% (90)	1132
Biden Job Approve	21% (258)	23% (294)	35% (432)	4% (48)	11% (141)	6% (76)	1250
Biden Job Disapprove	26% (205)	23% (183)	33% (254)	3% (23)	6% (49)	8% (65)	779

Continued on next page

Table MCEN4_6: *Would the following promotions make you more or less likely to go to a movie theater in March 2021?*
Free concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	23% (511)	23% (508)	33% (734)	3% (75)	9% (200)	8% (171)	2200
Biden Job Strongly Approve	21% (144)	21% (148)	33% (228)	4% (28)	14% (98)	7% (47)	694
Biden Job Somewhat Approve	20% (114)	26% (145)	37% (204)	4% (20)	8% (43)	5% (29)	555
Biden Job Somewhat Disapprove	30% (63)	27% (56)	22% (46)	7% (16)	9% (19)	5% (11)	211
Biden Job Strongly Disapprove	25% (142)	22% (126)	37% (207)	1% (7)	5% (30)	10% (54)	568
Favorable of Biden	21% (269)	23% (293)	35% (443)	4% (46)	11% (140)	6% (78)	1268
Unfavorable of Biden	25% (202)	24% (195)	33% (263)	4% (30)	6% (48)	8% (64)	801
Very Favorable of Biden	21% (148)	21% (150)	33% (235)	5% (34)	13% (91)	7% (50)	708
Somewhat Favorable of Biden	21% (120)	26% (143)	37% (208)	2% (12)	9% (49)	5% (28)	560
Somewhat Unfavorable of Biden	23% (46)	29% (60)	27% (55)	8% (16)	8% (16)	5% (10)	204
Very Unfavorable of Biden	26% (155)	23% (135)	35% (207)	2% (13)	5% (32)	9% (54)	597
#1 Issue: Economy	27% (232)	25% (218)	31% (264)	3% (27)	8% (72)	6% (53)	866
#1 Issue: Security	23% (68)	22% (66)	36% (108)	4% (11)	7% (22)	8% (24)	299
#1 Issue: Health Care	22% (82)	24% (92)	35% (131)	4% (17)	9% (33)	5% (20)	375
#1 Issue: Medicare / Social Security	14% (36)	22% (57)	40% (102)	4% (10)	12% (30)	8% (20)	255
#1 Issue: Women's Issues	26% (25)	22% (21)	27% (26)	1% (1)	9% (9)	14% (14)	96
#1 Issue: Education	29% (27)	20% (19)	23% (22)	1% (1)	10% (9)	16% (15)	94
#1 Issue: Energy	23% (18)	21% (16)	31% (24)	4% (3)	12% (9)	10% (8)	78
#1 Issue: Other	16% (22)	14% (20)	41% (56)	4% (6)	12% (16)	12% (17)	137
2020 Vote: Joe Biden	19% (199)	23% (237)	36% (371)	4% (40)	11% (117)	6% (66)	1031
2020 Vote: Donald Trump	23% (159)	25% (171)	35% (242)	3% (20)	7% (46)	9% (61)	698
2020 Vote: Other	22% (15)	27% (18)	37% (25)	5% (3)	3% (2)	6% (4)	68
2020 Vote: Didn't Vote	34% (138)	20% (81)	24% (95)	3% (12)	9% (35)	10% (41)	402
2018 House Vote: Democrat	19% (147)	24% (186)	37% (291)	4% (32)	11% (84)	5% (38)	778
2018 House Vote: Republican	20% (117)	26% (156)	37% (221)	3% (19)	6% (39)	8% (48)	600
2018 House Vote: Someone else	27% (15)	21% (12)	34% (19)	3% (2)	5% (3)	10% (6)	55
2016 Vote: Hillary Clinton	17% (123)	23% (163)	38% (268)	5% (34)	12% (82)	5% (37)	708
2016 Vote: Donald Trump	22% (150)	24% (161)	37% (248)	2% (16)	7% (47)	7% (49)	671
2016 Vote: Other	19% (20)	29% (29)	39% (40)	1% (1)	7% (8)	4% (4)	103
2016 Vote: Didn't Vote	30% (215)	22% (155)	25% (177)	3% (23)	9% (63)	11% (82)	715

Continued on next page

Table MCEN4_6: Would the following promotions make you more or less likely to go to a movie theater in March 2021?

Free concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	23% (511)	23% (508)	33% (734)	3% (75)	9% (200)	8% (171)	2200
Voted in 2014: Yes	19% (237)	25% (307)	38% (472)	3% (41)	10% (120)	6% (75)	1252
Voted in 2014: No	29% (274)	21% (201)	28% (262)	4% (34)	8% (80)	10% (97)	948
4-Region: Northeast	18% (71)	24% (93)	38% (151)	3% (13)	9% (34)	8% (32)	394
4-Region: Midwest	24% (111)	21% (99)	34% (155)	3% (14)	8% (35)	10% (47)	462
4-Region: South	26% (212)	24% (198)	31% (254)	4% (30)	9% (70)	7% (59)	824
4-Region: West	22% (117)	23% (118)	33% (174)	3% (18)	12% (60)	6% (34)	520
Comfortable seeing movie in April 21	41% (376)	30% (276)	19% (177)	3% (25)	2% (17)	5% (46)	918
Uncomfortable seeing movie in April 21	10% (108)	19% (213)	46% (519)	4% (49)	15% (173)	6% (73)	1134
Comfortable seeing movie in May 21	39% (398)	31% (321)	20% (205)	3% (29)	2% (24)	5% (48)	1024
Uncomfortable seeing movie in May 21	9% (85)	17% (166)	48% (480)	5% (45)	16% (158)	6% (64)	998
Comfortable seeing movie in April OR May	38% (405)	31% (326)	20% (215)	3% (30)	2% (25)	5% (53)	1055
Uncomfortable seeing movie in April OR May	10% (114)	19% (216)	46% (526)	4% (50)	15% (173)	6% (73)	1153
Comfortable seeing movie sometime in 21	33% (446)	29% (391)	27% (369)	3% (42)	4% (48)	4% (54)	1351
Uncomfortable seeing movie sometime in 21	7% (44)	14% (94)	45% (296)	5% (31)	21% (139)	9% (61)	666
Comfortable seeing movie sometime in 22	28% (464)	27% (444)	31% (521)	4% (62)	6% (94)	4% (70)	1656
Uncomfortable seeing movie sometime in 22	7% (19)	10% (29)	40% (110)	4% (11)	29% (80)	10% (26)	275
Likely to go to a movie in April 21	46% (299)	31% (202)	16% (105)	2% (15)	1% (9)	3% (20)	651
Unlikely to go to a movie in April 21	13% (184)	20% (286)	42% (602)	4% (57)	13% (187)	7% (102)	1419
Likely to go to a movie in May 21	43% (326)	32% (241)	17% (132)	3% (21)	2% (12)	4% (27)	759
Unlikely to go to a movie in May 21	12% (157)	19% (247)	44% (565)	4% (52)	14% (183)	7% (91)	1295
Likely to go to a movie in April OR May	43% (336)	32% (248)	17% (137)	3% (22)	2% (12)	4% (28)	783
Unlikely to go to a movie in April OR May	13% (194)	20% (293)	42% (607)	4% (57)	13% (190)	7% (102)	1443
Likely to go to a movie sometime in 21	36% (406)	31% (345)	23% (261)	3% (29)	4% (44)	4% (42)	1127
Unlikely to go to a movie sometime in 21	9% (76)	16% (143)	46% (405)	5% (42)	17% (145)	7% (65)	875
Likely to go to a movie sometime in 22	29% (430)	27% (398)	29% (424)	4% (54)	6% (88)	5% (66)	1459
Unlikely to go to a movie sometime in 22	10% (48)	15% (78)	45% (227)	4% (20)	19% (95)	7% (36)	503

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

Table MCEN4_7: Would the following promotions make you more or less likely to go to a movie theater in March 2021?
Special themed concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (223)	13% (282)	51% (1131)	6% (123)	11% (246)	9% (195)	2200
Gender: Male	11% (118)	14% (149)	51% (546)	6% (64)	9% (98)	8% (86)	1062
Gender: Female	9% (105)	12% (133)	51% (585)	5% (59)	13% (147)	10% (109)	1138
Age: 18-34	21% (137)	17% (110)	39% (257)	5% (34)	8% (52)	10% (65)	655
Age: 35-44	13% (47)	18% (66)	44% (159)	6% (22)	10% (35)	8% (30)	358
Age: 45-64	5% (35)	11% (85)	58% (432)	6% (43)	12% (89)	9% (66)	751
Age: 65+	1% (3)	5% (21)	65% (283)	6% (24)	16% (70)	8% (34)	436
GenZers: 1997-2012	25% (57)	18% (40)	37% (85)	3% (7)	6% (14)	12% (28)	230
Millennials: 1981-1996	17% (112)	18% (116)	40% (265)	6% (41)	10% (67)	8% (55)	656
GenXers: 1965-1980	8% (44)	16% (85)	54% (286)	7% (37)	7% (36)	7% (39)	528
Baby Boomers: 1946-1964	1% (11)	5% (39)	64% (460)	4% (32)	16% (116)	8% (60)	717
PID: Dem (no lean)	12% (103)	14% (118)	46% (393)	7% (59)	15% (123)	6% (50)	846
PID: Ind (no lean)	9% (65)	12% (84)	53% (369)	5% (35)	9% (65)	11% (77)	694
PID: Rep (no lean)	8% (55)	12% (80)	56% (369)	4% (29)	9% (57)	10% (69)	660
PID/Gender: Dem Men	14% (57)	16% (66)	44% (178)	9% (38)	11% (46)	6% (24)	408
PID/Gender: Dem Women	11% (46)	12% (52)	49% (216)	5% (21)	18% (77)	6% (26)	438
PID/Gender: Ind Men	8% (26)	14% (46)	55% (183)	5% (16)	9% (28)	10% (33)	333
PID/Gender: Ind Women	11% (38)	10% (38)	51% (185)	5% (19)	10% (37)	12% (44)	361
PID/Gender: Rep Men	11% (35)	12% (37)	58% (184)	3% (10)	7% (24)	9% (30)	320
PID/Gender: Rep Women	6% (21)	13% (43)	54% (184)	6% (19)	10% (33)	12% (39)	340
Ideo: Liberal (1-3)	12% (76)	14% (93)	48% (316)	7% (46)	13% (82)	6% (39)	653
Ideo: Moderate (4)	6% (41)	13% (83)	56% (354)	5% (30)	13% (81)	7% (41)	629
Ideo: Conservative (5-7)	9% (58)	10% (69)	57% (377)	5% (35)	9% (60)	10% (67)	665
Educ: < College	10% (156)	11% (163)	52% (780)	5% (81)	12% (179)	10% (153)	1512
Educ: Bachelors degree	10% (43)	17% (77)	50% (221)	5% (24)	10% (45)	8% (35)	444
Educ: Post-grad	10% (25)	17% (42)	53% (130)	7% (18)	9% (21)	3% (8)	244
Income: Under 50k	11% (114)	11% (114)	49% (528)	5% (54)	13% (136)	12% (133)	1080
Income: 50k-100k	8% (55)	14% (94)	56% (373)	6% (40)	11% (73)	5% (34)	669
Income: 100k+	12% (53)	16% (73)	51% (230)	6% (29)	8% (37)	6% (28)	451
Ethnicity: White	8% (146)	13% (225)	55% (952)	5% (88)	10% (165)	8% (146)	1722
Ethnicity: Hispanic	17% (58)	15% (51)	46% (159)	7% (24)	10% (36)	6% (22)	349

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Table MCEN4_7: Would the following promotions make you more or less likely to go to a movie theater in March 2021?
Special themed concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (223)	13% (282)	51% (1131)	6% (123)	11% (246)	9% (195)	2200
Ethnicity: Black	19% (52)	10% (26)	35% (95)	9% (26)	17% (47)	10% (28)	274
Ethnicity: Other	12% (25)	15% (30)	41% (84)	5% (10)	17% (34)	10% (21)	204
All Christian	8% (82)	12% (123)	53% (536)	7% (68)	11% (115)	8% (80)	1005
All Non-Christian	19% (20)	10% (10)	38% (39)	7% (7)	13% (14)	13% (14)	104
Atheist	9% (12)	14% (19)	54% (72)	2% (2)	11% (15)	10% (13)	133
Agnostic/Nothing in particular	13% (71)	15% (82)	47% (269)	6% (33)	9% (53)	10% (58)	566
Something Else	10% (39)	12% (47)	55% (215)	3% (12)	12% (49)	8% (31)	392
Religious Non-Protestant/Catholic	20% (24)	12% (14)	37% (45)	6% (7)	12% (15)	12% (14)	120
Evangelical	13% (74)	12% (70)	49% (282)	4% (22)	14% (80)	8% (48)	577
Non-Evangelical	5% (39)	12% (92)	58% (453)	7% (54)	10% (82)	8% (60)	780
Community: Urban	15% (92)	17% (104)	44% (277)	6% (35)	11% (72)	8% (48)	629
Community: Suburban	9% (92)	11% (110)	55% (540)	5% (50)	10% (101)	9% (91)	983
Community: Rural	7% (39)	12% (68)	53% (314)	7% (39)	12% (73)	10% (56)	588
Employ: Private Sector	10% (74)	18% (128)	48% (346)	6% (47)	10% (75)	7% (52)	721
Employ: Government	11% (18)	16% (26)	47% (76)	9% (14)	11% (17)	6% (10)	160
Employ: Self-Employed	14% (26)	10% (19)	54% (99)	2% (4)	10% (19)	10% (18)	186
Employ: Homemaker	13% (19)	13% (19)	48% (73)	7% (10)	10% (14)	10% (15)	150
Employ: Student	24% (26)	15% (16)	37% (41)	6% (6)	7% (8)	12% (13)	111
Employ: Retired	1% (5)	6% (28)	65% (301)	4% (20)	16% (74)	8% (39)	466
Employ: Unemployed	11% (28)	12% (32)	46% (119)	7% (19)	12% (30)	11% (29)	257
Employ: Other	18% (28)	10% (14)	51% (76)	2% (3)	6% (9)	13% (20)	150
Military HH: Yes	10% (38)	11% (42)	57% (214)	4% (14)	10% (37)	9% (33)	378
Military HH: No	10% (185)	13% (239)	50% (917)	6% (109)	11% (209)	9% (162)	1822
RD/WT: Right Direction	12% (126)	13% (139)	47% (506)	6% (64)	13% (137)	9% (96)	1068
RD/WT: Wrong Track	9% (97)	13% (143)	55% (625)	5% (59)	10% (109)	9% (100)	1132
Biden Job Approve	11% (142)	13% (168)	50% (619)	5% (63)	13% (168)	7% (90)	1250
Biden Job Disapprove	7% (55)	13% (98)	56% (435)	7% (56)	8% (63)	9% (72)	779

Continued on next page

Table MCEN4_7: Would the following promotions make you more or less likely to go to a movie theater in March 2021?
Special themed concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (223)	13% (282)	51% (1131)	6% (123)	11% (246)	9% (195)	2200
Biden Job Strongly Approve	13% (90)	12% (85)	45% (311)	6% (40)	16% (111)	8% (58)	694
Biden Job Somewhat Approve	9% (52)	15% (84)	55% (308)	4% (24)	10% (57)	6% (31)	555
Biden Job Somewhat Disapprove	3% (6)	21% (45)	48% (101)	10% (21)	11% (23)	7% (15)	211
Biden Job Strongly Disapprove	9% (49)	9% (54)	59% (334)	6% (34)	7% (40)	10% (56)	568
Favorable of Biden	11% (138)	14% (172)	50% (632)	6% (73)	13% (170)	7% (83)	1268
Unfavorable of Biden	8% (64)	12% (93)	57% (454)	6% (48)	8% (61)	10% (81)	801
Very Favorable of Biden	12% (88)	12% (86)	46% (327)	6% (44)	16% (114)	7% (49)	708
Somewhat Favorable of Biden	9% (49)	15% (86)	54% (305)	5% (29)	10% (56)	6% (35)	560
Somewhat Unfavorable of Biden	7% (15)	16% (33)	51% (105)	8% (16)	10% (19)	8% (17)	204
Very Unfavorable of Biden	8% (50)	10% (60)	58% (349)	5% (32)	7% (42)	11% (65)	597
#1 Issue: Economy	13% (110)	13% (115)	50% (435)	6% (48)	10% (89)	8% (69)	866
#1 Issue: Security	10% (30)	15% (44)	51% (153)	6% (17)	10% (30)	8% (24)	299
#1 Issue: Health Care	10% (37)	14% (51)	53% (200)	5% (20)	10% (37)	8% (29)	375
#1 Issue: Medicare / Social Security	4% (9)	6% (15)	59% (152)	4% (11)	15% (38)	12% (30)	255
#1 Issue: Women's Issues	4% (4)	15% (14)	52% (50)	4% (4)	10% (10)	15% (15)	96
#1 Issue: Education	20% (19)	16% (15)	34% (32)	15% (14)	8% (8)	7% (7)	94
#1 Issue: Energy	9% (7)	18% (14)	45% (35)	5% (4)	14% (11)	9% (7)	78
#1 Issue: Other	5% (6)	9% (12)	55% (75)	4% (6)	17% (23)	11% (15)	137
2020 Vote: Joe Biden	11% (111)	12% (126)	50% (518)	6% (66)	14% (143)	6% (67)	1031
2020 Vote: Donald Trump	8% (55)	12% (86)	57% (397)	5% (33)	8% (55)	10% (71)	698
2020 Vote: Other	6% (4)	12% (8)	59% (40)	11% (7)	6% (4)	7% (4)	68
2020 Vote: Didn't Vote	13% (53)	16% (62)	43% (174)	4% (16)	11% (43)	13% (53)	402
2018 House Vote: Democrat	9% (72)	13% (99)	52% (403)	8% (60)	14% (111)	4% (32)	778
2018 House Vote: Republican	7% (43)	12% (73)	59% (355)	4% (26)	8% (45)	10% (58)	600
2018 House Vote: Someone else	9% (5)	13% (7)	57% (31)	4% (2)	7% (4)	10% (6)	55
2016 Vote: Hillary Clinton	9% (64)	12% (85)	51% (362)	8% (60)	14% (101)	5% (35)	708
2016 Vote: Donald Trump	8% (51)	13% (90)	57% (385)	4% (28)	8% (55)	9% (62)	671
2016 Vote: Other	3% (4)	12% (13)	65% (66)	6% (6)	8% (9)	6% (6)	103
2016 Vote: Didn't Vote	14% (102)	13% (94)	44% (317)	4% (29)	11% (81)	13% (93)	715

Continued on next page

Table MCEN4_7: Would the following promotions make you more or less likely to go to a movie theater in March 2021?
Special themed concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (223)	13% (282)	51% (1131)	6% (123)	11% (246)	9% (195)	2200
Voted in 2014: Yes	8% (94)	12% (149)	56% (697)	6% (80)	12% (151)	7% (82)	1252
Voted in 2014: No	14% (129)	14% (133)	46% (434)	5% (43)	10% (95)	12% (114)	948
4-Region: Northeast	9% (35)	11% (43)	56% (221)	4% (14)	13% (49)	8% (31)	394
4-Region: Midwest	9% (43)	10% (47)	52% (242)	8% (39)	10% (44)	10% (48)	462
4-Region: South	12% (98)	14% (117)	49% (406)	5% (42)	10% (85)	9% (76)	824
4-Region: West	9% (46)	15% (76)	50% (262)	5% (28)	13% (67)	8% (41)	520
Comfortable seeing movie in April 21	19% (171)	21% (194)	48% (438)	5% (50)	2% (23)	4% (41)	918
Uncomfortable seeing movie in April 21	3% (36)	7% (81)	56% (640)	6% (71)	19% (216)	8% (91)	1134
Comfortable seeing movie in May 21	17% (174)	20% (206)	49% (503)	5% (55)	3% (31)	5% (55)	1024
Uncomfortable seeing movie in May 21	3% (29)	7% (65)	57% (566)	6% (64)	20% (200)	7% (74)	998
Comfortable seeing movie in April OR May	17% (181)	20% (213)	49% (512)	6% (59)	3% (33)	5% (57)	1055
Uncomfortable seeing movie in April OR May	3% (40)	7% (85)	56% (647)	6% (73)	19% (216)	8% (92)	1153
Comfortable seeing movie sometime in 21	14% (191)	18% (239)	53% (713)	5% (74)	5% (63)	5% (71)	1351
Uncomfortable seeing movie sometime in 21	3% (20)	6% (37)	50% (330)	7% (48)	26% (171)	9% (58)	666
Comfortable seeing movie sometime in 22	12% (202)	15% (252)	53% (883)	6% (91)	8% (131)	6% (96)	1656
Uncomfortable seeing movie sometime in 22	3% (8)	5% (15)	45% (124)	6% (17)	31% (86)	9% (24)	275
Likely to go to a movie in April 21	25% (160)	23% (150)	43% (278)	4% (26)	2% (12)	4% (26)	651
Unlikely to go to a movie in April 21	3% (45)	8% (117)	57% (814)	7% (95)	16% (233)	8% (114)	1419
Likely to go to a movie in May 21	22% (168)	23% (172)	44% (337)	5% (36)	2% (12)	4% (34)	759
Unlikely to go to a movie in May 21	3% (37)	7% (96)	58% (749)	7% (84)	18% (228)	8% (101)	1295
Likely to go to a movie in April OR May	22% (176)	23% (178)	44% (344)	5% (38)	2% (14)	4% (34)	783
Unlikely to go to a movie in April OR May	4% (53)	8% (121)	57% (824)	7% (96)	16% (235)	8% (114)	1443
Likely to go to a movie sometime in 21	16% (182)	19% (216)	49% (556)	6% (65)	5% (51)	5% (57)	1127
Unlikely to go to a movie sometime in 21	3% (24)	6% (54)	56% (491)	6% (55)	21% (183)	8% (69)	875
Likely to go to a movie sometime in 22	13% (187)	16% (231)	51% (749)	6% (91)	8% (118)	6% (82)	1459
Unlikely to go to a movie sometime in 22	3% (15)	7% (34)	54% (273)	6% (28)	22% (109)	9% (43)	503

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

Table MCEN4_8: *Would the following promotions make you more or less likely to go to a movie theater in March 2021?*
Giveaways of promotional items such as posters

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (245)	16% (356)	48% (1046)	6% (130)	11% (252)	8% (171)	2200
Gender: Male	12% (128)	19% (204)	47% (498)	6% (62)	8% (90)	7% (79)	1062
Gender: Female	10% (117)	13% (153)	48% (547)	6% (68)	14% (162)	8% (92)	1138
Age: 18-34	22% (145)	22% (141)	33% (219)	6% (40)	8% (50)	9% (60)	655
Age: 35-44	13% (47)	19% (66)	43% (154)	7% (26)	9% (32)	9% (32)	358
Age: 45-64	6% (44)	16% (119)	53% (396)	6% (42)	13% (101)	7% (49)	751
Age: 65+	2% (9)	7% (30)	63% (276)	5% (23)	16% (69)	7% (30)	436
GenZers: 1997-2012	27% (63)	20% (46)	34% (78)	3% (7)	5% (12)	10% (24)	230
Millennials: 1981-1996	17% (114)	21% (138)	36% (236)	7% (49)	10% (65)	8% (54)	656
GenXers: 1965-1980	8% (43)	19% (102)	50% (264)	7% (35)	9% (49)	7% (35)	528
Baby Boomers: 1946-1964	3% (25)	9% (65)	61% (436)	5% (33)	15% (111)	7% (48)	717
PID: Dem (no lean)	13% (110)	16% (139)	44% (370)	8% (67)	14% (115)	5% (45)	846
PID: Ind (no lean)	12% (80)	18% (122)	48% (332)	4% (27)	10% (71)	9% (63)	694
PID: Rep (no lean)	8% (55)	14% (96)	52% (343)	5% (36)	10% (66)	10% (64)	660
PID/Gender: Dem Men	17% (68)	18% (76)	40% (165)	8% (34)	11% (45)	5% (22)	408
PID/Gender: Dem Women	10% (42)	15% (64)	47% (205)	8% (34)	16% (70)	5% (23)	438
PID/Gender: Ind Men	9% (31)	20% (68)	51% (168)	4% (13)	7% (25)	8% (28)	333
PID/Gender: Ind Women	14% (49)	15% (53)	45% (164)	4% (14)	13% (46)	10% (35)	361
PID/Gender: Rep Men	9% (30)	19% (60)	52% (165)	5% (15)	6% (20)	9% (30)	320
PID/Gender: Rep Women	8% (26)	11% (36)	52% (178)	6% (20)	13% (46)	10% (34)	340
Ideo: Liberal (1-3)	12% (80)	20% (129)	42% (277)	6% (39)	14% (90)	6% (37)	653
Ideo: Moderate (4)	9% (55)	14% (88)	55% (346)	6% (37)	10% (63)	6% (40)	629
Ideo: Conservative (5-7)	9% (57)	15% (103)	51% (342)	7% (46)	10% (68)	7% (50)	665
Educ: < College	11% (171)	16% (236)	47% (713)	5% (72)	13% (192)	8% (127)	1512
Educ: Bachelors degree	10% (43)	18% (82)	47% (208)	8% (38)	9% (41)	7% (32)	444
Educ: Post-grad	13% (31)	16% (38)	51% (124)	8% (20)	8% (19)	5% (11)	244
Income: Under 50k	10% (112)	17% (183)	44% (473)	5% (56)	13% (144)	11% (113)	1080
Income: 50k-100k	11% (72)	15% (99)	53% (352)	7% (45)	10% (68)	5% (33)	669
Income: 100k+	13% (60)	17% (75)	49% (221)	7% (30)	9% (40)	5% (25)	451
Ethnicity: White	10% (170)	15% (265)	52% (898)	5% (93)	10% (165)	8% (131)	1722
Ethnicity: Hispanic	19% (65)	22% (76)	36% (127)	8% (28)	9% (33)	6% (21)	349

Continued on next page

Table MCEN4_8: *Would the following promotions make you more or less likely to go to a movie theater in March 2021?
Giveaways of promotional items such as posters*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (245)	16% (356)	48% (1046)	6% (130)	11% (252)	8% (171)	2200
Ethnicity: Black	17% (47)	15% (42)	28% (78)	11% (29)	21% (56)	8% (22)	274
Ethnicity: Other	14% (28)	24% (49)	34% (69)	4% (8)	15% (31)	9% (18)	204
All Christian	10% (102)	13% (127)	52% (524)	6% (63)	12% (119)	7% (70)	1005
All Non-Christian	20% (21)	16% (17)	31% (32)	6% (7)	11% (12)	15% (16)	104
Atheist	6% (8)	20% (27)	56% (75)	3% (4)	11% (14)	4% (6)	133
Agnostic/Nothing in particular	14% (78)	20% (112)	44% (246)	6% (35)	8% (48)	8% (46)	566
Something Else	9% (37)	19% (74)	43% (168)	5% (21)	15% (59)	8% (33)	392
Religious Non-Protestant/Catholic	23% (27)	15% (19)	33% (39)	5% (7)	10% (12)	14% (17)	120
Evangelical	13% (76)	15% (89)	44% (252)	5% (27)	16% (90)	8% (44)	577
Non-Evangelical	7% (54)	13% (104)	54% (424)	7% (53)	11% (87)	7% (57)	780
Community: Urban	15% (96)	18% (112)	40% (250)	7% (44)	12% (77)	8% (50)	629
Community: Suburban	10% (101)	15% (146)	51% (501)	6% (55)	11% (109)	7% (71)	983
Community: Rural	8% (48)	17% (98)	50% (294)	5% (31)	11% (66)	8% (50)	588
Employ: Private Sector	11% (82)	20% (141)	44% (321)	8% (57)	11% (76)	6% (45)	721
Employ: Government	12% (20)	18% (28)	46% (74)	5% (7)	13% (21)	6% (10)	160
Employ: Self-Employed	14% (26)	16% (29)	45% (84)	6% (11)	9% (16)	11% (20)	186
Employ: Homemaker	15% (23)	8% (12)	47% (70)	5% (8)	16% (24)	9% (13)	150
Employ: Student	19% (21)	21% (23)	42% (47)	3% (3)	9% (10)	7% (8)	111
Employ: Retired	3% (15)	9% (40)	62% (288)	4% (21)	14% (66)	8% (36)	466
Employ: Unemployed	13% (33)	17% (45)	41% (106)	8% (20)	13% (34)	8% (19)	257
Employ: Other	18% (26)	26% (39)	37% (56)	2% (3)	4% (6)	14% (21)	150
Military HH: Yes	11% (41)	15% (58)	51% (194)	4% (16)	10% (38)	8% (30)	378
Military HH: No	11% (204)	16% (298)	47% (851)	6% (114)	12% (214)	8% (141)	1822
RD/WT: Right Direction	12% (132)	17% (181)	43% (456)	7% (74)	13% (139)	8% (86)	1068
RD/WT: Wrong Track	10% (113)	16% (176)	52% (590)	5% (56)	10% (112)	8% (86)	1132
Biden Job Approve	12% (154)	16% (203)	46% (569)	6% (77)	13% (167)	6% (80)	1250
Biden Job Disapprove	8% (64)	17% (131)	52% (402)	6% (50)	9% (71)	8% (62)	779

Continued on next page

Table MCEN4_8: Would the following promotions make you more or less likely to go to a movie theater in March 2021?
Giveaways of promotional items such as posters

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (245)	16% (356)	48% (1046)	6% (130)	11% (252)	8% (171)	2200
Biden Job Strongly Approve	14% (98)	16% (113)	39% (274)	7% (45)	17% (115)	7% (49)	694
Biden Job Somewhat Approve	10% (56)	16% (90)	53% (296)	6% (31)	9% (51)	6% (31)	555
Biden Job Somewhat Disapprove	6% (12)	21% (45)	51% (107)	6% (14)	10% (21)	6% (12)	211
Biden Job Strongly Disapprove	9% (51)	15% (86)	52% (295)	6% (37)	9% (50)	9% (49)	568
Favorable of Biden	13% (160)	16% (205)	46% (579)	7% (83)	13% (166)	6% (75)	1268
Unfavorable of Biden	8% (65)	17% (136)	52% (418)	5% (42)	9% (72)	9% (69)	801
Very Favorable of Biden	14% (101)	15% (104)	42% (299)	8% (57)	15% (107)	6% (40)	708
Somewhat Favorable of Biden	11% (59)	18% (101)	50% (281)	5% (26)	11% (59)	6% (34)	560
Somewhat Unfavorable of Biden	5% (10)	23% (46)	52% (107)	5% (10)	8% (17)	7% (13)	204
Very Unfavorable of Biden	9% (55)	15% (90)	52% (311)	5% (32)	9% (55)	9% (55)	597
#1 Issue: Economy	12% (105)	18% (155)	45% (393)	7% (61)	11% (98)	6% (55)	866
#1 Issue: Security	11% (33)	13% (40)	54% (160)	5% (16)	9% (27)	8% (23)	299
#1 Issue: Health Care	13% (50)	17% (63)	49% (183)	4% (15)	10% (38)	7% (25)	375
#1 Issue: Medicare / Social Security	5% (12)	12% (31)	53% (134)	3% (8)	17% (42)	11% (28)	255
#1 Issue: Women's Issues	6% (6)	21% (20)	46% (45)	6% (6)	8% (8)	12% (12)	96
#1 Issue: Education	19% (18)	22% (20)	32% (30)	14% (13)	7% (7)	6% (5)	94
#1 Issue: Energy	18% (14)	19% (15)	39% (31)	4% (3)	11% (9)	9% (7)	78
#1 Issue: Other	5% (7)	9% (12)	51% (70)	6% (8)	17% (23)	12% (16)	137
2020 Vote: Joe Biden	12% (122)	16% (165)	45% (464)	7% (68)	15% (151)	6% (60)	1031
2020 Vote: Donald Trump	9% (61)	14% (99)	54% (378)	5% (36)	9% (62)	9% (64)	698
2020 Vote: Other	11% (8)	13% (9)	60% (41)	2% (1)	5% (3)	8% (6)	68
2020 Vote: Didn't Vote	14% (54)	21% (84)	40% (161)	6% (25)	9% (36)	10% (42)	402
2018 House Vote: Democrat	11% (89)	16% (122)	48% (375)	7% (58)	13% (101)	4% (34)	778
2018 House Vote: Republican	7% (42)	15% (88)	55% (331)	5% (32)	9% (55)	9% (53)	600
2018 House Vote: Someone else	18% (10)	12% (7)	53% (29)	— (0)	9% (5)	8% (4)	55
2016 Vote: Hillary Clinton	10% (71)	15% (107)	48% (340)	7% (53)	14% (102)	5% (35)	708
2016 Vote: Donald Trump	9% (62)	16% (104)	53% (355)	5% (33)	9% (62)	8% (55)	671
2016 Vote: Other	5% (5)	16% (16)	63% (65)	4% (4)	6% (6)	6% (7)	103
2016 Vote: Didn't Vote	15% (105)	18% (128)	40% (285)	6% (40)	11% (81)	10% (75)	715

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Table MCEN4_8: *Would the following promotions make you more or less likely to go to a movie theater in March 2021?
Giveaways of promotional items such as posters*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (245)	16% (356)	48% (1046)	6% (130)	11% (252)	8% (171)	2200
Voted in 2014: Yes	9% (109)	14% (178)	52% (655)	6% (79)	12% (153)	6% (78)	1252
Voted in 2014: No	14% (136)	19% (178)	41% (390)	5% (51)	10% (99)	10% (93)	948
4-Region: Northeast	10% (37)	16% (63)	51% (202)	5% (19)	11% (41)	8% (30)	394
4-Region: Midwest	12% (55)	14% (65)	47% (216)	7% (32)	11% (51)	9% (43)	462
4-Region: South	13% (107)	18% (150)	45% (368)	5% (42)	12% (96)	8% (62)	824
4-Region: West	9% (45)	15% (78)	50% (260)	7% (37)	12% (63)	7% (36)	520
Comfortable seeing movie in April 21	20% (184)	24% (220)	43% (391)	6% (54)	3% (32)	4% (37)	918
Uncomfortable seeing movie in April 21	4% (40)	11% (129)	54% (613)	7% (74)	18% (201)	7% (77)	1134
Comfortable seeing movie in May 21	18% (186)	24% (244)	44% (452)	5% (56)	4% (42)	4% (45)	1024
Uncomfortable seeing movie in May 21	4% (36)	10% (100)	54% (540)	7% (72)	18% (184)	7% (66)	998
Comfortable seeing movie in April OR May	18% (189)	24% (252)	44% (463)	6% (59)	4% (45)	4% (47)	1055
Uncomfortable seeing movie in April OR May	4% (43)	12% (134)	54% (620)	7% (77)	17% (202)	7% (78)	1153
Comfortable seeing movie sometime in 21	16% (211)	21% (289)	48% (644)	6% (76)	5% (66)	5% (64)	1351
Uncomfortable seeing movie sometime in 21	3% (20)	8% (55)	49% (329)	8% (52)	25% (164)	7% (46)	666
Comfortable seeing movie sometime in 22	13% (221)	19% (318)	49% (811)	6% (94)	8% (132)	5% (80)	1656
Uncomfortable seeing movie sometime in 22	2% (6)	7% (19)	44% (122)	7% (19)	31% (85)	9% (24)	275
Likely to go to a movie in April 21	25% (165)	26% (169)	37% (239)	5% (31)	3% (17)	4% (29)	651
Unlikely to go to a movie in April 21	4% (55)	13% (178)	55% (780)	7% (96)	16% (227)	6% (82)	1419
Likely to go to a movie in May 21	23% (173)	27% (204)	39% (293)	5% (40)	2% (16)	4% (33)	759
Unlikely to go to a movie in May 21	4% (49)	11% (141)	55% (717)	7% (88)	17% (224)	6% (76)	1295
Likely to go to a movie in April OR May	22% (176)	27% (212)	38% (299)	6% (44)	2% (18)	4% (35)	783
Unlikely to go to a movie in April OR May	4% (59)	13% (185)	54% (785)	7% (99)	16% (231)	6% (83)	1443
Likely to go to a movie sometime in 21	17% (195)	23% (262)	44% (500)	6% (73)	4% (45)	5% (52)	1127
Unlikely to go to a movie sometime in 21	3% (26)	9% (83)	54% (475)	6% (54)	21% (188)	6% (49)	875
Likely to go to a movie sometime in 22	14% (208)	21% (301)	46% (678)	7% (95)	8% (113)	4% (64)	1459
Unlikely to go to a movie sometime in 22	2% (11)	7% (37)	56% (280)	6% (29)	22% (112)	7% (35)	503

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

Table MCEN4_9: Would the following promotions make you more or less likely to go to a movie theater in March 2021?
Screenings of older movies

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (223)	15% (336)	44% (961)	9% (187)	14% (317)	8% (176)	2200
Gender: Male	11% (119)	18% (187)	43% (452)	9% (91)	12% (130)	8% (82)	1062
Gender: Female	9% (104)	13% (148)	45% (509)	8% (96)	16% (187)	8% (95)	1138
Age: 18-34	22% (144)	16% (108)	31% (204)	11% (69)	11% (69)	9% (60)	655
Age: 35-44	12% (42)	21% (75)	39% (139)	8% (29)	14% (48)	7% (24)	358
Age: 45-64	4% (29)	15% (110)	51% (384)	7% (55)	16% (118)	7% (55)	751
Age: 65+	2% (7)	10% (43)	54% (234)	8% (33)	19% (81)	9% (38)	436
GenZers: 1997-2012	28% (64)	11% (26)	30% (70)	11% (24)	10% (22)	10% (24)	230
Millennials: 1981-1996	16% (108)	21% (137)	33% (215)	10% (63)	13% (84)	8% (50)	656
GenXers: 1965-1980	6% (33)	19% (99)	47% (249)	9% (46)	13% (68)	6% (33)	528
Baby Boomers: 1946-1964	2% (15)	9% (67)	56% (403)	6% (46)	18% (126)	8% (59)	717
PID: Dem (no lean)	11% (94)	15% (127)	40% (336)	10% (84)	19% (159)	5% (46)	846
PID: Ind (no lean)	11% (76)	15% (103)	44% (304)	7% (49)	13% (90)	10% (72)	694
PID: Rep (no lean)	8% (53)	16% (106)	49% (321)	8% (54)	10% (67)	9% (59)	660
PID/Gender: Dem Men	15% (62)	16% (67)	38% (154)	10% (40)	15% (62)	6% (23)	408
PID/Gender: Dem Women	7% (31)	14% (60)	42% (182)	10% (44)	22% (97)	5% (23)	438
PID/Gender: Ind Men	8% (26)	17% (56)	46% (153)	9% (29)	12% (41)	9% (29)	333
PID/Gender: Ind Women	14% (50)	13% (47)	42% (151)	6% (20)	14% (49)	12% (43)	361
PID/Gender: Rep Men	10% (31)	20% (65)	45% (145)	7% (22)	9% (28)	9% (30)	320
PID/Gender: Rep Women	7% (23)	12% (41)	52% (175)	9% (32)	12% (40)	9% (29)	340
Ideo: Liberal (1-3)	12% (77)	15% (95)	42% (272)	10% (67)	16% (107)	5% (34)	653
Ideo: Moderate (4)	6% (35)	16% (100)	49% (309)	7% (43)	16% (103)	6% (39)	629
Ideo: Conservative (5-7)	9% (58)	17% (112)	47% (312)	9% (62)	11% (74)	7% (48)	665
Educ: < College	11% (164)	14% (206)	42% (641)	8% (128)	16% (236)	9% (137)	1512
Educ: Bachelors degree	8% (36)	19% (84)	46% (204)	8% (33)	12% (55)	7% (32)	444
Educ: Post-grad	9% (23)	19% (46)	47% (116)	11% (26)	11% (26)	3% (8)	244
Income: Under 50k	10% (110)	14% (146)	40% (435)	8% (85)	16% (174)	12% (129)	1080
Income: 50k-100k	9% (59)	15% (102)	48% (324)	9% (62)	14% (91)	5% (32)	669
Income: 100k+	12% (54)	19% (87)	45% (202)	9% (41)	11% (52)	3% (15)	451
Ethnicity: White	9% (149)	16% (270)	48% (821)	8% (135)	13% (217)	8% (129)	1722
Ethnicity: Hispanic	14% (50)	19% (68)	36% (125)	8% (29)	16% (56)	6% (22)	349

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Table MCEN4_9: *Would the following promotions make you more or less likely to go to a movie theater in March 2021?*
Screenings of older movies

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (223)	15% (336)	44% (961)	9% (187)	14% (317)	8% (176)	2200
Ethnicity: Black	17% (47)	10% (29)	29% (79)	13% (37)	23% (63)	8% (21)	274
Ethnicity: Other	13% (27)	18% (37)	30% (61)	7% (15)	18% (36)	13% (27)	204
All Christian	8% (84)	15% (148)	47% (470)	9% (91)	14% (141)	7% (71)	1005
All Non-Christian	17% (18)	14% (14)	35% (36)	6% (6)	19% (19)	10% (10)	104
Atheist	7% (10)	12% (16)	47% (62)	12% (16)	14% (19)	8% (10)	133
Agnostic/Nothing in particular	13% (75)	16% (92)	40% (224)	8% (43)	14% (79)	9% (52)	566
Something Else	9% (37)	16% (64)	43% (169)	8% (31)	15% (59)	8% (33)	392
Religious Non-Protestant/Catholic	19% (22)	16% (19)	35% (41)	6% (7)	16% (19)	9% (11)	120
Evangelical	12% (69)	17% (97)	40% (232)	8% (44)	15% (87)	8% (47)	577
Non-Evangelical	6% (45)	14% (107)	50% (389)	9% (73)	14% (112)	7% (55)	780
Community: Urban	15% (97)	20% (126)	35% (223)	7% (45)	14% (89)	8% (49)	629
Community: Suburban	8% (83)	13% (131)	49% (478)	9% (86)	14% (135)	7% (70)	983
Community: Rural	7% (43)	13% (79)	44% (260)	10% (56)	16% (92)	10% (57)	588
Employ: Private Sector	9% (66)	19% (139)	44% (317)	8% (60)	13% (92)	6% (47)	721
Employ: Government	13% (20)	22% (35)	40% (63)	12% (20)	9% (15)	5% (7)	160
Employ: Self-Employed	12% (23)	16% (30)	43% (80)	6% (12)	13% (25)	8% (15)	186
Employ: Homemaker	13% (19)	15% (23)	40% (60)	8% (11)	14% (21)	11% (16)	150
Employ: Student	28% (31)	11% (12)	31% (35)	10% (11)	17% (19)	2% (3)	111
Employ: Retired	1% (6)	11% (52)	54% (252)	6% (29)	19% (87)	8% (39)	466
Employ: Unemployed	12% (30)	13% (33)	37% (95)	8% (20)	20% (51)	11% (28)	257
Employ: Other	18% (27)	8% (12)	39% (59)	16% (24)	4% (7)	15% (23)	150
Military HH: Yes	10% (37)	12% (47)	49% (187)	8% (31)	12% (45)	8% (32)	378
Military HH: No	10% (186)	16% (289)	43% (775)	9% (157)	15% (271)	8% (145)	1822
RD/WT: Right Direction	11% (116)	16% (176)	41% (433)	8% (85)	17% (177)	8% (81)	1068
RD/WT: Wrong Track	9% (106)	14% (160)	47% (528)	9% (103)	12% (139)	8% (96)	1132
Biden Job Approve	11% (133)	15% (194)	43% (534)	8% (105)	17% (209)	6% (75)	1250
Biden Job Disapprove	8% (65)	16% (122)	46% (360)	9% (71)	12% (93)	9% (67)	779

Continued on next page

Table MCEN4_9: *Would the following promotions make you more or less likely to go to a movie theater in March 2021?*
Screenings of older movies

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (223)	15% (336)	44% (961)	9% (187)	14% (317)	8% (176)	2200
Biden Job Strongly Approve	12% (86)	15% (103)	38% (264)	8% (56)	21% (143)	6% (43)	694
Biden Job Somewhat Approve	8% (46)	16% (90)	49% (270)	9% (49)	12% (67)	6% (33)	555
Biden Job Somewhat Disapprove	8% (16)	13% (27)	45% (94)	14% (29)	14% (30)	7% (15)	211
Biden Job Strongly Disapprove	9% (49)	17% (95)	47% (266)	7% (42)	11% (63)	9% (52)	568
Favorable of Biden	11% (141)	15% (188)	42% (536)	9% (111)	17% (221)	6% (72)	1268
Unfavorable of Biden	8% (61)	16% (130)	48% (383)	8% (68)	11% (84)	9% (74)	801
Very Favorable of Biden	13% (92)	15% (109)	37% (265)	8% (59)	20% (145)	5% (39)	708
Somewhat Favorable of Biden	9% (49)	14% (79)	48% (270)	9% (52)	14% (76)	6% (33)	560
Somewhat Unfavorable of Biden	7% (13)	14% (28)	51% (105)	12% (25)	11% (22)	5% (11)	204
Very Unfavorable of Biden	8% (48)	17% (101)	47% (279)	7% (43)	11% (63)	11% (63)	597
#1 Issue: Economy	11% (94)	19% (161)	41% (354)	10% (89)	13% (115)	6% (52)	866
#1 Issue: Security	8% (24)	15% (46)	49% (146)	7% (20)	11% (34)	9% (28)	299
#1 Issue: Health Care	11% (40)	15% (57)	47% (175)	7% (26)	14% (53)	6% (23)	375
#1 Issue: Medicare / Social Security	4% (10)	11% (27)	49% (124)	8% (20)	16% (42)	12% (32)	255
#1 Issue: Women's Issues	18% (17)	11% (11)	40% (39)	10% (9)	11% (11)	10% (10)	96
#1 Issue: Education	21% (20)	17% (16)	28% (26)	5% (4)	22% (21)	7% (7)	94
#1 Issue: Energy	15% (11)	14% (11)	41% (32)	6% (5)	15% (12)	10% (8)	78
#1 Issue: Other	4% (6)	5% (7)	48% (66)	9% (13)	21% (29)	12% (17)	137
2020 Vote: Joe Biden	11% (111)	15% (156)	43% (439)	8% (83)	18% (189)	5% (53)	1031
2020 Vote: Donald Trump	8% (54)	16% (108)	51% (354)	7% (48)	9% (65)	10% (68)	698
2020 Vote: Other	6% (4)	17% (11)	54% (37)	9% (6)	6% (4)	8% (5)	68
2020 Vote: Didn't Vote	13% (53)	15% (60)	32% (130)	12% (49)	15% (59)	12% (50)	402
2018 House Vote: Democrat	8% (59)	17% (131)	45% (353)	9% (72)	18% (137)	3% (27)	778
2018 House Vote: Republican	8% (50)	15% (90)	51% (309)	8% (49)	9% (55)	8% (48)	600
2018 House Vote: Someone else	6% (3)	22% (12)	54% (29)	3% (2)	10% (5)	6% (3)	55
2016 Vote: Hillary Clinton	8% (57)	16% (110)	44% (313)	9% (64)	18% (130)	5% (32)	708
2016 Vote: Donald Trump	8% (53)	17% (114)	50% (335)	7% (49)	10% (65)	8% (55)	671
2016 Vote: Other	1% (1)	21% (21)	62% (63)	3% (3)	10% (10)	5% (5)	103
2016 Vote: Didn't Vote	16% (111)	12% (89)	35% (249)	10% (70)	16% (111)	12% (85)	715

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Table MCEN4_9: Would the following promotions make you more or less likely to go to a movie theater in March 2021?
Screenings of older movies

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (223)	15% (336)	44% (961)	9% (187)	14% (317)	8% (176)	2200
Voted in 2014: Yes	8% (95)	16% (194)	49% (612)	8% (104)	14% (180)	5% (67)	1252
Voted in 2014: No	13% (127)	15% (141)	37% (349)	9% (83)	14% (137)	12% (110)	948
4-Region: Northeast	8% (31)	17% (65)	48% (189)	5% (21)	15% (58)	7% (29)	394
4-Region: Midwest	11% (51)	11% (51)	47% (217)	8% (37)	13% (62)	10% (45)	462
4-Region: South	11% (93)	16% (132)	43% (351)	8% (66)	14% (119)	8% (63)	824
4-Region: West	9% (47)	17% (87)	39% (204)	12% (63)	15% (79)	8% (40)	520
Comfortable seeing movie in April 21	16% (151)	25% (228)	39% (355)	9% (79)	7% (61)	5% (44)	918
Uncomfortable seeing movie in April 21	4% (50)	9% (101)	49% (557)	9% (104)	21% (242)	7% (80)	1134
Comfortable seeing movie in May 21	16% (160)	23% (239)	40% (407)	8% (87)	8% (80)	5% (51)	1024
Uncomfortable seeing movie in May 21	4% (37)	8% (83)	50% (501)	9% (91)	22% (215)	7% (71)	998
Comfortable seeing movie in April OR May	15% (163)	24% (249)	40% (418)	9% (91)	8% (80)	5% (53)	1055
Uncomfortable seeing movie in April OR May	4% (51)	9% (107)	49% (565)	9% (106)	21% (242)	7% (81)	1153
Comfortable seeing movie sometime in 21	14% (186)	20% (271)	44% (599)	9% (115)	8% (114)	5% (65)	1351
Uncomfortable seeing movie sometime in 21	2% (16)	8% (56)	44% (293)	9% (60)	27% (183)	8% (56)	666
Comfortable seeing movie sometime in 22	12% (197)	18% (298)	45% (743)	9% (148)	11% (183)	5% (86)	1656
Uncomfortable seeing movie sometime in 22	1% (2)	8% (22)	40% (110)	10% (27)	33% (90)	9% (24)	275
Likely to go to a movie in April 21	22% (143)	29% (186)	34% (220)	8% (55)	3% (21)	4% (26)	651
Unlikely to go to a movie in April 21	4% (56)	10% (143)	50% (703)	9% (132)	20% (289)	7% (95)	1419
Likely to go to a movie in May 21	20% (154)	28% (213)	35% (265)	9% (66)	4% (29)	4% (33)	759
Unlikely to go to a movie in May 21	3% (44)	9% (114)	51% (656)	9% (121)	21% (272)	7% (88)	1295
Likely to go to a movie in April OR May	20% (160)	28% (220)	35% (274)	9% (68)	4% (29)	4% (33)	783
Unlikely to go to a movie in April OR May	4% (61)	10% (150)	49% (713)	9% (134)	20% (289)	7% (96)	1443
Likely to go to a movie sometime in 21	15% (172)	23% (257)	41% (458)	9% (99)	8% (93)	4% (49)	1127
Unlikely to go to a movie sometime in 21	3% (23)	8% (70)	50% (439)	9% (78)	23% (202)	7% (63)	875
Likely to go to a movie sometime in 22	12% (181)	19% (283)	43% (634)	9% (133)	11% (161)	5% (67)	1459
Unlikely to go to a movie sometime in 22	2% (11)	8% (42)	48% (242)	8% (41)	26% (130)	8% (38)	503

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

Table MCEN4_10: *Would the following promotions make you more or less likely to go to a movie theater in March 2021?*
Screenings of live events such as theater or concerts

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (290)	16% (354)	45% (998)	6% (135)	12% (258)	8% (166)	2200
Gender: Male	14% (146)	18% (192)	45% (481)	6% (68)	9% (97)	7% (78)	1062
Gender: Female	13% (144)	14% (162)	45% (517)	6% (67)	14% (161)	8% (87)	1138
Age: 18-34	26% (169)	19% (123)	34% (222)	6% (40)	8% (49)	8% (52)	655
Age: 35-44	17% (61)	17% (62)	41% (145)	6% (22)	12% (43)	7% (24)	358
Age: 45-64	6% (48)	17% (124)	52% (387)	6% (44)	13% (98)	7% (50)	751
Age: 65+	3% (12)	10% (45)	56% (244)	7% (30)	15% (68)	9% (39)	436
GenZers: 1997-2012	28% (64)	18% (41)	35% (82)	4% (9)	6% (13)	10% (22)	230
Millennials: 1981-1996	22% (145)	19% (123)	35% (230)	7% (48)	10% (67)	7% (44)	656
GenXers: 1965-1980	10% (53)	21% (111)	48% (251)	5% (27)	10% (53)	6% (32)	528
Baby Boomers: 1946-1964	4% (26)	10% (73)	57% (408)	6% (43)	16% (113)	8% (55)	717
PID: Dem (no lean)	14% (119)	17% (141)	43% (360)	6% (50)	16% (137)	5% (38)	846
PID: Ind (no lean)	14% (97)	17% (121)	45% (315)	5% (36)	9% (64)	9% (62)	694
PID: Rep (no lean)	11% (74)	14% (92)	49% (323)	7% (49)	9% (57)	10% (65)	660
PID/Gender: Dem Men	17% (70)	18% (75)	41% (167)	5% (22)	13% (54)	5% (20)	408
PID/Gender: Dem Women	11% (49)	15% (66)	44% (193)	6% (28)	19% (84)	4% (18)	438
PID/Gender: Ind Men	11% (36)	21% (71)	46% (154)	7% (22)	7% (24)	8% (26)	333
PID/Gender: Ind Women	17% (61)	14% (50)	44% (160)	4% (14)	11% (39)	10% (37)	361
PID/Gender: Rep Men	12% (40)	14% (46)	50% (159)	8% (24)	6% (19)	10% (32)	320
PID/Gender: Rep Women	10% (34)	14% (46)	48% (164)	7% (25)	11% (38)	10% (33)	340
Ideo: Liberal (1-3)	15% (100)	18% (120)	42% (276)	7% (43)	13% (84)	5% (30)	653
Ideo: Moderate (4)	8% (50)	16% (101)	50% (314)	5% (32)	15% (92)	6% (39)	629
Ideo: Conservative (5-7)	11% (73)	15% (102)	49% (329)	7% (49)	9% (59)	8% (52)	665
Educ: < College	14% (204)	15% (219)	45% (681)	6% (94)	13% (193)	8% (121)	1512
Educ: Bachelors degree	12% (55)	18% (82)	46% (204)	5% (24)	10% (43)	8% (36)	444
Educ: Post-grad	13% (31)	22% (53)	46% (113)	7% (16)	9% (22)	4% (9)	244
Income: Under 50k	14% (150)	15% (162)	42% (455)	6% (60)	13% (145)	10% (109)	1080
Income: 50k-100k	12% (79)	17% (113)	49% (327)	6% (41)	11% (73)	5% (36)	669
Income: 100k+	14% (62)	17% (78)	48% (216)	8% (34)	9% (40)	5% (20)	451
Ethnicity: White	12% (206)	16% (279)	49% (844)	6% (104)	10% (165)	7% (122)	1722
Ethnicity: Hispanic	23% (81)	21% (74)	37% (128)	4% (13)	11% (37)	4% (16)	349

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Table MCEN4_10: Would the following promotions make you more or less likely to go to a movie theater in March 2021?
Screenings of live events such as theater or concerts

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (290)	16% (354)	45% (998)	6% (135)	12% (258)	8% (166)	2200
Ethnicity: Black	19% (51)	15% (40)	31% (86)	8% (22)	19% (53)	8% (22)	274
Ethnicity: Other	16% (33)	17% (35)	33% (68)	4% (8)	19% (39)	11% (22)	204
All Christian	10% (104)	15% (155)	48% (479)	7% (67)	12% (124)	8% (76)	1005
All Non-Christian	21% (22)	14% (15)	36% (38)	3% (3)	17% (17)	9% (9)	104
Atheist	8% (11)	19% (26)	52% (69)	2% (3)	14% (18)	5% (7)	133
Agnostic/Nothing in particular	18% (99)	18% (104)	41% (233)	7% (40)	8% (47)	8% (44)	566
Something Else	14% (54)	14% (55)	46% (180)	6% (23)	13% (51)	8% (30)	392
Religious Non-Protestant/Catholic	21% (25)	15% (18)	38% (46)	3% (3)	14% (17)	8% (10)	120
Evangelical	15% (88)	16% (92)	41% (236)	6% (33)	14% (81)	8% (47)	577
Non-Evangelical	8% (63)	14% (110)	52% (403)	7% (54)	12% (93)	7% (57)	780
Community: Urban	17% (106)	18% (110)	41% (258)	6% (39)	12% (75)	6% (39)	629
Community: Suburban	12% (121)	15% (152)	47% (465)	5% (49)	12% (117)	8% (78)	983
Community: Rural	11% (62)	16% (92)	47% (275)	8% (46)	11% (65)	8% (48)	588
Employ: Private Sector	14% (98)	18% (132)	44% (320)	7% (52)	10% (73)	6% (46)	721
Employ: Government	13% (20)	21% (34)	43% (69)	6% (10)	13% (20)	4% (7)	160
Employ: Self-Employed	20% (38)	12% (22)	42% (77)	8% (15)	11% (20)	8% (14)	186
Employ: Homemaker	9% (14)	16% (23)	43% (64)	8% (12)	15% (22)	10% (15)	150
Employ: Student	24% (26)	20% (22)	42% (47)	3% (3)	7% (8)	4% (4)	111
Employ: Retired	3% (15)	10% (45)	58% (270)	5% (25)	15% (71)	8% (39)	466
Employ: Unemployed	15% (38)	21% (54)	37% (94)	3% (8)	13% (33)	11% (29)	257
Employ: Other	27% (41)	15% (22)	38% (57)	6% (9)	7% (11)	8% (12)	150
Military HH: Yes	12% (44)	15% (56)	48% (182)	5% (19)	13% (48)	8% (29)	378
Military HH: No	14% (246)	16% (298)	45% (816)	6% (115)	12% (210)	8% (137)	1822
RD/WT: Right Direction	14% (148)	17% (177)	42% (447)	7% (70)	14% (150)	7% (75)	1068
RD/WT: Wrong Track	12% (141)	16% (177)	49% (551)	6% (65)	9% (107)	8% (91)	1132
Biden Job Approve	13% (167)	16% (205)	44% (556)	6% (74)	14% (177)	6% (71)	1250
Biden Job Disapprove	12% (90)	16% (126)	49% (383)	6% (48)	8% (61)	9% (71)	779

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Table MCEN4_10: Would the following promotions make you more or less likely to go to a movie theater in March 2021?
Screenings of live events such as theater or concerts

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (290)	16% (354)	45% (998)	6% (135)	12% (258)	8% (166)	2200
Biden Job Strongly Approve	15% (106)	15% (103)	39% (271)	7% (46)	18% (123)	6% (45)	694
Biden Job Somewhat Approve	11% (62)	18% (101)	51% (285)	5% (28)	10% (54)	5% (26)	555
Biden Job Somewhat Disapprove	9% (20)	18% (39)	47% (99)	8% (16)	9% (19)	9% (18)	211
Biden Job Strongly Disapprove	12% (70)	15% (87)	50% (284)	6% (32)	7% (42)	9% (53)	568
Favorable of Biden	14% (177)	17% (214)	44% (553)	6% (73)	14% (184)	5% (67)	1268
Unfavorable of Biden	11% (89)	15% (117)	51% (406)	7% (55)	8% (61)	9% (73)	801
Very Favorable of Biden	14% (101)	17% (122)	40% (282)	7% (46)	17% (119)	5% (38)	708
Somewhat Favorable of Biden	14% (76)	17% (93)	48% (271)	5% (26)	12% (65)	5% (29)	560
Somewhat Unfavorable of Biden	8% (17)	15% (31)	53% (107)	9% (18)	8% (16)	7% (15)	204
Very Unfavorable of Biden	12% (72)	15% (87)	50% (299)	6% (37)	8% (46)	10% (58)	597
#1 Issue: Economy	16% (142)	18% (152)	43% (370)	6% (50)	12% (100)	6% (51)	866
#1 Issue: Security	9% (28)	17% (49)	47% (141)	8% (25)	9% (28)	9% (28)	299
#1 Issue: Health Care	14% (51)	20% (73)	46% (174)	5% (19)	10% (36)	6% (21)	375
#1 Issue: Medicare / Social Security	5% (13)	9% (24)	52% (132)	4% (9)	19% (47)	12% (30)	255
#1 Issue: Women's Issues	17% (17)	14% (14)	43% (41)	7% (7)	9% (9)	9% (9)	96
#1 Issue: Education	22% (21)	18% (17)	34% (33)	7% (7)	9% (8)	9% (8)	94
#1 Issue: Energy	11% (8)	15% (12)	45% (35)	10% (8)	12% (10)	7% (6)	78
#1 Issue: Other	7% (10)	9% (13)	54% (73)	7% (9)	14% (19)	9% (13)	137
2020 Vote: Joe Biden	13% (136)	16% (168)	44% (455)	6% (67)	15% (155)	5% (50)	1031
2020 Vote: Donald Trump	10% (73)	14% (95)	51% (356)	7% (51)	8% (57)	10% (66)	698
2020 Vote: Other	4% (2)	22% (15)	56% (38)	6% (4)	4% (3)	8% (5)	68
2020 Vote: Didn't Vote	19% (78)	19% (76)	37% (148)	3% (13)	11% (43)	11% (44)	402
2018 House Vote: Democrat	12% (91)	18% (144)	45% (350)	6% (49)	15% (116)	4% (29)	778
2018 House Vote: Republican	9% (55)	14% (85)	52% (313)	8% (49)	8% (47)	8% (51)	600
2018 House Vote: Someone else	16% (9)	5% (3)	57% (31)	4% (2)	13% (7)	5% (3)	55
2016 Vote: Hillary Clinton	11% (81)	17% (119)	45% (320)	7% (48)	15% (109)	4% (30)	708
2016 Vote: Donald Trump	10% (67)	15% (99)	51% (344)	8% (52)	8% (55)	8% (54)	671
2016 Vote: Other	4% (4)	21% (22)	59% (61)	4% (4)	6% (6)	6% (6)	103
2016 Vote: Didn't Vote	19% (138)	16% (111)	38% (273)	4% (31)	12% (87)	11% (75)	715

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Table MCEN4_10: Would the following promotions make you more or less likely to go to a movie theater in March 2021?
Screenings of live events such as theater or concerts

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (290)	16% (354)	45% (998)	6% (135)	12% (258)	8% (166)	2200
Voted in 2014: Yes	10% (127)	16% (202)	49% (612)	7% (88)	12% (151)	6% (72)	1252
Voted in 2014: No	17% (163)	16% (152)	41% (386)	5% (47)	11% (106)	10% (94)	948
4-Region: Northeast	12% (49)	16% (63)	50% (196)	4% (15)	12% (48)	6% (23)	394
4-Region: Midwest	14% (63)	15% (71)	46% (214)	6% (26)	10% (44)	10% (44)	462
4-Region: South	14% (119)	17% (142)	43% (352)	7% (58)	11% (87)	8% (66)	824
4-Region: West	11% (60)	15% (78)	45% (235)	7% (35)	15% (78)	6% (33)	520
Comfortable seeing movie in April 21	23% (208)	23% (213)	40% (365)	6% (53)	4% (40)	4% (39)	918
Uncomfortable seeing movie in April 21	5% (57)	12% (134)	52% (585)	7% (78)	18% (208)	6% (72)	1134
Comfortable seeing movie in May 21	21% (216)	23% (240)	41% (422)	5% (55)	5% (49)	4% (42)	1024
Uncomfortable seeing movie in May 21	4% (44)	10% (102)	52% (523)	7% (75)	19% (190)	6% (64)	998
Comfortable seeing movie in April OR May	21% (217)	24% (250)	41% (430)	6% (59)	5% (54)	4% (45)	1055
Uncomfortable seeing movie in April OR May	5% (58)	12% (140)	51% (592)	7% (82)	18% (210)	6% (72)	1153
Comfortable seeing movie sometime in 21	18% (245)	20% (272)	45% (609)	6% (86)	6% (78)	5% (61)	1351
Uncomfortable seeing movie sometime in 21	3% (21)	11% (72)	47% (315)	7% (44)	25% (169)	7% (44)	666
Comfortable seeing movie sometime in 22	15% (254)	19% (310)	46% (765)	7% (111)	8% (139)	5% (77)	1656
Uncomfortable seeing movie sometime in 22	2% (7)	7% (19)	45% (123)	6% (15)	34% (92)	7% (19)	275
Likely to go to a movie in April 21	28% (181)	25% (166)	34% (222)	5% (34)	4% (26)	3% (22)	651
Unlikely to go to a movie in April 21	6% (81)	13% (179)	52% (737)	7% (97)	16% (228)	7% (96)	1419
Likely to go to a movie in May 21	26% (197)	25% (191)	36% (275)	6% (44)	3% (25)	3% (26)	759
Unlikely to go to a movie in May 21	5% (62)	12% (151)	53% (683)	7% (87)	17% (225)	7% (87)	1295
Likely to go to a movie in April OR May	26% (201)	25% (199)	36% (281)	6% (46)	4% (29)	3% (27)	783
Unlikely to go to a movie in April OR May	6% (84)	13% (186)	52% (745)	7% (100)	16% (232)	7% (96)	1443
Likely to go to a movie sometime in 21	20% (227)	22% (252)	41% (468)	7% (75)	5% (62)	4% (44)	1127
Unlikely to go to a movie sometime in 21	3% (26)	10% (85)	53% (466)	7% (57)	21% (182)	7% (59)	875
Likely to go to a movie sometime in 22	16% (240)	20% (293)	45% (650)	7% (96)	8% (122)	4% (59)	1459
Unlikely to go to a movie sometime in 22	2% (9)	9% (44)	52% (263)	7% (35)	23% (114)	8% (38)	503

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

Table MCEN4_11: *Would the following promotions make you more or less likely to go to a movie theater in March 2021?*
Rewards and loyalty programs

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (308)	20% (446)	43% (949)	4% (88)	10% (225)	8% (185)	2200
Gender: Male	14% (152)	22% (230)	42% (446)	5% (55)	9% (94)	8% (85)	1062
Gender: Female	14% (156)	19% (215)	44% (503)	3% (33)	12% (131)	9% (100)	1138
Age: 18-34	26% (170)	23% (153)	30% (196)	5% (32)	7% (46)	9% (58)	655
Age: 35-44	17% (60)	25% (89)	38% (137)	4% (15)	8% (27)	8% (29)	358
Age: 45-64	9% (66)	18% (137)	49% (370)	4% (26)	12% (92)	8% (60)	751
Age: 65+	3% (12)	15% (67)	56% (245)	3% (14)	14% (59)	9% (38)	436
GenZers: 1997-2012	27% (62)	19% (43)	31% (72)	3% (7)	7% (16)	13% (30)	230
Millennials: 1981-1996	22% (145)	25% (164)	33% (217)	5% (34)	8% (55)	6% (41)	656
GenXers: 1965-1980	14% (72)	23% (121)	44% (231)	4% (22)	8% (44)	7% (38)	528
Baby Boomers: 1946-1964	4% (27)	16% (111)	55% (397)	3% (19)	14% (100)	9% (63)	717
PID: Dem (no lean)	17% (146)	19% (157)	40% (342)	4% (36)	13% (113)	6% (52)	846
PID: Ind (no lean)	13% (90)	20% (139)	45% (315)	4% (29)	8% (54)	10% (66)	694
PID: Rep (no lean)	11% (72)	23% (150)	44% (292)	3% (23)	9% (57)	10% (66)	660
PID/Gender: Dem Men	20% (80)	21% (87)	37% (151)	5% (19)	12% (49)	5% (22)	408
PID/Gender: Dem Women	15% (67)	16% (70)	43% (190)	4% (17)	15% (64)	7% (30)	438
PID/Gender: Ind Men	11% (36)	18% (61)	47% (157)	7% (25)	7% (23)	9% (31)	333
PID/Gender: Ind Women	15% (54)	22% (79)	44% (158)	1% (4)	9% (31)	10% (35)	361
PID/Gender: Rep Men	11% (36)	26% (83)	43% (138)	3% (11)	7% (22)	10% (31)	320
PID/Gender: Rep Women	10% (36)	20% (67)	45% (154)	3% (12)	10% (36)	10% (35)	340
Ideo: Liberal (1-3)	16% (103)	17% (112)	44% (288)	4% (28)	13% (83)	6% (40)	653
Ideo: Moderate (4)	11% (66)	20% (129)	48% (299)	3% (19)	11% (70)	7% (46)	629
Ideo: Conservative (5-7)	13% (84)	23% (156)	44% (294)	4% (30)	7% (49)	8% (53)	665
Educ: < College	14% (218)	18% (275)	43% (646)	4% (56)	11% (173)	10% (144)	1512
Educ: Bachelors degree	13% (56)	24% (108)	45% (198)	3% (15)	8% (35)	7% (32)	444
Educ: Post-grad	14% (34)	26% (63)	43% (105)	7% (16)	7% (16)	4% (9)	244
Income: Under 50k	12% (134)	19% (201)	40% (437)	4% (41)	13% (136)	12% (131)	1080
Income: 50k-100k	15% (100)	20% (135)	47% (313)	4% (27)	9% (58)	5% (35)	669
Income: 100k+	16% (74)	24% (110)	44% (198)	4% (20)	7% (31)	4% (18)	451
Ethnicity: White	13% (215)	22% (373)	46% (796)	4% (65)	8% (142)	8% (130)	1722
Ethnicity: Hispanic	21% (73)	23% (79)	34% (119)	4% (15)	12% (42)	6% (22)	349

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Table MCEN4_11: Would the following promotions make you more or less likely to go to a movie theater in March 2021?
Rewards and loyalty programs

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (308)	20% (446)	43% (949)	4% (88)	10% (225)	8% (185)	2200
Ethnicity: Black	22% (61)	14% (38)	28% (77)	7% (19)	19% (53)	10% (27)	274
Ethnicity: Other	16% (32)	17% (35)	37% (76)	2% (3)	15% (30)	14% (28)	204
All Christian	12% (122)	21% (210)	45% (450)	4% (44)	10% (100)	8% (78)	1005
All Non-Christian	21% (21)	17% (17)	36% (38)	4% (4)	11% (12)	11% (11)	104
Atheist	11% (15)	16% (21)	56% (75)	3% (4)	8% (11)	5% (7)	133
Agnostic/Nothing in particular	16% (91)	19% (110)	41% (232)	5% (26)	9% (51)	10% (57)	566
Something Else	15% (59)	22% (87)	39% (154)	2% (10)	13% (51)	8% (32)	392
Religious Non-Protestant/Catholic	22% (26)	19% (23)	36% (43)	4% (4)	10% (12)	10% (12)	120
Evangelical	18% (102)	23% (134)	35% (201)	2% (13)	15% (85)	7% (42)	577
Non-Evangelical	9% (69)	20% (154)	50% (387)	5% (39)	8% (65)	9% (66)	780
Community: Urban	19% (118)	22% (135)	36% (226)	4% (25)	11% (71)	8% (53)	629
Community: Suburban	12% (119)	20% (196)	47% (463)	4% (38)	9% (91)	8% (76)	983
Community: Rural	12% (72)	19% (114)	44% (259)	4% (25)	11% (63)	9% (55)	588
Employ: Private Sector	18% (128)	22% (157)	40% (290)	5% (33)	9% (68)	6% (45)	721
Employ: Government	16% (25)	25% (40)	38% (61)	8% (13)	8% (13)	5% (8)	160
Employ: Self-Employed	14% (25)	24% (44)	41% (77)	2% (4)	10% (18)	10% (18)	186
Employ: Homemaker	15% (23)	20% (30)	41% (62)	2% (3)	10% (16)	11% (16)	150
Employ: Student	18% (20)	19% (21)	44% (49)	2% (3)	8% (8)	9% (10)	111
Employ: Retired	5% (22)	15% (70)	56% (261)	3% (12)	12% (56)	10% (44)	466
Employ: Unemployed	14% (35)	19% (49)	36% (93)	5% (12)	16% (40)	11% (27)	257
Employ: Other	20% (31)	23% (35)	38% (57)	5% (7)	4% (5)	10% (16)	150
Military HH: Yes	12% (47)	21% (78)	46% (172)	4% (14)	9% (32)	9% (35)	378
Military HH: No	14% (262)	20% (368)	43% (777)	4% (74)	11% (193)	8% (149)	1822
RD/WT: Right Direction	16% (167)	21% (224)	40% (426)	5% (51)	11% (114)	8% (84)	1068
RD/WT: Wrong Track	12% (141)	20% (222)	46% (522)	3% (36)	10% (110)	9% (100)	1132
Biden Job Approve	15% (191)	20% (245)	43% (532)	4% (53)	12% (144)	7% (86)	1250
Biden Job Disapprove	11% (86)	22% (171)	46% (356)	4% (29)	9% (70)	9% (68)	779

Continued on next page

Table MCEN4_11: Would the following promotions make you more or less likely to go to a movie theater in March 2021?
Rewards and loyalty programs

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (308)	20% (446)	43% (949)	4% (88)	10% (225)	8% (185)	2200
Biden Job Strongly Approve	19% (131)	17% (115)	38% (263)	5% (32)	15% (105)	7% (50)	694
Biden Job Somewhat Approve	11% (60)	23% (130)	48% (269)	4% (21)	7% (40)	6% (36)	555
Biden Job Somewhat Disapprove	9% (19)	24% (51)	44% (93)	6% (12)	11% (22)	7% (14)	211
Biden Job Strongly Disapprove	12% (67)	21% (120)	46% (263)	3% (17)	8% (48)	9% (53)	568
Favorable of Biden	16% (201)	19% (235)	42% (539)	4% (55)	12% (154)	7% (83)	1268
Unfavorable of Biden	10% (82)	23% (183)	46% (372)	4% (28)	7% (60)	10% (77)	801
Very Favorable of Biden	19% (135)	17% (122)	38% (270)	4% (30)	15% (109)	6% (43)	708
Somewhat Favorable of Biden	12% (67)	20% (113)	48% (269)	5% (26)	8% (45)	7% (40)	560
Somewhat Unfavorable of Biden	8% (16)	25% (51)	47% (95)	4% (8)	8% (15)	9% (18)	204
Very Unfavorable of Biden	11% (66)	22% (133)	46% (277)	3% (20)	7% (44)	10% (58)	597
#1 Issue: Economy	17% (143)	21% (183)	42% (364)	4% (38)	9% (80)	7% (57)	866
#1 Issue: Security	12% (35)	21% (61)	43% (128)	4% (11)	10% (30)	11% (33)	299
#1 Issue: Health Care	13% (49)	26% (97)	43% (163)	3% (12)	9% (32)	6% (21)	375
#1 Issue: Medicare / Social Security	7% (18)	19% (50)	47% (121)	2% (5)	12% (30)	13% (32)	255
#1 Issue: Women's Issues	19% (18)	17% (16)	42% (40)	1% (1)	9% (9)	13% (12)	96
#1 Issue: Education	28% (26)	11% (10)	34% (32)	6% (5)	16% (15)	6% (5)	94
#1 Issue: Energy	10% (8)	21% (17)	43% (33)	5% (4)	12% (10)	9% (7)	78
#1 Issue: Other	8% (11)	9% (12)	50% (68)	8% (11)	14% (19)	12% (16)	137
2020 Vote: Joe Biden	16% (165)	18% (184)	43% (446)	4% (41)	13% (135)	6% (59)	1031
2020 Vote: Donald Trump	9% (65)	22% (154)	49% (340)	3% (24)	7% (49)	10% (67)	698
2020 Vote: Other	8% (5)	29% (19)	46% (31)	3% (2)	7% (4)	8% (6)	68
2020 Vote: Didn't Vote	18% (73)	22% (88)	32% (130)	5% (21)	9% (36)	13% (53)	402
2018 House Vote: Democrat	14% (111)	19% (152)	45% (347)	5% (42)	12% (91)	4% (35)	778
2018 House Vote: Republican	11% (63)	23% (138)	47% (283)	3% (20)	8% (48)	8% (48)	600
2018 House Vote: Someone else	16% (9)	18% (10)	51% (28)	1% (1)	6% (3)	8% (5)	55
2016 Vote: Hillary Clinton	13% (95)	19% (136)	45% (318)	4% (31)	13% (90)	5% (38)	708
2016 Vote: Donald Trump	11% (75)	22% (150)	48% (319)	3% (22)	9% (58)	7% (47)	671
2016 Vote: Other	12% (12)	26% (27)	47% (49)	2% (2)	7% (8)	6% (6)	103
2016 Vote: Didn't Vote	18% (126)	18% (131)	37% (263)	5% (33)	10% (70)	13% (93)	715

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Table MCEN4_11: Would the following promotions make you more or less likely to go to a movie theater in March 2021?
Rewards and loyalty programs

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (308)	20% (446)	43% (949)	4% (88)	10% (225)	8% (185)	2200
Voted in 2014: Yes	12% (145)	22% (275)	46% (580)	4% (49)	10% (131)	6% (73)	1252
Voted in 2014: No	17% (163)	18% (171)	39% (369)	4% (38)	10% (94)	12% (112)	948
4-Region: Northeast	11% (41)	20% (80)	49% (195)	3% (12)	9% (34)	8% (31)	394
4-Region: Midwest	15% (70)	19% (86)	41% (191)	3% (15)	10% (47)	12% (53)	462
4-Region: South	16% (130)	22% (180)	40% (334)	4% (35)	10% (81)	8% (64)	824
4-Region: West	13% (67)	19% (100)	44% (229)	5% (25)	12% (63)	7% (36)	520
Comfortable seeing movie in April 21	25% (232)	30% (278)	33% (303)	4% (35)	2% (22)	5% (47)	918
Uncomfortable seeing movie in April 21	5% (61)	14% (156)	52% (595)	4% (51)	17% (191)	7% (81)	1134
Comfortable seeing movie in May 21	23% (239)	30% (309)	35% (359)	3% (34)	3% (30)	5% (53)	1024
Uncomfortable seeing movie in May 21	5% (51)	12% (120)	53% (531)	5% (51)	18% (178)	7% (68)	998
Comfortable seeing movie in April OR May	23% (243)	30% (318)	35% (368)	3% (36)	3% (30)	6% (59)	1055
Uncomfortable seeing movie in April OR May	6% (64)	14% (161)	52% (602)	5% (53)	17% (191)	7% (82)	1153
Comfortable seeing movie sometime in 21	20% (264)	27% (361)	41% (557)	4% (52)	4% (49)	5% (66)	1351
Uncomfortable seeing movie sometime in 21	5% (35)	9% (63)	48% (318)	5% (33)	25% (166)	8% (52)	666
Comfortable seeing movie sometime in 22	17% (279)	24% (395)	43% (718)	4% (62)	7% (109)	6% (92)	1656
Uncomfortable seeing movie sometime in 22	5% (13)	8% (22)	43% (117)	7% (19)	30% (82)	8% (22)	275
Likely to go to a movie in April 21	33% (216)	35% (226)	23% (152)	3% (22)	1% (6)	5% (30)	651
Unlikely to go to a movie in April 21	5% (74)	14% (202)	54% (762)	4% (60)	15% (216)	7% (104)	1419
Likely to go to a movie in May 21	30% (229)	36% (270)	26% (196)	3% (22)	1% (6)	5% (36)	759
Unlikely to go to a movie in May 21	5% (61)	12% (159)	55% (711)	5% (61)	16% (210)	7% (93)	1295
Likely to go to a movie in April OR May	30% (234)	36% (279)	26% (201)	3% (24)	1% (6)	5% (39)	783
Unlikely to go to a movie in April OR May	5% (79)	15% (209)	53% (770)	4% (62)	15% (216)	7% (107)	1443
Likely to go to a movie sometime in 21	22% (248)	29% (332)	37% (414)	4% (41)	4% (40)	5% (52)	1127
Unlikely to go to a movie sometime in 21	4% (38)	11% (96)	53% (466)	5% (40)	20% (173)	7% (62)	875
Likely to go to a movie sometime in 22	18% (262)	25% (371)	41% (595)	4% (58)	7% (102)	5% (70)	1459
Unlikely to go to a movie sometime in 22	4% (21)	10% (49)	52% (263)	5% (24)	21% (107)	8% (40)	503

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

Table MCEN4_12: *Would the following promotions make you more or less likely to go to a movie theater in March 2021?*
Offers for digital copies of movies

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (306)	17% (380)	45% (980)	5% (100)	11% (250)	8% (184)	2200
Gender: Male	16% (167)	20% (209)	42% (447)	5% (50)	10% (105)	8% (83)	1062
Gender: Female	12% (139)	15% (171)	47% (533)	4% (50)	13% (145)	9% (101)	1138
Age: 18-34	25% (163)	21% (139)	31% (203)	6% (37)	8% (51)	9% (62)	655
Age: 35-44	19% (67)	23% (81)	39% (138)	4% (13)	9% (31)	7% (26)	358
Age: 45-64	8% (58)	16% (120)	51% (380)	4% (33)	13% (98)	8% (62)	751
Age: 65+	4% (17)	9% (40)	59% (259)	4% (17)	16% (70)	8% (34)	436
GenZers: 1997-2012	29% (67)	15% (34)	37% (85)	2% (4)	6% (13)	12% (27)	230
Millennials: 1981-1996	22% (144)	24% (158)	30% (199)	7% (43)	10% (63)	7% (49)	656
GenXers: 1965-1980	12% (64)	21% (111)	46% (245)	3% (18)	10% (51)	7% (39)	528
Baby Boomers: 1946-1964	4% (30)	10% (74)	58% (418)	4% (28)	15% (108)	8% (60)	717
PID: Dem (no lean)	17% (142)	17% (148)	40% (342)	5% (44)	14% (114)	7% (55)	846
PID: Ind (no lean)	13% (90)	19% (129)	45% (313)	3% (24)	10% (68)	10% (71)	694
PID: Rep (no lean)	11% (74)	16% (104)	49% (325)	5% (32)	10% (68)	9% (57)	660
PID/Gender: Dem Men	18% (74)	20% (83)	39% (160)	4% (18)	12% (47)	6% (25)	408
PID/Gender: Dem Women	16% (68)	15% (64)	42% (182)	6% (27)	15% (67)	7% (30)	438
PID/Gender: Ind Men	14% (45)	18% (61)	44% (148)	4% (13)	10% (34)	10% (32)	333
PID/Gender: Ind Women	12% (44)	19% (67)	46% (165)	3% (11)	9% (33)	11% (39)	361
PID/Gender: Rep Men	15% (47)	20% (64)	44% (140)	6% (20)	7% (24)	8% (26)	320
PID/Gender: Rep Women	8% (26)	12% (40)	55% (185)	4% (12)	13% (44)	9% (32)	340
Ideo: Liberal (1-3)	15% (100)	19% (122)	43% (283)	5% (32)	12% (80)	5% (35)	653
Ideo: Moderate (4)	11% (69)	17% (110)	48% (304)	4% (24)	12% (78)	7% (45)	629
Ideo: Conservative (5-7)	12% (80)	16% (104)	49% (328)	5% (35)	10% (67)	8% (51)	665
Educ: < College	14% (213)	15% (222)	45% (683)	4% (61)	13% (192)	9% (140)	1512
Educ: Bachelors degree	13% (60)	22% (100)	44% (193)	5% (24)	8% (34)	7% (33)	444
Educ: Post-grad	13% (33)	24% (58)	43% (104)	6% (15)	10% (24)	4% (11)	244
Income: Under 50k	13% (137)	16% (172)	42% (449)	5% (49)	13% (140)	12% (133)	1080
Income: 50k-100k	14% (97)	16% (105)	50% (335)	5% (30)	11% (71)	5% (31)	669
Income: 100k+	16% (72)	23% (103)	43% (196)	5% (21)	9% (39)	4% (20)	451
Ethnicity: White	12% (199)	18% (305)	48% (830)	5% (78)	10% (171)	8% (140)	1722
Ethnicity: Hispanic	20% (70)	16% (57)	41% (145)	5% (18)	10% (34)	7% (25)	349

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Table MCEN4_12: Would the following promotions make you more or less likely to go to a movie theater in March 2021?
Offers for digital copies of movies

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (306)	17% (380)	45% (980)	5% (100)	11% (250)	8% (184)	2200
Ethnicity: Black	28% (77)	13% (34)	28% (76)	6% (16)	18% (49)	8% (22)	274
Ethnicity: Other	15% (30)	20% (41)	37% (75)	3% (6)	15% (30)	11% (22)	204
All Christian	12% (122)	16% (162)	48% (481)	5% (47)	12% (124)	7% (68)	1005
All Non-Christian	20% (20)	20% (20)	34% (35)	5% (5)	10% (10)	12% (12)	104
Atheist	9% (12)	14% (19)	52% (69)	6% (7)	10% (13)	10% (14)	133
Agnostic/Nothing in particular	17% (99)	17% (97)	41% (233)	5% (26)	9% (53)	10% (58)	566
Something Else	13% (52)	21% (83)	41% (163)	4% (14)	12% (49)	8% (32)	392
Religious Non-Protestant/Catholic	20% (25)	22% (26)	34% (41)	4% (5)	9% (10)	11% (13)	120
Evangelical	17% (100)	18% (101)	41% (234)	3% (20)	14% (80)	7% (43)	577
Non-Evangelical	9% (67)	17% (132)	51% (395)	5% (39)	12% (92)	7% (54)	780
Community: Urban	18% (115)	18% (116)	39% (243)	4% (23)	11% (72)	9% (60)	629
Community: Suburban	12% (120)	17% (166)	47% (463)	5% (50)	11% (110)	7% (74)	983
Community: Rural	12% (70)	17% (98)	47% (275)	5% (27)	11% (68)	9% (51)	588
Employ: Private Sector	15% (106)	22% (157)	43% (308)	5% (34)	10% (71)	6% (45)	721
Employ: Government	17% (26)	19% (30)	43% (69)	4% (6)	13% (21)	5% (8)	160
Employ: Self-Employed	18% (33)	21% (40)	36% (66)	6% (11)	9% (16)	10% (19)	186
Employ: Homemaker	15% (23)	14% (21)	44% (66)	2% (4)	14% (21)	10% (16)	150
Employ: Student	24% (26)	17% (18)	43% (48)	4% (4)	6% (6)	7% (8)	111
Employ: Retired	4% (17)	9% (44)	59% (272)	4% (18)	16% (76)	8% (39)	466
Employ: Unemployed	15% (39)	20% (51)	36% (92)	6% (14)	11% (28)	12% (32)	257
Employ: Other	23% (35)	13% (19)	39% (59)	6% (9)	7% (10)	13% (19)	150
Military HH: Yes	13% (48)	14% (52)	48% (183)	5% (19)	12% (44)	8% (32)	378
Military HH: No	14% (257)	18% (329)	44% (797)	4% (81)	11% (206)	8% (152)	1822
RD/WT: Right Direction	16% (172)	18% (194)	38% (407)	5% (53)	13% (139)	10% (102)	1068
RD/WT: Wrong Track	12% (134)	16% (186)	51% (573)	4% (47)	10% (110)	7% (82)	1132
Biden Job Approve	16% (200)	17% (212)	42% (522)	5% (58)	13% (160)	8% (97)	1250
Biden Job Disapprove	10% (80)	17% (129)	51% (399)	4% (35)	9% (73)	8% (64)	779

Continued on next page

Table MCEN4_12: *Would the following promotions make you more or less likely to go to a movie theater in March 2021?*
Offers for digital copies of movies

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (306)	17% (380)	45% (980)	5% (100)	11% (250)	8% (184)	2200
Biden Job Strongly Approve	18% (127)	16% (108)	38% (262)	5% (33)	16% (112)	8% (53)	694
Biden Job Somewhat Approve	13% (74)	19% (104)	47% (260)	5% (25)	9% (48)	8% (44)	555
Biden Job Somewhat Disapprove	9% (20)	21% (45)	46% (96)	5% (11)	10% (21)	9% (18)	211
Biden Job Strongly Disapprove	11% (60)	15% (84)	53% (303)	4% (24)	9% (52)	8% (46)	568
Favorable of Biden	16% (206)	17% (212)	43% (545)	5% (61)	12% (157)	7% (87)	1268
Unfavorable of Biden	10% (77)	18% (141)	50% (397)	5% (38)	9% (75)	9% (73)	801
Very Favorable of Biden	18% (130)	15% (107)	40% (280)	5% (37)	15% (107)	7% (46)	708
Somewhat Favorable of Biden	14% (76)	19% (104)	47% (265)	4% (24)	9% (50)	7% (41)	560
Somewhat Unfavorable of Biden	7% (14)	21% (43)	48% (97)	6% (12)	11% (22)	8% (16)	204
Very Unfavorable of Biden	10% (62)	16% (98)	50% (300)	4% (26)	9% (53)	10% (58)	597
#1 Issue: Economy	17% (145)	20% (173)	41% (352)	5% (44)	10% (88)	7% (64)	866
#1 Issue: Security	13% (37)	15% (45)	47% (142)	4% (13)	11% (34)	9% (28)	299
#1 Issue: Health Care	13% (48)	17% (64)	49% (185)	4% (16)	10% (38)	6% (23)	375
#1 Issue: Medicare / Social Security	6% (16)	12% (29)	51% (130)	4% (10)	15% (39)	12% (32)	255
#1 Issue: Women's Issues	14% (14)	12% (12)	46% (44)	4% (4)	10% (9)	14% (14)	96
#1 Issue: Education	27% (26)	22% (21)	35% (33)	2% (2)	8% (7)	6% (5)	94
#1 Issue: Energy	19% (15)	17% (13)	35% (27)	7% (6)	13% (11)	8% (7)	78
#1 Issue: Other	4% (5)	16% (22)	49% (67)	5% (6)	18% (24)	8% (11)	137
2020 Vote: Joe Biden	16% (165)	17% (174)	43% (441)	5% (47)	14% (141)	6% (64)	1031
2020 Vote: Donald Trump	10% (67)	16% (110)	51% (356)	5% (33)	10% (70)	9% (62)	698
2020 Vote: Other	8% (5)	19% (13)	59% (40)	2% (1)	4% (3)	8% (5)	68
2020 Vote: Didn't Vote	17% (69)	21% (84)	35% (142)	5% (19)	9% (36)	13% (52)	402
2018 House Vote: Democrat	15% (114)	17% (131)	45% (353)	4% (31)	14% (107)	5% (42)	778
2018 House Vote: Republican	10% (57)	17% (101)	52% (312)	4% (25)	9% (56)	8% (48)	600
2018 House Vote: Someone else	17% (9)	16% (9)	50% (27)	4% (2)	8% (5)	5% (3)	55
2016 Vote: Hillary Clinton	14% (100)	17% (123)	44% (310)	4% (27)	15% (108)	5% (38)	708
2016 Vote: Donald Trump	11% (76)	17% (114)	51% (342)	4% (26)	10% (65)	7% (49)	671
2016 Vote: Other	8% (9)	14% (14)	62% (64)	3% (4)	6% (7)	6% (6)	103
2016 Vote: Didn't Vote	17% (121)	18% (128)	37% (263)	6% (43)	10% (70)	13% (91)	715

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Table MCEN4_12: Would the following promotions make you more or less likely to go to a movie theater in March 2021?
Offers for digital copies of movies

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (306)	17% (380)	45% (980)	5% (100)	11% (250)	8% (184)	2200
Voted in 2014: Yes	12% (153)	17% (209)	49% (609)	3% (44)	13% (162)	6% (76)	1252
Voted in 2014: No	16% (153)	18% (171)	39% (371)	6% (56)	9% (88)	11% (108)	948
4-Region: Northeast	11% (42)	15% (57)	50% (196)	4% (17)	12% (45)	9% (35)	394
4-Region: Midwest	15% (69)	16% (73)	47% (215)	3% (13)	10% (48)	9% (43)	462
4-Region: South	16% (131)	19% (155)	41% (340)	6% (48)	10% (79)	8% (70)	824
4-Region: West	12% (63)	18% (95)	44% (228)	4% (21)	15% (77)	7% (35)	520
Comfortable seeing movie in April 21	25% (225)	22% (202)	40% (370)	3% (32)	4% (40)	5% (50)	918
Uncomfortable seeing movie in April 21	6% (63)	14% (161)	50% (564)	6% (64)	18% (202)	7% (81)	1134
Comfortable seeing movie in May 21	23% (235)	21% (216)	42% (429)	4% (36)	5% (50)	6% (58)	1024
Uncomfortable seeing movie in May 21	5% (46)	14% (139)	50% (503)	5% (55)	19% (186)	7% (69)	998
Comfortable seeing movie in April OR May	23% (239)	22% (228)	42% (439)	4% (38)	5% (51)	6% (60)	1055
Uncomfortable seeing movie in April OR May	6% (65)	14% (167)	50% (572)	6% (64)	18% (202)	7% (82)	1153
Comfortable seeing movie sometime in 21	20% (264)	20% (270)	45% (605)	4% (55)	6% (81)	6% (75)	1351
Uncomfortable seeing movie sometime in 21	4% (24)	13% (88)	46% (306)	5% (36)	24% (161)	8% (51)	666
Comfortable seeing movie sometime in 22	17% (274)	19% (320)	45% (746)	4% (74)	9% (142)	6% (99)	1656
Uncomfortable seeing movie sometime in 22	3% (8)	12% (34)	41% (114)	5% (15)	31% (85)	7% (19)	275
Likely to go to a movie in April 21	29% (192)	24% (157)	34% (218)	4% (26)	4% (25)	5% (33)	651
Unlikely to go to a movie in April 21	6% (90)	15% (207)	51% (726)	5% (72)	16% (220)	7% (103)	1419
Likely to go to a movie in May 21	27% (208)	24% (183)	35% (267)	4% (29)	4% (30)	5% (42)	759
Unlikely to go to a movie in May 21	6% (71)	14% (180)	52% (675)	5% (66)	16% (210)	7% (94)	1295
Likely to go to a movie in April OR May	27% (215)	25% (193)	34% (270)	4% (31)	4% (31)	6% (43)	783
Unlikely to go to a movie in April OR May	7% (98)	15% (216)	51% (732)	5% (74)	15% (221)	7% (104)	1443
Likely to go to a movie sometime in 21	21% (242)	23% (261)	40% (455)	4% (45)	5% (61)	6% (63)	1127
Unlikely to go to a movie sometime in 21	4% (36)	12% (104)	52% (458)	5% (42)	20% (174)	7% (60)	875
Likely to go to a movie sometime in 22	18% (256)	21% (303)	43% (634)	4% (63)	8% (123)	6% (81)	1459
Unlikely to go to a movie sometime in 22	4% (20)	12% (58)	51% (255)	5% (27)	21% (105)	7% (38)	503

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

Table MCEN4_13: *Would the following promotions make you more or less likely to go to a movie theater in March 2021?*
Offers for digital copies of music

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (233)	12% (262)	49% (1078)	6% (128)	13% (282)	10% (216)	2200
Gender: Male	13% (135)	14% (144)	47% (502)	6% (65)	10% (111)	10% (105)	1062
Gender: Female	9% (99)	10% (119)	51% (576)	6% (63)	15% (171)	10% (111)	1138
Age: 18-34	22% (144)	16% (102)	38% (248)	5% (34)	8% (55)	11% (71)	655
Age: 35-44	13% (48)	17% (60)	44% (159)	6% (20)	10% (37)	9% (33)	358
Age: 45-64	4% (32)	11% (81)	53% (401)	7% (49)	15% (112)	10% (76)	751
Age: 65+	2% (9)	4% (19)	62% (269)	6% (25)	18% (77)	8% (36)	436
GenZers: 1997-2012	23% (53)	10% (24)	40% (93)	5% (11)	7% (16)	15% (35)	230
Millennials: 1981-1996	19% (127)	19% (122)	38% (249)	5% (36)	11% (69)	8% (54)	656
GenXers: 1965-1980	8% (42)	14% (72)	49% (260)	7% (37)	12% (66)	10% (50)	528
Baby Boomers: 1946-1964	2% (11)	6% (43)	62% (444)	5% (36)	16% (118)	9% (65)	717
PID: Dem (no lean)	11% (94)	13% (108)	45% (381)	7% (62)	17% (144)	7% (57)	846
PID: Ind (no lean)	11% (79)	12% (86)	50% (349)	5% (31)	10% (67)	12% (82)	694
PID: Rep (no lean)	9% (61)	10% (68)	53% (348)	5% (34)	11% (72)	12% (78)	660
PID/Gender: Dem Men	14% (59)	16% (64)	41% (168)	7% (30)	14% (58)	7% (30)	408
PID/Gender: Dem Women	8% (35)	10% (44)	49% (214)	7% (32)	20% (86)	6% (27)	438
PID/Gender: Ind Men	10% (33)	13% (44)	50% (167)	6% (21)	9% (29)	12% (39)	333
PID/Gender: Ind Women	13% (46)	12% (43)	50% (182)	3% (10)	10% (37)	12% (42)	361
PID/Gender: Rep Men	14% (43)	11% (36)	52% (167)	4% (14)	8% (24)	11% (35)	320
PID/Gender: Rep Women	5% (17)	9% (31)	53% (180)	6% (21)	14% (48)	12% (42)	340
Ideo: Liberal (1-3)	13% (86)	11% (72)	49% (322)	5% (34)	14% (91)	7% (48)	653
Ideo: Moderate (4)	6% (35)	13% (79)	53% (335)	7% (45)	14% (87)	8% (48)	629
Ideo: Conservative (5-7)	9% (63)	11% (76)	52% (348)	7% (44)	10% (70)	10% (66)	665
Educ: < College	11% (163)	10% (157)	49% (736)	5% (78)	14% (211)	11% (168)	1512
Educ: Bachelors degree	10% (44)	16% (72)	50% (222)	6% (26)	10% (43)	8% (38)	444
Educ: Post-grad	11% (27)	14% (34)	49% (121)	10% (24)	11% (28)	4% (11)	244
Income: Under 50k	11% (122)	11% (115)	46% (499)	4% (42)	15% (166)	13% (138)	1080
Income: 50k-100k	9% (64)	11% (72)	54% (363)	7% (47)	11% (76)	7% (47)	669
Income: 100k+	11% (48)	17% (76)	48% (217)	8% (38)	9% (40)	7% (31)	451
Ethnicity: White	9% (154)	12% (210)	53% (907)	6% (97)	11% (191)	9% (164)	1722
Ethnicity: Hispanic	17% (60)	16% (54)	43% (151)	4% (15)	12% (43)	7% (26)	349

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Table MCEN4_13: Would the following promotions make you more or less likely to go to a movie theater in March 2021?
Offers for digital copies of music

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (233)	12% (262)	49% (1078)	6% (128)	13% (282)	10% (216)	2200
Ethnicity: Black	19% (53)	11% (30)	31% (84)	7% (20)	22% (61)	10% (27)	274
Ethnicity: Other	13% (27)	11% (22)	43% (88)	6% (11)	15% (30)	13% (26)	204
All Christian	9% (87)	11% (108)	52% (522)	7% (67)	13% (127)	9% (94)	1005
All Non-Christian	19% (20)	11% (12)	42% (44)	3% (3)	14% (15)	10% (10)	104
Atheist	7% (9)	5% (7)	62% (83)	3% (4)	11% (15)	12% (16)	133
Agnostic/Nothing in particular	12% (67)	14% (79)	45% (253)	6% (34)	12% (70)	11% (63)	566
Something Else	13% (51)	15% (57)	45% (176)	5% (20)	14% (55)	9% (34)	392
Religious Non-Protestant/Catholic	20% (24)	12% (14)	44% (52)	2% (3)	13% (16)	9% (11)	120
Evangelical	14% (81)	14% (80)	41% (240)	5% (26)	17% (99)	9% (51)	577
Non-Evangelical	6% (49)	10% (76)	57% (442)	7% (58)	10% (81)	9% (74)	780
Community: Urban	17% (107)	14% (88)	41% (257)	6% (37)	13% (83)	9% (57)	629
Community: Suburban	9% (90)	11% (110)	53% (518)	6% (58)	12% (116)	9% (92)	983
Community: Rural	6% (37)	11% (65)	51% (302)	6% (33)	14% (83)	11% (68)	588
Employ: Private Sector	13% (94)	15% (108)	46% (331)	6% (45)	12% (87)	8% (56)	721
Employ: Government	11% (18)	13% (20)	51% (81)	11% (18)	10% (16)	5% (7)	160
Employ: Self-Employed	15% (28)	17% (31)	43% (79)	4% (8)	9% (17)	12% (22)	186
Employ: Homemaker	11% (16)	7% (10)	45% (68)	6% (8)	13% (20)	18% (27)	150
Employ: Student	17% (19)	12% (14)	49% (54)	5% (5)	8% (9)	9% (10)	111
Employ: Retired	2% (11)	5% (25)	61% (285)	5% (26)	16% (76)	9% (43)	466
Employ: Unemployed	11% (28)	11% (27)	44% (114)	3% (9)	19% (48)	12% (31)	257
Employ: Other	12% (18)	18% (27)	43% (65)	6% (9)	6% (10)	14% (22)	150
Military HH: Yes	10% (37)	12% (44)	54% (202)	5% (21)	9% (36)	10% (38)	378
Military HH: No	11% (197)	12% (218)	48% (876)	6% (107)	14% (246)	10% (178)	1822
RD/WT: Right Direction	11% (122)	13% (143)	45% (479)	7% (74)	14% (148)	9% (101)	1068
RD/WT: Wrong Track	10% (111)	11% (119)	53% (600)	5% (53)	12% (134)	10% (115)	1132
Biden Job Approve	11% (144)	12% (153)	47% (594)	7% (82)	14% (178)	8% (100)	1250
Biden Job Disapprove	8% (65)	10% (82)	53% (415)	5% (40)	11% (89)	11% (88)	779

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Table MCEN4_13: Would the following promotions make you more or less likely to go to a movie theater in March 2021?
Offers for digital copies of music

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (233)	12% (262)	49% (1078)	6% (128)	13% (282)	10% (216)	2200
Biden Job Strongly Approve	13% (91)	12% (82)	42% (291)	7% (50)	18% (128)	7% (51)	694
Biden Job Somewhat Approve	9% (52)	13% (71)	54% (302)	6% (31)	9% (50)	9% (48)	555
Biden Job Somewhat Disapprove	6% (13)	16% (33)	48% (102)	7% (16)	10% (21)	12% (25)	211
Biden Job Strongly Disapprove	9% (52)	9% (48)	55% (313)	4% (25)	12% (68)	11% (63)	568
Favorable of Biden	11% (144)	12% (156)	48% (609)	6% (79)	15% (184)	8% (97)	1268
Unfavorable of Biden	9% (71)	10% (84)	53% (421)	6% (48)	11% (86)	11% (91)	801
Very Favorable of Biden	13% (94)	12% (85)	43% (303)	7% (50)	19% (132)	6% (44)	708
Somewhat Favorable of Biden	9% (50)	13% (71)	55% (306)	5% (29)	9% (52)	9% (52)	560
Somewhat Unfavorable of Biden	7% (15)	15% (31)	50% (103)	8% (16)	11% (22)	8% (16)	204
Very Unfavorable of Biden	9% (56)	9% (52)	53% (319)	5% (31)	11% (64)	13% (75)	597
#1 Issue: Economy	12% (104)	14% (124)	47% (406)	6% (54)	12% (107)	8% (71)	866
#1 Issue: Security	10% (30)	12% (35)	47% (141)	8% (23)	11% (32)	12% (37)	299
#1 Issue: Health Care	12% (44)	13% (50)	52% (194)	6% (23)	9% (35)	8% (29)	375
#1 Issue: Medicare / Social Security	4% (10)	8% (20)	54% (138)	4% (10)	17% (43)	13% (33)	255
#1 Issue: Women's Issues	9% (8)	7% (7)	49% (48)	2% (2)	16% (15)	17% (17)	96
#1 Issue: Education	27% (26)	8% (8)	33% (31)	6% (6)	19% (18)	6% (6)	94
#1 Issue: Energy	9% (7)	8% (6)	58% (45)	4% (3)	11% (9)	10% (8)	78
#1 Issue: Other	3% (5)	9% (12)	54% (74)	5% (7)	17% (23)	12% (16)	137
2020 Vote: Joe Biden	12% (124)	11% (113)	48% (499)	6% (59)	16% (165)	7% (71)	1031
2020 Vote: Donald Trump	8% (58)	11% (76)	54% (377)	6% (38)	11% (74)	11% (75)	698
2020 Vote: Other	4% (2)	5% (3)	64% (44)	4% (3)	5% (3)	19% (13)	68
2020 Vote: Didn't Vote	12% (48)	18% (70)	39% (157)	7% (28)	10% (40)	14% (58)	402
2018 House Vote: Democrat	9% (72)	13% (98)	50% (392)	8% (59)	15% (116)	5% (42)	778
2018 House Vote: Republican	8% (47)	11% (68)	54% (321)	5% (30)	11% (67)	11% (66)	600
2018 House Vote: Someone else	9% (5)	13% (7)	53% (29)	7% (4)	7% (4)	11% (6)	55
2016 Vote: Hillary Clinton	10% (73)	12% (86)	49% (346)	7% (49)	16% (116)	5% (38)	708
2016 Vote: Donald Trump	9% (58)	11% (75)	54% (363)	5% (35)	10% (67)	11% (71)	671
2016 Vote: Other	3% (3)	10% (11)	68% (69)	1% (1)	10% (10)	8% (8)	103
2016 Vote: Didn't Vote	14% (97)	13% (91)	42% (299)	6% (42)	12% (89)	14% (99)	715

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Table MCEN4_13: Would the following promotions make you more or less likely to go to a movie theater in March 2021?
Offers for digital copies of music

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (233)	12% (262)	49% (1078)	6% (128)	13% (282)	10% (216)	2200
Voted in 2014: Yes	9% (109)	11% (142)	53% (658)	6% (78)	13% (169)	8% (95)	1252
Voted in 2014: No	13% (124)	13% (120)	44% (420)	5% (49)	12% (113)	13% (121)	948
4-Region: Northeast	9% (34)	10% (41)	54% (212)	5% (18)	12% (49)	10% (39)	394
4-Region: Midwest	9% (39)	11% (50)	50% (230)	4% (21)	13% (61)	13% (62)	462
4-Region: South	13% (104)	14% (114)	45% (370)	6% (50)	12% (101)	10% (85)	824
4-Region: West	11% (56)	11% (58)	51% (265)	8% (39)	14% (71)	6% (31)	520
Comfortable seeing movie in April 21	19% (177)	18% (166)	45% (413)	6% (52)	5% (49)	7% (61)	918
Uncomfortable seeing movie in April 21	3% (39)	8% (90)	55% (621)	7% (75)	19% (218)	8% (91)	1134
Comfortable seeing movie in May 21	17% (179)	18% (180)	47% (480)	5% (53)	6% (58)	7% (73)	1024
Uncomfortable seeing movie in May 21	3% (34)	7% (69)	55% (546)	7% (68)	20% (204)	8% (77)	998
Comfortable seeing movie in April OR May	18% (185)	18% (185)	46% (490)	6% (61)	6% (60)	7% (74)	1055
Uncomfortable seeing movie in April OR May	4% (44)	8% (91)	54% (628)	7% (78)	19% (220)	8% (92)	1153
Comfortable seeing movie sometime in 21	15% (199)	15% (203)	51% (691)	6% (75)	6% (87)	7% (96)	1351
Uncomfortable seeing movie sometime in 21	3% (22)	6% (42)	48% (318)	8% (50)	26% (176)	9% (57)	666
Comfortable seeing movie sometime in 22	13% (212)	14% (233)	51% (846)	6% (97)	9% (154)	7% (114)	1656
Uncomfortable seeing movie sometime in 22	2% (5)	4% (10)	46% (126)	8% (22)	31% (85)	10% (27)	275
Likely to go to a movie in April 21	25% (164)	21% (137)	39% (253)	6% (38)	3% (22)	6% (37)	651
Unlikely to go to a movie in April 21	3% (49)	8% (112)	56% (795)	6% (88)	18% (253)	9% (122)	1419
Likely to go to a movie in May 21	22% (170)	21% (162)	41% (309)	6% (44)	3% (26)	6% (48)	759
Unlikely to go to a movie in May 21	3% (42)	7% (86)	57% (735)	6% (81)	19% (244)	8% (107)	1295
Likely to go to a movie in April OR May	22% (174)	21% (167)	41% (318)	6% (48)	4% (28)	6% (48)	783
Unlikely to go to a movie in April OR May	4% (53)	8% (119)	56% (804)	6% (91)	18% (255)	8% (122)	1443
Likely to go to a movie sometime in 21	16% (176)	18% (198)	48% (541)	6% (67)	7% (74)	6% (71)	1127
Unlikely to go to a movie sometime in 21	4% (32)	5% (47)	55% (478)	6% (56)	21% (186)	9% (76)	875
Likely to go to a movie sometime in 22	13% (192)	16% (227)	50% (731)	6% (87)	10% (140)	6% (83)	1459
Unlikely to go to a movie sometime in 22	3% (17)	4% (20)	52% (263)	6% (33)	23% (115)	11% (56)	503

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

Table MCEN4_14: *Would the following promotions make you more or less likely to go to a movie theater in March 2021?*
The ability to rent out a theater for just you and your family

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (420)	20% (442)	38% (838)	4% (79)	11% (234)	9% (188)	2200
Gender: Male	17% (182)	21% (224)	40% (422)	4% (40)	10% (104)	8% (89)	1062
Gender: Female	21% (238)	19% (218)	37% (416)	3% (39)	11% (130)	9% (99)	1138
Age: 18-34	34% (224)	23% (153)	27% (176)	2% (16)	5% (34)	8% (53)	655
Age: 35-44	29% (103)	22% (77)	28% (102)	5% (17)	10% (35)	7% (24)	358
Age: 45-64	10% (75)	20% (151)	44% (334)	4% (28)	12% (91)	10% (71)	751
Age: 65+	4% (18)	14% (60)	52% (226)	4% (18)	17% (73)	9% (40)	436
GenZers: 1997-2012	37% (85)	24% (56)	23% (54)	— (1)	4% (9)	11% (25)	230
Millennials: 1981-1996	31% (206)	22% (144)	28% (185)	4% (27)	8% (54)	6% (40)	656
GenXers: 1965-1980	17% (90)	24% (128)	38% (203)	4% (22)	7% (39)	9% (46)	528
Baby Boomers: 1946-1964	5% (39)	15% (111)	51% (365)	3% (21)	16% (118)	9% (63)	717
PID: Dem (no lean)	22% (188)	23% (197)	33% (280)	4% (37)	12% (99)	5% (46)	846
PID: Ind (no lean)	20% (140)	20% (136)	36% (253)	3% (21)	10% (71)	10% (72)	694
PID: Rep (no lean)	14% (92)	16% (109)	46% (304)	3% (21)	10% (64)	11% (70)	660
PID/Gender: Dem Men	20% (83)	25% (101)	34% (141)	5% (19)	11% (44)	5% (20)	408
PID/Gender: Dem Women	24% (104)	22% (96)	32% (139)	4% (17)	12% (55)	6% (26)	438
PID/Gender: Ind Men	17% (57)	20% (66)	40% (133)	4% (14)	9% (30)	10% (33)	333
PID/Gender: Ind Women	23% (83)	19% (70)	33% (120)	2% (8)	11% (41)	11% (39)	361
PID/Gender: Rep Men	13% (42)	18% (57)	46% (148)	2% (7)	9% (30)	11% (37)	320
PID/Gender: Rep Women	15% (50)	15% (52)	46% (157)	4% (14)	10% (34)	10% (34)	340
Ideo: Liberal (1-3)	21% (139)	23% (150)	36% (237)	4% (27)	9% (60)	6% (41)	653
Ideo: Moderate (4)	17% (106)	22% (140)	39% (243)	4% (26)	11% (72)	7% (43)	629
Ideo: Conservative (5-7)	15% (97)	16% (107)	45% (302)	4% (24)	12% (78)	9% (57)	665
Educ: < College	19% (282)	18% (273)	39% (590)	3% (48)	11% (174)	10% (145)	1512
Educ: Bachelors degree	20% (87)	25% (110)	36% (158)	4% (19)	9% (39)	7% (31)	444
Educ: Post-grad	21% (51)	24% (59)	37% (90)	5% (12)	9% (21)	5% (12)	244
Income: Under 50k	19% (202)	17% (185)	37% (398)	3% (34)	12% (134)	12% (128)	1080
Income: 50k-100k	16% (106)	23% (151)	43% (286)	4% (25)	8% (57)	7% (44)	669
Income: 100k+	25% (112)	24% (106)	34% (154)	4% (20)	9% (43)	4% (16)	451
Ethnicity: White	17% (299)	20% (348)	41% (701)	4% (65)	10% (165)	8% (144)	1722
Ethnicity: Hispanic	30% (105)	23% (80)	33% (114)	2% (6)	7% (24)	6% (20)	349

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Table MCEN4_14: *Would the following promotions make you more or less likely to go to a movie theater in March 2021?
The ability to rent out a theater for just you and your family*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (420)	20% (442)	38% (838)	4% (79)	11% (234)	9% (188)	2200
Ethnicity: Black	29% (80)	21% (57)	25% (67)	4% (10)	14% (40)	7% (19)	274
Ethnicity: Other	20% (41)	18% (37)	34% (70)	2% (3)	14% (29)	12% (25)	204
All Christian	16% (160)	19% (190)	41% (413)	4% (44)	12% (118)	8% (80)	1005
All Non-Christian	25% (26)	22% (23)	28% (29)	4% (4)	12% (12)	8% (9)	104
Atheist	18% (24)	27% (36)	38% (51)	3% (3)	7% (9)	8% (10)	133
Agnostic/Nothing in particular	19% (109)	24% (134)	36% (204)	3% (15)	9% (50)	10% (54)	566
Something Else	26% (101)	15% (59)	36% (141)	3% (12)	11% (44)	9% (35)	392
Religious Non-Protestant/Catholic	28% (33)	22% (26)	30% (35)	3% (4)	10% (13)	7% (9)	120
Evangelical	24% (141)	17% (98)	32% (185)	3% (19)	15% (89)	8% (45)	577
Non-Evangelical	14% (108)	18% (140)	46% (355)	5% (35)	9% (73)	9% (69)	780
Community: Urban	25% (159)	21% (131)	32% (199)	3% (21)	11% (67)	8% (53)	629
Community: Suburban	16% (156)	23% (225)	39% (387)	4% (38)	10% (94)	8% (82)	983
Community: Rural	18% (105)	15% (85)	43% (252)	3% (20)	13% (74)	9% (53)	588
Employ: Private Sector	20% (143)	25% (183)	34% (248)	4% (26)	10% (69)	7% (53)	721
Employ: Government	20% (33)	24% (38)	36% (58)	7% (11)	7% (12)	5% (8)	160
Employ: Self-Employed	31% (58)	14% (26)	33% (61)	6% (11)	8% (14)	8% (15)	186
Employ: Homemaker	20% (31)	14% (21)	42% (63)	2% (3)	11% (16)	11% (16)	150
Employ: Student	33% (36)	32% (35)	24% (26)	2% (2)	3% (3)	7% (8)	111
Employ: Retired	4% (17)	15% (72)	51% (237)	4% (17)	16% (77)	10% (45)	466
Employ: Unemployed	19% (50)	19% (49)	37% (96)	1% (3)	13% (35)	10% (25)	257
Employ: Other	35% (53)	11% (17)	33% (49)	4% (6)	6% (9)	11% (16)	150
Military HH: Yes	14% (53)	18% (68)	45% (171)	3% (13)	10% (39)	9% (34)	378
Military HH: No	20% (367)	21% (374)	37% (667)	4% (66)	11% (194)	8% (154)	1822
RD/WT: Right Direction	22% (235)	22% (237)	32% (342)	4% (44)	11% (122)	8% (86)	1068
RD/WT: Wrong Track	16% (184)	18% (205)	44% (495)	3% (34)	10% (112)	9% (102)	1132
Biden Job Approve	22% (279)	24% (294)	32% (404)	4% (49)	11% (136)	7% (88)	1250
Biden Job Disapprove	12% (95)	15% (115)	50% (386)	3% (27)	10% (80)	10% (76)	779

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Table MCEN4_14: *Would the following promotions make you more or less likely to go to a movie theater in March 2021?
The ability to rent out a theater for just you and your family*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (420)	20% (442)	38% (838)	4% (79)	11% (234)	9% (188)	2200
Biden Job Strongly Approve	25% (171)	20% (140)	30% (206)	4% (28)	14% (97)	8% (53)	694
Biden Job Somewhat Approve	19% (108)	28% (154)	36% (198)	4% (22)	7% (39)	6% (35)	555
Biden Job Somewhat Disapprove	13% (27)	23% (49)	40% (85)	4% (9)	12% (26)	8% (16)	211
Biden Job Strongly Disapprove	12% (68)	12% (67)	53% (301)	3% (18)	9% (54)	11% (60)	568
Favorable of Biden	23% (291)	23% (294)	33% (413)	4% (48)	11% (139)	7% (84)	1268
Unfavorable of Biden	12% (94)	15% (123)	49% (392)	4% (31)	10% (80)	10% (81)	801
Very Favorable of Biden	25% (179)	20% (143)	31% (220)	4% (26)	13% (93)	7% (46)	708
Somewhat Favorable of Biden	20% (112)	27% (150)	35% (194)	4% (21)	8% (45)	7% (38)	560
Somewhat Unfavorable of Biden	9% (18)	25% (51)	45% (91)	3% (7)	10% (21)	8% (16)	204
Very Unfavorable of Biden	13% (76)	12% (72)	50% (301)	4% (24)	10% (58)	11% (65)	597
#1 Issue: Economy	22% (190)	21% (183)	36% (311)	4% (37)	10% (87)	7% (59)	866
#1 Issue: Security	15% (44)	17% (52)	43% (127)	3% (9)	10% (31)	12% (35)	299
#1 Issue: Health Care	17% (65)	24% (89)	39% (146)	3% (12)	9% (32)	8% (31)	375
#1 Issue: Medicare / Social Security	6% (15)	16% (42)	46% (117)	4% (10)	16% (42)	12% (30)	255
#1 Issue: Women's Issues	38% (37)	16% (15)	31% (30)	1% (1)	4% (4)	10% (10)	96
#1 Issue: Education	39% (36)	17% (16)	29% (28)	3% (2)	7% (7)	5% (4)	94
#1 Issue: Energy	23% (18)	27% (21)	28% (22)	4% (3)	11% (8)	7% (6)	78
#1 Issue: Other	10% (14)	18% (24)	42% (57)	3% (4)	17% (24)	10% (13)	137
2020 Vote: Joe Biden	20% (208)	25% (253)	34% (353)	4% (36)	12% (119)	6% (62)	1031
2020 Vote: Donald Trump	13% (88)	16% (110)	48% (333)	4% (25)	10% (69)	11% (74)	698
2020 Vote: Other	16% (11)	17% (12)	47% (32)	6% (4)	9% (6)	5% (3)	68
2020 Vote: Didn't Vote	28% (114)	17% (67)	29% (118)	3% (13)	10% (40)	12% (49)	402
2018 House Vote: Democrat	18% (140)	23% (182)	38% (296)	4% (34)	12% (92)	4% (34)	778
2018 House Vote: Republican	14% (82)	17% (105)	46% (279)	4% (22)	9% (55)	10% (57)	600
2018 House Vote: Someone else	26% (14)	16% (9)	41% (22)	2% (1)	9% (5)	5% (3)	55
2016 Vote: Hillary Clinton	19% (134)	23% (165)	37% (261)	4% (28)	12% (88)	5% (32)	708
2016 Vote: Donald Trump	14% (96)	18% (119)	46% (307)	3% (23)	10% (66)	9% (59)	671
2016 Vote: Other	15% (15)	16% (17)	52% (54)	3% (3)	8% (8)	6% (6)	103
2016 Vote: Didn't Vote	24% (174)	20% (140)	30% (216)	3% (24)	10% (72)	13% (90)	715

Continued on next page

Table MCEN4_14: *Would the following promotions make you more or less likely to go to a movie theater in March 2021?
The ability to rent out a theater for just you and your family*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (420)	20% (442)	38% (838)	4% (79)	11% (234)	9% (188)	2200
Voted in 2014: Yes	16% (200)	21% (262)	41% (518)	4% (50)	11% (142)	6% (80)	1252
Voted in 2014: No	23% (220)	19% (180)	34% (320)	3% (29)	10% (91)	11% (108)	948
4-Region: Northeast	15% (60)	20% (79)	42% (164)	3% (11)	11% (42)	10% (38)	394
4-Region: Midwest	18% (81)	17% (79)	41% (191)	4% (16)	10% (44)	11% (51)	462
4-Region: South	21% (175)	22% (182)	36% (297)	4% (32)	10% (79)	7% (59)	824
4-Region: West	20% (104)	19% (101)	36% (186)	4% (20)	13% (69)	8% (41)	520
Comfortable seeing movie in April 21	28% (253)	22% (201)	37% (343)	3% (31)	5% (45)	5% (44)	918
Uncomfortable seeing movie in April 21	13% (153)	19% (212)	40% (456)	4% (44)	15% (175)	8% (94)	1134
Comfortable seeing movie in May 21	26% (266)	22% (229)	38% (385)	3% (33)	5% (54)	6% (58)	1024
Uncomfortable seeing movie in May 21	13% (130)	18% (183)	41% (407)	4% (42)	16% (159)	8% (77)	998
Comfortable seeing movie in April OR May	26% (276)	22% (236)	37% (393)	3% (34)	5% (57)	6% (59)	1055
Uncomfortable seeing movie in April OR May	14% (159)	19% (218)	40% (461)	4% (45)	15% (176)	8% (94)	1153
Comfortable seeing movie sometime in 21	24% (323)	23% (317)	38% (515)	3% (42)	6% (80)	5% (73)	1351
Uncomfortable seeing movie sometime in 21	12% (77)	15% (99)	40% (264)	5% (31)	20% (136)	9% (59)	666
Comfortable seeing movie sometime in 22	21% (350)	23% (373)	39% (643)	3% (58)	8% (128)	6% (105)	1656
Uncomfortable seeing movie sometime in 22	11% (30)	11% (31)	37% (103)	5% (13)	28% (77)	8% (21)	275
Likely to go to a movie in April 21	34% (223)	24% (153)	31% (202)	3% (21)	3% (22)	5% (30)	651
Unlikely to go to a movie in April 21	13% (178)	19% (263)	43% (607)	4% (55)	15% (206)	8% (109)	1419
Likely to go to a movie in May 21	32% (243)	24% (181)	32% (242)	3% (24)	4% (30)	5% (38)	759
Unlikely to go to a movie in May 21	12% (154)	18% (236)	43% (562)	4% (50)	15% (192)	8% (101)	1295
Likely to go to a movie in April OR May	33% (257)	24% (185)	31% (245)	3% (27)	4% (30)	5% (39)	783
Unlikely to go to a movie in April OR May	13% (191)	19% (270)	42% (609)	4% (57)	14% (206)	8% (110)	1443
Likely to go to a movie sometime in 21	26% (298)	24% (268)	36% (400)	3% (36)	6% (69)	5% (56)	1127
Unlikely to go to a movie sometime in 21	11% (93)	16% (137)	44% (384)	4% (38)	17% (149)	9% (75)	875
Likely to go to a movie sometime in 22	23% (331)	24% (352)	36% (528)	3% (51)	8% (115)	6% (82)	1459
Unlikely to go to a movie sometime in 22	9% (48)	11% (56)	46% (234)	5% (24)	20% (98)	8% (43)	503

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

Table MCEN5_1: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
Discounted movie tickets

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	21% (472)	31% (683)	30% (649)	3% (68)	8% (181)	7% (147)	2200
Gender: Male	21% (222)	32% (345)	30% (319)	3% (35)	6% (66)	7% (75)	1062
Gender: Female	22% (249)	30% (339)	29% (330)	3% (33)	10% (115)	6% (73)	1138
Age: 18-34	33% (216)	29% (190)	20% (134)	3% (18)	6% (40)	9% (56)	655
Age: 35-44	23% (83)	35% (124)	25% (90)	4% (13)	9% (32)	4% (15)	358
Age: 45-64	16% (123)	32% (241)	34% (258)	2% (17)	9% (64)	6% (48)	751
Age: 65+	11% (49)	29% (128)	38% (167)	4% (19)	10% (45)	6% (28)	436
GenZers: 1997-2012	36% (82)	29% (67)	15% (34)	2% (4)	7% (16)	12% (27)	230
Millennials: 1981-1996	28% (185)	31% (201)	25% (161)	4% (27)	7% (44)	6% (38)	656
GenXers: 1965-1980	21% (111)	36% (192)	28% (150)	2% (9)	8% (40)	5% (25)	528
Baby Boomers: 1946-1964	12% (89)	28% (203)	39% (278)	4% (25)	10% (72)	7% (50)	717
PID: Dem (no lean)	24% (201)	29% (245)	29% (245)	3% (29)	10% (84)	5% (43)	846
PID: Ind (no lean)	20% (136)	33% (232)	29% (200)	1% (10)	9% (61)	8% (56)	694
PID: Rep (no lean)	20% (135)	31% (206)	31% (205)	4% (29)	5% (36)	7% (49)	660
PID/Gender: Dem Men	23% (94)	28% (116)	31% (129)	4% (14)	7% (30)	6% (25)	408
PID/Gender: Dem Women	24% (107)	29% (129)	27% (116)	3% (14)	12% (54)	4% (17)	438
PID/Gender: Ind Men	18% (59)	36% (118)	31% (104)	2% (7)	7% (23)	7% (22)	333
PID/Gender: Ind Women	21% (77)	31% (114)	27% (96)	1% (3)	10% (38)	9% (33)	361
PID/Gender: Rep Men	22% (70)	34% (110)	27% (87)	4% (14)	4% (13)	8% (27)	320
PID/Gender: Rep Women	19% (65)	28% (96)	35% (118)	4% (15)	7% (23)	7% (22)	340
Ideo: Liberal (1-3)	20% (133)	31% (203)	30% (198)	4% (24)	10% (63)	5% (33)	653
Ideo: Moderate (4)	19% (121)	32% (200)	32% (203)	3% (22)	8% (51)	5% (32)	629
Ideo: Conservative (5-7)	22% (146)	33% (218)	31% (204)	3% (20)	6% (40)	6% (38)	665
Educ: < College	23% (347)	28% (426)	30% (448)	2% (37)	10% (145)	7% (109)	1512
Educ: Bachelors degree	18% (79)	37% (165)	29% (130)	3% (15)	5% (23)	7% (31)	444
Educ: Post-grad	19% (45)	38% (92)	29% (71)	6% (15)	5% (13)	3% (8)	244
Income: Under 50k	21% (227)	26% (278)	31% (339)	2% (26)	10% (111)	9% (100)	1080
Income: 50k-100k	24% (161)	33% (222)	30% (199)	4% (24)	6% (43)	3% (21)	669
Income: 100k+	18% (83)	41% (183)	25% (112)	4% (18)	6% (28)	6% (26)	451
Ethnicity: White	21% (368)	33% (573)	31% (528)	3% (51)	6% (100)	6% (102)	1722
Ethnicity: Hispanic	24% (84)	37% (129)	22% (76)	2% (6)	9% (30)	7% (25)	349

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Table MCEN5_1: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
Discounted movie tickets

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	21% (472)	31% (683)	30% (649)	3% (68)	8% (181)	7% (147)	2200
Ethnicity: Black	24% (65)	18% (48)	27% (73)	4% (10)	19% (52)	9% (25)	274
Ethnicity: Other	19% (39)	31% (62)	23% (48)	3% (7)	14% (28)	10% (20)	204
All Christian	21% (207)	33% (327)	30% (304)	4% (37)	8% (77)	5% (53)	1005
All Non-Christian	21% (22)	29% (30)	27% (28)	5% (5)	8% (8)	9% (10)	104
Atheist	22% (29)	30% (40)	38% (51)	2% (3)	6% (8)	2% (3)	133
Agnostic/Nothing in particular	22% (126)	29% (166)	28% (161)	3% (16)	7% (38)	10% (57)	566
Something Else	22% (88)	31% (120)	27% (105)	2% (6)	12% (48)	6% (25)	392
Religious Non-Protestant/Catholic	24% (29)	27% (33)	28% (34)	4% (5)	7% (9)	9% (10)	120
Evangelical	26% (149)	29% (166)	25% (144)	3% (19)	11% (61)	7% (38)	577
Non-Evangelical	17% (134)	34% (266)	33% (257)	3% (21)	8% (63)	5% (38)	780
Community: Urban	24% (151)	29% (181)	28% (178)	4% (25)	9% (54)	6% (40)	629
Community: Suburban	20% (195)	34% (332)	29% (289)	3% (25)	8% (81)	6% (62)	983
Community: Rural	21% (126)	29% (171)	31% (183)	3% (17)	8% (46)	8% (46)	588
Employ: Private Sector	22% (158)	36% (259)	25% (182)	4% (27)	8% (55)	6% (41)	721
Employ: Government	26% (42)	37% (58)	22% (36)	5% (7)	7% (12)	3% (5)	160
Employ: Self-Employed	24% (44)	32% (59)	31% (57)	1% (2)	6% (11)	7% (13)	186
Employ: Homemaker	21% (31)	22% (33)	36% (54)	3% (5)	11% (17)	6% (9)	150
Employ: Student	35% (39)	30% (33)	16% (18)	3% (4)	6% (7)	9% (10)	111
Employ: Retired	12% (56)	27% (125)	42% (195)	3% (16)	9% (42)	7% (32)	466
Employ: Unemployed	24% (62)	30% (77)	26% (68)	2% (4)	10% (26)	7% (19)	257
Employ: Other	27% (40)	25% (38)	27% (41)	2% (2)	7% (11)	12% (18)	150
Military HH: Yes	21% (81)	31% (118)	30% (115)	3% (13)	7% (26)	7% (25)	378
Military HH: No	21% (391)	31% (565)	29% (535)	3% (55)	8% (154)	7% (123)	1822
RD/WT: Right Direction	22% (234)	31% (326)	27% (290)	4% (39)	9% (101)	7% (77)	1068
RD/WT: Wrong Track	21% (238)	32% (357)	32% (359)	2% (28)	7% (80)	6% (71)	1132
Biden Job Approve	21% (264)	31% (383)	29% (359)	3% (44)	10% (119)	6% (81)	1250
Biden Job Disapprove	21% (163)	34% (264)	31% (242)	3% (22)	6% (46)	6% (43)	779

Continued on next page

Table MCEN5_1: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
Discounted movie tickets

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	21% (472)	31% (683)	30% (649)	3% (68)	8% (181)	7% (147)	2200
Biden Job Strongly Approve	24% (167)	28% (198)	26% (179)	4% (27)	12% (83)	6% (40)	694
Biden Job Somewhat Approve	17% (97)	33% (185)	32% (180)	3% (16)	7% (36)	7% (40)	555
Biden Job Somewhat Disapprove	16% (34)	43% (91)	27% (57)	4% (8)	7% (16)	3% (7)	211
Biden Job Strongly Disapprove	23% (129)	31% (173)	33% (185)	2% (14)	5% (30)	6% (36)	568
Favorable of Biden	21% (263)	31% (388)	30% (378)	3% (41)	10% (123)	6% (76)	1268
Unfavorable of Biden	22% (172)	34% (269)	30% (242)	3% (25)	6% (45)	6% (47)	801
Very Favorable of Biden	25% (174)	29% (204)	27% (194)	4% (26)	11% (75)	5% (34)	708
Somewhat Favorable of Biden	16% (89)	33% (183)	33% (184)	3% (15)	8% (48)	7% (41)	560
Somewhat Unfavorable of Biden	17% (35)	41% (84)	29% (58)	4% (8)	4% (8)	6% (11)	204
Very Unfavorable of Biden	23% (138)	31% (185)	31% (184)	3% (18)	6% (37)	6% (35)	597
#1 Issue: Economy	24% (204)	36% (314)	25% (214)	3% (22)	8% (66)	5% (46)	866
#1 Issue: Security	20% (59)	30% (90)	30% (89)	4% (10)	9% (27)	8% (24)	299
#1 Issue: Health Care	21% (79)	32% (120)	33% (122)	3% (11)	6% (21)	6% (22)	375
#1 Issue: Medicare / Social Security	18% (46)	21% (53)	40% (102)	2% (6)	11% (27)	9% (22)	255
#1 Issue: Women's Issues	27% (26)	32% (31)	23% (23)	3% (3)	10% (9)	4% (4)	96
#1 Issue: Education	26% (24)	22% (21)	29% (27)	5% (5)	5% (5)	13% (12)	94
#1 Issue: Energy	23% (18)	27% (21)	31% (25)	3% (2)	10% (8)	6% (5)	78
#1 Issue: Other	11% (16)	25% (34)	35% (48)	6% (8)	13% (18)	9% (12)	137
2020 Vote: Joe Biden	20% (210)	30% (307)	31% (314)	3% (35)	11% (109)	5% (55)	1031
2020 Vote: Donald Trump	18% (128)	35% (244)	32% (220)	3% (22)	5% (35)	7% (50)	698
2020 Vote: Other	22% (15)	41% (28)	29% (19)	2% (1)	2% (1)	5% (3)	68
2020 Vote: Didn't Vote	30% (119)	26% (104)	23% (94)	2% (10)	9% (35)	10% (39)	402
2018 House Vote: Democrat	20% (158)	30% (235)	33% (257)	4% (31)	8% (64)	4% (34)	778
2018 House Vote: Republican	19% (114)	35% (212)	31% (188)	4% (23)	5% (29)	6% (34)	600
2018 House Vote: Someone else	28% (15)	40% (22)	25% (14)	4% (2)	1% (0)	2% (1)	55
2016 Vote: Hillary Clinton	18% (131)	31% (219)	33% (233)	4% (29)	9% (65)	4% (31)	708
2016 Vote: Donald Trump	20% (135)	36% (240)	30% (201)	4% (24)	5% (32)	6% (38)	671
2016 Vote: Other	22% (22)	38% (39)	30% (31)	1% (1)	6% (6)	3% (3)	103
2016 Vote: Didn't Vote	26% (183)	26% (183)	26% (184)	2% (13)	11% (78)	10% (75)	715

Continued on next page

Table MCEN5_1: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
Discounted movie tickets

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	21% (472)	31% (683)	30% (649)	3% (68)	8% (181)	7% (147)	2200
Voted in 2014: Yes	19% (239)	33% (418)	32% (403)	4% (48)	7% (89)	4% (55)	1252
Voted in 2014: No	25% (233)	28% (265)	26% (246)	2% (19)	10% (92)	10% (93)	948
4-Region: Northeast	17% (66)	28% (110)	40% (156)	2% (8)	8% (31)	6% (22)	394
4-Region: Midwest	25% (113)	30% (138)	29% (133)	3% (14)	8% (36)	6% (27)	462
4-Region: South	22% (182)	32% (267)	26% (213)	3% (28)	8% (70)	8% (65)	824
4-Region: West	21% (110)	32% (168)	28% (147)	4% (18)	8% (44)	6% (33)	520
Comfortable seeing movie in April 21	37% (338)	37% (342)	19% (171)	2% (14)	2% (23)	3% (30)	918
Uncomfortable seeing movie in April 21	10% (108)	28% (318)	39% (441)	5% (53)	13% (148)	6% (67)	1134
Comfortable seeing movie in May 21	35% (354)	41% (415)	18% (183)	1% (13)	3% (27)	3% (32)	1024
Uncomfortable seeing movie in May 21	9% (89)	24% (240)	42% (417)	5% (53)	14% (144)	5% (55)	998
Comfortable seeing movie in April OR May	34% (359)	41% (427)	18% (189)	2% (17)	3% (27)	3% (36)	1055
Uncomfortable seeing movie in April OR May	10% (112)	28% (325)	38% (444)	5% (55)	13% (149)	6% (68)	1153
Comfortable seeing movie sometime in 21	30% (406)	40% (547)	21% (289)	2% (24)	2% (33)	4% (51)	1351
Uncomfortable seeing movie sometime in 21	8% (50)	16% (108)	44% (291)	6% (41)	21% (142)	5% (32)	666
Comfortable seeing movie sometime in 22	26% (426)	37% (608)	26% (435)	3% (46)	5% (78)	4% (62)	1656
Uncomfortable seeing movie sometime in 22	5% (14)	12% (34)	38% (105)	7% (18)	31% (86)	6% (17)	275
Likely to go to a movie in April 21	44% (285)	35% (228)	14% (90)	2% (10)	3% (17)	3% (21)	651
Unlikely to go to a movie in April 21	12% (164)	30% (432)	37% (528)	4% (57)	11% (159)	6% (78)	1419
Likely to go to a movie in May 21	41% (308)	39% (297)	14% (105)	1% (11)	3% (20)	2% (19)	759
Unlikely to go to a movie in May 21	11% (139)	28% (363)	39% (510)	4% (56)	12% (153)	6% (73)	1295
Likely to go to a movie in April OR May	40% (317)	38% (299)	14% (108)	2% (14)	3% (22)	3% (23)	783
Unlikely to go to a movie in April OR May	12% (173)	30% (435)	37% (532)	4% (60)	11% (162)	6% (81)	1443
Likely to go to a movie sometime in 21	34% (379)	43% (484)	16% (184)	2% (19)	2% (26)	3% (35)	1127
Unlikely to go to a movie sometime in 21	7% (64)	20% (173)	46% (401)	5% (47)	16% (144)	5% (48)	875
Likely to go to a movie sometime in 22	27% (398)	39% (563)	23% (342)	3% (37)	5% (73)	3% (46)	1459
Unlikely to go to a movie sometime in 22	7% (38)	18% (89)	45% (224)	5% (28)	18% (92)	6% (32)	503

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

Table MCEN5_2: *And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?*
Offers for free movie tickets

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	30% (664)	27% (585)	26% (576)	3% (70)	7% (153)	7% (151)	2200
Gender: Male	30% (317)	29% (307)	25% (268)	3% (33)	6% (60)	7% (76)	1062
Gender: Female	30% (347)	24% (278)	27% (308)	3% (37)	8% (93)	7% (75)	1138
Age: 18-34	44% (288)	26% (168)	15% (101)	2% (16)	5% (31)	8% (52)	655
Age: 35-44	33% (118)	28% (99)	25% (88)	4% (14)	7% (24)	4% (15)	358
Age: 45-64	24% (184)	27% (200)	31% (231)	3% (19)	8% (59)	8% (58)	751
Age: 65+	17% (75)	27% (118)	36% (157)	5% (20)	9% (39)	6% (27)	436
GenZers: 1997-2012	45% (103)	23% (53)	14% (31)	2% (4)	5% (11)	12% (28)	230
Millennials: 1981-1996	39% (259)	27% (178)	19% (126)	3% (22)	6% (37)	5% (34)	656
GenXers: 1965-1980	31% (162)	27% (145)	28% (146)	2% (12)	6% (32)	6% (31)	528
Baby Boomers: 1946-1964	19% (134)	26% (185)	35% (251)	4% (30)	9% (65)	7% (52)	717
PID: Dem (no lean)	32% (267)	26% (218)	25% (211)	3% (28)	9% (76)	5% (46)	846
PID: Ind (no lean)	30% (210)	27% (186)	26% (181)	3% (19)	6% (43)	8% (55)	694
PID: Rep (no lean)	28% (187)	27% (181)	28% (184)	3% (23)	5% (35)	8% (51)	660
PID/Gender: Dem Men	30% (124)	26% (108)	25% (103)	4% (14)	7% (28)	7% (31)	408
PID/Gender: Dem Women	33% (143)	25% (110)	25% (108)	3% (14)	11% (48)	3% (15)	438
PID/Gender: Ind Men	28% (92)	31% (104)	26% (88)	2% (7)	6% (21)	6% (21)	333
PID/Gender: Ind Women	33% (118)	23% (82)	26% (93)	3% (12)	6% (22)	9% (34)	361
PID/Gender: Rep Men	31% (101)	30% (95)	24% (77)	4% (12)	4% (11)	8% (24)	320
PID/Gender: Rep Women	25% (86)	25% (86)	31% (107)	3% (11)	7% (24)	8% (26)	340
Ideo: Liberal (1-3)	28% (184)	30% (193)	25% (160)	4% (23)	9% (58)	5% (34)	653
Ideo: Moderate (4)	26% (166)	27% (170)	30% (192)	4% (23)	7% (44)	6% (35)	629
Ideo: Conservative (5-7)	31% (209)	27% (180)	28% (188)	3% (17)	5% (35)	6% (37)	665
Educ: < College	32% (484)	23% (350)	26% (395)	3% (45)	8% (120)	8% (119)	1512
Educ: Bachelors degree	27% (118)	34% (150)	26% (114)	3% (15)	5% (22)	6% (25)	444
Educ: Post-grad	26% (63)	35% (85)	27% (67)	4% (10)	5% (12)	3% (8)	244
Income: Under 50k	30% (319)	22% (242)	27% (290)	3% (31)	8% (89)	10% (109)	1080
Income: 50k-100k	31% (209)	28% (188)	28% (188)	4% (25)	6% (39)	3% (20)	669
Income: 100k+	30% (136)	34% (155)	22% (99)	3% (14)	5% (25)	5% (22)	451
Ethnicity: White	31% (530)	28% (480)	28% (475)	3% (50)	5% (87)	6% (99)	1722
Ethnicity: Hispanic	34% (119)	28% (98)	20% (70)	2% (6)	6% (20)	10% (36)	349

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Table MCEN5_2: *And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?*
Offers for free movie tickets

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	30% (664)	27% (585)	26% (576)	3% (70)	7% (153)	7% (151)	2200
Ethnicity: Black	26% (72)	21% (58)	21% (56)	5% (14)	16% (43)	11% (31)	274
Ethnicity: Other	30% (62)	23% (47)	22% (45)	3% (6)	11% (23)	11% (22)	204
All Christian	26% (266)	30% (297)	28% (278)	4% (36)	7% (75)	5% (52)	1005
All Non-Christian	32% (33)	25% (26)	27% (28)	3% (3)	7% (7)	6% (7)	104
Atheist	33% (44)	23% (31)	33% (44)	1% (2)	7% (9)	3% (3)	133
Agnostic/Nothing in particular	33% (187)	26% (145)	22% (124)	3% (17)	5% (30)	11% (63)	566
Something Else	34% (134)	22% (87)	26% (102)	3% (12)	8% (31)	7% (26)	392
Religious Non-Protestant/Catholic	33% (39)	28% (34)	24% (29)	2% (3)	6% (7)	6% (7)	120
Evangelical	31% (178)	24% (139)	24% (141)	4% (26)	9% (54)	7% (40)	577
Non-Evangelical	27% (210)	29% (229)	30% (233)	3% (20)	7% (51)	5% (36)	780
Community: Urban	30% (192)	27% (170)	25% (159)	3% (20)	7% (42)	7% (45)	629
Community: Suburban	29% (284)	28% (273)	27% (267)	2% (23)	8% (74)	6% (62)	983
Community: Rural	32% (189)	24% (142)	26% (150)	4% (26)	6% (37)	7% (44)	588
Employ: Private Sector	29% (206)	33% (237)	23% (167)	3% (22)	7% (51)	5% (39)	721
Employ: Government	32% (51)	31% (50)	23% (37)	3% (5)	7% (11)	3% (5)	160
Employ: Self-Employed	38% (71)	20% (36)	27% (51)	2% (4)	5% (10)	7% (13)	186
Employ: Homemaker	31% (47)	17% (26)	31% (46)	6% (9)	9% (14)	6% (9)	150
Employ: Student	41% (45)	31% (35)	10% (11)	3% (3)	6% (6)	9% (10)	111
Employ: Retired	18% (84)	25% (116)	38% (179)	4% (17)	9% (41)	6% (29)	466
Employ: Unemployed	38% (97)	23% (58)	20% (51)	3% (8)	6% (16)	10% (27)	257
Employ: Other	42% (63)	18% (27)	23% (35)	1% (1)	3% (4)	14% (20)	150
Military HH: Yes	29% (109)	30% (112)	27% (101)	3% (11)	6% (22)	6% (23)	378
Military HH: No	30% (556)	26% (472)	26% (476)	3% (59)	7% (132)	7% (128)	1822
RD/WT: Right Direction	30% (316)	27% (289)	25% (268)	3% (37)	8% (88)	7% (70)	1068
RD/WT: Wrong Track	31% (348)	26% (296)	27% (309)	3% (33)	6% (66)	7% (82)	1132
Biden Job Approve	28% (349)	28% (347)	27% (334)	3% (42)	8% (106)	6% (72)	1250
Biden Job Disapprove	33% (254)	26% (203)	27% (208)	3% (20)	5% (40)	7% (54)	779

Continued on next page

Table MCEN5_2: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
Offers for free movie tickets

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	30% (664)	27% (585)	26% (576)	3% (70)	7% (153)	7% (151)	2200
Biden Job Strongly Approve	31% (215)	25% (172)	24% (170)	3% (23)	11% (79)	5% (35)	694
Biden Job Somewhat Approve	24% (135)	31% (175)	30% (164)	3% (18)	5% (27)	7% (37)	555
Biden Job Somewhat Disapprove	34% (73)	30% (62)	22% (47)	5% (11)	5% (11)	3% (7)	211
Biden Job Strongly Disapprove	32% (181)	25% (140)	28% (162)	2% (10)	5% (29)	8% (46)	568
Favorable of Biden	29% (366)	27% (337)	26% (336)	4% (47)	8% (106)	6% (77)	1268
Unfavorable of Biden	32% (252)	28% (224)	27% (215)	3% (21)	5% (39)	6% (50)	801
Very Favorable of Biden	31% (222)	25% (177)	24% (171)	4% (27)	10% (70)	6% (42)	708
Somewhat Favorable of Biden	26% (145)	29% (160)	29% (164)	3% (19)	6% (36)	6% (36)	560
Somewhat Unfavorable of Biden	26% (53)	38% (78)	23% (47)	3% (6)	3% (6)	7% (14)	204
Very Unfavorable of Biden	33% (200)	24% (145)	28% (168)	3% (15)	6% (33)	6% (36)	597
#1 Issue: Economy	34% (295)	28% (243)	22% (194)	3% (24)	7% (60)	6% (49)	866
#1 Issue: Security	27% (79)	26% (79)	29% (86)	3% (9)	7% (22)	8% (23)	299
#1 Issue: Health Care	29% (108)	29% (108)	29% (107)	4% (16)	5% (20)	4% (16)	375
#1 Issue: Medicare / Social Security	25% (63)	21% (55)	32% (83)	5% (12)	7% (19)	9% (24)	255
#1 Issue: Women's Issues	31% (30)	29% (28)	27% (26)	2% (2)	7% (7)	5% (5)	96
#1 Issue: Education	34% (32)	26% (24)	13% (12)	2% (2)	5% (4)	21% (20)	94
#1 Issue: Energy	34% (26)	25% (20)	24% (19)	1% (1)	10% (8)	5% (4)	78
#1 Issue: Other	22% (30)	21% (29)	36% (49)	3% (4)	10% (13)	8% (11)	137
2020 Vote: Joe Biden	27% (275)	28% (289)	27% (277)	4% (36)	9% (96)	6% (57)	1031
2020 Vote: Donald Trump	29% (202)	28% (195)	28% (199)	2% (16)	5% (36)	7% (51)	698
2020 Vote: Other	29% (19)	33% (23)	31% (21)	2% (1)	2% (1)	4% (3)	68
2020 Vote: Didn't Vote	42% (168)	19% (78)	19% (78)	4% (16)	5% (20)	10% (40)	402
2018 House Vote: Democrat	29% (224)	27% (209)	28% (218)	3% (27)	8% (62)	5% (37)	778
2018 House Vote: Republican	27% (161)	33% (195)	27% (164)	3% (16)	5% (31)	6% (33)	600
2018 House Vote: Someone else	36% (20)	12% (7)	39% (22)	10% (5)	1% (0)	2% (1)	55
2016 Vote: Hillary Clinton	27% (192)	27% (189)	28% (202)	4% (26)	9% (64)	5% (34)	708
2016 Vote: Donald Trump	30% (199)	30% (201)	27% (183)	3% (17)	5% (33)	6% (38)	671
2016 Vote: Other	27% (27)	30% (30)	35% (36)	1% (1)	6% (6)	3% (3)	103
2016 Vote: Didn't Vote	34% (245)	23% (162)	22% (156)	4% (26)	7% (51)	11% (76)	715

Continued on next page

Table MCEN5_2: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
Offers for free movie tickets

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	30% (664)	27% (585)	26% (576)	3% (70)	7% (153)	7% (151)	2200
Voted in 2014: Yes	27% (339)	30% (370)	29% (358)	3% (40)	7% (87)	5% (58)	1252
Voted in 2014: No	34% (325)	23% (215)	23% (218)	3% (30)	7% (66)	10% (94)	948
4-Region: Northeast	25% (99)	26% (102)	33% (131)	3% (11)	8% (30)	5% (20)	394
4-Region: Midwest	33% (150)	25% (115)	25% (115)	3% (13)	6% (28)	9% (41)	462
4-Region: South	32% (261)	27% (218)	24% (199)	3% (27)	7% (58)	7% (61)	824
4-Region: West	30% (154)	29% (149)	25% (131)	4% (18)	7% (38)	6% (30)	520
Comfortable seeing movie in April 21	49% (448)	29% (268)	14% (130)	2% (18)	1% (12)	5% (42)	918
Uncomfortable seeing movie in April 21	16% (178)	27% (303)	36% (410)	4% (46)	12% (135)	6% (63)	1134
Comfortable seeing movie in May 21	47% (482)	31% (318)	15% (151)	2% (18)	1% (15)	4% (41)	1024
Uncomfortable seeing movie in May 21	14% (138)	25% (248)	38% (382)	4% (42)	13% (133)	6% (55)	998
Comfortable seeing movie in April OR May	47% (492)	31% (327)	15% (154)	2% (23)	1% (15)	4% (45)	1055
Uncomfortable seeing movie in April OR May	16% (186)	27% (308)	36% (413)	4% (47)	12% (135)	6% (63)	1153
Comfortable seeing movie sometime in 21	42% (563)	32% (436)	19% (258)	2% (24)	2% (21)	4% (49)	1351
Uncomfortable seeing movie sometime in 21	11% (73)	19% (124)	38% (255)	6% (41)	19% (128)	7% (44)	666
Comfortable seeing movie sometime in 22	36% (595)	31% (510)	23% (378)	3% (47)	4% (62)	4% (63)	1656
Uncomfortable seeing movie sometime in 22	8% (22)	14% (37)	38% (104)	6% (17)	28% (77)	6% (17)	275
Likely to go to a movie in April 21	55% (357)	27% (178)	12% (77)	1% (6)	1% (9)	4% (23)	651
Unlikely to go to a movie in April 21	19% (270)	27% (387)	33% (474)	4% (61)	10% (143)	6% (85)	1419
Likely to go to a movie in May 21	52% (396)	29% (223)	12% (93)	1% (11)	2% (12)	3% (24)	759
Unlikely to go to a movie in May 21	18% (230)	26% (342)	35% (452)	4% (52)	11% (140)	6% (79)	1295
Likely to go to a movie in April OR May	52% (408)	29% (226)	12% (95)	2% (12)	2% (14)	4% (29)	783
Unlikely to go to a movie in April OR May	20% (281)	27% (390)	33% (477)	4% (61)	10% (145)	6% (89)	1443
Likely to go to a movie sometime in 21	45% (513)	34% (384)	15% (164)	2% (21)	1% (16)	3% (30)	1127
Unlikely to go to a movie sometime in 21	12% (109)	20% (173)	41% (357)	5% (43)	15% (133)	7% (59)	875
Likely to go to a movie sometime in 22	38% (551)	32% (464)	20% (295)	3% (38)	4% (57)	4% (55)	1459
Unlikely to go to a movie sometime in 22	12% (60)	17% (85)	42% (212)	5% (25)	17% (88)	7% (33)	503

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

Table MCEN5_3: *And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?*
Free screenings of new films

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	27% (586)	25% (550)	30% (660)	4% (83)	8% (166)	7% (155)	2200
Gender: Male	29% (304)	28% (293)	27% (292)	4% (42)	6% (59)	7% (73)	1062
Gender: Female	25% (282)	23% (257)	32% (368)	4% (41)	9% (107)	7% (82)	1138
Age: 18-34	43% (284)	22% (143)	19% (122)	3% (19)	5% (34)	8% (54)	655
Age: 35-44	32% (115)	25% (90)	26% (92)	4% (13)	7% (26)	6% (21)	358
Age: 45-64	19% (140)	28% (209)	35% (262)	4% (28)	8% (60)	7% (51)	751
Age: 65+	11% (47)	25% (108)	42% (183)	5% (23)	11% (46)	7% (29)	436
GenZers: 1997-2012	45% (103)	19% (43)	16% (37)	3% (8)	5% (11)	12% (28)	230
Millennials: 1981-1996	39% (253)	25% (162)	21% (139)	3% (22)	6% (42)	6% (39)	656
GenXers: 1965-1980	25% (135)	31% (162)	31% (163)	3% (15)	5% (27)	5% (26)	528
Baby Boomers: 1946-1964	13% (90)	23% (165)	41% (296)	5% (35)	11% (76)	8% (54)	717
PID: Dem (no lean)	28% (237)	26% (224)	26% (224)	5% (43)	8% (70)	6% (48)	846
PID: Ind (no lean)	27% (188)	24% (167)	31% (215)	2% (17)	7% (51)	8% (56)	694
PID: Rep (no lean)	25% (162)	24% (160)	33% (221)	4% (23)	7% (44)	8% (50)	660
PID/Gender: Dem Men	29% (119)	28% (114)	26% (104)	5% (22)	6% (24)	6% (24)	408
PID/Gender: Dem Women	27% (118)	25% (110)	27% (119)	5% (21)	11% (46)	6% (24)	438
PID/Gender: Ind Men	27% (89)	28% (92)	31% (105)	2% (6)	6% (19)	7% (23)	333
PID/Gender: Ind Women	27% (99)	21% (75)	31% (110)	3% (11)	9% (32)	9% (34)	361
PID/Gender: Rep Men	30% (96)	27% (86)	26% (82)	4% (14)	5% (16)	8% (26)	320
PID/Gender: Rep Women	19% (66)	22% (73)	41% (139)	3% (9)	8% (28)	7% (24)	340
Ideo: Liberal (1-3)	28% (182)	27% (174)	28% (181)	5% (32)	9% (57)	4% (27)	653
Ideo: Moderate (4)	23% (144)	26% (165)	35% (217)	3% (19)	8% (51)	5% (32)	629
Ideo: Conservative (5-7)	25% (169)	26% (172)	33% (216)	4% (26)	6% (41)	6% (41)	665
Educ: < College	27% (412)	22% (333)	31% (466)	4% (60)	8% (127)	8% (115)	1512
Educ: Bachelors degree	25% (110)	31% (136)	29% (127)	3% (14)	6% (25)	7% (31)	444
Educ: Post-grad	26% (64)	33% (81)	27% (67)	4% (9)	6% (14)	4% (9)	244
Income: Under 50k	25% (269)	22% (237)	30% (320)	4% (44)	9% (102)	10% (108)	1080
Income: 50k-100k	28% (184)	25% (168)	35% (232)	4% (24)	5% (37)	4% (24)	669
Income: 100k+	29% (133)	32% (145)	24% (108)	3% (15)	6% (28)	5% (23)	451
Ethnicity: White	27% (459)	25% (436)	32% (559)	3% (56)	6% (101)	6% (110)	1722
Ethnicity: Hispanic	36% (127)	24% (82)	22% (77)	4% (12)	7% (24)	8% (27)	349

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Table MCEN5_3: *And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?*
Free screenings of new films

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	27% (586)	25% (550)	30% (660)	4% (83)	8% (166)	7% (155)	2200
Ethnicity: Black	24% (67)	26% (72)	19% (53)	6% (18)	14% (37)	10% (27)	274
Ethnicity: Other	29% (60)	20% (41)	24% (48)	4% (9)	14% (28)	9% (18)	204
All Christian	25% (247)	27% (266)	32% (317)	4% (43)	8% (78)	5% (54)	1005
All Non-Christian	30% (31)	19% (19)	31% (32)	1% (1)	12% (12)	8% (9)	104
Atheist	36% (47)	22% (30)	32% (42)	— (0)	5% (7)	5% (6)	133
Agnostic/Nothing in particular	27% (153)	25% (144)	27% (153)	4% (25)	6% (34)	10% (58)	566
Something Else	28% (108)	23% (91)	29% (116)	4% (14)	9% (35)	7% (29)	392
Religious Non-Protestant/Catholic	31% (37)	20% (24)	30% (36)	1% (1)	10% (13)	8% (9)	120
Evangelical	28% (159)	23% (133)	29% (166)	3% (18)	10% (60)	7% (41)	577
Non-Evangelical	24% (184)	27% (213)	33% (255)	5% (36)	7% (52)	5% (39)	780
Community: Urban	27% (173)	28% (178)	27% (170)	4% (22)	7% (47)	6% (39)	629
Community: Suburban	27% (265)	25% (249)	31% (300)	3% (33)	7% (70)	7% (65)	983
Community: Rural	25% (148)	21% (123)	32% (190)	5% (27)	8% (49)	9% (51)	588
Employ: Private Sector	29% (206)	27% (196)	27% (194)	4% (28)	7% (53)	6% (44)	721
Employ: Government	26% (42)	29% (47)	28% (44)	6% (9)	6% (9)	5% (8)	160
Employ: Self-Employed	32% (60)	24% (45)	28% (53)	2% (4)	7% (13)	6% (11)	186
Employ: Homemaker	24% (36)	18% (26)	36% (54)	6% (10)	8% (12)	8% (12)	150
Employ: Student	45% (50)	21% (24)	16% (18)	1% (1)	6% (6)	11% (12)	111
Employ: Retired	11% (53)	25% (116)	43% (199)	5% (24)	10% (45)	6% (30)	466
Employ: Unemployed	36% (91)	24% (62)	24% (60)	2% (5)	7% (19)	7% (19)	257
Employ: Other	32% (48)	23% (34)	24% (36)	2% (4)	5% (8)	13% (20)	150
Military HH: Yes	22% (83)	30% (113)	33% (124)	3% (11)	7% (25)	6% (23)	378
Military HH: No	28% (503)	24% (437)	29% (536)	4% (72)	8% (141)	7% (132)	1822
RD/WT: Right Direction	26% (279)	27% (292)	27% (286)	4% (45)	8% (85)	7% (80)	1068
RD/WT: Wrong Track	27% (307)	23% (258)	33% (374)	3% (38)	7% (81)	7% (75)	1132
Biden Job Approve	25% (318)	27% (336)	28% (354)	4% (53)	8% (103)	7% (86)	1250
Biden Job Disapprove	28% (219)	24% (184)	33% (258)	3% (26)	6% (48)	6% (44)	779

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Table MCEN5_3: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
Free screenings of new films

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	27% (586)	25% (550)	30% (660)	4% (83)	8% (166)	7% (155)	2200
Biden Job Strongly Approve	26% (183)	24% (170)	28% (195)	4% (30)	11% (74)	6% (43)	694
Biden Job Somewhat Approve	24% (135)	30% (167)	29% (158)	4% (23)	5% (29)	8% (43)	555
Biden Job Somewhat Disapprove	30% (62)	27% (57)	27% (58)	4% (8)	8% (17)	4% (9)	211
Biden Job Strongly Disapprove	28% (156)	22% (127)	35% (201)	3% (18)	5% (30)	6% (35)	568
Favorable of Biden	26% (329)	27% (341)	28% (360)	4% (52)	9% (108)	6% (78)	1268
Unfavorable of Biden	28% (221)	23% (188)	33% (266)	4% (30)	5% (43)	6% (52)	801
Very Favorable of Biden	27% (193)	27% (191)	27% (190)	3% (25)	10% (71)	5% (39)	708
Somewhat Favorable of Biden	24% (136)	27% (150)	30% (171)	5% (27)	7% (37)	7% (39)	560
Somewhat Unfavorable of Biden	25% (50)	31% (62)	28% (57)	6% (11)	4% (8)	8% (16)	204
Very Unfavorable of Biden	29% (171)	21% (126)	35% (209)	3% (19)	6% (35)	6% (36)	597
#1 Issue: Economy	31% (271)	25% (216)	27% (237)	4% (31)	7% (59)	6% (51)	866
#1 Issue: Security	24% (72)	25% (74)	31% (91)	3% (10)	9% (27)	8% (25)	299
#1 Issue: Health Care	26% (96)	27% (101)	32% (119)	5% (17)	6% (21)	5% (20)	375
#1 Issue: Medicare / Social Security	17% (44)	23% (58)	38% (96)	3% (8)	11% (28)	9% (22)	255
#1 Issue: Women's Issues	28% (27)	24% (23)	30% (29)	4% (4)	8% (8)	7% (6)	96
#1 Issue: Education	34% (32)	24% (22)	21% (19)	5% (4)	5% (5)	12% (12)	94
#1 Issue: Energy	27% (21)	33% (25)	25% (19)	2% (1)	8% (6)	7% (5)	78
#1 Issue: Other	18% (25)	23% (31)	35% (48)	5% (7)	9% (13)	9% (13)	137
2020 Vote: Joe Biden	25% (255)	28% (286)	28% (293)	4% (44)	9% (94)	6% (59)	1031
2020 Vote: Donald Trump	23% (158)	25% (175)	35% (246)	4% (27)	6% (40)	7% (52)	698
2020 Vote: Other	21% (14)	36% (25)	37% (25)	2% (1)	2% (1)	3% (2)	68
2020 Vote: Didn't Vote	40% (159)	16% (65)	24% (95)	3% (10)	8% (30)	11% (43)	402
2018 House Vote: Democrat	25% (192)	29% (227)	30% (233)	4% (31)	8% (61)	4% (34)	778
2018 House Vote: Republican	22% (133)	28% (169)	35% (207)	3% (20)	6% (37)	6% (35)	600
2018 House Vote: Someone else	27% (15)	17% (9)	45% (25)	7% (4)	1% (0)	3% (2)	55
2016 Vote: Hillary Clinton	23% (165)	29% (207)	29% (206)	5% (33)	9% (63)	5% (33)	708
2016 Vote: Donald Trump	23% (157)	28% (186)	34% (229)	3% (23)	6% (38)	6% (39)	671
2016 Vote: Other	24% (24)	27% (28)	41% (42)	— (0)	6% (6)	2% (3)	103
2016 Vote: Didn't Vote	33% (238)	18% (128)	25% (182)	4% (27)	8% (59)	11% (81)	715

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Table MCEN5_3: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
Free screenings of new films

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	27% (586)	25% (550)	30% (660)	4% (83)	8% (166)	7% (155)	2200
Voted in 2014: Yes	22% (280)	29% (359)	33% (414)	4% (49)	7% (90)	5% (60)	1252
Voted in 2014: No	32% (306)	20% (192)	26% (245)	4% (34)	8% (76)	10% (95)	948
4-Region: Northeast	22% (85)	27% (105)	35% (138)	2% (9)	9% (34)	6% (23)	394
4-Region: Midwest	28% (131)	23% (107)	31% (142)	4% (18)	8% (36)	6% (30)	462
4-Region: South	27% (225)	24% (202)	29% (235)	5% (39)	6% (53)	9% (71)	824
4-Region: West	28% (146)	26% (137)	28% (145)	3% (17)	8% (44)	6% (32)	520
Comfortable seeing movie in April 21	43% (398)	28% (259)	20% (180)	3% (31)	2% (17)	4% (33)	918
Uncomfortable seeing movie in April 21	14% (156)	24% (272)	39% (443)	5% (51)	12% (139)	6% (73)	1134
Comfortable seeing movie in May 21	42% (429)	30% (303)	20% (208)	3% (35)	1% (14)	3% (35)	1024
Uncomfortable seeing movie in May 21	12% (115)	22% (223)	41% (408)	5% (47)	14% (141)	6% (64)	998
Comfortable seeing movie in April OR May	41% (436)	29% (309)	20% (215)	3% (36)	2% (19)	4% (39)	1055
Uncomfortable seeing movie in April OR May	14% (161)	24% (277)	39% (446)	4% (52)	12% (144)	6% (73)	1153
Comfortable seeing movie sometime in 21	37% (497)	30% (409)	24% (319)	3% (46)	2% (28)	4% (52)	1351
Uncomfortable seeing movie sometime in 21	10% (64)	17% (116)	42% (279)	5% (35)	20% (131)	6% (41)	666
Comfortable seeing movie sometime in 22	32% (522)	29% (476)	27% (453)	4% (67)	4% (69)	4% (68)	1656
Uncomfortable seeing movie sometime in 22	7% (20)	12% (34)	40% (110)	5% (13)	29% (79)	7% (18)	275
Likely to go to a movie in April 21	48% (310)	27% (173)	18% (114)	3% (21)	2% (10)	3% (23)	651
Unlikely to go to a movie in April 21	17% (247)	25% (350)	37% (519)	4% (61)	11% (154)	6% (88)	1419
Likely to go to a movie in May 21	46% (350)	28% (215)	18% (136)	3% (24)	2% (12)	3% (23)	759
Unlikely to go to a movie in May 21	16% (203)	24% (310)	38% (493)	4% (57)	12% (150)	6% (82)	1295
Likely to go to a movie in April OR May	46% (359)	28% (220)	18% (137)	3% (25)	2% (16)	3% (26)	783
Unlikely to go to a movie in April OR May	18% (255)	25% (356)	36% (522)	4% (61)	11% (159)	6% (91)	1443
Likely to go to a movie sometime in 21	40% (451)	32% (360)	20% (225)	3% (36)	2% (19)	3% (37)	1127
Unlikely to go to a movie sometime in 21	11% (97)	18% (158)	44% (381)	5% (44)	16% (139)	6% (57)	875
Likely to go to a movie sometime in 22	33% (487)	30% (444)	25% (361)	4% (56)	4% (59)	4% (51)	1459
Unlikely to go to a movie sometime in 22	11% (53)	14% (69)	45% (227)	5% (24)	19% (94)	7% (37)	503

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

Table MCEN5_4: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
Free screenings of older films

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (355)	21% (460)	39% (852)	6% (129)	11% (236)	8% (167)	2200
Gender: Male	16% (173)	23% (245)	39% (410)	6% (67)	9% (91)	7% (76)	1062
Gender: Female	16% (182)	19% (215)	39% (443)	6% (63)	13% (145)	8% (91)	1138
Age: 18-34	29% (188)	25% (163)	25% (163)	5% (32)	8% (51)	9% (57)	655
Age: 35-44	21% (74)	20% (73)	37% (134)	6% (20)	11% (39)	5% (19)	358
Age: 45-64	10% (78)	19% (145)	45% (336)	6% (49)	11% (85)	8% (59)	751
Age: 65+	3% (15)	18% (80)	50% (219)	7% (28)	14% (62)	7% (32)	436
GenZers: 1997-2012	31% (71)	24% (55)	21% (49)	5% (11)	7% (16)	12% (28)	230
Millennials: 1981-1996	25% (165)	24% (159)	30% (197)	5% (35)	9% (59)	6% (40)	656
GenXers: 1965-1980	15% (78)	21% (111)	40% (211)	8% (43)	10% (55)	6% (30)	528
Baby Boomers: 1946-1964	5% (37)	17% (120)	51% (369)	5% (36)	13% (93)	9% (62)	717
PID: Dem (no lean)	17% (141)	20% (172)	37% (310)	7% (62)	13% (113)	6% (47)	846
PID: Ind (no lean)	18% (126)	22% (155)	37% (254)	5% (35)	10% (67)	8% (58)	694
PID: Rep (no lean)	13% (87)	20% (133)	44% (289)	5% (32)	9% (56)	9% (63)	660
PID/Gender: Dem Men	19% (76)	21% (87)	37% (151)	8% (34)	9% (38)	6% (23)	408
PID/Gender: Dem Women	15% (65)	20% (85)	36% (159)	6% (28)	17% (76)	5% (24)	438
PID/Gender: Ind Men	14% (48)	24% (79)	41% (135)	6% (19)	9% (28)	7% (24)	333
PID/Gender: Ind Women	22% (79)	21% (76)	33% (119)	4% (16)	11% (38)	9% (34)	361
PID/Gender: Rep Men	15% (49)	25% (79)	39% (124)	4% (13)	8% (25)	9% (30)	320
PID/Gender: Rep Women	11% (38)	16% (54)	48% (165)	6% (19)	9% (31)	10% (33)	340
Ideo: Liberal (1-3)	17% (112)	20% (134)	38% (246)	8% (55)	12% (76)	5% (30)	653
Ideo: Moderate (4)	14% (86)	21% (131)	41% (261)	6% (39)	12% (75)	6% (38)	629
Ideo: Conservative (5-7)	15% (97)	22% (145)	42% (280)	5% (31)	9% (58)	8% (52)	665
Educ: < College	17% (263)	19% (286)	37% (566)	6% (91)	12% (178)	8% (127)	1512
Educ: Bachelors degree	14% (61)	24% (107)	41% (183)	5% (24)	8% (38)	7% (31)	444
Educ: Post-grad	12% (30)	28% (67)	42% (102)	6% (14)	8% (20)	4% (10)	244
Income: Under 50k	16% (175)	18% (191)	38% (409)	6% (61)	12% (131)	11% (115)	1080
Income: 50k-100k	16% (106)	23% (154)	41% (273)	6% (37)	10% (68)	5% (31)	669
Income: 100k+	16% (74)	26% (115)	38% (170)	7% (31)	8% (37)	5% (22)	451
Ethnicity: White	15% (258)	22% (375)	41% (713)	5% (94)	9% (156)	7% (126)	1722
Ethnicity: Hispanic	24% (82)	24% (84)	29% (102)	7% (25)	9% (31)	7% (26)	349

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Table MCEN5_4: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
Free screenings of older films

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (355)	21% (460)	39% (852)	6% (129)	11% (236)	8% (167)	2200
Ethnicity: Black	20% (56)	14% (40)	31% (85)	10% (28)	18% (50)	6% (15)	274
Ethnicity: Other	20% (41)	23% (46)	26% (54)	3% (7)	15% (30)	13% (26)	204
All Christian	14% (137)	22% (218)	41% (415)	6% (57)	11% (113)	6% (65)	1005
All Non-Christian	20% (21)	15% (16)	40% (41)	3% (3)	11% (11)	11% (11)	104
Atheist	20% (27)	19% (25)	43% (58)	5% (6)	8% (11)	4% (6)	133
Agnostic/Nothing in particular	19% (107)	20% (112)	35% (196)	7% (38)	9% (50)	11% (62)	566
Something Else	16% (63)	23% (88)	36% (142)	6% (25)	13% (51)	6% (23)	392
Religious Non-Protestant/Catholic	21% (25)	15% (18)	41% (49)	4% (5)	9% (11)	10% (12)	120
Evangelical	18% (103)	22% (127)	35% (200)	5% (30)	13% (78)	7% (39)	577
Non-Evangelical	12% (90)	22% (172)	44% (340)	6% (47)	11% (84)	6% (47)	780
Community: Urban	21% (132)	22% (141)	34% (215)	6% (35)	9% (57)	8% (48)	629
Community: Suburban	15% (149)	20% (195)	42% (414)	6% (58)	11% (105)	6% (64)	983
Community: Rural	13% (74)	21% (125)	38% (223)	6% (36)	13% (74)	9% (55)	588
Employ: Private Sector	15% (111)	24% (170)	39% (282)	5% (36)	11% (76)	6% (46)	721
Employ: Government	18% (29)	24% (39)	38% (60)	6% (10)	8% (13)	5% (8)	160
Employ: Self-Employed	19% (35)	18% (33)	42% (79)	4% (8)	9% (17)	8% (15)	186
Employ: Homemaker	22% (33)	17% (25)	33% (49)	7% (11)	14% (22)	7% (10)	150
Employ: Student	25% (27)	26% (29)	24% (27)	6% (6)	9% (9)	11% (12)	111
Employ: Retired	4% (19)	17% (81)	52% (241)	6% (27)	13% (63)	7% (33)	466
Employ: Unemployed	26% (67)	21% (54)	25% (64)	8% (21)	10% (26)	10% (25)	257
Employ: Other	22% (33)	19% (29)	33% (50)	6% (9)	7% (11)	12% (19)	150
Military HH: Yes	13% (50)	21% (79)	44% (167)	4% (16)	10% (39)	7% (26)	378
Military HH: No	17% (304)	21% (382)	38% (685)	6% (113)	11% (197)	8% (141)	1822
RD/WT: Right Direction	17% (183)	21% (220)	37% (392)	6% (61)	12% (127)	8% (84)	1068
RD/WT: Wrong Track	15% (171)	21% (240)	41% (460)	6% (68)	10% (110)	7% (83)	1132
Biden Job Approve	15% (193)	22% (273)	38% (471)	6% (77)	12% (153)	7% (83)	1250
Biden Job Disapprove	15% (120)	21% (160)	42% (329)	6% (49)	8% (64)	7% (57)	779

Continued on next page

Table MCEN5_4: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
Free screenings of older films

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (355)	21% (460)	39% (852)	6% (129)	11% (236)	8% (167)	2200
Biden Job Strongly Approve	17% (120)	19% (135)	36% (247)	6% (44)	15% (105)	6% (43)	694
Biden Job Somewhat Approve	13% (73)	25% (138)	40% (224)	6% (33)	9% (48)	7% (40)	555
Biden Job Somewhat Disapprove	14% (29)	22% (46)	43% (91)	7% (15)	9% (18)	6% (12)	211
Biden Job Strongly Disapprove	16% (91)	20% (114)	42% (238)	6% (34)	8% (45)	8% (45)	568
Favorable of Biden	16% (209)	21% (262)	38% (478)	7% (88)	12% (157)	6% (74)	1268
Unfavorable of Biden	15% (117)	22% (176)	42% (335)	5% (38)	8% (66)	9% (69)	801
Very Favorable of Biden	19% (133)	19% (134)	35% (247)	7% (51)	15% (105)	5% (38)	708
Somewhat Favorable of Biden	14% (76)	23% (128)	41% (231)	7% (37)	9% (52)	7% (36)	560
Somewhat Unfavorable of Biden	10% (20)	25% (52)	46% (93)	4% (8)	6% (12)	9% (19)	204
Very Unfavorable of Biden	16% (97)	21% (124)	40% (242)	5% (30)	9% (54)	8% (49)	597
#1 Issue: Economy	20% (170)	20% (176)	36% (314)	7% (60)	10% (86)	7% (60)	866
#1 Issue: Security	14% (42)	21% (63)	39% (117)	4% (11)	11% (33)	11% (32)	299
#1 Issue: Health Care	16% (62)	22% (82)	40% (152)	6% (23)	10% (37)	5% (20)	375
#1 Issue: Medicare / Social Security	6% (15)	19% (48)	47% (120)	6% (15)	12% (31)	11% (28)	255
#1 Issue: Women's Issues	24% (23)	22% (21)	35% (34)	4% (4)	9% (9)	6% (6)	96
#1 Issue: Education	20% (19)	26% (25)	30% (29)	12% (11)	8% (7)	4% (4)	94
#1 Issue: Energy	19% (15)	30% (23)	35% (27)	1% (1)	11% (9)	5% (4)	78
#1 Issue: Other	7% (10)	17% (23)	44% (60)	4% (5)	18% (25)	10% (14)	137
2020 Vote: Joe Biden	16% (161)	21% (214)	38% (394)	7% (70)	13% (138)	5% (53)	1031
2020 Vote: Donald Trump	13% (94)	21% (149)	44% (310)	4% (30)	8% (53)	9% (62)	698
2020 Vote: Other	13% (9)	36% (25)	35% (24)	10% (7)	3% (2)	4% (2)	68
2020 Vote: Didn't Vote	23% (91)	18% (72)	31% (123)	6% (23)	11% (44)	12% (49)	402
2018 House Vote: Democrat	15% (113)	21% (166)	40% (312)	7% (56)	12% (94)	5% (38)	778
2018 House Vote: Republican	13% (75)	23% (138)	45% (271)	5% (30)	7% (41)	7% (44)	600
2018 House Vote: Someone else	24% (13)	16% (9)	48% (26)	4% (2)	7% (4)	1% (1)	55
2016 Vote: Hillary Clinton	14% (97)	20% (139)	40% (284)	8% (58)	13% (93)	5% (35)	708
2016 Vote: Donald Trump	15% (98)	22% (149)	44% (298)	4% (30)	7% (47)	7% (48)	671
2016 Vote: Other	12% (12)	26% (26)	50% (51)	3% (3)	7% (7)	3% (3)	103
2016 Vote: Didn't Vote	20% (146)	20% (144)	30% (217)	5% (38)	12% (88)	11% (81)	715

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Table MCEN5_4: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
Free screenings of older films

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (355)	21% (460)	39% (852)	6% (129)	11% (236)	8% (167)	2200
Voted in 2014: Yes	13% (169)	21% (260)	43% (541)	7% (82)	10% (130)	6% (70)	1252
Voted in 2014: No	20% (186)	21% (200)	33% (311)	5% (47)	11% (106)	10% (97)	948
4-Region: Northeast	14% (55)	21% (83)	42% (166)	3% (12)	12% (46)	8% (33)	394
4-Region: Midwest	14% (65)	18% (83)	42% (192)	8% (35)	12% (56)	7% (31)	462
4-Region: South	18% (151)	21% (170)	38% (309)	5% (45)	10% (82)	8% (67)	824
4-Region: West	16% (84)	24% (124)	36% (185)	7% (38)	10% (53)	7% (37)	520
Comfortable seeing movie in April 21	28% (259)	26% (242)	31% (288)	6% (58)	4% (37)	4% (33)	918
Uncomfortable seeing movie in April 21	6% (72)	18% (205)	46% (525)	6% (67)	17% (188)	7% (77)	1134
Comfortable seeing movie in May 21	26% (266)	27% (278)	33% (335)	7% (69)	4% (37)	4% (40)	1024
Uncomfortable seeing movie in May 21	6% (56)	16% (164)	47% (470)	6% (57)	19% (186)	6% (64)	998
Comfortable seeing movie in April OR May	26% (271)	27% (288)	32% (339)	7% (70)	4% (43)	4% (44)	1055
Uncomfortable seeing movie in April OR May	6% (74)	18% (213)	46% (527)	6% (69)	17% (193)	7% (77)	1153
Comfortable seeing movie sometime in 21	23% (306)	26% (355)	36% (487)	6% (85)	4% (60)	4% (58)	1351
Uncomfortable seeing movie sometime in 21	4% (30)	14% (90)	45% (300)	6% (40)	25% (164)	6% (42)	666
Comfortable seeing movie sometime in 22	19% (311)	24% (403)	39% (644)	6% (99)	7% (122)	5% (76)	1656
Uncomfortable seeing movie sometime in 22	5% (14)	11% (30)	40% (109)	4% (11)	33% (91)	7% (19)	275
Likely to go to a movie in April 21	33% (216)	28% (182)	27% (179)	5% (33)	3% (20)	3% (20)	651
Unlikely to go to a movie in April 21	8% (116)	18% (261)	45% (644)	6% (89)	15% (212)	7% (97)	1419
Likely to go to a movie in May 21	30% (230)	29% (224)	29% (219)	5% (40)	3% (25)	3% (21)	759
Unlikely to go to a movie in May 21	8% (99)	17% (220)	46% (596)	7% (86)	16% (202)	7% (92)	1295
Likely to go to a movie in April OR May	30% (235)	29% (230)	29% (224)	5% (42)	3% (26)	3% (26)	783
Unlikely to go to a movie in April OR May	8% (120)	19% (271)	45% (648)	6% (91)	15% (214)	7% (100)	1443
Likely to go to a movie sometime in 21	24% (274)	28% (318)	33% (373)	7% (74)	4% (48)	4% (40)	1127
Unlikely to go to a movie sometime in 21	6% (55)	14% (121)	48% (416)	6% (50)	20% (172)	7% (61)	875
Likely to go to a movie sometime in 22	20% (291)	25% (368)	37% (534)	7% (102)	7% (107)	4% (57)	1459
Unlikely to go to a movie sometime in 22	6% (32)	12% (62)	47% (235)	4% (21)	22% (111)	8% (42)	503

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

Table MCEN5_5: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
 Discounted concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (359)	27% (584)	38% (830)	4% (82)	8% (173)	8% (171)	2200
Gender: Male	16% (170)	30% (318)	37% (389)	4% (37)	6% (68)	8% (80)	1062
Gender: Female	17% (190)	23% (266)	39% (441)	4% (45)	9% (105)	8% (91)	1138
Age: 18-34	28% (183)	28% (185)	25% (165)	4% (28)	4% (29)	10% (65)	655
Age: 35-44	18% (65)	33% (118)	31% (112)	4% (14)	9% (33)	5% (17)	358
Age: 45-64	12% (87)	27% (201)	43% (321)	3% (23)	8% (60)	8% (59)	751
Age: 65+	6% (25)	18% (81)	53% (232)	4% (18)	12% (50)	7% (30)	436
GenZers: 1997-2012	28% (64)	26% (59)	25% (59)	3% (7)	4% (10)	14% (31)	230
Millennials: 1981-1996	24% (157)	31% (204)	27% (180)	4% (29)	6% (42)	7% (44)	656
GenXers: 1965-1980	16% (82)	32% (168)	37% (196)	3% (16)	7% (36)	6% (30)	528
Baby Boomers: 1946-1964	8% (55)	20% (145)	50% (361)	4% (25)	10% (74)	8% (56)	717
PID: Dem (no lean)	18% (155)	27% (225)	35% (297)	5% (39)	9% (77)	6% (52)	846
PID: Ind (no lean)	16% (109)	24% (168)	39% (273)	3% (22)	8% (58)	9% (63)	694
PID: Rep (no lean)	14% (95)	29% (190)	39% (260)	3% (21)	6% (38)	8% (55)	660
PID/Gender: Dem Men	20% (81)	27% (112)	35% (142)	4% (17)	7% (30)	7% (27)	408
PID/Gender: Dem Women	17% (74)	26% (113)	35% (155)	5% (23)	11% (47)	6% (25)	438
PID/Gender: Ind Men	12% (41)	29% (96)	41% (135)	4% (14)	7% (23)	7% (24)	333
PID/Gender: Ind Women	19% (68)	20% (72)	38% (138)	2% (8)	10% (34)	11% (39)	361
PID/Gender: Rep Men	15% (48)	34% (110)	35% (112)	2% (7)	5% (15)	9% (28)	320
PID/Gender: Rep Women	14% (47)	24% (80)	43% (148)	4% (14)	7% (23)	8% (27)	340
Ideo: Liberal (1-3)	18% (117)	26% (167)	38% (247)	5% (31)	9% (59)	5% (32)	653
Ideo: Moderate (4)	12% (78)	27% (170)	42% (267)	3% (18)	9% (56)	6% (40)	629
Ideo: Conservative (5-7)	15% (101)	30% (199)	38% (256)	4% (26)	6% (38)	7% (45)	665
Educ: < College	17% (253)	26% (388)	37% (558)	3% (52)	9% (134)	8% (128)	1512
Educ: Bachelors degree	14% (62)	28% (126)	40% (177)	5% (20)	6% (25)	7% (33)	444
Educ: Post-grad	18% (45)	29% (70)	39% (96)	4% (10)	5% (13)	4% (10)	244
Income: Under 50k	15% (162)	23% (248)	37% (404)	4% (45)	9% (100)	11% (121)	1080
Income: 50k-100k	18% (120)	29% (191)	40% (267)	3% (20)	7% (44)	4% (27)	669
Income: 100k+	17% (77)	32% (145)	35% (160)	4% (17)	6% (28)	5% (24)	451
Ethnicity: White	15% (262)	29% (494)	40% (683)	3% (60)	6% (100)	7% (122)	1722
Ethnicity: Hispanic	26% (90)	27% (94)	28% (97)	3% (11)	8% (29)	9% (30)	349

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Table MCEN5_5: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
Discounted concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (359)	27% (584)	38% (830)	4% (82)	8% (173)	8% (171)	2200
Ethnicity: Black	20% (55)	19% (51)	30% (83)	5% (13)	15% (41)	11% (30)	274
Ethnicity: Other	21% (43)	19% (40)	31% (64)	4% (9)	15% (31)	9% (18)	204
All Christian	15% (148)	28% (279)	39% (394)	4% (42)	8% (79)	6% (62)	1005
All Non-Christian	21% (22)	15% (15)	40% (41)	3% (3)	11% (11)	10% (10)	104
Atheist	16% (22)	26% (35)	42% (56)	4% (6)	7% (9)	4% (6)	133
Agnostic/Nothing in particular	17% (97)	26% (146)	36% (205)	4% (22)	6% (36)	11% (60)	566
Something Else	18% (71)	28% (109)	34% (134)	2% (9)	9% (37)	8% (33)	392
Religious Non-Protestant/Catholic	23% (27)	16% (20)	39% (47)	3% (3)	10% (12)	9% (11)	120
Evangelical	20% (113)	26% (149)	34% (194)	3% (20)	10% (58)	8% (43)	577
Non-Evangelical	12% (97)	29% (228)	41% (320)	4% (30)	7% (56)	6% (49)	780
Community: Urban	21% (133)	26% (162)	33% (210)	4% (27)	8% (49)	8% (48)	629
Community: Suburban	15% (144)	28% (272)	39% (385)	3% (29)	8% (79)	8% (74)	983
Community: Rural	14% (82)	26% (150)	40% (236)	4% (26)	8% (45)	8% (49)	588
Employ: Private Sector	17% (125)	30% (220)	35% (251)	3% (23)	7% (49)	7% (53)	721
Employ: Government	18% (28)	34% (54)	35% (56)	3% (4)	8% (12)	3% (4)	160
Employ: Self-Employed	18% (34)	29% (54)	35% (65)	4% (7)	6% (10)	8% (15)	186
Employ: Homemaker	13% (19)	24% (35)	41% (62)	6% (9)	8% (11)	8% (13)	150
Employ: Student	24% (26)	29% (32)	32% (35)	1% (1)	5% (5)	9% (10)	111
Employ: Retired	7% (34)	19% (89)	52% (241)	4% (19)	11% (51)	7% (32)	466
Employ: Unemployed	24% (61)	22% (57)	31% (80)	5% (13)	10% (27)	8% (20)	257
Employ: Other	21% (32)	29% (43)	27% (41)	4% (5)	4% (6)	15% (23)	150
Military HH: Yes	16% (62)	27% (101)	40% (152)	4% (16)	6% (22)	7% (25)	378
Military HH: No	16% (297)	27% (484)	37% (679)	4% (66)	8% (151)	8% (146)	1822
RD/WT: Right Direction	17% (180)	27% (292)	34% (368)	4% (46)	9% (96)	8% (86)	1068
RD/WT: Wrong Track	16% (179)	26% (292)	41% (462)	3% (36)	7% (77)	8% (85)	1132
Biden Job Approve	15% (190)	27% (332)	37% (468)	4% (50)	9% (115)	8% (95)	1250
Biden Job Disapprove	17% (136)	27% (213)	40% (311)	3% (23)	6% (44)	7% (52)	779

Continued on next page

Table MCEN5_5: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
Discounted concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (359)	27% (584)	38% (830)	4% (82)	8% (173)	8% (171)	2200
Biden Job Strongly Approve	18% (123)	25% (171)	35% (245)	4% (25)	12% (81)	7% (50)	694
Biden Job Somewhat Approve	12% (67)	29% (161)	40% (223)	5% (25)	6% (34)	8% (45)	555
Biden Job Somewhat Disapprove	12% (26)	34% (72)	37% (77)	5% (11)	7% (15)	4% (9)	211
Biden Job Strongly Disapprove	19% (110)	25% (141)	41% (233)	2% (12)	5% (29)	8% (43)	568
Favorable of Biden	16% (198)	27% (343)	37% (467)	4% (50)	9% (119)	7% (91)	1268
Unfavorable of Biden	16% (131)	26% (211)	41% (327)	4% (30)	5% (44)	7% (58)	801
Very Favorable of Biden	19% (136)	25% (180)	35% (249)	3% (24)	11% (75)	6% (44)	708
Somewhat Favorable of Biden	11% (62)	29% (163)	39% (218)	5% (27)	8% (44)	8% (46)	560
Somewhat Unfavorable of Biden	11% (23)	29% (59)	44% (90)	6% (12)	4% (7)	6% (13)	204
Very Unfavorable of Biden	18% (109)	26% (153)	40% (237)	3% (18)	6% (36)	7% (45)	597
#1 Issue: Economy	18% (159)	28% (242)	36% (310)	4% (38)	7% (61)	7% (57)	866
#1 Issue: Security	17% (52)	25% (75)	38% (113)	2% (6)	7% (22)	10% (31)	299
#1 Issue: Health Care	16% (58)	31% (116)	37% (138)	4% (15)	7% (26)	6% (22)	375
#1 Issue: Medicare / Social Security	9% (22)	19% (49)	48% (123)	3% (9)	11% (29)	9% (24)	255
#1 Issue: Women's Issues	24% (23)	22% (21)	34% (33)	4% (3)	8% (8)	9% (8)	96
#1 Issue: Education	24% (23)	31% (29)	26% (24)	1% (1)	6% (5)	13% (12)	94
#1 Issue: Energy	17% (13)	32% (25)	33% (26)	2% (2)	9% (7)	6% (5)	78
#1 Issue: Other	7% (9)	20% (27)	46% (63)	7% (10)	11% (14)	9% (13)	137
2020 Vote: Joe Biden	15% (160)	26% (267)	38% (394)	4% (40)	10% (101)	7% (69)	1031
2020 Vote: Donald Trump	15% (102)	28% (196)	41% (284)	3% (24)	5% (35)	8% (58)	698
2020 Vote: Other	19% (13)	27% (18)	43% (29)	1% (1)	4% (3)	7% (4)	68
2020 Vote: Didn't Vote	21% (85)	26% (103)	30% (122)	4% (18)	8% (33)	10% (40)	402
2018 House Vote: Democrat	16% (125)	26% (199)	41% (319)	5% (35)	8% (64)	5% (37)	778
2018 House Vote: Republican	14% (84)	29% (173)	41% (247)	3% (20)	5% (32)	7% (43)	600
2018 House Vote: Someone else	27% (15)	15% (8)	47% (26)	7% (4)	4% (2)	1% (1)	55
2016 Vote: Hillary Clinton	15% (105)	25% (176)	42% (297)	4% (30)	9% (66)	5% (33)	708
2016 Vote: Donald Trump	16% (107)	30% (202)	40% (265)	3% (18)	5% (34)	7% (46)	671
2016 Vote: Other	16% (16)	29% (30)	41% (42)	1% (1)	9% (10)	4% (4)	103
2016 Vote: Didn't Vote	18% (132)	25% (175)	31% (224)	5% (33)	9% (63)	12% (88)	715

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Table MCEN5_5: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
Discounted concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (359)	27% (584)	38% (830)	4% (82)	8% (173)	8% (171)	2200
Voted in 2014: Yes	15% (185)	27% (342)	41% (518)	3% (43)	8% (97)	5% (68)	1252
Voted in 2014: No	18% (174)	26% (242)	33% (313)	4% (39)	8% (76)	11% (104)	948
4-Region: Northeast	14% (54)	23% (90)	45% (179)	2% (8)	8% (31)	8% (32)	394
4-Region: Midwest	19% (87)	25% (114)	37% (173)	3% (12)	9% (40)	8% (36)	462
4-Region: South	16% (129)	30% (250)	34% (283)	4% (35)	7% (59)	8% (69)	824
4-Region: West	17% (90)	25% (131)	38% (196)	5% (27)	8% (43)	7% (34)	520
Comfortable seeing movie in April 21	29% (265)	36% (327)	27% (243)	2% (17)	3% (26)	4% (39)	918
Uncomfortable seeing movie in April 21	7% (77)	21% (239)	48% (542)	5% (60)	12% (138)	7% (77)	1134
Comfortable seeing movie in May 21	27% (276)	37% (380)	27% (280)	2% (19)	3% (27)	4% (42)	1024
Uncomfortable seeing movie in May 21	6% (62)	19% (186)	50% (500)	5% (48)	14% (136)	7% (68)	998
Comfortable seeing movie in April OR May	27% (281)	37% (386)	27% (290)	2% (23)	3% (29)	4% (45)	1055
Uncomfortable seeing movie in April OR May	7% (82)	21% (243)	48% (551)	5% (60)	12% (138)	7% (78)	1153
Comfortable seeing movie sometime in 21	23% (312)	35% (479)	32% (427)	3% (34)	3% (35)	5% (63)	1351
Uncomfortable seeing movie sometime in 21	6% (38)	13% (88)	50% (330)	6% (37)	19% (130)	6% (43)	666
Comfortable seeing movie sometime in 22	20% (327)	32% (523)	36% (594)	3% (57)	5% (77)	5% (79)	1656
Uncomfortable seeing movie sometime in 22	3% (9)	10% (28)	46% (126)	6% (16)	28% (76)	7% (20)	275
Likely to go to a movie in April 21	34% (220)	38% (249)	20% (132)	1% (8)	3% (17)	4% (25)	651
Unlikely to go to a movie in April 21	9% (122)	22% (314)	47% (664)	5% (70)	11% (154)	7% (96)	1419
Likely to go to a movie in May 21	31% (236)	40% (302)	22% (164)	2% (12)	2% (18)	4% (27)	759
Unlikely to go to a movie in May 21	8% (106)	20% (263)	48% (623)	5% (64)	12% (150)	7% (89)	1295
Likely to go to a movie in April OR May	31% (243)	39% (308)	21% (168)	2% (13)	3% (20)	4% (30)	783
Unlikely to go to a movie in April OR May	9% (129)	22% (323)	46% (667)	5% (70)	11% (156)	7% (99)	1443
Likely to go to a movie sometime in 21	26% (288)	38% (433)	27% (306)	3% (31)	2% (22)	4% (47)	1127
Unlikely to go to a movie sometime in 21	6% (54)	15% (132)	51% (450)	5% (41)	16% (142)	6% (56)	875
Likely to go to a movie sometime in 22	21% (313)	34% (494)	32% (472)	3% (51)	5% (66)	4% (63)	1459
Unlikely to go to a movie sometime in 22	5% (24)	12% (62)	53% (265)	5% (24)	19% (93)	7% (35)	503

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

Table MCEN5_6: *And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?*
Free concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	26% (579)	25% (548)	31% (681)	4% (81)	8% (172)	6% (138)	2200
Gender: Male	27% (284)	27% (283)	30% (321)	3% (35)	7% (70)	6% (69)	1062
Gender: Female	26% (295)	23% (265)	32% (361)	4% (46)	9% (102)	6% (69)	1138
Age: 18-34	41% (268)	25% (166)	17% (112)	4% (29)	5% (32)	7% (49)	655
Age: 35-44	29% (103)	24% (87)	29% (103)	5% (18)	8% (29)	5% (18)	358
Age: 45-64	21% (155)	25% (186)	37% (276)	3% (25)	9% (68)	6% (42)	751
Age: 65+	12% (53)	25% (110)	44% (190)	2% (10)	10% (44)	7% (29)	436
GenZers: 1997-2012	47% (108)	22% (50)	16% (36)	2% (4)	6% (14)	8% (18)	230
Millennials: 1981-1996	34% (222)	27% (176)	22% (142)	5% (35)	6% (39)	7% (43)	656
GenXers: 1965-1980	26% (140)	26% (139)	33% (173)	4% (19)	7% (39)	3% (18)	528
Baby Boomers: 1946-1964	14% (103)	23% (165)	42% (305)	3% (22)	10% (74)	7% (49)	717
PID: Dem (no lean)	26% (216)	25% (211)	29% (245)	6% (51)	11% (89)	4% (33)	846
PID: Ind (no lean)	29% (199)	24% (170)	30% (208)	2% (14)	7% (46)	8% (57)	694
PID: Rep (no lean)	25% (163)	25% (167)	35% (228)	3% (17)	6% (37)	7% (48)	660
PID/Gender: Dem Men	26% (107)	25% (103)	30% (122)	5% (21)	9% (38)	4% (16)	408
PID/Gender: Dem Women	25% (109)	25% (108)	28% (123)	7% (30)	12% (51)	4% (17)	438
PID/Gender: Ind Men	26% (87)	28% (93)	31% (104)	2% (5)	6% (20)	7% (25)	333
PID/Gender: Ind Women	31% (113)	21% (77)	29% (105)	2% (8)	7% (25)	9% (33)	361
PID/Gender: Rep Men	28% (90)	27% (87)	30% (95)	3% (9)	4% (12)	9% (28)	320
PID/Gender: Rep Women	21% (73)	24% (80)	39% (133)	2% (8)	8% (26)	6% (20)	340
Ideo: Liberal (1-3)	24% (157)	23% (153)	32% (209)	5% (33)	11% (70)	5% (30)	653
Ideo: Moderate (4)	22% (140)	26% (161)	36% (224)	4% (27)	7% (44)	5% (34)	629
Ideo: Conservative (5-7)	27% (180)	28% (185)	31% (209)	2% (16)	6% (37)	6% (39)	665
Educ: < College	28% (428)	22% (331)	31% (464)	4% (56)	9% (133)	7% (100)	1512
Educ: Bachelors degree	22% (97)	31% (139)	31% (136)	4% (17)	5% (24)	7% (30)	444
Educ: Post-grad	22% (54)	32% (78)	33% (81)	4% (9)	6% (16)	3% (8)	244
Income: Under 50k	26% (286)	21% (232)	30% (322)	4% (43)	10% (105)	9% (92)	1080
Income: 50k-100k	27% (180)	25% (170)	34% (229)	4% (26)	6% (39)	4% (25)	669
Income: 100k+	25% (113)	32% (146)	29% (130)	3% (12)	6% (28)	5% (21)	451
Ethnicity: White	26% (445)	26% (440)	34% (584)	3% (50)	5% (93)	6% (110)	1722
Ethnicity: Hispanic	38% (133)	26% (90)	20% (69)	4% (14)	8% (28)	4% (15)	349

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Table MCEN5_6: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?

Free concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	26% (579)	25% (548)	31% (681)	4% (81)	8% (172)	6% (138)	2200
Ethnicity: Black	24% (67)	22% (61)	20% (55)	10% (27)	19% (51)	5% (14)	274
Ethnicity: Other	33% (67)	23% (48)	21% (42)	2% (5)	14% (29)	7% (14)	204
All Christian	24% (241)	26% (265)	33% (330)	4% (39)	7% (74)	5% (55)	1005
All Non-Christian	26% (27)	24% (25)	29% (30)	3% (3)	9% (9)	9% (10)	104
Atheist	29% (38)	21% (28)	37% (49)	3% (4)	8% (11)	2% (3)	133
Agnostic/Nothing in particular	28% (158)	23% (129)	28% (159)	4% (25)	8% (44)	9% (52)	566
Something Else	29% (115)	26% (101)	29% (114)	3% (10)	8% (33)	5% (19)	392
Religious Non-Protestant/Catholic	28% (34)	22% (26)	31% (37)	3% (3)	8% (10)	8% (10)	120
Evangelical	29% (165)	22% (129)	30% (175)	3% (16)	10% (60)	5% (31)	577
Non-Evangelical	23% (179)	29% (225)	33% (258)	4% (32)	6% (46)	5% (40)	780
Community: Urban	26% (165)	28% (178)	28% (173)	4% (24)	9% (55)	5% (33)	629
Community: Suburban	26% (257)	24% (240)	33% (320)	4% (34)	7% (71)	6% (60)	983
Community: Rural	27% (157)	22% (130)	32% (188)	4% (23)	8% (46)	8% (46)	588
Employ: Private Sector	25% (178)	29% (207)	30% (213)	3% (24)	8% (55)	6% (44)	721
Employ: Government	29% (46)	27% (44)	29% (47)	5% (8)	5% (8)	4% (7)	160
Employ: Self-Employed	30% (55)	27% (50)	29% (54)	4% (8)	5% (9)	5% (9)	186
Employ: Homemaker	25% (38)	19% (28)	38% (57)	5% (7)	8% (12)	5% (8)	150
Employ: Student	47% (52)	21% (23)	15% (17)	2% (3)	7% (8)	7% (8)	111
Employ: Retired	13% (61)	24% (110)	44% (205)	3% (13)	10% (47)	7% (30)	466
Employ: Unemployed	37% (95)	22% (56)	20% (51)	3% (9)	10% (26)	8% (20)	257
Employ: Other	36% (54)	19% (29)	25% (37)	7% (10)	5% (7)	9% (13)	150
Military HH: Yes	25% (94)	26% (97)	33% (124)	3% (13)	7% (26)	6% (23)	378
Military HH: No	27% (485)	25% (451)	31% (557)	4% (69)	8% (146)	6% (115)	1822
RD/WT: Right Direction	24% (261)	25% (272)	30% (320)	5% (49)	9% (91)	7% (75)	1068
RD/WT: Wrong Track	28% (318)	24% (277)	32% (361)	3% (32)	7% (81)	6% (63)	1132
Biden Job Approve	24% (294)	26% (327)	32% (394)	4% (56)	9% (111)	5% (68)	1250
Biden Job Disapprove	29% (224)	25% (195)	31% (244)	3% (22)	7% (51)	6% (44)	779

Continued on next page

Table MCEN5_6: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
Free concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	26% (579)	25% (548)	31% (681)	4% (81)	8% (172)	6% (138)	2200
Biden Job Strongly Approve	22% (154)	26% (180)	29% (203)	5% (33)	12% (83)	6% (42)	694
Biden Job Somewhat Approve	25% (140)	27% (147)	35% (192)	4% (22)	5% (28)	5% (26)	555
Biden Job Somewhat Disapprove	28% (59)	28% (60)	28% (58)	5% (11)	5% (11)	5% (11)	211
Biden Job Strongly Disapprove	29% (165)	24% (134)	33% (185)	2% (11)	7% (39)	6% (33)	568
Favorable of Biden	24% (307)	25% (319)	31% (399)	4% (55)	10% (121)	5% (67)	1268
Unfavorable of Biden	28% (226)	26% (207)	32% (254)	3% (25)	5% (42)	6% (46)	801
Very Favorable of Biden	23% (165)	26% (182)	28% (201)	5% (33)	13% (89)	5% (37)	708
Somewhat Favorable of Biden	25% (142)	24% (137)	35% (198)	4% (22)	6% (33)	5% (29)	560
Somewhat Unfavorable of Biden	23% (47)	32% (65)	28% (57)	8% (16)	3% (6)	6% (13)	204
Very Unfavorable of Biden	30% (179)	24% (142)	33% (197)	2% (10)	6% (36)	6% (33)	597
#1 Issue: Economy	31% (267)	27% (232)	27% (234)	4% (37)	6% (55)	5% (40)	866
#1 Issue: Security	24% (73)	23% (70)	33% (99)	3% (9)	8% (24)	8% (24)	299
#1 Issue: Health Care	22% (83)	27% (102)	37% (138)	3% (9)	6% (21)	6% (22)	375
#1 Issue: Medicare / Social Security	20% (52)	19% (49)	36% (92)	5% (13)	10% (24)	10% (25)	255
#1 Issue: Women's Issues	24% (23)	35% (33)	23% (22)	2% (2)	8% (8)	9% (8)	96
#1 Issue: Education	34% (32)	20% (19)	21% (19)	4% (4)	16% (16)	5% (4)	94
#1 Issue: Energy	29% (23)	25% (19)	27% (21)	1% (1)	13% (10)	5% (4)	78
#1 Issue: Other	19% (26)	18% (24)	40% (55)	4% (6)	10% (14)	9% (12)	137
2020 Vote: Joe Biden	21% (222)	27% (278)	32% (330)	4% (42)	11% (114)	4% (45)	1031
2020 Vote: Donald Trump	26% (178)	26% (185)	33% (230)	3% (21)	5% (38)	7% (46)	698
2020 Vote: Other	26% (18)	25% (17)	44% (30)	— (0)	1% (1)	4% (3)	68
2020 Vote: Didn't Vote	40% (161)	17% (69)	22% (90)	5% (19)	5% (19)	11% (44)	402
2018 House Vote: Democrat	22% (172)	27% (208)	33% (257)	5% (37)	10% (74)	4% (31)	778
2018 House Vote: Republican	22% (134)	28% (168)	36% (216)	3% (16)	5% (30)	6% (35)	600
2018 House Vote: Someone else	35% (19)	26% (14)	38% (21)	— (0)	— (0)	1% (1)	55
2016 Vote: Hillary Clinton	21% (145)	26% (183)	35% (245)	4% (32)	11% (75)	4% (28)	708
2016 Vote: Donald Trump	26% (174)	27% (180)	34% (227)	2% (16)	5% (36)	6% (38)	671
2016 Vote: Other	24% (24)	33% (34)	33% (34)	1% (1)	6% (6)	3% (3)	103
2016 Vote: Didn't Vote	33% (234)	21% (150)	24% (175)	5% (32)	8% (55)	10% (70)	715

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Table MCEN5_6: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?

Free concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	26% (579)	25% (548)	31% (681)	4% (81)	8% (172)	6% (138)	2200
Voted in 2014: Yes	21% (269)	28% (351)	35% (438)	3% (43)	8% (98)	4% (53)	1252
Voted in 2014: No	33% (310)	21% (197)	26% (244)	4% (38)	8% (74)	9% (85)	948
4-Region: Northeast	22% (87)	22% (88)	38% (151)	3% (13)	8% (32)	6% (23)	394
4-Region: Midwest	30% (137)	22% (101)	30% (140)	3% (12)	10% (44)	6% (28)	462
4-Region: South	29% (235)	25% (204)	28% (231)	6% (48)	7% (54)	6% (52)	824
4-Region: West	23% (119)	30% (155)	31% (159)	2% (9)	8% (43)	7% (35)	520
Comfortable seeing movie in April 21	43% (396)	30% (271)	20% (182)	2% (22)	2% (21)	3% (25)	918
Uncomfortable seeing movie in April 21	14% (155)	23% (260)	41% (460)	5% (58)	12% (139)	6% (63)	1134
Comfortable seeing movie in May 21	41% (421)	31% (319)	21% (213)	2% (22)	2% (20)	3% (30)	1024
Uncomfortable seeing movie in May 21	12% (121)	21% (212)	42% (420)	5% (54)	14% (140)	5% (51)	998
Comfortable seeing movie in April OR May	41% (432)	31% (323)	21% (220)	2% (25)	2% (22)	3% (34)	1055
Uncomfortable seeing movie in April OR May	14% (161)	23% (263)	40% (465)	5% (60)	12% (141)	5% (63)	1153
Comfortable seeing movie sometime in 21	37% (497)	32% (427)	24% (329)	2% (32)	2% (23)	3% (41)	1351
Uncomfortable seeing movie sometime in 21	9% (60)	15% (100)	42% (283)	7% (46)	21% (142)	5% (35)	666
Comfortable seeing movie sometime in 22	32% (524)	29% (480)	29% (472)	3% (55)	4% (69)	3% (55)	1656
Uncomfortable seeing movie sometime in 22	8% (21)	13% (37)	39% (108)	7% (19)	28% (77)	5% (14)	275
Likely to go to a movie in April 21	49% (316)	29% (191)	16% (105)	3% (20)	1% (5)	2% (14)	651
Unlikely to go to a movie in April 21	16% (230)	24% (341)	38% (544)	4% (61)	12% (163)	6% (79)	1419
Likely to go to a movie in May 21	46% (348)	32% (243)	17% (126)	3% (19)	1% (7)	2% (15)	759
Unlikely to go to a movie in May 21	15% (198)	22% (290)	40% (515)	5% (62)	12% (162)	5% (69)	1295
Likely to go to a movie in April OR May	46% (359)	31% (245)	17% (131)	3% (23)	1% (9)	2% (17)	783
Unlikely to go to a movie in April OR May	17% (242)	24% (345)	38% (548)	4% (64)	11% (165)	6% (79)	1443
Likely to go to a movie sometime in 21	40% (451)	34% (389)	20% (221)	2% (25)	2% (17)	2% (25)	1127
Unlikely to go to a movie sometime in 21	11% (94)	16% (138)	45% (395)	6% (53)	17% (149)	5% (47)	875
Likely to go to a movie sometime in 22	34% (489)	30% (437)	26% (381)	3% (42)	5% (70)	3% (39)	1459
Unlikely to go to a movie sometime in 22	10% (50)	15% (76)	45% (225)	7% (34)	18% (91)	5% (27)	503

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

Table MCEN5_7: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
 Special themed concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (261)	17% (373)	49% (1068)	5% (104)	9% (208)	8% (187)	2200
Gender: Male	13% (137)	18% (196)	47% (504)	4% (47)	8% (90)	8% (88)	1062
Gender: Female	11% (124)	16% (177)	50% (563)	5% (57)	10% (118)	9% (99)	1138
Age: 18-34	23% (152)	23% (151)	34% (222)	4% (28)	6% (38)	10% (65)	655
Age: 35-44	15% (55)	19% (69)	46% (165)	4% (15)	9% (33)	6% (21)	358
Age: 45-64	6% (45)	15% (111)	55% (411)	6% (41)	10% (77)	9% (66)	751
Age: 65+	2% (9)	10% (43)	62% (270)	5% (20)	14% (59)	8% (35)	436
GenZers: 1997-2012	23% (54)	22% (50)	32% (74)	2% (5)	6% (13)	15% (34)	230
Millennials: 1981-1996	21% (140)	22% (147)	37% (245)	5% (32)	7% (49)	7% (44)	656
GenXers: 1965-1980	9% (48)	19% (101)	52% (275)	5% (29)	8% (44)	6% (32)	528
Baby Boomers: 1946-1964	3% (20)	9% (68)	61% (438)	5% (36)	13% (90)	9% (65)	717
PID: Dem (no lean)	14% (121)	19% (159)	43% (365)	5% (44)	12% (101)	7% (55)	846
PID: Ind (no lean)	10% (71)	17% (116)	50% (347)	4% (27)	9% (65)	10% (68)	694
PID: Rep (no lean)	11% (69)	15% (98)	54% (356)	5% (32)	6% (41)	10% (64)	660
PID/Gender: Dem Men	17% (70)	20% (80)	40% (164)	6% (23)	11% (45)	6% (26)	408
PID/Gender: Dem Women	12% (51)	18% (79)	46% (201)	5% (22)	13% (56)	7% (29)	438
PID/Gender: Ind Men	9% (29)	19% (63)	52% (172)	4% (13)	8% (28)	9% (28)	333
PID/Gender: Ind Women	12% (42)	15% (53)	48% (175)	4% (14)	10% (38)	11% (39)	361
PID/Gender: Rep Men	12% (38)	17% (53)	53% (168)	3% (11)	5% (17)	10% (33)	320
PID/Gender: Rep Women	9% (31)	13% (45)	55% (188)	6% (21)	7% (24)	9% (31)	340
Ideo: Liberal (1-3)	15% (98)	15% (96)	47% (304)	6% (42)	12% (77)	5% (36)	653
Ideo: Moderate (4)	8% (52)	20% (124)	52% (329)	4% (25)	10% (64)	6% (36)	629
Ideo: Conservative (5-7)	10% (66)	17% (110)	53% (353)	5% (32)	7% (48)	8% (56)	665
Educ: < College	12% (175)	16% (247)	48% (725)	4% (65)	11% (161)	9% (140)	1512
Educ: Bachelors degree	11% (50)	19% (86)	50% (221)	4% (19)	7% (31)	8% (37)	444
Educ: Post-grad	15% (36)	17% (40)	50% (122)	8% (19)	7% (16)	4% (10)	244
Income: Under 50k	12% (125)	15% (164)	46% (493)	5% (49)	11% (121)	12% (128)	1080
Income: 50k-100k	12% (79)	17% (111)	53% (357)	6% (40)	7% (50)	5% (33)	669
Income: 100k+	13% (57)	22% (99)	48% (218)	3% (15)	8% (36)	6% (26)	451
Ethnicity: White	11% (182)	18% (304)	53% (907)	4% (76)	7% (123)	8% (131)	1722
Ethnicity: Hispanic	18% (62)	19% (67)	40% (140)	3% (10)	10% (37)	9% (33)	349

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Table MCEN5_7: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
Special themed concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (261)	17% (373)	49% (1068)	5% (104)	9% (208)	8% (187)	2200
Ethnicity: Black	18% (48)	17% (45)	28% (78)	8% (23)	18% (49)	11% (31)	274
Ethnicity: Other	15% (31)	12% (24)	41% (83)	3% (5)	18% (36)	12% (25)	204
All Christian	10% (101)	17% (166)	50% (506)	7% (67)	9% (94)	7% (70)	1005
All Non-Christian	18% (19)	13% (14)	41% (43)	5% (5)	12% (13)	10% (10)	104
Atheist	10% (13)	23% (31)	54% (72)	2% (3)	7% (10)	4% (5)	133
Agnostic/Nothing in particular	14% (80)	16% (90)	47% (263)	3% (16)	9% (52)	12% (66)	566
Something Else	12% (49)	19% (73)	47% (183)	3% (13)	10% (40)	9% (35)	392
Religious Non-Protestant/Catholic	21% (25)	14% (17)	41% (49)	4% (5)	11% (13)	9% (11)	120
Evangelical	14% (82)	17% (100)	43% (249)	5% (32)	11% (63)	9% (52)	577
Non-Evangelical	8% (59)	17% (131)	54% (425)	6% (46)	9% (69)	6% (51)	780
Community: Urban	17% (110)	21% (133)	40% (250)	4% (25)	10% (65)	7% (46)	629
Community: Suburban	9% (92)	16% (157)	53% (519)	4% (44)	9% (90)	8% (81)	983
Community: Rural	10% (60)	14% (83)	51% (299)	6% (35)	9% (53)	10% (60)	588
Employ: Private Sector	13% (94)	19% (138)	47% (340)	5% (39)	8% (59)	7% (52)	721
Employ: Government	13% (21)	19% (30)	51% (82)	6% (9)	5% (8)	6% (10)	160
Employ: Self-Employed	16% (30)	17% (32)	49% (92)	3% (6)	7% (13)	7% (14)	186
Employ: Homemaker	10% (15)	14% (21)	50% (75)	11% (17)	8% (12)	7% (11)	150
Employ: Student	19% (21)	23% (26)	37% (41)	1% (1)	9% (10)	10% (11)	111
Employ: Retired	3% (12)	12% (55)	59% (276)	4% (18)	14% (63)	9% (40)	466
Employ: Unemployed	15% (38)	20% (51)	40% (102)	4% (10)	13% (34)	8% (22)	257
Employ: Other	20% (31)	15% (22)	40% (60)	2% (3)	5% (7)	18% (27)	150
Military HH: Yes	14% (52)	18% (67)	51% (192)	3% (11)	8% (30)	7% (26)	378
Military HH: No	12% (210)	17% (306)	48% (876)	5% (92)	10% (178)	9% (160)	1822
RD/WT: Right Direction	15% (157)	19% (206)	42% (449)	5% (54)	10% (108)	9% (93)	1068
RD/WT: Wrong Track	9% (105)	15% (167)	55% (618)	4% (50)	9% (100)	8% (93)	1132
Biden Job Approve	13% (165)	18% (221)	45% (568)	5% (60)	11% (138)	8% (98)	1250
Biden Job Disapprove	9% (73)	16% (122)	55% (430)	5% (40)	7% (52)	8% (63)	779

Continued on next page

Table MCEN5_7: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
Special themed concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (261)	17% (373)	49% (1068)	5% (104)	9% (208)	8% (187)	2200
Biden Job Strongly Approve	17% (119)	16% (112)	41% (287)	5% (35)	13% (88)	8% (53)	694
Biden Job Somewhat Approve	8% (46)	20% (109)	50% (280)	5% (25)	9% (50)	8% (45)	555
Biden Job Somewhat Disapprove	5% (10)	21% (44)	52% (109)	9% (19)	6% (14)	8% (16)	211
Biden Job Strongly Disapprove	11% (63)	14% (78)	56% (321)	4% (21)	7% (38)	8% (47)	568
Favorable of Biden	13% (165)	18% (226)	46% (578)	4% (56)	12% (150)	7% (93)	1268
Unfavorable of Biden	10% (78)	15% (123)	55% (444)	5% (44)	6% (46)	8% (67)	801
Very Favorable of Biden	17% (120)	17% (120)	41% (293)	4% (29)	14% (97)	7% (49)	708
Somewhat Favorable of Biden	8% (46)	19% (106)	51% (284)	5% (27)	10% (54)	8% (45)	560
Somewhat Unfavorable of Biden	7% (14)	16% (32)	57% (116)	9% (17)	5% (10)	7% (14)	204
Very Unfavorable of Biden	11% (64)	15% (91)	55% (329)	4% (26)	6% (36)	9% (52)	597
#1 Issue: Economy	15% (130)	17% (146)	48% (416)	5% (43)	8% (67)	7% (64)	866
#1 Issue: Security	10% (28)	18% (53)	49% (145)	4% (13)	9% (26)	11% (33)	299
#1 Issue: Health Care	11% (40)	19% (73)	50% (187)	5% (17)	9% (33)	7% (25)	375
#1 Issue: Medicare / Social Security	5% (13)	12% (31)	51% (130)	7% (18)	14% (36)	11% (27)	255
#1 Issue: Women's Issues	11% (11)	22% (21)	46% (44)	4% (3)	11% (10)	7% (7)	96
#1 Issue: Education	22% (21)	16% (15)	33% (31)	2% (2)	15% (14)	12% (11)	94
#1 Issue: Energy	14% (11)	19% (15)	48% (37)	3% (3)	9% (7)	6% (5)	78
#1 Issue: Other	5% (7)	15% (21)	56% (77)	3% (4)	10% (14)	10% (14)	137
2020 Vote: Joe Biden	13% (130)	16% (169)	46% (477)	5% (56)	13% (131)	7% (68)	1031
2020 Vote: Donald Trump	9% (64)	15% (103)	57% (396)	4% (29)	6% (39)	10% (67)	698
2020 Vote: Other	8% (5)	19% (13)	54% (37)	10% (7)	4% (3)	5% (4)	68
2020 Vote: Didn't Vote	15% (62)	22% (88)	39% (157)	3% (12)	9% (35)	12% (48)	402
2018 House Vote: Democrat	12% (94)	18% (139)	48% (373)	6% (43)	12% (91)	5% (38)	778
2018 House Vote: Republican	8% (50)	16% (97)	56% (339)	5% (30)	6% (35)	8% (50)	600
2018 House Vote: Someone else	16% (9)	12% (6)	55% (30)	8% (4)	5% (3)	4% (2)	55
2016 Vote: Hillary Clinton	12% (85)	16% (116)	47% (333)	7% (46)	13% (89)	5% (38)	708
2016 Vote: Donald Trump	9% (60)	18% (122)	55% (369)	4% (29)	6% (37)	8% (54)	671
2016 Vote: Other	5% (5)	11% (12)	69% (71)	1% (1)	9% (10)	4% (4)	103
2016 Vote: Didn't Vote	15% (109)	17% (124)	41% (293)	4% (28)	10% (72)	13% (90)	715

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Table MCEN5_7: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
Special themed concession items

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (261)	17% (373)	49% (1068)	5% (104)	9% (208)	8% (187)	2200
Voted in 2014: Yes	10% (124)	17% (209)	53% (658)	5% (67)	9% (118)	6% (76)	1252
Voted in 2014: No	14% (137)	17% (164)	43% (410)	4% (37)	9% (89)	12% (111)	948
4-Region: Northeast	11% (45)	13% (53)	55% (216)	3% (13)	10% (38)	7% (29)	394
4-Region: Midwest	11% (49)	15% (69)	50% (230)	6% (26)	12% (55)	7% (33)	462
4-Region: South	13% (108)	19% (157)	45% (371)	6% (45)	7% (57)	10% (85)	824
4-Region: West	11% (59)	18% (93)	48% (251)	4% (19)	11% (58)	8% (40)	520
Comfortable seeing movie in April 21	21% (194)	24% (222)	42% (387)	5% (42)	3% (27)	5% (46)	918
Uncomfortable seeing movie in April 21	4% (51)	12% (140)	56% (632)	5% (58)	15% (169)	7% (85)	1134
Comfortable seeing movie in May 21	19% (198)	23% (241)	44% (447)	5% (48)	3% (35)	5% (55)	1024
Uncomfortable seeing movie in May 21	4% (42)	12% (118)	56% (562)	5% (49)	16% (160)	7% (67)	998
Comfortable seeing movie in April OR May	19% (204)	24% (249)	43% (456)	5% (51)	3% (36)	6% (59)	1055
Uncomfortable seeing movie in April OR May	5% (56)	13% (146)	55% (638)	5% (58)	15% (170)	7% (85)	1153
Comfortable seeing movie sometime in 21	17% (224)	22% (303)	47% (631)	5% (72)	3% (42)	6% (78)	1351
Uncomfortable seeing movie sometime in 21	4% (25)	9% (58)	54% (356)	4% (30)	23% (156)	6% (41)	666
Comfortable seeing movie sometime in 22	14% (239)	20% (330)	49% (811)	5% (89)	6% (91)	6% (94)	1656
Uncomfortable seeing movie sometime in 22	3% (7)	9% (25)	48% (131)	3% (10)	31% (85)	6% (17)	275
Likely to go to a movie in April 21	27% (177)	26% (169)	37% (240)	4% (26)	2% (10)	4% (28)	651
Unlikely to go to a movie in April 21	5% (69)	13% (189)	56% (788)	5% (75)	14% (194)	7% (104)	1419
Likely to go to a movie in May 21	24% (182)	27% (206)	39% (292)	5% (35)	2% (13)	4% (31)	759
Unlikely to go to a movie in May 21	5% (63)	12% (149)	57% (733)	5% (67)	14% (188)	7% (96)	1295
Likely to go to a movie in April OR May	25% (193)	27% (211)	37% (293)	5% (38)	2% (13)	5% (36)	783
Unlikely to go to a movie in April OR May	5% (79)	13% (193)	55% (790)	5% (79)	13% (194)	7% (107)	1443
Likely to go to a movie sometime in 21	19% (212)	25% (286)	43% (487)	5% (59)	3% (30)	5% (53)	1127
Unlikely to go to a movie sometime in 21	4% (33)	8% (71)	57% (498)	5% (42)	19% (166)	7% (64)	875
Likely to go to a movie sometime in 22	15% (225)	22% (315)	46% (672)	6% (85)	6% (90)	5% (71)	1459
Unlikely to go to a movie sometime in 22	3% (16)	8% (39)	57% (289)	3% (17)	20% (102)	8% (40)	503

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

Table MCEN5_8: *And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
 Giveaways of promotional items such as posters*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (291)	19% (421)	45% (991)	5% (103)	10% (222)	8% (172)	2200
Gender: Male	15% (155)	23% (246)	42% (444)	4% (42)	9% (95)	7% (79)	1062
Gender: Female	12% (136)	15% (176)	48% (547)	5% (61)	11% (126)	8% (92)	1138
Age: 18-34	23% (150)	26% (168)	32% (206)	3% (22)	7% (45)	10% (65)	655
Age: 35-44	16% (58)	23% (82)	41% (147)	6% (20)	9% (32)	5% (19)	358
Age: 45-64	9% (70)	17% (129)	49% (368)	5% (34)	12% (92)	8% (57)	751
Age: 65+	3% (12)	10% (42)	62% (270)	6% (27)	12% (54)	7% (31)	436
GenZers: 1997-2012	26% (59)	20% (46)	30% (70)	3% (8)	5% (12)	15% (35)	230
Millennials: 1981-1996	20% (133)	27% (175)	34% (224)	4% (27)	9% (56)	6% (41)	656
GenXers: 1965-1980	13% (71)	22% (118)	44% (234)	4% (21)	10% (51)	6% (33)	528
Baby Boomers: 1946-1964	4% (28)	10% (72)	60% (430)	6% (43)	13% (91)	7% (53)	717
PID: Dem (no lean)	16% (132)	18% (153)	43% (362)	5% (46)	12% (106)	6% (48)	846
PID: Ind (no lean)	13% (93)	19% (134)	45% (316)	3% (24)	10% (67)	9% (61)	694
PID: Rep (no lean)	10% (66)	20% (135)	47% (313)	5% (33)	7% (49)	10% (63)	660
PID/Gender: Dem Men	19% (79)	23% (92)	36% (148)	4% (18)	11% (46)	6% (25)	408
PID/Gender: Dem Women	12% (53)	14% (60)	49% (215)	6% (28)	14% (60)	5% (23)	438
PID/Gender: Ind Men	12% (41)	23% (76)	46% (153)	3% (9)	10% (32)	6% (21)	333
PID/Gender: Ind Women	14% (51)	16% (58)	45% (162)	4% (15)	10% (35)	11% (40)	361
PID/Gender: Rep Men	11% (34)	24% (77)	45% (143)	5% (15)	5% (17)	10% (34)	320
PID/Gender: Rep Women	9% (32)	17% (57)	50% (170)	5% (19)	9% (32)	9% (30)	340
Ideo: Liberal (1-3)	17% (113)	18% (117)	40% (263)	6% (40)	12% (80)	6% (39)	653
Ideo: Moderate (4)	10% (64)	21% (131)	50% (314)	4% (26)	9% (59)	6% (35)	629
Ideo: Conservative (5-7)	10% (68)	19% (124)	50% (336)	5% (35)	8% (52)	8% (51)	665
Educ: < College	13% (200)	18% (278)	44% (671)	4% (63)	11% (172)	8% (128)	1512
Educ: Bachelors degree	12% (55)	21% (95)	46% (205)	6% (27)	7% (30)	7% (33)	444
Educ: Post-grad	15% (36)	20% (48)	47% (116)	6% (14)	8% (19)	4% (11)	244
Income: Under 50k	13% (144)	18% (199)	42% (453)	4% (41)	12% (132)	10% (113)	1080
Income: 50k-100k	13% (84)	19% (126)	50% (333)	6% (39)	9% (60)	4% (28)	669
Income: 100k+	14% (63)	21% (97)	46% (206)	5% (24)	7% (30)	7% (31)	451
Ethnicity: White	11% (197)	20% (339)	49% (850)	5% (81)	8% (130)	7% (125)	1722
Ethnicity: Hispanic	17% (59)	28% (99)	33% (114)	3% (10)	11% (39)	8% (29)	349

Continued on next page

Table MCEN5_8: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
Giveaways of promotional items such as posters

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (291)	19% (421)	45% (991)	5% (103)	10% (222)	8% (172)	2200
Ethnicity: Black	19% (51)	14% (40)	30% (82)	5% (15)	22% (61)	10% (26)	274
Ethnicity: Other	21% (43)	21% (43)	29% (59)	4% (8)	15% (30)	10% (20)	204
All Christian	11% (111)	18% (178)	49% (495)	6% (57)	9% (94)	7% (70)	1005
All Non-Christian	23% (24)	14% (14)	33% (34)	4% (4)	12% (12)	15% (15)	104
Atheist	13% (17)	20% (27)	50% (67)	3% (4)	10% (13)	3% (5)	133
Agnostic/Nothing in particular	14% (78)	22% (127)	40% (228)	4% (25)	9% (52)	10% (56)	566
Something Else	15% (61)	19% (76)	42% (166)	3% (13)	13% (51)	7% (26)	392
Religious Non-Protestant/Catholic	23% (28)	15% (18)	35% (42)	3% (4)	11% (13)	13% (16)	120
Evangelical	17% (96)	16% (95)	42% (245)	5% (27)	12% (72)	7% (42)	577
Non-Evangelical	9% (68)	19% (151)	51% (398)	5% (41)	9% (71)	7% (52)	780
Community: Urban	19% (119)	21% (131)	39% (243)	4% (27)	10% (62)	7% (46)	629
Community: Suburban	12% (114)	17% (169)	50% (488)	4% (40)	10% (97)	8% (75)	983
Community: Rural	10% (58)	21% (121)	44% (260)	6% (36)	11% (63)	9% (50)	588
Employ: Private Sector	15% (105)	24% (172)	41% (295)	5% (36)	9% (65)	7% (48)	721
Employ: Government	13% (21)	23% (37)	44% (71)	5% (8)	11% (18)	3% (4)	160
Employ: Self-Employed	18% (34)	18% (34)	44% (82)	4% (7)	8% (15)	7% (14)	186
Employ: Homemaker	15% (23)	17% (25)	44% (66)	5% (8)	9% (14)	9% (13)	150
Employ: Student	18% (20)	18% (20)	40% (45)	3% (4)	8% (9)	12% (14)	111
Employ: Retired	5% (21)	11% (50)	59% (277)	5% (25)	12% (56)	8% (37)	466
Employ: Unemployed	16% (41)	20% (52)	40% (102)	4% (11)	13% (32)	7% (19)	257
Employ: Other	17% (25)	21% (31)	36% (54)	3% (4)	9% (13)	15% (23)	150
Military HH: Yes	15% (57)	17% (64)	49% (185)	4% (15)	8% (28)	8% (28)	378
Military HH: No	13% (234)	20% (358)	44% (806)	5% (88)	11% (193)	8% (143)	1822
RD/WT: Right Direction	16% (166)	21% (219)	40% (430)	5% (57)	10% (109)	8% (86)	1068
RD/WT: Wrong Track	11% (124)	18% (202)	50% (561)	4% (47)	10% (112)	8% (86)	1132
Biden Job Approve	15% (185)	18% (230)	44% (544)	5% (63)	11% (134)	7% (94)	1250
Biden Job Disapprove	9% (72)	21% (163)	50% (388)	5% (38)	9% (67)	7% (51)	779

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Table MCEN5_8: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
Giveaways of promotional items such as posters

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (291)	19% (421)	45% (991)	5% (103)	10% (222)	8% (172)	2200
Biden Job Strongly Approve	19% (132)	16% (113)	38% (267)	6% (40)	14% (95)	7% (48)	694
Biden Job Somewhat Approve	9% (53)	21% (117)	50% (278)	4% (23)	7% (39)	8% (46)	555
Biden Job Somewhat Disapprove	5% (10)	32% (67)	45% (95)	8% (17)	7% (15)	4% (8)	211
Biden Job Strongly Disapprove	11% (62)	17% (96)	52% (293)	4% (22)	9% (52)	8% (43)	568
Favorable of Biden	14% (183)	18% (232)	44% (555)	5% (64)	12% (147)	7% (88)	1268
Unfavorable of Biden	10% (84)	21% (170)	49% (396)	5% (39)	7% (54)	7% (58)	801
Very Favorable of Biden	19% (135)	16% (112)	41% (289)	6% (40)	13% (93)	6% (39)	708
Somewhat Favorable of Biden	9% (48)	21% (119)	47% (266)	4% (24)	10% (54)	9% (49)	560
Somewhat Unfavorable of Biden	8% (16)	26% (52)	48% (97)	7% (14)	5% (10)	7% (15)	204
Very Unfavorable of Biden	11% (68)	20% (118)	50% (299)	4% (25)	7% (44)	7% (43)	597
#1 Issue: Economy	13% (109)	24% (206)	44% (381)	5% (40)	9% (81)	6% (50)	866
#1 Issue: Security	14% (41)	16% (47)	46% (138)	6% (17)	8% (25)	10% (31)	299
#1 Issue: Health Care	15% (56)	22% (82)	43% (160)	6% (22)	8% (30)	7% (25)	375
#1 Issue: Medicare / Social Security	7% (18)	10% (27)	54% (138)	5% (13)	13% (34)	10% (26)	255
#1 Issue: Women's Issues	18% (17)	12% (12)	47% (46)	2% (2)	11% (10)	10% (10)	96
#1 Issue: Education	23% (22)	17% (16)	29% (28)	3% (2)	16% (15)	13% (13)	94
#1 Issue: Energy	20% (15)	20% (16)	40% (32)	5% (4)	11% (8)	4% (3)	78
#1 Issue: Other	10% (13)	12% (17)	51% (70)	3% (4)	14% (19)	10% (14)	137
2020 Vote: Joe Biden	14% (148)	18% (182)	43% (447)	5% (56)	12% (128)	7% (69)	1031
2020 Vote: Donald Trump	10% (69)	19% (131)	51% (358)	4% (31)	7% (46)	9% (63)	698
2020 Vote: Other	14% (10)	20% (14)	51% (35)	6% (4)	3% (2)	5% (4)	68
2020 Vote: Didn't Vote	16% (64)	23% (94)	37% (150)	3% (13)	11% (45)	9% (36)	402
2018 House Vote: Democrat	14% (110)	17% (136)	47% (366)	5% (41)	11% (88)	5% (38)	778
2018 House Vote: Republican	10% (62)	17% (105)	53% (318)	5% (29)	7% (40)	8% (46)	600
2018 House Vote: Someone else	24% (13)	12% (7)	50% (27)	4% (2)	6% (3)	4% (2)	55
2016 Vote: Hillary Clinton	15% (106)	17% (121)	45% (316)	6% (42)	13% (89)	5% (34)	708
2016 Vote: Donald Trump	11% (77)	18% (122)	52% (346)	5% (31)	7% (44)	8% (52)	671
2016 Vote: Other	5% (6)	21% (22)	61% (63)	1% (1)	8% (8)	3% (3)	103
2016 Vote: Didn't Vote	14% (102)	22% (156)	37% (265)	4% (30)	11% (80)	12% (83)	715

Continued on next page

Table MCEN5_8: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
Giveaways of promotional items such as posters

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (291)	19% (421)	45% (991)	5% (103)	10% (222)	8% (172)	2200
Voted in 2014: Yes	12% (156)	16% (204)	51% (634)	5% (62)	10% (128)	6% (70)	1252
Voted in 2014: No	14% (135)	23% (217)	38% (357)	4% (42)	10% (94)	11% (102)	948
4-Region: Northeast	11% (41)	17% (66)	52% (205)	3% (13)	9% (37)	8% (32)	394
4-Region: Midwest	12% (55)	18% (83)	44% (206)	6% (27)	12% (55)	8% (37)	462
4-Region: South	15% (123)	21% (173)	43% (351)	5% (39)	8% (70)	8% (68)	824
4-Region: West	14% (71)	19% (100)	44% (230)	5% (25)	12% (60)	7% (35)	520
Comfortable seeing movie in April 21	22% (203)	27% (248)	39% (354)	4% (33)	4% (36)	5% (43)	918
Uncomfortable seeing movie in April 21	6% (70)	14% (162)	53% (596)	6% (66)	15% (174)	6% (67)	1134
Comfortable seeing movie in May 21	20% (208)	27% (278)	39% (405)	4% (41)	4% (41)	5% (51)	1024
Uncomfortable seeing movie in May 21	6% (58)	13% (130)	54% (534)	6% (58)	17% (169)	5% (49)	998
Comfortable seeing movie in April OR May	20% (214)	27% (285)	39% (413)	4% (45)	4% (42)	5% (55)	1055
Uncomfortable seeing movie in April OR May	6% (73)	14% (167)	52% (601)	6% (70)	15% (175)	6% (67)	1153
Comfortable seeing movie sometime in 21	19% (254)	25% (336)	43% (576)	5% (61)	4% (53)	5% (70)	1351
Uncomfortable seeing movie sometime in 21	4% (28)	10% (69)	52% (344)	5% (36)	24% (159)	4% (29)	666
Comfortable seeing movie sometime in 22	16% (267)	22% (370)	45% (747)	5% (83)	6% (107)	5% (82)	1656
Uncomfortable seeing movie sometime in 22	3% (8)	7% (20)	48% (132)	5% (13)	31% (85)	6% (16)	275
Likely to go to a movie in April 21	28% (184)	29% (188)	32% (211)	2% (16)	3% (21)	5% (31)	651
Unlikely to go to a movie in April 21	6% (89)	15% (217)	53% (750)	6% (84)	14% (194)	6% (84)	1419
Likely to go to a movie in May 21	26% (196)	31% (232)	33% (253)	3% (25)	3% (23)	4% (29)	759
Unlikely to go to a movie in May 21	6% (76)	14% (175)	54% (703)	6% (74)	15% (188)	6% (79)	1295
Likely to go to a movie in April OR May	26% (203)	30% (236)	33% (257)	3% (27)	3% (25)	4% (34)	783
Unlikely to go to a movie in April OR May	7% (96)	15% (221)	52% (756)	6% (85)	14% (196)	6% (88)	1443
Likely to go to a movie sometime in 21	21% (233)	28% (316)	39% (434)	5% (57)	3% (38)	4% (50)	1127
Unlikely to go to a movie sometime in 21	4% (38)	10% (90)	56% (488)	5% (41)	19% (169)	6% (49)	875
Likely to go to a movie sometime in 22	17% (250)	24% (350)	42% (619)	5% (75)	7% (102)	4% (64)	1459
Unlikely to go to a movie sometime in 22	4% (20)	9% (45)	56% (282)	5% (23)	20% (101)	6% (33)	503

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

Table MCEN5_9: *And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?*
Screenings of older movies

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (254)	19% (412)	44% (959)	7% (152)	11% (249)	8% (174)	2200
Gender: Male	11% (121)	23% (242)	42% (443)	7% (71)	9% (100)	8% (85)	1062
Gender: Female	12% (133)	15% (170)	45% (516)	7% (81)	13% (149)	8% (89)	1138
Age: 18-34	22% (144)	23% (153)	29% (190)	6% (42)	10% (64)	10% (63)	655
Age: 35-44	16% (57)	22% (79)	39% (140)	5% (19)	12% (43)	5% (19)	358
Age: 45-64	6% (44)	17% (128)	51% (386)	7% (51)	11% (86)	7% (56)	751
Age: 65+	2% (10)	12% (52)	55% (242)	9% (40)	13% (57)	8% (35)	436
GenZers: 1997-2012	24% (55)	20% (45)	28% (64)	5% (13)	9% (21)	14% (33)	230
Millennials: 1981-1996	19% (127)	25% (162)	33% (213)	6% (40)	11% (72)	6% (41)	656
GenXers: 1965-1980	9% (48)	20% (105)	47% (248)	8% (42)	10% (55)	6% (30)	528
Baby Boomers: 1946-1964	3% (21)	13% (93)	56% (402)	7% (51)	13% (93)	8% (58)	717
PID: Dem (no lean)	13% (110)	18% (151)	41% (343)	9% (73)	14% (121)	6% (47)	846
PID: Ind (no lean)	12% (84)	21% (143)	41% (287)	6% (38)	11% (75)	10% (66)	694
PID: Rep (no lean)	9% (61)	18% (117)	50% (328)	6% (41)	8% (53)	9% (60)	660
PID/Gender: Dem Men	16% (65)	21% (85)	37% (150)	9% (38)	11% (47)	6% (24)	408
PID/Gender: Dem Women	10% (45)	15% (66)	44% (194)	8% (35)	17% (75)	5% (24)	438
PID/Gender: Ind Men	8% (27)	25% (84)	44% (146)	5% (18)	9% (31)	8% (27)	333
PID/Gender: Ind Women	16% (57)	16% (59)	39% (141)	6% (20)	12% (44)	11% (40)	361
PID/Gender: Rep Men	9% (29)	23% (73)	46% (147)	5% (15)	7% (22)	11% (34)	320
PID/Gender: Rep Women	9% (31)	13% (44)	54% (182)	8% (26)	9% (31)	8% (25)	340
Ideo: Liberal (1-3)	15% (95)	18% (115)	39% (258)	10% (64)	13% (88)	5% (32)	653
Ideo: Moderate (4)	8% (48)	19% (120)	47% (299)	8% (50)	12% (75)	6% (38)	629
Ideo: Conservative (5-7)	10% (66)	20% (134)	49% (325)	5% (34)	8% (55)	8% (51)	665
Educ: < College	12% (181)	17% (261)	43% (643)	7% (104)	13% (191)	9% (131)	1512
Educ: Bachelors degree	10% (43)	22% (97)	46% (204)	6% (28)	9% (38)	8% (34)	444
Educ: Post-grad	12% (30)	22% (54)	46% (111)	8% (20)	8% (20)	3% (9)	244
Income: Under 50k	11% (115)	17% (183)	42% (456)	7% (71)	13% (136)	11% (120)	1080
Income: 50k-100k	12% (79)	19% (129)	47% (312)	7% (48)	11% (74)	4% (28)	669
Income: 100k+	13% (61)	22% (101)	42% (191)	7% (34)	9% (39)	6% (25)	451
Ethnicity: White	11% (183)	19% (325)	48% (825)	6% (105)	9% (160)	7% (124)	1722
Ethnicity: Hispanic	14% (48)	23% (80)	36% (125)	7% (24)	11% (39)	10% (34)	349

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Table MCEN5_9: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
Screenings of older movies

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (254)	19% (412)	44% (959)	7% (152)	11% (249)	8% (174)	2200
Ethnicity: Black	15% (42)	15% (41)	28% (78)	12% (33)	20% (54)	10% (26)	274
Ethnicity: Other	14% (29)	23% (46)	28% (56)	7% (15)	17% (34)	11% (23)	204
All Christian	11% (108)	18% (180)	46% (464)	7% (71)	11% (114)	7% (68)	1005
All Non-Christian	22% (22)	11% (11)	43% (45)	5% (5)	11% (12)	8% (8)	104
Atheist	13% (17)	13% (17)	51% (68)	9% (12)	10% (14)	4% (5)	133
Agnostic/Nothing in particular	12% (67)	20% (113)	40% (226)	8% (45)	10% (56)	10% (57)	566
Something Else	10% (40)	23% (90)	40% (156)	5% (19)	14% (53)	9% (34)	392
Religious Non-Protestant/Catholic	22% (27)	14% (17)	42% (50)	5% (5)	10% (12)	7% (9)	120
Evangelical	14% (81)	20% (118)	39% (228)	5% (31)	12% (71)	9% (49)	577
Non-Evangelical	8% (60)	18% (139)	48% (376)	7% (57)	12% (97)	7% (51)	780
Community: Urban	17% (104)	21% (131)	37% (231)	8% (47)	11% (68)	8% (47)	629
Community: Suburban	10% (96)	18% (173)	47% (466)	7% (67)	11% (107)	7% (73)	983
Community: Rural	9% (54)	18% (109)	44% (262)	6% (37)	12% (73)	9% (53)	588
Employ: Private Sector	13% (96)	22% (161)	41% (295)	7% (49)	10% (71)	7% (48)	721
Employ: Government	14% (22)	19% (30)	46% (74)	4% (7)	13% (21)	4% (7)	160
Employ: Self-Employed	12% (23)	23% (43)	41% (77)	5% (9)	12% (22)	7% (12)	186
Employ: Homemaker	13% (19)	18% (26)	39% (58)	10% (16)	12% (18)	8% (13)	150
Employ: Student	20% (22)	21% (23)	35% (38)	8% (9)	8% (9)	9% (10)	111
Employ: Retired	3% (13)	13% (59)	56% (260)	8% (37)	13% (62)	7% (35)	466
Employ: Unemployed	15% (40)	20% (52)	35% (90)	7% (18)	13% (32)	10% (25)	257
Employ: Other	13% (20)	12% (18)	45% (67)	5% (8)	10% (15)	15% (23)	150
Military HH: Yes	12% (46)	16% (61)	47% (179)	7% (28)	10% (38)	7% (26)	378
Military HH: No	11% (208)	19% (351)	43% (780)	7% (124)	12% (211)	8% (148)	1822
RD/WT: Right Direction	13% (142)	18% (197)	41% (433)	7% (74)	13% (139)	8% (83)	1068
RD/WT: Wrong Track	10% (112)	19% (215)	46% (526)	7% (78)	10% (110)	8% (91)	1132
Biden Job Approve	12% (148)	18% (229)	42% (524)	8% (95)	13% (162)	7% (91)	1250
Biden Job Disapprove	10% (80)	20% (155)	47% (364)	7% (52)	9% (69)	8% (60)	779

Continued on next page

Table MCEN5_9: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
Screenings of older movies

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (254)	19% (412)	44% (959)	7% (152)	11% (249)	8% (174)	2200
Biden Job Strongly Approve	15% (107)	17% (115)	39% (273)	7% (48)	16% (111)	6% (40)	694
Biden Job Somewhat Approve	7% (41)	21% (115)	45% (251)	8% (47)	9% (50)	9% (51)	555
Biden Job Somewhat Disapprove	8% (17)	23% (49)	46% (96)	6% (13)	9% (19)	8% (17)	211
Biden Job Strongly Disapprove	11% (63)	19% (106)	47% (267)	7% (39)	9% (50)	8% (43)	568
Favorable of Biden	12% (156)	18% (228)	42% (531)	8% (101)	13% (167)	7% (86)	1268
Unfavorable of Biden	10% (81)	19% (154)	48% (383)	6% (49)	9% (72)	8% (61)	801
Very Favorable of Biden	16% (113)	16% (114)	40% (280)	8% (57)	15% (105)	5% (39)	708
Somewhat Favorable of Biden	8% (43)	20% (114)	45% (251)	8% (44)	11% (62)	8% (47)	560
Somewhat Unfavorable of Biden	8% (15)	18% (37)	50% (101)	10% (19)	8% (16)	8% (16)	204
Very Unfavorable of Biden	11% (66)	20% (118)	47% (281)	5% (30)	9% (57)	8% (46)	597
#1 Issue: Economy	13% (111)	20% (170)	41% (359)	8% (68)	12% (104)	6% (55)	866
#1 Issue: Security	11% (33)	19% (57)	43% (130)	5% (15)	11% (33)	10% (31)	299
#1 Issue: Health Care	13% (49)	20% (77)	44% (166)	6% (21)	10% (37)	7% (25)	375
#1 Issue: Medicare / Social Security	3% (8)	14% (36)	50% (128)	9% (22)	13% (34)	11% (28)	255
#1 Issue: Women's Issues	19% (19)	17% (16)	43% (41)	4% (4)	7% (7)	9% (9)	96
#1 Issue: Education	13% (12)	21% (20)	35% (33)	13% (12)	7% (6)	12% (11)	94
#1 Issue: Energy	19% (15)	24% (19)	37% (29)	4% (3)	11% (9)	4% (3)	78
#1 Issue: Other	6% (8)	12% (16)	54% (74)	4% (6)	14% (20)	9% (13)	137
2020 Vote: Joe Biden	12% (125)	17% (176)	43% (440)	8% (83)	14% (143)	6% (63)	1031
2020 Vote: Donald Trump	10% (68)	20% (137)	49% (341)	5% (37)	8% (54)	9% (62)	698
2020 Vote: Other	8% (6)	28% (19)	48% (33)	10% (6)	3% (2)	3% (2)	68
2020 Vote: Didn't Vote	14% (55)	20% (79)	36% (145)	6% (26)	12% (50)	12% (47)	402
2018 House Vote: Democrat	11% (85)	18% (138)	46% (355)	8% (58)	14% (105)	5% (36)	778
2018 House Vote: Republican	11% (63)	19% (113)	49% (296)	7% (43)	7% (41)	7% (44)	600
2018 House Vote: Someone else	21% (11)	13% (7)	39% (22)	19% (10)	5% (3)	2% (1)	55
2016 Vote: Hillary Clinton	11% (77)	17% (123)	45% (318)	8% (58)	13% (95)	5% (37)	708
2016 Vote: Donald Trump	11% (75)	20% (133)	48% (320)	7% (45)	7% (48)	7% (50)	671
2016 Vote: Other	5% (5)	16% (16)	62% (64)	6% (6)	8% (9)	2% (2)	103
2016 Vote: Didn't Vote	13% (96)	19% (138)	36% (256)	6% (43)	14% (98)	12% (84)	715

Continued on next page

Table MCEN5_9: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
Screenings of older movies

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (254)	19% (412)	44% (959)	7% (152)	11% (249)	8% (174)	2200
Voted in 2014: Yes	10% (131)	18% (222)	48% (606)	8% (95)	10% (131)	5% (69)	1252
Voted in 2014: No	13% (123)	20% (190)	37% (353)	6% (57)	13% (119)	11% (105)	948
4-Region: Northeast	12% (45)	15% (61)	49% (192)	4% (15)	12% (49)	8% (31)	394
4-Region: Midwest	10% (46)	19% (88)	44% (204)	7% (34)	12% (55)	8% (35)	462
4-Region: South	12% (97)	20% (164)	43% (351)	7% (54)	10% (85)	9% (74)	824
4-Region: West	13% (66)	19% (99)	41% (212)	9% (49)	12% (61)	6% (33)	520
Comfortable seeing movie in April 21	19% (171)	26% (242)	38% (344)	7% (64)	6% (52)	5% (44)	918
Uncomfortable seeing movie in April 21	6% (64)	14% (158)	50% (568)	8% (85)	17% (189)	6% (70)	1134
Comfortable seeing movie in May 21	18% (180)	26% (269)	38% (393)	8% (79)	5% (55)	5% (48)	1024
Uncomfortable seeing movie in May 21	5% (48)	13% (127)	52% (515)	6% (64)	19% (185)	6% (59)	998
Comfortable seeing movie in April OR May	17% (182)	26% (276)	38% (403)	8% (84)	6% (58)	5% (51)	1055
Uncomfortable seeing movie in April OR May	6% (65)	14% (164)	50% (575)	8% (88)	17% (191)	6% (70)	1153
Comfortable seeing movie sometime in 21	16% (214)	24% (328)	42% (567)	7% (91)	6% (82)	5% (68)	1351
Uncomfortable seeing movie sometime in 21	4% (26)	10% (67)	49% (325)	8% (52)	24% (158)	6% (37)	666
Comfortable seeing movie sometime in 22	14% (225)	22% (364)	44% (731)	7% (119)	8% (136)	5% (81)	1656
Uncomfortable seeing movie sometime in 22	2% (5)	8% (22)	46% (125)	5% (15)	33% (91)	6% (17)	275
Likely to go to a movie in April 21	24% (155)	29% (186)	33% (213)	6% (36)	5% (31)	4% (28)	651
Unlikely to go to a movie in April 21	5% (78)	15% (207)	50% (712)	8% (114)	15% (214)	7% (93)	1419
Likely to go to a movie in May 21	23% (172)	29% (218)	33% (251)	7% (52)	5% (36)	4% (31)	759
Unlikely to go to a movie in May 21	5% (59)	14% (176)	52% (670)	8% (99)	16% (207)	6% (84)	1295
Likely to go to a movie in April OR May	22% (174)	29% (228)	33% (257)	7% (52)	5% (38)	4% (34)	783
Unlikely to go to a movie in April OR May	5% (79)	15% (219)	50% (718)	8% (114)	15% (216)	7% (95)	1443
Likely to go to a movie sometime in 21	18% (203)	26% (291)	39% (436)	8% (88)	5% (57)	5% (52)	1127
Unlikely to go to a movie sometime in 21	3% (29)	12% (104)	52% (452)	7% (57)	20% (178)	6% (55)	875
Likely to go to a movie sometime in 22	14% (212)	23% (340)	41% (602)	8% (121)	8% (120)	4% (64)	1459
Unlikely to go to a movie sometime in 22	3% (15)	10% (50)	53% (267)	5% (23)	22% (112)	7% (36)	503

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

Table MCEN5_10: *And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
Screenings of live events such as theater or concerts*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (299)	19% (410)	45% (980)	6% (127)	9% (201)	8% (182)	2200
Gender: Male	14% (152)	22% (229)	43% (462)	5% (55)	8% (83)	8% (81)	1062
Gender: Female	13% (147)	16% (181)	46% (518)	6% (72)	10% (118)	9% (102)	1138
Age: 18-34	24% (160)	22% (142)	30% (196)	8% (49)	6% (41)	10% (68)	655
Age: 35-44	20% (72)	20% (71)	40% (143)	6% (21)	9% (32)	5% (18)	358
Age: 45-64	7% (55)	19% (144)	53% (395)	4% (27)	9% (65)	9% (64)	751
Age: 65+	3% (12)	12% (52)	56% (246)	7% (29)	14% (63)	8% (33)	436
GenZers: 1997-2012	24% (56)	18% (41)	31% (71)	5% (12)	7% (15)	15% (35)	230
Millennials: 1981-1996	23% (153)	23% (148)	32% (213)	8% (53)	7% (47)	7% (43)	656
GenXers: 1965-1980	12% (64)	22% (117)	48% (255)	4% (22)	8% (41)	5% (28)	528
Baby Boomers: 1946-1964	3% (24)	14% (97)	57% (410)	5% (33)	12% (87)	9% (66)	717
PID: Dem (no lean)	16% (131)	21% (175)	41% (344)	6% (47)	11% (94)	7% (55)	846
PID: Ind (no lean)	14% (96)	18% (126)	44% (305)	6% (42)	9% (60)	9% (65)	694
PID: Rep (no lean)	11% (72)	16% (109)	50% (331)	6% (38)	7% (48)	9% (62)	660
PID/Gender: Dem Men	19% (76)	23% (95)	38% (157)	5% (19)	9% (37)	6% (24)	408
PID/Gender: Dem Women	13% (55)	18% (80)	43% (188)	6% (28)	13% (57)	7% (31)	438
PID/Gender: Ind Men	12% (39)	23% (77)	45% (149)	5% (18)	7% (24)	8% (26)	333
PID/Gender: Ind Women	16% (57)	13% (48)	43% (157)	7% (24)	10% (35)	11% (39)	361
PID/Gender: Rep Men	11% (37)	18% (57)	49% (157)	6% (18)	7% (21)	10% (31)	320
PID/Gender: Rep Women	10% (35)	15% (52)	51% (174)	6% (21)	8% (26)	9% (32)	340
Ideo: Liberal (1-3)	15% (100)	21% (138)	43% (278)	6% (39)	11% (69)	5% (30)	653
Ideo: Moderate (4)	11% (66)	18% (116)	49% (310)	5% (34)	10% (63)	6% (40)	629
Ideo: Conservative (5-7)	12% (77)	18% (119)	49% (329)	6% (40)	7% (49)	8% (51)	665
Educ: < College	13% (198)	17% (264)	44% (667)	5% (83)	11% (160)	9% (141)	1512
Educ: Bachelors degree	15% (66)	20% (89)	46% (204)	6% (27)	6% (27)	7% (32)	444
Educ: Post-grad	15% (36)	23% (57)	45% (109)	7% (18)	6% (14)	4% (10)	244
Income: Under 50k	13% (139)	17% (179)	43% (467)	6% (64)	10% (109)	11% (122)	1080
Income: 50k-100k	13% (90)	20% (136)	47% (314)	6% (41)	8% (56)	5% (33)	669
Income: 100k+	16% (71)	21% (95)	44% (199)	5% (22)	8% (36)	6% (27)	451
Ethnicity: White	13% (216)	18% (313)	49% (848)	5% (91)	7% (128)	7% (125)	1722
Ethnicity: Hispanic	19% (66)	23% (82)	34% (120)	6% (21)	7% (24)	11% (37)	349

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Table MCEN5_10: *And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?*
Screenings of live events such as theater or concerts

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (299)	19% (410)	45% (980)	6% (127)	9% (201)	8% (182)	2200
Ethnicity: Black	17% (47)	22% (59)	25% (70)	9% (24)	17% (46)	10% (27)	274
Ethnicity: Other	18% (36)	18% (37)	31% (62)	6% (12)	13% (27)	15% (30)	204
All Christian	11% (111)	19% (186)	48% (479)	6% (60)	10% (98)	7% (71)	1005
All Non-Christian	19% (20)	18% (18)	36% (37)	6% (6)	9% (10)	12% (12)	104
Atheist	11% (14)	24% (32)	48% (64)	6% (8)	9% (12)	3% (4)	133
Agnostic/Nothing in particular	16% (91)	18% (101)	42% (236)	5% (30)	9% (49)	10% (58)	566
Something Else	16% (63)	18% (72)	42% (165)	6% (22)	8% (33)	9% (37)	392
Religious Non-Protestant/Catholic	20% (24)	19% (22)	36% (43)	5% (6)	10% (12)	11% (13)	120
Evangelical	18% (103)	18% (104)	41% (238)	4% (24)	10% (57)	9% (51)	577
Non-Evangelical	8% (64)	18% (142)	50% (391)	7% (55)	9% (71)	7% (55)	780
Community: Urban	18% (111)	23% (142)	39% (246)	6% (37)	8% (53)	6% (39)	629
Community: Suburban	12% (122)	18% (173)	47% (460)	5% (54)	8% (82)	9% (92)	983
Community: Rural	11% (67)	16% (95)	47% (274)	6% (36)	11% (66)	9% (51)	588
Employ: Private Sector	16% (119)	20% (146)	44% (318)	5% (36)	7% (53)	7% (49)	721
Employ: Government	16% (26)	21% (33)	44% (70)	6% (10)	9% (14)	4% (6)	160
Employ: Self-Employed	20% (38)	21% (39)	38% (70)	8% (15)	5% (8)	8% (14)	186
Employ: Homemaker	11% (17)	16% (25)	43% (64)	9% (14)	9% (14)	10% (16)	150
Employ: Student	23% (26)	20% (22)	35% (38)	5% (6)	8% (9)	9% (10)	111
Employ: Retired	3% (13)	11% (51)	60% (277)	5% (24)	14% (65)	8% (35)	466
Employ: Unemployed	15% (37)	25% (65)	35% (90)	4% (9)	10% (26)	11% (28)	257
Employ: Other	16% (24)	18% (27)	35% (52)	8% (12)	7% (11)	16% (24)	150
Military HH: Yes	14% (51)	19% (70)	46% (174)	7% (25)	9% (33)	6% (25)	378
Military HH: No	14% (248)	19% (339)	44% (806)	6% (102)	9% (168)	9% (158)	1822
RD/WT: Right Direction	16% (169)	21% (223)	39% (418)	5% (54)	11% (114)	8% (89)	1068
RD/WT: Wrong Track	12% (131)	16% (186)	50% (563)	6% (73)	8% (87)	8% (93)	1132
Biden Job Approve	14% (181)	19% (242)	42% (528)	6% (73)	11% (132)	8% (94)	1250
Biden Job Disapprove	11% (85)	19% (145)	50% (393)	6% (46)	7% (51)	8% (59)	779

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Table MCEN5_10: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
 Screenings of live events such as theater or concerts

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (299)	19% (410)	45% (980)	6% (127)	9% (201)	8% (182)	2200
Biden Job Strongly Approve	18% (125)	19% (132)	38% (266)	5% (35)	13% (92)	6% (45)	694
Biden Job Somewhat Approve	10% (56)	20% (110)	47% (262)	7% (38)	7% (39)	9% (49)	555
Biden Job Somewhat Disapprove	8% (17)	20% (42)	50% (105)	8% (16)	8% (16)	7% (15)	211
Biden Job Strongly Disapprove	12% (69)	18% (103)	51% (288)	5% (29)	6% (35)	8% (43)	568
Favorable of Biden	15% (191)	20% (252)	42% (527)	6% (77)	11% (136)	7% (86)	1268
Unfavorable of Biden	11% (88)	17% (137)	51% (410)	5% (42)	7% (52)	9% (70)	801
Very Favorable of Biden	18% (125)	21% (149)	39% (273)	5% (35)	12% (83)	6% (42)	708
Somewhat Favorable of Biden	12% (65)	18% (102)	45% (254)	7% (42)	9% (53)	8% (44)	560
Somewhat Unfavorable of Biden	6% (13)	18% (37)	53% (108)	6% (13)	6% (11)	10% (21)	204
Very Unfavorable of Biden	13% (75)	17% (101)	51% (302)	5% (29)	7% (41)	8% (49)	597
#1 Issue: Economy	16% (137)	20% (177)	44% (377)	5% (43)	8% (70)	7% (62)	866
#1 Issue: Security	12% (36)	17% (51)	45% (134)	6% (17)	11% (32)	9% (28)	299
#1 Issue: Health Care	15% (56)	19% (70)	48% (179)	5% (19)	8% (29)	6% (21)	375
#1 Issue: Medicare / Social Security	3% (8)	16% (41)	48% (122)	7% (19)	13% (34)	12% (31)	255
#1 Issue: Women's Issues	19% (18)	15% (15)	38% (37)	10% (10)	10% (9)	8% (8)	96
#1 Issue: Education	17% (16)	27% (26)	33% (31)	5% (4)	5% (5)	13% (12)	94
#1 Issue: Energy	19% (15)	20% (15)	40% (31)	4% (3)	11% (8)	6% (5)	78
#1 Issue: Other	9% (12)	11% (15)	50% (69)	9% (13)	10% (13)	11% (15)	137
2020 Vote: Joe Biden	14% (149)	20% (206)	42% (432)	6% (58)	12% (122)	6% (64)	1031
2020 Vote: Donald Trump	10% (73)	15% (108)	54% (374)	5% (33)	7% (47)	9% (63)	698
2020 Vote: Other	3% (2)	24% (17)	53% (36)	7% (5)	7% (5)	7% (4)	68
2020 Vote: Didn't Vote	19% (76)	20% (79)	34% (137)	8% (32)	7% (28)	13% (50)	402
2018 House Vote: Democrat	14% (108)	22% (170)	43% (338)	6% (43)	10% (80)	5% (40)	778
2018 House Vote: Republican	10% (58)	17% (103)	53% (320)	6% (35)	7% (42)	7% (43)	600
2018 House Vote: Someone else	12% (7)	13% (7)	59% (32)	7% (4)	6% (3)	2% (1)	55
2016 Vote: Hillary Clinton	14% (96)	21% (152)	43% (306)	6% (40)	11% (81)	5% (33)	708
2016 Vote: Donald Trump	11% (73)	18% (120)	52% (347)	5% (36)	6% (42)	8% (52)	671
2016 Vote: Other	7% (8)	18% (18)	58% (59)	6% (6)	7% (7)	4% (4)	103
2016 Vote: Didn't Vote	17% (121)	17% (119)	37% (267)	6% (44)	10% (70)	13% (93)	715

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Table MCEN5_10: *And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
Screenings of live events such as theater or concerts*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (299)	19% (410)	45% (980)	6% (127)	9% (201)	8% (182)	2200
Voted in 2014: Yes	12% (149)	20% (249)	48% (598)	5% (68)	9% (117)	6% (72)	1252
Voted in 2014: No	16% (150)	17% (160)	40% (383)	6% (59)	9% (84)	12% (111)	948
4-Region: Northeast	14% (54)	15% (58)	51% (201)	5% (18)	10% (38)	6% (25)	394
4-Region: Midwest	13% (60)	19% (86)	48% (221)	5% (22)	9% (40)	7% (34)	462
4-Region: South	14% (116)	20% (166)	41% (336)	7% (55)	8% (68)	10% (83)	824
4-Region: West	13% (70)	19% (99)	43% (223)	6% (32)	11% (55)	8% (41)	520
Comfortable seeing movie in April 21	22% (205)	26% (241)	39% (355)	5% (45)	3% (27)	5% (45)	918
Uncomfortable seeing movie in April 21	7% (78)	14% (158)	51% (575)	7% (81)	14% (162)	7% (81)	1134
Comfortable seeing movie in May 21	21% (216)	27% (273)	39% (405)	5% (50)	3% (31)	5% (49)	1024
Uncomfortable seeing movie in May 21	6% (61)	12% (122)	52% (519)	7% (70)	16% (158)	7% (68)	998
Comfortable seeing movie in April OR May	21% (217)	27% (280)	40% (418)	5% (52)	3% (33)	5% (53)	1055
Uncomfortable seeing movie in April OR May	7% (79)	14% (163)	51% (584)	7% (81)	14% (163)	7% (82)	1153
Comfortable seeing movie sometime in 21	19% (254)	24% (330)	43% (582)	5% (71)	4% (47)	5% (66)	1351
Uncomfortable seeing movie sometime in 21	5% (32)	10% (68)	50% (330)	7% (46)	22% (144)	7% (45)	666
Comfortable seeing movie sometime in 22	16% (273)	22% (361)	45% (741)	6% (95)	6% (98)	5% (89)	1656
Uncomfortable seeing movie sometime in 22	2% (5)	7% (20)	47% (130)	7% (20)	30% (83)	6% (17)	275
Likely to go to a movie in April 21	28% (180)	29% (186)	32% (209)	4% (29)	2% (14)	5% (32)	651
Unlikely to go to a movie in April 21	7% (104)	15% (212)	51% (729)	7% (94)	13% (183)	7% (97)	1419
Likely to go to a movie in May 21	27% (201)	28% (216)	33% (252)	5% (38)	2% (18)	4% (34)	759
Unlikely to go to a movie in May 21	6% (77)	14% (182)	53% (684)	6% (83)	14% (176)	7% (92)	1295
Likely to go to a movie in April OR May	26% (203)	28% (222)	33% (261)	5% (40)	2% (19)	5% (38)	783
Unlikely to go to a movie in April OR May	7% (105)	15% (219)	51% (740)	7% (95)	13% (184)	7% (101)	1443
Likely to go to a movie sometime in 21	21% (241)	26% (297)	40% (447)	5% (58)	3% (37)	4% (48)	1127
Unlikely to go to a movie sometime in 21	4% (33)	11% (96)	53% (468)	7% (59)	17% (152)	8% (67)	875
Likely to go to a movie sometime in 22	17% (254)	24% (346)	43% (622)	6% (86)	6% (83)	5% (68)	1459
Unlikely to go to a movie sometime in 22	3% (16)	9% (44)	54% (272)	6% (28)	20% (103)	8% (41)	503

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

Table MCEN5_11: *And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?*
Rewards and loyalty programs

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (357)	22% (488)	42% (915)	4% (94)	8% (172)	8% (174)	2200
Gender: Male	16% (169)	24% (257)	41% (434)	4% (45)	7% (78)	7% (79)	1062
Gender: Female	17% (188)	20% (230)	42% (481)	4% (49)	8% (94)	8% (96)	1138
Age: 18-34	26% (172)	25% (165)	30% (195)	4% (28)	5% (30)	10% (65)	655
Age: 35-44	21% (74)	25% (90)	37% (132)	4% (16)	8% (29)	5% (18)	358
Age: 45-64	12% (89)	21% (155)	47% (353)	4% (28)	9% (65)	8% (60)	751
Age: 65+	5% (23)	18% (77)	54% (236)	5% (22)	11% (47)	7% (31)	436
GenZers: 1997-2012	24% (55)	21% (48)	30% (70)	3% (6)	6% (13)	17% (39)	230
Millennials: 1981-1996	25% (163)	27% (177)	32% (210)	5% (30)	6% (39)	6% (36)	656
GenXers: 1965-1980	17% (88)	23% (122)	44% (230)	4% (21)	7% (36)	6% (30)	528
Baby Boomers: 1946-1964	7% (51)	18% (130)	52% (372)	5% (32)	10% (73)	8% (59)	717
PID: Dem (no lean)	20% (171)	21% (180)	38% (319)	5% (45)	10% (82)	6% (48)	846
PID: Ind (no lean)	14% (99)	21% (147)	44% (304)	4% (24)	7% (51)	10% (69)	694
PID: Rep (no lean)	13% (87)	24% (161)	44% (292)	4% (24)	6% (39)	9% (57)	660
PID/Gender: Dem Men	21% (87)	23% (95)	35% (142)	6% (24)	10% (39)	5% (22)	408
PID/Gender: Dem Women	19% (85)	19% (85)	41% (178)	5% (21)	10% (43)	6% (27)	438
PID/Gender: Ind Men	13% (42)	20% (67)	48% (161)	4% (12)	7% (23)	8% (27)	333
PID/Gender: Ind Women	16% (57)	22% (80)	40% (143)	3% (13)	8% (28)	11% (41)	361
PID/Gender: Rep Men	13% (40)	30% (96)	41% (130)	3% (9)	5% (15)	9% (30)	320
PID/Gender: Rep Women	14% (47)	19% (65)	47% (161)	4% (15)	7% (24)	8% (28)	340
Ideo: Liberal (1-3)	16% (107)	21% (136)	42% (272)	5% (32)	11% (71)	5% (35)	653
Ideo: Moderate (4)	15% (92)	21% (130)	47% (295)	4% (27)	8% (51)	5% (33)	629
Ideo: Conservative (5-7)	15% (101)	26% (173)	42% (278)	5% (31)	5% (34)	7% (48)	665
Educ: < College	17% (259)	20% (295)	42% (635)	4% (58)	9% (129)	9% (136)	1512
Educ: Bachelors degree	13% (57)	28% (125)	42% (186)	5% (21)	6% (26)	6% (28)	444
Educ: Post-grad	17% (41)	28% (68)	39% (94)	6% (14)	7% (17)	4% (10)	244
Income: Under 50k	15% (164)	18% (199)	41% (446)	4% (42)	10% (106)	11% (122)	1080
Income: 50k-100k	18% (118)	24% (163)	43% (290)	5% (34)	6% (37)	4% (28)	669
Income: 100k+	17% (75)	28% (126)	40% (179)	4% (18)	6% (28)	5% (25)	451
Ethnicity: White	15% (266)	24% (412)	44% (763)	4% (61)	6% (98)	7% (121)	1722
Ethnicity: Hispanic	22% (75)	28% (97)	29% (102)	5% (19)	8% (28)	8% (30)	349

Continued on next page

Table MCEN5_11: *And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?*
Rewards and loyalty programs

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (357)	22% (488)	42% (915)	4% (94)	8% (172)	8% (174)	2200
Ethnicity: Black	21% (58)	13% (37)	29% (79)	9% (26)	17% (46)	10% (28)	274
Ethnicity: Other	17% (34)	19% (39)	35% (72)	3% (7)	13% (27)	12% (25)	204
All Christian	14% (144)	24% (237)	43% (432)	6% (58)	7% (73)	6% (61)	1005
All Non-Christian	23% (24)	20% (21)	34% (36)	3% (4)	10% (10)	10% (10)	104
Atheist	12% (16)	23% (30)	52% (70)	1% (1)	9% (12)	3% (5)	133
Agnostic/Nothing in particular	19% (107)	17% (96)	43% (243)	3% (18)	8% (43)	11% (60)	566
Something Else	17% (66)	27% (105)	35% (135)	3% (13)	9% (34)	10% (39)	392
Religious Non-Protestant/Catholic	24% (29)	19% (23)	36% (43)	3% (4)	9% (11)	9% (11)	120
Evangelical	21% (120)	21% (124)	35% (200)	4% (23)	10% (59)	9% (51)	577
Non-Evangelical	10% (82)	26% (207)	45% (355)	6% (44)	6% (46)	6% (47)	780
Community: Urban	21% (130)	22% (139)	37% (235)	5% (29)	9% (58)	6% (38)	629
Community: Suburban	14% (136)	23% (225)	44% (431)	4% (42)	7% (67)	8% (83)	983
Community: Rural	16% (91)	21% (124)	42% (250)	4% (23)	8% (47)	9% (53)	588
Employ: Private Sector	18% (127)	26% (189)	38% (273)	4% (28)	8% (57)	7% (48)	721
Employ: Government	19% (30)	25% (40)	42% (67)	6% (9)	5% (7)	4% (6)	160
Employ: Self-Employed	16% (29)	21% (40)	46% (86)	4% (8)	4% (7)	8% (15)	186
Employ: Homemaker	18% (26)	21% (31)	43% (64)	5% (8)	6% (9)	8% (12)	150
Employ: Student	23% (26)	20% (22)	35% (39)	4% (5)	6% (7)	12% (13)	111
Employ: Retired	8% (37)	15% (71)	55% (256)	4% (21)	10% (49)	7% (32)	466
Employ: Unemployed	20% (52)	23% (60)	31% (80)	4% (11)	12% (30)	9% (24)	257
Employ: Other	19% (29)	23% (35)	34% (51)	3% (5)	4% (5)	17% (25)	150
Military HH: Yes	17% (65)	20% (75)	46% (173)	4% (14)	7% (25)	7% (26)	378
Military HH: No	16% (292)	23% (413)	41% (742)	4% (80)	8% (147)	8% (148)	1822
RD/WT: Right Direction	19% (206)	22% (240)	38% (403)	5% (55)	8% (87)	7% (78)	1068
RD/WT: Wrong Track	13% (151)	22% (248)	45% (512)	3% (39)	8% (85)	9% (97)	1132
Biden Job Approve	17% (218)	22% (270)	40% (505)	5% (65)	8% (103)	7% (89)	1250
Biden Job Disapprove	13% (104)	24% (187)	45% (348)	3% (26)	7% (56)	7% (58)	779

Continued on next page

Table MCEN5_11: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
Rewards and loyalty programs

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (357)	22% (488)	42% (915)	4% (94)	8% (172)	8% (174)	2200
Biden Job Strongly Approve	23% (157)	18% (123)	37% (257)	6% (41)	11% (74)	6% (43)	694
Biden Job Somewhat Approve	11% (61)	26% (146)	45% (248)	4% (24)	5% (30)	8% (46)	555
Biden Job Somewhat Disapprove	10% (20)	28% (58)	43% (91)	5% (10)	8% (17)	7% (14)	211
Biden Job Strongly Disapprove	15% (84)	23% (129)	45% (256)	3% (16)	7% (39)	8% (43)	568
Favorable of Biden	18% (224)	21% (269)	40% (513)	5% (64)	9% (113)	7% (86)	1268
Unfavorable of Biden	14% (108)	25% (198)	45% (359)	4% (28)	6% (45)	8% (62)	801
Very Favorable of Biden	23% (165)	18% (127)	37% (260)	5% (38)	11% (78)	6% (39)	708
Somewhat Favorable of Biden	10% (59)	25% (141)	45% (252)	5% (26)	6% (35)	8% (47)	560
Somewhat Unfavorable of Biden	10% (20)	28% (57)	47% (96)	3% (6)	5% (10)	7% (15)	204
Very Unfavorable of Biden	15% (89)	24% (141)	44% (263)	4% (22)	6% (35)	8% (48)	597
#1 Issue: Economy	20% (169)	24% (205)	40% (343)	4% (36)	6% (53)	7% (59)	866
#1 Issue: Security	12% (35)	24% (72)	43% (127)	5% (13)	7% (21)	10% (30)	299
#1 Issue: Health Care	17% (64)	24% (89)	42% (159)	5% (18)	7% (24)	5% (20)	375
#1 Issue: Medicare / Social Security	9% (23)	19% (48)	48% (123)	3% (7)	11% (28)	10% (26)	255
#1 Issue: Women's Issues	18% (17)	17% (16)	44% (42)	2% (2)	8% (8)	12% (11)	96
#1 Issue: Education	21% (20)	20% (18)	28% (26)	6% (5)	15% (14)	12% (11)	94
#1 Issue: Energy	21% (17)	19% (15)	41% (32)	2% (2)	11% (9)	5% (4)	78
#1 Issue: Other	10% (13)	18% (24)	46% (63)	7% (9)	11% (15)	9% (12)	137
2020 Vote: Joe Biden	18% (186)	21% (212)	40% (413)	5% (56)	10% (103)	6% (62)	1031
2020 Vote: Donald Trump	13% (88)	24% (170)	47% (325)	3% (22)	5% (36)	8% (57)	698
2020 Vote: Other	7% (5)	23% (15)	57% (39)	1% (1)	5% (4)	6% (4)	68
2020 Vote: Didn't Vote	20% (79)	23% (91)	34% (137)	4% (15)	7% (29)	13% (51)	402
2018 House Vote: Democrat	19% (145)	21% (162)	42% (327)	5% (39)	9% (73)	4% (31)	778
2018 House Vote: Republican	12% (71)	25% (149)	48% (286)	3% (19)	6% (34)	7% (41)	600
2018 House Vote: Someone else	17% (9)	24% (13)	44% (24)	5% (3)	1% (0)	8% (4)	55
2016 Vote: Hillary Clinton	17% (121)	21% (147)	42% (298)	5% (37)	11% (76)	4% (29)	708
2016 Vote: Donald Trump	14% (92)	26% (173)	45% (305)	3% (20)	6% (37)	7% (44)	671
2016 Vote: Other	14% (14)	23% (24)	50% (51)	2% (2)	6% (6)	4% (4)	103
2016 Vote: Didn't Vote	18% (129)	20% (143)	36% (260)	5% (34)	7% (53)	14% (97)	715

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Table MCEN5_11: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
Rewards and loyalty programs

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (357)	22% (488)	42% (915)	4% (94)	8% (172)	8% (174)	2200
Voted in 2014: Yes	15% (193)	23% (284)	45% (559)	4% (52)	8% (103)	5% (61)	1252
Voted in 2014: No	17% (164)	21% (203)	38% (357)	4% (41)	7% (69)	12% (113)	948
4-Region: Northeast	12% (47)	20% (79)	49% (193)	3% (14)	9% (34)	7% (27)	394
4-Region: Midwest	18% (84)	21% (97)	40% (185)	3% (15)	9% (43)	8% (38)	462
4-Region: South	18% (150)	24% (197)	37% (306)	5% (45)	6% (50)	9% (76)	824
4-Region: West	15% (76)	22% (114)	44% (231)	4% (19)	9% (45)	7% (34)	520
Comfortable seeing movie in April 21	27% (249)	31% (288)	32% (296)	3% (23)	2% (21)	5% (41)	918
Uncomfortable seeing movie in April 21	8% (91)	16% (183)	51% (576)	6% (67)	12% (140)	7% (78)	1134
Comfortable seeing movie in May 21	25% (261)	31% (320)	34% (349)	2% (23)	2% (24)	5% (48)	1024
Uncomfortable seeing movie in May 21	7% (71)	15% (150)	51% (509)	7% (67)	14% (136)	7% (65)	998
Comfortable seeing movie in April OR May	25% (264)	31% (330)	34% (357)	3% (26)	2% (25)	5% (52)	1055
Uncomfortable seeing movie in April OR May	8% (94)	16% (190)	50% (580)	6% (70)	12% (140)	7% (80)	1153
Comfortable seeing movie sometime in 21	23% (307)	29% (391)	39% (521)	3% (35)	2% (32)	5% (65)	1351
Uncomfortable seeing movie sometime in 21	6% (40)	12% (77)	48% (319)	8% (54)	20% (134)	6% (42)	666
Comfortable seeing movie sometime in 22	19% (322)	26% (433)	41% (683)	4% (63)	4% (70)	5% (86)	1656
Uncomfortable seeing movie sometime in 22	6% (16)	10% (26)	43% (119)	9% (24)	26% (72)	6% (17)	275
Likely to go to a movie in April 21	35% (230)	33% (216)	24% (159)	2% (13)	1% (7)	4% (26)	651
Unlikely to go to a movie in April 21	8% (110)	18% (254)	50% (716)	5% (76)	12% (164)	7% (100)	1419
Likely to go to a movie in May 21	32% (246)	34% (261)	26% (196)	2% (17)	1% (7)	4% (31)	759
Unlikely to go to a movie in May 21	7% (91)	16% (209)	52% (673)	6% (73)	12% (161)	7% (88)	1295
Likely to go to a movie in April OR May	32% (251)	35% (272)	25% (198)	2% (19)	1% (9)	4% (34)	783
Unlikely to go to a movie in April OR May	8% (114)	18% (265)	50% (717)	5% (77)	11% (166)	7% (103)	1443
Likely to go to a movie sometime in 21	25% (285)	33% (373)	33% (377)	2% (28)	2% (19)	4% (45)	1127
Unlikely to go to a movie sometime in 21	5% (47)	11% (97)	53% (464)	7% (60)	16% (144)	7% (63)	875
Likely to go to a movie sometime in 22	21% (302)	28% (413)	38% (556)	4% (52)	5% (70)	5% (67)	1459
Unlikely to go to a movie sometime in 22	5% (26)	10% (48)	52% (264)	8% (40)	17% (88)	8% (38)	503

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

Table MCEN5_12: *And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?*
Offers for digital copies of movies

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (294)	20% (436)	45% (981)	6% (123)	8% (183)	8% (185)	2200
Gender: Male	16% (166)	23% (245)	40% (429)	5% (57)	7% (76)	8% (89)	1062
Gender: Female	11% (128)	17% (191)	48% (552)	6% (65)	9% (107)	8% (95)	1138
Age: 18-34	26% (167)	22% (145)	30% (198)	6% (40)	6% (38)	10% (67)	655
Age: 35-44	18% (65)	23% (84)	39% (139)	6% (21)	8% (27)	6% (21)	358
Age: 45-64	7% (52)	20% (148)	51% (384)	5% (40)	9% (64)	8% (63)	751
Age: 65+	2% (9)	14% (60)	59% (259)	5% (22)	12% (53)	8% (33)	436
GenZers: 1997-2012	26% (59)	19% (44)	30% (70)	3% (8)	5% (12)	16% (37)	230
Millennials: 1981-1996	23% (151)	24% (160)	32% (207)	7% (48)	7% (46)	7% (44)	656
GenXers: 1965-1980	12% (63)	23% (121)	48% (253)	5% (25)	7% (35)	6% (32)	528
Baby Boomers: 1946-1964	3% (20)	14% (99)	58% (419)	5% (39)	11% (79)	9% (62)	717
PID: Dem (no lean)	16% (133)	20% (166)	42% (358)	6% (50)	10% (84)	6% (55)	846
PID: Ind (no lean)	14% (95)	19% (133)	44% (303)	5% (37)	8% (58)	10% (69)	694
PID: Rep (no lean)	10% (66)	21% (137)	48% (319)	5% (35)	6% (41)	9% (62)	660
PID/Gender: Dem Men	21% (85)	22% (90)	37% (150)	6% (25)	8% (33)	6% (25)	408
PID/Gender: Dem Women	11% (48)	17% (76)	47% (208)	6% (25)	12% (51)	7% (30)	438
PID/Gender: Ind Men	14% (46)	21% (70)	44% (146)	5% (16)	8% (25)	9% (31)	333
PID/Gender: Ind Women	14% (49)	17% (63)	44% (157)	6% (21)	9% (33)	10% (38)	361
PID/Gender: Rep Men	11% (35)	27% (85)	41% (133)	5% (17)	5% (17)	10% (33)	320
PID/Gender: Rep Women	9% (31)	15% (52)	55% (187)	6% (19)	7% (24)	8% (28)	340
Ideo: Liberal (1-3)	16% (104)	17% (109)	44% (290)	7% (46)	10% (63)	6% (41)	653
Ideo: Moderate (4)	9% (56)	23% (143)	49% (306)	4% (25)	10% (61)	6% (38)	629
Ideo: Conservative (5-7)	11% (75)	21% (143)	47% (315)	6% (41)	6% (39)	8% (52)	665
Educ: < College	13% (197)	18% (271)	45% (685)	5% (80)	9% (139)	9% (140)	1512
Educ: Bachelors degree	14% (60)	23% (104)	42% (188)	6% (29)	6% (28)	8% (36)	444
Educ: Post-grad	15% (36)	25% (61)	44% (108)	6% (14)	7% (16)	4% (9)	244
Income: Under 50k	12% (127)	19% (204)	43% (464)	5% (54)	10% (107)	12% (124)	1080
Income: 50k-100k	14% (97)	19% (124)	50% (334)	6% (42)	7% (44)	4% (28)	669
Income: 100k+	16% (70)	24% (107)	41% (183)	6% (26)	7% (32)	7% (33)	451
Ethnicity: White	12% (211)	20% (347)	48% (827)	5% (88)	7% (115)	8% (133)	1722
Ethnicity: Hispanic	20% (69)	23% (80)	36% (126)	5% (18)	6% (21)	10% (35)	349

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Table MCEN5_12: *And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?*
Offers for digital copies of movies

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (294)	20% (436)	45% (981)	6% (123)	8% (183)	8% (185)	2200
Ethnicity: Black	20% (54)	14% (38)	33% (91)	8% (21)	15% (42)	10% (27)	274
Ethnicity: Other	14% (28)	25% (50)	31% (62)	6% (13)	13% (26)	12% (25)	204
All Christian	11% (115)	20% (202)	47% (474)	6% (64)	8% (85)	6% (65)	1005
All Non-Christian	23% (23)	15% (15)	37% (38)	3% (3)	9% (9)	14% (15)	104
Atheist	10% (13)	22% (29)	50% (67)	4% (6)	9% (12)	5% (7)	133
Agnostic/Nothing in particular	16% (91)	19% (109)	40% (224)	7% (38)	6% (36)	12% (68)	566
Something Else	13% (52)	20% (80)	45% (177)	3% (12)	10% (41)	8% (31)	392
Religious Non-Protestant/Catholic	23% (28)	14% (17)	37% (44)	4% (5)	8% (10)	13% (15)	120
Evangelical	17% (101)	18% (104)	43% (249)	4% (21)	10% (57)	8% (45)	577
Non-Evangelical	7% (58)	22% (170)	50% (387)	6% (50)	8% (66)	6% (49)	780
Community: Urban	18% (113)	22% (138)	41% (257)	5% (28)	8% (49)	7% (43)	629
Community: Suburban	12% (115)	18% (182)	46% (457)	6% (64)	8% (81)	9% (85)	983
Community: Rural	11% (65)	20% (116)	45% (267)	5% (31)	9% (53)	10% (56)	588
Employ: Private Sector	16% (112)	23% (166)	42% (302)	6% (44)	6% (46)	7% (52)	721
Employ: Government	19% (30)	26% (41)	38% (60)	6% (10)	7% (11)	5% (7)	160
Employ: Self-Employed	18% (34)	19% (36)	42% (78)	5% (9)	7% (12)	9% (16)	186
Employ: Homemaker	12% (18)	14% (21)	52% (78)	8% (12)	7% (11)	7% (10)	150
Employ: Student	15% (17)	23% (25)	40% (44)	4% (4)	5% (6)	13% (15)	111
Employ: Retired	2% (10)	14% (64)	58% (272)	5% (23)	13% (63)	7% (35)	466
Employ: Unemployed	16% (41)	22% (57)	36% (92)	6% (14)	9% (23)	11% (29)	257
Employ: Other	21% (32)	18% (27)	35% (53)	5% (7)	7% (10)	14% (21)	150
Military HH: Yes	15% (55)	19% (70)	46% (174)	5% (19)	8% (31)	7% (28)	378
Military HH: No	13% (238)	20% (366)	44% (806)	6% (104)	8% (152)	9% (157)	1822
RD/WT: Right Direction	16% (174)	20% (211)	40% (425)	7% (71)	9% (92)	9% (95)	1068
RD/WT: Wrong Track	11% (120)	20% (225)	49% (555)	5% (51)	8% (91)	8% (90)	1132
Biden Job Approve	15% (184)	19% (237)	43% (541)	6% (71)	9% (116)	8% (100)	1250
Biden Job Disapprove	9% (72)	21% (164)	49% (382)	6% (45)	7% (55)	8% (60)	779

Continued on next page

Table MCEN5_12: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
Offers for digital copies of movies

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (294)	20% (436)	45% (981)	6% (123)	8% (183)	8% (185)	2200
Biden Job Strongly Approve	18% (123)	17% (121)	39% (274)	6% (44)	12% (82)	7% (51)	694
Biden Job Somewhat Approve	11% (61)	21% (116)	48% (268)	5% (27)	6% (34)	9% (50)	555
Biden Job Somewhat Disapprove	7% (15)	25% (53)	45% (96)	8% (17)	7% (14)	7% (15)	211
Biden Job Strongly Disapprove	10% (56)	20% (111)	50% (287)	5% (28)	7% (41)	8% (45)	568
Favorable of Biden	15% (186)	19% (242)	44% (555)	6% (71)	10% (123)	7% (91)	1268
Unfavorable of Biden	10% (80)	20% (164)	49% (389)	6% (51)	6% (49)	9% (68)	801
Very Favorable of Biden	18% (127)	17% (122)	42% (298)	5% (37)	11% (80)	6% (43)	708
Somewhat Favorable of Biden	11% (59)	21% (120)	46% (258)	6% (34)	8% (43)	9% (48)	560
Somewhat Unfavorable of Biden	8% (16)	20% (41)	49% (100)	9% (19)	4% (8)	9% (19)	204
Very Unfavorable of Biden	11% (63)	21% (123)	48% (289)	5% (32)	7% (41)	8% (49)	597
#1 Issue: Economy	17% (150)	21% (186)	41% (356)	7% (57)	6% (56)	7% (61)	866
#1 Issue: Security	11% (33)	18% (53)	47% (140)	5% (15)	7% (22)	12% (35)	299
#1 Issue: Health Care	13% (48)	22% (81)	44% (167)	6% (21)	8% (29)	8% (29)	375
#1 Issue: Medicare / Social Security	4% (10)	14% (37)	53% (135)	4% (11)	14% (36)	10% (26)	255
#1 Issue: Women's Issues	13% (13)	23% (22)	43% (41)	6% (6)	8% (7)	7% (7)	96
#1 Issue: Education	18% (17)	16% (16)	42% (40)	5% (5)	7% (7)	12% (11)	94
#1 Issue: Energy	14% (11)	27% (21)	41% (32)	1% (1)	11% (9)	6% (5)	78
#1 Issue: Other	9% (12)	15% (21)	51% (69)	6% (8)	12% (17)	8% (10)	137
2020 Vote: Joe Biden	14% (146)	19% (196)	45% (463)	5% (52)	10% (103)	7% (72)	1031
2020 Vote: Donald Trump	9% (62)	21% (144)	49% (344)	6% (44)	6% (40)	9% (64)	698
2020 Vote: Other	11% (7)	26% (18)	47% (32)	5% (3)	4% (3)	7% (5)	68
2020 Vote: Didn't Vote	19% (78)	20% (79)	35% (140)	6% (24)	9% (37)	11% (44)	402
2018 House Vote: Democrat	14% (112)	18% (141)	48% (370)	6% (45)	9% (71)	5% (40)	778
2018 House Vote: Republican	10% (59)	22% (132)	50% (303)	4% (24)	6% (35)	8% (48)	600
2018 House Vote: Someone else	20% (11)	12% (7)	54% (29)	4% (2)	6% (4)	4% (2)	55
2016 Vote: Hillary Clinton	14% (98)	19% (134)	47% (331)	6% (40)	10% (69)	5% (35)	708
2016 Vote: Donald Trump	10% (64)	22% (149)	49% (331)	5% (36)	6% (39)	8% (53)	671
2016 Vote: Other	7% (7)	20% (21)	58% (60)	4% (4)	7% (7)	4% (4)	103
2016 Vote: Didn't Vote	17% (123)	18% (132)	36% (257)	6% (43)	9% (67)	13% (93)	715

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Table MCEN5_12: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
Offers for digital copies of movies

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (294)	20% (436)	45% (981)	6% (123)	8% (183)	8% (185)	2200
Voted in 2014: Yes	11% (143)	20% (246)	49% (618)	6% (70)	8% (102)	6% (72)	1252
Voted in 2014: No	16% (150)	20% (190)	38% (362)	6% (53)	8% (80)	12% (112)	948
4-Region: Northeast	11% (44)	19% (76)	47% (186)	4% (17)	9% (35)	9% (35)	394
4-Region: Midwest	13% (61)	17% (78)	48% (224)	6% (28)	9% (41)	7% (31)	462
4-Region: South	14% (117)	21% (173)	41% (342)	6% (49)	7% (60)	10% (84)	824
4-Region: West	14% (71)	21% (108)	44% (229)	6% (29)	9% (47)	7% (35)	520
Comfortable seeing movie in April 21	22% (202)	25% (234)	40% (368)	5% (44)	3% (26)	5% (43)	918
Uncomfortable seeing movie in April 21	6% (72)	17% (189)	50% (571)	7% (74)	13% (146)	7% (82)	1134
Comfortable seeing movie in May 21	21% (216)	25% (256)	41% (418)	5% (48)	3% (33)	5% (54)	1024
Uncomfortable seeing movie in May 21	5% (52)	16% (163)	52% (516)	6% (63)	14% (139)	6% (64)	998
Comfortable seeing movie in April OR May	21% (219)	25% (268)	40% (426)	5% (54)	3% (34)	5% (55)	1055
Uncomfortable seeing movie in April OR May	6% (75)	17% (196)	50% (575)	7% (77)	13% (146)	7% (83)	1153
Comfortable seeing movie sometime in 21	18% (245)	25% (334)	44% (588)	5% (67)	3% (44)	5% (72)	1351
Uncomfortable seeing movie sometime in 21	5% (31)	13% (87)	50% (331)	7% (45)	20% (130)	6% (41)	666
Comfortable seeing movie sometime in 22	16% (266)	23% (382)	45% (741)	6% (93)	5% (85)	5% (90)	1656
Uncomfortable seeing movie sometime in 22	2% (5)	12% (32)	46% (127)	6% (16)	28% (78)	6% (16)	275
Likely to go to a movie in April 21	29% (187)	28% (182)	32% (211)	4% (26)	3% (17)	4% (27)	651
Unlikely to go to a movie in April 21	6% (88)	17% (238)	52% (737)	6% (90)	11% (163)	7% (102)	1419
Likely to go to a movie in May 21	26% (199)	28% (209)	34% (260)	6% (44)	2% (19)	4% (28)	759
Unlikely to go to a movie in May 21	5% (70)	16% (213)	53% (684)	6% (73)	12% (158)	7% (96)	1295
Likely to go to a movie in April OR May	26% (203)	28% (221)	33% (262)	6% (45)	2% (19)	4% (32)	783
Unlikely to go to a movie in April OR May	6% (91)	17% (252)	51% (739)	6% (92)	11% (164)	7% (105)	1443
Likely to go to a movie sometime in 21	21% (233)	27% (308)	40% (447)	5% (62)	3% (29)	4% (49)	1127
Unlikely to go to a movie sometime in 21	4% (37)	13% (112)	54% (471)	6% (50)	16% (144)	7% (60)	875
Likely to go to a movie sometime in 22	17% (250)	25% (364)	42% (619)	6% (85)	5% (77)	4% (64)	1459
Unlikely to go to a movie sometime in 22	4% (19)	10% (52)	54% (272)	5% (27)	18% (92)	8% (41)	503

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

Table MCEN5_13: *And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?*
Offers for digital copies of music

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (227)	16% (344)	51% (1112)	5% (114)	10% (211)	9% (192)	2200
Gender: Male	11% (118)	20% (208)	48% (510)	4% (47)	9% (90)	8% (88)	1062
Gender: Female	10% (109)	12% (136)	53% (602)	6% (67)	11% (120)	9% (104)	1138
Age: 18-34	19% (122)	21% (141)	38% (247)	6% (39)	6% (38)	10% (68)	655
Age: 35-44	15% (53)	19% (70)	46% (163)	6% (21)	9% (32)	5% (19)	358
Age: 45-64	6% (42)	14% (107)	57% (429)	3% (26)	11% (80)	9% (67)	751
Age: 65+	2% (10)	6% (27)	63% (273)	6% (28)	14% (61)	9% (38)	436
GenZers: 1997-2012	17% (39)	20% (46)	39% (90)	4% (9)	5% (13)	15% (34)	230
Millennials: 1981-1996	19% (123)	22% (144)	38% (248)	6% (42)	8% (52)	7% (47)	656
GenXers: 1965-1980	9% (47)	17% (91)	55% (289)	5% (26)	8% (44)	6% (31)	528
Baby Boomers: 1946-1964	2% (17)	8% (58)	63% (450)	4% (30)	13% (91)	10% (70)	717
PID: Dem (no lean)	12% (105)	16% (133)	47% (395)	6% (50)	12% (102)	7% (61)	846
PID: Ind (no lean)	10% (68)	17% (119)	52% (358)	4% (25)	8% (57)	10% (67)	694
PID: Rep (no lean)	8% (54)	14% (92)	54% (359)	6% (39)	8% (52)	10% (64)	660
PID/Gender: Dem Men	16% (64)	19% (78)	43% (174)	4% (17)	11% (46)	7% (28)	408
PID/Gender: Dem Women	9% (40)	12% (55)	50% (221)	8% (33)	13% (56)	8% (33)	438
PID/Gender: Ind Men	7% (24)	20% (67)	53% (177)	4% (14)	7% (25)	8% (26)	333
PID/Gender: Ind Women	12% (44)	14% (52)	50% (181)	3% (11)	9% (32)	11% (41)	361
PID/Gender: Rep Men	9% (29)	20% (63)	50% (159)	5% (16)	6% (20)	11% (34)	320
PID/Gender: Rep Women	7% (25)	9% (29)	59% (200)	7% (24)	9% (32)	9% (30)	340
Ideo: Liberal (1-3)	12% (81)	14% (91)	50% (325)	7% (45)	11% (73)	6% (39)	653
Ideo: Moderate (4)	7% (43)	17% (109)	54% (341)	5% (28)	11% (71)	6% (37)	629
Ideo: Conservative (5-7)	9% (61)	15% (102)	54% (359)	5% (35)	7% (49)	9% (59)	665
Educ: < College	11% (159)	14% (209)	51% (767)	5% (69)	11% (164)	10% (144)	1512
Educ: Bachelors degree	9% (42)	20% (87)	49% (218)	7% (29)	7% (32)	8% (36)	444
Educ: Post-grad	11% (26)	20% (48)	52% (127)	7% (16)	6% (15)	5% (11)	244
Income: Under 50k	11% (116)	14% (150)	48% (522)	4% (49)	11% (114)	12% (130)	1080
Income: 50k-100k	11% (71)	14% (95)	55% (369)	5% (35)	10% (67)	5% (33)	669
Income: 100k+	9% (41)	22% (100)	49% (221)	7% (31)	7% (30)	6% (29)	451
Ethnicity: White	9% (157)	15% (266)	54% (937)	5% (84)	8% (141)	8% (138)	1722
Ethnicity: Hispanic	16% (58)	18% (62)	46% (162)	3% (11)	7% (26)	9% (32)	349

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Table MCEN5_13: *And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?*
Offers for digital copies of music

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (227)	16% (344)	51% (1112)	5% (114)	10% (211)	9% (192)	2200
Ethnicity: Black	15% (41)	18% (49)	34% (92)	8% (23)	15% (42)	10% (27)	274
Ethnicity: Other	15% (30)	15% (30)	40% (82)	4% (8)	13% (27)	13% (27)	204
All Christian	9% (88)	15% (155)	53% (528)	6% (61)	10% (99)	7% (72)	1005
All Non-Christian	14% (14)	17% (18)	42% (44)	3% (3)	13% (14)	11% (11)	104
Atheist	7% (10)	12% (16)	61% (81)	6% (7)	10% (13)	4% (6)	133
Agnostic/Nothing in particular	13% (73)	16% (88)	48% (270)	4% (25)	8% (46)	11% (63)	566
Something Else	11% (43)	17% (66)	48% (189)	4% (17)	10% (39)	10% (39)	392
Religious Non-Protestant/Catholic	15% (17)	18% (21)	43% (51)	3% (3)	12% (15)	10% (12)	120
Evangelical	13% (78)	15% (89)	46% (267)	5% (26)	11% (63)	9% (54)	577
Non-Evangelical	6% (47)	16% (123)	55% (431)	6% (50)	9% (73)	7% (55)	780
Community: Urban	15% (96)	20% (124)	43% (270)	6% (38)	9% (55)	7% (46)	629
Community: Suburban	9% (85)	13% (130)	54% (530)	6% (57)	10% (94)	9% (86)	983
Community: Rural	8% (46)	15% (90)	53% (313)	3% (19)	10% (61)	10% (59)	588
Employ: Private Sector	12% (87)	20% (141)	46% (335)	6% (41)	9% (62)	8% (56)	721
Employ: Government	14% (23)	16% (25)	52% (83)	4% (7)	10% (15)	4% (7)	160
Employ: Self-Employed	16% (30)	19% (35)	43% (80)	6% (11)	8% (15)	8% (15)	186
Employ: Homemaker	12% (19)	13% (19)	50% (76)	6% (8)	10% (15)	8% (13)	150
Employ: Student	11% (12)	23% (25)	43% (48)	6% (6)	7% (8)	10% (11)	111
Employ: Retired	3% (12)	6% (28)	63% (295)	5% (23)	15% (69)	8% (39)	466
Employ: Unemployed	12% (31)	14% (37)	50% (129)	4% (11)	9% (22)	10% (26)	257
Employ: Other	9% (14)	22% (34)	45% (67)	4% (6)	3% (5)	17% (25)	150
Military HH: Yes	11% (42)	17% (66)	50% (190)	6% (23)	8% (30)	7% (28)	378
Military HH: No	10% (185)	15% (278)	51% (922)	5% (92)	10% (181)	9% (164)	1822
RD/WT: Right Direction	13% (141)	16% (169)	44% (472)	7% (74)	11% (114)	9% (98)	1068
RD/WT: Wrong Track	8% (86)	15% (175)	57% (640)	4% (40)	9% (96)	8% (94)	1132
Biden Job Approve	11% (143)	16% (203)	47% (589)	6% (73)	11% (139)	8% (104)	1250
Biden Job Disapprove	7% (57)	15% (115)	57% (447)	5% (40)	8% (59)	8% (61)	779

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Table MCEN5_13: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
Offers for digital copies of music

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (227)	16% (344)	51% (1112)	5% (114)	10% (211)	9% (192)	2200
Biden Job Strongly Approve	15% (103)	14% (100)	43% (296)	6% (44)	15% (102)	7% (50)	694
Biden Job Somewhat Approve	7% (39)	19% (103)	53% (294)	5% (29)	7% (37)	10% (54)	555
Biden Job Somewhat Disapprove	4% (9)	22% (46)	51% (107)	8% (16)	9% (18)	7% (15)	211
Biden Job Strongly Disapprove	9% (48)	12% (69)	60% (339)	4% (24)	7% (40)	8% (46)	568
Favorable of Biden	12% (148)	17% (210)	47% (602)	6% (70)	11% (142)	8% (96)	1268
Unfavorable of Biden	8% (62)	14% (111)	57% (460)	5% (44)	7% (55)	9% (69)	801
Very Favorable of Biden	15% (103)	15% (109)	44% (314)	7% (47)	13% (90)	6% (46)	708
Somewhat Favorable of Biden	8% (45)	18% (101)	51% (289)	4% (24)	9% (52)	9% (50)	560
Somewhat Unfavorable of Biden	3% (6)	17% (34)	60% (121)	6% (12)	5% (9)	10% (20)	204
Very Unfavorable of Biden	9% (55)	13% (77)	57% (338)	5% (31)	8% (46)	8% (49)	597
#1 Issue: Economy	13% (115)	16% (141)	50% (433)	5% (41)	8% (73)	7% (63)	866
#1 Issue: Security	9% (28)	15% (45)	49% (147)	7% (20)	9% (26)	11% (32)	299
#1 Issue: Health Care	9% (35)	18% (66)	53% (200)	5% (18)	8% (30)	7% (26)	375
#1 Issue: Medicare / Social Security	4% (10)	11% (27)	53% (135)	5% (14)	15% (38)	13% (32)	255
#1 Issue: Women's Issues	7% (7)	20% (19)	49% (48)	6% (6)	9% (9)	8% (8)	96
#1 Issue: Education	11% (10)	20% (18)	44% (41)	6% (5)	6% (6)	14% (13)	94
#1 Issue: Energy	15% (12)	13% (10)	48% (37)	3% (3)	12% (10)	8% (6)	78
#1 Issue: Other	7% (9)	13% (18)	52% (71)	6% (8)	14% (19)	9% (12)	137
2020 Vote: Joe Biden	11% (117)	15% (159)	48% (499)	6% (62)	12% (122)	7% (72)	1031
2020 Vote: Donald Trump	7% (50)	14% (95)	57% (398)	5% (36)	7% (51)	10% (67)	698
2020 Vote: Other	4% (3)	11% (8)	65% (44)	5% (4)	4% (3)	10% (7)	68
2020 Vote: Didn't Vote	14% (57)	20% (82)	42% (170)	3% (12)	9% (34)	11% (46)	402
2018 House Vote: Democrat	11% (82)	16% (126)	51% (396)	6% (46)	11% (88)	5% (40)	778
2018 House Vote: Republican	6% (37)	14% (84)	59% (354)	5% (32)	7% (43)	8% (49)	600
2018 House Vote: Someone else	17% (9)	15% (8)	49% (27)	6% (3)	6% (4)	6% (4)	55
2016 Vote: Hillary Clinton	11% (78)	15% (107)	49% (348)	6% (43)	13% (92)	6% (41)	708
2016 Vote: Donald Trump	8% (52)	15% (102)	58% (387)	5% (31)	7% (46)	8% (53)	671
2016 Vote: Other	6% (6)	14% (15)	65% (67)	2% (2)	9% (9)	4% (5)	103
2016 Vote: Didn't Vote	13% (91)	17% (121)	43% (310)	5% (37)	9% (64)	13% (93)	715

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Table MCEN5_13: And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
Offers for digital copies of music

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (227)	16% (344)	51% (1112)	5% (114)	10% (211)	9% (192)	2200
Voted in 2014: Yes	9% (113)	15% (184)	54% (682)	5% (68)	10% (129)	6% (77)	1252
Voted in 2014: No	12% (114)	17% (161)	45% (430)	5% (47)	9% (81)	12% (115)	948
4-Region: Northeast	10% (39)	14% (54)	53% (209)	4% (17)	10% (39)	9% (35)	394
4-Region: Midwest	9% (41)	14% (64)	54% (249)	4% (21)	11% (50)	8% (37)	462
4-Region: South	12% (101)	16% (128)	47% (391)	6% (51)	9% (71)	10% (81)	824
4-Region: West	9% (46)	19% (98)	51% (263)	5% (26)	10% (50)	7% (38)	520
Comfortable seeing movie in April 21	18% (165)	23% (209)	46% (424)	4% (39)	3% (31)	5% (49)	918
Uncomfortable seeing movie in April 21	4% (47)	11% (123)	56% (639)	6% (72)	15% (169)	7% (84)	1134
Comfortable seeing movie in May 21	16% (167)	23% (236)	47% (486)	4% (43)	4% (37)	5% (56)	1024
Uncomfortable seeing movie in May 21	4% (37)	9% (94)	57% (571)	6% (64)	16% (162)	7% (70)	998
Comfortable seeing movie in April OR May	17% (176)	23% (239)	47% (495)	5% (48)	4% (39)	6% (59)	1055
Uncomfortable seeing movie in April OR May	5% (52)	11% (125)	56% (644)	7% (77)	15% (170)	7% (84)	1153
Comfortable seeing movie sometime in 21	14% (195)	21% (285)	50% (673)	5% (64)	4% (59)	6% (75)	1351
Uncomfortable seeing movie sometime in 21	4% (25)	6% (43)	55% (364)	6% (43)	21% (143)	7% (47)	666
Comfortable seeing movie sometime in 22	13% (212)	19% (311)	51% (848)	5% (84)	6% (104)	6% (97)	1656
Uncomfortable seeing movie sometime in 22	2% (5)	4% (11)	51% (140)	7% (19)	30% (83)	6% (17)	275
Likely to go to a movie in April 21	23% (150)	27% (179)	38% (249)	4% (24)	3% (19)	5% (30)	651
Unlikely to go to a movie in April 21	4% (61)	11% (149)	58% (821)	6% (90)	13% (190)	8% (108)	1419
Likely to go to a movie in May 21	22% (166)	26% (200)	41% (310)	4% (29)	3% (20)	4% (33)	759
Unlikely to go to a movie in May 21	3% (44)	10% (128)	58% (757)	6% (83)	14% (185)	7% (97)	1295
Likely to go to a movie in April OR May	21% (167)	27% (211)	40% (312)	4% (31)	3% (23)	5% (38)	783
Unlikely to go to a movie in April OR May	4% (63)	11% (160)	57% (825)	6% (92)	13% (194)	8% (110)	1443
Likely to go to a movie sometime in 21	16% (184)	23% (264)	47% (530)	5% (53)	4% (41)	5% (55)	1127
Unlikely to go to a movie sometime in 21	3% (25)	7% (65)	58% (508)	6% (52)	18% (159)	8% (66)	875
Likely to go to a movie sometime in 22	14% (198)	20% (294)	50% (725)	6% (81)	6% (87)	5% (74)	1459
Unlikely to go to a movie sometime in 22	3% (13)	6% (28)	57% (288)	5% (26)	21% (108)	8% (41)	503

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

Table MCEN5_14: *And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?*
The ability to rent out a theater for just you and your family

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	20% (442)	19% (425)	39% (857)	5% (105)	8% (177)	9% (194)	2200
Gender: Male	20% (210)	20% (211)	40% (421)	4% (47)	8% (83)	8% (90)	1062
Gender: Female	20% (232)	19% (214)	38% (436)	5% (58)	8% (94)	9% (104)	1138
Age: 18-34	34% (220)	25% (164)	25% (163)	4% (28)	3% (22)	9% (58)	655
Age: 35-44	32% (114)	20% (71)	30% (109)	4% (15)	7% (24)	7% (23)	358
Age: 45-64	11% (82)	19% (139)	46% (348)	6% (42)	9% (68)	10% (73)	751
Age: 65+	6% (26)	12% (51)	54% (237)	5% (20)	14% (63)	9% (39)	436
GenZers: 1997-2012	33% (75)	26% (60)	20% (47)	5% (11)	3% (6)	13% (31)	230
Millennials: 1981-1996	33% (218)	23% (148)	29% (189)	4% (27)	5% (34)	6% (40)	656
GenXers: 1965-1980	18% (97)	22% (116)	39% (206)	6% (33)	6% (32)	8% (44)	528
Baby Boomers: 1946-1964	7% (50)	13% (95)	54% (385)	4% (27)	13% (95)	9% (65)	717
PID: Dem (no lean)	25% (214)	21% (179)	34% (285)	6% (50)	8% (68)	6% (49)	846
PID: Ind (no lean)	21% (144)	19% (134)	36% (253)	4% (27)	9% (60)	11% (76)	694
PID: Rep (no lean)	13% (83)	17% (113)	48% (319)	4% (27)	7% (49)	10% (69)	660
PID/Gender: Dem Men	25% (101)	22% (90)	32% (130)	7% (29)	8% (32)	6% (25)	408
PID/Gender: Dem Women	26% (113)	20% (89)	35% (155)	5% (21)	8% (36)	5% (24)	438
PID/Gender: Ind Men	20% (68)	21% (69)	40% (133)	3% (9)	8% (27)	8% (28)	333
PID/Gender: Ind Women	21% (77)	18% (65)	33% (120)	5% (18)	9% (33)	13% (48)	361
PID/Gender: Rep Men	13% (41)	16% (52)	49% (158)	3% (9)	7% (24)	11% (36)	320
PID/Gender: Rep Women	13% (42)	18% (60)	47% (161)	5% (18)	7% (25)	10% (32)	340
Ideo: Liberal (1-3)	22% (146)	23% (149)	36% (234)	6% (39)	8% (53)	5% (33)	653
Ideo: Moderate (4)	18% (114)	20% (129)	41% (256)	5% (29)	9% (57)	7% (45)	629
Ideo: Conservative (5-7)	16% (106)	16% (103)	48% (317)	5% (30)	7% (48)	9% (62)	665
Educ: < College	20% (308)	17% (253)	39% (594)	5% (74)	9% (136)	10% (149)	1512
Educ: Bachelors degree	19% (82)	26% (115)	38% (167)	4% (18)	6% (28)	7% (33)	444
Educ: Post-grad	21% (52)	24% (58)	40% (96)	5% (13)	5% (13)	5% (12)	244
Income: Under 50k	20% (211)	16% (168)	38% (415)	5% (58)	9% (99)	12% (129)	1080
Income: 50k-100k	19% (125)	22% (144)	43% (289)	4% (26)	7% (46)	6% (39)	669
Income: 100k+	23% (106)	25% (113)	34% (153)	5% (20)	7% (32)	6% (26)	451
Ethnicity: White	18% (319)	19% (326)	43% (744)	4% (68)	7% (118)	9% (148)	1722
Ethnicity: Hispanic	33% (116)	20% (70)	29% (100)	4% (14)	4% (16)	9% (33)	349

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Table MCEN5_14: *And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?*
The ability to rent out a theater for just you and your family

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	20% (442)	19% (425)	39% (857)	5% (105)	8% (177)	9% (194)	2200
Ethnicity: Black	30% (82)	22% (60)	17% (47)	10% (28)	14% (39)	7% (18)	274
Ethnicity: Other	20% (41)	20% (40)	32% (66)	4% (9)	10% (21)	13% (27)	204
All Christian	17% (170)	18% (185)	43% (432)	5% (55)	9% (85)	8% (77)	1005
All Non-Christian	30% (31)	18% (18)	29% (30)	3% (3)	7% (8)	13% (14)	104
Atheist	24% (33)	20% (27)	42% (56)	2% (3)	7% (10)	4% (5)	133
Agnostic/Nothing in particular	20% (113)	22% (122)	35% (200)	6% (31)	6% (35)	11% (65)	566
Something Else	24% (94)	19% (74)	36% (140)	3% (12)	10% (39)	8% (33)	392
Religious Non-Protestant/Catholic	30% (36)	18% (22)	31% (37)	3% (3)	7% (8)	11% (14)	120
Evangelical	23% (134)	16% (95)	36% (207)	4% (23)	12% (67)	9% (52)	577
Non-Evangelical	15% (120)	20% (153)	45% (350)	5% (43)	7% (57)	7% (58)	780
Community: Urban	27% (171)	20% (125)	32% (203)	6% (39)	6% (40)	8% (50)	629
Community: Suburban	17% (171)	21% (203)	41% (402)	4% (39)	8% (80)	9% (88)	983
Community: Rural	17% (100)	16% (97)	43% (253)	4% (26)	10% (57)	10% (56)	588
Employ: Private Sector	20% (144)	25% (181)	36% (261)	4% (28)	7% (51)	8% (57)	721
Employ: Government	22% (34)	26% (41)	37% (59)	7% (12)	4% (6)	5% (8)	160
Employ: Self-Employed	36% (66)	15% (27)	33% (61)	4% (7)	4% (8)	8% (15)	186
Employ: Homemaker	22% (33)	19% (29)	36% (54)	6% (9)	7% (10)	11% (16)	150
Employ: Student	26% (29)	32% (35)	24% (26)	7% (8)	2% (2)	10% (11)	111
Employ: Retired	5% (24)	11% (50)	56% (259)	5% (22)	15% (68)	9% (42)	466
Employ: Unemployed	28% (73)	15% (39)	34% (87)	5% (14)	9% (24)	8% (20)	257
Employ: Other	25% (38)	15% (23)	34% (52)	4% (5)	5% (8)	16% (25)	150
Military HH: Yes	17% (63)	17% (64)	47% (177)	3% (11)	8% (29)	9% (34)	378
Military HH: No	21% (379)	20% (361)	37% (681)	5% (94)	8% (148)	9% (159)	1822
RD/WT: Right Direction	24% (259)	20% (218)	33% (357)	5% (52)	9% (91)	8% (90)	1068
RD/WT: Wrong Track	16% (182)	18% (207)	44% (500)	5% (53)	8% (86)	9% (104)	1132
Biden Job Approve	23% (292)	22% (271)	34% (425)	5% (62)	8% (103)	8% (96)	1250
Biden Job Disapprove	12% (94)	17% (131)	50% (387)	5% (39)	8% (62)	8% (64)	779

Continued on next page

Table MCEN5_14: *And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
The ability to rent out a theater for just you and your family*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	20% (442)	19% (425)	39% (857)	5% (105)	8% (177)	9% (194)	2200
Biden Job Strongly Approve	25% (176)	20% (135)	33% (229)	5% (32)	11% (76)	7% (46)	694
Biden Job Somewhat Approve	21% (116)	24% (136)	35% (197)	5% (30)	5% (27)	9% (50)	555
Biden Job Somewhat Disapprove	15% (32)	28% (58)	37% (79)	5% (10)	9% (20)	6% (12)	211
Biden Job Strongly Disapprove	11% (63)	13% (73)	54% (308)	5% (29)	7% (42)	9% (52)	568
Favorable of Biden	24% (307)	21% (267)	34% (430)	5% (66)	8% (107)	7% (91)	1268
Unfavorable of Biden	12% (95)	17% (140)	49% (395)	5% (36)	7% (59)	9% (75)	801
Very Favorable of Biden	27% (194)	19% (134)	32% (228)	5% (38)	10% (73)	6% (41)	708
Somewhat Favorable of Biden	20% (113)	24% (133)	36% (202)	5% (28)	6% (35)	9% (50)	560
Somewhat Unfavorable of Biden	12% (25)	29% (59)	41% (83)	6% (13)	4% (8)	8% (17)	204
Very Unfavorable of Biden	12% (70)	14% (82)	52% (313)	4% (23)	9% (51)	10% (59)	597
#1 Issue: Economy	24% (206)	21% (179)	36% (311)	5% (44)	8% (66)	7% (60)	866
#1 Issue: Security	14% (41)	16% (48)	45% (133)	4% (11)	9% (26)	13% (39)	299
#1 Issue: Health Care	19% (72)	22% (82)	41% (154)	4% (14)	6% (23)	8% (29)	375
#1 Issue: Medicare / Social Security	10% (26)	13% (34)	48% (123)	3% (8)	13% (32)	12% (32)	255
#1 Issue: Women's Issues	34% (33)	21% (21)	27% (26)	9% (9)	3% (3)	6% (6)	96
#1 Issue: Education	28% (27)	19% (18)	26% (25)	11% (10)	4% (4)	12% (11)	94
#1 Issue: Energy	25% (19)	26% (20)	33% (26)	1% (1)	10% (8)	5% (4)	78
#1 Issue: Other	13% (18)	17% (23)	44% (60)	5% (7)	11% (15)	10% (13)	137
2020 Vote: Joe Biden	22% (231)	22% (223)	36% (367)	5% (54)	9% (93)	6% (62)	1031
2020 Vote: Donald Trump	12% (87)	16% (112)	49% (340)	5% (32)	8% (52)	11% (74)	698
2020 Vote: Other	15% (10)	21% (14)	48% (33)	3% (2)	9% (6)	5% (3)	68
2020 Vote: Didn't Vote	28% (113)	19% (76)	29% (116)	4% (16)	6% (26)	14% (54)	402
2018 House Vote: Democrat	21% (165)	21% (164)	39% (302)	6% (48)	8% (60)	5% (39)	778
2018 House Vote: Republican	14% (85)	17% (103)	49% (293)	4% (24)	7% (44)	8% (51)	600
2018 House Vote: Someone else	31% (17)	15% (8)	36% (20)	3% (2)	8% (4)	7% (4)	55
2016 Vote: Hillary Clinton	23% (160)	22% (153)	35% (247)	7% (49)	9% (62)	5% (37)	708
2016 Vote: Donald Trump	15% (99)	18% (118)	49% (328)	4% (25)	7% (45)	8% (55)	671
2016 Vote: Other	13% (14)	17% (18)	54% (56)	— (0)	10% (11)	5% (5)	103
2016 Vote: Didn't Vote	23% (167)	19% (136)	31% (225)	4% (31)	8% (59)	14% (97)	715

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Table MCEN5_14: *And would the following promotions make you more or less likely to go to a movie theater anytime in 2021?
The ability to rent out a theater for just you and your family*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	20% (442)	19% (425)	39% (857)	5% (105)	8% (177)	9% (194)	2200
Voted in 2014: Yes	18% (224)	20% (244)	43% (537)	5% (64)	8% (101)	6% (81)	1252
Voted in 2014: No	23% (217)	19% (181)	34% (320)	4% (41)	8% (76)	12% (112)	948
4-Region: Northeast	16% (62)	19% (74)	44% (173)	3% (11)	9% (36)	9% (37)	394
4-Region: Midwest	19% (86)	17% (79)	41% (191)	7% (31)	7% (33)	9% (42)	462
4-Region: South	21% (172)	21% (170)	37% (306)	5% (40)	8% (64)	9% (72)	824
4-Region: West	23% (122)	20% (102)	36% (188)	4% (22)	8% (44)	8% (42)	520
Comfortable seeing movie in April 21	26% (243)	22% (203)	37% (336)	5% (50)	3% (28)	6% (57)	918
Uncomfortable seeing movie in April 21	15% (173)	18% (206)	43% (483)	5% (53)	12% (139)	7% (80)	1134
Comfortable seeing movie in May 21	25% (258)	22% (225)	38% (387)	5% (56)	3% (33)	6% (64)	1024
Uncomfortable seeing movie in May 21	15% (145)	18% (181)	43% (425)	5% (47)	14% (135)	6% (64)	998
Comfortable seeing movie in April OR May	25% (266)	22% (236)	37% (391)	5% (58)	3% (33)	7% (70)	1055
Uncomfortable seeing movie in April OR May	15% (177)	19% (215)	42% (486)	5% (54)	12% (140)	7% (80)	1153
Comfortable seeing movie sometime in 21	25% (335)	22% (303)	39% (523)	4% (59)	3% (45)	6% (84)	1351
Uncomfortable seeing movie sometime in 21	13% (84)	15% (100)	41% (275)	7% (45)	18% (119)	6% (42)	666
Comfortable seeing movie sometime in 22	22% (370)	22% (370)	39% (648)	5% (79)	5% (86)	6% (102)	1656
Uncomfortable seeing movie sometime in 22	10% (27)	9% (25)	42% (116)	6% (16)	26% (72)	7% (19)	275
Likely to go to a movie in April 21	33% (212)	24% (158)	32% (205)	4% (25)	2% (15)	6% (36)	651
Unlikely to go to a movie in April 21	14% (202)	18% (249)	44% (625)	5% (78)	11% (159)	7% (106)	1419
Likely to go to a movie in May 21	31% (233)	25% (192)	32% (240)	5% (38)	2% (14)	5% (41)	759
Unlikely to go to a movie in May 21	14% (177)	17% (219)	45% (583)	5% (65)	12% (157)	7% (94)	1295
Likely to go to a movie in April OR May	31% (241)	25% (198)	31% (243)	5% (39)	2% (16)	6% (46)	783
Unlikely to go to a movie in April OR May	15% (210)	18% (257)	43% (626)	5% (78)	11% (162)	8% (110)	1443
Likely to go to a movie sometime in 21	26% (298)	25% (276)	36% (407)	5% (51)	3% (34)	5% (61)	1127
Unlikely to go to a movie sometime in 21	12% (103)	15% (130)	45% (396)	6% (49)	15% (133)	7% (63)	875
Likely to go to a movie sometime in 22	23% (338)	25% (358)	37% (534)	5% (80)	5% (72)	5% (77)	1459
Unlikely to go to a movie sometime in 22	11% (53)	9% (46)	48% (244)	5% (24)	18% (93)	9% (43)	503

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	GenZers: 1997-2012	230	10%
	Millennials: 1981-1996	656	30%
	GenXers: 1965-1980	528	24%
	Baby Boomers: 1946-1964	717	33%
	N	2132	
xpid3	PID: Dem (no lean)	846	38%
	PID: Ind (no lean)	694	32%
	PID: Rep (no lean)	660	30%
	N	2200	
xpidGender	PID/Gender: Dem Men	408	19%
	PID/Gender: Dem Women	438	20%
	PID/Gender: Ind Men	333	15%
	PID/Gender: Ind Women	361	16%
	PID/Gender: Rep Men	320	15%
	PID/Gender: Rep Women	340	15%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	653	30%
	Ideo: Moderate (4)	629	29%
	Ideo: Conservative (5-7)	665	30%
	N	1947	
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	1080	49%
	Income: 50k-100k	669	30%
	Income: 100k+	451	20%
	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	1005	46%
	All Non-Christian	104	5%
	Atheist	133	6%
	Agnostic/Nothing in particular	566	26%
	Something Else	392	18%
N	2200		
xdemReligOther	Religious Non-Protestant/Catholic	120	5%
xdemEvang	Evangelical	577	26%
	Non-Evangelical	780	35%
	N	1357	
xdemUsr	Community: Urban	629	29%
	Community: Suburban	983	45%
	Community: Rural	588	27%
	N	2200	
xdemEmploy	Employ: Private Sector	721	33%
	Employ: Government	160	7%
	Employ: Self-Employed	186	8%
	Employ: Homemaker	150	7%
	Employ: Student	111	5%
	Employ: Retired	466	21%
	Employ: Unemployed	257	12%
	Employ: Other	150	7%
N	2200		
xdemMilHH1	Military HH: Yes	378	17%
	Military HH: No	1822	83%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	1068	49%
	RD/WT: Wrong Track	1132	51%
	N	2200	
xdemBidenApprove	Biden Job Approve	1250	57%
	Biden Job Disapprove	779	35%
	N	2029	
xdemBidenApprove2	Biden Job Strongly Approve	694	32%
	Biden Job Somewhat Approve	555	25%
	Biden Job Somewhat Disapprove	211	10%
	Biden Job Strongly Disapprove	568	26%
	N	2029	
xdemBidenFav	Favorable of Biden	1268	58%
	Unfavorable of Biden	801	36%
	N	2070	
xdemBidenFavFull	Very Favorable of Biden	708	32%
	Somewhat Favorable of Biden	560	25%
	Somewhat Unfavorable of Biden	204	9%
	Very Unfavorable of Biden	597	27%
	N	2070	
xnr3	#1 Issue: Economy	866	39%
	#1 Issue: Security	299	14%
	#1 Issue: Health Care	375	17%
	#1 Issue: Medicare / Social Security	255	12%
	#1 Issue: Women's Issues	96	4%
	#1 Issue: Education	94	4%
	#1 Issue: Energy	78	4%
	#1 Issue: Other	137	6%
	N	2200	
xsubVote20O	2020 Vote: Joe Biden	1031	47%
	2020 Vote: Donald Trump	698	32%
	2020 Vote: Other	68	3%
	2020 Vote: Didn't Vote	402	18%
	N	2199	
xsubVote18O	2018 House Vote: Democrat	778	35%
	2018 House Vote: Republican	600	27%
	2018 House Vote: Someone else	55	2%
	N	1433	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	708	32%
	2016 Vote: Donald Trump	671	30%
	2016 Vote: Other	103	5%
	2016 Vote: Didn't Vote	715	33%
	N	2197	
xsubVote14O	Voted in 2014: Yes	1252	57%
	Voted in 2014: No	948	43%
	N	2200	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
MCENxdem1	Comfortable seeing movie in April 21	918	42%
	Uncomfortable seeing movie in April 21	1134	52%
	N	2052	
MCENxdem2	Comfortable seeing movie in May 21	1024	47%
	Uncomfortable seeing movie in May 21	998	45%
	N	2022	
MCENxdem3	Comfortable seeing movie in April OR May	1055	48%
MCENxdem4	Uncomfortable seeing movie in April OR May	1153	52%
MCENxdem5	Comfortable seeing movie sometime in 21	1351	61%
	Uncomfortable seeing movie sometime in 21	666	30%
	N	2016	
MCENxdem6	Comfortable seeing movie sometime in 22	1656	75%
	Uncomfortable seeing movie sometime in 22	275	12%
	N	1931	
MCENxdem7	Likely to go to a movie in April 21	651	30%
	Unlikely to go to a movie in April 21	1419	64%
	N	2069	
MCENxdem8	Likely to go to a movie in May 21	759	34%
	Unlikely to go to a movie in May 21	1295	59%
	N	2054	
MCENxdem9	Likely to go to a movie in April OR May	783	36%
MCENxdem10	Unlikely to go to a movie in April OR May	1443	66%

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
MCENxdem11	Likely to go to a movie sometime in 21	1127	51%
	Unlikely to go to a movie sometime in 21	875	40%
	<i>N</i>	2002	
MCENxdem12	Likely to go to a movie sometime in 22	1459	66%
	Unlikely to go to a movie sometime in 22	503	23%
	<i>N</i>	1962	

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

