



National Tracking Poll #2107006  
July 01-06, 2021

*Crosstabulation Results*

*Methodology:*

This poll was conducted between July 1-July 6, 2021 among a sample of 1018 Adults. The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 3 percentage points.

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## Crosstabulation Results by Respondent Demographics

**Table MCGZ18\_1:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
Animated

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	43%	(439)	35%	(354)	7%	(73)	6%	(61)	9%	(91)	1018
Gender: Male	46%	(239)	34%	(178)	7%	(34)	5%	(27)	8%	(41)	519
Gender: Female	40%	(201)	35%	(176)	8%	(39)	7%	(34)	10%	(50)	499
13-16	45%	(151)	36%	(123)	7%	(25)	6%	(21)	5%	(16)	336
17-20	46%	(161)	30%	(105)	6%	(19)	7%	(24)	11%	(38)	346
21-24	38%	(128)	38%	(126)	9%	(29)	5%	(16)	11%	(37)	336
GenZers: 1997-2012	43%	(439)	35%	(354)	7%	(73)	6%	(61)	9%	(91)	1018
PID: Dem (no lean)	44%	(161)	39%	(143)	6%	(22)	5%	(18)	7%	(25)	368
PID: Ind (no lean)	47%	(222)	31%	(147)	6%	(30)	7%	(31)	9%	(43)	473
PID: Rep (no lean)	32%	(56)	36%	(63)	12%	(22)	7%	(12)	13%	(23)	177
PID/Gender: Dem Men	46%	(80)	41%	(70)	5%	(8)	3%	(5)	6%	(10)	173
PID/Gender: Dem Women	42%	(81)	37%	(73)	7%	(14)	7%	(13)	7%	(14)	195
PID/Gender: Ind Men	49%	(120)	30%	(73)	6%	(14)	7%	(17)	8%	(20)	243
PID/Gender: Ind Women	44%	(102)	32%	(74)	7%	(16)	6%	(14)	10%	(24)	230
PID/Gender: Rep Men	38%	(39)	33%	(34)	12%	(12)	6%	(6)	11%	(12)	103
PID/Gender: Rep Women	24%	(18)	39%	(29)	13%	(10)	8%	(6)	16%	(12)	74
Ideo: Liberal (1-3)	44%	(162)	42%	(154)	5%	(17)	5%	(17)	6%	(21)	370
Ideo: Moderate (4)	44%	(94)	34%	(72)	8%	(16)	6%	(13)	9%	(19)	214
Ideo: Conservative (5-7)	40%	(63)	35%	(55)	13%	(20)	5%	(7)	8%	(13)	158
Educ: < College	43%	(403)	35%	(331)	7%	(67)	6%	(57)	8%	(79)	938
Educ: Bachelors degree	45%	(28)	30%	(19)	5%	(3)	3%	(2)	16%	(10)	61
Income: Under 50k	43%	(260)	34%	(203)	7%	(41)	7%	(41)	10%	(60)	606
Income: 50k-100k	41%	(116)	37%	(102)	8%	(22)	7%	(18)	8%	(21)	279
Income: 100k+	48%	(63)	36%	(48)	8%	(10)	1%	(2)	7%	(10)	133
Ethnicity: White	41%	(265)	35%	(229)	9%	(55)	6%	(40)	9%	(56)	645
Ethnicity: Hispanic	48%	(117)	34%	(83)	5%	(13)	6%	(14)	7%	(17)	244
Ethnicity: Black	49%	(79)	29%	(46)	5%	(7)	5%	(7)	12%	(20)	161
Ethnicity: Other	45%	(95)	37%	(79)	5%	(10)	6%	(13)	7%	(15)	212

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**Table MCGZ18\_1:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
*Animated*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	43%	(439)	35%	(354)	7%	(73)	6%	(61)	9%	(91)	1018
All Christian	46%	(98)	35%	(74)	5%	(12)	6%	(13)	8%	(18)	215
All Non-Christian	29%	(16)	44%	(25)	10%	(5)	8%	(4)	9%	(5)	55
Atheist	46%	(56)	40%	(48)	3%	(4)	5%	(6)	6%	(7)	121
Agnostic/Nothing in particular	39%	(154)	36%	(143)	8%	(32)	6%	(23)	11%	(45)	398
Something Else	50%	(115)	28%	(63)	9%	(20)	6%	(15)	7%	(16)	229
Religious Non-Protestant/Catholic	32%	(22)	40%	(27)	10%	(7)	9%	(6)	9%	(6)	67
Evangelical	44%	(69)	35%	(55)	9%	(15)	6%	(9)	6%	(9)	157
Non-Evangelical	50%	(135)	30%	(80)	6%	(16)	6%	(16)	8%	(22)	268
Community: Urban	44%	(108)	33%	(82)	8%	(19)	6%	(15)	10%	(24)	249
Community: Suburban	45%	(250)	35%	(196)	6%	(34)	6%	(31)	8%	(47)	558
Community: Rural	38%	(80)	36%	(76)	10%	(20)	7%	(15)	9%	(20)	211
Employ: Private Sector	37%	(55)	43%	(65)	8%	(11)	4%	(6)	9%	(13)	150
Employ: Self-Employed	51%	(34)	24%	(16)	11%	(7)	7%	(4)	8%	(5)	67
Employ: Student	44%	(224)	36%	(180)	7%	(36)	6%	(28)	7%	(36)	504
Employ: Unemployed	45%	(71)	31%	(49)	6%	(9)	8%	(12)	11%	(17)	159
Employ: Other	41%	(33)	29%	(23)	5%	(4)	9%	(7)	16%	(12)	79
Military HH: Yes	47%	(52)	39%	(43)	8%	(8)	3%	(3)	3%	(3)	110
Military HH: No	43%	(387)	34%	(311)	7%	(65)	6%	(58)	10%	(88)	908
RD/WT: Right Direction	43%	(197)	35%	(159)	6%	(27)	7%	(31)	9%	(40)	455
RD/WT: Wrong Track	43%	(242)	34%	(194)	8%	(46)	5%	(29)	9%	(52)	564
Biden Job Approve	47%	(246)	36%	(184)	6%	(32)	5%	(24)	6%	(32)	519
Biden Job Disapprove	39%	(119)	35%	(108)	11%	(33)	5%	(16)	10%	(30)	305
Biden Job Strongly Approve	54%	(86)	29%	(46)	4%	(6)	5%	(7)	8%	(12)	158
Biden Job Somewhat Approve	44%	(160)	38%	(138)	7%	(25)	5%	(17)	6%	(20)	361
Biden Job Somewhat Disapprove	41%	(61)	37%	(55)	10%	(16)	4%	(6)	8%	(11)	150
Biden Job Strongly Disapprove	37%	(57)	34%	(52)	11%	(17)	6%	(10)	12%	(19)	155
Favorable of Biden	48%	(248)	35%	(178)	6%	(29)	5%	(27)	6%	(33)	516
Unfavorable of Biden	38%	(138)	36%	(132)	10%	(38)	6%	(24)	9%	(35)	367

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**Table MCGZ18\_1:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
*Animated*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	43%	(439)	35%	(354)	7%	(73)	6%	(61)	9%	(91)	1018
Very Favorable of Biden	52%	(87)	31%	(52)	6%	(9)	4%	(7)	8%	(13)	169
Somewhat Favorable of Biden	46%	(161)	36%	(126)	6%	(20)	6%	(21)	6%	(20)	347
Somewhat Unfavorable of Biden	40%	(67)	40%	(66)	8%	(14)	5%	(8)	6%	(10)	165
Very Unfavorable of Biden	35%	(72)	33%	(66)	12%	(24)	8%	(16)	12%	(24)	202
#1 Issue: Economy	42%	(127)	34%	(103)	7%	(22)	6%	(18)	11%	(33)	303
#1 Issue: Security	36%	(26)	39%	(28)	11%	(8)	8%	(6)	5%	(4)	72
#1 Issue: Health Care	48%	(56)	30%	(35)	5%	(6)	5%	(6)	11%	(12)	115
#1 Issue: Women's Issues	43%	(78)	35%	(64)	9%	(16)	6%	(12)	7%	(13)	183
#1 Issue: Education	49%	(59)	33%	(40)	5%	(6)	6%	(8)	8%	(9)	122
#1 Issue: Energy	38%	(50)	43%	(56)	7%	(9)	5%	(6)	6%	(8)	130
#1 Issue: Other	46%	(37)	33%	(26)	3%	(3)	6%	(5)	12%	(9)	81
2020 Vote: Joe Biden	46%	(98)	35%	(75)	8%	(17)	4%	(8)	7%	(16)	215
2020 Vote: Donald Trump	28%	(21)	40%	(30)	10%	(7)	4%	(3)	17%	(12)	73
2020 Vote: Didn't Vote	44%	(314)	34%	(245)	6%	(46)	7%	(50)	9%	(61)	716
2018 House Vote: Democrat	46%	(46)	42%	(43)	6%	(6)	2%	(2)	4%	(4)	101
2016 Vote: Hillary Clinton	43%	(29)	43%	(30)	6%	(4)	3%	(2)	5%	(3)	69
2016 Vote: Didn't Vote	43%	(392)	34%	(309)	7%	(66)	6%	(57)	9%	(82)	906
Voted in 2014: No	43%	(423)	35%	(340)	7%	(69)	6%	(59)	9%	(90)	981
4-Region: Northeast	41%	(70)	32%	(55)	9%	(16)	6%	(10)	12%	(20)	171
4-Region: Midwest	40%	(85)	38%	(80)	6%	(13)	6%	(12)	10%	(21)	212
4-Region: South	44%	(172)	35%	(137)	8%	(31)	6%	(22)	8%	(32)	393
4-Region: West	46%	(112)	34%	(81)	5%	(13)	7%	(17)	8%	(18)	242
Plans to Go to the Movies more	48%	(202)	35%	(147)	6%	(26)	4%	(18)	7%	(29)	422
Plans to Go to the Movies less	39%	(69)	37%	(66)	10%	(18)	7%	(11)	7%	(12)	176
Plans to Go to the Movies the Same	43%	(134)	33%	(103)	9%	(27)	8%	(24)	7%	(21)	309

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



**Table MCGZ18\_2:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
 Live-action

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	22% (224)	36% (364)	17% (177)	9% (96)	15% (157)	1018
Gender: Male	26% (133)	33% (174)	18% (96)	8% (42)	14% (75)	519
Gender: Female	18% (91)	38% (190)	16% (81)	11% (54)	16% (82)	499
13-16	20% (66)	34% (114)	22% (73)	12% (41)	13% (43)	336
17-20	20% (69)	39% (135)	13% (46)	9% (30)	19% (67)	346
21-24	27% (90)	34% (115)	17% (57)	8% (26)	14% (47)	336
GenZers: 1997-2012	22% (224)	36% (364)	17% (177)	9% (96)	15% (157)	1018
PID: Dem (no lean)	21% (78)	39% (143)	17% (64)	10% (38)	12% (45)	368
PID: Ind (no lean)	21% (98)	36% (170)	17% (80)	8% (40)	18% (86)	473
PID: Rep (no lean)	27% (48)	29% (51)	19% (33)	10% (18)	15% (26)	177
PID/Gender: Dem Men	25% (43)	36% (63)	20% (34)	9% (16)	10% (17)	173
PID/Gender: Dem Women	18% (35)	41% (79)	15% (30)	11% (22)	15% (29)	195
PID/Gender: Ind Men	24% (57)	34% (83)	16% (40)	6% (15)	20% (48)	243
PID/Gender: Ind Women	18% (41)	38% (87)	17% (40)	11% (25)	16% (37)	230
PID/Gender: Rep Men	31% (32)	27% (28)	21% (22)	10% (11)	9% (10)	103
PID/Gender: Rep Women	21% (15)	32% (23)	15% (11)	10% (8)	22% (16)	74
Ideo: Liberal (1-3)	18% (68)	43% (160)	17% (63)	11% (41)	10% (39)	370
Ideo: Moderate (4)	26% (55)	35% (74)	17% (36)	6% (13)	17% (35)	214
Ideo: Conservative (5-7)	26% (41)	33% (53)	20% (32)	9% (14)	12% (19)	158
Educ: < College	22% (205)	37% (344)	17% (155)	10% (90)	15% (144)	938
Educ: Bachelors degree	24% (15)	23% (14)	29% (18)	10% (6)	14% (9)	61
Income: Under 50k	22% (132)	34% (204)	17% (104)	10% (59)	18% (107)	606
Income: 50k-100k	22% (60)	36% (101)	20% (55)	11% (31)	12% (32)	279
Income: 100k+	24% (32)	44% (59)	14% (18)	4% (6)	13% (18)	133
Ethnicity: White	22% (141)	38% (243)	17% (110)	10% (63)	14% (88)	645
Ethnicity: Hispanic	21% (52)	36% (88)	16% (38)	12% (29)	15% (37)	244
Ethnicity: Black	26% (42)	28% (45)	18% (30)	8% (13)	19% (31)	161
Ethnicity: Other	20% (42)	36% (76)	17% (37)	9% (19)	18% (38)	212

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**Table MCGZ18\_2:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.

Live-action

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	22%	(224)	36%	(364)	17%	(177)	9%	(96)	15%	(157)	1018
All Christian	24%	(51)	39%	(84)	15%	(33)	11%	(23)	11%	(24)	215
All Non-Christian	19%	(10)	42%	(23)	12%	(7)	14%	(8)	13%	(7)	55
Atheist	19%	(23)	42%	(51)	17%	(21)	9%	(10)	13%	(16)	121
Agnostic/Nothing in particular	21%	(82)	30%	(119)	21%	(82)	8%	(34)	20%	(81)	398
Something Else	25%	(58)	38%	(86)	15%	(34)	9%	(22)	13%	(29)	229
Religious Non-Protestant/Catholic	21%	(14)	37%	(25)	18%	(12)	11%	(8)	13%	(9)	67
Evangelical	25%	(39)	38%	(59)	16%	(26)	10%	(15)	12%	(18)	157
Non-Evangelical	24%	(65)	40%	(107)	12%	(33)	11%	(30)	13%	(34)	268
Community: Urban	23%	(56)	31%	(77)	18%	(46)	11%	(28)	17%	(41)	249
Community: Suburban	22%	(124)	37%	(209)	16%	(90)	9%	(50)	15%	(85)	558
Community: Rural	21%	(44)	37%	(78)	20%	(41)	9%	(18)	14%	(30)	211
Employ: Private Sector	24%	(36)	38%	(57)	18%	(27)	9%	(13)	11%	(17)	150
Employ: Self-Employed	20%	(14)	43%	(29)	11%	(7)	9%	(6)	17%	(11)	67
Employ: Student	19%	(98)	39%	(199)	17%	(86)	10%	(50)	14%	(72)	504
Employ: Unemployed	27%	(43)	25%	(39)	21%	(34)	10%	(16)	17%	(27)	159
Employ: Other	25%	(20)	22%	(18)	17%	(13)	9%	(7)	27%	(21)	79
Military HH: Yes	23%	(26)	38%	(41)	18%	(20)	6%	(7)	15%	(16)	110
Military HH: No	22%	(199)	36%	(323)	17%	(157)	10%	(90)	15%	(141)	908
RD/WT: Right Direction	22%	(100)	36%	(161)	17%	(76)	10%	(46)	16%	(71)	455
RD/WT: Wrong Track	22%	(124)	36%	(202)	18%	(101)	9%	(50)	15%	(86)	564
Biden Job Approve	25%	(128)	39%	(203)	16%	(85)	8%	(41)	12%	(62)	519
Biden Job Disapprove	22%	(67)	33%	(102)	20%	(61)	11%	(34)	14%	(42)	305
Biden Job Strongly Approve	32%	(51)	36%	(56)	10%	(15)	10%	(15)	13%	(20)	158
Biden Job Somewhat Approve	21%	(77)	41%	(147)	19%	(69)	7%	(26)	11%	(42)	361
Biden Job Somewhat Disapprove	16%	(24)	40%	(60)	21%	(32)	11%	(16)	12%	(18)	150
Biden Job Strongly Disapprove	28%	(43)	27%	(42)	19%	(29)	12%	(18)	15%	(24)	155
Favorable of Biden	24%	(126)	38%	(198)	16%	(84)	8%	(42)	13%	(65)	516
Unfavorable of Biden	19%	(71)	34%	(125)	20%	(72)	13%	(46)	14%	(53)	367

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**Table MCGZ18\_2:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
Live-action

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	22%	(224)	36%	(364)	17%	(177)	9%	(96)	15%	(157)	1018
Very Favorable of Biden	34%	(57)	33%	(56)	10%	(18)	8%	(14)	14%	(24)	169
Somewhat Favorable of Biden	20%	(70)	41%	(142)	19%	(66)	8%	(28)	12%	(42)	347
Somewhat Unfavorable of Biden	12%	(20)	43%	(71)	20%	(32)	12%	(20)	13%	(22)	165
Very Unfavorable of Biden	25%	(51)	27%	(54)	19%	(39)	13%	(27)	15%	(31)	202
#1 Issue: Economy	28%	(85)	31%	(93)	15%	(47)	10%	(29)	16%	(49)	303
#1 Issue: Security	31%	(22)	30%	(21)	11%	(8)	12%	(9)	17%	(12)	72
#1 Issue: Health Care	23%	(27)	35%	(40)	10%	(12)	14%	(17)	17%	(20)	115
#1 Issue: Women's Issues	13%	(24)	42%	(77)	23%	(42)	9%	(16)	13%	(23)	183
#1 Issue: Education	22%	(27)	32%	(39)	18%	(22)	13%	(16)	15%	(18)	122
#1 Issue: Energy	17%	(23)	43%	(56)	21%	(27)	6%	(8)	13%	(17)	130
#1 Issue: Other	17%	(13)	41%	(33)	21%	(17)	2%	(2)	19%	(15)	81
2020 Vote: Joe Biden	24%	(51)	41%	(88)	18%	(38)	7%	(15)	11%	(23)	215
2020 Vote: Donald Trump	19%	(14)	36%	(26)	23%	(17)	9%	(7)	13%	(9)	73
2020 Vote: Didn't Vote	22%	(155)	34%	(246)	16%	(118)	10%	(74)	17%	(123)	716
2018 House Vote: Democrat	31%	(31)	34%	(34)	23%	(23)	6%	(6)	7%	(7)	101
2016 Vote: Hillary Clinton	22%	(15)	37%	(25)	26%	(18)	8%	(6)	8%	(5)	69
2016 Vote: Didn't Vote	22%	(197)	35%	(321)	17%	(155)	9%	(85)	16%	(147)	906
Voted in 2014: No	22%	(216)	35%	(348)	17%	(169)	10%	(94)	16%	(154)	981
4-Region: Northeast	14%	(24)	43%	(74)	14%	(25)	12%	(21)	16%	(27)	171
4-Region: Midwest	18%	(38)	37%	(78)	21%	(45)	7%	(15)	17%	(37)	212
4-Region: South	28%	(112)	30%	(120)	17%	(66)	10%	(40)	14%	(55)	393
4-Region: West	21%	(50)	38%	(92)	17%	(41)	8%	(20)	16%	(38)	242
Plans to Go to the Movies more	25%	(106)	36%	(153)	18%	(76)	10%	(41)	11%	(46)	422
Plans to Go to the Movies less	21%	(37)	35%	(62)	18%	(31)	8%	(14)	18%	(32)	176
Plans to Go to the Movies the Same	19%	(60)	38%	(118)	19%	(59)	11%	(33)	13%	(40)	309

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

**Table MCGZ18\_3: Now on a different topic** Please indicate if you have a favorable or unfavorable impression of the following movie genres.

*Drama*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	31% (318)	35% (358)	16% (162)	7% (70)	11% (110)	1018
Gender: Male	25% (128)	31% (160)	20% (106)	10% (53)	14% (73)	519
Gender: Female	38% (190)	40% (199)	11% (55)	3% (17)	8% (38)	499
13-16	30% (101)	34% (116)	19% (63)	7% (24)	9% (31)	336
17-20	32% (112)	35% (122)	12% (42)	7% (24)	13% (46)	346
21-24	31% (105)	36% (120)	17% (57)	6% (21)	10% (33)	336
GenZers: 1997-2012	31% (318)	35% (358)	16% (162)	7% (70)	11% (110)	1018
PID: Dem (no lean)	35% (131)	35% (130)	16% (59)	6% (21)	8% (29)	368
PID: Ind (no lean)	30% (141)	35% (166)	14% (68)	7% (34)	13% (64)	473
PID: Rep (no lean)	26% (46)	35% (62)	20% (35)	8% (15)	10% (18)	177
PID/Gender: Dem Men	31% (53)	33% (58)	18% (31)	7% (13)	11% (19)	173
PID/Gender: Dem Women	40% (77)	37% (72)	14% (28)	4% (8)	5% (10)	195
PID/Gender: Ind Men	23% (56)	30% (74)	18% (44)	10% (26)	18% (45)	243
PID/Gender: Ind Women	37% (85)	40% (93)	10% (24)	4% (9)	8% (19)	230
PID/Gender: Rep Men	18% (19)	28% (28)	31% (32)	14% (15)	9% (9)	103
PID/Gender: Rep Women	38% (28)	45% (34)	4% (3)	— (0)	13% (9)	74
Ideo: Liberal (1-3)	36% (133)	36% (133)	17% (62)	5% (19)	6% (23)	370
Ideo: Moderate (4)	33% (70)	41% (88)	13% (28)	5% (10)	8% (18)	214
Ideo: Conservative (5-7)	25% (39)	37% (58)	19% (30)	11% (17)	8% (13)	158
Educ: < College	31% (293)	35% (326)	16% (152)	7% (68)	11% (99)	938
Educ: Bachelors degree	29% (18)	42% (26)	13% (8)	3% (2)	13% (8)	61
Income: Under 50k	33% (203)	33% (200)	14% (85)	8% (47)	12% (72)	606
Income: 50k-100k	29% (82)	36% (100)	20% (56)	5% (14)	10% (27)	279
Income: 100k+	25% (33)	44% (58)	16% (21)	7% (9)	9% (11)	133
Ethnicity: White	32% (205)	34% (222)	17% (109)	6% (40)	11% (69)	645
Ethnicity: Hispanic	32% (79)	36% (87)	16% (40)	6% (15)	10% (24)	244
Ethnicity: Black	37% (60)	35% (57)	10% (17)	7% (11)	10% (16)	161
Ethnicity: Other	25% (54)	37% (80)	17% (36)	9% (18)	12% (25)	212

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**Table MCGZ18\_3:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
Drama

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	31%	(318)	35%	(358)	16%	(162)	7%	(70)	11%	(110)	1018
All Christian	27%	(57)	42%	(90)	16%	(34)	7%	(15)	9%	(19)	215
All Non-Christian	32%	(18)	33%	(18)	23%	(13)	2%	(1)	11%	(6)	55
Atheist	31%	(37)	26%	(32)	23%	(28)	8%	(10)	12%	(15)	121
Agnostic/Nothing in particular	32%	(129)	33%	(132)	15%	(60)	6%	(23)	13%	(54)	398
Something Else	34%	(77)	38%	(86)	12%	(27)	9%	(21)	8%	(17)	229
Religious Non-Protestant/Catholic	30%	(20)	30%	(20)	25%	(17)	6%	(4)	9%	(6)	67
Evangelical	35%	(54)	38%	(60)	11%	(17)	6%	(10)	9%	(15)	157
Non-Evangelical	28%	(75)	42%	(112)	14%	(37)	8%	(23)	8%	(21)	268
Community: Urban	32%	(80)	37%	(91)	17%	(42)	6%	(14)	9%	(21)	249
Community: Suburban	30%	(169)	35%	(197)	16%	(91)	7%	(39)	11%	(62)	558
Community: Rural	32%	(68)	33%	(71)	13%	(28)	8%	(16)	13%	(27)	211
Employ: Private Sector	31%	(47)	33%	(50)	20%	(30)	8%	(13)	7%	(11)	150
Employ: Self-Employed	29%	(19)	38%	(25)	20%	(13)	5%	(4)	9%	(6)	67
Employ: Student	30%	(151)	37%	(187)	16%	(79)	7%	(34)	11%	(53)	504
Employ: Unemployed	33%	(52)	33%	(52)	16%	(25)	8%	(13)	11%	(17)	159
Employ: Other	35%	(28)	30%	(24)	10%	(8)	5%	(4)	21%	(17)	79
Military HH: Yes	32%	(35)	39%	(43)	19%	(21)	4%	(4)	6%	(7)	110
Military HH: No	31%	(283)	35%	(316)	16%	(141)	7%	(65)	11%	(103)	908
RD/WT: Right Direction	33%	(151)	33%	(152)	17%	(78)	7%	(31)	10%	(44)	455
RD/WT: Wrong Track	30%	(168)	37%	(206)	15%	(84)	7%	(39)	12%	(67)	564
Biden Job Approve	35%	(183)	36%	(187)	17%	(86)	5%	(28)	7%	(35)	519
Biden Job Disapprove	28%	(87)	35%	(106)	19%	(58)	7%	(22)	11%	(33)	305
Biden Job Strongly Approve	42%	(66)	30%	(47)	15%	(24)	4%	(6)	9%	(14)	158
Biden Job Somewhat Approve	32%	(117)	39%	(139)	17%	(62)	6%	(22)	6%	(20)	361
Biden Job Somewhat Disapprove	29%	(43)	38%	(56)	19%	(29)	7%	(10)	8%	(11)	150
Biden Job Strongly Disapprove	28%	(44)	32%	(50)	19%	(29)	7%	(11)	14%	(21)	155
Favorable of Biden	35%	(179)	37%	(191)	16%	(83)	6%	(29)	7%	(34)	516
Unfavorable of Biden	29%	(107)	34%	(125)	17%	(61)	8%	(31)	12%	(42)	367

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**Table MCGZ18\_3:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.

*Drama*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	31%	(318)	35%	(358)	16%	(162)	7%	(70)	11%	(110)	1018
Very Favorable of Biden	43%	(72)	31%	(52)	14%	(23)	4%	(7)	8%	(14)	169
Somewhat Favorable of Biden	31%	(107)	40%	(139)	17%	(60)	6%	(21)	6%	(20)	347
Somewhat Unfavorable of Biden	32%	(52)	35%	(58)	18%	(30)	7%	(12)	7%	(12)	165
Very Unfavorable of Biden	27%	(55)	33%	(67)	15%	(31)	9%	(19)	15%	(31)	202
#1 Issue: Economy	33%	(99)	32%	(97)	15%	(45)	8%	(26)	12%	(37)	303
#1 Issue: Security	27%	(20)	34%	(24)	27%	(20)	5%	(3)	7%	(5)	72
#1 Issue: Health Care	28%	(32)	37%	(43)	15%	(18)	5%	(6)	15%	(17)	115
#1 Issue: Women's Issues	34%	(62)	46%	(84)	9%	(16)	5%	(9)	7%	(12)	183
#1 Issue: Education	35%	(43)	27%	(32)	17%	(20)	12%	(14)	10%	(12)	122
#1 Issue: Energy	25%	(33)	32%	(41)	27%	(35)	6%	(8)	10%	(12)	130
#1 Issue: Other	31%	(25)	40%	(32)	10%	(8)	3%	(3)	16%	(13)	81
2020 Vote: Joe Biden	37%	(79)	36%	(76)	15%	(31)	7%	(15)	6%	(13)	215
2020 Vote: Donald Trump	31%	(23)	37%	(27)	18%	(13)	5%	(4)	8%	(6)	73
2020 Vote: Didn't Vote	30%	(212)	35%	(249)	16%	(116)	7%	(49)	13%	(90)	716
2018 House Vote: Democrat	34%	(35)	35%	(35)	20%	(20)	7%	(7)	4%	(4)	101
2016 Vote: Hillary Clinton	40%	(28)	35%	(24)	12%	(8)	8%	(5)	5%	(3)	69
2016 Vote: Didn't Vote	31%	(277)	35%	(319)	16%	(147)	7%	(61)	11%	(102)	906
Voted in 2014: No	31%	(301)	35%	(344)	16%	(161)	7%	(68)	11%	(107)	981
4-Region: Northeast	28%	(47)	34%	(58)	14%	(25)	10%	(18)	14%	(23)	171
4-Region: Midwest	31%	(65)	36%	(77)	15%	(31)	5%	(11)	13%	(28)	212
4-Region: South	34%	(134)	32%	(126)	18%	(70)	6%	(25)	10%	(38)	393
4-Region: West	29%	(71)	40%	(97)	15%	(36)	7%	(16)	9%	(21)	242
Plans to Go to the Movies more	38%	(161)	36%	(152)	15%	(62)	5%	(22)	6%	(24)	422
Plans to Go to the Movies less	29%	(50)	34%	(61)	20%	(35)	9%	(15)	8%	(15)	176
Plans to Go to the Movies the Same	27%	(85)	34%	(106)	18%	(56)	9%	(27)	11%	(35)	309

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

**Table MCGZ18\_4:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
 Thriller/Mystery

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	43% (434)	34% (350)	9% (95)	5% (47)	9% (92)	1018
Gender: Male	35% (184)	38% (199)	12% (60)	5% (27)	9% (49)	519
Gender: Female	50% (250)	30% (151)	7% (35)	4% (20)	9% (43)	499
13-16	40% (135)	37% (125)	10% (32)	6% (20)	7% (24)	336
17-20	40% (140)	35% (122)	9% (33)	4% (13)	11% (38)	346
21-24	47% (159)	31% (103)	9% (30)	4% (14)	9% (30)	336
GenZers: 1997-2012	43% (434)	34% (350)	9% (95)	5% (47)	9% (92)	1018
PID: Dem (no lean)	47% (175)	33% (122)	9% (32)	4% (15)	7% (25)	368
PID: Ind (no lean)	43% (204)	36% (168)	7% (34)	5% (22)	9% (45)	473
PID: Rep (no lean)	31% (55)	34% (59)	16% (29)	6% (11)	13% (23)	177
PID/Gender: Dem Men	38% (67)	38% (65)	11% (19)	4% (7)	9% (16)	173
PID/Gender: Dem Women	55% (108)	29% (57)	7% (13)	4% (8)	5% (9)	195
PID/Gender: Ind Men	37% (90)	40% (97)	9% (21)	5% (12)	9% (23)	243
PID/Gender: Ind Women	49% (113)	31% (71)	6% (13)	4% (10)	10% (22)	230
PID/Gender: Rep Men	26% (27)	36% (37)	19% (20)	8% (9)	10% (11)	103
PID/Gender: Rep Women	38% (28)	31% (23)	12% (9)	3% (2)	16% (12)	74
Ideo: Liberal (1-3)	44% (164)	40% (149)	7% (27)	5% (18)	3% (12)	370
Ideo: Moderate (4)	44% (94)	33% (70)	11% (23)	3% (7)	9% (20)	214
Ideo: Conservative (5-7)	39% (62)	32% (51)	14% (22)	5% (8)	10% (15)	158
Educ: < College	43% (401)	35% (324)	10% (90)	4% (42)	9% (80)	938
Educ: Bachelors degree	38% (23)	35% (21)	8% (5)	6% (4)	14% (8)	61
Income: Under 50k	44% (266)	32% (193)	10% (60)	4% (26)	10% (61)	606
Income: 50k-100k	39% (109)	37% (103)	10% (27)	7% (20)	8% (21)	279
Income: 100k+	44% (59)	41% (54)	6% (8)	2% (2)	7% (10)	133
Ethnicity: White	45% (288)	34% (218)	9% (58)	4% (26)	8% (54)	645
Ethnicity: Hispanic	45% (110)	33% (82)	10% (24)	3% (7)	9% (22)	244
Ethnicity: Black	44% (71)	31% (50)	8% (12)	6% (9)	11% (18)	161
Ethnicity: Other	35% (74)	38% (81)	12% (25)	6% (12)	10% (20)	212

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**Table MCGZ18\_4:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
Thriller/Mystery

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	43%	(434)	34%	(350)	9%	(95)	5%	(47)	9%	(92)	1018
All Christian	35%	(75)	37%	(80)	13%	(28)	6%	(13)	9%	(19)	215
All Non-Christian	40%	(22)	32%	(18)	13%	(7)	7%	(4)	7%	(4)	55
Atheist	45%	(54)	30%	(36)	10%	(12)	5%	(6)	11%	(13)	121
Agnostic/Nothing in particular	43%	(170)	36%	(143)	7%	(27)	5%	(20)	10%	(38)	398
Something Else	49%	(112)	32%	(74)	9%	(20)	2%	(6)	8%	(18)	229
Religious Non-Protestant/Catholic	39%	(26)	33%	(22)	13%	(9)	7%	(5)	8%	(5)	67
Evangelical	41%	(64)	35%	(54)	9%	(14)	5%	(7)	11%	(17)	157
Non-Evangelical	43%	(115)	35%	(93)	12%	(31)	4%	(10)	7%	(19)	268
Community: Urban	47%	(117)	33%	(83)	8%	(20)	4%	(10)	8%	(19)	249
Community: Suburban	43%	(240)	33%	(187)	9%	(49)	5%	(30)	9%	(53)	558
Community: Rural	36%	(77)	38%	(80)	12%	(26)	3%	(7)	10%	(20)	211
Employ: Private Sector	44%	(66)	29%	(43)	12%	(18)	6%	(9)	9%	(14)	150
Employ: Self-Employed	48%	(32)	35%	(23)	5%	(4)	6%	(4)	5%	(4)	67
Employ: Student	41%	(206)	37%	(185)	10%	(49)	5%	(24)	8%	(39)	504
Employ: Unemployed	37%	(60)	35%	(55)	12%	(18)	4%	(6)	13%	(20)	159
Employ: Other	49%	(39)	32%	(25)	4%	(3)	3%	(2)	13%	(10)	79
Military HH: Yes	45%	(49)	36%	(40)	8%	(9)	5%	(6)	6%	(6)	110
Military HH: No	42%	(384)	34%	(310)	9%	(86)	5%	(42)	9%	(86)	908
RD/WT: Right Direction	44%	(199)	33%	(151)	9%	(43)	4%	(20)	9%	(42)	455
RD/WT: Wrong Track	42%	(235)	35%	(199)	9%	(52)	5%	(28)	9%	(50)	564
Biden Job Approve	48%	(249)	34%	(175)	8%	(41)	5%	(24)	6%	(30)	519
Biden Job Disapprove	39%	(119)	38%	(115)	12%	(36)	4%	(13)	7%	(23)	305
Biden Job Strongly Approve	53%	(84)	29%	(46)	5%	(8)	6%	(9)	7%	(11)	158
Biden Job Somewhat Approve	46%	(165)	36%	(129)	9%	(33)	4%	(15)	5%	(19)	361
Biden Job Somewhat Disapprove	37%	(56)	39%	(59)	14%	(21)	4%	(6)	5%	(8)	150
Biden Job Strongly Disapprove	41%	(63)	36%	(56)	9%	(14)	4%	(6)	10%	(15)	155
Favorable of Biden	46%	(240)	33%	(172)	10%	(49)	5%	(24)	6%	(32)	516
Unfavorable of Biden	40%	(148)	38%	(138)	10%	(36)	4%	(16)	8%	(28)	367

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**Table MCGZ18\_4:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
Thriller/Mystery

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	43%	(434)	34%	(350)	9%	(95)	5%	(47)	9%	(92)	1018
Very Favorable of Biden	50%	(84)	30%	(51)	7%	(12)	5%	(8)	8%	(14)	169
Somewhat Favorable of Biden	45%	(156)	35%	(121)	11%	(37)	5%	(16)	5%	(18)	347
Somewhat Unfavorable of Biden	39%	(65)	41%	(68)	10%	(17)	5%	(8)	4%	(7)	165
Very Unfavorable of Biden	41%	(83)	35%	(70)	10%	(19)	4%	(8)	10%	(21)	202
#1 Issue: Economy	43%	(130)	34%	(104)	8%	(25)	5%	(15)	10%	(29)	303
#1 Issue: Security	43%	(31)	31%	(22)	14%	(10)	6%	(4)	6%	(5)	72
#1 Issue: Health Care	41%	(48)	34%	(39)	9%	(11)	2%	(2)	14%	(16)	115
#1 Issue: Women's Issues	47%	(86)	31%	(56)	7%	(14)	6%	(11)	9%	(16)	183
#1 Issue: Education	40%	(49)	39%	(47)	10%	(12)	4%	(5)	7%	(8)	122
#1 Issue: Energy	44%	(57)	34%	(44)	11%	(14)	5%	(7)	7%	(9)	130
#1 Issue: Other	35%	(29)	42%	(34)	10%	(8)	3%	(3)	9%	(7)	81
2020 Vote: Joe Biden	53%	(113)	29%	(62)	9%	(19)	4%	(9)	5%	(11)	215
2020 Vote: Donald Trump	37%	(27)	33%	(24)	12%	(9)	4%	(3)	14%	(10)	73
2020 Vote: Didn't Vote	40%	(288)	36%	(260)	9%	(65)	5%	(36)	9%	(68)	716
2018 House Vote: Democrat	53%	(54)	31%	(31)	9%	(10)	5%	(5)	2%	(2)	101
2016 Vote: Hillary Clinton	50%	(35)	35%	(24)	12%	(8)	3%	(2)	1%	(1)	69
2016 Vote: Didn't Vote	42%	(380)	35%	(314)	9%	(85)	5%	(44)	9%	(84)	906
Voted in 2014: No	42%	(417)	34%	(336)	9%	(91)	5%	(45)	9%	(91)	981
4-Region: Northeast	44%	(76)	33%	(56)	7%	(12)	5%	(8)	11%	(19)	171
4-Region: Midwest	39%	(83)	37%	(78)	9%	(18)	6%	(12)	9%	(20)	212
4-Region: South	43%	(170)	35%	(138)	10%	(40)	4%	(17)	7%	(29)	393
4-Region: West	43%	(105)	32%	(77)	10%	(25)	4%	(11)	10%	(24)	242
Plans to Go to the Movies more	49%	(207)	33%	(140)	9%	(36)	4%	(17)	5%	(21)	422
Plans to Go to the Movies less	41%	(73)	35%	(62)	11%	(20)	6%	(11)	5%	(10)	176
Plans to Go to the Movies the Same	38%	(117)	38%	(117)	10%	(32)	5%	(15)	9%	(29)	309

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

**Table MCGZ18\_5: Now on a different topic** Please indicate if you have a favorable or unfavorable impression of the following movie genres.

Horror

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	41% (412)	24% (245)	14% (139)	14% (140)	8% (82)	1018
Gender: Male	36% (186)	27% (138)	15% (79)	13% (69)	9% (48)	519
Gender: Female	45% (227)	22% (107)	12% (60)	14% (71)	7% (34)	499
13-16	40% (135)	26% (87)	13% (43)	16% (53)	5% (18)	336
17-20	42% (144)	22% (77)	14% (50)	12% (41)	10% (34)	346
21-24	40% (133)	24% (81)	14% (46)	14% (46)	9% (30)	336
GenZers: 1997-2012	41% (412)	24% (245)	14% (139)	14% (140)	8% (82)	1018
PID: Dem (no lean)	44% (161)	26% (96)	13% (48)	12% (43)	6% (21)	368
PID: Ind (no lean)	44% (206)	20% (94)	13% (62)	14% (67)	9% (44)	473
PID: Rep (no lean)	26% (45)	31% (55)	17% (29)	17% (30)	10% (17)	177
PID/Gender: Dem Men	38% (65)	31% (54)	13% (22)	12% (20)	7% (12)	173
PID/Gender: Dem Women	49% (96)	22% (42)	13% (26)	12% (22)	4% (9)	195
PID/Gender: Ind Men	41% (99)	19% (47)	16% (39)	13% (32)	11% (26)	243
PID/Gender: Ind Women	46% (107)	21% (47)	10% (23)	15% (35)	8% (18)	230
PID/Gender: Rep Men	21% (21)	36% (37)	19% (19)	16% (16)	9% (9)	103
PID/Gender: Rep Women	33% (24)	24% (18)	14% (10)	19% (14)	11% (8)	74
Ideo: Liberal (1-3)	44% (163)	26% (96)	14% (50)	12% (46)	4% (16)	370
Ideo: Moderate (4)	41% (88)	22% (46)	15% (32)	12% (26)	10% (21)	214
Ideo: Conservative (5-7)	29% (46)	29% (46)	18% (28)	18% (28)	6% (10)	158
Educ: < College	41% (386)	24% (223)	14% (127)	14% (130)	8% (73)	938
Educ: Bachelors degree	30% (19)	29% (18)	16% (10)	15% (9)	9% (6)	61
Income: Under 50k	43% (263)	23% (140)	11% (66)	13% (82)	9% (56)	606
Income: 50k-100k	36% (101)	25% (71)	17% (48)	15% (41)	7% (18)	279
Income: 100k+	36% (48)	26% (34)	19% (25)	13% (18)	6% (8)	133
Ethnicity: White	41% (266)	25% (164)	12% (80)	13% (87)	8% (49)	645
Ethnicity: Hispanic	45% (109)	25% (60)	12% (29)	11% (26)	8% (20)	244
Ethnicity: Black	43% (69)	21% (34)	13% (21)	13% (21)	10% (16)	161
Ethnicity: Other	37% (78)	22% (47)	18% (38)	15% (32)	8% (17)	212

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**Table MCGZ18\_5:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
Horror

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	41%	(412)	24%	(245)	14%	(139)	14%	(140)	8%	(82)	1018
All Christian	33%	(70)	28%	(59)	16%	(34)	17%	(36)	7%	(16)	215
All Non-Christian	33%	(18)	23%	(13)	23%	(13)	17%	(9)	5%	(3)	55
Atheist	45%	(54)	22%	(27)	12%	(14)	15%	(18)	6%	(7)	121
Agnostic/Nothing in particular	46%	(181)	24%	(95)	11%	(44)	10%	(40)	10%	(38)	398
Something Else	39%	(88)	22%	(51)	15%	(34)	16%	(37)	8%	(18)	229
Religious Non-Protestant/Catholic	34%	(23)	23%	(15)	21%	(14)	18%	(12)	4%	(3)	67
Evangelical	27%	(43)	28%	(43)	13%	(21)	24%	(37)	8%	(12)	157
Non-Evangelical	40%	(108)	24%	(63)	16%	(44)	12%	(32)	8%	(21)	268
Community: Urban	46%	(115)	23%	(56)	11%	(26)	13%	(32)	8%	(20)	249
Community: Suburban	39%	(218)	24%	(135)	15%	(82)	15%	(82)	7%	(41)	558
Community: Rural	38%	(80)	26%	(54)	14%	(30)	12%	(26)	10%	(21)	211
Employ: Private Sector	35%	(52)	27%	(41)	16%	(24)	14%	(21)	8%	(12)	150
Employ: Self-Employed	51%	(34)	16%	(11)	17%	(11)	10%	(7)	6%	(4)	67
Employ: Student	41%	(208)	24%	(120)	14%	(72)	14%	(72)	6%	(32)	504
Employ: Unemployed	40%	(64)	24%	(39)	12%	(20)	13%	(20)	11%	(17)	159
Employ: Other	36%	(29)	28%	(22)	5%	(4)	18%	(14)	13%	(10)	79
Military HH: Yes	44%	(48)	23%	(25)	17%	(18)	10%	(11)	6%	(7)	110
Military HH: No	40%	(364)	24%	(219)	13%	(121)	14%	(129)	8%	(75)	908
RD/WT: Right Direction	42%	(191)	25%	(115)	13%	(58)	13%	(57)	7%	(34)	455
RD/WT: Wrong Track	39%	(221)	23%	(130)	14%	(81)	15%	(83)	9%	(48)	564
Biden Job Approve	44%	(226)	25%	(131)	13%	(68)	12%	(64)	6%	(30)	519
Biden Job Disapprove	37%	(113)	23%	(69)	17%	(51)	15%	(47)	8%	(26)	305
Biden Job Strongly Approve	44%	(70)	24%	(38)	12%	(18)	12%	(20)	8%	(12)	158
Biden Job Somewhat Approve	43%	(156)	26%	(93)	14%	(50)	12%	(44)	5%	(18)	361
Biden Job Somewhat Disapprove	38%	(56)	22%	(33)	17%	(26)	16%	(24)	7%	(10)	150
Biden Job Strongly Disapprove	36%	(56)	23%	(36)	16%	(25)	15%	(23)	10%	(16)	155
Favorable of Biden	43%	(224)	25%	(129)	14%	(70)	13%	(66)	5%	(26)	516
Unfavorable of Biden	38%	(141)	23%	(85)	14%	(53)	15%	(56)	8%	(31)	367

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**Table MCGZ18\_5:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
Horror

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	41%	(412)	24%	(245)	14%	(139)	14%	(140)	8%	(82)	1018
Very Favorable of Biden	45%	(75)	25%	(42)	12%	(21)	11%	(19)	7%	(11)	169
Somewhat Favorable of Biden	43%	(149)	25%	(87)	14%	(49)	13%	(47)	4%	(15)	347
Somewhat Unfavorable of Biden	40%	(65)	26%	(43)	13%	(21)	17%	(28)	5%	(8)	165
Very Unfavorable of Biden	38%	(76)	21%	(42)	16%	(32)	14%	(28)	11%	(23)	202
#1 Issue: Economy	35%	(107)	27%	(82)	15%	(46)	13%	(40)	10%	(30)	303
#1 Issue: Security	44%	(31)	19%	(14)	19%	(14)	12%	(9)	5%	(4)	72
#1 Issue: Health Care	37%	(43)	31%	(35)	8%	(9)	12%	(14)	12%	(14)	115
#1 Issue: Women's Issues	50%	(91)	14%	(26)	14%	(26)	16%	(29)	6%	(11)	183
#1 Issue: Education	41%	(50)	22%	(27)	12%	(15)	18%	(22)	6%	(7)	122
#1 Issue: Energy	38%	(49)	27%	(35)	14%	(18)	16%	(20)	6%	(8)	130
#1 Issue: Other	44%	(36)	30%	(24)	9%	(7)	8%	(7)	8%	(7)	81
2020 Vote: Joe Biden	44%	(94)	21%	(46)	14%	(30)	15%	(33)	6%	(13)	215
2020 Vote: Donald Trump	37%	(27)	28%	(21)	16%	(12)	8%	(6)	11%	(8)	73
2020 Vote: Didn't Vote	40%	(289)	24%	(175)	13%	(94)	14%	(99)	8%	(58)	716
2018 House Vote: Democrat	44%	(44)	27%	(28)	14%	(14)	12%	(12)	3%	(3)	101
2016 Vote: Hillary Clinton	39%	(27)	32%	(22)	12%	(8)	15%	(10)	2%	(1)	69
2016 Vote: Didn't Vote	41%	(368)	24%	(214)	14%	(124)	14%	(125)	8%	(76)	906
Voted in 2014: No	40%	(396)	24%	(236)	14%	(136)	14%	(133)	8%	(81)	981
4-Region: Northeast	40%	(69)	26%	(44)	13%	(22)	11%	(19)	10%	(18)	171
4-Region: Midwest	39%	(83)	25%	(53)	14%	(30)	12%	(25)	9%	(20)	212
4-Region: South	42%	(165)	22%	(86)	15%	(59)	14%	(56)	7%	(28)	393
4-Region: West	40%	(96)	26%	(62)	12%	(28)	17%	(40)	7%	(16)	242
Plans to Go to the Movies more	46%	(195)	25%	(103)	13%	(56)	11%	(47)	5%	(21)	422
Plans to Go to the Movies less	37%	(65)	23%	(41)	16%	(28)	16%	(28)	8%	(14)	176
Plans to Go to the Movies the Same	35%	(109)	25%	(79)	16%	(50)	17%	(52)	7%	(20)	309

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

**Table MCGZ18\_6:** *Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.*  
*Sci-fi*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	34% (346)	33% (338)	13% (129)	8% (79)	12% (127)	1018
Gender: Male	41% (214)	34% (176)	8% (41)	5% (27)	12% (60)	519
Gender: Female	26% (131)	32% (162)	18% (88)	10% (51)	13% (66)	499
13-16	30% (100)	34% (115)	17% (57)	9% (30)	10% (34)	336
17-20	35% (120)	31% (109)	10% (35)	8% (27)	16% (56)	346
21-24	37% (126)	34% (115)	11% (38)	6% (22)	11% (37)	336
GenZers: 1997-2012	34% (346)	33% (338)	13% (129)	8% (79)	12% (127)	1018
PID: Dem (no lean)	33% (123)	35% (130)	13% (49)	8% (30)	10% (38)	368
PID: Ind (no lean)	36% (169)	33% (156)	11% (52)	8% (36)	13% (61)	473
PID: Rep (no lean)	30% (54)	30% (52)	16% (29)	8% (14)	16% (28)	177
PID/Gender: Dem Men	42% (72)	35% (61)	6% (11)	7% (11)	10% (18)	173
PID/Gender: Dem Women	26% (50)	35% (68)	19% (38)	9% (18)	10% (20)	195
PID/Gender: Ind Men	43% (105)	33% (81)	6% (14)	4% (11)	13% (33)	243
PID/Gender: Ind Women	28% (64)	33% (75)	16% (38)	11% (25)	12% (28)	230
PID/Gender: Rep Men	36% (37)	33% (34)	16% (16)	5% (5)	10% (10)	103
PID/Gender: Rep Women	23% (17)	25% (18)	17% (13)	11% (8)	24% (18)	74
Ideo: Liberal (1-3)	36% (134)	35% (130)	13% (48)	8% (29)	8% (28)	370
Ideo: Moderate (4)	35% (74)	41% (87)	8% (18)	4% (9)	12% (26)	214
Ideo: Conservative (5-7)	32% (51)	31% (49)	17% (27)	10% (15)	11% (17)	158
Educ: < College	35% (326)	33% (310)	12% (115)	8% (71)	12% (115)	938
Educ: Bachelors degree	23% (14)	36% (22)	18% (11)	10% (6)	13% (8)	61
Income: Under 50k	33% (198)	31% (190)	13% (78)	8% (49)	15% (91)	606
Income: 50k-100k	35% (99)	33% (92)	13% (37)	9% (26)	9% (25)	279
Income: 100k+	37% (49)	42% (56)	10% (14)	3% (4)	8% (10)	133
Ethnicity: White	34% (222)	33% (212)	13% (83)	8% (55)	11% (73)	645
Ethnicity: Hispanic	40% (97)	29% (72)	11% (27)	6% (14)	14% (35)	244
Ethnicity: Black	31% (50)	34% (55)	11% (17)	8% (12)	16% (26)	161
Ethnicity: Other	35% (74)	33% (70)	14% (29)	6% (12)	13% (27)	212

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**Table MCGZ18\_6:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
*Sci-fi*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	34%	(346)	33%	(338)	13%	(129)	8%	(79)	12%	(127)	1018
All Christian	36%	(76)	35%	(74)	12%	(26)	7%	(15)	11%	(24)	215
All Non-Christian	34%	(19)	28%	(16)	18%	(10)	8%	(4)	11%	(6)	55
Atheist	45%	(54)	33%	(40)	8%	(9)	5%	(6)	9%	(11)	121
Agnostic/Nothing in particular	31%	(124)	33%	(133)	13%	(53)	8%	(33)	14%	(54)	398
Something Else	32%	(72)	33%	(75)	13%	(31)	9%	(20)	14%	(31)	229
Religious Non-Protestant/Catholic	32%	(21)	32%	(21)	19%	(12)	9%	(6)	9%	(6)	67
Evangelical	26%	(41)	36%	(56)	13%	(20)	10%	(16)	16%	(25)	157
Non-Evangelical	38%	(102)	33%	(87)	12%	(32)	7%	(18)	11%	(30)	268
Community: Urban	34%	(83)	34%	(84)	12%	(30)	9%	(22)	12%	(29)	249
Community: Suburban	35%	(198)	34%	(189)	12%	(65)	8%	(44)	11%	(63)	558
Community: Rural	30%	(64)	31%	(65)	16%	(34)	6%	(13)	17%	(35)	211
Employ: Private Sector	41%	(61)	34%	(51)	10%	(14)	7%	(10)	9%	(14)	150
Employ: Self-Employed	34%	(23)	35%	(23)	15%	(10)	9%	(6)	8%	(5)	67
Employ: Student	33%	(167)	34%	(172)	13%	(65)	8%	(40)	12%	(59)	504
Employ: Unemployed	33%	(52)	30%	(48)	13%	(21)	8%	(12)	16%	(26)	159
Employ: Other	35%	(27)	33%	(26)	6%	(5)	8%	(7)	18%	(14)	79
Military HH: Yes	42%	(46)	26%	(28)	12%	(14)	8%	(9)	11%	(12)	110
Military HH: No	33%	(299)	34%	(310)	13%	(116)	8%	(70)	13%	(114)	908
RD/WT: Right Direction	34%	(156)	34%	(155)	11%	(51)	8%	(35)	13%	(58)	455
RD/WT: Wrong Track	34%	(190)	32%	(183)	14%	(78)	8%	(43)	12%	(69)	564
Biden Job Approve	34%	(178)	38%	(195)	12%	(64)	8%	(40)	8%	(42)	519
Biden Job Disapprove	37%	(111)	28%	(87)	14%	(42)	8%	(24)	14%	(41)	305
Biden Job Strongly Approve	42%	(66)	32%	(51)	10%	(15)	7%	(11)	9%	(15)	158
Biden Job Somewhat Approve	31%	(113)	40%	(144)	13%	(48)	8%	(28)	8%	(27)	361
Biden Job Somewhat Disapprove	40%	(60)	28%	(43)	14%	(21)	9%	(13)	9%	(14)	150
Biden Job Strongly Disapprove	33%	(52)	28%	(44)	13%	(21)	7%	(11)	18%	(27)	155
Favorable of Biden	38%	(198)	34%	(175)	12%	(62)	7%	(39)	8%	(44)	516
Unfavorable of Biden	33%	(121)	32%	(117)	15%	(54)	7%	(27)	13%	(47)	367

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**Table MCGZ18\_6:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
*Sci-fi*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	34%	(346)	33%	(338)	13%	(129)	8%	(79)	12%	(127)	1018
Very Favorable of Biden	43%	(73)	29%	(49)	11%	(18)	7%	(12)	10%	(18)	169
Somewhat Favorable of Biden	36%	(125)	36%	(125)	13%	(44)	8%	(27)	8%	(26)	347
Somewhat Unfavorable of Biden	33%	(54)	36%	(59)	15%	(25)	9%	(15)	8%	(12)	165
Very Unfavorable of Biden	33%	(67)	29%	(59)	14%	(28)	6%	(13)	17%	(35)	202
#1 Issue: Economy	34%	(103)	32%	(98)	14%	(41)	7%	(21)	13%	(41)	303
#1 Issue: Security	31%	(22)	39%	(28)	8%	(6)	12%	(9)	11%	(8)	72
#1 Issue: Health Care	33%	(38)	36%	(41)	10%	(12)	6%	(7)	15%	(17)	115
#1 Issue: Women's Issues	25%	(46)	31%	(57)	23%	(42)	8%	(15)	13%	(23)	183
#1 Issue: Education	44%	(54)	32%	(39)	8%	(10)	6%	(7)	9%	(11)	122
#1 Issue: Energy	40%	(53)	37%	(49)	8%	(10)	8%	(10)	7%	(9)	130
#1 Issue: Other	34%	(28)	27%	(22)	8%	(7)	9%	(8)	21%	(17)	81
2020 Vote: Joe Biden	40%	(85)	33%	(71)	11%	(24)	7%	(15)	9%	(19)	215
2020 Vote: Donald Trump	29%	(21)	38%	(27)	17%	(12)	4%	(3)	12%	(9)	73
2020 Vote: Didn't Vote	33%	(234)	33%	(235)	13%	(92)	8%	(60)	13%	(95)	716
2018 House Vote: Democrat	41%	(42)	39%	(40)	9%	(10)	6%	(6)	4%	(4)	101
2016 Vote: Hillary Clinton	36%	(25)	42%	(29)	10%	(7)	6%	(4)	5%	(4)	69
2016 Vote: Didn't Vote	34%	(305)	33%	(296)	13%	(115)	8%	(70)	13%	(120)	906
Voted in 2014: No	34%	(333)	33%	(327)	13%	(125)	7%	(72)	13%	(124)	981
4-Region: Northeast	34%	(58)	36%	(61)	11%	(19)	7%	(12)	12%	(21)	171
4-Region: Midwest	35%	(75)	34%	(72)	12%	(26)	5%	(11)	13%	(28)	212
4-Region: South	38%	(147)	30%	(119)	13%	(50)	8%	(32)	11%	(44)	393
4-Region: West	27%	(65)	35%	(86)	14%	(35)	10%	(23)	14%	(34)	242
Plans to Go to the Movies more	39%	(165)	33%	(141)	12%	(50)	8%	(33)	8%	(33)	422
Plans to Go to the Movies less	33%	(57)	30%	(53)	16%	(29)	9%	(16)	12%	(21)	176
Plans to Go to the Movies the Same	32%	(99)	38%	(118)	13%	(39)	7%	(21)	10%	(31)	309

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

**Table MCGZ18\_7: Now on a different topic** Please indicate if you have a favorable or unfavorable impression of the following movie genres.

*Fantasy*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	36% (369)	35% (357)	11% (110)	6% (59)	12% (122)	1018
Gender: Male	35% (182)	35% (181)	12% (61)	5% (28)	13% (67)	519
Gender: Female	38% (188)	35% (176)	10% (49)	6% (31)	11% (55)	499
13-16	33% (110)	38% (127)	13% (44)	7% (23)	10% (33)	336
17-20	37% (127)	36% (124)	9% (31)	4% (13)	15% (51)	346
21-24	39% (133)	32% (106)	11% (35)	7% (23)	12% (39)	336
GenZers: 1997-2012	36% (369)	35% (357)	11% (110)	6% (59)	12% (122)	1018
PID: Dem (no lean)	39% (145)	35% (127)	10% (36)	7% (25)	10% (35)	368
PID: Ind (no lean)	37% (175)	34% (161)	13% (60)	4% (21)	12% (55)	473
PID: Rep (no lean)	28% (49)	39% (68)	8% (14)	7% (13)	18% (32)	177
PID/Gender: Dem Men	38% (67)	36% (62)	8% (13)	6% (10)	12% (21)	173
PID/Gender: Dem Women	40% (78)	33% (65)	11% (22)	8% (15)	7% (14)	195
PID/Gender: Ind Men	37% (90)	30% (73)	15% (38)	4% (9)	14% (33)	243
PID/Gender: Ind Women	37% (85)	38% (88)	10% (23)	5% (12)	10% (22)	230
PID/Gender: Rep Men	24% (25)	45% (46)	10% (10)	8% (8)	13% (13)	103
PID/Gender: Rep Women	33% (25)	30% (22)	6% (4)	6% (5)	25% (19)	74
Ideo: Liberal (1-3)	40% (149)	37% (136)	11% (39)	6% (23)	6% (22)	370
Ideo: Moderate (4)	36% (76)	38% (80)	10% (22)	4% (9)	12% (26)	214
Ideo: Conservative (5-7)	28% (44)	43% (68)	11% (17)	6% (9)	13% (21)	158
Educ: < College	37% (344)	35% (329)	11% (99)	6% (55)	12% (111)	938
Educ: Bachelors degree	28% (17)	34% (21)	16% (10)	6% (4)	15% (9)	61
Income: Under 50k	38% (228)	33% (203)	10% (58)	6% (34)	14% (84)	606
Income: 50k-100k	35% (97)	34% (95)	13% (36)	8% (23)	10% (28)	279
Income: 100k+	33% (44)	44% (59)	13% (17)	2% (2)	8% (10)	133
Ethnicity: White	36% (234)	35% (225)	11% (72)	6% (38)	12% (77)	645
Ethnicity: Hispanic	38% (92)	31% (77)	9% (23)	6% (15)	15% (37)	244
Ethnicity: Black	41% (65)	31% (50)	9% (14)	4% (7)	15% (24)	161
Ethnicity: Other	33% (70)	39% (82)	11% (24)	7% (14)	10% (22)	212

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**Table MCGZ18\_7:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
Fantasy

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	36%	(369)	35%	(357)	11%	(110)	6%	(59)	12%	(122)	1018
All Christian	35%	(76)	36%	(78)	10%	(21)	7%	(15)	11%	(25)	215
All Non-Christian	30%	(17)	32%	(18)	19%	(10)	10%	(5)	9%	(5)	55
Atheist	38%	(45)	37%	(45)	9%	(11)	6%	(7)	10%	(12)	121
Agnostic/Nothing in particular	36%	(143)	36%	(144)	10%	(39)	5%	(20)	13%	(52)	398
Something Else	39%	(89)	31%	(71)	12%	(28)	5%	(12)	12%	(28)	229
Religious Non-Protestant/Catholic	29%	(19)	34%	(23)	18%	(12)	10%	(7)	10%	(6)	67
Evangelical	33%	(52)	35%	(54)	13%	(20)	6%	(9)	13%	(21)	157
Non-Evangelical	39%	(106)	33%	(89)	11%	(29)	6%	(16)	11%	(29)	268
Community: Urban	35%	(88)	32%	(80)	12%	(30)	8%	(19)	13%	(32)	249
Community: Suburban	37%	(209)	35%	(194)	10%	(58)	5%	(30)	12%	(67)	558
Community: Rural	34%	(72)	39%	(83)	11%	(23)	5%	(10)	11%	(24)	211
Employ: Private Sector	42%	(63)	33%	(50)	10%	(15)	6%	(9)	8%	(12)	150
Employ: Self-Employed	34%	(23)	38%	(26)	14%	(10)	5%	(3)	8%	(6)	67
Employ: Student	36%	(184)	38%	(191)	11%	(57)	4%	(19)	11%	(53)	504
Employ: Unemployed	29%	(45)	34%	(54)	10%	(16)	12%	(18)	16%	(25)	159
Employ: Other	41%	(33)	20%	(16)	9%	(7)	6%	(5)	23%	(18)	79
Military HH: Yes	43%	(47)	35%	(38)	12%	(13)	4%	(5)	6%	(6)	110
Military HH: No	36%	(323)	35%	(319)	11%	(97)	6%	(54)	13%	(116)	908
RD/WT: Right Direction	37%	(170)	34%	(154)	11%	(52)	6%	(26)	12%	(53)	455
RD/WT: Wrong Track	35%	(200)	36%	(203)	10%	(58)	6%	(33)	12%	(70)	564
Biden Job Approve	40%	(209)	35%	(180)	11%	(55)	5%	(28)	9%	(46)	519
Biden Job Disapprove	33%	(100)	38%	(116)	11%	(32)	6%	(17)	13%	(39)	305
Biden Job Strongly Approve	49%	(78)	27%	(43)	7%	(11)	5%	(8)	11%	(18)	158
Biden Job Somewhat Approve	36%	(132)	38%	(137)	12%	(44)	6%	(20)	8%	(28)	361
Biden Job Somewhat Disapprove	35%	(52)	40%	(60)	10%	(16)	6%	(9)	8%	(12)	150
Biden Job Strongly Disapprove	31%	(48)	36%	(56)	11%	(16)	5%	(8)	17%	(27)	155
Favorable of Biden	41%	(211)	35%	(182)	10%	(49)	5%	(28)	9%	(46)	516
Unfavorable of Biden	33%	(121)	37%	(134)	12%	(45)	6%	(22)	12%	(44)	367

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**Table MCGZ18\_7:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
Fantasy

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	36%	(369)	35%	(357)	11%	(110)	6%	(59)	12%	(122)	1018
Very Favorable of Biden	47%	(79)	30%	(51)	6%	(10)	4%	(7)	13%	(22)	169
Somewhat Favorable of Biden	38%	(132)	38%	(131)	11%	(39)	6%	(22)	7%	(24)	347
Somewhat Unfavorable of Biden	36%	(59)	39%	(65)	14%	(23)	5%	(9)	6%	(9)	165
Very Unfavorable of Biden	31%	(63)	34%	(69)	11%	(22)	7%	(13)	17%	(35)	202
#1 Issue: Economy	34%	(103)	36%	(108)	10%	(30)	7%	(20)	14%	(42)	303
#1 Issue: Security	31%	(22)	26%	(19)	13%	(9)	12%	(8)	19%	(14)	72
#1 Issue: Health Care	44%	(51)	31%	(36)	10%	(11)	4%	(4)	11%	(13)	115
#1 Issue: Women's Issues	35%	(64)	40%	(72)	9%	(17)	7%	(12)	9%	(16)	183
#1 Issue: Education	46%	(56)	33%	(40)	10%	(12)	5%	(6)	7%	(8)	122
#1 Issue: Energy	32%	(42)	39%	(51)	12%	(16)	5%	(6)	12%	(15)	130
#1 Issue: Other	35%	(28)	34%	(27)	16%	(13)	1%	(1)	14%	(11)	81
2020 Vote: Joe Biden	45%	(96)	32%	(69)	9%	(20)	6%	(13)	8%	(16)	215
2020 Vote: Donald Trump	28%	(20)	34%	(25)	10%	(7)	7%	(5)	21%	(15)	73
2020 Vote: Didn't Vote	35%	(249)	36%	(260)	11%	(81)	6%	(40)	12%	(87)	716
2018 House Vote: Democrat	48%	(49)	30%	(31)	10%	(10)	5%	(5)	6%	(6)	101
2016 Vote: Hillary Clinton	37%	(26)	36%	(25)	14%	(10)	6%	(4)	7%	(5)	69
2016 Vote: Didn't Vote	36%	(322)	35%	(321)	11%	(99)	6%	(52)	12%	(112)	906
Voted in 2014: No	36%	(350)	35%	(348)	11%	(107)	6%	(57)	12%	(121)	981
4-Region: Northeast	35%	(59)	33%	(57)	13%	(22)	7%	(12)	12%	(21)	171
4-Region: Midwest	38%	(81)	36%	(76)	10%	(21)	4%	(8)	12%	(25)	212
4-Region: South	39%	(152)	36%	(143)	8%	(31)	6%	(23)	11%	(44)	393
4-Region: West	32%	(77)	34%	(81)	15%	(36)	6%	(16)	13%	(32)	242
Plans to Go to the Movies more	42%	(176)	33%	(141)	13%	(53)	5%	(20)	8%	(32)	422
Plans to Go to the Movies less	35%	(62)	31%	(54)	12%	(21)	9%	(16)	13%	(23)	176
Plans to Go to the Movies the Same	33%	(101)	42%	(129)	9%	(28)	5%	(15)	12%	(36)	309

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

**Table MCGZ18\_8: Now on a different topic** Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
**Action**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	46% (466)	33% (336)	9% (92)	4% (38)	8% (86)	1018
Gender: Male	52% (270)	31% (163)	6% (32)	3% (15)	8% (40)	519
Gender: Female	39% (197)	35% (173)	12% (60)	4% (22)	9% (47)	499
13-16	46% (156)	32% (106)	12% (39)	3% (11)	7% (23)	336
17-20	44% (154)	32% (111)	8% (28)	4% (15)	11% (39)	346
21-24	47% (157)	35% (119)	7% (25)	3% (12)	7% (24)	336
GenZers: 1997-2012	46% (466)	33% (336)	9% (92)	4% (38)	8% (86)	1018
PID: Dem (no lean)	42% (154)	32% (119)	13% (50)	5% (19)	7% (26)	368
PID: Ind (no lean)	49% (233)	34% (160)	6% (29)	3% (13)	8% (38)	473
PID: Rep (no lean)	45% (80)	32% (56)	7% (13)	3% (6)	12% (22)	177
PID/Gender: Dem Men	46% (80)	33% (57)	10% (18)	2% (4)	8% (14)	173
PID/Gender: Dem Women	38% (74)	32% (63)	16% (32)	8% (15)	6% (12)	195
PID/Gender: Ind Men	56% (137)	31% (74)	3% (7)	3% (7)	7% (17)	243
PID/Gender: Ind Women	41% (95)	37% (86)	10% (22)	2% (5)	9% (21)	230
PID/Gender: Rep Men	51% (52)	31% (32)	7% (7)	3% (4)	8% (8)	103
PID/Gender: Rep Women	37% (27)	33% (25)	8% (6)	3% (2)	18% (14)	74
Ideo: Liberal (1-3)	41% (152)	35% (128)	13% (47)	6% (21)	6% (22)	370
Ideo: Moderate (4)	49% (105)	34% (72)	7% (15)	3% (7)	7% (14)	214
Ideo: Conservative (5-7)	48% (75)	34% (55)	7% (11)	1% (2)	10% (15)	158
Educ: < College	46% (433)	33% (308)	9% (84)	4% (34)	8% (79)	938
Educ: Bachelors degree	37% (23)	39% (24)	8% (5)	5% (3)	10% (6)	61
Income: Under 50k	45% (273)	33% (198)	8% (51)	4% (23)	10% (62)	606
Income: 50k-100k	49% (137)	30% (83)	11% (31)	4% (12)	6% (18)	279
Income: 100k+	43% (57)	41% (55)	8% (11)	3% (3)	5% (7)	133
Ethnicity: White	44% (285)	34% (218)	10% (66)	4% (23)	8% (53)	645
Ethnicity: Hispanic	48% (117)	31% (75)	9% (21)	5% (11)	8% (20)	244
Ethnicity: Black	51% (82)	30% (48)	6% (9)	2% (3)	12% (19)	161
Ethnicity: Other	47% (100)	33% (70)	8% (17)	5% (11)	7% (14)	212

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**Table MCGZ18\_8:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.

Action

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	46%	(466)	33%	(336)	9%	(92)	4%	(38)	8%	(86)	1018
All Christian	52%	(111)	31%	(66)	8%	(18)	2%	(4)	8%	(16)	215
All Non-Christian	37%	(21)	30%	(16)	15%	(9)	10%	(6)	7%	(4)	55
Atheist	34%	(42)	36%	(43)	15%	(18)	9%	(11)	6%	(7)	121
Agnostic/Nothing in particular	43%	(172)	37%	(145)	7%	(29)	3%	(11)	10%	(40)	398
Something Else	53%	(121)	28%	(65)	8%	(19)	2%	(5)	8%	(18)	229
Religious Non-Protestant/Catholic	34%	(23)	34%	(23)	13%	(9)	11%	(7)	8%	(6)	67
Evangelical	56%	(87)	30%	(47)	5%	(8)	2%	(3)	8%	(12)	157
Non-Evangelical	52%	(139)	28%	(75)	11%	(28)	2%	(5)	8%	(21)	268
Community: Urban	47%	(117)	32%	(79)	8%	(19)	6%	(15)	7%	(19)	249
Community: Suburban	46%	(259)	32%	(178)	10%	(55)	3%	(19)	8%	(47)	558
Community: Rural	43%	(90)	37%	(78)	9%	(18)	2%	(4)	10%	(21)	211
Employ: Private Sector	45%	(67)	39%	(59)	5%	(8)	4%	(7)	6%	(9)	150
Employ: Self-Employed	48%	(32)	39%	(26)	3%	(2)	3%	(2)	8%	(5)	67
Employ: Student	46%	(232)	32%	(159)	12%	(58)	3%	(17)	7%	(38)	504
Employ: Unemployed	49%	(77)	29%	(46)	6%	(9)	5%	(8)	11%	(18)	159
Employ: Other	45%	(36)	35%	(28)	5%	(4)	3%	(2)	12%	(10)	79
Military HH: Yes	56%	(61)	28%	(30)	8%	(9)	3%	(3)	6%	(7)	110
Military HH: No	45%	(406)	34%	(306)	9%	(83)	4%	(35)	9%	(80)	908
RD/WT: Right Direction	48%	(219)	33%	(148)	9%	(39)	3%	(16)	7%	(33)	455
RD/WT: Wrong Track	44%	(247)	33%	(188)	9%	(53)	4%	(22)	9%	(53)	564
Biden Job Approve	48%	(250)	33%	(171)	10%	(51)	4%	(21)	5%	(25)	519
Biden Job Disapprove	45%	(138)	34%	(102)	9%	(27)	4%	(11)	9%	(27)	305
Biden Job Strongly Approve	54%	(86)	28%	(45)	8%	(12)	3%	(5)	6%	(10)	158
Biden Job Somewhat Approve	45%	(164)	35%	(127)	11%	(39)	5%	(16)	4%	(15)	361
Biden Job Somewhat Disapprove	43%	(64)	34%	(51)	11%	(16)	4%	(6)	9%	(13)	150
Biden Job Strongly Disapprove	47%	(74)	33%	(51)	7%	(12)	3%	(5)	9%	(14)	155
Favorable of Biden	50%	(260)	31%	(162)	9%	(49)	4%	(20)	5%	(26)	516
Unfavorable of Biden	44%	(160)	36%	(130)	8%	(29)	4%	(13)	9%	(34)	367

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**Table MCGZ18\_8:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
Action

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	46%	(466)	33%	(336)	9%	(92)	4%	(38)	8%	(86)	1018
Very Favorable of Biden	54%	(92)	29%	(49)	7%	(12)	1%	(1)	9%	(15)	169
Somewhat Favorable of Biden	48%	(168)	32%	(112)	11%	(37)	5%	(18)	3%	(12)	347
Somewhat Unfavorable of Biden	43%	(71)	37%	(61)	9%	(15)	4%	(7)	7%	(11)	165
Very Unfavorable of Biden	44%	(90)	34%	(70)	7%	(14)	3%	(5)	11%	(23)	202
#1 Issue: Economy	49%	(150)	31%	(94)	6%	(17)	4%	(13)	10%	(29)	303
#1 Issue: Security	46%	(33)	35%	(25)	6%	(4)	5%	(4)	8%	(6)	72
#1 Issue: Health Care	37%	(43)	42%	(48)	9%	(11)	1%	(2)	10%	(12)	115
#1 Issue: Women's Issues	39%	(71)	32%	(58)	14%	(26)	6%	(11)	9%	(16)	183
#1 Issue: Education	50%	(61)	30%	(36)	9%	(11)	4%	(4)	8%	(9)	122
#1 Issue: Energy	49%	(64)	32%	(42)	10%	(13)	3%	(3)	6%	(8)	130
#1 Issue: Other	48%	(39)	37%	(30)	10%	(8)	—	(0)	5%	(4)	81
2020 Vote: Joe Biden	48%	(104)	30%	(64)	10%	(22)	5%	(12)	6%	(14)	215
2020 Vote: Donald Trump	42%	(31)	41%	(30)	4%	(3)	3%	(2)	10%	(7)	73
2020 Vote: Didn't Vote	45%	(322)	33%	(238)	9%	(68)	3%	(24)	9%	(65)	716
2018 House Vote: Democrat	46%	(46)	39%	(39)	9%	(10)	2%	(2)	4%	(4)	101
2016 Vote: Hillary Clinton	44%	(30)	37%	(26)	10%	(7)	3%	(2)	6%	(4)	69
2016 Vote: Didn't Vote	46%	(416)	33%	(297)	9%	(79)	4%	(34)	9%	(80)	906
Voted in 2014: No	46%	(448)	33%	(323)	9%	(89)	4%	(38)	9%	(84)	981
4-Region: Northeast	49%	(83)	29%	(50)	7%	(13)	4%	(8)	10%	(18)	171
4-Region: Midwest	42%	(89)	33%	(70)	11%	(23)	2%	(4)	12%	(25)	212
4-Region: South	47%	(185)	34%	(135)	8%	(32)	3%	(14)	7%	(27)	393
4-Region: West	45%	(109)	33%	(81)	10%	(24)	5%	(12)	7%	(16)	242
Plans to Go to the Movies more	51%	(216)	33%	(141)	9%	(38)	3%	(11)	4%	(16)	422
Plans to Go to the Movies less	45%	(79)	32%	(56)	8%	(14)	7%	(12)	9%	(15)	176
Plans to Go to the Movies the Same	43%	(132)	36%	(111)	12%	(36)	3%	(10)	7%	(21)	309

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

**Table MCGZ18\_9: Now on a different topic** Please indicate if you have a favorable or unfavorable impression of the following movie genres.

*Adventure*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	40% (404)	40% (408)	6% (66)	4% (36)	10% (103)	1018
Gender: Male	42% (219)	39% (201)	5% (28)	3% (17)	11% (55)	519
Gender: Female	37% (186)	41% (207)	8% (38)	4% (20)	10% (48)	499
13-16	37% (126)	43% (144)	7% (25)	5% (16)	8% (25)	336
17-20	37% (130)	41% (142)	5% (17)	3% (11)	13% (46)	346
21-24	44% (149)	36% (122)	7% (24)	3% (9)	9% (32)	336
GenZers: 1997-2012	40% (404)	40% (408)	6% (66)	4% (36)	10% (103)	1018
PID: Dem (no lean)	40% (146)	42% (154)	8% (29)	4% (14)	7% (24)	368
PID: Ind (no lean)	40% (188)	40% (190)	5% (25)	3% (14)	12% (58)	473
PID: Rep (no lean)	40% (70)	37% (65)	7% (12)	5% (9)	12% (21)	177
PID/Gender: Dem Men	43% (74)	42% (72)	6% (11)	2% (3)	7% (13)	173
PID/Gender: Dem Women	37% (73)	42% (82)	10% (19)	5% (11)	6% (11)	195
PID/Gender: Ind Men	43% (104)	36% (88)	4% (10)	3% (7)	14% (33)	243
PID/Gender: Ind Women	36% (83)	44% (101)	6% (14)	3% (7)	11% (24)	230
PID/Gender: Rep Men	39% (40)	40% (41)	6% (7)	6% (6)	8% (9)	103
PID/Gender: Rep Women	40% (30)	32% (24)	7% (5)	4% (3)	17% (12)	74
Ideo: Liberal (1-3)	38% (142)	45% (165)	7% (27)	5% (18)	5% (19)	370
Ideo: Moderate (4)	42% (89)	39% (84)	5% (10)	3% (6)	12% (25)	214
Ideo: Conservative (5-7)	42% (66)	42% (67)	6% (9)	3% (4)	8% (12)	158
Educ: < College	40% (373)	41% (380)	6% (59)	4% (34)	10% (92)	938
Educ: Bachelors degree	33% (20)	37% (23)	10% (6)	3% (2)	17% (10)	61
Income: Under 50k	40% (241)	37% (226)	6% (37)	4% (26)	13% (76)	606
Income: 50k-100k	40% (111)	42% (116)	8% (22)	3% (9)	8% (21)	279
Income: 100k+	40% (53)	50% (66)	6% (8)	1% (1)	4% (5)	133
Ethnicity: White	39% (253)	41% (267)	7% (44)	4% (25)	9% (56)	645
Ethnicity: Hispanic	42% (102)	37% (91)	5% (12)	4% (10)	12% (28)	244
Ethnicity: Black	46% (74)	33% (53)	5% (8)	1% (2)	14% (23)	161
Ethnicity: Other	37% (78)	41% (88)	7% (15)	4% (9)	11% (23)	212

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**Table MCGZ18\_9:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
*Adventure*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	40%	(404)	40%	(408)	6%	(66)	4%	(36)	10%	(103)	1018
All Christian	45%	(96)	38%	(81)	7%	(15)	3%	(6)	7%	(16)	215
All Non-Christian	39%	(22)	32%	(18)	13%	(7)	7%	(4)	9%	(5)	55
Atheist	36%	(43)	42%	(50)	6%	(8)	4%	(5)	12%	(14)	121
Agnostic/Nothing in particular	36%	(143)	43%	(170)	6%	(24)	4%	(17)	11%	(44)	398
Something Else	44%	(100)	39%	(88)	5%	(12)	2%	(5)	10%	(24)	229
Religious Non-Protestant/Catholic	39%	(26)	35%	(23)	11%	(7)	8%	(5)	7%	(5)	67
Evangelical	40%	(63)	42%	(66)	6%	(9)	2%	(4)	9%	(14)	157
Non-Evangelical	46%	(124)	36%	(96)	6%	(17)	2%	(6)	10%	(26)	268
Community: Urban	45%	(111)	36%	(89)	5%	(13)	5%	(11)	10%	(24)	249
Community: Suburban	40%	(223)	41%	(229)	6%	(36)	3%	(16)	10%	(55)	558
Community: Rural	33%	(70)	43%	(90)	8%	(17)	4%	(9)	11%	(24)	211
Employ: Private Sector	44%	(65)	36%	(54)	9%	(14)	4%	(6)	7%	(10)	150
Employ: Self-Employed	41%	(27)	46%	(31)	7%	(4)	—	(0)	7%	(5)	67
Employ: Student	39%	(194)	42%	(214)	5%	(27)	4%	(19)	10%	(50)	504
Employ: Unemployed	41%	(66)	34%	(55)	9%	(14)	5%	(8)	11%	(17)	159
Employ: Other	37%	(30)	44%	(35)	2%	(1)	2%	(2)	15%	(12)	79
Military HH: Yes	44%	(48)	43%	(47)	5%	(5)	3%	(4)	5%	(5)	110
Military HH: No	39%	(356)	40%	(361)	7%	(61)	4%	(33)	11%	(98)	908
RD/WT: Right Direction	42%	(191)	39%	(175)	6%	(29)	3%	(16)	10%	(43)	455
RD/WT: Wrong Track	38%	(213)	41%	(233)	7%	(37)	4%	(21)	11%	(60)	564
Biden Job Approve	43%	(222)	41%	(213)	6%	(32)	3%	(18)	7%	(35)	519
Biden Job Disapprove	41%	(125)	36%	(110)	8%	(23)	4%	(13)	11%	(35)	305
Biden Job Strongly Approve	51%	(80)	35%	(55)	4%	(7)	2%	(4)	8%	(12)	158
Biden Job Somewhat Approve	39%	(142)	44%	(157)	7%	(25)	4%	(14)	6%	(23)	361
Biden Job Somewhat Disapprove	39%	(58)	41%	(61)	5%	(8)	6%	(8)	10%	(15)	150
Biden Job Strongly Disapprove	43%	(66)	32%	(49)	10%	(15)	3%	(5)	13%	(20)	155
Favorable of Biden	44%	(229)	39%	(200)	6%	(31)	3%	(17)	8%	(39)	516
Unfavorable of Biden	37%	(137)	41%	(152)	7%	(25)	4%	(14)	11%	(39)	367

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**Table MCGZ18\_9:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
Adventure

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	40%	(404)	40%	(408)	6%	(66)	4%	(36)	10%	(103)	1018
Very Favorable of Biden	51%	(85)	35%	(58)	6%	(11)	1%	(2)	7%	(13)	169
Somewhat Favorable of Biden	42%	(144)	41%	(141)	6%	(20)	4%	(15)	8%	(26)	347
Somewhat Unfavorable of Biden	34%	(57)	49%	(80)	4%	(7)	6%	(10)	7%	(12)	165
Very Unfavorable of Biden	40%	(80)	36%	(72)	9%	(18)	2%	(5)	13%	(27)	202
#1 Issue: Economy	47%	(143)	34%	(102)	5%	(15)	3%	(8)	12%	(36)	303
#1 Issue: Security	39%	(28)	34%	(24)	12%	(9)	2%	(2)	12%	(9)	72
#1 Issue: Health Care	38%	(44)	43%	(50)	4%	(5)	3%	(4)	11%	(12)	115
#1 Issue: Women's Issues	30%	(54)	48%	(88)	7%	(12)	7%	(13)	8%	(15)	183
#1 Issue: Education	43%	(52)	41%	(50)	6%	(8)	4%	(5)	6%	(8)	122
#1 Issue: Energy	40%	(52)	42%	(55)	7%	(10)	3%	(4)	8%	(10)	130
#1 Issue: Other	32%	(25)	45%	(36)	7%	(5)	2%	(1)	15%	(12)	81
2020 Vote: Joe Biden	48%	(103)	37%	(79)	5%	(12)	3%	(6)	7%	(15)	215
2020 Vote: Donald Trump	26%	(19)	44%	(32)	10%	(7)	6%	(4)	14%	(10)	73
2020 Vote: Didn't Vote	38%	(273)	41%	(296)	7%	(47)	4%	(25)	11%	(75)	716
2018 House Vote: Democrat	49%	(49)	42%	(42)	5%	(5)	—	(0)	4%	(4)	101
2016 Vote: Hillary Clinton	43%	(30)	46%	(32)	3%	(2)	2%	(1)	6%	(4)	69
2016 Vote: Didn't Vote	39%	(353)	40%	(366)	7%	(60)	4%	(33)	10%	(94)	906
Voted in 2014: No	39%	(384)	40%	(396)	7%	(65)	4%	(35)	10%	(100)	981
4-Region: Northeast	39%	(66)	41%	(70)	7%	(12)	2%	(4)	11%	(19)	171
4-Region: Midwest	36%	(77)	48%	(101)	4%	(8)	1%	(2)	11%	(23)	212
4-Region: South	42%	(165)	36%	(143)	7%	(28)	5%	(20)	9%	(37)	393
4-Region: West	40%	(96)	39%	(94)	7%	(18)	4%	(11)	10%	(23)	242
Plans to Go to the Movies more	42%	(178)	43%	(182)	6%	(25)	3%	(14)	5%	(23)	422
Plans to Go to the Movies less	37%	(65)	38%	(67)	9%	(16)	5%	(8)	11%	(19)	176
Plans to Go to the Movies the Same	41%	(126)	40%	(125)	6%	(19)	4%	(11)	9%	(28)	309

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



**Table MCGZ18\_10:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
*Comedy*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	55% (562)	28% (282)	7% (67)	3% (33)	7% (74)	1018
Gender: Male	54% (280)	27% (140)	7% (34)	4% (22)	8% (43)	519
Gender: Female	56% (282)	28% (141)	7% (33)	2% (11)	6% (32)	499
13-16	58% (195)	27% (92)	6% (21)	1% (5)	7% (23)	336
17-20	55% (189)	26% (89)	8% (26)	4% (15)	8% (27)	346
21-24	53% (177)	30% (100)	6% (20)	4% (14)	7% (24)	336
GenZers: 1997-2012	55% (562)	28% (282)	7% (67)	3% (33)	7% (74)	1018
PID: Dem (no lean)	53% (195)	30% (111)	8% (29)	3% (13)	6% (20)	368
PID: Ind (no lean)	56% (267)	26% (124)	6% (27)	3% (13)	9% (42)	473
PID: Rep (no lean)	56% (100)	26% (46)	7% (12)	4% (8)	7% (12)	177
PID/Gender: Dem Men	54% (93)	28% (49)	7% (12)	4% (7)	7% (12)	173
PID/Gender: Dem Women	52% (102)	32% (63)	9% (17)	3% (5)	4% (8)	195
PID/Gender: Ind Men	56% (136)	24% (57)	5% (13)	4% (11)	11% (27)	243
PID/Gender: Ind Women	57% (132)	29% (67)	6% (14)	1% (2)	7% (15)	230
PID/Gender: Rep Men	50% (51)	33% (34)	9% (9)	4% (4)	3% (4)	103
PID/Gender: Rep Women	65% (48)	15% (11)	3% (2)	5% (4)	11% (8)	74
Ideo: Liberal (1-3)	53% (196)	30% (111)	8% (30)	5% (18)	4% (15)	370
Ideo: Moderate (4)	56% (120)	25% (54)	9% (20)	3% (5)	7% (14)	214
Ideo: Conservative (5-7)	59% (93)	31% (49)	4% (7)	2% (3)	4% (7)	158
Educ: < College	56% (526)	27% (253)	7% (63)	3% (29)	7% (66)	938
Educ: Bachelors degree	45% (27)	35% (21)	5% (3)	5% (3)	11% (7)	61
Income: Under 50k	55% (336)	26% (159)	6% (38)	4% (23)	8% (51)	606
Income: 50k-100k	54% (151)	29% (81)	8% (22)	3% (8)	6% (17)	279
Income: 100k+	57% (75)	31% (41)	6% (8)	1% (2)	5% (7)	133
Ethnicity: White	57% (367)	27% (174)	7% (42)	3% (20)	6% (42)	645
Ethnicity: Hispanic	56% (137)	23% (56)	6% (16)	4% (10)	10% (25)	244
Ethnicity: Black	53% (85)	28% (46)	6% (9)	3% (5)	10% (15)	161
Ethnicity: Other	51% (109)	29% (62)	8% (16)	3% (7)	8% (17)	212

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**Table MCGZ18\_10:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.

Comedy

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	55%	(562)	28%	(282)	7%	(67)	3%	(33)	7%	(74)	1018
All Christian	57%	(122)	32%	(69)	5%	(11)	1%	(3)	5%	(10)	215
All Non-Christian	53%	(29)	20%	(11)	12%	(6)	7%	(4)	9%	(5)	55
Atheist	56%	(67)	26%	(32)	8%	(10)	4%	(5)	6%	(7)	121
Agnostic/Nothing in particular	51%	(203)	28%	(110)	8%	(31)	4%	(15)	10%	(38)	398
Something Else	61%	(140)	26%	(59)	4%	(9)	3%	(6)	6%	(14)	229
Religious Non-Protestant/Catholic	55%	(37)	23%	(15)	10%	(6)	5%	(4)	7%	(5)	67
Evangelical	54%	(84)	34%	(54)	5%	(8)	1%	(2)	5%	(8)	157
Non-Evangelical	62%	(167)	25%	(67)	4%	(10)	3%	(7)	6%	(16)	268
Community: Urban	55%	(136)	28%	(69)	7%	(18)	3%	(8)	7%	(18)	249
Community: Suburban	55%	(308)	30%	(165)	6%	(32)	3%	(16)	7%	(37)	558
Community: Rural	56%	(118)	22%	(47)	8%	(18)	4%	(9)	9%	(19)	211
Employ: Private Sector	53%	(79)	31%	(46)	10%	(14)	2%	(3)	5%	(7)	150
Employ: Self-Employed	57%	(38)	33%	(22)	5%	(3)	2%	(1)	3%	(2)	67
Employ: Student	55%	(278)	28%	(140)	7%	(34)	3%	(14)	7%	(37)	504
Employ: Unemployed	56%	(89)	24%	(39)	5%	(8)	5%	(8)	10%	(15)	159
Employ: Other	60%	(48)	23%	(18)	2%	(1)	5%	(4)	10%	(8)	79
Military HH: Yes	58%	(64)	27%	(30)	9%	(10)	2%	(2)	4%	(4)	110
Military HH: No	55%	(498)	28%	(252)	6%	(57)	3%	(31)	8%	(70)	908
RD/WT: Right Direction	55%	(248)	28%	(127)	7%	(30)	3%	(11)	8%	(37)	455
RD/WT: Wrong Track	56%	(313)	27%	(154)	7%	(37)	4%	(22)	7%	(37)	564
Biden Job Approve	56%	(293)	28%	(147)	7%	(35)	3%	(15)	6%	(29)	519
Biden Job Disapprove	59%	(179)	26%	(80)	6%	(17)	4%	(13)	5%	(16)	305
Biden Job Strongly Approve	53%	(84)	30%	(48)	6%	(10)	4%	(6)	7%	(11)	158
Biden Job Somewhat Approve	58%	(209)	27%	(99)	7%	(26)	3%	(9)	5%	(18)	361
Biden Job Somewhat Disapprove	58%	(87)	25%	(38)	7%	(10)	5%	(8)	4%	(6)	150
Biden Job Strongly Disapprove	59%	(92)	27%	(42)	5%	(7)	3%	(5)	6%	(10)	155
Favorable of Biden	57%	(296)	28%	(146)	6%	(33)	3%	(13)	5%	(28)	516
Unfavorable of Biden	58%	(212)	26%	(97)	6%	(21)	4%	(16)	6%	(21)	367

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**Table MCGZ18\_10:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
Comedy

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	55%	(562)	28%	(282)	7%	(67)	3%	(33)	7%	(74)	1018
Very Favorable of Biden	56%	(94)	31%	(53)	4%	(7)	3%	(5)	5%	(9)	169
Somewhat Favorable of Biden	58%	(202)	27%	(93)	7%	(26)	2%	(8)	5%	(19)	347
Somewhat Unfavorable of Biden	56%	(92)	28%	(46)	6%	(10)	5%	(8)	4%	(7)	165
Very Unfavorable of Biden	59%	(120)	25%	(51)	5%	(10)	4%	(8)	7%	(13)	202
#1 Issue: Economy	56%	(171)	26%	(79)	6%	(18)	3%	(9)	9%	(27)	303
#1 Issue: Security	56%	(40)	24%	(17)	10%	(7)	3%	(2)	7%	(5)	72
#1 Issue: Health Care	51%	(58)	32%	(36)	3%	(4)	5%	(6)	9%	(10)	115
#1 Issue: Women's Issues	54%	(99)	32%	(58)	7%	(13)	2%	(4)	5%	(9)	183
#1 Issue: Education	59%	(72)	27%	(33)	3%	(3)	5%	(6)	5%	(7)	122
#1 Issue: Energy	58%	(75)	27%	(36)	10%	(13)	3%	(4)	2%	(3)	130
#1 Issue: Other	48%	(39)	27%	(21)	8%	(6)	2%	(2)	15%	(12)	81
2020 Vote: Joe Biden	51%	(110)	30%	(64)	9%	(20)	5%	(11)	4%	(10)	215
2020 Vote: Donald Trump	46%	(33)	34%	(25)	7%	(5)	7%	(5)	5%	(4)	73
2020 Vote: Didn't Vote	57%	(407)	27%	(193)	6%	(42)	2%	(15)	8%	(59)	716
2018 House Vote: Democrat	52%	(53)	33%	(33)	10%	(10)	3%	(3)	2%	(2)	101
2016 Vote: Hillary Clinton	41%	(28)	42%	(29)	11%	(8)	4%	(3)	2%	(1)	69
2016 Vote: Didn't Vote	57%	(512)	26%	(237)	6%	(59)	3%	(28)	8%	(70)	906
Voted in 2014: No	55%	(544)	27%	(268)	7%	(66)	3%	(29)	7%	(73)	981
4-Region: Northeast	52%	(89)	27%	(47)	6%	(10)	4%	(8)	11%	(18)	171
4-Region: Midwest	52%	(111)	33%	(71)	6%	(12)	1%	(3)	7%	(15)	212
4-Region: South	57%	(223)	26%	(103)	7%	(29)	3%	(14)	6%	(24)	393
4-Region: West	57%	(139)	25%	(61)	7%	(16)	4%	(9)	7%	(17)	242
Plans to Go to the Movies more	60%	(255)	26%	(111)	7%	(28)	4%	(15)	3%	(12)	422
Plans to Go to the Movies less	53%	(93)	30%	(53)	8%	(15)	2%	(4)	6%	(11)	176
Plans to Go to the Movies the Same	53%	(165)	29%	(89)	6%	(19)	4%	(11)	8%	(25)	309

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

**Table MCGZ18\_11:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
*Romantic comedy*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	28% (283)	31% (313)	17% (178)	11% (116)	13% (128)	1018
Gender: Male	15% (80)	29% (150)	24% (124)	16% (81)	16% (85)	519
Gender: Female	41% (203)	33% (163)	11% (53)	7% (36)	9% (43)	499
13-16	34% (114)	25% (85)	17% (58)	14% (46)	10% (33)	336
17-20	24% (85)	31% (106)	19% (65)	10% (35)	16% (55)	346
21-24	25% (85)	36% (121)	16% (54)	11% (35)	12% (40)	336
GenZers: 1997-2012	28% (283)	31% (313)	17% (178)	11% (116)	13% (128)	1018
PID: Dem (no lean)	27% (101)	35% (129)	17% (63)	10% (38)	10% (37)	368
PID: Ind (no lean)	28% (131)	29% (139)	17% (79)	12% (55)	15% (69)	473
PID: Rep (no lean)	29% (51)	25% (45)	20% (36)	13% (23)	12% (22)	177
PID/Gender: Dem Men	17% (29)	34% (59)	22% (39)	12% (21)	14% (25)	173
PID/Gender: Dem Women	37% (72)	36% (70)	12% (24)	9% (17)	6% (12)	195
PID/Gender: Ind Men	15% (37)	26% (63)	24% (57)	16% (38)	20% (49)	243
PID/Gender: Ind Women	41% (95)	33% (76)	9% (22)	7% (17)	9% (21)	230
PID/Gender: Rep Men	14% (14)	27% (27)	27% (28)	21% (21)	11% (12)	103
PID/Gender: Rep Women	50% (37)	24% (17)	10% (8)	2% (2)	14% (10)	74
Ideo: Liberal (1-3)	25% (92)	35% (130)	20% (75)	11% (42)	8% (31)	370
Ideo: Moderate (4)	28% (61)	32% (69)	16% (35)	10% (22)	13% (27)	214
Ideo: Conservative (5-7)	26% (42)	29% (46)	21% (33)	13% (20)	11% (17)	158
Educ: < College	28% (264)	30% (280)	18% (166)	12% (110)	12% (117)	938
Educ: Bachelors degree	22% (14)	44% (27)	10% (6)	10% (6)	15% (9)	61
Income: Under 50k	31% (185)	30% (184)	15% (91)	11% (65)	13% (81)	606
Income: 50k-100k	26% (74)	28% (79)	21% (60)	12% (34)	12% (33)	279
Income: 100k+	18% (24)	37% (49)	20% (27)	13% (17)	11% (14)	133
Ethnicity: White	26% (168)	31% (202)	19% (126)	12% (75)	12% (75)	645
Ethnicity: Hispanic	32% (78)	30% (73)	14% (33)	10% (25)	15% (35)	244
Ethnicity: Black	32% (52)	28% (45)	12% (19)	11% (18)	16% (26)	161
Ethnicity: Other	30% (64)	31% (65)	15% (33)	11% (24)	13% (27)	212

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**Table MCGZ18\_11:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
Romantic comedy

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	28%	(283)	31%	(313)	17%	(178)	11%	(116)	13%	(128)	1018
All Christian	31%	(66)	30%	(64)	21%	(45)	11%	(23)	8%	(17)	215
All Non-Christian	25%	(14)	31%	(17)	20%	(11)	13%	(7)	11%	(6)	55
Atheist	20%	(24)	37%	(44)	21%	(25)	12%	(15)	10%	(13)	121
Agnostic/Nothing in particular	29%	(113)	30%	(120)	13%	(53)	12%	(48)	16%	(63)	398
Something Else	28%	(65)	29%	(67)	19%	(43)	11%	(25)	13%	(29)	229
Religious Non-Protestant/Catholic	28%	(19)	28%	(19)	18%	(12)	15%	(10)	11%	(8)	67
Evangelical	35%	(54)	26%	(41)	22%	(34)	7%	(12)	10%	(15)	157
Non-Evangelical	26%	(70)	33%	(88)	19%	(50)	12%	(31)	11%	(29)	268
Community: Urban	27%	(68)	34%	(84)	16%	(39)	12%	(30)	11%	(28)	249
Community: Suburban	27%	(151)	31%	(175)	18%	(101)	11%	(61)	12%	(69)	558
Community: Rural	31%	(64)	25%	(53)	18%	(38)	12%	(25)	15%	(31)	211
Employ: Private Sector	23%	(35)	35%	(52)	23%	(34)	9%	(13)	11%	(16)	150
Employ: Self-Employed	20%	(13)	36%	(24)	18%	(12)	11%	(7)	16%	(10)	67
Employ: Student	30%	(152)	29%	(148)	16%	(83)	12%	(62)	12%	(59)	504
Employ: Unemployed	26%	(42)	30%	(47)	14%	(23)	14%	(23)	15%	(25)	159
Employ: Other	29%	(23)	24%	(19)	23%	(19)	10%	(8)	14%	(11)	79
Military HH: Yes	33%	(36)	24%	(27)	19%	(21)	16%	(17)	7%	(8)	110
Military HH: No	27%	(247)	31%	(286)	17%	(157)	11%	(99)	13%	(120)	908
RD/WT: Right Direction	28%	(128)	34%	(155)	17%	(78)	9%	(41)	11%	(52)	455
RD/WT: Wrong Track	28%	(155)	28%	(157)	18%	(100)	13%	(75)	14%	(76)	564
Biden Job Approve	30%	(154)	34%	(177)	17%	(88)	10%	(53)	9%	(47)	519
Biden Job Disapprove	27%	(83)	27%	(81)	20%	(62)	13%	(39)	13%	(39)	305
Biden Job Strongly Approve	33%	(52)	31%	(49)	14%	(21)	10%	(16)	12%	(18)	158
Biden Job Somewhat Approve	28%	(102)	35%	(128)	18%	(66)	10%	(36)	8%	(28)	361
Biden Job Somewhat Disapprove	26%	(38)	28%	(42)	23%	(34)	12%	(18)	12%	(17)	150
Biden Job Strongly Disapprove	29%	(45)	25%	(40)	18%	(28)	14%	(21)	14%	(21)	155
Favorable of Biden	29%	(149)	36%	(186)	18%	(91)	9%	(45)	9%	(46)	516
Unfavorable of Biden	28%	(103)	28%	(101)	19%	(69)	14%	(51)	12%	(43)	367

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**Table MCGZ18\_11:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
*Romantic comedy*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	28%	(283)	31%	(313)	17%	(178)	11%	(116)	13%	(128)	1018
Very Favorable of Biden	35%	(59)	30%	(51)	13%	(21)	10%	(16)	13%	(22)	169
Somewhat Favorable of Biden	26%	(90)	39%	(135)	20%	(69)	8%	(28)	7%	(25)	347
Somewhat Unfavorable of Biden	28%	(47)	31%	(51)	18%	(30)	14%	(23)	8%	(13)	165
Very Unfavorable of Biden	28%	(56)	25%	(50)	19%	(39)	14%	(28)	15%	(30)	202
#1 Issue: Economy	28%	(86)	30%	(91)	18%	(55)	10%	(30)	14%	(42)	303
#1 Issue: Security	27%	(19)	23%	(17)	22%	(16)	22%	(15)	7%	(5)	72
#1 Issue: Health Care	27%	(31)	26%	(30)	17%	(19)	11%	(13)	19%	(21)	115
#1 Issue: Women's Issues	39%	(70)	35%	(63)	11%	(19)	7%	(12)	10%	(17)	183
#1 Issue: Education	28%	(34)	31%	(38)	12%	(15)	16%	(19)	14%	(17)	122
#1 Issue: Energy	18%	(24)	31%	(41)	27%	(36)	15%	(19)	8%	(11)	130
#1 Issue: Other	20%	(16)	37%	(30)	19%	(15)	8%	(6)	16%	(13)	81
2020 Vote: Joe Biden	28%	(59)	30%	(63)	22%	(47)	10%	(22)	11%	(23)	215
2020 Vote: Donald Trump	23%	(17)	43%	(31)	15%	(11)	8%	(6)	11%	(8)	73
2020 Vote: Didn't Vote	29%	(206)	30%	(214)	16%	(117)	12%	(86)	13%	(93)	716
2018 House Vote: Democrat	31%	(31)	34%	(34)	24%	(24)	7%	(7)	5%	(5)	101
2016 Vote: Hillary Clinton	34%	(24)	29%	(20)	24%	(17)	9%	(6)	4%	(3)	69
2016 Vote: Didn't Vote	27%	(248)	31%	(278)	17%	(157)	12%	(105)	13%	(119)	906
Voted in 2014: No	27%	(270)	31%	(305)	17%	(167)	12%	(115)	13%	(126)	981
4-Region: Northeast	23%	(39)	29%	(50)	18%	(31)	15%	(26)	15%	(25)	171
4-Region: Midwest	25%	(53)	31%	(65)	19%	(41)	10%	(22)	15%	(31)	212
4-Region: South	31%	(123)	29%	(113)	16%	(63)	13%	(53)	11%	(41)	393
4-Region: West	28%	(68)	35%	(84)	18%	(43)	7%	(16)	13%	(30)	242
Plans to Go to the Movies more	32%	(137)	30%	(125)	20%	(83)	10%	(42)	8%	(36)	422
Plans to Go to the Movies less	27%	(47)	31%	(55)	15%	(27)	14%	(24)	13%	(24)	176
Plans to Go to the Movies the Same	26%	(80)	32%	(99)	19%	(60)	13%	(39)	10%	(31)	309

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

**Table MCGZ18\_12:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
 Romance

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	26%	(261)	31%	(315)	20%	(201)	12%	(125)	11%	(117)	1018
Gender: Male	14%	(73)	28%	(146)	26%	(133)	18%	(91)	15%	(76)	519
Gender: Female	38%	(187)	34%	(169)	14%	(67)	7%	(34)	8%	(41)	499
13-16	26%	(87)	29%	(98)	22%	(75)	14%	(46)	9%	(30)	336
17-20	27%	(92)	30%	(104)	17%	(59)	13%	(46)	13%	(45)	346
21-24	24%	(81)	34%	(114)	20%	(67)	10%	(33)	12%	(42)	336
GenZers: 1997-2012	26%	(261)	31%	(315)	20%	(201)	12%	(125)	11%	(117)	1018
PID: Dem (no lean)	25%	(93)	35%	(129)	17%	(63)	13%	(49)	9%	(34)	368
PID: Ind (no lean)	25%	(120)	28%	(134)	21%	(101)	12%	(57)	13%	(62)	473
PID: Rep (no lean)	27%	(48)	30%	(52)	21%	(37)	11%	(19)	12%	(21)	177
PID/Gender: Dem Men	18%	(31)	32%	(55)	18%	(32)	18%	(31)	14%	(24)	173
PID/Gender: Dem Women	32%	(62)	38%	(74)	16%	(31)	9%	(18)	5%	(10)	195
PID/Gender: Ind Men	11%	(26)	27%	(66)	27%	(66)	18%	(43)	17%	(42)	243
PID/Gender: Ind Women	41%	(94)	29%	(68)	15%	(35)	6%	(13)	9%	(20)	230
PID/Gender: Rep Men	16%	(16)	24%	(25)	34%	(35)	16%	(17)	9%	(10)	103
PID/Gender: Rep Women	43%	(31)	37%	(28)	2%	(2)	3%	(2)	15%	(11)	74
Ideo: Liberal (1-3)	20%	(74)	34%	(128)	24%	(88)	12%	(45)	10%	(36)	370
Ideo: Moderate (4)	26%	(55)	34%	(73)	19%	(41)	11%	(23)	10%	(22)	214
Ideo: Conservative (5-7)	25%	(40)	33%	(53)	18%	(28)	16%	(25)	8%	(12)	158
Educ: < College	26%	(243)	30%	(283)	20%	(184)	13%	(121)	11%	(106)	938
Educ: Bachelors degree	19%	(12)	43%	(27)	21%	(13)	3%	(2)	14%	(9)	61
Income: Under 50k	29%	(173)	30%	(183)	17%	(101)	12%	(74)	12%	(75)	606
Income: 50k-100k	21%	(59)	29%	(81)	26%	(73)	12%	(33)	12%	(32)	279
Income: 100k+	21%	(28)	39%	(51)	20%	(27)	13%	(17)	7%	(9)	133
Ethnicity: White	25%	(164)	31%	(199)	21%	(132)	13%	(83)	11%	(68)	645
Ethnicity: Hispanic	28%	(68)	29%	(71)	18%	(45)	12%	(30)	12%	(30)	244
Ethnicity: Black	29%	(46)	32%	(51)	14%	(22)	11%	(18)	14%	(23)	161
Ethnicity: Other	24%	(51)	31%	(66)	22%	(46)	11%	(24)	12%	(26)	212

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**Table MCGZ18\_12:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.

Romance

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	26%	(261)	31%	(315)	20%	(201)	12%	(125)	11%	(117)	1018
All Christian	25%	(53)	34%	(73)	20%	(43)	13%	(28)	9%	(18)	215
All Non-Christian	24%	(13)	33%	(18)	17%	(10)	16%	(9)	9%	(5)	55
Atheist	14%	(17)	34%	(42)	24%	(29)	14%	(17)	14%	(17)	121
Agnostic/Nothing in particular	27%	(107)	31%	(124)	18%	(71)	11%	(42)	14%	(55)	398
Something Else	31%	(71)	26%	(59)	21%	(48)	13%	(29)	10%	(22)	229
Religious Non-Protestant/Catholic	26%	(17)	31%	(21)	21%	(14)	15%	(10)	8%	(5)	67
Evangelical	36%	(57)	28%	(44)	16%	(25)	13%	(20)	7%	(10)	157
Non-Evangelical	23%	(61)	31%	(82)	23%	(62)	13%	(35)	11%	(30)	268
Community: Urban	28%	(71)	32%	(80)	17%	(43)	12%	(30)	10%	(26)	249
Community: Suburban	23%	(127)	32%	(176)	21%	(120)	13%	(71)	12%	(65)	558
Community: Rural	30%	(63)	28%	(59)	18%	(38)	11%	(23)	13%	(27)	211
Employ: Private Sector	24%	(36)	32%	(48)	26%	(39)	7%	(10)	11%	(16)	150
Employ: Self-Employed	32%	(21)	24%	(16)	19%	(13)	12%	(8)	13%	(9)	67
Employ: Student	26%	(132)	30%	(153)	20%	(102)	13%	(64)	10%	(53)	504
Employ: Unemployed	22%	(35)	32%	(51)	18%	(28)	17%	(27)	11%	(18)	159
Employ: Other	22%	(18)	34%	(27)	16%	(13)	9%	(7)	19%	(15)	79
Military HH: Yes	31%	(34)	21%	(23)	23%	(25)	14%	(15)	10%	(12)	110
Military HH: No	25%	(227)	32%	(292)	19%	(175)	12%	(109)	12%	(105)	908
RD/WT: Right Direction	28%	(126)	32%	(145)	16%	(73)	14%	(61)	11%	(49)	455
RD/WT: Wrong Track	24%	(135)	30%	(170)	23%	(128)	11%	(63)	12%	(68)	564
Biden Job Approve	26%	(137)	35%	(181)	17%	(89)	13%	(66)	9%	(46)	519
Biden Job Disapprove	25%	(76)	29%	(87)	25%	(77)	11%	(32)	11%	(33)	305
Biden Job Strongly Approve	30%	(48)	31%	(49)	15%	(24)	12%	(18)	12%	(19)	158
Biden Job Somewhat Approve	25%	(89)	36%	(132)	18%	(65)	13%	(48)	8%	(27)	361
Biden Job Somewhat Disapprove	22%	(34)	31%	(46)	27%	(41)	10%	(16)	9%	(14)	150
Biden Job Strongly Disapprove	27%	(42)	27%	(41)	23%	(36)	11%	(17)	12%	(19)	155
Favorable of Biden	26%	(136)	35%	(179)	18%	(95)	12%	(62)	8%	(44)	516
Unfavorable of Biden	26%	(94)	29%	(106)	22%	(81)	12%	(46)	11%	(40)	367

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**Table MCGZ18\_12:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
Romance

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	26%	(261)	31%	(315)	20%	(201)	12%	(125)	11%	(117)	1018
Very Favorable of Biden	30%	(50)	36%	(60)	14%	(23)	11%	(18)	10%	(17)	169
Somewhat Favorable of Biden	25%	(86)	34%	(119)	21%	(72)	13%	(44)	8%	(26)	347
Somewhat Unfavorable of Biden	23%	(39)	32%	(52)	23%	(39)	14%	(24)	7%	(12)	165
Very Unfavorable of Biden	27%	(55)	27%	(54)	21%	(43)	11%	(22)	14%	(28)	202
#1 Issue: Economy	26%	(79)	33%	(100)	17%	(53)	10%	(32)	13%	(40)	303
#1 Issue: Security	23%	(17)	23%	(17)	24%	(17)	21%	(15)	9%	(7)	72
#1 Issue: Health Care	22%	(25)	31%	(36)	22%	(25)	11%	(13)	15%	(17)	115
#1 Issue: Women's Issues	37%	(67)	33%	(60)	15%	(28)	7%	(12)	8%	(15)	183
#1 Issue: Education	27%	(33)	24%	(29)	22%	(26)	17%	(20)	11%	(13)	122
#1 Issue: Energy	15%	(19)	33%	(43)	23%	(30)	20%	(26)	10%	(13)	130
#1 Issue: Other	20%	(16)	36%	(29)	23%	(18)	8%	(7)	13%	(11)	81
2020 Vote: Joe Biden	21%	(46)	38%	(83)	20%	(43)	12%	(25)	8%	(18)	215
2020 Vote: Donald Trump	26%	(19)	27%	(20)	20%	(14)	12%	(9)	15%	(11)	73
2020 Vote: Didn't Vote	27%	(195)	29%	(208)	20%	(141)	12%	(87)	12%	(85)	716
2018 House Vote: Democrat	27%	(27)	41%	(41)	18%	(18)	9%	(9)	5%	(5)	101
2016 Vote: Hillary Clinton	26%	(18)	40%	(28)	22%	(15)	7%	(5)	5%	(3)	69
2016 Vote: Didn't Vote	26%	(231)	31%	(280)	20%	(177)	12%	(113)	12%	(105)	906
Voted in 2014: No	26%	(252)	30%	(299)	20%	(194)	12%	(122)	12%	(114)	981
4-Region: Northeast	21%	(37)	25%	(44)	23%	(39)	18%	(31)	12%	(21)	171
4-Region: Midwest	21%	(44)	33%	(70)	24%	(51)	8%	(17)	14%	(30)	212
4-Region: South	28%	(111)	29%	(114)	20%	(78)	12%	(48)	11%	(42)	393
4-Region: West	29%	(69)	36%	(88)	13%	(32)	12%	(28)	10%	(24)	242
Plans to Go to the Movies more	31%	(130)	31%	(131)	20%	(84)	11%	(48)	7%	(29)	422
Plans to Go to the Movies less	20%	(35)	32%	(56)	20%	(35)	16%	(28)	12%	(22)	176
Plans to Go to the Movies the Same	24%	(73)	32%	(99)	23%	(70)	11%	(35)	10%	(31)	309

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

**Table MCGZ18\_13:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.

Crime

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	37% (379)	35% (359)	12% (119)	5% (56)	10% (105)	1018
Gender: Male	32% (167)	36% (189)	14% (71)	7% (38)	10% (54)	519
Gender: Female	43% (212)	34% (170)	10% (48)	4% (17)	10% (51)	499
13-16	37% (123)	39% (130)	12% (42)	5% (16)	8% (26)	336
17-20	36% (125)	36% (124)	10% (34)	7% (26)	11% (37)	346
21-24	39% (131)	31% (106)	13% (43)	4% (14)	13% (43)	336
GenZers: 1997-2012	37% (379)	35% (359)	12% (119)	5% (56)	10% (105)	1018
PID: Dem (no lean)	36% (134)	35% (129)	14% (50)	5% (19)	10% (37)	368
PID: Ind (no lean)	40% (188)	34% (163)	10% (47)	5% (24)	11% (50)	473
PID: Rep (no lean)	32% (57)	38% (67)	12% (22)	7% (12)	10% (18)	177
PID/Gender: Dem Men	32% (55)	34% (58)	18% (31)	5% (10)	11% (20)	173
PID/Gender: Dem Women	40% (78)	36% (70)	10% (20)	5% (10)	9% (17)	195
PID/Gender: Ind Men	33% (80)	39% (94)	10% (25)	8% (19)	10% (25)	243
PID/Gender: Ind Women	47% (108)	30% (69)	10% (22)	2% (6)	11% (25)	230
PID/Gender: Rep Men	31% (31)	35% (36)	15% (16)	10% (10)	9% (9)	103
PID/Gender: Rep Women	35% (26)	42% (31)	8% (6)	3% (2)	12% (9)	74
Ideo: Liberal (1-3)	35% (130)	37% (139)	14% (52)	5% (19)	9% (31)	370
Ideo: Moderate (4)	40% (86)	35% (74)	11% (24)	3% (7)	11% (23)	214
Ideo: Conservative (5-7)	31% (49)	42% (67)	15% (24)	5% (7)	7% (11)	158
Educ: < College	37% (351)	35% (330)	12% (109)	6% (53)	10% (94)	938
Educ: Bachelors degree	29% (18)	40% (25)	15% (9)	4% (2)	12% (7)	61
Income: Under 50k	39% (236)	33% (198)	11% (65)	6% (36)	12% (71)	606
Income: 50k-100k	33% (93)	40% (112)	14% (38)	5% (14)	8% (23)	279
Income: 100k+	38% (50)	37% (50)	12% (16)	4% (6)	9% (12)	133
Ethnicity: White	38% (244)	36% (231)	12% (78)	5% (33)	9% (59)	645
Ethnicity: Hispanic	42% (102)	32% (79)	7% (18)	5% (11)	14% (34)	244
Ethnicity: Black	36% (57)	31% (49)	14% (23)	7% (11)	13% (21)	161
Ethnicity: Other	36% (77)	37% (79)	9% (18)	6% (12)	12% (26)	212

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**Table MCGZ18\_13:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
 Crime

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	37%	(379)	35%	(359)	12%	(119)	5%	(56)	10%	(105)	1018
All Christian	35%	(75)	38%	(82)	12%	(27)	5%	(12)	9%	(19)	215
All Non-Christian	42%	(23)	33%	(18)	11%	(6)	4%	(2)	11%	(6)	55
Atheist	34%	(42)	35%	(43)	14%	(17)	7%	(9)	9%	(11)	121
Agnostic/Nothing in particular	37%	(149)	34%	(135)	10%	(41)	6%	(23)	13%	(50)	398
Something Else	39%	(90)	35%	(81)	13%	(29)	4%	(10)	8%	(19)	229
Religious Non-Protestant/Catholic	41%	(27)	34%	(23)	9%	(6)	8%	(5)	9%	(6)	67
Evangelical	36%	(56)	39%	(62)	13%	(20)	4%	(6)	8%	(13)	157
Non-Evangelical	38%	(101)	35%	(95)	13%	(34)	5%	(12)	10%	(26)	268
Community: Urban	42%	(105)	31%	(77)	10%	(25)	7%	(18)	10%	(24)	249
Community: Suburban	37%	(207)	36%	(198)	13%	(71)	4%	(25)	10%	(57)	558
Community: Rural	32%	(67)	40%	(84)	11%	(23)	6%	(13)	11%	(24)	211
Employ: Private Sector	34%	(52)	32%	(48)	15%	(22)	6%	(9)	13%	(20)	150
Employ: Self-Employed	43%	(29)	29%	(20)	14%	(10)	4%	(3)	9%	(6)	67
Employ: Student	36%	(179)	38%	(193)	11%	(57)	6%	(28)	9%	(46)	504
Employ: Unemployed	40%	(63)	34%	(55)	10%	(16)	6%	(9)	11%	(17)	159
Employ: Other	43%	(34)	30%	(24)	7%	(6)	6%	(5)	13%	(11)	79
Military HH: Yes	39%	(42)	37%	(40)	12%	(13)	3%	(3)	10%	(11)	110
Military HH: No	37%	(337)	35%	(319)	12%	(106)	6%	(52)	10%	(94)	908
RD/WT: Right Direction	37%	(168)	35%	(158)	11%	(51)	5%	(25)	12%	(53)	455
RD/WT: Wrong Track	37%	(211)	36%	(201)	12%	(68)	5%	(31)	9%	(53)	564
Biden Job Approve	38%	(199)	36%	(185)	13%	(65)	5%	(27)	8%	(44)	519
Biden Job Disapprove	36%	(111)	40%	(121)	12%	(37)	5%	(14)	8%	(23)	305
Biden Job Strongly Approve	38%	(61)	32%	(50)	14%	(22)	7%	(11)	9%	(14)	158
Biden Job Somewhat Approve	38%	(138)	37%	(134)	12%	(43)	4%	(16)	8%	(30)	361
Biden Job Somewhat Disapprove	34%	(51)	43%	(65)	12%	(18)	4%	(7)	6%	(9)	150
Biden Job Strongly Disapprove	38%	(60)	36%	(56)	12%	(18)	5%	(8)	9%	(14)	155
Favorable of Biden	39%	(202)	36%	(184)	12%	(63)	5%	(27)	8%	(40)	516
Unfavorable of Biden	36%	(133)	37%	(137)	13%	(47)	5%	(20)	8%	(30)	367

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**Table MCGZ18\_13:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.

Crime

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	37%	(379)	35%	(359)	12%	(119)	5%	(56)	10%	(105)	1018
Very Favorable of Biden	43%	(73)	33%	(55)	11%	(19)	4%	(6)	9%	(15)	169
Somewhat Favorable of Biden	37%	(129)	37%	(129)	13%	(44)	6%	(21)	7%	(25)	347
Somewhat Unfavorable of Biden	34%	(56)	40%	(66)	15%	(25)	4%	(6)	7%	(11)	165
Very Unfavorable of Biden	38%	(76)	35%	(71)	11%	(22)	7%	(14)	9%	(19)	202
#1 Issue: Economy	38%	(115)	35%	(105)	11%	(32)	6%	(18)	11%	(33)	303
#1 Issue: Security	46%	(33)	30%	(22)	12%	(9)	3%	(2)	9%	(7)	72
#1 Issue: Health Care	34%	(39)	30%	(35)	15%	(17)	3%	(4)	17%	(20)	115
#1 Issue: Women's Issues	42%	(76)	37%	(68)	8%	(14)	6%	(11)	7%	(13)	183
#1 Issue: Education	33%	(40)	39%	(47)	15%	(19)	5%	(6)	8%	(10)	122
#1 Issue: Energy	33%	(43)	35%	(46)	14%	(18)	9%	(11)	9%	(12)	130
#1 Issue: Other	35%	(28)	42%	(34)	9%	(7)	4%	(3)	11%	(9)	81
2020 Vote: Joe Biden	38%	(83)	33%	(72)	14%	(31)	4%	(9)	10%	(21)	215
2020 Vote: Donald Trump	41%	(30)	31%	(23)	14%	(10)	2%	(1)	13%	(9)	73
2020 Vote: Didn't Vote	37%	(262)	36%	(260)	11%	(77)	6%	(45)	10%	(73)	716
2018 House Vote: Democrat	43%	(43)	33%	(34)	16%	(16)	2%	(2)	6%	(6)	101
2016 Vote: Hillary Clinton	43%	(30)	32%	(22)	14%	(10)	3%	(2)	7%	(5)	69
2016 Vote: Didn't Vote	37%	(332)	36%	(325)	11%	(104)	6%	(53)	10%	(93)	906
Voted in 2014: No	37%	(361)	35%	(347)	12%	(117)	6%	(54)	10%	(102)	981
4-Region: Northeast	40%	(68)	30%	(52)	12%	(21)	6%	(10)	12%	(20)	171
4-Region: Midwest	35%	(75)	39%	(83)	10%	(20)	4%	(9)	11%	(24)	212
4-Region: South	38%	(151)	34%	(132)	14%	(55)	5%	(18)	9%	(36)	393
4-Region: West	35%	(85)	38%	(92)	9%	(23)	7%	(17)	10%	(25)	242
Plans to Go to the Movies more	44%	(185)	34%	(144)	12%	(50)	4%	(16)	6%	(27)	422
Plans to Go to the Movies less	32%	(56)	38%	(66)	13%	(24)	7%	(12)	10%	(18)	176
Plans to Go to the Movies the Same	34%	(104)	38%	(116)	12%	(38)	7%	(21)	9%	(29)	309

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

**Table MCGZ18\_14:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
 Documentary

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	24%	(240)	34%	(351)	18%	(186)	11%	(112)	13%	(130)	1018
Gender: Male	24%	(126)	35%	(181)	17%	(89)	11%	(57)	13%	(66)	519
Gender: Female	23%	(114)	34%	(169)	19%	(97)	11%	(55)	13%	(63)	499
13-16	19%	(64)	34%	(113)	26%	(89)	10%	(34)	11%	(36)	336
17-20	20%	(69)	35%	(122)	15%	(51)	15%	(50)	15%	(54)	346
21-24	32%	(106)	35%	(116)	14%	(46)	8%	(28)	12%	(40)	336
GenZers: 1997-2012	24%	(240)	34%	(351)	18%	(186)	11%	(112)	13%	(130)	1018
PID: Dem (no lean)	26%	(95)	36%	(131)	19%	(68)	9%	(33)	11%	(41)	368
PID: Ind (no lean)	24%	(115)	33%	(158)	17%	(80)	12%	(55)	14%	(66)	473
PID: Rep (no lean)	17%	(30)	35%	(62)	21%	(38)	14%	(24)	13%	(23)	177
PID/Gender: Dem Men	27%	(47)	38%	(65)	17%	(29)	9%	(15)	10%	(18)	173
PID/Gender: Dem Women	25%	(48)	34%	(66)	20%	(39)	9%	(18)	12%	(24)	195
PID/Gender: Ind Men	25%	(62)	34%	(82)	16%	(38)	11%	(27)	14%	(34)	243
PID/Gender: Ind Women	23%	(53)	33%	(75)	18%	(42)	12%	(28)	14%	(32)	230
PID/Gender: Rep Men	17%	(17)	33%	(34)	22%	(22)	15%	(15)	14%	(14)	103
PID/Gender: Rep Women	18%	(13)	38%	(28)	21%	(15)	12%	(9)	11%	(8)	74
Ideo: Liberal (1-3)	28%	(105)	37%	(136)	18%	(66)	9%	(34)	8%	(30)	370
Ideo: Moderate (4)	30%	(64)	32%	(68)	17%	(35)	8%	(18)	14%	(30)	214
Ideo: Conservative (5-7)	17%	(28)	38%	(61)	25%	(39)	11%	(17)	9%	(14)	158
Educ: < College	23%	(219)	34%	(321)	19%	(175)	11%	(103)	13%	(120)	938
Educ: Bachelors degree	28%	(17)	35%	(21)	14%	(9)	12%	(8)	11%	(7)	61
Income: Under 50k	23%	(142)	31%	(186)	18%	(110)	13%	(78)	15%	(91)	606
Income: 50k-100k	25%	(71)	39%	(110)	19%	(52)	8%	(22)	9%	(24)	279
Income: 100k+	20%	(27)	42%	(55)	18%	(24)	9%	(11)	11%	(15)	133
Ethnicity: White	23%	(148)	37%	(237)	18%	(118)	9%	(60)	13%	(82)	645
Ethnicity: Hispanic	29%	(71)	33%	(80)	15%	(38)	9%	(22)	14%	(34)	244
Ethnicity: Black	23%	(38)	31%	(50)	19%	(30)	11%	(18)	15%	(24)	161
Ethnicity: Other	25%	(54)	30%	(64)	18%	(38)	16%	(33)	11%	(23)	212

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**Table MCGZ18\_14:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.

Documentary

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	24%	(240)	34%	(351)	18%	(186)	11%	(112)	13%	(130)	1018
All Christian	22%	(47)	38%	(83)	19%	(40)	11%	(24)	9%	(20)	215
All Non-Christian	22%	(12)	30%	(17)	21%	(11)	14%	(8)	13%	(7)	55
Atheist	28%	(33)	31%	(38)	22%	(26)	9%	(11)	11%	(13)	121
Agnostic/Nothing in particular	24%	(96)	36%	(142)	15%	(59)	11%	(42)	15%	(59)	398
Something Else	22%	(50)	32%	(72)	21%	(48)	12%	(28)	13%	(30)	229
Religious Non-Protestant/Catholic	22%	(15)	32%	(21)	24%	(16)	11%	(8)	11%	(7)	67
Evangelical	19%	(30)	29%	(45)	28%	(43)	11%	(17)	14%	(21)	157
Non-Evangelical	24%	(65)	38%	(102)	15%	(41)	12%	(31)	11%	(29)	268
Community: Urban	27%	(67)	33%	(83)	17%	(42)	9%	(22)	14%	(34)	249
Community: Suburban	24%	(137)	37%	(204)	16%	(91)	11%	(60)	12%	(67)	558
Community: Rural	17%	(36)	30%	(64)	25%	(53)	14%	(30)	14%	(29)	211
Employ: Private Sector	34%	(50)	32%	(49)	17%	(25)	9%	(14)	8%	(12)	150
Employ: Self-Employed	28%	(19)	35%	(23)	10%	(7)	14%	(9)	13%	(9)	67
Employ: Student	21%	(108)	36%	(183)	20%	(98)	11%	(57)	11%	(58)	504
Employ: Unemployed	21%	(34)	35%	(56)	15%	(24)	12%	(19)	16%	(26)	159
Employ: Other	21%	(16)	29%	(23)	24%	(19)	8%	(6)	18%	(14)	79
Military HH: Yes	31%	(34)	27%	(30)	17%	(19)	13%	(15)	11%	(12)	110
Military HH: No	23%	(206)	35%	(321)	18%	(167)	11%	(97)	13%	(117)	908
RD/WT: Right Direction	22%	(101)	36%	(165)	17%	(77)	11%	(50)	14%	(62)	455
RD/WT: Wrong Track	25%	(139)	33%	(186)	19%	(109)	11%	(62)	12%	(68)	564
Biden Job Approve	27%	(141)	37%	(192)	18%	(92)	8%	(43)	10%	(50)	519
Biden Job Disapprove	22%	(68)	36%	(111)	19%	(57)	11%	(35)	11%	(34)	305
Biden Job Strongly Approve	32%	(50)	38%	(59)	14%	(22)	5%	(8)	11%	(18)	158
Biden Job Somewhat Approve	25%	(90)	37%	(133)	20%	(71)	10%	(35)	9%	(32)	361
Biden Job Somewhat Disapprove	25%	(38)	39%	(58)	19%	(28)	9%	(13)	9%	(13)	150
Biden Job Strongly Disapprove	19%	(30)	34%	(53)	19%	(30)	14%	(22)	13%	(21)	155
Favorable of Biden	26%	(133)	37%	(190)	18%	(95)	9%	(47)	10%	(52)	516
Unfavorable of Biden	23%	(86)	34%	(126)	19%	(68)	11%	(42)	12%	(45)	367

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**Table MCGZ18\_14:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
Documentary

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	24%	(240)	34%	(351)	18%	(186)	11%	(112)	13%	(130)	1018
Very Favorable of Biden	29%	(49)	36%	(60)	15%	(26)	9%	(15)	11%	(18)	169
Somewhat Favorable of Biden	24%	(83)	37%	(129)	20%	(70)	9%	(32)	10%	(34)	347
Somewhat Unfavorable of Biden	26%	(43)	38%	(62)	20%	(32)	8%	(13)	9%	(15)	165
Very Unfavorable of Biden	21%	(43)	32%	(64)	18%	(36)	14%	(28)	15%	(30)	202
#1 Issue: Economy	22%	(67)	37%	(113)	19%	(57)	10%	(29)	12%	(38)	303
#1 Issue: Security	27%	(20)	31%	(22)	19%	(14)	6%	(5)	16%	(12)	72
#1 Issue: Health Care	22%	(25)	33%	(38)	19%	(22)	9%	(10)	18%	(20)	115
#1 Issue: Women's Issues	23%	(41)	33%	(60)	20%	(36)	12%	(22)	13%	(23)	183
#1 Issue: Education	23%	(28)	38%	(47)	15%	(18)	17%	(20)	7%	(9)	122
#1 Issue: Energy	31%	(41)	30%	(39)	18%	(24)	10%	(13)	10%	(13)	130
#1 Issue: Other	20%	(16)	38%	(31)	17%	(14)	10%	(8)	14%	(12)	81
2020 Vote: Joe Biden	33%	(71)	37%	(79)	13%	(28)	9%	(19)	8%	(18)	215
2020 Vote: Donald Trump	26%	(19)	38%	(28)	15%	(11)	11%	(8)	10%	(7)	73
2020 Vote: Didn't Vote	20%	(143)	34%	(240)	21%	(147)	12%	(83)	14%	(103)	716
2018 House Vote: Democrat	35%	(36)	39%	(39)	14%	(14)	9%	(9)	4%	(4)	101
2016 Vote: Hillary Clinton	34%	(23)	41%	(28)	9%	(6)	9%	(6)	8%	(6)	69
2016 Vote: Didn't Vote	23%	(207)	34%	(306)	19%	(172)	11%	(101)	13%	(121)	906
Voted in 2014: No	23%	(230)	35%	(341)	18%	(180)	11%	(105)	13%	(125)	981
4-Region: Northeast	22%	(38)	34%	(58)	16%	(27)	14%	(24)	14%	(24)	171
4-Region: Midwest	22%	(47)	30%	(64)	22%	(47)	9%	(20)	16%	(34)	212
4-Region: South	24%	(95)	35%	(138)	19%	(76)	11%	(43)	10%	(41)	393
4-Region: West	25%	(59)	38%	(91)	15%	(36)	10%	(25)	13%	(31)	242
Plans to Go to the Movies more	28%	(118)	34%	(145)	18%	(78)	10%	(42)	9%	(39)	422
Plans to Go to the Movies less	23%	(40)	36%	(64)	16%	(29)	12%	(22)	12%	(22)	176
Plans to Go to the Movies the Same	21%	(64)	37%	(115)	21%	(66)	10%	(31)	10%	(32)	309

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

**Table MCGZ18\_15:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.

*Musical*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	18% (182)	28% (284)	23% (232)	20% (206)	11% (114)	1018
Gender: Male	13% (68)	25% (129)	24% (123)	27% (141)	11% (58)	519
Gender: Female	23% (113)	31% (155)	22% (110)	13% (65)	11% (56)	499
13-16	19% (65)	26% (88)	24% (79)	23% (76)	8% (28)	336
17-20	17% (59)	27% (94)	26% (89)	17% (59)	13% (46)	346
21-24	17% (57)	31% (103)	19% (65)	21% (71)	12% (40)	336
GenZers: 1997-2012	18% (182)	28% (284)	23% (232)	20% (206)	11% (114)	1018
PID: Dem (no lean)	19% (70)	28% (104)	29% (106)	15% (54)	9% (34)	368
PID: Ind (no lean)	19% (88)	27% (130)	20% (94)	23% (108)	11% (54)	473
PID: Rep (no lean)	13% (24)	28% (50)	18% (32)	26% (45)	14% (26)	177
PID/Gender: Dem Men	16% (27)	24% (42)	31% (54)	19% (33)	10% (17)	173
PID/Gender: Dem Women	22% (43)	32% (62)	27% (52)	11% (21)	9% (17)	195
PID/Gender: Ind Men	11% (28)	25% (62)	21% (51)	29% (72)	13% (32)	243
PID/Gender: Ind Women	26% (60)	30% (68)	19% (44)	16% (36)	10% (22)	230
PID/Gender: Rep Men	13% (14)	25% (25)	18% (18)	36% (37)	8% (8)	103
PID/Gender: Rep Women	13% (10)	34% (25)	19% (14)	11% (8)	23% (17)	74
Ideo: Liberal (1-3)	21% (76)	30% (110)	26% (96)	17% (64)	7% (25)	370
Ideo: Moderate (4)	16% (34)	29% (62)	23% (49)	19% (41)	13% (28)	214
Ideo: Conservative (5-7)	15% (23)	26% (41)	20% (31)	29% (46)	11% (17)	158
Educ: < College	18% (167)	28% (261)	22% (211)	21% (194)	11% (104)	938
Educ: Bachelors degree	14% (9)	32% (19)	28% (17)	16% (10)	10% (6)	61
Income: Under 50k	18% (112)	27% (164)	21% (125)	21% (126)	13% (80)	606
Income: 50k-100k	19% (54)	28% (77)	25% (71)	19% (53)	9% (25)	279
Income: 100k+	12% (15)	33% (44)	28% (37)	21% (28)	6% (9)	133
Ethnicity: White	19% (121)	28% (179)	22% (143)	21% (139)	10% (64)	645
Ethnicity: Hispanic	19% (45)	24% (58)	23% (55)	22% (53)	13% (32)	244
Ethnicity: Black	17% (27)	27% (43)	26% (41)	17% (28)	14% (22)	161
Ethnicity: Other	16% (34)	29% (62)	23% (48)	19% (40)	13% (28)	212

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**Table MCGZ18\_15:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
 Musical

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	18%	(182)	28%	(284)	23%	(232)	20%	(206)	11%	(114)	1018
All Christian	19%	(41)	33%	(70)	17%	(37)	20%	(43)	10%	(22)	215
All Non-Christian	5%	(3)	32%	(18)	34%	(19)	13%	(7)	16%	(9)	55
Atheist	20%	(24)	28%	(33)	21%	(25)	22%	(27)	9%	(11)	121
Agnostic/Nothing in particular	18%	(71)	26%	(104)	25%	(98)	18%	(73)	13%	(51)	398
Something Else	18%	(42)	26%	(58)	23%	(54)	24%	(55)	9%	(20)	229
Religious Non-Protestant/Catholic	9%	(6)	31%	(21)	30%	(20)	17%	(12)	14%	(9)	67
Evangelical	15%	(24)	30%	(47)	22%	(34)	22%	(34)	12%	(19)	157
Non-Evangelical	20%	(54)	29%	(78)	19%	(52)	23%	(60)	9%	(24)	268
Community: Urban	18%	(44)	25%	(63)	24%	(60)	22%	(56)	11%	(27)	249
Community: Suburban	18%	(102)	28%	(156)	22%	(125)	19%	(107)	12%	(68)	558
Community: Rural	17%	(36)	31%	(65)	23%	(48)	21%	(44)	9%	(19)	211
Employ: Private Sector	18%	(28)	31%	(47)	23%	(34)	19%	(28)	9%	(13)	150
Employ: Self-Employed	18%	(12)	29%	(20)	28%	(19)	17%	(11)	8%	(5)	67
Employ: Student	19%	(98)	28%	(139)	24%	(122)	20%	(98)	9%	(47)	504
Employ: Unemployed	14%	(23)	29%	(46)	19%	(31)	26%	(41)	12%	(19)	159
Employ: Other	16%	(12)	21%	(17)	17%	(14)	22%	(17)	24%	(19)	79
Military HH: Yes	26%	(28)	24%	(26)	21%	(23)	23%	(25)	6%	(7)	110
Military HH: No	17%	(153)	28%	(258)	23%	(209)	20%	(181)	12%	(107)	908
RD/WT: Right Direction	18%	(81)	28%	(128)	26%	(120)	17%	(77)	11%	(49)	455
RD/WT: Wrong Track	18%	(100)	28%	(157)	20%	(112)	23%	(129)	12%	(65)	564
Biden Job Approve	20%	(104)	29%	(150)	26%	(134)	17%	(90)	8%	(42)	519
Biden Job Disapprove	14%	(43)	29%	(90)	21%	(64)	25%	(76)	11%	(33)	305
Biden Job Strongly Approve	28%	(44)	32%	(51)	17%	(26)	15%	(23)	9%	(14)	158
Biden Job Somewhat Approve	17%	(60)	27%	(99)	30%	(108)	18%	(67)	8%	(27)	361
Biden Job Somewhat Disapprove	17%	(25)	26%	(39)	22%	(33)	29%	(44)	6%	(9)	150
Biden Job Strongly Disapprove	12%	(18)	33%	(51)	20%	(30)	21%	(33)	15%	(24)	155
Favorable of Biden	20%	(105)	27%	(141)	25%	(127)	19%	(98)	9%	(45)	516
Unfavorable of Biden	15%	(53)	30%	(110)	21%	(77)	23%	(86)	11%	(39)	367

Continued on next page

**Table MCGZ18\_15:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.

*Musical*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	18%	(182)	28%	(284)	23%	(232)	20%	(206)	11%	(114)	1018
Very Favorable of Biden	26%	(43)	32%	(54)	15%	(25)	17%	(29)	10%	(18)	169
Somewhat Favorable of Biden	18%	(62)	25%	(88)	29%	(102)	20%	(69)	8%	(27)	347
Somewhat Unfavorable of Biden	14%	(23)	31%	(51)	28%	(47)	22%	(36)	5%	(8)	165
Very Unfavorable of Biden	15%	(31)	29%	(59)	15%	(31)	25%	(50)	15%	(31)	202
#1 Issue: Economy	12%	(38)	31%	(93)	20%	(62)	23%	(70)	13%	(40)	303
#1 Issue: Security	19%	(14)	20%	(15)	30%	(21)	21%	(15)	10%	(7)	72
#1 Issue: Health Care	19%	(22)	31%	(36)	16%	(18)	21%	(24)	13%	(15)	115
#1 Issue: Women's Issues	28%	(50)	26%	(48)	20%	(36)	19%	(35)	8%	(14)	183
#1 Issue: Education	23%	(27)	26%	(31)	27%	(33)	19%	(23)	6%	(7)	122
#1 Issue: Energy	13%	(17)	20%	(26)	36%	(47)	19%	(25)	12%	(16)	130
#1 Issue: Other	16%	(13)	33%	(26)	19%	(15)	18%	(15)	14%	(11)	81
2020 Vote: Joe Biden	21%	(45)	31%	(68)	23%	(49)	19%	(40)	6%	(12)	215
2020 Vote: Donald Trump	16%	(12)	39%	(29)	13%	(9)	19%	(14)	13%	(9)	73
2020 Vote: Didn't Vote	17%	(124)	26%	(186)	24%	(171)	20%	(146)	12%	(89)	716
2018 House Vote: Democrat	20%	(20)	34%	(34)	25%	(25)	19%	(19)	2%	(2)	101
2016 Vote: Hillary Clinton	17%	(12)	39%	(27)	25%	(18)	15%	(11)	3%	(2)	69
2016 Vote: Didn't Vote	18%	(162)	27%	(243)	23%	(210)	20%	(185)	12%	(106)	906
Voted in 2014: No	18%	(174)	28%	(271)	23%	(223)	20%	(200)	12%	(113)	981
4-Region: Northeast	14%	(24)	28%	(48)	27%	(46)	18%	(30)	14%	(23)	171
4-Region: Midwest	20%	(43)	24%	(52)	27%	(57)	18%	(37)	11%	(23)	212
4-Region: South	18%	(69)	31%	(121)	19%	(73)	22%	(86)	11%	(44)	393
4-Region: West	19%	(45)	26%	(63)	23%	(57)	22%	(53)	10%	(24)	242
Plans to Go to the Movies more	19%	(82)	30%	(126)	23%	(96)	21%	(87)	8%	(32)	422
Plans to Go to the Movies less	17%	(30)	27%	(47)	27%	(48)	18%	(32)	10%	(18)	176
Plans to Go to the Movies the Same	18%	(56)	27%	(84)	23%	(72)	23%	(72)	8%	(25)	309

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

**Table MCGZ18\_16:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
 Foreign language films

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	13%	(134)	25%	(257)	17%	(176)	20%	(200)	25%	(251)	1018
Gender: Male	11%	(58)	26%	(134)	17%	(88)	21%	(110)	25%	(129)	519
Gender: Female	15%	(75)	25%	(123)	18%	(88)	18%	(91)	24%	(122)	499
13-16	10%	(32)	25%	(84)	19%	(65)	22%	(74)	24%	(80)	336
17-20	15%	(52)	22%	(75)	15%	(52)	18%	(63)	30%	(104)	346
21-24	15%	(49)	29%	(98)	18%	(59)	19%	(64)	20%	(67)	336
GenZers: 1997-2012	13%	(134)	25%	(257)	17%	(176)	20%	(200)	25%	(251)	1018
PID: Dem (no lean)	15%	(56)	30%	(112)	18%	(66)	16%	(59)	21%	(76)	368
PID: Ind (no lean)	13%	(64)	25%	(117)	16%	(77)	17%	(83)	28%	(133)	473
PID: Rep (no lean)	8%	(14)	16%	(27)	19%	(34)	33%	(59)	24%	(43)	177
PID/Gender: Dem Men	12%	(21)	33%	(58)	17%	(29)	18%	(30)	20%	(34)	173
PID/Gender: Dem Women	18%	(34)	28%	(54)	19%	(37)	15%	(28)	21%	(41)	195
PID/Gender: Ind Men	12%	(29)	24%	(59)	16%	(40)	17%	(41)	31%	(75)	243
PID/Gender: Ind Women	15%	(35)	26%	(59)	16%	(37)	18%	(41)	25%	(58)	230
PID/Gender: Rep Men	8%	(8)	17%	(17)	19%	(19)	37%	(38)	20%	(20)	103
PID/Gender: Rep Women	8%	(6)	13%	(10)	20%	(15)	28%	(21)	30%	(22)	74
Ideo: Liberal (1-3)	14%	(53)	31%	(115)	18%	(67)	17%	(63)	20%	(73)	370
Ideo: Moderate (4)	17%	(35)	26%	(56)	22%	(46)	12%	(25)	24%	(51)	214
Ideo: Conservative (5-7)	7%	(11)	20%	(32)	14%	(23)	34%	(54)	24%	(38)	158
Educ: < College	13%	(124)	25%	(234)	17%	(162)	20%	(187)	25%	(231)	938
Educ: Bachelors degree	10%	(6)	33%	(20)	15%	(9)	17%	(10)	26%	(16)	61
Income: Under 50k	15%	(92)	24%	(148)	16%	(99)	19%	(113)	25%	(154)	606
Income: 50k-100k	10%	(28)	26%	(74)	20%	(55)	19%	(52)	25%	(71)	279
Income: 100k+	11%	(14)	26%	(35)	17%	(22)	27%	(35)	20%	(26)	133
Ethnicity: White	11%	(72)	21%	(139)	18%	(115)	24%	(157)	25%	(162)	645
Ethnicity: Hispanic	19%	(47)	31%	(75)	16%	(39)	12%	(29)	22%	(54)	244
Ethnicity: Black	17%	(27)	29%	(47)	13%	(21)	15%	(24)	26%	(41)	161
Ethnicity: Other	16%	(34)	34%	(71)	19%	(40)	9%	(19)	22%	(48)	212

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**Table MCGZ18\_16:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
Foreign language films

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	13%	(134)	25%	(257)	17%	(176)	20%	(200)	25%	(251)	1018
All Christian	14%	(31)	26%	(57)	17%	(36)	21%	(45)	22%	(46)	215
All Non-Christian	6%	(4)	36%	(20)	28%	(15)	13%	(7)	17%	(9)	55
Atheist	15%	(18)	18%	(22)	18%	(22)	20%	(24)	29%	(35)	121
Agnostic/Nothing in particular	12%	(46)	28%	(110)	16%	(65)	19%	(74)	26%	(102)	398
Something Else	15%	(35)	21%	(48)	17%	(38)	22%	(49)	25%	(58)	229
Religious Non-Protestant/Catholic	7%	(5)	35%	(24)	25%	(17)	17%	(11)	16%	(11)	67
Evangelical	17%	(26)	18%	(28)	18%	(27)	27%	(43)	21%	(33)	157
Non-Evangelical	14%	(39)	27%	(73)	17%	(45)	17%	(46)	25%	(66)	268
Community: Urban	15%	(36)	30%	(74)	19%	(46)	16%	(39)	21%	(53)	249
Community: Suburban	14%	(78)	26%	(144)	17%	(93)	19%	(108)	24%	(134)	558
Community: Rural	9%	(19)	18%	(38)	17%	(36)	25%	(54)	30%	(64)	211
Employ: Private Sector	13%	(20)	26%	(39)	20%	(29)	21%	(32)	20%	(30)	150
Employ: Self-Employed	7%	(5)	33%	(22)	18%	(12)	17%	(12)	25%	(17)	67
Employ: Student	14%	(68)	25%	(125)	17%	(88)	19%	(95)	25%	(128)	504
Employ: Unemployed	12%	(20)	26%	(41)	14%	(23)	21%	(34)	26%	(42)	159
Employ: Other	16%	(13)	23%	(18)	13%	(10)	20%	(15)	28%	(22)	79
Military HH: Yes	17%	(19)	28%	(31)	20%	(22)	17%	(19)	18%	(20)	110
Military HH: No	13%	(114)	25%	(226)	17%	(155)	20%	(182)	25%	(232)	908
RD/WT: Right Direction	13%	(61)	29%	(132)	18%	(82)	16%	(73)	23%	(106)	455
RD/WT: Wrong Track	13%	(72)	22%	(124)	17%	(94)	23%	(127)	26%	(145)	564
Biden Job Approve	16%	(82)	31%	(159)	19%	(97)	16%	(82)	19%	(100)	519
Biden Job Disapprove	11%	(33)	21%	(63)	15%	(45)	28%	(85)	26%	(78)	305
Biden Job Strongly Approve	21%	(33)	29%	(46)	13%	(20)	17%	(27)	20%	(32)	158
Biden Job Somewhat Approve	13%	(49)	31%	(113)	21%	(77)	15%	(55)	19%	(67)	361
Biden Job Somewhat Disapprove	12%	(18)	24%	(36)	16%	(24)	23%	(35)	25%	(37)	150
Biden Job Strongly Disapprove	9%	(14)	18%	(28)	14%	(21)	32%	(50)	27%	(41)	155
Favorable of Biden	16%	(82)	29%	(152)	17%	(90)	16%	(84)	21%	(108)	516
Unfavorable of Biden	11%	(39)	23%	(85)	17%	(61)	26%	(96)	23%	(86)	367

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**Table MCGZ18\_16:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
Foreign language films

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	13%	(134)	25%	(257)	17%	(176)	20%	(200)	25%	(251)	1018
Very Favorable of Biden	18%	(30)	27%	(45)	14%	(24)	19%	(32)	22%	(37)	169
Somewhat Favorable of Biden	15%	(52)	31%	(107)	19%	(66)	15%	(52)	21%	(71)	347
Somewhat Unfavorable of Biden	12%	(19)	30%	(50)	17%	(27)	22%	(36)	20%	(33)	165
Very Unfavorable of Biden	10%	(20)	17%	(35)	17%	(34)	30%	(61)	26%	(53)	202
#1 Issue: Economy	10%	(32)	25%	(76)	18%	(55)	20%	(61)	26%	(80)	303
#1 Issue: Security	14%	(10)	19%	(14)	13%	(10)	31%	(22)	22%	(16)	72
#1 Issue: Health Care	18%	(21)	25%	(28)	21%	(24)	10%	(12)	26%	(30)	115
#1 Issue: Women's Issues	15%	(27)	23%	(43)	17%	(31)	21%	(38)	24%	(44)	183
#1 Issue: Education	17%	(20)	25%	(30)	14%	(18)	27%	(33)	17%	(21)	122
#1 Issue: Energy	11%	(15)	33%	(43)	21%	(27)	17%	(22)	18%	(23)	130
#1 Issue: Other	10%	(8)	23%	(19)	12%	(10)	14%	(11)	42%	(34)	81
2020 Vote: Joe Biden	21%	(45)	32%	(69)	13%	(29)	17%	(37)	16%	(35)	215
2020 Vote: Donald Trump	6%	(5)	27%	(20)	16%	(11)	27%	(20)	23%	(17)	73
2020 Vote: Didn't Vote	11%	(82)	23%	(164)	19%	(133)	20%	(143)	27%	(194)	716
2018 House Vote: Democrat	23%	(23)	35%	(36)	18%	(18)	15%	(15)	9%	(9)	101
2016 Vote: Hillary Clinton	20%	(14)	36%	(25)	20%	(14)	11%	(8)	12%	(9)	69
2016 Vote: Didn't Vote	13%	(114)	25%	(224)	17%	(155)	20%	(182)	25%	(231)	906
Voted in 2014: No	13%	(126)	25%	(249)	17%	(170)	20%	(193)	25%	(243)	981
4-Region: Northeast	9%	(16)	25%	(42)	13%	(22)	24%	(40)	30%	(51)	171
4-Region: Midwest	9%	(19)	22%	(47)	19%	(40)	21%	(44)	29%	(62)	212
4-Region: South	15%	(59)	26%	(102)	18%	(71)	20%	(78)	21%	(83)	393
4-Region: West	16%	(39)	27%	(66)	18%	(44)	16%	(38)	23%	(55)	242
Plans to Go to the Movies more	15%	(62)	30%	(125)	19%	(79)	19%	(81)	18%	(75)	422
Plans to Go to the Movies less	16%	(28)	27%	(48)	20%	(35)	15%	(26)	22%	(39)	176
Plans to Go to the Movies the Same	11%	(34)	23%	(72)	17%	(51)	23%	(71)	26%	(80)	309

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

**Table MCGZ18\_17:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.

Anime

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	37% (375)	21% (215)	12% (117)	19% (198)	11% (113)	1018
Gender: Male	42% (218)	24% (122)	11% (59)	14% (73)	9% (46)	519
Gender: Female	31% (157)	19% (93)	12% (58)	25% (125)	13% (66)	499
13-16	37% (124)	19% (64)	12% (42)	22% (74)	10% (32)	336
17-20	35% (121)	24% (84)	11% (37)	18% (63)	12% (42)	346
21-24	39% (130)	20% (67)	12% (39)	18% (61)	12% (39)	336
GenZers: 1997-2012	37% (375)	21% (215)	12% (117)	19% (198)	11% (113)	1018
PID: Dem (no lean)	38% (139)	23% (86)	13% (48)	17% (62)	9% (32)	368
PID: Ind (no lean)	41% (196)	21% (100)	9% (43)	18% (84)	11% (51)	473
PID: Rep (no lean)	22% (39)	17% (29)	15% (26)	30% (52)	17% (30)	177
PID/Gender: Dem Men	46% (79)	26% (44)	12% (20)	10% (18)	7% (12)	173
PID/Gender: Dem Women	31% (60)	22% (42)	14% (27)	23% (45)	11% (21)	195
PID/Gender: Ind Men	46% (112)	23% (56)	11% (26)	12% (28)	9% (21)	243
PID/Gender: Ind Women	36% (84)	19% (44)	7% (17)	24% (55)	13% (30)	230
PID/Gender: Rep Men	26% (26)	22% (22)	12% (12)	27% (27)	14% (14)	103
PID/Gender: Rep Women	17% (13)	9% (7)	19% (14)	34% (25)	21% (16)	74
Ideo: Liberal (1-3)	36% (133)	25% (94)	14% (50)	17% (63)	8% (30)	370
Ideo: Moderate (4)	39% (84)	23% (50)	10% (22)	17% (36)	10% (22)	214
Ideo: Conservative (5-7)	25% (40)	15% (24)	16% (26)	33% (52)	11% (17)	158
Educ: < College	37% (345)	21% (196)	12% (110)	20% (186)	11% (100)	938
Educ: Bachelors degree	38% (23)	20% (13)	10% (6)	15% (9)	17% (10)	61
Income: Under 50k	39% (237)	20% (121)	11% (67)	18% (107)	12% (73)	606
Income: 50k-100k	34% (94)	21% (59)	12% (33)	24% (66)	10% (27)	279
Income: 100k+	33% (43)	26% (35)	13% (17)	19% (25)	10% (13)	133
Ethnicity: White	33% (211)	21% (134)	13% (84)	22% (143)	11% (73)	645
Ethnicity: Hispanic	42% (103)	25% (61)	8% (20)	15% (36)	10% (24)	244
Ethnicity: Black	45% (72)	21% (34)	9% (14)	14% (22)	12% (19)	161
Ethnicity: Other	43% (92)	22% (47)	9% (20)	15% (33)	9% (20)	212

Continued on next page

**Table MCGZ18\_17:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.  
 Anime

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	37%	(375)	21%	(215)	12%	(117)	19%	(198)	11%	(113)	1018
All Christian	31%	(66)	21%	(44)	14%	(31)	24%	(51)	11%	(23)	215
All Non-Christian	32%	(18)	26%	(15)	15%	(8)	18%	(10)	8%	(5)	55
Atheist	45%	(54)	18%	(22)	10%	(12)	17%	(20)	10%	(13)	121
Agnostic/Nothing in particular	39%	(155)	22%	(87)	10%	(38)	17%	(69)	12%	(48)	398
Something Else	36%	(81)	21%	(47)	12%	(28)	21%	(48)	11%	(25)	229
Religious Non-Protestant/Catholic	31%	(21)	24%	(16)	18%	(12)	21%	(14)	7%	(5)	67
Evangelical	29%	(45)	18%	(28)	16%	(24)	28%	(44)	9%	(15)	157
Non-Evangelical	36%	(97)	22%	(60)	11%	(30)	18%	(49)	12%	(33)	268
Community: Urban	36%	(90)	26%	(65)	11%	(27)	16%	(39)	12%	(29)	249
Community: Suburban	39%	(220)	20%	(109)	11%	(59)	20%	(114)	10%	(57)	558
Community: Rural	31%	(65)	20%	(41)	15%	(31)	22%	(46)	13%	(27)	211
Employ: Private Sector	31%	(46)	29%	(44)	13%	(19)	16%	(24)	12%	(17)	150
Employ: Self-Employed	48%	(32)	22%	(15)	6%	(4)	13%	(9)	11%	(8)	67
Employ: Student	37%	(186)	20%	(101)	13%	(65)	21%	(104)	10%	(48)	504
Employ: Unemployed	40%	(63)	18%	(29)	9%	(14)	19%	(31)	14%	(22)	159
Employ: Other	37%	(30)	17%	(14)	11%	(9)	19%	(15)	15%	(12)	79
Military HH: Yes	39%	(43)	20%	(22)	11%	(12)	21%	(23)	9%	(10)	110
Military HH: No	37%	(332)	21%	(193)	12%	(105)	19%	(175)	11%	(103)	908
RD/WT: Right Direction	37%	(167)	21%	(95)	13%	(59)	19%	(85)	11%	(48)	455
RD/WT: Wrong Track	37%	(207)	21%	(120)	10%	(58)	20%	(113)	12%	(65)	564
Biden Job Approve	43%	(222)	21%	(111)	11%	(58)	16%	(84)	9%	(45)	519
Biden Job Disapprove	27%	(81)	22%	(66)	14%	(44)	27%	(81)	11%	(33)	305
Biden Job Strongly Approve	41%	(64)	25%	(39)	9%	(15)	16%	(25)	10%	(15)	158
Biden Job Somewhat Approve	44%	(157)	20%	(72)	12%	(43)	16%	(59)	8%	(29)	361
Biden Job Somewhat Disapprove	27%	(40)	23%	(34)	14%	(21)	28%	(42)	8%	(12)	150
Biden Job Strongly Disapprove	27%	(41)	21%	(32)	14%	(22)	25%	(39)	13%	(21)	155
Favorable of Biden	42%	(219)	21%	(109)	13%	(65)	15%	(78)	9%	(46)	516
Unfavorable of Biden	28%	(103)	22%	(79)	12%	(43)	27%	(100)	11%	(42)	367

Continued on next page

**Table MCGZ18\_17:** Now on a different topic Please indicate if you have a favorable or unfavorable impression of the following movie genres.

Anime

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	37%	(375)	21%	(215)	12%	(117)	19%	(198)	11%	(113)	1018
Very Favorable of Biden	41%	(69)	23%	(39)	11%	(18)	14%	(24)	11%	(19)	169
Somewhat Favorable of Biden	43%	(149)	20%	(70)	13%	(47)	16%	(54)	8%	(27)	347
Somewhat Unfavorable of Biden	29%	(48)	24%	(40)	10%	(17)	31%	(50)	6%	(9)	165
Very Unfavorable of Biden	27%	(55)	19%	(39)	13%	(26)	24%	(49)	16%	(32)	202
#1 Issue: Economy	35%	(107)	22%	(67)	11%	(35)	20%	(61)	11%	(33)	303
#1 Issue: Security	28%	(20)	26%	(19)	14%	(10)	22%	(16)	10%	(7)	72
#1 Issue: Health Care	38%	(43)	17%	(19)	15%	(17)	14%	(16)	17%	(19)	115
#1 Issue: Women's Issues	35%	(63)	18%	(34)	8%	(15)	24%	(43)	15%	(27)	183
#1 Issue: Education	47%	(58)	20%	(24)	12%	(14)	15%	(18)	7%	(8)	122
#1 Issue: Energy	35%	(46)	27%	(35)	15%	(20)	18%	(24)	5%	(7)	130
#1 Issue: Other	44%	(35)	20%	(16)	5%	(4)	22%	(18)	8%	(7)	81
2020 Vote: Joe Biden	46%	(99)	23%	(50)	8%	(18)	14%	(30)	8%	(18)	215
2020 Vote: Donald Trump	22%	(16)	24%	(18)	19%	(14)	20%	(15)	14%	(11)	73
2020 Vote: Didn't Vote	36%	(256)	20%	(144)	12%	(84)	21%	(151)	11%	(82)	716
2018 House Vote: Democrat	42%	(43)	29%	(29)	12%	(12)	13%	(13)	4%	(5)	101
2016 Vote: Hillary Clinton	37%	(26)	32%	(22)	12%	(8)	13%	(9)	7%	(5)	69
2016 Vote: Didn't Vote	37%	(332)	21%	(186)	12%	(105)	20%	(182)	11%	(101)	906
Voted in 2014: No	37%	(359)	21%	(207)	12%	(115)	20%	(191)	11%	(108)	981
4-Region: Northeast	35%	(61)	21%	(35)	12%	(20)	18%	(31)	15%	(25)	171
4-Region: Midwest	35%	(74)	22%	(46)	13%	(28)	19%	(41)	11%	(23)	212
4-Region: South	39%	(152)	19%	(76)	10%	(40)	22%	(86)	10%	(39)	393
4-Region: West	36%	(87)	24%	(58)	12%	(30)	17%	(41)	11%	(26)	242
Plans to Go to the Movies more	36%	(151)	23%	(98)	12%	(53)	19%	(79)	10%	(41)	422
Plans to Go to the Movies less	37%	(64)	20%	(35)	17%	(29)	20%	(35)	7%	(12)	176
Plans to Go to the Movies the Same	38%	(119)	21%	(66)	9%	(28)	21%	(66)	10%	(30)	309

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



**Table MCGZ19:** *As pandemic restrictions lift, do you plan to go to the movie theater more or less often than you did before the pandemic?*

Demographic	Plan to go much more		Plan to go somewhat more		Plan to go somewhat less		Plan to go much less		Plan to go about the same		Don't know / No opinion		Total N
Adults	17%	(170)	25%	(252)	10%	(99)	8%	(77)	30%	(309)	11%	(111)	1018
Gender: Male	19%	(99)	25%	(130)	9%	(47)	6%	(32)	30%	(155)	11%	(56)	519
Gender: Female	14%	(71)	24%	(122)	10%	(52)	9%	(45)	31%	(154)	11%	(55)	499
13-16	13%	(44)	27%	(89)	9%	(30)	7%	(24)	35%	(116)	10%	(33)	336
17-20	19%	(66)	23%	(79)	10%	(35)	7%	(24)	29%	(100)	13%	(43)	346
21-24	18%	(60)	25%	(84)	10%	(34)	9%	(30)	28%	(93)	10%	(35)	336
GenZers: 1997-2012	17%	(170)	25%	(252)	10%	(99)	8%	(77)	30%	(309)	11%	(111)	1018
PID: Dem (no lean)	19%	(68)	24%	(88)	10%	(38)	10%	(38)	28%	(104)	9%	(32)	368
PID: Ind (no lean)	15%	(71)	26%	(121)	10%	(46)	6%	(29)	31%	(148)	12%	(58)	473
PID: Rep (no lean)	18%	(31)	24%	(43)	8%	(14)	6%	(11)	32%	(57)	12%	(21)	177
PID/Gender: Dem Men	23%	(40)	23%	(40)	9%	(16)	7%	(11)	29%	(51)	9%	(16)	173
PID/Gender: Dem Women	15%	(28)	25%	(48)	12%	(23)	13%	(26)	27%	(53)	8%	(16)	195
PID/Gender: Ind Men	14%	(35)	28%	(68)	10%	(24)	6%	(15)	29%	(71)	12%	(30)	243
PID/Gender: Ind Women	15%	(36)	23%	(53)	10%	(22)	6%	(14)	34%	(77)	12%	(28)	230
PID/Gender: Rep Men	23%	(24)	21%	(22)	7%	(7)	6%	(6)	32%	(33)	10%	(10)	103
PID/Gender: Rep Women	10%	(7)	28%	(21)	9%	(7)	6%	(4)	32%	(24)	15%	(11)	74
Ideo: Liberal (1-3)	17%	(64)	25%	(92)	11%	(40)	7%	(26)	34%	(125)	6%	(24)	370
Ideo: Moderate (4)	19%	(41)	28%	(59)	11%	(24)	8%	(18)	24%	(51)	10%	(21)	214
Ideo: Conservative (5-7)	19%	(29)	26%	(41)	8%	(13)	8%	(13)	31%	(49)	8%	(13)	158
Educ: < College	17%	(157)	25%	(232)	9%	(89)	7%	(70)	30%	(285)	11%	(106)	938
Educ: Bachelors degree	16%	(10)	24%	(15)	13%	(8)	12%	(8)	28%	(17)	6%	(4)	61
Income: Under 50k	16%	(94)	22%	(134)	9%	(56)	9%	(55)	30%	(183)	14%	(84)	606
Income: 50k-100k	18%	(50)	26%	(74)	12%	(34)	5%	(14)	30%	(83)	8%	(23)	279
Income: 100k+	19%	(26)	33%	(44)	6%	(9)	6%	(8)	32%	(43)	3%	(4)	133
Ethnicity: White	16%	(106)	23%	(149)	9%	(59)	6%	(41)	34%	(222)	10%	(67)	645
Ethnicity: Hispanic	22%	(53)	27%	(66)	10%	(24)	8%	(20)	24%	(59)	9%	(22)	244
Ethnicity: Black	22%	(35)	28%	(45)	9%	(14)	9%	(14)	19%	(30)	14%	(23)	161
Ethnicity: Other	14%	(29)	27%	(58)	12%	(25)	11%	(23)	27%	(57)	10%	(21)	212

Continued on next page

**Table MCGZ19:** As pandemic restrictions lift, do you plan to go to the movie theater more or less often than you did before the pandemic?

Demographic	Plan to go much more		Plan to go somewhat more		Plan to go somewhat less		Plan to go much less		Plan to go about the same		Don't know / No opinion		Total N
Adults	17%	(170)	25%	(252)	10%	(99)	8%	(77)	30%	(309)	11%	(111)	1018
All Christian	19%	(42)	26%	(56)	10%	(21)	7%	(16)	30%	(65)	7%	(15)	215
All Non-Christian	18%	(10)	27%	(15)	10%	(6)	11%	(6)	26%	(14)	9%	(5)	55
Atheist	16%	(19)	24%	(30)	11%	(13)	5%	(6)	36%	(44)	8%	(9)	121
Agnostic/Nothing in particular	16%	(64)	22%	(89)	11%	(42)	7%	(29)	30%	(119)	14%	(54)	398
Something Else	15%	(35)	27%	(62)	7%	(17)	9%	(21)	29%	(67)	12%	(27)	229
Religious Non-Protestant/Catholic	17%	(11)	28%	(19)	8%	(6)	11%	(7)	26%	(18)	10%	(6)	67
Evangelical	20%	(32)	27%	(42)	7%	(11)	9%	(14)	25%	(39)	12%	(19)	157
Non-Evangelical	16%	(43)	26%	(69)	10%	(27)	8%	(21)	33%	(88)	8%	(21)	268
Community: Urban	18%	(45)	28%	(70)	10%	(24)	9%	(23)	27%	(66)	9%	(21)	249
Community: Suburban	17%	(97)	25%	(139)	10%	(54)	7%	(39)	31%	(171)	11%	(59)	558
Community: Rural	13%	(28)	21%	(43)	10%	(21)	7%	(16)	34%	(72)	15%	(31)	211
Employ: Private Sector	21%	(32)	33%	(50)	12%	(17)	10%	(15)	19%	(28)	5%	(8)	150
Employ: Self-Employed	14%	(10)	22%	(15)	17%	(11)	6%	(4)	37%	(25)	3%	(2)	67
Employ: Student	16%	(79)	25%	(127)	9%	(46)	6%	(31)	35%	(176)	9%	(45)	504
Employ: Unemployed	18%	(28)	19%	(30)	7%	(10)	10%	(15)	28%	(44)	20%	(31)	159
Employ: Other	17%	(13)	21%	(17)	8%	(6)	9%	(7)	26%	(20)	19%	(15)	79
Military HH: Yes	18%	(20)	26%	(29)	9%	(10)	8%	(9)	32%	(35)	7%	(8)	110
Military HH: No	17%	(150)	25%	(223)	10%	(89)	8%	(69)	30%	(274)	11%	(104)	908
RD/WT: Right Direction	18%	(81)	24%	(111)	11%	(49)	7%	(34)	26%	(120)	13%	(60)	455
RD/WT: Wrong Track	16%	(90)	25%	(141)	9%	(50)	8%	(43)	34%	(189)	9%	(51)	564
Biden Job Approve	18%	(96)	26%	(133)	12%	(63)	8%	(41)	28%	(145)	8%	(41)	519
Biden Job Disapprove	16%	(50)	28%	(85)	9%	(27)	8%	(23)	31%	(93)	9%	(26)	305
Biden Job Strongly Approve	23%	(36)	24%	(37)	10%	(16)	11%	(17)	21%	(32)	12%	(20)	158
Biden Job Somewhat Approve	17%	(60)	27%	(96)	13%	(48)	7%	(24)	31%	(113)	6%	(21)	361
Biden Job Somewhat Disapprove	15%	(23)	30%	(45)	9%	(14)	10%	(15)	29%	(43)	6%	(9)	150
Biden Job Strongly Disapprove	17%	(27)	26%	(40)	9%	(13)	5%	(8)	32%	(50)	11%	(17)	155
Favorable of Biden	18%	(95)	24%	(125)	11%	(59)	8%	(44)	30%	(153)	8%	(40)	516
Unfavorable of Biden	17%	(62)	27%	(101)	9%	(35)	7%	(25)	31%	(113)	9%	(32)	367

Continued on next page

**Table MCGZ19:** As pandemic restrictions lift, do you plan to go to the movie theater more or less often than you did before the pandemic?

Demographic	Plan to go much more		Plan to go somewhat more		Plan to go somewhat less		Plan to go much less		Plan to go about the same		Don't know / No opinion		Total N
Adults	17%	(170)	25%	(252)	10%	(99)	8%	(77)	30%	(309)	11%	(111)	1018
Very Favorable of Biden	23%	(39)	24%	(41)	11%	(19)	10%	(17)	21%	(35)	11%	(18)	169
Somewhat Favorable of Biden	16%	(56)	24%	(84)	12%	(40)	8%	(27)	34%	(118)	7%	(23)	347
Somewhat Unfavorable of Biden	16%	(26)	32%	(53)	13%	(22)	7%	(12)	26%	(43)	5%	(8)	165
Very Unfavorable of Biden	17%	(35)	23%	(47)	6%	(13)	6%	(13)	35%	(70)	12%	(24)	202
#1 Issue: Economy	18%	(55)	26%	(80)	11%	(35)	7%	(22)	25%	(75)	12%	(36)	303
#1 Issue: Security	19%	(14)	24%	(17)	8%	(6)	3%	(2)	31%	(23)	15%	(11)	72
#1 Issue: Health Care	15%	(18)	24%	(28)	8%	(9)	7%	(8)	30%	(34)	16%	(19)	115
#1 Issue: Women's Issues	15%	(27)	25%	(46)	8%	(15)	10%	(19)	34%	(63)	7%	(14)	183
#1 Issue: Education	14%	(17)	24%	(29)	10%	(12)	13%	(16)	30%	(37)	9%	(11)	122
#1 Issue: Energy	21%	(28)	22%	(29)	14%	(18)	6%	(8)	31%	(40)	5%	(7)	130
#1 Issue: Other	11%	(9)	21%	(17)	3%	(3)	5%	(4)	42%	(34)	17%	(13)	81
2020 Vote: Joe Biden	20%	(44)	24%	(52)	14%	(30)	7%	(16)	27%	(57)	7%	(16)	215
2020 Vote: Donald Trump	20%	(15)	25%	(18)	4%	(3)	11%	(8)	31%	(23)	10%	(7)	73
2020 Vote: Didn't Vote	15%	(109)	25%	(179)	9%	(66)	8%	(54)	31%	(224)	12%	(84)	716
2018 House Vote: Democrat	19%	(19)	27%	(27)	14%	(14)	9%	(9)	27%	(27)	5%	(5)	101
2016 Vote: Hillary Clinton	24%	(16)	22%	(15)	16%	(11)	12%	(8)	22%	(15)	5%	(3)	69
2016 Vote: Didn't Vote	16%	(143)	25%	(229)	10%	(87)	7%	(65)	31%	(278)	12%	(105)	906
Voted in 2014: No	16%	(158)	25%	(246)	10%	(94)	8%	(74)	31%	(301)	11%	(109)	981
4-Region: Northeast	13%	(22)	28%	(48)	11%	(18)	8%	(14)	31%	(53)	10%	(17)	171
4-Region: Midwest	15%	(32)	25%	(52)	7%	(16)	8%	(16)	33%	(69)	12%	(26)	212
4-Region: South	18%	(72)	25%	(98)	10%	(40)	8%	(30)	29%	(112)	11%	(42)	393
4-Region: West	19%	(45)	22%	(54)	10%	(25)	7%	(18)	31%	(75)	11%	(26)	242
Plans to Go to the Movies more	40%	(170)	60%	(252)	—	(0)	—	(0)	—	(0)	—	(0)	422
Plans to Go to the Movies less	—	(0)	—	(0)	56%	(99)	44%	(77)	—	(0)	—	(0)	176
Plans to Go to the Movies the Same	—	(0)	—	(0)	—	(0)	—	(0)	100%	(309)	—	(0)	309

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

**Table MCGZ20\_1:** To what extent are the following a reason why you would choose to see a movie in theaters?  
Variety of seating options such as cushioned seats or recliners

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	29%	(293)	34%	(348)	37%	(377)	1018
Gender: Male	27%	(140)	35%	(183)	38%	(196)	519
Gender: Female	31%	(153)	33%	(165)	36%	(181)	499
13-16	29%	(97)	33%	(112)	38%	(127)	336
17-20	27%	(95)	33%	(114)	40%	(138)	346
21-24	30%	(101)	36%	(122)	34%	(113)	336
GenZers: 1997-2012	29%	(293)	34%	(348)	37%	(377)	1018
PID: Dem (no lean)	29%	(107)	36%	(133)	35%	(128)	368
PID: Ind (no lean)	29%	(135)	32%	(151)	40%	(187)	473
PID: Rep (no lean)	29%	(51)	36%	(64)	35%	(62)	177
PID/Gender: Dem Men	25%	(44)	37%	(65)	37%	(65)	173
PID/Gender: Dem Women	33%	(63)	35%	(68)	32%	(63)	195
PID/Gender: Ind Men	25%	(61)	35%	(86)	40%	(97)	243
PID/Gender: Ind Women	33%	(75)	28%	(65)	39%	(91)	230
PID/Gender: Rep Men	35%	(36)	31%	(32)	34%	(35)	103
PID/Gender: Rep Women	20%	(15)	43%	(32)	37%	(27)	74
Ideo: Liberal (1-3)	30%	(111)	37%	(136)	33%	(124)	370
Ideo: Moderate (4)	28%	(59)	36%	(77)	36%	(77)	214
Ideo: Conservative (5-7)	30%	(47)	32%	(51)	38%	(60)	158
Educ: < College	29%	(270)	34%	(320)	37%	(348)	938
Educ: Bachelors degree	29%	(18)	33%	(21)	38%	(23)	61
Income: Under 50k	29%	(176)	34%	(204)	37%	(227)	606
Income: 50k-100k	30%	(84)	33%	(92)	37%	(103)	279
Income: 100k+	26%	(34)	39%	(52)	35%	(46)	133
Ethnicity: White	30%	(195)	34%	(222)	35%	(229)	645
Ethnicity: Hispanic	35%	(85)	34%	(84)	31%	(75)	244
Ethnicity: Black	29%	(46)	33%	(54)	38%	(61)	161
Ethnicity: Other	25%	(53)	34%	(72)	41%	(87)	212

Continued on next page

**Table MCGZ20\_1:** To what extent are the following a reason why you would choose to see a movie in theaters?  
 Variety of seating options such as cushioned seats or recliners

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	29%	(293)	34%	(348)	37%	(377)	1018
All Christian	32%	(69)	36%	(78)	32%	(68)	215
All Non-Christian	32%	(18)	31%	(17)	37%	(21)	55
Atheist	23%	(28)	37%	(45)	40%	(48)	121
Agnostic/Nothing in particular	26%	(104)	33%	(131)	41%	(163)	398
Something Else	33%	(75)	34%	(77)	34%	(77)	229
Religious Non-Protestant/Catholic	34%	(23)	30%	(20)	36%	(24)	67
Evangelical	32%	(51)	37%	(58)	30%	(47)	157
Non-Evangelical	32%	(85)	34%	(92)	34%	(92)	268
Community: Urban	33%	(82)	36%	(89)	31%	(78)	249
Community: Suburban	28%	(157)	34%	(190)	38%	(211)	558
Community: Rural	26%	(55)	33%	(69)	41%	(87)	211
Employ: Private Sector	32%	(48)	40%	(60)	28%	(42)	150
Employ: Self-Employed	36%	(24)	26%	(17)	38%	(26)	67
Employ: Student	29%	(144)	37%	(184)	35%	(176)	504
Employ: Unemployed	24%	(39)	30%	(47)	46%	(73)	159
Employ: Other	27%	(21)	25%	(19)	49%	(39)	79
Military HH: Yes	35%	(38)	33%	(36)	32%	(35)	110
Military HH: No	28%	(255)	34%	(311)	38%	(342)	908
RD/WT: Right Direction	26%	(119)	35%	(160)	38%	(175)	455
RD/WT: Wrong Track	31%	(174)	33%	(187)	36%	(202)	564
Biden Job Approve	29%	(151)	38%	(198)	33%	(169)	519
Biden Job Disapprove	32%	(99)	34%	(103)	34%	(103)	305
Biden Job Strongly Approve	27%	(43)	37%	(59)	35%	(56)	158
Biden Job Somewhat Approve	30%	(108)	39%	(139)	32%	(114)	361
Biden Job Somewhat Disapprove	27%	(40)	38%	(56)	36%	(54)	150
Biden Job Strongly Disapprove	38%	(59)	30%	(47)	32%	(49)	155
Favorable of Biden	29%	(148)	36%	(187)	35%	(181)	516
Unfavorable of Biden	32%	(116)	33%	(122)	35%	(128)	367

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**Table MCGZ20\_1:** To what extent are the following a reason why you would choose to see a movie in theaters?  
Variety of seating options such as cushioned seats or recliners

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	29%	(293)	34%	(348)	37%	(377)	1018
Very Favorable of Biden	29%	(48)	34%	(58)	37%	(63)	169
Somewhat Favorable of Biden	29%	(100)	37%	(129)	34%	(118)	347
Somewhat Unfavorable of Biden	33%	(54)	35%	(57)	33%	(54)	165
Very Unfavorable of Biden	31%	(63)	32%	(66)	37%	(74)	202
#1 Issue: Economy	31%	(94)	33%	(101)	36%	(109)	303
#1 Issue: Security	31%	(22)	34%	(24)	35%	(25)	72
#1 Issue: Health Care	31%	(36)	38%	(44)	30%	(35)	115
#1 Issue: Women's Issues	28%	(51)	32%	(59)	40%	(72)	183
#1 Issue: Education	27%	(33)	32%	(39)	41%	(49)	122
#1 Issue: Energy	25%	(33)	40%	(52)	35%	(45)	130
#1 Issue: Other	25%	(20)	28%	(23)	47%	(38)	81
2020 Vote: Joe Biden	30%	(64)	37%	(80)	33%	(71)	215
2020 Vote: Donald Trump	26%	(19)	34%	(25)	40%	(29)	73
2020 Vote: Didn't Vote	28%	(204)	34%	(240)	38%	(272)	716
2018 House Vote: Democrat	25%	(26)	45%	(46)	30%	(30)	101
2016 Vote: Hillary Clinton	25%	(17)	43%	(30)	31%	(22)	69
2016 Vote: Didn't Vote	29%	(262)	33%	(303)	38%	(341)	906
Voted in 2014: No	29%	(281)	34%	(334)	37%	(366)	981
4-Region: Northeast	33%	(57)	28%	(47)	39%	(67)	171
4-Region: Midwest	25%	(52)	38%	(80)	38%	(80)	212
4-Region: South	28%	(111)	37%	(146)	35%	(137)	393
4-Region: West	30%	(73)	31%	(75)	39%	(94)	242
Plans to Go to the Movies more	36%	(153)	39%	(165)	24%	(103)	422
Plans to Go to the Movies less	25%	(44)	39%	(69)	35%	(62)	176
Plans to Go to the Movies the Same	25%	(77)	33%	(101)	42%	(131)	309

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

**Table MCGZ20\_2:** To what extent are the following a reason why you would choose to see a movie in theaters?  
 Premium screen formats such as IMAX or 3D

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	32%	(329)	31%	(311)	37%	(378)	1018
Gender: Male	34%	(178)	32%	(168)	33%	(173)	519
Gender: Female	30%	(152)	29%	(143)	41%	(205)	499
13-16	33%	(110)	27%	(90)	41%	(137)	336
17-20	29%	(101)	31%	(106)	40%	(140)	346
21-24	35%	(119)	34%	(116)	30%	(101)	336
GenZers: 1997-2012	32%	(329)	31%	(311)	37%	(378)	1018
PID: Dem (no lean)	35%	(127)	33%	(121)	33%	(120)	368
PID: Ind (no lean)	31%	(145)	28%	(130)	42%	(197)	473
PID: Rep (no lean)	32%	(57)	34%	(59)	34%	(61)	177
PID/Gender: Dem Men	38%	(67)	34%	(59)	27%	(47)	173
PID/Gender: Dem Women	31%	(61)	32%	(62)	37%	(72)	195
PID/Gender: Ind Men	30%	(73)	30%	(74)	40%	(97)	243
PID/Gender: Ind Women	32%	(73)	25%	(56)	44%	(101)	230
PID/Gender: Rep Men	37%	(38)	34%	(35)	28%	(29)	103
PID/Gender: Rep Women	25%	(18)	33%	(24)	43%	(32)	74
Ideo: Liberal (1-3)	33%	(122)	35%	(130)	32%	(119)	370
Ideo: Moderate (4)	39%	(83)	26%	(56)	35%	(74)	214
Ideo: Conservative (5-7)	30%	(48)	33%	(52)	37%	(59)	158
Educ: < College	33%	(306)	30%	(279)	38%	(353)	938
Educ: Bachelors degree	25%	(16)	41%	(25)	33%	(21)	61
Income: Under 50k	30%	(180)	30%	(183)	40%	(243)	606
Income: 50k-100k	34%	(95)	34%	(96)	32%	(88)	279
Income: 100k+	42%	(55)	24%	(31)	35%	(46)	133
Ethnicity: White	33%	(210)	30%	(195)	37%	(240)	645
Ethnicity: Hispanic	36%	(88)	31%	(77)	33%	(80)	244
Ethnicity: Black	31%	(50)	36%	(59)	33%	(52)	161
Ethnicity: Other	33%	(70)	27%	(57)	40%	(85)	212

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**Table MCGZ20\_2:** To what extent are the following a reason why you would choose to see a movie in theaters?  
Premium screen formats such as IMAX or 3D

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	32%	(329)	31%	(311)	37%	(378)	1018
All Christian	37%	(80)	29%	(62)	34%	(73)	215
All Non-Christian	35%	(19)	37%	(21)	28%	(15)	55
Atheist	33%	(40)	29%	(35)	38%	(46)	121
Agnostic/Nothing in particular	28%	(113)	32%	(126)	40%	(158)	398
Something Else	34%	(77)	29%	(67)	37%	(85)	229
Religious Non-Protestant/Catholic	33%	(22)	37%	(25)	30%	(20)	67
Evangelical	35%	(55)	29%	(45)	36%	(57)	157
Non-Evangelical	36%	(97)	29%	(79)	35%	(93)	268
Community: Urban	35%	(87)	33%	(83)	32%	(79)	249
Community: Suburban	32%	(181)	30%	(166)	38%	(211)	558
Community: Rural	29%	(62)	29%	(62)	41%	(87)	211
Employ: Private Sector	39%	(58)	41%	(61)	21%	(31)	150
Employ: Self-Employed	34%	(22)	29%	(20)	37%	(25)	67
Employ: Student	31%	(158)	30%	(151)	39%	(194)	504
Employ: Unemployed	30%	(48)	29%	(47)	40%	(64)	159
Employ: Other	30%	(24)	16%	(13)	54%	(43)	79
Military HH: Yes	30%	(33)	35%	(38)	35%	(38)	110
Military HH: No	33%	(296)	30%	(272)	37%	(340)	908
RD/WT: Right Direction	32%	(146)	33%	(149)	35%	(160)	455
RD/WT: Wrong Track	33%	(184)	29%	(162)	39%	(217)	564
Biden Job Approve	35%	(180)	33%	(171)	32%	(168)	519
Biden Job Disapprove	34%	(104)	33%	(101)	33%	(101)	305
Biden Job Strongly Approve	33%	(52)	30%	(48)	36%	(57)	158
Biden Job Somewhat Approve	35%	(128)	34%	(123)	31%	(111)	361
Biden Job Somewhat Disapprove	33%	(50)	29%	(43)	38%	(57)	150
Biden Job Strongly Disapprove	35%	(54)	37%	(57)	28%	(44)	155
Favorable of Biden	35%	(181)	32%	(163)	33%	(173)	516
Unfavorable of Biden	33%	(122)	32%	(116)	35%	(129)	367

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**Table MCGZ20\_2:** To what extent are the following a reason why you would choose to see a movie in theaters?  
Premium screen formats such as IMAX or 3D

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	32%	(329)	31%	(311)	37%	(378)	1018
Very Favorable of Biden	35%	(58)	31%	(53)	34%	(57)	169
Somewhat Favorable of Biden	35%	(123)	32%	(110)	33%	(115)	347
Somewhat Unfavorable of Biden	30%	(49)	32%	(53)	38%	(62)	165
Very Unfavorable of Biden	36%	(73)	31%	(62)	33%	(67)	202
#1 Issue: Economy	35%	(107)	30%	(90)	35%	(107)	303
#1 Issue: Security	30%	(22)	37%	(26)	33%	(24)	72
#1 Issue: Health Care	30%	(34)	34%	(39)	37%	(42)	115
#1 Issue: Women's Issues	32%	(58)	30%	(54)	39%	(71)	183
#1 Issue: Education	32%	(39)	28%	(34)	40%	(49)	122
#1 Issue: Energy	33%	(43)	34%	(44)	34%	(44)	130
#1 Issue: Other	27%	(22)	27%	(22)	46%	(37)	81
2020 Vote: Joe Biden	39%	(85)	36%	(77)	25%	(53)	215
2020 Vote: Donald Trump	26%	(19)	33%	(24)	41%	(30)	73
2020 Vote: Didn't Vote	31%	(222)	29%	(205)	40%	(289)	716
2018 House Vote: Democrat	40%	(40)	35%	(36)	25%	(25)	101
2016 Vote: Hillary Clinton	40%	(28)	34%	(23)	26%	(18)	69
2016 Vote: Didn't Vote	32%	(288)	30%	(274)	38%	(345)	906
Voted in 2014: No	32%	(318)	30%	(299)	37%	(365)	981
4-Region: Northeast	34%	(58)	29%	(49)	38%	(65)	171
4-Region: Midwest	31%	(65)	33%	(70)	36%	(77)	212
4-Region: South	34%	(132)	31%	(123)	35%	(138)	393
4-Region: West	31%	(75)	29%	(69)	40%	(98)	242
Plans to Go to the Movies more	41%	(174)	32%	(134)	27%	(114)	422
Plans to Go to the Movies less	30%	(53)	36%	(64)	34%	(59)	176
Plans to Go to the Movies the Same	28%	(88)	30%	(94)	41%	(127)	309

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

**Table MCGZ20\_3:** To what extent are the following a reason why you would choose to see a movie in theaters?  
Premium sound options such as Dolby Digital

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	25%	(253)	28%	(286)	47%	(479)	1018
Gender: Male	30%	(156)	28%	(146)	42%	(217)	519
Gender: Female	20%	(98)	28%	(140)	52%	(261)	499
13-16	19%	(64)	27%	(89)	54%	(183)	336
17-20	24%	(83)	28%	(97)	48%	(166)	346
21-24	32%	(106)	30%	(100)	39%	(130)	336
GenZers: 1997-2012	25%	(253)	28%	(286)	47%	(479)	1018
PID: Dem (no lean)	25%	(94)	32%	(116)	43%	(158)	368
PID: Ind (no lean)	23%	(108)	25%	(121)	52%	(244)	473
PID: Rep (no lean)	29%	(51)	28%	(49)	43%	(76)	177
PID/Gender: Dem Men	28%	(49)	33%	(57)	39%	(67)	173
PID/Gender: Dem Women	23%	(45)	30%	(59)	47%	(91)	195
PID/Gender: Ind Men	28%	(68)	24%	(60)	48%	(116)	243
PID/Gender: Ind Women	18%	(41)	27%	(61)	56%	(128)	230
PID/Gender: Rep Men	38%	(39)	29%	(29)	33%	(34)	103
PID/Gender: Rep Women	16%	(12)	27%	(20)	57%	(42)	74
Ideo: Liberal (1-3)	26%	(95)	31%	(115)	43%	(160)	370
Ideo: Moderate (4)	30%	(64)	23%	(50)	47%	(100)	214
Ideo: Conservative (5-7)	25%	(40)	26%	(42)	48%	(77)	158
Educ: < College	25%	(233)	27%	(258)	48%	(446)	938
Educ: Bachelors degree	21%	(13)	37%	(23)	43%	(26)	61
Income: Under 50k	23%	(138)	29%	(177)	48%	(291)	606
Income: 50k-100k	27%	(75)	29%	(80)	44%	(124)	279
Income: 100k+	31%	(41)	21%	(28)	48%	(64)	133
Ethnicity: White	27%	(173)	28%	(183)	45%	(288)	645
Ethnicity: Hispanic	29%	(70)	28%	(67)	44%	(107)	244
Ethnicity: Black	21%	(34)	30%	(48)	49%	(78)	161
Ethnicity: Other	22%	(46)	26%	(54)	53%	(112)	212

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**Table MCGZ20\_3:** To what extent are the following a reason why you would choose to see a movie in theaters?  
 Premium sound options such as Dolby Digital

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	25%	(253)	28%	(286)	47%	(479)	1018
All Christian	26%	(56)	30%	(64)	44%	(95)	215
All Non-Christian	25%	(14)	34%	(19)	41%	(23)	55
Atheist	22%	(26)	26%	(32)	52%	(63)	121
Agnostic/Nothing in particular	21%	(84)	29%	(116)	50%	(198)	398
Something Else	32%	(74)	24%	(55)	44%	(100)	229
Religious Non-Protestant/Catholic	23%	(16)	34%	(22)	43%	(29)	67
Evangelical	28%	(44)	28%	(44)	44%	(69)	157
Non-Evangelical	31%	(82)	27%	(72)	43%	(114)	268
Community: Urban	26%	(64)	28%	(70)	46%	(115)	249
Community: Suburban	26%	(144)	29%	(162)	45%	(252)	558
Community: Rural	22%	(46)	26%	(54)	53%	(111)	211
Employ: Private Sector	35%	(52)	31%	(46)	35%	(52)	150
Employ: Self-Employed	20%	(13)	29%	(20)	51%	(34)	67
Employ: Student	23%	(114)	29%	(146)	49%	(245)	504
Employ: Unemployed	26%	(42)	23%	(37)	50%	(80)	159
Employ: Other	22%	(17)	22%	(18)	56%	(44)	79
Military HH: Yes	25%	(27)	28%	(31)	47%	(52)	110
Military HH: No	25%	(226)	28%	(255)	47%	(427)	908
RD/WT: Right Direction	25%	(112)	28%	(128)	47%	(214)	455
RD/WT: Wrong Track	25%	(142)	28%	(158)	47%	(264)	564
Biden Job Approve	26%	(136)	30%	(154)	44%	(228)	519
Biden Job Disapprove	27%	(84)	29%	(88)	44%	(133)	305
Biden Job Strongly Approve	25%	(39)	31%	(49)	45%	(70)	158
Biden Job Somewhat Approve	27%	(97)	29%	(106)	44%	(158)	361
Biden Job Somewhat Disapprove	25%	(38)	30%	(45)	44%	(66)	150
Biden Job Strongly Disapprove	29%	(46)	28%	(43)	43%	(67)	155
Favorable of Biden	27%	(137)	29%	(152)	44%	(227)	516
Unfavorable of Biden	26%	(96)	28%	(101)	46%	(170)	367

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**Table MCGZ20\_3:** To what extent are the following a reason why you would choose to see a movie in theaters?  
Premium sound options such as Dolby Digital

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	25%	(253)	28%	(286)	47%	(479)	1018
Very Favorable of Biden	27%	(46)	28%	(48)	44%	(75)	169
Somewhat Favorable of Biden	26%	(91)	30%	(104)	44%	(152)	347
Somewhat Unfavorable of Biden	22%	(36)	32%	(52)	47%	(77)	165
Very Unfavorable of Biden	30%	(60)	24%	(49)	46%	(93)	202
#1 Issue: Economy	32%	(96)	25%	(75)	44%	(132)	303
#1 Issue: Security	19%	(14)	41%	(30)	40%	(29)	72
#1 Issue: Health Care	26%	(29)	30%	(34)	44%	(51)	115
#1 Issue: Women's Issues	17%	(31)	27%	(49)	56%	(103)	183
#1 Issue: Education	26%	(32)	23%	(28)	51%	(63)	122
#1 Issue: Energy	21%	(28)	39%	(51)	39%	(51)	130
#1 Issue: Other	26%	(21)	17%	(14)	57%	(46)	81
2020 Vote: Joe Biden	28%	(60)	32%	(68)	40%	(86)	215
2020 Vote: Donald Trump	36%	(26)	26%	(19)	39%	(28)	73
2020 Vote: Didn't Vote	23%	(162)	28%	(198)	50%	(357)	716
2018 House Vote: Democrat	34%	(35)	31%	(31)	35%	(35)	101
2016 Vote: Hillary Clinton	32%	(22)	31%	(21)	37%	(26)	69
2016 Vote: Didn't Vote	23%	(211)	28%	(257)	48%	(438)	906
Voted in 2014: No	25%	(243)	28%	(274)	47%	(464)	981
4-Region: Northeast	26%	(44)	26%	(45)	48%	(82)	171
4-Region: Midwest	24%	(51)	28%	(60)	47%	(100)	212
4-Region: South	25%	(97)	28%	(110)	47%	(186)	393
4-Region: West	25%	(61)	29%	(71)	46%	(110)	242
Plans to Go to the Movies more	32%	(137)	31%	(131)	37%	(154)	422
Plans to Go to the Movies less	19%	(33)	35%	(62)	46%	(81)	176
Plans to Go to the Movies the Same	23%	(71)	25%	(76)	53%	(162)	309

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

**Table MCGZ20\_4:** To what extent are the following a reason why you would choose to see a movie in theaters?  
 Variety of food options

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	23%	(237)	35%	(360)	41%	(421)	1018
Gender: Male	24%	(127)	36%	(186)	40%	(206)	519
Gender: Female	22%	(110)	35%	(175)	43%	(214)	499
13-16	23%	(76)	34%	(114)	44%	(146)	336
17-20	23%	(80)	33%	(115)	44%	(151)	346
21-24	24%	(81)	39%	(132)	37%	(123)	336
GenZers: 1997-2012	23%	(237)	35%	(360)	41%	(421)	1018
PID: Dem (no lean)	22%	(82)	39%	(142)	39%	(144)	368
PID: Ind (no lean)	24%	(112)	34%	(160)	42%	(201)	473
PID: Rep (no lean)	24%	(43)	33%	(57)	43%	(76)	177
PID/Gender: Dem Men	21%	(37)	40%	(70)	38%	(66)	173
PID/Gender: Dem Women	23%	(45)	37%	(72)	40%	(77)	195
PID/Gender: Ind Men	25%	(60)	32%	(79)	43%	(105)	243
PID/Gender: Ind Women	22%	(52)	36%	(82)	42%	(96)	230
PID/Gender: Rep Men	29%	(30)	36%	(37)	35%	(36)	103
PID/Gender: Rep Women	18%	(13)	28%	(20)	55%	(40)	74
Ideo: Liberal (1-3)	22%	(83)	40%	(148)	38%	(139)	370
Ideo: Moderate (4)	25%	(54)	35%	(74)	40%	(86)	214
Ideo: Conservative (5-7)	21%	(33)	33%	(52)	46%	(73)	158
Educ: < College	22%	(210)	36%	(334)	42%	(394)	938
Educ: Bachelors degree	34%	(21)	30%	(18)	36%	(22)	61
Income: Under 50k	21%	(130)	37%	(227)	41%	(249)	606
Income: 50k-100k	28%	(79)	32%	(88)	40%	(112)	279
Income: 100k+	21%	(28)	34%	(45)	45%	(60)	133
Ethnicity: White	25%	(162)	33%	(211)	42%	(272)	645
Ethnicity: Hispanic	21%	(50)	39%	(96)	40%	(98)	244
Ethnicity: Black	25%	(40)	42%	(67)	33%	(54)	161
Ethnicity: Other	16%	(35)	39%	(83)	45%	(95)	212

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**Table MCGZ20\_4:** To what extent are the following a reason why you would choose to see a movie in theaters?

*Variety of food options*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	23%	(237)	35%	(360)	41%	(421)	1018
All Christian	23%	(50)	42%	(91)	34%	(74)	215
All Non-Christian	26%	(15)	38%	(21)	36%	(20)	55
Atheist	20%	(24)	34%	(41)	46%	(56)	121
Agnostic/Nothing in particular	23%	(91)	32%	(128)	45%	(179)	398
Something Else	25%	(58)	34%	(79)	40%	(92)	229
Religious Non-Protestant/Catholic	28%	(19)	40%	(27)	32%	(22)	67
Evangelical	21%	(33)	37%	(59)	41%	(65)	157
Non-Evangelical	25%	(66)	39%	(104)	37%	(98)	268
Community: Urban	21%	(52)	39%	(98)	40%	(98)	249
Community: Suburban	25%	(141)	36%	(199)	39%	(219)	558
Community: Rural	21%	(44)	30%	(63)	49%	(104)	211
Employ: Private Sector	27%	(41)	39%	(58)	34%	(50)	150
Employ: Self-Employed	29%	(20)	32%	(21)	39%	(26)	67
Employ: Student	22%	(110)	35%	(178)	43%	(216)	504
Employ: Unemployed	21%	(33)	35%	(56)	44%	(70)	159
Employ: Other	26%	(21)	27%	(22)	47%	(37)	79
Military HH: Yes	20%	(22)	40%	(43)	41%	(44)	110
Military HH: No	24%	(215)	35%	(317)	41%	(376)	908
RD/WT: Right Direction	23%	(107)	36%	(162)	41%	(186)	455
RD/WT: Wrong Track	23%	(130)	35%	(198)	42%	(235)	564
Biden Job Approve	23%	(117)	41%	(212)	37%	(190)	519
Biden Job Disapprove	26%	(78)	32%	(98)	42%	(129)	305
Biden Job Strongly Approve	22%	(35)	34%	(54)	44%	(69)	158
Biden Job Somewhat Approve	23%	(82)	44%	(157)	34%	(122)	361
Biden Job Somewhat Disapprove	21%	(31)	35%	(52)	45%	(67)	150
Biden Job Strongly Disapprove	30%	(47)	30%	(47)	40%	(62)	155
Favorable of Biden	23%	(119)	39%	(201)	38%	(196)	516
Unfavorable of Biden	24%	(89)	34%	(124)	42%	(154)	367

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**Table MCGZ20\_4:** To what extent are the following a reason why you would choose to see a movie in theaters?  
Variety of food options

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	23%	(237)	35%	(360)	41%	(421)	1018
Very Favorable of Biden	25%	(42)	39%	(66)	36%	(61)	169
Somewhat Favorable of Biden	22%	(78)	39%	(135)	39%	(135)	347
Somewhat Unfavorable of Biden	17%	(28)	40%	(66)	43%	(70)	165
Very Unfavorable of Biden	30%	(61)	29%	(58)	41%	(83)	202
#1 Issue: Economy	24%	(74)	37%	(111)	39%	(118)	303
#1 Issue: Security	29%	(21)	35%	(25)	36%	(26)	72
#1 Issue: Health Care	20%	(23)	33%	(38)	47%	(54)	115
#1 Issue: Women's Issues	23%	(42)	32%	(58)	45%	(83)	183
#1 Issue: Education	22%	(27)	39%	(47)	39%	(48)	122
#1 Issue: Energy	23%	(30)	42%	(54)	35%	(46)	130
#1 Issue: Other	21%	(17)	23%	(19)	55%	(44)	81
2020 Vote: Joe Biden	23%	(49)	44%	(94)	34%	(72)	215
2020 Vote: Donald Trump	19%	(14)	39%	(28)	42%	(31)	73
2020 Vote: Didn't Vote	24%	(170)	33%	(236)	43%	(311)	716
2018 House Vote: Democrat	22%	(23)	51%	(52)	27%	(27)	101
2016 Vote: Hillary Clinton	22%	(15)	52%	(36)	27%	(18)	69
2016 Vote: Didn't Vote	23%	(207)	34%	(308)	43%	(391)	906
Voted in 2014: No	23%	(229)	35%	(340)	42%	(413)	981
4-Region: Northeast	27%	(47)	29%	(50)	44%	(75)	171
4-Region: Midwest	22%	(47)	32%	(67)	46%	(97)	212
4-Region: South	22%	(85)	39%	(154)	39%	(155)	393
4-Region: West	24%	(58)	37%	(90)	39%	(94)	242
Plans to Go to the Movies more	30%	(126)	40%	(168)	30%	(127)	422
Plans to Go to the Movies less	21%	(38)	33%	(58)	46%	(80)	176
Plans to Go to the Movies the Same	17%	(53)	38%	(118)	45%	(138)	309

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

**Table MCGZ20\_5:** To what extent are the following a reason why you would choose to see a movie in theaters?  
Inexpensive ticket cost on certain days or at certain times

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	32%	(330)	30%	(308)	37%	(380)	1018
Gender: Male	31%	(159)	33%	(174)	36%	(187)	519
Gender: Female	34%	(172)	27%	(134)	39%	(193)	499
13-16	32%	(106)	30%	(102)	38%	(128)	336
17-20	29%	(99)	27%	(94)	44%	(153)	346
21-24	37%	(125)	33%	(112)	29%	(99)	336
GenZers: 1997-2012	32%	(330)	30%	(308)	37%	(380)	1018
PID: Dem (no lean)	34%	(125)	30%	(111)	36%	(133)	368
PID: Ind (no lean)	33%	(157)	27%	(128)	40%	(188)	473
PID: Rep (no lean)	27%	(48)	39%	(70)	33%	(59)	177
PID/Gender: Dem Men	31%	(53)	35%	(61)	34%	(60)	173
PID/Gender: Dem Women	37%	(72)	26%	(50)	38%	(73)	195
PID/Gender: Ind Men	31%	(75)	28%	(68)	41%	(100)	243
PID/Gender: Ind Women	36%	(82)	26%	(60)	38%	(88)	230
PID/Gender: Rep Men	30%	(31)	44%	(45)	26%	(27)	103
PID/Gender: Rep Women	24%	(18)	33%	(24)	43%	(32)	74
Ideo: Liberal (1-3)	38%	(142)	30%	(112)	31%	(116)	370
Ideo: Moderate (4)	30%	(64)	35%	(74)	36%	(76)	214
Ideo: Conservative (5-7)	31%	(49)	34%	(53)	35%	(56)	158
Educ: < College	33%	(305)	30%	(282)	37%	(350)	938
Educ: Bachelors degree	36%	(22)	29%	(18)	36%	(22)	61
Income: Under 50k	32%	(195)	29%	(176)	39%	(235)	606
Income: 50k-100k	35%	(98)	31%	(87)	34%	(94)	279
Income: 100k+	28%	(37)	34%	(44)	38%	(51)	133
Ethnicity: White	33%	(212)	30%	(195)	37%	(238)	645
Ethnicity: Hispanic	34%	(83)	33%	(81)	33%	(80)	244
Ethnicity: Black	35%	(56)	28%	(45)	37%	(60)	161
Ethnicity: Other	29%	(62)	32%	(68)	38%	(81)	212

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**Table MCGZ20\_5:** To what extent are the following a reason why you would choose to see a movie in theaters?  
 Inexpensive ticket cost on certain days or at certain times

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	32%	(330)	30%	(308)	37%	(380)	1018
All Christian	37%	(79)	34%	(74)	29%	(62)	215
All Non-Christian	34%	(19)	35%	(20)	31%	(17)	55
Atheist	34%	(42)	26%	(31)	40%	(48)	121
Agnostic/Nothing in particular	33%	(129)	28%	(110)	40%	(158)	398
Something Else	27%	(62)	32%	(73)	41%	(94)	229
Religious Non-Protestant/Catholic	34%	(23)	36%	(24)	30%	(20)	67
Evangelical	28%	(44)	34%	(53)	38%	(60)	157
Non-Evangelical	34%	(91)	33%	(89)	33%	(89)	268
Community: Urban	36%	(90)	29%	(72)	35%	(87)	249
Community: Suburban	34%	(190)	30%	(170)	36%	(199)	558
Community: Rural	24%	(51)	32%	(67)	44%	(94)	211
Employ: Private Sector	31%	(46)	37%	(55)	33%	(49)	150
Employ: Self-Employed	39%	(26)	31%	(21)	30%	(20)	67
Employ: Student	33%	(168)	30%	(152)	36%	(183)	504
Employ: Unemployed	31%	(49)	27%	(43)	42%	(67)	159
Employ: Other	25%	(20)	26%	(21)	49%	(39)	79
Military HH: Yes	36%	(40)	32%	(35)	32%	(35)	110
Military HH: No	32%	(291)	30%	(273)	38%	(345)	908
RD/WT: Right Direction	33%	(151)	30%	(135)	37%	(168)	455
RD/WT: Wrong Track	32%	(179)	31%	(173)	38%	(212)	564
Biden Job Approve	35%	(184)	30%	(155)	35%	(179)	519
Biden Job Disapprove	31%	(94)	35%	(106)	35%	(106)	305
Biden Job Strongly Approve	30%	(48)	30%	(47)	39%	(62)	158
Biden Job Somewhat Approve	38%	(136)	30%	(108)	32%	(117)	361
Biden Job Somewhat Disapprove	31%	(46)	34%	(51)	35%	(52)	150
Biden Job Strongly Disapprove	30%	(47)	35%	(54)	35%	(54)	155
Favorable of Biden	34%	(176)	29%	(152)	37%	(189)	516
Unfavorable of Biden	32%	(118)	33%	(123)	34%	(126)	367

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**Table MCGZ20\_5:** To what extent are the following a reason why you would choose to see a movie in theaters?  
*Inexpensive ticket cost on certain days or at certain times*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	32%	(330)	30%	(308)	37%	(380)	1018
Very Favorable of Biden	30%	(51)	32%	(53)	38%	(65)	169
Somewhat Favorable of Biden	36%	(125)	28%	(99)	36%	(124)	347
Somewhat Unfavorable of Biden	36%	(59)	35%	(58)	29%	(48)	165
Very Unfavorable of Biden	29%	(59)	32%	(64)	39%	(78)	202
#1 Issue: Economy	35%	(107)	29%	(87)	36%	(110)	303
#1 Issue: Security	26%	(19)	41%	(29)	33%	(24)	72
#1 Issue: Health Care	33%	(38)	32%	(36)	35%	(40)	115
#1 Issue: Women's Issues	32%	(58)	28%	(51)	40%	(73)	183
#1 Issue: Education	38%	(46)	24%	(29)	38%	(47)	122
#1 Issue: Energy	30%	(39)	40%	(53)	30%	(39)	130
#1 Issue: Other	25%	(20)	22%	(18)	53%	(43)	81
2020 Vote: Joe Biden	39%	(83)	30%	(65)	31%	(67)	215
2020 Vote: Donald Trump	26%	(19)	40%	(29)	34%	(25)	73
2020 Vote: Didn't Vote	31%	(224)	29%	(207)	40%	(285)	716
2018 House Vote: Democrat	38%	(39)	34%	(34)	28%	(29)	101
2016 Vote: Hillary Clinton	40%	(28)	35%	(25)	24%	(17)	69
2016 Vote: Didn't Vote	32%	(286)	30%	(272)	38%	(348)	906
Voted in 2014: No	32%	(315)	30%	(298)	38%	(368)	981
4-Region: Northeast	35%	(60)	26%	(44)	39%	(67)	171
4-Region: Midwest	37%	(78)	27%	(58)	36%	(75)	212
4-Region: South	31%	(120)	31%	(123)	38%	(150)	393
4-Region: West	30%	(72)	34%	(83)	36%	(87)	242
Plans to Go to the Movies more	40%	(170)	30%	(126)	30%	(125)	422
Plans to Go to the Movies less	30%	(52)	37%	(64)	34%	(60)	176
Plans to Go to the Movies the Same	29%	(90)	31%	(97)	40%	(122)	309

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

**Table MCGZ20\_6:** To what extent are the following a reason why you would choose to see a movie in theaters?  
 Ability to buy tickets online or on my phone

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	20%	(202)	31%	(314)	49%	(502)	1018
Gender: Male	21%	(110)	31%	(159)	48%	(250)	519
Gender: Female	18%	(92)	31%	(155)	51%	(252)	499
13-16	13%	(43)	29%	(98)	58%	(195)	336
17-20	22%	(76)	28%	(96)	50%	(174)	346
21-24	25%	(83)	36%	(120)	40%	(133)	336
GenZers: 1997-2012	20%	(202)	31%	(314)	49%	(502)	1018
PID: Dem (no lean)	23%	(85)	31%	(115)	46%	(168)	368
PID: Ind (no lean)	17%	(83)	29%	(139)	53%	(252)	473
PID: Rep (no lean)	19%	(34)	34%	(61)	47%	(82)	177
PID/Gender: Dem Men	24%	(42)	33%	(57)	43%	(74)	173
PID/Gender: Dem Women	22%	(43)	30%	(58)	48%	(94)	195
PID/Gender: Ind Men	19%	(46)	26%	(64)	55%	(134)	243
PID/Gender: Ind Women	16%	(36)	33%	(75)	51%	(118)	230
PID/Gender: Rep Men	21%	(21)	38%	(39)	41%	(42)	103
PID/Gender: Rep Women	17%	(12)	29%	(22)	54%	(40)	74
Ideo: Liberal (1-3)	23%	(84)	33%	(123)	44%	(163)	370
Ideo: Moderate (4)	21%	(44)	30%	(63)	50%	(106)	214
Ideo: Conservative (5-7)	16%	(25)	34%	(54)	50%	(79)	158
Educ: < College	20%	(187)	30%	(281)	50%	(470)	938
Educ: Bachelors degree	16%	(10)	40%	(25)	44%	(27)	61
Income: Under 50k	20%	(124)	32%	(191)	48%	(292)	606
Income: 50k-100k	20%	(56)	29%	(80)	51%	(143)	279
Income: 100k+	16%	(22)	33%	(43)	51%	(68)	133
Ethnicity: White	21%	(133)	29%	(186)	50%	(326)	645
Ethnicity: Hispanic	25%	(61)	30%	(72)	45%	(111)	244
Ethnicity: Black	21%	(33)	37%	(60)	42%	(68)	161
Ethnicity: Other	16%	(35)	32%	(68)	51%	(109)	212

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**Table MCGZ20\_6:** To what extent are the following a reason why you would choose to see a movie in theaters?  
Ability to buy tickets online or on my phone

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	20%	(202)	31%	(314)	49%	(502)	1018
All Christian	20%	(44)	36%	(78)	43%	(93)	215
All Non-Christian	26%	(14)	35%	(19)	39%	(22)	55
Atheist	12%	(14)	34%	(41)	55%	(66)	121
Agnostic/Nothing in particular	20%	(81)	28%	(112)	51%	(205)	398
Something Else	21%	(47)	28%	(64)	51%	(117)	229
Religious Non-Protestant/Catholic	24%	(16)	35%	(24)	41%	(28)	67
Evangelical	19%	(30)	35%	(54)	46%	(72)	157
Non-Evangelical	21%	(57)	30%	(82)	48%	(130)	268
Community: Urban	20%	(51)	34%	(84)	46%	(114)	249
Community: Suburban	21%	(115)	30%	(167)	49%	(276)	558
Community: Rural	17%	(36)	30%	(63)	53%	(113)	211
Employ: Private Sector	20%	(29)	39%	(59)	41%	(62)	150
Employ: Self-Employed	34%	(23)	17%	(12)	48%	(32)	67
Employ: Student	18%	(93)	31%	(159)	50%	(252)	504
Employ: Unemployed	16%	(25)	30%	(48)	54%	(86)	159
Employ: Other	17%	(14)	22%	(18)	61%	(48)	79
Military HH: Yes	23%	(26)	23%	(25)	54%	(59)	110
Military HH: No	19%	(176)	32%	(289)	49%	(443)	908
RD/WT: Right Direction	22%	(101)	29%	(131)	49%	(223)	455
RD/WT: Wrong Track	18%	(100)	33%	(183)	50%	(280)	564
Biden Job Approve	23%	(121)	33%	(170)	44%	(229)	519
Biden Job Disapprove	18%	(55)	32%	(99)	50%	(152)	305
Biden Job Strongly Approve	29%	(46)	28%	(44)	43%	(68)	158
Biden Job Somewhat Approve	21%	(75)	35%	(126)	44%	(160)	361
Biden Job Somewhat Disapprove	16%	(24)	31%	(47)	53%	(79)	150
Biden Job Strongly Disapprove	20%	(30)	34%	(52)	47%	(73)	155
Favorable of Biden	23%	(117)	30%	(157)	47%	(242)	516
Unfavorable of Biden	19%	(68)	33%	(122)	48%	(176)	367

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**Table MCGZ20\_6:** To what extent are the following a reason why you would choose to see a movie in theaters?  
 Ability to buy tickets online or on my phone

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	20%	(202)	31%	(314)	49%	(502)	1018
Very Favorable of Biden	25%	(42)	31%	(53)	44%	(74)	169
Somewhat Favorable of Biden	22%	(75)	30%	(104)	48%	(168)	347
Somewhat Unfavorable of Biden	17%	(28)	37%	(60)	46%	(76)	165
Very Unfavorable of Biden	20%	(40)	31%	(62)	49%	(100)	202
#1 Issue: Economy	21%	(64)	32%	(97)	47%	(143)	303
#1 Issue: Security	21%	(15)	33%	(24)	46%	(33)	72
#1 Issue: Health Care	27%	(31)	32%	(37)	41%	(47)	115
#1 Issue: Women's Issues	16%	(29)	31%	(57)	53%	(96)	183
#1 Issue: Education	22%	(26)	28%	(34)	50%	(61)	122
#1 Issue: Energy	17%	(23)	31%	(40)	52%	(68)	130
#1 Issue: Other	13%	(11)	23%	(19)	64%	(51)	81
2020 Vote: Joe Biden	28%	(60)	37%	(78)	35%	(76)	215
2020 Vote: Donald Trump	19%	(14)	33%	(24)	48%	(35)	73
2020 Vote: Didn't Vote	17%	(123)	29%	(209)	54%	(384)	716
2018 House Vote: Democrat	30%	(30)	38%	(38)	33%	(33)	101
2016 Vote: Hillary Clinton	30%	(20)	36%	(25)	34%	(24)	69
2016 Vote: Didn't Vote	19%	(171)	30%	(274)	51%	(461)	906
Voted in 2014: No	19%	(184)	31%	(304)	50%	(493)	981
4-Region: Northeast	22%	(37)	29%	(50)	49%	(84)	171
4-Region: Midwest	19%	(39)	28%	(60)	53%	(112)	212
4-Region: South	20%	(77)	35%	(137)	46%	(179)	393
4-Region: West	20%	(48)	28%	(67)	53%	(127)	242
Plans to Go to the Movies more	29%	(121)	32%	(134)	40%	(167)	422
Plans to Go to the Movies less	16%	(28)	35%	(62)	49%	(86)	176
Plans to Go to the Movies the Same	13%	(40)	32%	(98)	55%	(171)	309

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

**Table MCGZ20\_7: To what extent are the following a reason why you would choose to see a movie in theaters?  
I belong to a loyalty or rewards program**

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	10%	(105)	21%	(218)	68%	(695)	1018
Gender: Male	12%	(61)	23%	(121)	65%	(337)	519
Gender: Female	9%	(44)	19%	(97)	72%	(358)	499
13-16	6%	(20)	19%	(64)	75%	(252)	336
17-20	12%	(41)	18%	(61)	70%	(244)	346
21-24	13%	(44)	28%	(93)	59%	(199)	336
GenZers: 1997-2012	10%	(105)	21%	(218)	68%	(695)	1018
PID: Dem (no lean)	11%	(41)	28%	(103)	61%	(224)	368
PID: Ind (no lean)	9%	(45)	15%	(70)	76%	(359)	473
PID: Rep (no lean)	11%	(20)	26%	(45)	63%	(112)	177
PID/Gender: Dem Men	15%	(26)	34%	(59)	51%	(89)	173
PID/Gender: Dem Women	8%	(15)	23%	(45)	69%	(135)	195
PID/Gender: Ind Men	8%	(21)	14%	(34)	77%	(188)	243
PID/Gender: Ind Women	10%	(24)	15%	(35)	74%	(170)	230
PID/Gender: Rep Men	14%	(14)	27%	(28)	59%	(60)	103
PID/Gender: Rep Women	7%	(5)	23%	(17)	70%	(52)	74
Ideo: Liberal (1-3)	9%	(34)	25%	(93)	66%	(243)	370
Ideo: Moderate (4)	12%	(27)	24%	(52)	63%	(135)	214
Ideo: Conservative (5-7)	9%	(15)	25%	(39)	66%	(104)	158
Educ: < College	10%	(92)	21%	(198)	69%	(647)	938
Educ: Bachelors degree	15%	(9)	24%	(15)	61%	(37)	61
Income: Under 50k	10%	(62)	21%	(129)	69%	(416)	606
Income: 50k-100k	10%	(27)	23%	(64)	68%	(188)	279
Income: 100k+	12%	(16)	20%	(26)	68%	(90)	133
Ethnicity: White	8%	(51)	23%	(151)	69%	(443)	645
Ethnicity: Hispanic	12%	(29)	26%	(64)	62%	(151)	244
Ethnicity: Black	18%	(29)	17%	(27)	65%	(105)	161
Ethnicity: Other	12%	(25)	19%	(40)	69%	(147)	212

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**Table MCGZ20\_7:** To what extent are the following a reason why you would choose to see a movie in theaters?  
 I belong to a loyalty or rewards program

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	10%	(105)	21%	(218)	68%	(695)	1018
All Christian	13%	(29)	30%	(64)	57%	(122)	215
All Non-Christian	11%	(6)	28%	(16)	61%	(34)	55
Atheist	7%	(8)	18%	(21)	76%	(91)	121
Agnostic/Nothing in particular	10%	(41)	19%	(75)	71%	(282)	398
Something Else	9%	(21)	19%	(42)	72%	(166)	229
Religious Non-Protestant/Catholic	11%	(7)	33%	(22)	56%	(38)	67
Evangelical	13%	(21)	21%	(33)	66%	(103)	157
Non-Evangelical	10%	(28)	25%	(66)	65%	(174)	268
Community: Urban	13%	(31)	24%	(60)	63%	(158)	249
Community: Suburban	9%	(50)	22%	(121)	69%	(387)	558
Community: Rural	11%	(24)	18%	(38)	71%	(150)	211
Employ: Private Sector	14%	(20)	32%	(48)	54%	(82)	150
Employ: Self-Employed	12%	(8)	26%	(17)	62%	(42)	67
Employ: Student	9%	(44)	18%	(93)	73%	(366)	504
Employ: Unemployed	8%	(13)	20%	(32)	71%	(113)	159
Employ: Other	10%	(8)	14%	(11)	75%	(60)	79
Military HH: Yes	17%	(18)	18%	(20)	65%	(71)	110
Military HH: No	10%	(86)	22%	(198)	69%	(624)	908
RD/WT: Right Direction	11%	(50)	23%	(105)	66%	(300)	455
RD/WT: Wrong Track	10%	(55)	20%	(114)	70%	(395)	564
Biden Job Approve	11%	(59)	24%	(122)	65%	(338)	519
Biden Job Disapprove	10%	(29)	23%	(71)	67%	(204)	305
Biden Job Strongly Approve	15%	(24)	22%	(35)	63%	(99)	158
Biden Job Somewhat Approve	9%	(34)	24%	(87)	66%	(239)	361
Biden Job Somewhat Disapprove	11%	(16)	18%	(26)	72%	(107)	150
Biden Job Strongly Disapprove	9%	(14)	29%	(45)	62%	(97)	155
Favorable of Biden	13%	(67)	23%	(120)	64%	(329)	516
Unfavorable of Biden	8%	(28)	22%	(81)	70%	(258)	367

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**Table MCGZ20\_7:** To what extent are the following a reason why you would choose to see a movie in theaters?  
I belong to a loyalty or rewards program

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	10%	(105)	21%	(218)	68%	(695)	1018
Very Favorable of Biden	16%	(27)	22%	(38)	62%	(104)	169
Somewhat Favorable of Biden	12%	(40)	24%	(82)	65%	(225)	347
Somewhat Unfavorable of Biden	7%	(12)	22%	(36)	71%	(117)	165
Very Unfavorable of Biden	8%	(17)	22%	(45)	70%	(140)	202
#1 Issue: Economy	12%	(36)	23%	(69)	65%	(198)	303
#1 Issue: Security	4%	(3)	28%	(20)	68%	(49)	72
#1 Issue: Health Care	15%	(17)	26%	(30)	59%	(68)	115
#1 Issue: Women's Issues	10%	(19)	18%	(33)	72%	(131)	183
#1 Issue: Education	5%	(6)	16%	(20)	78%	(95)	122
#1 Issue: Energy	13%	(17)	28%	(36)	60%	(78)	130
#1 Issue: Other	7%	(6)	8%	(6)	85%	(68)	81
2020 Vote: Joe Biden	16%	(34)	29%	(63)	54%	(117)	215
2020 Vote: Donald Trump	6%	(4)	31%	(23)	63%	(46)	73
2020 Vote: Didn't Vote	9%	(65)	18%	(130)	73%	(522)	716
2018 House Vote: Democrat	20%	(20)	31%	(31)	49%	(50)	101
2016 Vote: Hillary Clinton	22%	(15)	26%	(18)	52%	(36)	69
2016 Vote: Didn't Vote	9%	(84)	21%	(190)	70%	(632)	906
Voted in 2014: No	9%	(91)	22%	(213)	69%	(677)	981
4-Region: Northeast	9%	(16)	28%	(47)	63%	(108)	171
4-Region: Midwest	6%	(13)	23%	(50)	70%	(149)	212
4-Region: South	13%	(50)	19%	(74)	68%	(269)	393
4-Region: West	10%	(25)	20%	(48)	70%	(169)	242
Plans to Go to the Movies more	16%	(67)	26%	(108)	59%	(247)	422
Plans to Go to the Movies less	9%	(17)	24%	(43)	66%	(117)	176
Plans to Go to the Movies the Same	4%	(14)	18%	(57)	77%	(238)	309

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



**Table MCGZ20\_8:** *To what extent are the following a reason why you would choose to see a movie in theaters?  
 I belong to a movie ticket subscription service*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	10%	(105)	16%	(163)	74%	(750)	1018
Gender: Male	13%	(66)	18%	(92)	70%	(361)	519
Gender: Female	8%	(39)	14%	(71)	78%	(389)	499
13-16	8%	(26)	12%	(40)	80%	(270)	336
17-20	11%	(38)	14%	(49)	75%	(259)	346
21-24	12%	(40)	22%	(74)	66%	(222)	336
GenZers: 1997-2012	10%	(105)	16%	(163)	74%	(750)	1018
PID: Dem (no lean)	10%	(36)	16%	(61)	74%	(272)	368
PID: Ind (no lean)	10%	(45)	14%	(68)	76%	(360)	473
PID: Rep (no lean)	13%	(23)	20%	(35)	67%	(118)	177
PID/Gender: Dem Men	14%	(24)	20%	(34)	66%	(115)	173
PID/Gender: Dem Women	6%	(11)	14%	(27)	80%	(157)	195
PID/Gender: Ind Men	9%	(22)	15%	(36)	76%	(185)	243
PID/Gender: Ind Women	10%	(23)	14%	(32)	76%	(175)	230
PID/Gender: Rep Men	19%	(19)	21%	(22)	60%	(62)	103
PID/Gender: Rep Women	6%	(4)	18%	(13)	77%	(57)	74
Ideo: Liberal (1-3)	10%	(37)	15%	(54)	76%	(280)	370
Ideo: Moderate (4)	15%	(32)	18%	(38)	67%	(143)	214
Ideo: Conservative (5-7)	9%	(14)	18%	(29)	72%	(115)	158
Educ: < College	10%	(94)	15%	(145)	75%	(699)	938
Educ: Bachelors degree	11%	(7)	18%	(11)	71%	(43)	61
Income: Under 50k	10%	(62)	18%	(108)	72%	(437)	606
Income: 50k-100k	12%	(34)	14%	(38)	74%	(207)	279
Income: 100k+	7%	(9)	13%	(17)	80%	(106)	133
Ethnicity: White	9%	(61)	15%	(96)	76%	(489)	645
Ethnicity: Hispanic	16%	(39)	16%	(39)	68%	(167)	244
Ethnicity: Black	14%	(23)	20%	(32)	66%	(106)	161
Ethnicity: Other	10%	(21)	17%	(35)	73%	(156)	212

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**Table MCGZ20\_8:** To what extent are the following a reason why you would choose to see a movie in theaters?  
I belong to a movie ticket subscription service

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	10%	(105)	16%	(163)	74%	(750)	1018
All Christian	16%	(34)	14%	(30)	70%	(150)	215
All Non-Christian	10%	(6)	28%	(16)	61%	(34)	55
Atheist	5%	(6)	11%	(13)	84%	(102)	121
Agnostic/Nothing in particular	10%	(39)	15%	(61)	75%	(298)	398
Something Else	9%	(19)	19%	(43)	73%	(166)	229
Religious Non-Protestant/Catholic	13%	(9)	26%	(17)	61%	(41)	67
Evangelical	13%	(20)	17%	(26)	70%	(110)	157
Non-Evangelical	11%	(31)	17%	(45)	72%	(193)	268
Community: Urban	13%	(33)	20%	(49)	67%	(166)	249
Community: Suburban	10%	(54)	14%	(79)	76%	(425)	558
Community: Rural	8%	(18)	16%	(35)	75%	(159)	211
Employ: Private Sector	18%	(27)	23%	(35)	59%	(88)	150
Employ: Self-Employed	13%	(9)	25%	(17)	62%	(41)	67
Employ: Student	8%	(42)	12%	(63)	79%	(399)	504
Employ: Unemployed	10%	(16)	12%	(20)	78%	(123)	159
Employ: Other	5%	(4)	16%	(13)	79%	(63)	79
Military HH: Yes	16%	(17)	18%	(20)	66%	(72)	110
Military HH: No	10%	(87)	16%	(143)	75%	(678)	908
RD/WT: Right Direction	10%	(45)	18%	(81)	72%	(329)	455
RD/WT: Wrong Track	11%	(60)	15%	(82)	75%	(421)	564
Biden Job Approve	11%	(59)	16%	(83)	73%	(377)	519
Biden Job Disapprove	11%	(33)	18%	(54)	71%	(217)	305
Biden Job Strongly Approve	14%	(22)	15%	(24)	71%	(112)	158
Biden Job Somewhat Approve	10%	(37)	17%	(60)	73%	(265)	361
Biden Job Somewhat Disapprove	10%	(15)	16%	(25)	73%	(110)	150
Biden Job Strongly Disapprove	12%	(18)	19%	(30)	69%	(108)	155
Favorable of Biden	12%	(62)	15%	(79)	73%	(375)	516
Unfavorable of Biden	8%	(31)	17%	(64)	74%	(272)	367

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**Table MCGZ20\_8:** To what extent are the following a reason why you would choose to see a movie in theaters?  
I belong to a movie ticket subscription service

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	10%	(105)	16%	(163)	74%	(750)	1018
Very Favorable of Biden	15%	(25)	15%	(25)	70%	(119)	169
Somewhat Favorable of Biden	11%	(37)	15%	(54)	74%	(257)	347
Somewhat Unfavorable of Biden	4%	(7)	20%	(34)	75%	(124)	165
Very Unfavorable of Biden	12%	(24)	15%	(30)	73%	(148)	202
#1 Issue: Economy	12%	(37)	15%	(44)	73%	(223)	303
#1 Issue: Security	10%	(7)	18%	(13)	73%	(52)	72
#1 Issue: Health Care	12%	(13)	20%	(23)	68%	(79)	115
#1 Issue: Women's Issues	6%	(12)	15%	(27)	79%	(144)	183
#1 Issue: Education	8%	(10)	19%	(23)	73%	(89)	122
#1 Issue: Energy	14%	(18)	17%	(22)	70%	(91)	130
#1 Issue: Other	7%	(6)	10%	(8)	83%	(67)	81
2020 Vote: Joe Biden	12%	(26)	20%	(44)	67%	(145)	215
2020 Vote: Donald Trump	17%	(13)	21%	(15)	62%	(45)	73
2020 Vote: Didn't Vote	9%	(61)	14%	(102)	77%	(553)	716
2018 House Vote: Democrat	11%	(11)	24%	(25)	65%	(66)	101
2016 Vote: Hillary Clinton	13%	(9)	26%	(18)	61%	(42)	69
2016 Vote: Didn't Vote	10%	(89)	15%	(138)	75%	(680)	906
Voted in 2014: No	10%	(96)	16%	(155)	74%	(730)	981
4-Region: Northeast	10%	(17)	13%	(23)	77%	(132)	171
4-Region: Midwest	8%	(17)	19%	(40)	73%	(154)	212
4-Region: South	12%	(45)	17%	(66)	72%	(282)	393
4-Region: West	10%	(25)	14%	(34)	75%	(183)	242
Plans to Go to the Movies more	16%	(66)	18%	(78)	66%	(278)	422
Plans to Go to the Movies less	8%	(15)	21%	(37)	70%	(124)	176
Plans to Go to the Movies the Same	7%	(20)	11%	(35)	82%	(254)	309

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

**Table MCGZ20\_9:** To what extent are the following a reason why you would choose to see a movie in theaters?  
Variety of movie offerings

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	36%	(371)	29%	(300)	34%	(347)	1018
Gender: Male	35%	(184)	30%	(153)	35%	(182)	519
Gender: Female	37%	(187)	29%	(147)	33%	(165)	499
13-16	35%	(117)	29%	(97)	36%	(122)	336
17-20	33%	(116)	30%	(103)	37%	(127)	346
21-24	41%	(138)	30%	(100)	29%	(98)	336
GenZers: 1997-2012	36%	(371)	29%	(300)	34%	(347)	1018
PID: Dem (no lean)	37%	(137)	31%	(115)	31%	(115)	368
PID: Ind (no lean)	38%	(182)	26%	(123)	36%	(169)	473
PID: Rep (no lean)	29%	(52)	35%	(62)	36%	(63)	177
PID/Gender: Dem Men	35%	(61)	29%	(51)	35%	(61)	173
PID/Gender: Dem Women	39%	(76)	33%	(65)	28%	(54)	195
PID/Gender: Ind Men	39%	(94)	25%	(62)	36%	(87)	243
PID/Gender: Ind Women	38%	(88)	27%	(61)	35%	(81)	230
PID/Gender: Rep Men	28%	(28)	40%	(41)	33%	(34)	103
PID/Gender: Rep Women	31%	(23)	29%	(21)	40%	(30)	74
Ideo: Liberal (1-3)	42%	(154)	30%	(113)	28%	(103)	370
Ideo: Moderate (4)	39%	(84)	29%	(62)	32%	(69)	214
Ideo: Conservative (5-7)	33%	(52)	30%	(48)	37%	(58)	158
Educ: < College	37%	(345)	29%	(268)	35%	(325)	938
Educ: Bachelors degree	31%	(19)	40%	(25)	29%	(18)	61
Income: Under 50k	34%	(205)	31%	(188)	35%	(214)	606
Income: 50k-100k	41%	(113)	29%	(82)	30%	(84)	279
Income: 100k+	39%	(52)	23%	(31)	38%	(50)	133
Ethnicity: White	37%	(237)	30%	(195)	33%	(214)	645
Ethnicity: Hispanic	44%	(109)	27%	(66)	29%	(70)	244
Ethnicity: Black	33%	(54)	30%	(48)	37%	(59)	161
Ethnicity: Other	38%	(80)	27%	(57)	35%	(75)	212

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**Table MCGZ20\_9:** To what extent are the following a reason why you would choose to see a movie in theaters?  
 Variety of movie offerings

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	36%	(371)	29%	(300)	34%	(347)	1018
All Christian	46%	(99)	24%	(52)	30%	(65)	215
All Non-Christian	32%	(18)	51%	(28)	17%	(9)	55
Atheist	34%	(42)	28%	(34)	38%	(46)	121
Agnostic/Nothing in particular	33%	(131)	30%	(120)	37%	(147)	398
Something Else	36%	(81)	29%	(67)	35%	(80)	229
Religious Non-Protestant/Catholic	28%	(19)	49%	(33)	23%	(15)	67
Evangelical	42%	(65)	24%	(38)	34%	(53)	157
Non-Evangelical	42%	(111)	28%	(76)	30%	(81)	268
Community: Urban	41%	(102)	27%	(66)	32%	(81)	249
Community: Suburban	37%	(206)	31%	(170)	33%	(182)	558
Community: Rural	30%	(63)	30%	(63)	40%	(85)	211
Employ: Private Sector	36%	(54)	36%	(55)	27%	(41)	150
Employ: Self-Employed	43%	(29)	21%	(14)	36%	(24)	67
Employ: Student	37%	(185)	29%	(147)	34%	(172)	504
Employ: Unemployed	31%	(50)	32%	(52)	36%	(58)	159
Employ: Other	31%	(25)	23%	(18)	46%	(36)	79
Military HH: Yes	43%	(47)	33%	(36)	25%	(27)	110
Military HH: No	36%	(324)	29%	(265)	35%	(320)	908
RD/WT: Right Direction	39%	(176)	29%	(131)	32%	(147)	455
RD/WT: Wrong Track	34%	(194)	30%	(169)	35%	(200)	564
Biden Job Approve	39%	(204)	31%	(162)	30%	(153)	519
Biden Job Disapprove	36%	(109)	31%	(94)	34%	(102)	305
Biden Job Strongly Approve	38%	(60)	23%	(36)	39%	(61)	158
Biden Job Somewhat Approve	40%	(144)	35%	(126)	25%	(92)	361
Biden Job Somewhat Disapprove	37%	(55)	31%	(46)	33%	(49)	150
Biden Job Strongly Disapprove	35%	(54)	31%	(48)	34%	(54)	155
Favorable of Biden	39%	(201)	30%	(156)	31%	(159)	516
Unfavorable of Biden	36%	(133)	31%	(114)	33%	(120)	367

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**Table MCGZ20\_9:** To what extent are the following a reason why you would choose to see a movie in theaters?  
Variety of movie offerings

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	36%	(371)	29%	(300)	34%	(347)	1018
Very Favorable of Biden	38%	(65)	28%	(47)	34%	(57)	169
Somewhat Favorable of Biden	39%	(137)	31%	(109)	29%	(102)	347
Somewhat Unfavorable of Biden	37%	(62)	34%	(55)	29%	(48)	165
Very Unfavorable of Biden	35%	(71)	29%	(58)	36%	(73)	202
#1 Issue: Economy	37%	(113)	28%	(84)	35%	(106)	303
#1 Issue: Security	40%	(29)	26%	(19)	34%	(24)	72
#1 Issue: Health Care	40%	(46)	36%	(42)	24%	(27)	115
#1 Issue: Women's Issues	35%	(64)	30%	(55)	35%	(63)	183
#1 Issue: Education	37%	(45)	26%	(32)	37%	(46)	122
#1 Issue: Energy	36%	(47)	38%	(49)	26%	(34)	130
#1 Issue: Other	27%	(22)	17%	(13)	56%	(45)	81
2020 Vote: Joe Biden	43%	(92)	31%	(66)	26%	(57)	215
2020 Vote: Donald Trump	33%	(24)	34%	(25)	33%	(24)	73
2020 Vote: Didn't Vote	35%	(248)	29%	(206)	37%	(262)	716
2018 House Vote: Democrat	47%	(47)	29%	(29)	24%	(25)	101
2016 Vote: Hillary Clinton	43%	(30)	29%	(20)	28%	(19)	69
2016 Vote: Didn't Vote	36%	(322)	29%	(265)	35%	(319)	906
Voted in 2014: No	36%	(354)	30%	(292)	34%	(336)	981
4-Region: Northeast	40%	(68)	30%	(52)	30%	(52)	171
4-Region: Midwest	36%	(75)	31%	(65)	34%	(72)	212
4-Region: South	35%	(136)	31%	(121)	35%	(136)	393
4-Region: West	38%	(91)	26%	(63)	36%	(88)	242
Plans to Go to the Movies more	48%	(201)	31%	(132)	21%	(89)	422
Plans to Go to the Movies less	31%	(54)	29%	(51)	40%	(70)	176
Plans to Go to the Movies the Same	32%	(98)	31%	(95)	38%	(116)	309

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

**Table MCGZ20\_10:** *To what extent are the following a reason why you would choose to see a movie in theaters?  
 I want to see a movie as the filmmaker intended*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	26%	(260)	29%	(300)	45%	(458)	1018
Gender: Male	29%	(150)	31%	(161)	40%	(208)	519
Gender: Female	22%	(110)	28%	(139)	50%	(250)	499
13-16	22%	(75)	28%	(94)	50%	(167)	336
17-20	23%	(81)	29%	(100)	48%	(165)	346
21-24	31%	(104)	32%	(106)	38%	(126)	336
GenZers: 1997-2012	26%	(260)	29%	(300)	45%	(458)	1018
PID: Dem (no lean)	28%	(104)	30%	(112)	41%	(152)	368
PID: Ind (no lean)	25%	(120)	26%	(122)	49%	(231)	473
PID: Rep (no lean)	20%	(36)	37%	(66)	42%	(75)	177
PID/Gender: Dem Men	30%	(52)	35%	(61)	35%	(60)	173
PID/Gender: Dem Women	27%	(52)	26%	(51)	47%	(92)	195
PID/Gender: Ind Men	30%	(73)	24%	(58)	46%	(113)	243
PID/Gender: Ind Women	20%	(47)	28%	(64)	52%	(119)	230
PID/Gender: Rep Men	24%	(25)	41%	(42)	35%	(36)	103
PID/Gender: Rep Women	14%	(10)	32%	(24)	53%	(40)	74
Ideo: Liberal (1-3)	31%	(116)	28%	(103)	41%	(151)	370
Ideo: Moderate (4)	23%	(49)	33%	(70)	44%	(94)	214
Ideo: Conservative (5-7)	26%	(41)	35%	(56)	39%	(62)	158
Educ: < College	25%	(237)	29%	(272)	46%	(428)	938
Educ: Bachelors degree	26%	(16)	35%	(21)	39%	(24)	61
Income: Under 50k	23%	(137)	32%	(192)	46%	(277)	606
Income: 50k-100k	27%	(77)	30%	(85)	42%	(118)	279
Income: 100k+	35%	(46)	18%	(23)	48%	(64)	133
Ethnicity: White	28%	(178)	29%	(186)	43%	(280)	645
Ethnicity: Hispanic	25%	(62)	32%	(78)	42%	(104)	244
Ethnicity: Black	25%	(40)	30%	(49)	45%	(72)	161
Ethnicity: Other	20%	(41)	31%	(65)	50%	(105)	212

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**Table MCGZ20\_10:** To what extent are the following a reason why you would choose to see a movie in theaters?  
I want to see a movie as the filmmaker intended

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	26%	(260)	29%	(300)	45%	(458)	1018
All Christian	29%	(62)	33%	(71)	38%	(82)	215
All Non-Christian	33%	(18)	30%	(17)	37%	(20)	55
Atheist	24%	(29)	24%	(29)	52%	(63)	121
Agnostic/Nothing in particular	24%	(95)	27%	(108)	49%	(195)	398
Something Else	25%	(56)	33%	(75)	43%	(98)	229
Religious Non-Protestant/Catholic	29%	(19)	37%	(25)	34%	(23)	67
Evangelical	27%	(42)	34%	(53)	39%	(61)	157
Non-Evangelical	26%	(70)	31%	(82)	43%	(116)	268
Community: Urban	24%	(60)	37%	(91)	39%	(98)	249
Community: Suburban	28%	(156)	27%	(152)	45%	(250)	558
Community: Rural	21%	(44)	27%	(57)	52%	(110)	211
Employ: Private Sector	32%	(48)	39%	(58)	30%	(44)	150
Employ: Self-Employed	36%	(24)	23%	(15)	41%	(27)	67
Employ: Student	24%	(122)	28%	(143)	48%	(239)	504
Employ: Unemployed	21%	(34)	29%	(46)	50%	(79)	159
Employ: Other	17%	(14)	28%	(22)	55%	(44)	79
Military HH: Yes	39%	(42)	24%	(26)	37%	(41)	110
Military HH: No	24%	(217)	30%	(274)	46%	(417)	908
RD/WT: Right Direction	26%	(118)	32%	(145)	42%	(192)	455
RD/WT: Wrong Track	25%	(142)	28%	(155)	47%	(266)	564
Biden Job Approve	28%	(147)	30%	(155)	42%	(216)	519
Biden Job Disapprove	23%	(69)	34%	(105)	43%	(131)	305
Biden Job Strongly Approve	32%	(50)	27%	(43)	41%	(65)	158
Biden Job Somewhat Approve	27%	(97)	31%	(113)	42%	(151)	361
Biden Job Somewhat Disapprove	27%	(40)	34%	(52)	39%	(58)	150
Biden Job Strongly Disapprove	18%	(28)	35%	(54)	47%	(73)	155
Favorable of Biden	29%	(148)	28%	(145)	43%	(224)	516
Unfavorable of Biden	24%	(89)	34%	(123)	42%	(155)	367

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**Table MCGZ20\_10:** To what extent are the following a reason why you would choose to see a movie in theaters?  
I want to see a movie as the filmmaker intended

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	26%	(260)	29%	(300)	45%	(458)	1018
Very Favorable of Biden	31%	(53)	28%	(47)	41%	(70)	169
Somewhat Favorable of Biden	27%	(95)	28%	(98)	44%	(154)	347
Somewhat Unfavorable of Biden	26%	(43)	35%	(58)	39%	(64)	165
Very Unfavorable of Biden	23%	(46)	32%	(65)	45%	(91)	202
#1 Issue: Economy	25%	(75)	32%	(98)	43%	(131)	303
#1 Issue: Security	20%	(14)	40%	(29)	40%	(29)	72
#1 Issue: Health Care	26%	(30)	32%	(36)	42%	(49)	115
#1 Issue: Women's Issues	24%	(43)	26%	(47)	51%	(93)	183
#1 Issue: Education	28%	(34)	29%	(35)	43%	(52)	122
#1 Issue: Energy	32%	(42)	25%	(33)	43%	(56)	130
#1 Issue: Other	19%	(15)	24%	(19)	57%	(46)	81
2020 Vote: Joe Biden	36%	(76)	28%	(59)	37%	(79)	215
2020 Vote: Donald Trump	22%	(16)	43%	(31)	35%	(26)	73
2020 Vote: Didn't Vote	23%	(165)	28%	(203)	49%	(348)	716
2018 House Vote: Democrat	39%	(39)	34%	(34)	28%	(28)	101
2016 Vote: Hillary Clinton	38%	(26)	35%	(24)	28%	(19)	69
2016 Vote: Didn't Vote	24%	(221)	29%	(259)	47%	(426)	906
Voted in 2014: No	25%	(243)	29%	(288)	46%	(450)	981
4-Region: Northeast	24%	(41)	24%	(42)	52%	(89)	171
4-Region: Midwest	29%	(61)	27%	(56)	45%	(95)	212
4-Region: South	27%	(106)	29%	(114)	44%	(173)	393
4-Region: West	22%	(52)	36%	(88)	42%	(102)	242
Plans to Go to the Movies more	34%	(141)	33%	(140)	33%	(141)	422
Plans to Go to the Movies less	23%	(40)	33%	(57)	45%	(78)	176
Plans to Go to the Movies the Same	22%	(67)	26%	(81)	52%	(161)	309

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

**Table MCGZ20\_11:** *To what extent are the following a reason why you would choose to see a movie in theaters?  
I enjoy the shared experience of watching a movie with a crowd*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	24%	(248)	28%	(285)	48%	(485)	1018
Gender: Male	27%	(138)	26%	(137)	47%	(244)	519
Gender: Female	22%	(110)	30%	(148)	48%	(241)	499
13-16	21%	(71)	29%	(98)	50%	(168)	336
17-20	23%	(81)	27%	(95)	49%	(170)	346
21-24	29%	(96)	27%	(92)	44%	(147)	336
GenZers: 1997-2012	24%	(248)	28%	(285)	48%	(485)	1018
PID: Dem (no lean)	29%	(106)	27%	(99)	44%	(162)	368
PID: Ind (no lean)	20%	(96)	31%	(145)	49%	(233)	473
PID: Rep (no lean)	26%	(46)	23%	(41)	51%	(90)	177
PID/Gender: Dem Men	30%	(51)	27%	(48)	43%	(74)	173
PID/Gender: Dem Women	28%	(55)	27%	(52)	45%	(88)	195
PID/Gender: Ind Men	22%	(54)	27%	(65)	51%	(124)	243
PID/Gender: Ind Women	18%	(42)	35%	(79)	47%	(108)	230
PID/Gender: Rep Men	32%	(33)	23%	(24)	44%	(45)	103
PID/Gender: Rep Women	17%	(13)	22%	(17)	61%	(45)	74
Ideo: Liberal (1-3)	29%	(107)	29%	(106)	42%	(157)	370
Ideo: Moderate (4)	26%	(55)	32%	(68)	43%	(91)	214
Ideo: Conservative (5-7)	29%	(46)	22%	(35)	48%	(77)	158
Educ: < College	24%	(225)	28%	(260)	48%	(453)	938
Educ: Bachelors degree	30%	(19)	28%	(17)	41%	(25)	61
Income: Under 50k	24%	(146)	29%	(174)	47%	(287)	606
Income: 50k-100k	26%	(72)	25%	(69)	50%	(139)	279
Income: 100k+	23%	(30)	32%	(43)	45%	(60)	133
Ethnicity: White	24%	(158)	27%	(175)	48%	(312)	645
Ethnicity: Hispanic	35%	(85)	24%	(59)	41%	(101)	244
Ethnicity: Black	25%	(41)	31%	(49)	44%	(71)	161
Ethnicity: Other	23%	(49)	28%	(60)	48%	(103)	212

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**Table MCGZ20\_11:** *To what extent are the following a reason why you would choose to see a movie in theaters?  
 I enjoy the shared experience of watching a movie with a crowd*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	24%	(248)	28%	(285)	48%	(485)	1018
All Christian	32%	(68)	25%	(54)	43%	(92)	215
All Non-Christian	22%	(12)	41%	(23)	37%	(20)	55
Atheist	25%	(30)	22%	(27)	53%	(64)	121
Agnostic/Nothing in particular	21%	(85)	29%	(117)	49%	(196)	398
Something Else	23%	(53)	28%	(64)	49%	(112)	229
Religious Non-Protestant/Catholic	23%	(15)	38%	(26)	39%	(26)	67
Evangelical	24%	(38)	27%	(42)	49%	(76)	157
Non-Evangelical	29%	(77)	27%	(73)	44%	(119)	268
Community: Urban	28%	(69)	28%	(70)	44%	(109)	249
Community: Suburban	24%	(136)	29%	(162)	47%	(260)	558
Community: Rural	20%	(43)	25%	(53)	55%	(116)	211
Employ: Private Sector	33%	(50)	30%	(45)	37%	(55)	150
Employ: Self-Employed	20%	(14)	23%	(16)	56%	(38)	67
Employ: Student	25%	(126)	29%	(146)	46%	(232)	504
Employ: Unemployed	21%	(33)	26%	(41)	53%	(85)	159
Employ: Other	13%	(10)	28%	(22)	59%	(47)	79
Military HH: Yes	27%	(30)	34%	(37)	39%	(43)	110
Military HH: No	24%	(218)	27%	(248)	49%	(442)	908
RD/WT: Right Direction	25%	(112)	31%	(140)	45%	(202)	455
RD/WT: Wrong Track	24%	(136)	26%	(145)	50%	(283)	564
Biden Job Approve	28%	(146)	32%	(164)	40%	(209)	519
Biden Job Disapprove	26%	(79)	25%	(77)	49%	(149)	305
Biden Job Strongly Approve	32%	(51)	27%	(43)	41%	(64)	158
Biden Job Somewhat Approve	27%	(96)	33%	(121)	40%	(145)	361
Biden Job Somewhat Disapprove	24%	(35)	29%	(43)	47%	(71)	150
Biden Job Strongly Disapprove	28%	(44)	22%	(34)	50%	(78)	155
Favorable of Biden	29%	(148)	30%	(156)	41%	(213)	516
Unfavorable of Biden	24%	(89)	25%	(92)	51%	(185)	367

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**Table MCGZ20\_11:** To what extent are the following a reason why you would choose to see a movie in theaters?  
I enjoy the shared experience of watching a movie with a crowd

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	24%	(248)	28%	(285)	48%	(485)	1018
Very Favorable of Biden	33%	(55)	24%	(41)	43%	(72)	169
Somewhat Favorable of Biden	27%	(92)	33%	(115)	40%	(141)	347
Somewhat Unfavorable of Biden	23%	(39)	30%	(50)	46%	(76)	165
Very Unfavorable of Biden	25%	(51)	21%	(42)	54%	(109)	202
#1 Issue: Economy	26%	(80)	24%	(72)	50%	(152)	303
#1 Issue: Security	23%	(16)	32%	(23)	45%	(33)	72
#1 Issue: Health Care	27%	(31)	35%	(40)	39%	(44)	115
#1 Issue: Women's Issues	25%	(45)	33%	(60)	43%	(78)	183
#1 Issue: Education	21%	(26)	30%	(37)	49%	(59)	122
#1 Issue: Energy	22%	(29)	32%	(42)	45%	(59)	130
#1 Issue: Other	24%	(20)	10%	(8)	66%	(53)	81
2020 Vote: Joe Biden	31%	(67)	29%	(62)	40%	(86)	215
2020 Vote: Donald Trump	32%	(24)	30%	(22)	37%	(27)	73
2020 Vote: Didn't Vote	21%	(154)	27%	(196)	51%	(367)	716
2018 House Vote: Democrat	33%	(34)	24%	(25)	43%	(43)	101
2016 Vote: Hillary Clinton	35%	(24)	23%	(16)	42%	(29)	69
2016 Vote: Didn't Vote	23%	(212)	28%	(257)	48%	(437)	906
Voted in 2014: No	24%	(237)	28%	(277)	48%	(467)	981
4-Region: Northeast	25%	(43)	26%	(45)	49%	(83)	171
4-Region: Midwest	22%	(46)	30%	(64)	48%	(102)	212
4-Region: South	25%	(99)	26%	(103)	49%	(191)	393
4-Region: West	25%	(60)	30%	(74)	45%	(108)	242
Plans to Go to the Movies more	35%	(147)	30%	(127)	35%	(148)	422
Plans to Go to the Movies less	19%	(34)	30%	(53)	50%	(89)	176
Plans to Go to the Movies the Same	18%	(56)	27%	(82)	55%	(171)	309

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

**Table MCGZ21\_1:** *And to what extent are the following a reason why you would choose not to see a movie in theaters?*  
*Tickets are too expensive*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	42%	(427)	30%	(306)	28%	(286)	1018
Gender: Male	39%	(200)	34%	(176)	28%	(143)	519
Gender: Female	45%	(227)	26%	(130)	29%	(142)	499
13-16	40%	(133)	32%	(109)	28%	(94)	336
17-20	42%	(146)	28%	(96)	30%	(104)	346
21-24	44%	(147)	30%	(101)	26%	(88)	336
GenZers: 1997-2012	42%	(427)	30%	(306)	28%	(286)	1018
PID: Dem (no lean)	43%	(157)	32%	(117)	26%	(95)	368
PID: Ind (no lean)	44%	(208)	26%	(121)	30%	(144)	473
PID: Rep (no lean)	35%	(62)	38%	(68)	27%	(47)	177
PID/Gender: Dem Men	41%	(72)	34%	(58)	25%	(43)	173
PID/Gender: Dem Women	44%	(85)	30%	(58)	26%	(51)	195
PID/Gender: Ind Men	39%	(95)	29%	(71)	32%	(78)	243
PID/Gender: Ind Women	49%	(113)	22%	(51)	29%	(66)	230
PID/Gender: Rep Men	33%	(33)	46%	(47)	22%	(22)	103
PID/Gender: Rep Women	38%	(28)	28%	(21)	34%	(25)	74
Ideo: Liberal (1-3)	52%	(194)	30%	(110)	18%	(67)	370
Ideo: Moderate (4)	34%	(72)	35%	(75)	31%	(67)	214
Ideo: Conservative (5-7)	40%	(63)	33%	(52)	27%	(43)	158
Educ: < College	43%	(399)	30%	(278)	28%	(261)	938
Educ: Bachelors degree	37%	(23)	35%	(21)	28%	(17)	61
Income: Under 50k	41%	(247)	29%	(178)	30%	(182)	606
Income: 50k-100k	45%	(125)	31%	(86)	24%	(68)	279
Income: 100k+	41%	(55)	32%	(42)	27%	(36)	133
Ethnicity: White	43%	(279)	30%	(195)	27%	(171)	645
Ethnicity: Hispanic	41%	(100)	32%	(77)	28%	(67)	244
Ethnicity: Black	40%	(64)	25%	(40)	35%	(56)	161
Ethnicity: Other	39%	(84)	33%	(71)	27%	(58)	212

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**Table MCGZ21\_1:** *And to what extent are the following a reason why you would choose not to see a movie in theaters?*  
*Tickets are too expensive*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	42%	(427)	30%	(306)	28%	(286)	1018
All Christian	47%	(101)	29%	(62)	24%	(52)	215
All Non-Christian	39%	(21)	36%	(20)	25%	(14)	55
Atheist	41%	(50)	33%	(41)	25%	(31)	121
Agnostic/Nothing in particular	45%	(180)	27%	(109)	27%	(109)	398
Something Else	33%	(75)	32%	(74)	35%	(80)	229
Religious Non-Protestant/Catholic	40%	(27)	35%	(24)	25%	(17)	67
Evangelical	33%	(51)	32%	(50)	36%	(56)	157
Non-Evangelical	42%	(114)	31%	(82)	27%	(72)	268
Community: Urban	38%	(95)	30%	(75)	32%	(79)	249
Community: Suburban	46%	(254)	28%	(155)	27%	(149)	558
Community: Rural	37%	(77)	36%	(76)	27%	(58)	211
Employ: Private Sector	39%	(59)	33%	(49)	28%	(42)	150
Employ: Self-Employed	41%	(27)	22%	(15)	37%	(25)	67
Employ: Student	44%	(224)	31%	(157)	24%	(123)	504
Employ: Unemployed	38%	(61)	24%	(39)	37%	(59)	159
Employ: Other	33%	(26)	37%	(30)	29%	(23)	79
Military HH: Yes	43%	(47)	34%	(37)	23%	(26)	110
Military HH: No	42%	(380)	30%	(269)	29%	(260)	908
RD/WT: Right Direction	43%	(194)	29%	(132)	28%	(128)	455
RD/WT: Wrong Track	41%	(233)	31%	(174)	28%	(157)	564
Biden Job Approve	43%	(224)	32%	(167)	25%	(128)	519
Biden Job Disapprove	39%	(120)	33%	(101)	27%	(84)	305
Biden Job Strongly Approve	40%	(63)	32%	(50)	28%	(45)	158
Biden Job Somewhat Approve	45%	(161)	32%	(117)	23%	(83)	361
Biden Job Somewhat Disapprove	41%	(61)	34%	(51)	25%	(38)	150
Biden Job Strongly Disapprove	38%	(59)	32%	(50)	30%	(46)	155
Favorable of Biden	43%	(222)	32%	(167)	25%	(128)	516
Unfavorable of Biden	43%	(159)	30%	(110)	27%	(98)	367

Continued on next page

**Table MCGZ21\_1:** *And to what extent are the following a reason why you would choose not to see a movie in theaters?*  
*Tickets are too expensive*

Demographic	Major reason	Minor reason	Not a reason at all	Total N
Adults	42% (427)	30% (306)	28% (286)	1018
Very Favorable of Biden	36% (60)	37% (62)	28% (47)	169
Somewhat Favorable of Biden	47% (162)	30% (105)	23% (81)	347
Somewhat Unfavorable of Biden	50% (82)	25% (42)	25% (41)	165
Very Unfavorable of Biden	38% (77)	34% (68)	28% (57)	202
#1 Issue: Economy	40% (121)	35% (105)	26% (78)	303
#1 Issue: Security	49% (35)	19% (13)	33% (24)	72
#1 Issue: Health Care	39% (45)	29% (34)	32% (37)	115
#1 Issue: Women's Issues	44% (81)	28% (51)	28% (50)	183
#1 Issue: Education	45% (55)	24% (30)	30% (37)	122
#1 Issue: Energy	44% (58)	32% (42)	24% (31)	130
#1 Issue: Other	37% (30)	32% (26)	31% (25)	81
2020 Vote: Joe Biden	42% (89)	31% (66)	28% (60)	215
2020 Vote: Donald Trump	32% (24)	32% (23)	36% (26)	73
2020 Vote: Didn't Vote	43% (308)	29% (211)	27% (197)	716
2018 House Vote: Democrat	45% (46)	32% (32)	23% (23)	101
2016 Vote: Hillary Clinton	40% (27)	33% (23)	27% (19)	69
2016 Vote: Didn't Vote	42% (382)	30% (271)	28% (254)	906
Voted in 2014: No	42% (413)	30% (293)	28% (275)	981
4-Region: Northeast	48% (82)	24% (41)	28% (49)	171
4-Region: Midwest	43% (92)	28% (60)	28% (60)	212
4-Region: South	39% (155)	33% (129)	28% (109)	393
4-Region: West	41% (98)	31% (76)	28% (68)	242
Plans to Go to the Movies more	41% (175)	32% (133)	27% (114)	422
Plans to Go to the Movies less	47% (83)	29% (52)	23% (41)	176
Plans to Go to the Movies the Same	43% (134)	34% (104)	23% (71)	309

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

**Table MCGZ21\_2: And to what extent are the following a reason why you would choose not to see a movie in theaters?**  
*Food options are too expensive*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	37%	(377)	31%	(317)	32%	(324)	1018
Gender: Male	36%	(185)	32%	(167)	32%	(167)	519
Gender: Female	38%	(191)	30%	(150)	32%	(157)	499
13-16	39%	(132)	31%	(105)	29%	(98)	336
17-20	33%	(115)	30%	(105)	36%	(126)	346
21-24	39%	(130)	32%	(106)	30%	(100)	336
GenZers: 1997-2012	37%	(377)	31%	(317)	32%	(324)	1018
PID: Dem (no lean)	38%	(138)	30%	(110)	33%	(120)	368
PID: Ind (no lean)	38%	(179)	30%	(144)	32%	(150)	473
PID: Rep (no lean)	33%	(59)	36%	(63)	31%	(55)	177
PID/Gender: Dem Men	33%	(58)	30%	(53)	36%	(63)	173
PID/Gender: Dem Women	41%	(80)	30%	(58)	29%	(57)	195
PID/Gender: Ind Men	38%	(92)	30%	(74)	32%	(77)	243
PID/Gender: Ind Women	38%	(87)	31%	(70)	32%	(73)	230
PID/Gender: Rep Men	34%	(35)	39%	(40)	27%	(27)	103
PID/Gender: Rep Women	33%	(24)	30%	(22)	37%	(27)	74
Ideo: Liberal (1-3)	44%	(162)	33%	(121)	24%	(88)	370
Ideo: Moderate (4)	32%	(68)	31%	(66)	37%	(80)	214
Ideo: Conservative (5-7)	40%	(63)	33%	(53)	27%	(43)	158
Educ: < College	38%	(353)	31%	(290)	31%	(294)	938
Educ: Bachelors degree	31%	(19)	33%	(20)	36%	(22)	61
Income: Under 50k	36%	(218)	29%	(175)	35%	(214)	606
Income: 50k-100k	40%	(111)	34%	(96)	26%	(72)	279
Income: 100k+	36%	(48)	35%	(46)	29%	(38)	133
Ethnicity: White	39%	(251)	29%	(190)	32%	(205)	645
Ethnicity: Hispanic	40%	(98)	30%	(75)	29%	(72)	244
Ethnicity: Black	34%	(55)	32%	(51)	34%	(55)	161
Ethnicity: Other	34%	(71)	36%	(77)	30%	(64)	212

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**Table MCGZ21\_2:** *And to what extent are the following a reason why you would choose not to see a movie in theaters?*  
*Food options are too expensive*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	37%	(377)	31%	(317)	32%	(324)	1018
All Christian	42%	(89)	33%	(71)	25%	(54)	215
All Non-Christian	34%	(19)	39%	(21)	27%	(15)	55
Atheist	45%	(54)	26%	(32)	29%	(35)	121
Agnostic/Nothing in particular	35%	(138)	32%	(126)	34%	(134)	398
Something Else	34%	(77)	29%	(67)	37%	(85)	229
Religious Non-Protestant/Catholic	33%	(22)	41%	(27)	26%	(17)	67
Evangelical	39%	(61)	26%	(41)	35%	(54)	157
Non-Evangelical	37%	(100)	33%	(89)	29%	(79)	268
Community: Urban	33%	(83)	36%	(90)	30%	(76)	249
Community: Suburban	39%	(219)	30%	(170)	30%	(169)	558
Community: Rural	35%	(75)	27%	(57)	38%	(79)	211
Employ: Private Sector	39%	(58)	33%	(49)	29%	(43)	150
Employ: Self-Employed	26%	(17)	36%	(24)	38%	(25)	67
Employ: Student	38%	(193)	31%	(157)	30%	(154)	504
Employ: Unemployed	34%	(54)	27%	(43)	39%	(62)	159
Employ: Other	33%	(26)	34%	(27)	33%	(26)	79
Military HH: Yes	32%	(35)	37%	(41)	30%	(33)	110
Military HH: No	38%	(341)	30%	(276)	32%	(291)	908
RD/WT: Right Direction	38%	(172)	30%	(137)	32%	(145)	455
RD/WT: Wrong Track	36%	(205)	32%	(180)	32%	(179)	564
Biden Job Approve	40%	(208)	32%	(165)	28%	(146)	519
Biden Job Disapprove	37%	(112)	34%	(103)	30%	(90)	305
Biden Job Strongly Approve	34%	(53)	32%	(50)	35%	(55)	158
Biden Job Somewhat Approve	43%	(155)	32%	(115)	25%	(91)	361
Biden Job Somewhat Disapprove	39%	(58)	33%	(50)	28%	(42)	150
Biden Job Strongly Disapprove	34%	(53)	34%	(53)	31%	(48)	155
Favorable of Biden	39%	(199)	32%	(165)	29%	(152)	516
Unfavorable of Biden	39%	(142)	32%	(118)	29%	(106)	367

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**Table MCGZ21\_2:** And to what extent are the following a reason why you would choose not to see a movie in theaters?  
Food options are too expensive

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	37%	(377)	31%	(317)	32%	(324)	1018
Very Favorable of Biden	33%	(56)	34%	(57)	33%	(56)	169
Somewhat Favorable of Biden	41%	(143)	31%	(108)	28%	(96)	347
Somewhat Unfavorable of Biden	43%	(71)	32%	(52)	25%	(41)	165
Very Unfavorable of Biden	35%	(71)	33%	(66)	32%	(65)	202
#1 Issue: Economy	34%	(104)	39%	(118)	27%	(82)	303
#1 Issue: Security	38%	(27)	31%	(22)	31%	(22)	72
#1 Issue: Health Care	42%	(48)	18%	(21)	40%	(45)	115
#1 Issue: Women's Issues	40%	(73)	28%	(52)	32%	(58)	183
#1 Issue: Education	42%	(51)	28%	(34)	30%	(36)	122
#1 Issue: Energy	33%	(43)	33%	(42)	34%	(45)	130
#1 Issue: Other	34%	(27)	28%	(23)	38%	(31)	81
2020 Vote: Joe Biden	38%	(81)	31%	(68)	31%	(66)	215
2020 Vote: Donald Trump	29%	(21)	30%	(22)	41%	(30)	73
2020 Vote: Didn't Vote	38%	(271)	31%	(221)	31%	(224)	716
2018 House Vote: Democrat	39%	(40)	37%	(37)	24%	(25)	101
2016 Vote: Hillary Clinton	39%	(27)	33%	(22)	29%	(20)	69
2016 Vote: Didn't Vote	37%	(334)	31%	(282)	32%	(290)	906
Voted in 2014: No	37%	(363)	31%	(304)	32%	(314)	981
4-Region: Northeast	39%	(67)	27%	(45)	34%	(59)	171
4-Region: Midwest	36%	(77)	30%	(64)	34%	(71)	212
4-Region: South	36%	(141)	33%	(129)	31%	(123)	393
4-Region: West	38%	(92)	33%	(79)	29%	(71)	242
Plans to Go to the Movies more	40%	(167)	34%	(145)	26%	(110)	422
Plans to Go to the Movies less	41%	(72)	30%	(53)	29%	(51)	176
Plans to Go to the Movies the Same	35%	(107)	34%	(105)	31%	(97)	309

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

**Table MCGZ21\_3:** *And to what extent are the following a reason why you would choose not to see a movie in theaters?*  
*Seating is uncomfortable*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	18%	(184)	30%	(301)	52%	(533)	1018
Gender: Male	18%	(93)	31%	(161)	51%	(266)	519
Gender: Female	18%	(92)	28%	(140)	54%	(267)	499
13-16	15%	(51)	30%	(102)	54%	(183)	336
17-20	18%	(63)	28%	(97)	54%	(185)	346
21-24	21%	(70)	30%	(101)	49%	(165)	336
GenZers: 1997-2012	18%	(184)	30%	(301)	52%	(533)	1018
PID: Dem (no lean)	19%	(69)	29%	(106)	53%	(194)	368
PID: Ind (no lean)	18%	(86)	28%	(133)	54%	(254)	473
PID: Rep (no lean)	17%	(30)	35%	(62)	48%	(85)	177
PID/Gender: Dem Men	17%	(30)	30%	(53)	52%	(91)	173
PID/Gender: Dem Women	20%	(38)	27%	(53)	53%	(104)	195
PID/Gender: Ind Men	17%	(42)	28%	(68)	55%	(134)	243
PID/Gender: Ind Women	19%	(44)	29%	(66)	52%	(120)	230
PID/Gender: Rep Men	20%	(21)	39%	(40)	41%	(42)	103
PID/Gender: Rep Women	12%	(9)	29%	(22)	59%	(44)	74
Ideo: Liberal (1-3)	18%	(66)	31%	(116)	51%	(189)	370
Ideo: Moderate (4)	18%	(38)	31%	(67)	51%	(108)	214
Ideo: Conservative (5-7)	18%	(28)	32%	(50)	51%	(80)	158
Educ: < College	18%	(173)	30%	(277)	52%	(488)	938
Educ: Bachelors degree	15%	(9)	25%	(15)	61%	(37)	61
Income: Under 50k	19%	(114)	29%	(179)	52%	(314)	606
Income: 50k-100k	18%	(50)	33%	(91)	50%	(138)	279
Income: 100k+	16%	(21)	23%	(31)	61%	(81)	133
Ethnicity: White	18%	(113)	30%	(193)	53%	(339)	645
Ethnicity: Hispanic	22%	(53)	30%	(74)	48%	(117)	244
Ethnicity: Black	24%	(38)	24%	(39)	52%	(84)	161
Ethnicity: Other	16%	(33)	33%	(69)	52%	(110)	212

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**Table MCGZ21\_3:** *And to what extent are the following a reason why you would choose not to see a movie in theaters?*  
*Seating is uncomfortable*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	18%	(184)	30%	(301)	52%	(533)	1018
All Christian	16%	(35)	35%	(76)	49%	(104)	215
All Non-Christian	21%	(12)	38%	(21)	41%	(23)	55
Atheist	19%	(23)	23%	(28)	58%	(70)	121
Agnostic/Nothing in particular	18%	(70)	28%	(110)	55%	(218)	398
Something Else	20%	(45)	29%	(65)	52%	(118)	229
Religious Non-Protestant/Catholic	19%	(13)	40%	(26)	41%	(28)	67
Evangelical	20%	(32)	31%	(49)	48%	(76)	157
Non-Evangelical	17%	(46)	32%	(86)	51%	(137)	268
Community: Urban	18%	(46)	27%	(68)	54%	(135)	249
Community: Suburban	19%	(105)	28%	(154)	53%	(298)	558
Community: Rural	16%	(33)	37%	(78)	47%	(100)	211
Employ: Private Sector	18%	(28)	35%	(52)	47%	(70)	150
Employ: Self-Employed	24%	(16)	25%	(17)	51%	(34)	67
Employ: Student	17%	(87)	30%	(152)	53%	(265)	504
Employ: Unemployed	20%	(32)	27%	(43)	53%	(85)	159
Employ: Other	15%	(12)	21%	(16)	64%	(51)	79
Military HH: Yes	18%	(20)	36%	(39)	46%	(51)	110
Military HH: No	18%	(165)	29%	(261)	53%	(482)	908
RD/WT: Right Direction	19%	(86)	30%	(137)	51%	(231)	455
RD/WT: Wrong Track	17%	(98)	29%	(163)	54%	(302)	564
Biden Job Approve	20%	(105)	28%	(146)	52%	(267)	519
Biden Job Disapprove	18%	(54)	35%	(106)	48%	(146)	305
Biden Job Strongly Approve	23%	(36)	27%	(43)	50%	(79)	158
Biden Job Somewhat Approve	19%	(69)	29%	(104)	52%	(189)	361
Biden Job Somewhat Disapprove	19%	(28)	38%	(57)	43%	(64)	150
Biden Job Strongly Disapprove	16%	(25)	31%	(48)	53%	(82)	155
Favorable of Biden	20%	(101)	28%	(146)	52%	(269)	516
Unfavorable of Biden	18%	(66)	31%	(115)	51%	(185)	367

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**Table MCGZ21\_3:** *And to what extent are the following a reason why you would choose not to see a movie in theaters?  
Seating is uncomfortable*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	18%	(184)	30%	(301)	52%	(533)	1018
Very Favorable of Biden	22%	(37)	26%	(44)	52%	(87)	169
Somewhat Favorable of Biden	18%	(63)	29%	(102)	52%	(182)	347
Somewhat Unfavorable of Biden	21%	(35)	37%	(61)	42%	(69)	165
Very Unfavorable of Biden	15%	(31)	27%	(55)	58%	(116)	202
#1 Issue: Economy	21%	(62)	28%	(85)	51%	(156)	303
#1 Issue: Security	20%	(15)	35%	(25)	44%	(32)	72
#1 Issue: Health Care	19%	(22)	21%	(25)	60%	(69)	115
#1 Issue: Women's Issues	16%	(30)	28%	(51)	56%	(102)	183
#1 Issue: Education	19%	(23)	29%	(36)	52%	(63)	122
#1 Issue: Energy	15%	(20)	34%	(44)	51%	(67)	130
#1 Issue: Other	12%	(9)	38%	(30)	51%	(41)	81
2020 Vote: Joe Biden	22%	(48)	34%	(72)	44%	(95)	215
2020 Vote: Donald Trump	12%	(8)	32%	(23)	57%	(41)	73
2020 Vote: Didn't Vote	18%	(126)	28%	(202)	54%	(389)	716
2018 House Vote: Democrat	26%	(27)	34%	(34)	40%	(40)	101
2016 Vote: Hillary Clinton	25%	(17)	35%	(24)	40%	(27)	69
2016 Vote: Didn't Vote	18%	(163)	29%	(263)	53%	(481)	906
Voted in 2014: No	18%	(174)	29%	(287)	53%	(520)	981
4-Region: Northeast	18%	(31)	25%	(43)	57%	(98)	171
4-Region: Midwest	16%	(33)	31%	(66)	53%	(112)	212
4-Region: South	21%	(84)	30%	(118)	49%	(192)	393
4-Region: West	15%	(37)	30%	(74)	54%	(131)	242
Plans to Go to the Movies more	22%	(93)	26%	(110)	52%	(219)	422
Plans to Go to the Movies less	16%	(28)	39%	(69)	45%	(79)	176
Plans to Go to the Movies the Same	17%	(53)	30%	(94)	53%	(162)	309

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

**Table MCGZ21\_4:** *And to what extent are the following a reason why you would choose not to see a movie in theaters?  
Lack of access to premium screen formats such as IMAX or 3D*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	10%	(103)	25%	(250)	65%	(665)	1018
Gender: Male	12%	(64)	27%	(139)	61%	(316)	519
Gender: Female	8%	(39)	22%	(111)	70%	(349)	499
13-16	9%	(30)	20%	(68)	71%	(238)	336
17-20	7%	(24)	26%	(88)	68%	(234)	346
21-24	15%	(50)	28%	(93)	57%	(193)	336
GenZers: 1997-2012	10%	(103)	25%	(250)	65%	(665)	1018
PID: Dem (no lean)	11%	(41)	26%	(96)	63%	(231)	368
PID: Ind (no lean)	8%	(37)	23%	(111)	69%	(326)	473
PID: Rep (no lean)	14%	(25)	24%	(43)	61%	(109)	177
PID/Gender: Dem Men	15%	(26)	28%	(48)	57%	(99)	173
PID/Gender: Dem Women	8%	(16)	24%	(48)	67%	(131)	195
PID/Gender: Ind Men	8%	(20)	25%	(62)	67%	(162)	243
PID/Gender: Ind Women	7%	(17)	21%	(49)	71%	(164)	230
PID/Gender: Rep Men	18%	(19)	28%	(29)	54%	(55)	103
PID/Gender: Rep Women	9%	(6)	19%	(14)	72%	(53)	74
Ideo: Liberal (1-3)	12%	(46)	24%	(89)	64%	(236)	370
Ideo: Moderate (4)	9%	(20)	26%	(56)	64%	(137)	214
Ideo: Conservative (5-7)	9%	(15)	26%	(41)	65%	(103)	158
Educ: < College	10%	(96)	24%	(227)	65%	(614)	938
Educ: Bachelors degree	7%	(4)	27%	(17)	66%	(41)	61
Income: Under 50k	10%	(62)	25%	(153)	65%	(392)	606
Income: 50k-100k	11%	(31)	26%	(72)	63%	(177)	279
Income: 100k+	8%	(11)	19%	(26)	73%	(96)	133
Ethnicity: White	9%	(59)	23%	(147)	68%	(439)	645
Ethnicity: Hispanic	12%	(30)	28%	(69)	59%	(145)	244
Ethnicity: Black	16%	(25)	30%	(49)	54%	(87)	161
Ethnicity: Other	9%	(19)	26%	(54)	65%	(139)	212

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**Table MCGZ21\_4:** And to what extent are the following a reason why you would choose not to see a movie in theaters?  
 Lack of access to premium screen formats such as IMAX or 3D

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	10%	(103)	25%	(250)	65%	(665)	1018
All Christian	13%	(27)	24%	(51)	63%	(136)	215
All Non-Christian	11%	(6)	28%	(16)	61%	(33)	55
Atheist	8%	(10)	25%	(30)	67%	(81)	121
Agnostic/Nothing in particular	9%	(37)	26%	(105)	64%	(255)	398
Something Else	10%	(23)	21%	(47)	69%	(159)	229
Religious Non-Protestant/Catholic	9%	(6)	28%	(19)	63%	(42)	67
Evangelical	11%	(17)	23%	(36)	66%	(104)	157
Non-Evangelical	12%	(33)	22%	(58)	66%	(177)	268
Community: Urban	10%	(26)	28%	(71)	61%	(152)	249
Community: Suburban	10%	(58)	22%	(121)	68%	(380)	558
Community: Rural	9%	(20)	27%	(58)	63%	(133)	211
Employ: Private Sector	16%	(23)	29%	(43)	56%	(83)	150
Employ: Self-Employed	13%	(9)	28%	(19)	59%	(39)	67
Employ: Student	8%	(42)	22%	(112)	69%	(350)	504
Employ: Unemployed	9%	(14)	30%	(48)	61%	(97)	159
Employ: Other	7%	(6)	15%	(12)	77%	(61)	79
Military HH: Yes	8%	(9)	24%	(26)	68%	(75)	110
Military HH: No	10%	(95)	25%	(224)	65%	(590)	908
RD/WT: Right Direction	12%	(53)	24%	(111)	64%	(291)	455
RD/WT: Wrong Track	9%	(50)	25%	(139)	66%	(374)	564
Biden Job Approve	11%	(58)	24%	(125)	65%	(336)	519
Biden Job Disapprove	10%	(31)	31%	(93)	59%	(180)	305
Biden Job Strongly Approve	15%	(24)	22%	(35)	63%	(99)	158
Biden Job Somewhat Approve	9%	(34)	25%	(90)	66%	(237)	361
Biden Job Somewhat Disapprove	6%	(10)	34%	(50)	60%	(90)	150
Biden Job Strongly Disapprove	14%	(22)	28%	(43)	58%	(91)	155
Favorable of Biden	12%	(63)	24%	(122)	64%	(332)	516
Unfavorable of Biden	10%	(36)	27%	(99)	63%	(231)	367

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**Table MCGZ21\_4:** And to what extent are the following a reason why you would choose not to see a movie in theaters?  
Lack of access to premium screen formats such as IMAX or 3D

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	10%	(103)	25%	(250)	65%	(665)	1018
Very Favorable of Biden	15%	(26)	21%	(36)	64%	(108)	169
Somewhat Favorable of Biden	11%	(37)	25%	(86)	65%	(224)	347
Somewhat Unfavorable of Biden	7%	(12)	26%	(43)	67%	(110)	165
Very Unfavorable of Biden	12%	(24)	28%	(56)	60%	(121)	202
#1 Issue: Economy	12%	(36)	28%	(85)	60%	(182)	303
#1 Issue: Security	12%	(8)	31%	(22)	57%	(41)	72
#1 Issue: Health Care	15%	(17)	24%	(28)	61%	(70)	115
#1 Issue: Women's Issues	6%	(11)	21%	(38)	74%	(134)	183
#1 Issue: Education	9%	(11)	24%	(29)	67%	(82)	122
#1 Issue: Energy	10%	(14)	23%	(30)	66%	(86)	130
#1 Issue: Other	7%	(6)	15%	(12)	77%	(62)	81
2020 Vote: Joe Biden	15%	(33)	29%	(62)	56%	(120)	215
2020 Vote: Donald Trump	10%	(7)	33%	(24)	57%	(42)	73
2020 Vote: Didn't Vote	8%	(61)	22%	(161)	69%	(494)	716
2018 House Vote: Democrat	17%	(17)	35%	(36)	48%	(48)	101
2016 Vote: Hillary Clinton	14%	(10)	34%	(23)	52%	(36)	69
2016 Vote: Didn't Vote	10%	(87)	24%	(219)	66%	(600)	906
Voted in 2014: No	10%	(98)	24%	(237)	66%	(647)	981
4-Region: Northeast	9%	(15)	20%	(34)	71%	(122)	171
4-Region: Midwest	9%	(20)	27%	(56)	64%	(136)	212
4-Region: South	14%	(53)	24%	(95)	62%	(245)	393
4-Region: West	6%	(15)	27%	(65)	67%	(162)	242
Plans to Go to the Movies more	13%	(53)	30%	(125)	58%	(243)	422
Plans to Go to the Movies less	9%	(16)	30%	(54)	60%	(106)	176
Plans to Go to the Movies the Same	9%	(26)	18%	(56)	73%	(226)	309

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



**Table MCGZ21\_5:** *And to what extent are the following a reason why you would choose not to see a movie in theaters?  
 Lack of access to premium audio options such as Dolby Digital*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	8%	(85)	21%	(218)	70%	(715)	1018
Gender: Male	9%	(49)	24%	(123)	67%	(348)	519
Gender: Female	7%	(36)	19%	(95)	74%	(367)	499
13-16	5%	(17)	17%	(58)	78%	(261)	336
17-20	8%	(26)	20%	(69)	73%	(251)	346
21-24	13%	(42)	27%	(91)	60%	(203)	336
GenZers: 1997-2012	8%	(85)	21%	(218)	70%	(715)	1018
PID: Dem (no lean)	9%	(33)	22%	(81)	69%	(254)	368
PID: Ind (no lean)	6%	(30)	19%	(91)	75%	(353)	473
PID: Rep (no lean)	13%	(23)	26%	(46)	61%	(108)	177
PID/Gender: Dem Men	10%	(16)	23%	(40)	67%	(117)	173
PID/Gender: Dem Women	8%	(16)	21%	(41)	70%	(137)	195
PID/Gender: Ind Men	6%	(15)	21%	(50)	73%	(178)	243
PID/Gender: Ind Women	6%	(15)	18%	(40)	76%	(175)	230
PID/Gender: Rep Men	17%	(18)	31%	(32)	52%	(53)	103
PID/Gender: Rep Women	7%	(5)	19%	(14)	74%	(55)	74
Ideo: Liberal (1-3)	8%	(29)	22%	(81)	70%	(260)	370
Ideo: Moderate (4)	9%	(20)	25%	(52)	66%	(141)	214
Ideo: Conservative (5-7)	11%	(17)	25%	(40)	64%	(102)	158
Educ: < College	8%	(77)	21%	(195)	71%	(666)	938
Educ: Bachelors degree	7%	(4)	29%	(18)	64%	(39)	61
Income: Under 50k	9%	(53)	20%	(124)	71%	(429)	606
Income: 50k-100k	7%	(19)	25%	(70)	68%	(190)	279
Income: 100k+	10%	(13)	18%	(24)	72%	(96)	133
Ethnicity: White	8%	(52)	21%	(132)	71%	(461)	645
Ethnicity: Hispanic	9%	(22)	22%	(54)	69%	(168)	244
Ethnicity: Black	13%	(21)	27%	(44)	59%	(95)	161
Ethnicity: Other	6%	(12)	20%	(42)	75%	(158)	212

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**Table MCGZ21\_5:** *And to what extent are the following a reason why you would choose not to see a movie in theaters?  
Lack of access to premium audio options such as Dolby Digital*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	8%	(85)	21%	(218)	70%	(715)	1018
All Christian	8%	(17)	26%	(55)	66%	(142)	215
All Non-Christian	15%	(9)	26%	(15)	58%	(32)	55
Atheist	7%	(8)	12%	(14)	81%	(98)	121
Agnostic/Nothing in particular	9%	(35)	21%	(85)	70%	(278)	398
Something Else	7%	(17)	21%	(48)	72%	(164)	229
Religious Non-Protestant/Catholic	13%	(9)	28%	(19)	59%	(40)	67
Evangelical	9%	(14)	23%	(37)	68%	(106)	157
Non-Evangelical	8%	(20)	23%	(61)	70%	(187)	268
Community: Urban	8%	(19)	24%	(60)	68%	(170)	249
Community: Suburban	8%	(43)	21%	(118)	71%	(397)	558
Community: Rural	11%	(23)	19%	(40)	70%	(148)	211
Employ: Private Sector	12%	(18)	28%	(42)	60%	(90)	150
Employ: Self-Employed	14%	(10)	25%	(17)	60%	(41)	67
Employ: Student	6%	(30)	20%	(100)	74%	(375)	504
Employ: Unemployed	9%	(14)	21%	(34)	70%	(111)	159
Employ: Other	6%	(5)	16%	(12)	79%	(62)	79
Military HH: Yes	9%	(9)	25%	(27)	66%	(73)	110
Military HH: No	8%	(76)	21%	(191)	71%	(642)	908
RD/WT: Right Direction	9%	(42)	21%	(97)	69%	(315)	455
RD/WT: Wrong Track	8%	(43)	21%	(121)	71%	(400)	564
Biden Job Approve	8%	(40)	23%	(119)	69%	(359)	519
Biden Job Disapprove	12%	(36)	23%	(69)	65%	(200)	305
Biden Job Strongly Approve	12%	(19)	20%	(32)	67%	(106)	158
Biden Job Somewhat Approve	6%	(21)	24%	(87)	70%	(253)	361
Biden Job Somewhat Disapprove	11%	(16)	21%	(31)	68%	(102)	150
Biden Job Strongly Disapprove	13%	(20)	24%	(38)	63%	(97)	155
Favorable of Biden	9%	(45)	22%	(111)	70%	(360)	516
Unfavorable of Biden	10%	(35)	22%	(81)	68%	(250)	367

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**Table MCGZ21\_5:** *And to what extent are the following a reason why you would choose not to see a movie in theaters?*  
*Lack of access to premium audio options such as Dolby Digital*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	8%	(85)	21%	(218)	70%	(715)	1018
Very Favorable of Biden	10%	(17)	21%	(36)	69%	(116)	169
Somewhat Favorable of Biden	8%	(28)	22%	(75)	70%	(244)	347
Somewhat Unfavorable of Biden	9%	(14)	19%	(31)	72%	(119)	165
Very Unfavorable of Biden	10%	(21)	25%	(50)	65%	(131)	202
#1 Issue: Economy	9%	(26)	24%	(73)	67%	(204)	303
#1 Issue: Security	7%	(5)	31%	(22)	61%	(44)	72
#1 Issue: Health Care	10%	(11)	15%	(17)	75%	(86)	115
#1 Issue: Women's Issues	6%	(11)	22%	(40)	72%	(131)	183
#1 Issue: Education	10%	(12)	20%	(24)	70%	(86)	122
#1 Issue: Energy	9%	(12)	21%	(27)	70%	(92)	130
#1 Issue: Other	6%	(4)	12%	(10)	82%	(66)	81
2020 Vote: Joe Biden	13%	(27)	26%	(56)	61%	(131)	215
2020 Vote: Donald Trump	10%	(7)	31%	(22)	59%	(43)	73
2020 Vote: Didn't Vote	7%	(50)	18%	(132)	75%	(534)	716
2018 House Vote: Democrat	15%	(15)	28%	(28)	58%	(59)	101
2016 Vote: Hillary Clinton	13%	(9)	28%	(19)	60%	(41)	69
2016 Vote: Didn't Vote	8%	(71)	21%	(189)	71%	(647)	906
Voted in 2014: No	8%	(80)	21%	(208)	71%	(693)	981
4-Region: Northeast	9%	(16)	20%	(34)	71%	(121)	171
4-Region: Midwest	10%	(20)	19%	(39)	72%	(152)	212
4-Region: South	10%	(39)	20%	(80)	70%	(275)	393
4-Region: West	4%	(10)	27%	(65)	69%	(166)	242
Plans to Go to the Movies more	13%	(53)	26%	(111)	61%	(258)	422
Plans to Go to the Movies less	9%	(16)	22%	(39)	69%	(121)	176
Plans to Go to the Movies the Same	4%	(13)	18%	(56)	78%	(239)	309

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

**Table MCGZ21\_6:** *And to what extent are the following a reason why you would choose not to see a movie in theaters?*  
*Not enough food options*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	11%	(115)	28%	(283)	61%	(620)	1018
Gender: Male	12%	(60)	27%	(142)	61%	(317)	519
Gender: Female	11%	(55)	28%	(141)	61%	(303)	499
13-16	10%	(32)	26%	(88)	64%	(215)	336
17-20	11%	(37)	25%	(88)	64%	(221)	346
21-24	14%	(46)	32%	(106)	55%	(184)	336
GenZers: 1997-2012	11%	(115)	28%	(283)	61%	(620)	1018
PID: Dem (no lean)	11%	(42)	31%	(113)	58%	(213)	368
PID: Ind (no lean)	10%	(46)	25%	(120)	65%	(308)	473
PID: Rep (no lean)	16%	(28)	28%	(50)	56%	(99)	177
PID/Gender: Dem Men	12%	(20)	28%	(49)	60%	(104)	173
PID/Gender: Dem Women	11%	(22)	33%	(65)	56%	(109)	195
PID/Gender: Ind Men	8%	(20)	25%	(60)	67%	(163)	243
PID/Gender: Ind Women	11%	(26)	26%	(59)	63%	(145)	230
PID/Gender: Rep Men	19%	(20)	33%	(33)	48%	(49)	103
PID/Gender: Rep Women	11%	(8)	22%	(16)	67%	(50)	74
Ideo: Liberal (1-3)	10%	(39)	31%	(115)	58%	(216)	370
Ideo: Moderate (4)	12%	(26)	25%	(54)	63%	(134)	214
Ideo: Conservative (5-7)	13%	(20)	25%	(40)	62%	(98)	158
Educ: < College	11%	(104)	28%	(262)	61%	(572)	938
Educ: Bachelors degree	12%	(7)	25%	(15)	63%	(39)	61
Income: Under 50k	10%	(62)	30%	(182)	60%	(362)	606
Income: 50k-100k	14%	(38)	25%	(69)	62%	(172)	279
Income: 100k+	11%	(15)	24%	(31)	65%	(86)	133
Ethnicity: White	11%	(70)	26%	(170)	63%	(405)	645
Ethnicity: Hispanic	10%	(24)	33%	(79)	58%	(141)	244
Ethnicity: Black	17%	(28)	29%	(46)	54%	(87)	161
Ethnicity: Other	8%	(17)	31%	(67)	61%	(128)	212

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**Table MCGZ21\_6:** *And to what extent are the following a reason why you would choose not to see a movie in theaters?*  
*Not enough food options*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	11%	(115)	28%	(283)	61%	(620)	1018
All Christian	14%	(30)	27%	(59)	59%	(126)	215
All Non-Christian	16%	(9)	38%	(21)	46%	(25)	55
Atheist	16%	(19)	23%	(28)	62%	(75)	121
Agnostic/Nothing in particular	9%	(34)	29%	(113)	63%	(250)	398
Something Else	10%	(23)	27%	(62)	63%	(144)	229
Religious Non-Protestant/Catholic	17%	(12)	34%	(23)	49%	(33)	67
Evangelical	12%	(19)	27%	(42)	61%	(95)	157
Non-Evangelical	12%	(31)	28%	(74)	61%	(163)	268
Community: Urban	11%	(28)	28%	(70)	61%	(151)	249
Community: Suburban	11%	(64)	25%	(141)	63%	(353)	558
Community: Rural	11%	(23)	34%	(72)	55%	(116)	211
Employ: Private Sector	12%	(18)	28%	(42)	60%	(90)	150
Employ: Self-Employed	15%	(10)	29%	(20)	56%	(38)	67
Employ: Student	11%	(55)	26%	(132)	63%	(317)	504
Employ: Unemployed	12%	(19)	30%	(47)	59%	(93)	159
Employ: Other	7%	(6)	23%	(18)	70%	(55)	79
Military HH: Yes	11%	(12)	30%	(32)	59%	(65)	110
Military HH: No	11%	(103)	28%	(250)	61%	(555)	908
RD/WT: Right Direction	12%	(53)	29%	(132)	59%	(270)	455
RD/WT: Wrong Track	11%	(62)	27%	(151)	62%	(350)	564
Biden Job Approve	13%	(65)	29%	(150)	58%	(303)	519
Biden Job Disapprove	13%	(40)	27%	(82)	60%	(182)	305
Biden Job Strongly Approve	14%	(23)	30%	(47)	56%	(88)	158
Biden Job Somewhat Approve	12%	(43)	29%	(103)	60%	(215)	361
Biden Job Somewhat Disapprove	12%	(18)	27%	(40)	61%	(91)	150
Biden Job Strongly Disapprove	14%	(22)	27%	(42)	59%	(91)	155
Favorable of Biden	12%	(64)	28%	(147)	59%	(305)	516
Unfavorable of Biden	12%	(43)	27%	(99)	61%	(224)	367

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**Table MCGZ21\_6:** And to what extent are the following a reason why you would choose not to see a movie in theaters?

Not enough food options

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	11%	(115)	28%	(283)	61%	(620)	1018
Very Favorable of Biden	16%	(26)	29%	(49)	55%	(93)	169
Somewhat Favorable of Biden	11%	(38)	28%	(98)	61%	(212)	347
Somewhat Unfavorable of Biden	11%	(18)	26%	(43)	63%	(104)	165
Very Unfavorable of Biden	12%	(25)	28%	(57)	60%	(121)	202
#1 Issue: Economy	12%	(37)	28%	(84)	60%	(182)	303
#1 Issue: Security	13%	(9)	38%	(27)	49%	(35)	72
#1 Issue: Health Care	11%	(13)	27%	(31)	62%	(71)	115
#1 Issue: Women's Issues	10%	(18)	27%	(49)	63%	(115)	183
#1 Issue: Education	12%	(15)	29%	(36)	58%	(71)	122
#1 Issue: Energy	11%	(14)	24%	(31)	65%	(85)	130
#1 Issue: Other	6%	(5)	26%	(21)	68%	(55)	81
2020 Vote: Joe Biden	14%	(31)	30%	(64)	56%	(120)	215
2020 Vote: Donald Trump	17%	(13)	26%	(19)	56%	(41)	73
2020 Vote: Didn't Vote	10%	(69)	27%	(195)	63%	(452)	716
2018 House Vote: Democrat	11%	(11)	37%	(37)	52%	(53)	101
2016 Vote: Hillary Clinton	14%	(10)	36%	(25)	51%	(35)	69
2016 Vote: Didn't Vote	11%	(100)	27%	(248)	62%	(559)	906
Voted in 2014: No	11%	(108)	28%	(272)	61%	(602)	981
4-Region: Northeast	12%	(21)	28%	(48)	60%	(103)	171
4-Region: Midwest	11%	(23)	27%	(56)	63%	(133)	212
4-Region: South	11%	(43)	29%	(114)	60%	(237)	393
4-Region: West	12%	(29)	27%	(65)	61%	(148)	242
Plans to Go to the Movies more	14%	(60)	32%	(135)	54%	(227)	422
Plans to Go to the Movies less	10%	(18)	31%	(55)	58%	(103)	176
Plans to Go to the Movies the Same	9%	(27)	23%	(71)	68%	(211)	309

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

**Table MCGZ21\_7:** *And to what extent are the following a reason why you would choose not to see a movie in theaters?*  
*Not enough healthy food options*

<b>Demographic</b>	<b>Major reason</b>		<b>Minor reason</b>		<b>Not a reason at all</b>		<b>Total N</b>
Adults	8%	(86)	23%	(236)	68%	(696)	1018
Gender: Male	9%	(44)	24%	(127)	67%	(348)	519
Gender: Female	8%	(41)	22%	(109)	70%	(348)	499
13-16	7%	(24)	23%	(77)	70%	(234)	336
17-20	8%	(28)	19%	(67)	73%	(251)	346
21-24	10%	(33)	27%	(92)	63%	(211)	336
GenZers: 1997-2012	8%	(86)	23%	(236)	68%	(696)	1018
PID: Dem (no lean)	9%	(35)	22%	(80)	69%	(253)	368
PID: Ind (no lean)	7%	(35)	21%	(101)	71%	(337)	473
PID: Rep (no lean)	9%	(16)	31%	(54)	60%	(106)	177
PID/Gender: Dem Men	11%	(19)	20%	(36)	69%	(119)	173
PID/Gender: Dem Women	8%	(16)	23%	(45)	69%	(134)	195
PID/Gender: Ind Men	6%	(15)	21%	(52)	72%	(176)	243
PID/Gender: Ind Women	9%	(20)	21%	(49)	70%	(161)	230
PID/Gender: Rep Men	10%	(10)	38%	(39)	52%	(53)	103
PID/Gender: Rep Women	8%	(6)	21%	(15)	72%	(53)	74
Ideo: Liberal (1-3)	8%	(31)	24%	(90)	67%	(249)	370
Ideo: Moderate (4)	9%	(18)	27%	(59)	64%	(137)	214
Ideo: Conservative (5-7)	9%	(14)	26%	(41)	65%	(103)	158
Educ: < College	8%	(78)	22%	(211)	69%	(649)	938
Educ: Bachelors degree	7%	(4)	33%	(20)	60%	(37)	61
Income: Under 50k	8%	(50)	23%	(138)	69%	(419)	606
Income: 50k-100k	7%	(20)	24%	(67)	69%	(192)	279
Income: 100k+	12%	(16)	24%	(31)	64%	(85)	133
Ethnicity: White	9%	(55)	24%	(152)	68%	(438)	645
Ethnicity: Hispanic	9%	(23)	23%	(57)	67%	(164)	244
Ethnicity: Black	9%	(15)	23%	(37)	68%	(109)	161
Ethnicity: Other	8%	(16)	22%	(47)	70%	(149)	212

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**Table MCGZ21\_7:** *And to what extent are the following a reason why you would choose not to see a movie in theaters?*  
*Not enough healthy food options*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	8%	(86)	23%	(236)	68%	(696)	1018
All Christian	10%	(21)	25%	(53)	66%	(141)	215
All Non-Christian	17%	(10)	33%	(18)	50%	(28)	55
Atheist	6%	(8)	20%	(24)	74%	(89)	121
Agnostic/Nothing in particular	8%	(31)	23%	(93)	69%	(274)	398
Something Else	7%	(17)	21%	(48)	72%	(164)	229
Religious Non-Protestant/Catholic	14%	(10)	27%	(18)	59%	(39)	67
Evangelical	10%	(16)	24%	(38)	66%	(103)	157
Non-Evangelical	8%	(22)	23%	(61)	69%	(185)	268
Community: Urban	8%	(20)	21%	(53)	70%	(175)	249
Community: Suburban	8%	(42)	23%	(126)	70%	(390)	558
Community: Rural	11%	(24)	27%	(57)	62%	(131)	211
Employ: Private Sector	10%	(15)	25%	(37)	65%	(97)	150
Employ: Self-Employed	10%	(7)	28%	(19)	62%	(42)	67
Employ: Student	8%	(40)	23%	(116)	69%	(347)	504
Employ: Unemployed	7%	(12)	19%	(31)	73%	(117)	159
Employ: Other	6%	(5)	20%	(16)	74%	(59)	79
Military HH: Yes	8%	(9)	28%	(31)	64%	(70)	110
Military HH: No	9%	(77)	23%	(205)	69%	(626)	908
RD/WT: Right Direction	10%	(46)	23%	(103)	67%	(305)	455
RD/WT: Wrong Track	7%	(40)	24%	(133)	69%	(391)	564
Biden Job Approve	9%	(47)	24%	(123)	67%	(349)	519
Biden Job Disapprove	10%	(29)	24%	(72)	67%	(204)	305
Biden Job Strongly Approve	12%	(19)	25%	(40)	63%	(99)	158
Biden Job Somewhat Approve	8%	(28)	23%	(84)	69%	(249)	361
Biden Job Somewhat Disapprove	8%	(12)	22%	(33)	70%	(105)	150
Biden Job Strongly Disapprove	11%	(17)	25%	(39)	64%	(99)	155
Favorable of Biden	9%	(47)	23%	(119)	68%	(350)	516
Unfavorable of Biden	9%	(33)	25%	(90)	67%	(244)	367

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**Table MCGZ21\_7:** *And to what extent are the following a reason why you would choose not to see a movie in theaters?*  
*Not enough healthy food options*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	8%	(86)	23%	(236)	68%	(696)	1018
Very Favorable of Biden	11%	(19)	24%	(40)	65%	(110)	169
Somewhat Favorable of Biden	8%	(29)	23%	(79)	69%	(240)	347
Somewhat Unfavorable of Biden	8%	(14)	25%	(41)	67%	(110)	165
Very Unfavorable of Biden	9%	(19)	24%	(49)	67%	(134)	202
#1 Issue: Economy	8%	(25)	26%	(78)	66%	(200)	303
#1 Issue: Security	9%	(7)	22%	(16)	69%	(50)	72
#1 Issue: Health Care	13%	(14)	19%	(22)	69%	(79)	115
#1 Issue: Women's Issues	5%	(10)	25%	(46)	70%	(127)	183
#1 Issue: Education	8%	(10)	25%	(30)	67%	(82)	122
#1 Issue: Energy	8%	(10)	24%	(31)	68%	(89)	130
#1 Issue: Other	6%	(4)	14%	(12)	80%	(65)	81
2020 Vote: Joe Biden	12%	(25)	25%	(54)	63%	(135)	215
2020 Vote: Donald Trump	9%	(7)	29%	(22)	62%	(45)	73
2020 Vote: Didn't Vote	7%	(53)	22%	(157)	71%	(507)	716
2018 House Vote: Democrat	15%	(15)	31%	(31)	54%	(55)	101
2016 Vote: Hillary Clinton	13%	(9)	31%	(21)	56%	(39)	69
2016 Vote: Didn't Vote	8%	(72)	23%	(204)	70%	(630)	906
Voted in 2014: No	8%	(78)	23%	(222)	69%	(681)	981
4-Region: Northeast	11%	(19)	18%	(32)	70%	(121)	171
4-Region: Midwest	12%	(24)	21%	(45)	67%	(142)	212
4-Region: South	9%	(35)	25%	(97)	67%	(262)	393
4-Region: West	3%	(8)	26%	(62)	71%	(172)	242
Plans to Go to the Movies more	9%	(38)	26%	(111)	65%	(273)	422
Plans to Go to the Movies less	12%	(20)	29%	(51)	59%	(105)	176
Plans to Go to the Movies the Same	6%	(18)	20%	(62)	74%	(229)	309

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

**Table MCGZ21\_8:** *And to what extent are the following a reason why you would choose not to see a movie in theaters?*

No alcohol

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	7%	(73)	14%	(141)	79%	(804)	1018
Gender: Male	9%	(44)	15%	(79)	76%	(396)	519
Gender: Female	6%	(29)	12%	(62)	82%	(408)	499
13-16	4%	(14)	8%	(27)	88%	(296)	336
17-20	6%	(21)	11%	(38)	83%	(287)	346
21-24	11%	(38)	23%	(76)	66%	(221)	336
GenZers: 1997-2012	7%	(73)	14%	(141)	79%	(804)	1018
PID: Dem (no lean)	9%	(32)	15%	(54)	77%	(282)	368
PID: Ind (no lean)	5%	(25)	12%	(58)	82%	(390)	473
PID: Rep (no lean)	9%	(16)	16%	(29)	75%	(132)	177
PID/Gender: Dem Men	10%	(18)	16%	(28)	74%	(128)	173
PID/Gender: Dem Women	8%	(15)	13%	(26)	79%	(155)	195
PID/Gender: Ind Men	6%	(14)	12%	(30)	82%	(199)	243
PID/Gender: Ind Women	5%	(11)	12%	(28)	83%	(191)	230
PID/Gender: Rep Men	12%	(12)	20%	(21)	68%	(69)	103
PID/Gender: Rep Women	5%	(3)	11%	(8)	84%	(62)	74
Ideo: Liberal (1-3)	8%	(28)	14%	(50)	79%	(292)	370
Ideo: Moderate (4)	7%	(14)	18%	(39)	75%	(160)	214
Ideo: Conservative (5-7)	10%	(17)	13%	(20)	77%	(122)	158
Educ: < College	7%	(65)	13%	(125)	80%	(748)	938
Educ: Bachelors degree	8%	(5)	24%	(15)	68%	(42)	61
Income: Under 50k	7%	(45)	15%	(93)	77%	(468)	606
Income: 50k-100k	6%	(18)	13%	(36)	81%	(225)	279
Income: 100k+	7%	(10)	9%	(12)	84%	(111)	133
Ethnicity: White	6%	(41)	11%	(73)	82%	(530)	645
Ethnicity: Hispanic	8%	(20)	17%	(41)	75%	(184)	244
Ethnicity: Black	12%	(20)	20%	(31)	68%	(110)	161
Ethnicity: Other	6%	(12)	17%	(36)	77%	(164)	212

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**Table MCGZ21\_8:** *And to what extent are the following a reason why you would choose not to see a movie in theaters?*  
 No alcohol

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	7%	(73)	14%	(141)	79%	(804)	1018
All Christian	9%	(20)	12%	(26)	78%	(168)	215
All Non-Christian	10%	(5)	23%	(13)	68%	(37)	55
Atheist	7%	(8)	10%	(13)	83%	(100)	121
Agnostic/Nothing in particular	5%	(21)	14%	(55)	81%	(321)	398
Something Else	8%	(19)	15%	(34)	77%	(176)	229
Religious Non-Protestant/Catholic	8%	(5)	23%	(15)	69%	(46)	67
Evangelical	9%	(15)	17%	(26)	74%	(116)	157
Non-Evangelical	9%	(24)	12%	(31)	79%	(213)	268
Community: Urban	11%	(27)	16%	(39)	74%	(183)	249
Community: Suburban	6%	(33)	13%	(75)	81%	(450)	558
Community: Rural	6%	(13)	13%	(27)	81%	(171)	211
Employ: Private Sector	13%	(20)	21%	(32)	65%	(98)	150
Employ: Self-Employed	8%	(5)	14%	(10)	78%	(52)	67
Employ: Student	5%	(26)	9%	(47)	86%	(432)	504
Employ: Unemployed	9%	(14)	12%	(20)	79%	(125)	159
Employ: Other	3%	(3)	20%	(16)	77%	(61)	79
Military HH: Yes	9%	(10)	16%	(18)	75%	(82)	110
Military HH: No	7%	(63)	14%	(123)	79%	(722)	908
RD/WT: Right Direction	8%	(35)	14%	(62)	79%	(357)	455
RD/WT: Wrong Track	7%	(38)	14%	(79)	79%	(447)	564
Biden Job Approve	9%	(47)	14%	(74)	77%	(397)	519
Biden Job Disapprove	5%	(17)	16%	(49)	78%	(239)	305
Biden Job Strongly Approve	12%	(19)	15%	(23)	73%	(116)	158
Biden Job Somewhat Approve	8%	(28)	14%	(51)	78%	(282)	361
Biden Job Somewhat Disapprove	3%	(5)	13%	(19)	84%	(126)	150
Biden Job Strongly Disapprove	8%	(12)	20%	(30)	73%	(113)	155
Favorable of Biden	9%	(48)	12%	(64)	78%	(405)	516
Unfavorable of Biden	5%	(18)	18%	(64)	78%	(285)	367

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**Table MCGZ21\_8:** And to what extent are the following a reason why you would choose not to see a movie in theaters?

No alcohol

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	7%	(73)	14%	(141)	79%	(804)	1018
Very Favorable of Biden	13%	(23)	11%	(18)	76%	(128)	169
Somewhat Favorable of Biden	7%	(25)	13%	(45)	80%	(277)	347
Somewhat Unfavorable of Biden	2%	(4)	16%	(27)	81%	(134)	165
Very Unfavorable of Biden	7%	(14)	19%	(38)	75%	(151)	202
#1 Issue: Economy	9%	(28)	14%	(44)	77%	(232)	303
#1 Issue: Security	7%	(5)	18%	(13)	75%	(54)	72
#1 Issue: Health Care	5%	(5)	11%	(13)	84%	(97)	115
#1 Issue: Women's Issues	7%	(12)	13%	(24)	81%	(147)	183
#1 Issue: Education	8%	(10)	12%	(15)	80%	(97)	122
#1 Issue: Energy	6%	(8)	15%	(20)	79%	(103)	130
#1 Issue: Other	7%	(6)	10%	(8)	83%	(67)	81
2020 Vote: Joe Biden	15%	(31)	20%	(44)	65%	(140)	215
2020 Vote: Donald Trump	10%	(7)	16%	(12)	74%	(54)	73
2020 Vote: Didn't Vote	5%	(33)	12%	(83)	84%	(600)	716
2018 House Vote: Democrat	13%	(14)	27%	(27)	60%	(61)	101
2016 Vote: Hillary Clinton	12%	(8)	24%	(17)	63%	(44)	69
2016 Vote: Didn't Vote	6%	(56)	13%	(120)	81%	(730)	906
Voted in 2014: No	7%	(66)	14%	(134)	80%	(782)	981
4-Region: Northeast	7%	(12)	9%	(16)	84%	(143)	171
4-Region: Midwest	5%	(11)	12%	(26)	82%	(174)	212
4-Region: South	8%	(33)	16%	(63)	75%	(297)	393
4-Region: West	7%	(17)	15%	(36)	78%	(189)	242
Plans to Go to the Movies more	9%	(38)	17%	(70)	74%	(314)	422
Plans to Go to the Movies less	7%	(13)	18%	(31)	75%	(132)	176
Plans to Go to the Movies the Same	5%	(17)	9%	(29)	85%	(264)	309

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

**Table MCGZ21\_9:** *And to what extent are the following a reason why you would choose not to see a movie in theaters?  
 Theaters are too far away or hard to get to*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	22%	(223)	29%	(291)	49%	(504)	1018
Gender: Male	22%	(114)	30%	(156)	48%	(250)	519
Gender: Female	22%	(110)	27%	(135)	51%	(254)	499
13-16	23%	(77)	28%	(93)	49%	(166)	336
17-20	19%	(67)	28%	(96)	53%	(183)	346
21-24	24%	(80)	30%	(102)	46%	(154)	336
GenZers: 1997-2012	22%	(223)	29%	(291)	49%	(504)	1018
PID: Dem (no lean)	21%	(78)	31%	(113)	48%	(177)	368
PID: Ind (no lean)	24%	(113)	26%	(122)	50%	(239)	473
PID: Rep (no lean)	18%	(32)	32%	(57)	50%	(88)	177
PID/Gender: Dem Men	25%	(44)	28%	(48)	47%	(82)	173
PID/Gender: Dem Women	18%	(35)	33%	(65)	49%	(95)	195
PID/Gender: Ind Men	22%	(53)	26%	(64)	52%	(127)	243
PID/Gender: Ind Women	26%	(61)	25%	(58)	49%	(112)	230
PID/Gender: Rep Men	17%	(18)	43%	(44)	40%	(41)	103
PID/Gender: Rep Women	19%	(14)	17%	(13)	63%	(47)	74
Ideo: Liberal (1-3)	27%	(101)	31%	(115)	42%	(155)	370
Ideo: Moderate (4)	18%	(38)	29%	(63)	53%	(113)	214
Ideo: Conservative (5-7)	21%	(33)	30%	(47)	50%	(79)	158
Educ: < College	22%	(205)	28%	(267)	50%	(466)	938
Educ: Bachelors degree	21%	(13)	29%	(18)	50%	(31)	61
Income: Under 50k	20%	(123)	30%	(179)	50%	(304)	606
Income: 50k-100k	26%	(73)	25%	(68)	49%	(138)	279
Income: 100k+	20%	(27)	33%	(44)	47%	(62)	133
Ethnicity: White	22%	(142)	28%	(180)	50%	(324)	645
Ethnicity: Hispanic	22%	(53)	28%	(69)	50%	(122)	244
Ethnicity: Black	23%	(37)	29%	(46)	48%	(78)	161
Ethnicity: Other	21%	(45)	31%	(65)	48%	(102)	212

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**Table MCGZ21\_9:** *And to what extent are the following a reason why you would choose not to see a movie in theaters?  
Theaters are too far away or hard to get to*

Demographic	Major reason	Minor reason	Not a reason at all	Total N
Adults	22% (223)	29% (291)	49% (504)	1018
All Christian	24% (52)	26% (55)	50% (107)	215
All Non-Christian	28% (15)	34% (19)	39% (21)	55
Atheist	27% (33)	28% (34)	45% (54)	121
Agnostic/Nothing in particular	19% (77)	29% (116)	51% (204)	398
Something Else	20% (46)	29% (66)	51% (116)	229
Religious Non-Protestant/Catholic	26% (18)	30% (20)	44% (29)	67
Evangelical	23% (36)	28% (44)	49% (77)	157
Non-Evangelical	22% (59)	28% (75)	50% (135)	268
Community: Urban	23% (57)	27% (68)	50% (124)	249
Community: Suburban	22% (122)	29% (160)	50% (276)	558
Community: Rural	21% (44)	30% (64)	49% (103)	211
Employ: Private Sector	23% (35)	34% (51)	43% (64)	150
Employ: Self-Employed	24% (16)	23% (15)	53% (35)	67
Employ: Student	23% (117)	30% (151)	47% (236)	504
Employ: Unemployed	21% (33)	24% (39)	55% (88)	159
Employ: Other	11% (8)	24% (19)	65% (52)	79
Military HH: Yes	20% (22)	33% (37)	46% (51)	110
Military HH: No	22% (201)	28% (254)	50% (453)	908
RD/WT: Right Direction	22% (102)	31% (141)	47% (211)	455
RD/WT: Wrong Track	22% (121)	27% (150)	52% (292)	564
Biden Job Approve	22% (116)	32% (168)	45% (235)	519
Biden Job Disapprove	22% (67)	28% (86)	50% (152)	305
Biden Job Strongly Approve	22% (35)	32% (51)	45% (72)	158
Biden Job Somewhat Approve	22% (81)	32% (117)	45% (163)	361
Biden Job Somewhat Disapprove	24% (36)	27% (41)	49% (73)	150
Biden Job Strongly Disapprove	20% (31)	29% (45)	51% (79)	155
Favorable of Biden	23% (118)	31% (161)	46% (238)	516
Unfavorable of Biden	20% (74)	30% (109)	50% (183)	367

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**Table MCGZ21\_9:** *And to what extent are the following a reason why you would choose not to see a movie in theaters?  
Theaters are too far away or hard to get to*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	22%	(223)	29%	(291)	49%	(504)	1018
Very Favorable of Biden	21%	(35)	29%	(49)	50%	(85)	169
Somewhat Favorable of Biden	24%	(83)	32%	(112)	44%	(153)	347
Somewhat Unfavorable of Biden	20%	(34)	29%	(48)	50%	(83)	165
Very Unfavorable of Biden	20%	(41)	30%	(61)	50%	(100)	202
#1 Issue: Economy	22%	(67)	29%	(88)	49%	(149)	303
#1 Issue: Security	28%	(20)	26%	(19)	46%	(33)	72
#1 Issue: Health Care	24%	(28)	21%	(25)	54%	(63)	115
#1 Issue: Women's Issues	22%	(39)	28%	(51)	51%	(92)	183
#1 Issue: Education	23%	(28)	27%	(33)	50%	(61)	122
#1 Issue: Energy	18%	(23)	38%	(49)	44%	(58)	130
#1 Issue: Other	17%	(14)	27%	(22)	56%	(45)	81
2020 Vote: Joe Biden	26%	(56)	32%	(69)	42%	(90)	215
2020 Vote: Donald Trump	17%	(13)	36%	(26)	47%	(35)	73
2020 Vote: Didn't Vote	21%	(152)	27%	(193)	52%	(371)	716
2018 House Vote: Democrat	27%	(28)	39%	(40)	33%	(34)	101
2016 Vote: Hillary Clinton	26%	(18)	35%	(24)	39%	(27)	69
2016 Vote: Didn't Vote	21%	(194)	28%	(257)	50%	(456)	906
Voted in 2014: No	22%	(213)	29%	(280)	50%	(488)	981
4-Region: Northeast	27%	(47)	23%	(40)	49%	(85)	171
4-Region: Midwest	21%	(44)	30%	(63)	50%	(105)	212
4-Region: South	20%	(80)	31%	(123)	48%	(190)	393
4-Region: West	22%	(52)	27%	(66)	51%	(124)	242
Plans to Go to the Movies more	23%	(97)	29%	(123)	48%	(202)	422
Plans to Go to the Movies less	24%	(42)	32%	(56)	45%	(78)	176
Plans to Go to the Movies the Same	23%	(70)	31%	(95)	47%	(144)	309

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

**Table MCGZ21\_10:** *And to what extent are the following a reason why you would choose not to see a movie in theaters?*  
*Don't want to deal with other theater-goers*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	20%	(204)	35%	(355)	45%	(459)	1018
Gender: Male	20%	(105)	35%	(183)	44%	(231)	519
Gender: Female	20%	(99)	34%	(172)	46%	(229)	499
13-16	19%	(63)	35%	(116)	47%	(157)	336
17-20	17%	(59)	33%	(116)	50%	(172)	346
21-24	24%	(82)	37%	(123)	39%	(131)	336
GenZers: 1997-2012	20%	(204)	35%	(355)	45%	(459)	1018
PID: Dem (no lean)	22%	(80)	35%	(131)	43%	(157)	368
PID: Ind (no lean)	18%	(87)	34%	(162)	48%	(225)	473
PID: Rep (no lean)	21%	(37)	35%	(63)	44%	(77)	177
PID/Gender: Dem Men	24%	(41)	35%	(61)	41%	(72)	173
PID/Gender: Dem Women	20%	(39)	36%	(70)	44%	(85)	195
PID/Gender: Ind Men	16%	(39)	36%	(87)	48%	(118)	243
PID/Gender: Ind Women	21%	(48)	33%	(75)	47%	(107)	230
PID/Gender: Rep Men	25%	(26)	35%	(36)	40%	(41)	103
PID/Gender: Rep Women	15%	(11)	36%	(27)	49%	(36)	74
Ideo: Liberal (1-3)	26%	(96)	37%	(136)	37%	(138)	370
Ideo: Moderate (4)	17%	(36)	35%	(76)	48%	(102)	214
Ideo: Conservative (5-7)	23%	(36)	29%	(46)	48%	(77)	158
Educ: < College	21%	(192)	35%	(326)	45%	(419)	938
Educ: Bachelors degree	17%	(11)	30%	(19)	52%	(32)	61
Income: Under 50k	17%	(105)	34%	(208)	48%	(293)	606
Income: 50k-100k	26%	(73)	33%	(93)	41%	(114)	279
Income: 100k+	20%	(27)	41%	(54)	39%	(52)	133
Ethnicity: White	20%	(132)	36%	(234)	43%	(279)	645
Ethnicity: Hispanic	17%	(41)	33%	(81)	50%	(122)	244
Ethnicity: Black	21%	(34)	32%	(51)	47%	(76)	161
Ethnicity: Other	18%	(38)	33%	(70)	49%	(104)	212

Continued on next page



**Table MCGZ21\_10:** *And to what extent are the following a reason why you would choose not to see a movie in theaters?  
 Don't want to deal with other theater-goers*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	20%	(204)	35%	(355)	45%	(459)	1018
All Christian	24%	(52)	35%	(76)	41%	(87)	215
All Non-Christian	21%	(12)	32%	(18)	47%	(26)	55
Atheist	28%	(34)	30%	(37)	42%	(50)	121
Agnostic/Nothing in particular	16%	(64)	38%	(153)	46%	(181)	398
Something Else	19%	(44)	31%	(71)	50%	(114)	229
Religious Non-Protestant/Catholic	20%	(13)	30%	(20)	50%	(34)	67
Evangelical	23%	(36)	27%	(43)	49%	(77)	157
Non-Evangelical	21%	(57)	37%	(98)	42%	(113)	268
Community: Urban	21%	(52)	35%	(88)	44%	(109)	249
Community: Suburban	21%	(117)	34%	(190)	45%	(251)	558
Community: Rural	16%	(35)	37%	(77)	47%	(99)	211
Employ: Private Sector	22%	(33)	34%	(51)	44%	(66)	150
Employ: Self-Employed	16%	(11)	37%	(25)	47%	(32)	67
Employ: Student	20%	(101)	34%	(173)	46%	(230)	504
Employ: Unemployed	18%	(29)	36%	(57)	46%	(73)	159
Employ: Other	19%	(15)	34%	(27)	47%	(37)	79
Military HH: Yes	13%	(14)	40%	(44)	47%	(51)	110
Military HH: No	21%	(190)	34%	(310)	45%	(408)	908
RD/WT: Right Direction	18%	(83)	37%	(168)	45%	(204)	455
RD/WT: Wrong Track	22%	(121)	33%	(187)	45%	(255)	564
Biden Job Approve	21%	(111)	36%	(188)	42%	(219)	519
Biden Job Disapprove	22%	(68)	36%	(110)	41%	(126)	305
Biden Job Strongly Approve	21%	(33)	37%	(58)	42%	(67)	158
Biden Job Somewhat Approve	22%	(79)	36%	(130)	42%	(152)	361
Biden Job Somewhat Disapprove	25%	(37)	39%	(59)	36%	(54)	150
Biden Job Strongly Disapprove	20%	(31)	33%	(52)	47%	(72)	155
Favorable of Biden	22%	(114)	35%	(179)	43%	(223)	516
Unfavorable of Biden	21%	(76)	37%	(137)	42%	(153)	367

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**Table MCGZ21\_10:** And to what extent are the following a reason why you would choose not to see a movie in theaters?  
Don't want to deal with other theater-goers

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	20%	(204)	35%	(355)	45%	(459)	1018
Very Favorable of Biden	21%	(35)	36%	(61)	43%	(72)	169
Somewhat Favorable of Biden	23%	(79)	34%	(117)	43%	(151)	347
Somewhat Unfavorable of Biden	21%	(34)	42%	(69)	37%	(62)	165
Very Unfavorable of Biden	21%	(42)	34%	(69)	45%	(92)	202
#1 Issue: Economy	21%	(64)	38%	(116)	41%	(124)	303
#1 Issue: Security	27%	(19)	37%	(26)	37%	(26)	72
#1 Issue: Health Care	22%	(25)	28%	(33)	50%	(57)	115
#1 Issue: Women's Issues	21%	(38)	35%	(63)	45%	(82)	183
#1 Issue: Education	14%	(17)	30%	(37)	56%	(68)	122
#1 Issue: Energy	20%	(26)	36%	(46)	44%	(58)	130
#1 Issue: Other	15%	(12)	36%	(29)	48%	(39)	81
2020 Vote: Joe Biden	24%	(51)	39%	(83)	38%	(81)	215
2020 Vote: Donald Trump	20%	(14)	26%	(19)	54%	(40)	73
2020 Vote: Didn't Vote	19%	(134)	35%	(248)	47%	(334)	716
2018 House Vote: Democrat	27%	(28)	43%	(44)	29%	(30)	101
2016 Vote: Hillary Clinton	22%	(15)	44%	(30)	35%	(24)	69
2016 Vote: Didn't Vote	20%	(181)	35%	(314)	45%	(411)	906
Voted in 2014: No	20%	(197)	35%	(341)	45%	(443)	981
4-Region: Northeast	20%	(35)	39%	(67)	40%	(69)	171
4-Region: Midwest	16%	(33)	43%	(92)	41%	(87)	212
4-Region: South	21%	(82)	33%	(129)	46%	(182)	393
4-Region: West	22%	(54)	28%	(67)	50%	(121)	242
Plans to Go to the Movies more	18%	(77)	39%	(166)	43%	(179)	422
Plans to Go to the Movies less	25%	(45)	29%	(52)	45%	(79)	176
Plans to Go to the Movies the Same	23%	(70)	35%	(108)	42%	(131)	309

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

**Table MCGZ21\_11:** *And to what extent are the following a reason why you would choose not to see a movie in theaters?  
 I'm not interested in the movies playing in theaters*

<b>Demographic</b>	<b>Major reason</b>		<b>Minor reason</b>		<b>Not a reason at all</b>		<b>Total N</b>
Adults	31%	(314)	26%	(268)	43%	(436)	1018
Gender: Male	32%	(167)	27%	(141)	41%	(212)	519
Gender: Female	29%	(147)	25%	(127)	45%	(225)	499
13-16	33%	(111)	27%	(91)	40%	(134)	336
17-20	31%	(108)	25%	(85)	44%	(153)	346
21-24	28%	(94)	27%	(92)	45%	(150)	336
GenZers: 1997-2012	31%	(314)	26%	(268)	43%	(436)	1018
PID: Dem (no lean)	32%	(116)	29%	(108)	39%	(144)	368
PID: Ind (no lean)	31%	(145)	24%	(112)	46%	(217)	473
PID: Rep (no lean)	30%	(53)	27%	(49)	43%	(75)	177
PID/Gender: Dem Men	33%	(58)	28%	(49)	38%	(67)	173
PID/Gender: Dem Women	30%	(59)	30%	(59)	40%	(77)	195
PID/Gender: Ind Men	29%	(72)	25%	(61)	45%	(110)	243
PID/Gender: Ind Women	32%	(73)	22%	(50)	46%	(107)	230
PID/Gender: Rep Men	36%	(37)	30%	(31)	34%	(35)	103
PID/Gender: Rep Women	21%	(15)	24%	(18)	55%	(41)	74
Ideo: Liberal (1-3)	38%	(141)	28%	(104)	34%	(126)	370
Ideo: Moderate (4)	28%	(60)	27%	(57)	46%	(97)	214
Ideo: Conservative (5-7)	34%	(54)	23%	(36)	43%	(68)	158
Educ: < College	32%	(298)	25%	(238)	43%	(402)	938
Educ: Bachelors degree	23%	(14)	38%	(23)	40%	(24)	61
Income: Under 50k	27%	(165)	27%	(165)	46%	(276)	606
Income: 50k-100k	37%	(103)	26%	(73)	37%	(103)	279
Income: 100k+	35%	(46)	22%	(29)	43%	(57)	133
Ethnicity: White	33%	(215)	25%	(160)	42%	(270)	645
Ethnicity: Hispanic	30%	(72)	28%	(68)	43%	(105)	244
Ethnicity: Black	23%	(37)	30%	(48)	47%	(76)	161
Ethnicity: Other	29%	(61)	28%	(60)	43%	(91)	212

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**Table MCGZ21\_11:** *And to what extent are the following a reason why you would choose not to see a movie in theaters?  
I'm not interested in the movies playing in theaters*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	31%	(314)	26%	(268)	43%	(436)	1018
All Christian	33%	(71)	24%	(52)	43%	(92)	215
All Non-Christian	34%	(19)	35%	(19)	31%	(17)	55
Atheist	37%	(45)	29%	(35)	34%	(41)	121
Agnostic/Nothing in particular	28%	(111)	26%	(103)	46%	(183)	398
Something Else	30%	(68)	25%	(58)	45%	(103)	229
Religious Non-Protestant/Catholic	30%	(20)	38%	(25)	32%	(21)	67
Evangelical	30%	(47)	25%	(39)	45%	(70)	157
Non-Evangelical	32%	(87)	24%	(65)	43%	(117)	268
Community: Urban	28%	(70)	27%	(68)	45%	(111)	249
Community: Suburban	34%	(187)	26%	(144)	41%	(227)	558
Community: Rural	27%	(57)	26%	(56)	47%	(99)	211
Employ: Private Sector	31%	(46)	24%	(36)	45%	(68)	150
Employ: Self-Employed	24%	(16)	18%	(12)	58%	(39)	67
Employ: Student	34%	(170)	29%	(148)	37%	(186)	504
Employ: Unemployed	30%	(48)	23%	(37)	47%	(74)	159
Employ: Other	24%	(19)	21%	(16)	55%	(44)	79
Military HH: Yes	30%	(33)	27%	(29)	43%	(47)	110
Military HH: No	31%	(280)	26%	(239)	43%	(389)	908
RD/WT: Right Direction	31%	(142)	28%	(129)	40%	(184)	455
RD/WT: Wrong Track	31%	(172)	25%	(139)	45%	(253)	564
Biden Job Approve	32%	(168)	29%	(151)	39%	(200)	519
Biden Job Disapprove	31%	(95)	25%	(78)	43%	(132)	305
Biden Job Strongly Approve	29%	(46)	31%	(48)	40%	(64)	158
Biden Job Somewhat Approve	34%	(122)	28%	(103)	38%	(137)	361
Biden Job Somewhat Disapprove	33%	(49)	28%	(41)	40%	(60)	150
Biden Job Strongly Disapprove	30%	(47)	23%	(36)	47%	(73)	155
Favorable of Biden	32%	(167)	29%	(151)	38%	(198)	516
Unfavorable of Biden	31%	(113)	26%	(94)	44%	(160)	367

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**Table MCGZ21\_11:** And to what extent are the following a reason why you would choose not to see a movie in theaters?  
I'm not interested in the movies playing in theaters

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	31%	(314)	26%	(268)	43%	(436)	1018
Very Favorable of Biden	28%	(47)	28%	(47)	45%	(75)	169
Somewhat Favorable of Biden	35%	(120)	30%	(104)	35%	(123)	347
Somewhat Unfavorable of Biden	34%	(57)	29%	(48)	37%	(61)	165
Very Unfavorable of Biden	28%	(56)	23%	(47)	49%	(99)	202
#1 Issue: Economy	32%	(96)	25%	(77)	43%	(131)	303
#1 Issue: Security	30%	(22)	32%	(23)	38%	(27)	72
#1 Issue: Health Care	24%	(27)	30%	(34)	46%	(53)	115
#1 Issue: Women's Issues	32%	(59)	24%	(43)	44%	(80)	183
#1 Issue: Education	30%	(37)	22%	(27)	48%	(58)	122
#1 Issue: Energy	31%	(40)	28%	(37)	41%	(54)	130
#1 Issue: Other	38%	(31)	25%	(20)	36%	(29)	81
2020 Vote: Joe Biden	30%	(65)	29%	(62)	41%	(88)	215
2020 Vote: Donald Trump	27%	(20)	27%	(19)	47%	(34)	73
2020 Vote: Didn't Vote	31%	(225)	26%	(184)	43%	(307)	716
2018 House Vote: Democrat	28%	(28)	35%	(36)	37%	(37)	101
2016 Vote: Hillary Clinton	26%	(18)	32%	(22)	42%	(29)	69
2016 Vote: Didn't Vote	32%	(286)	26%	(237)	42%	(384)	906
Voted in 2014: No	31%	(308)	26%	(256)	43%	(418)	981
4-Region: Northeast	28%	(49)	23%	(40)	48%	(83)	171
4-Region: Midwest	28%	(60)	28%	(60)	43%	(92)	212
4-Region: South	31%	(123)	29%	(112)	40%	(158)	393
4-Region: West	34%	(82)	23%	(56)	43%	(104)	242
Plans to Go to the Movies more	29%	(121)	28%	(119)	43%	(182)	422
Plans to Go to the Movies less	31%	(54)	33%	(58)	36%	(64)	176
Plans to Go to the Movies the Same	38%	(118)	23%	(70)	39%	(121)	309

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

**Table MCGZ21\_12:** *And to what extent are the following a reason why you would choose not to see a movie in theaters?  
I can watch the same movies at home via streaming or video on demand services*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	41%	(417)	29%	(299)	30%	(302)	1018
Gender: Male	40%	(210)	30%	(156)	30%	(154)	519
Gender: Female	42%	(207)	29%	(143)	30%	(149)	499
13-16	48%	(161)	28%	(93)	25%	(83)	336
17-20	37%	(128)	27%	(93)	36%	(125)	346
21-24	38%	(128)	34%	(113)	28%	(94)	336
GenZers: 1997-2012	41%	(417)	29%	(299)	30%	(302)	1018
PID: Dem (no lean)	43%	(159)	30%	(111)	27%	(99)	368
PID: Ind (no lean)	42%	(198)	26%	(125)	32%	(150)	473
PID: Rep (no lean)	34%	(60)	36%	(64)	30%	(53)	177
PID/Gender: Dem Men	37%	(65)	34%	(58)	29%	(50)	173
PID/Gender: Dem Women	48%	(94)	27%	(52)	25%	(49)	195
PID/Gender: Ind Men	43%	(106)	25%	(61)	31%	(76)	243
PID/Gender: Ind Women	40%	(92)	28%	(64)	32%	(74)	230
PID/Gender: Rep Men	38%	(39)	36%	(36)	26%	(27)	103
PID/Gender: Rep Women	28%	(21)	37%	(27)	35%	(26)	74
Ideo: Liberal (1-3)	47%	(176)	32%	(119)	20%	(76)	370
Ideo: Moderate (4)	35%	(75)	32%	(69)	33%	(70)	214
Ideo: Conservative (5-7)	43%	(68)	28%	(44)	29%	(46)	158
Educ: < College	42%	(391)	29%	(275)	29%	(272)	938
Educ: Bachelors degree	34%	(21)	34%	(21)	32%	(20)	61
Income: Under 50k	36%	(218)	31%	(187)	33%	(202)	606
Income: 50k-100k	48%	(134)	26%	(74)	26%	(72)	279
Income: 100k+	49%	(66)	29%	(39)	21%	(28)	133
Ethnicity: White	40%	(255)	30%	(193)	31%	(197)	645
Ethnicity: Hispanic	43%	(106)	28%	(69)	29%	(70)	244
Ethnicity: Black	39%	(62)	30%	(48)	31%	(51)	161
Ethnicity: Other	47%	(100)	27%	(58)	26%	(55)	212

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**Table MCGZ21\_12:** *And to what extent are the following a reason why you would choose not to see a movie in theaters?  
 I can watch the same movies at home via streaming or video on demand services*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	41%	(417)	29%	(299)	30%	(302)	1018
All Christian	46%	(98)	27%	(57)	28%	(60)	215
All Non-Christian	41%	(23)	31%	(17)	28%	(15)	55
Atheist	49%	(60)	28%	(34)	23%	(28)	121
Agnostic/Nothing in particular	35%	(141)	30%	(121)	34%	(136)	398
Something Else	42%	(96)	30%	(70)	28%	(63)	229
Religious Non-Protestant/Catholic	45%	(30)	30%	(20)	25%	(17)	67
Evangelical	36%	(56)	34%	(53)	31%	(48)	157
Non-Evangelical	47%	(127)	26%	(70)	27%	(72)	268
Community: Urban	38%	(94)	32%	(81)	30%	(74)	249
Community: Suburban	43%	(241)	28%	(155)	29%	(162)	558
Community: Rural	39%	(82)	30%	(63)	31%	(66)	211
Employ: Private Sector	37%	(56)	37%	(55)	26%	(39)	150
Employ: Self-Employed	36%	(24)	24%	(16)	41%	(27)	67
Employ: Student	47%	(238)	27%	(138)	25%	(128)	504
Employ: Unemployed	32%	(50)	29%	(47)	39%	(62)	159
Employ: Other	36%	(28)	34%	(27)	30%	(24)	79
Military HH: Yes	43%	(47)	24%	(26)	33%	(36)	110
Military HH: No	41%	(370)	30%	(273)	29%	(266)	908
RD/WT: Right Direction	42%	(191)	29%	(130)	29%	(133)	455
RD/WT: Wrong Track	40%	(226)	30%	(169)	30%	(169)	564
Biden Job Approve	44%	(229)	30%	(156)	26%	(134)	519
Biden Job Disapprove	40%	(122)	32%	(97)	28%	(87)	305
Biden Job Strongly Approve	37%	(58)	29%	(46)	34%	(53)	158
Biden Job Somewhat Approve	47%	(171)	30%	(110)	22%	(80)	361
Biden Job Somewhat Disapprove	46%	(69)	28%	(42)	26%	(39)	150
Biden Job Strongly Disapprove	34%	(53)	35%	(55)	31%	(48)	155
Favorable of Biden	44%	(228)	29%	(152)	26%	(136)	516
Unfavorable of Biden	41%	(151)	33%	(119)	26%	(96)	367

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**Table MCGZ21\_12:** *And to what extent are the following a reason why you would choose not to see a movie in theaters?  
I can watch the same movies at home via streaming or video on demand services*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	41%	(417)	29%	(299)	30%	(302)	1018
Very Favorable of Biden	34%	(57)	33%	(56)	33%	(56)	169
Somewhat Favorable of Biden	49%	(171)	28%	(96)	23%	(81)	347
Somewhat Unfavorable of Biden	48%	(79)	28%	(47)	24%	(39)	165
Very Unfavorable of Biden	35%	(71)	36%	(73)	29%	(58)	202
#1 Issue: Economy	39%	(119)	34%	(104)	27%	(81)	303
#1 Issue: Security	42%	(30)	28%	(20)	30%	(22)	72
#1 Issue: Health Care	41%	(47)	29%	(34)	30%	(34)	115
#1 Issue: Women's Issues	46%	(83)	22%	(41)	32%	(59)	183
#1 Issue: Education	39%	(48)	28%	(34)	32%	(39)	122
#1 Issue: Energy	45%	(58)	27%	(36)	28%	(36)	130
#1 Issue: Other	39%	(31)	30%	(24)	31%	(25)	81
2020 Vote: Joe Biden	37%	(80)	35%	(75)	28%	(60)	215
2020 Vote: Donald Trump	27%	(20)	36%	(26)	37%	(27)	73
2020 Vote: Didn't Vote	44%	(312)	27%	(194)	29%	(210)	716
2018 House Vote: Democrat	44%	(44)	33%	(34)	23%	(23)	101
2016 Vote: Hillary Clinton	39%	(27)	37%	(25)	25%	(17)	69
2016 Vote: Didn't Vote	41%	(376)	29%	(267)	29%	(264)	906
Voted in 2014: No	41%	(402)	29%	(289)	30%	(291)	981
4-Region: Northeast	45%	(77)	26%	(44)	29%	(50)	171
4-Region: Midwest	39%	(83)	30%	(64)	31%	(65)	212
4-Region: South	41%	(160)	31%	(123)	28%	(110)	393
4-Region: West	40%	(97)	28%	(68)	32%	(77)	242
Plans to Go to the Movies more	38%	(161)	38%	(161)	24%	(100)	422
Plans to Go to the Movies less	47%	(83)	30%	(54)	22%	(39)	176
Plans to Go to the Movies the Same	48%	(148)	19%	(60)	33%	(101)	309

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



**Table MCGZ22\_1: Would you go to a movie theater more frequently if it offered the following promotions?**  
 Discounted movie tickets

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	41%	(412)	37%	(375)	7%	(70)	4%	(40)	12%	(121)	1018
Gender: Male	38%	(198)	38%	(197)	9%	(46)	4%	(23)	11%	(56)	519
Gender: Female	43%	(214)	36%	(178)	5%	(24)	3%	(17)	13%	(65)	499
13-16	37%	(124)	40%	(135)	7%	(22)	2%	(7)	14%	(47)	336
17-20	40%	(140)	34%	(119)	8%	(26)	5%	(17)	13%	(44)	346
21-24	44%	(149)	36%	(121)	6%	(21)	5%	(15)	9%	(30)	336
GenZers: 1997-2012	41%	(412)	37%	(375)	7%	(70)	4%	(40)	12%	(121)	1018
PID: Dem (no lean)	40%	(147)	41%	(150)	9%	(33)	3%	(12)	7%	(26)	368
PID: Ind (no lean)	42%	(198)	35%	(165)	4%	(20)	5%	(22)	14%	(68)	473
PID: Rep (no lean)	38%	(67)	34%	(60)	10%	(17)	3%	(6)	15%	(27)	177
PID/Gender: Dem Men	35%	(60)	44%	(76)	11%	(19)	3%	(5)	7%	(12)	173
PID/Gender: Dem Women	44%	(87)	38%	(74)	7%	(13)	4%	(8)	7%	(14)	195
PID/Gender: Ind Men	40%	(98)	36%	(88)	6%	(14)	5%	(13)	12%	(30)	243
PID/Gender: Ind Women	43%	(100)	34%	(77)	3%	(6)	4%	(9)	17%	(38)	230
PID/Gender: Rep Men	39%	(40)	31%	(32)	12%	(13)	4%	(5)	13%	(14)	103
PID/Gender: Rep Women	38%	(28)	37%	(28)	6%	(4)	2%	(1)	18%	(13)	74
Ideo: Liberal (1-3)	45%	(167)	39%	(145)	7%	(28)	3%	(11)	5%	(20)	370
Ideo: Moderate (4)	38%	(81)	38%	(82)	8%	(17)	4%	(9)	12%	(26)	214
Ideo: Conservative (5-7)	39%	(61)	37%	(58)	8%	(13)	5%	(7)	12%	(18)	158
Educ: < College	41%	(385)	36%	(342)	6%	(59)	4%	(36)	12%	(116)	938
Educ: Bachelors degree	33%	(20)	41%	(25)	13%	(8)	6%	(3)	7%	(5)	61
Income: Under 50k	40%	(244)	36%	(216)	5%	(32)	4%	(24)	15%	(89)	606
Income: 50k-100k	41%	(114)	40%	(111)	10%	(27)	3%	(9)	7%	(19)	279
Income: 100k+	41%	(54)	36%	(48)	8%	(11)	5%	(7)	10%	(13)	133
Ethnicity: White	41%	(262)	38%	(242)	7%	(44)	3%	(22)	12%	(75)	645
Ethnicity: Hispanic	48%	(117)	34%	(84)	5%	(11)	3%	(7)	10%	(25)	244
Ethnicity: Black	39%	(63)	32%	(51)	8%	(14)	5%	(8)	16%	(26)	161
Ethnicity: Other	42%	(88)	39%	(82)	6%	(12)	4%	(10)	10%	(21)	212

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**Table MCGZ22\_1: Would you go to a movie theater more frequently if it offered the following promotions?**  
Discounted movie tickets

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	41%	(412)	37%	(375)	7%	(70)	4%	(40)	12%	(121)	1018
All Christian	46%	(98)	36%	(77)	9%	(19)	2%	(4)	8%	(17)	215
All Non-Christian	39%	(22)	37%	(20)	10%	(5)	3%	(2)	11%	(6)	55
Atheist	36%	(44)	43%	(52)	7%	(8)	3%	(3)	11%	(13)	121
Agnostic/Nothing in particular	39%	(156)	36%	(143)	4%	(17)	5%	(20)	15%	(61)	398
Something Else	40%	(92)	36%	(82)	9%	(20)	5%	(11)	10%	(24)	229
Religious Non-Protestant/Catholic	43%	(29)	35%	(24)	10%	(6)	3%	(2)	9%	(6)	67
Evangelical	41%	(64)	34%	(53)	8%	(13)	7%	(11)	10%	(16)	157
Non-Evangelical	43%	(116)	37%	(99)	9%	(25)	2%	(5)	9%	(25)	268
Community: Urban	40%	(99)	34%	(84)	6%	(16)	5%	(12)	15%	(38)	249
Community: Suburban	41%	(228)	38%	(215)	7%	(41)	3%	(16)	10%	(58)	558
Community: Rural	41%	(86)	36%	(76)	6%	(12)	6%	(12)	12%	(25)	211
Employ: Private Sector	42%	(63)	39%	(58)	9%	(14)	5%	(7)	6%	(8)	150
Employ: Self-Employed	39%	(26)	35%	(24)	11%	(7)	4%	(3)	11%	(8)	67
Employ: Student	39%	(194)	41%	(206)	7%	(33)	3%	(17)	11%	(54)	504
Employ: Unemployed	43%	(69)	27%	(43)	8%	(12)	5%	(7)	17%	(27)	159
Employ: Other	43%	(34)	31%	(25)	2%	(2)	3%	(3)	21%	(16)	79
Military HH: Yes	51%	(56)	29%	(32)	10%	(11)	—	(0)	10%	(11)	110
Military HH: No	39%	(357)	38%	(343)	6%	(58)	4%	(40)	12%	(110)	908
RD/WT: Right Direction	42%	(189)	33%	(152)	10%	(44)	4%	(20)	11%	(50)	455
RD/WT: Wrong Track	40%	(224)	40%	(223)	5%	(26)	4%	(20)	13%	(72)	564
Biden Job Approve	43%	(224)	37%	(191)	9%	(45)	3%	(15)	8%	(44)	519
Biden Job Disapprove	39%	(120)	42%	(128)	5%	(15)	4%	(11)	10%	(30)	305
Biden Job Strongly Approve	40%	(63)	38%	(60)	12%	(19)	2%	(4)	8%	(13)	158
Biden Job Somewhat Approve	45%	(162)	36%	(130)	7%	(27)	3%	(11)	9%	(31)	361
Biden Job Somewhat Disapprove	43%	(65)	42%	(63)	3%	(4)	3%	(4)	9%	(14)	150
Biden Job Strongly Disapprove	36%	(55)	42%	(65)	7%	(11)	4%	(7)	11%	(16)	155
Favorable of Biden	41%	(211)	38%	(195)	9%	(46)	4%	(19)	9%	(46)	516
Unfavorable of Biden	43%	(158)	38%	(139)	5%	(17)	4%	(15)	11%	(39)	367

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**Table MCGZ22\_1: Would you go to a movie theater more frequently if it offered the following promotions?**  
Discounted movie tickets

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	41%	(412)	37%	(375)	7%	(70)	4%	(40)	12%	(121)	1018
Very Favorable of Biden	41%	(70)	35%	(59)	11%	(19)	4%	(7)	9%	(15)	169
Somewhat Favorable of Biden	41%	(141)	39%	(136)	8%	(28)	4%	(13)	9%	(31)	347
Somewhat Unfavorable of Biden	47%	(78)	38%	(62)	4%	(6)	3%	(6)	8%	(14)	165
Very Unfavorable of Biden	40%	(80)	38%	(77)	6%	(11)	4%	(9)	12%	(25)	202
#1 Issue: Economy	39%	(118)	38%	(115)	7%	(21)	4%	(12)	12%	(38)	303
#1 Issue: Security	41%	(30)	38%	(27)	4%	(3)	2%	(2)	14%	(10)	72
#1 Issue: Health Care	48%	(55)	24%	(27)	10%	(11)	5%	(6)	14%	(16)	115
#1 Issue: Women's Issues	44%	(80)	33%	(60)	5%	(10)	6%	(11)	12%	(22)	183
#1 Issue: Education	44%	(53)	34%	(41)	9%	(11)	4%	(5)	10%	(12)	122
#1 Issue: Energy	38%	(49)	44%	(57)	8%	(10)	1%	(2)	9%	(12)	130
#1 Issue: Other	30%	(24)	51%	(41)	4%	(3)	5%	(4)	11%	(9)	81
2020 Vote: Joe Biden	43%	(93)	37%	(79)	11%	(23)	5%	(10)	4%	(10)	215
2020 Vote: Donald Trump	37%	(27)	34%	(25)	8%	(6)	5%	(3)	17%	(12)	73
2020 Vote: Didn't Vote	40%	(287)	37%	(266)	5%	(38)	4%	(25)	14%	(99)	716
2018 House Vote: Democrat	45%	(46)	37%	(38)	10%	(11)	5%	(5)	2%	(2)	101
2016 Vote: Hillary Clinton	49%	(34)	34%	(24)	9%	(7)	4%	(3)	4%	(3)	69
2016 Vote: Didn't Vote	40%	(366)	36%	(328)	7%	(63)	4%	(36)	12%	(113)	906
Voted in 2014: No	40%	(397)	37%	(361)	7%	(67)	4%	(38)	12%	(118)	981
4-Region: Northeast	39%	(67)	39%	(67)	7%	(12)	4%	(7)	10%	(18)	171
4-Region: Midwest	39%	(82)	37%	(78)	9%	(18)	3%	(6)	13%	(28)	212
4-Region: South	42%	(165)	37%	(146)	6%	(24)	4%	(15)	11%	(43)	393
4-Region: West	41%	(98)	35%	(84)	6%	(15)	5%	(12)	14%	(33)	242
Plans to Go to the Movies more	54%	(229)	30%	(125)	6%	(26)	2%	(9)	8%	(33)	422
Plans to Go to the Movies less	35%	(62)	44%	(77)	10%	(18)	3%	(6)	8%	(14)	176
Plans to Go to the Movies the Same	32%	(100)	46%	(141)	5%	(17)	5%	(17)	11%	(34)	309

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

**Table MCGZ22\_2: Would you go to a movie theater more frequently if it offered the following promotions?  
Offers for free movie tickets**

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	46%	(471)	30%	(306)	7%	(70)	4%	(40)	13%	(131)	1018
Gender: Male	42%	(216)	34%	(179)	8%	(42)	5%	(25)	11%	(57)	519
Gender: Female	51%	(255)	25%	(127)	6%	(28)	3%	(16)	15%	(73)	499
13-16	45%	(152)	31%	(104)	8%	(27)	3%	(9)	13%	(44)	336
17-20	45%	(155)	29%	(101)	5%	(17)	5%	(17)	16%	(56)	346
21-24	49%	(163)	30%	(101)	8%	(27)	4%	(14)	9%	(31)	336
GenZers: 1997-2012	46%	(471)	30%	(306)	7%	(70)	4%	(40)	13%	(131)	1018
PID: Dem (no lean)	47%	(172)	31%	(116)	10%	(35)	3%	(10)	9%	(34)	368
PID: Ind (no lean)	49%	(231)	28%	(132)	5%	(23)	4%	(20)	14%	(68)	473
PID: Rep (no lean)	39%	(68)	33%	(58)	7%	(12)	6%	(10)	17%	(29)	177
PID/Gender: Dem Men	41%	(72)	37%	(65)	10%	(17)	3%	(5)	9%	(15)	173
PID/Gender: Dem Women	52%	(101)	26%	(51)	10%	(19)	3%	(6)	10%	(19)	195
PID/Gender: Ind Men	43%	(106)	32%	(79)	7%	(17)	5%	(13)	12%	(29)	243
PID/Gender: Ind Women	54%	(125)	23%	(54)	2%	(6)	3%	(7)	17%	(39)	230
PID/Gender: Rep Men	38%	(39)	34%	(35)	8%	(8)	7%	(7)	13%	(13)	103
PID/Gender: Rep Women	40%	(29)	30%	(22)	4%	(3)	4%	(3)	22%	(16)	74
Ideo: Liberal (1-3)	51%	(189)	33%	(122)	6%	(22)	4%	(15)	6%	(22)	370
Ideo: Moderate (4)	46%	(98)	29%	(62)	9%	(19)	4%	(8)	12%	(27)	214
Ideo: Conservative (5-7)	42%	(67)	35%	(56)	9%	(15)	2%	(3)	11%	(17)	158
Educ: < College	46%	(433)	30%	(280)	7%	(65)	4%	(35)	13%	(125)	938
Educ: Bachelors degree	49%	(30)	30%	(19)	4%	(2)	9%	(5)	8%	(5)	61
Income: Under 50k	45%	(273)	29%	(176)	7%	(41)	4%	(24)	15%	(93)	606
Income: 50k-100k	47%	(132)	33%	(93)	7%	(20)	5%	(13)	8%	(22)	279
Income: 100k+	50%	(67)	28%	(37)	6%	(9)	3%	(3)	13%	(17)	133
Ethnicity: White	47%	(306)	31%	(198)	6%	(39)	4%	(24)	12%	(79)	645
Ethnicity: Hispanic	51%	(125)	28%	(68)	7%	(16)	1%	(3)	13%	(33)	244
Ethnicity: Black	45%	(72)	25%	(41)	9%	(15)	5%	(8)	16%	(25)	161
Ethnicity: Other	44%	(93)	31%	(67)	8%	(16)	4%	(9)	13%	(27)	212

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**Table MCGZ22\_2:** *Would you go to a movie theater more frequently if it offered the following promotions?*  
*Offers for free movie tickets*

Demographic	Yes, definitely	Yes, probably	No, probably not	No, definitely not	Don't know / No opinion	Total N
Adults	46% (471)	30% (306)	7% (70)	4% (40)	13% (131)	1018
All Christian	49% (106)	30% (64)	10% (21)	2% (5)	9% (19)	215
All Non-Christian	40% (22)	34% (19)	13% (7)	6% (3)	8% (4)	55
Atheist	41% (50)	43% (52)	4% (5)	1% (1)	11% (13)	121
Agnostic/Nothing in particular	43% (172)	28% (111)	7% (26)	5% (21)	17% (68)	398
Something Else	53% (121)	26% (60)	5% (11)	4% (10)	11% (26)	229
Religious Non-Protestant/Catholic	41% (28)	34% (23)	13% (9)	5% (3)	7% (4)	67
Evangelical	47% (73)	30% (46)	6% (10)	6% (9)	12% (19)	157
Non-Evangelical	54% (145)	26% (71)	8% (20)	2% (6)	10% (26)	268
Community: Urban	45% (113)	30% (74)	6% (14)	5% (13)	14% (34)	249
Community: Suburban	48% (267)	29% (163)	7% (36)	4% (21)	13% (72)	558
Community: Rural	43% (91)	33% (69)	9% (19)	3% (7)	12% (25)	211
Employ: Private Sector	48% (72)	30% (45)	8% (12)	7% (11)	6% (9)	150
Employ: Self-Employed	50% (33)	19% (13)	14% (9)	3% (2)	14% (9)	67
Employ: Student	45% (229)	34% (172)	6% (30)	3% (14)	12% (59)	504
Employ: Unemployed	44% (70)	27% (43)	7% (11)	5% (8)	18% (28)	159
Employ: Other	44% (35)	26% (21)	2% (1)	5% (4)	24% (19)	79
Military HH: Yes	48% (52)	29% (31)	9% (10)	3% (3)	12% (14)	110
Military HH: No	46% (419)	30% (274)	7% (60)	4% (38)	13% (117)	908
RD/WT: Right Direction	46% (211)	28% (129)	9% (43)	4% (17)	12% (54)	455
RD/WT: Wrong Track	46% (260)	31% (176)	5% (27)	4% (23)	14% (77)	564
Biden Job Approve	48% (249)	31% (162)	10% (52)	2% (11)	9% (46)	519
Biden Job Disapprove	46% (139)	35% (107)	3% (10)	5% (14)	11% (34)	305
Biden Job Strongly Approve	44% (69)	35% (56)	10% (15)	2% (3)	9% (15)	158
Biden Job Somewhat Approve	50% (180)	29% (106)	10% (36)	2% (8)	9% (31)	361
Biden Job Somewhat Disapprove	53% (80)	28% (42)	3% (4)	5% (8)	11% (16)	150
Biden Job Strongly Disapprove	38% (59)	42% (65)	4% (6)	4% (6)	12% (18)	155
Favorable of Biden	47% (244)	32% (166)	9% (47)	2% (12)	9% (47)	516
Unfavorable of Biden	48% (176)	32% (118)	4% (13)	5% (18)	11% (42)	367

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**Table MCGZ22\_2: Would you go to a movie theater more frequently if it offered the following promotions?  
Offers for free movie tickets**

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	46%	(471)	30%	(306)	7%	(70)	4%	(40)	13%	(131)	1018
Very Favorable of Biden	43%	(73)	34%	(57)	10%	(17)	3%	(5)	10%	(16)	169
Somewhat Favorable of Biden	49%	(171)	31%	(109)	9%	(30)	2%	(7)	9%	(31)	347
Somewhat Unfavorable of Biden	58%	(96)	25%	(41)	5%	(8)	4%	(7)	8%	(12)	165
Very Unfavorable of Biden	40%	(80)	38%	(77)	3%	(5)	5%	(10)	15%	(29)	202
#1 Issue: Economy	47%	(144)	32%	(96)	5%	(14)	4%	(13)	12%	(36)	303
#1 Issue: Security	40%	(29)	32%	(23)	6%	(4)	1%	(1)	21%	(15)	72
#1 Issue: Health Care	50%	(58)	28%	(32)	4%	(4)	5%	(6)	13%	(15)	115
#1 Issue: Women's Issues	48%	(87)	28%	(50)	9%	(16)	4%	(6)	13%	(23)	183
#1 Issue: Education	51%	(62)	26%	(32)	8%	(9)	4%	(5)	12%	(14)	122
#1 Issue: Energy	40%	(53)	34%	(45)	12%	(16)	4%	(6)	9%	(12)	130
#1 Issue: Other	42%	(34)	33%	(27)	6%	(5)	2%	(2)	16%	(13)	81
2020 Vote: Joe Biden	50%	(107)	30%	(65)	12%	(25)	3%	(6)	5%	(12)	215
2020 Vote: Donald Trump	30%	(22)	40%	(29)	7%	(5)	8%	(6)	15%	(11)	73
2020 Vote: Didn't Vote	47%	(336)	29%	(207)	6%	(40)	4%	(26)	15%	(108)	716
2018 House Vote: Democrat	56%	(56)	30%	(31)	9%	(9)	3%	(3)	2%	(2)	101
2016 Vote: Hillary Clinton	51%	(35)	31%	(21)	10%	(7)	5%	(3)	4%	(3)	69
2016 Vote: Didn't Vote	46%	(419)	30%	(270)	7%	(60)	4%	(34)	14%	(124)	906
Voted in 2014: No	46%	(451)	30%	(296)	7%	(66)	4%	(40)	13%	(128)	981
4-Region: Northeast	45%	(77)	35%	(60)	5%	(8)	5%	(9)	10%	(17)	171
4-Region: Midwest	44%	(93)	31%	(65)	8%	(17)	1%	(3)	16%	(34)	212
4-Region: South	48%	(187)	30%	(117)	6%	(25)	4%	(17)	12%	(47)	393
4-Region: West	47%	(113)	27%	(64)	8%	(20)	5%	(11)	13%	(33)	242
Plans to Go to the Movies more	56%	(238)	26%	(110)	6%	(27)	3%	(14)	8%	(33)	422
Plans to Go to the Movies less	41%	(72)	34%	(59)	9%	(16)	5%	(9)	11%	(19)	176
Plans to Go to the Movies the Same	44%	(136)	36%	(111)	7%	(20)	3%	(9)	11%	(33)	309

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

**Table MCGZ22\_3: Would you go to a movie theater more frequently if it offered the following promotions?**  
 Free screenings of new films

Demographic	Yes, definitely	Yes, probably	No, probably not	No, definitely not	Don't know / No opinion	Total N
Adults	46% (471)	28% (282)	7% (72)	6% (57)	13% (137)	1018
Gender: Male	45% (236)	28% (148)	8% (43)	6% (30)	12% (62)	519
Gender: Female	47% (235)	27% (134)	6% (29)	5% (27)	15% (74)	499
13-16	49% (164)	28% (93)	6% (21)	4% (13)	13% (45)	336
17-20	45% (157)	26% (88)	7% (25)	7% (24)	15% (53)	346
21-24	45% (150)	30% (101)	8% (26)	6% (20)	12% (39)	336
GenZers: 1997-2012	46% (471)	28% (282)	7% (72)	6% (57)	13% (137)	1018
PID: Dem (no lean)	50% (182)	26% (97)	8% (29)	7% (24)	10% (35)	368
PID: Ind (no lean)	46% (217)	28% (133)	6% (27)	5% (25)	15% (72)	473
PID: Rep (no lean)	40% (72)	29% (52)	9% (15)	5% (8)	17% (30)	177
PID/Gender: Dem Men	47% (82)	27% (46)	9% (15)	8% (14)	9% (16)	173
PID/Gender: Dem Women	52% (101)	26% (51)	7% (15)	5% (10)	10% (19)	195
PID/Gender: Ind Men	45% (109)	30% (72)	8% (19)	4% (10)	13% (33)	243
PID/Gender: Ind Women	47% (108)	26% (60)	4% (9)	6% (14)	17% (39)	230
PID/Gender: Rep Men	44% (45)	28% (29)	9% (9)	6% (6)	13% (14)	103
PID/Gender: Rep Women	36% (27)	30% (23)	8% (6)	4% (3)	22% (16)	74
Ideo: Liberal (1-3)	54% (199)	25% (94)	8% (30)	6% (22)	7% (25)	370
Ideo: Moderate (4)	46% (98)	32% (68)	5% (11)	6% (12)	12% (25)	214
Ideo: Conservative (5-7)	38% (61)	31% (50)	10% (16)	6% (10)	14% (22)	158
Educ: < College	47% (438)	27% (254)	7% (64)	5% (51)	14% (130)	938
Educ: Bachelors degree	38% (23)	38% (23)	7% (4)	9% (5)	8% (5)	61
Income: Under 50k	45% (272)	27% (166)	7% (41)	5% (31)	16% (97)	606
Income: 50k-100k	47% (132)	26% (73)	10% (29)	6% (17)	10% (28)	279
Income: 100k+	51% (67)	32% (43)	1% (1)	7% (9)	9% (12)	133
Ethnicity: White	49% (315)	27% (175)	6% (38)	4% (28)	14% (88)	645
Ethnicity: Hispanic	53% (129)	24% (59)	5% (12)	6% (15)	12% (29)	244
Ethnicity: Black	41% (66)	25% (40)	9% (14)	7% (11)	18% (30)	161
Ethnicity: Other	42% (90)	32% (67)	9% (19)	8% (18)	9% (19)	212

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**Table MCGZ22\_3:** *Would you go to a movie theater more frequently if it offered the following promotions?*  
*Free screenings of new films*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	46%	(471)	28%	(282)	7%	(72)	6%	(57)	13%	(137)	1018
All Christian	49%	(106)	27%	(59)	9%	(20)	3%	(6)	11%	(25)	215
All Non-Christian	50%	(28)	21%	(12)	12%	(7)	7%	(4)	9%	(5)	55
Atheist	55%	(66)	25%	(30)	5%	(6)	6%	(7)	10%	(12)	121
Agnostic/Nothing in particular	42%	(166)	28%	(113)	7%	(27)	6%	(25)	17%	(67)	398
Something Else	46%	(106)	30%	(68)	6%	(13)	7%	(15)	12%	(27)	229
Religious Non-Protestant/Catholic	49%	(33)	22%	(15)	13%	(8)	6%	(4)	10%	(7)	67
Evangelical	43%	(67)	30%	(47)	7%	(11)	8%	(13)	12%	(18)	157
Non-Evangelical	50%	(134)	28%	(75)	7%	(18)	3%	(8)	12%	(32)	268
Community: Urban	45%	(111)	23%	(58)	8%	(19)	9%	(22)	15%	(38)	249
Community: Suburban	47%	(263)	29%	(163)	6%	(33)	5%	(29)	13%	(71)	558
Community: Rural	46%	(96)	29%	(61)	10%	(20)	3%	(6)	13%	(28)	211
Employ: Private Sector	52%	(78)	21%	(32)	13%	(19)	8%	(12)	6%	(9)	150
Employ: Self-Employed	45%	(30)	26%	(17)	6%	(4)	7%	(4)	18%	(12)	67
Employ: Student	47%	(236)	30%	(152)	5%	(24)	5%	(23)	13%	(68)	504
Employ: Unemployed	39%	(63)	30%	(47)	8%	(13)	8%	(12)	15%	(24)	159
Employ: Other	47%	(37)	24%	(19)	6%	(4)	4%	(3)	19%	(15)	79
Military HH: Yes	47%	(52)	27%	(30)	9%	(10)	4%	(4)	12%	(14)	110
Military HH: No	46%	(419)	28%	(252)	7%	(61)	6%	(53)	14%	(123)	908
RD/WT: Right Direction	44%	(199)	28%	(129)	9%	(40)	6%	(29)	13%	(57)	455
RD/WT: Wrong Track	48%	(272)	27%	(153)	6%	(32)	5%	(28)	14%	(79)	564
Biden Job Approve	49%	(253)	28%	(143)	8%	(42)	6%	(30)	10%	(51)	519
Biden Job Disapprove	47%	(144)	30%	(93)	7%	(22)	4%	(12)	11%	(34)	305
Biden Job Strongly Approve	42%	(67)	30%	(47)	9%	(15)	6%	(10)	12%	(19)	158
Biden Job Somewhat Approve	52%	(186)	27%	(96)	7%	(27)	5%	(20)	9%	(32)	361
Biden Job Somewhat Disapprove	52%	(78)	28%	(42)	5%	(8)	4%	(5)	11%	(16)	150
Biden Job Strongly Disapprove	42%	(66)	33%	(51)	9%	(14)	4%	(7)	12%	(18)	155
Favorable of Biden	47%	(244)	28%	(145)	8%	(41)	6%	(32)	10%	(54)	516
Unfavorable of Biden	49%	(180)	30%	(109)	6%	(22)	4%	(14)	11%	(42)	367

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**Table MCGZ22\_3: Would you go to a movie theater more frequently if it offered the following promotions?**  
*Free screenings of new films*

Demographic	Yes, definitely	Yes, probably	No, probably not	No, definitely not	Don't know / No opinion	Total N
Adults	46% (471)	28% (282)	7% (72)	6% (57)	13% (137)	1018
Very Favorable of Biden	43% (73)	28% (47)	8% (13)	8% (13)	13% (22)	169
Somewhat Favorable of Biden	49% (171)	28% (98)	8% (27)	5% (19)	9% (32)	347
Somewhat Unfavorable of Biden	58% (95)	27% (45)	4% (7)	3% (5)	8% (13)	165
Very Unfavorable of Biden	42% (85)	31% (64)	8% (16)	5% (9)	14% (28)	202
#1 Issue: Economy	45% (137)	27% (82)	7% (23)	6% (19)	14% (44)	303
#1 Issue: Security	48% (34)	31% (22)	6% (4)	— (0)	16% (11)	72
#1 Issue: Health Care	52% (60)	23% (26)	5% (6)	7% (9)	13% (15)	115
#1 Issue: Women's Issues	47% (86)	24% (44)	8% (14)	6% (10)	16% (28)	183
#1 Issue: Education	50% (61)	27% (33)	5% (7)	8% (9)	10% (12)	122
#1 Issue: Energy	44% (57)	34% (45)	8% (11)	5% (6)	9% (12)	130
#1 Issue: Other	39% (31)	34% (28)	7% (6)	3% (2)	17% (14)	81
2020 Vote: Joe Biden	47% (101)	27% (58)	10% (22)	8% (17)	8% (17)	215
2020 Vote: Donald Trump	35% (26)	35% (25)	7% (5)	7% (5)	16% (11)	73
2020 Vote: Didn't Vote	47% (339)	27% (195)	6% (45)	4% (32)	15% (106)	716
2018 House Vote: Democrat	45% (46)	33% (34)	8% (8)	8% (8)	5% (5)	101
2016 Vote: Hillary Clinton	42% (29)	31% (22)	7% (5)	9% (6)	10% (7)	69
2016 Vote: Didn't Vote	47% (423)	27% (247)	7% (63)	5% (49)	14% (124)	906
Voted in 2014: No	46% (455)	28% (272)	7% (69)	6% (55)	13% (130)	981
4-Region: Northeast	48% (82)	26% (44)	8% (13)	6% (11)	12% (21)	171
4-Region: Midwest	43% (90)	32% (68)	7% (15)	3% (5)	16% (34)	212
4-Region: South	47% (184)	29% (114)	7% (27)	5% (21)	12% (47)	393
4-Region: West	48% (115)	23% (55)	7% (17)	8% (19)	14% (35)	242
Plans to Go to the Movies more	56% (236)	25% (104)	7% (29)	5% (20)	8% (33)	422
Plans to Go to the Movies less	38% (68)	31% (55)	14% (24)	7% (12)	10% (17)	176
Plans to Go to the Movies the Same	46% (143)	31% (97)	3% (10)	4% (14)	14% (44)	309

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

**Table MCGZ22\_4: Would you go to a movie theater more frequently if it offered the following promotions?**  
*Free screenings of older films*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	34%	(343)	29%	(291)	14%	(139)	8%	(85)	16%	(161)	1018
Gender: Male	32%	(165)	29%	(153)	16%	(84)	9%	(45)	14%	(73)	519
Gender: Female	36%	(178)	28%	(138)	11%	(55)	8%	(39)	18%	(89)	499
13-16	34%	(115)	27%	(92)	14%	(47)	8%	(27)	16%	(54)	336
17-20	32%	(112)	26%	(92)	15%	(50)	9%	(32)	17%	(60)	346
21-24	34%	(116)	32%	(108)	12%	(41)	7%	(25)	14%	(47)	336
GenZers: 1997-2012	34%	(343)	29%	(291)	14%	(139)	8%	(85)	16%	(161)	1018
PID: Dem (no lean)	35%	(130)	30%	(111)	15%	(54)	9%	(34)	10%	(38)	368
PID: Ind (no lean)	35%	(164)	29%	(136)	11%	(51)	8%	(38)	18%	(85)	473
PID: Rep (no lean)	28%	(49)	25%	(44)	19%	(34)	7%	(12)	21%	(38)	177
PID/Gender: Dem Men	34%	(59)	32%	(55)	17%	(30)	7%	(12)	10%	(17)	173
PID/Gender: Dem Women	37%	(71)	29%	(56)	13%	(24)	11%	(22)	11%	(21)	195
PID/Gender: Ind Men	32%	(79)	30%	(73)	13%	(33)	9%	(23)	15%	(37)	243
PID/Gender: Ind Women	37%	(85)	28%	(64)	8%	(18)	7%	(16)	21%	(48)	230
PID/Gender: Rep Men	26%	(27)	25%	(26)	21%	(22)	10%	(10)	18%	(18)	103
PID/Gender: Rep Women	30%	(22)	25%	(18)	17%	(12)	2%	(2)	26%	(19)	74
Ideo: Liberal (1-3)	39%	(146)	32%	(118)	11%	(41)	9%	(35)	8%	(30)	370
Ideo: Moderate (4)	32%	(68)	34%	(72)	16%	(33)	6%	(12)	13%	(28)	214
Ideo: Conservative (5-7)	33%	(52)	25%	(39)	18%	(28)	7%	(11)	19%	(29)	158
Educ: < College	34%	(318)	28%	(260)	14%	(128)	8%	(77)	16%	(155)	938
Educ: Bachelors degree	29%	(18)	38%	(23)	12%	(7)	12%	(7)	9%	(6)	61
Income: Under 50k	32%	(193)	27%	(167)	12%	(73)	10%	(58)	19%	(116)	606
Income: 50k-100k	32%	(90)	34%	(94)	18%	(51)	6%	(16)	10%	(28)	279
Income: 100k+	45%	(60)	23%	(30)	11%	(15)	8%	(11)	12%	(17)	133
Ethnicity: White	35%	(228)	29%	(188)	12%	(81)	8%	(49)	15%	(99)	645
Ethnicity: Hispanic	42%	(102)	24%	(58)	14%	(34)	5%	(12)	15%	(37)	244
Ethnicity: Black	29%	(47)	29%	(46)	12%	(19)	11%	(18)	19%	(30)	161
Ethnicity: Other	32%	(68)	27%	(57)	18%	(39)	8%	(17)	15%	(32)	212

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**Table MCGZ22\_4:** Would you go to a movie theater more frequently if it offered the following promotions?  
*Free screenings of older films*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	34%	(343)	29%	(291)	14%	(139)	8%	(85)	16%	(161)	1018
All Christian	33%	(71)	32%	(70)	18%	(38)	6%	(12)	11%	(24)	215
All Non-Christian	42%	(23)	22%	(12)	18%	(10)	10%	(5)	8%	(4)	55
Atheist	42%	(51)	30%	(36)	10%	(12)	8%	(9)	11%	(13)	121
Agnostic/Nothing in particular	30%	(120)	28%	(110)	12%	(49)	9%	(35)	21%	(84)	398
Something Else	34%	(78)	28%	(63)	13%	(30)	10%	(23)	15%	(35)	229
Religious Non-Protestant/Catholic	42%	(28)	20%	(14)	23%	(15)	8%	(5)	6%	(4)	67
Evangelical	30%	(47)	30%	(48)	14%	(22)	9%	(14)	16%	(25)	157
Non-Evangelical	36%	(96)	29%	(79)	15%	(40)	7%	(19)	13%	(34)	268
Community: Urban	31%	(77)	33%	(83)	12%	(29)	9%	(22)	15%	(37)	249
Community: Suburban	36%	(198)	28%	(154)	13%	(74)	8%	(47)	15%	(86)	558
Community: Rural	32%	(67)	26%	(54)	17%	(35)	8%	(16)	18%	(38)	211
Employ: Private Sector	34%	(51)	41%	(61)	12%	(18)	8%	(12)	5%	(8)	150
Employ: Self-Employed	48%	(32)	19%	(13)	12%	(8)	4%	(3)	17%	(11)	67
Employ: Student	33%	(168)	29%	(145)	14%	(72)	8%	(43)	15%	(77)	504
Employ: Unemployed	26%	(42)	26%	(41)	15%	(24)	9%	(14)	24%	(38)	159
Employ: Other	34%	(27)	18%	(14)	13%	(10)	9%	(8)	26%	(21)	79
Military HH: Yes	41%	(45)	24%	(26)	16%	(18)	6%	(7)	12%	(14)	110
Military HH: No	33%	(298)	29%	(265)	13%	(121)	9%	(78)	16%	(147)	908
RD/WT: Right Direction	33%	(152)	29%	(130)	15%	(68)	9%	(43)	14%	(63)	455
RD/WT: Wrong Track	34%	(191)	29%	(161)	13%	(71)	7%	(42)	17%	(98)	564
Biden Job Approve	35%	(180)	32%	(164)	16%	(83)	7%	(37)	11%	(55)	519
Biden Job Disapprove	36%	(110)	28%	(86)	13%	(38)	8%	(24)	15%	(47)	305
Biden Job Strongly Approve	35%	(55)	26%	(42)	19%	(29)	8%	(12)	12%	(19)	158
Biden Job Somewhat Approve	35%	(125)	34%	(122)	15%	(54)	7%	(25)	10%	(35)	361
Biden Job Somewhat Disapprove	42%	(63)	26%	(39)	10%	(14)	9%	(13)	14%	(21)	150
Biden Job Strongly Disapprove	30%	(47)	30%	(47)	15%	(24)	7%	(11)	17%	(26)	155
Favorable of Biden	34%	(174)	31%	(162)	15%	(78)	8%	(41)	12%	(61)	516
Unfavorable of Biden	37%	(137)	28%	(104)	11%	(39)	8%	(30)	15%	(56)	367

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**Table MCGZ22\_4:** Would you go to a movie theater more frequently if it offered the following promotions?  
Free screenings of older films

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	34%	(343)	29%	(291)	14%	(139)	8%	(85)	16%	(161)	1018
Very Favorable of Biden	33%	(56)	27%	(46)	16%	(28)	9%	(16)	13%	(23)	169
Somewhat Favorable of Biden	34%	(118)	33%	(116)	15%	(51)	7%	(25)	11%	(38)	347
Somewhat Unfavorable of Biden	46%	(76)	28%	(46)	6%	(10)	8%	(14)	11%	(18)	165
Very Unfavorable of Biden	30%	(61)	29%	(58)	14%	(29)	8%	(16)	19%	(38)	202
#1 Issue: Economy	32%	(97)	30%	(92)	12%	(36)	10%	(29)	16%	(49)	303
#1 Issue: Security	35%	(25)	29%	(21)	15%	(11)	2%	(1)	20%	(14)	72
#1 Issue: Health Care	34%	(39)	27%	(32)	15%	(17)	9%	(10)	16%	(18)	115
#1 Issue: Women's Issues	39%	(70)	26%	(48)	8%	(15)	12%	(22)	16%	(28)	183
#1 Issue: Education	32%	(39)	29%	(35)	19%	(23)	7%	(9)	12%	(15)	122
#1 Issue: Energy	33%	(43)	28%	(36)	20%	(26)	6%	(8)	14%	(18)	130
#1 Issue: Other	31%	(25)	29%	(23)	13%	(11)	5%	(4)	22%	(18)	81
2020 Vote: Joe Biden	39%	(83)	33%	(71)	13%	(29)	8%	(17)	7%	(15)	215
2020 Vote: Donald Trump	25%	(19)	30%	(22)	17%	(12)	9%	(6)	19%	(14)	73
2020 Vote: Didn't Vote	33%	(236)	27%	(193)	14%	(97)	8%	(60)	18%	(130)	716
2018 House Vote: Democrat	43%	(44)	28%	(28)	12%	(13)	11%	(11)	6%	(6)	101
2016 Vote: Hillary Clinton	41%	(28)	26%	(18)	14%	(10)	10%	(7)	8%	(6)	69
2016 Vote: Didn't Vote	33%	(299)	28%	(258)	14%	(125)	8%	(76)	16%	(149)	906
Voted in 2014: No	33%	(326)	28%	(279)	14%	(135)	8%	(83)	16%	(158)	981
4-Region: Northeast	32%	(54)	27%	(47)	13%	(22)	12%	(20)	16%	(28)	171
4-Region: Midwest	33%	(70)	29%	(62)	17%	(36)	4%	(8)	17%	(36)	212
4-Region: South	35%	(137)	30%	(119)	12%	(49)	7%	(28)	15%	(61)	393
4-Region: West	34%	(81)	26%	(63)	13%	(31)	12%	(29)	15%	(37)	242
Plans to Go to the Movies more	40%	(170)	30%	(128)	14%	(61)	5%	(23)	10%	(41)	422
Plans to Go to the Movies less	30%	(53)	29%	(51)	16%	(29)	10%	(18)	14%	(26)	176
Plans to Go to the Movies the Same	33%	(102)	29%	(90)	11%	(35)	10%	(32)	16%	(51)	309

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

**Table MCGZ22\_5: Would you go to a movie theater more frequently if it offered the following promotions?**  
 Discounted concession items

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	31%	(317)	35%	(356)	12%	(122)	7%	(67)	15%	(157)	1018
Gender: Male	29%	(150)	36%	(186)	13%	(68)	7%	(36)	15%	(79)	519
Gender: Female	33%	(166)	34%	(170)	11%	(54)	6%	(31)	16%	(78)	499
13-16	29%	(96)	37%	(124)	12%	(41)	4%	(13)	18%	(62)	336
17-20	31%	(107)	33%	(116)	12%	(43)	9%	(31)	15%	(50)	346
21-24	34%	(114)	34%	(116)	11%	(38)	7%	(23)	13%	(45)	336
GenZers: 1997-2012	31%	(317)	35%	(356)	12%	(122)	7%	(67)	15%	(157)	1018
PID: Dem (no lean)	32%	(120)	35%	(128)	16%	(61)	6%	(22)	10%	(37)	368
PID: Ind (no lean)	31%	(146)	35%	(167)	8%	(39)	7%	(31)	19%	(91)	473
PID: Rep (no lean)	29%	(51)	34%	(61)	12%	(22)	8%	(14)	17%	(29)	177
PID/Gender: Dem Men	30%	(53)	33%	(58)	21%	(36)	5%	(9)	10%	(18)	173
PID/Gender: Dem Women	34%	(67)	36%	(71)	13%	(25)	7%	(13)	10%	(19)	195
PID/Gender: Ind Men	28%	(69)	36%	(88)	10%	(24)	6%	(15)	19%	(46)	243
PID/Gender: Ind Women	33%	(77)	34%	(78)	7%	(15)	7%	(16)	19%	(44)	230
PID/Gender: Rep Men	28%	(29)	39%	(40)	7%	(7)	11%	(12)	15%	(15)	103
PID/Gender: Rep Women	31%	(23)	28%	(21)	20%	(14)	3%	(2)	19%	(14)	74
Ideo: Liberal (1-3)	35%	(131)	37%	(137)	14%	(52)	6%	(24)	7%	(27)	370
Ideo: Moderate (4)	32%	(69)	31%	(66)	14%	(30)	7%	(16)	15%	(33)	214
Ideo: Conservative (5-7)	26%	(41)	44%	(69)	10%	(15)	7%	(12)	13%	(21)	158
Educ: < College	32%	(296)	34%	(323)	12%	(110)	6%	(57)	16%	(151)	938
Educ: Bachelors degree	21%	(13)	45%	(28)	14%	(9)	11%	(7)	9%	(6)	61
Income: Under 50k	33%	(198)	32%	(197)	10%	(63)	6%	(38)	18%	(111)	606
Income: 50k-100k	29%	(80)	43%	(120)	12%	(33)	7%	(19)	9%	(26)	279
Income: 100k+	29%	(39)	29%	(39)	19%	(26)	8%	(10)	15%	(20)	133
Ethnicity: White	31%	(201)	36%	(233)	12%	(75)	6%	(39)	15%	(98)	645
Ethnicity: Hispanic	38%	(92)	31%	(75)	11%	(27)	4%	(11)	16%	(40)	244
Ethnicity: Black	35%	(56)	31%	(50)	10%	(16)	6%	(9)	18%	(29)	161
Ethnicity: Other	29%	(60)	34%	(72)	14%	(30)	9%	(19)	14%	(30)	212

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**Table MCGZ22\_5: Would you go to a movie theater more frequently if it offered the following promotions?**  
*Discounted concession items*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	31%	(317)	35%	(356)	12%	(122)	7%	(67)	15%	(157)	1018
All Christian	37%	(79)	33%	(70)	16%	(35)	3%	(7)	11%	(24)	215
All Non-Christian	24%	(13)	43%	(24)	12%	(7)	11%	(6)	10%	(5)	55
Atheist	28%	(34)	44%	(53)	12%	(14)	6%	(7)	11%	(13)	121
Agnostic/Nothing in particular	32%	(127)	30%	(120)	10%	(41)	7%	(28)	20%	(81)	398
Something Else	28%	(63)	39%	(89)	11%	(25)	8%	(18)	15%	(33)	229
Religious Non-Protestant/Catholic	24%	(16)	48%	(32)	11%	(7)	9%	(6)	8%	(5)	67
Evangelical	27%	(42)	39%	(60)	11%	(18)	10%	(16)	13%	(21)	157
Non-Evangelical	35%	(95)	32%	(87)	15%	(41)	4%	(9)	13%	(36)	268
Community: Urban	31%	(76)	30%	(74)	14%	(35)	8%	(19)	18%	(44)	249
Community: Suburban	33%	(182)	37%	(206)	10%	(56)	6%	(36)	14%	(78)	558
Community: Rural	28%	(58)	36%	(75)	14%	(30)	6%	(12)	17%	(35)	211
Employ: Private Sector	30%	(45)	39%	(58)	15%	(23)	8%	(12)	8%	(12)	150
Employ: Self-Employed	35%	(23)	28%	(19)	14%	(9)	4%	(3)	19%	(13)	67
Employ: Student	28%	(142)	39%	(198)	12%	(62)	5%	(27)	15%	(75)	504
Employ: Unemployed	34%	(55)	27%	(43)	9%	(14)	10%	(16)	20%	(31)	159
Employ: Other	44%	(35)	22%	(17)	7%	(5)	6%	(5)	22%	(17)	79
Military HH: Yes	36%	(39)	37%	(41)	9%	(10)	5%	(5)	13%	(14)	110
Military HH: No	31%	(277)	35%	(315)	12%	(112)	7%	(61)	16%	(143)	908
RD/WT: Right Direction	29%	(131)	35%	(160)	15%	(66)	7%	(33)	14%	(64)	455
RD/WT: Wrong Track	33%	(185)	35%	(195)	10%	(56)	6%	(34)	17%	(93)	564
Biden Job Approve	33%	(170)	34%	(176)	16%	(84)	5%	(26)	12%	(63)	519
Biden Job Disapprove	32%	(96)	41%	(125)	8%	(23)	8%	(25)	12%	(36)	305
Biden Job Strongly Approve	30%	(48)	38%	(60)	17%	(26)	4%	(7)	11%	(17)	158
Biden Job Somewhat Approve	34%	(122)	32%	(115)	16%	(58)	5%	(20)	13%	(46)	361
Biden Job Somewhat Disapprove	30%	(44)	47%	(71)	6%	(8)	7%	(11)	10%	(16)	150
Biden Job Strongly Disapprove	33%	(52)	35%	(55)	10%	(15)	9%	(14)	13%	(20)	155
Favorable of Biden	31%	(159)	36%	(187)	14%	(72)	6%	(30)	13%	(69)	516
Unfavorable of Biden	32%	(118)	37%	(136)	10%	(36)	8%	(30)	13%	(47)	367

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**Table MCGZ22\_5: Would you go to a movie theater more frequently if it offered the following promotions?**  
*Discounted concession items*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	31%	(317)	35%	(356)	12%	(122)	7%	(67)	15%	(157)	1018
Very Favorable of Biden	32%	(53)	37%	(62)	15%	(26)	4%	(6)	13%	(21)	169
Somewhat Favorable of Biden	30%	(105)	36%	(125)	13%	(46)	7%	(24)	14%	(47)	347
Somewhat Unfavorable of Biden	31%	(51)	44%	(73)	9%	(15)	6%	(10)	9%	(16)	165
Very Unfavorable of Biden	33%	(67)	31%	(63)	10%	(21)	10%	(20)	15%	(31)	202
#1 Issue: Economy	32%	(98)	36%	(110)	10%	(31)	5%	(15)	16%	(49)	303
#1 Issue: Security	31%	(22)	31%	(22)	8%	(6)	6%	(4)	24%	(17)	72
#1 Issue: Health Care	40%	(46)	24%	(28)	11%	(13)	12%	(14)	13%	(15)	115
#1 Issue: Women's Issues	30%	(54)	35%	(65)	10%	(19)	9%	(16)	16%	(29)	183
#1 Issue: Education	40%	(49)	29%	(35)	11%	(14)	10%	(12)	9%	(11)	122
#1 Issue: Energy	24%	(31)	40%	(52)	20%	(26)	1%	(2)	15%	(20)	130
#1 Issue: Other	18%	(15)	50%	(40)	12%	(10)	2%	(2)	18%	(14)	81
2020 Vote: Joe Biden	37%	(79)	33%	(71)	17%	(36)	6%	(13)	8%	(16)	215
2020 Vote: Donald Trump	20%	(14)	41%	(30)	12%	(9)	12%	(9)	15%	(11)	73
2020 Vote: Didn't Vote	31%	(219)	35%	(249)	11%	(77)	6%	(44)	18%	(129)	716
2018 House Vote: Democrat	37%	(38)	35%	(35)	17%	(17)	5%	(5)	6%	(6)	101
2016 Vote: Hillary Clinton	29%	(20)	38%	(26)	17%	(12)	10%	(7)	5%	(4)	69
2016 Vote: Didn't Vote	31%	(285)	34%	(312)	12%	(105)	6%	(57)	16%	(148)	906
Voted in 2014: No	31%	(306)	35%	(344)	12%	(115)	6%	(62)	16%	(154)	981
4-Region: Northeast	34%	(59)	33%	(57)	11%	(19)	7%	(12)	14%	(25)	171
4-Region: Midwest	29%	(61)	39%	(83)	13%	(27)	5%	(11)	14%	(29)	212
4-Region: South	32%	(125)	35%	(137)	13%	(50)	7%	(26)	14%	(54)	393
4-Region: West	29%	(71)	33%	(79)	11%	(26)	7%	(17)	20%	(49)	242
Plans to Go to the Movies more	40%	(167)	34%	(143)	11%	(47)	5%	(21)	10%	(43)	422
Plans to Go to the Movies less	29%	(52)	35%	(62)	16%	(28)	8%	(13)	11%	(20)	176
Plans to Go to the Movies the Same	26%	(80)	39%	(121)	13%	(40)	6%	(20)	16%	(48)	309

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

**Table MCGZ22\_6: Would you go to a movie theater more frequently if it offered the following promotions?**

Free concession items

Demographic	Yes, definitely	Yes, probably	No, probably not	No, definitely not	Don't know / No opinion	Total N
Adults	47% (475)	27% (279)	8% (84)	4% (45)	13% (135)	1018
Gender: Male	44% (230)	30% (154)	9% (45)	5% (28)	12% (62)	519
Gender: Female	49% (245)	25% (125)	8% (39)	3% (16)	15% (73)	499
13-16	51% (171)	22% (74)	9% (31)	3% (10)	15% (50)	336
17-20	41% (143)	33% (113)	6% (21)	5% (18)	14% (50)	346
21-24	48% (161)	28% (93)	9% (31)	5% (16)	10% (35)	336
GenZers: 1997-2012	47% (475)	27% (279)	8% (84)	4% (45)	13% (135)	1018
PID: Dem (no lean)	49% (180)	28% (105)	9% (32)	4% (13)	10% (38)	368
PID: Ind (no lean)	46% (217)	29% (139)	6% (28)	5% (21)	14% (68)	473
PID: Rep (no lean)	44% (78)	20% (36)	13% (23)	6% (10)	17% (29)	177
PID/Gender: Dem Men	44% (77)	32% (56)	10% (18)	3% (5)	10% (17)	173
PID/Gender: Dem Women	53% (103)	25% (49)	7% (15)	4% (8)	11% (21)	195
PID/Gender: Ind Men	44% (108)	30% (74)	7% (16)	6% (15)	13% (31)	243
PID/Gender: Ind Women	47% (109)	28% (65)	5% (12)	3% (7)	16% (37)	230
PID/Gender: Rep Men	44% (45)	24% (24)	11% (11)	8% (8)	14% (14)	103
PID/Gender: Rep Women	45% (33)	15% (11)	17% (12)	3% (2)	20% (15)	74
Ideo: Liberal (1-3)	52% (192)	31% (115)	8% (29)	3% (10)	7% (24)	370
Ideo: Moderate (4)	46% (98)	26% (55)	9% (19)	5% (12)	14% (31)	214
Ideo: Conservative (5-7)	46% (73)	26% (41)	11% (18)	6% (9)	11% (18)	158
Educ: < College	47% (436)	27% (254)	8% (78)	4% (40)	14% (129)	938
Educ: Bachelors degree	45% (28)	33% (20)	6% (3)	7% (4)	9% (5)	61
Income: Under 50k	45% (274)	26% (159)	8% (46)	5% (29)	16% (98)	606
Income: 50k-100k	46% (128)	31% (87)	11% (30)	4% (10)	9% (24)	279
Income: 100k+	55% (73)	25% (33)	6% (8)	4% (6)	10% (14)	133
Ethnicity: White	48% (310)	27% (176)	8% (52)	4% (25)	13% (83)	645
Ethnicity: Hispanic	49% (120)	27% (66)	7% (17)	3% (6)	14% (35)	244
Ethnicity: Black	45% (72)	25% (40)	8% (13)	5% (8)	17% (28)	161
Ethnicity: Other	44% (92)	30% (64)	9% (19)	6% (12)	12% (25)	212

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**Table MCGZ22\_6:** Would you go to a movie theater more frequently if it offered the following promotions?  
Free concession items

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	47%	(475)	27%	(279)	8%	(84)	4%	(45)	13%	(135)	1018
All Christian	49%	(106)	24%	(51)	14%	(30)	3%	(7)	10%	(21)	215
All Non-Christian	38%	(21)	37%	(21)	13%	(7)	4%	(2)	8%	(4)	55
Atheist	55%	(67)	29%	(35)	3%	(4)	3%	(3)	9%	(11)	121
Agnostic/Nothing in particular	42%	(169)	27%	(109)	7%	(28)	6%	(23)	17%	(69)	398
Something Else	49%	(112)	28%	(63)	7%	(16)	4%	(9)	13%	(29)	229
Religious Non-Protestant/Catholic	39%	(26)	35%	(23)	16%	(11)	3%	(2)	7%	(4)	67
Evangelical	49%	(76)	24%	(37)	9%	(13)	6%	(9)	13%	(21)	157
Non-Evangelical	50%	(135)	26%	(70)	11%	(28)	3%	(7)	11%	(28)	268
Community: Urban	44%	(110)	29%	(71)	7%	(17)	5%	(11)	16%	(39)	249
Community: Suburban	49%	(276)	26%	(146)	8%	(42)	4%	(25)	12%	(69)	558
Community: Rural	42%	(89)	30%	(63)	12%	(25)	4%	(8)	13%	(26)	211
Employ: Private Sector	52%	(77)	25%	(38)	14%	(21)	5%	(7)	5%	(7)	150
Employ: Self-Employed	49%	(33)	27%	(18)	7%	(4)	5%	(3)	12%	(8)	67
Employ: Student	46%	(231)	29%	(146)	8%	(42)	4%	(18)	13%	(67)	504
Employ: Unemployed	40%	(64)	30%	(48)	4%	(7)	7%	(11)	18%	(29)	159
Employ: Other	51%	(41)	21%	(17)	2%	(2)	3%	(2)	23%	(18)	79
Military HH: Yes	51%	(56)	24%	(27)	7%	(8)	4%	(4)	14%	(15)	110
Military HH: No	46%	(419)	28%	(253)	8%	(76)	4%	(40)	13%	(120)	908
RD/WT: Right Direction	42%	(191)	30%	(138)	9%	(40)	6%	(26)	13%	(60)	455
RD/WT: Wrong Track	50%	(284)	25%	(141)	8%	(44)	3%	(19)	13%	(76)	564
Biden Job Approve	48%	(250)	28%	(147)	10%	(53)	3%	(17)	10%	(52)	519
Biden Job Disapprove	49%	(150)	30%	(91)	7%	(20)	4%	(12)	11%	(32)	305
Biden Job Strongly Approve	46%	(72)	31%	(48)	9%	(15)	5%	(7)	9%	(15)	158
Biden Job Somewhat Approve	49%	(178)	27%	(98)	10%	(38)	3%	(10)	10%	(37)	361
Biden Job Somewhat Disapprove	52%	(79)	30%	(45)	4%	(6)	5%	(7)	9%	(14)	150
Biden Job Strongly Disapprove	46%	(72)	30%	(46)	9%	(15)	3%	(5)	12%	(18)	155
Favorable of Biden	48%	(246)	29%	(150)	9%	(47)	4%	(19)	11%	(54)	516
Unfavorable of Biden	50%	(185)	28%	(102)	7%	(25)	4%	(13)	11%	(42)	367

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**Table MCGZ22\_6:** Would you go to a movie theater more frequently if it offered the following promotions?

Free concession items

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	47%	(475)	27%	(279)	8%	(84)	4%	(45)	13%	(135)	1018
Very Favorable of Biden	46%	(78)	30%	(51)	8%	(14)	5%	(8)	11%	(18)	169
Somewhat Favorable of Biden	48%	(167)	29%	(100)	9%	(32)	3%	(12)	11%	(36)	347
Somewhat Unfavorable of Biden	55%	(91)	29%	(48)	5%	(8)	3%	(5)	8%	(13)	165
Very Unfavorable of Biden	47%	(94)	26%	(53)	9%	(18)	4%	(8)	14%	(29)	202
#1 Issue: Economy	45%	(136)	30%	(92)	7%	(22)	3%	(8)	15%	(44)	303
#1 Issue: Security	40%	(29)	29%	(21)	5%	(4)	2%	(1)	23%	(16)	72
#1 Issue: Health Care	47%	(54)	24%	(27)	7%	(8)	10%	(12)	12%	(13)	115
#1 Issue: Women's Issues	50%	(92)	22%	(40)	9%	(16)	5%	(8)	15%	(27)	183
#1 Issue: Education	51%	(62)	25%	(30)	11%	(14)	4%	(5)	9%	(11)	122
#1 Issue: Energy	52%	(67)	26%	(34)	10%	(14)	3%	(4)	9%	(11)	130
#1 Issue: Other	36%	(29)	40%	(32)	5%	(4)	4%	(3)	15%	(12)	81
2020 Vote: Joe Biden	51%	(109)	29%	(63)	10%	(21)	4%	(9)	6%	(14)	215
2020 Vote: Donald Trump	37%	(27)	26%	(19)	15%	(11)	9%	(6)	13%	(10)	73
2020 Vote: Didn't Vote	46%	(333)	27%	(192)	7%	(52)	4%	(28)	16%	(111)	716
2018 House Vote: Democrat	55%	(56)	25%	(26)	11%	(11)	3%	(3)	6%	(6)	101
2016 Vote: Hillary Clinton	50%	(35)	27%	(18)	10%	(7)	5%	(3)	8%	(6)	69
2016 Vote: Didn't Vote	46%	(419)	27%	(249)	8%	(75)	4%	(38)	14%	(126)	906
Voted in 2014: No	46%	(454)	27%	(269)	8%	(83)	4%	(44)	13%	(131)	981
4-Region: Northeast	47%	(81)	30%	(51)	6%	(11)	6%	(11)	10%	(18)	171
4-Region: Midwest	45%	(96)	28%	(59)	9%	(20)	3%	(6)	15%	(31)	212
4-Region: South	48%	(188)	28%	(110)	8%	(31)	4%	(17)	12%	(47)	393
4-Region: West	46%	(111)	24%	(59)	9%	(22)	4%	(11)	16%	(40)	242
Plans to Go to the Movies more	56%	(237)	27%	(114)	7%	(28)	2%	(10)	8%	(32)	422
Plans to Go to the Movies less	38%	(67)	30%	(52)	14%	(25)	6%	(10)	12%	(22)	176
Plans to Go to the Movies the Same	48%	(148)	29%	(90)	7%	(21)	4%	(11)	12%	(39)	309

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

**Table MCGZ22\_7: Would you go to a movie theater more frequently if it offered the following promotions?  
 Special themed concession items**

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	24%	(241)	29%	(297)	21%	(210)	9%	(91)	18%	(179)	1018
Gender: Male	23%	(119)	29%	(150)	22%	(115)	10%	(51)	16%	(84)	519
Gender: Female	24%	(122)	29%	(147)	19%	(95)	8%	(40)	19%	(95)	499
13-16	20%	(68)	29%	(98)	25%	(83)	6%	(22)	19%	(65)	336
17-20	25%	(85)	28%	(96)	20%	(69)	11%	(37)	17%	(59)	346
21-24	26%	(88)	31%	(103)	17%	(58)	10%	(32)	16%	(55)	336
GenZers: 1997-2012	24%	(241)	29%	(297)	21%	(210)	9%	(91)	18%	(179)	1018
PID: Dem (no lean)	23%	(86)	32%	(119)	25%	(92)	8%	(29)	12%	(43)	368
PID: Ind (no lean)	23%	(110)	29%	(139)	16%	(77)	9%	(44)	22%	(104)	473
PID: Rep (no lean)	26%	(46)	22%	(39)	23%	(41)	10%	(18)	18%	(32)	177
PID/Gender: Dem Men	21%	(37)	32%	(56)	27%	(46)	8%	(13)	12%	(21)	173
PID/Gender: Dem Women	25%	(49)	32%	(63)	24%	(46)	8%	(15)	11%	(22)	195
PID/Gender: Ind Men	22%	(53)	29%	(71)	19%	(45)	11%	(27)	20%	(48)	243
PID/Gender: Ind Women	25%	(57)	30%	(68)	14%	(31)	8%	(18)	24%	(56)	230
PID/Gender: Rep Men	29%	(30)	23%	(23)	23%	(23)	11%	(11)	15%	(15)	103
PID/Gender: Rep Women	21%	(16)	22%	(16)	24%	(18)	10%	(7)	24%	(17)	74
Ideo: Liberal (1-3)	22%	(81)	34%	(125)	25%	(93)	9%	(33)	10%	(38)	370
Ideo: Moderate (4)	25%	(54)	24%	(51)	20%	(44)	10%	(22)	20%	(43)	214
Ideo: Conservative (5-7)	24%	(38)	31%	(48)	21%	(34)	10%	(16)	14%	(22)	158
Educ: < College	24%	(221)	29%	(274)	20%	(192)	9%	(83)	18%	(168)	938
Educ: Bachelors degree	20%	(12)	30%	(18)	26%	(16)	8%	(5)	16%	(10)	61
Income: Under 50k	27%	(161)	27%	(162)	19%	(114)	8%	(47)	20%	(122)	606
Income: 50k-100k	20%	(56)	33%	(93)	23%	(65)	9%	(26)	14%	(39)	279
Income: 100k+	18%	(24)	31%	(41)	23%	(31)	14%	(18)	14%	(18)	133
Ethnicity: White	24%	(152)	29%	(187)	21%	(138)	9%	(55)	17%	(112)	645
Ethnicity: Hispanic	33%	(80)	28%	(67)	18%	(44)	4%	(10)	18%	(43)	244
Ethnicity: Black	24%	(39)	31%	(50)	16%	(25)	8%	(13)	21%	(33)	161
Ethnicity: Other	24%	(50)	28%	(60)	22%	(46)	11%	(23)	16%	(33)	212

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**Table MCGZ22\_7: Would you go to a movie theater more frequently if it offered the following promotions?**  
*Special themed concession items*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	24%	(241)	29%	(297)	21%	(210)	9%	(91)	18%	(179)	1018
All Christian	25%	(53)	33%	(70)	24%	(52)	7%	(15)	12%	(26)	215
All Non-Christian	32%	(18)	26%	(15)	15%	(8)	13%	(7)	14%	(8)	55
Atheist	21%	(25)	28%	(34)	23%	(28)	11%	(13)	17%	(21)	121
Agnostic/Nothing in particular	21%	(84)	27%	(109)	21%	(82)	9%	(37)	22%	(87)	398
Something Else	27%	(61)	31%	(70)	18%	(41)	9%	(20)	16%	(37)	229
Religious Non-Protestant/Catholic	29%	(20)	24%	(16)	23%	(15)	13%	(8)	12%	(8)	67
Evangelical	24%	(38)	35%	(55)	18%	(28)	9%	(15)	14%	(22)	157
Non-Evangelical	27%	(72)	30%	(81)	21%	(57)	7%	(18)	15%	(41)	268
Community: Urban	23%	(58)	26%	(66)	21%	(53)	9%	(22)	20%	(51)	249
Community: Suburban	23%	(129)	31%	(176)	19%	(109)	9%	(51)	17%	(94)	558
Community: Rural	26%	(54)	26%	(56)	23%	(49)	9%	(19)	16%	(34)	211
Employ: Private Sector	33%	(49)	30%	(46)	21%	(32)	9%	(13)	7%	(11)	150
Employ: Self-Employed	22%	(14)	32%	(21)	14%	(10)	12%	(8)	20%	(13)	67
Employ: Student	21%	(108)	30%	(153)	24%	(119)	8%	(41)	16%	(83)	504
Employ: Unemployed	23%	(36)	25%	(40)	18%	(29)	9%	(15)	25%	(39)	159
Employ: Other	27%	(21)	25%	(20)	13%	(10)	11%	(9)	24%	(19)	79
Military HH: Yes	30%	(33)	32%	(35)	18%	(19)	6%	(7)	14%	(15)	110
Military HH: No	23%	(208)	29%	(262)	21%	(190)	9%	(85)	18%	(164)	908
RD/WT: Right Direction	21%	(94)	31%	(140)	22%	(100)	9%	(40)	18%	(80)	455
RD/WT: Wrong Track	26%	(147)	28%	(157)	19%	(109)	9%	(51)	18%	(99)	564
Biden Job Approve	25%	(130)	31%	(159)	22%	(112)	8%	(40)	15%	(77)	519
Biden Job Disapprove	26%	(80)	30%	(91)	22%	(66)	9%	(26)	14%	(42)	305
Biden Job Strongly Approve	27%	(43)	33%	(52)	20%	(31)	8%	(12)	12%	(20)	158
Biden Job Somewhat Approve	24%	(86)	30%	(108)	22%	(81)	8%	(28)	16%	(58)	361
Biden Job Somewhat Disapprove	24%	(36)	34%	(51)	21%	(31)	10%	(15)	11%	(16)	150
Biden Job Strongly Disapprove	28%	(44)	26%	(40)	23%	(35)	7%	(11)	17%	(26)	155
Favorable of Biden	24%	(122)	31%	(161)	22%	(112)	8%	(42)	15%	(79)	516
Unfavorable of Biden	26%	(96)	29%	(107)	21%	(75)	9%	(35)	15%	(53)	367

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**Table MCGZ22\_7: Would you go to a movie theater more frequently if it offered the following promotions?**  
*Special themed concession items*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	24%	(241)	29%	(297)	21%	(210)	9%	(91)	18%	(179)	1018
Very Favorable of Biden	28%	(47)	34%	(58)	16%	(26)	9%	(15)	13%	(23)	169
Somewhat Favorable of Biden	22%	(75)	30%	(103)	25%	(86)	8%	(27)	16%	(56)	347
Somewhat Unfavorable of Biden	24%	(39)	36%	(59)	18%	(30)	9%	(14)	13%	(22)	165
Very Unfavorable of Biden	28%	(57)	24%	(48)	22%	(45)	10%	(20)	16%	(31)	202
#1 Issue: Economy	26%	(79)	26%	(79)	20%	(62)	9%	(27)	19%	(57)	303
#1 Issue: Security	22%	(16)	22%	(16)	22%	(16)	9%	(6)	25%	(18)	72
#1 Issue: Health Care	27%	(31)	29%	(33)	17%	(20)	13%	(15)	14%	(16)	115
#1 Issue: Women's Issues	24%	(44)	31%	(56)	16%	(30)	10%	(19)	18%	(34)	183
#1 Issue: Education	23%	(28)	35%	(42)	24%	(29)	8%	(9)	11%	(13)	122
#1 Issue: Energy	18%	(23)	37%	(49)	25%	(33)	5%	(7)	14%	(19)	130
#1 Issue: Other	21%	(17)	23%	(18)	24%	(19)	8%	(7)	25%	(20)	81
2020 Vote: Joe Biden	26%	(55)	36%	(77)	16%	(35)	12%	(26)	10%	(22)	215
2020 Vote: Donald Trump	24%	(17)	28%	(21)	20%	(15)	12%	(9)	16%	(12)	73
2020 Vote: Didn't Vote	23%	(165)	27%	(194)	22%	(160)	8%	(55)	20%	(143)	716
2018 House Vote: Democrat	28%	(29)	37%	(38)	16%	(16)	11%	(11)	7%	(7)	101
2016 Vote: Hillary Clinton	29%	(20)	33%	(23)	17%	(12)	9%	(6)	11%	(8)	69
2016 Vote: Didn't Vote	23%	(205)	29%	(267)	21%	(190)	9%	(82)	18%	(162)	906
Voted in 2014: No	24%	(231)	29%	(284)	21%	(203)	9%	(88)	18%	(175)	981
4-Region: Northeast	25%	(43)	27%	(46)	25%	(42)	6%	(10)	18%	(30)	171
4-Region: Midwest	20%	(42)	31%	(67)	22%	(47)	8%	(17)	19%	(39)	212
4-Region: South	25%	(99)	28%	(110)	21%	(82)	10%	(38)	16%	(64)	393
4-Region: West	24%	(57)	31%	(74)	16%	(39)	11%	(26)	19%	(45)	242
Plans to Go to the Movies more	34%	(143)	33%	(138)	17%	(70)	6%	(27)	10%	(43)	422
Plans to Go to the Movies less	16%	(29)	28%	(49)	30%	(53)	10%	(17)	16%	(28)	176
Plans to Go to the Movies the Same	18%	(56)	28%	(88)	24%	(74)	10%	(32)	19%	(59)	309

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

**Table MCGZ22\_8: Would you go to a movie theater more frequently if it offered the following promotions?  
Giveaways of promotional items such as posters**

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	27%	(273)	30%	(305)	17%	(170)	9%	(95)	17%	(174)	1018
Gender: Male	29%	(151)	28%	(147)	17%	(91)	10%	(50)	16%	(81)	519
Gender: Female	25%	(123)	32%	(158)	16%	(80)	9%	(46)	19%	(93)	499
13-16	26%	(86)	29%	(99)	20%	(66)	8%	(28)	17%	(57)	336
17-20	26%	(90)	29%	(100)	16%	(55)	10%	(35)	19%	(66)	346
21-24	29%	(97)	32%	(106)	15%	(49)	9%	(32)	15%	(51)	336
GenZers: 1997-2012	27%	(273)	30%	(305)	17%	(170)	9%	(95)	17%	(174)	1018
PID: Dem (no lean)	26%	(97)	35%	(128)	19%	(70)	9%	(33)	11%	(40)	368
PID: Ind (no lean)	26%	(124)	30%	(144)	15%	(70)	9%	(44)	19%	(92)	473
PID: Rep (no lean)	30%	(52)	19%	(33)	17%	(31)	11%	(19)	24%	(42)	177
PID/Gender: Dem Men	29%	(50)	34%	(59)	20%	(36)	7%	(12)	10%	(17)	173
PID/Gender: Dem Women	24%	(47)	35%	(69)	18%	(34)	11%	(21)	12%	(24)	195
PID/Gender: Ind Men	28%	(67)	28%	(68)	16%	(40)	10%	(25)	18%	(43)	243
PID/Gender: Ind Women	25%	(57)	33%	(75)	13%	(30)	8%	(19)	21%	(49)	230
PID/Gender: Rep Men	32%	(33)	19%	(19)	15%	(16)	12%	(13)	21%	(22)	103
PID/Gender: Rep Women	26%	(19)	18%	(14)	20%	(15)	8%	(6)	27%	(20)	74
Ideo: Liberal (1-3)	27%	(100)	36%	(134)	19%	(69)	10%	(38)	8%	(30)	370
Ideo: Moderate (4)	29%	(63)	27%	(57)	14%	(31)	11%	(24)	19%	(40)	214
Ideo: Conservative (5-7)	29%	(46)	24%	(37)	20%	(32)	9%	(14)	18%	(29)	158
Educ: < College	27%	(253)	29%	(274)	17%	(159)	9%	(87)	18%	(165)	938
Educ: Bachelors degree	20%	(12)	42%	(26)	16%	(10)	11%	(7)	11%	(7)	61
Income: Under 50k	28%	(172)	28%	(171)	16%	(95)	8%	(47)	20%	(122)	606
Income: 50k-100k	24%	(68)	34%	(94)	17%	(47)	11%	(31)	14%	(39)	279
Income: 100k+	26%	(34)	30%	(40)	21%	(28)	13%	(17)	10%	(13)	133
Ethnicity: White	28%	(178)	31%	(198)	15%	(97)	9%	(57)	18%	(115)	645
Ethnicity: Hispanic	37%	(91)	25%	(62)	17%	(41)	5%	(12)	16%	(38)	244
Ethnicity: Black	24%	(39)	28%	(45)	20%	(32)	7%	(12)	20%	(32)	161
Ethnicity: Other	26%	(56)	29%	(62)	19%	(41)	12%	(26)	13%	(27)	212

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**Table MCGZ22\_8:** Would you go to a movie theater more frequently if it offered the following promotions?  
Giveaways of promotional items such as posters

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	27%	(273)	30%	(305)	17%	(170)	9%	(95)	17%	(174)	1018
All Christian	31%	(67)	22%	(48)	23%	(49)	9%	(18)	15%	(33)	215
All Non-Christian	23%	(13)	38%	(21)	17%	(10)	8%	(4)	14%	(8)	55
Atheist	33%	(39)	28%	(33)	18%	(22)	8%	(10)	13%	(16)	121
Agnostic/Nothing in particular	23%	(93)	33%	(131)	14%	(56)	10%	(39)	20%	(78)	398
Something Else	27%	(62)	31%	(71)	14%	(33)	10%	(23)	17%	(39)	229
Religious Non-Protestant/Catholic	22%	(15)	33%	(22)	24%	(16)	6%	(4)	14%	(10)	67
Evangelical	27%	(42)	26%	(40)	20%	(32)	11%	(18)	16%	(25)	157
Non-Evangelical	31%	(82)	28%	(75)	15%	(41)	9%	(24)	17%	(45)	268
Community: Urban	27%	(67)	30%	(74)	14%	(35)	10%	(25)	19%	(47)	249
Community: Suburban	27%	(153)	29%	(162)	17%	(95)	9%	(53)	17%	(96)	558
Community: Rural	25%	(54)	33%	(69)	19%	(40)	9%	(18)	14%	(30)	211
Employ: Private Sector	32%	(49)	31%	(47)	18%	(28)	9%	(14)	9%	(13)	150
Employ: Self-Employed	31%	(21)	25%	(17)	18%	(12)	8%	(5)	18%	(12)	67
Employ: Student	26%	(131)	30%	(153)	19%	(96)	9%	(45)	16%	(79)	504
Employ: Unemployed	23%	(36)	28%	(44)	13%	(20)	12%	(18)	25%	(40)	159
Employ: Other	26%	(21)	31%	(25)	8%	(6)	10%	(8)	25%	(20)	79
Military HH: Yes	38%	(42)	24%	(26)	15%	(17)	9%	(10)	15%	(16)	110
Military HH: No	26%	(232)	31%	(279)	17%	(154)	9%	(86)	17%	(158)	908
RD/WT: Right Direction	25%	(116)	30%	(135)	19%	(85)	10%	(44)	16%	(74)	455
RD/WT: Wrong Track	28%	(158)	30%	(170)	15%	(86)	9%	(51)	18%	(100)	564
Biden Job Approve	29%	(150)	32%	(168)	18%	(91)	8%	(40)	13%	(69)	519
Biden Job Disapprove	29%	(90)	28%	(85)	17%	(53)	11%	(33)	15%	(45)	305
Biden Job Strongly Approve	34%	(53)	35%	(55)	14%	(22)	7%	(12)	10%	(17)	158
Biden Job Somewhat Approve	27%	(97)	32%	(114)	19%	(69)	8%	(28)	15%	(53)	361
Biden Job Somewhat Disapprove	27%	(40)	30%	(45)	17%	(26)	13%	(19)	13%	(20)	150
Biden Job Strongly Disapprove	32%	(49)	26%	(40)	17%	(27)	9%	(13)	17%	(26)	155
Favorable of Biden	28%	(145)	32%	(165)	18%	(93)	9%	(46)	13%	(67)	516
Unfavorable of Biden	28%	(101)	30%	(112)	17%	(61)	10%	(37)	15%	(56)	367

Continued on next page

**Table MCGZ22\_8:** Would you go to a movie theater more frequently if it offered the following promotions?  
Giveaways of promotional items such as posters

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	27%	(273)	30%	(305)	17%	(170)	9%	(95)	17%	(174)	1018
Very Favorable of Biden	32%	(54)	36%	(61)	12%	(20)	7%	(11)	14%	(23)	169
Somewhat Favorable of Biden	26%	(91)	30%	(105)	21%	(73)	10%	(34)	13%	(44)	347
Somewhat Unfavorable of Biden	26%	(42)	36%	(60)	18%	(29)	9%	(14)	12%	(19)	165
Very Unfavorable of Biden	29%	(59)	26%	(52)	16%	(32)	11%	(22)	18%	(37)	202
#1 Issue: Economy	28%	(86)	27%	(83)	16%	(49)	9%	(28)	19%	(58)	303
#1 Issue: Security	24%	(18)	25%	(18)	20%	(15)	7%	(5)	23%	(17)	72
#1 Issue: Health Care	24%	(27)	34%	(39)	13%	(15)	11%	(12)	18%	(21)	115
#1 Issue: Women's Issues	27%	(49)	35%	(64)	10%	(19)	13%	(24)	14%	(26)	183
#1 Issue: Education	34%	(41)	26%	(32)	18%	(22)	8%	(9)	14%	(17)	122
#1 Issue: Energy	22%	(29)	32%	(42)	25%	(33)	9%	(12)	12%	(16)	130
#1 Issue: Other	28%	(22)	30%	(24)	18%	(15)	6%	(5)	19%	(15)	81
2020 Vote: Joe Biden	31%	(68)	34%	(73)	14%	(31)	11%	(23)	9%	(20)	215
2020 Vote: Donald Trump	27%	(20)	31%	(22)	11%	(8)	14%	(10)	17%	(13)	73
2020 Vote: Didn't Vote	25%	(182)	29%	(206)	18%	(131)	8%	(59)	19%	(139)	716
2018 House Vote: Democrat	28%	(28)	40%	(40)	19%	(19)	8%	(8)	6%	(6)	101
2016 Vote: Hillary Clinton	26%	(18)	36%	(25)	22%	(15)	6%	(4)	9%	(7)	69
2016 Vote: Didn't Vote	26%	(239)	29%	(267)	17%	(152)	9%	(86)	18%	(162)	906
Voted in 2014: No	27%	(262)	30%	(292)	17%	(165)	10%	(93)	17%	(169)	981
4-Region: Northeast	26%	(44)	37%	(63)	15%	(25)	8%	(14)	15%	(25)	171
4-Region: Midwest	24%	(50)	29%	(62)	17%	(37)	8%	(17)	22%	(46)	212
4-Region: South	30%	(120)	27%	(106)	18%	(69)	11%	(44)	14%	(55)	393
4-Region: West	25%	(59)	31%	(75)	16%	(39)	8%	(21)	20%	(48)	242
Plans to Go to the Movies more	37%	(155)	29%	(123)	18%	(75)	6%	(27)	10%	(42)	422
Plans to Go to the Movies less	21%	(36)	35%	(62)	18%	(31)	12%	(21)	14%	(25)	176
Plans to Go to the Movies the Same	22%	(68)	31%	(97)	17%	(52)	10%	(29)	20%	(62)	309

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



**Table MCGZ22\_9: Would you go to a movie theater more frequently if it offered the following promotions?  
Screenings of older movies**

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	23%	(231)	32%	(328)	18%	(188)	10%	(102)	17%	(170)	1018
Gender: Male	23%	(121)	31%	(160)	21%	(108)	11%	(58)	14%	(73)	519
Gender: Female	22%	(110)	34%	(168)	16%	(80)	9%	(44)	19%	(97)	499
13-16	19%	(65)	34%	(113)	23%	(76)	7%	(24)	17%	(57)	336
17-20	23%	(80)	31%	(106)	15%	(54)	13%	(44)	18%	(63)	346
21-24	26%	(86)	32%	(109)	17%	(58)	10%	(34)	15%	(50)	336
GenZers: 1997-2012	23%	(231)	32%	(328)	18%	(188)	10%	(102)	17%	(170)	1018
PID: Dem (no lean)	22%	(81)	34%	(127)	20%	(72)	12%	(43)	12%	(46)	368
PID: Ind (no lean)	23%	(108)	32%	(153)	17%	(82)	9%	(45)	18%	(85)	473
PID: Rep (no lean)	24%	(42)	27%	(48)	19%	(33)	8%	(15)	22%	(39)	177
PID/Gender: Dem Men	24%	(42)	33%	(58)	19%	(33)	11%	(19)	12%	(21)	173
PID/Gender: Dem Women	20%	(39)	35%	(69)	20%	(39)	12%	(24)	12%	(24)	195
PID/Gender: Ind Men	22%	(54)	32%	(78)	21%	(52)	11%	(28)	13%	(32)	243
PID/Gender: Ind Women	24%	(54)	33%	(75)	13%	(30)	7%	(17)	23%	(53)	230
PID/Gender: Rep Men	24%	(25)	24%	(24)	22%	(23)	11%	(11)	19%	(20)	103
PID/Gender: Rep Women	23%	(17)	32%	(24)	14%	(10)	5%	(3)	27%	(20)	74
Ideo: Liberal (1-3)	23%	(86)	38%	(139)	19%	(71)	10%	(37)	10%	(37)	370
Ideo: Moderate (4)	27%	(58)	29%	(61)	19%	(41)	11%	(23)	14%	(30)	214
Ideo: Conservative (5-7)	24%	(38)	33%	(52)	17%	(27)	7%	(12)	19%	(31)	158
Educ: < College	22%	(211)	32%	(300)	19%	(176)	9%	(89)	17%	(162)	938
Educ: Bachelors degree	23%	(14)	36%	(22)	15%	(9)	16%	(10)	11%	(7)	61
Income: Under 50k	24%	(144)	29%	(178)	17%	(105)	10%	(62)	19%	(117)	606
Income: 50k-100k	19%	(52)	36%	(101)	23%	(63)	9%	(26)	14%	(38)	279
Income: 100k+	26%	(35)	37%	(49)	14%	(19)	11%	(14)	12%	(15)	133
Ethnicity: White	24%	(153)	33%	(214)	18%	(116)	9%	(56)	16%	(106)	645
Ethnicity: Hispanic	29%	(72)	31%	(75)	19%	(46)	5%	(12)	16%	(39)	244
Ethnicity: Black	23%	(38)	27%	(43)	16%	(26)	15%	(24)	19%	(30)	161
Ethnicity: Other	19%	(40)	33%	(70)	21%	(45)	10%	(22)	16%	(34)	212

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**Table MCGZ22\_9:** Would you go to a movie theater more frequently if it offered the following promotions?  
Screenings of older movies

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	23%	(231)	32%	(328)	18%	(188)	10%	(102)	17%	(170)	1018
All Christian	26%	(56)	31%	(67)	23%	(50)	5%	(11)	14%	(30)	215
All Non-Christian	22%	(12)	28%	(16)	21%	(12)	19%	(10)	9%	(5)	55
Atheist	27%	(33)	32%	(39)	18%	(22)	9%	(11)	13%	(16)	121
Agnostic/Nothing in particular	18%	(70)	34%	(134)	16%	(65)	11%	(45)	21%	(83)	398
Something Else	26%	(59)	32%	(72)	17%	(38)	11%	(24)	15%	(35)	229
Religious Non-Protestant/Catholic	24%	(16)	29%	(19)	24%	(16)	16%	(10)	8%	(5)	67
Evangelical	24%	(37)	29%	(45)	19%	(30)	12%	(19)	16%	(25)	157
Non-Evangelical	28%	(74)	32%	(86)	20%	(53)	6%	(16)	15%	(39)	268
Community: Urban	22%	(56)	28%	(70)	22%	(55)	12%	(30)	15%	(37)	249
Community: Suburban	23%	(127)	34%	(191)	17%	(94)	10%	(53)	17%	(93)	558
Community: Rural	23%	(48)	32%	(67)	18%	(38)	9%	(19)	19%	(39)	211
Employ: Private Sector	24%	(36)	38%	(58)	22%	(32)	10%	(15)	6%	(9)	150
Employ: Self-Employed	34%	(23)	20%	(13)	12%	(8)	14%	(9)	21%	(14)	67
Employ: Student	23%	(114)	33%	(164)	19%	(94)	9%	(47)	17%	(85)	504
Employ: Unemployed	16%	(25)	31%	(50)	22%	(35)	10%	(15)	21%	(34)	159
Employ: Other	22%	(17)	31%	(25)	14%	(11)	10%	(8)	23%	(18)	79
Military HH: Yes	33%	(37)	31%	(34)	13%	(14)	7%	(7)	16%	(17)	110
Military HH: No	21%	(194)	32%	(294)	19%	(173)	10%	(95)	17%	(153)	908
RD/WT: Right Direction	20%	(91)	35%	(157)	19%	(85)	12%	(54)	15%	(68)	455
RD/WT: Wrong Track	25%	(140)	30%	(171)	18%	(103)	9%	(48)	18%	(102)	564
Biden Job Approve	23%	(117)	36%	(188)	19%	(99)	10%	(54)	12%	(61)	519
Biden Job Disapprove	27%	(82)	29%	(88)	18%	(56)	10%	(30)	16%	(50)	305
Biden Job Strongly Approve	25%	(39)	31%	(50)	20%	(31)	12%	(19)	12%	(19)	158
Biden Job Somewhat Approve	22%	(78)	38%	(138)	19%	(68)	10%	(35)	12%	(42)	361
Biden Job Somewhat Disapprove	29%	(43)	28%	(41)	19%	(29)	11%	(16)	13%	(20)	150
Biden Job Strongly Disapprove	25%	(39)	30%	(46)	17%	(26)	9%	(14)	19%	(30)	155
Favorable of Biden	23%	(116)	35%	(180)	19%	(97)	11%	(56)	13%	(66)	516
Unfavorable of Biden	24%	(89)	33%	(123)	17%	(61)	9%	(33)	17%	(62)	367

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**Table MCGZ22\_9:** Would you go to a movie theater more frequently if it offered the following promotions?  
Screenings of older movies

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	23%	(231)	32%	(328)	18%	(188)	10%	(102)	17%	(170)	1018
Very Favorable of Biden	26%	(43)	28%	(47)	22%	(38)	10%	(18)	14%	(23)	169
Somewhat Favorable of Biden	21%	(73)	38%	(133)	17%	(59)	11%	(39)	12%	(43)	347
Somewhat Unfavorable of Biden	25%	(41)	37%	(61)	18%	(29)	8%	(14)	12%	(19)	165
Very Unfavorable of Biden	24%	(48)	30%	(62)	16%	(31)	9%	(19)	21%	(42)	202
#1 Issue: Economy	22%	(66)	32%	(98)	21%	(64)	9%	(27)	16%	(49)	303
#1 Issue: Security	27%	(20)	35%	(25)	11%	(8)	5%	(3)	21%	(15)	72
#1 Issue: Health Care	25%	(29)	21%	(24)	22%	(26)	12%	(14)	19%	(22)	115
#1 Issue: Women's Issues	24%	(43)	35%	(63)	12%	(22)	12%	(23)	17%	(32)	183
#1 Issue: Education	29%	(35)	28%	(34)	19%	(23)	12%	(14)	13%	(16)	122
#1 Issue: Energy	21%	(27)	32%	(42)	23%	(30)	8%	(11)	16%	(21)	130
#1 Issue: Other	12%	(9)	47%	(38)	15%	(12)	10%	(8)	17%	(13)	81
2020 Vote: Joe Biden	29%	(61)	30%	(63)	21%	(45)	12%	(26)	9%	(19)	215
2020 Vote: Donald Trump	22%	(16)	31%	(23)	18%	(14)	13%	(9)	15%	(11)	73
2020 Vote: Didn't Vote	21%	(150)	33%	(234)	18%	(129)	9%	(65)	19%	(138)	716
2018 House Vote: Democrat	32%	(33)	31%	(32)	19%	(20)	11%	(12)	6%	(6)	101
2016 Vote: Hillary Clinton	31%	(21)	37%	(25)	17%	(11)	10%	(7)	6%	(4)	69
2016 Vote: Didn't Vote	22%	(200)	31%	(285)	19%	(170)	10%	(91)	18%	(161)	906
Voted in 2014: No	22%	(217)	32%	(317)	19%	(184)	10%	(96)	17%	(168)	981
4-Region: Northeast	24%	(42)	30%	(51)	14%	(24)	13%	(23)	18%	(31)	171
4-Region: Midwest	20%	(42)	35%	(73)	22%	(46)	6%	(13)	18%	(37)	212
4-Region: South	26%	(101)	32%	(127)	17%	(67)	9%	(36)	16%	(62)	393
4-Region: West	19%	(46)	31%	(76)	21%	(51)	12%	(30)	16%	(39)	242
Plans to Go to the Movies more	29%	(121)	34%	(144)	19%	(79)	8%	(36)	10%	(42)	422
Plans to Go to the Movies less	20%	(36)	35%	(62)	21%	(37)	9%	(16)	14%	(25)	176
Plans to Go to the Movies the Same	20%	(61)	32%	(98)	18%	(55)	11%	(35)	19%	(59)	309

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

**Table MCGZ22\_10:** Would you go to a movie theater more frequently if it offered the following promotions?  
Screenings of live events such as theater or concerts

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	20%	(202)	27%	(272)	22%	(226)	12%	(127)	19%	(191)	1018
Gender: Male	19%	(96)	28%	(145)	22%	(116)	14%	(71)	17%	(91)	519
Gender: Female	21%	(106)	25%	(127)	22%	(110)	11%	(56)	20%	(100)	499
13-16	15%	(49)	26%	(89)	25%	(84)	13%	(43)	21%	(71)	336
17-20	23%	(78)	23%	(80)	22%	(78)	13%	(45)	19%	(66)	346
21-24	22%	(75)	31%	(104)	19%	(65)	12%	(39)	16%	(54)	336
GenZers: 1997-2012	20%	(202)	27%	(272)	22%	(226)	12%	(127)	19%	(191)	1018
PID: Dem (no lean)	21%	(77)	32%	(118)	22%	(80)	11%	(42)	14%	(52)	368
PID: Ind (no lean)	20%	(94)	24%	(113)	21%	(98)	14%	(66)	22%	(102)	473
PID: Rep (no lean)	18%	(31)	23%	(41)	27%	(48)	11%	(19)	21%	(37)	177
PID/Gender: Dem Men	19%	(32)	38%	(66)	20%	(35)	8%	(15)	15%	(26)	173
PID/Gender: Dem Women	23%	(44)	27%	(52)	23%	(45)	14%	(27)	14%	(26)	195
PID/Gender: Ind Men	19%	(46)	23%	(56)	22%	(54)	17%	(41)	19%	(47)	243
PID/Gender: Ind Women	21%	(48)	25%	(58)	19%	(45)	11%	(25)	24%	(55)	230
PID/Gender: Rep Men	17%	(18)	23%	(24)	27%	(28)	15%	(16)	17%	(17)	103
PID/Gender: Rep Women	18%	(13)	23%	(17)	28%	(20)	5%	(4)	26%	(19)	74
Ideo: Liberal (1-3)	20%	(75)	30%	(111)	24%	(88)	15%	(55)	11%	(42)	370
Ideo: Moderate (4)	23%	(49)	26%	(56)	21%	(45)	10%	(21)	20%	(43)	214
Ideo: Conservative (5-7)	19%	(31)	30%	(47)	24%	(38)	9%	(15)	17%	(27)	158
Educ: < College	20%	(184)	26%	(247)	23%	(211)	12%	(114)	19%	(181)	938
Educ: Bachelors degree	17%	(10)	30%	(18)	22%	(13)	19%	(12)	13%	(8)	61
Income: Under 50k	21%	(128)	26%	(157)	21%	(130)	10%	(60)	22%	(132)	606
Income: 50k-100k	20%	(55)	26%	(73)	25%	(69)	16%	(46)	13%	(37)	279
Income: 100k+	15%	(20)	32%	(42)	21%	(28)	16%	(21)	17%	(22)	133
Ethnicity: White	20%	(131)	27%	(172)	21%	(136)	14%	(89)	18%	(118)	645
Ethnicity: Hispanic	25%	(62)	28%	(69)	22%	(54)	8%	(18)	17%	(42)	244
Ethnicity: Black	24%	(38)	30%	(48)	17%	(27)	6%	(10)	23%	(37)	161
Ethnicity: Other	16%	(34)	25%	(52)	29%	(63)	13%	(28)	17%	(36)	212

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**Table MCGZ22\_10:** *Would you go to a movie theater more frequently if it offered the following promotions?  
 Screenings of live events such as theater or concerts*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	20%	(202)	27%	(272)	22%	(226)	12%	(127)	19%	(191)	1018
All Christian	19%	(41)	31%	(67)	26%	(57)	9%	(20)	14%	(31)	215
All Non-Christian	28%	(15)	23%	(13)	18%	(10)	16%	(9)	15%	(8)	55
Atheist	23%	(28)	28%	(34)	20%	(25)	13%	(16)	15%	(18)	121
Agnostic/Nothing in particular	17%	(69)	25%	(100)	21%	(84)	13%	(52)	23%	(93)	398
Something Else	21%	(48)	26%	(59)	22%	(50)	13%	(30)	18%	(41)	229
Religious Non-Protestant/Catholic	26%	(17)	23%	(15)	21%	(14)	18%	(12)	13%	(8)	67
Evangelical	22%	(34)	29%	(46)	21%	(34)	13%	(20)	15%	(24)	157
Non-Evangelical	19%	(52)	27%	(73)	26%	(69)	10%	(26)	18%	(47)	268
Community: Urban	20%	(49)	27%	(68)	21%	(51)	13%	(31)	20%	(49)	249
Community: Suburban	19%	(105)	28%	(158)	22%	(121)	14%	(77)	17%	(96)	558
Community: Rural	22%	(47)	22%	(46)	25%	(53)	8%	(18)	22%	(47)	211
Employ: Private Sector	27%	(41)	26%	(39)	23%	(34)	16%	(24)	8%	(12)	150
Employ: Self-Employed	25%	(17)	36%	(24)	18%	(12)	5%	(4)	16%	(11)	67
Employ: Student	18%	(91)	27%	(137)	24%	(120)	12%	(62)	19%	(94)	504
Employ: Unemployed	18%	(29)	26%	(42)	23%	(37)	10%	(16)	22%	(36)	159
Employ: Other	16%	(13)	17%	(14)	14%	(11)	19%	(15)	34%	(27)	79
Military HH: Yes	23%	(25)	32%	(35)	21%	(23)	9%	(10)	15%	(17)	110
Military HH: No	19%	(177)	26%	(237)	22%	(203)	13%	(117)	19%	(174)	908
RD/WT: Right Direction	19%	(87)	29%	(133)	22%	(102)	11%	(48)	19%	(85)	455
RD/WT: Wrong Track	20%	(115)	25%	(139)	22%	(124)	14%	(79)	19%	(106)	564
Biden Job Approve	21%	(111)	30%	(156)	21%	(110)	11%	(56)	17%	(86)	519
Biden Job Disapprove	20%	(62)	26%	(78)	26%	(80)	13%	(40)	15%	(46)	305
Biden Job Strongly Approve	25%	(39)	35%	(55)	16%	(26)	7%	(11)	17%	(27)	158
Biden Job Somewhat Approve	20%	(72)	28%	(101)	23%	(85)	12%	(44)	16%	(59)	361
Biden Job Somewhat Disapprove	20%	(29)	24%	(36)	33%	(49)	13%	(19)	11%	(17)	150
Biden Job Strongly Disapprove	21%	(32)	27%	(42)	20%	(31)	14%	(21)	19%	(29)	155
Favorable of Biden	20%	(104)	30%	(157)	21%	(110)	11%	(57)	17%	(88)	516
Unfavorable of Biden	20%	(75)	24%	(88)	25%	(91)	16%	(58)	15%	(55)	367

Continued on next page

**Table MCGZ22\_10:** Would you go to a movie theater more frequently if it offered the following promotions?  
Screenings of live events such as theater or concerts

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	20%	(202)	27%	(272)	22%	(226)	12%	(127)	19%	(191)	1018
Very Favorable of Biden	23%	(39)	35%	(59)	16%	(28)	9%	(14)	17%	(28)	169
Somewhat Favorable of Biden	19%	(65)	28%	(98)	24%	(82)	12%	(43)	17%	(59)	347
Somewhat Unfavorable of Biden	21%	(35)	28%	(46)	29%	(47)	14%	(22)	8%	(14)	165
Very Unfavorable of Biden	20%	(40)	20%	(41)	22%	(44)	18%	(36)	21%	(41)	202
#1 Issue: Economy	20%	(59)	25%	(76)	21%	(65)	15%	(46)	19%	(57)	303
#1 Issue: Security	23%	(16)	29%	(21)	20%	(14)	6%	(4)	23%	(16)	72
#1 Issue: Health Care	24%	(27)	26%	(30)	21%	(24)	10%	(11)	20%	(23)	115
#1 Issue: Women's Issues	19%	(35)	27%	(50)	22%	(40)	13%	(23)	19%	(35)	183
#1 Issue: Education	24%	(30)	29%	(35)	17%	(20)	15%	(18)	15%	(19)	122
#1 Issue: Energy	21%	(27)	25%	(33)	29%	(38)	12%	(15)	13%	(17)	130
#1 Issue: Other	6%	(5)	31%	(25)	27%	(21)	9%	(7)	27%	(22)	81
2020 Vote: Joe Biden	27%	(58)	32%	(70)	18%	(38)	13%	(27)	10%	(22)	215
2020 Vote: Donald Trump	17%	(12)	35%	(26)	21%	(15)	13%	(10)	14%	(10)	73
2020 Vote: Didn't Vote	18%	(130)	24%	(173)	24%	(172)	12%	(87)	22%	(155)	716
2018 House Vote: Democrat	27%	(27)	41%	(41)	17%	(18)	10%	(10)	6%	(6)	101
2016 Vote: Hillary Clinton	30%	(21)	36%	(25)	17%	(12)	9%	(6)	8%	(6)	69
2016 Vote: Didn't Vote	19%	(175)	25%	(229)	23%	(209)	13%	(115)	20%	(178)	906
Voted in 2014: No	20%	(192)	26%	(258)	22%	(220)	13%	(124)	19%	(187)	981
4-Region: Northeast	20%	(35)	27%	(46)	18%	(31)	14%	(24)	21%	(35)	171
4-Region: Midwest	13%	(27)	33%	(70)	27%	(58)	7%	(15)	20%	(42)	212
4-Region: South	23%	(89)	24%	(95)	23%	(90)	14%	(53)	17%	(67)	393
4-Region: West	21%	(51)	25%	(61)	20%	(47)	15%	(35)	19%	(47)	242
Plans to Go to the Movies more	28%	(117)	30%	(128)	21%	(87)	9%	(39)	12%	(51)	422
Plans to Go to the Movies less	17%	(29)	28%	(49)	25%	(44)	15%	(26)	16%	(28)	176
Plans to Go to the Movies the Same	15%	(47)	24%	(74)	25%	(77)	16%	(49)	20%	(63)	309

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

**Table MCGZ22\_11: Would you go to a movie theater more frequently if it offered the following promotions?**  
*Rewards and loyalty programs*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	19%	(191)	30%	(307)	20%	(208)	10%	(104)	20%	(208)	1018
Gender: Male	19%	(100)	32%	(164)	23%	(117)	10%	(50)	17%	(89)	519
Gender: Female	18%	(92)	29%	(143)	18%	(91)	11%	(54)	24%	(120)	499
13-16	16%	(53)	25%	(83)	27%	(90)	10%	(35)	22%	(75)	336
17-20	18%	(62)	31%	(107)	16%	(55)	11%	(37)	25%	(86)	346
21-24	23%	(77)	35%	(117)	19%	(63)	10%	(32)	14%	(47)	336
GenZers: 1997-2012	19%	(191)	30%	(307)	20%	(208)	10%	(104)	20%	(208)	1018
PID: Dem (no lean)	18%	(68)	35%	(127)	21%	(76)	11%	(39)	16%	(59)	368
PID: Ind (no lean)	17%	(82)	29%	(136)	21%	(98)	10%	(49)	23%	(109)	473
PID: Rep (no lean)	23%	(41)	25%	(44)	19%	(34)	9%	(16)	23%	(41)	177
PID/Gender: Dem Men	21%	(36)	33%	(57)	25%	(43)	9%	(16)	12%	(21)	173
PID/Gender: Dem Women	16%	(32)	36%	(70)	17%	(33)	12%	(23)	19%	(38)	195
PID/Gender: Ind Men	16%	(40)	31%	(76)	23%	(56)	10%	(24)	20%	(48)	243
PID/Gender: Ind Women	18%	(42)	26%	(59)	18%	(42)	11%	(25)	26%	(61)	230
PID/Gender: Rep Men	23%	(24)	30%	(30)	18%	(18)	10%	(10)	19%	(20)	103
PID/Gender: Rep Women	24%	(18)	19%	(14)	21%	(16)	7%	(5)	29%	(21)	74
Ideo: Liberal (1-3)	16%	(60)	32%	(120)	26%	(96)	12%	(44)	14%	(50)	370
Ideo: Moderate (4)	21%	(44)	36%	(78)	15%	(31)	10%	(22)	18%	(38)	214
Ideo: Conservative (5-7)	20%	(32)	28%	(44)	24%	(38)	7%	(12)	20%	(32)	158
Educ: < College	19%	(175)	30%	(277)	21%	(196)	10%	(89)	21%	(200)	938
Educ: Bachelors degree	17%	(10)	38%	(23)	17%	(10)	18%	(11)	11%	(6)	61
Income: Under 50k	21%	(125)	30%	(181)	18%	(109)	10%	(59)	22%	(132)	606
Income: 50k-100k	16%	(44)	31%	(88)	24%	(68)	11%	(32)	17%	(47)	279
Income: 100k+	16%	(22)	29%	(38)	23%	(31)	9%	(12)	22%	(29)	133
Ethnicity: White	19%	(120)	29%	(187)	22%	(139)	10%	(63)	21%	(136)	645
Ethnicity: Hispanic	22%	(54)	33%	(81)	17%	(42)	8%	(20)	19%	(47)	244
Ethnicity: Black	21%	(34)	33%	(53)	16%	(26)	8%	(12)	22%	(35)	161
Ethnicity: Other	18%	(37)	31%	(67)	20%	(43)	13%	(28)	18%	(37)	212

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**Table MCGZ22\_11:** *Would you go to a movie theater more frequently if it offered the following promotions?  
Rewards and loyalty programs*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	19%	(191)	30%	(307)	20%	(208)	10%	(104)	20%	(208)	1018
All Christian	23%	(48)	31%	(68)	22%	(47)	10%	(21)	14%	(31)	215
All Non-Christian	22%	(12)	31%	(17)	22%	(12)	12%	(7)	13%	(7)	55
Atheist	16%	(19)	29%	(35)	26%	(32)	11%	(14)	18%	(22)	121
Agnostic/Nothing in particular	17%	(67)	29%	(117)	18%	(72)	11%	(44)	25%	(99)	398
Something Else	20%	(45)	31%	(71)	20%	(45)	8%	(18)	22%	(49)	229
Religious Non-Protestant/Catholic	18%	(12)	33%	(22)	24%	(16)	14%	(9)	11%	(7)	67
Evangelical	19%	(30)	30%	(47)	24%	(37)	11%	(17)	17%	(26)	157
Non-Evangelical	23%	(63)	31%	(84)	19%	(50)	7%	(20)	19%	(52)	268
Community: Urban	23%	(56)	31%	(76)	18%	(46)	10%	(24)	19%	(46)	249
Community: Suburban	16%	(89)	33%	(184)	20%	(110)	10%	(58)	21%	(117)	558
Community: Rural	22%	(46)	22%	(47)	25%	(52)	10%	(22)	21%	(45)	211
Employ: Private Sector	21%	(32)	35%	(52)	20%	(31)	14%	(21)	10%	(14)	150
Employ: Self-Employed	16%	(10)	42%	(28)	19%	(13)	6%	(4)	17%	(11)	67
Employ: Student	16%	(81)	29%	(147)	23%	(114)	10%	(52)	22%	(111)	504
Employ: Unemployed	21%	(34)	27%	(42)	17%	(27)	11%	(17)	24%	(39)	159
Employ: Other	21%	(17)	23%	(18)	19%	(15)	8%	(6)	29%	(23)	79
Military HH: Yes	26%	(28)	27%	(29)	19%	(21)	8%	(9)	20%	(22)	110
Military HH: No	18%	(163)	31%	(278)	21%	(187)	10%	(94)	21%	(186)	908
RD/WT: Right Direction	17%	(78)	30%	(138)	23%	(103)	10%	(47)	19%	(88)	455
RD/WT: Wrong Track	20%	(114)	30%	(169)	19%	(105)	10%	(56)	21%	(120)	564
Biden Job Approve	20%	(102)	33%	(170)	21%	(109)	10%	(52)	16%	(86)	519
Biden Job Disapprove	20%	(62)	30%	(93)	22%	(67)	10%	(32)	17%	(52)	305
Biden Job Strongly Approve	24%	(37)	32%	(50)	23%	(36)	7%	(11)	15%	(23)	158
Biden Job Somewhat Approve	18%	(65)	33%	(120)	20%	(73)	11%	(41)	17%	(62)	361
Biden Job Somewhat Disapprove	19%	(28)	30%	(45)	27%	(40)	10%	(15)	14%	(21)	150
Biden Job Strongly Disapprove	22%	(34)	31%	(48)	17%	(27)	11%	(16)	20%	(30)	155
Favorable of Biden	19%	(96)	33%	(171)	22%	(112)	9%	(48)	17%	(89)	516
Unfavorable of Biden	21%	(76)	27%	(101)	21%	(78)	12%	(45)	18%	(67)	367

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**Table MCGZ22\_11: Would you go to a movie theater more frequently if it offered the following promotions?  
Rewards and loyalty programs**

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	19%	(191)	30%	(307)	20%	(208)	10%	(104)	20%	(208)	1018
Very Favorable of Biden	23%	(39)	33%	(55)	21%	(35)	9%	(16)	14%	(24)	169
Somewhat Favorable of Biden	16%	(57)	33%	(116)	22%	(77)	9%	(32)	19%	(65)	347
Somewhat Unfavorable of Biden	20%	(33)	30%	(49)	21%	(35)	16%	(26)	13%	(22)	165
Very Unfavorable of Biden	21%	(43)	26%	(52)	21%	(43)	10%	(19)	22%	(45)	202
#1 Issue: Economy	23%	(70)	32%	(96)	17%	(53)	8%	(23)	20%	(62)	303
#1 Issue: Security	19%	(14)	27%	(19)	14%	(10)	11%	(8)	30%	(21)	72
#1 Issue: Health Care	25%	(29)	28%	(32)	18%	(21)	12%	(13)	17%	(20)	115
#1 Issue: Women's Issues	16%	(30)	28%	(51)	23%	(42)	13%	(23)	20%	(36)	183
#1 Issue: Education	16%	(20)	30%	(36)	21%	(25)	15%	(18)	19%	(23)	122
#1 Issue: Energy	16%	(21)	34%	(44)	27%	(36)	7%	(10)	15%	(20)	130
#1 Issue: Other	9%	(7)	29%	(24)	24%	(19)	10%	(8)	28%	(23)	81
2020 Vote: Joe Biden	22%	(48)	38%	(81)	20%	(44)	10%	(22)	9%	(20)	215
2020 Vote: Donald Trump	14%	(11)	35%	(26)	16%	(12)	11%	(8)	24%	(18)	73
2020 Vote: Didn't Vote	18%	(132)	27%	(195)	21%	(150)	10%	(71)	23%	(168)	716
2018 House Vote: Democrat	23%	(23)	41%	(42)	19%	(19)	9%	(10)	7%	(7)	101
2016 Vote: Hillary Clinton	21%	(15)	36%	(25)	23%	(16)	10%	(7)	9%	(7)	69
2016 Vote: Didn't Vote	19%	(170)	29%	(265)	21%	(187)	10%	(91)	21%	(194)	906
Voted in 2014: No	18%	(181)	30%	(295)	20%	(200)	10%	(102)	21%	(203)	981
4-Region: Northeast	19%	(32)	32%	(55)	18%	(31)	10%	(17)	21%	(35)	171
4-Region: Midwest	12%	(26)	30%	(64)	26%	(54)	9%	(20)	22%	(48)	212
4-Region: South	22%	(87)	30%	(118)	17%	(69)	10%	(39)	21%	(81)	393
4-Region: West	19%	(46)	29%	(71)	22%	(54)	11%	(27)	18%	(44)	242
Plans to Go to the Movies more	28%	(117)	33%	(141)	19%	(79)	8%	(33)	12%	(52)	422
Plans to Go to the Movies less	16%	(28)	33%	(59)	21%	(37)	14%	(24)	16%	(29)	176
Plans to Go to the Movies the Same	13%	(40)	28%	(87)	25%	(77)	10%	(31)	24%	(74)	309

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

**Table MCGZ22\_12: Would you go to a movie theater more frequently if it offered the following promotions?**  
*Offers for digital copies of movies*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	22%	(222)	30%	(308)	19%	(193)	10%	(103)	19%	(192)	1018
Gender: Male	22%	(117)	31%	(159)	19%	(101)	10%	(53)	17%	(90)	519
Gender: Female	21%	(105)	30%	(149)	19%	(93)	10%	(49)	20%	(102)	499
13-16	22%	(74)	29%	(97)	21%	(69)	7%	(24)	21%	(72)	336
17-20	19%	(66)	32%	(109)	19%	(65)	11%	(36)	20%	(69)	346
21-24	24%	(82)	30%	(102)	18%	(59)	13%	(42)	15%	(51)	336
GenZers: 1997-2012	22%	(222)	30%	(308)	19%	(193)	10%	(103)	19%	(192)	1018
PID: Dem (no lean)	20%	(72)	36%	(132)	19%	(72)	10%	(37)	15%	(55)	368
PID: Ind (no lean)	22%	(104)	28%	(131)	19%	(88)	11%	(54)	20%	(96)	473
PID: Rep (no lean)	26%	(46)	25%	(45)	19%	(33)	6%	(11)	23%	(41)	177
PID/Gender: Dem Men	23%	(40)	36%	(63)	17%	(30)	7%	(13)	16%	(27)	173
PID/Gender: Dem Women	16%	(32)	36%	(69)	21%	(42)	12%	(24)	14%	(28)	195
PID/Gender: Ind Men	21%	(51)	27%	(66)	22%	(53)	12%	(30)	18%	(43)	243
PID/Gender: Ind Women	23%	(53)	28%	(65)	15%	(35)	10%	(24)	23%	(53)	230
PID/Gender: Rep Men	25%	(25)	29%	(30)	17%	(17)	10%	(10)	19%	(19)	103
PID/Gender: Rep Women	28%	(21)	20%	(15)	21%	(16)	2%	(1)	29%	(22)	74
Ideo: Liberal (1-3)	20%	(72)	34%	(127)	25%	(91)	10%	(36)	12%	(43)	370
Ideo: Moderate (4)	21%	(45)	33%	(70)	14%	(30)	12%	(26)	20%	(43)	214
Ideo: Conservative (5-7)	25%	(40)	26%	(42)	20%	(32)	10%	(15)	19%	(29)	158
Educ: < College	22%	(203)	30%	(282)	19%	(179)	10%	(94)	19%	(181)	938
Educ: Bachelors degree	22%	(13)	28%	(17)	23%	(14)	11%	(7)	16%	(10)	61
Income: Under 50k	21%	(130)	30%	(180)	16%	(99)	11%	(65)	22%	(132)	606
Income: 50k-100k	21%	(60)	33%	(92)	23%	(64)	9%	(24)	14%	(39)	279
Income: 100k+	24%	(32)	27%	(36)	22%	(30)	11%	(14)	16%	(21)	133
Ethnicity: White	22%	(139)	30%	(196)	19%	(123)	9%	(59)	20%	(127)	645
Ethnicity: Hispanic	26%	(63)	33%	(79)	14%	(34)	7%	(18)	20%	(49)	244
Ethnicity: Black	27%	(43)	29%	(46)	18%	(28)	10%	(15)	17%	(28)	161
Ethnicity: Other	19%	(39)	31%	(66)	20%	(42)	13%	(28)	18%	(37)	212

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**Table MCGZ22\_12:** *Would you go to a movie theater more frequently if it offered the following promotions?*  
*Offers for digital copies of movies*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	22%	(222)	30%	(308)	19%	(193)	10%	(103)	19%	(192)	1018
All Christian	25%	(54)	30%	(65)	21%	(45)	10%	(22)	14%	(29)	215
All Non-Christian	25%	(14)	30%	(16)	16%	(9)	13%	(7)	15%	(8)	55
Atheist	23%	(27)	35%	(43)	18%	(22)	8%	(10)	15%	(19)	121
Agnostic/Nothing in particular	18%	(70)	30%	(121)	17%	(69)	11%	(46)	23%	(93)	398
Something Else	25%	(57)	27%	(63)	21%	(48)	8%	(18)	19%	(43)	229
Religious Non-Protestant/Catholic	25%	(16)	31%	(21)	16%	(11)	15%	(10)	13%	(8)	67
Evangelical	23%	(36)	31%	(48)	20%	(31)	10%	(16)	17%	(26)	157
Non-Evangelical	26%	(70)	26%	(71)	22%	(60)	8%	(21)	17%	(46)	268
Community: Urban	21%	(51)	31%	(78)	16%	(40)	13%	(31)	19%	(48)	249
Community: Suburban	22%	(125)	31%	(171)	19%	(108)	10%	(55)	18%	(100)	558
Community: Rural	21%	(45)	28%	(59)	22%	(46)	8%	(17)	21%	(44)	211
Employ: Private Sector	25%	(37)	29%	(44)	21%	(32)	15%	(23)	10%	(14)	150
Employ: Self-Employed	23%	(15)	28%	(19)	20%	(13)	8%	(6)	21%	(14)	67
Employ: Student	21%	(106)	32%	(160)	20%	(101)	9%	(45)	18%	(92)	504
Employ: Unemployed	21%	(33)	27%	(43)	16%	(26)	11%	(18)	25%	(40)	159
Employ: Other	24%	(19)	26%	(21)	12%	(10)	9%	(7)	29%	(23)	79
Military HH: Yes	31%	(34)	28%	(31)	18%	(20)	8%	(8)	14%	(16)	110
Military HH: No	21%	(188)	30%	(277)	19%	(173)	10%	(94)	19%	(176)	908
RD/WT: Right Direction	21%	(95)	32%	(146)	19%	(86)	9%	(41)	19%	(86)	455
RD/WT: Wrong Track	23%	(127)	29%	(162)	19%	(107)	11%	(62)	19%	(106)	564
Biden Job Approve	22%	(114)	33%	(171)	20%	(103)	9%	(49)	16%	(82)	519
Biden Job Disapprove	26%	(79)	27%	(84)	21%	(63)	10%	(32)	16%	(47)	305
Biden Job Strongly Approve	25%	(40)	35%	(55)	16%	(26)	9%	(14)	14%	(23)	158
Biden Job Somewhat Approve	21%	(74)	32%	(116)	21%	(77)	10%	(35)	16%	(60)	361
Biden Job Somewhat Disapprove	24%	(36)	27%	(40)	24%	(35)	13%	(19)	13%	(19)	150
Biden Job Strongly Disapprove	28%	(43)	28%	(44)	18%	(28)	8%	(12)	18%	(29)	155
Favorable of Biden	21%	(108)	33%	(172)	20%	(102)	10%	(50)	16%	(83)	516
Unfavorable of Biden	24%	(89)	30%	(109)	19%	(70)	11%	(40)	16%	(58)	367

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**Table MCGZ22\_12: Would you go to a movie theater more frequently if it offered the following promotions?  
Offers for digital copies of movies**

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	22%	(222)	30%	(308)	19%	(193)	10%	(103)	19%	(192)	1018
Very Favorable of Biden	25%	(42)	34%	(57)	15%	(25)	10%	(17)	16%	(27)	169
Somewhat Favorable of Biden	19%	(66)	33%	(115)	22%	(77)	10%	(33)	16%	(56)	347
Somewhat Unfavorable of Biden	22%	(36)	35%	(58)	20%	(33)	12%	(20)	11%	(17)	165
Very Unfavorable of Biden	26%	(53)	25%	(51)	18%	(37)	10%	(19)	20%	(41)	202
#1 Issue: Economy	23%	(70)	27%	(83)	19%	(59)	10%	(31)	20%	(61)	303
#1 Issue: Security	30%	(22)	25%	(18)	15%	(11)	5%	(3)	26%	(19)	72
#1 Issue: Health Care	20%	(23)	33%	(38)	15%	(17)	15%	(17)	17%	(20)	115
#1 Issue: Women's Issues	16%	(29)	35%	(64)	17%	(32)	12%	(22)	20%	(36)	183
#1 Issue: Education	29%	(35)	29%	(35)	18%	(22)	13%	(16)	11%	(14)	122
#1 Issue: Energy	24%	(31)	30%	(40)	23%	(30)	6%	(8)	16%	(21)	130
#1 Issue: Other	13%	(11)	33%	(27)	24%	(19)	7%	(6)	23%	(19)	81
2020 Vote: Joe Biden	22%	(47)	37%	(79)	18%	(39)	13%	(27)	11%	(23)	215
2020 Vote: Donald Trump	17%	(12)	32%	(23)	20%	(14)	10%	(8)	21%	(15)	73
2020 Vote: Didn't Vote	22%	(160)	28%	(204)	19%	(137)	9%	(65)	21%	(150)	716
2018 House Vote: Democrat	27%	(27)	36%	(36)	17%	(18)	11%	(11)	9%	(9)	101
2016 Vote: Hillary Clinton	32%	(22)	25%	(17)	13%	(9)	18%	(12)	13%	(9)	69
2016 Vote: Didn't Vote	20%	(186)	31%	(281)	20%	(180)	9%	(85)	19%	(175)	906
Voted in 2014: No	21%	(203)	31%	(303)	19%	(189)	10%	(100)	19%	(186)	981
4-Region: Northeast	23%	(39)	33%	(57)	19%	(33)	7%	(13)	17%	(29)	171
4-Region: Midwest	15%	(32)	30%	(63)	24%	(51)	6%	(13)	24%	(51)	212
4-Region: South	25%	(96)	29%	(114)	17%	(66)	13%	(51)	17%	(66)	393
4-Region: West	22%	(54)	31%	(74)	18%	(43)	11%	(26)	19%	(45)	242
Plans to Go to the Movies more	29%	(124)	33%	(139)	16%	(69)	8%	(35)	13%	(56)	422
Plans to Go to the Movies less	18%	(31)	28%	(50)	23%	(40)	16%	(28)	15%	(26)	176
Plans to Go to the Movies the Same	18%	(57)	33%	(101)	21%	(66)	8%	(26)	19%	(59)	309

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

**Table MCGZ22\_13:** *Would you go to a movie theater more frequently if it offered the following promotions?*  
*Offers for digital copies of music*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	16%	(160)	22%	(221)	26%	(269)	13%	(135)	23%	(233)	1018
Gender: Male	18%	(91)	21%	(107)	28%	(146)	13%	(69)	20%	(106)	519
Gender: Female	14%	(69)	23%	(114)	25%	(123)	13%	(66)	25%	(127)	499
13-16	14%	(48)	19%	(65)	30%	(101)	11%	(38)	25%	(84)	336
17-20	16%	(54)	19%	(66)	26%	(89)	15%	(52)	25%	(86)	346
21-24	17%	(58)	27%	(90)	23%	(79)	13%	(45)	19%	(64)	336
GenZers: 1997-2012	16%	(160)	22%	(221)	26%	(269)	13%	(135)	23%	(233)	1018
PID: Dem (no lean)	18%	(66)	26%	(96)	26%	(97)	13%	(50)	16%	(60)	368
PID: Ind (no lean)	14%	(64)	22%	(104)	25%	(120)	14%	(66)	25%	(119)	473
PID: Rep (no lean)	17%	(30)	12%	(21)	30%	(52)	11%	(19)	31%	(54)	177
PID/Gender: Dem Men	20%	(35)	26%	(45)	26%	(45)	11%	(19)	17%	(30)	173
PID/Gender: Dem Women	16%	(31)	26%	(51)	27%	(52)	16%	(31)	15%	(30)	195
PID/Gender: Ind Men	15%	(36)	20%	(50)	29%	(71)	14%	(34)	21%	(52)	243
PID/Gender: Ind Women	12%	(28)	24%	(54)	21%	(49)	14%	(32)	29%	(67)	230
PID/Gender: Rep Men	19%	(20)	12%	(13)	29%	(30)	16%	(16)	24%	(24)	103
PID/Gender: Rep Women	14%	(11)	11%	(8)	30%	(22)	4%	(3)	41%	(30)	74
Ideo: Liberal (1-3)	17%	(63)	24%	(88)	28%	(103)	17%	(63)	14%	(53)	370
Ideo: Moderate (4)	16%	(34)	26%	(56)	24%	(50)	13%	(27)	22%	(46)	214
Ideo: Conservative (5-7)	15%	(23)	20%	(31)	30%	(47)	10%	(15)	26%	(41)	158
Educ: < College	15%	(144)	21%	(200)	27%	(250)	13%	(122)	24%	(222)	938
Educ: Bachelors degree	16%	(10)	22%	(13)	29%	(18)	16%	(10)	17%	(11)	61
Income: Under 50k	17%	(101)	23%	(142)	23%	(141)	11%	(70)	25%	(153)	606
Income: 50k-100k	15%	(43)	20%	(55)	32%	(90)	15%	(41)	18%	(50)	279
Income: 100k+	13%	(17)	18%	(24)	28%	(37)	18%	(24)	23%	(30)	133
Ethnicity: White	16%	(104)	20%	(131)	25%	(163)	14%	(91)	24%	(156)	645
Ethnicity: Hispanic	22%	(53)	21%	(51)	29%	(71)	7%	(17)	21%	(52)	244
Ethnicity: Black	19%	(31)	24%	(39)	20%	(33)	12%	(19)	25%	(39)	161
Ethnicity: Other	12%	(25)	24%	(51)	35%	(73)	12%	(25)	18%	(37)	212

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**Table MCGZ22\_13: Would you go to a movie theater more frequently if it offered the following promotions?  
Offers for digital copies of music**

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	16%	(160)	22%	(221)	26%	(269)	13%	(135)	23%	(233)	1018
All Christian	16%	(35)	25%	(53)	33%	(72)	11%	(23)	15%	(32)	215
All Non-Christian	6%	(3)	31%	(17)	27%	(15)	18%	(10)	17%	(10)	55
Atheist	16%	(19)	21%	(25)	25%	(30)	14%	(17)	24%	(29)	121
Agnostic/Nothing in particular	14%	(57)	20%	(78)	26%	(105)	12%	(47)	28%	(112)	398
Something Else	20%	(46)	21%	(47)	21%	(48)	16%	(37)	22%	(51)	229
Religious Non-Protestant/Catholic	7%	(5)	35%	(23)	27%	(18)	18%	(12)	14%	(10)	67
Evangelical	19%	(30)	26%	(41)	20%	(31)	15%	(23)	20%	(32)	157
Non-Evangelical	18%	(49)	18%	(49)	32%	(85)	13%	(35)	19%	(50)	268
Community: Urban	15%	(37)	22%	(54)	25%	(61)	15%	(37)	24%	(59)	249
Community: Suburban	16%	(90)	23%	(128)	25%	(142)	13%	(73)	23%	(126)	558
Community: Rural	16%	(33)	19%	(39)	31%	(66)	12%	(25)	23%	(48)	211
Employ: Private Sector	18%	(26)	26%	(39)	28%	(43)	16%	(25)	12%	(17)	150
Employ: Self-Employed	23%	(15)	16%	(11)	28%	(19)	7%	(5)	26%	(17)	67
Employ: Student	15%	(73)	21%	(104)	30%	(150)	13%	(63)	23%	(114)	504
Employ: Unemployed	15%	(24)	21%	(33)	20%	(32)	14%	(22)	30%	(48)	159
Employ: Other	17%	(14)	16%	(12)	19%	(15)	14%	(11)	34%	(27)	79
Military HH: Yes	20%	(22)	17%	(19)	30%	(32)	11%	(12)	22%	(24)	110
Military HH: No	15%	(138)	22%	(202)	26%	(237)	13%	(122)	23%	(209)	908
RD/WT: Right Direction	15%	(70)	24%	(110)	27%	(123)	12%	(56)	21%	(96)	455
RD/WT: Wrong Track	16%	(91)	20%	(111)	26%	(146)	14%	(79)	24%	(137)	564
Biden Job Approve	17%	(87)	26%	(132)	27%	(142)	11%	(59)	19%	(98)	519
Biden Job Disapprove	17%	(53)	20%	(61)	27%	(83)	15%	(44)	21%	(64)	305
Biden Job Strongly Approve	24%	(38)	24%	(38)	24%	(37)	9%	(14)	19%	(31)	158
Biden Job Somewhat Approve	14%	(49)	26%	(94)	29%	(105)	12%	(45)	19%	(67)	361
Biden Job Somewhat Disapprove	15%	(23)	22%	(34)	29%	(43)	16%	(24)	18%	(27)	150
Biden Job Strongly Disapprove	19%	(30)	18%	(28)	26%	(40)	13%	(21)	24%	(37)	155
Favorable of Biden	16%	(84)	25%	(128)	28%	(146)	11%	(57)	20%	(101)	516
Unfavorable of Biden	17%	(62)	19%	(69)	27%	(98)	17%	(62)	21%	(76)	367

Continued on next page

**Table MCGZ22\_13:** Would you go to a movie theater more frequently if it offered the following promotions?  
Offers for digital copies of music

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	16%	(160)	22%	(221)	26%	(269)	13%	(135)	23%	(233)	1018
Very Favorable of Biden	23%	(39)	27%	(46)	22%	(37)	8%	(14)	19%	(32)	169
Somewhat Favorable of Biden	13%	(45)	24%	(82)	31%	(109)	12%	(43)	20%	(68)	347
Somewhat Unfavorable of Biden	13%	(22)	23%	(39)	29%	(47)	18%	(30)	17%	(28)	165
Very Unfavorable of Biden	20%	(41)	15%	(30)	25%	(51)	16%	(32)	24%	(48)	202
#1 Issue: Economy	17%	(52)	23%	(70)	23%	(71)	14%	(43)	22%	(67)	303
#1 Issue: Security	17%	(12)	19%	(13)	26%	(19)	4%	(3)	34%	(25)	72
#1 Issue: Health Care	16%	(19)	21%	(24)	23%	(27)	20%	(23)	19%	(22)	115
#1 Issue: Women's Issues	13%	(23)	24%	(44)	28%	(51)	13%	(23)	23%	(42)	183
#1 Issue: Education	20%	(25)	17%	(21)	26%	(32)	16%	(20)	20%	(24)	122
#1 Issue: Energy	17%	(22)	25%	(33)	32%	(41)	11%	(14)	16%	(21)	130
#1 Issue: Other	7%	(6)	17%	(14)	30%	(24)	10%	(8)	36%	(29)	81
2020 Vote: Joe Biden	24%	(52)	27%	(58)	22%	(46)	14%	(30)	14%	(29)	215
2020 Vote: Donald Trump	8%	(6)	20%	(15)	32%	(24)	13%	(9)	27%	(20)	73
2020 Vote: Didn't Vote	14%	(101)	20%	(143)	28%	(198)	13%	(93)	25%	(182)	716
2018 House Vote: Democrat	27%	(27)	33%	(34)	21%	(21)	9%	(9)	10%	(10)	101
2016 Vote: Hillary Clinton	30%	(21)	25%	(18)	21%	(15)	9%	(6)	14%	(10)	69
2016 Vote: Didn't Vote	15%	(134)	21%	(192)	27%	(245)	13%	(122)	24%	(214)	906
Voted in 2014: No	15%	(145)	22%	(213)	27%	(263)	14%	(133)	23%	(228)	981
4-Region: Northeast	15%	(25)	28%	(48)	25%	(43)	11%	(18)	22%	(37)	171
4-Region: Midwest	14%	(29)	19%	(40)	31%	(65)	10%	(22)	26%	(55)	212
4-Region: South	17%	(69)	19%	(75)	27%	(106)	14%	(56)	22%	(87)	393
4-Region: West	15%	(37)	24%	(58)	23%	(55)	16%	(38)	22%	(54)	242
Plans to Go to the Movies more	24%	(101)	22%	(94)	25%	(106)	11%	(48)	17%	(72)	422
Plans to Go to the Movies less	14%	(25)	24%	(43)	29%	(50)	16%	(28)	17%	(29)	176
Plans to Go to the Movies the Same	9%	(29)	21%	(64)	30%	(93)	15%	(47)	25%	(76)	309

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

**Table MCGZ22\_14:** Would you go to a movie theater more frequently if it offered the following promotions?  
The ability to rent out a theater for just you and your family

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	30%	(307)	25%	(258)	15%	(156)	12%	(127)	17%	(170)	1018
Gender: Male	30%	(158)	24%	(124)	16%	(85)	13%	(68)	16%	(84)	519
Gender: Female	30%	(149)	27%	(134)	14%	(71)	12%	(59)	17%	(85)	499
13-16	31%	(104)	24%	(79)	15%	(52)	13%	(43)	17%	(58)	336
17-20	29%	(100)	23%	(79)	16%	(54)	14%	(47)	19%	(67)	346
21-24	31%	(104)	30%	(100)	15%	(51)	11%	(38)	13%	(44)	336
GenZers: 1997-2012	30%	(307)	25%	(258)	15%	(156)	12%	(127)	17%	(170)	1018
PID: Dem (no lean)	32%	(117)	27%	(99)	14%	(53)	13%	(49)	14%	(50)	368
PID: Ind (no lean)	28%	(134)	24%	(115)	17%	(82)	12%	(57)	18%	(85)	473
PID: Rep (no lean)	32%	(56)	25%	(44)	12%	(22)	12%	(21)	19%	(34)	177
PID/Gender: Dem Men	31%	(54)	27%	(46)	17%	(29)	11%	(20)	14%	(24)	173
PID/Gender: Dem Women	32%	(63)	27%	(53)	12%	(24)	15%	(29)	13%	(26)	195
PID/Gender: Ind Men	29%	(71)	21%	(51)	19%	(46)	13%	(32)	18%	(44)	243
PID/Gender: Ind Women	27%	(63)	28%	(64)	16%	(36)	11%	(25)	18%	(41)	230
PID/Gender: Rep Men	32%	(32)	26%	(27)	10%	(10)	16%	(17)	16%	(16)	103
PID/Gender: Rep Women	31%	(23)	23%	(17)	15%	(11)	6%	(4)	24%	(18)	74
Ideo: Liberal (1-3)	30%	(111)	27%	(101)	17%	(63)	15%	(57)	10%	(38)	370
Ideo: Moderate (4)	31%	(66)	25%	(53)	14%	(31)	12%	(26)	18%	(38)	214
Ideo: Conservative (5-7)	27%	(42)	28%	(44)	15%	(24)	13%	(21)	18%	(28)	158
Educ: < College	30%	(284)	25%	(232)	16%	(146)	13%	(117)	17%	(159)	938
Educ: Bachelors degree	25%	(15)	34%	(21)	14%	(8)	12%	(7)	16%	(10)	61
Income: Under 50k	33%	(198)	21%	(127)	16%	(94)	11%	(67)	20%	(120)	606
Income: 50k-100k	25%	(71)	35%	(98)	14%	(40)	14%	(39)	11%	(31)	279
Income: 100k+	29%	(38)	24%	(32)	17%	(22)	16%	(22)	14%	(18)	133
Ethnicity: White	30%	(190)	24%	(156)	15%	(98)	14%	(87)	17%	(113)	645
Ethnicity: Hispanic	37%	(91)	28%	(69)	12%	(28)	11%	(26)	13%	(31)	244
Ethnicity: Black	34%	(54)	23%	(37)	16%	(25)	8%	(13)	19%	(31)	161
Ethnicity: Other	29%	(63)	30%	(64)	15%	(33)	13%	(27)	12%	(26)	212

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**Table MCGZ22\_14:** *Would you go to a movie theater more frequently if it offered the following promotions?  
 The ability to rent out a theater for just you and your family*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	30%	(307)	25%	(258)	15%	(156)	12%	(127)	17%	(170)	1018
All Christian	31%	(67)	33%	(71)	16%	(35)	8%	(18)	12%	(25)	215
All Non-Christian	30%	(17)	37%	(21)	3%	(2)	19%	(10)	11%	(6)	55
Atheist	30%	(37)	24%	(29)	17%	(20)	12%	(15)	16%	(20)	121
Agnostic/Nothing in particular	27%	(108)	23%	(90)	14%	(57)	15%	(60)	21%	(83)	398
Something Else	35%	(79)	21%	(47)	19%	(43)	10%	(24)	16%	(36)	229
Religious Non-Protestant/Catholic	33%	(22)	39%	(26)	4%	(2)	15%	(10)	9%	(6)	67
Evangelical	35%	(56)	29%	(46)	13%	(21)	10%	(15)	12%	(19)	157
Non-Evangelical	31%	(83)	24%	(64)	20%	(55)	9%	(25)	15%	(40)	268
Community: Urban	33%	(81)	24%	(60)	13%	(33)	12%	(29)	18%	(46)	249
Community: Suburban	29%	(159)	29%	(159)	14%	(77)	14%	(76)	15%	(86)	558
Community: Rural	31%	(66)	18%	(39)	22%	(47)	10%	(22)	18%	(38)	211
Employ: Private Sector	37%	(55)	28%	(41)	16%	(24)	10%	(16)	9%	(13)	150
Employ: Self-Employed	31%	(20)	31%	(21)	15%	(10)	11%	(8)	12%	(8)	67
Employ: Student	28%	(140)	25%	(128)	16%	(81)	13%	(66)	18%	(89)	504
Employ: Unemployed	32%	(50)	21%	(33)	18%	(28)	11%	(18)	18%	(29)	159
Employ: Other	31%	(24)	22%	(18)	8%	(7)	15%	(12)	23%	(19)	79
Military HH: Yes	36%	(40)	21%	(23)	20%	(22)	11%	(12)	12%	(13)	110
Military HH: No	29%	(267)	26%	(235)	15%	(135)	13%	(116)	17%	(156)	908
RD/WT: Right Direction	30%	(136)	25%	(112)	17%	(76)	13%	(58)	16%	(71)	455
RD/WT: Wrong Track	30%	(171)	26%	(146)	14%	(80)	12%	(69)	17%	(98)	564
Biden Job Approve	31%	(161)	28%	(144)	16%	(84)	13%	(67)	12%	(64)	519
Biden Job Disapprove	34%	(103)	25%	(77)	13%	(40)	12%	(36)	16%	(48)	305
Biden Job Strongly Approve	35%	(56)	27%	(42)	14%	(22)	14%	(23)	10%	(15)	158
Biden Job Somewhat Approve	29%	(105)	28%	(102)	17%	(62)	12%	(45)	13%	(48)	361
Biden Job Somewhat Disapprove	41%	(62)	21%	(32)	12%	(18)	14%	(21)	11%	(17)	150
Biden Job Strongly Disapprove	27%	(42)	29%	(45)	14%	(22)	9%	(15)	20%	(31)	155
Favorable of Biden	30%	(156)	28%	(144)	16%	(85)	13%	(65)	13%	(66)	516
Unfavorable of Biden	34%	(123)	23%	(84)	14%	(53)	14%	(51)	15%	(55)	367

Continued on next page

**Table MCGZ22\_14:** Would you go to a movie theater more frequently if it offered the following promotions?  
The ability to rent out a theater for just you and your family

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	30%	(307)	25%	(258)	15%	(156)	12%	(127)	17%	(170)	1018
Very Favorable of Biden	35%	(59)	31%	(53)	12%	(21)	11%	(19)	10%	(18)	169
Somewhat Favorable of Biden	28%	(97)	26%	(91)	18%	(64)	13%	(47)	14%	(48)	347
Somewhat Unfavorable of Biden	40%	(65)	17%	(28)	16%	(26)	15%	(25)	12%	(20)	165
Very Unfavorable of Biden	29%	(58)	27%	(55)	13%	(27)	13%	(27)	17%	(35)	202
#1 Issue: Economy	30%	(91)	24%	(73)	14%	(43)	13%	(41)	18%	(56)	303
#1 Issue: Security	30%	(22)	26%	(19)	15%	(11)	9%	(7)	19%	(14)	72
#1 Issue: Health Care	33%	(38)	23%	(27)	15%	(18)	15%	(17)	13%	(15)	115
#1 Issue: Women's Issues	31%	(56)	27%	(50)	15%	(27)	10%	(19)	17%	(31)	183
#1 Issue: Education	34%	(42)	21%	(25)	18%	(22)	14%	(17)	13%	(15)	122
#1 Issue: Energy	25%	(33)	33%	(42)	17%	(22)	13%	(17)	12%	(16)	130
#1 Issue: Other	27%	(22)	23%	(18)	16%	(13)	10%	(8)	25%	(20)	81
2020 Vote: Joe Biden	35%	(75)	30%	(65)	17%	(36)	11%	(23)	7%	(16)	215
2020 Vote: Donald Trump	20%	(15)	32%	(23)	14%	(10)	19%	(14)	14%	(10)	73
2020 Vote: Didn't Vote	30%	(215)	23%	(163)	15%	(109)	12%	(88)	20%	(142)	716
2018 House Vote: Democrat	42%	(43)	34%	(35)	15%	(15)	5%	(5)	4%	(4)	101
2016 Vote: Hillary Clinton	38%	(26)	32%	(22)	15%	(11)	9%	(6)	5%	(4)	69
2016 Vote: Didn't Vote	30%	(270)	25%	(225)	15%	(140)	12%	(112)	18%	(159)	906
Voted in 2014: No	29%	(289)	25%	(246)	16%	(152)	13%	(125)	17%	(168)	981
4-Region: Northeast	30%	(51)	28%	(48)	16%	(27)	11%	(18)	16%	(27)	171
4-Region: Midwest	25%	(54)	24%	(50)	18%	(38)	13%	(28)	20%	(42)	212
4-Region: South	35%	(136)	21%	(84)	16%	(62)	13%	(51)	15%	(60)	393
4-Region: West	28%	(67)	31%	(75)	12%	(29)	13%	(30)	17%	(40)	242
Plans to Go to the Movies more	40%	(167)	27%	(113)	13%	(54)	11%	(45)	10%	(43)	422
Plans to Go to the Movies less	29%	(51)	25%	(44)	15%	(27)	21%	(37)	10%	(17)	176
Plans to Go to the Movies the Same	24%	(74)	27%	(84)	19%	(59)	11%	(33)	19%	(59)	309

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

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	1018	100%
xdemGender	Gender: Male	519	51%
	Gender: Female	499	49%
	N	1018	
ageZ	13-16	336	33%
	17-20	346	34%
	21-24	336	33%
	N	1018	
demAgeGeneration	GenZers: 1997-2012	1018	100%
xpid3	PID: Dem (no lean)	368	36%
	PID: Ind (no lean)	473	46%
	PID: Rep (no lean)	177	17%
	N	1018	
xpidGender	PID/Gender: Dem Men	173	17%
	PID/Gender: Dem Women	195	19%
	PID/Gender: Ind Men	243	24%
	PID/Gender: Ind Women	230	23%
	PID/Gender: Rep Men	103	10%
	PID/Gender: Rep Women	74	7%
	N	1018	
xdemIdeo3	Ideo: Liberal (1-3)	370	36%
	Ideo: Moderate (4)	214	21%
	Ideo: Conservative (5-7)	158	16%
	N	743	
xeduc3	Educ: < College	938	92%
	Educ: Bachelors degree	61	6%
	Educ: Post-grad	19	2%
	N	1018	
xdemInc3	Income: Under 50k	606	60%
	Income: 50k-100k	279	27%
	Income: 100k+	133	13%
	N	1018	
xdemWhite	Ethnicity: White	645	63%
xdemHispBin	Ethnicity: Hispanic	244	24%

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
demBlackBin	Ethnicity: Black	161	16%
demRaceOther	Ethnicity: Other	212	21%
xdemReligion	All Christian	215	21%
	All Non-Christian	55	5%
	Atheist	121	12%
	Agnostic/Nothing in particular	398	39%
	Something Else	229	22%
	<i>N</i>	1018	
xdemReligOther	Religious Non-Protestant/Catholic	67	7%
xdemEvang	Evangelical	157	15%
	Non-Evangelical	268	26%
	<i>N</i>	425	
xdemUsr	Community: Urban	249	24%
	Community: Suburban	558	55%
	Community: Rural	211	21%
	<i>N</i>	1018	
xdemEmploy	Employ: Private Sector	150	15%
	Employ: Government	41	4%
	Employ: Self-Employed	67	7%
	Employ: Homemaker	16	2%
	Employ: Student	504	49%
	Employ: Retired	3	0%
	Employ: Unemployed	159	16%
	Employ: Other	79	8%
	<i>N</i>	1018	
xdemMilHH1	Military HH: Yes	110	11%
	Military HH: No	908	89%
	<i>N</i>	1018	
xnrl	RD/WT: Right Direction	455	45%
	RD/WT: Wrong Track	564	55%
	<i>N</i>	1018	
xdemBidenApprove	Biden Job Approve	519	51%
	Biden Job Disapprove	305	30%
	<i>N</i>	824	

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### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemBidenApprove2	Biden Job Strongly Approve	158	15%
	Biden Job Somewhat Approve	361	35%
	Biden Job Somewhat Disapprove	150	15%
	Biden Job Strongly Disapprove	155	15%
	N	824	
xdemBidenFav	Favorable of Biden	516	51%
	Unfavorable of Biden	367	36%
	N	883	
xdemBidenFavFull	Very Favorable of Biden	169	17%
	Somewhat Favorable of Biden	347	34%
	Somewhat Unfavorable of Biden	165	16%
	Very Unfavorable of Biden	202	20%
	N	883	
xnr3	#1 Issue: Economy	303	30%
	#1 Issue: Security	72	7%
	#1 Issue: Health Care	115	11%
	#1 Issue: Medicare / Social Security	12	1%
	#1 Issue: Women's Issues	183	18%
	#1 Issue: Education	122	12%
	#1 Issue: Energy	130	13%
	#1 Issue: Other	81	8%
	N	1018	
xsubVote20O	2020 Vote: Joe Biden	215	21%
	2020 Vote: Donald Trump	73	7%
	2020 Vote: Other	14	1%
	2020 Vote: Didn't Vote	716	70%
	N	1018	
xsubVote18O	2018 House Vote: Democrat	101	10%
	2018 House Vote: Republican	34	3%
	2018 House Vote: Someone else	10	1%
	N	146	
xsubVote16O	2016 Vote: Hillary Clinton	69	7%
	2016 Vote: Donald Trump	35	3%
	2016 Vote: Other	8	1%
	2016 Vote: Didn't Vote	906	89%
	N	1018	
xsubVote14O	Voted in 2014: Yes	37	4%
	Voted in 2014: No	981	96%
	N	1018	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xreg4	4-Region: Northeast	171	17%
	4-Region: Midwest	212	21%
	4-Region: South	393	39%
	4-Region: West	242	24%
	N	1018	
MCGZxdem1	Plans to Go to the Movies more	422	41%
	Plans to Go to the Movies less	176	17%
	Plans to Go to the Movies the Same	309	30%
	N	907	

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



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