MORNING CONSULT

National Tracking Poll #2109171
September 27-29, 2021

Crosstabulation Results

Table Index

Crosstabulation Results by Respondent Demographics

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

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	45%	(991)	47%	(1043)	8%	(166)	2200
Gender: Male	45%	(483)	46%	(485)	9%	(94)	1062
Gender: Female	45%	(508)	49%	(558)	6%	(72)	1138
Age: 18-34	51%	(332)	44%	(290)	5%	(34)	655
Age: 35-44	55%	(196)	42%	(149)	4%	(13)	358
Age: 45-64	44%	(332)	47%	(353)	9%	(66)	751
Age: 65+	30%	(132)	58%	(252)	12%	(53)	436
GenZers: 1997-2012	47%	(111)	50%	(118)	3%	(8)	237
Millennials: 1981-1996	53%	(341)	42%	(267)	5%	(33)	641
GenXers: 1965-1980	48%	(250)	43%	(223)	9%	(47)	520
Baby Boomers: 1946-1964	37%	(274)	54%	(400)	9%	(69)	744
PID: Dem (no lean)	52%	(449)	44%	(376)	4%	(35)	860
PID: Ind (no lean)	41%	(290)	52%	(365)	7%	(47)	702
PID: Rep (no lean)	40%	(252)	47%	(303)	13%	(83)	638
PID/Gender: Dem Men	52%	(215)	42%	(174)	5%	(22)	412
PID/Gender: Dem Women	52%	(233)	45%	(201)	3%	(13)	448
PID/Gender: Ind Men	39%	(141)	52%	(187)	8%	(30)	357
PID/Gender: Ind Women	43%	(149)	52%	(178)	5%	(18)	345
PID/Gender: Rep Men	43%	(127)	42%	(124)	14%	(42)	293
PID/Gender: Rep Women	36%	(126)	52%	(179)	12%	(41)	345
Ideo: Liberal (1-3)	50%	(337)	45%	(307)	5%	(34)	678
Ideo: Moderate (4)	44%	(278)	49%	(310)	7%	(43)	630
Ideo: Conservative (5-7)	42%	(280)	48%	(324)	10%	(65)	669
Educ: < College	45%	(679)	48%	(722)	7%	(111)	1512
Educ: Bachelors degree	45%	(199)	47%	(208)	8%	(37)	444
Educ: Post-grad	46%	(113)	47%	(114)	7%	(17)	244
Income: Under 50k	44%	(552)	47%	(587)	8%	(103)	1241
Income: 50k-100k	44%	(288)	50%	(332)	6%	(40)	659
Income: 100k+	50%	(151)	42%	(125)	8%	(23)	300

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

Movies

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	45%	(991)	47%	(1043)	8%	(166)	2200
Ethnicity: White	43%	(735)	49%	(842)	8%	(144)	1722
Ethnicity: Hispanic	52%	(182)	44%	(153)	4%	(15)	349
Ethnicity: Black	55%	(151)	40%	(110)	5%	(13)	274
Ethnicity: Other	52%	(105)	45%	(91)	4%	(8)	204
All Christian	42%	(404)	49%	(478)	9%	(86)	968
All Non-Christian	49%	(53)	42%	(45)	9%	(10)	107
Atheist	44%	(46)	52%	(55)	3%	(4)	104
Agnostic/Nothing in particular	45%	(285)	49%	(306)	6%	(40)	631
Something Else	52%	(203)	41%	(159)	7%	(27)	390
Religious Non-Protestant/Catholic	49%	(62)	41%	(52)	10%	(13)	127
Evangelical	46%	(269)	45%	(260)	9%	(51)	580
Non-Evangelical	44%	(323)	49%	(360)	8%	(58)	741
Community: Urban	52%	(303)	43%	(255)	5%	(29)	587
Community: Suburban	43%	(455)	49%	(520)	8%	(85)	1059
Community: Rural	42%	(233)	48%	(268)	9%	(52)	554
Employ: Private Sector	49%	(304)	44%	(273)	8%	(49)	626
Employ: Government	58%	(68)	40%	(47)	3%	(3)	119
Employ: Self-Employed	51%	(106)	44%	(90)	5%	(10)	206
Employ: Homemaker	41%	(71)	53%	(93)	6%	(10)	174
Employ: Student	56%	(48)	42%	(36)	2%	(1)	86
Employ: Retired	33%	(174)	57%	(299)	10%	(52)	525
Employ: Unemployed	45%	(129)	46%	(133)	9%	(27)	290
Employ: Other	52%	(90)	41%	(72)	7%	(12)	175
Military HH: Yes	43%	(145)	48%	(164)	9%	(32)	341
Military HH: No	46%	(846)	47%	(879)	7%	(134)	1859
RD/WT: Right Direction	50%	(438)	45%	(396)	5%	(45)	879
RD/WT: Wrong Track	42%	(553)	49%	(647)	9%	(120)	1321
Biden Job Approve	50%	(544)	45%	(482)	5%	(53)	1080
Biden Job Disapprove	39%	(397)	51%	(511)	10%	(102)	1010

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

Movies

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	45%	(991)	47%	(1043)	8%	(166)	2200
Biden Job Strongly Approve	56%	(285)	39%	(200)	4%	(22)	506
Biden Job Somewhat Approve	45%	(259)	49%	(283)	5%	(31)	573
Biden Job Somewhat Disapprove	43%	(134)	50%	(155)	8%	(24)	314
Biden Job Strongly Disapprove	38%	(263)	51%	(356)	11%	(78)	696
Favorable of Biden	51%	(552)	44%	(479)	5%	(49)	1080
Unfavorable of Biden	39%	(397)	51%	(518)	10%	(106)	1021
Very Favorable of Biden	56%	(302)	40%	(217)	3%	(18)	537
Somewhat Favorable of Biden	46%	(250)	48%	(262)	6%	(31)	543
Somewhat Unfavorable of Biden	42%	(118)	48%	(134)	9%	(26)	278
Very Unfavorable of Biden	38%	(279)	52%	(383)	11%	(80)	743
#1 Issue: Economy	50%	(368)	42%	(311)	7%	(55)	734
#1 Issue: Security	34%	(138)	56%	(224)	10%	(41)	403
#1 Issue: Health Care	45%	(126)	49%	(138)	6%	(16)	280
#1 Issue: Medicare / Social Security	38%	(113)	52%	(157)	10%	(31)	301
#1 Issue: Women's Issues	59%	(88)	40%	(60)	1%	(2)	149
#1 Issue: Education	44%	(39)	50%	(45)	6%	(5)	89
#1 Issue: Energy	48%	(59)	46%	(57)	5%	(7)	123
#1 Issue: Other	50%	(61)	43%	(52)	7%	(8)	122
2020 Vote: Joe Biden	49%	(488)	46%	(461)	4%	(42)	991
2020 Vote: Donald Trump	40%	(270)	48%	(322)	12%	(83)	675
2020 Vote: Other	55%	(34)	42%	(26)	3%	(2)	61
2020 Vote: Didn't Vote	42%	(195)	50%	(232)	8%	(39)	466
2018 House Vote: Democrat	49%	(387)	47%	(370)	4%	(31)	788
2018 House Vote: Republican	39%	(216)	48%	(266)	13%	(72)	555
2018 House Vote: Someone else	53%	(30)	40%	(22)	7%	(4)	56
2016 Vote: Hillary Clinton	50%	(356)	46%	(329)	4%	(26)	711
2016 Vote: Donald Trump	41%	(256)	48%	(299)	12%	(73)	628
2016 Vote: Other	45%	(50)	47%	(52)	8%	(9)	112
2016 Vote: Didn't Vote	44%	(328)	48%	(361)	8%	(57)	746
Voted in 2014: Yes	45%	(557)	47%	(584)	8%	(94)	1235
Voted in 2014: No	45%	(434)	48%	(460)	7%	(71)	965

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

Movies

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	45%	(991)	47%	(1043)	8%	(166)	2200
4-Region: Northeast	45%	(177)	46%	(182)	9%	(35)	394
4-Region: Midwest	44%	(202)	50%	(229)	7%	(32)	462
4-Region: South	46%	(379)	46%	(378)	8%	(67)	824
4-Region: West	45%	(233)	49%	(255)	6%	(32)	520
Avid Film Fan	100%	(991)	—	(0)	—	(0)	991
Avid TV Fan	66%	(704)	31%	(335)	3%	(34)	1073
Casual Film Fan	—	(0)	100%	(1043)	—	(0)	1043
Casual TV Fan	26%	(260)	65%	(640)	9%	(86)	986

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

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

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	49%	(1073)	45%	(986)	6%	(141)	2200
Gender: Male	46%	(491)	47%	(498)	7%	(73)	1062
Gender: Female	51%	(582)	43%	(487)	6%	(69)	1138
Age: 18-34	40%	(263)	50%	(328)	10%	(64)	655
Age: 35-44	49%	(176)	44%	(159)	6%	(23)	358
Age: 45-64	53%	(398)	42%	(318)	5%	(35)	751
Age: 65+	54%	(235)	41%	(181)	5%	(20)	436
GenZers: 1997-2012	32%	(77)	57%	(136)	10%	(24)	237
Millennials: 1981-1996	46%	(296)	45%	(291)	8%	(54)	641
GenXers: 1965-1980	48%	(251)	46%	(239)	6%	(29)	520
Baby Boomers: 1946-1964	56%	(419)	40%	(294)	4%	(30)	744
PID: Dem (no lean)	58%	(501)	38%	(323)	4%	(36)	860
PID: Ind (no lean)	40%	(282)	50%	(353)	10%	(67)	702
PID: Rep (no lean)	46%	(291)	49%	(310)	6%	(38)	638
PID/Gender: Dem Men	56%	(229)	40%	(167)	4%	(16)	412
PID/Gender: Dem Women	61%	(272)	35%	(156)	4%	(20)	448
PID/Gender: Ind Men	35%	(126)	54%	(192)	11%	(39)	357
PID/Gender: Ind Women	45%	(156)	47%	(161)	8%	(28)	345
PID/Gender: Rep Men	46%	(136)	48%	(140)	6%	(17)	293
PID/Gender: Rep Women	45%	(155)	49%	(170)	6%	(21)	345
Ideo: Liberal (1-3)	58%	(391)	38%	(255)	5%	(32)	678
Ideo: Moderate (4)	47%	(297)	47%	(295)	6%	(38)	630
Ideo: Conservative (5-7)	47%	(315)	47%	(314)	6%	(40)	669
Educ: < College	49%	(742)	44%	(666)	7%	(105)	1512
Educ: Bachelors degree	47%	(209)	47%	(209)	6%	(25)	444
Educ: Post-grad	50%	(122)	45%	(111)	5%	(11)	244
Income: Under 50k	47%	(582)	45%	(561)	8%	(98)	1241
Income: 50k-100k	51%	(333)	45%	(295)	5%	(31)	659
Income: 100k+	53%	(158)	43%	(129)	4%	(12)	300
Ethnicity: White	49%	(842)	45%	(772)	6%	(108)	1722
Ethnicity: Hispanic	44%	(155)	50%	(173)	6%	(21)	349
Ethnicity: Black	56%	(155)	38%	(104)	6%	(15)	274

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

Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	49%	(1073)	45%	(986)	6%	(141)	2200
Ethnicity: Other	37%	(76)	53%	(109)	9%	(19)	204
All Christian	54%	(521)	42%	(405)	4%	(42)	968
All Non-Christian	52%	(56)	43%	(46)	5%	(5)	107
Atheist	40%	(42)	53%	(55)	7%	(7)	104
Agnostic/Nothing in particular	42%	(267)	50%	(313)	8%	(51)	631
Something Else	48%	(187)	43%	(166)	9%	(37)	390
Religious Non-Protestant/Catholic	52%	(66)	43%	(54)	5%	(6)	127
Evangelical	50%	(290)	43%	(247)	7%	(43)	580
Non-Evangelical	54%	(401)	41%	(306)	5%	(34)	741
Community: Urban	50%	(291)	43%	(253)	7%	(43)	587
Community: Suburban	49%	(517)	47%	(495)	4%	(47)	1059
Community: Rural	48%	(264)	43%	(238)	9%	(52)	554
Employ: Private Sector	47%	(293)	48%	(298)	6%	(36)	626
Employ: Government	51%	(61)	44%	(52)	5%	(6)	119
Employ: Self-Employed	45%	(92)	50%	(103)	5%	(11)	206
Employ: Homemaker	48%	(84)	43%	(76)	8%	(14)	174
Employ: Student	41%	(35)	48%	(42)	11%	(9)	86
Employ: Retired	57%	(299)	39%	(205)	4%	(20)	525
Employ: Unemployed	42%	(122)	49%	(142)	9%	(26)	290
Employ: Other	50%	(88)	39%	(69)	11%	(19)	175
Military HH: Yes	47%	(160)	45%	(152)	8%	(28)	341
Military HH: No	49%	(913)	45%	(834)	6%	(113)	1859
RD/WT: Right Direction	54%	(477)	41%	(359)	5%	(44)	879
RD/WT: Wrong Track	45%	(596)	47%	(627)	7%	(98)	1321
Biden Job Approve	56%	(608)	39%	(426)	4%	(45)	1080
Biden Job Disapprove	42%	(425)	51%	(511)	7%	(74)	1010
Biden Job Strongly Approve	62%	(314)	34%	(173)	4%	(20)	506
Biden Job Somewhat Approve	51%	(295)	44%	(253)	4%	(25)	573
Biden Job Somewhat Disapprove	41%	(129)	52%	(162)	7%	(23)	314
Biden Job Strongly Disapprove	42%	(296)	50%	(350)	7%	(51)	696

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

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	49%	(1073)	45%	(986)	6%	(141)	2200
Favorable of Biden	57%	(611)	39%	(424)	4%	(45)	1080
Unfavorable of Biden	42%	(431)	51%	(518)	7%	(73)	1021
Very Favorable of Biden	65%	(347)	32%	(172)	3%	(18)	537
Somewhat Favorable of Biden	49%	(264)	46%	(251)	5%	(27)	543
Somewhat Unfavorable of Biden	45%	(124)	50%	(138)	5%	(15)	278
Very Unfavorable of Biden	41%	(306)	51%	(379)	8%	(58)	743
#1 Issue: Economy	48%	(353)	45%	(332)	7%	(49)	734
#1 Issue: Security	49%	(197)	45%	(180)	6%	(26)	403
#1 Issue: Health Care	48%	(133)	45%	(127)	7%	(19)	280
#1 Issue: Medicare / Social Security	55%	(165)	41%	(125)	4%	(12)	301
#1 Issue: Women's Issues	57%	(86)	37%	(55)	5%	(8)	149
#1 Issue: Education	31%	(27)	61%	(54)	8%	(7)	89
#1 Issue: Energy	44%	(54)	50%	(62)	6%	(7)	123
#1 Issue: Other	49%	(59)	41%	(50)	11%	(13)	122
2020 Vote: Joe Biden	56%	(557)	40%	(393)	4%	(41)	991
2020 Vote: Donald Trump	49%	(331)	45%	(305)	6%	(39)	675
2020 Vote: Other	27%	(17)	62%	(38)	11%	(7)	61
2020 Vote: Didn't Vote	35%	(164)	53%	(247)	12%	(55)	466
2018 House Vote: Democrat	57%	(448)	38%	(303)	5%	(37)	788
2018 House Vote: Republican	48%	(266)	47%	(259)	5%	(30)	555
2018 House Vote: Someone else	39%	(22)	53%	(30)	7%	(4)	56
2016 Vote: Hillary Clinton	60%	(425)	37%	(262)	3%	(25)	711
2016 Vote: Donald Trump	48%	(303)	47%	(294)	5%	(31)	628
2016 Vote: Other	35%	(39)	57%	(64)	8%	(9)	112
2016 Vote: Didn't Vote	41%	(305)	49%	(365)	10%	(77)	746
Voted in 2014: Yes	53%	(659)	42%	(516)	5%	(60)	1235
Voted in 2014: No	43%	(414)	49%	(470)	8%	(81)	965
4-Region: Northeast	55%	(215)	40%	(157)	6%	(22)	394
4-Region: Midwest	47%	(217)	48%	(220)	5%	(25)	462
4-Region: South	50%	(408)	44%	(364)	6%	(52)	824
4-Region: West	45%	(233)	47%	(244)	8%	(43)	520

Continued on next page

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

Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	49%	(1073)	45%	(986)	6%	(141)	2200
Avid Film Fan	71%	(704)	26%	(260)	3%	(28)	991
Avid TV Fan	100%	(1073)	—	(0)	—	(0)	1073
Casual Film Fan	32%	(335)	61%	(640)	7%	(68)	1043
Casual TV Fan	—	(0)	100%	(986)	—	(0)	986

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

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

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	27%	(605)	39%	(852)	34%	(743)	2200
Gender: Male	42%	(446)	34%	(366)	24%	(250)	1062
Gender: Female	14%	(158)	43%	(486)	43%	(493)	1138
Age: 18-34	27%	(177)	37%	(242)	36%	(237)	655
Age: 35-44	32%	(116)	36%	(129)	31%	(113)	358
Age: 45-64	27%	(202)	39%	(294)	34%	(255)	751
Age: 65+	25%	(110)	43%	(187)	32%	(139)	436
GenZers: 1997-2012	20%	(47)	33%	(78)	47%	(112)	237
Millennials: 1981-1996	31%	(197)	39%	(248)	30%	(195)	641
GenXers: 1965-1980	31%	(160)	35%	(181)	34%	(179)	520
Baby Boomers: 1946-1964	25%	(183)	43%	(322)	32%	(238)	744
PID: Dem (no lean)	32%	(275)	39%	(336)	29%	(249)	860
PID: Ind (no lean)	22%	(156)	39%	(271)	39%	(275)	702
PID: Rep (no lean)	27%	(173)	39%	(246)	34%	(219)	638
PID/Gender: Dem Men	49%	(200)	33%	(137)	18%	(75)	412
PID/Gender: Dem Women	17%	(75)	44%	(199)	39%	(174)	448
PID/Gender: Ind Men	34%	(120)	34%	(121)	33%	(117)	357
PID/Gender: Ind Women	11%	(36)	44%	(150)	46%	(158)	345
PID/Gender: Rep Men	43%	(126)	37%	(108)	20%	(58)	293
PID/Gender: Rep Women	14%	(47)	40%	(138)	47%	(161)	345
Ideo: Liberal (1-3)	30%	(206)	37%	(253)	32%	(219)	678
Ideo: Moderate (4)	26%	(167)	43%	(269)	31%	(194)	630
Ideo: Conservative (5-7)	29%	(194)	38%	(256)	33%	(218)	669
Educ: < College	23%	(354)	38%	(572)	39%	(587)	1512
Educ: Bachelors degree	33%	(148)	42%	(186)	25%	(110)	444
Educ: Post-grad	42%	(103)	39%	(95)	19%	(46)	244
Income: Under 50k	23%	(284)	38%	(466)	40%	(492)	1241
Income: 50k-100k	29%	(193)	42%	(277)	29%	(189)	659
Income: 100k+	43%	(128)	36%	(109)	21%	(63)	300
Ethnicity: White	27%	(465)	39%	(667)	34%	(590)	1722
Ethnicity: Hispanic	29%	(101)	43%	(150)	28%	(98)	349
Ethnicity: Black	35%	(96)	36%	(98)	29%	(81)	274

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

Sports

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	27%	(605)	39%	(852)	34%	(743)	2200
Ethnicity: Other	22%	(44)	43%	(87)	36%	(73)	204
All Christian	32%	(308)	40%	(385)	28%	(275)	968
All Non-Christian	40%	(43)	38%	(40)	22%	(24)	107
Atheist	26%	(27)	36%	(38)	38%	(39)	104
Agnostic/Nothing in particular	21%	(129)	39%	(243)	41%	(258)	631
Something Else	25%	(97)	37%	(146)	38%	(147)	390
Religious Non-Protestant/Catholic	36%	(46)	39%	(49)	25%	(32)	127
Evangelical	30%	(175)	36%	(210)	34%	(195)	580
Non-Evangelical	30%	(222)	41%	(304)	29%	(215)	741
Community: Urban	34%	(201)	35%	(204)	31%	(182)	587
Community: Suburban	27%	(288)	41%	(437)	32%	(334)	1059
Community: Rural	21%	(116)	38%	(211)	41%	(227)	554
Employ: Private Sector	37%	(230)	38%	(237)	25%	(160)	626
Employ: Government	34%	(41)	43%	(51)	23%	(27)	119
Employ: Self-Employed	31%	(65)	39%	(80)	30%	(62)	206
Employ: Homemaker	18%	(31)	37%	(64)	46%	(79)	174
Employ: Student	23%	(20)	38%	(33)	39%	(33)	86
Employ: Retired	23%	(119)	43%	(228)	34%	(178)	525
Employ: Unemployed	22%	(65)	35%	(101)	43%	(124)	290
Employ: Other	20%	(35)	34%	(60)	46%	(81)	175
Military HH: Yes	26%	(87)	40%	(135)	35%	(119)	341
Military HH: No	28%	(518)	39%	(717)	34%	(624)	1859
RD/WT: Right Direction	34%	(300)	38%	(338)	28%	(242)	879
RD/WT: Wrong Track	23%	(305)	39%	(515)	38%	(501)	1321
Biden Job Approve	31%	(334)	41%	(438)	29%	(308)	1080
Biden Job Disapprove	25%	(250)	38%	(385)	37%	(376)	1010
Biden Job Strongly Approve	39%	(196)	35%	(177)	26%	(133)	506
Biden Job Somewhat Approve	24%	(137)	45%	(260)	31%	(176)	573
Biden Job Somewhat Disapprove	30%	(96)	41%	(127)	29%	(91)	314
Biden Job Strongly Disapprove	22%	(154)	37%	(257)	41%	(285)	696

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

Sports

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	27%	(605)	39%	(852)	34%	(743)	2200
Favorable of Biden	30%	(329)	40%	(433)	29%	(318)	1080
Unfavorable of Biden	25%	(259)	38%	(392)	36%	(371)	1021
Very Favorable of Biden	36%	(192)	37%	(199)	27%	(147)	537
Somewhat Favorable of Biden	25%	(138)	43%	(235)	31%	(171)	543
Somewhat Unfavorable of Biden	33%	(90)	42%	(116)	26%	(71)	278
Very Unfavorable of Biden	23%	(168)	37%	(275)	40%	(300)	743
#1 Issue: Economy	29%	(214)	41%	(298)	30%	(222)	734
#1 Issue: Security	28%	(112)	35%	(142)	37%	(149)	403
#1 Issue: Health Care	31%	(87)	35%	(98)	34%	(95)	280
#1 Issue: Medicare / Social Security	28%	(85)	41%	(124)	30%	(92)	301
#1 Issue: Women's Issues	18%	(28)	45%	(68)	36%	(54)	149
#1 Issue: Education	29%	(25)	30%	(27)	41%	(36)	89
#1 Issue: Energy	24%	(30)	39%	(48)	37%	(45)	123
#1 Issue: Other	19%	(23)	39%	(47)	42%	(51)	122
2020 Vote: Joe Biden	32%	(314)	40%	(401)	28%	(276)	991
2020 Vote: Donald Trump	27%	(184)	39%	(261)	34%	(230)	675
2020 Vote: Other	19%	(12)	35%	(21)	46%	(28)	61
2020 Vote: Didn't Vote	19%	(91)	36%	(169)	44%	(207)	466
2018 House Vote: Democrat	32%	(252)	39%	(307)	29%	(229)	788
2018 House Vote: Republican	29%	(162)	41%	(227)	30%	(166)	555
2018 House Vote: Someone else	26%	(15)	38%	(22)	36%	(20)	56
2016 Vote: Hillary Clinton	32%	(230)	40%	(287)	27%	(195)	711
2016 Vote: Donald Trump	28%	(177)	40%	(250)	32%	(202)	628
2016 Vote: Other	34%	(38)	40%	(45)	26%	(29)	112
2016 Vote: Didn't Vote	21%	(160)	36%	(270)	42%	(316)	746
Voted in 2014: Yes	31%	(378)	41%	(502)	29%	(355)	1235
Voted in 2014: No	23%	(226)	36%	(350)	40%	(388)	965
4-Region: Northeast	33%	(128)	35%	(137)	32%	(128)	394
4-Region: Midwest	26%	(122)	39%	(181)	34%	(159)	462
4-Region: South	27%	(220)	38%	(315)	35%	(290)	824
4-Region: West	26%	(134)	42%	(219)	32%	(166)	520

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

Sports

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	27%	(605)	39%	(852)	34%	(743)	2200
Avid Film Fan	33%	(329)	37%	(366)	30%	(296)	991
Avid TV Fan	36%	(389)	38%	(405)	26%	(278)	1073
Casual Film Fan	22%	(234)	41%	(430)	36%	(379)	1043
Casual TV Fan	20%	(201)	41%	(407)	38%	(378)	986

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

Table MCEN2_1: *How familiar are you with each of the following?*
International Cinematographers Guild (ICG)

Demographic	Very familiar		Somewhat familiar		Somewhat unfamiliar		Very unfamiliar		Total N
Adults	4%	(90)	10%	(217)	17%	(378)	69%	(1516)	2200
Gender: Male	6%	(68)	12%	(132)	17%	(184)	64%	(678)	1062
Gender: Female	2%	(22)	7%	(85)	17%	(194)	74%	(837)	1138
Age: 18-34	7%	(44)	14%	(94)	16%	(106)	63%	(412)	655
Age: 35-44	9%	(31)	14%	(50)	18%	(64)	59%	(213)	358
Age: 45-64	1%	(10)	8%	(56)	17%	(128)	74%	(557)	751
Age: 65+	1%	(5)	4%	(17)	18%	(80)	77%	(335)	436
GenZers: 1997-2012	3%	(7)	11%	(27)	16%	(37)	70%	(166)	237
Millennials: 1981-1996	9%	(57)	16%	(101)	17%	(108)	58%	(375)	641
GenXers: 1965-1980	3%	(17)	9%	(45)	20%	(104)	68%	(354)	520
Baby Boomers: 1946-1964	1%	(10)	6%	(42)	16%	(118)	77%	(573)	744
PID: Dem (no lean)	6%	(51)	14%	(118)	19%	(161)	62%	(529)	860
PID: Ind (no lean)	3%	(19)	8%	(60)	18%	(126)	71%	(498)	702
PID: Rep (no lean)	3%	(20)	6%	(39)	14%	(90)	77%	(489)	638
PID/Gender: Dem Men	9%	(39)	18%	(73)	18%	(74)	55%	(226)	412
PID/Gender: Dem Women	3%	(12)	10%	(45)	20%	(88)	68%	(303)	448
PID/Gender: Ind Men	4%	(16)	10%	(35)	18%	(63)	68%	(243)	357
PID/Gender: Ind Women	1%	(3)	7%	(25)	19%	(64)	74%	(254)	345
PID/Gender: Rep Men	5%	(13)	8%	(23)	16%	(48)	71%	(209)	293
PID/Gender: Rep Women	2%	(7)	5%	(16)	12%	(42)	81%	(280)	345
Ideo: Liberal (1-3)	7%	(45)	14%	(94)	18%	(121)	62%	(418)	678
Ideo: Moderate (4)	2%	(15)	10%	(60)	21%	(129)	68%	(426)	630
Ideo: Conservative (5-7)	4%	(25)	8%	(52)	14%	(94)	74%	(498)	669
Educ: < College	3%	(40)	7%	(111)	17%	(255)	73%	(1107)	1512
Educ: Bachelors degree	7%	(29)	16%	(73)	18%	(79)	59%	(263)	444
Educ: Post-grad	9%	(21)	14%	(33)	18%	(44)	60%	(145)	244
Income: Under 50k	3%	(34)	7%	(91)	17%	(215)	73%	(901)	1241
Income: 50k-100k	4%	(24)	12%	(80)	18%	(117)	67%	(438)	659
Income: 100k+	11%	(32)	15%	(46)	15%	(45)	59%	(176)	300
Ethnicity: White	4%	(69)	9%	(156)	17%	(294)	70%	(1203)	1722
Ethnicity: Hispanic	6%	(22)	14%	(48)	20%	(69)	60%	(210)	349

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Table MCEN2_1: *How familiar are you with each of the following?*

International Cinematographers Guild (ICG)

Demographic	Very familiar		Somewhat familiar		Somewhat unfamiliar		Very unfamiliar		Total N
Adults	4%	(90)	10%	(217)	17%	(378)	69%	(1516)	2200
Ethnicity: Black	5%	(13)	11%	(30)	14%	(38)	70%	(193)	274
Ethnicity: Other	4%	(9)	15%	(30)	22%	(45)	59%	(120)	204
All Christian	5%	(50)	9%	(87)	18%	(176)	68%	(656)	968
All Non-Christian	9%	(10)	23%	(24)	15%	(16)	53%	(57)	107
Atheist	7%	(8)	14%	(14)	19%	(20)	60%	(62)	104
Agnostic/Nothing in particular	2%	(13)	9%	(58)	18%	(115)	71%	(446)	631
Something Else	2%	(10)	9%	(34)	13%	(51)	76%	(295)	390
Religious Non-Protestant/Catholic	10%	(12)	20%	(25)	17%	(21)	54%	(68)	127
Evangelical	7%	(39)	10%	(58)	14%	(80)	69%	(403)	580
Non-Evangelical	2%	(15)	8%	(59)	18%	(135)	72%	(532)	741
Community: Urban	9%	(56)	14%	(83)	18%	(104)	59%	(345)	587
Community: Suburban	2%	(20)	9%	(100)	18%	(193)	71%	(747)	1059
Community: Rural	3%	(15)	6%	(35)	15%	(81)	76%	(423)	554
Employ: Private Sector	8%	(48)	16%	(101)	18%	(110)	59%	(367)	626
Employ: Government	8%	(9)	12%	(15)	16%	(19)	64%	(77)	119
Employ: Self-Employed	5%	(11)	16%	(33)	18%	(37)	61%	(126)	206
Employ: Homemaker	1%	(1)	7%	(13)	14%	(25)	78%	(135)	174
Employ: Student	8%	(6)	8%	(7)	13%	(11)	71%	(61)	86
Employ: Retired	1%	(4)	4%	(21)	16%	(86)	79%	(414)	525
Employ: Unemployed	2%	(6)	5%	(14)	19%	(54)	74%	(215)	290
Employ: Other	3%	(5)	8%	(13)	21%	(36)	69%	(120)	175
Military HH: Yes	4%	(13)	7%	(25)	14%	(47)	75%	(257)	341
Military HH: No	4%	(78)	10%	(192)	18%	(331)	68%	(1259)	1859
RD/WT: Right Direction	7%	(61)	13%	(114)	19%	(165)	61%	(540)	879
RD/WT: Wrong Track	2%	(29)	8%	(103)	16%	(213)	74%	(976)	1321
Biden Job Approve	6%	(62)	12%	(128)	19%	(208)	63%	(681)	1080
Biden Job Disapprove	2%	(24)	7%	(72)	15%	(156)	75%	(758)	1010

Table MCEN2_1: *How familiar are you with each of the following?*
International Cinematographers Guild (ICG)

Demographic	Very familiar		Somewhat familiar		Somewhat unfamiliar		Very unfamiliar		Total N
Adults	4%	(90)	10%	(217)	17%	(378)	69%	(1516)	2200
Biden Job Strongly Approve	9%	(45)	15%	(76)	19%	(94)	58%	(291)	506
Biden Job Somewhat Approve	3%	(18)	9%	(52)	20%	(114)	68%	(390)	573
Biden Job Somewhat Disapprove	1%	(3)	11%	(36)	22%	(68)	66%	(207)	314
Biden Job Strongly Disapprove	3%	(21)	5%	(36)	13%	(88)	79%	(551)	696
Favorable of Biden	5%	(58)	11%	(124)	19%	(201)	65%	(697)	1080
Unfavorable of Biden	3%	(28)	8%	(83)	15%	(158)	74%	(753)	1021
Very Favorable of Biden	7%	(38)	13%	(68)	19%	(100)	62%	(331)	537
Somewhat Favorable of Biden	4%	(21)	10%	(56)	18%	(100)	67%	(366)	543
Somewhat Unfavorable of Biden	2%	(6)	13%	(36)	21%	(59)	64%	(177)	278
Very Unfavorable of Biden	3%	(21)	6%	(47)	13%	(99)	77%	(576)	743
#1 Issue: Economy	4%	(28)	11%	(79)	16%	(120)	69%	(507)	734
#1 Issue: Security	3%	(11)	11%	(44)	14%	(57)	72%	(291)	403
#1 Issue: Health Care	7%	(21)	10%	(28)	17%	(46)	66%	(185)	280
#1 Issue: Medicare / Social Security	3%	(9)	4%	(13)	21%	(62)	72%	(217)	301
#1 Issue: Women's Issues	4%	(7)	12%	(17)	21%	(31)	63%	(94)	149
#1 Issue: Education	4%	(4)	10%	(9)	16%	(15)	70%	(62)	89
#1 Issue: Energy	7%	(8)	13%	(16)	19%	(24)	61%	(74)	123
#1 Issue: Other	2%	(2)	9%	(11)	18%	(22)	71%	(86)	122
2020 Vote: Joe Biden	6%	(57)	13%	(125)	19%	(185)	63%	(623)	991
2020 Vote: Donald Trump	3%	(17)	8%	(55)	15%	(100)	75%	(503)	675
2020 Vote: Other	—	(0)	9%	(5)	18%	(11)	73%	(45)	61
2020 Vote: Didn't Vote	3%	(16)	6%	(27)	18%	(82)	73%	(342)	466
2018 House Vote: Democrat	5%	(41)	13%	(104)	20%	(159)	61%	(484)	788
2018 House Vote: Republican	3%	(19)	10%	(54)	13%	(75)	73%	(407)	555
2018 House Vote: Someone else	—	(0)	3%	(2)	21%	(12)	76%	(43)	56
2016 Vote: Hillary Clinton	4%	(32)	12%	(89)	21%	(149)	62%	(442)	711
2016 Vote: Donald Trump	3%	(21)	10%	(63)	13%	(79)	74%	(465)	628
2016 Vote: Other	5%	(5)	9%	(10)	16%	(18)	70%	(78)	112
2016 Vote: Didn't Vote	4%	(31)	7%	(54)	18%	(132)	71%	(529)	746

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Table MCEN2_1: *How familiar are you with each of the following?*

International Cinematographers Guild (ICG)

Demographic	Very familiar		Somewhat familiar		Somewhat unfamiliar		Very unfamiliar		Total N
Adults	4%	(90)	10%	(217)	17%	(378)	69%	(1516)	2200
Voted in 2014: Yes	4%	(49)	11%	(139)	18%	(223)	67%	(824)	1235
Voted in 2014: No	4%	(41)	8%	(78)	16%	(154)	72%	(691)	965
4-Region: Northeast	4%	(17)	13%	(49)	15%	(60)	68%	(268)	394
4-Region: Midwest	4%	(16)	7%	(33)	16%	(72)	74%	(340)	462
4-Region: South	3%	(25)	9%	(74)	18%	(146)	70%	(579)	824
4-Region: West	6%	(32)	12%	(60)	19%	(99)	63%	(329)	520
Avid Film Fan	6%	(58)	13%	(125)	18%	(179)	64%	(630)	991
Avid TV Fan	5%	(55)	11%	(121)	17%	(187)	66%	(709)	1073
Casual Film Fan	2%	(25)	8%	(83)	17%	(181)	72%	(754)	1043
Casual TV Fan	3%	(27)	9%	(85)	17%	(165)	72%	(708)	986

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

Table MCEN2_2: *How familiar are you with each of the following?*
International Alliance of Theatrical Stage Employees (IATSE)

Demographic	Very familiar		Somewhat familiar		Somewhat unfamiliar		Very unfamiliar		Total N
Adults	5%	(100)	8%	(169)	14%	(303)	74%	(1627)	2200
Gender: Male	6%	(67)	9%	(98)	15%	(157)	70%	(740)	1062
Gender: Female	3%	(33)	6%	(71)	13%	(147)	78%	(888)	1138
Age: 18-34	6%	(37)	11%	(72)	16%	(102)	68%	(444)	655
Age: 35-44	9%	(32)	11%	(38)	10%	(36)	70%	(252)	358
Age: 45-64	3%	(24)	5%	(41)	14%	(106)	77%	(580)	751
Age: 65+	2%	(7)	4%	(18)	14%	(59)	81%	(352)	436
GenZers: 1997-2012	2%	(6)	9%	(21)	14%	(33)	75%	(177)	237
Millennials: 1981-1996	9%	(55)	13%	(82)	14%	(91)	64%	(412)	641
GenXers: 1965-1980	3%	(14)	6%	(29)	15%	(80)	76%	(397)	520
Baby Boomers: 1946-1964	3%	(24)	5%	(37)	12%	(92)	79%	(591)	744
PID: Dem (no lean)	7%	(62)	12%	(103)	15%	(125)	66%	(570)	860
PID: Ind (no lean)	2%	(17)	5%	(38)	14%	(97)	78%	(550)	702
PID: Rep (no lean)	3%	(21)	4%	(28)	13%	(81)	80%	(508)	638
PID/Gender: Dem Men	11%	(44)	14%	(59)	16%	(66)	59%	(243)	412
PID/Gender: Dem Women	4%	(18)	10%	(44)	13%	(59)	73%	(327)	448
PID/Gender: Ind Men	3%	(12)	6%	(20)	15%	(54)	76%	(271)	357
PID/Gender: Ind Women	2%	(5)	5%	(18)	12%	(43)	81%	(279)	345
PID/Gender: Rep Men	4%	(12)	6%	(19)	12%	(36)	77%	(227)	293
PID/Gender: Rep Women	3%	(9)	3%	(9)	13%	(45)	82%	(282)	345
Ideo: Liberal (1-3)	9%	(59)	11%	(76)	14%	(96)	66%	(447)	678
Ideo: Moderate (4)	2%	(14)	8%	(48)	17%	(105)	73%	(463)	630
Ideo: Conservative (5-7)	4%	(25)	5%	(32)	12%	(82)	79%	(530)	669
Educ: < College	3%	(42)	6%	(90)	14%	(207)	78%	(1173)	1512
Educ: Bachelors degree	7%	(31)	10%	(43)	15%	(66)	68%	(304)	444
Educ: Post-grad	11%	(28)	15%	(36)	12%	(30)	62%	(151)	244
Income: Under 50k	3%	(32)	6%	(72)	14%	(178)	77%	(959)	1241
Income: 50k-100k	5%	(30)	8%	(56)	13%	(87)	74%	(486)	659
Income: 100k+	13%	(38)	14%	(41)	13%	(38)	61%	(182)	300
Ethnicity: White	5%	(79)	7%	(129)	13%	(226)	75%	(1288)	1722
Ethnicity: Hispanic	7%	(23)	11%	(38)	18%	(62)	65%	(226)	349

Table MCEN2_2: *How familiar are you with each of the following?*

International Alliance of Theatrical Stage Employees (IATSE)

Demographic	Very familiar		Somewhat familiar		Somewhat unfamiliar		Very unfamiliar		Total N
Adults	5%	(100)	8%	(169)	14%	(303)	74%	(1627)	2200
Ethnicity: Black	5%	(13)	9%	(24)	11%	(30)	76%	(207)	274
Ethnicity: Other	4%	(8)	8%	(16)	24%	(48)	65%	(132)	204
All Christian	6%	(55)	8%	(77)	14%	(132)	73%	(704)	968
All Non-Christian	12%	(13)	15%	(16)	18%	(19)	56%	(60)	107
Atheist	9%	(9)	8%	(8)	16%	(17)	67%	(70)	104
Agnostic/Nothing in particular	3%	(17)	7%	(42)	15%	(93)	76%	(478)	631
Something Else	1%	(6)	7%	(26)	11%	(42)	81%	(315)	390
Religious Non-Protestant/Catholic	10%	(13)	14%	(18)	16%	(21)	59%	(75)	127
Evangelical	6%	(35)	9%	(51)	11%	(64)	74%	(431)	580
Non-Evangelical	3%	(24)	6%	(44)	15%	(108)	76%	(564)	741
Community: Urban	10%	(57)	13%	(78)	14%	(85)	63%	(367)	587
Community: Suburban	3%	(29)	6%	(67)	15%	(156)	76%	(807)	1059
Community: Rural	3%	(14)	4%	(24)	11%	(63)	82%	(453)	554
Employ: Private Sector	9%	(54)	12%	(72)	16%	(101)	64%	(398)	626
Employ: Government	8%	(10)	14%	(17)	12%	(15)	66%	(78)	119
Employ: Self-Employed	5%	(11)	15%	(31)	13%	(27)	67%	(138)	206
Employ: Homemaker	2%	(4)	3%	(5)	10%	(18)	85%	(147)	174
Employ: Student	3%	(2)	8%	(7)	13%	(11)	76%	(65)	86
Employ: Retired	1%	(7)	3%	(17)	13%	(69)	82%	(432)	525
Employ: Unemployed	3%	(7)	4%	(12)	13%	(38)	80%	(233)	290
Employ: Other	3%	(5)	5%	(9)	14%	(25)	78%	(136)	175
Military HH: Yes	5%	(17)	7%	(23)	12%	(40)	76%	(261)	341
Military HH: No	4%	(83)	8%	(146)	14%	(263)	74%	(1367)	1859
RD/WT: Right Direction	8%	(71)	11%	(99)	15%	(134)	65%	(576)	879
RD/WT: Wrong Track	2%	(29)	5%	(70)	13%	(170)	80%	(1052)	1321
Biden Job Approve	7%	(79)	10%	(111)	15%	(166)	67%	(723)	1080
Biden Job Disapprove	2%	(20)	5%	(48)	13%	(127)	81%	(815)	1010

Table MCEN2_2: *How familiar are you with each of the following?*

International Alliance of Theatrical Stage Employees (IATSE)

Demographic	Very familiar		Somewhat familiar		Somewhat unfamiliar		Very unfamiliar		Total N
Adults	5%	(100)	8%	(169)	14%	(303)	74%	(1627)	2200
Biden Job Strongly Approve	12%	(62)	11%	(54)	16%	(80)	61%	(311)	506
Biden Job Somewhat Approve	3%	(17)	10%	(58)	15%	(87)	72%	(412)	573
Biden Job Somewhat Disapprove	1%	(5)	8%	(26)	16%	(51)	74%	(232)	314
Biden Job Strongly Disapprove	2%	(16)	3%	(22)	11%	(76)	84%	(582)	696
Favorable of Biden	7%	(72)	10%	(105)	15%	(160)	69%	(742)	1080
Unfavorable of Biden	2%	(24)	6%	(59)	12%	(127)	79%	(811)	1021
Very Favorable of Biden	10%	(56)	10%	(52)	15%	(81)	65%	(349)	537
Somewhat Favorable of Biden	3%	(16)	10%	(54)	15%	(80)	72%	(393)	543
Somewhat Unfavorable of Biden	3%	(9)	10%	(26)	16%	(45)	71%	(197)	278
Very Unfavorable of Biden	2%	(15)	4%	(32)	11%	(82)	83%	(613)	743
#1 Issue: Economy	4%	(32)	8%	(56)	13%	(96)	75%	(550)	734
#1 Issue: Security	4%	(15)	6%	(24)	11%	(43)	80%	(321)	403
#1 Issue: Health Care	8%	(22)	9%	(25)	12%	(35)	71%	(198)	280
#1 Issue: Medicare / Social Security	2%	(7)	6%	(17)	17%	(50)	75%	(227)	301
#1 Issue: Women's Issues	5%	(8)	14%	(21)	18%	(27)	63%	(94)	149
#1 Issue: Education	5%	(5)	5%	(5)	20%	(17)	70%	(62)	89
#1 Issue: Energy	7%	(9)	10%	(12)	16%	(20)	66%	(81)	123
#1 Issue: Other	2%	(2)	8%	(10)	13%	(16)	77%	(94)	122
2020 Vote: Joe Biden	7%	(74)	10%	(100)	14%	(144)	68%	(673)	991
2020 Vote: Donald Trump	3%	(18)	6%	(40)	14%	(94)	77%	(523)	675
2020 Vote: Other	1%	(1)	7%	(4)	8%	(5)	84%	(51)	61
2020 Vote: Didn't Vote	1%	(7)	5%	(22)	13%	(60)	81%	(377)	466
2018 House Vote: Democrat	7%	(57)	11%	(85)	17%	(133)	65%	(512)	788
2018 House Vote: Republican	4%	(24)	6%	(36)	12%	(69)	77%	(425)	555
2018 House Vote: Someone else	2%	(1)	1%	(1)	10%	(6)	87%	(49)	56
2016 Vote: Hillary Clinton	7%	(53)	10%	(68)	17%	(121)	66%	(470)	711
2016 Vote: Donald Trump	4%	(23)	6%	(38)	12%	(75)	78%	(492)	628
2016 Vote: Other	4%	(4)	7%	(8)	7%	(8)	82%	(92)	112
2016 Vote: Didn't Vote	3%	(20)	7%	(55)	13%	(98)	77%	(573)	746

Continued on next page

Table MCEN2_2: *How familiar are you with each of the following?*
International Alliance of Theatrical Stage Employees (IATSE)

Demographic	Very familiar		Somewhat familiar		Somewhat unfamiliar		Very unfamiliar		Total N
Adults	5%	(100)	8%	(169)	14%	(303)	74%	(1627)	2200
Voted in 2014: Yes	6%	(76)	9%	(106)	15%	(179)	71%	(873)	1235
Voted in 2014: No	2%	(24)	7%	(63)	13%	(124)	78%	(754)	965
4-Region: Northeast	6%	(24)	8%	(30)	15%	(59)	71%	(280)	394
4-Region: Midwest	4%	(19)	6%	(26)	13%	(59)	77%	(358)	462
4-Region: South	3%	(27)	6%	(50)	13%	(110)	77%	(637)	824
4-Region: West	6%	(29)	12%	(63)	15%	(76)	68%	(352)	520
Avid Film Fan	7%	(70)	9%	(89)	15%	(149)	69%	(682)	991
Avid TV Fan	7%	(74)	8%	(86)	13%	(143)	72%	(769)	1073
Casual Film Fan	3%	(26)	7%	(71)	13%	(136)	78%	(810)	1043
Casual TV Fan	2%	(23)	7%	(71)	15%	(145)	76%	(747)	986

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

Table MCEN2_3: *How familiar are you with each of the following?*

Netflix

Demographic	Very familiar		Somewhat familiar		Somewhat unfamiliar		Very unfamiliar		Total N
Adults	65%	(1420)	25%	(550)	6%	(121)	5%	(110)	2200
Gender: Male	64%	(681)	26%	(276)	5%	(56)	5%	(48)	1062
Gender: Female	65%	(739)	24%	(274)	6%	(65)	5%	(61)	1138
Age: 18-34	78%	(510)	15%	(96)	4%	(26)	4%	(23)	655
Age: 35-44	77%	(275)	19%	(67)	3%	(11)	1%	(5)	358
Age: 45-64	59%	(443)	31%	(231)	5%	(39)	5%	(38)	751
Age: 65+	44%	(192)	36%	(156)	10%	(45)	10%	(43)	436
GenZers: 1997-2012	80%	(188)	15%	(34)	3%	(7)	3%	(7)	237
Millennials: 1981-1996	78%	(501)	15%	(96)	4%	(26)	3%	(19)	641
GenXers: 1965-1980	65%	(336)	28%	(147)	3%	(16)	4%	(21)	520
Baby Boomers: 1946-1964	50%	(372)	35%	(259)	8%	(61)	7%	(52)	744
PID: Dem (no lean)	69%	(592)	20%	(176)	5%	(42)	6%	(50)	860
PID: Ind (no lean)	66%	(461)	26%	(180)	5%	(34)	4%	(27)	702
PID: Rep (no lean)	57%	(366)	30%	(194)	7%	(45)	5%	(33)	638
PID/Gender: Dem Men	72%	(295)	19%	(79)	4%	(16)	5%	(21)	412
PID/Gender: Dem Women	66%	(297)	22%	(96)	6%	(26)	6%	(28)	448
PID/Gender: Ind Men	64%	(228)	28%	(101)	4%	(13)	4%	(14)	357
PID/Gender: Ind Women	68%	(233)	23%	(79)	6%	(21)	4%	(12)	345
PID/Gender: Rep Men	54%	(158)	33%	(96)	9%	(26)	4%	(13)	293
PID/Gender: Rep Women	60%	(208)	28%	(98)	5%	(19)	6%	(21)	345
Ideo: Liberal (1-3)	70%	(475)	21%	(145)	5%	(34)	4%	(25)	678
Ideo: Moderate (4)	65%	(412)	24%	(153)	6%	(37)	4%	(28)	630
Ideo: Conservative (5-7)	56%	(376)	32%	(213)	6%	(41)	6%	(38)	669
Educ: < College	65%	(978)	25%	(378)	5%	(76)	5%	(81)	1512
Educ: Bachelors degree	66%	(291)	24%	(105)	7%	(33)	3%	(15)	444
Educ: Post-grad	61%	(150)	28%	(67)	5%	(13)	6%	(14)	244
Income: Under 50k	61%	(752)	28%	(343)	5%	(66)	6%	(80)	1241
Income: 50k-100k	70%	(459)	21%	(140)	6%	(38)	3%	(22)	659
Income: 100k+	70%	(209)	22%	(67)	5%	(16)	3%	(8)	300
Ethnicity: White	62%	(1059)	27%	(467)	6%	(105)	5%	(90)	1722
Ethnicity: Hispanic	79%	(277)	19%	(65)	2%	(5)	1%	(3)	349

Table MCEN2_3: *How familiar are you with each of the following?*

Netflix

Demographic	Very familiar		Somewhat familiar		Somewhat unfamiliar		Very unfamiliar		Total N
Adults	65%	(1420)	25%	(550)	6%	(121)	5%	(110)	2200
Ethnicity: Black	80%	(221)	12%	(32)	3%	(8)	5%	(14)	274
Ethnicity: Other	69%	(140)	25%	(51)	4%	(7)	3%	(6)	204
All Christian	59%	(567)	28%	(275)	7%	(69)	6%	(57)	968
All Non-Christian	65%	(69)	23%	(24)	5%	(6)	8%	(8)	107
Atheist	75%	(78)	14%	(15)	9%	(9)	2%	(2)	104
Agnostic/Nothing in particular	70%	(440)	22%	(141)	4%	(24)	4%	(25)	631
Something Else	68%	(266)	24%	(94)	3%	(13)	4%	(17)	390
Religious Non-Protestant/Catholic	62%	(78)	24%	(31)	7%	(9)	7%	(9)	127
Evangelical	62%	(359)	27%	(158)	6%	(35)	5%	(28)	580
Non-Evangelical	62%	(456)	27%	(197)	6%	(43)	6%	(45)	741
Community: Urban	72%	(423)	20%	(118)	4%	(23)	4%	(23)	587
Community: Suburban	65%	(684)	27%	(287)	4%	(45)	4%	(43)	1059
Community: Rural	56%	(313)	26%	(145)	10%	(53)	8%	(43)	554
Employ: Private Sector	70%	(438)	23%	(144)	4%	(25)	3%	(19)	626
Employ: Government	73%	(87)	21%	(25)	4%	(5)	2%	(2)	119
Employ: Self-Employed	63%	(131)	23%	(47)	7%	(14)	7%	(15)	206
Employ: Homemaker	66%	(116)	26%	(44)	6%	(10)	2%	(4)	174
Employ: Student	83%	(71)	12%	(11)	3%	(3)	2%	(1)	86
Employ: Retired	48%	(253)	36%	(186)	7%	(38)	9%	(48)	525
Employ: Unemployed	71%	(206)	20%	(58)	6%	(18)	3%	(8)	290
Employ: Other	68%	(119)	20%	(34)	5%	(9)	7%	(13)	175
Military HH: Yes	61%	(208)	24%	(82)	8%	(27)	7%	(24)	341
Military HH: No	65%	(1212)	25%	(467)	5%	(94)	5%	(86)	1859
RD/WT: Right Direction	66%	(581)	24%	(207)	5%	(47)	5%	(44)	879
RD/WT: Wrong Track	64%	(839)	26%	(343)	6%	(74)	5%	(65)	1321
Biden Job Approve	67%	(724)	23%	(248)	5%	(56)	5%	(52)	1080
Biden Job Disapprove	62%	(622)	28%	(279)	6%	(61)	5%	(48)	1010

Table MCEN2_3: *How familiar are you with each of the following?*

Netflix

Demographic	Very familiar		Somewhat familiar		Somewhat unfamiliar		Very unfamiliar		Total N
Adults	65%	(1420)	25%	(550)	6%	(121)	5%	(110)	2200
Biden Job Strongly Approve	67%	(341)	22%	(111)	5%	(25)	6%	(29)	506
Biden Job Somewhat Approve	67%	(383)	24%	(137)	5%	(31)	4%	(23)	573
Biden Job Somewhat Disapprove	67%	(210)	22%	(68)	7%	(23)	4%	(13)	314
Biden Job Strongly Disapprove	59%	(411)	30%	(211)	6%	(38)	5%	(35)	696
Favorable of Biden	68%	(734)	23%	(244)	5%	(52)	5%	(51)	1080
Unfavorable of Biden	62%	(631)	27%	(279)	6%	(66)	4%	(45)	1021
Very Favorable of Biden	68%	(367)	21%	(115)	4%	(23)	6%	(32)	537
Somewhat Favorable of Biden	68%	(367)	24%	(129)	5%	(28)	3%	(19)	543
Somewhat Unfavorable of Biden	66%	(184)	24%	(66)	7%	(21)	3%	(8)	278
Very Unfavorable of Biden	60%	(447)	29%	(213)	6%	(45)	5%	(38)	743
#1 Issue: Economy	73%	(537)	20%	(145)	4%	(33)	3%	(19)	734
#1 Issue: Security	57%	(229)	32%	(131)	6%	(25)	5%	(19)	403
#1 Issue: Health Care	66%	(184)	21%	(58)	8%	(21)	6%	(16)	280
#1 Issue: Medicare / Social Security	46%	(139)	35%	(106)	8%	(25)	11%	(32)	301
#1 Issue: Women's Issues	78%	(117)	15%	(22)	2%	(4)	5%	(7)	149
#1 Issue: Education	73%	(64)	18%	(16)	—	(0)	9%	(8)	89
#1 Issue: Energy	68%	(84)	24%	(30)	5%	(6)	3%	(3)	123
#1 Issue: Other	54%	(66)	35%	(42)	7%	(8)	4%	(5)	122
2020 Vote: Joe Biden	68%	(679)	21%	(212)	5%	(51)	5%	(50)	991
2020 Vote: Donald Trump	57%	(383)	31%	(209)	7%	(46)	5%	(37)	675
2020 Vote: Other	60%	(37)	34%	(21)	5%	(3)	2%	(1)	61
2020 Vote: Didn't Vote	69%	(321)	22%	(103)	4%	(20)	5%	(22)	466
2018 House Vote: Democrat	69%	(541)	21%	(163)	6%	(43)	5%	(40)	788
2018 House Vote: Republican	55%	(306)	32%	(178)	7%	(40)	5%	(30)	555
2018 House Vote: Someone else	70%	(40)	26%	(15)	3%	(2)	1%	(1)	56
2016 Vote: Hillary Clinton	69%	(491)	21%	(147)	6%	(40)	5%	(34)	711
2016 Vote: Donald Trump	56%	(351)	32%	(200)	6%	(38)	6%	(39)	628
2016 Vote: Other	57%	(63)	37%	(41)	5%	(6)	1%	(2)	112
2016 Vote: Didn't Vote	69%	(514)	21%	(160)	5%	(37)	5%	(35)	746

Table MCEN2_3: *How familiar are you with each of the following?*

Netflix

Demographic	Very familiar		Somewhat familiar		Somewhat unfamiliar		Very unfamiliar		Total N
Adults	65%	(1420)	25%	(550)	6%	(121)	5%	(110)	2200
Voted in 2014: Yes	61%	(757)	27%	(336)	6%	(74)	5%	(68)	1235
Voted in 2014: No	69%	(662)	22%	(214)	5%	(47)	4%	(42)	965
4-Region: Northeast	68%	(266)	24%	(94)	5%	(21)	3%	(12)	394
4-Region: Midwest	62%	(288)	24%	(112)	7%	(31)	7%	(31)	462
4-Region: South	65%	(533)	24%	(201)	6%	(51)	5%	(39)	824
4-Region: West	64%	(333)	27%	(143)	3%	(18)	5%	(27)	520
Avid Film Fan	81%	(802)	15%	(144)	3%	(26)	2%	(19)	991
Avid TV Fan	71%	(765)	20%	(217)	4%	(47)	4%	(44)	1073
Casual Film Fan	54%	(568)	33%	(349)	7%	(69)	6%	(58)	1043
Casual TV Fan	59%	(585)	29%	(290)	7%	(66)	4%	(44)	986

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

Table MCEN2_4: *How familiar are you with each of the following?*

HBO

Demographic	Very familiar		Somewhat familiar		Somewhat unfamiliar		Very unfamiliar		Total N
Adults	41%	(908)	41%	(904)	10%	(231)	7%	(157)	2200
Gender: Male	44%	(466)	40%	(423)	10%	(104)	6%	(68)	1062
Gender: Female	39%	(442)	42%	(481)	11%	(127)	8%	(89)	1138
Age: 18-34	45%	(295)	38%	(246)	10%	(63)	8%	(51)	655
Age: 35-44	53%	(190)	33%	(117)	8%	(28)	6%	(23)	358
Age: 45-64	39%	(293)	45%	(336)	11%	(81)	6%	(41)	751
Age: 65+	30%	(131)	47%	(205)	13%	(59)	10%	(42)	436
GenZers: 1997-2012	41%	(97)	39%	(91)	12%	(28)	9%	(21)	237
Millennials: 1981-1996	52%	(331)	33%	(212)	8%	(51)	7%	(47)	641
GenXers: 1965-1980	42%	(217)	43%	(224)	10%	(51)	5%	(28)	520
Baby Boomers: 1946-1964	34%	(249)	48%	(357)	12%	(89)	7%	(48)	744
PID: Dem (no lean)	50%	(428)	35%	(302)	8%	(68)	7%	(61)	860
PID: Ind (no lean)	38%	(268)	44%	(309)	11%	(78)	7%	(47)	702
PID: Rep (no lean)	33%	(211)	46%	(293)	13%	(84)	8%	(49)	638
PID/Gender: Dem Men	52%	(213)	34%	(140)	8%	(32)	7%	(27)	412
PID/Gender: Dem Women	48%	(216)	36%	(162)	8%	(36)	8%	(34)	448
PID/Gender: Ind Men	40%	(144)	42%	(151)	11%	(38)	7%	(24)	357
PID/Gender: Ind Women	36%	(124)	46%	(157)	12%	(41)	7%	(23)	345
PID/Gender: Rep Men	38%	(110)	45%	(132)	12%	(34)	6%	(17)	293
PID/Gender: Rep Women	29%	(101)	47%	(162)	14%	(50)	9%	(32)	345
Ideo: Liberal (1-3)	50%	(340)	35%	(234)	9%	(61)	6%	(43)	678
Ideo: Moderate (4)	40%	(250)	46%	(288)	9%	(59)	5%	(33)	630
Ideo: Conservative (5-7)	35%	(233)	44%	(295)	14%	(91)	7%	(49)	669
Educ: < College	40%	(599)	43%	(651)	10%	(149)	7%	(113)	1512
Educ: Bachelors degree	45%	(198)	38%	(167)	12%	(52)	6%	(27)	444
Educ: Post-grad	46%	(112)	35%	(86)	12%	(30)	7%	(17)	244
Income: Under 50k	39%	(480)	42%	(522)	10%	(128)	9%	(111)	1241
Income: 50k-100k	41%	(272)	43%	(285)	11%	(71)	5%	(31)	659
Income: 100k+	52%	(157)	32%	(96)	11%	(32)	5%	(15)	300
Ethnicity: White	38%	(658)	43%	(748)	11%	(197)	7%	(118)	1722
Ethnicity: Hispanic	48%	(166)	40%	(140)	9%	(32)	3%	(11)	349

Table MCEN2_4: *How familiar are you with each of the following?*

HBO

Demographic	Very familiar		Somewhat familiar		Somewhat unfamiliar		Very unfamiliar		Total N
Adults	41%	(908)	41%	(904)	10%	(231)	7%	(157)	2200
Ethnicity: Black	61%	(167)	27%	(75)	3%	(8)	9%	(24)	274
Ethnicity: Other	40%	(83)	39%	(80)	13%	(27)	7%	(15)	204
All Christian	39%	(373)	44%	(425)	11%	(110)	6%	(60)	968
All Non-Christian	53%	(56)	24%	(26)	17%	(18)	6%	(7)	107
Atheist	52%	(54)	29%	(30)	13%	(14)	6%	(6)	104
Agnostic/Nothing in particular	43%	(274)	40%	(250)	8%	(50)	9%	(57)	631
Something Else	39%	(151)	44%	(173)	10%	(39)	7%	(27)	390
Religious Non-Protestant/Catholic	49%	(62)	27%	(34)	19%	(24)	6%	(7)	127
Evangelical	39%	(228)	42%	(243)	13%	(75)	6%	(33)	580
Non-Evangelical	38%	(283)	46%	(339)	9%	(67)	7%	(52)	741
Community: Urban	50%	(292)	37%	(214)	7%	(39)	7%	(41)	587
Community: Suburban	41%	(432)	43%	(451)	10%	(111)	6%	(65)	1059
Community: Rural	33%	(184)	43%	(239)	15%	(81)	9%	(50)	554
Employ: Private Sector	48%	(302)	38%	(239)	8%	(52)	5%	(33)	626
Employ: Government	44%	(53)	32%	(38)	17%	(20)	7%	(9)	119
Employ: Self-Employed	48%	(99)	34%	(69)	10%	(21)	8%	(16)	206
Employ: Homemaker	39%	(67)	40%	(69)	10%	(17)	12%	(21)	174
Employ: Student	37%	(32)	46%	(39)	11%	(10)	6%	(5)	86
Employ: Retired	30%	(159)	49%	(256)	13%	(67)	8%	(43)	525
Employ: Unemployed	41%	(119)	43%	(126)	10%	(30)	5%	(15)	290
Employ: Other	44%	(77)	39%	(68)	8%	(14)	9%	(16)	175
Military HH: Yes	37%	(128)	40%	(136)	11%	(39)	11%	(38)	341
Military HH: No	42%	(781)	41%	(767)	10%	(192)	6%	(119)	1859
RD/WT: Right Direction	47%	(412)	38%	(338)	9%	(75)	6%	(54)	879
RD/WT: Wrong Track	38%	(496)	43%	(565)	12%	(156)	8%	(103)	1321
Biden Job Approve	47%	(512)	38%	(409)	8%	(89)	6%	(69)	1080
Biden Job Disapprove	36%	(359)	45%	(450)	13%	(128)	7%	(74)	1010

Table MCEN2_4: *How familiar are you with each of the following?*

HBO

Demographic	Very familiar		Somewhat familiar		Somewhat unfamiliar		Very unfamiliar		Total N
Adults	41%	(908)	41%	(904)	10%	(231)	7%	(157)	2200
Biden Job Strongly Approve	52%	(261)	34%	(172)	6%	(29)	9%	(44)	506
Biden Job Somewhat Approve	44%	(251)	41%	(237)	10%	(60)	4%	(25)	573
Biden Job Somewhat Disapprove	41%	(130)	42%	(131)	12%	(38)	5%	(14)	314
Biden Job Strongly Disapprove	33%	(229)	46%	(319)	13%	(89)	9%	(59)	696
Favorable of Biden	47%	(507)	38%	(416)	8%	(90)	6%	(68)	1080
Unfavorable of Biden	36%	(367)	44%	(454)	12%	(126)	7%	(74)	1021
Very Favorable of Biden	52%	(280)	35%	(186)	5%	(28)	8%	(43)	537
Somewhat Favorable of Biden	42%	(227)	42%	(229)	11%	(62)	5%	(25)	543
Somewhat Unfavorable of Biden	45%	(125)	38%	(107)	12%	(33)	5%	(13)	278
Very Unfavorable of Biden	33%	(242)	47%	(347)	12%	(93)	8%	(61)	743
#1 Issue: Economy	48%	(352)	36%	(264)	10%	(71)	6%	(46)	734
#1 Issue: Security	31%	(124)	50%	(200)	12%	(48)	7%	(30)	403
#1 Issue: Health Care	42%	(118)	40%	(111)	10%	(28)	8%	(23)	280
#1 Issue: Medicare / Social Security	32%	(96)	47%	(143)	11%	(34)	9%	(28)	301
#1 Issue: Women's Issues	53%	(79)	33%	(49)	9%	(14)	5%	(7)	149
#1 Issue: Education	48%	(42)	30%	(26)	11%	(10)	11%	(10)	89
#1 Issue: Energy	44%	(54)	42%	(52)	10%	(13)	4%	(5)	123
#1 Issue: Other	34%	(42)	48%	(58)	11%	(13)	7%	(8)	122
2020 Vote: Joe Biden	48%	(476)	37%	(367)	8%	(80)	7%	(68)	991
2020 Vote: Donald Trump	31%	(208)	48%	(322)	14%	(93)	8%	(52)	675
2020 Vote: Other	49%	(30)	37%	(22)	14%	(8)	1%	(1)	61
2020 Vote: Didn't Vote	42%	(194)	40%	(188)	10%	(48)	8%	(36)	466
2018 House Vote: Democrat	50%	(393)	36%	(283)	8%	(60)	6%	(51)	788
2018 House Vote: Republican	33%	(184)	46%	(258)	13%	(71)	8%	(42)	555
2018 House Vote: Someone else	34%	(19)	53%	(30)	9%	(5)	4%	(2)	56
2016 Vote: Hillary Clinton	49%	(348)	37%	(261)	8%	(55)	7%	(47)	711
2016 Vote: Donald Trump	33%	(209)	46%	(289)	13%	(81)	8%	(50)	628
2016 Vote: Other	41%	(45)	47%	(53)	11%	(12)	1%	(1)	112
2016 Vote: Didn't Vote	41%	(306)	40%	(300)	11%	(81)	8%	(59)	746

Continued on next page

Table MCEN2_4: *How familiar are you with each of the following?*

HBO

Demographic	Very familiar		Somewhat familiar		Somewhat unfamiliar		Very unfamiliar		Total N
Adults	41%	(908)	41%	(904)	10%	(231)	7%	(157)	2200
Voted in 2014: Yes	42%	(522)	40%	(498)	11%	(134)	7%	(81)	1235
Voted in 2014: No	40%	(386)	42%	(405)	10%	(97)	8%	(77)	965
4-Region: Northeast	47%	(184)	40%	(157)	7%	(26)	7%	(27)	394
4-Region: Midwest	35%	(162)	46%	(211)	11%	(52)	8%	(37)	462
4-Region: South	43%	(354)	40%	(328)	11%	(92)	6%	(49)	824
4-Region: West	40%	(208)	40%	(207)	12%	(60)	8%	(44)	520
Avid Film Fan	58%	(576)	33%	(322)	5%	(54)	4%	(39)	991
Avid TV Fan	51%	(552)	38%	(410)	6%	(64)	4%	(47)	1073
Casual Film Fan	29%	(306)	49%	(514)	14%	(145)	8%	(79)	1043
Casual TV Fan	33%	(323)	45%	(439)	15%	(144)	8%	(80)	986

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

Table MCEN2_5: *How familiar are you with each of the following?*
Showtime

Demographic	Very familiar		Somewhat familiar		Somewhat unfamiliar		Very unfamiliar		Total N
Adults	30%	(667)	44%	(964)	15%	(338)	11%	(231)	2200
Gender: Male	33%	(346)	42%	(449)	15%	(162)	10%	(105)	1062
Gender: Female	28%	(321)	45%	(515)	15%	(176)	11%	(127)	1138
Age: 18-34	29%	(192)	42%	(275)	14%	(93)	15%	(95)	655
Age: 35-44	43%	(155)	38%	(134)	12%	(42)	8%	(27)	358
Age: 45-64	30%	(228)	45%	(338)	17%	(127)	8%	(57)	751
Age: 65+	21%	(93)	49%	(216)	17%	(76)	12%	(52)	436
GenZers: 1997-2012	23%	(54)	38%	(90)	20%	(48)	19%	(44)	237
Millennials: 1981-1996	38%	(245)	40%	(254)	11%	(73)	11%	(68)	641
GenXers: 1965-1980	33%	(172)	44%	(226)	16%	(82)	8%	(39)	520
Baby Boomers: 1946-1964	25%	(188)	50%	(372)	16%	(117)	9%	(67)	744
PID: Dem (no lean)	38%	(325)	42%	(358)	12%	(102)	9%	(75)	860
PID: Ind (no lean)	26%	(184)	44%	(312)	17%	(121)	12%	(85)	702
PID: Rep (no lean)	25%	(158)	46%	(294)	18%	(115)	11%	(72)	638
PID/Gender: Dem Men	42%	(173)	39%	(161)	11%	(44)	8%	(34)	412
PID/Gender: Dem Women	34%	(153)	44%	(197)	13%	(58)	9%	(41)	448
PID/Gender: Ind Men	27%	(96)	43%	(153)	17%	(62)	13%	(46)	357
PID/Gender: Ind Women	26%	(88)	46%	(159)	17%	(59)	11%	(39)	345
PID/Gender: Rep Men	27%	(78)	46%	(135)	19%	(56)	8%	(24)	293
PID/Gender: Rep Women	23%	(80)	46%	(159)	17%	(59)	14%	(47)	345
Ideo: Liberal (1-3)	36%	(243)	41%	(280)	14%	(94)	9%	(62)	678
Ideo: Moderate (4)	28%	(176)	50%	(312)	13%	(82)	10%	(60)	630
Ideo: Conservative (5-7)	28%	(185)	43%	(287)	20%	(132)	10%	(65)	669
Educ: < College	30%	(456)	45%	(678)	14%	(214)	11%	(164)	1512
Educ: Bachelors degree	31%	(138)	41%	(182)	19%	(84)	9%	(40)	444
Educ: Post-grad	30%	(74)	42%	(103)	16%	(40)	11%	(27)	244
Income: Under 50k	29%	(365)	44%	(548)	14%	(174)	12%	(154)	1241
Income: 50k-100k	29%	(191)	45%	(297)	18%	(119)	8%	(52)	659
Income: 100k+	37%	(112)	39%	(118)	15%	(45)	8%	(25)	300
Ethnicity: White	27%	(460)	46%	(787)	17%	(285)	11%	(190)	1722
Ethnicity: Hispanic	33%	(115)	44%	(152)	16%	(57)	7%	(25)	349

Table MCEN2_5: *How familiar are you with each of the following?*

Showtime

Demographic	Very familiar		Somewhat familiar		Somewhat unfamiliar		Very unfamiliar		Total N
Adults	30%	(667)	44%	(964)	15%	(338)	11%	(231)	2200
Ethnicity: Black	54%	(147)	34%	(92)	4%	(11)	9%	(23)	274
Ethnicity: Other	29%	(60)	41%	(85)	20%	(41)	9%	(18)	204
All Christian	29%	(278)	46%	(443)	16%	(156)	9%	(91)	968
All Non-Christian	45%	(48)	32%	(34)	12%	(13)	11%	(12)	107
Atheist	37%	(38)	31%	(32)	17%	(18)	15%	(16)	104
Agnostic/Nothing in particular	31%	(193)	45%	(282)	13%	(81)	12%	(76)	631
Something Else	28%	(110)	44%	(172)	18%	(70)	10%	(37)	390
Religious Non-Protestant/Catholic	42%	(53)	34%	(43)	13%	(17)	11%	(14)	127
Evangelical	29%	(167)	45%	(261)	17%	(100)	9%	(52)	580
Non-Evangelical	28%	(209)	46%	(337)	16%	(121)	10%	(73)	741
Community: Urban	38%	(223)	41%	(242)	11%	(65)	10%	(57)	587
Community: Suburban	30%	(316)	45%	(476)	16%	(171)	9%	(96)	1059
Community: Rural	23%	(129)	44%	(246)	18%	(102)	14%	(78)	554
Employ: Private Sector	34%	(210)	42%	(266)	14%	(89)	10%	(61)	626
Employ: Government	33%	(39)	38%	(45)	21%	(25)	8%	(9)	119
Employ: Self-Employed	33%	(67)	42%	(87)	16%	(33)	9%	(18)	206
Employ: Homemaker	31%	(53)	40%	(70)	13%	(23)	16%	(28)	174
Employ: Student	24%	(21)	50%	(43)	11%	(9)	15%	(13)	86
Employ: Retired	23%	(122)	49%	(257)	18%	(92)	10%	(53)	525
Employ: Unemployed	31%	(91)	42%	(121)	17%	(49)	10%	(28)	290
Employ: Other	36%	(63)	42%	(74)	10%	(17)	12%	(20)	175
Military HH: Yes	28%	(94)	43%	(146)	17%	(58)	12%	(42)	341
Military HH: No	31%	(574)	44%	(818)	15%	(279)	10%	(189)	1859
RD/WT: Right Direction	34%	(298)	44%	(383)	13%	(115)	10%	(84)	879
RD/WT: Wrong Track	28%	(370)	44%	(581)	17%	(223)	11%	(147)	1321
Biden Job Approve	36%	(385)	42%	(453)	14%	(146)	9%	(95)	1080
Biden Job Disapprove	25%	(256)	46%	(464)	18%	(178)	11%	(112)	1010

Table MCEN2_5: *How familiar are you with each of the following?*

Showtime

Demographic	Very familiar		Somewhat familiar		Somewhat unfamiliar		Very unfamiliar		Total N
Adults	30%	(667)	44%	(964)	15%	(338)	11%	(231)	2200
Biden Job Strongly Approve	40%	(202)	40%	(203)	10%	(51)	10%	(51)	506
Biden Job Somewhat Approve	32%	(183)	44%	(251)	17%	(96)	8%	(44)	573
Biden Job Somewhat Disapprove	30%	(94)	44%	(139)	17%	(54)	9%	(27)	314
Biden Job Strongly Disapprove	23%	(163)	47%	(325)	18%	(124)	12%	(84)	696
Favorable of Biden	35%	(382)	42%	(456)	13%	(142)	9%	(100)	1080
Unfavorable of Biden	26%	(261)	46%	(472)	17%	(177)	11%	(110)	1021
Very Favorable of Biden	40%	(217)	39%	(210)	10%	(55)	10%	(54)	537
Somewhat Favorable of Biden	30%	(164)	45%	(246)	16%	(87)	8%	(46)	543
Somewhat Unfavorable of Biden	31%	(86)	43%	(120)	19%	(52)	7%	(20)	278
Very Unfavorable of Biden	24%	(175)	47%	(352)	17%	(126)	12%	(90)	743
#1 Issue: Economy	35%	(259)	42%	(308)	14%	(102)	9%	(64)	734
#1 Issue: Security	26%	(105)	47%	(189)	18%	(71)	9%	(37)	403
#1 Issue: Health Care	30%	(84)	40%	(113)	14%	(40)	15%	(43)	280
#1 Issue: Medicare / Social Security	22%	(68)	51%	(153)	15%	(45)	12%	(36)	301
#1 Issue: Women's Issues	35%	(53)	41%	(62)	15%	(22)	9%	(13)	149
#1 Issue: Education	32%	(29)	29%	(26)	21%	(19)	17%	(15)	89
#1 Issue: Energy	32%	(39)	42%	(52)	17%	(21)	9%	(11)	123
#1 Issue: Other	25%	(30)	50%	(61)	15%	(19)	9%	(11)	122
2020 Vote: Joe Biden	36%	(356)	43%	(424)	12%	(124)	9%	(88)	991
2020 Vote: Donald Trump	24%	(165)	47%	(319)	18%	(121)	10%	(70)	675
2020 Vote: Other	32%	(20)	37%	(23)	24%	(15)	7%	(4)	61
2020 Vote: Didn't Vote	27%	(126)	42%	(195)	16%	(76)	15%	(69)	466
2018 House Vote: Democrat	37%	(290)	42%	(334)	12%	(98)	8%	(66)	788
2018 House Vote: Republican	26%	(146)	45%	(251)	17%	(96)	11%	(61)	555
2018 House Vote: Someone else	21%	(12)	53%	(30)	19%	(11)	7%	(4)	56
2016 Vote: Hillary Clinton	37%	(263)	43%	(304)	12%	(87)	8%	(58)	711
2016 Vote: Donald Trump	25%	(157)	47%	(298)	17%	(105)	11%	(70)	628
2016 Vote: Other	26%	(30)	46%	(51)	20%	(22)	8%	(9)	112
2016 Vote: Didn't Vote	29%	(219)	42%	(311)	16%	(122)	13%	(95)	746

Continued on next page

Table MCEN2_5: *How familiar are you with each of the following?*

Showtime

Demographic	Very familiar		Somewhat familiar		Somewhat unfamiliar		Very unfamiliar		Total N
Adults	30%	(667)	44%	(964)	15%	(338)	11%	(231)	2200
Voted in 2014: Yes	32%	(394)	44%	(538)	15%	(191)	9%	(113)	1235
Voted in 2014: No	28%	(274)	44%	(426)	15%	(147)	12%	(119)	965
4-Region: Northeast	34%	(133)	45%	(176)	13%	(49)	9%	(35)	394
4-Region: Midwest	27%	(123)	45%	(208)	16%	(74)	12%	(57)	462
4-Region: South	32%	(264)	42%	(348)	15%	(128)	10%	(85)	824
4-Region: West	28%	(148)	44%	(231)	17%	(86)	11%	(55)	520
Avid Film Fan	43%	(430)	42%	(413)	8%	(83)	7%	(66)	991
Avid TV Fan	41%	(436)	43%	(462)	10%	(112)	6%	(62)	1073
Casual Film Fan	21%	(217)	47%	(489)	21%	(221)	11%	(117)	1043
Casual TV Fan	21%	(208)	45%	(448)	20%	(201)	13%	(129)	986

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

Table MCEN2_6: *How familiar are you with each of the following?*

New media

Demographic	Very familiar		Somewhat familiar		Somewhat unfamiliar		Very unfamiliar		Total N
Adults	14%	(312)	28%	(606)	19%	(412)	40%	(869)	2200
Gender: Male	18%	(191)	27%	(286)	20%	(208)	35%	(376)	1062
Gender: Female	11%	(121)	28%	(320)	18%	(204)	43%	(493)	1138
Age: 18-34	14%	(92)	31%	(201)	23%	(148)	33%	(215)	655
Age: 35-44	17%	(61)	28%	(98)	20%	(72)	35%	(126)	358
Age: 45-64	14%	(105)	28%	(209)	16%	(121)	42%	(316)	751
Age: 65+	13%	(55)	22%	(98)	16%	(71)	49%	(213)	436
GenZers: 1997-2012	13%	(31)	28%	(67)	29%	(69)	29%	(70)	237
Millennials: 1981-1996	16%	(103)	31%	(200)	20%	(128)	33%	(210)	641
GenXers: 1965-1980	13%	(69)	26%	(135)	19%	(98)	42%	(217)	520
Baby Boomers: 1946-1964	14%	(105)	26%	(192)	14%	(105)	46%	(341)	744
PID: Dem (no lean)	19%	(160)	29%	(250)	16%	(138)	36%	(313)	860
PID: Ind (no lean)	13%	(89)	26%	(180)	22%	(157)	39%	(276)	702
PID: Rep (no lean)	10%	(63)	28%	(176)	18%	(118)	44%	(281)	638
PID/Gender: Dem Men	23%	(96)	29%	(121)	16%	(67)	31%	(128)	412
PID/Gender: Dem Women	14%	(64)	29%	(129)	16%	(71)	41%	(184)	448
PID/Gender: Ind Men	17%	(60)	21%	(75)	24%	(86)	38%	(135)	357
PID/Gender: Ind Women	8%	(29)	30%	(105)	20%	(70)	41%	(141)	345
PID/Gender: Rep Men	12%	(35)	31%	(90)	19%	(55)	39%	(113)	293
PID/Gender: Rep Women	8%	(28)	25%	(87)	18%	(63)	49%	(168)	345
Ideo: Liberal (1-3)	19%	(127)	27%	(183)	17%	(113)	38%	(256)	678
Ideo: Moderate (4)	14%	(85)	29%	(183)	21%	(134)	36%	(228)	630
Ideo: Conservative (5-7)	12%	(80)	28%	(187)	18%	(118)	42%	(284)	669
Educ: < College	12%	(178)	28%	(417)	20%	(297)	41%	(620)	1512
Educ: Bachelors degree	17%	(74)	29%	(127)	18%	(81)	36%	(162)	444
Educ: Post-grad	24%	(60)	26%	(63)	14%	(34)	36%	(88)	244
Income: Under 50k	11%	(140)	28%	(351)	19%	(239)	41%	(511)	1241
Income: 50k-100k	16%	(105)	26%	(175)	18%	(120)	39%	(260)	659
Income: 100k+	22%	(67)	27%	(81)	18%	(53)	33%	(98)	300
Ethnicity: White	14%	(238)	27%	(468)	18%	(310)	41%	(706)	1722
Ethnicity: Hispanic	16%	(55)	34%	(118)	23%	(82)	27%	(94)	349

Table MCEN2_6: *How familiar are you with each of the following?*

New media

Demographic	Very familiar		Somewhat familiar		Somewhat unfamiliar		Very unfamiliar		Total N
Adults	14%	(312)	28%	(606)	19%	(412)	40%	(869)	2200
Ethnicity: Black	19%	(52)	29%	(79)	16%	(45)	36%	(98)	274
Ethnicity: Other	11%	(22)	29%	(59)	28%	(57)	32%	(65)	204
All Christian	16%	(151)	27%	(265)	16%	(153)	41%	(399)	968
All Non-Christian	24%	(26)	23%	(24)	23%	(25)	30%	(33)	107
Atheist	16%	(17)	24%	(25)	20%	(20)	40%	(42)	104
Agnostic/Nothing in particular	11%	(70)	28%	(175)	22%	(136)	40%	(250)	631
Something Else	12%	(48)	30%	(117)	20%	(78)	38%	(146)	390
Religious Non-Protestant/Catholic	24%	(30)	24%	(30)	21%	(27)	31%	(39)	127
Evangelical	17%	(101)	28%	(162)	16%	(93)	39%	(224)	580
Non-Evangelical	13%	(93)	28%	(208)	17%	(129)	42%	(310)	741
Community: Urban	18%	(105)	30%	(175)	17%	(99)	35%	(208)	587
Community: Suburban	13%	(140)	27%	(287)	20%	(211)	40%	(422)	1059
Community: Rural	12%	(67)	26%	(144)	18%	(102)	43%	(240)	554
Employ: Private Sector	16%	(102)	32%	(198)	19%	(118)	33%	(208)	626
Employ: Government	21%	(25)	22%	(27)	23%	(28)	33%	(40)	119
Employ: Self-Employed	16%	(32)	30%	(62)	25%	(51)	29%	(61)	206
Employ: Homemaker	9%	(16)	25%	(43)	18%	(32)	48%	(83)	174
Employ: Student	17%	(15)	29%	(24)	28%	(24)	26%	(23)	86
Employ: Retired	13%	(66)	26%	(134)	14%	(71)	48%	(253)	525
Employ: Unemployed	12%	(35)	25%	(71)	21%	(61)	42%	(123)	290
Employ: Other	12%	(21)	27%	(47)	16%	(28)	46%	(80)	175
Military HH: Yes	15%	(52)	29%	(99)	19%	(64)	37%	(126)	341
Military HH: No	14%	(260)	27%	(507)	19%	(348)	40%	(744)	1859
RD/WT: Right Direction	18%	(161)	29%	(258)	18%	(155)	35%	(306)	879
RD/WT: Wrong Track	11%	(151)	26%	(349)	20%	(258)	43%	(563)	1321
Biden Job Approve	16%	(178)	29%	(318)	17%	(180)	37%	(403)	1080
Biden Job Disapprove	12%	(126)	26%	(261)	21%	(208)	41%	(416)	1010

Table MCEN2_6: *How familiar are you with each of the following?*

New media

Demographic	Very familiar		Somewhat familiar		Somewhat unfamiliar		Very unfamiliar		Total N
Adults	14%	(312)	28%	(606)	19%	(412)	40%	(869)	2200
Biden Job Strongly Approve	23%	(116)	31%	(156)	12%	(60)	34%	(174)	506
Biden Job Somewhat Approve	11%	(62)	28%	(162)	21%	(120)	40%	(229)	573
Biden Job Somewhat Disapprove	12%	(38)	27%	(84)	26%	(82)	35%	(109)	314
Biden Job Strongly Disapprove	13%	(88)	25%	(176)	18%	(126)	44%	(306)	696
Favorable of Biden	16%	(174)	29%	(318)	16%	(176)	38%	(411)	1080
Unfavorable of Biden	13%	(129)	26%	(263)	21%	(213)	41%	(416)	1021
Very Favorable of Biden	21%	(115)	29%	(155)	12%	(65)	38%	(203)	537
Somewhat Favorable of Biden	11%	(59)	30%	(163)	21%	(112)	38%	(209)	543
Somewhat Unfavorable of Biden	14%	(38)	25%	(70)	28%	(79)	33%	(90)	278
Very Unfavorable of Biden	12%	(91)	26%	(193)	18%	(134)	44%	(326)	743
#1 Issue: Economy	14%	(104)	31%	(229)	19%	(139)	36%	(261)	734
#1 Issue: Security	13%	(51)	27%	(107)	19%	(77)	41%	(167)	403
#1 Issue: Health Care	19%	(54)	23%	(65)	17%	(48)	40%	(113)	280
#1 Issue: Medicare / Social Security	11%	(34)	24%	(74)	13%	(41)	51%	(153)	301
#1 Issue: Women's Issues	12%	(18)	28%	(42)	26%	(39)	34%	(51)	149
#1 Issue: Education	15%	(14)	26%	(23)	23%	(20)	36%	(32)	89
#1 Issue: Energy	12%	(15)	28%	(34)	20%	(25)	40%	(49)	123
#1 Issue: Other	20%	(24)	25%	(31)	19%	(23)	36%	(44)	122
2020 Vote: Joe Biden	18%	(174)	27%	(272)	17%	(170)	38%	(376)	991
2020 Vote: Donald Trump	11%	(75)	27%	(185)	19%	(129)	42%	(286)	675
2020 Vote: Other	14%	(8)	37%	(23)	13%	(8)	36%	(22)	61
2020 Vote: Didn't Vote	12%	(55)	26%	(123)	22%	(104)	40%	(184)	466
2018 House Vote: Democrat	19%	(153)	28%	(222)	16%	(130)	36%	(284)	788
2018 House Vote: Republican	13%	(71)	28%	(158)	16%	(89)	43%	(237)	555
2018 House Vote: Someone else	10%	(6)	24%	(14)	24%	(14)	42%	(23)	56
2016 Vote: Hillary Clinton	19%	(134)	27%	(192)	17%	(123)	37%	(263)	711
2016 Vote: Donald Trump	14%	(87)	28%	(173)	16%	(101)	43%	(268)	628
2016 Vote: Other	12%	(14)	26%	(29)	14%	(15)	48%	(54)	112
2016 Vote: Didn't Vote	10%	(78)	28%	(213)	23%	(171)	38%	(285)	746

Table MCEN2_6: *How familiar are you with each of the following?*

New media

Demographic	Very familiar		Somewhat familiar		Somewhat unfamiliar		Very unfamiliar		Total N
Adults	14%	(312)	28%	(606)	19%	(412)	40%	(869)	2200
Voted in 2014: Yes	16%	(203)	28%	(342)	17%	(206)	39%	(484)	1235
Voted in 2014: No	11%	(109)	27%	(265)	21%	(206)	40%	(385)	965
4-Region: Northeast	15%	(58)	23%	(89)	19%	(76)	43%	(170)	394
4-Region: Midwest	16%	(76)	27%	(123)	18%	(82)	39%	(182)	462
4-Region: South	14%	(113)	30%	(247)	19%	(155)	38%	(309)	824
4-Region: West	13%	(65)	28%	(147)	19%	(100)	40%	(208)	520
Avid Film Fan	20%	(197)	29%	(283)	18%	(177)	34%	(334)	991
Avid TV Fan	19%	(200)	29%	(308)	17%	(179)	36%	(386)	1073
Casual Film Fan	10%	(108)	28%	(287)	20%	(209)	42%	(440)	1043
Casual TV Fan	10%	(101)	27%	(263)	20%	(200)	43%	(421)	986

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

Table MCEN2_7: *How familiar are you with each of the following?*

The 2007–2008 Writers Guild of America strike

Demographic	Very familiar		Somewhat familiar		Somewhat unfamiliar		Very unfamiliar		Total N
Adults	6%	(141)	19%	(415)	17%	(367)	58%	(1277)	2200
Gender: Male	9%	(96)	22%	(237)	17%	(177)	52%	(552)	1062
Gender: Female	4%	(46)	16%	(178)	17%	(190)	64%	(725)	1138
Age: 18-34	7%	(46)	16%	(106)	17%	(110)	60%	(394)	655
Age: 35-44	15%	(52)	22%	(80)	14%	(50)	49%	(175)	358
Age: 45-64	5%	(35)	20%	(149)	18%	(132)	58%	(436)	751
Age: 65+	2%	(9)	18%	(80)	17%	(75)	63%	(273)	436
GenZers: 1997-2012	4%	(10)	10%	(23)	15%	(36)	71%	(168)	237
Millennials: 1981-1996	12%	(75)	21%	(133)	16%	(101)	52%	(331)	641
GenXers: 1965-1980	6%	(29)	22%	(112)	17%	(91)	55%	(288)	520
Baby Boomers: 1946-1964	4%	(26)	18%	(136)	18%	(131)	60%	(450)	744
PID: Dem (no lean)	9%	(78)	24%	(210)	19%	(161)	48%	(411)	860
PID: Ind (no lean)	5%	(33)	18%	(126)	14%	(97)	64%	(446)	702
PID: Rep (no lean)	5%	(30)	12%	(79)	17%	(109)	66%	(420)	638
PID/Gender: Dem Men	13%	(52)	28%	(117)	17%	(70)	42%	(173)	412
PID/Gender: Dem Women	6%	(26)	21%	(93)	20%	(91)	53%	(238)	448
PID/Gender: Ind Men	7%	(24)	21%	(76)	13%	(48)	59%	(209)	357
PID/Gender: Ind Women	3%	(9)	15%	(51)	14%	(49)	69%	(237)	345
PID/Gender: Rep Men	7%	(20)	15%	(44)	20%	(58)	58%	(170)	293
PID/Gender: Rep Women	3%	(11)	10%	(34)	15%	(51)	72%	(250)	345
Ideo: Liberal (1-3)	11%	(75)	27%	(184)	16%	(107)	46%	(312)	678
Ideo: Moderate (4)	4%	(23)	19%	(119)	17%	(109)	60%	(379)	630
Ideo: Conservative (5-7)	6%	(39)	14%	(91)	18%	(118)	63%	(420)	669
Educ: < College	4%	(67)	15%	(228)	17%	(260)	63%	(957)	1512
Educ: Bachelors degree	9%	(40)	25%	(112)	17%	(77)	48%	(214)	444
Educ: Post-grad	14%	(34)	31%	(75)	12%	(29)	43%	(106)	244
Income: Under 50k	4%	(55)	16%	(200)	16%	(201)	63%	(786)	1241
Income: 50k-100k	7%	(47)	19%	(124)	18%	(117)	56%	(371)	659
Income: 100k+	13%	(39)	30%	(91)	16%	(49)	40%	(120)	300
Ethnicity: White	6%	(110)	19%	(328)	16%	(277)	58%	(1006)	1722
Ethnicity: Hispanic	8%	(29)	18%	(63)	19%	(68)	54%	(189)	349

Continued on next page

Table MCEN2_7: *How familiar are you with each of the following?*

The 2007–2008 Writers Guild of America strike

Demographic	Very familiar		Somewhat familiar		Somewhat unfamiliar		Very unfamiliar		Total N
Adults	6%	(141)	19%	(415)	17%	(367)	58%	(1277)	2200
Ethnicity: Black	7%	(20)	17%	(47)	17%	(46)	59%	(162)	274
Ethnicity: Other	6%	(11)	20%	(40)	21%	(44)	53%	(109)	204
All Christian	7%	(67)	20%	(194)	17%	(161)	56%	(545)	968
All Non-Christian	11%	(12)	28%	(30)	14%	(15)	46%	(50)	107
Atheist	12%	(12)	36%	(37)	17%	(17)	36%	(37)	104
Agnostic/Nothing in particular	5%	(31)	17%	(109)	17%	(105)	61%	(386)	631
Something Else	5%	(19)	11%	(44)	17%	(68)	66%	(258)	390
Religious Non-Protestant/Catholic	11%	(14)	27%	(34)	16%	(21)	46%	(59)	127
Evangelical	8%	(45)	15%	(87)	15%	(88)	62%	(360)	580
Non-Evangelical	5%	(37)	20%	(145)	18%	(131)	58%	(428)	741
Community: Urban	12%	(70)	23%	(133)	16%	(96)	49%	(287)	587
Community: Suburban	5%	(52)	21%	(218)	17%	(183)	57%	(607)	1059
Community: Rural	3%	(19)	12%	(64)	16%	(88)	69%	(383)	554
Employ: Private Sector	12%	(74)	24%	(149)	19%	(122)	45%	(281)	626
Employ: Government	11%	(13)	22%	(26)	19%	(23)	48%	(57)	119
Employ: Self-Employed	8%	(16)	26%	(54)	15%	(31)	51%	(105)	206
Employ: Homemaker	4%	(6)	13%	(22)	14%	(24)	70%	(122)	174
Employ: Student	5%	(4)	15%	(12)	11%	(9)	70%	(60)	86
Employ: Retired	2%	(12)	17%	(88)	16%	(87)	65%	(339)	525
Employ: Unemployed	3%	(10)	14%	(40)	15%	(43)	68%	(197)	290
Employ: Other	3%	(6)	14%	(24)	16%	(29)	67%	(117)	175
Military HH: Yes	5%	(18)	17%	(58)	15%	(50)	63%	(214)	341
Military HH: No	7%	(123)	19%	(356)	17%	(317)	57%	(1063)	1859
RD/WT: Right Direction	8%	(75)	25%	(218)	17%	(150)	50%	(437)	879
RD/WT: Wrong Track	5%	(67)	15%	(197)	16%	(217)	64%	(840)	1321
Biden Job Approve	9%	(95)	24%	(260)	17%	(183)	50%	(542)	1080
Biden Job Disapprove	5%	(46)	14%	(137)	17%	(175)	65%	(652)	1010

Table MCEN2_7: *How familiar are you with each of the following?*

The 2007–2008 Writers Guild of America strike

Demographic	Very familiar		Somewhat familiar		Somewhat unfamiliar		Very unfamiliar		Total N
Adults	6%	(141)	19%	(415)	17%	(367)	58%	(1277)	2200
Biden Job Strongly Approve	12%	(59)	24%	(122)	16%	(81)	48%	(244)	506
Biden Job Somewhat Approve	6%	(36)	24%	(138)	18%	(102)	52%	(298)	573
Biden Job Somewhat Disapprove	4%	(12)	17%	(53)	21%	(65)	59%	(184)	314
Biden Job Strongly Disapprove	5%	(34)	12%	(84)	16%	(110)	67%	(468)	696
Favorable of Biden	8%	(89)	24%	(257)	16%	(171)	52%	(563)	1080
Unfavorable of Biden	4%	(46)	14%	(147)	18%	(182)	63%	(646)	1021
Very Favorable of Biden	9%	(50)	26%	(138)	16%	(84)	50%	(266)	537
Somewhat Favorable of Biden	7%	(39)	22%	(120)	16%	(87)	55%	(297)	543
Somewhat Unfavorable of Biden	4%	(12)	20%	(56)	23%	(64)	53%	(146)	278
Very Unfavorable of Biden	5%	(34)	12%	(91)	16%	(118)	67%	(500)	743
#1 Issue: Economy	7%	(50)	18%	(130)	18%	(130)	58%	(424)	734
#1 Issue: Security	4%	(16)	15%	(62)	16%	(63)	65%	(261)	403
#1 Issue: Health Care	10%	(27)	22%	(61)	13%	(36)	56%	(156)	280
#1 Issue: Medicare / Social Security	3%	(9)	17%	(52)	20%	(60)	60%	(180)	301
#1 Issue: Women's Issues	8%	(12)	22%	(33)	18%	(27)	52%	(77)	149
#1 Issue: Education	9%	(8)	22%	(19)	15%	(14)	54%	(48)	89
#1 Issue: Energy	10%	(12)	22%	(27)	20%	(24)	49%	(60)	123
#1 Issue: Other	6%	(8)	24%	(30)	11%	(13)	59%	(71)	122
2020 Vote: Joe Biden	9%	(88)	27%	(267)	18%	(179)	46%	(457)	991
2020 Vote: Donald Trump	5%	(32)	13%	(85)	18%	(123)	64%	(435)	675
2020 Vote: Other	6%	(4)	23%	(14)	13%	(8)	58%	(36)	61
2020 Vote: Didn't Vote	4%	(18)	9%	(44)	12%	(57)	74%	(347)	466
2018 House Vote: Democrat	9%	(70)	28%	(222)	18%	(143)	45%	(352)	788
2018 House Vote: Republican	5%	(31)	14%	(76)	19%	(105)	62%	(343)	555
2018 House Vote: Someone else	7%	(4)	16%	(9)	15%	(8)	63%	(35)	56
2016 Vote: Hillary Clinton	9%	(62)	29%	(206)	19%	(134)	44%	(310)	711
2016 Vote: Donald Trump	6%	(36)	15%	(95)	18%	(110)	62%	(387)	628
2016 Vote: Other	8%	(9)	24%	(27)	13%	(14)	55%	(61)	112
2016 Vote: Didn't Vote	5%	(35)	11%	(86)	15%	(109)	69%	(517)	746

Table MCEN2_7: *How familiar are you with each of the following?*
The 2007–2008 Writers Guild of America strike

Demographic	Very familiar		Somewhat familiar		Somewhat unfamiliar		Very unfamiliar		Total N
Adults	6%	(141)	19%	(415)	17%	(367)	58%	(1277)	2200
Voted in 2014: Yes	8%	(97)	22%	(277)	18%	(226)	51%	(635)	1235
Voted in 2014: No	5%	(44)	14%	(138)	15%	(141)	67%	(642)	965
4-Region: Northeast	8%	(31)	19%	(73)	17%	(69)	56%	(221)	394
4-Region: Midwest	7%	(31)	19%	(87)	17%	(76)	58%	(268)	462
4-Region: South	5%	(43)	18%	(146)	16%	(135)	61%	(500)	824
4-Region: West	7%	(37)	21%	(109)	17%	(86)	55%	(288)	520
Avid Film Fan	10%	(98)	21%	(208)	19%	(185)	50%	(500)	991
Avid TV Fan	9%	(100)	19%	(208)	18%	(191)	53%	(573)	1073
Casual Film Fan	4%	(37)	18%	(193)	16%	(162)	62%	(651)	1043
Casual TV Fan	4%	(36)	18%	(180)	16%	(155)	62%	(614)	986

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

Table MCEN3: *How much have you seen, read, or heard about the potential IATSE strike against film and television production companies?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(98)	9%	(197)	17%	(384)	69%	(1521)	2200
Gender: Male	7%	(71)	11%	(113)	19%	(200)	64%	(678)	1062
Gender: Female	2%	(27)	7%	(84)	16%	(184)	74%	(843)	1138
Age: 18-34	7%	(46)	13%	(83)	19%	(123)	61%	(402)	655
Age: 35-44	11%	(40)	10%	(35)	16%	(58)	63%	(225)	358
Age: 45-64	2%	(12)	8%	(59)	17%	(129)	73%	(552)	751
Age: 65+	—	(0)	5%	(20)	17%	(74)	78%	(342)	436
GenZers: 1997-2012	4%	(9)	10%	(23)	15%	(36)	71%	(168)	237
Millennials: 1981-1996	11%	(71)	12%	(78)	19%	(122)	58%	(370)	641
GenXers: 1965-1980	2%	(12)	9%	(49)	18%	(96)	70%	(363)	520
Baby Boomers: 1946-1964	1%	(6)	6%	(46)	16%	(117)	77%	(575)	744
PID: Dem (no lean)	7%	(61)	11%	(97)	19%	(161)	63%	(541)	860
PID: Ind (no lean)	2%	(15)	7%	(51)	18%	(129)	72%	(507)	702
PID: Rep (no lean)	3%	(22)	8%	(49)	15%	(94)	74%	(473)	638
PID/Gender: Dem Men	11%	(47)	14%	(57)	20%	(81)	55%	(227)	412
PID/Gender: Dem Women	3%	(14)	9%	(40)	18%	(80)	70%	(314)	448
PID/Gender: Ind Men	3%	(12)	8%	(30)	21%	(73)	68%	(242)	357
PID/Gender: Ind Women	1%	(3)	6%	(21)	16%	(56)	77%	(265)	345
PID/Gender: Rep Men	4%	(12)	9%	(26)	16%	(45)	72%	(209)	293
PID/Gender: Rep Women	3%	(10)	7%	(23)	14%	(49)	76%	(263)	345
Ideo: Liberal (1-3)	9%	(59)	11%	(75)	18%	(119)	63%	(425)	678
Ideo: Moderate (4)	2%	(14)	11%	(69)	20%	(123)	67%	(424)	630
Ideo: Conservative (5-7)	3%	(23)	7%	(50)	17%	(115)	72%	(481)	669
Educ: < College	2%	(28)	7%	(108)	16%	(249)	75%	(1128)	1512
Educ: Bachelors degree	9%	(40)	12%	(54)	19%	(84)	60%	(266)	444
Educ: Post-grad	12%	(30)	15%	(36)	21%	(51)	52%	(127)	244
Income: Under 50k	2%	(21)	7%	(83)	17%	(205)	75%	(932)	1241
Income: 50k-100k	6%	(40)	11%	(75)	17%	(114)	65%	(430)	659
Income: 100k+	12%	(36)	13%	(39)	21%	(64)	53%	(159)	300
Ethnicity: White	5%	(80)	9%	(159)	17%	(291)	69%	(1192)	1722
Ethnicity: Hispanic	6%	(22)	14%	(48)	18%	(64)	62%	(216)	349
Ethnicity: Black	4%	(11)	9%	(25)	16%	(45)	71%	(194)	274
Ethnicity: Other	4%	(7)	7%	(14)	24%	(49)	66%	(134)	204

Table MCEN3: *How much have you seen, read, or heard about the potential IATSE strike against film and television production companies?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(98)	9%	(197)	17%	(384)	69%	(1521)	2200
All Christian	5%	(52)	9%	(90)	18%	(172)	68%	(654)	968
All Non-Christian	18%	(19)	10%	(10)	22%	(24)	50%	(54)	107
Atheist	5%	(5)	11%	(11)	21%	(22)	63%	(66)	104
Agnostic/Nothing in particular	2%	(10)	9%	(55)	16%	(102)	73%	(463)	631
Something Else	3%	(11)	8%	(31)	16%	(64)	73%	(284)	390
Religious Non-Protestant/Catholic	15%	(19)	9%	(12)	22%	(28)	54%	(68)	127
Evangelical	8%	(44)	8%	(46)	14%	(82)	70%	(408)	580
Non-Evangelical	2%	(16)	9%	(68)	20%	(146)	69%	(511)	741
Community: Urban	12%	(68)	12%	(69)	15%	(91)	61%	(359)	587
Community: Suburban	2%	(22)	9%	(94)	20%	(213)	69%	(731)	1059
Community: Rural	1%	(8)	6%	(35)	14%	(80)	78%	(431)	554
Employ: Private Sector	9%	(57)	14%	(88)	21%	(131)	56%	(350)	626
Employ: Government	11%	(13)	17%	(20)	14%	(16)	58%	(69)	119
Employ: Self-Employed	9%	(19)	10%	(20)	24%	(49)	57%	(118)	206
Employ: Homemaker	2%	(3)	8%	(13)	16%	(28)	74%	(129)	174
Employ: Student	3%	(3)	12%	(10)	14%	(12)	72%	(61)	86
Employ: Retired	—	(0)	4%	(21)	15%	(80)	81%	(423)	525
Employ: Unemployed	1%	(2)	4%	(11)	13%	(39)	82%	(238)	290
Employ: Other	—	(0)	8%	(14)	17%	(29)	75%	(131)	175
Military HH: Yes	7%	(22)	7%	(24)	13%	(44)	73%	(250)	341
Military HH: No	4%	(76)	9%	(173)	18%	(340)	68%	(1271)	1859
RD/WT: Right Direction	8%	(67)	13%	(113)	17%	(153)	62%	(546)	879
RD/WT: Wrong Track	2%	(31)	6%	(84)	18%	(231)	74%	(974)	1321
Biden Job Approve	7%	(79)	11%	(124)	18%	(194)	63%	(684)	1080
Biden Job Disapprove	2%	(16)	7%	(70)	18%	(177)	74%	(747)	1010
Biden Job Strongly Approve	13%	(68)	11%	(55)	15%	(74)	61%	(310)	506
Biden Job Somewhat Approve	2%	(11)	12%	(69)	21%	(120)	65%	(374)	573
Biden Job Somewhat Disapprove	1%	(4)	9%	(29)	21%	(65)	69%	(216)	314
Biden Job Strongly Disapprove	2%	(12)	6%	(41)	16%	(112)	76%	(531)	696
Favorable of Biden	7%	(70)	10%	(110)	18%	(194)	65%	(707)	1080
Unfavorable of Biden	2%	(24)	8%	(83)	18%	(183)	72%	(731)	1021

Table MCEN3: *How much have you seen, read, or heard about the potential IATSE strike against film and television production companies?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(98)	9%	(197)	17%	(384)	69%	(1521)	2200
Very Favorable of Biden	8%	(44)	11%	(59)	17%	(90)	64%	(344)	537
Somewhat Favorable of Biden	5%	(27)	9%	(50)	19%	(103)	67%	(363)	543
Somewhat Unfavorable of Biden	3%	(9)	13%	(37)	18%	(51)	65%	(181)	278
Very Unfavorable of Biden	2%	(15)	6%	(46)	18%	(133)	74%	(550)	743
#1 Issue: Economy	4%	(30)	10%	(72)	19%	(137)	67%	(495)	734
#1 Issue: Security	4%	(17)	8%	(31)	17%	(67)	71%	(288)	403
#1 Issue: Health Care	7%	(20)	12%	(34)	16%	(44)	65%	(182)	280
#1 Issue: Medicare / Social Security	2%	(7)	5%	(15)	15%	(46)	77%	(233)	301
#1 Issue: Women's Issues	6%	(9)	12%	(18)	25%	(38)	56%	(84)	149
#1 Issue: Education	3%	(2)	9%	(8)	16%	(14)	72%	(64)	89
#1 Issue: Energy	7%	(8)	12%	(15)	15%	(19)	66%	(81)	123
#1 Issue: Other	3%	(4)	3%	(3)	16%	(20)	78%	(94)	122
2020 Vote: Joe Biden	7%	(67)	11%	(106)	20%	(195)	63%	(623)	991
2020 Vote: Donald Trump	3%	(22)	8%	(56)	16%	(105)	73%	(492)	675
2020 Vote: Other	—	(0)	6%	(3)	25%	(15)	70%	(43)	61
2020 Vote: Didn't Vote	1%	(6)	7%	(32)	15%	(68)	77%	(360)	466
2018 House Vote: Democrat	7%	(56)	12%	(96)	21%	(162)	60%	(474)	788
2018 House Vote: Republican	3%	(19)	9%	(47)	18%	(98)	70%	(390)	555
2018 House Vote: Someone else	—	(0)	4%	(2)	11%	(6)	85%	(48)	56
2016 Vote: Hillary Clinton	6%	(44)	12%	(83)	20%	(145)	62%	(440)	711
2016 Vote: Donald Trump	4%	(28)	9%	(56)	17%	(108)	70%	(437)	628
2016 Vote: Other	1%	(1)	9%	(10)	21%	(23)	70%	(78)	112
2016 Vote: Didn't Vote	3%	(26)	7%	(49)	14%	(107)	76%	(565)	746
Voted in 2014: Yes	5%	(63)	10%	(128)	20%	(241)	65%	(803)	1235
Voted in 2014: No	4%	(35)	7%	(70)	15%	(143)	74%	(718)	965
4-Region: Northeast	6%	(22)	11%	(43)	15%	(58)	69%	(270)	394
4-Region: Midwest	2%	(9)	9%	(44)	20%	(94)	68%	(316)	462
4-Region: South	3%	(21)	8%	(64)	18%	(148)	72%	(591)	824
4-Region: West	9%	(46)	9%	(46)	16%	(84)	66%	(344)	520
Avid Film Fan	7%	(69)	10%	(101)	19%	(184)	64%	(637)	991
Avid TV Fan	6%	(66)	9%	(101)	18%	(188)	67%	(718)	1073
Casual Film Fan	2%	(23)	9%	(89)	18%	(184)	72%	(747)	1043

Continued on next page

Table MCEN3: *How much have you seen, read, or heard about the potential IATSE strike against film and television production companies?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(98)	9%	(197)	17%	(384)	69%	(1521)	2200
Casual TV Fan	3%	(29)	9%	(90)	18%	(177)	70%	(690)	986

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

Table MCEN4: *As you may know, IATSE, one of the main unions in the entertainment industry, announced they'd be calling on their members to authorize a strike after contract negotiations with production companies stalled last week. IATSE members are asking for increased compensation for streaming projects and improved working conditions and hours. In the event of a strike, 60,000 IATSE members could end up walking off the job. This would lead to a nationwide shutdown of TV and film production. Based on what you know now, do you support or oppose the potential IATSE strike against film and television production companies?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	14%	(319)	27%	(586)	11%	(252)	8%	(174)	40%	(869)	2200
Gender: Male	17%	(180)	29%	(312)	11%	(114)	8%	(88)	35%	(368)	1062
Gender: Female	12%	(139)	24%	(274)	12%	(137)	8%	(86)	44%	(502)	1138
Age: 18-34	18%	(119)	29%	(191)	11%	(74)	5%	(32)	36%	(238)	655
Age: 35-44	21%	(76)	27%	(98)	7%	(26)	5%	(18)	39%	(140)	358
Age: 45-64	11%	(85)	26%	(196)	13%	(97)	9%	(70)	40%	(304)	751
Age: 65+	9%	(39)	23%	(101)	12%	(54)	12%	(54)	43%	(188)	436
GenZers: 1997-2012	16%	(38)	35%	(84)	10%	(24)	3%	(7)	35%	(84)	237
Millennials: 1981-1996	22%	(140)	26%	(166)	10%	(66)	6%	(35)	36%	(233)	641
GenXers: 1965-1980	11%	(57)	29%	(149)	10%	(53)	8%	(39)	43%	(223)	520
Baby Boomers: 1946-1964	10%	(74)	24%	(181)	14%	(105)	11%	(85)	40%	(299)	744
PID: Dem (no lean)	22%	(186)	31%	(267)	11%	(91)	7%	(57)	30%	(259)	860
PID: Ind (no lean)	11%	(77)	26%	(185)	10%	(72)	5%	(35)	48%	(334)	702
PID: Rep (no lean)	9%	(56)	21%	(134)	14%	(89)	13%	(83)	43%	(276)	638
PID/Gender: Dem Men	27%	(113)	31%	(126)	9%	(36)	7%	(28)	26%	(109)	412
PID/Gender: Dem Women	16%	(73)	31%	(141)	12%	(54)	6%	(29)	34%	(150)	448
PID/Gender: Ind Men	12%	(44)	31%	(111)	10%	(37)	4%	(16)	42%	(150)	357
PID/Gender: Ind Women	10%	(33)	22%	(74)	10%	(35)	5%	(19)	54%	(185)	345
PID/Gender: Rep Men	8%	(24)	26%	(75)	14%	(41)	15%	(44)	37%	(109)	293
PID/Gender: Rep Women	9%	(32)	17%	(59)	14%	(48)	11%	(38)	48%	(167)	345
Ideo: Liberal (1-3)	26%	(174)	32%	(218)	9%	(58)	6%	(39)	28%	(189)	678
Ideo: Moderate (4)	10%	(62)	32%	(200)	13%	(83)	7%	(42)	39%	(243)	630
Ideo: Conservative (5-7)	10%	(68)	20%	(134)	15%	(100)	12%	(79)	43%	(287)	669
Educ: < College	13%	(199)	24%	(361)	11%	(170)	8%	(126)	43%	(657)	1512
Educ: Bachelors degree	18%	(79)	34%	(150)	11%	(48)	8%	(33)	30%	(133)	444
Educ: Post-grad	17%	(41)	31%	(75)	14%	(33)	6%	(15)	33%	(80)	244

Table MCEN4: *As you may know, IATSE, one of the main unions in the entertainment industry, announced they'd be calling on their members to authorize a strike after contract negotiations with production companies stalled last week. IATSE members are asking for increased compensation for streaming projects and improved working conditions and hours. In the event of a strike, 60,000 IATSE members could end up walking off the job. This would lead to a nationwide shutdown of TV and film production. Based on what you know now, do you support or oppose the potential IATSE strike against film and television production companies?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	14%	(319)	27%	(586)	11%	(252)	8%	(174)	40%	(869)	2200
Income: Under 50k	13%	(165)	24%	(295)	11%	(135)	7%	(91)	45%	(557)	1241
Income: 50k-100k	15%	(101)	31%	(202)	11%	(75)	9%	(58)	34%	(223)	659
Income: 100k+	18%	(53)	30%	(90)	14%	(41)	9%	(26)	30%	(90)	300
Ethnicity: White	14%	(241)	26%	(456)	12%	(203)	9%	(148)	39%	(674)	1722
Ethnicity: Hispanic	20%	(70)	35%	(121)	11%	(40)	5%	(17)	29%	(101)	349
Ethnicity: Black	21%	(57)	24%	(67)	8%	(22)	5%	(14)	41%	(114)	274
Ethnicity: Other	10%	(21)	31%	(64)	13%	(26)	6%	(12)	40%	(81)	204
All Christian	13%	(125)	28%	(269)	13%	(131)	9%	(92)	36%	(352)	968
All Non-Christian	17%	(19)	25%	(27)	15%	(16)	6%	(6)	37%	(40)	107
Atheist	25%	(26)	38%	(40)	9%	(9)	10%	(10)	18%	(19)	104
Agnostic/Nothing in particular	15%	(92)	25%	(158)	9%	(56)	6%	(39)	45%	(286)	631
Something Else	15%	(57)	24%	(93)	10%	(40)	7%	(26)	44%	(173)	390
Religious Non-Protestant/Catholic	18%	(23)	25%	(32)	14%	(17)	5%	(6)	38%	(49)	127
Evangelical	16%	(95)	24%	(138)	10%	(60)	8%	(47)	41%	(240)	580
Non-Evangelical	11%	(79)	29%	(212)	14%	(107)	9%	(70)	37%	(272)	741
Community: Urban	22%	(132)	31%	(185)	10%	(56)	6%	(33)	31%	(181)	587
Community: Suburban	11%	(121)	28%	(296)	12%	(125)	8%	(88)	41%	(430)	1059
Community: Rural	12%	(66)	19%	(106)	13%	(70)	10%	(53)	47%	(259)	554
Employ: Private Sector	21%	(131)	27%	(170)	13%	(82)	8%	(48)	31%	(195)	626
Employ: Government	11%	(13)	35%	(42)	11%	(13)	4%	(5)	38%	(46)	119
Employ: Self-Employed	16%	(32)	34%	(69)	7%	(15)	7%	(14)	37%	(76)	206
Employ: Homemaker	14%	(24)	20%	(35)	11%	(20)	7%	(13)	47%	(82)	174
Employ: Student	14%	(12)	47%	(40)	9%	(8)	2%	(2)	28%	(24)	86
Employ: Retired	10%	(50)	23%	(121)	12%	(63)	12%	(65)	43%	(225)	525
Employ: Unemployed	12%	(36)	23%	(66)	11%	(32)	5%	(15)	49%	(141)	290
Employ: Other	11%	(20)	25%	(44)	10%	(18)	7%	(11)	47%	(82)	175

Table MCEN4: *As you may know, IATSE, one of the main unions in the entertainment industry, announced they'd be calling on their members to authorize a strike after contract negotiations with production companies stalled last week. IATSE members are asking for increased compensation for streaming projects and improved working conditions and hours. In the event of a strike, 60,000 IATSE members could end up walking off the job. This would lead to a nationwide shutdown of TV and film production. Based on what you know now, do you support or oppose the potential IATSE strike against film and television production companies?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	14%	(319)	27%	(586)	11%	(252)	8%	(174)	40%	(869)	2200
Military HH: Yes	18%	(60)	24%	(82)	10%	(34)	9%	(30)	40%	(135)	341
Military HH: No	14%	(259)	27%	(504)	12%	(218)	8%	(144)	39%	(734)	1859
RD/WT: Right Direction	20%	(174)	33%	(291)	11%	(94)	5%	(47)	31%	(273)	879
RD/WT: Wrong Track	11%	(144)	22%	(296)	12%	(157)	10%	(127)	45%	(597)	1321
Biden Job Approve	20%	(218)	32%	(349)	11%	(117)	6%	(65)	31%	(330)	1080
Biden Job Disapprove	9%	(92)	22%	(224)	13%	(133)	11%	(107)	45%	(455)	1010
Biden Job Strongly Approve	25%	(128)	29%	(148)	10%	(48)	6%	(32)	30%	(150)	506
Biden Job Somewhat Approve	16%	(90)	35%	(200)	12%	(69)	6%	(34)	31%	(180)	573
Biden Job Somewhat Disapprove	11%	(35)	30%	(94)	18%	(55)	6%	(18)	36%	(112)	314
Biden Job Strongly Disapprove	8%	(57)	19%	(130)	11%	(78)	13%	(89)	49%	(343)	696
Favorable of Biden	20%	(216)	32%	(349)	10%	(113)	6%	(66)	31%	(337)	1080
Unfavorable of Biden	9%	(93)	22%	(228)	13%	(135)	11%	(108)	45%	(457)	1021
Very Favorable of Biden	22%	(120)	30%	(160)	10%	(54)	5%	(29)	32%	(174)	537
Somewhat Favorable of Biden	18%	(96)	35%	(189)	11%	(59)	7%	(37)	30%	(163)	543
Somewhat Unfavorable of Biden	12%	(34)	30%	(84)	16%	(46)	5%	(13)	36%	(101)	278
Very Unfavorable of Biden	8%	(59)	19%	(143)	12%	(90)	13%	(95)	48%	(355)	743
#1 Issue: Economy	16%	(114)	29%	(216)	12%	(90)	7%	(49)	36%	(265)	734
#1 Issue: Security	9%	(38)	20%	(79)	10%	(40)	15%	(59)	46%	(187)	403
#1 Issue: Health Care	16%	(46)	30%	(83)	11%	(31)	6%	(16)	37%	(105)	280
#1 Issue: Medicare / Social Security	11%	(33)	24%	(74)	12%	(36)	11%	(32)	42%	(126)	301
#1 Issue: Women's Issues	21%	(32)	32%	(47)	8%	(12)	3%	(4)	36%	(54)	149
#1 Issue: Education	18%	(16)	23%	(20)	14%	(12)	6%	(5)	39%	(35)	89
#1 Issue: Energy	21%	(26)	32%	(39)	15%	(19)	4%	(5)	27%	(34)	123
#1 Issue: Other	11%	(14)	23%	(27)	11%	(13)	3%	(4)	52%	(64)	122

Table MCEN4: *As you may know, IATSE, one of the main unions in the entertainment industry, announced they'd be calling on their members to authorize a strike after contract negotiations with production companies stalled last week. IATSE members are asking for increased compensation for streaming projects and improved working conditions and hours. In the event of a strike, 60,000 IATSE members could end up walking off the job. This would lead to a nationwide shutdown of TV and film production. Based on what you know now, do you support or oppose the potential IATSE strike against film and television production companies?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	14%	(319)	27%	(586)	11%	(252)	8%	(174)	40%	(869)	2200
2020 Vote: Joe Biden	21%	(206)	33%	(332)	11%	(111)	5%	(49)	30%	(293)	991
2020 Vote: Donald Trump	9%	(62)	20%	(135)	13%	(85)	13%	(91)	45%	(302)	675
2020 Vote: Other	9%	(6)	26%	(16)	9%	(5)	7%	(4)	49%	(30)	61
2020 Vote: Didn't Vote	10%	(45)	21%	(100)	11%	(50)	6%	(29)	52%	(242)	466
2018 House Vote: Democrat	23%	(181)	32%	(255)	11%	(89)	6%	(49)	27%	(215)	788
2018 House Vote: Republican	8%	(46)	21%	(119)	15%	(81)	13%	(74)	42%	(236)	555
2018 House Vote: Someone else	6%	(4)	28%	(16)	7%	(4)	4%	(2)	54%	(31)	56
2016 Vote: Hillary Clinton	22%	(155)	33%	(234)	12%	(85)	5%	(34)	29%	(204)	711
2016 Vote: Donald Trump	10%	(65)	20%	(124)	14%	(88)	14%	(85)	42%	(267)	628
2016 Vote: Other	11%	(13)	25%	(28)	14%	(16)	10%	(11)	40%	(45)	112
2016 Vote: Didn't Vote	12%	(87)	27%	(200)	8%	(63)	6%	(44)	47%	(352)	746
Voted in 2014: Yes	17%	(212)	26%	(323)	12%	(152)	9%	(116)	35%	(432)	1235
Voted in 2014: No	11%	(107)	27%	(263)	10%	(99)	6%	(58)	45%	(438)	965
4-Region: Northeast	14%	(54)	31%	(122)	9%	(37)	9%	(36)	37%	(145)	394
4-Region: Midwest	14%	(63)	26%	(120)	12%	(57)	9%	(42)	39%	(181)	462
4-Region: South	13%	(110)	24%	(200)	12%	(101)	8%	(67)	42%	(347)	824
4-Region: West	18%	(92)	28%	(144)	11%	(57)	6%	(29)	38%	(197)	520
Avid Film Fan	18%	(178)	29%	(283)	10%	(102)	8%	(78)	35%	(349)	991
Avid TV Fan	17%	(183)	28%	(299)	11%	(113)	9%	(99)	35%	(379)	1073
Casual Film Fan	12%	(127)	26%	(268)	12%	(126)	8%	(82)	42%	(441)	1043
Casual TV Fan	11%	(112)	27%	(262)	13%	(126)	7%	(65)	43%	(421)	986

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

Table MCEN5: *How much of an impact did the 2007–2008 Writers Guild of America strike have on you and your television and movie viewing habits?*

Demographic	Major impact		Minor impact		No impact		Don't remember the 2007-2008 Writers Guild of America strike		Total N
Adults	11%	(241)	21%	(464)	26%	(581)	42%	(914)	2200
Gender: Male	14%	(147)	25%	(263)	27%	(290)	34%	(362)	1062
Gender: Female	8%	(94)	18%	(201)	26%	(291)	49%	(552)	1138
Age: 18-34	12%	(80)	17%	(113)	18%	(121)	52%	(341)	655
Age: 35-44	18%	(63)	21%	(74)	27%	(96)	35%	(125)	358
Age: 45-64	10%	(76)	24%	(181)	31%	(234)	35%	(260)	751
Age: 65+	5%	(22)	22%	(97)	30%	(130)	43%	(187)	436
GenZers: 1997-2012	5%	(12)	14%	(34)	17%	(41)	63%	(150)	237
Millennials: 1981-1996	18%	(117)	20%	(128)	21%	(132)	41%	(264)	641
GenXers: 1965-1980	8%	(42)	24%	(124)	31%	(161)	37%	(193)	520
Baby Boomers: 1946-1964	9%	(70)	23%	(171)	30%	(226)	37%	(277)	744
PID: Dem (no lean)	15%	(128)	27%	(230)	24%	(207)	34%	(294)	860
PID: Ind (no lean)	8%	(56)	18%	(129)	25%	(175)	49%	(342)	702
PID: Rep (no lean)	9%	(57)	16%	(105)	31%	(198)	43%	(278)	638
PID/Gender: Dem Men	20%	(81)	30%	(123)	26%	(106)	25%	(101)	412
PID/Gender: Dem Women	10%	(46)	24%	(107)	23%	(102)	43%	(193)	448
PID/Gender: Ind Men	10%	(35)	24%	(85)	25%	(89)	41%	(148)	357
PID/Gender: Ind Women	6%	(21)	13%	(44)	25%	(86)	56%	(194)	345
PID/Gender: Rep Men	10%	(31)	19%	(55)	32%	(95)	38%	(112)	293
PID/Gender: Rep Women	8%	(27)	14%	(50)	30%	(103)	48%	(165)	345
Ideo: Liberal (1-3)	17%	(116)	28%	(187)	22%	(151)	33%	(225)	678
Ideo: Moderate (4)	10%	(61)	22%	(137)	27%	(168)	42%	(265)	630
Ideo: Conservative (5-7)	8%	(55)	20%	(133)	31%	(208)	41%	(272)	669
Educ: < College	9%	(129)	18%	(268)	28%	(427)	46%	(688)	1512
Educ: Bachelors degree	15%	(64)	28%	(123)	23%	(102)	35%	(154)	444
Educ: Post-grad	20%	(48)	30%	(73)	21%	(52)	29%	(71)	244
Income: Under 50k	8%	(101)	18%	(222)	26%	(324)	48%	(594)	1241
Income: 50k-100k	12%	(79)	25%	(163)	28%	(186)	35%	(231)	659
Income: 100k+	20%	(61)	26%	(79)	23%	(70)	30%	(89)	300

Table MCEN5: *How much of an impact did the 2007–2008 Writers Guild of America strike have on you and your television and movie viewing habits?*

Demographic	Major impact		Minor impact		No impact		Don't remember the 2007-2008 Writers Guild of America strike		Total N
Adults	11%	(241)	21%	(464)	26%	(581)	42%	(914)	2200
Ethnicity: White	11%	(191)	21%	(366)	28%	(478)	40%	(686)	1722
Ethnicity: Hispanic	14%	(50)	20%	(71)	19%	(67)	46%	(161)	349
Ethnicity: Black	12%	(33)	19%	(52)	18%	(48)	52%	(142)	274
Ethnicity: Other	9%	(18)	22%	(46)	27%	(54)	42%	(86)	204
All Christian	13%	(125)	22%	(218)	29%	(282)	35%	(344)	968
All Non-Christian	29%	(31)	22%	(24)	16%	(17)	33%	(35)	107
Atheist	8%	(9)	36%	(37)	27%	(28)	29%	(30)	104
Agnostic/Nothing in particular	6%	(38)	20%	(124)	26%	(165)	48%	(304)	631
Something Else	10%	(39)	16%	(61)	23%	(89)	52%	(201)	390
Religious Non-Protestant/Catholic	26%	(33)	22%	(28)	18%	(23)	34%	(43)	127
Evangelical	15%	(86)	16%	(94)	27%	(156)	42%	(244)	580
Non-Evangelical	10%	(72)	23%	(173)	28%	(207)	39%	(290)	741
Community: Urban	19%	(110)	20%	(120)	23%	(134)	38%	(223)	587
Community: Suburban	8%	(86)	24%	(252)	27%	(289)	41%	(432)	1059
Community: Rural	8%	(45)	17%	(92)	28%	(157)	47%	(259)	554
Employ: Private Sector	15%	(94)	27%	(170)	24%	(153)	33%	(209)	626
Employ: Government	17%	(21)	28%	(34)	21%	(25)	34%	(40)	119
Employ: Self-Employed	18%	(36)	23%	(47)	27%	(55)	33%	(68)	206
Employ: Homemaker	10%	(17)	14%	(24)	33%	(58)	43%	(75)	174
Employ: Student	6%	(5)	13%	(11)	10%	(9)	71%	(61)	86
Employ: Retired	8%	(39)	22%	(118)	30%	(160)	40%	(208)	525
Employ: Unemployed	4%	(13)	13%	(39)	27%	(78)	55%	(160)	290
Employ: Other	9%	(16)	13%	(23)	25%	(43)	53%	(93)	175
Military HH: Yes	11%	(38)	20%	(67)	30%	(101)	40%	(136)	341
Military HH: No	11%	(203)	21%	(398)	26%	(480)	42%	(778)	1859
RD/WT: Right Direction	18%	(156)	25%	(220)	21%	(188)	36%	(316)	879
RD/WT: Wrong Track	6%	(85)	19%	(244)	30%	(393)	45%	(597)	1321

Table MCEN5: *How much of an impact did the 2007–2008 Writers Guild of America strike have on you and your television and movie viewing habits?*

Demographic	Major impact		Minor impact		No impact		Don't remember the 2007-2008 Writers Guild of America strike		Total N
Adults	11%	(241)	21%	(464)	26%	(581)	42%	(914)	2200
Biden Job Approve	17%	(185)	26%	(282)	22%	(238)	35%	(374)	1080
Biden Job Disapprove	5%	(53)	17%	(173)	31%	(317)	46%	(466)	1010
Biden Job Strongly Approve	24%	(122)	23%	(116)	21%	(108)	32%	(160)	506
Biden Job Somewhat Approve	11%	(63)	29%	(166)	23%	(129)	37%	(214)	573
Biden Job Somewhat Disapprove	5%	(15)	22%	(70)	24%	(76)	49%	(153)	314
Biden Job Strongly Disapprove	6%	(38)	15%	(103)	35%	(241)	45%	(314)	696
Favorable of Biden	16%	(172)	25%	(275)	22%	(236)	37%	(398)	1080
Unfavorable of Biden	6%	(64)	18%	(183)	31%	(318)	45%	(456)	1021
Very Favorable of Biden	20%	(106)	25%	(135)	21%	(113)	34%	(184)	537
Somewhat Favorable of Biden	12%	(66)	26%	(140)	23%	(123)	39%	(214)	543
Somewhat Unfavorable of Biden	8%	(23)	26%	(71)	22%	(60)	44%	(124)	278
Very Unfavorable of Biden	5%	(40)	15%	(112)	35%	(259)	45%	(332)	743
#1 Issue: Economy	11%	(82)	20%	(146)	27%	(198)	42%	(308)	734
#1 Issue: Security	9%	(37)	18%	(73)	34%	(136)	39%	(157)	403
#1 Issue: Health Care	13%	(36)	24%	(68)	20%	(57)	43%	(119)	280
#1 Issue: Medicare / Social Security	10%	(31)	21%	(62)	27%	(81)	42%	(127)	301
#1 Issue: Women's Issues	13%	(20)	24%	(35)	21%	(32)	42%	(62)	149
#1 Issue: Education	10%	(9)	20%	(17)	27%	(24)	44%	(39)	89
#1 Issue: Energy	13%	(16)	29%	(36)	21%	(25)	37%	(45)	123
#1 Issue: Other	8%	(10)	22%	(27)	22%	(27)	47%	(57)	122
2020 Vote: Joe Biden	15%	(152)	28%	(278)	23%	(232)	33%	(329)	991
2020 Vote: Donald Trump	9%	(60)	17%	(115)	32%	(216)	42%	(283)	675
2020 Vote: Other	12%	(7)	21%	(13)	26%	(16)	41%	(25)	61
2020 Vote: Didn't Vote	5%	(22)	12%	(54)	25%	(115)	59%	(275)	466
2018 House Vote: Democrat	16%	(124)	28%	(224)	25%	(198)	31%	(243)	788
2018 House Vote: Republican	10%	(55)	19%	(103)	31%	(172)	40%	(224)	555
2018 House Vote: Someone else	8%	(5)	22%	(12)	16%	(9)	55%	(31)	56

Table MCEN5: *How much of an impact did the 2007–2008 Writers Guild of America strike have on you and your television and movie viewing habits?*

Demographic	Major impact		Minor impact		No impact		Don't remember the 2007-2008 Writers Guild of America strike		Total N
Adults	11%	(241)	21%	(464)	26%	(581)	42%	(914)	2200
2016 Vote: Hillary Clinton	14%	(101)	31%	(218)	24%	(169)	31%	(224)	711
2016 Vote: Donald Trump	11%	(67)	17%	(110)	33%	(205)	39%	(247)	628
2016 Vote: Other	13%	(14)	28%	(31)	27%	(30)	32%	(36)	112
2016 Vote: Didn't Vote	8%	(59)	14%	(105)	24%	(175)	55%	(407)	746
Voted in 2014: Yes	13%	(164)	25%	(311)	28%	(349)	33%	(412)	1235
Voted in 2014: No	8%	(78)	16%	(153)	24%	(232)	52%	(502)	965
4-Region: Northeast	12%	(46)	21%	(84)	23%	(90)	44%	(174)	394
4-Region: Midwest	11%	(49)	21%	(98)	30%	(137)	39%	(179)	462
4-Region: South	10%	(81)	21%	(170)	27%	(220)	43%	(353)	824
4-Region: West	13%	(66)	22%	(112)	26%	(134)	40%	(209)	520
Avid Film Fan	16%	(160)	22%	(215)	23%	(225)	39%	(391)	991
Avid TV Fan	15%	(166)	21%	(228)	26%	(275)	38%	(403)	1073
Casual Film Fan	7%	(70)	22%	(231)	29%	(307)	42%	(435)	1043
Casual TV Fan	7%	(71)	21%	(212)	26%	(257)	45%	(447)	986

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

Table MCEN6_1: *How important are each of the following to you?*

Safe and healthy working conditions for those in the television and film industry

Demographic	Very important		Somewhat important		Not that important		Not important at all		Total N
Adults	53%	(1166)	33%	(734)	8%	(171)	6%	(129)	2200
Gender: Male	46%	(491)	39%	(413)	8%	(89)	7%	(69)	1062
Gender: Female	59%	(675)	28%	(321)	7%	(82)	5%	(60)	1138
Age: 18-34	52%	(340)	33%	(214)	9%	(58)	7%	(44)	655
Age: 35-44	57%	(204)	30%	(106)	8%	(30)	5%	(17)	358
Age: 45-64	51%	(383)	36%	(269)	8%	(58)	5%	(40)	751
Age: 65+	55%	(239)	33%	(145)	6%	(25)	6%	(28)	436
GenZers: 1997-2012	53%	(125)	30%	(72)	9%	(22)	8%	(18)	237
Millennials: 1981-1996	53%	(341)	33%	(210)	9%	(56)	5%	(34)	641
GenXers: 1965-1980	53%	(278)	33%	(171)	8%	(39)	6%	(32)	520
Baby Boomers: 1946-1964	52%	(390)	35%	(263)	7%	(50)	5%	(40)	744
PID: Dem (no lean)	64%	(550)	28%	(241)	5%	(43)	3%	(25)	860
PID: Ind (no lean)	51%	(360)	32%	(228)	10%	(69)	7%	(46)	702
PID: Rep (no lean)	40%	(256)	42%	(265)	9%	(58)	9%	(58)	638
PID/Gender: Dem Men	58%	(239)	35%	(142)	5%	(20)	3%	(11)	412
PID/Gender: Dem Women	70%	(311)	22%	(98)	5%	(23)	3%	(14)	448
PID/Gender: Ind Men	41%	(148)	38%	(137)	11%	(40)	9%	(32)	357
PID/Gender: Ind Women	61%	(212)	26%	(91)	8%	(29)	4%	(14)	345
PID/Gender: Rep Men	36%	(104)	46%	(134)	10%	(28)	9%	(26)	293
PID/Gender: Rep Women	44%	(152)	38%	(132)	9%	(30)	9%	(32)	345
Ideo: Liberal (1-3)	67%	(458)	25%	(167)	5%	(37)	3%	(18)	678
Ideo: Moderate (4)	54%	(341)	34%	(216)	7%	(44)	5%	(29)	630
Ideo: Conservative (5-7)	40%	(266)	42%	(284)	10%	(65)	8%	(53)	669
Educ: < College	52%	(791)	33%	(505)	8%	(114)	7%	(102)	1512
Educ: Bachelors degree	55%	(243)	31%	(139)	10%	(43)	4%	(20)	444
Educ: Post-grad	54%	(132)	37%	(90)	6%	(14)	3%	(8)	244
Income: Under 50k	53%	(653)	32%	(399)	9%	(110)	6%	(80)	1241
Income: 50k-100k	55%	(361)	34%	(222)	6%	(39)	6%	(37)	659
Income: 100k+	51%	(153)	38%	(113)	7%	(22)	4%	(12)	300
Ethnicity: White	52%	(903)	34%	(588)	8%	(134)	6%	(96)	1722
Ethnicity: Hispanic	52%	(183)	31%	(109)	9%	(31)	8%	(27)	349

Table MCEN6_1: *How important are each of the following to you?*

Safe and healthy working conditions for those in the television and film industry

Demographic	Very important		Somewhat important		Not that important		Not important at all		Total N
Adults	53%	(1166)	33%	(734)	8%	(171)	6%	(129)	2200
Ethnicity: Black	63%	(172)	26%	(72)	5%	(14)	6%	(17)	274
Ethnicity: Other	45%	(92)	36%	(73)	11%	(23)	8%	(16)	204
All Christian	52%	(500)	36%	(348)	7%	(72)	5%	(47)	968
All Non-Christian	54%	(58)	33%	(36)	9%	(10)	4%	(4)	107
Atheist	67%	(70)	21%	(22)	5%	(6)	7%	(7)	104
Agnostic/Nothing in particular	48%	(303)	36%	(227)	9%	(55)	7%	(47)	631
Something Else	60%	(235)	26%	(101)	7%	(29)	6%	(24)	390
Religious Non-Protestant/Catholic	55%	(70)	32%	(40)	10%	(13)	3%	(4)	127
Evangelical	54%	(314)	33%	(189)	8%	(48)	5%	(30)	580
Non-Evangelical	54%	(400)	34%	(251)	7%	(49)	6%	(42)	741
Community: Urban	59%	(345)	30%	(177)	7%	(39)	4%	(26)	587
Community: Suburban	52%	(555)	35%	(373)	8%	(84)	4%	(46)	1059
Community: Rural	48%	(266)	33%	(184)	9%	(47)	10%	(57)	554
Employ: Private Sector	53%	(331)	34%	(215)	8%	(49)	5%	(31)	626
Employ: Government	51%	(60)	37%	(44)	6%	(7)	6%	(7)	119
Employ: Self-Employed	44%	(90)	44%	(91)	8%	(16)	4%	(9)	206
Employ: Homemaker	55%	(95)	28%	(49)	10%	(18)	7%	(12)	174
Employ: Student	65%	(56)	23%	(20)	8%	(7)	3%	(3)	86
Employ: Retired	51%	(269)	35%	(182)	7%	(39)	7%	(35)	525
Employ: Unemployed	53%	(154)	32%	(92)	8%	(24)	7%	(20)	290
Employ: Other	64%	(112)	23%	(41)	6%	(11)	7%	(12)	175
Military HH: Yes	53%	(181)	34%	(116)	7%	(23)	6%	(21)	341
Military HH: No	53%	(985)	33%	(618)	8%	(148)	6%	(108)	1859
RD/WT: Right Direction	62%	(546)	30%	(266)	5%	(44)	3%	(24)	879
RD/WT: Wrong Track	47%	(621)	35%	(468)	10%	(126)	8%	(105)	1321
Biden Job Approve	63%	(685)	29%	(315)	5%	(51)	3%	(29)	1080
Biden Job Disapprove	42%	(429)	38%	(385)	11%	(111)	8%	(85)	1010

Table MCEN6_1: *How important are each of the following to you?*

Safe and healthy working conditions for those in the television and film industry

Demographic	Very important		Somewhat important		Not that important		Not important at all		Total N
Adults	53%	(1166)	33%	(734)	8%	(171)	6%	(129)	2200
Biden Job Strongly Approve	66%	(332)	26%	(134)	5%	(23)	3%	(17)	506
Biden Job Somewhat Approve	62%	(354)	32%	(181)	5%	(27)	2%	(11)	573
Biden Job Somewhat Disapprove	53%	(166)	36%	(112)	8%	(26)	3%	(10)	314
Biden Job Strongly Disapprove	38%	(262)	39%	(274)	12%	(85)	11%	(76)	696
Favorable of Biden	65%	(700)	28%	(305)	4%	(44)	3%	(31)	1080
Unfavorable of Biden	42%	(424)	39%	(399)	11%	(113)	8%	(85)	1021
Very Favorable of Biden	69%	(372)	23%	(124)	5%	(26)	3%	(15)	537
Somewhat Favorable of Biden	60%	(328)	33%	(181)	3%	(18)	3%	(16)	543
Somewhat Unfavorable of Biden	52%	(145)	36%	(100)	9%	(24)	3%	(9)	278
Very Unfavorable of Biden	38%	(279)	40%	(299)	12%	(89)	10%	(76)	743
#1 Issue: Economy	55%	(402)	33%	(242)	8%	(56)	5%	(34)	734
#1 Issue: Security	35%	(141)	43%	(174)	11%	(46)	11%	(43)	403
#1 Issue: Health Care	59%	(166)	31%	(86)	6%	(16)	4%	(12)	280
#1 Issue: Medicare / Social Security	56%	(167)	31%	(95)	6%	(19)	7%	(20)	301
#1 Issue: Women's Issues	66%	(98)	26%	(39)	4%	(6)	4%	(6)	149
#1 Issue: Education	48%	(43)	35%	(31)	11%	(9)	6%	(5)	89
#1 Issue: Energy	60%	(74)	32%	(39)	7%	(9)	1%	(1)	123
#1 Issue: Other	62%	(76)	22%	(27)	8%	(10)	7%	(8)	122
2020 Vote: Joe Biden	65%	(641)	28%	(274)	5%	(46)	3%	(31)	991
2020 Vote: Donald Trump	41%	(278)	40%	(268)	10%	(70)	9%	(59)	675
2020 Vote: Other	52%	(32)	40%	(25)	6%	(4)	1%	(1)	61
2020 Vote: Didn't Vote	46%	(215)	35%	(162)	11%	(51)	8%	(39)	466
2018 House Vote: Democrat	65%	(513)	28%	(222)	4%	(29)	3%	(24)	788
2018 House Vote: Republican	41%	(228)	41%	(228)	9%	(50)	9%	(48)	555
2018 House Vote: Someone else	58%	(33)	36%	(20)	5%	(3)	1%	(1)	56
2016 Vote: Hillary Clinton	66%	(472)	27%	(192)	4%	(29)	3%	(19)	711
2016 Vote: Donald Trump	43%	(269)	40%	(251)	10%	(62)	7%	(47)	628
2016 Vote: Other	51%	(57)	37%	(41)	6%	(7)	6%	(7)	112
2016 Vote: Didn't Vote	49%	(368)	33%	(249)	10%	(73)	8%	(57)	746

Table MCEN6_1: *How important are each of the following to you?*

Safe and healthy working conditions for those in the television and film industry

Demographic	Very important		Somewhat important		Not that important		Not important at all		Total N
Adults	53%	(1166)	33%	(734)	8%	(171)	6%	(129)	2200
Voted in 2014: Yes	55%	(679)	33%	(413)	6%	(78)	5%	(65)	1235
Voted in 2014: No	51%	(487)	33%	(321)	10%	(93)	7%	(64)	965
4-Region: Northeast	54%	(212)	34%	(132)	6%	(23)	6%	(25)	394
4-Region: Midwest	52%	(240)	36%	(168)	8%	(37)	4%	(18)	462
4-Region: South	55%	(456)	31%	(253)	8%	(62)	7%	(54)	824
4-Region: West	50%	(259)	35%	(181)	9%	(49)	6%	(32)	520
Avid Film Fan	63%	(619)	28%	(282)	5%	(52)	4%	(37)	991
Avid TV Fan	60%	(640)	31%	(328)	6%	(61)	4%	(44)	1073
Casual Film Fan	48%	(499)	37%	(386)	9%	(96)	6%	(62)	1043
Casual TV Fan	48%	(476)	37%	(369)	9%	(87)	6%	(55)	986

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

Table MCEN6_2: *How important are each of the following to you?*

Diversity, equity and inclusion in the film and television industry

Demographic	Very important		Somewhat important		Not that important		Not important at all		Total N
Adults	39%	(849)	33%	(721)	16%	(351)	13%	(279)	2200
Gender: Male	32%	(345)	35%	(368)	18%	(187)	15%	(161)	1062
Gender: Female	44%	(504)	31%	(353)	14%	(164)	10%	(118)	1138
Age: 18-34	43%	(279)	32%	(208)	15%	(96)	11%	(72)	655
Age: 35-44	44%	(156)	32%	(115)	15%	(52)	10%	(35)	358
Age: 45-64	35%	(264)	34%	(255)	17%	(126)	14%	(106)	751
Age: 65+	34%	(149)	33%	(143)	18%	(77)	15%	(66)	436
GenZers: 1997-2012	42%	(99)	29%	(69)	16%	(37)	13%	(32)	237
Millennials: 1981-1996	43%	(274)	35%	(221)	14%	(91)	9%	(55)	641
GenXers: 1965-1980	37%	(192)	32%	(169)	17%	(86)	14%	(73)	520
Baby Boomers: 1946-1964	36%	(268)	33%	(242)	17%	(124)	15%	(110)	744
PID: Dem (no lean)	55%	(475)	31%	(262)	9%	(79)	5%	(44)	860
PID: Ind (no lean)	35%	(247)	34%	(237)	17%	(117)	14%	(100)	702
PID: Rep (no lean)	20%	(127)	35%	(221)	24%	(155)	21%	(135)	638
PID/Gender: Dem Men	50%	(206)	36%	(148)	10%	(39)	4%	(18)	412
PID/Gender: Dem Women	60%	(269)	25%	(114)	9%	(39)	6%	(25)	448
PID/Gender: Ind Men	27%	(97)	33%	(117)	20%	(70)	20%	(73)	357
PID/Gender: Ind Women	44%	(151)	35%	(120)	14%	(47)	8%	(27)	345
PID/Gender: Rep Men	14%	(42)	35%	(103)	27%	(78)	24%	(70)	293
PID/Gender: Rep Women	25%	(85)	34%	(118)	22%	(77)	19%	(65)	345
Ideo: Liberal (1-3)	59%	(400)	28%	(188)	8%	(56)	5%	(35)	678
Ideo: Moderate (4)	37%	(231)	40%	(249)	16%	(98)	8%	(52)	630
Ideo: Conservative (5-7)	21%	(140)	32%	(215)	25%	(166)	22%	(148)	669
Educ: < College	37%	(566)	32%	(487)	17%	(258)	13%	(201)	1512
Educ: Bachelors degree	41%	(181)	32%	(141)	14%	(64)	13%	(58)	444
Educ: Post-grad	42%	(102)	38%	(93)	12%	(30)	8%	(20)	244
Income: Under 50k	38%	(475)	32%	(399)	16%	(202)	13%	(165)	1241
Income: 50k-100k	39%	(258)	35%	(229)	16%	(106)	10%	(65)	659
Income: 100k+	39%	(116)	31%	(93)	14%	(42)	16%	(48)	300
Ethnicity: White	36%	(620)	33%	(573)	17%	(295)	14%	(234)	1722
Ethnicity: Hispanic	43%	(151)	35%	(124)	13%	(46)	8%	(29)	349

Table MCEN6_2: *How important are each of the following to you?*

Diversity, equity and inclusion in the film and television industry

Demographic	Very important		Somewhat important		Not that important		Not important at all		Total N
Adults	39%	(849)	33%	(721)	16%	(351)	13%	(279)	2200
Ethnicity: Black	54%	(149)	29%	(80)	7%	(19)	10%	(26)	274
Ethnicity: Other	39%	(80)	34%	(69)	18%	(37)	9%	(19)	204
All Christian	35%	(341)	33%	(320)	18%	(177)	13%	(130)	968
All Non-Christian	47%	(50)	35%	(38)	11%	(12)	7%	(7)	107
Atheist	56%	(58)	19%	(20)	16%	(16)	9%	(9)	104
Agnostic/Nothing in particular	35%	(223)	38%	(240)	13%	(81)	14%	(86)	631
Something Else	45%	(176)	26%	(103)	17%	(65)	12%	(46)	390
Religious Non-Protestant/Catholic	47%	(59)	33%	(41)	14%	(17)	7%	(9)	127
Evangelical	37%	(213)	30%	(175)	18%	(107)	15%	(85)	580
Non-Evangelical	39%	(288)	32%	(237)	17%	(127)	12%	(89)	741
Community: Urban	46%	(267)	33%	(192)	12%	(70)	10%	(58)	587
Community: Suburban	38%	(399)	34%	(357)	17%	(176)	12%	(127)	1059
Community: Rural	33%	(182)	31%	(173)	19%	(105)	17%	(94)	554
Employ: Private Sector	40%	(249)	36%	(224)	14%	(90)	10%	(64)	626
Employ: Government	39%	(47)	31%	(37)	12%	(14)	18%	(21)	119
Employ: Self-Employed	36%	(73)	35%	(72)	18%	(37)	11%	(23)	206
Employ: Homemaker	39%	(68)	29%	(51)	14%	(24)	18%	(31)	174
Employ: Student	45%	(39)	35%	(30)	11%	(10)	8%	(7)	86
Employ: Retired	34%	(178)	32%	(169)	17%	(91)	16%	(87)	525
Employ: Unemployed	36%	(104)	31%	(89)	21%	(62)	12%	(35)	290
Employ: Other	52%	(91)	28%	(48)	13%	(23)	7%	(12)	175
Military HH: Yes	35%	(121)	32%	(110)	18%	(63)	14%	(47)	341
Military HH: No	39%	(728)	33%	(611)	15%	(288)	12%	(232)	1859
RD/WT: Right Direction	49%	(431)	35%	(306)	10%	(92)	6%	(51)	879
RD/WT: Wrong Track	32%	(418)	31%	(415)	20%	(259)	17%	(228)	1321
Biden Job Approve	51%	(546)	34%	(366)	10%	(109)	5%	(59)	1080
Biden Job Disapprove	25%	(255)	32%	(323)	23%	(228)	20%	(204)	1010

Table MCEN6_2: *How important are each of the following to you?*
Diversity, equity and inclusion in the film and television industry

Demographic	Very important		Somewhat important		Not that important		Not important at all		Total N
Adults	39%	(849)	33%	(721)	16%	(351)	13%	(279)	2200
Biden Job Strongly Approve	58%	(291)	28%	(142)	8%	(41)	6%	(31)	506
Biden Job Somewhat Approve	44%	(255)	39%	(224)	12%	(67)	5%	(27)	573
Biden Job Somewhat Disapprove	42%	(132)	37%	(115)	15%	(46)	7%	(21)	314
Biden Job Strongly Disapprove	18%	(123)	30%	(208)	26%	(182)	26%	(183)	696
Favorable of Biden	53%	(574)	32%	(346)	9%	(100)	6%	(60)	1080
Unfavorable of Biden	23%	(239)	34%	(345)	23%	(237)	20%	(200)	1021
Very Favorable of Biden	59%	(317)	27%	(144)	9%	(50)	5%	(27)	537
Somewhat Favorable of Biden	47%	(257)	37%	(202)	9%	(50)	6%	(34)	543
Somewhat Unfavorable of Biden	37%	(104)	42%	(116)	15%	(41)	6%	(17)	278
Very Unfavorable of Biden	18%	(136)	31%	(229)	26%	(196)	25%	(183)	743
#1 Issue: Economy	38%	(279)	33%	(241)	17%	(126)	12%	(88)	734
#1 Issue: Security	19%	(75)	32%	(129)	25%	(102)	24%	(97)	403
#1 Issue: Health Care	45%	(127)	35%	(99)	12%	(34)	7%	(20)	280
#1 Issue: Medicare / Social Security	39%	(118)	35%	(105)	17%	(50)	9%	(28)	301
#1 Issue: Women's Issues	60%	(90)	28%	(41)	5%	(8)	7%	(10)	149
#1 Issue: Education	41%	(37)	31%	(28)	15%	(13)	12%	(11)	89
#1 Issue: Energy	51%	(63)	35%	(43)	6%	(7)	8%	(10)	123
#1 Issue: Other	49%	(60)	29%	(35)	9%	(11)	13%	(16)	122
2020 Vote: Joe Biden	54%	(531)	32%	(318)	9%	(92)	5%	(50)	991
2020 Vote: Donald Trump	20%	(134)	33%	(224)	23%	(154)	24%	(162)	675
2020 Vote: Other	48%	(29)	27%	(16)	12%	(7)	13%	(8)	61
2020 Vote: Didn't Vote	32%	(150)	35%	(162)	20%	(95)	13%	(59)	466
2018 House Vote: Democrat	55%	(431)	31%	(241)	9%	(71)	6%	(45)	788
2018 House Vote: Republican	21%	(117)	34%	(186)	22%	(120)	24%	(131)	555
2018 House Vote: Someone else	41%	(23)	29%	(16)	13%	(7)	18%	(10)	56
2016 Vote: Hillary Clinton	57%	(405)	30%	(213)	8%	(59)	5%	(35)	711
2016 Vote: Donald Trump	22%	(135)	32%	(203)	24%	(149)	22%	(141)	628
2016 Vote: Other	35%	(39)	37%	(41)	10%	(11)	19%	(21)	112
2016 Vote: Didn't Vote	36%	(269)	35%	(264)	17%	(130)	11%	(83)	746

Table MCEN6_2: *How important are each of the following to you?*
Diversity, equity and inclusion in the film and television industry

Demographic	Very important		Somewhat important		Not that important		Not important at all		Total N
Adults	39%	(849)	33%	(721)	16%	(351)	13%	(279)	2200
Voted in 2014: Yes	39%	(484)	33%	(405)	14%	(172)	14%	(175)	1235
Voted in 2014: No	38%	(365)	33%	(316)	19%	(179)	11%	(104)	965
4-Region: Northeast	37%	(145)	36%	(141)	16%	(64)	11%	(43)	394
4-Region: Midwest	39%	(178)	34%	(159)	16%	(75)	11%	(50)	462
4-Region: South	38%	(313)	31%	(253)	16%	(133)	15%	(125)	824
4-Region: West	41%	(212)	32%	(169)	15%	(79)	12%	(61)	520
Avid Film Fan	50%	(494)	29%	(285)	12%	(119)	9%	(93)	991
Avid TV Fan	47%	(505)	30%	(320)	14%	(145)	10%	(103)	1073
Casual Film Fan	32%	(333)	37%	(387)	19%	(193)	12%	(130)	1043
Casual TV Fan	30%	(300)	38%	(375)	18%	(182)	13%	(128)	986

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

Table MCEN6_3: *How important are each of the following to you?*

Television shows and movies premiering on schedule

Demographic	Very important		Somewhat important		Not that important		Not important at all		Total N
Adults	29%	(640)	39%	(852)	22%	(482)	10%	(226)	2200
Gender: Male	29%	(304)	39%	(411)	22%	(233)	11%	(114)	1062
Gender: Female	30%	(336)	39%	(441)	22%	(249)	10%	(112)	1138
Age: 18-34	31%	(202)	37%	(240)	23%	(149)	10%	(65)	655
Age: 35-44	32%	(114)	42%	(149)	20%	(70)	7%	(25)	358
Age: 45-64	28%	(213)	41%	(305)	21%	(157)	10%	(76)	751
Age: 65+	26%	(112)	36%	(158)	24%	(106)	14%	(61)	436
GenZers: 1997-2012	26%	(61)	37%	(88)	26%	(61)	12%	(27)	237
Millennials: 1981-1996	33%	(210)	39%	(248)	21%	(134)	8%	(50)	641
GenXers: 1965-1980	29%	(149)	40%	(206)	21%	(110)	11%	(55)	520
Baby Boomers: 1946-1964	28%	(205)	39%	(289)	22%	(164)	11%	(85)	744
PID: Dem (no lean)	35%	(300)	37%	(320)	21%	(180)	7%	(60)	860
PID: Ind (no lean)	24%	(167)	42%	(294)	23%	(162)	11%	(79)	702
PID: Rep (no lean)	27%	(173)	37%	(238)	22%	(139)	14%	(88)	638
PID/Gender: Dem Men	37%	(154)	37%	(154)	18%	(75)	7%	(29)	412
PID/Gender: Dem Women	33%	(146)	37%	(166)	23%	(105)	7%	(31)	448
PID/Gender: Ind Men	21%	(75)	39%	(140)	27%	(97)	13%	(46)	357
PID/Gender: Ind Women	27%	(92)	45%	(154)	19%	(66)	10%	(33)	345
PID/Gender: Rep Men	26%	(75)	40%	(117)	21%	(61)	13%	(39)	293
PID/Gender: Rep Women	28%	(98)	35%	(121)	23%	(78)	14%	(48)	345
Ideo: Liberal (1-3)	33%	(226)	35%	(237)	23%	(155)	9%	(60)	678
Ideo: Moderate (4)	28%	(176)	41%	(258)	24%	(152)	7%	(44)	630
Ideo: Conservative (5-7)	27%	(180)	40%	(268)	20%	(134)	13%	(87)	669
Educ: < College	30%	(454)	39%	(592)	21%	(311)	10%	(155)	1512
Educ: Bachelors degree	26%	(113)	39%	(172)	24%	(109)	11%	(50)	444
Educ: Post-grad	30%	(73)	36%	(87)	26%	(62)	9%	(22)	244
Income: Under 50k	29%	(361)	38%	(477)	22%	(269)	11%	(134)	1241
Income: 50k-100k	29%	(189)	40%	(264)	23%	(155)	8%	(51)	659
Income: 100k+	30%	(90)	37%	(111)	19%	(58)	14%	(41)	300
Ethnicity: White	27%	(467)	39%	(677)	23%	(395)	11%	(183)	1722
Ethnicity: Hispanic	31%	(108)	37%	(129)	21%	(73)	11%	(39)	349

Table MCEN6_3: *How important are each of the following to you?*

Television shows and movies premiering on schedule

Demographic	Very important		Somewhat important		Not that important		Not important at all		Total N
Adults	29%	(640)	39%	(852)	22%	(482)	10%	(226)	2200
Ethnicity: Black	45%	(124)	33%	(92)	16%	(43)	6%	(16)	274
Ethnicity: Other	24%	(49)	41%	(83)	21%	(44)	14%	(28)	204
All Christian	30%	(293)	38%	(371)	22%	(210)	10%	(94)	968
All Non-Christian	40%	(43)	36%	(38)	20%	(21)	5%	(5)	107
Atheist	23%	(24)	43%	(44)	24%	(25)	11%	(11)	104
Agnostic/Nothing in particular	23%	(145)	41%	(262)	24%	(150)	12%	(74)	631
Something Else	35%	(135)	35%	(137)	19%	(75)	11%	(43)	390
Religious Non-Protestant/Catholic	39%	(50)	33%	(42)	22%	(28)	5%	(7)	127
Evangelical	34%	(198)	39%	(224)	16%	(95)	11%	(63)	580
Non-Evangelical	30%	(220)	37%	(274)	24%	(176)	10%	(71)	741
Community: Urban	39%	(229)	32%	(190)	20%	(116)	9%	(52)	587
Community: Suburban	26%	(278)	43%	(451)	23%	(246)	8%	(85)	1059
Community: Rural	24%	(133)	38%	(211)	22%	(120)	16%	(90)	554
Employ: Private Sector	28%	(176)	38%	(238)	24%	(151)	10%	(60)	626
Employ: Government	33%	(39)	38%	(45)	20%	(24)	9%	(11)	119
Employ: Self-Employed	28%	(58)	42%	(87)	19%	(40)	10%	(22)	206
Employ: Homemaker	28%	(49)	44%	(76)	19%	(33)	9%	(16)	174
Employ: Student	29%	(25)	37%	(32)	32%	(27)	2%	(2)	86
Employ: Retired	28%	(144)	37%	(194)	22%	(116)	13%	(70)	525
Employ: Unemployed	27%	(78)	40%	(117)	21%	(61)	12%	(34)	290
Employ: Other	41%	(72)	36%	(63)	16%	(29)	7%	(12)	175
Military HH: Yes	28%	(95)	37%	(127)	23%	(78)	12%	(41)	341
Military HH: No	29%	(545)	39%	(725)	22%	(404)	10%	(186)	1859
RD/WT: Right Direction	34%	(297)	37%	(325)	22%	(192)	7%	(65)	879
RD/WT: Wrong Track	26%	(343)	40%	(527)	22%	(289)	12%	(161)	1321
Biden Job Approve	33%	(353)	38%	(410)	23%	(246)	7%	(71)	1080
Biden Job Disapprove	26%	(261)	39%	(398)	21%	(214)	13%	(136)	1010

Table MCEN6_3: *How important are each of the following to you?*

Television shows and movies premiering on schedule

Demographic	Very important		Somewhat important		Not that important		Not important at all		Total N
Adults	29%	(640)	39%	(852)	22%	(482)	10%	(226)	2200
Biden Job Strongly Approve	40%	(203)	33%	(168)	19%	(98)	7%	(37)	506
Biden Job Somewhat Approve	26%	(150)	42%	(242)	26%	(147)	6%	(33)	573
Biden Job Somewhat Disapprove	28%	(87)	42%	(131)	22%	(68)	9%	(27)	314
Biden Job Strongly Disapprove	25%	(174)	38%	(267)	21%	(146)	16%	(109)	696
Favorable of Biden	34%	(362)	38%	(413)	21%	(230)	7%	(76)	1080
Unfavorable of Biden	25%	(253)	40%	(405)	22%	(227)	13%	(136)	1021
Very Favorable of Biden	42%	(226)	31%	(169)	19%	(100)	8%	(42)	537
Somewhat Favorable of Biden	25%	(136)	45%	(244)	24%	(129)	6%	(34)	543
Somewhat Unfavorable of Biden	25%	(68)	44%	(122)	24%	(66)	8%	(21)	278
Very Unfavorable of Biden	25%	(185)	38%	(283)	22%	(160)	15%	(115)	743
#1 Issue: Economy	31%	(227)	38%	(281)	22%	(161)	9%	(65)	734
#1 Issue: Security	26%	(104)	38%	(153)	22%	(88)	14%	(58)	403
#1 Issue: Health Care	30%	(83)	41%	(116)	20%	(57)	8%	(23)	280
#1 Issue: Medicare / Social Security	34%	(101)	36%	(108)	19%	(59)	11%	(34)	301
#1 Issue: Women's Issues	29%	(43)	39%	(59)	24%	(36)	8%	(11)	149
#1 Issue: Education	27%	(24)	35%	(31)	28%	(25)	10%	(9)	89
#1 Issue: Energy	24%	(29)	44%	(54)	25%	(31)	7%	(8)	123
#1 Issue: Other	23%	(28)	41%	(50)	21%	(26)	15%	(18)	122
2020 Vote: Joe Biden	32%	(322)	39%	(386)	21%	(207)	8%	(76)	991
2020 Vote: Donald Trump	26%	(175)	38%	(255)	22%	(145)	15%	(100)	675
2020 Vote: Other	21%	(13)	46%	(28)	17%	(10)	17%	(10)	61
2020 Vote: Didn't Vote	28%	(130)	38%	(177)	26%	(119)	9%	(40)	466
2018 House Vote: Democrat	32%	(255)	38%	(299)	22%	(172)	8%	(62)	788
2018 House Vote: Republican	26%	(143)	39%	(216)	21%	(119)	14%	(76)	555
2018 House Vote: Someone else	35%	(20)	27%	(15)	25%	(14)	13%	(7)	56
2016 Vote: Hillary Clinton	33%	(236)	37%	(267)	21%	(152)	8%	(56)	711
2016 Vote: Donald Trump	27%	(172)	38%	(240)	21%	(133)	13%	(83)	628
2016 Vote: Other	21%	(23)	44%	(49)	26%	(29)	10%	(11)	112
2016 Vote: Didn't Vote	28%	(207)	40%	(295)	22%	(167)	10%	(76)	746

Table MCEN6_3: *How important are each of the following to you?*
Television shows and movies premiering on schedule

Demographic	Very important		Somewhat important		Not that important		Not important at all		Total N
Adults	29%	(640)	39%	(852)	22%	(482)	10%	(226)	2200
Voted in 2014: Yes	29%	(357)	38%	(474)	22%	(267)	11%	(138)	1235
Voted in 2014: No	29%	(283)	39%	(378)	22%	(215)	9%	(89)	965
4-Region: Northeast	34%	(133)	38%	(150)	19%	(75)	9%	(35)	394
4-Region: Midwest	23%	(107)	41%	(190)	26%	(121)	9%	(43)	462
4-Region: South	32%	(262)	35%	(285)	22%	(183)	11%	(94)	824
4-Region: West	26%	(138)	44%	(226)	20%	(102)	10%	(53)	520
Avid Film Fan	41%	(410)	38%	(376)	15%	(149)	6%	(56)	991
Avid TV Fan	40%	(430)	39%	(422)	16%	(172)	4%	(48)	1073
Casual Film Fan	20%	(211)	41%	(432)	28%	(289)	11%	(112)	1043
Casual TV Fan	20%	(194)	41%	(404)	27%	(265)	13%	(124)	986

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

Table MCEN6_4: *How important are each of the following to you?*
The quality of writing and camerawork in television shows and movies I watch

Demographic	Very important		Somewhat important		Not that important		Not important at all		Total N
Adults	49%	(1071)	37%	(803)	9%	(203)	6%	(123)	2200
Gender: Male	49%	(516)	35%	(372)	10%	(111)	6%	(63)	1062
Gender: Female	49%	(554)	38%	(432)	8%	(92)	5%	(60)	1138
Age: 18-34	49%	(321)	35%	(227)	10%	(69)	6%	(39)	655
Age: 35-44	53%	(191)	35%	(126)	7%	(24)	5%	(17)	358
Age: 45-64	47%	(356)	38%	(286)	9%	(70)	5%	(39)	751
Age: 65+	47%	(203)	38%	(164)	9%	(41)	6%	(28)	436
GenZers: 1997-2012	48%	(113)	35%	(83)	10%	(24)	7%	(17)	237
Millennials: 1981-1996	51%	(324)	36%	(230)	9%	(56)	5%	(31)	641
GenXers: 1965-1980	48%	(247)	36%	(188)	11%	(58)	5%	(26)	520
Baby Boomers: 1946-1964	48%	(357)	39%	(286)	8%	(60)	5%	(40)	744
PID: Dem (no lean)	57%	(488)	32%	(276)	8%	(66)	3%	(29)	860
PID: Ind (no lean)	48%	(336)	36%	(251)	9%	(66)	7%	(49)	702
PID: Rep (no lean)	39%	(247)	43%	(276)	11%	(70)	7%	(45)	638
PID/Gender: Dem Men	58%	(239)	31%	(127)	9%	(37)	2%	(9)	412
PID/Gender: Dem Women	56%	(249)	33%	(149)	6%	(29)	5%	(20)	448
PID/Gender: Ind Men	44%	(156)	35%	(126)	12%	(42)	9%	(33)	357
PID/Gender: Ind Women	52%	(180)	36%	(125)	7%	(24)	5%	(16)	345
PID/Gender: Rep Men	42%	(122)	41%	(119)	11%	(32)	7%	(21)	293
PID/Gender: Rep Women	36%	(125)	46%	(157)	11%	(39)	7%	(24)	345
Ideo: Liberal (1-3)	60%	(409)	30%	(201)	7%	(47)	3%	(22)	678
Ideo: Moderate (4)	48%	(300)	38%	(241)	10%	(64)	4%	(25)	630
Ideo: Conservative (5-7)	41%	(275)	42%	(282)	11%	(71)	6%	(42)	669
Educ: < College	47%	(718)	36%	(542)	10%	(150)	7%	(102)	1512
Educ: Bachelors degree	51%	(227)	38%	(167)	7%	(33)	4%	(16)	444
Educ: Post-grad	51%	(125)	39%	(94)	8%	(20)	2%	(5)	244
Income: Under 50k	48%	(594)	35%	(434)	10%	(127)	7%	(86)	1241
Income: 50k-100k	50%	(327)	38%	(250)	9%	(61)	3%	(21)	659
Income: 100k+	50%	(149)	40%	(119)	5%	(16)	5%	(16)	300
Ethnicity: White	48%	(831)	38%	(646)	9%	(160)	5%	(85)	1722
Ethnicity: Hispanic	50%	(173)	35%	(121)	11%	(38)	5%	(17)	349

Table MCEN6_4: *How important are each of the following to you?*

The quality of writing and camerawork in television shows and movies I watch

Demographic	Very important		Somewhat important		Not that important		Not important at all		Total N
Adults	49%	(1071)	37%	(803)	9%	(203)	6%	(123)	2200
Ethnicity: Black	53%	(146)	32%	(87)	8%	(21)	7%	(19)	274
Ethnicity: Other	46%	(94)	34%	(70)	11%	(22)	9%	(18)	204
All Christian	48%	(468)	37%	(362)	10%	(95)	5%	(44)	968
All Non-Christian	55%	(59)	37%	(39)	3%	(3)	5%	(6)	107
Atheist	64%	(67)	24%	(25)	9%	(9)	3%	(3)	104
Agnostic/Nothing in particular	43%	(273)	41%	(256)	10%	(61)	7%	(41)	631
Something Else	52%	(204)	31%	(121)	9%	(35)	7%	(29)	390
Religious Non-Protestant/Catholic	55%	(70)	36%	(45)	4%	(6)	5%	(6)	127
Evangelical	50%	(290)	35%	(204)	9%	(52)	6%	(33)	580
Non-Evangelical	49%	(362)	36%	(265)	10%	(74)	5%	(39)	741
Community: Urban	56%	(329)	32%	(187)	8%	(49)	4%	(22)	587
Community: Suburban	49%	(518)	38%	(400)	9%	(97)	4%	(45)	1059
Community: Rural	41%	(224)	39%	(216)	10%	(58)	10%	(56)	554
Employ: Private Sector	48%	(300)	39%	(245)	9%	(56)	4%	(25)	626
Employ: Government	54%	(65)	30%	(36)	9%	(11)	6%	(7)	119
Employ: Self-Employed	48%	(98)	41%	(84)	8%	(17)	3%	(7)	206
Employ: Homemaker	47%	(81)	41%	(71)	6%	(11)	6%	(11)	174
Employ: Student	54%	(46)	32%	(27)	12%	(10)	3%	(2)	86
Employ: Retired	47%	(248)	36%	(186)	10%	(51)	7%	(39)	525
Employ: Unemployed	47%	(135)	36%	(104)	10%	(29)	7%	(21)	290
Employ: Other	56%	(97)	29%	(50)	10%	(17)	6%	(10)	175
Military HH: Yes	46%	(156)	36%	(122)	9%	(31)	9%	(31)	341
Military HH: No	49%	(914)	37%	(681)	9%	(172)	5%	(92)	1859
RD/WT: Right Direction	54%	(473)	34%	(297)	8%	(72)	4%	(37)	879
RD/WT: Wrong Track	45%	(598)	38%	(506)	10%	(131)	7%	(86)	1321
Biden Job Approve	55%	(596)	34%	(368)	7%	(79)	3%	(37)	1080
Biden Job Disapprove	44%	(441)	38%	(388)	11%	(112)	7%	(69)	1010

Table MCEN6_4: *How important are each of the following to you?*
The quality of writing and camerawork in television shows and movies I watch

Demographic	Very important		Somewhat important		Not that important		Not important at all		Total N
Adults	49%	(1071)	37%	(803)	9%	(203)	6%	(123)	2200
Biden Job Strongly Approve	60%	(303)	29%	(149)	6%	(29)	5%	(26)	506
Biden Job Somewhat Approve	51%	(293)	38%	(219)	9%	(50)	2%	(12)	573
Biden Job Somewhat Disapprove	53%	(168)	32%	(99)	11%	(36)	4%	(11)	314
Biden Job Strongly Disapprove	39%	(273)	42%	(289)	11%	(76)	8%	(58)	696
Favorable of Biden	56%	(604)	33%	(351)	8%	(82)	4%	(43)	1080
Unfavorable of Biden	42%	(431)	40%	(413)	11%	(109)	7%	(68)	1021
Very Favorable of Biden	61%	(327)	27%	(146)	8%	(41)	4%	(23)	537
Somewhat Favorable of Biden	51%	(277)	38%	(205)	8%	(41)	4%	(20)	543
Somewhat Unfavorable of Biden	49%	(137)	37%	(103)	11%	(32)	2%	(6)	278
Very Unfavorable of Biden	40%	(294)	42%	(310)	10%	(77)	8%	(62)	743
#1 Issue: Economy	51%	(373)	35%	(258)	9%	(67)	5%	(36)	734
#1 Issue: Security	38%	(155)	40%	(159)	13%	(52)	9%	(36)	403
#1 Issue: Health Care	49%	(136)	38%	(107)	8%	(22)	5%	(15)	280
#1 Issue: Medicare / Social Security	47%	(143)	36%	(110)	11%	(35)	5%	(14)	301
#1 Issue: Women's Issues	57%	(85)	34%	(51)	5%	(7)	4%	(6)	149
#1 Issue: Education	42%	(37)	37%	(33)	15%	(13)	5%	(5)	89
#1 Issue: Energy	52%	(63)	42%	(51)	4%	(4)	3%	(4)	123
#1 Issue: Other	64%	(78)	28%	(34)	2%	(3)	6%	(7)	122
2020 Vote: Joe Biden	55%	(544)	34%	(333)	8%	(78)	4%	(36)	991
2020 Vote: Donald Trump	42%	(281)	41%	(275)	11%	(74)	7%	(46)	675
2020 Vote: Other	50%	(31)	38%	(23)	6%	(4)	6%	(4)	61
2020 Vote: Didn't Vote	46%	(213)	36%	(167)	10%	(48)	8%	(37)	466
2018 House Vote: Democrat	57%	(451)	32%	(255)	7%	(53)	4%	(29)	788
2018 House Vote: Republican	43%	(241)	40%	(224)	10%	(56)	6%	(34)	555
2018 House Vote: Someone else	55%	(31)	36%	(20)	8%	(4)	2%	(1)	56
2016 Vote: Hillary Clinton	57%	(406)	33%	(234)	7%	(49)	3%	(23)	711
2016 Vote: Donald Trump	44%	(278)	39%	(245)	10%	(65)	6%	(40)	628
2016 Vote: Other	50%	(56)	39%	(44)	6%	(7)	4%	(4)	112
2016 Vote: Didn't Vote	44%	(330)	37%	(279)	11%	(83)	7%	(55)	746

Table MCEN6_4: *How important are each of the following to you?*

The quality of writing and camerawork in television shows and movies I watch

Demographic	Very important		Somewhat important		Not that important		Not important at all		Total N
Adults	49%	(1071)	37%	(803)	9%	(203)	6%	(123)	2200
Voted in 2014: Yes	50%	(619)	37%	(453)	8%	(102)	5%	(62)	1235
Voted in 2014: No	47%	(452)	36%	(350)	10%	(101)	6%	(61)	965
4-Region: Northeast	52%	(204)	33%	(130)	10%	(40)	5%	(20)	394
4-Region: Midwest	51%	(236)	36%	(167)	10%	(45)	3%	(14)	462
4-Region: South	47%	(390)	37%	(307)	8%	(66)	7%	(62)	824
4-Region: West	46%	(241)	38%	(200)	10%	(51)	5%	(28)	520
Avid Film Fan	61%	(602)	29%	(288)	7%	(68)	3%	(32)	991
Avid TV Fan	57%	(614)	32%	(348)	8%	(81)	3%	(29)	1073
Casual Film Fan	41%	(427)	44%	(455)	10%	(102)	6%	(59)	1043
Casual TV Fan	41%	(406)	42%	(418)	10%	(100)	6%	(62)	986

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

Table MCEN6_5: *How important are each of the following to you?*

New television shows and movies premiering with the same frequency they did prior to the COVID-19 pandemic

Demographic	Very important		Somewhat important		Not that important		Not important at all		Total N
Adults	28%	(605)	40%	(874)	22%	(490)	11%	(231)	2200
Gender: Male	28%	(297)	38%	(401)	23%	(247)	11%	(116)	1062
Gender: Female	27%	(308)	42%	(472)	21%	(243)	10%	(115)	1138
Age: 18-34	28%	(187)	38%	(249)	23%	(149)	11%	(70)	655
Age: 35-44	31%	(110)	41%	(146)	20%	(70)	9%	(31)	358
Age: 45-64	26%	(198)	42%	(319)	22%	(164)	9%	(70)	751
Age: 65+	25%	(110)	37%	(160)	24%	(107)	14%	(60)	436
GenZers: 1997-2012	22%	(53)	41%	(96)	24%	(56)	13%	(32)	237
Millennials: 1981-1996	32%	(208)	37%	(239)	21%	(137)	9%	(57)	641
GenXers: 1965-1980	26%	(134)	42%	(219)	22%	(116)	10%	(51)	520
Baby Boomers: 1946-1964	26%	(194)	40%	(299)	23%	(168)	11%	(83)	744
PID: Dem (no lean)	32%	(277)	40%	(342)	21%	(180)	7%	(60)	860
PID: Ind (no lean)	22%	(156)	41%	(287)	23%	(160)	14%	(99)	702
PID: Rep (no lean)	27%	(173)	38%	(244)	23%	(149)	11%	(72)	638
PID/Gender: Dem Men	35%	(143)	40%	(166)	19%	(80)	6%	(23)	412
PID/Gender: Dem Women	30%	(134)	39%	(176)	23%	(101)	8%	(37)	448
PID/Gender: Ind Men	21%	(74)	36%	(129)	26%	(93)	17%	(61)	357
PID/Gender: Ind Women	24%	(81)	46%	(158)	19%	(67)	11%	(38)	345
PID/Gender: Rep Men	27%	(80)	36%	(106)	25%	(74)	11%	(32)	293
PID/Gender: Rep Women	27%	(93)	40%	(138)	22%	(75)	12%	(40)	345
Ideo: Liberal (1-3)	29%	(199)	37%	(249)	24%	(166)	10%	(65)	678
Ideo: Moderate (4)	26%	(166)	43%	(270)	23%	(146)	8%	(48)	630
Ideo: Conservative (5-7)	28%	(189)	40%	(264)	21%	(138)	12%	(77)	669
Educ: < College	28%	(423)	40%	(607)	22%	(327)	10%	(155)	1512
Educ: Bachelors degree	28%	(123)	36%	(161)	23%	(102)	13%	(58)	444
Educ: Post-grad	24%	(59)	43%	(106)	25%	(61)	7%	(18)	244
Income: Under 50k	27%	(334)	39%	(490)	22%	(274)	12%	(144)	1241
Income: 50k-100k	27%	(179)	42%	(276)	22%	(147)	9%	(57)	659
Income: 100k+	31%	(92)	36%	(108)	23%	(69)	10%	(30)	300
Ethnicity: White	27%	(460)	39%	(676)	23%	(404)	11%	(182)	1722
Ethnicity: Hispanic	27%	(93)	43%	(152)	20%	(71)	10%	(34)	349

Table MCEN6_5: *How important are each of the following to you?*

New television shows and movies premiering with the same frequency they did prior to the COVID-19 pandemic

Demographic	Very important		Somewhat important		Not that important		Not important at all		Total N
Adults	28%	(605)	40%	(874)	22%	(490)	11%	(231)	2200
Ethnicity: Black	39%	(106)	36%	(99)	16%	(45)	9%	(24)	274
Ethnicity: Other	20%	(40)	48%	(99)	20%	(40)	12%	(25)	204
All Christian	28%	(272)	42%	(404)	21%	(201)	9%	(92)	968
All Non-Christian	36%	(39)	40%	(43)	15%	(16)	9%	(9)	107
Atheist	22%	(22)	37%	(39)	30%	(31)	11%	(12)	104
Agnostic/Nothing in particular	22%	(138)	40%	(250)	26%	(165)	12%	(77)	631
Something Else	34%	(133)	35%	(138)	20%	(77)	11%	(41)	390
Religious Non-Protestant/Catholic	36%	(46)	38%	(48)	17%	(21)	9%	(11)	127
Evangelical	33%	(193)	36%	(209)	21%	(119)	10%	(59)	580
Non-Evangelical	27%	(202)	43%	(318)	20%	(150)	10%	(71)	741
Community: Urban	35%	(208)	35%	(208)	21%	(122)	8%	(49)	587
Community: Suburban	26%	(272)	43%	(456)	23%	(239)	9%	(92)	1059
Community: Rural	23%	(125)	38%	(209)	23%	(129)	16%	(90)	554
Employ: Private Sector	28%	(175)	40%	(249)	23%	(144)	9%	(58)	626
Employ: Government	29%	(35)	41%	(49)	22%	(26)	7%	(9)	119
Employ: Self-Employed	30%	(62)	39%	(81)	21%	(43)	10%	(21)	206
Employ: Homemaker	26%	(46)	40%	(70)	19%	(32)	15%	(26)	174
Employ: Student	17%	(15)	54%	(47)	26%	(22)	2%	(2)	86
Employ: Retired	26%	(135)	37%	(195)	24%	(124)	13%	(71)	525
Employ: Unemployed	27%	(78)	38%	(111)	25%	(72)	10%	(29)	290
Employ: Other	34%	(60)	41%	(72)	15%	(27)	9%	(16)	175
Military HH: Yes	27%	(91)	43%	(145)	19%	(65)	12%	(39)	341
Military HH: No	28%	(514)	39%	(728)	23%	(425)	10%	(192)	1859
RD/WT: Right Direction	32%	(286)	39%	(340)	21%	(181)	8%	(73)	879
RD/WT: Wrong Track	24%	(320)	40%	(534)	23%	(309)	12%	(159)	1321
Biden Job Approve	30%	(328)	41%	(440)	21%	(231)	7%	(80)	1080
Biden Job Disapprove	26%	(261)	38%	(379)	24%	(241)	13%	(129)	1010

Table MCEN6_5: *How important are each of the following to you?*

New television shows and movies premiering with the same frequency they did prior to the COVID-19 pandemic

Demographic	Very important		Somewhat important		Not that important		Not important at all		Total N
Adults	28%	(605)	40%	(874)	22%	(490)	11%	(231)	2200
Biden Job Strongly Approve	38%	(194)	37%	(186)	16%	(83)	9%	(44)	506
Biden Job Somewhat Approve	23%	(134)	44%	(255)	26%	(148)	6%	(36)	573
Biden Job Somewhat Disapprove	28%	(88)	41%	(130)	24%	(75)	7%	(21)	314
Biden Job Strongly Disapprove	25%	(173)	36%	(249)	24%	(166)	16%	(108)	696
Favorable of Biden	31%	(335)	42%	(451)	20%	(221)	7%	(74)	1080
Unfavorable of Biden	24%	(247)	38%	(389)	24%	(250)	13%	(135)	1021
Very Favorable of Biden	39%	(210)	36%	(195)	16%	(88)	8%	(44)	537
Somewhat Favorable of Biden	23%	(125)	47%	(255)	24%	(133)	5%	(30)	543
Somewhat Unfavorable of Biden	24%	(66)	42%	(116)	26%	(71)	9%	(25)	278
Very Unfavorable of Biden	24%	(181)	37%	(273)	24%	(179)	15%	(110)	743
#1 Issue: Economy	31%	(231)	37%	(273)	22%	(160)	9%	(70)	734
#1 Issue: Security	24%	(97)	38%	(152)	24%	(95)	14%	(58)	403
#1 Issue: Health Care	27%	(76)	41%	(115)	23%	(65)	9%	(24)	280
#1 Issue: Medicare / Social Security	30%	(90)	40%	(120)	20%	(60)	10%	(31)	301
#1 Issue: Women's Issues	24%	(36)	44%	(66)	25%	(38)	7%	(10)	149
#1 Issue: Education	20%	(18)	37%	(33)	29%	(26)	13%	(12)	89
#1 Issue: Energy	26%	(31)	49%	(60)	19%	(24)	6%	(7)	123
#1 Issue: Other	22%	(27)	44%	(53)	18%	(22)	16%	(19)	122
2020 Vote: Joe Biden	30%	(295)	40%	(399)	22%	(216)	8%	(81)	991
2020 Vote: Donald Trump	27%	(183)	37%	(247)	23%	(157)	13%	(88)	675
2020 Vote: Other	15%	(9)	55%	(34)	18%	(11)	13%	(8)	61
2020 Vote: Didn't Vote	25%	(117)	40%	(189)	23%	(106)	12%	(54)	466
2018 House Vote: Democrat	30%	(240)	39%	(305)	23%	(180)	8%	(63)	788
2018 House Vote: Republican	27%	(151)	38%	(210)	23%	(126)	12%	(68)	555
2018 House Vote: Someone else	30%	(17)	32%	(18)	25%	(14)	14%	(8)	56
2016 Vote: Hillary Clinton	32%	(226)	39%	(280)	21%	(150)	8%	(55)	711
2016 Vote: Donald Trump	30%	(186)	35%	(219)	24%	(149)	12%	(74)	628
2016 Vote: Other	20%	(22)	41%	(45)	25%	(27)	15%	(17)	112
2016 Vote: Didn't Vote	23%	(170)	44%	(328)	22%	(163)	11%	(86)	746

Table MCEN6_5: *How important are each of the following to you?*

New television shows and movies premiering with the same frequency they did prior to the COVID-19 pandemic

Demographic	Very important		Somewhat important		Not that important		Not important at all		Total N
Adults	28%	(605)	40%	(874)	22%	(490)	11%	(231)	2200
Voted in 2014: Yes	29%	(359)	38%	(475)	22%	(274)	10%	(127)	1235
Voted in 2014: No	26%	(246)	41%	(398)	22%	(216)	11%	(104)	965
4-Region: Northeast	32%	(125)	37%	(146)	22%	(86)	9%	(36)	394
4-Region: Midwest	24%	(113)	41%	(191)	25%	(113)	10%	(45)	462
4-Region: South	28%	(230)	40%	(328)	21%	(176)	11%	(90)	824
4-Region: West	26%	(137)	40%	(208)	22%	(114)	11%	(60)	520
Avid Film Fan	39%	(387)	40%	(398)	16%	(157)	5%	(49)	991
Avid TV Fan	38%	(409)	42%	(450)	15%	(166)	4%	(48)	1073
Casual Film Fan	19%	(200)	41%	(426)	28%	(288)	12%	(130)	1043
Casual TV Fan	19%	(184)	39%	(387)	30%	(291)	12%	(123)	986

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

Table MCEN7: *Who do you think is mostly to blame for the potential IATSE strike against film and television production companies?*

Demographic	IATSE workers, including over 9,000 camera operators and cinematographers across the U.S.		Television and movie production companies		Don't know / No opinion		Total N
Adults	11%	(237)	32%	(708)	57%	(1255)	2200
Gender: Male	14%	(150)	36%	(379)	50%	(533)	1062
Gender: Female	8%	(87)	29%	(329)	63%	(722)	1138
Age: 18-34	14%	(90)	41%	(266)	46%	(298)	655
Age: 35-44	13%	(46)	36%	(129)	51%	(183)	358
Age: 45-64	8%	(64)	28%	(213)	63%	(474)	751
Age: 65+	9%	(37)	23%	(100)	69%	(299)	436
GenZers: 1997-2012	14%	(32)	41%	(97)	45%	(107)	237
Millennials: 1981-1996	15%	(94)	40%	(255)	46%	(293)	641
GenXers: 1965-1980	8%	(42)	29%	(150)	63%	(328)	520
Baby Boomers: 1946-1964	9%	(67)	26%	(196)	65%	(480)	744
PID: Dem (no lean)	12%	(99)	40%	(341)	49%	(420)	860
PID: Ind (no lean)	9%	(66)	30%	(211)	61%	(425)	702
PID: Rep (no lean)	11%	(72)	25%	(157)	64%	(409)	638
PID/Gender: Dem Men	15%	(62)	43%	(175)	42%	(175)	412
PID/Gender: Dem Women	8%	(37)	37%	(165)	55%	(246)	448
PID/Gender: Ind Men	13%	(47)	33%	(119)	53%	(191)	357
PID/Gender: Ind Women	6%	(19)	27%	(91)	68%	(235)	345
PID/Gender: Rep Men	14%	(41)	29%	(85)	57%	(168)	293
PID/Gender: Rep Women	9%	(31)	21%	(72)	70%	(242)	345
Ideo: Liberal (1-3)	12%	(84)	45%	(302)	43%	(292)	678
Ideo: Moderate (4)	10%	(65)	31%	(197)	59%	(369)	630
Ideo: Conservative (5-7)	12%	(77)	27%	(180)	61%	(411)	669
Educ: < College	9%	(139)	29%	(445)	61%	(928)	1512
Educ: Bachelors degree	14%	(62)	41%	(181)	45%	(201)	444
Educ: Post-grad	15%	(36)	34%	(82)	51%	(125)	244
Income: Under 50k	9%	(111)	31%	(387)	60%	(743)	1241
Income: 50k-100k	12%	(76)	33%	(220)	55%	(363)	659
Income: 100k+	17%	(50)	34%	(101)	49%	(148)	300

Table MCEN7: *Who do you think is mostly to blame for the potential IATSE strike against film and television production companies?*

Demographic	IATSE workers, including over 9,000 camera operators and cinematographers across the U.S.		Television and movie production companies		Don't know / No opinion		Total N
Adults	11%	(237)	32%	(708)	57%	(1255)	2200
Ethnicity: White	11%	(185)	32%	(558)	57%	(979)	1722
Ethnicity: Hispanic	15%	(53)	38%	(132)	47%	(164)	349
Ethnicity: Black	8%	(23)	35%	(95)	57%	(156)	274
Ethnicity: Other	14%	(29)	27%	(55)	59%	(120)	204
All Christian	13%	(123)	31%	(299)	56%	(546)	968
All Non-Christian	17%	(18)	35%	(38)	48%	(51)	107
Atheist	9%	(10)	61%	(63)	30%	(31)	104
Agnostic/Nothing in particular	8%	(48)	32%	(202)	60%	(381)	631
Something Else	10%	(38)	27%	(107)	63%	(245)	390
Religious Non-Protestant/Catholic	16%	(20)	35%	(44)	50%	(63)	127
Evangelical	14%	(80)	28%	(161)	58%	(339)	580
Non-Evangelical	10%	(77)	31%	(228)	59%	(435)	741
Community: Urban	14%	(80)	37%	(217)	49%	(290)	587
Community: Suburban	10%	(103)	33%	(346)	58%	(609)	1059
Community: Rural	10%	(54)	26%	(145)	64%	(355)	554
Employ: Private Sector	13%	(83)	39%	(247)	47%	(296)	626
Employ: Government	15%	(18)	39%	(47)	46%	(54)	119
Employ: Self-Employed	18%	(37)	34%	(71)	48%	(98)	206
Employ: Homemaker	6%	(10)	33%	(57)	62%	(107)	174
Employ: Student	9%	(7)	52%	(44)	40%	(34)	86
Employ: Retired	8%	(44)	23%	(122)	68%	(358)	525
Employ: Unemployed	9%	(26)	28%	(82)	62%	(181)	290
Employ: Other	7%	(12)	21%	(37)	72%	(126)	175
Military HH: Yes	10%	(34)	30%	(102)	60%	(205)	341
Military HH: No	11%	(203)	33%	(606)	56%	(1050)	1859
RD/WT: Right Direction	14%	(121)	37%	(329)	49%	(429)	879
RD/WT: Wrong Track	9%	(116)	29%	(379)	62%	(825)	1321

Table MCEN7: *Who do you think is mostly to blame for the potential IATSE strike against film and television production companies?*

Demographic	IATSE workers, including over 9,000 camera operators and cinematographers across the U.S.		Television and movie production companies		Don't know / No opinion		Total N
Adults	11%	(237)	32%	(708)	57%	(1255)	2200
Biden Job Approve	13%	(139)	39%	(420)	48%	(521)	1080
Biden Job Disapprove	9%	(95)	27%	(273)	64%	(642)	1010
Biden Job Strongly Approve	15%	(77)	39%	(196)	46%	(233)	506
Biden Job Somewhat Approve	11%	(62)	39%	(224)	50%	(287)	573
Biden Job Somewhat Disapprove	9%	(29)	34%	(105)	57%	(179)	314
Biden Job Strongly Disapprove	10%	(66)	24%	(167)	66%	(463)	696
Favorable of Biden	12%	(134)	38%	(413)	49%	(533)	1080
Unfavorable of Biden	10%	(98)	28%	(281)	63%	(642)	1021
Very Favorable of Biden	15%	(79)	36%	(195)	49%	(263)	537
Somewhat Favorable of Biden	10%	(55)	40%	(218)	50%	(270)	543
Somewhat Unfavorable of Biden	9%	(25)	35%	(98)	56%	(155)	278
Very Unfavorable of Biden	10%	(73)	25%	(183)	66%	(487)	743
#1 Issue: Economy	11%	(78)	33%	(243)	56%	(412)	734
#1 Issue: Security	13%	(52)	23%	(92)	64%	(259)	403
#1 Issue: Health Care	14%	(39)	37%	(105)	49%	(136)	280
#1 Issue: Medicare / Social Security	7%	(20)	27%	(81)	67%	(200)	301
#1 Issue: Women's Issues	9%	(14)	42%	(63)	49%	(73)	149
#1 Issue: Education	12%	(11)	34%	(30)	54%	(47)	89
#1 Issue: Energy	14%	(17)	49%	(60)	37%	(45)	123
#1 Issue: Other	5%	(7)	28%	(34)	67%	(81)	122
2020 Vote: Joe Biden	12%	(114)	40%	(392)	49%	(485)	991
2020 Vote: Donald Trump	11%	(74)	26%	(176)	63%	(425)	675
2020 Vote: Other	16%	(10)	32%	(19)	53%	(32)	61
2020 Vote: Didn't Vote	8%	(36)	26%	(121)	66%	(309)	466
2018 House Vote: Democrat	12%	(94)	42%	(331)	46%	(364)	788
2018 House Vote: Republican	12%	(64)	26%	(144)	63%	(347)	555
2018 House Vote: Someone else	9%	(5)	28%	(16)	64%	(36)	56

Table MCEN7: *Who do you think is mostly to blame for the potential IATSE strike against film and television production companies?*

Demographic	IATSE workers, including over 9,000 camera operators and cinematographers across the U.S.		Television and movie production companies		Don't know / No opinion		Total N
Adults	11%	(237)	32%	(708)	57%	(1255)	2200
2016 Vote: Hillary Clinton	10%	(71)	40%	(288)	50%	(352)	711
2016 Vote: Donald Trump	12%	(78)	28%	(174)	60%	(376)	628
2016 Vote: Other	13%	(15)	30%	(34)	56%	(63)	112
2016 Vote: Didn't Vote	10%	(73)	29%	(213)	62%	(461)	746
Voted in 2014: Yes	12%	(149)	33%	(412)	55%	(674)	1235
Voted in 2014: No	9%	(88)	31%	(296)	60%	(581)	965
4-Region: Northeast	14%	(53)	31%	(121)	56%	(219)	394
4-Region: Midwest	9%	(43)	33%	(151)	58%	(269)	462
4-Region: South	10%	(86)	32%	(260)	58%	(478)	824
4-Region: West	11%	(55)	34%	(176)	56%	(289)	520
Avid Film Fan	12%	(115)	37%	(365)	52%	(511)	991
Avid TV Fan	11%	(115)	35%	(377)	54%	(581)	1073
Casual Film Fan	11%	(110)	30%	(317)	59%	(617)	1043
Casual TV Fan	11%	(105)	29%	(290)	60%	(591)	986

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

Table MCEN8: *Sometimes in surveys like this, opinions change. Based on what you know now, do you support or oppose the potential IATSE strike against film and television production companies?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	15%	(332)	31%	(675)	10%	(223)	7%	(144)	38%	(826)	2200
Gender: Male	18%	(188)	32%	(342)	10%	(106)	7%	(77)	33%	(348)	1062
Gender: Female	13%	(144)	29%	(332)	10%	(118)	6%	(67)	42%	(478)	1138
Age: 18-34	19%	(122)	35%	(233)	9%	(60)	4%	(28)	32%	(213)	655
Age: 35-44	24%	(86)	26%	(92)	7%	(25)	5%	(19)	38%	(137)	358
Age: 45-64	11%	(85)	29%	(221)	13%	(95)	7%	(52)	40%	(298)	751
Age: 65+	9%	(39)	30%	(129)	10%	(44)	10%	(45)	41%	(179)	436
GenZers: 1997-2012	18%	(42)	37%	(87)	11%	(25)	4%	(9)	31%	(74)	237
Millennials: 1981-1996	23%	(145)	31%	(200)	8%	(48)	4%	(28)	34%	(221)	641
GenXers: 1965-1980	12%	(60)	29%	(150)	12%	(60)	6%	(33)	42%	(216)	520
Baby Boomers: 1946-1964	10%	(75)	31%	(230)	12%	(88)	9%	(66)	38%	(284)	744
PID: Dem (no lean)	22%	(193)	35%	(297)	9%	(75)	6%	(52)	28%	(243)	860
PID: Ind (no lean)	11%	(80)	32%	(227)	9%	(63)	4%	(27)	44%	(305)	702
PID: Rep (no lean)	9%	(60)	24%	(151)	13%	(86)	10%	(64)	44%	(278)	638
PID/Gender: Dem Men	27%	(112)	33%	(137)	8%	(34)	6%	(25)	25%	(103)	412
PID/Gender: Dem Women	18%	(81)	36%	(160)	9%	(41)	6%	(27)	31%	(139)	448
PID/Gender: Ind Men	13%	(47)	35%	(126)	9%	(31)	4%	(15)	38%	(137)	357
PID/Gender: Ind Women	9%	(32)	29%	(100)	9%	(31)	4%	(12)	49%	(169)	345
PID/Gender: Rep Men	10%	(29)	27%	(79)	14%	(40)	13%	(37)	37%	(108)	293
PID/Gender: Rep Women	9%	(31)	21%	(72)	13%	(45)	8%	(27)	49%	(170)	345
Ideo: Liberal (1-3)	26%	(178)	35%	(238)	7%	(50)	6%	(38)	26%	(174)	678
Ideo: Moderate (4)	11%	(68)	37%	(230)	10%	(63)	5%	(30)	38%	(239)	630
Ideo: Conservative (5-7)	10%	(66)	24%	(159)	14%	(96)	9%	(63)	43%	(285)	669
Educ: < College	14%	(208)	29%	(436)	10%	(153)	7%	(100)	41%	(616)	1512
Educ: Bachelors degree	18%	(80)	36%	(158)	10%	(44)	7%	(30)	30%	(132)	444
Educ: Post-grad	18%	(44)	33%	(81)	11%	(26)	6%	(14)	32%	(79)	244
Income: Under 50k	13%	(164)	29%	(359)	10%	(125)	6%	(74)	42%	(519)	1241
Income: 50k-100k	17%	(113)	34%	(223)	9%	(62)	7%	(47)	32%	(214)	659
Income: 100k+	18%	(55)	31%	(93)	12%	(36)	7%	(22)	31%	(93)	300
Ethnicity: White	14%	(249)	31%	(538)	10%	(179)	7%	(116)	37%	(640)	1722
Ethnicity: Hispanic	19%	(66)	40%	(138)	10%	(34)	5%	(18)	27%	(93)	349

Table MCEN8: *Sometimes in surveys like this, opinions change. Based on what you know now, do you support or oppose the potential IATSE strike against film and television production companies?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	15%	(332)	31%	(675)	10%	(223)	7%	(144)	38%	(826)	2200
Ethnicity: Black	23%	(63)	24%	(67)	10%	(27)	7%	(18)	36%	(100)	274
Ethnicity: Other	10%	(20)	34%	(70)	9%	(17)	5%	(9)	43%	(87)	204
All Christian	13%	(127)	32%	(305)	12%	(116)	7%	(72)	36%	(348)	968
All Non-Christian	22%	(24)	31%	(34)	9%	(10)	5%	(6)	32%	(34)	107
Atheist	26%	(28)	42%	(44)	8%	(8)	5%	(5)	18%	(19)	104
Agnostic/Nothing in particular	15%	(95)	28%	(176)	8%	(47)	6%	(40)	43%	(273)	631
Something Else	15%	(59)	30%	(116)	11%	(42)	5%	(20)	39%	(152)	390
Religious Non-Protestant/Catholic	21%	(27)	30%	(38)	9%	(11)	4%	(6)	36%	(45)	127
Evangelical	16%	(94)	27%	(158)	11%	(62)	7%	(43)	39%	(224)	580
Non-Evangelical	11%	(85)	34%	(253)	13%	(93)	7%	(49)	35%	(261)	741
Community: Urban	23%	(133)	33%	(193)	9%	(52)	5%	(29)	31%	(181)	587
Community: Suburban	12%	(131)	32%	(342)	10%	(103)	8%	(86)	37%	(397)	1059
Community: Rural	12%	(68)	25%	(139)	12%	(69)	5%	(29)	45%	(248)	554
Employ: Private Sector	21%	(129)	33%	(205)	9%	(58)	6%	(35)	32%	(199)	626
Employ: Government	14%	(17)	31%	(37)	14%	(17)	4%	(5)	36%	(43)	119
Employ: Self-Employed	20%	(41)	37%	(76)	10%	(21)	5%	(9)	28%	(58)	206
Employ: Homemaker	16%	(28)	25%	(43)	9%	(16)	7%	(13)	43%	(75)	174
Employ: Student	18%	(15)	44%	(37)	9%	(8)	1%	(1)	28%	(24)	86
Employ: Retired	10%	(50)	27%	(141)	12%	(61)	10%	(53)	42%	(220)	525
Employ: Unemployed	11%	(32)	27%	(79)	10%	(29)	6%	(19)	45%	(131)	290
Employ: Other	12%	(20)	32%	(56)	8%	(13)	5%	(9)	44%	(77)	175
Military HH: Yes	18%	(62)	27%	(91)	9%	(32)	7%	(24)	39%	(132)	341
Military HH: No	15%	(270)	31%	(584)	10%	(191)	6%	(120)	37%	(695)	1859
RD/WT: Right Direction	21%	(188)	36%	(313)	9%	(80)	5%	(40)	29%	(257)	879
RD/WT: Wrong Track	11%	(144)	27%	(362)	11%	(143)	8%	(103)	43%	(569)	1321
Biden Job Approve	21%	(222)	36%	(394)	10%	(109)	5%	(51)	28%	(305)	1080
Biden Job Disapprove	10%	(100)	26%	(265)	11%	(115)	9%	(92)	43%	(438)	1010

Table MCEN8: *Sometimes in surveys like this, opinions change. Based on what you know now, do you support or oppose the potential IATSE strike against film and television production companies?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	15%	(332)	31%	(675)	10%	(223)	7%	(144)	38%	(826)	2200
Biden Job Strongly Approve	27%	(138)	31%	(157)	7%	(37)	6%	(31)	28%	(143)	506
Biden Job Somewhat Approve	15%	(83)	41%	(236)	13%	(72)	3%	(20)	28%	(162)	573
Biden Job Somewhat Disapprove	13%	(41)	35%	(110)	13%	(42)	4%	(13)	34%	(107)	314
Biden Job Strongly Disapprove	8%	(59)	22%	(155)	10%	(73)	11%	(79)	48%	(331)	696
Favorable of Biden	20%	(221)	36%	(390)	9%	(102)	5%	(52)	29%	(315)	1080
Unfavorable of Biden	10%	(102)	27%	(274)	12%	(118)	9%	(88)	43%	(438)	1021
Very Favorable of Biden	23%	(125)	32%	(173)	9%	(46)	5%	(29)	30%	(164)	537
Somewhat Favorable of Biden	18%	(96)	40%	(217)	10%	(56)	4%	(22)	28%	(152)	543
Somewhat Unfavorable of Biden	14%	(39)	35%	(98)	12%	(34)	3%	(9)	35%	(97)	278
Very Unfavorable of Biden	8%	(63)	24%	(176)	11%	(84)	11%	(79)	46%	(341)	743
#1 Issue: Economy	16%	(115)	35%	(255)	10%	(76)	6%	(47)	33%	(240)	734
#1 Issue: Security	8%	(34)	23%	(91)	12%	(48)	10%	(41)	47%	(189)	403
#1 Issue: Health Care	17%	(47)	32%	(90)	10%	(27)	3%	(7)	39%	(108)	280
#1 Issue: Medicare / Social Security	13%	(41)	27%	(81)	11%	(33)	9%	(27)	40%	(119)	301
#1 Issue: Women's Issues	23%	(35)	39%	(59)	4%	(7)	1%	(1)	32%	(47)	149
#1 Issue: Education	23%	(20)	25%	(22)	6%	(6)	8%	(7)	39%	(34)	89
#1 Issue: Energy	23%	(28)	28%	(35)	14%	(17)	6%	(7)	29%	(35)	123
#1 Issue: Other	10%	(12)	34%	(42)	8%	(10)	5%	(7)	43%	(52)	122
2020 Vote: Joe Biden	22%	(220)	36%	(354)	9%	(90)	4%	(44)	29%	(283)	991
2020 Vote: Donald Trump	9%	(61)	24%	(161)	13%	(85)	10%	(69)	44%	(299)	675
2020 Vote: Other	8%	(5)	29%	(18)	10%	(6)	5%	(3)	48%	(29)	61
2020 Vote: Didn't Vote	10%	(46)	30%	(138)	9%	(42)	6%	(27)	46%	(213)	466
2018 House Vote: Democrat	24%	(186)	36%	(283)	9%	(70)	4%	(34)	27%	(215)	788
2018 House Vote: Republican	9%	(47)	25%	(138)	14%	(80)	11%	(62)	41%	(228)	555
2018 House Vote: Someone else	7%	(4)	31%	(17)	3%	(2)	7%	(4)	52%	(29)	56
2016 Vote: Hillary Clinton	22%	(160)	37%	(262)	9%	(63)	4%	(27)	28%	(200)	711
2016 Vote: Donald Trump	10%	(61)	24%	(152)	15%	(93)	10%	(63)	41%	(260)	628
2016 Vote: Other	13%	(15)	26%	(29)	13%	(14)	7%	(7)	41%	(46)	112
2016 Vote: Didn't Vote	13%	(97)	31%	(231)	7%	(53)	6%	(46)	43%	(319)	746

Table MCEN8: *Sometimes in surveys like this, opinions change. Based on what you know now, do you support or oppose the potential IATSE strike against film and television production companies?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	15%	(332)	31%	(675)	10%	(223)	7%	(144)	38%	(826)	2200
Voted in 2014: Yes	17%	(214)	29%	(362)	11%	(137)	7%	(89)	35%	(434)	1235
Voted in 2014: No	12%	(118)	32%	(313)	9%	(87)	6%	(55)	41%	(392)	965
4-Region: Northeast	14%	(57)	31%	(124)	11%	(43)	7%	(29)	36%	(141)	394
4-Region: Midwest	12%	(57)	32%	(146)	13%	(62)	7%	(32)	36%	(166)	462
4-Region: South	15%	(123)	29%	(236)	10%	(83)	6%	(52)	40%	(330)	824
4-Region: West	18%	(95)	33%	(169)	7%	(36)	6%	(31)	36%	(189)	520
Avid Film Fan	20%	(195)	33%	(331)	10%	(102)	6%	(60)	31%	(303)	991
Avid TV Fan	18%	(189)	33%	(352)	9%	(99)	8%	(81)	33%	(352)	1073
Casual Film Fan	12%	(125)	29%	(305)	10%	(106)	7%	(69)	42%	(438)	1043
Casual TV Fan	12%	(121)	30%	(295)	12%	(117)	5%	(53)	40%	(399)	986

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	GenZers: 1997-2012	237	11%
	Millennials: 1981-1996	641	29%
	GenXers: 1965-1980	520	24%
	Baby Boomers: 1946-1964	744	34%
	N	2141	
xpid3	PID: Dem (no lean)	860	39%
	PID: Ind (no lean)	702	32%
	PID: Rep (no lean)	638	29%
	N	2200	
xpidGender	PID/Gender: Dem Men	412	19%
	PID/Gender: Dem Women	448	20%
	PID/Gender: Ind Men	357	16%
	PID/Gender: Ind Women	345	16%
	PID/Gender: Rep Men	293	13%
	PID/Gender: Rep Women	345	16%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	678	31%
	Ideo: Moderate (4)	630	29%
	Ideo: Conservative (5-7)	669	30%
	N	1977	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1241	56%
	Income: 50k-100k	659	30%
	Income: 100k+	300	14%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Black	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	968	44%
	All Non-Christian	107	5%
	Atheist	104	5%
	Agnostic/Nothing in particular	631	29%
	Something Else	390	18%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	127	6%
xdemEvang	Evangelical	580	26%
	Non-Evangelical	741	34%
	N	1321	
xdemUsr	Community: Urban	587	27%
	Community: Suburban	1059	48%
	Community: Rural	554	25%
	N	2200	
xdemEmploy	Employ: Private Sector	626	28%
	Employ: Government	119	5%
	Employ: Self-Employed	206	9%
	Employ: Homemaker	174	8%
	Employ: Student	86	4%
	Employ: Retired	525	24%
	Employ: Unemployed	290	13%
	Employ: Other	175	8%
	N	2200	
xdemMilHH1	Military HH: Yes	341	15%
	Military HH: No	1859	85%
	N	2200	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	879	40%
	RD/WT: Wrong Track	1321	60%
	N	2200	
xdemBidenApprove	Biden Job Approve	1080	49%
	Biden Job Disapprove	1010	46%
	N	2090	
xdemBidenApprove2	Biden Job Strongly Approve	506	23%
	Biden Job Somewhat Approve	573	26%
	Biden Job Somewhat Disapprove	314	14%
	Biden Job Strongly Disapprove	696	32%
	N	2090	
xdemBidenFav	Favorable of Biden	1080	49%
	Unfavorable of Biden	1021	46%
	N	2101	
xdemBidenFavFull	Very Favorable of Biden	537	24%
	Somewhat Favorable of Biden	543	25%
	Somewhat Unfavorable of Biden	278	13%
	Very Unfavorable of Biden	743	34%
	N	2101	
xnr3	#1 Issue: Economy	734	33%
	#1 Issue: Security	403	18%
	#1 Issue: Health Care	280	13%
	#1 Issue: Medicare / Social Security	301	14%
	#1 Issue: Women's Issues	149	7%
	#1 Issue: Education	89	4%
	#1 Issue: Energy	123	6%
	#1 Issue: Other	122	6%
	N	2200	
xsubVote20O	2020 Vote: Joe Biden	991	45%
	2020 Vote: Donald Trump	675	31%
	2020 Vote: Other	61	3%
	2020 Vote: Didn't Vote	466	21%
	N	2194	
xsubVote18O	2018 House Vote: Democrat	788	36%
	2018 House Vote: Republican	555	25%
	2018 House Vote: Someone else	56	3%
	N	1399	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	711	32%
	2016 Vote: Donald Trump	628	29%
	2016 Vote: Other	112	5%
	2016 Vote: Didn't Vote	746	34%
	N	2198	
xsubVote14O	Voted in 2014: Yes	1235	56%
	Voted in 2014: No	965	44%
	N	2200	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
MCENxdem1	Avid Film Fan	991	45%
MCENxdem2	Avid TV Fan	1073	49%
MCENxdem3	Casual Film Fan	1043	47%
MCENxdem4	Casual TV Fan	986	45%

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