



National Tracking Poll #2110041
October 08-12, 2021

Crosstabulation Results

Methodology:

This poll was conducted between October 8-October 12, 2021 among a sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, educational attainment, age, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table MCEN1: *If you could choose between watching a prequel or sequel to one of your favorite TV series or films or watching a brand new TV series or film, which would you choose?*

Demographic	Definitely watch a prequel or sequel		Probably watch a prequel or sequel		Probably watch something brand new		Definitely watch something brand new		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	20%	(446)	33%	(722)	29%	(629)	18%	(403)	2200
Gender: Male	21%	(222)	31%	(332)	28%	(294)	20%	(214)	1062
Gender: Female	20%	(224)	34%	(389)	29%	(336)	17%	(189)	1138
Age: 18-34	24%	(155)	25%	(167)	29%	(189)	22%	(144)	655
Age: 35-44	23%	(83)	33%	(119)	27%	(95)	17%	(61)	358
Age: 45-64	21%	(156)	36%	(270)	27%	(203)	16%	(122)	751
Age: 65+	12%	(52)	38%	(166)	33%	(142)	17%	(76)	436
GenZers: 1997-2012	28%	(66)	27%	(64)	29%	(67)	16%	(38)	235
Millennials: 1981-1996	22%	(146)	28%	(188)	28%	(184)	22%	(146)	664
GenXers: 1965-1980	21%	(106)	33%	(172)	29%	(150)	17%	(86)	513
Baby Boomers: 1946-1964	17%	(120)	37%	(267)	28%	(202)	18%	(126)	714
PID: Dem (no lean)	22%	(184)	29%	(239)	27%	(218)	22%	(182)	822
PID: Ind (no lean)	19%	(127)	38%	(256)	31%	(211)	12%	(83)	677
PID: Rep (no lean)	19%	(135)	32%	(227)	29%	(200)	20%	(138)	701
PID/Gender: Dem Men	24%	(98)	27%	(108)	25%	(99)	24%	(96)	401
PID/Gender: Dem Women	20%	(86)	31%	(131)	28%	(119)	20%	(85)	422
PID/Gender: Ind Men	18%	(55)	37%	(112)	31%	(93)	14%	(44)	304
PID/Gender: Ind Women	19%	(73)	38%	(143)	32%	(118)	10%	(39)	373
PID/Gender: Rep Men	19%	(70)	31%	(113)	28%	(102)	21%	(73)	357
PID/Gender: Rep Women	19%	(65)	33%	(115)	29%	(98)	19%	(65)	343
Ideo: Liberal (1-3)	22%	(143)	33%	(209)	28%	(181)	17%	(108)	643
Ideo: Moderate (4)	18%	(108)	35%	(209)	28%	(164)	19%	(112)	592
Ideo: Conservative (5-7)	19%	(142)	33%	(243)	27%	(199)	21%	(152)	736
Educ: < College	21%	(322)	31%	(473)	28%	(423)	19%	(294)	1512
Educ: Bachelors degree	17%	(78)	39%	(173)	28%	(126)	15%	(67)	444
Educ: Post-grad	19%	(46)	31%	(77)	33%	(79)	17%	(42)	244

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Table MCEN1: *If you could choose between watching a prequel or sequel to one of your favorite TV series or films or watching a brand new TV series or film, which would you choose?*

Demographic	Definitely watch a prequel or sequel		Probably watch a prequel or sequel		Probably watch something brand new		Definitely watch something brand new		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	20%	(446)	33%	(722)	29%	(629)	18%	(403)	2200
Income: Under 50k	20%	(249)	31%	(383)	29%	(347)	20%	(239)	1218
Income: 50k-100k	18%	(124)	36%	(250)	30%	(206)	16%	(111)	690
Income: 100k+	25%	(73)	31%	(90)	26%	(76)	18%	(54)	292
Ethnicity: White	19%	(331)	35%	(596)	29%	(499)	17%	(297)	1722
Ethnicity: Hispanic	30%	(104)	25%	(89)	24%	(83)	21%	(74)	349
Ethnicity: Black	24%	(65)	24%	(66)	29%	(78)	24%	(65)	274
Ethnicity: Other	25%	(50)	30%	(61)	26%	(52)	20%	(41)	204
All Christian	18%	(174)	34%	(322)	29%	(277)	19%	(181)	953
All Non-Christian	18%	(25)	24%	(32)	33%	(45)	25%	(33)	134
Atheist	25%	(24)	40%	(38)	26%	(25)	9%	(9)	96
Agnostic/Nothing in particular	23%	(145)	31%	(199)	28%	(181)	17%	(111)	636
Something Else	21%	(79)	35%	(132)	27%	(101)	18%	(69)	381
Religious Non-Protestant/Catholic	19%	(29)	26%	(39)	31%	(48)	24%	(37)	153
Evangelical	21%	(123)	31%	(179)	26%	(151)	21%	(121)	574
Non-Evangelical	17%	(121)	37%	(265)	30%	(216)	17%	(122)	724
Community: Urban	22%	(141)	28%	(183)	26%	(170)	23%	(151)	645
Community: Suburban	19%	(192)	34%	(345)	30%	(307)	16%	(163)	1007
Community: Rural	21%	(113)	35%	(194)	28%	(153)	16%	(88)	548
Employ: Private Sector	22%	(148)	33%	(219)	27%	(184)	18%	(119)	669
Employ: Government	21%	(28)	28%	(38)	34%	(45)	16%	(22)	133
Employ: Self-Employed	23%	(51)	32%	(70)	26%	(57)	19%	(43)	221
Employ: Homemaker	20%	(31)	29%	(45)	32%	(49)	19%	(29)	154
Employ: Student	19%	(18)	29%	(28)	25%	(24)	27%	(25)	95
Employ: Retired	15%	(74)	38%	(192)	31%	(159)	16%	(83)	508
Employ: Unemployed	22%	(57)	31%	(84)	29%	(77)	18%	(48)	267
Employ: Other	25%	(38)	30%	(47)	22%	(34)	22%	(34)	153
Military HH: Yes	19%	(65)	36%	(122)	29%	(99)	16%	(53)	338
Military HH: No	20%	(381)	32%	(600)	28%	(531)	19%	(350)	1862

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Table MCEN1: *If you could choose between watching a prequel or sequel to one of your favorite TV series or films or watching a brand new TV series or film, which would you choose?*

Demographic	Definitely watch a prequel or sequel		Probably watch a prequel or sequel		Probably watch something brand new		Definitely watch something brand new		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	20%	(446)	33%	(722)	29%	(629)	18%	(403)	2200
RD/WT: Right Direction	20%	(169)	31%	(267)	28%	(237)	21%	(183)	857
RD/WT: Wrong Track	21%	(276)	34%	(455)	29%	(392)	16%	(219)	1343
Biden Job Approve	19%	(194)	33%	(334)	27%	(278)	20%	(206)	1011
Biden Job Disapprove	21%	(228)	32%	(348)	30%	(321)	17%	(181)	1077
Biden Job Strongly Approve	19%	(94)	30%	(145)	22%	(108)	29%	(139)	487
Biden Job Somewhat Approve	19%	(100)	36%	(189)	32%	(170)	13%	(66)	524
Biden Job Somewhat Disapprove	21%	(65)	32%	(99)	30%	(95)	17%	(54)	314
Biden Job Strongly Disapprove	21%	(163)	33%	(249)	30%	(225)	17%	(126)	763
Favorable of Biden	19%	(198)	33%	(334)	28%	(282)	20%	(205)	1018
Unfavorable of Biden	21%	(228)	33%	(360)	30%	(325)	16%	(177)	1089
Very Favorable of Biden	21%	(111)	27%	(143)	26%	(137)	27%	(145)	537
Somewhat Favorable of Biden	18%	(87)	40%	(191)	30%	(144)	12%	(60)	482
Somewhat Unfavorable of Biden	20%	(54)	35%	(98)	30%	(83)	15%	(42)	278
Very Unfavorable of Biden	21%	(174)	32%	(261)	30%	(242)	17%	(134)	812
#1 Issue: Economy	21%	(167)	32%	(263)	28%	(231)	19%	(152)	812
#1 Issue: Security	19%	(65)	32%	(111)	28%	(98)	20%	(70)	344
#1 Issue: Health Care	25%	(67)	27%	(75)	26%	(72)	21%	(59)	274
#1 Issue: Medicare / Social Security	15%	(39)	34%	(89)	33%	(86)	19%	(50)	264
#1 Issue: Women's Issues	31%	(48)	33%	(52)	22%	(34)	14%	(21)	156
#1 Issue: Education	20%	(18)	31%	(28)	28%	(25)	21%	(18)	89
#1 Issue: Energy	18%	(22)	32%	(40)	37%	(46)	14%	(18)	125
#1 Issue: Other	14%	(19)	48%	(65)	27%	(37)	11%	(15)	136
2020 Vote: Joe Biden	19%	(186)	32%	(310)	27%	(264)	21%	(206)	966
2020 Vote: Donald Trump	21%	(153)	33%	(245)	30%	(220)	17%	(126)	744
2020 Vote: Other	20%	(10)	35%	(18)	33%	(17)	13%	(7)	51
2020 Vote: Didn't Vote	21%	(92)	34%	(149)	30%	(129)	15%	(64)	434
2018 House Vote: Democrat	20%	(148)	30%	(220)	28%	(208)	23%	(168)	744
2018 House Vote: Republican	19%	(114)	33%	(197)	29%	(174)	18%	(105)	589
2018 House Vote: Someone else	20%	(11)	31%	(18)	35%	(20)	15%	(9)	58

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Table MCEN1: *If you could choose between watching a prequel or sequel to one of your favorite TV series or films or watching a brand new TV series or film, which would you choose?*

Demographic	Definitely watch a prequel or sequel		Probably watch a prequel or sequel		Probably watch something brand new		Definitely watch something brand new		Total N
Adults	20%	(446)	33%	(722)	29%	(629)	18%	(403)	2200
2016 Vote: Hillary Clinton	19%	(131)	31%	(211)	28%	(191)	22%	(150)	683
2016 Vote: Donald Trump	18%	(123)	35%	(230)	28%	(185)	19%	(127)	666
2016 Vote: Other	23%	(25)	32%	(36)	30%	(34)	16%	(18)	113
2016 Vote: Didn't Vote	23%	(166)	33%	(245)	29%	(217)	15%	(108)	736
Voted in 2014: Yes	19%	(233)	33%	(401)	28%	(341)	21%	(253)	1228
Voted in 2014: No	22%	(212)	33%	(320)	30%	(289)	15%	(150)	972
4-Region: Northeast	23%	(91)	30%	(117)	28%	(110)	19%	(76)	394
4-Region: Midwest	19%	(90)	36%	(168)	31%	(145)	13%	(60)	462
4-Region: South	20%	(166)	33%	(275)	27%	(226)	19%	(157)	824
4-Region: West	19%	(99)	31%	(163)	28%	(148)	21%	(110)	520
Avid Film Fan	28%	(190)	25%	(173)	20%	(136)	28%	(189)	688
Avid TV Fan	24%	(232)	28%	(266)	23%	(218)	24%	(231)	946
Casual Film Fan	18%	(222)	36%	(435)	33%	(396)	13%	(158)	1211
Casual TV Fan	18%	(191)	37%	(400)	32%	(349)	13%	(143)	1083

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

Table MCEN2_1: How much do you trust each of the following to deliver a high-quality production, writing, or performances in prequels or sequels of your favorite TV series or films?
 The production companies

Demographic	Trust a lot		Trust some		Do not trust much		Do not trust at all		Total N
Adults	17%	(365)	58%	(1286)	17%	(382)	8%	(167)	2200
Gender: Male	18%	(193)	56%	(589)	17%	(180)	9%	(100)	1062
Gender: Female	15%	(172)	61%	(696)	18%	(203)	6%	(67)	1138
Age: 18-34	22%	(144)	49%	(324)	20%	(131)	8%	(55)	655
Age: 35-44	16%	(59)	62%	(222)	15%	(55)	6%	(22)	358
Age: 45-64	15%	(112)	60%	(450)	17%	(124)	9%	(65)	751
Age: 65+	11%	(49)	66%	(289)	17%	(72)	6%	(25)	436
GenZers: 1997-2012	22%	(52)	43%	(101)	23%	(54)	12%	(29)	235
Millennials: 1981-1996	20%	(134)	56%	(371)	18%	(118)	6%	(42)	664
GenXers: 1965-1980	16%	(81)	59%	(304)	17%	(87)	8%	(41)	513
Baby Boomers: 1946-1964	13%	(92)	64%	(454)	16%	(114)	8%	(54)	714
PID: Dem (no lean)	21%	(169)	62%	(511)	13%	(107)	4%	(36)	822
PID: Ind (no lean)	12%	(79)	59%	(400)	20%	(134)	9%	(63)	677
PID: Rep (no lean)	17%	(116)	53%	(375)	20%	(141)	10%	(68)	701
PID/Gender: Dem Men	24%	(98)	61%	(243)	10%	(41)	5%	(18)	401
PID/Gender: Dem Women	17%	(71)	63%	(267)	16%	(66)	4%	(17)	422
PID/Gender: Ind Men	10%	(32)	56%	(169)	21%	(63)	13%	(39)	304
PID/Gender: Ind Women	13%	(47)	62%	(231)	19%	(71)	6%	(24)	373
PID/Gender: Rep Men	18%	(63)	49%	(176)	21%	(75)	12%	(43)	357
PID/Gender: Rep Women	16%	(53)	58%	(198)	19%	(66)	7%	(26)	343
Ideo: Liberal (1-3)	18%	(113)	64%	(409)	15%	(97)	4%	(23)	643
Ideo: Moderate (4)	17%	(102)	60%	(357)	17%	(99)	6%	(34)	592
Ideo: Conservative (5-7)	16%	(120)	53%	(393)	19%	(142)	11%	(80)	736
Educ: < College	17%	(253)	58%	(876)	17%	(258)	8%	(125)	1512
Educ: Bachelors degree	15%	(68)	60%	(267)	18%	(79)	7%	(30)	444
Educ: Post-grad	18%	(43)	58%	(143)	19%	(46)	5%	(12)	244
Income: Under 50k	16%	(198)	56%	(688)	19%	(228)	9%	(105)	1218
Income: 50k-100k	15%	(106)	63%	(437)	15%	(104)	6%	(43)	690
Income: 100k+	21%	(61)	55%	(161)	17%	(50)	7%	(20)	292
Ethnicity: White	16%	(280)	58%	(1003)	17%	(301)	8%	(138)	1722
Ethnicity: Hispanic	24%	(82)	49%	(171)	19%	(66)	9%	(30)	349

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Table MCEN2_1: How much do you trust each of the following to deliver a high-quality production, writing, or performances in prequels or sequels of your favorite TV series or films?
The production companies

Demographic	Trust a lot		Trust some		Do not trust much		Do not trust at all		Total N
Adults	17%	(365)	58%	(1286)	17%	(382)	8%	(167)	2200
Ethnicity: Black	18%	(49)	58%	(160)	15%	(41)	9%	(25)	274
Ethnicity: Other	18%	(36)	60%	(123)	20%	(41)	2%	(4)	204
All Christian	15%	(148)	62%	(589)	17%	(159)	6%	(57)	953
All Non-Christian	23%	(31)	53%	(71)	17%	(23)	7%	(9)	134
Atheist	10%	(10)	66%	(63)	18%	(18)	6%	(5)	96
Agnostic/Nothing in particular	18%	(115)	54%	(341)	20%	(124)	9%	(55)	636
Something Else	16%	(62)	58%	(221)	15%	(58)	11%	(40)	381
Religious Non-Protestant/Catholic	21%	(32)	54%	(83)	17%	(26)	8%	(12)	153
Evangelical	19%	(111)	57%	(325)	15%	(84)	9%	(54)	574
Non-Evangelical	13%	(97)	64%	(463)	17%	(125)	5%	(39)	724
Community: Urban	23%	(146)	55%	(355)	14%	(93)	8%	(51)	645
Community: Suburban	13%	(131)	62%	(629)	18%	(185)	6%	(62)	1007
Community: Rural	16%	(87)	55%	(301)	19%	(104)	10%	(55)	548
Employ: Private Sector	17%	(115)	59%	(396)	18%	(120)	6%	(38)	669
Employ: Government	22%	(29)	53%	(71)	20%	(27)	5%	(6)	133
Employ: Self-Employed	18%	(39)	55%	(121)	20%	(44)	8%	(17)	221
Employ: Homemaker	16%	(25)	57%	(89)	17%	(27)	9%	(14)	154
Employ: Student	25%	(23)	39%	(37)	29%	(27)	7%	(7)	95
Employ: Retired	12%	(60)	67%	(338)	14%	(73)	7%	(37)	508
Employ: Unemployed	18%	(49)	54%	(144)	17%	(44)	11%	(30)	267
Employ: Other	16%	(24)	59%	(90)	13%	(20)	13%	(19)	153
Military HH: Yes	15%	(50)	56%	(190)	19%	(65)	10%	(33)	338
Military HH: No	17%	(315)	59%	(1095)	17%	(318)	7%	(134)	1862
RD/WT: Right Direction	22%	(188)	62%	(532)	12%	(105)	4%	(31)	857
RD/WT: Wrong Track	13%	(176)	56%	(753)	21%	(277)	10%	(136)	1343
Biden Job Approve	21%	(215)	63%	(632)	12%	(120)	4%	(44)	1011
Biden Job Disapprove	13%	(138)	55%	(595)	22%	(238)	10%	(106)	1077

Continued on next page

Table MCEN2_1: How much do you trust each of the following to deliver a high-quality production, writing, or performances in prequels or sequels of your favorite TV series or films?
 The production companies

Demographic	Trust a lot		Trust some		Do not trust much		Do not trust at all		Total N
Adults	17%	(365)	58%	(1286)	17%	(382)	8%	(167)	2200
Biden Job Strongly Approve	29%	(140)	60%	(293)	7%	(33)	4%	(20)	487
Biden Job Somewhat Approve	14%	(75)	65%	(338)	17%	(87)	5%	(24)	524
Biden Job Somewhat Disapprove	15%	(46)	61%	(191)	18%	(58)	6%	(20)	314
Biden Job Strongly Disapprove	12%	(93)	53%	(403)	24%	(180)	11%	(87)	763
Favorable of Biden	20%	(208)	62%	(635)	14%	(139)	4%	(36)	1018
Unfavorable of Biden	13%	(144)	55%	(597)	21%	(234)	10%	(114)	1089
Very Favorable of Biden	25%	(133)	62%	(334)	10%	(52)	3%	(18)	537
Somewhat Favorable of Biden	16%	(75)	63%	(302)	18%	(87)	4%	(18)	482
Somewhat Unfavorable of Biden	17%	(48)	57%	(159)	16%	(45)	9%	(26)	278
Very Unfavorable of Biden	12%	(97)	54%	(437)	23%	(189)	11%	(89)	812
#1 Issue: Economy	18%	(147)	57%	(467)	16%	(133)	8%	(65)	812
#1 Issue: Security	15%	(50)	53%	(183)	24%	(82)	8%	(29)	344
#1 Issue: Health Care	20%	(54)	61%	(167)	15%	(40)	5%	(13)	274
#1 Issue: Medicare / Social Security	16%	(41)	67%	(178)	12%	(32)	5%	(13)	264
#1 Issue: Women's Issues	21%	(33)	55%	(86)	15%	(24)	8%	(12)	156
#1 Issue: Education	10%	(9)	51%	(46)	28%	(25)	11%	(10)	89
#1 Issue: Energy	13%	(17)	66%	(82)	18%	(23)	3%	(3)	125
#1 Issue: Other	9%	(12)	57%	(77)	17%	(23)	17%	(23)	136
2020 Vote: Joe Biden	20%	(195)	62%	(597)	14%	(135)	4%	(39)	966
2020 Vote: Donald Trump	14%	(103)	55%	(410)	21%	(153)	11%	(78)	744
2020 Vote: Other	7%	(3)	47%	(24)	30%	(15)	16%	(8)	51
2020 Vote: Didn't Vote	13%	(58)	59%	(254)	18%	(80)	10%	(42)	434
2018 House Vote: Democrat	18%	(136)	64%	(473)	14%	(106)	4%	(29)	744
2018 House Vote: Republican	14%	(83)	54%	(317)	21%	(121)	12%	(68)	589
2018 House Vote: Someone else	20%	(12)	50%	(29)	18%	(11)	11%	(7)	58
2016 Vote: Hillary Clinton	20%	(134)	63%	(433)	14%	(96)	3%	(21)	683
2016 Vote: Donald Trump	16%	(104)	55%	(369)	20%	(131)	9%	(62)	666
2016 Vote: Other	7%	(8)	57%	(64)	22%	(25)	14%	(16)	113
2016 Vote: Didn't Vote	16%	(119)	57%	(418)	18%	(131)	9%	(68)	736

Continued on next page

Table MCEN2_1: How much do you trust each of the following to deliver a high-quality production, writing, or performances in prequels or sequels of your favorite TV series or films?
The production companies

Demographic	Trust a lot		Trust some		Do not trust much		Do not trust at all		Total N
Adults	17%	(365)	58%	(1286)	17%	(382)	8%	(167)	2200
Voted in 2014: Yes	16%	(197)	60%	(732)	17%	(210)	7%	(89)	1228
Voted in 2014: No	17%	(167)	57%	(554)	18%	(173)	8%	(78)	972
4-Region: Northeast	18%	(69)	62%	(244)	14%	(56)	6%	(24)	394
4-Region: Midwest	15%	(69)	61%	(280)	16%	(72)	9%	(41)	462
4-Region: South	17%	(137)	58%	(481)	18%	(148)	7%	(58)	824
4-Region: West	17%	(89)	54%	(281)	20%	(106)	8%	(44)	520
Avid Film Fan	27%	(188)	56%	(388)	13%	(92)	3%	(19)	688
Avid TV Fan	24%	(228)	62%	(583)	11%	(102)	4%	(33)	946
Casual Film Fan	12%	(148)	64%	(769)	18%	(219)	6%	(75)	1211
Casual TV Fan	11%	(124)	58%	(632)	22%	(242)	8%	(84)	1083

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

Table MCEN2_2: How much do you trust each of the following to deliver a high-quality production, writing, or performances in prequels or sequels of your favorite TV series or films?

The writers

Demographic	Trust a lot		Trust some		Do not trust much		Do not trust at all		Total N
Adults	24%	(525)	57%	(1252)	13%	(279)	7%	(144)	2200
Gender: Male	26%	(281)	51%	(546)	14%	(153)	8%	(82)	1062
Gender: Female	21%	(244)	62%	(706)	11%	(126)	5%	(62)	1138
Age: 18-34	29%	(193)	48%	(315)	15%	(100)	7%	(48)	655
Age: 35-44	22%	(80)	60%	(214)	12%	(42)	6%	(22)	358
Age: 45-64	22%	(168)	61%	(456)	10%	(76)	7%	(51)	751
Age: 65+	19%	(84)	61%	(267)	14%	(61)	5%	(23)	436
GenZers: 1997-2012	31%	(73)	42%	(99)	16%	(38)	11%	(25)	235
Millennials: 1981-1996	26%	(175)	54%	(358)	14%	(93)	6%	(39)	664
GenXers: 1965-1980	21%	(109)	62%	(317)	10%	(53)	7%	(34)	513
Baby Boomers: 1946-1964	22%	(156)	61%	(435)	11%	(80)	6%	(45)	714
PID: Dem (no lean)	30%	(249)	57%	(470)	9%	(72)	4%	(30)	822
PID: Ind (no lean)	18%	(123)	61%	(411)	13%	(87)	8%	(56)	677
PID: Rep (no lean)	22%	(152)	53%	(371)	17%	(120)	8%	(58)	701
PID/Gender: Dem Men	36%	(143)	52%	(210)	9%	(35)	3%	(13)	401
PID/Gender: Dem Women	25%	(106)	62%	(260)	9%	(38)	4%	(17)	422
PID/Gender: Ind Men	20%	(60)	55%	(166)	15%	(45)	11%	(33)	304
PID/Gender: Ind Women	17%	(63)	66%	(245)	11%	(42)	6%	(23)	373
PID/Gender: Rep Men	22%	(78)	48%	(170)	21%	(74)	10%	(35)	357
PID/Gender: Rep Women	22%	(74)	59%	(201)	13%	(46)	6%	(22)	343
Ideo: Liberal (1-3)	33%	(211)	57%	(364)	9%	(55)	2%	(13)	643
Ideo: Moderate (4)	24%	(143)	60%	(357)	11%	(64)	5%	(28)	592
Ideo: Conservative (5-7)	19%	(140)	54%	(396)	17%	(124)	10%	(76)	736
Educ: < College	22%	(340)	57%	(859)	13%	(202)	7%	(111)	1512
Educ: Bachelors degree	25%	(110)	57%	(255)	12%	(53)	6%	(26)	444
Educ: Post-grad	31%	(75)	57%	(138)	10%	(24)	3%	(7)	244
Income: Under 50k	22%	(270)	57%	(691)	14%	(167)	7%	(90)	1218
Income: 50k-100k	23%	(159)	60%	(412)	12%	(82)	5%	(38)	690
Income: 100k+	33%	(96)	51%	(150)	10%	(30)	5%	(16)	292
Ethnicity: White	24%	(410)	58%	(996)	12%	(208)	6%	(108)	1722
Ethnicity: Hispanic	34%	(119)	45%	(157)	14%	(50)	7%	(24)	349

Continued on next page

Table MCEN2_2: How much do you trust each of the following to deliver a high-quality production, writing, or performances in prequels or sequels of your favorite TV series or films?
The writers

Demographic	Trust a lot		Trust some		Do not trust much		Do not trust at all		Total N
Adults	24%	(525)	57%	(1252)	13%	(279)	7%	(144)	2200
Ethnicity: Black	18%	(50)	55%	(151)	15%	(42)	11%	(31)	274
Ethnicity: Other	31%	(64)	52%	(105)	14%	(30)	2%	(5)	204
All Christian	22%	(205)	59%	(566)	14%	(134)	5%	(47)	953
All Non-Christian	37%	(50)	48%	(65)	11%	(15)	4%	(5)	134
Atheist	26%	(25)	58%	(55)	10%	(10)	6%	(6)	96
Agnostic/Nothing in particular	23%	(147)	56%	(359)	13%	(80)	8%	(50)	636
Something Else	26%	(97)	54%	(207)	11%	(41)	9%	(35)	381
Religious Non-Protestant/Catholic	34%	(52)	50%	(77)	11%	(17)	4%	(7)	153
Evangelical	24%	(137)	55%	(316)	12%	(70)	9%	(51)	574
Non-Evangelical	22%	(160)	60%	(434)	14%	(100)	4%	(30)	724
Community: Urban	31%	(202)	51%	(332)	10%	(66)	7%	(45)	645
Community: Suburban	21%	(216)	59%	(599)	15%	(147)	5%	(46)	1007
Community: Rural	20%	(107)	59%	(322)	12%	(66)	10%	(53)	548
Employ: Private Sector	25%	(169)	56%	(378)	14%	(96)	4%	(27)	669
Employ: Government	32%	(43)	50%	(66)	12%	(16)	6%	(8)	133
Employ: Self-Employed	24%	(53)	55%	(121)	12%	(27)	9%	(20)	221
Employ: Homemaker	21%	(32)	62%	(95)	11%	(17)	7%	(10)	154
Employ: Student	40%	(37)	39%	(37)	17%	(16)	4%	(4)	95
Employ: Retired	19%	(97)	63%	(320)	12%	(59)	6%	(32)	508
Employ: Unemployed	22%	(59)	55%	(147)	13%	(36)	9%	(25)	267
Employ: Other	22%	(33)	58%	(88)	9%	(13)	12%	(18)	153
Military HH: Yes	23%	(79)	56%	(189)	14%	(49)	6%	(22)	338
Military HH: No	24%	(445)	57%	(1064)	12%	(231)	7%	(122)	1862
RD/WT: Right Direction	30%	(258)	59%	(508)	8%	(67)	3%	(24)	857
RD/WT: Wrong Track	20%	(266)	55%	(745)	16%	(213)	9%	(120)	1343
Biden Job Approve	29%	(297)	59%	(596)	8%	(81)	4%	(37)	1011
Biden Job Disapprove	20%	(211)	55%	(591)	17%	(180)	9%	(95)	1077

Continued on next page

Table MCEN2_2: How much do you trust each of the following to deliver a high-quality production, writing, or performances in prequels or sequels of your favorite TV series or films?
 The writers

Demographic	Trust a lot		Trust some		Do not trust much		Do not trust at all		Total N
Adults	24%	(525)	57%	(1252)	13%	(279)	7%	(144)	2200
Biden Job Strongly Approve	39%	(188)	51%	(250)	7%	(32)	3%	(16)	487
Biden Job Somewhat Approve	21%	(109)	66%	(346)	9%	(48)	4%	(21)	524
Biden Job Somewhat Disapprove	25%	(80)	54%	(168)	16%	(50)	5%	(17)	314
Biden Job Strongly Disapprove	17%	(131)	55%	(423)	17%	(130)	10%	(79)	763
Favorable of Biden	30%	(305)	59%	(597)	9%	(89)	3%	(28)	1018
Unfavorable of Biden	19%	(202)	55%	(602)	17%	(183)	9%	(103)	1089
Very Favorable of Biden	36%	(193)	54%	(288)	7%	(38)	3%	(17)	537
Somewhat Favorable of Biden	23%	(112)	64%	(308)	10%	(51)	2%	(11)	482
Somewhat Unfavorable of Biden	24%	(67)	55%	(153)	13%	(37)	7%	(20)	278
Very Unfavorable of Biden	17%	(135)	55%	(449)	18%	(146)	10%	(83)	812
#1 Issue: Economy	25%	(200)	55%	(443)	12%	(100)	8%	(68)	812
#1 Issue: Security	17%	(59)	56%	(191)	19%	(67)	8%	(27)	344
#1 Issue: Health Care	28%	(77)	61%	(166)	10%	(27)	1%	(3)	274
#1 Issue: Medicare / Social Security	25%	(65)	66%	(175)	6%	(17)	3%	(7)	264
#1 Issue: Women's Issues	30%	(47)	51%	(80)	10%	(15)	9%	(14)	156
#1 Issue: Education	23%	(21)	60%	(54)	12%	(11)	4%	(4)	89
#1 Issue: Energy	27%	(34)	56%	(70)	17%	(21)	1%	(1)	125
#1 Issue: Other	16%	(21)	54%	(74)	15%	(21)	15%	(20)	136
2020 Vote: Joe Biden	29%	(285)	59%	(569)	8%	(76)	4%	(36)	966
2020 Vote: Donald Trump	19%	(141)	54%	(405)	17%	(128)	9%	(69)	744
2020 Vote: Other	8%	(4)	59%	(30)	23%	(12)	10%	(5)	51
2020 Vote: Didn't Vote	21%	(89)	57%	(248)	14%	(63)	8%	(33)	434
2018 House Vote: Democrat	28%	(207)	61%	(456)	7%	(55)	3%	(26)	744
2018 House Vote: Republican	19%	(115)	52%	(308)	18%	(108)	10%	(58)	589
2018 House Vote: Someone else	21%	(12)	59%	(35)	11%	(6)	9%	(5)	58
2016 Vote: Hillary Clinton	30%	(206)	59%	(404)	8%	(54)	3%	(20)	683
2016 Vote: Donald Trump	20%	(134)	54%	(361)	18%	(117)	8%	(54)	666
2016 Vote: Other	11%	(13)	69%	(78)	8%	(9)	12%	(13)	113
2016 Vote: Didn't Vote	23%	(172)	55%	(408)	14%	(100)	8%	(56)	736

Continued on next page

Table MCEN2_2: How much do you trust each of the following to deliver a high-quality production, writing, or performances in prequels or sequels of your favorite TV series or films?
The writers

Demographic	Trust a lot		Trust some		Do not trust much		Do not trust at all		Total N
Adults	24%	(525)	57%	(1252)	13%	(279)	7%	(144)	2200
Voted in 2014: Yes	24%	(293)	58%	(708)	12%	(150)	6%	(77)	1228
Voted in 2014: No	24%	(232)	56%	(545)	13%	(129)	7%	(67)	972
4-Region: Northeast	26%	(103)	60%	(236)	9%	(35)	5%	(20)	394
4-Region: Midwest	20%	(90)	61%	(283)	11%	(51)	8%	(38)	462
4-Region: South	24%	(194)	58%	(475)	13%	(107)	6%	(48)	824
4-Region: West	26%	(137)	50%	(259)	17%	(87)	7%	(38)	520
Avid Film Fan	37%	(256)	51%	(353)	9%	(60)	3%	(19)	688
Avid TV Fan	32%	(304)	57%	(537)	9%	(81)	3%	(24)	946
Casual Film Fan	19%	(229)	63%	(762)	13%	(160)	5%	(59)	1211
Casual TV Fan	18%	(195)	60%	(649)	15%	(160)	7%	(79)	1083

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

Table MCEN2_3: How much do you trust each of the following to deliver a high-quality production, writing, or performances in prequels or sequels of your favorite TV series or films?
 The actors part of the original cast

Demographic	Trust a lot		Trust some		Do not trust much		Do not trust at all		Total N
Adults	34%	(753)	50%	(1110)	10%	(219)	5%	(118)	2200
Gender: Male	36%	(378)	47%	(504)	11%	(113)	6%	(67)	1062
Gender: Female	33%	(375)	53%	(606)	9%	(107)	4%	(51)	1138
Age: 18-34	41%	(266)	45%	(293)	10%	(67)	5%	(30)	655
Age: 35-44	34%	(121)	51%	(183)	10%	(36)	5%	(17)	358
Age: 45-64	31%	(231)	53%	(395)	10%	(72)	7%	(53)	751
Age: 65+	31%	(134)	55%	(240)	10%	(44)	4%	(18)	436
GenZers: 1997-2012	39%	(93)	40%	(95)	14%	(33)	6%	(15)	235
Millennials: 1981-1996	39%	(259)	47%	(312)	9%	(63)	4%	(30)	664
GenXers: 1965-1980	30%	(154)	54%	(279)	9%	(48)	6%	(31)	513
Baby Boomers: 1946-1964	32%	(229)	53%	(380)	9%	(64)	6%	(41)	714
PID: Dem (no lean)	39%	(324)	51%	(417)	7%	(54)	3%	(27)	822
PID: Ind (no lean)	29%	(200)	52%	(351)	12%	(84)	6%	(43)	677
PID: Rep (no lean)	33%	(229)	49%	(343)	11%	(80)	7%	(49)	701
PID/Gender: Dem Men	42%	(168)	49%	(196)	7%	(28)	2%	(9)	401
PID/Gender: Dem Women	37%	(157)	52%	(221)	6%	(27)	4%	(17)	422
PID/Gender: Ind Men	31%	(94)	47%	(141)	13%	(41)	9%	(28)	304
PID/Gender: Ind Women	28%	(106)	56%	(209)	12%	(44)	4%	(15)	373
PID/Gender: Rep Men	33%	(116)	47%	(167)	12%	(44)	8%	(30)	357
PID/Gender: Rep Women	33%	(113)	51%	(176)	11%	(36)	5%	(19)	343
Ideo: Liberal (1-3)	41%	(266)	51%	(331)	6%	(40)	1%	(6)	643
Ideo: Moderate (4)	33%	(195)	54%	(321)	8%	(50)	4%	(26)	592
Ideo: Conservative (5-7)	32%	(236)	47%	(350)	12%	(89)	8%	(61)	736
Educ: < College	33%	(506)	50%	(757)	10%	(157)	6%	(91)	1512
Educ: Bachelors degree	35%	(155)	52%	(231)	8%	(37)	5%	(21)	444
Educ: Post-grad	37%	(91)	50%	(122)	10%	(25)	2%	(6)	244
Income: Under 50k	34%	(410)	49%	(594)	11%	(135)	6%	(79)	1218
Income: 50k-100k	33%	(228)	55%	(382)	8%	(55)	4%	(26)	690
Income: 100k+	39%	(115)	46%	(134)	10%	(30)	4%	(13)	292
Ethnicity: White	36%	(620)	49%	(846)	9%	(159)	6%	(97)	1722
Ethnicity: Hispanic	45%	(156)	39%	(137)	10%	(36)	6%	(20)	349

Continued on next page

Table MCEN2_3: How much do you trust each of the following to deliver a high-quality production, writing, or performances in prequels or sequels of your favorite TV series or films?
The actors part of the original cast

Demographic	Trust a lot		Trust some		Do not trust much		Do not trust at all		Total N
Adults	34%	(753)	50%	(1110)	10%	(219)	5%	(118)	2200
Ethnicity: Black	23%	(64)	55%	(151)	14%	(39)	7%	(20)	274
Ethnicity: Other	34%	(69)	55%	(113)	10%	(21)	1%	(1)	204
All Christian	34%	(324)	53%	(502)	10%	(92)	4%	(35)	953
All Non-Christian	44%	(60)	44%	(59)	9%	(12)	3%	(4)	134
Atheist	30%	(29)	55%	(52)	13%	(12)	3%	(3)	96
Agnostic/Nothing in particular	33%	(209)	51%	(321)	11%	(67)	6%	(39)	636
Something Else	34%	(131)	46%	(176)	10%	(36)	10%	(37)	381
Religious Non-Protestant/Catholic	43%	(66)	43%	(67)	10%	(15)	4%	(6)	153
Evangelical	34%	(194)	49%	(280)	9%	(53)	8%	(48)	574
Non-Evangelical	34%	(249)	53%	(382)	10%	(70)	3%	(23)	724
Community: Urban	38%	(243)	48%	(311)	9%	(58)	5%	(34)	645
Community: Suburban	34%	(345)	52%	(522)	10%	(98)	4%	(42)	1007
Community: Rural	30%	(165)	51%	(278)	12%	(64)	8%	(42)	548
Employ: Private Sector	36%	(238)	52%	(350)	9%	(61)	3%	(21)	669
Employ: Government	30%	(40)	52%	(69)	15%	(20)	3%	(4)	133
Employ: Self-Employed	38%	(83)	47%	(104)	7%	(16)	8%	(18)	221
Employ: Homemaker	30%	(46)	56%	(86)	9%	(15)	5%	(8)	154
Employ: Student	58%	(55)	32%	(30)	10%	(9)	—	(0)	95
Employ: Retired	31%	(159)	54%	(272)	9%	(48)	6%	(29)	508
Employ: Unemployed	34%	(92)	45%	(121)	13%	(34)	8%	(20)	267
Employ: Other	26%	(40)	52%	(79)	11%	(16)	12%	(18)	153
Military HH: Yes	30%	(100)	51%	(173)	13%	(45)	6%	(20)	338
Military HH: No	35%	(652)	50%	(938)	9%	(174)	5%	(98)	1862
RD/WT: Right Direction	39%	(334)	52%	(448)	7%	(60)	2%	(16)	857
RD/WT: Wrong Track	31%	(419)	49%	(663)	12%	(160)	8%	(102)	1343
Biden Job Approve	38%	(385)	53%	(532)	7%	(66)	3%	(27)	1011
Biden Job Disapprove	32%	(340)	49%	(522)	12%	(134)	7%	(80)	1077

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Table MCEN2_3: How much do you trust each of the following to deliver a high-quality production, writing, or performances in prequels or sequels of your favorite TV series or films?
 The actors part of the original cast

Demographic	Trust a lot		Trust some		Do not trust much		Do not trust at all		Total N
Adults	34%	(753)	50%	(1110)	10%	(219)	5%	(118)	2200
Biden Job Strongly Approve	45%	(217)	48%	(235)	5%	(25)	2%	(9)	487
Biden Job Somewhat Approve	32%	(168)	57%	(297)	8%	(41)	3%	(18)	524
Biden Job Somewhat Disapprove	37%	(117)	50%	(155)	9%	(27)	4%	(14)	314
Biden Job Strongly Disapprove	29%	(223)	48%	(367)	14%	(107)	9%	(66)	763
Favorable of Biden	39%	(397)	52%	(534)	7%	(70)	2%	(17)	1018
Unfavorable of Biden	30%	(327)	49%	(537)	13%	(138)	8%	(87)	1089
Very Favorable of Biden	44%	(234)	48%	(257)	7%	(37)	2%	(9)	537
Somewhat Favorable of Biden	34%	(164)	57%	(277)	7%	(33)	2%	(8)	482
Somewhat Unfavorable of Biden	35%	(97)	50%	(139)	8%	(23)	7%	(19)	278
Very Unfavorable of Biden	28%	(230)	49%	(399)	14%	(115)	8%	(68)	812
#1 Issue: Economy	34%	(277)	50%	(405)	9%	(76)	7%	(55)	812
#1 Issue: Security	29%	(101)	49%	(169)	16%	(55)	6%	(20)	344
#1 Issue: Health Care	40%	(108)	53%	(146)	5%	(15)	2%	(5)	274
#1 Issue: Medicare / Social Security	35%	(93)	54%	(142)	8%	(22)	3%	(7)	264
#1 Issue: Women's Issues	44%	(68)	46%	(71)	5%	(8)	6%	(9)	156
#1 Issue: Education	31%	(28)	46%	(41)	18%	(16)	5%	(5)	89
#1 Issue: Energy	34%	(42)	57%	(72)	8%	(10)	1%	(1)	125
#1 Issue: Other	26%	(36)	48%	(66)	13%	(17)	13%	(17)	136
2020 Vote: Joe Biden	38%	(366)	51%	(494)	8%	(79)	3%	(27)	966
2020 Vote: Donald Trump	29%	(219)	51%	(376)	12%	(92)	8%	(57)	744
2020 Vote: Other	28%	(14)	50%	(26)	13%	(7)	9%	(4)	51
2020 Vote: Didn't Vote	34%	(149)	49%	(214)	10%	(41)	7%	(29)	434
2018 House Vote: Democrat	38%	(286)	53%	(394)	6%	(46)	3%	(19)	744
2018 House Vote: Republican	29%	(172)	48%	(281)	15%	(90)	8%	(47)	589
2018 House Vote: Someone else	46%	(27)	37%	(22)	10%	(6)	7%	(4)	58
2016 Vote: Hillary Clinton	38%	(259)	53%	(364)	7%	(47)	2%	(13)	683
2016 Vote: Donald Trump	31%	(204)	49%	(325)	14%	(96)	6%	(40)	666
2016 Vote: Other	28%	(32)	56%	(63)	4%	(4)	12%	(13)	113
2016 Vote: Didn't Vote	35%	(258)	48%	(356)	10%	(71)	7%	(51)	736

Continued on next page

Table MCEN2_3: How much do you trust each of the following to deliver a high-quality production, writing, or performances in prequels or sequels of your favorite TV series or films?
The actors part of the original cast

Demographic	Trust a lot		Trust some		Do not trust much		Do not trust at all		Total N
Adults	34%	(753)	50%	(1110)	10%	(219)	5%	(118)	2200
Voted in 2014: Yes	34%	(412)	51%	(630)	11%	(130)	5%	(56)	1228
Voted in 2014: No	35%	(340)	49%	(481)	9%	(89)	6%	(62)	972
4-Region: Northeast	36%	(142)	51%	(202)	8%	(31)	5%	(19)	394
4-Region: Midwest	30%	(138)	54%	(249)	10%	(48)	6%	(27)	462
4-Region: South	33%	(271)	53%	(436)	9%	(73)	5%	(44)	824
4-Region: West	39%	(202)	43%	(224)	13%	(67)	5%	(27)	520
Avid Film Fan	51%	(350)	43%	(294)	5%	(32)	2%	(13)	688
Avid TV Fan	44%	(421)	46%	(435)	7%	(65)	3%	(26)	946
Casual Film Fan	29%	(350)	57%	(692)	10%	(120)	4%	(50)	1211
Casual TV Fan	27%	(290)	56%	(608)	12%	(126)	5%	(58)	1083

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

Table MCEN2_4: How much do you trust each of the following to deliver a high-quality production, writing, or performances in prequels or sequels of your favorite TV series or films?

The new actors

Demographic	Trust a lot		Trust some		Do not trust much		Do not trust at all		Total N
Adults	15%	(336)	58%	(1266)	20%	(432)	8%	(166)	2200
Gender: Male	18%	(193)	53%	(564)	20%	(212)	9%	(93)	1062
Gender: Female	13%	(143)	62%	(703)	19%	(220)	6%	(72)	1138
Age: 18-34	19%	(124)	53%	(347)	21%	(137)	7%	(46)	655
Age: 35-44	16%	(56)	56%	(201)	21%	(77)	7%	(25)	358
Age: 45-64	15%	(110)	60%	(448)	17%	(130)	8%	(63)	751
Age: 65+	11%	(46)	62%	(270)	20%	(88)	7%	(31)	436
GenZers: 1997-2012	11%	(26)	54%	(127)	24%	(56)	11%	(26)	235
Millennials: 1981-1996	21%	(140)	54%	(357)	19%	(128)	6%	(40)	664
GenXers: 1965-1980	15%	(77)	56%	(286)	20%	(102)	9%	(47)	513
Baby Boomers: 1946-1964	12%	(85)	63%	(453)	17%	(125)	7%	(51)	714
PID: Dem (no lean)	22%	(180)	57%	(470)	17%	(140)	4%	(31)	822
PID: Ind (no lean)	8%	(57)	61%	(412)	20%	(134)	11%	(74)	677
PID: Rep (no lean)	14%	(99)	55%	(384)	23%	(158)	9%	(60)	701
PID/Gender: Dem Men	29%	(114)	50%	(199)	18%	(71)	4%	(16)	401
PID/Gender: Dem Women	16%	(66)	64%	(271)	17%	(70)	4%	(15)	422
PID/Gender: Ind Men	9%	(27)	58%	(175)	18%	(55)	15%	(46)	304
PID/Gender: Ind Women	8%	(30)	64%	(238)	21%	(78)	7%	(28)	373
PID/Gender: Rep Men	14%	(52)	53%	(190)	24%	(85)	9%	(31)	357
PID/Gender: Rep Women	14%	(47)	57%	(194)	21%	(72)	9%	(30)	343
Ideo: Liberal (1-3)	19%	(124)	62%	(401)	15%	(98)	3%	(19)	643
Ideo: Moderate (4)	14%	(82)	61%	(363)	19%	(110)	6%	(37)	592
Ideo: Conservative (5-7)	15%	(108)	52%	(379)	23%	(172)	10%	(76)	736
Educ: < College	16%	(241)	56%	(847)	19%	(294)	9%	(130)	1512
Educ: Bachelors degree	14%	(61)	60%	(266)	20%	(88)	6%	(28)	444
Educ: Post-grad	14%	(34)	63%	(153)	20%	(49)	3%	(8)	244
Income: Under 50k	16%	(190)	58%	(701)	18%	(217)	9%	(110)	1218
Income: 50k-100k	13%	(93)	58%	(402)	23%	(157)	6%	(39)	690
Income: 100k+	18%	(54)	56%	(163)	20%	(57)	6%	(17)	292
Ethnicity: White	15%	(257)	59%	(1008)	19%	(326)	8%	(131)	1722
Ethnicity: Hispanic	23%	(81)	50%	(174)	21%	(72)	6%	(22)	349

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Table MCEN2_4: How much do you trust each of the following to deliver a high-quality production, writing, or performances in prequels or sequels of your favorite TV series or films?
The new actors

Demographic	Trust a lot		Trust some		Do not trust much		Do not trust at all		Total N
Adults	15%	(336)	58%	(1266)	20%	(432)	8%	(166)	2200
Ethnicity: Black	18%	(49)	50%	(136)	23%	(63)	10%	(27)	274
Ethnicity: Other	15%	(30)	60%	(122)	21%	(43)	4%	(9)	204
All Christian	15%	(142)	58%	(555)	20%	(193)	7%	(63)	953
All Non-Christian	22%	(30)	54%	(73)	20%	(27)	4%	(6)	134
Atheist	12%	(11)	66%	(63)	18%	(17)	4%	(4)	96
Agnostic/Nothing in particular	15%	(95)	58%	(368)	19%	(122)	8%	(51)	636
Something Else	15%	(58)	54%	(207)	19%	(73)	11%	(43)	381
Religious Non-Protestant/Catholic	20%	(30)	55%	(84)	19%	(29)	7%	(10)	153
Evangelical	19%	(107)	53%	(306)	18%	(106)	10%	(55)	574
Non-Evangelical	12%	(90)	60%	(437)	21%	(152)	6%	(46)	724
Community: Urban	20%	(132)	54%	(351)	17%	(111)	8%	(52)	645
Community: Suburban	13%	(133)	60%	(603)	21%	(216)	5%	(54)	1007
Community: Rural	13%	(71)	57%	(312)	19%	(105)	11%	(60)	548
Employ: Private Sector	16%	(108)	58%	(389)	21%	(143)	4%	(29)	669
Employ: Government	20%	(27)	47%	(63)	28%	(38)	4%	(5)	133
Employ: Self-Employed	20%	(44)	47%	(105)	21%	(46)	12%	(27)	221
Employ: Homemaker	16%	(25)	59%	(91)	14%	(21)	11%	(16)	154
Employ: Student	21%	(20)	53%	(50)	21%	(20)	5%	(4)	95
Employ: Retired	12%	(59)	65%	(328)	17%	(87)	7%	(34)	508
Employ: Unemployed	15%	(39)	54%	(144)	21%	(55)	11%	(29)	267
Employ: Other	9%	(14)	63%	(96)	15%	(22)	14%	(21)	153
Military HH: Yes	13%	(43)	57%	(192)	22%	(73)	9%	(30)	338
Military HH: No	16%	(293)	58%	(1075)	19%	(359)	7%	(136)	1862
RD/WT: Right Direction	21%	(176)	60%	(517)	15%	(130)	4%	(34)	857
RD/WT: Wrong Track	12%	(160)	56%	(749)	23%	(302)	10%	(132)	1343
Biden Job Approve	19%	(196)	61%	(620)	15%	(157)	4%	(39)	1011
Biden Job Disapprove	12%	(131)	54%	(585)	23%	(252)	10%	(109)	1077

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Table MCEN2_4: How much do you trust each of the following to deliver a high-quality production, writing, or performances in prequels or sequels of your favorite TV series or films?
 The new actors

Demographic	Trust a lot		Trust some		Do not trust much		Do not trust at all		Total N
Adults	15%	(336)	58%	(1266)	20%	(432)	8%	(166)	2200
Biden Job Strongly Approve	28%	(134)	58%	(281)	11%	(55)	3%	(17)	487
Biden Job Somewhat Approve	12%	(61)	65%	(339)	19%	(102)	4%	(22)	524
Biden Job Somewhat Disapprove	13%	(41)	62%	(196)	19%	(59)	6%	(18)	314
Biden Job Strongly Disapprove	12%	(91)	51%	(389)	25%	(193)	12%	(91)	763
Favorable of Biden	19%	(189)	62%	(630)	16%	(162)	4%	(37)	1018
Unfavorable of Biden	13%	(137)	54%	(588)	23%	(251)	10%	(114)	1089
Very Favorable of Biden	25%	(134)	59%	(315)	13%	(71)	3%	(16)	537
Somewhat Favorable of Biden	11%	(55)	65%	(315)	19%	(90)	4%	(21)	482
Somewhat Unfavorable of Biden	15%	(41)	59%	(165)	19%	(53)	7%	(18)	278
Very Unfavorable of Biden	12%	(96)	52%	(423)	24%	(198)	12%	(95)	812
#1 Issue: Economy	15%	(124)	54%	(442)	22%	(176)	9%	(70)	812
#1 Issue: Security	10%	(33)	57%	(197)	24%	(83)	9%	(31)	344
#1 Issue: Health Care	21%	(59)	60%	(164)	15%	(42)	3%	(9)	274
#1 Issue: Medicare / Social Security	19%	(51)	63%	(166)	14%	(38)	4%	(10)	264
#1 Issue: Women's Issues	18%	(27)	57%	(89)	17%	(26)	8%	(13)	156
#1 Issue: Education	7%	(6)	65%	(58)	14%	(12)	14%	(13)	89
#1 Issue: Energy	15%	(19)	58%	(72)	24%	(30)	3%	(4)	125
#1 Issue: Other	12%	(17)	57%	(77)	19%	(26)	12%	(16)	136
2020 Vote: Joe Biden	18%	(176)	61%	(590)	17%	(161)	4%	(38)	966
2020 Vote: Donald Trump	12%	(93)	54%	(402)	23%	(170)	11%	(79)	744
2020 Vote: Other	2%	(1)	60%	(31)	21%	(11)	16%	(8)	51
2020 Vote: Didn't Vote	14%	(61)	56%	(243)	21%	(90)	9%	(40)	434
2018 House Vote: Democrat	18%	(137)	62%	(463)	16%	(120)	3%	(24)	744
2018 House Vote: Republican	12%	(70)	54%	(316)	22%	(132)	12%	(72)	589
2018 House Vote: Someone else	12%	(7)	60%	(35)	17%	(10)	11%	(7)	58
2016 Vote: Hillary Clinton	19%	(129)	61%	(417)	18%	(122)	2%	(16)	683
2016 Vote: Donald Trump	14%	(93)	53%	(353)	23%	(155)	10%	(65)	666
2016 Vote: Other	8%	(9)	71%	(80)	10%	(11)	12%	(13)	113
2016 Vote: Didn't Vote	14%	(106)	56%	(415)	20%	(145)	10%	(71)	736

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Table MCEN2_4: How much do you trust each of the following to deliver a high-quality production, writing, or performances in prequels or sequels of your favorite TV series or films?
The new actors

Demographic	Trust a lot		Trust some		Do not trust much		Do not trust at all		Total N
Adults	15%	(336)	58%	(1266)	20%	(432)	8%	(166)	2200
Voted in 2014: Yes	16%	(190)	58%	(710)	20%	(240)	7%	(87)	1228
Voted in 2014: No	15%	(146)	57%	(556)	20%	(191)	8%	(79)	972
4-Region: Northeast	16%	(63)	59%	(233)	20%	(77)	5%	(20)	394
4-Region: Midwest	12%	(56)	59%	(272)	20%	(94)	9%	(40)	462
4-Region: South	15%	(122)	58%	(480)	20%	(166)	7%	(56)	824
4-Region: West	18%	(95)	54%	(281)	18%	(95)	9%	(49)	520
Avid Film Fan	28%	(191)	56%	(385)	13%	(89)	3%	(23)	688
Avid TV Fan	23%	(216)	58%	(545)	16%	(151)	4%	(35)	946
Casual Film Fan	10%	(120)	62%	(748)	22%	(267)	6%	(77)	1211
Casual TV Fan	10%	(108)	60%	(646)	22%	(240)	8%	(88)	1083

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

Table MCEN2_5: How much do you trust each of the following to deliver a high-quality production, writing, or performances in prequels or sequels of your favorite TV series or films?
 The directors

Demographic	Trust a lot		Trust some		Do not trust much		Do not trust at all		Total N
Adults	24%	(519)	57%	(1265)	11%	(250)	8%	(166)	2200
Gender: Male	26%	(280)	53%	(562)	12%	(124)	9%	(96)	1062
Gender: Female	21%	(239)	62%	(703)	11%	(126)	6%	(70)	1138
Age: 18-34	33%	(214)	47%	(311)	11%	(70)	9%	(60)	655
Age: 35-44	24%	(85)	57%	(204)	13%	(48)	6%	(21)	358
Age: 45-64	19%	(145)	62%	(466)	11%	(80)	8%	(60)	751
Age: 65+	17%	(75)	65%	(284)	12%	(52)	6%	(25)	436
GenZers: 1997-2012	31%	(73)	39%	(91)	14%	(33)	16%	(37)	235
Millennials: 1981-1996	30%	(202)	52%	(347)	11%	(76)	6%	(39)	664
GenXers: 1965-1980	21%	(107)	62%	(317)	9%	(48)	8%	(41)	513
Baby Boomers: 1946-1964	18%	(126)	64%	(458)	11%	(82)	7%	(48)	714
PID: Dem (no lean)	29%	(241)	58%	(479)	9%	(70)	4%	(32)	822
PID: Ind (no lean)	19%	(129)	60%	(408)	11%	(77)	9%	(64)	677
PID: Rep (no lean)	21%	(149)	54%	(378)	15%	(103)	10%	(71)	701
PID/Gender: Dem Men	34%	(136)	54%	(215)	8%	(32)	4%	(17)	401
PID/Gender: Dem Women	25%	(105)	63%	(264)	9%	(38)	3%	(14)	422
PID/Gender: Ind Men	20%	(60)	54%	(165)	12%	(38)	13%	(41)	304
PID/Gender: Ind Women	18%	(68)	65%	(243)	10%	(39)	6%	(23)	373
PID/Gender: Rep Men	24%	(84)	51%	(182)	15%	(54)	11%	(38)	357
PID/Gender: Rep Women	19%	(65)	57%	(196)	14%	(49)	10%	(33)	343
Ideo: Liberal (1-3)	32%	(203)	57%	(368)	8%	(53)	3%	(18)	643
Ideo: Moderate (4)	23%	(138)	63%	(370)	10%	(57)	5%	(28)	592
Ideo: Conservative (5-7)	20%	(144)	53%	(393)	15%	(112)	12%	(87)	736
Educ: < College	24%	(356)	57%	(858)	11%	(169)	9%	(130)	1512
Educ: Bachelors degree	23%	(100)	60%	(265)	11%	(50)	7%	(29)	444
Educ: Post-grad	26%	(63)	58%	(142)	13%	(31)	3%	(8)	244
Income: Under 50k	23%	(282)	56%	(677)	12%	(143)	10%	(116)	1218
Income: 50k-100k	23%	(157)	61%	(419)	12%	(82)	5%	(32)	690
Income: 100k+	27%	(80)	58%	(169)	8%	(25)	6%	(19)	292
Ethnicity: White	23%	(393)	58%	(1006)	11%	(192)	8%	(130)	1722
Ethnicity: Hispanic	37%	(129)	46%	(159)	9%	(32)	8%	(29)	349

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Table MCEN2_5: How much do you trust each of the following to deliver a high-quality production, writing, or performances in prequels or sequels of your favorite TV series or films?
The directors

Demographic	Trust a lot		Trust some		Do not trust much		Do not trust at all		Total N
Adults	24%	(519)	57%	(1265)	11%	(250)	8%	(166)	2200
Ethnicity: Black	29%	(79)	47%	(129)	12%	(34)	12%	(33)	274
Ethnicity: Other	23%	(47)	64%	(130)	11%	(23)	2%	(4)	204
All Christian	21%	(198)	62%	(588)	12%	(114)	6%	(53)	953
All Non-Christian	31%	(42)	52%	(70)	8%	(11)	9%	(11)	134
Atheist	23%	(22)	59%	(57)	11%	(11)	6%	(6)	96
Agnostic/Nothing in particular	25%	(161)	54%	(344)	13%	(82)	8%	(49)	636
Something Else	25%	(96)	54%	(206)	9%	(32)	12%	(47)	381
Religious Non-Protestant/Catholic	30%	(46)	53%	(81)	8%	(13)	9%	(13)	153
Evangelical	23%	(130)	57%	(327)	11%	(61)	10%	(56)	574
Non-Evangelical	22%	(156)	62%	(447)	11%	(79)	6%	(42)	724
Community: Urban	31%	(199)	52%	(334)	9%	(58)	8%	(54)	645
Community: Suburban	21%	(209)	61%	(619)	12%	(121)	6%	(58)	1007
Community: Rural	20%	(110)	57%	(312)	13%	(71)	10%	(55)	548
Employ: Private Sector	23%	(152)	59%	(396)	13%	(90)	5%	(31)	669
Employ: Government	37%	(49)	42%	(55)	14%	(18)	8%	(11)	133
Employ: Self-Employed	30%	(66)	52%	(116)	7%	(16)	11%	(24)	221
Employ: Homemaker	22%	(35)	58%	(90)	12%	(18)	7%	(11)	154
Employ: Student	33%	(31)	52%	(49)	7%	(7)	8%	(7)	95
Employ: Retired	17%	(84)	67%	(339)	10%	(52)	6%	(33)	508
Employ: Unemployed	28%	(75)	50%	(134)	12%	(33)	9%	(25)	267
Employ: Other	19%	(29)	56%	(85)	10%	(15)	16%	(25)	153
Military HH: Yes	19%	(64)	58%	(195)	13%	(43)	11%	(37)	338
Military HH: No	24%	(456)	57%	(1070)	11%	(207)	7%	(130)	1862
RD/WT: Right Direction	30%	(255)	59%	(503)	8%	(67)	4%	(32)	857
RD/WT: Wrong Track	20%	(264)	57%	(761)	14%	(183)	10%	(135)	1343
Biden Job Approve	28%	(286)	61%	(613)	7%	(76)	4%	(36)	1011
Biden Job Disapprove	20%	(218)	54%	(585)	15%	(162)	10%	(113)	1077

Continued on next page

Table MCEN2_5: How much do you trust each of the following to deliver a high-quality production, writing, or performances in prequels or sequels of your favorite TV series or films?
 The directors

Demographic	Trust a lot		Trust some		Do not trust much		Do not trust at all		Total N
Adults	24%	(519)	57%	(1265)	11%	(250)	8%	(166)	2200
Biden Job Strongly Approve	38%	(183)	53%	(260)	6%	(28)	3%	(16)	487
Biden Job Somewhat Approve	20%	(103)	67%	(354)	9%	(47)	4%	(20)	524
Biden Job Somewhat Disapprove	23%	(72)	61%	(191)	11%	(35)	5%	(16)	314
Biden Job Strongly Disapprove	19%	(146)	52%	(393)	17%	(127)	13%	(97)	763
Favorable of Biden	28%	(289)	61%	(620)	8%	(78)	3%	(32)	1018
Unfavorable of Biden	20%	(218)	54%	(592)	15%	(164)	11%	(115)	1089
Very Favorable of Biden	33%	(177)	56%	(301)	7%	(37)	4%	(22)	537
Somewhat Favorable of Biden	23%	(111)	66%	(319)	9%	(41)	2%	(10)	482
Somewhat Unfavorable of Biden	25%	(70)	58%	(160)	10%	(27)	7%	(21)	278
Very Unfavorable of Biden	18%	(148)	53%	(432)	17%	(137)	12%	(94)	812
#1 Issue: Economy	25%	(200)	54%	(439)	13%	(104)	8%	(69)	812
#1 Issue: Security	19%	(65)	57%	(196)	16%	(54)	8%	(29)	344
#1 Issue: Health Care	30%	(82)	59%	(162)	8%	(23)	3%	(7)	274
#1 Issue: Medicare / Social Security	22%	(58)	65%	(173)	8%	(21)	5%	(13)	264
#1 Issue: Women's Issues	31%	(48)	56%	(87)	3%	(5)	10%	(16)	156
#1 Issue: Education	16%	(15)	57%	(51)	18%	(16)	9%	(8)	89
#1 Issue: Energy	24%	(30)	65%	(81)	10%	(12)	2%	(2)	125
#1 Issue: Other	16%	(22)	57%	(77)	11%	(15)	17%	(23)	136
2020 Vote: Joe Biden	29%	(275)	59%	(570)	9%	(84)	4%	(36)	966
2020 Vote: Donald Trump	19%	(144)	54%	(402)	16%	(118)	11%	(80)	744
2020 Vote: Other	13%	(7)	61%	(31)	13%	(7)	12%	(6)	51
2020 Vote: Didn't Vote	20%	(88)	60%	(261)	10%	(42)	10%	(43)	434
2018 House Vote: Democrat	28%	(208)	60%	(446)	8%	(58)	4%	(32)	744
2018 House Vote: Republican	17%	(102)	55%	(325)	16%	(97)	11%	(66)	589
2018 House Vote: Someone else	22%	(13)	60%	(35)	9%	(5)	10%	(6)	58
2016 Vote: Hillary Clinton	29%	(196)	60%	(413)	8%	(53)	3%	(21)	683
2016 Vote: Donald Trump	19%	(128)	56%	(375)	16%	(107)	8%	(56)	666
2016 Vote: Other	13%	(15)	67%	(76)	8%	(9)	12%	(13)	113
2016 Vote: Didn't Vote	25%	(180)	54%	(400)	11%	(80)	10%	(76)	736

Continued on next page

Table MCEN2_5: How much do you trust each of the following to deliver a high-quality production, writing, or performances in prequels or sequels of your favorite TV series or films?
The directors

Demographic	Trust a lot		Trust some		Do not trust much		Do not trust at all		Total N
Adults	24%	(519)	57%	(1265)	11%	(250)	8%	(166)	2200
Voted in 2014: Yes	23%	(278)	59%	(725)	12%	(143)	7%	(82)	1228
Voted in 2014: No	25%	(241)	56%	(540)	11%	(107)	9%	(84)	972
4-Region: Northeast	25%	(97)	55%	(218)	12%	(47)	8%	(31)	394
4-Region: Midwest	18%	(84)	64%	(297)	9%	(40)	9%	(41)	462
4-Region: South	25%	(202)	57%	(471)	12%	(96)	7%	(55)	824
4-Region: West	26%	(136)	54%	(279)	13%	(66)	7%	(38)	520
Avid Film Fan	39%	(268)	50%	(347)	7%	(50)	3%	(24)	688
Avid TV Fan	33%	(308)	56%	(527)	8%	(77)	4%	(34)	946
Casual Film Fan	18%	(215)	65%	(783)	12%	(141)	6%	(73)	1211
Casual TV Fan	18%	(190)	61%	(659)	13%	(146)	8%	(88)	1083

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

Table MCEN3_1: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
 Harry Potter

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	25%	(547)	24%	(521)	18%	(398)	33%	(734)	2200
Gender: Male	23%	(248)	25%	(266)	19%	(200)	33%	(348)	1062
Gender: Female	26%	(299)	22%	(256)	17%	(198)	34%	(385)	1138
Age: 18-34	40%	(262)	26%	(167)	14%	(90)	21%	(136)	655
Age: 35-44	25%	(90)	29%	(102)	18%	(64)	29%	(102)	358
Age: 45-64	18%	(134)	23%	(175)	19%	(142)	40%	(300)	751
Age: 65+	14%	(61)	18%	(77)	24%	(103)	45%	(196)	436
GenZers: 1997-2012	42%	(99)	22%	(51)	13%	(31)	23%	(55)	235
Millennials: 1981-1996	34%	(225)	27%	(182)	16%	(105)	23%	(153)	664
GenXers: 1965-1980	20%	(104)	28%	(141)	16%	(81)	36%	(187)	513
Baby Boomers: 1946-1964	15%	(109)	19%	(138)	22%	(155)	44%	(313)	714
PID: Dem (no lean)	28%	(229)	27%	(219)	19%	(152)	27%	(221)	822
PID: Ind (no lean)	24%	(161)	25%	(167)	18%	(122)	33%	(226)	677
PID: Rep (no lean)	22%	(157)	19%	(135)	18%	(123)	41%	(286)	701
PID/Gender: Dem Men	28%	(111)	30%	(120)	17%	(67)	26%	(103)	401
PID/Gender: Dem Women	28%	(118)	23%	(99)	20%	(86)	28%	(119)	422
PID/Gender: Ind Men	20%	(60)	24%	(73)	23%	(69)	33%	(102)	304
PID/Gender: Ind Women	27%	(101)	25%	(94)	14%	(53)	33%	(125)	373
PID/Gender: Rep Men	22%	(77)	20%	(72)	18%	(64)	40%	(144)	357
PID/Gender: Rep Women	23%	(80)	18%	(63)	17%	(59)	41%	(142)	343
Ideo: Liberal (1-3)	29%	(187)	28%	(178)	17%	(108)	26%	(170)	643
Ideo: Moderate (4)	26%	(156)	27%	(163)	18%	(109)	28%	(165)	592
Ideo: Conservative (5-7)	18%	(136)	20%	(151)	18%	(135)	43%	(315)	736
Educ: < College	24%	(361)	22%	(336)	19%	(283)	35%	(533)	1512
Educ: Bachelors degree	29%	(130)	26%	(115)	16%	(72)	29%	(127)	444
Educ: Post-grad	23%	(56)	29%	(71)	18%	(43)	30%	(74)	244
Income: Under 50k	24%	(290)	22%	(271)	18%	(224)	36%	(434)	1218
Income: 50k-100k	25%	(170)	24%	(168)	18%	(125)	33%	(228)	690
Income: 100k+	30%	(88)	28%	(83)	17%	(49)	25%	(72)	292
Ethnicity: White	25%	(424)	23%	(393)	17%	(299)	35%	(605)	1722
Ethnicity: Hispanic	35%	(124)	25%	(86)	15%	(54)	25%	(86)	349

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Table MCEN3_1: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Harry Potter

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	25%	(547)	24%	(521)	18%	(398)	33%	(734)	2200
Ethnicity: Black	23%	(63)	25%	(70)	20%	(56)	31%	(86)	274
Ethnicity: Other	29%	(60)	29%	(58)	21%	(43)	21%	(43)	204
All Christian	23%	(215)	22%	(213)	21%	(198)	34%	(328)	953
All Non-Christian	33%	(45)	31%	(42)	13%	(18)	22%	(30)	134
Atheist	25%	(24)	31%	(30)	13%	(12)	31%	(29)	96
Agnostic/Nothing in particular	25%	(157)	24%	(152)	17%	(105)	35%	(222)	636
Something Else	28%	(106)	22%	(85)	17%	(64)	33%	(126)	381
Religious Non-Protestant/Catholic	35%	(54)	29%	(44)	12%	(19)	24%	(36)	153
Evangelical	25%	(143)	20%	(115)	17%	(95)	39%	(222)	574
Non-Evangelical	23%	(166)	24%	(177)	22%	(159)	31%	(222)	724
Community: Urban	30%	(192)	25%	(163)	17%	(112)	28%	(178)	645
Community: Suburban	24%	(238)	24%	(246)	19%	(191)	33%	(331)	1007
Community: Rural	21%	(117)	21%	(112)	17%	(94)	41%	(224)	548
Employ: Private Sector	27%	(183)	26%	(173)	18%	(123)	28%	(190)	669
Employ: Government	27%	(36)	32%	(43)	15%	(20)	26%	(34)	133
Employ: Self-Employed	29%	(65)	24%	(54)	17%	(37)	30%	(66)	221
Employ: Homemaker	33%	(52)	18%	(28)	12%	(18)	37%	(57)	154
Employ: Student	44%	(41)	21%	(20)	12%	(11)	23%	(22)	95
Employ: Retired	14%	(69)	19%	(99)	23%	(115)	44%	(225)	508
Employ: Unemployed	21%	(56)	26%	(70)	18%	(49)	35%	(93)	267
Employ: Other	30%	(46)	23%	(36)	16%	(24)	31%	(47)	153
Military HH: Yes	22%	(73)	18%	(61)	23%	(77)	38%	(127)	338
Military HH: No	25%	(474)	25%	(460)	17%	(321)	33%	(607)	1862
RD/WT: Right Direction	29%	(244)	28%	(239)	19%	(165)	24%	(209)	857
RD/WT: Wrong Track	23%	(303)	21%	(283)	17%	(233)	39%	(525)	1343
Biden Job Approve	28%	(288)	27%	(272)	18%	(186)	26%	(265)	1011
Biden Job Disapprove	22%	(235)	21%	(222)	19%	(201)	39%	(420)	1077

Continued on next page

Table MCEN3_1: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Harry Potter

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	25%	(547)	24%	(521)	18%	(398)	33%	(734)	2200
Biden Job Strongly Approve	34%	(163)	25%	(120)	15%	(74)	27%	(129)	487
Biden Job Somewhat Approve	24%	(125)	29%	(151)	22%	(113)	26%	(136)	524
Biden Job Somewhat Disapprove	27%	(83)	24%	(74)	20%	(64)	29%	(92)	314
Biden Job Strongly Disapprove	20%	(151)	19%	(147)	18%	(137)	43%	(328)	763
Favorable of Biden	28%	(283)	28%	(288)	18%	(188)	25%	(259)	1018
Unfavorable of Biden	22%	(239)	20%	(218)	18%	(195)	40%	(438)	1089
Very Favorable of Biden	31%	(164)	27%	(145)	16%	(87)	26%	(141)	537
Somewhat Favorable of Biden	25%	(119)	30%	(144)	21%	(101)	24%	(118)	482
Somewhat Unfavorable of Biden	29%	(79)	24%	(65)	17%	(47)	31%	(86)	278
Very Unfavorable of Biden	20%	(159)	19%	(152)	18%	(148)	43%	(352)	812
#1 Issue: Economy	25%	(201)	24%	(194)	21%	(170)	30%	(247)	812
#1 Issue: Security	16%	(55)	24%	(81)	19%	(64)	42%	(144)	344
#1 Issue: Health Care	30%	(82)	26%	(70)	14%	(39)	30%	(83)	274
#1 Issue: Medicare / Social Security	15%	(39)	23%	(61)	20%	(53)	42%	(111)	264
#1 Issue: Women's Issues	40%	(63)	23%	(35)	10%	(16)	27%	(42)	156
#1 Issue: Education	31%	(28)	20%	(18)	15%	(13)	34%	(31)	89
#1 Issue: Energy	34%	(43)	28%	(35)	16%	(20)	22%	(27)	125
#1 Issue: Other	27%	(36)	20%	(28)	16%	(22)	37%	(50)	136
2020 Vote: Joe Biden	27%	(261)	27%	(261)	18%	(177)	28%	(267)	966
2020 Vote: Donald Trump	22%	(162)	19%	(143)	19%	(145)	40%	(295)	744
2020 Vote: Other	11%	(6)	28%	(14)	19%	(10)	42%	(22)	51
2020 Vote: Didn't Vote	26%	(113)	24%	(103)	15%	(67)	35%	(151)	434
2018 House Vote: Democrat	24%	(177)	29%	(213)	20%	(147)	28%	(207)	744
2018 House Vote: Republican	21%	(124)	19%	(114)	18%	(103)	42%	(248)	589
2018 House Vote: Someone else	21%	(13)	28%	(16)	20%	(12)	31%	(18)	58
2016 Vote: Hillary Clinton	24%	(161)	28%	(194)	19%	(133)	29%	(195)	683
2016 Vote: Donald Trump	20%	(133)	20%	(132)	19%	(127)	41%	(274)	666
2016 Vote: Other	29%	(33)	23%	(26)	15%	(17)	33%	(38)	113
2016 Vote: Didn't Vote	30%	(221)	23%	(169)	16%	(121)	31%	(225)	736

Continued on next page

Table MCEN3_1: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Harry Potter

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	25%	(547)	24%	(521)	18%	(398)	33%	(734)	2200
Voted in 2014: Yes	21%	(263)	25%	(304)	19%	(230)	35%	(431)	1228
Voted in 2014: No	29%	(284)	22%	(217)	17%	(168)	31%	(303)	972
4-Region: Northeast	25%	(98)	27%	(106)	19%	(76)	29%	(114)	394
4-Region: Midwest	21%	(97)	22%	(103)	21%	(98)	36%	(165)	462
4-Region: South	23%	(192)	23%	(192)	18%	(145)	36%	(295)	824
4-Region: West	31%	(160)	23%	(121)	15%	(80)	31%	(160)	520
Avid Film Fan	37%	(255)	26%	(179)	16%	(111)	21%	(143)	688
Avid TV Fan	29%	(277)	22%	(208)	18%	(166)	31%	(295)	946
Casual Film Fan	20%	(246)	24%	(293)	20%	(242)	35%	(430)	1211
Casual TV Fan	21%	(233)	25%	(269)	19%	(211)	34%	(370)	1083

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

Table MCEN3_2: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Star Wars

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	26%	(565)	24%	(536)	18%	(394)	32%	(705)	2200
Gender: Male	33%	(353)	27%	(291)	16%	(167)	24%	(251)	1062
Gender: Female	19%	(212)	22%	(245)	20%	(226)	40%	(455)	1138
Age: 18-34	28%	(186)	24%	(155)	19%	(122)	29%	(192)	655
Age: 35-44	29%	(104)	27%	(95)	14%	(49)	31%	(110)	358
Age: 45-64	26%	(195)	22%	(165)	19%	(143)	33%	(248)	751
Age: 65+	18%	(80)	28%	(121)	18%	(80)	35%	(155)	436
GenZers: 1997-2012	27%	(64)	24%	(56)	16%	(37)	33%	(79)	235
Millennials: 1981-1996	29%	(195)	24%	(157)	18%	(121)	29%	(192)	664
GenXers: 1965-1980	31%	(159)	23%	(118)	15%	(79)	31%	(157)	513
Baby Boomers: 1946-1964	19%	(134)	26%	(183)	20%	(144)	36%	(254)	714
PID: Dem (no lean)	29%	(240)	26%	(216)	17%	(144)	27%	(222)	822
PID: Ind (no lean)	23%	(158)	23%	(158)	19%	(130)	34%	(232)	677
PID: Rep (no lean)	24%	(167)	23%	(162)	17%	(120)	36%	(251)	701
PID/Gender: Dem Men	40%	(161)	28%	(111)	14%	(56)	18%	(72)	401
PID/Gender: Dem Women	19%	(79)	25%	(104)	21%	(87)	36%	(151)	422
PID/Gender: Ind Men	28%	(85)	28%	(85)	17%	(52)	27%	(81)	304
PID/Gender: Ind Women	19%	(73)	19%	(73)	21%	(78)	40%	(150)	373
PID/Gender: Rep Men	30%	(107)	26%	(94)	16%	(59)	27%	(98)	357
PID/Gender: Rep Women	18%	(60)	20%	(68)	18%	(61)	45%	(154)	343
Ideo: Liberal (1-3)	34%	(217)	26%	(170)	18%	(116)	22%	(140)	643
Ideo: Moderate (4)	21%	(124)	28%	(164)	20%	(118)	31%	(186)	592
Ideo: Conservative (5-7)	23%	(169)	23%	(166)	17%	(127)	37%	(275)	736
Educ: < College	24%	(359)	23%	(342)	18%	(280)	35%	(532)	1512
Educ: Bachelors degree	30%	(135)	27%	(118)	18%	(78)	26%	(113)	444
Educ: Post-grad	29%	(72)	31%	(77)	15%	(36)	25%	(60)	244
Income: Under 50k	23%	(275)	22%	(271)	19%	(236)	36%	(436)	1218
Income: 50k-100k	28%	(192)	27%	(184)	17%	(114)	29%	(200)	690
Income: 100k+	34%	(98)	28%	(81)	15%	(43)	24%	(70)	292
Ethnicity: White	25%	(434)	24%	(419)	17%	(301)	33%	(567)	1722
Ethnicity: Hispanic	35%	(121)	20%	(71)	15%	(51)	31%	(107)	349

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**Table MCEN3_2: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Star Wars**

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	26%	(565)	24%	(536)	18%	(394)	32%	(705)	2200
Ethnicity: Black	24%	(66)	25%	(67)	18%	(49)	34%	(93)	274
Ethnicity: Other	32%	(65)	24%	(50)	21%	(44)	22%	(45)	204
All Christian	27%	(253)	26%	(245)	18%	(176)	29%	(280)	953
All Non-Christian	27%	(37)	29%	(39)	17%	(23)	27%	(36)	134
Atheist	34%	(32)	21%	(20)	22%	(21)	23%	(22)	96
Agnostic/Nothing in particular	23%	(149)	23%	(147)	17%	(109)	36%	(231)	636
Something Else	25%	(95)	22%	(85)	17%	(65)	36%	(136)	381
Religious Non-Protestant/Catholic	29%	(44)	28%	(43)	16%	(25)	26%	(40)	153
Evangelical	25%	(145)	24%	(135)	16%	(94)	35%	(201)	574
Non-Evangelical	27%	(193)	25%	(184)	19%	(138)	29%	(210)	724
Community: Urban	28%	(184)	26%	(165)	17%	(110)	29%	(186)	645
Community: Suburban	28%	(280)	24%	(237)	19%	(189)	30%	(301)	1007
Community: Rural	19%	(102)	24%	(134)	17%	(95)	40%	(218)	548
Employ: Private Sector	31%	(205)	25%	(164)	18%	(121)	27%	(179)	669
Employ: Government	37%	(50)	23%	(31)	12%	(16)	27%	(36)	133
Employ: Self-Employed	31%	(68)	27%	(60)	16%	(36)	26%	(57)	221
Employ: Homemaker	17%	(27)	24%	(37)	11%	(17)	47%	(73)	154
Employ: Student	30%	(28)	22%	(21)	20%	(19)	28%	(27)	95
Employ: Retired	18%	(90)	26%	(132)	20%	(104)	36%	(183)	508
Employ: Unemployed	21%	(57)	21%	(57)	23%	(61)	34%	(92)	267
Employ: Other	26%	(40)	22%	(34)	12%	(19)	39%	(59)	153
Military HH: Yes	24%	(82)	28%	(94)	19%	(64)	29%	(98)	338
Military HH: No	26%	(483)	24%	(442)	18%	(330)	33%	(607)	1862
RD/WT: Right Direction	32%	(277)	28%	(237)	15%	(132)	25%	(211)	857
RD/WT: Wrong Track	21%	(288)	22%	(299)	19%	(262)	37%	(494)	1343
Biden Job Approve	30%	(306)	26%	(263)	18%	(180)	26%	(262)	1011
Biden Job Disapprove	22%	(236)	23%	(250)	19%	(202)	36%	(390)	1077

Continued on next page

Table MCEN3_2: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
 Star Wars

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	26%	(565)	24%	(536)	18%	(394)	32%	(705)	2200
Biden Job Strongly Approve	39%	(188)	24%	(117)	13%	(65)	24%	(117)	487
Biden Job Somewhat Approve	23%	(118)	28%	(146)	22%	(115)	28%	(145)	524
Biden Job Somewhat Disapprove	25%	(78)	25%	(78)	19%	(61)	31%	(97)	314
Biden Job Strongly Disapprove	21%	(157)	22%	(171)	18%	(141)	38%	(293)	763
Favorable of Biden	30%	(306)	27%	(273)	18%	(179)	26%	(261)	1018
Unfavorable of Biden	22%	(242)	22%	(239)	19%	(202)	37%	(406)	1089
Very Favorable of Biden	36%	(192)	26%	(140)	14%	(75)	24%	(129)	537
Somewhat Favorable of Biden	23%	(113)	28%	(133)	22%	(104)	27%	(132)	482
Somewhat Unfavorable of Biden	24%	(67)	23%	(62)	19%	(52)	35%	(96)	278
Very Unfavorable of Biden	22%	(176)	22%	(177)	18%	(150)	38%	(310)	812
#1 Issue: Economy	26%	(210)	24%	(196)	17%	(138)	33%	(267)	812
#1 Issue: Security	21%	(72)	26%	(89)	17%	(60)	36%	(123)	344
#1 Issue: Health Care	34%	(92)	23%	(62)	18%	(51)	25%	(69)	274
#1 Issue: Medicare / Social Security	23%	(61)	20%	(54)	18%	(48)	38%	(101)	264
#1 Issue: Women's Issues	28%	(43)	24%	(37)	15%	(24)	33%	(52)	156
#1 Issue: Education	26%	(23)	27%	(24)	18%	(16)	29%	(26)	89
#1 Issue: Energy	29%	(36)	31%	(39)	25%	(31)	15%	(19)	125
#1 Issue: Other	20%	(27)	26%	(35)	20%	(27)	35%	(47)	136
2020 Vote: Joe Biden	29%	(276)	27%	(260)	18%	(173)	27%	(257)	966
2020 Vote: Donald Trump	24%	(181)	24%	(180)	17%	(127)	35%	(257)	744
2020 Vote: Other	24%	(12)	21%	(11)	18%	(9)	38%	(19)	51
2020 Vote: Didn't Vote	22%	(96)	20%	(86)	20%	(85)	38%	(166)	434
2018 House Vote: Democrat	29%	(215)	28%	(211)	18%	(134)	25%	(183)	744
2018 House Vote: Republican	24%	(143)	25%	(146)	15%	(91)	36%	(210)	589
2018 House Vote: Someone else	18%	(11)	27%	(16)	18%	(10)	37%	(22)	58
2016 Vote: Hillary Clinton	28%	(190)	28%	(192)	19%	(130)	25%	(171)	683
2016 Vote: Donald Trump	25%	(164)	25%	(164)	16%	(108)	34%	(228)	666
2016 Vote: Other	29%	(32)	23%	(26)	14%	(16)	34%	(38)	113
2016 Vote: Didn't Vote	24%	(178)	21%	(154)	19%	(139)	36%	(266)	736

Continued on next page

Table MCEN3_2: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Star Wars

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	26%	(565)	24%	(536)	18%	(394)	32%	(705)	2200
Voted in 2014: Yes	27%	(331)	27%	(331)	17%	(203)	30%	(363)	1228
Voted in 2014: No	24%	(234)	21%	(205)	20%	(191)	35%	(342)	972
4-Region: Northeast	25%	(98)	23%	(90)	20%	(77)	33%	(129)	394
4-Region: Midwest	23%	(105)	25%	(115)	19%	(88)	33%	(154)	462
4-Region: South	23%	(191)	25%	(203)	19%	(154)	33%	(276)	824
4-Region: West	33%	(171)	25%	(128)	14%	(75)	28%	(147)	520
Avid Film Fan	43%	(296)	25%	(169)	14%	(96)	19%	(127)	688
Avid TV Fan	30%	(284)	24%	(228)	16%	(152)	30%	(282)	946
Casual Film Fan	20%	(243)	26%	(319)	20%	(242)	34%	(407)	1211
Casual TV Fan	24%	(255)	25%	(270)	20%	(214)	32%	(344)	1083

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

Table MCEN3_3: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
 The Marvel Cinematic Universe

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	27%	(594)	24%	(527)	16%	(347)	33%	(733)	2200
Gender: Male	33%	(355)	25%	(264)	14%	(151)	28%	(292)	1062
Gender: Female	21%	(238)	23%	(263)	17%	(196)	39%	(440)	1138
Age: 18-34	40%	(261)	25%	(165)	14%	(89)	21%	(140)	655
Age: 35-44	31%	(111)	31%	(110)	13%	(47)	25%	(90)	358
Age: 45-64	24%	(180)	25%	(187)	16%	(118)	35%	(266)	751
Age: 65+	10%	(43)	15%	(64)	21%	(92)	54%	(237)	436
GenZers: 1997-2012	39%	(91)	24%	(57)	14%	(33)	23%	(54)	235
Millennials: 1981-1996	37%	(249)	27%	(178)	14%	(91)	22%	(146)	664
GenXers: 1965-1980	29%	(148)	30%	(152)	11%	(58)	30%	(156)	513
Baby Boomers: 1946-1964	14%	(100)	19%	(132)	20%	(144)	47%	(339)	714
PID: Dem (no lean)	32%	(267)	26%	(213)	14%	(116)	27%	(226)	822
PID: Ind (no lean)	26%	(174)	23%	(154)	19%	(126)	33%	(223)	677
PID: Rep (no lean)	22%	(153)	23%	(160)	15%	(105)	40%	(283)	701
PID/Gender: Dem Men	42%	(168)	28%	(111)	12%	(47)	19%	(75)	401
PID/Gender: Dem Women	23%	(99)	24%	(102)	16%	(69)	36%	(151)	422
PID/Gender: Ind Men	31%	(95)	20%	(62)	17%	(51)	31%	(96)	304
PID/Gender: Ind Women	21%	(79)	25%	(92)	20%	(75)	34%	(128)	373
PID/Gender: Rep Men	26%	(92)	25%	(91)	15%	(53)	34%	(122)	357
PID/Gender: Rep Women	18%	(61)	20%	(69)	15%	(52)	47%	(161)	343
Ideo: Liberal (1-3)	34%	(216)	27%	(175)	15%	(97)	24%	(154)	643
Ideo: Moderate (4)	30%	(178)	25%	(146)	19%	(114)	26%	(154)	592
Ideo: Conservative (5-7)	20%	(144)	23%	(169)	13%	(99)	44%	(323)	736
Educ: < College	26%	(400)	23%	(345)	17%	(251)	34%	(516)	1512
Educ: Bachelors degree	28%	(125)	27%	(121)	14%	(64)	30%	(134)	444
Educ: Post-grad	28%	(69)	25%	(61)	13%	(32)	34%	(82)	244
Income: Under 50k	25%	(303)	23%	(285)	16%	(199)	35%	(431)	1218
Income: 50k-100k	28%	(191)	24%	(169)	15%	(106)	33%	(225)	690
Income: 100k+	34%	(100)	25%	(73)	15%	(43)	26%	(76)	292
Ethnicity: White	24%	(409)	23%	(394)	16%	(277)	37%	(641)	1722
Ethnicity: Hispanic	42%	(148)	24%	(85)	9%	(32)	24%	(84)	349

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**Table MCEN3_3: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
The Marvel Cinematic Universe**

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	27%	(594)	24%	(527)	16%	(347)	33%	(733)	2200
Ethnicity: Black	42%	(115)	26%	(71)	12%	(33)	20%	(55)	274
Ethnicity: Other	34%	(70)	30%	(62)	18%	(37)	18%	(36)	204
All Christian	22%	(213)	24%	(225)	17%	(158)	37%	(357)	953
All Non-Christian	36%	(48)	27%	(36)	17%	(22)	21%	(28)	134
Atheist	21%	(20)	28%	(27)	21%	(21)	30%	(29)	96
Agnostic/Nothing in particular	30%	(189)	23%	(145)	15%	(94)	33%	(208)	636
Something Else	32%	(123)	25%	(95)	13%	(51)	29%	(111)	381
Religious Non-Protestant/Catholic	33%	(51)	28%	(43)	17%	(26)	22%	(34)	153
Evangelical	29%	(164)	23%	(131)	13%	(72)	36%	(207)	574
Non-Evangelical	23%	(167)	24%	(176)	18%	(129)	35%	(252)	724
Community: Urban	33%	(214)	30%	(193)	11%	(69)	26%	(170)	645
Community: Suburban	27%	(270)	22%	(220)	17%	(171)	34%	(346)	1007
Community: Rural	20%	(110)	21%	(115)	19%	(107)	40%	(217)	548
Employ: Private Sector	32%	(213)	27%	(178)	15%	(103)	26%	(176)	669
Employ: Government	39%	(52)	34%	(46)	7%	(9)	19%	(26)	133
Employ: Self-Employed	32%	(70)	27%	(59)	13%	(29)	29%	(63)	221
Employ: Homemaker	21%	(33)	20%	(30)	12%	(19)	47%	(72)	154
Employ: Student	46%	(43)	20%	(19)	12%	(12)	22%	(21)	95
Employ: Retired	12%	(61)	18%	(91)	21%	(108)	49%	(248)	508
Employ: Unemployed	27%	(73)	27%	(73)	17%	(46)	28%	(75)	267
Employ: Other	32%	(49)	20%	(31)	14%	(21)	34%	(52)	153
Military HH: Yes	20%	(68)	23%	(77)	18%	(62)	39%	(131)	338
Military HH: No	28%	(526)	24%	(450)	15%	(285)	32%	(601)	1862
RD/WT: Right Direction	31%	(270)	26%	(226)	17%	(142)	26%	(219)	857
RD/WT: Wrong Track	24%	(324)	22%	(301)	15%	(205)	38%	(514)	1343
Biden Job Approve	32%	(322)	26%	(261)	16%	(158)	27%	(270)	1011
Biden Job Disapprove	23%	(251)	22%	(242)	16%	(171)	38%	(412)	1077

Continued on next page

Table MCEN3_3: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
The Marvel Cinematic Universe

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	27%	(594)	24%	(527)	16%	(347)	33%	(733)	2200
Biden Job Strongly Approve	36%	(178)	23%	(110)	14%	(67)	27%	(131)	487
Biden Job Somewhat Approve	28%	(144)	29%	(151)	17%	(91)	26%	(138)	524
Biden Job Somewhat Disapprove	32%	(100)	24%	(76)	17%	(54)	27%	(83)	314
Biden Job Strongly Disapprove	20%	(152)	22%	(166)	15%	(117)	43%	(329)	763
Favorable of Biden	33%	(331)	26%	(264)	16%	(160)	26%	(263)	1018
Unfavorable of Biden	22%	(241)	22%	(242)	16%	(178)	39%	(430)	1089
Very Favorable of Biden	36%	(194)	24%	(127)	14%	(75)	26%	(141)	537
Somewhat Favorable of Biden	28%	(137)	28%	(137)	18%	(85)	25%	(122)	482
Somewhat Unfavorable of Biden	29%	(81)	25%	(69)	18%	(49)	28%	(78)	278
Very Unfavorable of Biden	20%	(160)	21%	(172)	16%	(128)	43%	(352)	812
#1 Issue: Economy	31%	(248)	24%	(195)	16%	(130)	29%	(239)	812
#1 Issue: Security	21%	(74)	21%	(71)	17%	(59)	41%	(141)	344
#1 Issue: Health Care	35%	(97)	26%	(72)	12%	(32)	27%	(73)	274
#1 Issue: Medicare / Social Security	15%	(40)	19%	(49)	23%	(61)	43%	(114)	264
#1 Issue: Women's Issues	30%	(47)	27%	(42)	10%	(15)	33%	(52)	156
#1 Issue: Education	41%	(36)	16%	(15)	15%	(13)	28%	(25)	89
#1 Issue: Energy	30%	(37)	33%	(41)	19%	(23)	19%	(24)	125
#1 Issue: Other	11%	(15)	30%	(41)	10%	(14)	48%	(65)	136
2020 Vote: Joe Biden	31%	(301)	26%	(246)	16%	(155)	27%	(264)	966
2020 Vote: Donald Trump	19%	(144)	22%	(164)	17%	(125)	42%	(312)	744
2020 Vote: Other	35%	(18)	19%	(10)	7%	(4)	38%	(20)	51
2020 Vote: Didn't Vote	29%	(126)	25%	(107)	15%	(63)	32%	(137)	434
2018 House Vote: Democrat	30%	(222)	27%	(202)	16%	(119)	27%	(201)	744
2018 House Vote: Republican	21%	(125)	19%	(114)	17%	(103)	42%	(248)	589
2018 House Vote: Someone else	30%	(18)	24%	(14)	6%	(3)	40%	(23)	58
2016 Vote: Hillary Clinton	30%	(208)	26%	(176)	16%	(108)	28%	(191)	683
2016 Vote: Donald Trump	20%	(134)	20%	(132)	19%	(127)	41%	(272)	666
2016 Vote: Other	30%	(34)	20%	(23)	12%	(13)	38%	(43)	113
2016 Vote: Didn't Vote	30%	(217)	26%	(194)	13%	(98)	31%	(226)	736

Continued on next page

Table MCEN3_3: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
The Marvel Cinematic Universe

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	27%	(594)	24%	(527)	16%	(347)	33%	(733)	2200
Voted in 2014: Yes	24%	(300)	23%	(285)	17%	(204)	36%	(439)	1228
Voted in 2014: No	30%	(294)	25%	(242)	15%	(142)	30%	(294)	972
4-Region: Northeast	28%	(111)	23%	(91)	17%	(67)	32%	(125)	394
4-Region: Midwest	21%	(99)	26%	(121)	17%	(81)	35%	(162)	462
4-Region: South	25%	(206)	23%	(193)	16%	(134)	35%	(292)	824
4-Region: West	34%	(178)	24%	(122)	13%	(65)	30%	(154)	520
Avid Film Fan	45%	(310)	27%	(186)	12%	(80)	16%	(113)	688
Avid TV Fan	34%	(318)	23%	(222)	13%	(119)	30%	(287)	946
Casual Film Fan	21%	(258)	24%	(288)	18%	(222)	37%	(443)	1211
Casual TV Fan	23%	(244)	25%	(276)	18%	(198)	34%	(365)	1083

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

Table MCEN3_4: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
The Wire

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	12%	(267)	17%	(379)	21%	(469)	49%	(1086)	2200
Gender: Male	17%	(178)	21%	(219)	20%	(210)	43%	(455)	1062
Gender: Female	8%	(89)	14%	(160)	23%	(259)	55%	(631)	1138
Age: 18-34	15%	(98)	22%	(142)	19%	(127)	44%	(288)	655
Age: 35-44	16%	(57)	20%	(73)	26%	(92)	38%	(136)	358
Age: 45-64	12%	(91)	16%	(118)	20%	(150)	52%	(391)	751
Age: 65+	5%	(20)	11%	(46)	23%	(99)	62%	(271)	436
GenZers: 1997-2012	11%	(25)	19%	(46)	17%	(39)	53%	(125)	235
Millennials: 1981-1996	17%	(112)	23%	(153)	23%	(150)	37%	(249)	664
GenXers: 1965-1980	15%	(75)	18%	(93)	21%	(105)	47%	(239)	513
Baby Boomers: 1946-1964	7%	(50)	10%	(75)	22%	(160)	60%	(429)	714
PID: Dem (no lean)	20%	(160)	21%	(176)	21%	(172)	38%	(314)	822
PID: Ind (no lean)	8%	(55)	14%	(96)	24%	(162)	54%	(364)	677
PID: Rep (no lean)	7%	(51)	15%	(106)	19%	(134)	58%	(408)	701
PID/Gender: Dem Men	26%	(105)	27%	(107)	17%	(68)	30%	(121)	401
PID/Gender: Dem Women	13%	(55)	16%	(69)	25%	(104)	46%	(193)	422
PID/Gender: Ind Men	11%	(33)	14%	(43)	25%	(76)	50%	(151)	304
PID/Gender: Ind Women	6%	(22)	14%	(53)	23%	(86)	57%	(213)	373
PID/Gender: Rep Men	11%	(40)	19%	(68)	18%	(66)	51%	(183)	357
PID/Gender: Rep Women	3%	(11)	11%	(38)	20%	(69)	66%	(225)	343
Ideo: Liberal (1-3)	18%	(115)	22%	(141)	22%	(141)	38%	(245)	643
Ideo: Moderate (4)	11%	(66)	18%	(109)	23%	(138)	47%	(278)	592
Ideo: Conservative (5-7)	10%	(70)	14%	(105)	18%	(132)	58%	(428)	736
Educ: < College	11%	(163)	17%	(250)	21%	(323)	51%	(776)	1512
Educ: Bachelors degree	15%	(65)	18%	(78)	24%	(105)	44%	(196)	444
Educ: Post-grad	16%	(38)	21%	(51)	17%	(41)	47%	(114)	244
Income: Under 50k	10%	(128)	16%	(197)	21%	(257)	52%	(636)	1218
Income: 50k-100k	12%	(81)	18%	(127)	21%	(142)	49%	(340)	690
Income: 100k+	20%	(58)	19%	(55)	24%	(70)	37%	(109)	292
Ethnicity: White	9%	(164)	15%	(251)	21%	(366)	55%	(941)	1722
Ethnicity: Hispanic	16%	(57)	23%	(81)	17%	(60)	43%	(152)	349

Continued on next page

Table MCEN3_4: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
The Wire

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	12%	(267)	17%	(379)	21%	(469)	49%	(1086)	2200
Ethnicity: Black	30%	(81)	32%	(87)	13%	(35)	26%	(71)	274
Ethnicity: Other	11%	(22)	20%	(41)	33%	(67)	36%	(74)	204
All Christian	11%	(109)	16%	(157)	23%	(221)	49%	(467)	953
All Non-Christian	21%	(28)	25%	(33)	17%	(23)	38%	(50)	134
Atheist	10%	(10)	22%	(21)	29%	(28)	38%	(36)	96
Agnostic/Nothing in particular	11%	(70)	15%	(94)	20%	(130)	54%	(341)	636
Something Else	13%	(51)	19%	(73)	18%	(67)	50%	(190)	381
Religious Non-Protestant/Catholic	19%	(29)	22%	(34)	18%	(27)	41%	(63)	153
Evangelical	12%	(71)	21%	(118)	17%	(99)	50%	(287)	574
Non-Evangelical	12%	(85)	15%	(107)	24%	(177)	49%	(356)	724
Community: Urban	20%	(131)	23%	(151)	18%	(116)	38%	(247)	645
Community: Suburban	11%	(106)	16%	(159)	23%	(233)	51%	(509)	1007
Community: Rural	5%	(30)	13%	(69)	22%	(119)	60%	(330)	548
Employ: Private Sector	16%	(107)	19%	(129)	22%	(149)	43%	(284)	669
Employ: Government	24%	(32)	30%	(40)	18%	(24)	28%	(37)	133
Employ: Self-Employed	13%	(28)	26%	(57)	19%	(43)	42%	(94)	221
Employ: Homemaker	1%	(2)	10%	(16)	23%	(35)	66%	(101)	154
Employ: Student	14%	(13)	18%	(17)	16%	(15)	52%	(49)	95
Employ: Retired	5%	(25)	11%	(55)	24%	(123)	60%	(304)	508
Employ: Unemployed	13%	(34)	16%	(42)	22%	(58)	50%	(133)	267
Employ: Other	16%	(24)	16%	(24)	14%	(21)	54%	(83)	153
Military HH: Yes	13%	(44)	12%	(41)	21%	(71)	54%	(182)	338
Military HH: No	12%	(222)	18%	(337)	21%	(398)	49%	(905)	1862
RD/WT: Right Direction	18%	(150)	22%	(188)	21%	(184)	39%	(335)	857
RD/WT: Wrong Track	9%	(116)	14%	(191)	21%	(285)	56%	(751)	1343
Biden Job Approve	17%	(168)	21%	(216)	22%	(222)	40%	(405)	1011
Biden Job Disapprove	9%	(92)	13%	(141)	21%	(230)	57%	(614)	1077

Continued on next page

Table MCEN3_4: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
The Wire

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	12%	(267)	17%	(379)	21%	(469)	49%	(1086)	2200
Biden Job Strongly Approve	23%	(111)	20%	(96)	18%	(86)	40%	(194)	487
Biden Job Somewhat Approve	11%	(57)	23%	(120)	26%	(136)	40%	(211)	524
Biden Job Somewhat Disapprove	14%	(45)	14%	(44)	26%	(81)	46%	(144)	314
Biden Job Strongly Disapprove	6%	(47)	13%	(97)	19%	(148)	62%	(471)	763
Favorable of Biden	17%	(177)	22%	(223)	22%	(226)	39%	(393)	1018
Unfavorable of Biden	7%	(78)	13%	(138)	21%	(231)	59%	(642)	1089
Very Favorable of Biden	23%	(123)	20%	(105)	18%	(98)	39%	(210)	537
Somewhat Favorable of Biden	11%	(53)	24%	(118)	26%	(127)	38%	(183)	482
Somewhat Unfavorable of Biden	10%	(28)	15%	(41)	23%	(63)	52%	(145)	278
Very Unfavorable of Biden	6%	(50)	12%	(97)	21%	(168)	61%	(497)	812
#1 Issue: Economy	15%	(118)	18%	(149)	23%	(183)	44%	(361)	812
#1 Issue: Security	8%	(27)	14%	(49)	22%	(77)	55%	(190)	344
#1 Issue: Health Care	14%	(37)	23%	(62)	18%	(49)	46%	(126)	274
#1 Issue: Medicare / Social Security	11%	(28)	13%	(36)	20%	(54)	56%	(147)	264
#1 Issue: Women's Issues	11%	(17)	16%	(26)	16%	(26)	56%	(88)	156
#1 Issue: Education	12%	(10)	17%	(15)	23%	(21)	48%	(43)	89
#1 Issue: Energy	16%	(20)	19%	(24)	27%	(34)	37%	(47)	125
#1 Issue: Other	6%	(8)	13%	(17)	19%	(25)	62%	(85)	136
2020 Vote: Joe Biden	18%	(170)	20%	(196)	22%	(211)	40%	(389)	966
2020 Vote: Donald Trump	8%	(61)	14%	(104)	21%	(153)	57%	(427)	744
2020 Vote: Other	3%	(1)	9%	(4)	15%	(8)	73%	(38)	51
2020 Vote: Didn't Vote	8%	(35)	17%	(75)	22%	(96)	53%	(228)	434
2018 House Vote: Democrat	21%	(155)	20%	(149)	21%	(157)	38%	(284)	744
2018 House Vote: Republican	7%	(40)	15%	(88)	18%	(107)	60%	(354)	589
2018 House Vote: Someone else	9%	(5)	6%	(4)	15%	(9)	70%	(41)	58
2016 Vote: Hillary Clinton	19%	(130)	20%	(138)	22%	(150)	39%	(266)	683
2016 Vote: Donald Trump	10%	(67)	15%	(102)	19%	(130)	55%	(367)	666
2016 Vote: Other	9%	(10)	11%	(12)	17%	(20)	63%	(71)	113
2016 Vote: Didn't Vote	8%	(60)	17%	(125)	23%	(170)	52%	(381)	736

Continued on next page

Table MCEN3_4: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
The Wire

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	12%	(267)	17%	(379)	21%	(469)	49%	(1086)	2200
Voted in 2014: Yes	14%	(169)	17%	(214)	20%	(245)	49%	(600)	1228
Voted in 2014: No	10%	(98)	17%	(165)	23%	(223)	50%	(486)	972
4-Region: Northeast	16%	(62)	18%	(71)	22%	(86)	45%	(175)	394
4-Region: Midwest	8%	(36)	16%	(72)	22%	(103)	55%	(252)	462
4-Region: South	13%	(110)	18%	(144)	20%	(163)	49%	(407)	824
4-Region: West	11%	(60)	18%	(91)	23%	(118)	48%	(251)	520
Avid Film Fan	24%	(168)	25%	(175)	18%	(122)	32%	(222)	688
Avid TV Fan	20%	(187)	20%	(188)	19%	(178)	42%	(393)	946
Casual Film Fan	7%	(90)	15%	(178)	24%	(289)	54%	(654)	1211
Casual TV Fan	7%	(76)	16%	(170)	24%	(264)	53%	(573)	1083

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

Table MCEN3_5: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
 Lord of the Rings

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	23%	(505)	24%	(538)	16%	(343)	37%	(814)	2200
Gender: Male	27%	(285)	29%	(306)	14%	(153)	30%	(318)	1062
Gender: Female	19%	(219)	20%	(232)	17%	(191)	44%	(496)	1138
Age: 18-34	27%	(176)	26%	(168)	15%	(98)	33%	(214)	655
Age: 35-44	32%	(114)	28%	(99)	12%	(43)	29%	(102)	358
Age: 45-64	19%	(146)	25%	(188)	16%	(117)	40%	(299)	751
Age: 65+	16%	(69)	19%	(83)	19%	(85)	46%	(199)	436
GenZers: 1997-2012	22%	(52)	25%	(59)	13%	(30)	40%	(94)	235
Millennials: 1981-1996	29%	(196)	27%	(179)	15%	(102)	28%	(188)	664
GenXers: 1965-1980	24%	(125)	27%	(138)	14%	(71)	35%	(179)	513
Baby Boomers: 1946-1964	17%	(125)	21%	(148)	17%	(120)	45%	(321)	714
PID: Dem (no lean)	25%	(207)	27%	(226)	15%	(125)	32%	(264)	822
PID: Ind (no lean)	22%	(146)	24%	(164)	17%	(116)	37%	(252)	677
PID: Rep (no lean)	22%	(151)	21%	(148)	15%	(102)	43%	(299)	701
PID/Gender: Dem Men	32%	(127)	31%	(123)	13%	(52)	25%	(99)	401
PID/Gender: Dem Women	19%	(80)	24%	(103)	17%	(73)	39%	(165)	422
PID/Gender: Ind Men	24%	(72)	29%	(89)	17%	(52)	30%	(90)	304
PID/Gender: Ind Women	20%	(74)	20%	(74)	17%	(63)	43%	(162)	373
PID/Gender: Rep Men	24%	(86)	26%	(93)	14%	(48)	36%	(129)	357
PID/Gender: Rep Women	19%	(65)	16%	(55)	16%	(54)	49%	(169)	343
Ideo: Liberal (1-3)	26%	(170)	26%	(164)	16%	(105)	32%	(203)	643
Ideo: Moderate (4)	21%	(126)	30%	(181)	17%	(99)	31%	(186)	592
Ideo: Conservative (5-7)	22%	(158)	21%	(157)	14%	(105)	43%	(315)	736
Educ: < College	21%	(316)	24%	(363)	17%	(251)	38%	(582)	1512
Educ: Bachelors degree	28%	(125)	25%	(109)	14%	(61)	33%	(148)	444
Educ: Post-grad	26%	(64)	27%	(65)	13%	(31)	35%	(84)	244
Income: Under 50k	21%	(259)	23%	(274)	17%	(203)	40%	(481)	1218
Income: 50k-100k	24%	(165)	26%	(180)	14%	(96)	36%	(250)	690
Income: 100k+	28%	(81)	29%	(84)	15%	(44)	28%	(83)	292
Ethnicity: White	23%	(395)	23%	(400)	14%	(247)	39%	(680)	1722
Ethnicity: Hispanic	29%	(101)	30%	(106)	12%	(41)	29%	(102)	349

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Table MCEN3_5: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Lord of the Rings

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	23%	(505)	24%	(538)	16%	(343)	37%	(814)	2200
Ethnicity: Black	22%	(59)	25%	(69)	18%	(51)	35%	(95)	274
Ethnicity: Other	25%	(50)	34%	(69)	22%	(45)	19%	(39)	204
All Christian	22%	(208)	24%	(230)	16%	(157)	38%	(358)	953
All Non-Christian	25%	(33)	26%	(35)	17%	(23)	32%	(43)	134
Atheist	30%	(28)	28%	(27)	17%	(17)	25%	(24)	96
Agnostic/Nothing in particular	23%	(143)	23%	(149)	14%	(90)	40%	(253)	636
Something Else	24%	(92)	25%	(97)	15%	(57)	36%	(135)	381
Religious Non-Protestant/Catholic	25%	(39)	27%	(41)	15%	(24)	33%	(50)	153
Evangelical	25%	(142)	23%	(131)	15%	(86)	38%	(216)	574
Non-Evangelical	21%	(149)	25%	(183)	17%	(123)	37%	(269)	724
Community: Urban	27%	(174)	28%	(180)	15%	(95)	31%	(197)	645
Community: Suburban	22%	(218)	23%	(227)	16%	(163)	40%	(398)	1007
Community: Rural	21%	(113)	24%	(130)	16%	(85)	40%	(219)	548
Employ: Private Sector	27%	(182)	25%	(166)	14%	(97)	34%	(225)	669
Employ: Government	28%	(37)	31%	(41)	13%	(17)	28%	(37)	133
Employ: Self-Employed	26%	(58)	29%	(64)	13%	(28)	32%	(71)	221
Employ: Homemaker	22%	(34)	21%	(33)	15%	(23)	42%	(64)	154
Employ: Student	17%	(16)	20%	(19)	13%	(13)	49%	(47)	95
Employ: Retired	15%	(76)	21%	(105)	20%	(102)	44%	(224)	508
Employ: Unemployed	22%	(59)	28%	(74)	15%	(40)	35%	(94)	267
Employ: Other	27%	(42)	23%	(36)	15%	(23)	34%	(52)	153
Military HH: Yes	24%	(80)	22%	(73)	17%	(59)	37%	(127)	338
Military HH: No	23%	(425)	25%	(465)	15%	(285)	37%	(688)	1862
RD/WT: Right Direction	25%	(211)	30%	(260)	16%	(137)	29%	(249)	857
RD/WT: Wrong Track	22%	(293)	21%	(278)	15%	(206)	42%	(565)	1343
Biden Job Approve	25%	(251)	29%	(290)	16%	(159)	31%	(311)	1011
Biden Job Disapprove	22%	(239)	20%	(218)	16%	(169)	42%	(452)	1077

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Table MCEN3_5: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
 Lord of the Rings

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	23%	(505)	24%	(538)	16%	(343)	37%	(814)	2200
Biden Job Strongly Approve	30%	(144)	27%	(131)	13%	(62)	31%	(150)	487
Biden Job Somewhat Approve	20%	(106)	30%	(159)	19%	(97)	31%	(161)	524
Biden Job Somewhat Disapprove	23%	(73)	21%	(65)	17%	(54)	39%	(122)	314
Biden Job Strongly Disapprove	22%	(166)	20%	(153)	15%	(115)	43%	(330)	763
Favorable of Biden	25%	(254)	30%	(305)	15%	(156)	30%	(304)	1018
Unfavorable of Biden	22%	(236)	19%	(211)	16%	(173)	43%	(470)	1089
Very Favorable of Biden	29%	(154)	28%	(151)	13%	(72)	30%	(159)	537
Somewhat Favorable of Biden	21%	(100)	32%	(154)	17%	(83)	30%	(145)	482
Somewhat Unfavorable of Biden	25%	(70)	17%	(47)	19%	(52)	39%	(108)	278
Very Unfavorable of Biden	20%	(166)	20%	(164)	15%	(121)	45%	(362)	812
#1 Issue: Economy	24%	(195)	26%	(208)	15%	(125)	35%	(284)	812
#1 Issue: Security	19%	(66)	18%	(63)	17%	(59)	45%	(156)	344
#1 Issue: Health Care	29%	(78)	24%	(66)	13%	(36)	34%	(93)	274
#1 Issue: Medicare / Social Security	17%	(44)	22%	(58)	18%	(47)	43%	(114)	264
#1 Issue: Women's Issues	23%	(36)	23%	(36)	11%	(18)	42%	(66)	156
#1 Issue: Education	20%	(18)	39%	(35)	15%	(13)	26%	(23)	89
#1 Issue: Energy	28%	(35)	30%	(38)	16%	(21)	26%	(32)	125
#1 Issue: Other	24%	(33)	25%	(34)	18%	(24)	34%	(46)	136
2020 Vote: Joe Biden	25%	(241)	27%	(262)	15%	(147)	33%	(317)	966
2020 Vote: Donald Trump	22%	(160)	21%	(153)	17%	(127)	41%	(304)	744
2020 Vote: Other	16%	(8)	17%	(8)	29%	(15)	39%	(20)	51
2020 Vote: Didn't Vote	21%	(90)	26%	(115)	13%	(55)	40%	(173)	434
2018 House Vote: Democrat	26%	(192)	27%	(200)	16%	(119)	31%	(233)	744
2018 House Vote: Republican	20%	(120)	21%	(126)	14%	(83)	44%	(259)	589
2018 House Vote: Someone else	31%	(18)	18%	(10)	18%	(10)	33%	(19)	58
2016 Vote: Hillary Clinton	26%	(179)	27%	(184)	16%	(108)	31%	(212)	683
2016 Vote: Donald Trump	21%	(137)	21%	(141)	16%	(106)	42%	(282)	666
2016 Vote: Other	28%	(32)	22%	(25)	10%	(12)	40%	(45)	113
2016 Vote: Didn't Vote	21%	(157)	25%	(188)	16%	(118)	37%	(273)	736

Continued on next page

Table MCEN3_5: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Lord of the Rings

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	23%	(505)	24%	(538)	16%	(343)	37%	(814)	2200
Voted in 2014: Yes	24%	(291)	25%	(305)	15%	(185)	36%	(447)	1228
Voted in 2014: No	22%	(214)	24%	(232)	16%	(158)	38%	(367)	972
4-Region: Northeast	24%	(95)	24%	(96)	16%	(65)	35%	(138)	394
4-Region: Midwest	19%	(90)	24%	(111)	17%	(78)	40%	(183)	462
4-Region: South	22%	(183)	23%	(186)	16%	(133)	39%	(322)	824
4-Region: West	26%	(137)	28%	(145)	13%	(68)	33%	(171)	520
Avid Film Fan	39%	(265)	27%	(187)	13%	(90)	21%	(146)	688
Avid TV Fan	29%	(271)	22%	(211)	15%	(140)	34%	(324)	946
Casual Film Fan	17%	(206)	25%	(307)	17%	(212)	40%	(486)	1211
Casual TV Fan	18%	(199)	27%	(289)	17%	(186)	38%	(409)	1083

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

Table MCEN3_6: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
 Breaking Bad

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	24%	(527)	22%	(481)	17%	(380)	37%	(812)	2200
Gender: Male	27%	(291)	22%	(236)	16%	(169)	34%	(366)	1062
Gender: Female	21%	(236)	21%	(245)	19%	(211)	39%	(446)	1138
Age: 18-34	32%	(208)	25%	(163)	16%	(106)	27%	(178)	655
Age: 35-44	31%	(110)	26%	(93)	16%	(58)	27%	(98)	358
Age: 45-64	21%	(155)	23%	(170)	17%	(128)	40%	(299)	751
Age: 65+	13%	(55)	12%	(54)	20%	(89)	54%	(237)	436
GenZers: 1997-2012	21%	(50)	24%	(55)	17%	(39)	39%	(91)	235
Millennials: 1981-1996	36%	(238)	25%	(166)	16%	(106)	23%	(154)	664
GenXers: 1965-1980	23%	(120)	28%	(144)	15%	(76)	34%	(173)	513
Baby Boomers: 1946-1964	16%	(114)	14%	(102)	20%	(142)	50%	(356)	714
PID: Dem (no lean)	29%	(239)	26%	(218)	16%	(128)	29%	(238)	822
PID: Ind (no lean)	22%	(150)	21%	(139)	21%	(143)	36%	(245)	677
PID: Rep (no lean)	20%	(139)	18%	(124)	16%	(109)	47%	(329)	701
PID/Gender: Dem Men	35%	(142)	29%	(117)	12%	(48)	23%	(94)	401
PID/Gender: Dem Women	23%	(97)	24%	(100)	19%	(80)	34%	(144)	422
PID/Gender: Ind Men	23%	(69)	19%	(58)	21%	(65)	37%	(112)	304
PID/Gender: Ind Women	22%	(81)	22%	(81)	21%	(78)	36%	(133)	373
PID/Gender: Rep Men	23%	(80)	17%	(61)	16%	(56)	45%	(160)	357
PID/Gender: Rep Women	17%	(58)	18%	(63)	15%	(53)	49%	(169)	343
Ideo: Liberal (1-3)	33%	(209)	25%	(164)	16%	(103)	26%	(167)	643
Ideo: Moderate (4)	20%	(119)	24%	(141)	22%	(132)	34%	(201)	592
Ideo: Conservative (5-7)	20%	(151)	17%	(125)	14%	(105)	48%	(354)	736
Educ: < College	23%	(347)	21%	(322)	18%	(267)	38%	(575)	1512
Educ: Bachelors degree	25%	(111)	24%	(105)	17%	(78)	34%	(151)	444
Educ: Post-grad	28%	(69)	22%	(54)	15%	(35)	35%	(86)	244
Income: Under 50k	22%	(272)	20%	(247)	19%	(230)	39%	(470)	1218
Income: 50k-100k	23%	(161)	23%	(158)	16%	(112)	37%	(259)	690
Income: 100k+	32%	(95)	26%	(75)	13%	(38)	29%	(83)	292
Ethnicity: White	23%	(396)	21%	(359)	16%	(282)	40%	(684)	1722
Ethnicity: Hispanic	25%	(87)	26%	(89)	20%	(68)	30%	(105)	349

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Table MCEN3_6: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Breaking Bad

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	24%	(527)	22%	(481)	17%	(380)	37%	(812)	2200
Ethnicity: Black	30%	(82)	26%	(72)	15%	(42)	29%	(79)	274
Ethnicity: Other	24%	(49)	25%	(50)	27%	(56)	24%	(49)	204
All Christian	21%	(203)	19%	(184)	19%	(180)	41%	(387)	953
All Non-Christian	31%	(41)	24%	(33)	14%	(18)	31%	(42)	134
Atheist	26%	(25)	29%	(28)	18%	(17)	27%	(26)	96
Agnostic/Nothing in particular	24%	(153)	23%	(148)	16%	(104)	36%	(231)	636
Something Else	28%	(105)	23%	(89)	16%	(61)	33%	(126)	381
Religious Non-Protestant/Catholic	31%	(47)	21%	(33)	13%	(19)	35%	(54)	153
Evangelical	24%	(138)	21%	(119)	15%	(88)	40%	(229)	574
Non-Evangelical	22%	(160)	21%	(151)	20%	(146)	37%	(268)	724
Community: Urban	27%	(172)	27%	(171)	15%	(96)	32%	(206)	645
Community: Suburban	23%	(235)	21%	(216)	19%	(193)	36%	(363)	1007
Community: Rural	22%	(120)	17%	(93)	17%	(92)	44%	(243)	548
Employ: Private Sector	28%	(185)	27%	(180)	17%	(113)	29%	(191)	669
Employ: Government	31%	(41)	31%	(42)	14%	(18)	24%	(32)	133
Employ: Self-Employed	37%	(81)	24%	(54)	11%	(25)	28%	(61)	221
Employ: Homemaker	18%	(27)	23%	(36)	13%	(21)	46%	(70)	154
Employ: Student	31%	(29)	10%	(9)	20%	(19)	39%	(37)	95
Employ: Retired	13%	(65)	13%	(65)	22%	(112)	52%	(266)	508
Employ: Unemployed	21%	(56)	21%	(55)	21%	(56)	37%	(99)	267
Employ: Other	28%	(42)	27%	(41)	10%	(15)	36%	(55)	153
Military HH: Yes	17%	(59)	18%	(61)	21%	(71)	44%	(148)	338
Military HH: No	25%	(469)	23%	(420)	17%	(310)	36%	(664)	1862
RD/WT: Right Direction	26%	(227)	26%	(225)	18%	(155)	29%	(251)	857
RD/WT: Wrong Track	22%	(301)	19%	(256)	17%	(226)	42%	(561)	1343
Biden Job Approve	27%	(274)	25%	(253)	18%	(180)	30%	(304)	1011
Biden Job Disapprove	22%	(237)	17%	(188)	17%	(183)	44%	(469)	1077

Continued on next page

Table MCEN3_6: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
 Breaking Bad

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	24%	(527)	22%	(481)	17%	(380)	37%	(812)	2200
Biden Job Strongly Approve	31%	(153)	23%	(111)	15%	(71)	31%	(151)	487
Biden Job Somewhat Approve	23%	(122)	27%	(141)	21%	(109)	29%	(153)	524
Biden Job Somewhat Disapprove	27%	(83)	19%	(60)	23%	(73)	31%	(97)	314
Biden Job Strongly Disapprove	20%	(154)	17%	(128)	14%	(110)	49%	(372)	763
Favorable of Biden	27%	(279)	26%	(264)	18%	(184)	29%	(291)	1018
Unfavorable of Biden	21%	(230)	17%	(186)	17%	(187)	45%	(486)	1089
Very Favorable of Biden	32%	(170)	23%	(123)	15%	(80)	30%	(163)	537
Somewhat Favorable of Biden	23%	(109)	29%	(141)	22%	(104)	27%	(128)	482
Somewhat Unfavorable of Biden	24%	(68)	21%	(57)	21%	(58)	34%	(95)	278
Very Unfavorable of Biden	20%	(162)	16%	(129)	16%	(129)	48%	(392)	812
#1 Issue: Economy	27%	(223)	23%	(188)	17%	(136)	33%	(265)	812
#1 Issue: Security	19%	(64)	19%	(64)	17%	(60)	45%	(155)	344
#1 Issue: Health Care	29%	(78)	27%	(73)	17%	(47)	28%	(76)	274
#1 Issue: Medicare / Social Security	16%	(43)	19%	(51)	19%	(49)	46%	(120)	264
#1 Issue: Women's Issues	26%	(40)	18%	(28)	18%	(27)	38%	(60)	156
#1 Issue: Education	15%	(14)	29%	(26)	21%	(19)	34%	(31)	89
#1 Issue: Energy	33%	(41)	26%	(32)	13%	(17)	28%	(35)	125
#1 Issue: Other	17%	(23)	14%	(18)	18%	(25)	51%	(69)	136
2020 Vote: Joe Biden	27%	(260)	26%	(251)	17%	(160)	30%	(294)	966
2020 Vote: Donald Trump	22%	(160)	16%	(120)	17%	(127)	45%	(337)	744
2020 Vote: Other	17%	(9)	10%	(5)	24%	(12)	48%	(25)	51
2020 Vote: Didn't Vote	23%	(98)	24%	(105)	19%	(81)	35%	(151)	434
2018 House Vote: Democrat	28%	(206)	26%	(192)	16%	(123)	30%	(223)	744
2018 House Vote: Republican	21%	(125)	17%	(99)	15%	(89)	47%	(275)	589
2018 House Vote: Someone else	17%	(10)	14%	(8)	16%	(10)	53%	(31)	58
2016 Vote: Hillary Clinton	27%	(188)	27%	(184)	16%	(111)	29%	(201)	683
2016 Vote: Donald Trump	23%	(151)	17%	(113)	17%	(116)	43%	(286)	666
2016 Vote: Other	20%	(22)	17%	(19)	16%	(19)	47%	(53)	113
2016 Vote: Didn't Vote	23%	(166)	22%	(165)	18%	(135)	37%	(270)	736

Continued on next page

Table MCEN3_6: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Breaking Bad

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	24%	(527)	22%	(481)	17%	(380)	37%	(812)	2200
Voted in 2014: Yes	23%	(285)	21%	(264)	17%	(213)	38%	(466)	1228
Voted in 2014: No	25%	(242)	22%	(217)	17%	(168)	36%	(345)	972
4-Region: Northeast	28%	(109)	21%	(82)	17%	(66)	35%	(137)	394
4-Region: Midwest	20%	(92)	20%	(93)	17%	(79)	43%	(199)	462
4-Region: South	23%	(190)	23%	(190)	17%	(141)	37%	(303)	824
4-Region: West	26%	(137)	22%	(115)	18%	(95)	33%	(173)	520
Avid Film Fan	38%	(265)	22%	(151)	14%	(99)	25%	(174)	688
Avid TV Fan	33%	(311)	20%	(189)	14%	(134)	33%	(312)	946
Casual Film Fan	20%	(236)	24%	(294)	19%	(225)	38%	(456)	1211
Casual TV Fan	18%	(199)	23%	(254)	21%	(226)	37%	(404)	1083

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

Table MCEN3_7: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
 The Sopranos

Demographic	Very interested	Somewhat interested	Not that interested	Not interested at all	Total N
Adults	22% (481)	22% (475)	18% (395)	39% (849)	2200
Gender: Male	26% (277)	26% (271)	16% (167)	33% (347)	1062
Gender: Female	18% (204)	18% (204)	20% (229)	44% (502)	1138
Age: 18-34	19% (125)	20% (134)	22% (142)	39% (255)	655
Age: 35-44	28% (100)	25% (89)	16% (58)	31% (111)	358
Age: 45-64	22% (168)	22% (166)	15% (116)	40% (301)	751
Age: 65+	20% (88)	20% (86)	18% (79)	42% (183)	436
GenZers: 1997-2012	13% (31)	20% (48)	19% (44)	48% (113)	235
Millennials: 1981-1996	25% (164)	23% (152)	21% (137)	32% (211)	664
GenXers: 1965-1980	24% (125)	25% (131)	13% (64)	38% (193)	513
Baby Boomers: 1946-1964	20% (143)	18% (130)	20% (143)	42% (299)	714
PID: Dem (no lean)	24% (197)	28% (229)	17% (143)	31% (253)	822
PID: Ind (no lean)	19% (130)	18% (119)	20% (137)	43% (292)	677
PID: Rep (no lean)	22% (154)	18% (126)	17% (116)	43% (304)	701
PID/Gender: Dem Men	28% (112)	35% (140)	14% (55)	24% (94)	401
PID/Gender: Dem Women	20% (85)	21% (90)	21% (88)	38% (158)	422
PID/Gender: Ind Men	22% (67)	19% (58)	19% (57)	40% (122)	304
PID/Gender: Ind Women	17% (63)	16% (61)	21% (80)	45% (170)	373
PID/Gender: Rep Men	27% (98)	21% (73)	15% (55)	36% (130)	357
PID/Gender: Rep Women	16% (56)	15% (53)	18% (60)	51% (174)	343
Ideo: Liberal (1-3)	27% (175)	27% (175)	18% (116)	27% (177)	643
Ideo: Moderate (4)	21% (127)	20% (120)	20% (117)	39% (228)	592
Ideo: Conservative (5-7)	21% (155)	20% (150)	15% (112)	43% (319)	736
Educ: < College	20% (310)	19% (293)	19% (282)	42% (628)	1512
Educ: Bachelors degree	24% (105)	25% (111)	19% (84)	32% (144)	444
Educ: Post-grad	27% (66)	29% (70)	12% (29)	32% (78)	244
Income: Under 50k	19% (234)	18% (215)	20% (246)	43% (522)	1218
Income: 50k-100k	24% (163)	24% (169)	15% (102)	37% (257)	690
Income: 100k+	29% (84)	31% (90)	16% (47)	24% (70)	292
Ethnicity: White	22% (382)	20% (336)	17% (298)	41% (705)	1722
Ethnicity: Hispanic	26% (91)	22% (77)	16% (54)	36% (127)	349

Continued on next page

Table MCEN3_7: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
The Sopranos

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	22%	(481)	22%	(475)	18%	(395)	39%	(849)	2200
Ethnicity: Black	24%	(66)	32%	(89)	14%	(37)	30%	(83)	274
Ethnicity: Other	16%	(33)	24%	(49)	29%	(60)	30%	(61)	204
All Christian	23%	(216)	23%	(221)	18%	(167)	37%	(349)	953
All Non-Christian	30%	(41)	25%	(33)	15%	(20)	31%	(41)	134
Atheist	26%	(25)	21%	(20)	25%	(24)	27%	(26)	96
Agnostic/Nothing in particular	20%	(130)	20%	(125)	18%	(113)	42%	(269)	636
Something Else	18%	(69)	20%	(76)	19%	(72)	43%	(164)	381
Religious Non-Protestant/Catholic	28%	(43)	22%	(34)	16%	(24)	34%	(52)	153
Evangelical	19%	(110)	20%	(115)	18%	(102)	43%	(247)	574
Non-Evangelical	24%	(172)	24%	(173)	18%	(127)	35%	(253)	724
Community: Urban	27%	(176)	26%	(166)	14%	(92)	33%	(211)	645
Community: Suburban	21%	(213)	22%	(219)	19%	(195)	38%	(380)	1007
Community: Rural	17%	(91)	16%	(90)	20%	(109)	47%	(258)	548
Employ: Private Sector	26%	(171)	25%	(168)	17%	(112)	33%	(218)	669
Employ: Government	25%	(34)	32%	(43)	15%	(19)	28%	(37)	133
Employ: Self-Employed	24%	(53)	28%	(63)	21%	(46)	27%	(59)	221
Employ: Homemaker	12%	(19)	13%	(20)	20%	(31)	55%	(84)	154
Employ: Student	16%	(15)	19%	(18)	18%	(17)	47%	(45)	95
Employ: Retired	19%	(96)	18%	(92)	20%	(100)	43%	(220)	508
Employ: Unemployed	21%	(57)	17%	(44)	20%	(52)	42%	(113)	267
Employ: Other	23%	(35)	18%	(27)	11%	(17)	48%	(74)	153
Military HH: Yes	22%	(76)	21%	(70)	17%	(56)	40%	(136)	338
Military HH: No	22%	(405)	22%	(405)	18%	(340)	38%	(713)	1862
RD/WT: Right Direction	26%	(222)	24%	(205)	19%	(164)	31%	(267)	857
RD/WT: Wrong Track	19%	(259)	20%	(270)	17%	(231)	43%	(583)	1343
Biden Job Approve	25%	(253)	25%	(250)	19%	(189)	32%	(319)	1011
Biden Job Disapprove	21%	(221)	19%	(208)	17%	(181)	43%	(467)	1077

Continued on next page

Table MCEN3_7: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
The Sopranos

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	22%	(481)	22%	(475)	18%	(395)	39%	(849)	2200
Biden Job Strongly Approve	31%	(149)	22%	(105)	17%	(82)	31%	(150)	487
Biden Job Somewhat Approve	20%	(104)	28%	(145)	20%	(107)	32%	(169)	524
Biden Job Somewhat Disapprove	24%	(76)	18%	(56)	19%	(58)	40%	(124)	314
Biden Job Strongly Disapprove	19%	(146)	20%	(152)	16%	(123)	45%	(343)	763
Favorable of Biden	26%	(260)	25%	(254)	19%	(191)	31%	(314)	1018
Unfavorable of Biden	19%	(209)	19%	(202)	17%	(191)	45%	(488)	1089
Very Favorable of Biden	28%	(151)	24%	(131)	17%	(91)	30%	(164)	537
Somewhat Favorable of Biden	23%	(109)	25%	(123)	21%	(100)	31%	(150)	482
Somewhat Unfavorable of Biden	22%	(61)	16%	(43)	20%	(55)	42%	(118)	278
Very Unfavorable of Biden	18%	(147)	20%	(159)	17%	(135)	46%	(370)	812
#1 Issue: Economy	23%	(184)	23%	(186)	18%	(149)	36%	(293)	812
#1 Issue: Security	23%	(81)	17%	(57)	19%	(67)	41%	(140)	344
#1 Issue: Health Care	22%	(60)	24%	(67)	18%	(49)	36%	(98)	274
#1 Issue: Medicare / Social Security	24%	(63)	22%	(59)	15%	(40)	39%	(103)	264
#1 Issue: Women's Issues	15%	(24)	15%	(24)	19%	(30)	50%	(79)	156
#1 Issue: Education	17%	(15)	27%	(24)	13%	(12)	44%	(39)	89
#1 Issue: Energy	30%	(38)	23%	(29)	18%	(22)	29%	(36)	125
#1 Issue: Other	13%	(18)	21%	(28)	20%	(27)	46%	(62)	136
2020 Vote: Joe Biden	24%	(234)	26%	(249)	18%	(172)	32%	(311)	966
2020 Vote: Donald Trump	22%	(167)	18%	(133)	18%	(131)	42%	(313)	744
2020 Vote: Other	14%	(7)	16%	(8)	17%	(9)	52%	(27)	51
2020 Vote: Didn't Vote	15%	(67)	19%	(84)	19%	(84)	46%	(198)	434
2018 House Vote: Democrat	26%	(195)	25%	(188)	17%	(128)	31%	(233)	744
2018 House Vote: Republican	24%	(144)	18%	(107)	15%	(91)	42%	(248)	589
2018 House Vote: Someone else	7%	(4)	12%	(7)	15%	(9)	66%	(39)	58
2016 Vote: Hillary Clinton	25%	(169)	27%	(183)	19%	(127)	30%	(204)	683
2016 Vote: Donald Trump	26%	(171)	19%	(129)	14%	(95)	41%	(270)	666
2016 Vote: Other	13%	(15)	15%	(17)	20%	(23)	51%	(58)	113
2016 Vote: Didn't Vote	17%	(125)	20%	(146)	20%	(150)	43%	(316)	736

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Table MCEN3_7: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
The Sopranos

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	22%	(481)	22%	(475)	18%	(395)	39%	(849)	2200
Voted in 2014: Yes	25%	(301)	23%	(279)	16%	(201)	36%	(446)	1228
Voted in 2014: No	18%	(179)	20%	(195)	20%	(194)	41%	(403)	972
4-Region: Northeast	27%	(104)	29%	(112)	14%	(53)	31%	(124)	394
4-Region: Midwest	17%	(78)	20%	(92)	21%	(97)	42%	(196)	462
4-Region: South	22%	(185)	20%	(165)	17%	(137)	41%	(337)	824
4-Region: West	22%	(114)	20%	(105)	21%	(108)	37%	(193)	520
Avid Film Fan	36%	(245)	23%	(159)	15%	(104)	26%	(181)	688
Avid TV Fan	31%	(290)	22%	(210)	15%	(138)	33%	(309)	946
Casual Film Fan	18%	(212)	23%	(278)	20%	(241)	40%	(480)	1211
Casual TV Fan	17%	(182)	22%	(242)	21%	(226)	40%	(432)	1083

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

Table MCEN3_8: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
 Game of Thrones

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	21%	(468)	20%	(437)	18%	(398)	41%	(897)	2200
Gender: Male	26%	(277)	21%	(228)	18%	(190)	35%	(368)	1062
Gender: Female	17%	(192)	18%	(209)	18%	(208)	46%	(529)	1138
Age: 18-34	26%	(170)	27%	(178)	15%	(99)	32%	(209)	655
Age: 35-44	28%	(101)	19%	(67)	19%	(68)	34%	(121)	358
Age: 45-64	18%	(138)	17%	(130)	18%	(138)	46%	(345)	751
Age: 65+	14%	(60)	14%	(62)	21%	(93)	51%	(222)	436
GenZers: 1997-2012	18%	(43)	28%	(66)	14%	(33)	39%	(93)	235
Millennials: 1981-1996	30%	(196)	23%	(151)	18%	(122)	29%	(194)	664
GenXers: 1965-1980	22%	(112)	21%	(108)	15%	(78)	42%	(215)	513
Baby Boomers: 1946-1964	15%	(105)	15%	(106)	20%	(142)	51%	(362)	714
PID: Dem (no lean)	27%	(222)	23%	(186)	19%	(155)	31%	(259)	822
PID: Ind (no lean)	17%	(118)	21%	(140)	16%	(109)	46%	(311)	677
PID: Rep (no lean)	18%	(128)	16%	(111)	19%	(134)	47%	(327)	701
PID/Gender: Dem Men	35%	(139)	24%	(96)	17%	(67)	25%	(100)	401
PID/Gender: Dem Women	20%	(84)	22%	(91)	21%	(88)	38%	(159)	422
PID/Gender: Ind Men	20%	(61)	22%	(66)	17%	(53)	41%	(124)	304
PID/Gender: Ind Women	15%	(57)	20%	(74)	15%	(56)	50%	(187)	373
PID/Gender: Rep Men	22%	(77)	19%	(66)	20%	(70)	40%	(144)	357
PID/Gender: Rep Women	15%	(51)	13%	(45)	19%	(64)	53%	(183)	343
Ideo: Liberal (1-3)	29%	(189)	21%	(136)	19%	(120)	31%	(198)	643
Ideo: Moderate (4)	18%	(108)	22%	(133)	21%	(125)	38%	(227)	592
Ideo: Conservative (5-7)	18%	(134)	17%	(125)	17%	(123)	48%	(353)	736
Educ: < College	19%	(283)	19%	(283)	19%	(295)	43%	(652)	1512
Educ: Bachelors degree	27%	(118)	22%	(98)	17%	(74)	35%	(153)	444
Educ: Post-grad	28%	(67)	23%	(57)	12%	(29)	37%	(91)	244
Income: Under 50k	19%	(227)	20%	(238)	19%	(235)	42%	(517)	1218
Income: 50k-100k	21%	(146)	21%	(144)	18%	(123)	40%	(277)	690
Income: 100k+	32%	(95)	19%	(55)	14%	(40)	35%	(102)	292
Ethnicity: White	20%	(351)	18%	(310)	17%	(292)	45%	(768)	1722
Ethnicity: Hispanic	30%	(103)	22%	(77)	17%	(61)	31%	(108)	349

Continued on next page

Table MCEN3_8: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Game of Thrones

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	21%	(468)	20%	(437)	18%	(398)	41%	(897)	2200
Ethnicity: Black	30%	(81)	23%	(62)	20%	(56)	27%	(75)	274
Ethnicity: Other	17%	(35)	32%	(65)	25%	(50)	26%	(54)	204
All Christian	20%	(195)	19%	(177)	20%	(194)	41%	(387)	953
All Non-Christian	27%	(36)	20%	(27)	19%	(26)	34%	(45)	134
Atheist	26%	(25)	26%	(25)	15%	(14)	33%	(31)	96
Agnostic/Nothing in particular	21%	(132)	19%	(124)	17%	(105)	43%	(275)	636
Something Else	21%	(80)	22%	(85)	15%	(58)	41%	(157)	381
Religious Non-Protestant/Catholic	27%	(41)	20%	(30)	18%	(28)	36%	(54)	153
Evangelical	22%	(125)	19%	(112)	18%	(103)	41%	(235)	574
Non-Evangelical	20%	(144)	19%	(138)	20%	(145)	41%	(298)	724
Community: Urban	28%	(181)	23%	(146)	19%	(120)	31%	(198)	645
Community: Suburban	20%	(197)	21%	(208)	19%	(187)	41%	(415)	1007
Community: Rural	17%	(91)	15%	(83)	17%	(90)	52%	(283)	548
Employ: Private Sector	25%	(169)	21%	(141)	17%	(116)	36%	(243)	669
Employ: Government	32%	(43)	25%	(34)	20%	(26)	23%	(30)	133
Employ: Self-Employed	23%	(52)	22%	(48)	16%	(35)	39%	(87)	221
Employ: Homemaker	23%	(35)	14%	(21)	14%	(22)	49%	(75)	154
Employ: Student	20%	(19)	31%	(29)	16%	(15)	33%	(32)	95
Employ: Retired	13%	(68)	14%	(70)	22%	(111)	51%	(259)	508
Employ: Unemployed	16%	(43)	22%	(59)	19%	(51)	43%	(114)	267
Employ: Other	25%	(39)	23%	(36)	14%	(21)	37%	(57)	153
Military HH: Yes	19%	(64)	20%	(66)	19%	(65)	42%	(142)	338
Military HH: No	22%	(404)	20%	(371)	18%	(333)	41%	(754)	1862
RD/WT: Right Direction	26%	(226)	24%	(206)	19%	(160)	31%	(265)	857
RD/WT: Wrong Track	18%	(243)	17%	(231)	18%	(238)	47%	(631)	1343
Biden Job Approve	26%	(260)	23%	(230)	19%	(190)	33%	(331)	1011
Biden Job Disapprove	18%	(197)	16%	(177)	18%	(191)	47%	(512)	1077

Continued on next page

Table MCEN3_8: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
 Game of Thrones

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	21%	(468)	20%	(437)	18%	(398)	41%	(897)	2200
Biden Job Strongly Approve	31%	(151)	22%	(106)	15%	(75)	32%	(155)	487
Biden Job Somewhat Approve	21%	(109)	24%	(124)	22%	(115)	34%	(176)	524
Biden Job Somewhat Disapprove	24%	(75)	19%	(59)	19%	(61)	38%	(119)	314
Biden Job Strongly Disapprove	16%	(122)	15%	(118)	17%	(130)	51%	(393)	763
Favorable of Biden	26%	(265)	23%	(229)	18%	(188)	33%	(336)	1018
Unfavorable of Biden	18%	(192)	16%	(176)	18%	(199)	48%	(523)	1089
Very Favorable of Biden	28%	(150)	22%	(119)	17%	(94)	32%	(174)	537
Somewhat Favorable of Biden	24%	(115)	23%	(110)	20%	(94)	34%	(162)	482
Somewhat Unfavorable of Biden	23%	(63)	18%	(51)	22%	(61)	37%	(103)	278
Very Unfavorable of Biden	16%	(129)	15%	(125)	17%	(137)	52%	(421)	812
#1 Issue: Economy	22%	(182)	22%	(178)	20%	(163)	36%	(289)	812
#1 Issue: Security	16%	(55)	14%	(47)	20%	(69)	50%	(173)	344
#1 Issue: Health Care	24%	(65)	24%	(65)	14%	(38)	39%	(105)	274
#1 Issue: Medicare / Social Security	17%	(45)	16%	(44)	20%	(53)	46%	(122)	264
#1 Issue: Women's Issues	26%	(40)	16%	(24)	13%	(21)	45%	(70)	156
#1 Issue: Education	29%	(26)	25%	(22)	9%	(8)	38%	(34)	89
#1 Issue: Energy	33%	(41)	20%	(25)	20%	(25)	28%	(35)	125
#1 Issue: Other	9%	(13)	24%	(32)	16%	(22)	51%	(69)	136
2020 Vote: Joe Biden	27%	(257)	23%	(224)	17%	(164)	33%	(321)	966
2020 Vote: Donald Trump	18%	(136)	15%	(109)	20%	(150)	47%	(349)	744
2020 Vote: Other	14%	(7)	13%	(7)	14%	(7)	58%	(30)	51
2020 Vote: Didn't Vote	16%	(68)	22%	(98)	18%	(76)	44%	(192)	434
2018 House Vote: Democrat	27%	(199)	24%	(177)	18%	(135)	31%	(232)	744
2018 House Vote: Republican	19%	(109)	15%	(88)	18%	(103)	49%	(289)	589
2018 House Vote: Someone else	19%	(11)	11%	(7)	10%	(6)	60%	(35)	58
2016 Vote: Hillary Clinton	26%	(178)	23%	(159)	19%	(128)	32%	(218)	683
2016 Vote: Donald Trump	18%	(123)	16%	(105)	19%	(129)	46%	(309)	666
2016 Vote: Other	22%	(25)	17%	(19)	12%	(14)	50%	(56)	113
2016 Vote: Didn't Vote	19%	(142)	21%	(155)	17%	(127)	42%	(312)	736

Continued on next page

Table MCEN3_8: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Game of Thrones

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	21%	(468)	20%	(437)	18%	(398)	41%	(897)	2200
Voted in 2014: Yes	22%	(272)	19%	(239)	18%	(221)	40%	(497)	1228
Voted in 2014: No	20%	(197)	20%	(199)	18%	(177)	41%	(400)	972
4-Region: Northeast	23%	(89)	20%	(78)	21%	(81)	37%	(146)	394
4-Region: Midwest	17%	(79)	19%	(87)	17%	(77)	47%	(219)	462
4-Region: South	21%	(177)	19%	(156)	19%	(158)	40%	(333)	824
4-Region: West	24%	(123)	22%	(117)	16%	(81)	38%	(199)	520
Avid Film Fan	37%	(252)	22%	(151)	15%	(102)	27%	(183)	688
Avid TV Fan	30%	(288)	16%	(155)	16%	(154)	37%	(350)	946
Casual Film Fan	16%	(190)	20%	(243)	21%	(250)	44%	(528)	1211
Casual TV Fan	14%	(155)	22%	(241)	21%	(227)	42%	(460)	1083

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

Table MCEN3_9: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
 Lost

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	14%	(300)	21%	(472)	21%	(467)	44%	(962)	2200
Gender: Male	15%	(161)	22%	(237)	21%	(228)	41%	(435)	1062
Gender: Female	12%	(138)	21%	(234)	21%	(239)	46%	(526)	1138
Age: 18-34	19%	(122)	25%	(161)	20%	(131)	37%	(241)	655
Age: 35-44	20%	(71)	22%	(78)	19%	(69)	39%	(139)	358
Age: 45-64	11%	(82)	23%	(170)	21%	(158)	45%	(340)	751
Age: 65+	6%	(25)	14%	(62)	25%	(108)	55%	(241)	436
GenZers: 1997-2012	13%	(30)	22%	(52)	22%	(51)	43%	(102)	235
Millennials: 1981-1996	21%	(140)	24%	(162)	19%	(125)	36%	(238)	664
GenXers: 1965-1980	15%	(79)	25%	(129)	18%	(94)	41%	(212)	513
Baby Boomers: 1946-1964	7%	(48)	17%	(122)	25%	(176)	52%	(369)	714
PID: Dem (no lean)	17%	(139)	24%	(197)	23%	(185)	37%	(302)	822
PID: Ind (no lean)	10%	(70)	19%	(127)	20%	(137)	51%	(343)	677
PID: Rep (no lean)	13%	(91)	21%	(149)	21%	(144)	45%	(317)	701
PID/Gender: Dem Men	21%	(85)	25%	(102)	22%	(89)	31%	(125)	401
PID/Gender: Dem Women	13%	(54)	22%	(95)	23%	(96)	42%	(177)	422
PID/Gender: Ind Men	8%	(25)	17%	(50)	22%	(67)	53%	(161)	304
PID/Gender: Ind Women	12%	(45)	20%	(76)	19%	(70)	49%	(182)	373
PID/Gender: Rep Men	14%	(51)	24%	(85)	20%	(71)	42%	(149)	357
PID/Gender: Rep Women	12%	(40)	18%	(63)	21%	(72)	49%	(168)	343
Ideo: Liberal (1-3)	20%	(130)	22%	(139)	23%	(145)	36%	(229)	643
Ideo: Moderate (4)	11%	(65)	25%	(150)	24%	(139)	40%	(238)	592
Ideo: Conservative (5-7)	10%	(71)	20%	(144)	18%	(133)	53%	(388)	736
Educ: < College	12%	(187)	21%	(313)	22%	(340)	44%	(672)	1512
Educ: Bachelors degree	16%	(70)	24%	(106)	19%	(82)	42%	(186)	444
Educ: Post-grad	17%	(42)	22%	(53)	18%	(45)	43%	(104)	244
Income: Under 50k	13%	(157)	20%	(243)	21%	(261)	46%	(558)	1218
Income: 50k-100k	12%	(86)	23%	(160)	21%	(148)	43%	(297)	690
Income: 100k+	20%	(57)	24%	(69)	20%	(58)	37%	(107)	292
Ethnicity: White	14%	(241)	20%	(339)	20%	(348)	46%	(794)	1722
Ethnicity: Hispanic	19%	(65)	24%	(85)	20%	(69)	37%	(131)	349

Continued on next page

Table MCEN3_9: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?

Lost

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	14%	(300)	21%	(472)	21%	(467)	44%	(962)	2200
Ethnicity: Black	16%	(43)	23%	(63)	22%	(59)	40%	(108)	274
Ethnicity: Other	8%	(15)	34%	(70)	29%	(59)	29%	(59)	204
All Christian	12%	(117)	22%	(212)	22%	(212)	43%	(413)	953
All Non-Christian	18%	(25)	17%	(23)	26%	(35)	38%	(52)	134
Atheist	10%	(9)	22%	(21)	26%	(24)	43%	(41)	96
Agnostic/Nothing in particular	14%	(90)	19%	(124)	19%	(118)	48%	(304)	636
Something Else	15%	(59)	24%	(93)	20%	(77)	40%	(152)	381
Religious Non-Protestant/Catholic	17%	(26)	17%	(26)	25%	(38)	41%	(63)	153
Evangelical	16%	(94)	25%	(143)	19%	(108)	40%	(229)	574
Non-Evangelical	11%	(78)	21%	(151)	24%	(172)	45%	(323)	724
Community: Urban	18%	(113)	26%	(169)	19%	(121)	38%	(242)	645
Community: Suburban	11%	(111)	21%	(213)	24%	(241)	44%	(443)	1007
Community: Rural	14%	(76)	16%	(90)	19%	(105)	51%	(277)	548
Employ: Private Sector	16%	(108)	26%	(177)	22%	(147)	35%	(237)	669
Employ: Government	21%	(27)	25%	(33)	21%	(28)	34%	(45)	133
Employ: Self-Employed	22%	(49)	18%	(41)	17%	(38)	42%	(93)	221
Employ: Homemaker	13%	(20)	19%	(30)	15%	(23)	53%	(82)	154
Employ: Student	13%	(12)	24%	(23)	16%	(15)	48%	(45)	95
Employ: Retired	6%	(30)	14%	(71)	26%	(134)	54%	(273)	508
Employ: Unemployed	14%	(36)	22%	(59)	21%	(57)	43%	(115)	267
Employ: Other	11%	(16)	26%	(40)	16%	(25)	47%	(72)	153
Military HH: Yes	10%	(32)	18%	(60)	24%	(82)	48%	(163)	338
Military HH: No	14%	(267)	22%	(412)	21%	(384)	43%	(799)	1862
RD/WT: Right Direction	16%	(141)	25%	(213)	22%	(189)	37%	(315)	857
RD/WT: Wrong Track	12%	(159)	19%	(259)	21%	(278)	48%	(647)	1343
Biden Job Approve	16%	(163)	25%	(250)	22%	(222)	37%	(375)	1011
Biden Job Disapprove	12%	(129)	17%	(186)	22%	(235)	49%	(528)	1077

Continued on next page

Table MCEN3_9: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
 Lost

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	14%	(300)	21%	(472)	21%	(467)	44%	(962)	2200
Biden Job Strongly Approve	20%	(95)	23%	(110)	20%	(99)	38%	(183)	487
Biden Job Somewhat Approve	13%	(67)	27%	(141)	24%	(123)	37%	(193)	524
Biden Job Somewhat Disapprove	13%	(42)	19%	(60)	26%	(81)	41%	(130)	314
Biden Job Strongly Disapprove	11%	(87)	16%	(126)	20%	(153)	52%	(398)	763
Favorable of Biden	16%	(160)	25%	(254)	22%	(227)	37%	(378)	1018
Unfavorable of Biden	12%	(126)	17%	(189)	21%	(228)	50%	(547)	1089
Very Favorable of Biden	19%	(103)	22%	(117)	22%	(119)	37%	(198)	537
Somewhat Favorable of Biden	12%	(57)	28%	(137)	22%	(108)	37%	(180)	482
Somewhat Unfavorable of Biden	14%	(40)	19%	(54)	23%	(64)	43%	(120)	278
Very Unfavorable of Biden	11%	(86)	17%	(135)	20%	(164)	53%	(427)	812
#1 Issue: Economy	14%	(111)	22%	(181)	23%	(190)	41%	(330)	812
#1 Issue: Security	13%	(44)	17%	(60)	22%	(76)	48%	(165)	344
#1 Issue: Health Care	21%	(58)	26%	(71)	19%	(52)	34%	(93)	274
#1 Issue: Medicare / Social Security	11%	(28)	18%	(48)	25%	(65)	47%	(124)	264
#1 Issue: Women's Issues	9%	(15)	18%	(28)	16%	(25)	57%	(88)	156
#1 Issue: Education	12%	(10)	30%	(26)	16%	(14)	43%	(38)	89
#1 Issue: Energy	19%	(24)	22%	(27)	25%	(32)	34%	(42)	125
#1 Issue: Other	7%	(10)	23%	(31)	10%	(14)	60%	(82)	136
2020 Vote: Joe Biden	15%	(147)	22%	(213)	23%	(218)	40%	(387)	966
2020 Vote: Donald Trump	11%	(85)	19%	(140)	22%	(161)	48%	(357)	744
2020 Vote: Other	10%	(5)	18%	(9)	12%	(6)	60%	(31)	51
2020 Vote: Didn't Vote	13%	(57)	25%	(109)	19%	(81)	43%	(187)	434
2018 House Vote: Democrat	14%	(103)	24%	(175)	24%	(177)	39%	(288)	744
2018 House Vote: Republican	12%	(69)	19%	(115)	18%	(105)	51%	(300)	589
2018 House Vote: Someone else	8%	(5)	14%	(8)	8%	(5)	70%	(41)	58
2016 Vote: Hillary Clinton	15%	(102)	23%	(159)	24%	(162)	38%	(260)	683
2016 Vote: Donald Trump	13%	(84)	19%	(129)	21%	(140)	47%	(312)	666
2016 Vote: Other	8%	(9)	10%	(11)	18%	(21)	64%	(72)	113
2016 Vote: Didn't Vote	14%	(104)	23%	(171)	20%	(144)	43%	(317)	736

Continued on next page

Table MCEN3_9: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?

Lost

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	14%	(300)	21%	(472)	21%	(467)	44%	(962)	2200
Voted in 2014: Yes	12%	(149)	21%	(259)	21%	(262)	45%	(558)	1228
Voted in 2014: No	16%	(151)	22%	(213)	21%	(205)	42%	(403)	972
4-Region: Northeast	13%	(50)	21%	(84)	22%	(88)	44%	(172)	394
4-Region: Midwest	12%	(55)	20%	(93)	20%	(94)	48%	(220)	462
4-Region: South	14%	(113)	22%	(181)	21%	(171)	44%	(359)	824
4-Region: West	16%	(81)	22%	(114)	22%	(114)	41%	(211)	520
Avid Film Fan	25%	(169)	27%	(186)	16%	(111)	32%	(223)	688
Avid TV Fan	21%	(199)	22%	(207)	19%	(184)	38%	(357)	946
Casual Film Fan	9%	(113)	20%	(246)	26%	(311)	45%	(541)	1211
Casual TV Fan	9%	(94)	22%	(240)	24%	(258)	45%	(491)	1083

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

Table MCEN3_10: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Mad Men

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	11%	(239)	20%	(431)	22%	(493)	47%	(1037)	2200
Gender: Male	14%	(150)	21%	(222)	23%	(249)	42%	(441)	1062
Gender: Female	8%	(89)	18%	(209)	22%	(245)	52%	(596)	1138
Age: 18-34	15%	(99)	23%	(149)	20%	(132)	42%	(276)	655
Age: 35-44	15%	(52)	20%	(72)	28%	(98)	38%	(135)	358
Age: 45-64	8%	(60)	20%	(147)	23%	(176)	49%	(368)	751
Age: 65+	7%	(29)	14%	(63)	20%	(87)	59%	(258)	436
GenZers: 1997-2012	12%	(29)	15%	(36)	20%	(46)	53%	(124)	235
Millennials: 1981-1996	16%	(107)	25%	(164)	23%	(154)	36%	(239)	664
GenXers: 1965-1980	10%	(49)	22%	(111)	22%	(115)	46%	(237)	513
Baby Boomers: 1946-1964	6%	(46)	15%	(107)	23%	(167)	55%	(395)	714
PID: Dem (no lean)	17%	(137)	23%	(192)	25%	(202)	35%	(291)	822
PID: Ind (no lean)	7%	(51)	17%	(115)	24%	(161)	52%	(350)	677
PID: Rep (no lean)	7%	(52)	18%	(124)	18%	(130)	56%	(395)	701
PID/Gender: Dem Men	22%	(89)	26%	(104)	25%	(99)	27%	(109)	401
PID/Gender: Dem Women	11%	(48)	21%	(88)	25%	(104)	43%	(182)	422
PID/Gender: Ind Men	9%	(26)	16%	(50)	26%	(78)	50%	(150)	304
PID/Gender: Ind Women	7%	(24)	18%	(66)	22%	(84)	53%	(200)	373
PID/Gender: Rep Men	10%	(35)	19%	(69)	20%	(72)	51%	(181)	357
PID/Gender: Rep Women	5%	(17)	16%	(55)	17%	(57)	62%	(214)	343
Ideo: Liberal (1-3)	18%	(118)	22%	(143)	25%	(163)	34%	(219)	643
Ideo: Moderate (4)	9%	(53)	21%	(126)	25%	(148)	45%	(265)	592
Ideo: Conservative (5-7)	8%	(59)	17%	(126)	17%	(127)	58%	(425)	736
Educ: < College	9%	(137)	17%	(264)	23%	(346)	51%	(764)	1512
Educ: Bachelors degree	14%	(61)	24%	(105)	23%	(102)	40%	(176)	444
Educ: Post-grad	17%	(40)	25%	(61)	19%	(46)	40%	(97)	244
Income: Under 50k	8%	(95)	17%	(210)	24%	(290)	51%	(623)	1218
Income: 50k-100k	13%	(93)	20%	(140)	21%	(146)	45%	(311)	690
Income: 100k+	18%	(51)	28%	(81)	20%	(58)	35%	(102)	292
Ethnicity: White	10%	(171)	19%	(333)	20%	(348)	51%	(871)	1722
Ethnicity: Hispanic	15%	(53)	20%	(71)	23%	(79)	42%	(147)	349

Continued on next page

Table MCEN3_10: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?

Mad Men

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	11%	(239)	20%	(431)	22%	(493)	47%	(1037)	2200
Ethnicity: Black	17%	(47)	20%	(56)	27%	(73)	36%	(98)	274
Ethnicity: Other	11%	(21)	21%	(42)	36%	(73)	33%	(68)	204
All Christian	10%	(97)	21%	(197)	21%	(198)	48%	(461)	953
All Non-Christian	24%	(32)	25%	(33)	21%	(29)	30%	(40)	134
Atheist	18%	(17)	24%	(23)	23%	(22)	35%	(34)	96
Agnostic/Nothing in particular	10%	(62)	17%	(111)	23%	(145)	50%	(318)	636
Something Else	8%	(32)	17%	(66)	26%	(99)	48%	(183)	381
Religious Non-Protestant/Catholic	22%	(34)	23%	(35)	21%	(32)	34%	(53)	153
Evangelical	11%	(66)	19%	(111)	17%	(100)	52%	(298)	574
Non-Evangelical	8%	(58)	20%	(144)	27%	(193)	46%	(330)	724
Community: Urban	16%	(105)	21%	(137)	23%	(149)	39%	(255)	645
Community: Suburban	11%	(107)	19%	(193)	24%	(238)	47%	(470)	1007
Community: Rural	5%	(27)	19%	(101)	19%	(106)	57%	(313)	548
Employ: Private Sector	13%	(85)	24%	(159)	23%	(154)	40%	(270)	669
Employ: Government	24%	(32)	25%	(33)	19%	(26)	32%	(42)	133
Employ: Self-Employed	18%	(39)	20%	(45)	20%	(43)	42%	(94)	221
Employ: Homemaker	7%	(10)	14%	(22)	18%	(27)	61%	(95)	154
Employ: Student	20%	(18)	16%	(15)	13%	(12)	52%	(49)	95
Employ: Retired	6%	(29)	14%	(74)	24%	(124)	55%	(282)	508
Employ: Unemployed	7%	(19)	18%	(49)	28%	(75)	46%	(124)	267
Employ: Other	5%	(7)	22%	(33)	20%	(31)	53%	(81)	153
Military HH: Yes	7%	(24)	16%	(55)	27%	(91)	50%	(168)	338
Military HH: No	12%	(215)	20%	(375)	22%	(402)	47%	(869)	1862
RD/WT: Right Direction	16%	(135)	24%	(204)	24%	(209)	36%	(308)	857
RD/WT: Wrong Track	8%	(104)	17%	(227)	21%	(284)	54%	(728)	1343
Biden Job Approve	15%	(154)	23%	(235)	25%	(251)	37%	(371)	1011
Biden Job Disapprove	8%	(83)	16%	(172)	21%	(221)	56%	(601)	1077

Continued on next page

Table MCEN3_10: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
 Mad Men

Demographic	Very interested	Somewhat interested	Not that interested	Not interested at all	Total N
Adults	11% (239)	20% (431)	22% (493)	47% (1037)	2200
Biden Job Strongly Approve	22% (109)	20% (98)	24% (114)	34% (166)	487
Biden Job Somewhat Approve	9% (45)	26% (138)	26% (136)	39% (205)	524
Biden Job Somewhat Disapprove	9% (29)	19% (59)	27% (84)	45% (142)	314
Biden Job Strongly Disapprove	7% (55)	15% (113)	18% (137)	60% (459)	763
Favorable of Biden	15% (152)	24% (247)	25% (252)	36% (367)	1018
Unfavorable of Biden	8% (82)	15% (158)	21% (228)	57% (621)	1089
Very Favorable of Biden	22% (117)	20% (107)	23% (125)	35% (188)	537
Somewhat Favorable of Biden	7% (35)	29% (141)	26% (127)	37% (180)	482
Somewhat Unfavorable of Biden	7% (20)	17% (47)	27% (74)	49% (136)	278
Very Unfavorable of Biden	8% (62)	14% (111)	19% (154)	60% (485)	812
#1 Issue: Economy	12% (95)	21% (174)	25% (206)	42% (338)	812
#1 Issue: Security	7% (24)	17% (60)	22% (76)	54% (184)	344
#1 Issue: Health Care	16% (45)	20% (56)	22% (61)	41% (112)	274
#1 Issue: Medicare / Social Security	8% (21)	14% (38)	23% (60)	55% (145)	264
#1 Issue: Women's Issues	12% (18)	16% (25)	16% (24)	57% (88)	156
#1 Issue: Education	6% (6)	29% (26)	14% (13)	50% (45)	89
#1 Issue: Energy	21% (26)	18% (23)	28% (35)	33% (42)	125
#1 Issue: Other	3% (4)	22% (30)	14% (20)	61% (83)	136
2020 Vote: Joe Biden	15% (142)	23% (221)	25% (238)	38% (365)	966
2020 Vote: Donald Trump	9% (68)	16% (118)	20% (149)	55% (409)	744
2020 Vote: Other	3% (2)	6% (3)	20% (10)	71% (37)	51
2020 Vote: Didn't Vote	6% (28)	20% (89)	22% (96)	51% (221)	434
2018 House Vote: Democrat	16% (118)	24% (178)	25% (183)	35% (264)	744
2018 House Vote: Republican	9% (54)	17% (99)	17% (101)	57% (335)	589
2018 House Vote: Someone else	9% (5)	6% (4)	12% (7)	73% (42)	58
2016 Vote: Hillary Clinton	16% (111)	25% (169)	24% (167)	35% (236)	683
2016 Vote: Donald Trump	8% (56)	18% (117)	20% (131)	54% (361)	666
2016 Vote: Other	7% (8)	17% (19)	19% (21)	57% (65)	113
2016 Vote: Didn't Vote	9% (64)	17% (126)	24% (174)	51% (373)	736

Continued on next page

Table MCEN3_10: How interested would you be in a prequel, sequel, or additional installment TV series or film for each of the following?
Mad Men

Demographic	Very interested		Somewhat interested		Not that interested		Not interested at all		Total N
Adults	11%	(239)	20%	(431)	22%	(493)	47%	(1037)	2200
Voted in 2014: Yes	12%	(153)	20%	(241)	22%	(268)	46%	(566)	1228
Voted in 2014: No	9%	(86)	19%	(189)	23%	(226)	48%	(471)	972
4-Region: Northeast	13%	(52)	20%	(79)	24%	(94)	43%	(168)	394
4-Region: Midwest	7%	(30)	18%	(81)	22%	(103)	54%	(248)	462
4-Region: South	10%	(81)	20%	(168)	21%	(175)	48%	(399)	824
4-Region: West	14%	(75)	20%	(102)	23%	(121)	43%	(221)	520
Avid Film Fan	23%	(161)	24%	(168)	20%	(136)	33%	(224)	688
Avid TV Fan	17%	(163)	21%	(202)	20%	(189)	42%	(393)	946
Casual Film Fan	6%	(72)	19%	(228)	25%	(305)	50%	(606)	1211
Casual TV Fan	6%	(68)	19%	(210)	25%	(274)	49%	(532)	1083

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

Table MCEN4_1: How much have you seen, read, or heard about each of the following?
 House of Dragons

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(157)	15%	(330)	19%	(425)	59%	(1288)	2200
Gender: Male	10%	(105)	19%	(201)	18%	(192)	53%	(565)	1062
Gender: Female	5%	(52)	11%	(129)	21%	(234)	64%	(723)	1138
Age: 18-34	12%	(79)	18%	(117)	23%	(148)	48%	(311)	655
Age: 35-44	10%	(36)	22%	(78)	19%	(67)	49%	(176)	358
Age: 45-64	4%	(33)	13%	(101)	18%	(138)	64%	(479)	751
Age: 65+	2%	(9)	8%	(33)	17%	(72)	74%	(322)	436
GenZers: 1997-2012	6%	(14)	13%	(30)	19%	(45)	62%	(147)	235
Millennials: 1981-1996	14%	(90)	21%	(141)	23%	(152)	42%	(281)	664
GenXers: 1965-1980	7%	(35)	18%	(92)	18%	(94)	57%	(291)	513
Baby Boomers: 1946-1964	2%	(17)	9%	(65)	17%	(122)	72%	(511)	714
PID: Dem (no lean)	10%	(82)	18%	(146)	21%	(170)	52%	(424)	822
PID: Ind (no lean)	4%	(28)	13%	(88)	22%	(152)	61%	(410)	677
PID: Rep (no lean)	7%	(47)	14%	(96)	15%	(104)	65%	(453)	701
PID/Gender: Dem Men	14%	(56)	25%	(100)	18%	(72)	43%	(173)	401
PID/Gender: Dem Women	6%	(26)	11%	(46)	23%	(98)	60%	(252)	422
PID/Gender: Ind Men	4%	(13)	14%	(42)	22%	(68)	59%	(181)	304
PID/Gender: Ind Women	4%	(15)	12%	(46)	22%	(83)	61%	(229)	373
PID/Gender: Rep Men	10%	(36)	16%	(58)	14%	(52)	59%	(211)	357
PID/Gender: Rep Women	3%	(11)	11%	(38)	15%	(53)	70%	(242)	343
Ideo: Liberal (1-3)	11%	(70)	21%	(137)	20%	(131)	47%	(304)	643
Ideo: Moderate (4)	6%	(36)	14%	(83)	24%	(143)	56%	(330)	592
Ideo: Conservative (5-7)	7%	(48)	12%	(88)	15%	(112)	66%	(488)	736
Educ: < College	5%	(77)	13%	(195)	20%	(306)	62%	(934)	1512
Educ: Bachelors degree	11%	(50)	20%	(87)	18%	(80)	51%	(227)	444
Educ: Post-grad	12%	(29)	20%	(48)	16%	(40)	52%	(126)	244
Income: Under 50k	5%	(62)	13%	(161)	20%	(245)	62%	(750)	1218
Income: 50k-100k	7%	(48)	16%	(109)	19%	(131)	58%	(402)	690
Income: 100k+	16%	(48)	20%	(59)	17%	(50)	46%	(135)	292
Ethnicity: White	7%	(120)	14%	(241)	17%	(295)	62%	(1065)	1722
Ethnicity: Hispanic	12%	(41)	17%	(61)	24%	(84)	47%	(164)	349
Ethnicity: Black	11%	(29)	19%	(51)	28%	(78)	42%	(116)	274

Continued on next page

Table MCEN4_1: How much have you seen, read, or heard about each of the following?

House of Dragons

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(157)	15%	(330)	19%	(425)	59%	(1288)	2200
Ethnicity: Other	4%	(8)	18%	(37)	25%	(52)	52%	(107)	204
All Christian	8%	(74)	14%	(137)	18%	(172)	60%	(570)	953
All Non-Christian	19%	(25)	11%	(15)	24%	(32)	46%	(62)	134
Atheist	5%	(5)	19%	(18)	24%	(23)	52%	(50)	96
Agnostic/Nothing in particular	5%	(30)	17%	(108)	17%	(109)	61%	(389)	636
Something Else	6%	(23)	14%	(52)	24%	(90)	57%	(216)	381
Religious Non-Protestant/Catholic	17%	(26)	10%	(15)	23%	(35)	50%	(77)	153
Evangelical	8%	(49)	15%	(85)	18%	(103)	59%	(338)	574
Non-Evangelical	7%	(47)	13%	(98)	21%	(152)	59%	(427)	724
Community: Urban	13%	(85)	17%	(113)	20%	(129)	49%	(318)	645
Community: Suburban	5%	(53)	15%	(154)	20%	(199)	60%	(601)	1007
Community: Rural	3%	(19)	11%	(63)	18%	(97)	67%	(369)	548
Employ: Private Sector	10%	(70)	19%	(129)	19%	(128)	51%	(343)	669
Employ: Government	15%	(20)	23%	(31)	24%	(32)	38%	(51)	133
Employ: Self-Employed	10%	(23)	21%	(46)	19%	(42)	50%	(110)	221
Employ: Homemaker	3%	(5)	9%	(15)	15%	(24)	72%	(111)	154
Employ: Student	15%	(14)	13%	(13)	20%	(19)	52%	(49)	95
Employ: Retired	3%	(13)	8%	(41)	16%	(82)	73%	(371)	508
Employ: Unemployed	2%	(6)	13%	(35)	25%	(67)	59%	(158)	267
Employ: Other	4%	(6)	14%	(21)	21%	(31)	61%	(94)	153
Military HH: Yes	6%	(22)	11%	(38)	18%	(60)	65%	(218)	338
Military HH: No	7%	(136)	16%	(292)	20%	(365)	57%	(1069)	1862
RD/WT: Right Direction	11%	(93)	21%	(179)	21%	(176)	48%	(409)	857
RD/WT: Wrong Track	5%	(64)	11%	(151)	19%	(249)	65%	(879)	1343
Biden Job Approve	10%	(99)	19%	(192)	21%	(215)	50%	(504)	1011
Biden Job Disapprove	5%	(51)	12%	(125)	18%	(192)	66%	(709)	1077
Biden Job Strongly Approve	15%	(73)	19%	(94)	15%	(75)	50%	(245)	487
Biden Job Somewhat Approve	5%	(26)	19%	(98)	27%	(140)	50%	(260)	524
Biden Job Somewhat Disapprove	8%	(24)	11%	(34)	19%	(60)	62%	(196)	314
Biden Job Strongly Disapprove	4%	(27)	12%	(91)	17%	(132)	67%	(513)	763

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Table MCEN4_1: How much have you seen, read, or heard about each of the following?
 House of Dragons

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(157)	15%	(330)	19%	(425)	59%	(1288)	2200
Favorable of Biden	10%	(106)	19%	(195)	22%	(221)	49%	(496)	1018
Unfavorable of Biden	4%	(42)	11%	(125)	18%	(194)	67%	(729)	1089
Very Favorable of Biden	14%	(76)	16%	(88)	20%	(109)	49%	(264)	537
Somewhat Favorable of Biden	6%	(30)	22%	(107)	23%	(112)	48%	(232)	482
Somewhat Unfavorable of Biden	6%	(16)	12%	(33)	22%	(61)	60%	(167)	278
Very Unfavorable of Biden	3%	(26)	11%	(92)	16%	(133)	69%	(561)	812
#1 Issue: Economy	8%	(68)	13%	(106)	21%	(172)	57%	(466)	812
#1 Issue: Security	5%	(19)	12%	(43)	17%	(57)	66%	(226)	344
#1 Issue: Health Care	10%	(27)	22%	(59)	17%	(47)	51%	(141)	274
#1 Issue: Medicare / Social Security	5%	(13)	11%	(30)	17%	(44)	67%	(176)	264
#1 Issue: Women's Issues	5%	(9)	20%	(32)	19%	(29)	55%	(86)	156
#1 Issue: Education	4%	(4)	17%	(16)	40%	(36)	38%	(34)	89
#1 Issue: Energy	10%	(13)	21%	(26)	19%	(24)	50%	(62)	125
#1 Issue: Other	4%	(6)	14%	(19)	11%	(15)	71%	(96)	136
2020 Vote: Joe Biden	10%	(98)	18%	(169)	22%	(215)	50%	(484)	966
2020 Vote: Donald Trump	6%	(42)	13%	(95)	16%	(117)	66%	(491)	744
2020 Vote: Other	—	(0)	18%	(9)	20%	(10)	62%	(32)	51
2020 Vote: Didn't Vote	4%	(17)	13%	(56)	19%	(84)	64%	(276)	434
2018 House Vote: Democrat	11%	(84)	18%	(134)	23%	(173)	48%	(353)	744
2018 House Vote: Republican	5%	(32)	13%	(76)	15%	(90)	66%	(391)	589
2018 House Vote: Someone else	1%	(1)	9%	(5)	15%	(9)	75%	(44)	58
2016 Vote: Hillary Clinton	9%	(64)	18%	(126)	22%	(152)	50%	(342)	683
2016 Vote: Donald Trump	7%	(44)	13%	(85)	16%	(108)	64%	(428)	666
2016 Vote: Other	2%	(2)	16%	(18)	21%	(24)	61%	(69)	113
2016 Vote: Didn't Vote	6%	(47)	13%	(99)	19%	(143)	61%	(448)	736
Voted in 2014: Yes	8%	(96)	16%	(195)	20%	(242)	57%	(695)	1228
Voted in 2014: No	6%	(61)	14%	(135)	19%	(183)	61%	(592)	972
4-Region: Northeast	9%	(34)	16%	(62)	17%	(68)	58%	(229)	394
4-Region: Midwest	5%	(25)	11%	(49)	21%	(98)	63%	(291)	462
4-Region: South	6%	(49)	15%	(121)	20%	(163)	60%	(491)	824
4-Region: West	9%	(49)	19%	(97)	19%	(97)	53%	(276)	520

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Table MCEN4_1: How much have you seen, read, or heard about each of the following?
House of Dragons

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(157)	15%	(330)	19%	(425)	59%	(1288)	2200
Avid Film Fan	16%	(107)	23%	(158)	22%	(149)	40%	(274)	688
Avid TV Fan	11%	(108)	17%	(157)	19%	(181)	53%	(500)	946
Casual Film Fan	3%	(40)	12%	(151)	20%	(239)	64%	(780)	1211
Casual TV Fan	4%	(42)	14%	(155)	20%	(217)	62%	(669)	1083

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

Table MCEN4_2: How much have you seen, read, or heard about each of the following?
 Many Saints of Newark

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(252)	19%	(413)	14%	(316)	55%	(1219)	2200
Gender: Male	17%	(176)	23%	(245)	15%	(157)	45%	(483)	1062
Gender: Female	7%	(76)	15%	(168)	14%	(159)	65%	(735)	1138
Age: 18-34	13%	(86)	20%	(129)	18%	(120)	49%	(320)	655
Age: 35-44	15%	(55)	20%	(73)	16%	(58)	48%	(172)	358
Age: 45-64	10%	(77)	21%	(157)	12%	(89)	57%	(428)	751
Age: 65+	8%	(34)	12%	(54)	11%	(50)	68%	(299)	436
GenZers: 1997-2012	4%	(10)	21%	(48)	14%	(33)	61%	(144)	235
Millennials: 1981-1996	17%	(115)	20%	(136)	19%	(125)	43%	(289)	664
GenXers: 1965-1980	12%	(60)	22%	(113)	14%	(74)	52%	(266)	513
Baby Boomers: 1946-1964	8%	(60)	15%	(110)	10%	(73)	66%	(471)	714
PID: Dem (no lean)	17%	(140)	22%	(185)	13%	(106)	48%	(391)	822
PID: Ind (no lean)	8%	(51)	16%	(109)	16%	(111)	60%	(406)	677
PID: Rep (no lean)	9%	(62)	17%	(119)	14%	(99)	60%	(421)	701
PID/Gender: Dem Men	24%	(96)	27%	(108)	13%	(51)	36%	(145)	401
PID/Gender: Dem Women	10%	(43)	18%	(76)	13%	(55)	59%	(247)	422
PID/Gender: Ind Men	11%	(34)	19%	(59)	16%	(48)	53%	(162)	304
PID/Gender: Ind Women	4%	(17)	13%	(50)	17%	(63)	65%	(244)	373
PID/Gender: Rep Men	13%	(46)	22%	(78)	16%	(58)	49%	(176)	357
PID/Gender: Rep Women	5%	(16)	12%	(41)	12%	(41)	71%	(245)	343
Ideo: Liberal (1-3)	20%	(126)	26%	(167)	15%	(98)	39%	(252)	643
Ideo: Moderate (4)	9%	(51)	19%	(111)	16%	(94)	57%	(336)	592
Ideo: Conservative (5-7)	9%	(69)	15%	(110)	12%	(92)	63%	(465)	736
Educ: < College	9%	(134)	17%	(259)	14%	(218)	60%	(901)	1512
Educ: Bachelors degree	16%	(71)	22%	(95)	17%	(74)	46%	(203)	444
Educ: Post-grad	19%	(47)	24%	(58)	10%	(25)	47%	(115)	244
Income: Under 50k	9%	(105)	17%	(207)	14%	(173)	60%	(734)	1218
Income: 50k-100k	13%	(89)	19%	(131)	16%	(111)	52%	(359)	690
Income: 100k+	20%	(58)	26%	(75)	11%	(32)	43%	(126)	292
Ethnicity: White	11%	(189)	18%	(317)	14%	(233)	57%	(982)	1722
Ethnicity: Hispanic	19%	(66)	24%	(83)	13%	(46)	44%	(155)	349
Ethnicity: Black	14%	(39)	21%	(56)	18%	(49)	47%	(130)	274

Continued on next page

Table MCEN4_2: How much have you seen, read, or heard about each of the following?
Many Saints of Newark

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(252)	19%	(413)	14%	(316)	55%	(1219)	2200
Ethnicity: Other	12%	(24)	19%	(39)	17%	(34)	52%	(106)	204
All Christian	13%	(126)	18%	(176)	12%	(113)	56%	(538)	953
All Non-Christian	23%	(30)	30%	(40)	11%	(15)	37%	(49)	134
Atheist	11%	(11)	30%	(29)	24%	(23)	35%	(34)	96
Agnostic/Nothing in particular	10%	(63)	17%	(110)	16%	(100)	57%	(362)	636
Something Else	6%	(22)	15%	(58)	17%	(65)	62%	(235)	381
Religious Non-Protestant/Catholic	22%	(34)	26%	(40)	11%	(17)	41%	(63)	153
Evangelical	10%	(58)	17%	(99)	13%	(77)	59%	(340)	574
Non-Evangelical	12%	(83)	18%	(131)	13%	(96)	57%	(414)	724
Community: Urban	15%	(100)	23%	(146)	14%	(93)	48%	(307)	645
Community: Suburban	11%	(114)	19%	(194)	14%	(144)	55%	(555)	1007
Community: Rural	7%	(39)	13%	(73)	15%	(80)	65%	(356)	548
Employ: Private Sector	14%	(97)	24%	(163)	15%	(100)	46%	(309)	669
Employ: Government	17%	(22)	28%	(37)	12%	(16)	43%	(57)	133
Employ: Self-Employed	14%	(30)	20%	(44)	25%	(56)	41%	(91)	221
Employ: Homemaker	9%	(14)	12%	(18)	11%	(17)	69%	(106)	154
Employ: Student	17%	(16)	21%	(20)	9%	(8)	53%	(50)	95
Employ: Retired	8%	(43)	12%	(62)	12%	(61)	67%	(342)	508
Employ: Unemployed	7%	(18)	19%	(51)	14%	(37)	60%	(161)	267
Employ: Other	8%	(12)	11%	(17)	14%	(21)	67%	(103)	153
Military HH: Yes	9%	(30)	19%	(65)	13%	(43)	59%	(199)	338
Military HH: No	12%	(222)	19%	(347)	15%	(273)	55%	(1019)	1862
RD/WT: Right Direction	16%	(134)	27%	(228)	13%	(115)	44%	(379)	857
RD/WT: Wrong Track	9%	(118)	14%	(185)	15%	(201)	62%	(839)	1343
Biden Job Approve	15%	(156)	25%	(249)	13%	(133)	47%	(473)	1011
Biden Job Disapprove	8%	(91)	14%	(151)	16%	(169)	62%	(666)	1077
Biden Job Strongly Approve	22%	(105)	24%	(115)	10%	(50)	44%	(216)	487
Biden Job Somewhat Approve	10%	(51)	25%	(133)	16%	(83)	49%	(257)	524
Biden Job Somewhat Disapprove	9%	(28)	15%	(46)	15%	(46)	61%	(193)	314
Biden Job Strongly Disapprove	8%	(63)	14%	(105)	16%	(123)	62%	(473)	763

Continued on next page

Table MCEN4_2: How much have you seen, read, or heard about each of the following?
 Many Saints of Newark

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(252)	19%	(413)	14%	(316)	55%	(1219)	2200
Favorable of Biden	16%	(160)	24%	(249)	13%	(136)	47%	(474)	1018
Unfavorable of Biden	8%	(86)	14%	(148)	16%	(172)	63%	(683)	1089
Very Favorable of Biden	19%	(104)	22%	(118)	12%	(64)	47%	(251)	537
Somewhat Favorable of Biden	12%	(55)	27%	(131)	15%	(72)	46%	(223)	482
Somewhat Unfavorable of Biden	9%	(25)	14%	(39)	19%	(52)	58%	(162)	278
Very Unfavorable of Biden	8%	(61)	13%	(109)	15%	(120)	64%	(522)	812
#1 Issue: Economy	12%	(99)	16%	(128)	16%	(130)	56%	(455)	812
#1 Issue: Security	10%	(35)	14%	(48)	15%	(51)	61%	(210)	344
#1 Issue: Health Care	15%	(42)	26%	(71)	15%	(42)	43%	(119)	274
#1 Issue: Medicare / Social Security	11%	(28)	17%	(45)	10%	(28)	62%	(164)	264
#1 Issue: Women's Issues	10%	(15)	28%	(44)	12%	(19)	50%	(78)	156
#1 Issue: Education	9%	(8)	24%	(22)	15%	(14)	51%	(46)	89
#1 Issue: Energy	11%	(13)	30%	(38)	16%	(20)	43%	(54)	125
#1 Issue: Other	8%	(12)	12%	(16)	10%	(14)	70%	(95)	136
2020 Vote: Joe Biden	16%	(154)	21%	(204)	15%	(140)	48%	(467)	966
2020 Vote: Donald Trump	8%	(62)	18%	(131)	15%	(114)	59%	(437)	744
2020 Vote: Other	6%	(3)	17%	(9)	13%	(6)	64%	(33)	51
2020 Vote: Didn't Vote	8%	(33)	16%	(69)	12%	(51)	65%	(281)	434
2018 House Vote: Democrat	18%	(134)	22%	(162)	14%	(102)	47%	(347)	744
2018 House Vote: Republican	9%	(54)	17%	(103)	14%	(81)	60%	(351)	589
2018 House Vote: Someone else	3%	(2)	15%	(9)	15%	(9)	67%	(39)	58
2016 Vote: Hillary Clinton	17%	(115)	22%	(152)	14%	(97)	47%	(318)	683
2016 Vote: Donald Trump	11%	(76)	18%	(118)	14%	(94)	57%	(377)	666
2016 Vote: Other	9%	(11)	20%	(23)	17%	(19)	54%	(61)	113
2016 Vote: Didn't Vote	7%	(50)	16%	(119)	14%	(106)	63%	(461)	736
Voted in 2014: Yes	14%	(168)	20%	(245)	13%	(163)	53%	(652)	1228
Voted in 2014: No	9%	(84)	17%	(168)	16%	(153)	58%	(567)	972
4-Region: Northeast	15%	(59)	28%	(112)	10%	(39)	47%	(184)	394
4-Region: Midwest	7%	(31)	16%	(74)	17%	(80)	60%	(276)	462
4-Region: South	12%	(100)	16%	(134)	15%	(122)	57%	(468)	824
4-Region: West	12%	(63)	18%	(92)	15%	(76)	56%	(290)	520

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Table MCEN4_2: *How much have you seen, read, or heard about each of the following?*
Many Saints of Newark

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(252)	19%	(413)	14%	(316)	55%	(1219)	2200
Avid Film Fan	24%	(165)	26%	(179)	15%	(105)	35%	(239)	688
Avid TV Fan	18%	(166)	22%	(210)	15%	(140)	45%	(430)	946
Casual Film Fan	6%	(75)	17%	(206)	15%	(182)	62%	(748)	1211
Casual TV Fan	7%	(79)	17%	(185)	14%	(156)	61%	(662)	1083

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

Table MCEN4_3: How much have you seen, read, or heard about each of the following?
 Halloween Kills

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	17%	(370)	21%	(453)	14%	(306)	49%	(1071)	2200
Gender: Male	19%	(199)	22%	(237)	15%	(161)	44%	(464)	1062
Gender: Female	15%	(170)	19%	(216)	13%	(145)	53%	(607)	1138
Age: 18-34	28%	(180)	26%	(173)	13%	(85)	33%	(217)	655
Age: 35-44	22%	(78)	25%	(88)	13%	(48)	40%	(144)	358
Age: 45-64	14%	(103)	20%	(152)	14%	(104)	52%	(393)	751
Age: 65+	2%	(9)	9%	(41)	16%	(69)	73%	(317)	436
GenZers: 1997-2012	22%	(52)	22%	(52)	16%	(37)	40%	(94)	235
Millennials: 1981-1996	28%	(188)	26%	(172)	12%	(81)	34%	(223)	664
GenXers: 1965-1980	17%	(86)	27%	(141)	14%	(71)	42%	(215)	513
Baby Boomers: 1946-1964	6%	(43)	11%	(79)	15%	(106)	68%	(487)	714
PID: Dem (no lean)	20%	(164)	25%	(209)	12%	(100)	42%	(349)	822
PID: Ind (no lean)	16%	(106)	19%	(130)	16%	(110)	49%	(332)	677
PID: Rep (no lean)	14%	(100)	16%	(114)	14%	(96)	56%	(391)	701
PID/Gender: Dem Men	23%	(90)	30%	(119)	13%	(51)	35%	(140)	401
PID/Gender: Dem Women	17%	(74)	21%	(90)	12%	(49)	50%	(209)	422
PID/Gender: Ind Men	14%	(43)	18%	(56)	18%	(55)	50%	(151)	304
PID/Gender: Ind Women	17%	(63)	20%	(74)	15%	(55)	48%	(181)	373
PID/Gender: Rep Men	19%	(66)	17%	(62)	15%	(55)	49%	(173)	357
PID/Gender: Rep Women	10%	(33)	15%	(52)	12%	(41)	63%	(217)	343
Ideo: Liberal (1-3)	20%	(128)	26%	(169)	14%	(88)	40%	(257)	643
Ideo: Moderate (4)	18%	(108)	22%	(130)	15%	(89)	45%	(266)	592
Ideo: Conservative (5-7)	12%	(89)	16%	(116)	14%	(102)	58%	(429)	736
Educ: < College	18%	(274)	19%	(292)	13%	(204)	49%	(741)	1512
Educ: Bachelors degree	15%	(67)	23%	(101)	15%	(69)	47%	(207)	444
Educ: Post-grad	12%	(29)	24%	(59)	14%	(33)	50%	(123)	244
Income: Under 50k	18%	(223)	20%	(238)	14%	(172)	48%	(585)	1218
Income: 50k-100k	14%	(99)	20%	(140)	14%	(95)	52%	(357)	690
Income: 100k+	16%	(48)	26%	(75)	14%	(39)	44%	(129)	292
Ethnicity: White	15%	(261)	18%	(316)	14%	(233)	53%	(912)	1722
Ethnicity: Hispanic	26%	(92)	30%	(104)	10%	(34)	34%	(119)	349
Ethnicity: Black	23%	(64)	31%	(86)	15%	(42)	30%	(83)	274

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Table MCEN4_3: How much have you seen, read, or heard about each of the following?

Halloween Kills

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	17%	(370)	21%	(453)	14%	(306)	49%	(1071)	2200
Ethnicity: Other	22%	(45)	25%	(51)	15%	(31)	38%	(77)	204
All Christian	13%	(125)	20%	(187)	14%	(135)	53%	(505)	953
All Non-Christian	19%	(25)	23%	(31)	16%	(22)	42%	(57)	134
Atheist	18%	(17)	34%	(33)	9%	(9)	39%	(37)	96
Agnostic/Nothing in particular	20%	(129)	19%	(121)	14%	(91)	46%	(295)	636
Something Else	19%	(73)	21%	(81)	13%	(49)	47%	(178)	381
Religious Non-Protestant/Catholic	17%	(26)	21%	(33)	16%	(24)	46%	(70)	153
Evangelical	14%	(80)	23%	(131)	14%	(81)	49%	(283)	574
Non-Evangelical	16%	(114)	19%	(134)	13%	(96)	53%	(380)	724
Community: Urban	22%	(142)	26%	(165)	14%	(88)	39%	(250)	645
Community: Suburban	14%	(144)	21%	(209)	15%	(147)	50%	(507)	1007
Community: Rural	15%	(84)	14%	(79)	13%	(71)	57%	(314)	548
Employ: Private Sector	18%	(123)	25%	(165)	15%	(99)	42%	(282)	669
Employ: Government	23%	(31)	34%	(45)	13%	(17)	30%	(40)	133
Employ: Self-Employed	23%	(50)	25%	(56)	13%	(29)	39%	(86)	221
Employ: Homemaker	22%	(34)	17%	(26)	11%	(17)	50%	(77)	154
Employ: Student	21%	(20)	25%	(23)	10%	(10)	44%	(42)	95
Employ: Retired	5%	(25)	12%	(60)	15%	(74)	68%	(348)	508
Employ: Unemployed	18%	(48)	21%	(55)	15%	(40)	46%	(123)	267
Employ: Other	25%	(38)	14%	(21)	14%	(21)	48%	(73)	153
Military HH: Yes	9%	(31)	19%	(65)	14%	(47)	57%	(194)	338
Military HH: No	18%	(338)	21%	(388)	14%	(259)	47%	(877)	1862
RD/WT: Right Direction	20%	(174)	25%	(215)	13%	(116)	41%	(352)	857
RD/WT: Wrong Track	15%	(196)	18%	(238)	14%	(190)	54%	(719)	1343
Biden Job Approve	20%	(199)	25%	(248)	13%	(133)	43%	(431)	1011
Biden Job Disapprove	15%	(156)	17%	(179)	15%	(157)	54%	(585)	1077
Biden Job Strongly Approve	25%	(124)	22%	(109)	10%	(47)	42%	(206)	487
Biden Job Somewhat Approve	14%	(75)	26%	(139)	16%	(86)	43%	(224)	524
Biden Job Somewhat Disapprove	19%	(60)	20%	(62)	13%	(40)	48%	(151)	314
Biden Job Strongly Disapprove	13%	(96)	15%	(117)	15%	(116)	57%	(434)	763

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Table MCEN4_3: How much have you seen, read, or heard about each of the following?
 Halloween Kills

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	17%	(370)	21%	(453)	14%	(306)	49%	(1071)	2200
Favorable of Biden	20%	(203)	24%	(248)	13%	(131)	43%	(436)	1018
Unfavorable of Biden	14%	(152)	17%	(186)	15%	(165)	54%	(588)	1089
Very Favorable of Biden	24%	(130)	22%	(116)	11%	(60)	43%	(230)	537
Somewhat Favorable of Biden	15%	(73)	27%	(132)	15%	(71)	43%	(206)	482
Somewhat Unfavorable of Biden	14%	(39)	24%	(65)	14%	(39)	48%	(134)	278
Very Unfavorable of Biden	14%	(113)	15%	(120)	15%	(126)	56%	(453)	812
#1 Issue: Economy	18%	(147)	22%	(176)	14%	(116)	46%	(373)	812
#1 Issue: Security	14%	(49)	15%	(51)	14%	(47)	57%	(197)	344
#1 Issue: Health Care	21%	(57)	27%	(74)	13%	(36)	39%	(106)	274
#1 Issue: Medicare / Social Security	10%	(26)	18%	(47)	13%	(35)	59%	(156)	264
#1 Issue: Women's Issues	21%	(32)	31%	(48)	13%	(20)	36%	(56)	156
#1 Issue: Education	21%	(19)	22%	(20)	22%	(20)	34%	(31)	89
#1 Issue: Energy	17%	(21)	20%	(25)	12%	(16)	50%	(63)	125
#1 Issue: Other	13%	(18)	9%	(12)	12%	(16)	66%	(89)	136
2020 Vote: Joe Biden	20%	(195)	23%	(227)	13%	(129)	43%	(414)	966
2020 Vote: Donald Trump	12%	(90)	17%	(126)	15%	(115)	55%	(413)	744
2020 Vote: Other	17%	(8)	19%	(10)	13%	(7)	51%	(26)	51
2020 Vote: Didn't Vote	17%	(75)	21%	(90)	13%	(55)	49%	(213)	434
2018 House Vote: Democrat	18%	(136)	25%	(183)	15%	(110)	42%	(315)	744
2018 House Vote: Republican	12%	(70)	16%	(94)	15%	(90)	57%	(336)	589
2018 House Vote: Someone else	10%	(6)	12%	(7)	13%	(7)	65%	(38)	58
2016 Vote: Hillary Clinton	17%	(120)	25%	(170)	14%	(98)	43%	(296)	683
2016 Vote: Donald Trump	12%	(81)	16%	(108)	16%	(110)	55%	(366)	666
2016 Vote: Other	9%	(10)	24%	(27)	17%	(19)	50%	(57)	113
2016 Vote: Didn't Vote	22%	(159)	20%	(148)	11%	(78)	48%	(352)	736
Voted in 2014: Yes	14%	(178)	21%	(253)	15%	(187)	50%	(610)	1228
Voted in 2014: No	20%	(192)	21%	(200)	12%	(119)	47%	(461)	972
4-Region: Northeast	17%	(69)	23%	(91)	12%	(48)	47%	(185)	394
4-Region: Midwest	15%	(69)	18%	(83)	16%	(76)	51%	(234)	462
4-Region: South	18%	(147)	20%	(165)	14%	(116)	48%	(396)	824
4-Region: West	16%	(85)	22%	(113)	13%	(66)	49%	(256)	520

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Table MCEN4_3: How much have you seen, read, or heard about each of the following?

Halloween Kills

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	17%	(370)	21%	(453)	14%	(306)	49%	(1071)	2200
Avid Film Fan	32%	(219)	25%	(175)	12%	(83)	31%	(211)	688
Avid TV Fan	24%	(225)	22%	(209)	12%	(118)	42%	(395)	946
Casual Film Fan	10%	(117)	21%	(249)	15%	(185)	55%	(660)	1211
Casual TV Fan	12%	(134)	20%	(217)	15%	(167)	52%	(565)	1083

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

Table MCEN4_4: How much have you seen, read, or heard about each of the following?
Ghostbusters: Afterlife

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(234)	23%	(507)	22%	(490)	44%	(969)	2200
Gender: Male	13%	(141)	26%	(276)	21%	(219)	40%	(427)	1062
Gender: Female	8%	(93)	20%	(231)	24%	(271)	48%	(543)	1138
Age: 18-34	18%	(117)	27%	(178)	23%	(152)	32%	(209)	655
Age: 35-44	16%	(56)	26%	(93)	24%	(85)	35%	(124)	358
Age: 45-64	7%	(54)	24%	(177)	23%	(176)	46%	(344)	751
Age: 65+	1%	(6)	14%	(59)	18%	(78)	67%	(293)	436
GenZers: 1997-2012	17%	(40)	27%	(64)	22%	(51)	34%	(80)	235
Millennials: 1981-1996	17%	(114)	27%	(178)	24%	(158)	32%	(215)	664
GenXers: 1965-1980	11%	(54)	28%	(143)	25%	(128)	37%	(189)	513
Baby Boomers: 1946-1964	3%	(24)	16%	(117)	20%	(141)	61%	(433)	714
PID: Dem (no lean)	13%	(104)	24%	(200)	23%	(191)	40%	(327)	822
PID: Ind (no lean)	10%	(71)	22%	(152)	24%	(161)	43%	(293)	677
PID: Rep (no lean)	8%	(59)	22%	(155)	20%	(137)	50%	(349)	701
PID/Gender: Dem Men	16%	(65)	28%	(113)	22%	(89)	33%	(134)	401
PID/Gender: Dem Women	9%	(38)	21%	(87)	24%	(103)	46%	(193)	422
PID/Gender: Ind Men	11%	(34)	24%	(74)	23%	(70)	41%	(125)	304
PID/Gender: Ind Women	10%	(36)	21%	(78)	25%	(92)	45%	(168)	373
PID/Gender: Rep Men	11%	(41)	25%	(88)	17%	(61)	47%	(168)	357
PID/Gender: Rep Women	5%	(18)	19%	(67)	22%	(77)	53%	(182)	343
Ideo: Liberal (1-3)	15%	(97)	27%	(172)	24%	(153)	34%	(221)	643
Ideo: Moderate (4)	8%	(48)	26%	(155)	24%	(145)	41%	(244)	592
Ideo: Conservative (5-7)	8%	(57)	19%	(141)	21%	(152)	52%	(386)	736
Educ: < College	10%	(156)	22%	(330)	23%	(351)	45%	(676)	1512
Educ: Bachelors degree	13%	(56)	25%	(111)	21%	(93)	42%	(184)	444
Educ: Post-grad	9%	(22)	27%	(66)	19%	(46)	45%	(109)	244
Income: Under 50k	9%	(115)	23%	(276)	24%	(288)	44%	(539)	1218
Income: 50k-100k	12%	(80)	22%	(152)	20%	(138)	46%	(320)	690
Income: 100k+	13%	(39)	27%	(79)	22%	(64)	38%	(110)	292
Ethnicity: White	10%	(164)	23%	(390)	21%	(362)	47%	(806)	1722
Ethnicity: Hispanic	16%	(54)	28%	(99)	24%	(84)	32%	(112)	349
Ethnicity: Black	16%	(43)	21%	(57)	26%	(73)	37%	(101)	274

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Table MCEN4_4: How much have you seen, read, or heard about each of the following?
Ghostbusters: Afterlife

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(234)	23%	(507)	22%	(490)	44%	(969)	2200
Ethnicity: Other	13%	(26)	30%	(60)	27%	(56)	30%	(62)	204
All Christian	8%	(72)	23%	(219)	19%	(184)	50%	(478)	953
All Non-Christian	24%	(32)	21%	(28)	18%	(25)	37%	(50)	134
Atheist	16%	(15)	26%	(24)	28%	(27)	30%	(29)	96
Agnostic/Nothing in particular	10%	(66)	23%	(145)	24%	(153)	43%	(272)	636
Something Else	13%	(48)	24%	(91)	27%	(102)	37%	(141)	381
Religious Non-Protestant/Catholic	22%	(33)	21%	(32)	18%	(28)	39%	(60)	153
Evangelical	9%	(49)	25%	(142)	22%	(127)	44%	(255)	574
Non-Evangelical	9%	(68)	22%	(159)	21%	(150)	48%	(348)	724
Community: Urban	16%	(101)	26%	(169)	21%	(133)	38%	(243)	645
Community: Suburban	9%	(92)	22%	(225)	24%	(246)	44%	(445)	1007
Community: Rural	7%	(41)	21%	(114)	20%	(112)	51%	(282)	548
Employ: Private Sector	13%	(90)	26%	(175)	24%	(158)	37%	(246)	669
Employ: Government	17%	(23)	30%	(41)	23%	(30)	30%	(39)	133
Employ: Self-Employed	13%	(28)	28%	(63)	25%	(55)	34%	(75)	221
Employ: Homemaker	10%	(15)	19%	(29)	24%	(37)	48%	(74)	154
Employ: Student	15%	(14)	27%	(26)	24%	(23)	34%	(32)	95
Employ: Retired	2%	(12)	15%	(75)	21%	(106)	62%	(315)	508
Employ: Unemployed	10%	(27)	23%	(61)	21%	(56)	46%	(122)	267
Employ: Other	16%	(24)	25%	(38)	16%	(25)	43%	(67)	153
Military HH: Yes	8%	(27)	18%	(62)	22%	(73)	52%	(176)	338
Military HH: No	11%	(207)	24%	(445)	22%	(417)	43%	(793)	1862
RD/WT: Right Direction	14%	(119)	28%	(242)	23%	(198)	35%	(298)	857
RD/WT: Wrong Track	9%	(114)	20%	(265)	22%	(292)	50%	(672)	1343
Biden Job Approve	14%	(138)	26%	(264)	22%	(225)	38%	(383)	1011
Biden Job Disapprove	7%	(79)	20%	(214)	23%	(247)	50%	(537)	1077
Biden Job Strongly Approve	18%	(87)	27%	(131)	19%	(91)	36%	(177)	487
Biden Job Somewhat Approve	10%	(51)	25%	(133)	26%	(135)	39%	(206)	524
Biden Job Somewhat Disapprove	9%	(29)	25%	(79)	24%	(75)	42%	(132)	314
Biden Job Strongly Disapprove	7%	(50)	18%	(135)	23%	(173)	53%	(405)	763

Continued on next page

Table MCEN4_4: How much have you seen, read, or heard about each of the following?
 Ghostbusters: Afterlife

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(234)	23%	(507)	22%	(490)	44%	(969)	2200
Favorable of Biden	14%	(140)	27%	(270)	23%	(233)	37%	(376)	1018
Unfavorable of Biden	7%	(81)	20%	(214)	22%	(242)	51%	(552)	1089
Very Favorable of Biden	16%	(88)	25%	(137)	21%	(115)	37%	(197)	537
Somewhat Favorable of Biden	11%	(52)	28%	(133)	24%	(118)	37%	(179)	482
Somewhat Unfavorable of Biden	8%	(23)	23%	(63)	24%	(67)	45%	(124)	278
Very Unfavorable of Biden	7%	(58)	19%	(151)	22%	(175)	53%	(428)	812
#1 Issue: Economy	10%	(84)	24%	(198)	23%	(184)	43%	(345)	812
#1 Issue: Security	8%	(28)	18%	(62)	21%	(72)	53%	(182)	344
#1 Issue: Health Care	11%	(29)	31%	(84)	24%	(66)	34%	(94)	274
#1 Issue: Medicare / Social Security	5%	(14)	17%	(45)	22%	(57)	56%	(148)	264
#1 Issue: Women's Issues	24%	(38)	25%	(40)	18%	(28)	32%	(50)	156
#1 Issue: Education	22%	(20)	20%	(18)	20%	(17)	38%	(34)	89
#1 Issue: Energy	14%	(17)	29%	(36)	25%	(31)	33%	(41)	125
#1 Issue: Other	3%	(4)	18%	(24)	25%	(34)	55%	(74)	136
2020 Vote: Joe Biden	14%	(133)	25%	(241)	23%	(225)	38%	(367)	966
2020 Vote: Donald Trump	8%	(62)	20%	(152)	21%	(155)	50%	(376)	744
2020 Vote: Other	8%	(4)	24%	(12)	18%	(9)	50%	(26)	51
2020 Vote: Didn't Vote	8%	(35)	23%	(102)	23%	(101)	45%	(196)	434
2018 House Vote: Democrat	13%	(100)	25%	(182)	24%	(181)	38%	(280)	744
2018 House Vote: Republican	8%	(47)	20%	(120)	18%	(106)	54%	(316)	589
2018 House Vote: Someone else	14%	(8)	19%	(11)	25%	(15)	42%	(24)	58
2016 Vote: Hillary Clinton	11%	(79)	25%	(168)	25%	(169)	39%	(267)	683
2016 Vote: Donald Trump	9%	(60)	20%	(133)	20%	(134)	51%	(339)	666
2016 Vote: Other	9%	(10)	19%	(22)	25%	(28)	47%	(53)	113
2016 Vote: Didn't Vote	12%	(85)	25%	(184)	21%	(156)	42%	(310)	736
Voted in 2014: Yes	10%	(125)	22%	(273)	22%	(269)	46%	(562)	1228
Voted in 2014: No	11%	(109)	24%	(234)	23%	(221)	42%	(408)	972
4-Region: Northeast	12%	(48)	24%	(96)	22%	(87)	41%	(162)	394
4-Region: Midwest	8%	(38)	19%	(89)	21%	(99)	51%	(237)	462
4-Region: South	10%	(84)	23%	(189)	24%	(194)	43%	(357)	824
4-Region: West	12%	(64)	26%	(133)	21%	(110)	41%	(213)	520

Continued on next page

Table MCEN4_4: How much have you seen, read, or heard about each of the following?
Ghostbusters: Afterlife

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(234)	23%	(507)	22%	(490)	44%	(969)	2200
Avid Film Fan	21%	(144)	32%	(219)	22%	(148)	26%	(177)	688
Avid TV Fan	14%	(137)	26%	(244)	22%	(206)	38%	(360)	946
Casual Film Fan	6%	(68)	21%	(259)	24%	(290)	49%	(594)	1211
Casual TV Fan	7%	(78)	22%	(240)	23%	(251)	47%	(514)	1083

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

Table MCEN4_5: How much have you seen, read, or heard about each of the following?
No Time to Die

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	17%	(381)	27%	(589)	17%	(373)	39%	(858)	2200
Gender: Male	23%	(246)	32%	(344)	15%	(155)	30%	(317)	1062
Gender: Female	12%	(135)	22%	(245)	19%	(218)	47%	(540)	1138
Age: 18-34	18%	(116)	27%	(174)	19%	(128)	36%	(238)	655
Age: 35-44	16%	(57)	34%	(123)	15%	(53)	35%	(126)	358
Age: 45-64	18%	(136)	27%	(201)	15%	(113)	40%	(301)	751
Age: 65+	16%	(72)	21%	(92)	18%	(79)	44%	(194)	436
GenZers: 1997-2012	14%	(34)	20%	(48)	23%	(55)	42%	(99)	235
Millennials: 1981-1996	18%	(121)	32%	(210)	17%	(111)	34%	(223)	664
GenXers: 1965-1980	19%	(96)	28%	(146)	15%	(76)	38%	(195)	513
Baby Boomers: 1946-1964	17%	(120)	23%	(165)	16%	(116)	44%	(313)	714
PID: Dem (no lean)	23%	(193)	29%	(239)	15%	(127)	32%	(263)	822
PID: Ind (no lean)	12%	(82)	26%	(174)	20%	(135)	42%	(285)	677
PID: Rep (no lean)	15%	(105)	25%	(175)	16%	(110)	44%	(310)	701
PID/Gender: Dem Men	32%	(126)	34%	(136)	11%	(44)	24%	(94)	401
PID/Gender: Dem Women	16%	(66)	25%	(103)	20%	(83)	40%	(169)	422
PID/Gender: Ind Men	17%	(52)	30%	(92)	20%	(59)	33%	(101)	304
PID/Gender: Ind Women	8%	(30)	22%	(83)	20%	(76)	49%	(184)	373
PID/Gender: Rep Men	19%	(67)	33%	(116)	14%	(52)	34%	(122)	357
PID/Gender: Rep Women	11%	(38)	17%	(59)	17%	(58)	55%	(188)	343
Ideo: Liberal (1-3)	26%	(168)	31%	(201)	16%	(104)	26%	(169)	643
Ideo: Moderate (4)	15%	(87)	28%	(168)	20%	(116)	37%	(222)	592
Ideo: Conservative (5-7)	15%	(112)	26%	(190)	15%	(111)	44%	(324)	736
Educ: < College	14%	(212)	24%	(366)	18%	(279)	43%	(656)	1512
Educ: Bachelors degree	24%	(108)	33%	(147)	16%	(72)	26%	(117)	444
Educ: Post-grad	25%	(61)	31%	(75)	9%	(23)	35%	(85)	244
Income: Under 50k	14%	(168)	25%	(309)	19%	(227)	42%	(514)	1218
Income: 50k-100k	19%	(130)	27%	(187)	16%	(111)	38%	(262)	690
Income: 100k+	28%	(82)	32%	(93)	12%	(35)	28%	(81)	292
Ethnicity: White	17%	(290)	26%	(446)	17%	(290)	40%	(696)	1722
Ethnicity: Hispanic	22%	(77)	31%	(109)	15%	(54)	31%	(109)	349
Ethnicity: Black	20%	(54)	32%	(89)	16%	(44)	32%	(87)	274

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Table MCEN4_5: How much have you seen, read, or heard about each of the following?

No Time to Die

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	17%	(381)	27%	(589)	17%	(373)	39%	(858)	2200
Ethnicity: Other	18%	(36)	27%	(54)	19%	(39)	37%	(75)	204
All Christian	19%	(181)	27%	(256)	16%	(150)	38%	(366)	953
All Non-Christian	33%	(45)	25%	(33)	17%	(22)	25%	(34)	134
Atheist	21%	(20)	36%	(35)	17%	(16)	26%	(25)	96
Agnostic/Nothing in particular	13%	(83)	28%	(175)	17%	(108)	42%	(270)	636
Something Else	13%	(51)	23%	(89)	20%	(77)	43%	(163)	381
Religious Non-Protestant/Catholic	32%	(49)	24%	(37)	15%	(23)	29%	(44)	153
Evangelical	17%	(96)	24%	(138)	18%	(102)	42%	(239)	574
Non-Evangelical	18%	(128)	27%	(198)	17%	(122)	38%	(277)	724
Community: Urban	23%	(150)	28%	(182)	16%	(102)	33%	(211)	645
Community: Suburban	18%	(177)	28%	(285)	17%	(168)	37%	(376)	1007
Community: Rural	10%	(54)	22%	(122)	19%	(103)	49%	(270)	548
Employ: Private Sector	20%	(134)	33%	(221)	15%	(99)	32%	(216)	669
Employ: Government	24%	(32)	27%	(36)	17%	(23)	32%	(42)	133
Employ: Self-Employed	20%	(44)	26%	(58)	18%	(40)	36%	(80)	221
Employ: Homemaker	8%	(13)	14%	(22)	20%	(30)	58%	(89)	154
Employ: Student	14%	(13)	35%	(33)	20%	(19)	32%	(30)	95
Employ: Retired	16%	(81)	23%	(118)	17%	(88)	44%	(221)	508
Employ: Unemployed	15%	(40)	26%	(69)	17%	(45)	42%	(112)	267
Employ: Other	16%	(25)	20%	(31)	19%	(30)	44%	(67)	153
Military HH: Yes	16%	(53)	26%	(87)	20%	(68)	38%	(129)	338
Military HH: No	18%	(328)	27%	(502)	16%	(304)	39%	(728)	1862
RD/WT: Right Direction	25%	(215)	31%	(265)	17%	(147)	27%	(231)	857
RD/WT: Wrong Track	12%	(166)	24%	(324)	17%	(226)	47%	(627)	1343
Biden Job Approve	24%	(239)	30%	(301)	17%	(174)	29%	(296)	1011
Biden Job Disapprove	12%	(130)	25%	(266)	17%	(187)	46%	(494)	1077
Biden Job Strongly Approve	32%	(154)	28%	(134)	14%	(66)	27%	(131)	487
Biden Job Somewhat Approve	16%	(85)	32%	(167)	21%	(108)	31%	(164)	524
Biden Job Somewhat Disapprove	12%	(38)	24%	(77)	20%	(64)	43%	(136)	314
Biden Job Strongly Disapprove	12%	(92)	25%	(190)	16%	(123)	47%	(358)	763

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Table MCEN4_5: How much have you seen, read, or heard about each of the following?
 No Time to Die

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	17%	(381)	27%	(589)	17%	(373)	39%	(858)	2200
Favorable of Biden	24%	(248)	30%	(306)	17%	(174)	29%	(291)	1018
Unfavorable of Biden	11%	(121)	24%	(264)	17%	(188)	47%	(516)	1089
Very Favorable of Biden	32%	(172)	26%	(137)	15%	(80)	27%	(147)	537
Somewhat Favorable of Biden	16%	(76)	35%	(169)	19%	(93)	30%	(144)	482
Somewhat Unfavorable of Biden	11%	(29)	24%	(67)	21%	(59)	44%	(122)	278
Very Unfavorable of Biden	11%	(92)	24%	(197)	16%	(129)	48%	(394)	812
#1 Issue: Economy	17%	(137)	27%	(217)	17%	(141)	39%	(318)	812
#1 Issue: Security	16%	(56)	26%	(90)	14%	(48)	43%	(149)	344
#1 Issue: Health Care	25%	(69)	27%	(75)	16%	(43)	32%	(87)	274
#1 Issue: Medicare / Social Security	17%	(44)	25%	(66)	17%	(46)	41%	(108)	264
#1 Issue: Women's Issues	18%	(27)	28%	(43)	15%	(24)	39%	(61)	156
#1 Issue: Education	11%	(10)	33%	(29)	23%	(21)	33%	(30)	89
#1 Issue: Energy	18%	(22)	31%	(38)	19%	(24)	32%	(40)	125
#1 Issue: Other	12%	(16)	22%	(30)	19%	(25)	48%	(65)	136
2020 Vote: Joe Biden	23%	(224)	29%	(280)	18%	(172)	30%	(290)	966
2020 Vote: Donald Trump	14%	(106)	26%	(192)	17%	(126)	43%	(321)	744
2020 Vote: Other	15%	(8)	32%	(16)	19%	(10)	34%	(17)	51
2020 Vote: Didn't Vote	10%	(43)	23%	(101)	15%	(66)	52%	(224)	434
2018 House Vote: Democrat	26%	(191)	29%	(219)	16%	(118)	29%	(215)	744
2018 House Vote: Republican	16%	(94)	26%	(155)	16%	(96)	41%	(244)	589
2018 House Vote: Someone else	24%	(14)	22%	(13)	13%	(7)	41%	(24)	58
2016 Vote: Hillary Clinton	25%	(174)	31%	(213)	15%	(105)	28%	(192)	683
2016 Vote: Donald Trump	16%	(103)	25%	(169)	18%	(121)	41%	(273)	666
2016 Vote: Other	17%	(19)	31%	(35)	20%	(23)	32%	(36)	113
2016 Vote: Didn't Vote	11%	(84)	23%	(171)	17%	(124)	48%	(357)	736
Voted in 2014: Yes	22%	(267)	28%	(348)	16%	(196)	34%	(417)	1228
Voted in 2014: No	12%	(114)	25%	(241)	18%	(177)	45%	(440)	972
4-Region: Northeast	19%	(75)	25%	(96)	14%	(57)	42%	(166)	394
4-Region: Midwest	12%	(57)	24%	(112)	19%	(86)	45%	(206)	462
4-Region: South	17%	(140)	27%	(225)	18%	(145)	38%	(315)	824
4-Region: West	21%	(109)	30%	(156)	16%	(85)	33%	(171)	520

Continued on next page

Table MCEN4_5: How much have you seen, read, or heard about each of the following?

No Time to Die

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	17%	(381)	27%	(589)	17%	(373)	39%	(858)	2200
Avid Film Fan	34%	(233)	33%	(226)	12%	(84)	21%	(146)	688
Avid TV Fan	26%	(242)	27%	(260)	16%	(151)	31%	(294)	946
Casual Film Fan	11%	(131)	26%	(320)	20%	(241)	43%	(519)	1211
Casual TV Fan	12%	(130)	28%	(299)	17%	(189)	43%	(465)	1083

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

Table MCEN4_6: How much have you seen, read, or heard about each of the following?
 Spider-Man: No Way Home

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(403)	24%	(533)	18%	(404)	39%	(861)	2200
Gender: Male	23%	(242)	26%	(273)	17%	(186)	34%	(362)	1062
Gender: Female	14%	(161)	23%	(260)	19%	(218)	44%	(499)	1138
Age: 18-34	33%	(218)	30%	(195)	17%	(110)	20%	(133)	655
Age: 35-44	22%	(79)	28%	(99)	18%	(63)	33%	(116)	358
Age: 45-64	12%	(90)	24%	(184)	20%	(152)	43%	(326)	751
Age: 65+	4%	(17)	13%	(56)	18%	(79)	65%	(285)	436
GenZers: 1997-2012	38%	(91)	26%	(60)	17%	(40)	19%	(44)	235
Millennials: 1981-1996	28%	(184)	31%	(203)	17%	(113)	25%	(165)	664
GenXers: 1965-1980	17%	(86)	29%	(147)	19%	(96)	36%	(184)	513
Baby Boomers: 1946-1964	6%	(42)	16%	(118)	19%	(137)	58%	(417)	714
PID: Dem (no lean)	22%	(179)	29%	(235)	17%	(144)	32%	(265)	822
PID: Ind (no lean)	20%	(134)	21%	(142)	21%	(141)	39%	(261)	677
PID: Rep (no lean)	13%	(90)	22%	(157)	17%	(119)	48%	(334)	701
PID/Gender: Dem Men	29%	(115)	30%	(120)	16%	(63)	26%	(102)	401
PID/Gender: Dem Women	15%	(64)	27%	(115)	19%	(80)	39%	(163)	422
PID/Gender: Ind Men	21%	(65)	21%	(63)	21%	(64)	37%	(113)	304
PID/Gender: Ind Women	19%	(69)	21%	(79)	21%	(77)	40%	(148)	373
PID/Gender: Rep Men	17%	(62)	25%	(91)	16%	(58)	41%	(147)	357
PID/Gender: Rep Women	8%	(28)	19%	(66)	18%	(61)	55%	(188)	343
Ideo: Liberal (1-3)	26%	(169)	27%	(176)	19%	(125)	27%	(173)	643
Ideo: Moderate (4)	14%	(85)	29%	(171)	20%	(117)	37%	(219)	592
Ideo: Conservative (5-7)	13%	(96)	19%	(142)	16%	(121)	51%	(377)	736
Educ: < College	18%	(277)	22%	(336)	19%	(288)	40%	(611)	1512
Educ: Bachelors degree	18%	(81)	29%	(127)	19%	(82)	35%	(154)	444
Educ: Post-grad	18%	(45)	29%	(70)	14%	(33)	39%	(96)	244
Income: Under 50k	16%	(200)	23%	(275)	21%	(254)	40%	(488)	1218
Income: 50k-100k	19%	(134)	24%	(169)	16%	(108)	41%	(280)	690
Income: 100k+	24%	(69)	30%	(88)	14%	(42)	32%	(92)	292
Ethnicity: White	15%	(253)	23%	(394)	18%	(318)	44%	(757)	1722
Ethnicity: Hispanic	34%	(120)	27%	(94)	15%	(51)	24%	(84)	349
Ethnicity: Black	32%	(87)	29%	(79)	18%	(50)	21%	(58)	274

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Table MCEN4_6: How much have you seen, read, or heard about each of the following?
Spider-Man: No Way Home

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(403)	24%	(533)	18%	(404)	39%	(861)	2200
Ethnicity: Other	31%	(63)	29%	(60)	18%	(36)	22%	(45)	204
All Christian	14%	(133)	23%	(222)	17%	(163)	46%	(434)	953
All Non-Christian	31%	(41)	22%	(29)	18%	(25)	29%	(39)	134
Atheist	26%	(25)	26%	(25)	18%	(17)	30%	(29)	96
Agnostic/Nothing in particular	19%	(121)	25%	(158)	18%	(117)	38%	(240)	636
Something Else	22%	(82)	26%	(98)	22%	(82)	31%	(118)	381
Religious Non-Protestant/Catholic	29%	(45)	22%	(34)	17%	(25)	32%	(50)	153
Evangelical	17%	(96)	28%	(160)	17%	(97)	38%	(221)	574
Non-Evangelical	16%	(114)	21%	(149)	20%	(143)	44%	(318)	724
Community: Urban	26%	(170)	26%	(166)	16%	(105)	32%	(205)	645
Community: Suburban	18%	(176)	26%	(262)	17%	(170)	40%	(399)	1007
Community: Rural	10%	(57)	19%	(105)	24%	(129)	47%	(256)	548
Employ: Private Sector	22%	(149)	30%	(200)	16%	(105)	32%	(215)	669
Employ: Government	32%	(43)	29%	(38)	13%	(18)	26%	(35)	133
Employ: Self-Employed	29%	(65)	24%	(53)	18%	(40)	29%	(63)	221
Employ: Homemaker	9%	(14)	26%	(41)	20%	(30)	45%	(69)	154
Employ: Student	27%	(26)	31%	(29)	20%	(19)	22%	(20)	95
Employ: Retired	5%	(24)	15%	(76)	21%	(107)	59%	(302)	508
Employ: Unemployed	20%	(53)	22%	(60)	20%	(54)	38%	(101)	267
Employ: Other	20%	(31)	23%	(36)	21%	(31)	36%	(55)	153
Military HH: Yes	13%	(43)	20%	(68)	20%	(66)	47%	(160)	338
Military HH: No	19%	(360)	25%	(465)	18%	(338)	38%	(700)	1862
RD/WT: Right Direction	23%	(194)	27%	(233)	19%	(161)	31%	(269)	857
RD/WT: Wrong Track	16%	(209)	22%	(300)	18%	(242)	44%	(591)	1343
Biden Job Approve	22%	(219)	28%	(284)	19%	(187)	32%	(320)	1011
Biden Job Disapprove	15%	(162)	20%	(214)	18%	(197)	47%	(504)	1077
Biden Job Strongly Approve	26%	(128)	25%	(120)	17%	(85)	32%	(154)	487
Biden Job Somewhat Approve	17%	(92)	31%	(164)	19%	(102)	32%	(167)	524
Biden Job Somewhat Disapprove	23%	(73)	25%	(79)	13%	(41)	39%	(121)	314
Biden Job Strongly Disapprove	12%	(89)	18%	(135)	21%	(157)	50%	(383)	763

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Table MCEN4_6: How much have you seen, read, or heard about each of the following?
 Spider-Man: No Way Home

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(403)	24%	(533)	18%	(404)	39%	(861)	2200
Favorable of Biden	22%	(227)	28%	(284)	19%	(190)	31%	(318)	1018
Unfavorable of Biden	14%	(158)	21%	(227)	19%	(203)	46%	(503)	1089
Very Favorable of Biden	25%	(135)	25%	(133)	18%	(94)	32%	(174)	537
Somewhat Favorable of Biden	19%	(91)	31%	(151)	20%	(96)	30%	(144)	482
Somewhat Unfavorable of Biden	20%	(56)	27%	(74)	16%	(43)	37%	(104)	278
Very Unfavorable of Biden	13%	(102)	19%	(152)	20%	(159)	49%	(399)	812
#1 Issue: Economy	21%	(169)	25%	(203)	18%	(145)	36%	(295)	812
#1 Issue: Security	10%	(36)	19%	(66)	19%	(66)	51%	(176)	344
#1 Issue: Health Care	23%	(64)	31%	(86)	20%	(54)	25%	(69)	274
#1 Issue: Medicare / Social Security	9%	(25)	19%	(49)	18%	(47)	54%	(143)	264
#1 Issue: Women's Issues	29%	(45)	28%	(43)	15%	(23)	28%	(44)	156
#1 Issue: Education	30%	(26)	26%	(23)	23%	(21)	21%	(19)	89
#1 Issue: Energy	21%	(26)	31%	(39)	18%	(22)	30%	(38)	125
#1 Issue: Other	9%	(12)	17%	(23)	19%	(25)	56%	(76)	136
2020 Vote: Joe Biden	22%	(217)	26%	(249)	19%	(179)	33%	(320)	966
2020 Vote: Donald Trump	13%	(96)	22%	(160)	18%	(137)	47%	(351)	744
2020 Vote: Other	23%	(12)	24%	(12)	10%	(5)	43%	(22)	51
2020 Vote: Didn't Vote	18%	(78)	26%	(111)	19%	(83)	37%	(162)	434
2018 House Vote: Democrat	21%	(155)	27%	(204)	20%	(151)	32%	(235)	744
2018 House Vote: Republican	12%	(72)	21%	(122)	17%	(103)	50%	(292)	589
2018 House Vote: Someone else	26%	(15)	19%	(11)	14%	(8)	41%	(24)	58
2016 Vote: Hillary Clinton	20%	(137)	26%	(178)	21%	(140)	33%	(229)	683
2016 Vote: Donald Trump	11%	(75)	20%	(136)	20%	(131)	49%	(324)	666
2016 Vote: Other	22%	(25)	26%	(29)	15%	(17)	38%	(43)	113
2016 Vote: Didn't Vote	23%	(167)	26%	(190)	15%	(114)	36%	(265)	736
Voted in 2014: Yes	16%	(197)	23%	(281)	19%	(228)	43%	(522)	1228
Voted in 2014: No	21%	(206)	26%	(251)	18%	(176)	35%	(338)	972
4-Region: Northeast	21%	(81)	22%	(86)	17%	(67)	41%	(160)	394
4-Region: Midwest	14%	(64)	23%	(104)	19%	(89)	44%	(205)	462
4-Region: South	17%	(141)	25%	(207)	20%	(165)	38%	(312)	824
4-Region: West	23%	(117)	26%	(136)	16%	(83)	35%	(184)	520

Continued on next page

Table MCEN4_6: How much have you seen, read, or heard about each of the following?
Spider-Man: No Way Home

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(403)	24%	(533)	18%	(404)	39%	(861)	2200
Avid Film Fan	34%	(233)	31%	(213)	15%	(102)	21%	(142)	688
Avid TV Fan	22%	(210)	26%	(248)	16%	(155)	35%	(334)	946
Casual Film Fan	12%	(142)	24%	(291)	20%	(245)	44%	(533)	1211
Casual TV Fan	16%	(169)	23%	(253)	20%	(216)	41%	(445)	1083

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

Table MCEN5_1: How excited are you for each of the following?
House of Dragons, the Game of Thrones prequel

Demographic	Very excited		Somewhat excited		Not that excited		Not excited at all		Total N
Adults	15%	(334)	20%	(436)	20%	(432)	45%	(998)	2200
Gender: Male	19%	(206)	22%	(235)	19%	(200)	40%	(421)	1062
Gender: Female	11%	(128)	18%	(201)	20%	(232)	51%	(577)	1138
Age: 18-34	19%	(123)	25%	(164)	22%	(142)	35%	(226)	655
Age: 35-44	21%	(76)	26%	(92)	19%	(66)	35%	(124)	358
Age: 45-64	13%	(99)	17%	(128)	20%	(149)	50%	(374)	751
Age: 65+	8%	(36)	12%	(52)	17%	(75)	63%	(273)	436
GenZers: 1997-2012	12%	(27)	18%	(41)	24%	(57)	46%	(109)	235
Millennials: 1981-1996	22%	(144)	28%	(186)	21%	(137)	30%	(197)	664
GenXers: 1965-1980	17%	(89)	20%	(102)	19%	(98)	44%	(224)	513
Baby Boomers: 1946-1964	10%	(71)	13%	(96)	18%	(126)	59%	(421)	714
PID: Dem (no lean)	19%	(153)	25%	(205)	20%	(165)	36%	(300)	822
PID: Ind (no lean)	12%	(83)	18%	(123)	21%	(139)	49%	(332)	677
PID: Rep (no lean)	14%	(99)	15%	(108)	18%	(128)	52%	(366)	701
PID/Gender: Dem Men	25%	(98)	29%	(117)	18%	(71)	29%	(115)	401
PID/Gender: Dem Women	13%	(54)	21%	(88)	22%	(94)	44%	(185)	422
PID/Gender: Ind Men	14%	(42)	19%	(57)	22%	(67)	45%	(138)	304
PID/Gender: Ind Women	11%	(41)	18%	(66)	19%	(72)	52%	(194)	373
PID/Gender: Rep Men	18%	(65)	17%	(61)	17%	(62)	47%	(168)	357
PID/Gender: Rep Women	10%	(33)	14%	(46)	19%	(66)	58%	(198)	343
Ideo: Liberal (1-3)	21%	(133)	25%	(163)	20%	(128)	34%	(219)	643
Ideo: Moderate (4)	14%	(84)	20%	(120)	24%	(143)	41%	(245)	592
Ideo: Conservative (5-7)	14%	(104)	14%	(104)	17%	(124)	55%	(405)	736
Educ: < College	13%	(195)	19%	(288)	21%	(317)	47%	(712)	1512
Educ: Bachelors degree	19%	(86)	22%	(96)	19%	(83)	40%	(179)	444
Educ: Post-grad	22%	(53)	21%	(52)	13%	(32)	44%	(107)	244
Income: Under 50k	12%	(148)	20%	(248)	20%	(238)	48%	(585)	1218
Income: 50k-100k	16%	(111)	18%	(128)	21%	(143)	45%	(309)	690
Income: 100k+	26%	(76)	21%	(60)	18%	(52)	36%	(104)	292
Ethnicity: White	15%	(264)	17%	(291)	19%	(322)	49%	(845)	1722
Ethnicity: Hispanic	19%	(68)	29%	(100)	20%	(70)	32%	(112)	349
Ethnicity: Black	19%	(53)	30%	(81)	20%	(54)	31%	(86)	274

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Table MCEN5_1: How excited are you for each of the following?
House of Dragons, the Game of Thrones prequel

Demographic	Very excited		Somewhat excited		Not that excited		Not excited at all		Total N
Adults	15%	(334)	20%	(436)	20%	(432)	45%	(998)	2200
Ethnicity: Other	8%	(17)	31%	(64)	27%	(56)	33%	(67)	204
All Christian	15%	(147)	19%	(183)	18%	(170)	48%	(454)	953
All Non-Christian	26%	(35)	22%	(30)	15%	(20)	37%	(49)	134
Atheist	18%	(17)	17%	(16)	31%	(30)	34%	(32)	96
Agnostic/Nothing in particular	14%	(86)	20%	(125)	20%	(128)	47%	(297)	636
Something Else	13%	(49)	21%	(82)	22%	(84)	44%	(166)	381
Religious Non-Protestant/Catholic	24%	(36)	23%	(35)	14%	(22)	39%	(60)	153
Evangelical	16%	(93)	19%	(112)	17%	(100)	47%	(270)	574
Non-Evangelical	14%	(100)	19%	(141)	21%	(149)	46%	(334)	724
Community: Urban	22%	(139)	24%	(152)	18%	(114)	37%	(240)	645
Community: Suburban	13%	(133)	21%	(208)	20%	(198)	46%	(468)	1007
Community: Rural	11%	(62)	14%	(75)	22%	(121)	53%	(290)	548
Employ: Private Sector	19%	(125)	22%	(148)	19%	(128)	40%	(267)	669
Employ: Government	28%	(37)	30%	(40)	14%	(19)	28%	(37)	133
Employ: Self-Employed	17%	(37)	24%	(54)	21%	(46)	38%	(85)	221
Employ: Homemaker	13%	(20)	20%	(30)	15%	(24)	52%	(80)	154
Employ: Student	15%	(15)	26%	(25)	23%	(22)	35%	(33)	95
Employ: Retired	9%	(46)	11%	(58)	18%	(92)	61%	(312)	508
Employ: Unemployed	12%	(32)	17%	(45)	25%	(66)	46%	(123)	267
Employ: Other	14%	(21)	22%	(34)	23%	(35)	40%	(62)	153
Military HH: Yes	12%	(42)	19%	(63)	19%	(65)	50%	(168)	338
Military HH: No	16%	(292)	20%	(373)	20%	(367)	45%	(830)	1862
RD/WT: Right Direction	20%	(175)	25%	(213)	20%	(167)	35%	(302)	857
RD/WT: Wrong Track	12%	(159)	17%	(223)	20%	(265)	52%	(696)	1343
Biden Job Approve	19%	(194)	23%	(236)	20%	(206)	37%	(374)	1011
Biden Job Disapprove	12%	(133)	16%	(177)	19%	(203)	52%	(564)	1077
Biden Job Strongly Approve	26%	(128)	21%	(103)	17%	(81)	36%	(174)	487
Biden Job Somewhat Approve	13%	(66)	25%	(133)	24%	(126)	38%	(200)	524
Biden Job Somewhat Disapprove	15%	(47)	20%	(62)	24%	(76)	41%	(130)	314
Biden Job Strongly Disapprove	11%	(86)	15%	(116)	17%	(127)	57%	(435)	763

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Table MCEN5_1: How excited are you for each of the following?
House of Dragons, the Game of Thrones prequel

Demographic	Very excited		Somewhat excited		Not that excited		Not excited at all		Total N
Adults	15%	(334)	20%	(436)	20%	(432)	45%	(998)	2200
Favorable of Biden	19%	(192)	24%	(246)	21%	(217)	36%	(364)	1018
Unfavorable of Biden	12%	(133)	16%	(171)	18%	(195)	54%	(591)	1089
Very Favorable of Biden	22%	(120)	24%	(130)	18%	(97)	35%	(189)	537
Somewhat Favorable of Biden	15%	(72)	24%	(116)	25%	(119)	36%	(175)	482
Somewhat Unfavorable of Biden	16%	(44)	18%	(51)	18%	(50)	48%	(133)	278
Very Unfavorable of Biden	11%	(90)	15%	(120)	18%	(145)	56%	(458)	812
#1 Issue: Economy	17%	(139)	21%	(172)	21%	(173)	40%	(329)	812
#1 Issue: Security	13%	(45)	12%	(40)	18%	(62)	57%	(197)	344
#1 Issue: Health Care	17%	(46)	27%	(74)	16%	(43)	40%	(110)	274
#1 Issue: Medicare / Social Security	13%	(36)	16%	(42)	16%	(43)	54%	(144)	264
#1 Issue: Women's Issues	13%	(20)	18%	(28)	27%	(42)	43%	(67)	156
#1 Issue: Education	19%	(17)	25%	(23)	23%	(21)	33%	(29)	89
#1 Issue: Energy	19%	(24)	26%	(33)	17%	(22)	37%	(46)	125
#1 Issue: Other	6%	(8)	18%	(24)	20%	(28)	56%	(76)	136
2020 Vote: Joe Biden	19%	(181)	25%	(239)	19%	(184)	37%	(361)	966
2020 Vote: Donald Trump	13%	(98)	14%	(108)	17%	(128)	55%	(410)	744
2020 Vote: Other	13%	(7)	6%	(3)	29%	(15)	52%	(27)	51
2020 Vote: Didn't Vote	11%	(49)	20%	(85)	24%	(105)	45%	(195)	434
2018 House Vote: Democrat	20%	(147)	26%	(191)	20%	(149)	35%	(258)	744
2018 House Vote: Republican	14%	(83)	13%	(76)	16%	(93)	57%	(337)	589
2018 House Vote: Someone else	9%	(5)	11%	(6)	20%	(12)	60%	(35)	58
2016 Vote: Hillary Clinton	19%	(131)	25%	(169)	20%	(137)	36%	(246)	683
2016 Vote: Donald Trump	15%	(99)	15%	(101)	17%	(113)	53%	(353)	666
2016 Vote: Other	12%	(13)	15%	(17)	21%	(23)	53%	(59)	113
2016 Vote: Didn't Vote	12%	(91)	20%	(148)	21%	(157)	46%	(340)	736
Voted in 2014: Yes	17%	(204)	21%	(253)	18%	(216)	45%	(554)	1228
Voted in 2014: No	13%	(130)	19%	(183)	22%	(216)	46%	(444)	972
4-Region: Northeast	16%	(63)	23%	(91)	21%	(83)	40%	(156)	394
4-Region: Midwest	12%	(57)	19%	(86)	18%	(84)	51%	(235)	462
4-Region: South	16%	(134)	17%	(141)	20%	(162)	47%	(387)	824
4-Region: West	15%	(79)	23%	(118)	20%	(103)	42%	(220)	520

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Table MCEN5_1: *How excited are you for each of the following?*
House of Dragons, the Game of Thrones prequel

Demographic	Very excited		Somewhat excited		Not that excited		Not excited at all		Total N
Adults	15%	(334)	20%	(436)	20%	(432)	45%	(998)	2200
Avid Film Fan	30%	(207)	25%	(169)	18%	(123)	27%	(189)	688
Avid TV Fan	23%	(218)	20%	(190)	16%	(156)	40%	(383)	946
Casual Film Fan	10%	(117)	19%	(225)	21%	(256)	51%	(612)	1211
Casual TV Fan	10%	(108)	20%	(216)	23%	(247)	47%	(512)	1083

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

Table MCEN5_2: How excited are you for each of the following?
Many Saints of Newark, the Sopranos prequel

Demographic	Very excited		Somewhat excited		Not that excited		Not excited at all		Total N
Adults	14%	(309)	20%	(437)	21%	(459)	45%	(995)	2200
Gender: Male	18%	(186)	23%	(244)	20%	(213)	39%	(418)	1062
Gender: Female	11%	(122)	17%	(193)	22%	(246)	51%	(577)	1138
Age: 18-34	13%	(87)	21%	(135)	26%	(169)	40%	(265)	655
Age: 35-44	19%	(68)	24%	(88)	21%	(75)	36%	(128)	358
Age: 45-64	15%	(111)	19%	(139)	18%	(136)	49%	(365)	751
Age: 65+	10%	(43)	17%	(76)	18%	(80)	55%	(238)	436
GenZers: 1997-2012	6%	(14)	19%	(46)	25%	(59)	49%	(116)	235
Millennials: 1981-1996	18%	(121)	23%	(153)	24%	(162)	34%	(228)	664
GenXers: 1965-1980	17%	(85)	19%	(100)	19%	(96)	45%	(233)	513
Baby Boomers: 1946-1964	11%	(82)	17%	(125)	18%	(126)	53%	(382)	714
PID: Dem (no lean)	19%	(155)	23%	(190)	21%	(170)	37%	(307)	822
PID: Ind (no lean)	11%	(76)	17%	(112)	23%	(154)	49%	(335)	677
PID: Rep (no lean)	11%	(77)	19%	(135)	19%	(135)	50%	(353)	701
PID/Gender: Dem Men	23%	(92)	28%	(112)	21%	(84)	28%	(113)	401
PID/Gender: Dem Women	15%	(63)	18%	(77)	21%	(87)	46%	(194)	422
PID/Gender: Ind Men	14%	(42)	18%	(54)	24%	(72)	45%	(135)	304
PID/Gender: Ind Women	9%	(33)	16%	(58)	22%	(82)	53%	(200)	373
PID/Gender: Rep Men	15%	(52)	22%	(78)	16%	(57)	48%	(170)	357
PID/Gender: Rep Women	7%	(26)	17%	(57)	23%	(78)	53%	(183)	343
Ideo: Liberal (1-3)	20%	(131)	26%	(167)	21%	(132)	33%	(212)	643
Ideo: Moderate (4)	13%	(79)	18%	(106)	23%	(134)	46%	(274)	592
Ideo: Conservative (5-7)	12%	(90)	20%	(145)	18%	(133)	50%	(369)	736
Educ: < College	13%	(194)	18%	(275)	22%	(328)	47%	(715)	1512
Educ: Bachelors degree	16%	(72)	23%	(101)	20%	(91)	41%	(181)	444
Educ: Post-grad	18%	(43)	25%	(61)	17%	(40)	41%	(99)	244
Income: Under 50k	11%	(131)	17%	(212)	22%	(273)	49%	(602)	1218
Income: 50k-100k	15%	(107)	22%	(152)	19%	(128)	44%	(304)	690
Income: 100k+	24%	(71)	25%	(73)	20%	(58)	31%	(90)	292
Ethnicity: White	14%	(234)	19%	(323)	20%	(343)	48%	(822)	1722
Ethnicity: Hispanic	21%	(74)	21%	(72)	22%	(77)	36%	(127)	349
Ethnicity: Black	20%	(54)	24%	(65)	21%	(58)	35%	(97)	274

Continued on next page

Table MCEN5_2: How excited are you for each of the following?
Many Saints of Newark, the Sopranos prequel

Demographic	Very excited		Somewhat excited		Not that excited		Not excited at all		Total N
Adults	14%	(309)	20%	(437)	21%	(459)	45%	(995)	2200
Ethnicity: Other	10%	(21)	24%	(48)	29%	(59)	37%	(76)	204
All Christian	16%	(149)	22%	(208)	17%	(166)	45%	(430)	953
All Non-Christian	23%	(31)	27%	(36)	21%	(28)	30%	(40)	134
Atheist	11%	(11)	34%	(32)	20%	(19)	35%	(34)	96
Agnostic/Nothing in particular	11%	(69)	16%	(103)	24%	(152)	49%	(312)	636
Something Else	13%	(49)	15%	(58)	25%	(95)	47%	(180)	381
Religious Non-Protestant/Catholic	22%	(34)	23%	(36)	18%	(28)	36%	(55)	153
Evangelical	16%	(89)	20%	(112)	17%	(96)	48%	(277)	574
Non-Evangelical	14%	(102)	21%	(150)	22%	(160)	43%	(313)	724
Community: Urban	18%	(113)	23%	(146)	20%	(126)	40%	(260)	645
Community: Suburban	13%	(133)	21%	(210)	22%	(222)	44%	(443)	1007
Community: Rural	12%	(63)	15%	(81)	20%	(111)	53%	(292)	548
Employ: Private Sector	17%	(117)	23%	(154)	21%	(142)	38%	(256)	669
Employ: Government	18%	(24)	28%	(37)	21%	(28)	33%	(44)	133
Employ: Self-Employed	22%	(48)	23%	(52)	23%	(50)	32%	(71)	221
Employ: Homemaker	9%	(13)	16%	(25)	16%	(24)	59%	(92)	154
Employ: Student	11%	(10)	21%	(20)	29%	(27)	40%	(38)	95
Employ: Retired	11%	(58)	17%	(84)	18%	(94)	54%	(272)	508
Employ: Unemployed	8%	(22)	18%	(49)	22%	(59)	51%	(137)	267
Employ: Other	11%	(17)	10%	(16)	23%	(34)	56%	(86)	153
Military HH: Yes	14%	(46)	18%	(59)	20%	(67)	49%	(165)	338
Military HH: No	14%	(263)	20%	(377)	21%	(392)	45%	(830)	1862
RD/WT: Right Direction	18%	(153)	25%	(211)	21%	(184)	36%	(309)	857
RD/WT: Wrong Track	12%	(155)	17%	(226)	20%	(275)	51%	(687)	1343
Biden Job Approve	17%	(173)	24%	(242)	21%	(211)	38%	(385)	1011
Biden Job Disapprove	12%	(134)	17%	(178)	21%	(223)	50%	(543)	1077
Biden Job Strongly Approve	22%	(107)	24%	(115)	17%	(82)	37%	(182)	487
Biden Job Somewhat Approve	12%	(65)	24%	(127)	25%	(129)	39%	(203)	524
Biden Job Somewhat Disapprove	14%	(44)	18%	(58)	22%	(68)	46%	(144)	314
Biden Job Strongly Disapprove	12%	(90)	16%	(121)	20%	(154)	52%	(398)	763

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Table MCEN5_2: How excited are you for each of the following?
Many Saints of Newark, the Sopranos prequel

Demographic	Very excited		Somewhat excited		Not that excited		Not excited at all		Total N
Adults	14%	(309)	20%	(437)	21%	(459)	45%	(995)	2200
Favorable of Biden	17%	(174)	24%	(244)	22%	(224)	37%	(376)	1018
Unfavorable of Biden	12%	(130)	16%	(176)	20%	(220)	52%	(563)	1089
Very Favorable of Biden	21%	(114)	22%	(119)	20%	(110)	36%	(193)	537
Somewhat Favorable of Biden	12%	(60)	26%	(125)	24%	(114)	38%	(183)	482
Somewhat Unfavorable of Biden	13%	(36)	16%	(43)	21%	(57)	51%	(141)	278
Very Unfavorable of Biden	12%	(95)	16%	(132)	20%	(163)	52%	(422)	812
#1 Issue: Economy	15%	(122)	21%	(173)	21%	(174)	42%	(344)	812
#1 Issue: Security	11%	(37)	17%	(59)	23%	(78)	50%	(170)	344
#1 Issue: Health Care	18%	(49)	23%	(63)	17%	(46)	42%	(115)	274
#1 Issue: Medicare / Social Security	16%	(41)	18%	(46)	21%	(56)	46%	(120)	264
#1 Issue: Women's Issues	11%	(18)	19%	(29)	21%	(33)	49%	(76)	156
#1 Issue: Education	17%	(15)	21%	(18)	20%	(18)	42%	(38)	89
#1 Issue: Energy	14%	(17)	23%	(29)	25%	(32)	38%	(47)	125
#1 Issue: Other	8%	(10)	14%	(19)	16%	(22)	62%	(84)	136
2020 Vote: Joe Biden	17%	(160)	23%	(221)	22%	(211)	39%	(373)	966
2020 Vote: Donald Trump	12%	(90)	19%	(141)	19%	(142)	50%	(372)	744
2020 Vote: Other	10%	(5)	12%	(6)	16%	(8)	62%	(32)	51
2020 Vote: Didn't Vote	12%	(54)	16%	(69)	23%	(98)	49%	(213)	434
2018 House Vote: Democrat	18%	(134)	24%	(175)	22%	(166)	36%	(268)	744
2018 House Vote: Republican	13%	(78)	18%	(105)	17%	(101)	52%	(305)	589
2018 House Vote: Someone else	5%	(3)	11%	(7)	21%	(12)	63%	(37)	58
2016 Vote: Hillary Clinton	17%	(119)	24%	(163)	22%	(150)	37%	(251)	683
2016 Vote: Donald Trump	15%	(101)	21%	(140)	16%	(108)	47%	(316)	666
2016 Vote: Other	7%	(8)	12%	(13)	26%	(29)	56%	(63)	113
2016 Vote: Didn't Vote	11%	(80)	16%	(120)	23%	(170)	50%	(365)	736
Voted in 2014: Yes	16%	(199)	21%	(261)	20%	(240)	43%	(527)	1228
Voted in 2014: No	11%	(109)	18%	(176)	22%	(219)	48%	(468)	972
4-Region: Northeast	19%	(76)	26%	(104)	17%	(66)	37%	(147)	394
4-Region: Midwest	11%	(52)	20%	(91)	20%	(91)	49%	(229)	462
4-Region: South	14%	(118)	17%	(140)	24%	(196)	45%	(371)	824
4-Region: West	12%	(63)	20%	(103)	21%	(107)	48%	(248)	520

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Table MCEN5_2: How excited are you for each of the following?
Many Saints of Newark, the Sopranos prequel

Demographic	Very excited		Somewhat excited		Not that excited		Not excited at all		Total N
Adults	14%	(309)	20%	(437)	21%	(459)	45%	(995)	2200
Avid Film Fan	26%	(176)	26%	(179)	19%	(133)	29%	(201)	688
Avid TV Fan	23%	(219)	22%	(212)	17%	(157)	38%	(359)	946
Casual Film Fan	10%	(122)	19%	(228)	22%	(268)	49%	(592)	1211
Casual TV Fan	8%	(85)	19%	(206)	25%	(270)	48%	(522)	1083

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

**Table MCEN5_3: How excited are you for each of the following?
 Halloween Kills, the 12th installment of the Halloween franchise**

Demographic	Very excited		Somewhat excited		Not that excited		Not excited at all		Total N
Adults	18%	(388)	19%	(424)	19%	(426)	44%	(962)	2200
Gender: Male	19%	(203)	20%	(208)	20%	(210)	42%	(441)	1062
Gender: Female	16%	(185)	19%	(216)	19%	(216)	46%	(520)	1138
Age: 18-34	29%	(188)	26%	(168)	20%	(128)	26%	(171)	655
Age: 35-44	23%	(81)	28%	(101)	18%	(65)	31%	(110)	358
Age: 45-64	15%	(110)	17%	(131)	20%	(151)	48%	(359)	751
Age: 65+	2%	(10)	5%	(24)	19%	(81)	74%	(322)	436
GenZers: 1997-2012	22%	(52)	26%	(61)	20%	(46)	32%	(75)	235
Millennials: 1981-1996	29%	(193)	26%	(174)	19%	(127)	26%	(170)	664
GenXers: 1965-1980	20%	(103)	21%	(110)	19%	(97)	40%	(204)	513
Baby Boomers: 1946-1964	5%	(39)	11%	(77)	20%	(145)	64%	(454)	714
PID: Dem (no lean)	23%	(187)	23%	(188)	17%	(139)	37%	(308)	822
PID: Ind (no lean)	16%	(107)	18%	(123)	22%	(150)	44%	(297)	677
PID: Rep (no lean)	13%	(94)	16%	(112)	20%	(137)	51%	(357)	701
PID/Gender: Dem Men	26%	(105)	25%	(99)	16%	(65)	33%	(131)	401
PID/Gender: Dem Women	19%	(81)	21%	(89)	18%	(74)	42%	(177)	422
PID/Gender: Ind Men	13%	(40)	17%	(51)	26%	(79)	44%	(134)	304
PID/Gender: Ind Women	18%	(68)	19%	(72)	19%	(71)	44%	(163)	373
PID/Gender: Rep Men	16%	(58)	16%	(57)	18%	(66)	49%	(176)	357
PID/Gender: Rep Women	11%	(36)	16%	(55)	21%	(71)	53%	(180)	343
Ideo: Liberal (1-3)	23%	(149)	21%	(135)	17%	(112)	38%	(246)	643
Ideo: Moderate (4)	18%	(104)	23%	(135)	21%	(126)	38%	(228)	592
Ideo: Conservative (5-7)	12%	(92)	13%	(99)	19%	(143)	55%	(402)	736
Educ: < College	19%	(288)	20%	(297)	20%	(305)	41%	(623)	1512
Educ: Bachelors degree	16%	(72)	18%	(79)	19%	(85)	47%	(207)	444
Educ: Post-grad	12%	(28)	20%	(48)	15%	(36)	54%	(131)	244
Income: Under 50k	19%	(235)	20%	(246)	19%	(229)	42%	(508)	1218
Income: 50k-100k	15%	(106)	17%	(116)	20%	(140)	48%	(329)	690
Income: 100k+	16%	(47)	21%	(62)	20%	(58)	43%	(125)	292
Ethnicity: White	15%	(262)	18%	(305)	19%	(333)	48%	(821)	1722
Ethnicity: Hispanic	28%	(99)	18%	(65)	21%	(74)	32%	(112)	349
Ethnicity: Black	32%	(88)	27%	(73)	14%	(37)	28%	(76)	274

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**Table MCEN5_3: How excited are you for each of the following?
Halloween Kills, the 12th installment of the Halloween franchise**

Demographic	Very excited		Somewhat excited		Not that excited		Not excited at all		Total N
Adults	18%	(388)	19%	(424)	19%	(426)	44%	(962)	2200
Ethnicity: Other	19%	(38)	22%	(46)	27%	(55)	32%	(65)	204
All Christian	14%	(135)	17%	(164)	19%	(183)	49%	(471)	953
All Non-Christian	24%	(32)	14%	(19)	22%	(29)	40%	(54)	134
Atheist	19%	(18)	23%	(22)	19%	(18)	39%	(37)	96
Agnostic/Nothing in particular	18%	(115)	21%	(134)	19%	(123)	41%	(263)	636
Something Else	23%	(87)	22%	(84)	19%	(73)	36%	(137)	381
Religious Non-Protestant/Catholic	22%	(34)	14%	(21)	21%	(32)	43%	(66)	153
Evangelical	19%	(109)	19%	(109)	18%	(101)	45%	(257)	574
Non-Evangelical	15%	(108)	19%	(134)	21%	(150)	46%	(332)	724
Community: Urban	25%	(164)	24%	(157)	15%	(100)	35%	(225)	645
Community: Suburban	14%	(143)	16%	(161)	23%	(229)	47%	(474)	1007
Community: Rural	15%	(81)	19%	(106)	18%	(97)	48%	(263)	548
Employ: Private Sector	17%	(113)	25%	(166)	19%	(128)	39%	(261)	669
Employ: Government	29%	(38)	28%	(37)	15%	(20)	28%	(37)	133
Employ: Self-Employed	28%	(63)	14%	(32)	23%	(50)	34%	(76)	221
Employ: Homemaker	20%	(31)	21%	(33)	16%	(24)	42%	(65)	154
Employ: Student	31%	(29)	18%	(17)	26%	(25)	25%	(23)	95
Employ: Retired	5%	(25)	10%	(48)	19%	(97)	66%	(337)	508
Employ: Unemployed	19%	(50)	22%	(59)	16%	(42)	43%	(116)	267
Employ: Other	25%	(38)	21%	(32)	25%	(38)	29%	(45)	153
Military HH: Yes	10%	(34)	14%	(47)	23%	(79)	53%	(178)	338
Military HH: No	19%	(355)	20%	(377)	19%	(347)	42%	(784)	1862
RD/WT: Right Direction	22%	(188)	23%	(197)	18%	(155)	37%	(317)	857
RD/WT: Wrong Track	15%	(201)	17%	(227)	20%	(271)	48%	(645)	1343
Biden Job Approve	21%	(215)	24%	(239)	16%	(164)	39%	(393)	1011
Biden Job Disapprove	15%	(158)	15%	(158)	22%	(236)	49%	(525)	1077
Biden Job Strongly Approve	28%	(136)	19%	(94)	14%	(67)	39%	(190)	487
Biden Job Somewhat Approve	15%	(79)	28%	(145)	18%	(97)	39%	(203)	524
Biden Job Somewhat Disapprove	19%	(60)	19%	(59)	22%	(69)	40%	(127)	314
Biden Job Strongly Disapprove	13%	(98)	13%	(99)	22%	(167)	52%	(398)	763

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**Table MCEN5_3: How excited are you for each of the following?
 Halloween Kills, the 12th installment of the Halloween franchise**

Demographic	Very excited		Somewhat excited		Not that excited		Not excited at all		Total N
Adults	18%	(388)	19%	(424)	19%	(426)	44%	(962)	2200
Favorable of Biden	21%	(210)	23%	(238)	17%	(172)	39%	(398)	1018
Unfavorable of Biden	15%	(161)	15%	(165)	21%	(230)	49%	(533)	1089
Very Favorable of Biden	27%	(144)	19%	(101)	15%	(78)	40%	(213)	537
Somewhat Favorable of Biden	14%	(66)	28%	(137)	20%	(94)	38%	(184)	482
Somewhat Unfavorable of Biden	17%	(47)	20%	(56)	21%	(60)	41%	(115)	278
Very Unfavorable of Biden	14%	(114)	13%	(109)	21%	(171)	51%	(418)	812
#1 Issue: Economy	20%	(162)	23%	(185)	18%	(149)	39%	(317)	812
#1 Issue: Security	14%	(46)	14%	(47)	20%	(69)	53%	(181)	344
#1 Issue: Health Care	24%	(66)	20%	(56)	19%	(52)	37%	(100)	274
#1 Issue: Medicare / Social Security	11%	(29)	13%	(33)	23%	(62)	53%	(140)	264
#1 Issue: Women's Issues	22%	(34)	23%	(36)	16%	(25)	39%	(61)	156
#1 Issue: Education	16%	(15)	22%	(20)	27%	(24)	34%	(30)	89
#1 Issue: Energy	19%	(23)	22%	(27)	18%	(23)	41%	(51)	125
#1 Issue: Other	10%	(13)	15%	(20)	16%	(22)	59%	(81)	136
2020 Vote: Joe Biden	21%	(199)	21%	(206)	18%	(172)	40%	(389)	966
2020 Vote: Donald Trump	14%	(105)	13%	(99)	19%	(139)	54%	(401)	744
2020 Vote: Other	17%	(9)	21%	(11)	22%	(11)	39%	(20)	51
2020 Vote: Didn't Vote	18%	(76)	25%	(108)	24%	(104)	34%	(145)	434
2018 House Vote: Democrat	19%	(141)	22%	(167)	18%	(134)	41%	(302)	744
2018 House Vote: Republican	13%	(79)	11%	(64)	18%	(109)	57%	(338)	589
2018 House Vote: Someone else	14%	(8)	11%	(6)	24%	(14)	51%	(30)	58
2016 Vote: Hillary Clinton	20%	(135)	19%	(131)	19%	(130)	42%	(288)	683
2016 Vote: Donald Trump	13%	(83)	16%	(104)	19%	(127)	53%	(351)	666
2016 Vote: Other	9%	(10)	15%	(16)	26%	(29)	50%	(57)	113
2016 Vote: Didn't Vote	22%	(160)	23%	(172)	19%	(139)	36%	(266)	736
Voted in 2014: Yes	16%	(200)	16%	(198)	19%	(229)	49%	(601)	1228
Voted in 2014: No	19%	(189)	23%	(226)	20%	(197)	37%	(361)	972
4-Region: Northeast	19%	(74)	22%	(88)	18%	(69)	41%	(162)	394
4-Region: Midwest	17%	(77)	17%	(79)	22%	(103)	44%	(203)	462
4-Region: South	19%	(155)	19%	(155)	19%	(157)	43%	(358)	824
4-Region: West	16%	(83)	20%	(102)	18%	(96)	46%	(239)	520

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Table MCEN5_3: *How excited are you for each of the following?
Halloween Kills, the 12th installment of the Halloween franchise*

Demographic	Very excited		Somewhat excited		Not that excited		Not excited at all		Total N
Adults	18%	(388)	19%	(424)	19%	(426)	44%	(962)	2200
Avid Film Fan	35%	(239)	20%	(138)	17%	(119)	28%	(193)	688
Avid TV Fan	25%	(240)	18%	(172)	16%	(155)	40%	(379)	946
Casual Film Fan	10%	(122)	20%	(240)	22%	(260)	49%	(588)	1211
Casual TV Fan	12%	(133)	20%	(221)	22%	(241)	45%	(488)	1083

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

Table MCEN5_4: How excited are you for each of the following?
Ghostbusters: Afterlife, the 4th installment in the Ghostbusters franchise

Demographic	Very excited		Somewhat excited		Not that excited		Not excited at all		Total N
Adults	15%	(325)	28%	(615)	22%	(494)	35%	(766)	2200
Gender: Male	18%	(195)	28%	(295)	22%	(238)	32%	(335)	1062
Gender: Female	11%	(130)	28%	(320)	23%	(256)	38%	(432)	1138
Age: 18-34	21%	(138)	31%	(205)	23%	(148)	25%	(165)	655
Age: 35-44	23%	(82)	35%	(125)	18%	(65)	24%	(85)	358
Age: 45-64	11%	(86)	28%	(207)	23%	(173)	38%	(285)	751
Age: 65+	4%	(19)	18%	(78)	25%	(108)	53%	(232)	436
GenZers: 1997-2012	14%	(34)	32%	(76)	22%	(52)	31%	(73)	235
Millennials: 1981-1996	24%	(157)	32%	(210)	22%	(144)	23%	(153)	664
GenXers: 1965-1980	17%	(85)	33%	(171)	19%	(97)	31%	(160)	513
Baby Boomers: 1946-1964	6%	(44)	21%	(152)	25%	(180)	47%	(338)	714
PID: Dem (no lean)	18%	(148)	29%	(239)	24%	(196)	29%	(239)	822
PID: Ind (no lean)	12%	(80)	30%	(203)	21%	(140)	38%	(254)	677
PID: Rep (no lean)	14%	(98)	25%	(172)	23%	(158)	39%	(273)	701
PID/Gender: Dem Men	25%	(99)	29%	(117)	22%	(88)	24%	(97)	401
PID/Gender: Dem Women	12%	(49)	29%	(122)	26%	(108)	34%	(143)	422
PID/Gender: Ind Men	10%	(32)	30%	(91)	25%	(75)	35%	(106)	304
PID/Gender: Ind Women	13%	(48)	30%	(112)	18%	(65)	40%	(148)	373
PID/Gender: Rep Men	18%	(64)	24%	(87)	21%	(75)	37%	(132)	357
PID/Gender: Rep Women	10%	(33)	25%	(86)	24%	(83)	41%	(141)	343
Ideo: Liberal (1-3)	21%	(132)	30%	(193)	21%	(138)	28%	(180)	643
Ideo: Moderate (4)	12%	(70)	35%	(208)	23%	(138)	30%	(176)	592
Ideo: Conservative (5-7)	12%	(91)	21%	(155)	24%	(175)	43%	(315)	736
Educ: < College	15%	(221)	27%	(411)	23%	(351)	35%	(529)	1512
Educ: Bachelors degree	16%	(70)	30%	(135)	21%	(94)	33%	(145)	444
Educ: Post-grad	14%	(34)	28%	(69)	20%	(48)	38%	(93)	244
Income: Under 50k	14%	(174)	27%	(326)	23%	(277)	36%	(442)	1218
Income: 50k-100k	14%	(96)	29%	(199)	23%	(161)	34%	(235)	690
Income: 100k+	19%	(56)	31%	(90)	19%	(57)	31%	(90)	292
Ethnicity: White	15%	(259)	26%	(449)	22%	(372)	37%	(642)	1722
Ethnicity: Hispanic	23%	(80)	29%	(102)	20%	(69)	28%	(99)	349
Ethnicity: Black	15%	(41)	32%	(89)	28%	(77)	25%	(69)	274

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Table MCEN5_4: How excited are you for each of the following?
Ghostbusters: Afterlife, the 4th installment in the Ghostbusters franchise

Demographic	Very excited		Somewhat excited		Not that excited		Not excited at all		Total N
Adults	15%	(325)	28%	(615)	22%	(494)	35%	(766)	2200
Ethnicity: Other	13%	(26)	38%	(77)	22%	(45)	28%	(56)	204
All Christian	13%	(119)	28%	(270)	21%	(204)	38%	(360)	953
All Non-Christian	25%	(34)	22%	(29)	21%	(28)	32%	(43)	134
Atheist	19%	(18)	29%	(28)	26%	(25)	25%	(24)	96
Agnostic/Nothing in particular	14%	(88)	27%	(173)	23%	(148)	36%	(226)	636
Something Else	17%	(65)	30%	(114)	23%	(88)	30%	(114)	381
Religious Non-Protestant/Catholic	24%	(37)	22%	(33)	22%	(33)	32%	(49)	153
Evangelical	16%	(95)	29%	(164)	18%	(101)	37%	(215)	574
Non-Evangelical	12%	(84)	29%	(210)	25%	(183)	34%	(247)	724
Community: Urban	18%	(115)	32%	(207)	21%	(133)	29%	(190)	645
Community: Suburban	14%	(140)	26%	(266)	25%	(251)	35%	(349)	1007
Community: Rural	13%	(70)	26%	(141)	20%	(110)	41%	(227)	548
Employ: Private Sector	17%	(114)	30%	(204)	22%	(150)	30%	(202)	669
Employ: Government	20%	(27)	41%	(55)	17%	(23)	21%	(28)	133
Employ: Self-Employed	24%	(54)	27%	(59)	24%	(52)	25%	(56)	221
Employ: Homemaker	16%	(24)	28%	(43)	21%	(33)	35%	(54)	154
Employ: Student	27%	(26)	33%	(31)	15%	(14)	25%	(23)	95
Employ: Retired	5%	(26)	21%	(108)	24%	(120)	50%	(253)	508
Employ: Unemployed	11%	(29)	27%	(73)	26%	(68)	36%	(97)	267
Employ: Other	16%	(25)	27%	(42)	22%	(33)	35%	(53)	153
Military HH: Yes	9%	(30)	27%	(91)	25%	(84)	39%	(132)	338
Military HH: No	16%	(295)	28%	(523)	22%	(410)	34%	(635)	1862
RD/WT: Right Direction	18%	(152)	34%	(288)	21%	(184)	27%	(233)	857
RD/WT: Wrong Track	13%	(173)	24%	(326)	23%	(310)	40%	(533)	1343
Biden Job Approve	17%	(176)	32%	(327)	22%	(223)	28%	(286)	1011
Biden Job Disapprove	13%	(140)	24%	(260)	23%	(252)	39%	(424)	1077
Biden Job Strongly Approve	24%	(118)	31%	(149)	17%	(82)	28%	(137)	487
Biden Job Somewhat Approve	11%	(57)	34%	(178)	27%	(141)	28%	(149)	524
Biden Job Somewhat Disapprove	16%	(50)	29%	(91)	24%	(76)	31%	(97)	314
Biden Job Strongly Disapprove	12%	(90)	22%	(170)	23%	(176)	43%	(327)	763

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Table MCEN5_4: How excited are you for each of the following?
Ghostbusters: Afterlife, the 4th installment in the Ghostbusters franchise

Demographic	Very excited		Somewhat excited		Not that excited		Not excited at all		Total N
Adults	15%	(325)	28%	(615)	22%	(494)	35%	(766)	2200
Favorable of Biden	18%	(183)	32%	(323)	22%	(225)	28%	(287)	1018
Unfavorable of Biden	12%	(135)	24%	(267)	23%	(252)	40%	(436)	1089
Very Favorable of Biden	22%	(117)	33%	(179)	18%	(96)	27%	(144)	537
Somewhat Favorable of Biden	14%	(66)	30%	(144)	27%	(129)	30%	(143)	482
Somewhat Unfavorable of Biden	13%	(35)	29%	(80)	24%	(65)	35%	(97)	278
Very Unfavorable of Biden	12%	(99)	23%	(187)	23%	(187)	42%	(339)	812
#1 Issue: Economy	13%	(108)	33%	(268)	22%	(179)	32%	(257)	812
#1 Issue: Security	15%	(53)	22%	(76)	22%	(76)	40%	(138)	344
#1 Issue: Health Care	22%	(60)	31%	(86)	21%	(58)	26%	(70)	274
#1 Issue: Medicare / Social Security	5%	(14)	22%	(58)	30%	(79)	43%	(113)	264
#1 Issue: Women's Issues	23%	(36)	29%	(45)	16%	(24)	32%	(50)	156
#1 Issue: Education	11%	(10)	24%	(21)	29%	(26)	36%	(32)	89
#1 Issue: Energy	20%	(25)	33%	(42)	23%	(29)	24%	(30)	125
#1 Issue: Other	13%	(18)	14%	(19)	16%	(22)	56%	(77)	136
2020 Vote: Joe Biden	17%	(164)	29%	(283)	23%	(225)	30%	(294)	966
2020 Vote: Donald Trump	14%	(102)	25%	(182)	20%	(151)	41%	(309)	744
2020 Vote: Other	9%	(5)	27%	(14)	24%	(12)	40%	(21)	51
2020 Vote: Didn't Vote	13%	(54)	31%	(136)	24%	(106)	32%	(138)	434
2018 House Vote: Democrat	18%	(136)	29%	(214)	24%	(176)	29%	(219)	744
2018 House Vote: Republican	12%	(71)	26%	(152)	19%	(113)	43%	(253)	589
2018 House Vote: Someone else	8%	(5)	38%	(22)	11%	(6)	44%	(26)	58
2016 Vote: Hillary Clinton	16%	(106)	31%	(210)	23%	(155)	31%	(213)	683
2016 Vote: Donald Trump	13%	(89)	24%	(163)	22%	(146)	40%	(268)	666
2016 Vote: Other	17%	(20)	23%	(26)	21%	(24)	38%	(43)	113
2016 Vote: Didn't Vote	15%	(111)	29%	(216)	23%	(168)	33%	(242)	736
Voted in 2014: Yes	15%	(178)	28%	(344)	21%	(262)	36%	(443)	1228
Voted in 2014: No	15%	(147)	28%	(270)	24%	(232)	33%	(323)	972
4-Region: Northeast	17%	(67)	29%	(115)	20%	(81)	33%	(131)	394
4-Region: Midwest	12%	(55)	28%	(128)	23%	(104)	38%	(174)	462
4-Region: South	12%	(102)	28%	(229)	26%	(216)	34%	(277)	824
4-Region: West	19%	(101)	27%	(143)	18%	(92)	35%	(184)	520

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Table MCEN5_4: *How excited are you for each of the following?*
Ghostbusters: Afterlife, the 4th installment in the Ghostbusters franchise

Demographic	Very excited		Somewhat excited		Not that excited		Not excited at all		Total N
Adults	15%	(325)	28%	(615)	22%	(494)	35%	(766)	2200
Avid Film Fan	30%	(210)	33%	(230)	18%	(124)	18%	(125)	688
Avid TV Fan	21%	(198)	30%	(286)	20%	(189)	29%	(273)	946
Casual Film Fan	8%	(94)	29%	(345)	26%	(315)	38%	(456)	1211
Casual TV Fan	11%	(114)	27%	(293)	25%	(267)	38%	(408)	1083

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

Table MCEN5_5: How excited are you for each of the following?
No Time to Die, the 25th installment in the James Bond franchise

Demographic	Very excited		Somewhat excited		Not that excited		Not excited at all		Total N
Adults	19%	(414)	27%	(597)	20%	(447)	34%	(743)	2200
Gender: Male	25%	(262)	32%	(342)	18%	(187)	26%	(271)	1062
Gender: Female	13%	(152)	22%	(255)	23%	(260)	41%	(472)	1138
Age: 18-34	20%	(129)	29%	(189)	22%	(144)	30%	(193)	655
Age: 35-44	18%	(65)	27%	(98)	23%	(82)	32%	(113)	358
Age: 45-64	19%	(143)	25%	(188)	19%	(139)	37%	(281)	751
Age: 65+	18%	(77)	28%	(122)	19%	(82)	36%	(155)	436
GenZers: 1997-2012	18%	(42)	30%	(71)	18%	(42)	34%	(81)	235
Millennials: 1981-1996	20%	(131)	27%	(181)	24%	(158)	29%	(194)	664
GenXers: 1965-1980	20%	(102)	27%	(140)	18%	(92)	35%	(179)	513
Baby Boomers: 1946-1964	18%	(127)	26%	(182)	19%	(135)	38%	(270)	714
PID: Dem (no lean)	25%	(207)	28%	(232)	20%	(165)	26%	(218)	822
PID: Ind (no lean)	14%	(97)	25%	(172)	22%	(152)	38%	(257)	677
PID: Rep (no lean)	16%	(110)	28%	(193)	18%	(129)	38%	(268)	701
PID/Gender: Dem Men	31%	(125)	34%	(136)	16%	(64)	19%	(76)	401
PID/Gender: Dem Women	20%	(82)	23%	(96)	24%	(101)	34%	(142)	422
PID/Gender: Ind Men	20%	(62)	28%	(85)	24%	(74)	27%	(82)	304
PID/Gender: Ind Women	9%	(35)	23%	(87)	21%	(78)	47%	(174)	373
PID/Gender: Rep Men	21%	(75)	34%	(121)	14%	(48)	32%	(113)	357
PID/Gender: Rep Women	10%	(35)	21%	(72)	24%	(81)	45%	(155)	343
Ideo: Liberal (1-3)	25%	(158)	29%	(189)	22%	(141)	24%	(155)	643
Ideo: Moderate (4)	18%	(108)	30%	(179)	21%	(122)	31%	(182)	592
Ideo: Conservative (5-7)	17%	(127)	25%	(187)	20%	(144)	38%	(278)	736
Educ: < College	15%	(222)	27%	(405)	21%	(323)	37%	(562)	1512
Educ: Bachelors degree	29%	(128)	28%	(122)	18%	(80)	26%	(114)	444
Educ: Post-grad	26%	(64)	29%	(70)	18%	(43)	27%	(67)	244
Income: Under 50k	15%	(177)	26%	(313)	21%	(258)	39%	(469)	1218
Income: 50k-100k	20%	(140)	29%	(201)	20%	(135)	31%	(214)	690
Income: 100k+	33%	(97)	28%	(83)	18%	(53)	20%	(59)	292
Ethnicity: White	17%	(301)	27%	(460)	21%	(359)	35%	(601)	1722
Ethnicity: Hispanic	25%	(89)	30%	(105)	18%	(62)	27%	(94)	349
Ethnicity: Black	25%	(68)	28%	(78)	19%	(51)	28%	(77)	274

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Table MCEN5_5: How excited are you for each of the following?
No Time to Die, the 25th installment in the James Bond franchise

Demographic	Very excited		Somewhat excited		Not that excited		Not excited at all		Total N
Adults	19%	(414)	27%	(597)	20%	(447)	34%	(743)	2200
Ethnicity: Other	22%	(45)	29%	(59)	18%	(36)	31%	(64)	204
All Christian	21%	(196)	29%	(272)	20%	(188)	31%	(297)	953
All Non-Christian	29%	(39)	29%	(39)	24%	(32)	18%	(24)	134
Atheist	24%	(23)	23%	(22)	24%	(23)	29%	(27)	96
Agnostic/Nothing in particular	15%	(96)	28%	(176)	19%	(119)	39%	(245)	636
Something Else	16%	(60)	23%	(88)	22%	(85)	39%	(148)	381
Religious Non-Protestant/Catholic	29%	(44)	28%	(43)	23%	(35)	20%	(31)	153
Evangelical	18%	(104)	28%	(159)	19%	(108)	35%	(203)	574
Non-Evangelical	20%	(144)	26%	(189)	22%	(158)	32%	(233)	724
Community: Urban	24%	(155)	29%	(189)	18%	(118)	29%	(184)	645
Community: Suburban	21%	(209)	28%	(277)	20%	(205)	31%	(316)	1007
Community: Rural	9%	(50)	24%	(131)	23%	(124)	44%	(242)	548
Employ: Private Sector	21%	(138)	30%	(202)	20%	(134)	29%	(196)	669
Employ: Government	27%	(35)	25%	(33)	25%	(33)	24%	(31)	133
Employ: Self-Employed	23%	(50)	32%	(70)	19%	(43)	26%	(58)	221
Employ: Homemaker	9%	(14)	15%	(23)	24%	(36)	53%	(81)	154
Employ: Student	26%	(25)	34%	(32)	14%	(14)	26%	(24)	95
Employ: Retired	17%	(88)	27%	(136)	19%	(97)	37%	(186)	508
Employ: Unemployed	15%	(41)	27%	(73)	17%	(46)	40%	(107)	267
Employ: Other	15%	(23)	18%	(27)	29%	(45)	38%	(58)	153
Military HH: Yes	18%	(62)	26%	(89)	23%	(79)	32%	(109)	338
Military HH: No	19%	(352)	27%	(508)	20%	(368)	34%	(634)	1862
RD/WT: Right Direction	25%	(217)	31%	(263)	20%	(171)	24%	(206)	857
RD/WT: Wrong Track	15%	(197)	25%	(334)	21%	(276)	40%	(536)	1343
Biden Job Approve	24%	(240)	31%	(313)	19%	(189)	27%	(269)	1011
Biden Job Disapprove	15%	(161)	25%	(268)	22%	(238)	38%	(410)	1077
Biden Job Strongly Approve	33%	(159)	27%	(133)	15%	(75)	25%	(120)	487
Biden Job Somewhat Approve	15%	(81)	34%	(180)	22%	(114)	28%	(149)	524
Biden Job Somewhat Disapprove	16%	(50)	28%	(87)	25%	(78)	31%	(98)	314
Biden Job Strongly Disapprove	15%	(111)	24%	(181)	21%	(160)	41%	(311)	763

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**Table MCEN5_5: How excited are you for each of the following?
 No Time to Die, the 25th installment in the James Bond franchise**

Demographic	Very excited		Somewhat excited		Not that excited		Not excited at all		Total N
Adults	19%	(414)	27%	(597)	20%	(447)	34%	(743)	2200
Favorable of Biden	25%	(254)	30%	(308)	19%	(195)	26%	(262)	1018
Unfavorable of Biden	14%	(152)	25%	(270)	22%	(236)	40%	(432)	1089
Very Favorable of Biden	32%	(173)	27%	(142)	18%	(97)	23%	(124)	537
Somewhat Favorable of Biden	17%	(81)	34%	(165)	20%	(98)	29%	(138)	482
Somewhat Unfavorable of Biden	14%	(38)	27%	(75)	27%	(76)	32%	(89)	278
Very Unfavorable of Biden	14%	(114)	24%	(195)	20%	(160)	42%	(343)	812
#1 Issue: Economy	19%	(157)	30%	(242)	19%	(150)	32%	(262)	812
#1 Issue: Security	18%	(61)	26%	(89)	20%	(68)	37%	(127)	344
#1 Issue: Health Care	24%	(67)	27%	(74)	20%	(54)	29%	(79)	274
#1 Issue: Medicare / Social Security	20%	(52)	23%	(61)	23%	(60)	34%	(90)	264
#1 Issue: Women's Issues	14%	(22)	22%	(35)	23%	(35)	41%	(63)	156
#1 Issue: Education	21%	(19)	23%	(20)	24%	(22)	32%	(28)	89
#1 Issue: Energy	17%	(21)	35%	(44)	28%	(35)	20%	(25)	125
#1 Issue: Other	10%	(14)	23%	(32)	17%	(23)	50%	(67)	136
2020 Vote: Joe Biden	25%	(239)	28%	(272)	20%	(193)	27%	(262)	966
2020 Vote: Donald Trump	16%	(120)	27%	(204)	19%	(145)	37%	(275)	744
2020 Vote: Other	10%	(5)	34%	(17)	15%	(8)	40%	(21)	51
2020 Vote: Didn't Vote	11%	(50)	23%	(98)	23%	(101)	43%	(185)	434
2018 House Vote: Democrat	26%	(193)	28%	(208)	22%	(161)	24%	(181)	744
2018 House Vote: Republican	18%	(105)	27%	(157)	18%	(105)	38%	(222)	589
2018 House Vote: Someone else	17%	(10)	21%	(12)	16%	(9)	46%	(27)	58
2016 Vote: Hillary Clinton	26%	(181)	31%	(209)	20%	(139)	23%	(155)	683
2016 Vote: Donald Trump	18%	(121)	26%	(174)	20%	(131)	36%	(238)	666
2016 Vote: Other	16%	(18)	23%	(26)	22%	(25)	38%	(43)	113
2016 Vote: Didn't Vote	13%	(93)	25%	(188)	20%	(149)	42%	(306)	736
Voted in 2014: Yes	23%	(282)	27%	(338)	21%	(252)	29%	(356)	1228
Voted in 2014: No	14%	(132)	27%	(259)	20%	(195)	40%	(386)	972
4-Region: Northeast	21%	(81)	27%	(104)	18%	(71)	35%	(137)	394
4-Region: Midwest	17%	(80)	25%	(117)	20%	(93)	37%	(172)	462
4-Region: South	18%	(146)	26%	(211)	23%	(190)	33%	(276)	824
4-Region: West	21%	(107)	32%	(164)	18%	(92)	30%	(157)	520

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Table MCEN5_5: *How excited are you for each of the following?
No Time to Die, the 25th installment in the James Bond franchise*

Demographic	Very excited		Somewhat excited		Not that excited		Not excited at all		Total N
Adults	19%	(414)	27%	(597)	20%	(447)	34%	(743)	2200
Avid Film Fan	37%	(257)	31%	(211)	15%	(103)	17%	(117)	688
Avid TV Fan	28%	(269)	29%	(273)	16%	(151)	27%	(253)	946
Casual Film Fan	12%	(145)	27%	(332)	24%	(294)	36%	(440)	1211
Casual TV Fan	13%	(137)	26%	(286)	25%	(269)	36%	(392)	1083

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

Table MCEN5_6: *How excited are you for each of the following?*
Spider-Man: No Way Home, the third installment of the current Spiderman franchise

Demographic	Very excited		Somewhat excited		Not that excited		Not excited at all		Total N
Adults	22%	(474)	25%	(551)	20%	(448)	33%	(727)	2200
Gender: Male	27%	(282)	24%	(258)	21%	(220)	28%	(301)	1062
Gender: Female	17%	(192)	26%	(293)	20%	(228)	37%	(426)	1138
Age: 18-34	36%	(237)	26%	(171)	18%	(118)	20%	(130)	655
Age: 35-44	26%	(93)	32%	(115)	16%	(59)	25%	(91)	358
Age: 45-64	16%	(120)	26%	(193)	22%	(163)	37%	(275)	751
Age: 65+	5%	(24)	17%	(72)	25%	(109)	53%	(232)	436
GenZers: 1997-2012	40%	(95)	22%	(52)	17%	(39)	21%	(49)	235
Millennials: 1981-1996	31%	(205)	29%	(193)	19%	(124)	21%	(142)	664
GenXers: 1965-1980	21%	(110)	30%	(154)	19%	(97)	30%	(152)	513
Baby Boomers: 1946-1964	9%	(61)	20%	(143)	24%	(171)	47%	(339)	714
PID: Dem (no lean)	28%	(231)	26%	(214)	21%	(169)	25%	(209)	822
PID: Ind (no lean)	20%	(133)	26%	(176)	21%	(146)	33%	(222)	677
PID: Rep (no lean)	16%	(109)	23%	(161)	19%	(134)	42%	(296)	701
PID/Gender: Dem Men	36%	(143)	26%	(104)	20%	(78)	19%	(75)	401
PID/Gender: Dem Women	21%	(88)	26%	(110)	22%	(91)	32%	(133)	422
PID/Gender: Ind Men	25%	(76)	24%	(71)	23%	(69)	29%	(88)	304
PID/Gender: Ind Women	15%	(58)	28%	(105)	20%	(76)	36%	(135)	373
PID/Gender: Rep Men	18%	(64)	23%	(83)	20%	(72)	39%	(139)	357
PID/Gender: Rep Women	13%	(46)	23%	(78)	18%	(61)	46%	(158)	343
Ideo: Liberal (1-3)	30%	(190)	26%	(167)	21%	(133)	24%	(153)	643
Ideo: Moderate (4)	22%	(127)	29%	(171)	22%	(128)	28%	(166)	592
Ideo: Conservative (5-7)	15%	(108)	22%	(165)	19%	(141)	44%	(322)	736
Educ: < College	21%	(322)	24%	(370)	21%	(318)	33%	(503)	1512
Educ: Bachelors degree	24%	(109)	25%	(113)	19%	(86)	31%	(137)	444
Educ: Post-grad	18%	(44)	28%	(68)	18%	(45)	36%	(87)	244
Income: Under 50k	20%	(242)	25%	(302)	21%	(255)	34%	(419)	1218
Income: 50k-100k	22%	(150)	24%	(165)	21%	(142)	34%	(233)	690
Income: 100k+	28%	(82)	29%	(83)	18%	(51)	26%	(75)	292
Ethnicity: White	18%	(303)	24%	(405)	21%	(366)	38%	(647)	1722
Ethnicity: Hispanic	35%	(123)	26%	(90)	19%	(67)	20%	(70)	349
Ethnicity: Black	41%	(111)	27%	(74)	15%	(42)	17%	(47)	274

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Table MCEN5_6: How excited are you for each of the following?
Spider-Man: No Way Home, the third installment of the current Spiderman franchise

Demographic	Very excited		Somewhat excited		Not that excited		Not excited at all		Total N
Adults	22%	(474)	25%	(551)	20%	(448)	33%	(727)	2200
Ethnicity: Other	29%	(59)	35%	(71)	20%	(40)	17%	(34)	204
All Christian	18%	(172)	25%	(237)	20%	(190)	37%	(354)	953
All Non-Christian	30%	(41)	24%	(32)	21%	(28)	25%	(33)	134
Atheist	32%	(31)	19%	(19)	28%	(27)	21%	(20)	96
Agnostic/Nothing in particular	19%	(123)	25%	(161)	22%	(139)	33%	(212)	636
Something Else	28%	(108)	27%	(102)	17%	(64)	28%	(108)	381
Religious Non-Protestant/Catholic	28%	(43)	24%	(37)	20%	(31)	27%	(42)	153
Evangelical	25%	(143)	27%	(155)	15%	(87)	33%	(190)	574
Non-Evangelical	18%	(133)	24%	(171)	22%	(161)	36%	(259)	724
Community: Urban	29%	(187)	29%	(189)	17%	(107)	25%	(163)	645
Community: Suburban	21%	(208)	24%	(241)	22%	(225)	33%	(333)	1007
Community: Rural	14%	(79)	22%	(121)	21%	(116)	42%	(231)	548
Employ: Private Sector	25%	(167)	28%	(188)	19%	(125)	28%	(189)	669
Employ: Government	38%	(51)	29%	(39)	15%	(20)	18%	(24)	133
Employ: Self-Employed	29%	(64)	27%	(59)	21%	(46)	24%	(53)	221
Employ: Homemaker	14%	(21)	24%	(38)	20%	(30)	42%	(65)	154
Employ: Student	44%	(41)	23%	(22)	22%	(21)	11%	(10)	95
Employ: Retired	7%	(37)	20%	(102)	24%	(122)	48%	(246)	508
Employ: Unemployed	23%	(61)	23%	(62)	19%	(49)	35%	(94)	267
Employ: Other	21%	(33)	27%	(41)	22%	(34)	30%	(46)	153
Military HH: Yes	16%	(55)	18%	(61)	24%	(81)	42%	(141)	338
Military HH: No	23%	(419)	26%	(490)	20%	(367)	31%	(586)	1862
RD/WT: Right Direction	27%	(234)	27%	(233)	21%	(179)	24%	(210)	857
RD/WT: Wrong Track	18%	(240)	24%	(317)	20%	(269)	39%	(517)	1343
Biden Job Approve	27%	(268)	27%	(274)	21%	(213)	25%	(255)	1011
Biden Job Disapprove	17%	(186)	23%	(243)	20%	(218)	40%	(430)	1077
Biden Job Strongly Approve	32%	(157)	24%	(118)	17%	(84)	26%	(128)	487
Biden Job Somewhat Approve	21%	(112)	30%	(157)	25%	(129)	24%	(128)	524
Biden Job Somewhat Disapprove	26%	(82)	26%	(82)	20%	(63)	28%	(88)	314
Biden Job Strongly Disapprove	14%	(104)	21%	(161)	20%	(155)	45%	(342)	763

Continued on next page

Table MCEN5_6: *How excited are you for each of the following?*
Spider-Man: No Way Home, the third installment of the current Spiderman franchise

Demographic	Very excited		Somewhat excited		Not that excited		Not excited at all		Total N
Adults	22%	(474)	25%	(551)	20%	(448)	33%	(727)	2200
Favorable of Biden	27%	(275)	26%	(270)	21%	(214)	25%	(259)	1018
Unfavorable of Biden	17%	(180)	23%	(255)	20%	(218)	40%	(436)	1089
Very Favorable of Biden	32%	(172)	25%	(131)	18%	(97)	25%	(136)	537
Somewhat Favorable of Biden	21%	(103)	29%	(138)	24%	(116)	26%	(124)	482
Somewhat Unfavorable of Biden	23%	(65)	28%	(77)	21%	(59)	28%	(77)	278
Very Unfavorable of Biden	14%	(115)	22%	(178)	20%	(159)	44%	(359)	812
#1 Issue: Economy	24%	(195)	26%	(212)	20%	(163)	30%	(242)	812
#1 Issue: Security	14%	(50)	20%	(68)	20%	(70)	45%	(156)	344
#1 Issue: Health Care	30%	(83)	32%	(87)	15%	(42)	22%	(61)	274
#1 Issue: Medicare / Social Security	9%	(23)	23%	(61)	26%	(69)	42%	(110)	264
#1 Issue: Women's Issues	31%	(48)	21%	(33)	18%	(28)	29%	(46)	156
#1 Issue: Education	31%	(28)	26%	(23)	22%	(20)	20%	(18)	89
#1 Issue: Energy	26%	(32)	25%	(32)	26%	(32)	23%	(29)	125
#1 Issue: Other	11%	(15)	25%	(34)	17%	(23)	47%	(64)	136
2020 Vote: Joe Biden	28%	(268)	25%	(245)	21%	(199)	26%	(254)	966
2020 Vote: Donald Trump	16%	(117)	22%	(164)	19%	(143)	43%	(320)	744
2020 Vote: Other	23%	(12)	23%	(12)	18%	(9)	36%	(18)	51
2020 Vote: Didn't Vote	18%	(77)	30%	(130)	22%	(97)	30%	(129)	434
2018 House Vote: Democrat	25%	(189)	26%	(191)	21%	(159)	28%	(205)	744
2018 House Vote: Republican	14%	(83)	22%	(132)	21%	(124)	42%	(250)	589
2018 House Vote: Someone else	30%	(18)	21%	(12)	14%	(8)	35%	(20)	58
2016 Vote: Hillary Clinton	24%	(167)	28%	(188)	21%	(144)	27%	(184)	683
2016 Vote: Donald Trump	14%	(96)	22%	(143)	22%	(145)	42%	(281)	666
2016 Vote: Other	24%	(27)	18%	(21)	20%	(23)	38%	(42)	113
2016 Vote: Didn't Vote	25%	(183)	27%	(197)	19%	(136)	30%	(220)	736
Voted in 2014: Yes	19%	(234)	24%	(297)	21%	(254)	36%	(442)	1228
Voted in 2014: No	25%	(240)	26%	(254)	20%	(194)	29%	(285)	972
4-Region: Northeast	23%	(91)	21%	(81)	22%	(87)	34%	(135)	394
4-Region: Midwest	18%	(85)	25%	(114)	21%	(95)	36%	(168)	462
4-Region: South	20%	(165)	28%	(228)	20%	(167)	32%	(265)	824
4-Region: West	26%	(133)	24%	(127)	19%	(100)	31%	(160)	520

Continued on next page

Table MCEN5_6: *How excited are you for each of the following?*
Spider-Man: No Way Home, the third installment of the current Spiderman franchise

Demographic	Very excited		Somewhat excited		Not that excited		Not excited at all		Total N
Adults	22%	(474)	25%	(551)	20%	(448)	33%	(727)	2200
Avid Film Fan	41%	(283)	28%	(192)	17%	(114)	14%	(100)	688
Avid TV Fan	30%	(284)	25%	(234)	17%	(160)	28%	(268)	946
Casual Film Fan	14%	(175)	25%	(303)	23%	(282)	37%	(450)	1211
Casual TV Fan	16%	(173)	26%	(282)	23%	(248)	35%	(379)	1083

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

Table MCEN6_INET: Why are you excited to watch or stream these prequels or sequels?
I miss watching the characters in the show or movie

Demographic	Selected		Not Selected		Total N
Adults	32%	(551)	68%	(1154)	1705
Gender: Male	31%	(263)	69%	(591)	854
Gender: Female	34%	(288)	66%	(562)	851
Age: 18-34	31%	(180)	69%	(394)	574
Age: 35-44	32%	(99)	68%	(209)	308
Age: 45-64	33%	(181)	67%	(374)	555
Age: 65+	34%	(91)	66%	(176)	268
GenZers: 1997-2012	30%	(59)	70%	(139)	198
Millennials: 1981-1996	32%	(186)	68%	(398)	583
GenXers: 1965-1980	35%	(142)	65%	(266)	408
Baby Boomers: 1946-1964	31%	(148)	69%	(322)	470
PID: Dem (no lean)	34%	(226)	66%	(446)	672
PID: Ind (no lean)	30%	(157)	70%	(366)	523
PID: Rep (no lean)	33%	(167)	67%	(342)	509
PID/Gender: Dem Men	33%	(113)	67%	(228)	342
PID/Gender: Dem Women	34%	(113)	66%	(218)	331
PID/Gender: Ind Men	28%	(66)	72%	(170)	236
PID/Gender: Ind Women	32%	(91)	68%	(195)	287
PID/Gender: Rep Men	30%	(83)	70%	(192)	276
PID/Gender: Rep Women	36%	(84)	64%	(150)	233
Ideo: Liberal (1-3)	35%	(193)	65%	(354)	547
Ideo: Moderate (4)	29%	(138)	71%	(337)	474
Ideo: Conservative (5-7)	33%	(167)	67%	(345)	512
Educ: < College	32%	(371)	68%	(786)	1156
Educ: Bachelors degree	34%	(122)	66%	(239)	361
Educ: Post-grad	31%	(59)	69%	(129)	188
Income: Under 50k	31%	(285)	69%	(641)	926
Income: 50k-100k	32%	(170)	68%	(359)	529
Income: 100k+	38%	(96)	62%	(154)	249
Ethnicity: White	33%	(427)	67%	(876)	1303
Ethnicity: Hispanic	33%	(101)	67%	(207)	308
Ethnicity: Black	31%	(71)	69%	(158)	229

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Table MCEN6_1NET: Why are you excited to watch or stream these prequels or sequels?
I miss watching the characters in the show or movie

Demographic	Selected		Not Selected		Total N
Adults	32%	(551)	68%	(1154)	1705
Ethnicity: Other	31%	(53)	69%	(119)	172
All Christian	36%	(263)	64%	(465)	728
All Non-Christian	32%	(35)	68%	(75)	110
Atheist	24%	(19)	76%	(61)	80
Agnostic/Nothing in particular	28%	(137)	72%	(347)	485
Something Else	32%	(96)	68%	(205)	302
Religious Non-Protestant/Catholic	32%	(40)	68%	(84)	124
Evangelical	38%	(162)	62%	(269)	431
Non-Evangelical	33%	(187)	67%	(383)	570
Community: Urban	32%	(168)	68%	(363)	531
Community: Suburban	36%	(285)	64%	(507)	792
Community: Rural	26%	(99)	74%	(283)	381
Employ: Private Sector	31%	(170)	69%	(380)	551
Employ: Government	34%	(40)	66%	(78)	118
Employ: Self-Employed	35%	(64)	65%	(118)	183
Employ: Homemaker	36%	(44)	64%	(78)	121
Employ: Student	24%	(20)	76%	(64)	84
Employ: Retired	32%	(103)	68%	(221)	324
Employ: Unemployed	35%	(70)	65%	(132)	202
Employ: Other	32%	(40)	68%	(83)	122
Military HH: Yes	33%	(80)	67%	(166)	246
Military HH: No	32%	(471)	68%	(988)	1459
RD/WT: Right Direction	29%	(206)	71%	(502)	709
RD/WT: Wrong Track	35%	(345)	65%	(651)	996
Biden Job Approve	31%	(253)	69%	(573)	826
Biden Job Disapprove	35%	(279)	65%	(522)	801
Biden Job Strongly Approve	32%	(125)	68%	(266)	392
Biden Job Somewhat Approve	29%	(128)	71%	(306)	434
Biden Job Somewhat Disapprove	37%	(97)	63%	(167)	264
Biden Job Strongly Disapprove	34%	(182)	66%	(354)	537

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Table MCEN6_1NET: Why are you excited to watch or stream these prequels or sequels?
I miss watching the characters in the show or movie

Demographic	Selected		Not Selected		Total N
Adults	32%	(551)	68%	(1154)	1705
Favorable of Biden	30%	(253)	70%	(577)	831
Unfavorable of Biden	36%	(287)	64%	(518)	805
Very Favorable of Biden	31%	(133)	69%	(298)	431
Somewhat Favorable of Biden	30%	(120)	70%	(279)	400
Somewhat Unfavorable of Biden	33%	(76)	67%	(157)	232
Very Unfavorable of Biden	37%	(211)	63%	(361)	573
#1 Issue: Economy	32%	(207)	68%	(450)	657
#1 Issue: Security	35%	(86)	65%	(156)	242
#1 Issue: Health Care	35%	(83)	65%	(151)	234
#1 Issue: Medicare / Social Security	30%	(56)	70%	(132)	188
#1 Issue: Women's Issues	26%	(31)	74%	(90)	121
#1 Issue: Education	27%	(21)	73%	(57)	77
#1 Issue: Energy	42%	(42)	58%	(60)	102
#1 Issue: Other	31%	(25)	69%	(57)	83
2020 Vote: Joe Biden	31%	(241)	69%	(548)	790
2020 Vote: Donald Trump	35%	(188)	65%	(347)	534
2020 Vote: Didn't Vote	32%	(109)	68%	(228)	337
2018 House Vote: Democrat	32%	(191)	68%	(411)	601
2018 House Vote: Republican	36%	(152)	64%	(266)	419
2016 Vote: Hillary Clinton	31%	(173)	69%	(387)	561
2016 Vote: Donald Trump	35%	(169)	65%	(314)	483
2016 Vote: Other	40%	(32)	60%	(48)	79
2016 Vote: Didn't Vote	31%	(177)	69%	(402)	579
Voted in 2014: Yes	34%	(319)	66%	(625)	944
Voted in 2014: No	30%	(232)	70%	(529)	761
4-Region: Northeast	30%	(96)	70%	(221)	317
4-Region: Midwest	34%	(115)	66%	(220)	335
4-Region: South	29%	(189)	71%	(456)	645
4-Region: West	37%	(151)	63%	(257)	408
Avid Film Fan	39%	(250)	61%	(394)	644
Avid TV Fan	37%	(298)	63%	(504)	802

Continued on next page

Table MCEN6_1NET: *Why are you excited to watch or stream these prequels or sequels?
I miss watching the characters in the show or movie*

Demographic	Selected		Not Selected		Total N
Adults	32%	(551)	68%	(1154)	1705
Casual Film Fan	30%	(271)	70%	(637)	909
Casual TV Fan	29%	(232)	71%	(567)	799

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

Table MCEN6_2NET: Why are you excited to watch or stream these prequels or sequels?
There is more to the story that I want to know

Demographic	Selected		Not Selected		Total N
Adults	45%	(766)	55%	(938)	1705
Gender: Male	49%	(417)	51%	(436)	854
Gender: Female	41%	(349)	59%	(502)	851
Age: 18-34	43%	(244)	57%	(330)	574
Age: 35-44	51%	(157)	49%	(151)	308
Age: 45-64	45%	(251)	55%	(304)	555
Age: 65+	43%	(114)	57%	(154)	268
GenZers: 1997-2012	37%	(74)	63%	(124)	198
Millennials: 1981-1996	47%	(272)	53%	(311)	583
GenXers: 1965-1980	48%	(197)	52%	(211)	408
Baby Boomers: 1946-1964	42%	(198)	58%	(272)	470
PID: Dem (no lean)	46%	(309)	54%	(363)	672
PID: Ind (no lean)	45%	(238)	55%	(285)	523
PID: Rep (no lean)	43%	(220)	57%	(289)	509
PID/Gender: Dem Men	48%	(163)	52%	(179)	342
PID/Gender: Dem Women	44%	(146)	56%	(185)	331
PID/Gender: Ind Men	51%	(120)	49%	(117)	236
PID/Gender: Ind Women	41%	(118)	59%	(169)	287
PID/Gender: Rep Men	49%	(135)	51%	(141)	276
PID/Gender: Rep Women	36%	(85)	64%	(148)	233
Ideo: Liberal (1-3)	49%	(270)	51%	(278)	547
Ideo: Moderate (4)	42%	(199)	58%	(275)	474
Ideo: Conservative (5-7)	44%	(224)	56%	(288)	512
Educ: < College	43%	(499)	57%	(657)	1156
Educ: Bachelors degree	46%	(167)	54%	(193)	361
Educ: Post-grad	53%	(100)	47%	(88)	188
Income: Under 50k	44%	(410)	56%	(516)	926
Income: 50k-100k	44%	(235)	56%	(294)	529
Income: 100k+	49%	(121)	51%	(128)	249
Ethnicity: White	46%	(604)	54%	(699)	1303
Ethnicity: Hispanic	45%	(139)	55%	(169)	308
Ethnicity: Black	37%	(86)	63%	(144)	229

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Table MCEN6_2NET: Why are you excited to watch or stream these prequels or sequels?
There is more to the story that I want to know

Demographic	Selected		Not Selected		Total N
Adults	45%	(766)	55%	(938)	1705
Ethnicity: Other	44%	(76)	56%	(95)	172
All Christian	45%	(324)	55%	(403)	728
All Non-Christian	49%	(54)	51%	(57)	110
Atheist	56%	(45)	44%	(36)	80
Agnostic/Nothing in particular	44%	(212)	56%	(273)	485
Something Else	44%	(132)	56%	(170)	302
Religious Non-Protestant/Catholic	48%	(59)	52%	(65)	124
Evangelical	42%	(182)	58%	(248)	431
Non-Evangelical	46%	(260)	54%	(310)	570
Community: Urban	44%	(233)	56%	(298)	531
Community: Suburban	47%	(374)	53%	(418)	792
Community: Rural	42%	(160)	58%	(222)	381
Employ: Private Sector	42%	(233)	58%	(318)	551
Employ: Government	50%	(59)	50%	(59)	118
Employ: Self-Employed	47%	(86)	53%	(97)	183
Employ: Homemaker	40%	(48)	60%	(73)	121
Employ: Student	38%	(32)	62%	(52)	84
Employ: Retired	47%	(152)	53%	(172)	324
Employ: Unemployed	53%	(106)	47%	(95)	202
Employ: Other	41%	(50)	59%	(72)	122
Military HH: Yes	49%	(120)	51%	(126)	246
Military HH: No	44%	(646)	56%	(812)	1459
RD/WT: Right Direction	43%	(302)	57%	(407)	709
RD/WT: Wrong Track	47%	(465)	53%	(531)	996
Biden Job Approve	45%	(370)	55%	(456)	826
Biden Job Disapprove	47%	(374)	53%	(426)	801
Biden Job Strongly Approve	48%	(189)	52%	(203)	392
Biden Job Somewhat Approve	42%	(181)	58%	(253)	434
Biden Job Somewhat Disapprove	47%	(125)	53%	(139)	264
Biden Job Strongly Disapprove	46%	(249)	54%	(288)	537

Continued on next page

Table MCEN6_2NET: Why are you excited to watch or stream these prequels or sequels?
There is more to the story that I want to know

Demographic	Selected		Not Selected		Total N
Adults	45%	(766)	55%	(938)	1705
Favorable of Biden	45%	(374)	55%	(456)	831
Unfavorable of Biden	46%	(373)	54%	(432)	805
Very Favorable of Biden	47%	(201)	53%	(230)	431
Somewhat Favorable of Biden	43%	(173)	57%	(227)	400
Somewhat Unfavorable of Biden	45%	(104)	55%	(128)	232
Very Unfavorable of Biden	47%	(269)	53%	(304)	573
#1 Issue: Economy	45%	(295)	55%	(362)	657
#1 Issue: Security	46%	(111)	54%	(131)	242
#1 Issue: Health Care	45%	(106)	55%	(128)	234
#1 Issue: Medicare / Social Security	48%	(89)	52%	(99)	188
#1 Issue: Women's Issues	41%	(50)	59%	(71)	121
#1 Issue: Education	37%	(29)	63%	(49)	77
#1 Issue: Energy	51%	(52)	49%	(50)	102
#1 Issue: Other	42%	(35)	58%	(48)	83
2020 Vote: Joe Biden	46%	(366)	54%	(424)	790
2020 Vote: Donald Trump	45%	(240)	55%	(294)	534
2020 Vote: Didn't Vote	42%	(140)	58%	(197)	337
2018 House Vote: Democrat	45%	(270)	55%	(331)	601
2018 House Vote: Republican	46%	(193)	54%	(226)	419
2016 Vote: Hillary Clinton	48%	(267)	52%	(293)	561
2016 Vote: Donald Trump	43%	(207)	57%	(277)	483
2016 Vote: Other	54%	(43)	46%	(36)	79
2016 Vote: Didn't Vote	43%	(247)	57%	(332)	579
Voted in 2014: Yes	44%	(419)	56%	(525)	944
Voted in 2014: No	46%	(347)	54%	(413)	761
4-Region: Northeast	49%	(155)	51%	(162)	317
4-Region: Midwest	43%	(142)	57%	(192)	335
4-Region: South	42%	(270)	58%	(375)	645
4-Region: West	49%	(199)	51%	(209)	408
Avid Film Fan	50%	(325)	50%	(319)	644
Avid TV Fan	48%	(388)	52%	(415)	802

Continued on next page

Table MCEN6_2NET: *Why are you excited to watch or stream these prequels or sequels?*
There is more to the story that I want to know

Demographic	Selected		Not Selected		Total N
Adults	45%	(766)	55%	(938)	1705
Casual Film Fan	44%	(396)	56%	(512)	909
Casual TV Fan	43%	(343)	57%	(456)	799

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

Table MCEN6_3NET: *Why are you excited to watch or stream these prequels or sequels?*
It is nostalgic returning to a show or movie I have not watched in years

Demographic	Selected		Not Selected		Total N
Adults	36%	(615)	64%	(1090)	1705
Gender: Male	35%	(295)	65%	(559)	854
Gender: Female	38%	(320)	62%	(531)	851
Age: 18-34	32%	(183)	68%	(391)	574
Age: 35-44	41%	(127)	59%	(181)	308
Age: 45-64	37%	(206)	63%	(349)	555
Age: 65+	37%	(99)	63%	(168)	268
GenZers: 1997-2012	32%	(63)	68%	(135)	198
Millennials: 1981-1996	34%	(201)	66%	(383)	583
GenXers: 1965-1980	41%	(167)	59%	(241)	408
Baby Boomers: 1946-1964	37%	(174)	63%	(296)	470
PID: Dem (no lean)	33%	(221)	67%	(451)	672
PID: Ind (no lean)	39%	(203)	61%	(320)	523
PID: Rep (no lean)	38%	(191)	62%	(318)	509
PID/Gender: Dem Men	33%	(112)	67%	(230)	342
PID/Gender: Dem Women	33%	(109)	67%	(222)	331
PID/Gender: Ind Men	32%	(76)	68%	(160)	236
PID/Gender: Ind Women	44%	(127)	56%	(160)	287
PID/Gender: Rep Men	39%	(107)	61%	(169)	276
PID/Gender: Rep Women	36%	(84)	64%	(149)	233
Ideo: Liberal (1-3)	38%	(207)	62%	(340)	547
Ideo: Moderate (4)	33%	(158)	67%	(317)	474
Ideo: Conservative (5-7)	39%	(199)	61%	(313)	512
Educ: < College	34%	(396)	66%	(760)	1156
Educ: Bachelors degree	40%	(145)	60%	(216)	361
Educ: Post-grad	39%	(73)	61%	(114)	188
Income: Under 50k	34%	(317)	66%	(608)	926
Income: 50k-100k	38%	(199)	62%	(330)	529
Income: 100k+	39%	(98)	61%	(151)	249
Ethnicity: White	38%	(490)	62%	(813)	1303
Ethnicity: Hispanic	31%	(96)	69%	(212)	308
Ethnicity: Black	22%	(49)	78%	(180)	229

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Table MCEN6_3NET: Why are you excited to watch or stream these prequels or sequels?
It is nostalgic returning to a show or movie I have not watched in years

Demographic	Selected		Not Selected		Total N
Adults	36%	(615)	64%	(1090)	1705
Ethnicity: Other	44%	(76)	56%	(96)	172
All Christian	39%	(287)	61%	(441)	728
All Non-Christian	31%	(34)	69%	(77)	110
Atheist	33%	(26)	67%	(54)	80
Agnostic/Nothing in particular	36%	(174)	64%	(311)	485
Something Else	31%	(95)	69%	(207)	302
Religious Non-Protestant/Catholic	29%	(36)	71%	(88)	124
Evangelical	33%	(142)	67%	(288)	431
Non-Evangelical	40%	(229)	60%	(342)	570
Community: Urban	31%	(166)	69%	(365)	531
Community: Suburban	40%	(316)	60%	(476)	792
Community: Rural	35%	(133)	65%	(249)	381
Employ: Private Sector	37%	(203)	63%	(348)	551
Employ: Government	37%	(44)	63%	(74)	118
Employ: Self-Employed	32%	(58)	68%	(125)	183
Employ: Homemaker	42%	(50)	58%	(71)	121
Employ: Student	34%	(29)	66%	(55)	84
Employ: Retired	37%	(119)	63%	(205)	324
Employ: Unemployed	40%	(81)	60%	(121)	202
Employ: Other	26%	(32)	74%	(91)	122
Military HH: Yes	37%	(91)	63%	(155)	246
Military HH: No	36%	(524)	64%	(935)	1459
RD/WT: Right Direction	35%	(248)	65%	(460)	709
RD/WT: Wrong Track	37%	(367)	63%	(629)	996
Biden Job Approve	36%	(295)	64%	(531)	826
Biden Job Disapprove	37%	(299)	63%	(502)	801
Biden Job Strongly Approve	33%	(131)	67%	(261)	392
Biden Job Somewhat Approve	38%	(164)	62%	(270)	434
Biden Job Somewhat Disapprove	37%	(98)	63%	(166)	264
Biden Job Strongly Disapprove	37%	(201)	63%	(336)	537

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Table MCEN6_3NET: *Why are you excited to watch or stream these prequels or sequels?*
It is nostalgic returning to a show or movie I have not watched in years

Demographic	Selected		Not Selected		Total N
Adults	36%	(615)	64%	(1090)	1705
Favorable of Biden	35%	(289)	65%	(541)	831
Unfavorable of Biden	39%	(311)	61%	(494)	805
Very Favorable of Biden	33%	(143)	67%	(288)	431
Somewhat Favorable of Biden	37%	(146)	63%	(253)	400
Somewhat Unfavorable of Biden	38%	(89)	62%	(144)	232
Very Unfavorable of Biden	39%	(223)	61%	(350)	573
#1 Issue: Economy	39%	(259)	61%	(398)	657
#1 Issue: Security	38%	(93)	62%	(149)	242
#1 Issue: Health Care	38%	(89)	62%	(145)	234
#1 Issue: Medicare / Social Security	31%	(57)	69%	(131)	188
#1 Issue: Women's Issues	32%	(38)	68%	(83)	121
#1 Issue: Education	23%	(18)	77%	(60)	77
#1 Issue: Energy	34%	(35)	66%	(67)	102
#1 Issue: Other	30%	(25)	70%	(58)	83
2020 Vote: Joe Biden	34%	(266)	66%	(524)	790
2020 Vote: Donald Trump	40%	(212)	60%	(322)	534
2020 Vote: Didn't Vote	35%	(118)	65%	(218)	337
2018 House Vote: Democrat	34%	(203)	66%	(398)	601
2018 House Vote: Republican	41%	(173)	59%	(246)	419
2016 Vote: Hillary Clinton	34%	(193)	66%	(368)	561
2016 Vote: Donald Trump	40%	(193)	60%	(291)	483
2016 Vote: Other	44%	(35)	56%	(45)	79
2016 Vote: Didn't Vote	34%	(195)	66%	(384)	579
Voted in 2014: Yes	37%	(352)	63%	(592)	944
Voted in 2014: No	35%	(263)	65%	(498)	761
4-Region: Northeast	43%	(136)	57%	(181)	317
4-Region: Midwest	34%	(112)	66%	(222)	335
4-Region: South	35%	(225)	65%	(420)	645
4-Region: West	35%	(142)	65%	(266)	408
Avid Film Fan	36%	(232)	64%	(412)	644
Avid TV Fan	38%	(307)	62%	(496)	802

Continued on next page

Table MCEN6_3NET: *Why are you excited to watch or stream these prequels or sequels?
It is nostalgic returning to a show or movie I have not watched in years*

Demographic	Selected		Not Selected		Total N
Adults	36%	(615)	64%	(1090)	1705
Casual Film Fan	38%	(344)	62%	(564)	909
Casual TV Fan	35%	(280)	65%	(519)	799

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

Table MCEN6_4NET: *Why are you excited to watch or stream these prequels or sequels?
 The production quality of past shows or movie(s) in the franchise*

Demographic	Selected		Not Selected		Total N
Adults	26%	(438)	74%	(1267)	1705
Gender: Male	31%	(266)	69%	(588)	854
Gender: Female	20%	(172)	80%	(679)	851
Age: 18-34	28%	(161)	72%	(413)	574
Age: 35-44	26%	(80)	74%	(228)	308
Age: 45-64	24%	(136)	76%	(419)	555
Age: 65+	23%	(62)	77%	(206)	268
GenZers: 1997-2012	17%	(33)	83%	(165)	198
Millennials: 1981-1996	31%	(181)	69%	(403)	583
GenXers: 1965-1980	24%	(100)	76%	(308)	408
Baby Boomers: 1946-1964	25%	(117)	75%	(353)	470
PID: Dem (no lean)	29%	(196)	71%	(476)	672
PID: Ind (no lean)	20%	(104)	80%	(419)	523
PID: Rep (no lean)	27%	(138)	73%	(371)	509
PID/Gender: Dem Men	34%	(116)	66%	(226)	342
PID/Gender: Dem Women	24%	(80)	76%	(251)	331
PID/Gender: Ind Men	21%	(50)	79%	(186)	236
PID/Gender: Ind Women	19%	(54)	81%	(232)	287
PID/Gender: Rep Men	36%	(100)	64%	(176)	276
PID/Gender: Rep Women	16%	(38)	84%	(196)	233
Ideo: Liberal (1-3)	30%	(165)	70%	(382)	547
Ideo: Moderate (4)	24%	(116)	76%	(358)	474
Ideo: Conservative (5-7)	25%	(126)	75%	(386)	512
Educ: < College	23%	(261)	77%	(895)	1156
Educ: Bachelors degree	32%	(115)	68%	(245)	361
Educ: Post-grad	33%	(62)	67%	(126)	188
Income: Under 50k	22%	(205)	78%	(721)	926
Income: 50k-100k	28%	(148)	72%	(381)	529
Income: 100k+	34%	(85)	66%	(164)	249
Ethnicity: White	26%	(335)	74%	(968)	1303
Ethnicity: Hispanic	25%	(78)	75%	(230)	308
Ethnicity: Black	25%	(58)	75%	(172)	229

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Table MCEN6_4NET: *Why are you excited to watch or stream these prequels or sequels?
The production quality of past shows or movie(s) in the franchise*

Demographic	Selected		Not Selected		Total N
Adults	26%	(438)	74%	(1267)	1705
Ethnicity: Other	26%	(45)	74%	(127)	172
All Christian	26%	(188)	74%	(540)	728
All Non-Christian	32%	(35)	68%	(75)	110
Atheist	24%	(19)	76%	(61)	80
Agnostic/Nothing in particular	25%	(123)	75%	(362)	485
Something Else	24%	(73)	76%	(229)	302
Religious Non-Protestant/Catholic	32%	(39)	68%	(85)	124
Evangelical	26%	(113)	74%	(317)	431
Non-Evangelical	25%	(141)	75%	(429)	570
Community: Urban	28%	(148)	72%	(384)	531
Community: Suburban	28%	(224)	72%	(568)	792
Community: Rural	17%	(66)	83%	(315)	381
Employ: Private Sector	27%	(148)	73%	(402)	551
Employ: Government	29%	(35)	71%	(84)	118
Employ: Self-Employed	33%	(61)	67%	(122)	183
Employ: Homemaker	17%	(20)	83%	(101)	121
Employ: Student	16%	(13)	84%	(70)	84
Employ: Retired	21%	(68)	79%	(256)	324
Employ: Unemployed	31%	(63)	69%	(139)	202
Employ: Other	24%	(29)	76%	(93)	122
Military HH: Yes	28%	(68)	72%	(178)	246
Military HH: No	25%	(370)	75%	(1089)	1459
RD/WT: Right Direction	30%	(209)	70%	(500)	709
RD/WT: Wrong Track	23%	(229)	77%	(767)	996
Biden Job Approve	30%	(245)	70%	(581)	826
Biden Job Disapprove	23%	(185)	77%	(616)	801
Biden Job Strongly Approve	34%	(133)	66%	(259)	392
Biden Job Somewhat Approve	26%	(112)	74%	(322)	434
Biden Job Somewhat Disapprove	21%	(54)	79%	(210)	264
Biden Job Strongly Disapprove	24%	(130)	76%	(406)	537

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Table MCEN6_4NET: *Why are you excited to watch or stream these prequels or sequels?
 The production quality of past shows or movie(s) in the franchise*

Demographic	Selected		Not Selected		Total N
Adults	26%	(438)	74%	(1267)	1705
Favorable of Biden	28%	(236)	72%	(594)	831
Unfavorable of Biden	24%	(193)	76%	(612)	805
Very Favorable of Biden	30%	(131)	70%	(300)	431
Somewhat Favorable of Biden	26%	(106)	74%	(294)	400
Somewhat Unfavorable of Biden	22%	(50)	78%	(182)	232
Very Unfavorable of Biden	25%	(143)	75%	(430)	573
#1 Issue: Economy	27%	(178)	73%	(479)	657
#1 Issue: Security	23%	(56)	77%	(186)	242
#1 Issue: Health Care	31%	(73)	69%	(161)	234
#1 Issue: Medicare / Social Security	26%	(48)	74%	(140)	188
#1 Issue: Women's Issues	18%	(21)	82%	(100)	121
#1 Issue: Education	17%	(13)	83%	(64)	77
#1 Issue: Energy	31%	(31)	69%	(71)	102
#1 Issue: Other	21%	(18)	79%	(65)	83
2020 Vote: Joe Biden	30%	(236)	70%	(553)	790
2020 Vote: Donald Trump	27%	(142)	73%	(392)	534
2020 Vote: Didn't Vote	15%	(51)	85%	(285)	337
2018 House Vote: Democrat	29%	(175)	71%	(427)	601
2018 House Vote: Republican	27%	(113)	73%	(306)	419
2016 Vote: Hillary Clinton	31%	(171)	69%	(390)	561
2016 Vote: Donald Trump	26%	(124)	74%	(360)	483
2016 Vote: Other	24%	(19)	76%	(60)	79
2016 Vote: Didn't Vote	21%	(124)	79%	(455)	579
Voted in 2014: Yes	27%	(259)	73%	(685)	944
Voted in 2014: No	24%	(179)	76%	(582)	761
4-Region: Northeast	20%	(65)	80%	(252)	317
4-Region: Midwest	28%	(94)	72%	(240)	335
4-Region: South	24%	(153)	76%	(492)	645
4-Region: West	31%	(126)	69%	(282)	408
Avid Film Fan	32%	(208)	68%	(436)	644
Avid TV Fan	30%	(238)	70%	(564)	802

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Table MCEN6_4NET: Why are you excited to watch or stream these prequels or sequels?
The production quality of past shows or movie(s) in the franchise

Demographic	Selected	Not Selected	Total N
Adults	26% (438)	74% (1267)	1705
Casual Film Fan	23% (210)	77% (699)	909
Casual TV Fan	22% (178)	78% (621)	799

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

Table MCEN6_5NET: Why are you excited to watch or stream these prequels or sequels?
The writing in past shows or movie(s) in the franchise

Demographic	Selected		Not Selected		Total N
Adults	23%	(397)	77%	(1308)	1705
Gender: Male	26%	(222)	74%	(632)	854
Gender: Female	21%	(175)	79%	(676)	851
Age: 18-34	24%	(136)	76%	(438)	574
Age: 35-44	22%	(67)	78%	(241)	308
Age: 45-64	23%	(130)	77%	(425)	555
Age: 65+	24%	(64)	76%	(204)	268
GenZers: 1997-2012	25%	(50)	75%	(148)	198
Millennials: 1981-1996	22%	(131)	78%	(453)	583
GenXers: 1965-1980	22%	(88)	78%	(320)	408
Baby Boomers: 1946-1964	25%	(117)	75%	(353)	470
PID: Dem (no lean)	25%	(167)	75%	(505)	672
PID: Ind (no lean)	23%	(119)	77%	(404)	523
PID: Rep (no lean)	22%	(110)	78%	(399)	509
PID/Gender: Dem Men	26%	(87)	74%	(255)	342
PID/Gender: Dem Women	24%	(80)	76%	(250)	331
PID/Gender: Ind Men	28%	(66)	72%	(170)	236
PID/Gender: Ind Women	18%	(53)	82%	(234)	287
PID/Gender: Rep Men	25%	(68)	75%	(208)	276
PID/Gender: Rep Women	18%	(42)	82%	(191)	233
Ideo: Liberal (1-3)	29%	(157)	71%	(391)	547
Ideo: Moderate (4)	20%	(97)	80%	(377)	474
Ideo: Conservative (5-7)	22%	(112)	78%	(400)	512
Educ: < College	21%	(247)	79%	(909)	1156
Educ: Bachelors degree	26%	(95)	74%	(266)	361
Educ: Post-grad	29%	(55)	71%	(133)	188
Income: Under 50k	22%	(205)	78%	(721)	926
Income: 50k-100k	22%	(118)	78%	(411)	529
Income: 100k+	29%	(73)	71%	(176)	249
Ethnicity: White	24%	(316)	76%	(988)	1303
Ethnicity: Hispanic	26%	(81)	74%	(227)	308
Ethnicity: Black	20%	(45)	80%	(184)	229

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Table MCEN6_5NET: Why are you excited to watch or stream these prequels or sequels?
The writing in past shows or movie(s) in the franchise

Demographic	Selected		Not Selected		Total N
Adults	23%	(397)	77%	(1308)	1705
Ethnicity: Other	21%	(36)	79%	(136)	172
All Christian	22%	(162)	78%	(566)	728
All Non-Christian	17%	(19)	83%	(91)	110
Atheist	39%	(32)	61%	(49)	80
Agnostic/Nothing in particular	24%	(118)	76%	(367)	485
Something Else	22%	(67)	78%	(235)	302
Religious Non-Protestant/Catholic	16%	(19)	84%	(105)	124
Evangelical	21%	(90)	79%	(341)	431
Non-Evangelical	24%	(137)	76%	(434)	570
Community: Urban	27%	(145)	73%	(387)	531
Community: Suburban	23%	(185)	77%	(607)	792
Community: Rural	17%	(67)	83%	(315)	381
Employ: Private Sector	24%	(133)	76%	(418)	551
Employ: Government	33%	(39)	67%	(79)	118
Employ: Self-Employed	25%	(46)	75%	(136)	183
Employ: Homemaker	16%	(20)	84%	(101)	121
Employ: Student	18%	(15)	82%	(69)	84
Employ: Retired	24%	(79)	76%	(245)	324
Employ: Unemployed	22%	(44)	78%	(157)	202
Employ: Other	17%	(20)	83%	(102)	122
Military HH: Yes	26%	(65)	74%	(181)	246
Military HH: No	23%	(332)	77%	(1127)	1459
RD/WT: Right Direction	23%	(165)	77%	(544)	709
RD/WT: Wrong Track	23%	(231)	77%	(765)	996
Biden Job Approve	24%	(195)	76%	(631)	826
Biden Job Disapprove	24%	(189)	76%	(612)	801
Biden Job Strongly Approve	23%	(89)	77%	(303)	392
Biden Job Somewhat Approve	24%	(106)	76%	(328)	434
Biden Job Somewhat Disapprove	26%	(68)	74%	(196)	264
Biden Job Strongly Disapprove	22%	(120)	78%	(416)	537

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Table MCEN6_5NET: Why are you excited to watch or stream these prequels or sequels?
The writing in past shows or movie(s) in the franchise

Demographic	Selected		Not Selected		Total N
Adults	23%	(397)	77%	(1308)	1705
Favorable of Biden	24%	(199)	76%	(631)	831
Unfavorable of Biden	23%	(186)	77%	(619)	805
Very Favorable of Biden	24%	(103)	76%	(328)	431
Somewhat Favorable of Biden	24%	(96)	76%	(303)	400
Somewhat Unfavorable of Biden	25%	(58)	75%	(174)	232
Very Unfavorable of Biden	22%	(127)	78%	(445)	573
#1 Issue: Economy	26%	(171)	74%	(486)	657
#1 Issue: Security	20%	(50)	80%	(193)	242
#1 Issue: Health Care	23%	(55)	77%	(179)	234
#1 Issue: Medicare / Social Security	19%	(36)	81%	(152)	188
#1 Issue: Women's Issues	21%	(26)	79%	(96)	121
#1 Issue: Education	20%	(15)	80%	(62)	77
#1 Issue: Energy	26%	(26)	74%	(76)	102
#1 Issue: Other	21%	(18)	79%	(65)	83
2020 Vote: Joe Biden	26%	(204)	74%	(586)	790
2020 Vote: Donald Trump	21%	(114)	79%	(421)	534
2020 Vote: Didn't Vote	19%	(64)	81%	(272)	337
2018 House Vote: Democrat	28%	(170)	72%	(431)	601
2018 House Vote: Republican	20%	(85)	80%	(334)	419
2016 Vote: Hillary Clinton	26%	(147)	74%	(413)	561
2016 Vote: Donald Trump	22%	(105)	78%	(379)	483
2016 Vote: Other	29%	(23)	71%	(56)	79
2016 Vote: Didn't Vote	21%	(121)	79%	(458)	579
Voted in 2014: Yes	25%	(234)	75%	(710)	944
Voted in 2014: No	21%	(162)	79%	(598)	761
4-Region: Northeast	27%	(86)	73%	(231)	317
4-Region: Midwest	21%	(69)	79%	(266)	335
4-Region: South	21%	(134)	79%	(511)	645
4-Region: West	26%	(108)	74%	(300)	408
Avid Film Fan	28%	(177)	72%	(466)	644
Avid TV Fan	25%	(198)	75%	(605)	802

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Table MCEN6_5NET: *Why are you excited to watch or stream these prequels or sequels?
The writing in past shows or movie(s) in the franchise*

Demographic	Selected		Not Selected		Total N
Adults	23%	(397)	77%	(1308)	1705
Casual Film Fan	21%	(192)	79%	(716)	909
Casual TV Fan	22%	(172)	78%	(626)	799

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

Table MCEN6_6NET: Why are you excited to watch or stream these prequels or sequels?
The acting in past shows or movie(s) in the franchise

Demographic	Selected		Not Selected		Total N
Adults	26%	(445)	74%	(1260)	1705
Gender: Male	29%	(250)	71%	(604)	854
Gender: Female	23%	(195)	77%	(656)	851
Age: 18-34	27%	(156)	73%	(418)	574
Age: 35-44	26%	(79)	74%	(229)	308
Age: 45-64	26%	(146)	74%	(409)	555
Age: 65+	24%	(64)	76%	(204)	268
GenZers: 1997-2012	23%	(45)	77%	(153)	198
Millennials: 1981-1996	29%	(168)	71%	(415)	583
GenXers: 1965-1980	27%	(110)	73%	(298)	408
Baby Boomers: 1946-1964	24%	(111)	76%	(359)	470
PID: Dem (no lean)	28%	(191)	72%	(481)	672
PID: Ind (no lean)	25%	(131)	75%	(392)	523
PID: Rep (no lean)	24%	(123)	76%	(386)	509
PID/Gender: Dem Men	33%	(111)	67%	(231)	342
PID/Gender: Dem Women	24%	(80)	76%	(251)	331
PID/Gender: Ind Men	26%	(62)	74%	(174)	236
PID/Gender: Ind Women	24%	(69)	76%	(218)	287
PID/Gender: Rep Men	28%	(76)	72%	(199)	276
PID/Gender: Rep Women	20%	(46)	80%	(187)	233
Ideo: Liberal (1-3)	30%	(162)	70%	(386)	547
Ideo: Moderate (4)	26%	(125)	74%	(349)	474
Ideo: Conservative (5-7)	25%	(126)	75%	(385)	512
Educ: < College	25%	(288)	75%	(869)	1156
Educ: Bachelors degree	28%	(100)	72%	(261)	361
Educ: Post-grad	30%	(57)	70%	(131)	188
Income: Under 50k	24%	(226)	76%	(700)	926
Income: 50k-100k	26%	(138)	74%	(391)	529
Income: 100k+	32%	(81)	68%	(169)	249
Ethnicity: White	25%	(324)	75%	(979)	1303
Ethnicity: Hispanic	29%	(90)	71%	(218)	308
Ethnicity: Black	32%	(73)	68%	(157)	229

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Table MCEN6_6NET: Why are you excited to watch or stream these prequels or sequels?
The acting in past shows or movie(s) in the franchise

Demographic	Selected	Not Selected	Total N
Adults	26% (445)	74% (1260)	1705
Ethnicity: Other	28% (48)	72% (124)	172
All Christian	27% (196)	73% (531)	728
All Non-Christian	26% (28)	74% (82)	110
Atheist	30% (24)	70% (56)	80
Agnostic/Nothing in particular	25% (121)	75% (364)	485
Something Else	25% (75)	75% (227)	302
Religious Non-Protestant/Catholic	27% (33)	73% (91)	124
Evangelical	26% (113)	74% (318)	431
Non-Evangelical	27% (152)	73% (418)	570
Community: Urban	29% (156)	71% (376)	531
Community: Suburban	25% (196)	75% (595)	792
Community: Rural	24% (92)	76% (289)	381
Employ: Private Sector	24% (133)	76% (418)	551
Employ: Government	35% (42)	65% (77)	118
Employ: Self-Employed	30% (55)	70% (128)	183
Employ: Homemaker	24% (30)	76% (92)	121
Employ: Student	34% (29)	66% (55)	84
Employ: Retired	23% (74)	77% (250)	324
Employ: Unemployed	29% (58)	71% (143)	202
Employ: Other	20% (24)	80% (98)	122
Military HH: Yes	31% (75)	69% (171)	246
Military HH: No	25% (369)	75% (1089)	1459
RD/WT: Right Direction	30% (210)	70% (498)	709
RD/WT: Wrong Track	24% (234)	76% (761)	996
Biden Job Approve	28% (233)	72% (593)	826
Biden Job Disapprove	24% (194)	76% (607)	801
Biden Job Strongly Approve	30% (116)	70% (276)	392
Biden Job Somewhat Approve	27% (117)	73% (317)	434
Biden Job Somewhat Disapprove	25% (66)	75% (198)	264
Biden Job Strongly Disapprove	24% (129)	76% (408)	537

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Table MCEN6_6NET: Why are you excited to watch or stream these prequels or sequels?
The acting in past shows or movie(s) in the franchise

Demographic	Selected		Not Selected		Total N
Adults	26%	(445)	74%	(1260)	1705
Favorable of Biden	28%	(230)	72%	(600)	831
Unfavorable of Biden	25%	(204)	75%	(601)	805
Very Favorable of Biden	30%	(128)	70%	(303)	431
Somewhat Favorable of Biden	26%	(103)	74%	(297)	400
Somewhat Unfavorable of Biden	24%	(57)	76%	(176)	232
Very Unfavorable of Biden	26%	(148)	74%	(425)	573
#1 Issue: Economy	29%	(190)	71%	(467)	657
#1 Issue: Security	27%	(65)	73%	(177)	242
#1 Issue: Health Care	22%	(51)	78%	(183)	234
#1 Issue: Medicare / Social Security	19%	(36)	81%	(152)	188
#1 Issue: Women's Issues	30%	(36)	70%	(85)	121
#1 Issue: Education	22%	(17)	78%	(60)	77
#1 Issue: Energy	26%	(26)	74%	(76)	102
#1 Issue: Other	28%	(23)	72%	(60)	83
2020 Vote: Joe Biden	27%	(212)	73%	(577)	790
2020 Vote: Donald Trump	27%	(144)	73%	(390)	534
2020 Vote: Didn't Vote	23%	(79)	77%	(258)	337
2018 House Vote: Democrat	28%	(171)	72%	(430)	601
2018 House Vote: Republican	25%	(104)	75%	(315)	419
2016 Vote: Hillary Clinton	27%	(153)	73%	(407)	561
2016 Vote: Donald Trump	26%	(125)	74%	(359)	483
2016 Vote: Other	29%	(23)	71%	(57)	79
2016 Vote: Didn't Vote	25%	(144)	75%	(436)	579
Voted in 2014: Yes	27%	(259)	73%	(686)	944
Voted in 2014: No	24%	(186)	76%	(574)	761
4-Region: Northeast	28%	(89)	72%	(227)	317
4-Region: Midwest	23%	(76)	77%	(259)	335
4-Region: South	26%	(166)	74%	(479)	645
4-Region: West	28%	(114)	72%	(294)	408
Avid Film Fan	32%	(206)	68%	(438)	644
Avid TV Fan	30%	(237)	70%	(565)	802

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Table MCEN6_6NET: *Why are you excited to watch or stream these prequels or sequels?
The acting in past shows or movie(s) in the franchise*

Demographic	Selected	Not Selected	Total N
Adults	26% (445)	74% (1260)	1705
Casual Film Fan	24% (221)	76% (687)	909
Casual TV Fan	24% (188)	76% (611)	799

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

Table MCEN6_7NET: Why are you excited to watch or stream these prequels or sequels?

Other

Demographic	Selected		Not Selected		Total N
Adults	1%	(12)	99%	(1693)	1705
Gender: Male	1%	(8)	99%	(846)	854
Gender: Female	—	(4)	100%	(847)	851
Age: 18-34	1%	(3)	99%	(570)	574
Age: 35-44	1%	(2)	99%	(306)	308
Age: 45-64	1%	(4)	99%	(551)	555
Age: 65+	1%	(3)	99%	(265)	268
GenZers: 1997-2012	1%	(2)	99%	(196)	198
Millennials: 1981-1996	—	(3)	100%	(581)	583
GenXers: 1965-1980	1%	(4)	99%	(404)	408
Baby Boomers: 1946-1964	1%	(4)	99%	(466)	470
PID: Dem (no lean)	1%	(3)	99%	(669)	672
PID: Ind (no lean)	1%	(6)	99%	(517)	523
PID: Rep (no lean)	1%	(3)	99%	(506)	509
PID/Gender: Dem Men	1%	(2)	99%	(340)	342
PID/Gender: Dem Women	—	(2)	100%	(329)	331
PID/Gender: Ind Men	2%	(4)	98%	(232)	236
PID/Gender: Ind Women	1%	(2)	99%	(285)	287
PID/Gender: Rep Men	1%	(2)	99%	(274)	276
PID/Gender: Rep Women	—	(1)	100%	(233)	233
Ideo: Liberal (1-3)	1%	(5)	99%	(543)	547
Ideo: Moderate (4)	1%	(5)	99%	(470)	474
Ideo: Conservative (5-7)	—	(3)	100%	(509)	512
Educ: < College	1%	(9)	99%	(1147)	1156
Educ: Bachelors degree	—	(2)	100%	(359)	361
Educ: Post-grad	—	(1)	100%	(187)	188
Income: Under 50k	1%	(8)	99%	(918)	926
Income: 50k-100k	1%	(4)	99%	(526)	529
Income: 100k+	—	(0)	100%	(249)	249
Ethnicity: White	1%	(11)	99%	(1293)	1303
Ethnicity: Hispanic	1%	(2)	99%	(306)	308
Ethnicity: Black	1%	(1)	99%	(228)	229

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Table MCEN6_7NET: Why are you excited to watch or stream these prequels or sequels?

Other

Demographic	Selected		Not Selected		Total N
Adults	1%	(12)	99%	(1693)	1705
Ethnicity: Other	—	(0)	100%	(172)	172
All Christian	1%	(4)	99%	(724)	728
All Non-Christian	—	(0)	100%	(110)	110
Atheist	1%	(1)	99%	(80)	80
Agnostic/Nothing in particular	1%	(5)	99%	(479)	485
Something Else	1%	(2)	99%	(300)	302
Religious Non-Protestant/Catholic	—	(0)	100%	(124)	124
Evangelical	—	(2)	100%	(429)	431
Non-Evangelical	1%	(4)	99%	(566)	570
Community: Urban	—	(2)	100%	(529)	531
Community: Suburban	1%	(8)	99%	(784)	792
Community: Rural	1%	(2)	99%	(379)	381
Employ: Private Sector	—	(2)	100%	(548)	551
Employ: Government	—	(0)	100%	(118)	118
Employ: Self-Employed	1%	(1)	99%	(181)	183
Employ: Homemaker	—	(0)	100%	(121)	121
Employ: Student	2%	(2)	98%	(82)	84
Employ: Retired	1%	(2)	99%	(322)	324
Employ: Unemployed	1%	(2)	99%	(200)	202
Employ: Other	2%	(2)	98%	(120)	122
Military HH: Yes	2%	(4)	98%	(242)	246
Military HH: No	1%	(8)	99%	(1451)	1459
RD/WT: Right Direction	1%	(4)	99%	(704)	709
RD/WT: Wrong Track	1%	(7)	99%	(988)	996
Biden Job Approve	1%	(6)	99%	(820)	826
Biden Job Disapprove	1%	(5)	99%	(796)	801
Biden Job Strongly Approve	1%	(4)	99%	(387)	392
Biden Job Somewhat Approve	—	(1)	100%	(433)	434
Biden Job Somewhat Disapprove	1%	(2)	99%	(262)	264
Biden Job Strongly Disapprove	1%	(3)	99%	(533)	537

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Table MCEN6_7NET: Why are you excited to watch or stream these prequels or sequels?

Other

Demographic	Selected		Not Selected		Total N
Adults	1%	(12)	99%	(1693)	1705
Favorable of Biden	1%	(6)	99%	(824)	831
Unfavorable of Biden	—	(4)	100%	(802)	805
Very Favorable of Biden	1%	(4)	99%	(427)	431
Somewhat Favorable of Biden	1%	(2)	99%	(397)	400
Somewhat Unfavorable of Biden	1%	(2)	99%	(231)	232
Very Unfavorable of Biden	—	(2)	100%	(571)	573
#1 Issue: Economy	—	(1)	100%	(656)	657
#1 Issue: Security	2%	(4)	98%	(238)	242
#1 Issue: Health Care	1%	(2)	99%	(232)	234
#1 Issue: Medicare / Social Security	1%	(1)	99%	(187)	188
#1 Issue: Women's Issues	—	(0)	100%	(121)	121
#1 Issue: Education	—	(0)	100%	(77)	77
#1 Issue: Energy	—	(0)	100%	(102)	102
#1 Issue: Other	5%	(4)	95%	(79)	83
2020 Vote: Joe Biden	1%	(6)	99%	(784)	790
2020 Vote: Donald Trump	1%	(3)	99%	(531)	534
2020 Vote: Didn't Vote	1%	(3)	99%	(334)	337
2018 House Vote: Democrat	1%	(5)	99%	(596)	601
2018 House Vote: Republican	1%	(3)	99%	(416)	419
2016 Vote: Hillary Clinton	—	(2)	100%	(559)	561
2016 Vote: Donald Trump	1%	(3)	99%	(480)	483
2016 Vote: Other	1%	(1)	99%	(78)	79
2016 Vote: Didn't Vote	1%	(5)	99%	(574)	579
Voted in 2014: Yes	1%	(6)	99%	(938)	944
Voted in 2014: No	1%	(5)	99%	(755)	761
4-Region: Northeast	1%	(4)	99%	(313)	317
4-Region: Midwest	—	(1)	100%	(333)	335
4-Region: South	—	(3)	100%	(642)	645
4-Region: West	1%	(4)	99%	(404)	408
Avid Film Fan	1%	(5)	99%	(639)	644
Avid TV Fan	1%	(5)	99%	(797)	802

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Table MCEN6_7NET: *Why are you excited to watch or stream these prequels or sequels?*

Other

Demographic	Selected		Not Selected		Total N
Adults	1%	(12)	99%	(1693)	1705
Casual Film Fan	1%	(5)	99%	(903)	909
Casual TV Fan	1%	(5)	99%	(794)	799

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

Table MCEN6_8NET: *Why are you excited to watch or stream these prequels or sequels?*

None of these

Demographic	Selected		Not Selected		Total N
Adults	6%	(99)	94%	(1606)	1705
Gender: Male	4%	(32)	96%	(821)	854
Gender: Female	8%	(67)	92%	(784)	851
Age: 18-34	5%	(31)	95%	(543)	574
Age: 35-44	7%	(23)	93%	(285)	308
Age: 45-64	4%	(21)	96%	(534)	555
Age: 65+	9%	(24)	91%	(243)	268
GenZers: 1997-2012	6%	(11)	94%	(187)	198
Millennials: 1981-1996	6%	(34)	94%	(549)	583
GenXers: 1965-1980	4%	(15)	96%	(393)	408
Baby Boomers: 1946-1964	7%	(32)	93%	(438)	470
PID: Dem (no lean)	5%	(35)	95%	(637)	672
PID: Ind (no lean)	7%	(36)	93%	(487)	523
PID: Rep (no lean)	5%	(28)	95%	(481)	509
PID/Gender: Dem Men	2%	(8)	98%	(334)	342
PID/Gender: Dem Women	8%	(27)	92%	(304)	331
PID/Gender: Ind Men	5%	(11)	95%	(225)	236
PID/Gender: Ind Women	9%	(25)	91%	(262)	287
PID/Gender: Rep Men	5%	(13)	95%	(263)	276
PID/Gender: Rep Women	6%	(15)	94%	(219)	233
Ideo: Liberal (1-3)	3%	(15)	97%	(532)	547
Ideo: Moderate (4)	6%	(29)	94%	(446)	474
Ideo: Conservative (5-7)	6%	(29)	94%	(482)	512
Educ: < College	7%	(79)	93%	(1077)	1156
Educ: Bachelors degree	4%	(14)	96%	(346)	361
Educ: Post-grad	3%	(6)	97%	(182)	188
Income: Under 50k	7%	(68)	93%	(858)	926
Income: 50k-100k	3%	(17)	97%	(512)	529
Income: 100k+	6%	(14)	94%	(235)	249
Ethnicity: White	6%	(76)	94%	(1227)	1303
Ethnicity: Hispanic	7%	(22)	93%	(286)	308
Ethnicity: Black	4%	(10)	96%	(220)	229

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Table MCEN6_8NET: Why are you excited to watch or stream these prequels or sequels?

None of these

Demographic	Selected		Not Selected		Total N
Adults	6%	(99)	94%	(1606)	1705
Ethnicity: Other	8%	(13)	92%	(159)	172
All Christian	5%	(39)	95%	(688)	728
All Non-Christian	4%	(4)	96%	(106)	110
Atheist	1%	(1)	99%	(80)	80
Agnostic/Nothing in particular	8%	(39)	92%	(446)	485
Something Else	5%	(16)	95%	(286)	302
Religious Non-Protestant/Catholic	3%	(4)	97%	(120)	124
Evangelical	4%	(16)	96%	(415)	431
Non-Evangelical	7%	(38)	93%	(532)	570
Community: Urban	4%	(22)	96%	(509)	531
Community: Suburban	6%	(49)	94%	(743)	792
Community: Rural	7%	(28)	93%	(353)	381
Employ: Private Sector	4%	(23)	96%	(527)	551
Employ: Government	2%	(2)	98%	(116)	118
Employ: Self-Employed	6%	(11)	94%	(172)	183
Employ: Homemaker	14%	(17)	86%	(104)	121
Employ: Student	2%	(2)	98%	(82)	84
Employ: Retired	7%	(24)	93%	(300)	324
Employ: Unemployed	4%	(8)	96%	(194)	202
Employ: Other	10%	(12)	90%	(110)	122
Military HH: Yes	3%	(6)	97%	(240)	246
Military HH: No	6%	(93)	94%	(1366)	1459
RD/WT: Right Direction	6%	(41)	94%	(668)	709
RD/WT: Wrong Track	6%	(58)	94%	(938)	996
Biden Job Approve	5%	(38)	95%	(788)	826
Biden Job Disapprove	5%	(39)	95%	(762)	801
Biden Job Strongly Approve	3%	(10)	97%	(381)	392
Biden Job Somewhat Approve	6%	(28)	94%	(406)	434
Biden Job Somewhat Disapprove	3%	(9)	97%	(255)	264
Biden Job Strongly Disapprove	6%	(30)	94%	(507)	537

Continued on next page

Table MCEN6_8NET: *Why are you excited to watch or stream these prequels or sequels?*

None of these

Demographic	Selected		Not Selected		Total N
Adults	6%	(99)	94%	(1606)	1705
Favorable of Biden	5%	(40)	95%	(790)	831
Unfavorable of Biden	5%	(43)	95%	(762)	805
Very Favorable of Biden	4%	(16)	96%	(415)	431
Somewhat Favorable of Biden	6%	(24)	94%	(375)	400
Somewhat Unfavorable of Biden	5%	(12)	95%	(221)	232
Very Unfavorable of Biden	6%	(32)	94%	(541)	573
#1 Issue: Economy	4%	(25)	96%	(632)	657
#1 Issue: Security	6%	(15)	94%	(227)	242
#1 Issue: Health Care	8%	(18)	92%	(216)	234
#1 Issue: Medicare / Social Security	8%	(15)	92%	(173)	188
#1 Issue: Women's Issues	6%	(7)	94%	(114)	121
#1 Issue: Education	9%	(7)	91%	(70)	77
#1 Issue: Energy	1%	(1)	99%	(101)	102
#1 Issue: Other	12%	(10)	88%	(73)	83
2020 Vote: Joe Biden	5%	(37)	95%	(753)	790
2020 Vote: Donald Trump	6%	(30)	94%	(505)	534
2020 Vote: Didn't Vote	10%	(33)	90%	(304)	337
2018 House Vote: Democrat	5%	(28)	95%	(573)	601
2018 House Vote: Republican	5%	(19)	95%	(400)	419
2016 Vote: Hillary Clinton	5%	(27)	95%	(533)	561
2016 Vote: Donald Trump	5%	(26)	95%	(458)	483
2016 Vote: Other	3%	(2)	97%	(77)	79
2016 Vote: Didn't Vote	8%	(44)	92%	(535)	579
Voted in 2014: Yes	5%	(47)	95%	(897)	944
Voted in 2014: No	7%	(52)	93%	(708)	761
4-Region: Northeast	5%	(14)	95%	(302)	317
4-Region: Midwest	7%	(25)	93%	(310)	335
4-Region: South	6%	(37)	94%	(608)	645
4-Region: West	6%	(23)	94%	(385)	408
Avid Film Fan	2%	(15)	98%	(629)	644
Avid TV Fan	4%	(32)	96%	(770)	802

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Table MCEN6_8NET: Why are you excited to watch or stream these prequels or sequels?

None of these

Demographic	Selected		Not Selected		Total N
Adults	6%	(99)	94%	(1606)	1705
Casual Film Fan	7%	(60)	93%	(848)	909
Casual TV Fan	7%	(56)	93%	(742)	799

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

Table MCEN7_1: Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way?
I like the other movie(s) in the series

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	35% (767)	35% (763)	18% (389)	2% (55)	2% (43)	8% (183)	2200
Gender: Male	35% (375)	35% (368)	18% (189)	3% (28)	3% (28)	7% (73)	1062
Gender: Female	34% (392)	35% (395)	18% (200)	2% (27)	1% (14)	10% (110)	1138
Age: 18-34	39% (254)	33% (216)	13% (84)	4% (27)	2% (13)	9% (61)	655
Age: 35-44	36% (130)	35% (125)	18% (65)	2% (8)	1% (4)	7% (26)	358
Age: 45-64	34% (256)	32% (238)	21% (154)	2% (13)	2% (15)	10% (75)	751
Age: 65+	29% (127)	42% (184)	20% (86)	2% (7)	2% (10)	5% (22)	436
GenZers: 1997-2012	40% (93)	26% (61)	12% (27)	6% (14)	1% (3)	16% (37)	235
Millennials: 1981-1996	36% (242)	38% (250)	14% (96)	3% (18)	2% (14)	6% (43)	664
GenXers: 1965-1980	36% (187)	31% (160)	19% (96)	3% (14)	2% (9)	9% (48)	513
Baby Boomers: 1946-1964	32% (231)	36% (254)	22% (154)	1% (8)	2% (15)	7% (52)	714
PID: Dem (no lean)	37% (304)	35% (284)	19% (156)	2% (18)	1% (12)	6% (48)	822
PID: Ind (no lean)	33% (226)	36% (243)	15% (104)	2% (14)	2% (13)	12% (78)	677
PID: Rep (no lean)	34% (238)	34% (236)	18% (129)	3% (22)	3% (18)	8% (57)	701
PID/Gender: Dem Men	38% (153)	36% (143)	17% (68)	2% (9)	2% (8)	5% (19)	401
PID/Gender: Dem Women	36% (151)	34% (141)	21% (88)	2% (9)	1% (4)	7% (29)	422
PID/Gender: Ind Men	34% (104)	35% (105)	19% (59)	2% (7)	2% (7)	7% (21)	304
PID/Gender: Ind Women	33% (122)	37% (138)	12% (45)	2% (7)	1% (5)	15% (57)	373
PID/Gender: Rep Men	33% (118)	34% (120)	17% (62)	3% (12)	4% (13)	9% (33)	357
PID/Gender: Rep Women	35% (119)	34% (116)	20% (67)	3% (11)	2% (5)	7% (24)	343
Ideo: Liberal (1-3)	45% (288)	34% (216)	14% (92)	3% (18)	1% (6)	4% (23)	643
Ideo: Moderate (4)	32% (187)	39% (228)	20% (117)	2% (11)	2% (14)	6% (35)	592
Ideo: Conservative (5-7)	31% (229)	36% (262)	19% (142)	3% (22)	3% (18)	9% (64)	736
Educ: < College	34% (520)	32% (480)	18% (280)	3% (47)	2% (32)	10% (155)	1512
Educ: Bachelors degree	35% (156)	41% (181)	17% (74)	1% (6)	2% (9)	4% (18)	444
Educ: Post-grad	38% (92)	42% (103)	14% (35)	1% (2)	1% (2)	4% (11)	244
Income: Under 50k	33% (397)	32% (395)	19% (226)	3% (33)	2% (25)	12% (142)	1218
Income: 50k-100k	38% (261)	36% (250)	18% (122)	2% (16)	2% (14)	4% (27)	690
Income: 100k+	37% (109)	40% (117)	14% (41)	2% (6)	1% (4)	5% (14)	292
Ethnicity: White	36% (624)	34% (593)	18% (304)	2% (40)	2% (26)	8% (135)	1722
Ethnicity: Hispanic	34% (118)	41% (144)	13% (45)	2% (6)	2% (7)	8% (29)	349

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Table MCEN7_1: Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way?
I like the other movie(s) in the series

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	35% (767)	35% (763)	18% (389)	2% (55)	2% (43)	8% (183)	2200
Ethnicity: Black	31% (85)	33% (89)	18% (48)	4% (11)	5% (13)	10% (28)	274
Ethnicity: Other	29% (59)	40% (81)	18% (37)	2% (3)	2% (4)	10% (21)	204
All Christian	34% (322)	40% (383)	18% (168)	1% (14)	2% (17)	5% (48)	953
All Non-Christian	40% (54)	34% (45)	16% (21)	4% (6)	1% (2)	5% (7)	134
Atheist	47% (45)	30% (28)	12% (11)	7% (6)	2% (2)	2% (2)	96
Agnostic/Nothing in particular	32% (201)	30% (189)	22% (138)	3% (18)	2% (14)	12% (76)	636
Something Else	38% (145)	31% (117)	13% (50)	3% (10)	2% (8)	13% (50)	381
Religious Non-Protestant/Catholic	40% (62)	34% (52)	16% (25)	4% (6)	1% (2)	5% (7)	153
Evangelical	33% (188)	37% (212)	18% (103)	2% (12)	3% (15)	8% (45)	574
Non-Evangelical	37% (266)	38% (274)	15% (109)	2% (12)	1% (11)	7% (52)	724
Community: Urban	36% (231)	33% (210)	17% (111)	3% (19)	2% (13)	9% (60)	645
Community: Suburban	36% (358)	37% (372)	17% (172)	1% (14)	2% (19)	7% (71)	1007
Community: Rural	33% (178)	33% (180)	19% (106)	4% (21)	2% (10)	9% (52)	548
Employ: Private Sector	38% (253)	35% (235)	17% (113)	3% (18)	2% (11)	6% (39)	669
Employ: Government	37% (49)	34% (45)	18% (23)	5% (6)	3% (4)	4% (5)	133
Employ: Self-Employed	34% (75)	40% (89)	13% (30)	3% (6)	4% (8)	6% (12)	221
Employ: Homemaker	32% (49)	35% (54)	19% (30)	2% (2)	— (1)	12% (18)	154
Employ: Student	54% (51)	28% (26)	6% (6)	7% (7)	— (0)	5% (5)	95
Employ: Retired	29% (148)	39% (198)	21% (105)	1% (6)	2% (10)	8% (41)	508
Employ: Unemployed	34% (91)	26% (69)	21% (55)	3% (8)	2% (6)	14% (38)	267
Employ: Other	34% (52)	30% (46)	18% (28)	— (0)	2% (3)	16% (25)	153
Military HH: Yes	31% (104)	39% (133)	17% (57)	3% (9)	3% (12)	7% (23)	338
Military HH: No	36% (664)	34% (630)	18% (331)	2% (46)	2% (31)	9% (160)	1862
RD/WT: Right Direction	35% (303)	36% (309)	17% (146)	3% (28)	2% (17)	6% (54)	857
RD/WT: Wrong Track	35% (464)	34% (454)	18% (243)	2% (27)	2% (26)	10% (129)	1343
Biden Job Approve	36% (366)	35% (356)	18% (184)	3% (27)	2% (17)	6% (61)	1011
Biden Job Disapprove	35% (374)	35% (377)	18% (189)	2% (27)	2% (25)	8% (84)	1077

Continued on next page

Table MCEN7_1: Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way?
I like the other movie(s) in the series

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	35% (767)	35% (763)	18% (389)	2% (55)	2% (43)	8% (183)	2200
Biden Job Strongly Approve	42% (206)	30% (145)	18% (87)	3% (13)	2% (9)	6% (28)	487
Biden Job Somewhat Approve	31% (161)	40% (212)	19% (97)	3% (14)	1% (8)	6% (33)	524
Biden Job Somewhat Disapprove	37% (117)	38% (120)	16% (51)	1% (2)	2% (6)	6% (17)	314
Biden Job Strongly Disapprove	34% (257)	34% (258)	18% (138)	3% (25)	3% (19)	9% (67)	763
Favorable of Biden	37% (375)	36% (367)	17% (177)	2% (25)	2% (17)	6% (57)	1018
Unfavorable of Biden	34% (372)	34% (371)	18% (197)	3% (30)	2% (25)	9% (95)	1089
Very Favorable of Biden	39% (209)	33% (176)	18% (98)	2% (11)	2% (12)	6% (30)	537
Somewhat Favorable of Biden	34% (166)	40% (191)	16% (79)	3% (14)	1% (5)	6% (27)	482
Somewhat Unfavorable of Biden	37% (102)	38% (105)	15% (40)	2% (5)	2% (6)	7% (19)	278
Very Unfavorable of Biden	33% (270)	33% (265)	19% (156)	3% (25)	2% (19)	9% (77)	812
#1 Issue: Economy	36% (292)	35% (282)	18% (142)	2% (20)	2% (19)	7% (57)	812
#1 Issue: Security	32% (109)	40% (138)	15% (53)	5% (17)	2% (6)	6% (21)	344
#1 Issue: Health Care	35% (96)	36% (99)	15% (40)	2% (6)	1% (2)	11% (31)	274
#1 Issue: Medicare / Social Security	33% (87)	33% (86)	24% (64)	1% (2)	2% (6)	7% (19)	264
#1 Issue: Women's Issues	46% (71)	27% (42)	10% (16)	3% (4)	2% (3)	12% (19)	156
#1 Issue: Education	25% (22)	48% (43)	14% (12)	2% (2)	3% (3)	9% (8)	89
#1 Issue: Energy	38% (48)	32% (40)	24% (30)	2% (2)	1% (1)	4% (5)	125
#1 Issue: Other	32% (43)	25% (33)	23% (31)	1% (1)	2% (3)	18% (25)	136
2020 Vote: Joe Biden	37% (356)	35% (340)	18% (175)	2% (23)	2% (18)	6% (55)	966
2020 Vote: Donald Trump	33% (245)	35% (263)	18% (136)	3% (22)	3% (22)	8% (57)	744
2020 Vote: Other	35% (18)	32% (16)	20% (10)	2% (1)	3% (2)	8% (4)	51
2020 Vote: Didn't Vote	33% (144)	33% (144)	16% (68)	2% (8)	— (1)	16% (68)	434
2018 House Vote: Democrat	37% (273)	37% (277)	16% (122)	2% (15)	2% (12)	6% (44)	744
2018 House Vote: Republican	35% (207)	33% (195)	19% (111)	3% (18)	3% (18)	7% (40)	589
2018 House Vote: Someone else	35% (21)	20% (12)	27% (16)	1% (1)	11% (7)	5% (3)	58
2016 Vote: Hillary Clinton	37% (251)	37% (250)	18% (122)	2% (14)	2% (11)	5% (35)	683
2016 Vote: Donald Trump	37% (243)	34% (225)	18% (122)	3% (20)	3% (19)	5% (37)	666
2016 Vote: Other	39% (44)	33% (38)	16% (18)	1% (1)	4% (4)	8% (9)	113
2016 Vote: Didn't Vote	31% (227)	34% (251)	17% (127)	3% (19)	1% (9)	14% (103)	736

Continued on next page

Table MCEN7_1: *Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way? I like the other movie(s) in the series*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	35% (767)	35% (763)	18% (389)	2% (55)	2% (43)	8% (183)	2200
Voted in 2014: Yes	37% (455)	35% (429)	18% (216)	2% (26)	3% (32)	6% (70)	1228
Voted in 2014: No	32% (312)	34% (334)	18% (173)	3% (29)	1% (11)	12% (113)	972
4-Region: Northeast	39% (154)	35% (136)	16% (61)	1% (4)	1% (4)	8% (33)	394
4-Region: Midwest	33% (154)	35% (161)	19% (89)	3% (12)	2% (9)	8% (38)	462
4-Region: South	34% (278)	34% (278)	19% (154)	3% (27)	2% (18)	8% (69)	824
4-Region: West	35% (181)	36% (188)	16% (85)	2% (12)	2% (11)	8% (43)	520
Avid Film Fan	50% (346)	32% (222)	11% (76)	3% (19)	1% (8)	2% (17)	688
Avid TV Fan	44% (420)	34% (323)	13% (124)	2% (21)	1% (14)	5% (44)	946
Casual Film Fan	31% (376)	37% (447)	20% (244)	2% (29)	2% (21)	8% (94)	1211
Casual TV Fan	29% (309)	36% (388)	21% (230)	3% (29)	2% (18)	10% (109)	1083

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

Table MCEN7_2: *Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way?
The movie features a lot of the original cast*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	35% (779)	34% (745)	18% (405)	3% (56)	2% (34)	8% (181)	2200
Gender: Male	33% (348)	35% (369)	20% (214)	3% (29)	2% (25)	7% (76)	1062
Gender: Female	38% (431)	33% (376)	17% (191)	2% (26)	1% (8)	9% (105)	1138
Age: 18-34	42% (273)	29% (189)	15% (97)	3% (19)	2% (12)	10% (65)	655
Age: 35-44	39% (140)	30% (106)	20% (70)	4% (14)	1% (3)	7% (25)	358
Age: 45-64	35% (261)	33% (251)	19% (142)	2% (16)	2% (12)	9% (70)	751
Age: 65+	24% (106)	46% (200)	22% (97)	1% (6)	2% (7)	5% (22)	436
GenZers: 1997-2012	37% (87)	24% (56)	18% (42)	4% (9)	2% (6)	15% (35)	235
Millennials: 1981-1996	43% (283)	31% (205)	15% (98)	3% (23)	1% (9)	7% (47)	664
GenXers: 1965-1980	36% (183)	33% (167)	18% (94)	3% (13)	2% (9)	9% (46)	513
Baby Boomers: 1946-1964	30% (213)	39% (279)	22% (155)	1% (9)	1% (8)	7% (50)	714
PID: Dem (no lean)	39% (319)	34% (278)	19% (153)	2% (16)	1% (11)	6% (46)	822
PID: Ind (no lean)	33% (227)	31% (210)	18% (122)	3% (23)	1% (10)	13% (85)	677
PID: Rep (no lean)	33% (234)	37% (258)	18% (129)	2% (16)	2% (13)	7% (50)	701
PID/Gender: Dem Men	39% (154)	31% (126)	21% (84)	2% (7)	2% (9)	5% (20)	401
PID/Gender: Dem Women	39% (164)	36% (152)	16% (69)	2% (9)	1% (2)	6% (25)	422
PID/Gender: Ind Men	31% (95)	33% (99)	22% (66)	4% (11)	2% (6)	9% (27)	304
PID/Gender: Ind Women	35% (132)	30% (111)	15% (57)	3% (12)	1% (4)	16% (58)	373
PID/Gender: Rep Men	28% (99)	40% (145)	18% (65)	3% (10)	3% (11)	8% (28)	357
PID/Gender: Rep Women	39% (135)	33% (113)	19% (65)	2% (6)	1% (2)	6% (22)	343
Ideo: Liberal (1-3)	41% (265)	35% (222)	16% (100)	3% (20)	1% (9)	4% (26)	643
Ideo: Moderate (4)	34% (203)	34% (199)	22% (130)	2% (14)	1% (7)	7% (39)	592
Ideo: Conservative (5-7)	31% (226)	38% (279)	20% (147)	2% (15)	2% (17)	7% (52)	736
Educ: < College	35% (526)	32% (488)	18% (278)	3% (43)	2% (26)	10% (151)	1512
Educ: Bachelors degree	37% (165)	35% (156)	20% (89)	1% (7)	1% (6)	5% (21)	444
Educ: Post-grad	36% (88)	41% (101)	16% (38)	3% (6)	1% (2)	4% (9)	244
Income: Under 50k	34% (415)	32% (387)	18% (221)	3% (37)	1% (16)	12% (143)	1218
Income: 50k-100k	36% (250)	37% (256)	19% (132)	2% (12)	2% (11)	4% (30)	690
Income: 100k+	39% (115)	35% (103)	18% (52)	2% (7)	2% (7)	3% (9)	292
Ethnicity: White	35% (606)	35% (609)	18% (317)	2% (35)	1% (24)	8% (130)	1722
Ethnicity: Hispanic	39% (138)	33% (114)	15% (53)	2% (6)	2% (8)	9% (30)	349

Continued on next page

Table MCEN7_2: *Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way?*
The movie features a lot of the original cast

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	35% (779)	34% (745)	18% (405)	3% (56)	2% (34)	8% (181)	2200
Ethnicity: Black	36% (100)	25% (69)	19% (53)	5% (14)	3% (8)	11% (30)	274
Ethnicity: Other	36% (73)	33% (67)	17% (36)	3% (6)	1% (1)	10% (20)	204
All Christian	35% (330)	39% (372)	18% (174)	2% (18)	1% (11)	5% (48)	953
All Non-Christian	43% (58)	33% (44)	16% (22)	1% (1)	1% (2)	6% (7)	134
Atheist	34% (33)	42% (40)	17% (16)	3% (3)	1% (1)	2% (2)	96
Agnostic/Nothing in particular	32% (206)	29% (183)	22% (139)	3% (19)	1% (9)	13% (80)	636
Something Else	40% (153)	28% (106)	14% (54)	4% (14)	3% (10)	11% (43)	381
Religious Non-Protestant/Catholic	42% (65)	32% (50)	17% (27)	1% (1)	1% (2)	6% (9)	153
Evangelical	37% (213)	33% (188)	17% (97)	4% (21)	1% (8)	8% (47)	574
Non-Evangelical	35% (256)	38% (278)	17% (124)	2% (11)	2% (12)	6% (43)	724
Community: Urban	39% (249)	30% (191)	19% (122)	3% (16)	2% (11)	9% (57)	645
Community: Suburban	34% (347)	38% (379)	18% (177)	2% (17)	1% (13)	7% (75)	1007
Community: Rural	34% (184)	32% (175)	19% (106)	4% (22)	2% (10)	9% (50)	548
Employ: Private Sector	39% (261)	33% (218)	19% (130)	2% (14)	1% (4)	6% (42)	669
Employ: Government	32% (43)	36% (49)	24% (32)	3% (4)	— (0)	4% (6)	133
Employ: Self-Employed	38% (84)	34% (75)	14% (31)	5% (11)	4% (8)	6% (12)	221
Employ: Homemaker	41% (64)	27% (42)	15% (23)	1% (2)	1% (2)	14% (22)	154
Employ: Student	52% (49)	19% (18)	16% (15)	4% (4)	5% (5)	5% (4)	95
Employ: Retired	24% (123)	44% (225)	22% (111)	1% (7)	2% (11)	6% (31)	508
Employ: Unemployed	35% (94)	28% (75)	19% (49)	4% (10)	— (1)	14% (38)	267
Employ: Other	40% (61)	30% (45)	9% (14)	2% (4)	2% (4)	17% (26)	153
Military HH: Yes	31% (104)	39% (132)	21% (70)	2% (7)	2% (5)	6% (19)	338
Military HH: No	36% (675)	33% (614)	18% (335)	3% (48)	2% (28)	9% (162)	1862
RD/WT: Right Direction	36% (312)	34% (288)	18% (156)	4% (32)	2% (14)	6% (55)	857
RD/WT: Wrong Track	35% (468)	34% (458)	19% (249)	2% (23)	1% (20)	9% (126)	1343
Biden Job Approve	38% (388)	33% (336)	17% (177)	3% (31)	1% (14)	7% (66)	1011
Biden Job Disapprove	34% (367)	36% (390)	19% (207)	2% (17)	2% (20)	7% (75)	1077

Continued on next page

Table MCEN7_2: *Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way?
 The movie features a lot of the original cast*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	35% (779)	34% (745)	18% (405)	3% (56)	2% (34)	8% (181)	2200
Biden Job Strongly Approve	43% (210)	29% (141)	18% (86)	3% (15)	2% (8)	6% (28)	487
Biden Job Somewhat Approve	34% (178)	37% (195)	17% (91)	3% (16)	1% (5)	7% (39)	524
Biden Job Somewhat Disapprove	41% (128)	36% (112)	15% (47)	1% (4)	2% (5)	6% (18)	314
Biden Job Strongly Disapprove	31% (239)	36% (278)	21% (160)	2% (13)	2% (15)	8% (58)	763
Favorable of Biden	39% (393)	33% (340)	18% (183)	3% (29)	1% (15)	6% (59)	1018
Unfavorable of Biden	34% (367)	35% (385)	19% (204)	2% (24)	2% (19)	8% (90)	1089
Very Favorable of Biden	42% (225)	28% (151)	20% (106)	3% (14)	2% (13)	5% (29)	537
Somewhat Favorable of Biden	35% (169)	39% (188)	16% (77)	3% (15)	— (2)	6% (30)	482
Somewhat Unfavorable of Biden	38% (106)	34% (94)	17% (47)	3% (8)	2% (5)	7% (18)	278
Very Unfavorable of Biden	32% (261)	36% (292)	19% (157)	2% (15)	2% (14)	9% (72)	812
#1 Issue: Economy	37% (303)	33% (268)	19% (152)	3% (22)	2% (13)	7% (54)	812
#1 Issue: Security	35% (119)	38% (130)	16% (56)	3% (10)	1% (2)	8% (26)	344
#1 Issue: Health Care	36% (98)	37% (100)	15% (42)	3% (7)	— (0)	10% (26)	274
#1 Issue: Medicare / Social Security	34% (90)	36% (96)	21% (55)	1% (2)	1% (4)	7% (18)	264
#1 Issue: Women's Issues	47% (73)	24% (38)	12% (18)	4% (6)	3% (5)	10% (16)	156
#1 Issue: Education	29% (26)	42% (37)	12% (10)	4% (3)	2% (2)	12% (11)	89
#1 Issue: Energy	26% (33)	37% (46)	27% (34)	2% (3)	2% (2)	6% (8)	125
#1 Issue: Other	28% (38)	22% (30)	27% (37)	2% (3)	4% (6)	16% (22)	136
2020 Vote: Joe Biden	37% (360)	35% (334)	18% (174)	3% (25)	1% (14)	6% (58)	966
2020 Vote: Donald Trump	31% (227)	39% (287)	20% (146)	2% (18)	2% (15)	7% (50)	744
2020 Vote: Other	33% (17)	30% (15)	23% (12)	4% (2)	3% (2)	8% (4)	51
2020 Vote: Didn't Vote	40% (175)	25% (108)	16% (68)	2% (11)	1% (3)	16% (69)	434
2018 House Vote: Democrat	38% (284)	35% (257)	18% (134)	2% (16)	1% (10)	6% (42)	744
2018 House Vote: Republican	32% (189)	37% (219)	20% (118)	2% (14)	2% (11)	6% (38)	589
2018 House Vote: Someone else	37% (21)	22% (13)	26% (15)	1% (1)	5% (3)	9% (5)	58
2016 Vote: Hillary Clinton	38% (262)	35% (240)	18% (126)	2% (12)	1% (9)	5% (35)	683
2016 Vote: Donald Trump	32% (214)	38% (255)	20% (134)	3% (18)	1% (9)	5% (35)	666
2016 Vote: Other	36% (41)	26% (29)	23% (26)	1% (1)	4% (4)	10% (11)	113
2016 Vote: Didn't Vote	35% (261)	30% (221)	16% (118)	3% (24)	2% (12)	14% (100)	736

Continued on next page

Table MCEN7_2: *Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way?
The movie features a lot of the original cast*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	35% (779)	34% (745)	18% (405)	3% (56)	2% (34)	8% (181)	2200
Voted in 2014: Yes	35% (435)	35% (436)	20% (247)	2% (24)	2% (21)	5% (66)	1228
Voted in 2014: No	35% (344)	32% (310)	16% (158)	3% (32)	1% (13)	12% (115)	972
4-Region: Northeast	41% (160)	33% (131)	15% (60)	1% (3)	1% (4)	9% (35)	394
4-Region: Midwest	33% (151)	34% (157)	20% (92)	4% (18)	2% (8)	8% (35)	462
4-Region: South	35% (289)	34% (277)	18% (152)	3% (26)	2% (14)	8% (66)	824
4-Region: West	34% (179)	35% (179)	19% (101)	2% (8)	1% (7)	9% (45)	520
Avid Film Fan	52% (355)	31% (216)	11% (75)	2% (14)	1% (9)	3% (19)	688
Avid TV Fan	44% (414)	36% (341)	12% (116)	2% (21)	1% (10)	5% (45)	946
Casual Film Fan	30% (367)	36% (436)	22% (265)	2% (29)	1% (18)	8% (95)	1211
Casual TV Fan	29% (318)	34% (365)	23% (253)	3% (27)	2% (21)	9% (100)	1083

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

Table MCEN7_3: *Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way?
The movie features new actors that I like*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (428)	36% (802)	28% (622)	5% (104)	3% (57)	8% (187)	2200
Gender: Male	20% (207)	38% (400)	29% (307)	4% (41)	3% (31)	7% (76)	1062
Gender: Female	19% (221)	35% (402)	28% (315)	6% (64)	2% (26)	10% (111)	1138
Age: 18-34	24% (155)	37% (240)	19% (127)	7% (44)	3% (20)	11% (69)	655
Age: 35-44	26% (92)	34% (120)	28% (99)	3% (12)	3% (11)	7% (24)	358
Age: 45-64	18% (137)	37% (276)	30% (225)	4% (29)	3% (20)	9% (64)	751
Age: 65+	10% (44)	38% (166)	39% (171)	4% (19)	1% (6)	7% (30)	436
GenZers: 1997-2012	21% (49)	33% (78)	17% (40)	8% (20)	4% (9)	17% (40)	235
Millennials: 1981-1996	26% (174)	37% (244)	23% (152)	5% (31)	3% (18)	7% (46)	664
GenXers: 1965-1980	18% (93)	38% (195)	28% (145)	4% (22)	3% (17)	8% (42)	513
Baby Boomers: 1946-1964	15% (107)	35% (254)	36% (258)	4% (27)	2% (13)	8% (55)	714
PID: Dem (no lean)	25% (204)	38% (310)	26% (211)	4% (35)	2% (14)	6% (49)	822
PID: Ind (no lean)	17% (117)	31% (212)	31% (212)	5% (32)	3% (19)	12% (84)	677
PID: Rep (no lean)	15% (106)	40% (280)	28% (198)	5% (38)	3% (24)	8% (54)	701
PID/Gender: Dem Men	26% (104)	38% (151)	26% (103)	3% (14)	2% (7)	5% (22)	401
PID/Gender: Dem Women	24% (100)	38% (158)	26% (109)	5% (21)	2% (7)	6% (27)	422
PID/Gender: Ind Men	19% (59)	31% (96)	35% (108)	3% (10)	4% (11)	7% (20)	304
PID/Gender: Ind Women	16% (58)	31% (116)	28% (105)	6% (22)	2% (8)	17% (64)	373
PID/Gender: Rep Men	12% (44)	43% (153)	27% (97)	5% (17)	3% (12)	9% (34)	357
PID/Gender: Rep Women	18% (62)	37% (127)	30% (101)	6% (21)	3% (11)	6% (20)	343
Ideo: Liberal (1-3)	25% (162)	38% (244)	26% (169)	5% (32)	2% (10)	4% (26)	643
Ideo: Moderate (4)	18% (109)	39% (230)	32% (190)	3% (15)	2% (13)	6% (34)	592
Ideo: Conservative (5-7)	15% (111)	38% (277)	30% (221)	5% (38)	4% (27)	8% (62)	736
Educ: < College	19% (283)	35% (526)	28% (417)	6% (86)	3% (46)	10% (154)	1512
Educ: Bachelors degree	20% (88)	39% (171)	31% (139)	3% (15)	2% (9)	5% (22)	444
Educ: Post-grad	23% (57)	43% (104)	27% (66)	1% (3)	1% (2)	5% (11)	244
Income: Under 50k	18% (219)	33% (407)	29% (355)	5% (61)	3% (37)	11% (139)	1218
Income: 50k-100k	21% (142)	40% (277)	27% (185)	5% (32)	2% (15)	6% (39)	690
Income: 100k+	23% (67)	40% (117)	28% (83)	4% (12)	2% (5)	3% (9)	292
Ethnicity: White	18% (317)	36% (628)	30% (519)	5% (80)	2% (41)	8% (136)	1722
Ethnicity: Hispanic	24% (84)	40% (141)	17% (60)	8% (28)	2% (6)	9% (31)	349

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Table MCEN7_3: *Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way?
The movie features new actors that I like*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (428)	36% (802)	28% (622)	5% (104)	3% (57)	8% (187)	2200
Ethnicity: Black	24% (65)	36% (99)	18% (50)	7% (20)	4% (12)	10% (28)	274
Ethnicity: Other	23% (46)	36% (74)	26% (53)	2% (4)	2% (5)	11% (22)	204
All Christian	19% (182)	38% (364)	31% (293)	4% (41)	3% (24)	5% (50)	953
All Non-Christian	27% (36)	33% (45)	21% (29)	9% (12)	2% (2)	8% (10)	134
Atheist	11% (10)	47% (45)	29% (28)	5% (4)	5% (5)	2% (2)	96
Agnostic/Nothing in particular	18% (112)	35% (223)	28% (181)	4% (23)	2% (15)	13% (83)	636
Something Else	23% (88)	33% (125)	24% (91)	6% (24)	3% (11)	11% (42)	381
Religious Non-Protestant/Catholic	26% (41)	32% (49)	23% (36)	10% (15)	1% (2)	7% (11)	153
Evangelical	20% (116)	38% (217)	27% (154)	5% (29)	3% (19)	7% (39)	574
Non-Evangelical	20% (147)	36% (259)	30% (220)	4% (32)	2% (16)	7% (51)	724
Community: Urban	25% (158)	35% (225)	23% (150)	5% (35)	4% (26)	8% (50)	645
Community: Suburban	17% (168)	40% (405)	30% (300)	3% (34)	2% (17)	8% (83)	1007
Community: Rural	19% (102)	31% (172)	31% (172)	7% (36)	2% (13)	10% (54)	548
Employ: Private Sector	24% (157)	40% (266)	24% (160)	4% (25)	3% (19)	6% (41)	669
Employ: Government	23% (31)	38% (51)	21% (28)	7% (10)	6% (9)	3% (5)	133
Employ: Self-Employed	22% (49)	36% (79)	30% (65)	6% (13)	1% (2)	6% (13)	221
Employ: Homemaker	16% (25)	31% (47)	32% (50)	6% (9)	2% (3)	13% (20)	154
Employ: Student	31% (29)	32% (30)	19% (18)	4% (3)	3% (3)	11% (10)	95
Employ: Retired	12% (60)	37% (186)	38% (191)	4% (22)	1% (7)	8% (41)	508
Employ: Unemployed	17% (45)	35% (93)	26% (69)	7% (18)	2% (6)	13% (35)	267
Employ: Other	20% (31)	32% (49)	26% (40)	3% (4)	5% (8)	14% (21)	153
Military HH: Yes	15% (50)	37% (125)	30% (103)	4% (15)	5% (18)	8% (26)	338
Military HH: No	20% (378)	36% (677)	28% (519)	5% (89)	2% (39)	9% (160)	1862
RD/WT: Right Direction	22% (190)	38% (326)	27% (231)	4% (34)	2% (17)	7% (59)	857
RD/WT: Wrong Track	18% (238)	35% (476)	29% (391)	5% (70)	3% (40)	10% (128)	1343
Biden Job Approve	22% (225)	40% (401)	27% (269)	3% (34)	2% (17)	6% (65)	1011
Biden Job Disapprove	17% (184)	36% (388)	30% (320)	6% (65)	4% (40)	8% (82)	1077

Continued on next page

Table MCEN7_3: *Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way?
The movie features new actors that I like*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (428)	36% (802)	28% (622)	5% (104)	3% (57)	8% (187)	2200
Biden Job Strongly Approve	30% (147)	34% (166)	25% (121)	2% (12)	2% (11)	6% (30)	487
Biden Job Somewhat Approve	15% (79)	45% (235)	28% (148)	4% (23)	1% (6)	7% (34)	524
Biden Job Somewhat Disapprove	22% (69)	38% (118)	28% (87)	4% (11)	3% (11)	6% (18)	314
Biden Job Strongly Disapprove	15% (115)	35% (270)	30% (233)	7% (53)	4% (29)	8% (63)	763
Favorable of Biden	22% (227)	39% (402)	28% (281)	4% (36)	2% (16)	6% (56)	1018
Unfavorable of Biden	17% (184)	36% (391)	29% (315)	6% (65)	4% (41)	9% (94)	1089
Very Favorable of Biden	27% (147)	37% (196)	25% (133)	3% (17)	2% (12)	6% (32)	537
Somewhat Favorable of Biden	17% (80)	43% (206)	31% (148)	4% (19)	1% (4)	5% (25)	482
Somewhat Unfavorable of Biden	22% (61)	38% (106)	24% (66)	5% (15)	3% (9)	8% (21)	278
Very Unfavorable of Biden	15% (123)	35% (285)	31% (249)	6% (50)	4% (31)	9% (73)	812
#1 Issue: Economy	21% (173)	36% (294)	27% (216)	6% (45)	3% (26)	7% (58)	812
#1 Issue: Security	18% (62)	36% (125)	32% (108)	5% (18)	2% (6)	7% (25)	344
#1 Issue: Health Care	26% (70)	37% (103)	23% (63)	4% (11)	1% (3)	9% (24)	274
#1 Issue: Medicare / Social Security	12% (32)	40% (104)	33% (88)	5% (12)	2% (6)	8% (21)	264
#1 Issue: Women's Issues	27% (42)	29% (45)	23% (36)	3% (5)	4% (7)	14% (22)	156
#1 Issue: Education	20% (18)	35% (31)	25% (22)	5% (5)	6% (5)	10% (9)	89
#1 Issue: Energy	11% (14)	51% (64)	30% (38)	2% (2)	1% (1)	5% (6)	125
#1 Issue: Other	13% (18)	26% (36)	37% (50)	5% (6)	2% (3)	17% (23)	136
2020 Vote: Joe Biden	23% (218)	38% (370)	27% (263)	4% (39)	2% (19)	6% (56)	966
2020 Vote: Donald Trump	15% (114)	38% (280)	30% (226)	5% (40)	3% (25)	8% (58)	744
2020 Vote: Other	16% (8)	21% (11)	41% (21)	9% (5)	5% (2)	8% (4)	51
2020 Vote: Didn't Vote	20% (88)	31% (135)	26% (112)	5% (20)	2% (10)	16% (69)	434
2018 House Vote: Democrat	24% (178)	39% (287)	27% (202)	3% (20)	2% (11)	6% (45)	744
2018 House Vote: Republican	16% (92)	34% (200)	34% (199)	4% (26)	4% (25)	8% (47)	589
2018 House Vote: Someone else	24% (14)	19% (11)	30% (17)	7% (4)	6% (4)	13% (8)	58
2016 Vote: Hillary Clinton	24% (165)	39% (266)	27% (183)	3% (21)	2% (11)	6% (38)	683
2016 Vote: Donald Trump	15% (103)	35% (233)	34% (229)	5% (33)	4% (24)	6% (43)	666
2016 Vote: Other	18% (20)	27% (31)	36% (40)	4% (5)	4% (4)	11% (13)	113
2016 Vote: Didn't Vote	19% (140)	37% (270)	23% (170)	6% (45)	3% (18)	13% (93)	736

Continued on next page

Table MCEN7_3: *Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way?
The movie features new actors that I like*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (428)	36% (802)	28% (622)	5% (104)	3% (57)	8% (187)	2200
Voted in 2014: Yes	19% (239)	36% (441)	32% (388)	4% (44)	3% (35)	7% (82)	1228
Voted in 2014: No	19% (189)	37% (361)	24% (235)	6% (60)	2% (23)	11% (105)	972
4-Region: Northeast	22% (88)	38% (150)	22% (86)	5% (21)	3% (13)	9% (36)	394
4-Region: Midwest	15% (72)	38% (177)	32% (150)	3% (15)	2% (9)	9% (40)	462
4-Region: South	20% (166)	34% (283)	29% (235)	6% (50)	3% (21)	8% (68)	824
4-Region: West	20% (102)	37% (192)	29% (152)	3% (18)	3% (14)	8% (42)	520
Avid Film Fan	35% (238)	39% (272)	19% (131)	2% (13)	2% (14)	3% (21)	688
Avid TV Fan	30% (286)	38% (363)	22% (210)	3% (32)	2% (16)	4% (39)	946
Casual Film Fan	14% (167)	37% (443)	34% (409)	6% (69)	2% (26)	8% (96)	1211
Casual TV Fan	12% (125)	37% (396)	34% (369)	5% (58)	2% (25)	10% (110)	1083

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

Table MCEN7_4: Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way?
The cast is more diverse than previous films in the series

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (311)	21% (469)	41% (900)	7% (156)	6% (133)	10% (230)	2200
Gender: Male	15% (163)	22% (229)	39% (412)	8% (82)	8% (85)	9% (90)	1062
Gender: Female	13% (148)	21% (240)	43% (488)	7% (75)	4% (48)	12% (140)	1138
Age: 18-34	21% (141)	26% (172)	27% (180)	10% (62)	4% (23)	12% (77)	655
Age: 35-44	17% (61)	24% (86)	38% (135)	8% (30)	4% (16)	9% (30)	358
Age: 45-64	10% (79)	20% (148)	48% (357)	5% (35)	8% (57)	10% (75)	751
Age: 65+	7% (31)	15% (64)	52% (228)	7% (29)	8% (37)	11% (47)	436
GenZers: 1997-2012	22% (51)	20% (48)	26% (60)	13% (30)	1% (3)	18% (43)	235
Millennials: 1981-1996	21% (137)	27% (182)	31% (207)	8% (54)	5% (30)	8% (55)	664
GenXers: 1965-1980	13% (66)	22% (115)	43% (221)	5% (26)	7% (36)	10% (49)	513
Baby Boomers: 1946-1964	8% (55)	16% (111)	53% (375)	5% (38)	8% (56)	11% (79)	714
PID: Dem (no lean)	22% (183)	26% (217)	35% (285)	7% (54)	2% (20)	8% (63)	822
PID: Ind (no lean)	8% (56)	22% (148)	44% (299)	6% (41)	6% (38)	14% (96)	677
PID: Rep (no lean)	10% (73)	15% (104)	45% (316)	9% (61)	11% (76)	10% (71)	701
PID/Gender: Dem Men	25% (99)	27% (106)	35% (139)	6% (24)	3% (10)	5% (21)	401
PID/Gender: Dem Women	20% (83)	26% (111)	35% (146)	7% (29)	2% (10)	10% (42)	422
PID/Gender: Ind Men	6% (20)	19% (59)	50% (152)	8% (23)	7% (22)	10% (29)	304
PID/Gender: Ind Women	10% (36)	24% (90)	39% (147)	5% (18)	4% (16)	18% (66)	373
PID/Gender: Rep Men	12% (44)	18% (65)	34% (121)	10% (34)	15% (53)	11% (40)	357
PID/Gender: Rep Women	8% (28)	11% (39)	57% (195)	8% (27)	7% (22)	9% (32)	343
Ideo: Liberal (1-3)	21% (137)	27% (173)	39% (249)	5% (33)	2% (15)	6% (36)	643
Ideo: Moderate (4)	14% (80)	24% (145)	42% (248)	7% (43)	5% (31)	8% (45)	592
Ideo: Conservative (5-7)	9% (70)	15% (107)	45% (331)	9% (65)	11% (83)	11% (80)	736
Educ: < College	14% (209)	20% (310)	40% (607)	7% (113)	6% (94)	12% (180)	1512
Educ: Bachelors degree	15% (66)	23% (102)	43% (190)	6% (26)	6% (27)	8% (35)	444
Educ: Post-grad	15% (37)	24% (58)	42% (103)	7% (18)	5% (13)	6% (15)	244
Income: Under 50k	13% (155)	20% (239)	40% (485)	8% (95)	6% (74)	14% (170)	1218
Income: 50k-100k	14% (97)	24% (167)	43% (295)	6% (40)	6% (41)	7% (49)	690
Income: 100k+	20% (58)	22% (63)	41% (120)	7% (22)	6% (18)	4% (11)	292
Ethnicity: White	12% (205)	20% (342)	44% (757)	7% (127)	7% (113)	10% (179)	1722
Ethnicity: Hispanic	24% (85)	25% (88)	30% (104)	6% (21)	5% (18)	10% (34)	349

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Table MCEN7_4: *Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way?
The cast is more diverse than previous films in the series*

Demographic	Much more likely		Somewhat more likely		No difference either way		Somewhat less likely		Much less likely		Don't know / No opinion	Total N	
Adults	14%	(311)	21%	(469)	41%	(900)	7%	(156)	6%	(133)	10%	(230)	2200
Ethnicity: Black	24%	(67)	27%	(73)	26%	(71)	8%	(21)	5%	(15)	10%	(26)	274
Ethnicity: Other	19%	(40)	27%	(54)	35%	(72)	4%	(8)	3%	(5)	12%	(25)	204
All Christian	13%	(119)	21%	(204)	46%	(435)	7%	(63)	7%	(64)	7%	(68)	953
All Non-Christian	22%	(30)	29%	(39)	28%	(38)	5%	(7)	4%	(5)	11%	(15)	134
Atheist	13%	(12)	24%	(23)	38%	(36)	11%	(11)	8%	(7)	6%	(6)	96
Agnostic/Nothing in particular	15%	(96)	18%	(114)	42%	(265)	7%	(47)	4%	(25)	14%	(88)	636
Something Else	14%	(53)	24%	(90)	33%	(125)	7%	(28)	8%	(32)	14%	(53)	381
Religious Non-Protestant/Catholic	20%	(31)	27%	(41)	32%	(49)	7%	(10)	3%	(5)	11%	(16)	153
Evangelical	18%	(102)	22%	(128)	36%	(206)	7%	(41)	6%	(36)	11%	(61)	574
Non-Evangelical	9%	(68)	21%	(155)	47%	(342)	6%	(45)	8%	(60)	8%	(55)	724
Community: Urban	21%	(134)	25%	(159)	32%	(206)	7%	(46)	6%	(36)	10%	(64)	645
Community: Suburban	12%	(117)	22%	(219)	44%	(445)	6%	(62)	6%	(60)	10%	(103)	1007
Community: Rural	11%	(60)	17%	(91)	45%	(249)	9%	(48)	7%	(38)	12%	(64)	548
Employ: Private Sector	18%	(119)	24%	(159)	40%	(265)	7%	(49)	4%	(29)	7%	(49)	669
Employ: Government	19%	(25)	21%	(28)	39%	(52)	10%	(13)	7%	(10)	3%	(5)	133
Employ: Self-Employed	15%	(34)	31%	(68)	33%	(73)	7%	(15)	6%	(14)	8%	(18)	221
Employ: Homemaker	14%	(21)	13%	(21)	44%	(68)	8%	(13)	6%	(9)	14%	(22)	154
Employ: Student	23%	(21)	29%	(27)	27%	(25)	11%	(11)	4%	(4)	7%	(7)	95
Employ: Retired	6%	(32)	16%	(80)	50%	(256)	6%	(33)	9%	(47)	12%	(61)	508
Employ: Unemployed	12%	(32)	26%	(68)	35%	(92)	6%	(16)	5%	(14)	16%	(43)	267
Employ: Other	18%	(27)	12%	(18)	45%	(69)	4%	(7)	5%	(7)	17%	(25)	153
Military HH: Yes	10%	(32)	18%	(60)	47%	(159)	8%	(28)	8%	(28)	9%	(31)	338
Military HH: No	15%	(279)	22%	(409)	40%	(741)	7%	(129)	6%	(105)	11%	(199)	1862
RD/WT: Right Direction	21%	(176)	26%	(226)	37%	(314)	5%	(43)	2%	(21)	9%	(77)	857
RD/WT: Wrong Track	10%	(135)	18%	(243)	44%	(585)	8%	(113)	8%	(113)	11%	(153)	1343
Biden Job Approve	20%	(203)	28%	(282)	36%	(366)	5%	(55)	2%	(22)	8%	(83)	1011
Biden Job Disapprove	9%	(98)	16%	(170)	46%	(492)	9%	(99)	10%	(110)	10%	(107)	1077

Continued on next page

Table MCEN7_4: *Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way? The cast is more diverse than previous films in the series*

Demographic	Much more likely		Somewhat more likely		No difference either way		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	14%	(311)	21%	(469)	41%	(900)	7%	(156)	6%	(133)	10%	(230)	2200
Biden Job Strongly Approve	29%	(142)	23%	(112)	35%	(170)	4%	(18)	2%	(11)	7%	(34)	487
Biden Job Somewhat Approve	12%	(61)	33%	(171)	37%	(196)	7%	(37)	2%	(11)	9%	(49)	524
Biden Job Somewhat Disapprove	12%	(38)	18%	(55)	49%	(155)	8%	(25)	3%	(10)	10%	(31)	314
Biden Job Strongly Disapprove	8%	(59)	15%	(115)	44%	(338)	10%	(74)	13%	(101)	10%	(76)	763
Favorable of Biden	20%	(206)	27%	(276)	37%	(376)	6%	(62)	2%	(23)	7%	(75)	1018
Unfavorable of Biden	9%	(98)	16%	(175)	45%	(495)	8%	(91)	10%	(108)	11%	(122)	1089
Very Favorable of Biden	27%	(145)	24%	(129)	35%	(186)	4%	(22)	3%	(15)	7%	(39)	537
Somewhat Favorable of Biden	13%	(62)	30%	(146)	39%	(189)	8%	(40)	2%	(8)	7%	(36)	482
Somewhat Unfavorable of Biden	11%	(31)	17%	(47)	48%	(133)	8%	(23)	4%	(10)	12%	(33)	278
Very Unfavorable of Biden	8%	(67)	16%	(128)	45%	(361)	8%	(68)	12%	(99)	11%	(89)	812
#1 Issue: Economy	15%	(123)	23%	(184)	40%	(326)	8%	(64)	6%	(49)	8%	(66)	812
#1 Issue: Security	10%	(34)	18%	(63)	43%	(147)	8%	(28)	9%	(31)	12%	(41)	344
#1 Issue: Health Care	16%	(44)	29%	(79)	38%	(105)	6%	(15)	1%	(3)	10%	(28)	274
#1 Issue: Medicare / Social Security	12%	(32)	16%	(43)	49%	(129)	6%	(16)	5%	(13)	12%	(30)	264
#1 Issue: Women's Issues	21%	(33)	21%	(33)	30%	(46)	7%	(11)	4%	(6)	17%	(26)	156
#1 Issue: Education	17%	(16)	21%	(19)	29%	(26)	11%	(9)	10%	(9)	13%	(11)	89
#1 Issue: Energy	13%	(16)	29%	(37)	47%	(59)	4%	(5)	4%	(5)	3%	(4)	125
#1 Issue: Other	10%	(14)	9%	(12)	46%	(62)	6%	(8)	12%	(16)	17%	(24)	136
2020 Vote: Joe Biden	20%	(198)	25%	(243)	38%	(364)	6%	(57)	3%	(25)	8%	(79)	966
2020 Vote: Donald Trump	8%	(63)	16%	(116)	46%	(344)	8%	(59)	12%	(90)	10%	(71)	744
2020 Vote: Other	2%	(1)	16%	(8)	51%	(26)	15%	(7)	7%	(4)	10%	(5)	51
2020 Vote: Didn't Vote	12%	(50)	23%	(102)	38%	(165)	6%	(27)	3%	(15)	17%	(75)	434
2018 House Vote: Democrat	21%	(158)	24%	(180)	38%	(280)	6%	(42)	3%	(25)	8%	(58)	744
2018 House Vote: Republican	9%	(54)	13%	(75)	46%	(271)	10%	(57)	13%	(77)	9%	(56)	589
2018 House Vote: Someone else	7%	(4)	20%	(12)	45%	(26)	8%	(5)	8%	(5)	11%	(7)	58
2016 Vote: Hillary Clinton	20%	(137)	26%	(176)	40%	(272)	5%	(34)	3%	(18)	7%	(46)	683
2016 Vote: Donald Trump	8%	(55)	15%	(103)	46%	(308)	10%	(64)	12%	(79)	9%	(57)	666
2016 Vote: Other	10%	(11)	16%	(18)	45%	(51)	10%	(11)	6%	(7)	14%	(15)	113
2016 Vote: Didn't Vote	15%	(107)	24%	(173)	36%	(268)	6%	(47)	4%	(29)	15%	(112)	736

Continued on next page

Table MCEN7_4: *Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way?
The cast is more diverse than previous films in the series*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (311)	21% (469)	41% (900)	7% (156)	6% (133)	10% (230)	2200
Voted in 2014: Yes	15% (178)	19% (231)	43% (525)	8% (93)	8% (102)	8% (99)	1228
Voted in 2014: No	14% (133)	25% (239)	39% (375)	7% (64)	3% (31)	13% (131)	972
4-Region: Northeast	16% (63)	19% (76)	43% (168)	7% (27)	3% (12)	12% (48)	394
4-Region: Midwest	13% (60)	20% (92)	41% (188)	8% (36)	9% (40)	10% (45)	462
4-Region: South	13% (104)	21% (176)	42% (346)	7% (57)	7% (59)	10% (83)	824
4-Region: West	16% (84)	24% (126)	38% (198)	7% (36)	4% (22)	10% (54)	520
Avid Film Fan	28% (192)	27% (185)	32% (224)	5% (33)	3% (23)	5% (32)	688
Avid TV Fan	22% (209)	22% (208)	38% (360)	6% (61)	5% (43)	7% (66)	946
Casual Film Fan	8% (99)	20% (248)	46% (562)	8% (100)	7% (84)	10% (118)	1211
Casual TV Fan	8% (87)	21% (228)	44% (482)	7% (80)	7% (76)	12% (130)	1083

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

Table MCEN7_5: *Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way?
 It will make me feel nostalgic*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	21% (458)	32% (705)	31% (672)	4% (84)	3% (58)	10% (225)	2200
Gender: Male	20% (208)	33% (353)	32% (341)	4% (46)	3% (27)	8% (87)	1062
Gender: Female	22% (250)	31% (352)	29% (331)	3% (37)	3% (30)	12% (138)	1138
Age: 18-34	30% (197)	31% (201)	20% (134)	4% (29)	3% (21)	11% (73)	655
Age: 35-44	24% (85)	34% (120)	28% (100)	4% (14)	3% (12)	7% (26)	358
Age: 45-64	17% (127)	32% (242)	34% (252)	3% (22)	2% (17)	12% (90)	751
Age: 65+	11% (48)	32% (141)	42% (185)	4% (17)	2% (7)	8% (36)	436
GenZers: 1997-2012	29% (69)	29% (68)	20% (46)	2% (6)	4% (9)	16% (37)	235
Millennials: 1981-1996	28% (187)	32% (215)	23% (154)	6% (37)	3% (20)	8% (51)	664
GenXers: 1965-1980	20% (103)	34% (173)	30% (156)	2% (11)	3% (13)	11% (57)	513
Baby Boomers: 1946-1964	13% (95)	32% (227)	39% (281)	3% (22)	2% (14)	10% (75)	714
PID: Dem (no lean)	25% (205)	32% (260)	29% (235)	4% (34)	3% (23)	8% (65)	822
PID: Ind (no lean)	22% (148)	29% (196)	30% (206)	4% (26)	2% (17)	13% (85)	677
PID: Rep (no lean)	15% (105)	35% (249)	33% (231)	3% (24)	3% (18)	11% (74)	701
PID/Gender: Dem Men	25% (98)	32% (128)	30% (119)	4% (18)	3% (11)	7% (27)	401
PID/Gender: Dem Women	25% (106)	31% (132)	28% (116)	4% (16)	3% (12)	9% (39)	422
PID/Gender: Ind Men	20% (60)	31% (94)	35% (105)	6% (17)	2% (5)	7% (22)	304
PID/Gender: Ind Women	23% (87)	27% (102)	27% (101)	2% (9)	3% (11)	17% (63)	373
PID/Gender: Rep Men	14% (49)	37% (131)	33% (117)	3% (12)	3% (10)	11% (38)	357
PID/Gender: Rep Women	16% (56)	34% (118)	33% (114)	3% (12)	2% (8)	10% (36)	343
Ideo: Liberal (1-3)	28% (181)	33% (211)	27% (174)	4% (29)	1% (9)	6% (38)	643
Ideo: Moderate (4)	19% (115)	33% (195)	33% (195)	4% (21)	3% (18)	8% (48)	592
Ideo: Conservative (5-7)	15% (111)	34% (252)	34% (248)	4% (30)	4% (26)	9% (70)	736
Educ: < College	21% (317)	30% (457)	30% (455)	4% (59)	3% (44)	12% (181)	1512
Educ: Bachelors degree	22% (96)	34% (151)	32% (141)	3% (15)	2% (10)	7% (30)	444
Educ: Post-grad	18% (45)	40% (97)	31% (76)	4% (9)	2% (4)	6% (14)	244
Income: Under 50k	20% (239)	30% (362)	30% (368)	4% (45)	3% (36)	14% (169)	1218
Income: 50k-100k	22% (149)	34% (237)	31% (215)	4% (30)	2% (15)	7% (45)	690
Income: 100k+	24% (70)	36% (106)	30% (89)	3% (9)	3% (7)	4% (11)	292
Ethnicity: White	20% (346)	32% (549)	33% (562)	3% (59)	2% (41)	10% (165)	1722
Ethnicity: Hispanic	29% (102)	31% (107)	24% (82)	4% (13)	5% (16)	8% (29)	349

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Table MCEN7_5: *Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way?
It will make me feel nostalgic*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	21% (458)	32% (705)	31% (672)	4% (84)	3% (58)	10% (225)	2200
Ethnicity: Black	23% (62)	29% (79)	24% (66)	6% (17)	5% (14)	13% (37)	274
Ethnicity: Other	25% (50)	38% (77)	22% (44)	4% (8)	1% (3)	11% (23)	204
All Christian	19% (183)	37% (349)	31% (297)	3% (32)	2% (21)	8% (72)	953
All Non-Christian	32% (42)	31% (41)	22% (30)	4% (6)	2% (3)	9% (12)	134
Atheist	17% (17)	37% (35)	29% (28)	11% (11)	1% (1)	4% (4)	96
Agnostic/Nothing in particular	21% (132)	27% (173)	32% (203)	4% (23)	4% (23)	13% (81)	636
Something Else	22% (84)	28% (106)	30% (113)	3% (12)	3% (10)	14% (55)	381
Religious Non-Protestant/Catholic	28% (43)	33% (50)	25% (38)	4% (6)	2% (4)	8% (13)	153
Evangelical	21% (122)	33% (189)	29% (165)	3% (18)	3% (18)	11% (62)	574
Non-Evangelical	19% (140)	35% (252)	32% (233)	3% (24)	2% (13)	9% (63)	724
Community: Urban	24% (155)	32% (206)	24% (156)	5% (32)	4% (29)	10% (67)	645
Community: Suburban	21% (212)	33% (329)	32% (326)	3% (25)	2% (18)	10% (97)	1007
Community: Rural	17% (91)	31% (170)	35% (189)	5% (26)	2% (11)	11% (61)	548
Employ: Private Sector	25% (165)	36% (241)	27% (178)	4% (24)	2% (13)	7% (48)	669
Employ: Government	18% (24)	42% (56)	26% (35)	7% (10)	3% (3)	4% (5)	133
Employ: Self-Employed	26% (58)	28% (62)	31% (69)	5% (12)	3% (6)	6% (14)	221
Employ: Homemaker	27% (42)	24% (37)	30% (46)	4% (6)	2% (3)	13% (21)	154
Employ: Student	41% (38)	23% (21)	24% (22)	3% (3)	1% (1)	10% (9)	95
Employ: Retired	12% (60)	31% (157)	41% (206)	4% (18)	3% (17)	10% (50)	508
Employ: Unemployed	15% (41)	33% (88)	28% (75)	3% (8)	5% (13)	16% (43)	267
Employ: Other	19% (29)	28% (42)	27% (41)	2% (3)	2% (3)	23% (35)	153
Military HH: Yes	16% (53)	35% (119)	32% (109)	5% (18)	3% (11)	8% (29)	338
Military HH: No	22% (405)	31% (586)	30% (562)	4% (66)	3% (47)	11% (196)	1862
RD/WT: Right Direction	24% (208)	33% (282)	28% (242)	3% (29)	2% (15)	9% (81)	857
RD/WT: Wrong Track	19% (250)	31% (423)	32% (430)	4% (54)	3% (43)	11% (144)	1343
Biden Job Approve	24% (247)	33% (335)	28% (281)	4% (39)	3% (27)	8% (82)	1011
Biden Job Disapprove	18% (196)	33% (351)	33% (355)	4% (43)	3% (31)	9% (102)	1077

Continued on next page

Table MCEN7_5: *Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way? It will make me feel nostalgic*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	21% (458)	32% (705)	31% (672)	4% (84)	3% (58)	10% (225)	2200
Biden Job Strongly Approve	29% (143)	29% (142)	29% (140)	2% (11)	2% (10)	8% (40)	487
Biden Job Somewhat Approve	20% (104)	37% (192)	27% (141)	6% (29)	3% (16)	8% (42)	524
Biden Job Somewhat Disapprove	24% (76)	33% (103)	29% (90)	3% (10)	3% (8)	8% (26)	314
Biden Job Strongly Disapprove	16% (120)	32% (248)	35% (265)	4% (32)	3% (22)	10% (76)	763
Favorable of Biden	24% (246)	33% (340)	29% (291)	4% (38)	2% (24)	8% (78)	1018
Unfavorable of Biden	18% (198)	32% (350)	33% (355)	4% (44)	3% (34)	10% (108)	1089
Very Favorable of Biden	28% (148)	29% (155)	30% (159)	3% (17)	2% (13)	8% (44)	537
Somewhat Favorable of Biden	20% (99)	38% (185)	27% (132)	4% (21)	2% (10)	7% (35)	482
Somewhat Unfavorable of Biden	22% (60)	35% (97)	29% (79)	3% (10)	3% (9)	8% (23)	278
Very Unfavorable of Biden	17% (138)	31% (253)	34% (276)	4% (35)	3% (25)	11% (86)	812
#1 Issue: Economy	21% (169)	36% (292)	27% (221)	4% (31)	3% (26)	9% (73)	812
#1 Issue: Security	19% (65)	33% (114)	33% (114)	4% (14)	1% (3)	10% (33)	344
#1 Issue: Health Care	23% (64)	33% (90)	30% (83)	2% (5)	1% (4)	10% (28)	274
#1 Issue: Medicare / Social Security	19% (49)	24% (63)	39% (104)	4% (10)	3% (7)	12% (31)	264
#1 Issue: Women's Issues	35% (54)	29% (46)	20% (31)	4% (7)	1% (2)	10% (16)	156
#1 Issue: Education	20% (17)	34% (31)	22% (19)	8% (7)	7% (6)	9% (8)	89
#1 Issue: Energy	18% (23)	28% (36)	37% (47)	6% (7)	3% (3)	8% (9)	125
#1 Issue: Other	12% (16)	25% (34)	38% (52)	2% (3)	5% (6)	18% (25)	136
2020 Vote: Joe Biden	23% (226)	32% (310)	29% (284)	4% (39)	3% (25)	8% (81)	966
2020 Vote: Donald Trump	16% (119)	34% (255)	33% (247)	4% (28)	3% (21)	10% (73)	744
2020 Vote: Other	32% (17)	19% (10)	32% (16)	2% (1)	6% (3)	9% (5)	51
2020 Vote: Didn't Vote	22% (96)	29% (125)	28% (124)	3% (15)	2% (9)	15% (66)	434
2018 House Vote: Democrat	24% (176)	33% (243)	29% (219)	4% (30)	2% (15)	8% (61)	744
2018 House Vote: Republican	19% (110)	31% (185)	33% (196)	3% (20)	3% (19)	10% (59)	589
2018 House Vote: Someone else	27% (16)	23% (14)	33% (19)	3% (2)	4% (2)	11% (6)	58
2016 Vote: Hillary Clinton	23% (159)	31% (214)	31% (213)	4% (27)	2% (14)	8% (57)	683
2016 Vote: Donald Trump	17% (115)	34% (226)	34% (226)	4% (26)	2% (16)	8% (56)	666
2016 Vote: Other	23% (26)	37% (41)	26% (30)	3% (4)	4% (4)	7% (8)	113
2016 Vote: Didn't Vote	21% (157)	30% (221)	28% (203)	4% (28)	3% (23)	14% (104)	736

Continued on next page

Table MCEN7_5: *Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way? It will make me feel nostalgic*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	21% (458)	32% (705)	31% (672)	4% (84)	3% (58)	10% (225)	2200
Voted in 2014: Yes	20% (246)	33% (408)	32% (394)	4% (45)	2% (30)	9% (105)	1228
Voted in 2014: No	22% (212)	31% (297)	29% (278)	4% (39)	3% (28)	12% (119)	972
4-Region: Northeast	26% (102)	34% (134)	26% (104)	2% (8)	2% (10)	9% (36)	394
4-Region: Midwest	19% (87)	32% (148)	33% (151)	4% (17)	1% (5)	12% (54)	462
4-Region: South	20% (166)	33% (272)	29% (236)	5% (39)	3% (24)	11% (88)	824
4-Region: West	20% (104)	29% (151)	35% (181)	4% (19)	4% (19)	9% (46)	520
Avid Film Fan	34% (236)	33% (225)	23% (161)	3% (23)	2% (15)	4% (27)	688
Avid TV Fan	28% (264)	34% (322)	26% (249)	3% (31)	2% (20)	6% (61)	946
Casual Film Fan	16% (198)	34% (417)	34% (407)	4% (43)	2% (26)	10% (120)	1211
Casual TV Fan	16% (170)	32% (348)	34% (370)	4% (40)	2% (26)	12% (130)	1083

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

Table MCEN7_6: *Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way? It has a more modern storyline than other movie(s) in the series*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (335)	28% (619)	37% (819)	6% (132)	4% (83)	10% (212)	2200
Gender: Male	15% (164)	29% (311)	36% (380)	7% (70)	4% (45)	9% (92)	1062
Gender: Female	15% (171)	27% (308)	39% (439)	5% (63)	3% (38)	11% (121)	1138
Age: 18-34	22% (141)	30% (195)	29% (188)	7% (44)	3% (17)	11% (70)	655
Age: 35-44	17% (61)	30% (106)	36% (130)	5% (19)	4% (15)	8% (28)	358
Age: 45-64	13% (97)	29% (219)	38% (288)	4% (31)	5% (37)	10% (77)	751
Age: 65+	8% (35)	23% (99)	49% (213)	9% (38)	3% (14)	9% (38)	436
GenZers: 1997-2012	17% (41)	28% (65)	31% (73)	5% (12)	4% (8)	16% (37)	235
Millennials: 1981-1996	22% (147)	30% (199)	30% (202)	7% (46)	3% (19)	7% (50)	664
GenXers: 1965-1980	14% (74)	30% (154)	36% (185)	5% (25)	5% (23)	10% (52)	513
Baby Boomers: 1946-1964	10% (70)	26% (183)	45% (324)	6% (39)	4% (28)	10% (70)	714
PID: Dem (no lean)	20% (167)	30% (244)	36% (300)	5% (38)	2% (17)	7% (56)	822
PID: Ind (no lean)	12% (80)	28% (187)	36% (244)	7% (47)	4% (25)	14% (95)	677
PID: Rep (no lean)	13% (88)	27% (188)	39% (275)	7% (47)	6% (40)	9% (62)	701
PID/Gender: Dem Men	22% (89)	30% (120)	35% (139)	5% (19)	2% (6)	7% (27)	401
PID/Gender: Dem Women	19% (79)	29% (124)	38% (161)	5% (19)	3% (11)	7% (29)	422
PID/Gender: Ind Men	11% (32)	29% (87)	38% (116)	9% (28)	4% (13)	9% (27)	304
PID/Gender: Ind Women	13% (47)	27% (99)	34% (128)	5% (19)	3% (12)	18% (68)	373
PID/Gender: Rep Men	12% (43)	29% (103)	35% (125)	6% (23)	7% (26)	10% (37)	357
PID/Gender: Rep Women	13% (45)	25% (85)	44% (150)	7% (24)	4% (15)	7% (25)	343
Ideo: Liberal (1-3)	20% (131)	30% (192)	36% (232)	6% (41)	2% (12)	5% (34)	643
Ideo: Moderate (4)	15% (87)	30% (179)	39% (234)	4% (26)	4% (21)	8% (45)	592
Ideo: Conservative (5-7)	12% (87)	25% (181)	41% (299)	8% (55)	6% (45)	9% (68)	736
Educ: < College	15% (228)	28% (418)	36% (546)	6% (91)	4% (59)	11% (170)	1512
Educ: Bachelors degree	15% (66)	30% (133)	40% (177)	5% (22)	3% (14)	7% (30)	444
Educ: Post-grad	17% (41)	28% (67)	39% (96)	8% (19)	4% (9)	5% (12)	244
Income: Under 50k	15% (177)	26% (321)	36% (438)	5% (65)	4% (53)	13% (163)	1218
Income: 50k-100k	15% (106)	29% (199)	40% (275)	7% (51)	3% (20)	6% (40)	690
Income: 100k+	18% (52)	34% (99)	36% (106)	6% (17)	3% (10)	3% (10)	292
Ethnicity: White	14% (235)	28% (475)	40% (681)	6% (106)	4% (70)	9% (156)	1722
Ethnicity: Hispanic	23% (81)	33% (116)	26% (92)	5% (19)	3% (12)	8% (29)	349

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Table MCEN7_6: *Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way?
It has a more modern storyline than other movie(s) in the series*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (335)	28% (619)	37% (819)	6% (132)	4% (83)	10% (212)	2200
Ethnicity: Black	22% (59)	26% (71)	31% (86)	7% (19)	3% (7)	11% (31)	274
Ethnicity: Other	20% (41)	36% (72)	26% (52)	3% (7)	3% (6)	13% (26)	204
All Christian	14% (133)	29% (277)	40% (385)	6% (61)	4% (34)	7% (64)	953
All Non-Christian	22% (30)	33% (44)	31% (41)	5% (6)	2% (3)	8% (10)	134
Atheist	11% (10)	31% (30)	35% (34)	17% (16)	3% (3)	3% (3)	96
Agnostic/Nothing in particular	15% (95)	27% (169)	37% (238)	4% (26)	4% (24)	13% (83)	636
Something Else	18% (67)	26% (99)	32% (121)	6% (23)	5% (19)	14% (52)	381
Religious Non-Protestant/Catholic	20% (31)	32% (48)	33% (51)	5% (8)	2% (3)	7% (11)	153
Evangelical	20% (116)	28% (162)	34% (193)	5% (29)	4% (21)	9% (53)	574
Non-Evangelical	11% (81)	28% (199)	41% (299)	7% (52)	4% (32)	8% (61)	724
Community: Urban	22% (143)	27% (177)	32% (204)	5% (31)	4% (25)	10% (64)	645
Community: Suburban	12% (116)	31% (314)	39% (389)	5% (55)	4% (40)	9% (93)	1007
Community: Rural	14% (75)	23% (127)	41% (226)	9% (47)	3% (18)	10% (55)	548
Employ: Private Sector	17% (117)	31% (209)	35% (232)	6% (40)	4% (28)	6% (43)	669
Employ: Government	16% (21)	32% (43)	31% (41)	12% (16)	4% (5)	5% (7)	133
Employ: Self-Employed	22% (50)	31% (68)	34% (76)	3% (7)	3% (6)	6% (14)	221
Employ: Homemaker	19% (29)	22% (33)	38% (59)	3% (5)	5% (8)	13% (21)	154
Employ: Student	20% (19)	24% (23)	33% (32)	7% (6)	2% (2)	13% (13)	95
Employ: Retired	10% (49)	24% (123)	47% (237)	6% (31)	3% (16)	10% (52)	508
Employ: Unemployed	12% (31)	29% (78)	33% (87)	9% (23)	3% (8)	15% (39)	267
Employ: Other	13% (19)	27% (42)	35% (54)	2% (3)	7% (10)	16% (24)	153
Military HH: Yes	11% (36)	26% (87)	42% (141)	9% (32)	4% (14)	8% (28)	338
Military HH: No	16% (299)	29% (532)	36% (678)	5% (101)	4% (68)	10% (184)	1862
RD/WT: Right Direction	20% (171)	32% (272)	34% (288)	4% (34)	2% (17)	9% (75)	857
RD/WT: Wrong Track	12% (164)	26% (347)	39% (530)	7% (98)	5% (66)	10% (138)	1343
Biden Job Approve	20% (199)	32% (321)	34% (344)	5% (51)	2% (19)	8% (77)	1011
Biden Job Disapprove	11% (121)	26% (285)	41% (441)	7% (77)	5% (59)	9% (96)	1077

Continued on next page

Table MCEN7_6: *Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way? It has a more modern storyline than other movie(s) in the series*

Demographic	Much more likely		Somewhat more likely		No difference either way		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	15%	(335)	28%	(619)	37%	(819)	6%	(132)	4%	(83)	10%	(212)	2200
Biden Job Strongly Approve	25%	(123)	28%	(135)	33%	(162)	4%	(21)	2%	(9)	8%	(37)	487
Biden Job Somewhat Approve	14%	(75)	35%	(186)	35%	(183)	6%	(30)	2%	(10)	8%	(40)	524
Biden Job Somewhat Disapprove	12%	(39)	38%	(119)	35%	(109)	6%	(18)	2%	(7)	7%	(23)	314
Biden Job Strongly Disapprove	11%	(82)	22%	(166)	43%	(332)	8%	(59)	7%	(52)	10%	(73)	763
Favorable of Biden	19%	(195)	31%	(314)	35%	(361)	5%	(55)	2%	(19)	7%	(74)	1018
Unfavorable of Biden	12%	(127)	27%	(291)	40%	(432)	7%	(75)	5%	(59)	10%	(105)	1089
Very Favorable of Biden	24%	(130)	28%	(152)	34%	(182)	4%	(24)	2%	(10)	7%	(39)	537
Somewhat Favorable of Biden	13%	(65)	34%	(162)	37%	(179)	7%	(32)	2%	(9)	7%	(35)	482
Somewhat Unfavorable of Biden	14%	(38)	39%	(107)	34%	(93)	5%	(14)	2%	(5)	8%	(21)	278
Very Unfavorable of Biden	11%	(89)	23%	(184)	42%	(339)	8%	(61)	7%	(54)	10%	(84)	812
#1 Issue: Economy	15%	(124)	29%	(238)	36%	(290)	7%	(58)	4%	(36)	8%	(66)	812
#1 Issue: Security	10%	(34)	27%	(92)	42%	(143)	8%	(27)	4%	(14)	10%	(34)	344
#1 Issue: Health Care	21%	(57)	32%	(88)	33%	(89)	2%	(6)	2%	(6)	10%	(28)	274
#1 Issue: Medicare / Social Security	12%	(32)	30%	(78)	42%	(111)	5%	(12)	3%	(7)	9%	(23)	264
#1 Issue: Women's Issues	22%	(34)	26%	(40)	34%	(52)	4%	(7)	3%	(4)	12%	(18)	156
#1 Issue: Education	26%	(23)	23%	(20)	28%	(25)	8%	(7)	6%	(5)	10%	(9)	89
#1 Issue: Energy	14%	(17)	37%	(46)	37%	(46)	4%	(5)	2%	(2)	7%	(8)	125
#1 Issue: Other	10%	(13)	12%	(16)	46%	(63)	8%	(11)	6%	(8)	19%	(26)	136
2020 Vote: Joe Biden	19%	(182)	30%	(293)	36%	(348)	5%	(51)	2%	(21)	7%	(72)	966
2020 Vote: Donald Trump	10%	(78)	25%	(186)	42%	(310)	8%	(58)	6%	(44)	9%	(68)	744
2020 Vote: Other	12%	(6)	27%	(14)	38%	(20)	6%	(3)	7%	(4)	10%	(5)	51
2020 Vote: Didn't Vote	16%	(70)	29%	(126)	31%	(136)	5%	(21)	3%	(14)	15%	(67)	434
2018 House Vote: Democrat	20%	(150)	28%	(208)	37%	(277)	6%	(42)	2%	(11)	8%	(56)	744
2018 House Vote: Republican	11%	(66)	25%	(145)	40%	(235)	8%	(47)	7%	(44)	9%	(51)	589
2018 House Vote: Someone else	20%	(12)	30%	(17)	33%	(19)	1%	(1)	5%	(3)	11%	(6)	58
2016 Vote: Hillary Clinton	19%	(130)	30%	(206)	37%	(253)	6%	(38)	1%	(10)	7%	(47)	683
2016 Vote: Donald Trump	12%	(81)	26%	(173)	41%	(270)	7%	(48)	6%	(43)	7%	(49)	666
2016 Vote: Other	15%	(17)	24%	(27)	35%	(39)	8%	(9)	8%	(9)	10%	(12)	113
2016 Vote: Didn't Vote	15%	(107)	29%	(212)	35%	(256)	5%	(36)	3%	(21)	14%	(105)	736

Continued on next page

Table MCEN7_6: *Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way? It has a more modern storyline than other movie(s) in the series*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (335)	28% (619)	37% (819)	6% (132)	4% (83)	10% (212)	2200
Voted in 2014: Yes	16% (193)	26% (321)	39% (479)	7% (84)	5% (55)	8% (95)	1228
Voted in 2014: No	15% (142)	31% (298)	35% (340)	5% (48)	3% (27)	12% (117)	972
4-Region: Northeast	17% (68)	29% (112)	35% (139)	5% (21)	3% (13)	10% (40)	394
4-Region: Midwest	14% (67)	24% (112)	40% (186)	7% (34)	4% (17)	10% (47)	462
4-Region: South	15% (123)	29% (236)	36% (298)	7% (55)	4% (35)	9% (77)	824
4-Region: West	15% (77)	30% (158)	38% (196)	4% (22)	3% (17)	9% (49)	520
Avid Film Fan	28% (193)	29% (198)	32% (218)	6% (39)	2% (15)	4% (26)	688
Avid TV Fan	24% (225)	30% (286)	32% (307)	5% (52)	2% (24)	6% (53)	946
Casual Film Fan	10% (120)	30% (361)	41% (492)	6% (75)	4% (48)	9% (114)	1211
Casual TV Fan	8% (91)	28% (302)	42% (454)	6% (67)	4% (47)	11% (124)	1083

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

Table MCEN7_7: Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way?
I have heard family or friends talk about the series

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	21% (457)	34% (753)	29% (647)	3% (72)	3% (58)	10% (213)	2200
Gender: Male	20% (212)	32% (344)	32% (341)	3% (32)	3% (35)	9% (97)	1062
Gender: Female	22% (245)	36% (409)	27% (306)	4% (40)	2% (22)	10% (116)	1138
Age: 18-34	30% (197)	30% (200)	21% (138)	6% (38)	3% (20)	10% (62)	655
Age: 35-44	25% (90)	36% (128)	27% (97)	2% (7)	1% (5)	8% (30)	358
Age: 45-64	16% (122)	33% (250)	34% (254)	2% (17)	3% (23)	11% (85)	751
Age: 65+	11% (48)	40% (175)	36% (158)	2% (10)	2% (9)	8% (36)	436
GenZers: 1997-2012	29% (67)	26% (60)	17% (41)	9% (22)	5% (13)	14% (32)	235
Millennials: 1981-1996	30% (199)	33% (220)	24% (163)	3% (21)	2% (12)	8% (51)	664
GenXers: 1965-1980	18% (92)	34% (175)	31% (161)	3% (14)	3% (13)	11% (57)	513
Baby Boomers: 1946-1964	13% (92)	37% (263)	36% (257)	2% (15)	2% (18)	10% (69)	714
PID: Dem (no lean)	24% (200)	36% (296)	26% (217)	5% (39)	2% (13)	7% (57)	822
PID: Ind (no lean)	20% (133)	32% (219)	30% (205)	2% (11)	3% (19)	13% (91)	677
PID: Rep (no lean)	18% (125)	34% (238)	32% (224)	3% (22)	4% (26)	9% (65)	701
PID/Gender: Dem Men	24% (98)	35% (139)	28% (114)	4% (16)	2% (8)	6% (24)	401
PID/Gender: Dem Women	24% (102)	37% (157)	25% (104)	5% (22)	1% (4)	8% (33)	422
PID/Gender: Ind Men	16% (48)	34% (102)	35% (105)	1% (4)	4% (12)	11% (32)	304
PID/Gender: Ind Women	23% (85)	31% (116)	27% (100)	2% (7)	2% (7)	16% (59)	373
PID/Gender: Rep Men	18% (66)	29% (102)	34% (122)	3% (11)	4% (15)	11% (41)	357
PID/Gender: Rep Women	17% (59)	40% (136)	30% (103)	3% (11)	3% (11)	7% (25)	343
Ideo: Liberal (1-3)	28% (183)	35% (226)	26% (170)	3% (20)	2% (15)	5% (29)	643
Ideo: Moderate (4)	21% (122)	35% (205)	32% (188)	3% (16)	2% (13)	8% (49)	592
Ideo: Conservative (5-7)	14% (106)	36% (262)	33% (246)	3% (22)	3% (23)	10% (77)	736
Educ: < College	20% (305)	32% (489)	29% (442)	4% (61)	3% (44)	11% (172)	1512
Educ: Bachelors degree	23% (101)	36% (161)	31% (137)	2% (7)	3% (11)	6% (27)	444
Educ: Post-grad	21% (51)	42% (103)	28% (68)	2% (5)	1% (3)	6% (14)	244
Income: Under 50k	20% (240)	33% (400)	27% (335)	4% (46)	3% (37)	13% (160)	1218
Income: 50k-100k	21% (142)	34% (235)	34% (236)	3% (20)	2% (14)	6% (44)	690
Income: 100k+	26% (75)	41% (118)	26% (76)	2% (6)	2% (7)	3% (9)	292
Ethnicity: White	20% (343)	35% (604)	31% (535)	2% (40)	2% (41)	9% (159)	1722
Ethnicity: Hispanic	29% (102)	31% (109)	25% (87)	5% (16)	3% (10)	7% (25)	349

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**Table MCEN7_7: Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way?
I have heard family or friends talk about the series**

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	21% (457)	34% (753)	29% (647)	3% (72)	3% (58)	10% (213)	2200
Ethnicity: Black	26% (73)	25% (68)	22% (59)	11% (31)	5% (13)	11% (30)	274
Ethnicity: Other	20% (42)	39% (80)	26% (53)	1% (1)	2% (4)	12% (24)	204
All Christian	18% (175)	37% (354)	33% (310)	2% (21)	3% (25)	7% (70)	953
All Non-Christian	24% (32)	35% (48)	20% (27)	8% (11)	3% (3)	9% (13)	134
Atheist	25% (24)	33% (32)	31% (30)	3% (3)	4% (4)	4% (3)	96
Agnostic/Nothing in particular	21% (130)	30% (193)	30% (193)	3% (22)	2% (13)	13% (85)	636
Something Else	25% (96)	33% (127)	23% (87)	4% (16)	3% (13)	11% (42)	381
Religious Non-Protestant/Catholic	23% (35)	35% (54)	22% (34)	8% (12)	3% (4)	9% (14)	153
Evangelical	22% (129)	35% (202)	26% (150)	5% (26)	3% (14)	9% (52)	574
Non-Evangelical	18% (134)	37% (266)	33% (237)	1% (9)	3% (21)	8% (57)	724
Community: Urban	27% (173)	29% (188)	25% (162)	5% (35)	3% (16)	11% (70)	645
Community: Suburban	20% (199)	37% (370)	30% (298)	2% (19)	3% (28)	9% (93)	1007
Community: Rural	16% (85)	35% (194)	34% (187)	3% (18)	2% (13)	9% (50)	548
Employ: Private Sector	22% (146)	37% (246)	29% (194)	3% (21)	2% (16)	7% (46)	669
Employ: Government	26% (35)	34% (45)	22% (30)	7% (10)	5% (7)	6% (8)	133
Employ: Self-Employed	30% (66)	26% (58)	31% (68)	4% (8)	3% (6)	7% (15)	221
Employ: Homemaker	18% (28)	34% (52)	28% (43)	— (1)	2% (4)	17% (27)	154
Employ: Student	41% (39)	32% (30)	13% (13)	5% (4)	5% (5)	5% (4)	95
Employ: Retired	12% (59)	38% (191)	36% (184)	2% (11)	2% (11)	10% (52)	508
Employ: Unemployed	18% (49)	32% (87)	30% (81)	5% (13)	1% (2)	13% (35)	267
Employ: Other	23% (35)	29% (44)	23% (35)	3% (4)	5% (8)	18% (27)	153
Military HH: Yes	15% (50)	36% (123)	32% (108)	4% (12)	5% (17)	8% (28)	338
Military HH: No	22% (407)	34% (630)	29% (539)	3% (60)	2% (41)	10% (186)	1862
RD/WT: Right Direction	25% (211)	35% (297)	27% (235)	3% (28)	2% (17)	8% (69)	857
RD/WT: Wrong Track	18% (246)	34% (456)	31% (412)	3% (45)	3% (41)	11% (144)	1343
Biden Job Approve	24% (245)	36% (367)	27% (268)	4% (38)	2% (17)	8% (77)	1011
Biden Job Disapprove	18% (197)	33% (355)	33% (354)	3% (34)	3% (37)	9% (99)	1077

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Table MCEN7_7: Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way?
I have heard family or friends talk about the series

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	21% (457)	34% (753)	29% (647)	3% (72)	3% (58)	10% (213)	2200
Biden Job Strongly Approve	30% (146)	30% (146)	27% (133)	2% (11)	2% (9)	8% (40)	487
Biden Job Somewhat Approve	19% (98)	42% (221)	26% (135)	5% (26)	1% (7)	7% (37)	524
Biden Job Somewhat Disapprove	24% (74)	38% (118)	24% (77)	2% (6)	4% (12)	8% (26)	314
Biden Job Strongly Disapprove	16% (123)	31% (237)	36% (278)	4% (28)	3% (25)	9% (72)	763
Favorable of Biden	25% (250)	36% (369)	27% (274)	4% (38)	2% (21)	6% (66)	1018
Unfavorable of Biden	18% (194)	33% (362)	32% (352)	3% (32)	3% (37)	10% (113)	1089
Very Favorable of Biden	28% (152)	30% (162)	27% (147)	4% (24)	3% (14)	7% (38)	537
Somewhat Favorable of Biden	20% (99)	43% (207)	26% (127)	3% (15)	1% (7)	6% (28)	482
Somewhat Unfavorable of Biden	21% (58)	39% (109)	26% (71)	3% (7)	4% (10)	8% (22)	278
Very Unfavorable of Biden	17% (135)	31% (253)	35% (281)	3% (24)	3% (27)	11% (91)	812
#1 Issue: Economy	21% (173)	37% (299)	28% (229)	4% (29)	2% (17)	8% (65)	812
#1 Issue: Security	18% (62)	34% (118)	32% (111)	4% (15)	2% (8)	9% (30)	344
#1 Issue: Health Care	27% (75)	33% (91)	27% (74)	2% (6)	— (1)	10% (27)	274
#1 Issue: Medicare / Social Security	15% (41)	34% (91)	31% (81)	4% (11)	5% (14)	10% (27)	264
#1 Issue: Women's Issues	31% (48)	30% (47)	19% (30)	2% (3)	5% (8)	13% (20)	156
#1 Issue: Education	16% (14)	41% (37)	25% (23)	3% (2)	3% (3)	12% (11)	89
#1 Issue: Energy	19% (24)	32% (40)	37% (47)	3% (4)	2% (3)	6% (7)	125
#1 Issue: Other	15% (20)	23% (31)	39% (53)	1% (1)	3% (4)	20% (27)	136
2020 Vote: Joe Biden	23% (217)	37% (356)	27% (264)	4% (39)	2% (19)	7% (71)	966
2020 Vote: Donald Trump	16% (123)	35% (260)	33% (245)	3% (24)	3% (25)	9% (67)	744
2020 Vote: Other	22% (11)	28% (15)	39% (20)	— (0)	3% (2)	8% (4)	51
2020 Vote: Didn't Vote	24% (106)	28% (122)	26% (112)	2% (10)	3% (12)	16% (71)	434
2018 House Vote: Democrat	24% (175)	36% (268)	27% (203)	3% (25)	2% (16)	8% (56)	744
2018 House Vote: Republican	14% (83)	36% (213)	34% (201)	3% (16)	4% (21)	9% (54)	589
2018 House Vote: Someone else	30% (17)	20% (11)	30% (18)	3% (2)	10% (6)	8% (5)	58
2016 Vote: Hillary Clinton	23% (155)	37% (253)	28% (192)	4% (27)	2% (12)	6% (44)	683
2016 Vote: Donald Trump	14% (96)	38% (253)	34% (225)	3% (17)	3% (21)	8% (54)	666
2016 Vote: Other	25% (28)	27% (30)	28% (31)	3% (4)	5% (5)	13% (14)	113
2016 Vote: Didn't Vote	24% (178)	29% (215)	27% (198)	3% (24)	3% (19)	14% (101)	736

Continued on next page

Table MCEN7_7: *Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way? I have heard family or friends talk about the series*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	21% (457)	34% (753)	29% (647)	3% (72)	3% (58)	10% (213)	2200
Voted in 2014: Yes	19% (235)	36% (440)	31% (381)	3% (38)	3% (37)	8% (97)	1228
Voted in 2014: No	23% (222)	32% (313)	27% (266)	4% (34)	2% (20)	12% (116)	972
4-Region: Northeast	21% (84)	33% (128)	28% (109)	5% (19)	2% (6)	12% (46)	394
4-Region: Midwest	21% (99)	33% (150)	31% (143)	3% (12)	3% (12)	10% (45)	462
4-Region: South	19% (160)	35% (286)	31% (254)	4% (29)	3% (26)	8% (69)	824
4-Region: West	22% (114)	36% (188)	27% (140)	2% (12)	2% (13)	10% (53)	520
Avid Film Fan	33% (230)	33% (230)	24% (167)	3% (20)	1% (10)	5% (31)	688
Avid TV Fan	27% (258)	36% (344)	27% (252)	2% (20)	1% (13)	6% (60)	946
Casual Film Fan	16% (189)	37% (446)	33% (405)	3% (40)	2% (23)	9% (108)	1211
Casual TV Fan	16% (175)	34% (370)	32% (348)	4% (41)	3% (32)	11% (118)	1083

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

Table MCEN7_8: Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way?
 Critics praised the movie

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	17% (366)	24% (532)	40% (875)	5% (105)	5% (106)	10% (216)	2200
Gender: Male	16% (169)	24% (253)	41% (437)	5% (53)	6% (62)	8% (88)	1062
Gender: Female	17% (197)	25% (279)	38% (437)	5% (52)	4% (44)	11% (128)	1138
Age: 18-34	23% (152)	25% (166)	30% (196)	6% (39)	4% (28)	11% (74)	655
Age: 35-44	18% (65)	25% (90)	39% (139)	5% (17)	4% (14)	9% (33)	358
Age: 45-64	14% (104)	21% (159)	45% (340)	4% (31)	6% (44)	10% (74)	751
Age: 65+	10% (45)	27% (117)	46% (199)	4% (19)	5% (21)	8% (35)	436
GenZers: 1997-2012	18% (42)	23% (55)	26% (62)	8% (18)	7% (17)	18% (42)	235
Millennials: 1981-1996	24% (158)	25% (168)	34% (228)	5% (30)	3% (23)	9% (57)	664
GenXers: 1965-1980	13% (69)	24% (124)	44% (224)	5% (24)	4% (22)	10% (49)	513
Baby Boomers: 1946-1964	13% (91)	24% (171)	45% (321)	4% (29)	6% (41)	9% (61)	714
PID: Dem (no lean)	26% (212)	27% (223)	33% (273)	4% (34)	3% (24)	7% (56)	822
PID: Ind (no lean)	12% (78)	21% (144)	43% (294)	5% (33)	6% (39)	13% (90)	677
PID: Rep (no lean)	11% (76)	24% (165)	44% (308)	6% (39)	6% (43)	10% (70)	701
PID/Gender: Dem Men	28% (113)	28% (112)	32% (129)	3% (12)	3% (12)	6% (22)	401
PID/Gender: Dem Women	23% (98)	26% (111)	34% (144)	5% (22)	3% (12)	8% (34)	422
PID/Gender: Ind Men	9% (28)	19% (57)	50% (153)	5% (15)	9% (26)	8% (25)	304
PID/Gender: Ind Women	14% (51)	23% (87)	38% (141)	5% (18)	3% (13)	17% (65)	373
PID/Gender: Rep Men	8% (28)	24% (84)	44% (156)	7% (25)	7% (24)	11% (40)	357
PID/Gender: Rep Women	14% (48)	24% (81)	44% (152)	4% (13)	6% (19)	9% (30)	343
Ideo: Liberal (1-3)	26% (165)	30% (191)	32% (209)	5% (32)	3% (18)	4% (28)	643
Ideo: Moderate (4)	15% (88)	22% (131)	45% (265)	5% (30)	5% (32)	8% (46)	592
Ideo: Conservative (5-7)	11% (84)	22% (164)	45% (335)	5% (35)	6% (46)	10% (73)	736
Educ: < College	15% (234)	22% (330)	40% (607)	5% (83)	5% (80)	12% (179)	1512
Educ: Bachelors degree	18% (79)	29% (129)	40% (179)	3% (13)	4% (18)	6% (25)	444
Educ: Post-grad	22% (53)	30% (72)	36% (88)	4% (9)	3% (8)	5% (12)	244
Income: Under 50k	14% (174)	22% (271)	40% (482)	5% (57)	6% (70)	13% (163)	1218
Income: 50k-100k	18% (125)	26% (178)	41% (283)	5% (37)	4% (24)	6% (43)	690
Income: 100k+	23% (67)	28% (83)	37% (109)	4% (11)	4% (11)	3% (10)	292
Ethnicity: White	15% (255)	25% (423)	42% (715)	5% (85)	5% (86)	9% (158)	1722
Ethnicity: Hispanic	21% (73)	27% (94)	34% (118)	5% (17)	5% (17)	9% (30)	349

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Table MCEN7_8: Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way?
Critics praised the movie

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	17% (366)	24% (532)	40% (875)	5% (105)	5% (106)	10% (216)	2200
Ethnicity: Black	28% (78)	18% (50)	32% (87)	4% (12)	5% (14)	12% (34)	274
Ethnicity: Other	17% (34)	29% (59)	36% (73)	4% (8)	3% (6)	12% (24)	204
All Christian	17% (158)	27% (260)	41% (386)	4% (41)	5% (45)	7% (63)	953
All Non-Christian	29% (40)	22% (30)	28% (37)	6% (9)	6% (8)	8% (11)	134
Atheist	12% (11)	29% (28)	42% (40)	8% (7)	3% (3)	6% (6)	96
Agnostic/Nothing in particular	15% (95)	22% (139)	41% (262)	5% (30)	4% (24)	13% (85)	636
Something Else	17% (63)	20% (75)	39% (148)	5% (18)	7% (25)	13% (51)	381
Religious Non-Protestant/Catholic	27% (41)	24% (36)	30% (45)	6% (10)	5% (8)	9% (13)	153
Evangelical	19% (109)	26% (147)	35% (199)	6% (32)	6% (36)	9% (51)	574
Non-Evangelical	15% (107)	24% (174)	45% (324)	4% (26)	5% (33)	8% (61)	724
Community: Urban	22% (144)	22% (145)	34% (219)	6% (39)	5% (35)	10% (64)	645
Community: Suburban	16% (163)	26% (265)	41% (408)	3% (31)	5% (48)	9% (91)	1007
Community: Rural	11% (59)	22% (122)	45% (248)	6% (35)	4% (23)	11% (61)	548
Employ: Private Sector	19% (124)	26% (173)	38% (257)	6% (37)	5% (32)	7% (46)	669
Employ: Government	19% (25)	26% (35)	37% (49)	8% (11)	7% (9)	4% (5)	133
Employ: Self-Employed	20% (45)	26% (59)	38% (84)	3% (7)	5% (11)	7% (16)	221
Employ: Homemaker	17% (25)	16% (25)	44% (68)	7% (10)	4% (7)	13% (20)	154
Employ: Student	26% (24)	23% (21)	35% (33)	6% (6)	1% (1)	10% (10)	95
Employ: Retired	11% (54)	26% (130)	46% (232)	5% (23)	4% (22)	9% (46)	508
Employ: Unemployed	13% (36)	22% (58)	37% (99)	3% (9)	7% (18)	17% (47)	267
Employ: Other	21% (32)	20% (31)	35% (53)	1% (2)	5% (7)	18% (27)	153
Military HH: Yes	11% (38)	23% (79)	43% (145)	6% (19)	8% (28)	8% (28)	338
Military HH: No	18% (327)	24% (453)	39% (730)	5% (86)	4% (78)	10% (188)	1862
RD/WT: Right Direction	21% (184)	29% (250)	34% (290)	4% (38)	3% (25)	8% (70)	857
RD/WT: Wrong Track	14% (182)	21% (282)	44% (585)	5% (67)	6% (81)	11% (146)	1343
Biden Job Approve	24% (239)	29% (293)	33% (333)	4% (43)	2% (25)	8% (78)	1011
Biden Job Disapprove	11% (120)	21% (222)	47% (505)	5% (56)	7% (76)	9% (98)	1077

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Table MCEN7_8: Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way?
Critics praised the movie

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	17% (366)	24% (532)	40% (875)	5% (105)	5% (106)	10% (216)	2200
Biden Job Strongly Approve	30% (147)	29% (140)	29% (142)	3% (13)	2% (10)	7% (35)	487
Biden Job Somewhat Approve	18% (92)	29% (153)	36% (191)	6% (30)	3% (15)	8% (44)	524
Biden Job Somewhat Disapprove	15% (48)	20% (64)	46% (146)	4% (14)	5% (14)	9% (28)	314
Biden Job Strongly Disapprove	9% (72)	21% (159)	47% (360)	5% (42)	8% (61)	9% (70)	763
Favorable of Biden	23% (238)	28% (289)	35% (353)	4% (39)	3% (30)	7% (70)	1018
Unfavorable of Biden	11% (122)	21% (228)	45% (495)	5% (58)	7% (73)	10% (113)	1089
Very Favorable of Biden	30% (159)	27% (144)	31% (167)	3% (17)	3% (17)	6% (33)	537
Somewhat Favorable of Biden	16% (79)	30% (145)	39% (186)	5% (22)	3% (13)	8% (36)	482
Somewhat Unfavorable of Biden	14% (38)	20% (55)	44% (123)	6% (18)	5% (13)	11% (30)	278
Very Unfavorable of Biden	10% (84)	21% (173)	46% (372)	5% (40)	7% (60)	10% (83)	812
#1 Issue: Economy	16% (129)	24% (198)	41% (334)	5% (44)	5% (44)	8% (63)	812
#1 Issue: Security	12% (40)	26% (89)	43% (146)	5% (17)	5% (18)	10% (34)	344
#1 Issue: Health Care	28% (76)	23% (64)	35% (97)	4% (11)	1% (4)	8% (23)	274
#1 Issue: Medicare / Social Security	18% (47)	22% (59)	40% (106)	4% (10)	6% (16)	10% (26)	264
#1 Issue: Women's Issues	26% (40)	22% (34)	28% (43)	4% (7)	4% (6)	16% (26)	156
#1 Issue: Education	12% (10)	23% (21)	35% (31)	11% (10)	5% (5)	14% (12)	89
#1 Issue: Energy	12% (15)	34% (43)	40% (50)	2% (2)	5% (6)	7% (9)	125
#1 Issue: Other	6% (8)	18% (24)	50% (67)	3% (4)	6% (8)	18% (24)	136
2020 Vote: Joe Biden	23% (221)	27% (265)	36% (344)	4% (40)	3% (31)	7% (65)	966
2020 Vote: Donald Trump	11% (80)	22% (164)	45% (336)	5% (38)	7% (55)	9% (70)	744
2020 Vote: Other	6% (3)	25% (13)	48% (25)	3% (1)	10% (5)	8% (4)	51
2020 Vote: Didn't Vote	14% (62)	21% (91)	39% (170)	5% (21)	3% (14)	18% (77)	434
2018 House Vote: Democrat	24% (178)	28% (211)	35% (259)	4% (26)	3% (24)	6% (45)	744
2018 House Vote: Republican	10% (61)	22% (130)	45% (264)	5% (32)	9% (51)	9% (52)	589
2018 House Vote: Someone else	10% (6)	20% (12)	44% (26)	3% (2)	12% (7)	11% (7)	58
2016 Vote: Hillary Clinton	25% (168)	29% (196)	34% (235)	4% (25)	3% (23)	5% (37)	683
2016 Vote: Donald Trump	10% (69)	21% (141)	47% (316)	6% (39)	7% (50)	8% (50)	666
2016 Vote: Other	10% (12)	27% (30)	44% (50)	4% (4)	8% (9)	7% (8)	113
2016 Vote: Didn't Vote	16% (117)	22% (165)	37% (272)	5% (37)	3% (25)	16% (120)	736

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Table MCEN7_8: *Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way?*
Critics praised the movie

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	17% (366)	24% (532)	40% (875)	5% (105)	5% (106)	10% (216)	2200
Voted in 2014: Yes	17% (210)	25% (308)	41% (501)	4% (55)	6% (73)	7% (81)	1228
Voted in 2014: No	16% (156)	23% (224)	38% (374)	5% (51)	3% (33)	14% (135)	972
4-Region: Northeast	21% (81)	24% (96)	35% (139)	6% (23)	4% (17)	9% (37)	394
4-Region: Midwest	15% (70)	24% (113)	40% (185)	4% (20)	5% (24)	11% (51)	462
4-Region: South	16% (136)	22% (181)	43% (352)	4% (35)	5% (41)	10% (81)	824
4-Region: West	15% (79)	27% (143)	38% (199)	5% (27)	5% (24)	9% (48)	520
Avid Film Fan	31% (213)	27% (187)	30% (210)	4% (30)	2% (17)	5% (32)	688
Avid TV Fan	26% (245)	26% (243)	36% (339)	3% (33)	3% (30)	6% (57)	946
Casual Film Fan	11% (135)	24% (287)	47% (564)	5% (62)	5% (60)	8% (103)	1211
Casual TV Fan	9% (99)	24% (264)	44% (477)	6% (65)	5% (58)	11% (120)	1083

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

Table MCEN7_9: *Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way?
 The series is seen as a classic*

Demographic	Much more likely		Somewhat more likely		No difference either way		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	23%	(511)	31%	(685)	32%	(695)	3%	(63)	2%	(47)	9%	(199)	2200
Gender: Male	25%	(264)	31%	(331)	31%	(334)	3%	(28)	2%	(24)	8%	(82)	1062
Gender: Female	22%	(247)	31%	(355)	32%	(362)	3%	(35)	2%	(23)	10%	(117)	1138
Age: 18-34	27%	(177)	26%	(171)	29%	(191)	5%	(30)	2%	(14)	11%	(72)	655
Age: 35-44	23%	(84)	33%	(119)	28%	(99)	4%	(16)	3%	(11)	8%	(30)	358
Age: 45-64	22%	(166)	32%	(239)	34%	(255)	1%	(9)	2%	(16)	9%	(67)	751
Age: 65+	19%	(84)	36%	(157)	35%	(151)	2%	(8)	2%	(7)	7%	(29)	436
GenZers: 1997-2012	25%	(60)	24%	(57)	28%	(66)	5%	(13)	3%	(6)	14%	(34)	235
Millennials: 1981-1996	27%	(180)	30%	(198)	27%	(182)	4%	(28)	3%	(17)	9%	(60)	664
GenXers: 1965-1980	21%	(109)	32%	(164)	35%	(178)	2%	(10)	1%	(7)	9%	(44)	513
Baby Boomers: 1946-1964	21%	(150)	32%	(232)	35%	(249)	2%	(11)	2%	(15)	8%	(57)	714
PID: Dem (no lean)	29%	(237)	33%	(274)	27%	(225)	2%	(19)	2%	(15)	6%	(52)	822
PID: Ind (no lean)	19%	(129)	28%	(192)	34%	(231)	3%	(20)	3%	(18)	13%	(88)	677
PID: Rep (no lean)	21%	(146)	31%	(220)	34%	(239)	3%	(24)	2%	(14)	8%	(59)	701
PID/Gender: Dem Men	32%	(130)	32%	(128)	26%	(104)	1%	(6)	2%	(8)	6%	(25)	401
PID/Gender: Dem Women	25%	(107)	35%	(146)	29%	(122)	3%	(13)	2%	(7)	6%	(27)	422
PID/Gender: Ind Men	19%	(59)	28%	(85)	39%	(118)	4%	(11)	2%	(6)	8%	(24)	304
PID/Gender: Ind Women	19%	(69)	28%	(106)	30%	(113)	2%	(9)	3%	(12)	17%	(64)	373
PID/Gender: Rep Men	21%	(75)	33%	(117)	31%	(112)	3%	(10)	3%	(10)	9%	(33)	357
PID/Gender: Rep Women	21%	(70)	30%	(103)	37%	(127)	4%	(13)	1%	(4)	8%	(26)	343
Ideo: Liberal (1-3)	30%	(193)	34%	(219)	26%	(165)	3%	(21)	2%	(14)	5%	(30)	643
Ideo: Moderate (4)	22%	(131)	32%	(192)	33%	(195)	3%	(20)	2%	(12)	7%	(43)	592
Ideo: Conservative (5-7)	20%	(144)	32%	(234)	36%	(263)	2%	(15)	2%	(16)	9%	(64)	736
Educ: < College	23%	(352)	28%	(419)	33%	(499)	3%	(46)	2%	(32)	11%	(165)	1512
Educ: Bachelors degree	22%	(96)	38%	(167)	31%	(136)	3%	(12)	2%	(8)	5%	(24)	444
Educ: Post-grad	26%	(63)	41%	(99)	25%	(60)	2%	(5)	3%	(7)	4%	(9)	244
Income: Under 50k	22%	(269)	26%	(321)	33%	(402)	3%	(40)	2%	(26)	13%	(159)	1218
Income: 50k-100k	24%	(169)	36%	(247)	31%	(214)	2%	(16)	2%	(14)	5%	(31)	690
Income: 100k+	25%	(73)	40%	(117)	27%	(80)	2%	(6)	2%	(7)	3%	(9)	292
Ethnicity: White	21%	(363)	33%	(560)	33%	(571)	3%	(50)	2%	(36)	8%	(141)	1722
Ethnicity: Hispanic	28%	(99)	29%	(102)	29%	(101)	3%	(10)	3%	(9)	8%	(29)	349

Continued on next page

Table MCEN7_9: *Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way?
The series is seen as a classic*

Demographic	Much more likely		Somewhat more likely		No difference either way		Somewhat less likely		Much less likely		Don't know / No opinion	Total N	
Adults	23%	(511)	31%	(685)	32%	(695)	3%	(63)	2%	(47)	9%	(199)	2200
Ethnicity: Black	36%	(99)	22%	(61)	22%	(60)	3%	(9)	3%	(8)	13%	(37)	274
Ethnicity: Other	24%	(49)	31%	(63)	32%	(65)	1%	(3)	1%	(3)	10%	(21)	204
All Christian	22%	(210)	37%	(355)	31%	(292)	2%	(24)	2%	(15)	6%	(57)	953
All Non-Christian	31%	(42)	32%	(43)	23%	(31)	3%	(4)	2%	(2)	9%	(12)	134
Atheist	22%	(21)	32%	(31)	35%	(33)	2%	(2)	4%	(4)	5%	(5)	96
Agnostic/Nothing in particular	21%	(131)	26%	(164)	37%	(232)	3%	(17)	2%	(15)	12%	(77)	636
Something Else	28%	(107)	24%	(92)	28%	(107)	4%	(15)	3%	(11)	13%	(48)	381
Religious Non-Protestant/Catholic	30%	(46)	30%	(47)	27%	(41)	3%	(5)	1%	(2)	8%	(12)	153
Evangelical	26%	(148)	29%	(165)	30%	(175)	4%	(21)	3%	(15)	9%	(50)	574
Non-Evangelical	22%	(161)	38%	(275)	29%	(208)	2%	(16)	2%	(11)	7%	(53)	724
Community: Urban	29%	(188)	28%	(181)	29%	(187)	3%	(17)	3%	(17)	9%	(56)	645
Community: Suburban	22%	(223)	35%	(349)	29%	(296)	3%	(28)	2%	(25)	9%	(86)	1007
Community: Rural	18%	(100)	28%	(156)	39%	(213)	3%	(18)	1%	(5)	10%	(57)	548
Employ: Private Sector	24%	(158)	33%	(222)	32%	(211)	3%	(20)	2%	(14)	6%	(43)	669
Employ: Government	22%	(30)	42%	(56)	27%	(36)	3%	(4)	4%	(5)	2%	(3)	133
Employ: Self-Employed	26%	(57)	31%	(68)	30%	(66)	4%	(9)	3%	(6)	7%	(15)	221
Employ: Homemaker	21%	(33)	31%	(49)	32%	(49)	1%	(2)	1%	(1)	13%	(20)	154
Employ: Student	38%	(35)	23%	(22)	20%	(19)	11%	(11)	1%	(1)	7%	(6)	95
Employ: Retired	19%	(94)	36%	(182)	34%	(174)	1%	(6)	2%	(10)	8%	(42)	508
Employ: Unemployed	22%	(58)	21%	(57)	36%	(95)	3%	(7)	2%	(5)	17%	(44)	267
Employ: Other	30%	(46)	19%	(30)	29%	(45)	2%	(3)	3%	(5)	16%	(25)	153
Military HH: Yes	22%	(73)	39%	(132)	28%	(93)	2%	(7)	3%	(9)	7%	(24)	338
Military HH: No	24%	(438)	30%	(553)	32%	(602)	3%	(56)	2%	(38)	9%	(175)	1862
RD/WT: Right Direction	28%	(237)	32%	(273)	28%	(241)	2%	(19)	3%	(24)	7%	(63)	857
RD/WT: Wrong Track	20%	(274)	31%	(412)	34%	(454)	3%	(44)	2%	(24)	10%	(136)	1343
Biden Job Approve	28%	(279)	33%	(335)	27%	(276)	2%	(22)	3%	(26)	7%	(71)	1011
Biden Job Disapprove	20%	(218)	31%	(336)	35%	(376)	4%	(38)	2%	(19)	8%	(91)	1077

Continued on next page

Table MCEN7_9: Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way?
 The series is seen as a classic

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	23% (511)	31% (685)	32% (695)	3% (63)	2% (47)	9% (199)	2200
Biden Job Strongly Approve	36% (173)	27% (133)	26% (125)	3% (14)	2% (11)	6% (31)	487
Biden Job Somewhat Approve	20% (106)	39% (203)	29% (151)	2% (9)	3% (15)	8% (40)	524
Biden Job Somewhat Disapprove	21% (66)	32% (101)	30% (96)	6% (18)	1% (2)	10% (31)	314
Biden Job Strongly Disapprove	20% (151)	31% (235)	37% (280)	3% (20)	2% (17)	8% (60)	763
Favorable of Biden	27% (277)	33% (340)	27% (279)	3% (31)	2% (25)	7% (67)	1018
Unfavorable of Biden	20% (219)	31% (333)	35% (385)	3% (30)	2% (20)	9% (102)	1089
Very Favorable of Biden	34% (183)	29% (158)	25% (133)	3% (15)	3% (15)	6% (32)	537
Somewhat Favorable of Biden	20% (94)	38% (182)	30% (146)	3% (15)	2% (10)	7% (35)	482
Somewhat Unfavorable of Biden	19% (52)	32% (88)	36% (99)	4% (10)	1% (3)	10% (27)	278
Very Unfavorable of Biden	21% (167)	30% (246)	35% (286)	2% (20)	2% (17)	9% (75)	812
#1 Issue: Economy	24% (192)	31% (253)	32% (258)	3% (26)	3% (20)	8% (63)	812
#1 Issue: Security	21% (72)	33% (115)	33% (115)	4% (14)	1% (4)	7% (25)	344
#1 Issue: Health Care	29% (80)	30% (82)	28% (77)	1% (4)	2% (5)	9% (24)	274
#1 Issue: Medicare / Social Security	22% (57)	32% (86)	36% (94)	1% (3)	2% (4)	8% (20)	264
#1 Issue: Women's Issues	27% (42)	31% (49)	23% (36)	5% (7)	1% (1)	13% (21)	156
#1 Issue: Education	17% (15)	32% (28)	28% (25)	4% (3)	7% (6)	13% (11)	89
#1 Issue: Energy	20% (25)	39% (48)	29% (36)	2% (3)	1% (2)	9% (11)	125
#1 Issue: Other	21% (28)	18% (24)	39% (53)	2% (3)	3% (4)	17% (24)	136
2020 Vote: Joe Biden	27% (258)	32% (309)	29% (283)	3% (29)	2% (23)	7% (63)	966
2020 Vote: Donald Trump	21% (153)	33% (249)	33% (244)	2% (18)	2% (17)	9% (63)	744
2020 Vote: Other	25% (13)	26% (14)	35% (18)	— (0)	7% (3)	8% (4)	51
2020 Vote: Didn't Vote	20% (87)	26% (113)	33% (145)	4% (16)	1% (4)	16% (68)	434
2018 House Vote: Democrat	27% (204)	34% (250)	28% (206)	2% (17)	2% (15)	7% (51)	744
2018 House Vote: Republican	23% (136)	30% (178)	34% (198)	3% (15)	3% (16)	8% (46)	589
2018 House Vote: Someone else	19% (11)	21% (12)	36% (21)	4% (3)	5% (3)	15% (9)	58
2016 Vote: Hillary Clinton	28% (194)	33% (227)	28% (193)	3% (19)	2% (11)	6% (40)	683
2016 Vote: Donald Trump	21% (141)	32% (213)	35% (236)	2% (15)	2% (14)	7% (47)	666
2016 Vote: Other	19% (21)	39% (44)	27% (31)	2% (2)	7% (8)	6% (7)	113
2016 Vote: Didn't Vote	21% (153)	27% (202)	32% (236)	4% (28)	2% (14)	14% (104)	736

Continued on next page

Table MCEN7_9: *Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way?
The series is seen as a classic*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	23% (511)	31% (685)	32% (695)	3% (63)	2% (47)	9% (199)	2200
Voted in 2014: Yes	25% (307)	33% (405)	31% (376)	3% (31)	2% (27)	7% (82)	1228
Voted in 2014: No	21% (204)	29% (280)	33% (320)	3% (32)	2% (20)	12% (117)	972
4-Region: Northeast	27% (107)	33% (130)	28% (111)	1% (4)	1% (2)	10% (39)	394
4-Region: Midwest	22% (104)	32% (146)	32% (150)	3% (16)	2% (9)	8% (38)	462
4-Region: South	21% (176)	34% (283)	30% (250)	3% (28)	2% (18)	8% (70)	824
4-Region: West	24% (124)	24% (127)	36% (185)	3% (14)	3% (18)	10% (52)	520
Avid Film Fan	38% (263)	30% (206)	23% (157)	4% (25)	2% (12)	4% (25)	688
Avid TV Fan	31% (297)	32% (306)	27% (257)	2% (16)	2% (22)	5% (49)	946
Casual Film Fan	18% (212)	34% (410)	36% (435)	2% (26)	2% (24)	9% (103)	1211
Casual TV Fan	18% (191)	32% (343)	35% (379)	4% (40)	2% (17)	10% (113)	1083

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

Table MCEN7_10: *Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way? The movie is the first the series has released in a while*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	21% (467)	32% (708)	31% (692)	3% (69)	2% (45)	10% (218)	2200
Gender: Male	23% (244)	31% (325)	33% (346)	3% (29)	3% (27)	9% (91)	1062
Gender: Female	20% (223)	34% (383)	30% (346)	4% (41)	2% (18)	11% (127)	1138
Age: 18-34	28% (185)	30% (198)	22% (147)	5% (32)	3% (20)	11% (74)	655
Age: 35-44	22% (80)	31% (111)	32% (116)	2% (8)	2% (8)	10% (34)	358
Age: 45-64	21% (157)	32% (242)	33% (247)	3% (19)	1% (11)	10% (75)	751
Age: 65+	10% (44)	36% (158)	42% (182)	2% (11)	2% (7)	8% (35)	436
GenZers: 1997-2012	24% (56)	31% (73)	20% (46)	6% (13)	4% (9)	16% (38)	235
Millennials: 1981-1996	28% (187)	30% (197)	26% (175)	4% (25)	3% (17)	10% (64)	664
GenXers: 1965-1980	20% (103)	33% (171)	33% (170)	3% (14)	2% (9)	9% (46)	513
Baby Boomers: 1946-1964	17% (118)	33% (239)	37% (265)	2% (16)	1% (9)	9% (67)	714
PID: Dem (no lean)	27% (221)	33% (271)	28% (231)	2% (18)	2% (14)	8% (68)	822
PID: Ind (no lean)	17% (113)	31% (208)	33% (224)	4% (26)	2% (15)	14% (92)	677
PID: Rep (no lean)	19% (133)	33% (230)	34% (238)	4% (25)	2% (17)	8% (58)	701
PID/Gender: Dem Men	30% (121)	30% (119)	30% (119)	1% (4)	2% (8)	8% (30)	401
PID/Gender: Dem Women	24% (100)	36% (152)	26% (112)	3% (14)	1% (6)	9% (38)	422
PID/Gender: Ind Men	15% (47)	30% (91)	39% (118)	4% (14)	2% (7)	9% (27)	304
PID/Gender: Ind Women	18% (66)	31% (117)	28% (106)	3% (13)	2% (8)	17% (64)	373
PID/Gender: Rep Men	21% (76)	32% (116)	31% (110)	3% (11)	3% (12)	9% (33)	357
PID/Gender: Rep Women	16% (57)	33% (114)	37% (129)	4% (14)	1% (5)	7% (25)	343
Ideo: Liberal (1-3)	28% (180)	34% (222)	27% (174)	3% (21)	2% (11)	5% (35)	643
Ideo: Moderate (4)	18% (108)	34% (202)	33% (198)	4% (23)	2% (10)	9% (52)	592
Ideo: Conservative (5-7)	18% (133)	31% (230)	36% (265)	3% (22)	3% (20)	9% (66)	736
Educ: < College	22% (330)	30% (453)	31% (466)	4% (54)	2% (34)	12% (174)	1512
Educ: Bachelors degree	20% (88)	36% (161)	34% (150)	2% (9)	2% (7)	7% (30)	444
Educ: Post-grad	20% (49)	38% (94)	31% (76)	3% (7)	2% (4)	6% (14)	244
Income: Under 50k	21% (256)	31% (375)	29% (355)	4% (43)	2% (25)	13% (163)	1218
Income: 50k-100k	20% (141)	35% (244)	33% (229)	3% (19)	2% (15)	6% (42)	690
Income: 100k+	24% (69)	30% (89)	37% (109)	2% (7)	2% (5)	4% (13)	292
Ethnicity: White	20% (336)	33% (575)	34% (581)	3% (49)	2% (30)	9% (151)	1722
Ethnicity: Hispanic	33% (114)	29% (102)	22% (76)	4% (14)	1% (4)	11% (39)	349

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Table MCEN7_10: *Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way? The movie is the first the series has released in a while*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	21% (467)	32% (708)	31% (692)	3% (69)	2% (45)	10% (218)	2200
Ethnicity: Black	31% (85)	24% (67)	20% (55)	6% (16)	4% (11)	15% (41)	274
Ethnicity: Other	23% (46)	33% (66)	28% (57)	3% (5)	2% (4)	12% (25)	204
All Christian	20% (190)	34% (325)	35% (329)	3% (27)	2% (19)	7% (63)	953
All Non-Christian	31% (42)	30% (41)	25% (33)	5% (6)	1% (1)	9% (12)	134
Atheist	25% (23)	34% (33)	32% (31)	5% (5)	2% (2)	2% (2)	96
Agnostic/Nothing in particular	17% (106)	32% (202)	32% (202)	3% (20)	2% (15)	14% (90)	636
Something Else	28% (106)	28% (107)	26% (97)	3% (12)	2% (8)	13% (50)	381
Religious Non-Protestant/Catholic	32% (49)	28% (44)	26% (40)	4% (6)	1% (2)	8% (12)	153
Evangelical	25% (143)	34% (195)	27% (153)	3% (18)	2% (12)	9% (53)	574
Non-Evangelical	19% (141)	31% (228)	36% (263)	3% (20)	2% (13)	8% (59)	724
Community: Urban	27% (174)	31% (201)	27% (176)	3% (18)	4% (23)	8% (53)	645
Community: Suburban	20% (197)	33% (336)	32% (327)	3% (27)	1% (13)	11% (106)	1007
Community: Rural	17% (95)	31% (171)	35% (190)	4% (24)	2% (8)	11% (59)	548
Employ: Private Sector	24% (161)	34% (230)	31% (209)	2% (16)	1% (9)	7% (44)	669
Employ: Government	27% (36)	28% (37)	25% (33)	7% (9)	4% (5)	10% (13)	133
Employ: Self-Employed	27% (60)	29% (65)	29% (64)	3% (6)	4% (9)	8% (18)	221
Employ: Homemaker	21% (32)	29% (45)	34% (52)	1% (1)	1% (2)	14% (22)	154
Employ: Student	33% (31)	28% (26)	15% (15)	17% (16)	— (0)	7% (7)	95
Employ: Retired	12% (63)	34% (174)	41% (209)	2% (9)	1% (7)	9% (46)	508
Employ: Unemployed	19% (52)	31% (83)	26% (69)	4% (10)	4% (10)	16% (43)	267
Employ: Other	21% (32)	31% (48)	28% (42)	1% (2)	2% (3)	17% (26)	153
Military HH: Yes	16% (54)	37% (125)	35% (120)	2% (6)	3% (9)	7% (24)	338
Military HH: No	22% (413)	31% (583)	31% (573)	3% (63)	2% (36)	10% (194)	1862
RD/WT: Right Direction	26% (222)	34% (288)	28% (237)	2% (19)	2% (16)	9% (75)	857
RD/WT: Wrong Track	18% (245)	31% (420)	34% (456)	4% (51)	2% (29)	11% (143)	1343
Biden Job Approve	26% (262)	34% (340)	28% (282)	2% (22)	2% (19)	8% (85)	1011
Biden Job Disapprove	18% (192)	32% (347)	35% (375)	4% (46)	2% (25)	9% (93)	1077

Continued on next page

Table MCEN7_10: *Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way? The movie is the first the series has released in a while*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	21% (467)	32% (708)	31% (692)	3% (69)	2% (45)	10% (218)	2200
Biden Job Strongly Approve	33% (159)	29% (143)	26% (129)	1% (4)	3% (13)	8% (38)	487
Biden Job Somewhat Approve	20% (103)	37% (196)	29% (153)	3% (18)	1% (6)	9% (47)	524
Biden Job Somewhat Disapprove	18% (58)	37% (116)	29% (92)	5% (14)	2% (5)	9% (28)	314
Biden Job Strongly Disapprove	18% (134)	30% (231)	37% (283)	4% (31)	3% (19)	8% (65)	763
Favorable of Biden	25% (252)	34% (347)	29% (291)	3% (32)	2% (19)	8% (79)	1018
Unfavorable of Biden	19% (202)	31% (341)	35% (380)	3% (36)	2% (25)	10% (106)	1089
Very Favorable of Biden	31% (167)	29% (155)	28% (151)	2% (11)	2% (13)	7% (39)	537
Somewhat Favorable of Biden	18% (85)	40% (192)	29% (140)	4% (20)	1% (6)	8% (39)	482
Somewhat Unfavorable of Biden	21% (59)	33% (91)	31% (85)	2% (7)	2% (5)	11% (31)	278
Very Unfavorable of Biden	18% (143)	31% (250)	36% (295)	4% (29)	2% (19)	9% (75)	812
#1 Issue: Economy	21% (174)	33% (264)	33% (265)	2% (17)	2% (20)	9% (72)	812
#1 Issue: Security	17% (58)	33% (113)	34% (117)	8% (27)	2% (6)	7% (25)	344
#1 Issue: Health Care	28% (77)	34% (93)	25% (69)	3% (7)	— (1)	10% (27)	274
#1 Issue: Medicare / Social Security	22% (57)	34% (89)	33% (86)	1% (3)	2% (5)	9% (24)	264
#1 Issue: Women's Issues	31% (48)	29% (46)	20% (32)	3% (5)	2% (3)	15% (23)	156
#1 Issue: Education	18% (16)	32% (29)	29% (26)	3% (3)	7% (6)	12% (11)	89
#1 Issue: Energy	13% (17)	37% (47)	34% (43)	4% (5)	3% (3)	8% (11)	125
#1 Issue: Other	15% (20)	21% (29)	40% (55)	3% (4)	2% (3)	19% (26)	136
2020 Vote: Joe Biden	23% (227)	33% (322)	30% (294)	2% (24)	2% (20)	8% (79)	966
2020 Vote: Donald Trump	19% (139)	32% (238)	36% (265)	3% (24)	2% (19)	8% (59)	744
2020 Vote: Other	21% (11)	26% (13)	35% (18)	1% (1)	5% (2)	12% (6)	51
2020 Vote: Didn't Vote	21% (91)	30% (129)	27% (116)	5% (20)	1% (4)	17% (73)	434
2018 House Vote: Democrat	24% (178)	36% (265)	28% (209)	2% (17)	2% (15)	8% (59)	744
2018 House Vote: Republican	17% (102)	31% (182)	37% (219)	4% (22)	3% (18)	8% (45)	589
2018 House Vote: Someone else	26% (15)	20% (12)	31% (18)	3% (2)	8% (5)	12% (7)	58
2016 Vote: Hillary Clinton	24% (162)	36% (244)	30% (204)	2% (13)	2% (12)	7% (48)	683
2016 Vote: Donald Trump	19% (124)	31% (206)	37% (249)	4% (26)	2% (15)	7% (45)	666
2016 Vote: Other	21% (23)	34% (39)	24% (27)	3% (4)	4% (4)	13% (15)	113
2016 Vote: Didn't Vote	21% (157)	29% (217)	29% (212)	4% (27)	2% (14)	15% (110)	736

Continued on next page

Table MCEN7_10: *Would the following make you more or less likely to watch a new movie in an existing series or make no difference either way? The movie is the first the series has released in a while*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	21% (467)	32% (708)	31% (692)	3% (69)	2% (45)	10% (218)	2200
Voted in 2014: Yes	21% (257)	34% (415)	33% (403)	2% (30)	2% (30)	8% (93)	1228
Voted in 2014: No	22% (210)	30% (293)	30% (289)	4% (40)	2% (15)	13% (125)	972
4-Region: Northeast	23% (90)	33% (129)	29% (113)	3% (13)	2% (9)	10% (39)	394
4-Region: Midwest	20% (92)	31% (144)	35% (162)	3% (15)	1% (5)	10% (45)	462
4-Region: South	19% (158)	34% (279)	32% (264)	3% (29)	2% (20)	9% (75)	824
4-Region: West	24% (127)	30% (156)	29% (153)	3% (13)	2% (12)	11% (59)	520
Avid Film Fan	38% (263)	33% (225)	21% (142)	2% (16)	1% (9)	5% (34)	688
Avid TV Fan	32% (300)	33% (309)	26% (249)	2% (18)	1% (14)	6% (56)	946
Casual Film Fan	15% (186)	34% (407)	37% (450)	3% (38)	2% (23)	9% (107)	1211
Casual TV Fan	14% (151)	33% (359)	36% (388)	4% (45)	2% (19)	11% (122)	1083

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

Table MCENdem1_1: In general, what kind of fan do you consider yourself of the following?
 Film

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	31%	(688)	55%	(1211)	14%	(301)	2200
Gender: Male	36%	(382)	54%	(569)	10%	(111)	1062
Gender: Female	27%	(306)	56%	(642)	17%	(190)	1138
Age: 18-34	38%	(249)	50%	(326)	12%	(80)	655
Age: 35-44	37%	(132)	50%	(178)	13%	(47)	358
Age: 45-64	28%	(210)	59%	(442)	13%	(98)	751
Age: 65+	22%	(98)	61%	(264)	17%	(75)	436
GenZers: 1997-2012	30%	(70)	55%	(129)	15%	(36)	235
Millennials: 1981-1996	41%	(275)	47%	(311)	12%	(79)	664
GenXers: 1965-1980	31%	(158)	57%	(290)	13%	(65)	513
Baby Boomers: 1946-1964	24%	(174)	60%	(432)	15%	(109)	714
PID: Dem (no lean)	41%	(335)	52%	(430)	7%	(57)	822
PID: Ind (no lean)	27%	(180)	58%	(394)	15%	(103)	677
PID: Rep (no lean)	25%	(173)	55%	(387)	20%	(141)	701
PID/Gender: Dem Men	47%	(187)	50%	(199)	4%	(14)	401
PID/Gender: Dem Women	35%	(148)	55%	(231)	10%	(43)	422
PID/Gender: Ind Men	31%	(95)	57%	(173)	12%	(36)	304
PID/Gender: Ind Women	23%	(85)	59%	(221)	18%	(67)	373
PID/Gender: Rep Men	28%	(99)	55%	(197)	17%	(61)	357
PID/Gender: Rep Women	21%	(73)	55%	(189)	23%	(81)	343
Ideo: Liberal (1-3)	43%	(276)	52%	(337)	5%	(30)	643
Ideo: Moderate (4)	30%	(176)	57%	(336)	14%	(80)	592
Ideo: Conservative (5-7)	27%	(198)	55%	(408)	18%	(130)	736
Educ: < College	28%	(419)	57%	(859)	16%	(235)	1512
Educ: Bachelors degree	39%	(173)	52%	(230)	9%	(41)	444
Educ: Post-grad	40%	(97)	50%	(122)	11%	(26)	244
Income: Under 50k	29%	(355)	55%	(673)	16%	(190)	1218
Income: 50k-100k	32%	(220)	55%	(382)	13%	(88)	690
Income: 100k+	39%	(113)	53%	(155)	8%	(23)	292
Ethnicity: White	30%	(509)	56%	(970)	14%	(243)	1722
Ethnicity: Hispanic	41%	(142)	49%	(170)	11%	(38)	349
Ethnicity: Black	40%	(109)	49%	(135)	11%	(31)	274

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Table MCENdem1_1: In general, what kind of fan do you consider yourself of the following?

Film

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	31%	(688)	55%	(1211)	14%	(301)	2200
Ethnicity: Other	35%	(71)	52%	(106)	13%	(27)	204
All Christian	29%	(277)	57%	(545)	14%	(132)	953
All Non-Christian	47%	(63)	42%	(57)	11%	(15)	134
Atheist	34%	(32)	56%	(54)	10%	(10)	96
Agnostic/Nothing in particular	31%	(199)	56%	(354)	13%	(83)	636
Something Else	31%	(118)	53%	(201)	16%	(62)	381
Religious Non-Protestant/Catholic	44%	(67)	46%	(71)	10%	(15)	153
Evangelical	29%	(167)	53%	(305)	18%	(103)	574
Non-Evangelical	30%	(215)	58%	(421)	12%	(88)	724
Community: Urban	39%	(249)	50%	(324)	11%	(73)	645
Community: Suburban	31%	(313)	57%	(573)	12%	(121)	1007
Community: Rural	23%	(127)	57%	(314)	20%	(107)	548
Employ: Private Sector	35%	(231)	57%	(378)	9%	(60)	669
Employ: Government	38%	(50)	53%	(71)	9%	(12)	133
Employ: Self-Employed	43%	(95)	46%	(102)	11%	(24)	221
Employ: Homemaker	19%	(29)	59%	(92)	22%	(34)	154
Employ: Student	50%	(47)	39%	(37)	11%	(10)	95
Employ: Retired	21%	(107)	63%	(318)	16%	(83)	508
Employ: Unemployed	34%	(92)	50%	(133)	16%	(42)	267
Employ: Other	25%	(38)	52%	(80)	23%	(35)	153
Military HH: Yes	22%	(75)	59%	(201)	18%	(62)	338
Military HH: No	33%	(613)	54%	(1010)	13%	(239)	1862
RD/WT: Right Direction	39%	(336)	52%	(449)	8%	(72)	857
RD/WT: Wrong Track	26%	(352)	57%	(762)	17%	(229)	1343
Biden Job Approve	40%	(403)	50%	(510)	10%	(98)	1011
Biden Job Disapprove	25%	(264)	59%	(639)	16%	(174)	1077
Biden Job Strongly Approve	50%	(245)	42%	(203)	8%	(38)	487
Biden Job Somewhat Approve	30%	(158)	58%	(307)	11%	(60)	524
Biden Job Somewhat Disapprove	29%	(91)	60%	(189)	11%	(34)	314
Biden Job Strongly Disapprove	23%	(174)	59%	(450)	18%	(140)	763

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Table MCENdem1_1: In general, what kind of fan do you consider yourself of the following?*Film*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	31%	(688)	55%	(1211)	14%	(301)	2200
Favorable of Biden	40%	(407)	52%	(526)	8%	(85)	1018
Unfavorable of Biden	24%	(257)	59%	(640)	18%	(193)	1089
Very Favorable of Biden	46%	(247)	48%	(256)	6%	(33)	537
Somewhat Favorable of Biden	33%	(160)	56%	(270)	11%	(51)	482
Somewhat Unfavorable of Biden	24%	(66)	64%	(177)	12%	(34)	278
Very Unfavorable of Biden	23%	(190)	57%	(463)	19%	(158)	812
#1 Issue: Economy	31%	(253)	57%	(463)	12%	(96)	812
#1 Issue: Security	25%	(85)	57%	(197)	18%	(62)	344
#1 Issue: Health Care	42%	(115)	48%	(132)	10%	(26)	274
#1 Issue: Medicare / Social Security	28%	(73)	57%	(149)	16%	(42)	264
#1 Issue: Women's Issues	41%	(63)	49%	(77)	10%	(16)	156
#1 Issue: Education	31%	(28)	49%	(44)	20%	(18)	89
#1 Issue: Energy	34%	(43)	54%	(67)	12%	(15)	125
#1 Issue: Other	21%	(28)	60%	(81)	20%	(27)	136
2020 Vote: Joe Biden	38%	(370)	52%	(507)	9%	(89)	966
2020 Vote: Donald Trump	27%	(198)	57%	(424)	16%	(122)	744
2020 Vote: Other	23%	(12)	67%	(35)	10%	(5)	51
2020 Vote: Didn't Vote	25%	(109)	55%	(240)	19%	(85)	434
2018 House Vote: Democrat	40%	(299)	52%	(389)	8%	(56)	744
2018 House Vote: Republican	24%	(141)	57%	(338)	19%	(109)	589
2018 House Vote: Someone else	39%	(23)	42%	(24)	20%	(11)	58
2016 Vote: Hillary Clinton	40%	(273)	53%	(360)	7%	(50)	683
2016 Vote: Donald Trump	26%	(171)	58%	(389)	16%	(106)	666
2016 Vote: Other	27%	(31)	55%	(62)	17%	(20)	113
2016 Vote: Didn't Vote	29%	(212)	54%	(399)	17%	(125)	736
Voted in 2014: Yes	33%	(401)	55%	(680)	12%	(148)	1228
Voted in 2014: No	30%	(288)	55%	(531)	16%	(153)	972
4-Region: Northeast	35%	(137)	54%	(213)	11%	(43)	394
4-Region: Midwest	27%	(127)	53%	(246)	19%	(89)	462
4-Region: South	29%	(238)	57%	(470)	14%	(116)	824
4-Region: West	36%	(186)	54%	(281)	10%	(52)	520

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Table MCENdem1_1: In general, what kind of fan do you consider yourself of the following?

Film

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	31%	(688)	55%	(1211)	14%	(301)	2200
Avid Film Fan	100%	(688)	—	(0)	—	(0)	688
Avid TV Fan	54%	(510)	39%	(370)	7%	(66)	946
Casual Film Fan	—	(0)	100%	(1211)	—	(0)	1211
Casual TV Fan	15%	(161)	72%	(777)	13%	(145)	1083

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

Table MCENdem1_2: In general, what kind of fan do you consider yourself of the following?
 Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	43%	(946)	49%	(1083)	8%	(171)	2200
Gender: Male	44%	(464)	48%	(514)	8%	(84)	1062
Gender: Female	42%	(483)	50%	(569)	8%	(86)	1138
Age: 18-34	35%	(231)	54%	(351)	11%	(73)	655
Age: 35-44	44%	(156)	49%	(174)	8%	(28)	358
Age: 45-64	48%	(361)	46%	(345)	6%	(45)	751
Age: 65+	46%	(199)	49%	(213)	6%	(24)	436
GenZers: 1997-2012	23%	(55)	63%	(148)	14%	(32)	235
Millennials: 1981-1996	43%	(285)	47%	(315)	10%	(65)	664
GenXers: 1965-1980	46%	(234)	49%	(253)	5%	(25)	513
Baby Boomers: 1946-1964	47%	(334)	47%	(333)	7%	(47)	714
PID: Dem (no lean)	52%	(425)	44%	(361)	5%	(37)	822
PID: Ind (no lean)	33%	(222)	56%	(383)	11%	(73)	677
PID: Rep (no lean)	43%	(300)	49%	(340)	9%	(60)	701
PID/Gender: Dem Men	52%	(209)	44%	(175)	4%	(16)	401
PID/Gender: Dem Women	51%	(215)	44%	(185)	5%	(21)	422
PID/Gender: Ind Men	36%	(110)	52%	(158)	12%	(36)	304
PID/Gender: Ind Women	30%	(111)	60%	(225)	10%	(37)	373
PID/Gender: Rep Men	40%	(144)	51%	(181)	9%	(32)	357
PID/Gender: Rep Women	46%	(156)	46%	(159)	8%	(28)	343
Ideo: Liberal (1-3)	50%	(323)	45%	(287)	5%	(33)	643
Ideo: Moderate (4)	42%	(249)	51%	(300)	7%	(43)	592
Ideo: Conservative (5-7)	42%	(309)	49%	(357)	9%	(70)	736
Educ: < College	42%	(639)	50%	(749)	8%	(124)	1512
Educ: Bachelors degree	45%	(199)	48%	(212)	8%	(33)	444
Educ: Post-grad	44%	(108)	50%	(123)	5%	(13)	244
Income: Under 50k	42%	(510)	49%	(599)	9%	(109)	1218
Income: 50k-100k	43%	(295)	50%	(347)	7%	(49)	690
Income: 100k+	48%	(141)	47%	(138)	4%	(13)	292
Ethnicity: White	43%	(744)	49%	(846)	8%	(131)	1722
Ethnicity: Hispanic	44%	(152)	49%	(170)	8%	(28)	349
Ethnicity: Black	50%	(137)	43%	(117)	8%	(21)	274

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Table MCENdem1_2: In general, what kind of fan do you consider yourself of the following?

Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	43%	(946)	49%	(1083)	8%	(171)	2200
Ethnicity: Other	32%	(66)	59%	(120)	9%	(18)	204
All Christian	48%	(455)	47%	(446)	5%	(52)	953
All Non-Christian	46%	(62)	44%	(59)	10%	(14)	134
Atheist	33%	(31)	56%	(53)	11%	(11)	96
Agnostic/Nothing in particular	36%	(229)	55%	(353)	9%	(54)	636
Something Else	44%	(169)	45%	(172)	10%	(40)	381
Religious Non-Protestant/Catholic	45%	(70)	44%	(67)	11%	(16)	153
Evangelical	49%	(283)	41%	(236)	10%	(55)	574
Non-Evangelical	45%	(323)	51%	(367)	5%	(34)	724
Community: Urban	46%	(298)	45%	(294)	8%	(54)	645
Community: Suburban	44%	(441)	50%	(498)	7%	(67)	1007
Community: Rural	38%	(207)	53%	(291)	9%	(50)	548
Employ: Private Sector	43%	(287)	51%	(339)	6%	(43)	669
Employ: Government	40%	(53)	51%	(68)	9%	(13)	133
Employ: Self-Employed	43%	(96)	48%	(105)	9%	(20)	221
Employ: Homemaker	41%	(64)	50%	(77)	9%	(13)	154
Employ: Student	37%	(35)	52%	(49)	12%	(11)	95
Employ: Retired	48%	(244)	47%	(241)	4%	(22)	508
Employ: Unemployed	38%	(101)	51%	(136)	11%	(30)	267
Employ: Other	43%	(67)	44%	(67)	13%	(20)	153
Military HH: Yes	40%	(135)	50%	(168)	10%	(34)	338
Military HH: No	44%	(811)	49%	(915)	7%	(136)	1862
RD/WT: Right Direction	48%	(408)	47%	(407)	5%	(42)	857
RD/WT: Wrong Track	40%	(538)	50%	(676)	10%	(129)	1343
Biden Job Approve	48%	(486)	46%	(466)	6%	(59)	1011
Biden Job Disapprove	41%	(439)	50%	(543)	9%	(95)	1077
Biden Job Strongly Approve	57%	(280)	37%	(182)	5%	(25)	487
Biden Job Somewhat Approve	39%	(206)	54%	(285)	6%	(33)	524
Biden Job Somewhat Disapprove	39%	(122)	54%	(171)	7%	(21)	314
Biden Job Strongly Disapprove	41%	(316)	49%	(373)	10%	(74)	763

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Table MCENdem1_2: In general, what kind of fan do you consider yourself of the following?
 Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	43%	(946)	49%	(1083)	8%	(171)	2200
Favorable of Biden	48%	(493)	46%	(470)	5%	(55)	1018
Unfavorable of Biden	39%	(429)	52%	(562)	9%	(98)	1089
Very Favorable of Biden	55%	(293)	41%	(222)	4%	(22)	537
Somewhat Favorable of Biden	41%	(200)	52%	(249)	7%	(33)	482
Somewhat Unfavorable of Biden	32%	(90)	59%	(163)	9%	(24)	278
Very Unfavorable of Biden	42%	(339)	49%	(399)	9%	(74)	812
#1 Issue: Economy	41%	(330)	51%	(413)	9%	(70)	812
#1 Issue: Security	51%	(175)	42%	(144)	7%	(25)	344
#1 Issue: Health Care	51%	(140)	45%	(124)	3%	(10)	274
#1 Issue: Medicare / Social Security	49%	(130)	47%	(123)	4%	(11)	264
#1 Issue: Women's Issues	35%	(55)	54%	(85)	10%	(16)	156
#1 Issue: Education	30%	(27)	54%	(48)	16%	(14)	89
#1 Issue: Energy	39%	(49)	56%	(70)	5%	(6)	125
#1 Issue: Other	30%	(41)	56%	(77)	14%	(19)	136
2020 Vote: Joe Biden	48%	(462)	48%	(462)	4%	(42)	966
2020 Vote: Donald Trump	44%	(326)	47%	(347)	10%	(71)	744
2020 Vote: Other	23%	(12)	64%	(33)	13%	(6)	51
2020 Vote: Didn't Vote	34%	(147)	55%	(236)	12%	(51)	434
2018 House Vote: Democrat	48%	(359)	47%	(350)	5%	(36)	744
2018 House Vote: Republican	44%	(258)	47%	(275)	10%	(56)	589
2018 House Vote: Someone else	40%	(24)	46%	(27)	13%	(8)	58
2016 Vote: Hillary Clinton	50%	(345)	46%	(312)	4%	(26)	683
2016 Vote: Donald Trump	46%	(306)	47%	(311)	7%	(48)	666
2016 Vote: Other	32%	(37)	53%	(59)	15%	(17)	113
2016 Vote: Didn't Vote	35%	(257)	54%	(400)	11%	(79)	736
Voted in 2014: Yes	46%	(567)	48%	(589)	6%	(72)	1228
Voted in 2014: No	39%	(380)	51%	(494)	10%	(99)	972
4-Region: Northeast	49%	(193)	45%	(175)	6%	(25)	394
4-Region: Midwest	40%	(183)	52%	(240)	9%	(39)	462
4-Region: South	43%	(351)	50%	(415)	7%	(58)	824
4-Region: West	42%	(219)	49%	(253)	9%	(48)	520

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Table MCENdem1_2: In general, what kind of fan do you consider yourself of the following?

Television

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	43% (946)	49% (1083)	8% (171)	2200
Avid Film Fan	74% (510)	23% (161)	2% (17)	688
Avid TV Fan	100% (946)	— (0)	— (0)	946
Casual Film Fan	31% (370)	64% (777)	5% (63)	1211
Casual TV Fan	— (0)	100% (1083)	— (0)	1083

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

Table MCENdem1_3: *In general, what kind of fan do you consider yourself of the following?*
 Pop culture, generally

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	17%	(365)	50%	(1111)	33%	(724)	2200
Gender: Male	19%	(200)	47%	(503)	34%	(359)	1062
Gender: Female	15%	(165)	53%	(608)	32%	(365)	1138
Age: 18-34	28%	(184)	54%	(352)	18%	(120)	655
Age: 35-44	23%	(84)	57%	(202)	20%	(72)	358
Age: 45-64	10%	(78)	51%	(386)	38%	(287)	751
Age: 65+	5%	(20)	39%	(171)	56%	(246)	436
GenZers: 1997-2012	24%	(56)	57%	(133)	20%	(46)	235
Millennials: 1981-1996	29%	(192)	53%	(350)	18%	(122)	664
GenXers: 1965-1980	14%	(71)	55%	(283)	31%	(159)	513
Baby Boomers: 1946-1964	6%	(43)	45%	(318)	49%	(353)	714
PID: Dem (no lean)	25%	(203)	54%	(444)	21%	(176)	822
PID: Ind (no lean)	12%	(84)	53%	(358)	35%	(235)	677
PID: Rep (no lean)	11%	(78)	44%	(309)	45%	(313)	701
PID/Gender: Dem Men	28%	(113)	52%	(209)	20%	(79)	401
PID/Gender: Dem Women	21%	(89)	56%	(235)	23%	(97)	422
PID/Gender: Ind Men	14%	(42)	47%	(143)	39%	(119)	304
PID/Gender: Ind Women	11%	(42)	57%	(215)	31%	(116)	373
PID/Gender: Rep Men	12%	(44)	42%	(151)	45%	(161)	357
PID/Gender: Rep Women	10%	(33)	46%	(158)	44%	(152)	343
Ideo: Liberal (1-3)	27%	(171)	55%	(355)	18%	(116)	643
Ideo: Moderate (4)	17%	(101)	55%	(329)	27%	(163)	592
Ideo: Conservative (5-7)	10%	(75)	42%	(308)	48%	(353)	736
Educ: < College	15%	(232)	50%	(756)	35%	(524)	1512
Educ: Bachelors degree	19%	(83)	54%	(238)	28%	(123)	444
Educ: Post-grad	21%	(50)	48%	(117)	32%	(77)	244
Income: Under 50k	15%	(182)	50%	(611)	35%	(425)	1218
Income: 50k-100k	17%	(115)	50%	(346)	33%	(229)	690
Income: 100k+	23%	(68)	52%	(153)	24%	(71)	292
Ethnicity: White	15%	(264)	48%	(829)	37%	(629)	1722
Ethnicity: Hispanic	29%	(101)	53%	(185)	18%	(63)	349
Ethnicity: Black	24%	(65)	56%	(153)	21%	(56)	274

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Table MCENdem1_3: In general, what kind of fan do you consider yourself of the following?
Pop culture, generally

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	17%	(365)	50%	(1111)	33%	(724)	2200
Ethnicity: Other	17%	(36)	64%	(130)	19%	(39)	204
All Christian	14%	(134)	48%	(461)	38%	(359)	953
All Non-Christian	31%	(42)	50%	(67)	19%	(25)	134
Atheist	21%	(21)	52%	(50)	26%	(25)	96
Agnostic/Nothing in particular	16%	(104)	56%	(356)	28%	(176)	636
Something Else	17%	(65)	46%	(177)	37%	(139)	381
Religious Non-Protestant/Catholic	28%	(43)	50%	(76)	22%	(34)	153
Evangelical	18%	(102)	42%	(241)	40%	(232)	574
Non-Evangelical	13%	(91)	52%	(379)	35%	(254)	724
Community: Urban	25%	(163)	48%	(308)	27%	(174)	645
Community: Suburban	15%	(149)	52%	(526)	33%	(332)	1007
Community: Rural	10%	(53)	51%	(277)	40%	(218)	548
Employ: Private Sector	20%	(136)	55%	(369)	25%	(164)	669
Employ: Government	25%	(33)	54%	(72)	20%	(27)	133
Employ: Self-Employed	23%	(50)	52%	(114)	26%	(57)	221
Employ: Homemaker	12%	(19)	53%	(82)	35%	(53)	154
Employ: Student	35%	(33)	46%	(44)	19%	(18)	95
Employ: Retired	6%	(29)	39%	(198)	55%	(281)	508
Employ: Unemployed	16%	(43)	59%	(157)	25%	(68)	267
Employ: Other	14%	(22)	49%	(75)	37%	(56)	153
Military HH: Yes	8%	(26)	44%	(147)	49%	(165)	338
Military HH: No	18%	(339)	52%	(964)	30%	(559)	1862
RD/WT: Right Direction	24%	(204)	53%	(456)	23%	(197)	857
RD/WT: Wrong Track	12%	(161)	49%	(655)	39%	(527)	1343
Biden Job Approve	23%	(229)	53%	(540)	24%	(242)	1011
Biden Job Disapprove	11%	(123)	48%	(519)	40%	(435)	1077
Biden Job Strongly Approve	30%	(144)	49%	(239)	21%	(103)	487
Biden Job Somewhat Approve	16%	(85)	57%	(301)	26%	(139)	524
Biden Job Somewhat Disapprove	17%	(53)	61%	(191)	22%	(70)	314
Biden Job Strongly Disapprove	9%	(71)	43%	(327)	48%	(365)	763

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Table MCENdem1_3: *In general, what kind of fan do you consider yourself of the following?*
Pop culture, generally

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	17%	(365)	50%	(1111)	33%	(724)	2200
Favorable of Biden	23%	(230)	55%	(557)	23%	(231)	1018
Unfavorable of Biden	11%	(124)	47%	(511)	42%	(454)	1089
Very Favorable of Biden	26%	(137)	53%	(287)	21%	(112)	537
Somewhat Favorable of Biden	19%	(92)	56%	(271)	25%	(119)	482
Somewhat Unfavorable of Biden	15%	(42)	57%	(158)	28%	(77)	278
Very Unfavorable of Biden	10%	(82)	43%	(353)	46%	(377)	812
#1 Issue: Economy	19%	(151)	50%	(403)	32%	(259)	812
#1 Issue: Security	12%	(40)	46%	(157)	43%	(147)	344
#1 Issue: Health Care	26%	(70)	56%	(152)	19%	(51)	274
#1 Issue: Medicare / Social Security	11%	(30)	44%	(116)	45%	(118)	264
#1 Issue: Women's Issues	23%	(35)	56%	(88)	21%	(33)	156
#1 Issue: Education	12%	(11)	70%	(62)	18%	(16)	89
#1 Issue: Energy	14%	(17)	64%	(80)	22%	(28)	125
#1 Issue: Other	8%	(11)	39%	(53)	53%	(72)	136
2020 Vote: Joe Biden	22%	(217)	54%	(525)	23%	(224)	966
2020 Vote: Donald Trump	13%	(98)	43%	(320)	44%	(327)	744
2020 Vote: Other	11%	(6)	64%	(33)	25%	(13)	51
2020 Vote: Didn't Vote	10%	(45)	54%	(233)	36%	(155)	434
2018 House Vote: Democrat	22%	(162)	56%	(415)	22%	(167)	744
2018 House Vote: Republican	11%	(66)	41%	(241)	48%	(282)	589
2018 House Vote: Someone else	15%	(9)	54%	(32)	31%	(18)	58
2016 Vote: Hillary Clinton	22%	(147)	56%	(383)	22%	(154)	683
2016 Vote: Donald Trump	11%	(76)	43%	(287)	46%	(303)	666
2016 Vote: Other	11%	(12)	48%	(55)	41%	(46)	113
2016 Vote: Didn't Vote	18%	(130)	52%	(385)	30%	(221)	736
Voted in 2014: Yes	15%	(189)	49%	(596)	36%	(443)	1228
Voted in 2014: No	18%	(176)	53%	(515)	29%	(281)	972
4-Region: Northeast	17%	(66)	55%	(215)	29%	(112)	394
4-Region: Midwest	14%	(63)	48%	(220)	39%	(179)	462
4-Region: South	15%	(123)	51%	(416)	35%	(285)	824
4-Region: West	22%	(113)	50%	(259)	28%	(148)	520

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Table MCENdem1_3: In general, what kind of fan do you consider yourself of the following?
Pop culture, generally

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	17% (365)	50% (1111)	33% (724)	2200
Avid Film Fan	40% (276)	49% (335)	11% (78)	688
Avid TV Fan	29% (275)	48% (455)	23% (216)	946
Casual Film Fan	6% (78)	58% (698)	36% (435)	1211
Casual TV Fan	8% (86)	55% (598)	37% (399)	1083

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	235	11%
	Millennials: 1981-1996	664	30%
	GenXers: 1965-1980	513	23%
	Baby Boomers: 1946-1964	714	32%
	N	2127	
xpid3	PID: Dem (no lean)	822	37%
	PID: Ind (no lean)	677	31%
	PID: Rep (no lean)	701	32%
	N	2200	
xpidGender	PID/Gender: Dem Men	401	18%
	PID/Gender: Dem Women	422	19%
	PID/Gender: Ind Men	304	14%
	PID/Gender: Ind Women	373	17%
	PID/Gender: Rep Men	357	16%
	PID/Gender: Rep Women	343	16%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	643	29%
	Ideo: Moderate (4)	592	27%
	Ideo: Conservative (5-7)	736	33%
	N	1971	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1218	55%
	Income: 50k-100k	690	31%
	Income: 100k+	292	13%
	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	953	43%
	All Non-Christian	134	6%
	Atheist	96	4%
	Agnostic/Nothing in particular	636	29%
	Something Else	381	17%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	153	7%
xdemEvang	Evangelical	574	26%
	Non-Evangelical	724	33%
	N	1299	
xdemUsr	Community: Urban	645	29%
	Community: Suburban	1007	46%
	Community: Rural	548	25%
	N	2200	
xdemEmploy	Employ: Private Sector	669	30%
	Employ: Government	133	6%
	Employ: Self-Employed	221	10%
	Employ: Homemaker	154	7%
	Employ: Student	95	4%
	Employ: Retired	508	23%
	Employ: Unemployed	267	12%
	Employ: Other	153	7%
	N	2200	
xdemMilHH1	Military HH: Yes	338	15%
	Military HH: No	1862	85%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	857	39%
	RD/WT: Wrong Track	1343	61%
	N	2200	
xdemBidenApprove	Biden Job Approve	1011	46%
	Biden Job Disapprove	1077	49%
	N	2088	
xdemBidenApprove2	Biden Job Strongly Approve	487	22%
	Biden Job Somewhat Approve	524	24%
	Biden Job Somewhat Disapprove	314	14%
	Biden Job Strongly Disapprove	763	35%
	N	2088	
xdemBidenFav	Favorable of Biden	1018	46%
	Unfavorable of Biden	1089	50%
	N	2108	
xdemBidenFavFull	Very Favorable of Biden	537	24%
	Somewhat Favorable of Biden	482	22%
	Somewhat Unfavorable of Biden	278	13%
	Very Unfavorable of Biden	812	37%
	N	2108	
xnr3	#1 Issue: Economy	812	37%
	#1 Issue: Security	344	16%
	#1 Issue: Health Care	274	12%
	#1 Issue: Medicare / Social Security	264	12%
	#1 Issue: Women's Issues	156	7%
	#1 Issue: Education	89	4%
	#1 Issue: Energy	125	6%
	#1 Issue: Other	136	6%
	N	2200	
xsubVote20O	2020 Vote: Joe Biden	966	44%
	2020 Vote: Donald Trump	744	34%
	2020 Vote: Other	51	2%
	2020 Vote: Didn't Vote	434	20%
	N	2195	
xsubVote18O	2018 House Vote: Democrat	744	34%
	2018 House Vote: Republican	589	27%
	2018 House Vote: Someone else	58	3%
	N	1391	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	683	31%
	2016 Vote: Donald Trump	666	30%
	2016 Vote: Other	113	5%
	2016 Vote: Didn't Vote	736	33%
	N	2198	
xsubVote14O	Voted in 2014: Yes	1228	56%
	Voted in 2014: No	972	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	688	31%
MCENxdem2	Avid TV Fan	946	43%
MCENxdem3	Casual Film Fan	1211	55%
MCENxdem4	Casual TV Fan	1083	49%

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

The logo consists of a stylized 'M' shape formed by two overlapping triangles, one pointing down and one pointing up, creating a central white space.

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