



National Tracking Poll #2110048  
October 11-13, 2021

*Crosstabulation Results*

*Methodology:*

This poll was conducted between October 11-October 13, 2021 among a sample of 2201 Adults. The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 2 percentage points.

# Table Index

1	<b>Table MCEN1:</b> <i>As you may know, the new James Bond movie titled 'No Time to Die' starring Daniel Craig as James Bond is set to be released in theaters in October 2021. Do you have a favorable or unfavorable impression of Daniel Craig starring as James Bond?</i> . . . . .	4
2	<b>Table MCEN3_1:</b> <i>The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond? Idris Elba</i> . . . . .	8
3	<b>Table MCEN3_2:</b> <i>The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond? Tom Hardy</i> . . . . .	12
4	<b>Table MCEN3_3:</b> <i>The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond? Cillian Murphy</i> . . . . .	16
5	<b>Table MCEN3_4:</b> <i>The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond? Rege-Jean Page</i> . . . . .	20
6	<b>Table MCEN3_5:</b> <i>The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond? James Norton</i> . . . . .	24
7	<b>Table MCEN3_6:</b> <i>The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond? Sam Heughan</i> . . . . .	28
8	<b>Table MCEN3_7:</b> <i>The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond? Aidan Turner</i> . . . . .	32
9	<b>Table MCEN3_8:</b> <i>The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond? Tom Hiddleston</i> . . . . .	36
10	<b>Table MCEN3_9:</b> <i>The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond? Richard Madden</i> . . . . .	40
11	<b>Table MCEN3_10:</b> <i>The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond? Jamie Bell</i> . . . . .	44
12	<b>Table MCEN3_11:</b> <i>The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond? Jack Lowden</i> . . . . .	48

13	<b>Table MCEN3_12:</b> <i>The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond? Michael Fassbender . . . . .</i>	52
14	<b>Table MCEN3_13:</b> <i>The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond? Henry Cavill . . . . .</i>	56
15	<b>Table MCEN3_14:</b> <i>The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond? Jonathan Bailey . . . . .</i>	60
16	<b>Table MCEN3_15:</b> <i>The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond? Luke Evans . . . . .</i>	64
17	<b>Table MCEN3_16:</b> <i>The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond? Lashana Lynch . . . . .</i>	68
18	<b>Table MCEN3_17:</b> <i>The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond? Daniel Kaluuya . . . . .</i>	72
19	<b>Table MCEN4:</b> <i>Of the following actors, who would you be most interested in seeing star as James Bond in the next James Bond movie? . . . . .</i>	76
20	<b>Table MCENdem1_1:</b> <i>In general, what kind of fan do you consider yourself for each of the following? Film . . . . .</i>	79
21	<b>Table MCENdem1_2:</b> <i>In general, what kind of fan do you consider yourself for each of the following? Television . . . . .</i>	83
22	<b>Table MCENdem1_3:</b> <i>In general, what kind of fan do you consider yourself for each of the following? Action movies . . . . .</i>	87
23	<b>Table MCENdem1_4:</b> <i>In general, what kind of fan do you consider yourself for each of the following? Spy movies . . . . .</i>	91
24	<b>Table MCENdem1_5:</b> <i>In general, what kind of fan do you consider yourself for each of the following? The James Bond franchise . . . . .</i>	95
25	<b>Summary Statistics of Survey Respondent Demographics . . . . .</b>	99

## Crosstabulation Results by Respondent Demographics

**Table MCEN1:** As you may know, the new James Bond movie titled 'No Time to Die' starring Daniel Craig as James Bond is set to be released in theaters in October 2021. Do you have a favorable or unfavorable impression of Daniel Craig starring as James Bond?

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	33% (728)	30% (655)	5% (117)	3% (64)	29% (637)	2201
Gender: Male	43% (461)	31% (329)	5% (49)	3% (27)	18% (196)	1062
Gender: Female	23% (267)	29% (326)	6% (68)	3% (37)	39% (441)	1139
Age: 18-34	33% (216)	30% (195)	6% (40)	3% (22)	28% (183)	655
Age: 35-44	41% (147)	27% (96)	5% (17)	2% (7)	25% (91)	358
Age: 45-64	29% (218)	32% (243)	5% (38)	4% (27)	30% (226)	751
Age: 65+	34% (147)	28% (122)	5% (22)	2% (9)	31% (137)	436
GenZers: 1997-2012	18% (34)	33% (62)	4% (7)	5% (9)	40% (74)	186
Millennials: 1981-1996	41% (290)	27% (192)	7% (47)	2% (16)	22% (156)	701
GenXers: 1965-1980	30% (163)	29% (157)	5% (25)	4% (20)	32% (168)	533
Baby Boomers: 1946-1964	31% (220)	32% (223)	5% (33)	3% (18)	30% (213)	706
PID: Dem (no lean)	43% (370)	30% (261)	3% (29)	3% (27)	20% (173)	859
PID: Ind (no lean)	25% (179)	31% (227)	6% (45)	2% (18)	35% (252)	721
PID: Rep (no lean)	29% (179)	27% (167)	7% (43)	3% (19)	34% (212)	621
PID/Gender: Dem Men	56% (238)	28% (120)	2% (9)	3% (11)	10% (43)	422
PID/Gender: Dem Women	30% (131)	32% (141)	4% (20)	4% (16)	30% (130)	437
PID/Gender: Ind Men	34% (114)	36% (121)	6% (20)	2% (5)	23% (77)	336
PID/Gender: Ind Women	17% (65)	28% (107)	7% (25)	3% (13)	46% (176)	385
PID/Gender: Rep Men	36% (109)	29% (89)	7% (20)	4% (11)	25% (76)	304
PID/Gender: Rep Women	22% (70)	25% (78)	7% (24)	3% (8)	43% (136)	317
Ideo: Liberal (1-3)	42% (267)	30% (189)	4% (27)	2% (15)	22% (141)	639
Ideo: Moderate (4)	31% (201)	36% (229)	5% (34)	3% (20)	24% (156)	641
Ideo: Conservative (5-7)	34% (241)	26% (188)	7% (51)	3% (19)	30% (216)	714
Educ: < College	27% (414)	30% (458)	6% (84)	3% (46)	34% (511)	1513
Educ: Bachelors degree	45% (198)	29% (127)	6% (25)	3% (13)	18% (81)	444
Educ: Post-grad	48% (116)	29% (70)	3% (8)	2% (5)	19% (45)	244

Continued on next page

**Table MCEN1:** As you may know, the new James Bond movie titled 'No Time to Die' starring Daniel Craig as James Bond is set to be released in theaters in October 2021. Do you have a favorable or unfavorable impression of Daniel Craig starring as James Bond?

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	33% (728)	30% (655)	5% (117)	3% (64)	29% (637)	2201
Income: Under 50k	28% (340)	29% (353)	6% (72)	3% (42)	34% (408)	1217
Income: 50k-100k	35% (233)	32% (214)	6% (38)	3% (17)	25% (168)	670
Income: 100k+	49% (155)	28% (88)	2% (7)	1% (4)	19% (60)	314
Ethnicity: White	33% (566)	29% (506)	6% (98)	3% (45)	29% (508)	1722
Ethnicity: Hispanic	35% (122)	34% (117)	6% (20)	3% (12)	22% (78)	350
Ethnicity: Black	39% (106)	28% (77)	3% (8)	2% (7)	28% (77)	274
Ethnicity: Other	27% (56)	36% (73)	6% (11)	6% (12)	25% (52)	204
All Christian	37% (366)	32% (316)	5% (48)	3% (29)	24% (242)	1001
All Non-Christian	50% (62)	27% (33)	5% (6)	3% (3)	15% (19)	124
Atheist	38% (35)	34% (32)	7% (7)	4% (4)	16% (15)	92
Agnostic/Nothing in particular	29% (177)	28% (168)	5% (32)	2% (13)	36% (218)	609
Something Else	23% (87)	28% (106)	6% (24)	4% (14)	38% (143)	375
Religious Non-Protestant/Catholic	49% (69)	27% (39)	5% (8)	2% (3)	16% (22)	141
Evangelical	32% (186)	29% (171)	6% (36)	4% (22)	30% (174)	588
Non-Evangelical	33% (248)	32% (243)	5% (34)	3% (22)	27% (204)	752
Community: Urban	43% (291)	28% (188)	5% (33)	3% (24)	22% (147)	683
Community: Suburban	32% (311)	33% (322)	6% (54)	3% (25)	27% (266)	978
Community: Rural	23% (126)	27% (145)	6% (30)	3% (15)	41% (224)	540
Employ: Private Sector	41% (285)	31% (217)	6% (41)	2% (15)	21% (147)	704
Employ: Government	42% (52)	26% (32)	4% (5)	2% (3)	25% (31)	122
Employ: Self-Employed	34% (83)	31% (76)	8% (19)	2% (5)	25% (60)	243
Employ: Homemaker	27% (36)	26% (35)	6% (8)	4% (5)	38% (53)	137
Employ: Student	18% (10)	40% (23)	1% (1)	6% (3)	35% (20)	57
Employ: Retired	31% (158)	29% (149)	4% (21)	2% (13)	33% (169)	509
Employ: Unemployed	25% (74)	31% (94)	5% (15)	3% (9)	36% (109)	302
Employ: Other	23% (30)	24% (30)	6% (7)	8% (10)	39% (49)	127
Military HH: Yes	37% (119)	29% (95)	4% (13)	3% (10)	27% (88)	326
Military HH: No	32% (609)	30% (560)	6% (104)	3% (53)	29% (549)	1875
RD/WT: Right Direction	45% (384)	31% (267)	3% (23)	3% (26)	18% (152)	852
RD/WT: Wrong Track	25% (344)	29% (389)	7% (94)	3% (38)	36% (485)	1349

Continued on next page

**Table MCEN1:** As you may know, the new James Bond movie titled 'No Time to Die' starring Daniel Craig as James Bond is set to be released in theaters in October 2021. Do you have a favorable or unfavorable impression of Daniel Craig starring as James Bond?

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	33% (728)	30% (655)	5% (117)	3% (64)	29% (637)	2201
Biden Job Approve	42% (440)	33% (349)	3% (35)	3% (27)	19% (202)	1053
Biden Job Disapprove	27% (277)	28% (288)	8% (81)	3% (34)	35% (360)	1040
Biden Job Strongly Approve	55% (287)	23% (121)	2% (11)	3% (18)	17% (89)	527
Biden Job Somewhat Approve	29% (153)	43% (228)	5% (24)	2% (8)	21% (113)	526
Biden Job Somewhat Disapprove	30% (83)	30% (86)	7% (21)	2% (5)	31% (87)	282
Biden Job Strongly Disapprove	26% (194)	27% (202)	8% (60)	4% (29)	36% (273)	759
Favorable of Biden	41% (434)	33% (345)	3% (31)	2% (24)	21% (217)	1052
Unfavorable of Biden	27% (282)	27% (290)	8% (82)	4% (38)	34% (363)	1055
Very Favorable of Biden	53% (294)	25% (139)	2% (12)	3% (18)	17% (97)	560
Somewhat Favorable of Biden	29% (140)	42% (207)	4% (19)	1% (6)	25% (121)	492
Somewhat Unfavorable of Biden	29% (74)	27% (67)	8% (19)	3% (7)	33% (84)	252
Very Unfavorable of Biden	26% (208)	28% (222)	8% (62)	4% (30)	35% (279)	802
#1 Issue: Economy	36% (297)	28% (233)	6% (46)	4% (32)	27% (221)	830
#1 Issue: Security	27% (86)	32% (102)	7% (21)	4% (14)	30% (94)	317
#1 Issue: Health Care	40% (106)	33% (87)	3% (7)	— (1)	24% (64)	264
#1 Issue: Medicare / Social Security	31% (88)	29% (83)	5% (15)	3% (8)	33% (95)	289
#1 Issue: Women's Issues	23% (36)	33% (51)	7% (11)	3% (5)	33% (52)	155
#1 Issue: Education	38% (36)	26% (25)	9% (8)	1% (1)	26% (24)	94
#1 Issue: Energy	44% (55)	32% (41)	5% (7)	1% (2)	17% (22)	127
#1 Issue: Other	18% (22)	28% (35)	1% (1)	2% (2)	51% (65)	125
2020 Vote: Joe Biden	42% (422)	31% (315)	3% (32)	2% (24)	21% (211)	1003
2020 Vote: Donald Trump	29% (206)	30% (210)	7% (50)	4% (26)	30% (215)	707
2020 Vote: Other	22% (20)	24% (22)	10% (9)	4% (3)	40% (35)	90
2020 Vote: Didn't Vote	20% (80)	27% (106)	6% (25)	3% (11)	44% (175)	396
2018 House Vote: Democrat	44% (344)	30% (239)	3% (27)	3% (24)	20% (156)	789
2018 House Vote: Republican	31% (178)	30% (168)	7% (39)	3% (19)	29% (164)	567
2018 House Vote: Someone else	10% (8)	50% (38)	6% (4)	2% (2)	32% (24)	76

Continued on next page

**Table MCEN1:** As you may know, the new James Bond movie titled 'No Time to Die' starring Daniel Craig as James Bond is set to be released in theaters in October 2021. Do you have a favorable or unfavorable impression of Daniel Craig starring as James Bond?

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	33% (728)	30% (655)	5% (117)	3% (64)	29% (637)	2201
2016 Vote: Hillary Clinton	42% (300)	31% (222)	4% (26)	3% (22)	20% (146)	716
2016 Vote: Donald Trump	31% (209)	31% (209)	6% (41)	3% (21)	28% (188)	668
2016 Vote: Other	32% (34)	33% (35)	7% (8)	3% (4)	24% (26)	106
2016 Vote: Didn't Vote	26% (182)	27% (189)	6% (42)	2% (18)	39% (277)	707
Voted in 2014: Yes	39% (486)	31% (386)	4% (56)	3% (40)	23% (294)	1263
Voted in 2014: No	26% (242)	29% (269)	6% (61)	3% (24)	37% (343)	938
4-Region: Northeast	33% (130)	36% (141)	5% (22)	1% (5)	24% (96)	394
4-Region: Midwest	28% (131)	32% (150)	4% (16)	3% (13)	33% (153)	462
4-Region: South	33% (271)	26% (214)	6% (45)	4% (31)	32% (263)	825
4-Region: West	38% (197)	29% (150)	7% (34)	3% (14)	24% (125)	520
Avid Film Fan	51% (417)	27% (220)	5% (37)	3% (26)	15% (120)	821
Casual Film Fan	25% (288)	34% (383)	5% (61)	2% (27)	33% (372)	1130
Avid TV Fan	43% (454)	27% (291)	5% (54)	3% (35)	22% (230)	1062
Casual TV Fan	25% (244)	33% (326)	6% (56)	2% (20)	35% (348)	994
Avid Bond Fan	75% (400)	17% (92)	2% (11)	2% (12)	4% (21)	536
Casual Bond Fan	30% (274)	43% (392)	5% (48)	2% (15)	20% (188)	916

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

**Table MCEN3\_1:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Idris Elba

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	23%	(501)	20%	(431)	5%	(108)	5%	(102)	48%	(1059)	2201
Gender: Male	24%	(256)	23%	(241)	6%	(61)	6%	(67)	41%	(438)	1062
Gender: Female	22%	(246)	17%	(190)	4%	(47)	3%	(35)	55%	(621)	1139
Age: 18-34	27%	(180)	23%	(154)	7%	(44)	7%	(45)	35%	(233)	655
Age: 35-44	34%	(123)	21%	(76)	3%	(12)	3%	(12)	38%	(135)	358
Age: 45-64	18%	(134)	20%	(153)	5%	(35)	4%	(31)	53%	(397)	751
Age: 65+	15%	(65)	11%	(49)	4%	(16)	3%	(13)	67%	(294)	436
GenZers: 1997-2012	26%	(48)	16%	(30)	6%	(10)	5%	(9)	47%	(88)	186
Millennials: 1981-1996	31%	(219)	26%	(180)	6%	(40)	7%	(46)	31%	(216)	701
GenXers: 1965-1980	22%	(117)	21%	(114)	5%	(27)	4%	(21)	48%	(255)	533
Baby Boomers: 1946-1964	16%	(112)	15%	(106)	4%	(26)	3%	(23)	62%	(439)	706
PID: Dem (no lean)	34%	(291)	24%	(203)	5%	(46)	4%	(32)	33%	(287)	859
PID: Ind (no lean)	20%	(142)	17%	(126)	6%	(41)	5%	(34)	52%	(378)	721
PID: Rep (no lean)	11%	(68)	17%	(103)	3%	(20)	6%	(36)	63%	(393)	621
PID/Gender: Dem Men	36%	(152)	26%	(108)	7%	(30)	4%	(17)	27%	(115)	422
PID/Gender: Dem Women	32%	(139)	22%	(95)	4%	(16)	3%	(15)	40%	(173)	437
PID/Gender: Ind Men	20%	(66)	21%	(69)	6%	(22)	8%	(27)	45%	(153)	336
PID/Gender: Ind Women	20%	(76)	15%	(56)	5%	(20)	2%	(7)	59%	(226)	385
PID/Gender: Rep Men	12%	(38)	21%	(64)	3%	(9)	8%	(23)	56%	(171)	304
PID/Gender: Rep Women	10%	(31)	12%	(39)	4%	(12)	4%	(13)	70%	(222)	317
Ideo: Liberal (1-3)	35%	(222)	23%	(146)	4%	(27)	3%	(16)	35%	(226)	639
Ideo: Moderate (4)	21%	(136)	22%	(141)	6%	(36)	7%	(42)	45%	(286)	641
Ideo: Conservative (5-7)	16%	(117)	17%	(120)	5%	(35)	5%	(34)	57%	(409)	714
Educ: < College	21%	(311)	17%	(263)	4%	(65)	5%	(82)	52%	(793)	1513
Educ: Bachelors degree	27%	(119)	23%	(104)	7%	(31)	2%	(10)	41%	(180)	444
Educ: Post-grad	29%	(72)	26%	(64)	5%	(11)	4%	(11)	35%	(86)	244
Income: Under 50k	22%	(266)	18%	(214)	4%	(52)	4%	(53)	52%	(632)	1217
Income: 50k-100k	25%	(165)	21%	(138)	4%	(30)	4%	(26)	46%	(312)	670
Income: 100k+	23%	(71)	25%	(79)	8%	(26)	7%	(23)	37%	(115)	314
Ethnicity: White	18%	(314)	20%	(342)	5%	(85)	4%	(77)	52%	(904)	1722

Continued on next page



**Table MCEN3\_1:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Idris Elba

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	23%	(501)	20%	(431)	5%	(108)	5%	(102)	48%	(1059)	2201
Ethnicity: Hispanic	25%	(87)	23%	(80)	7%	(26)	7%	(26)	38%	(131)	350
Ethnicity: Black	50%	(138)	14%	(40)	5%	(15)	5%	(14)	25%	(67)	274
Ethnicity: Other	24%	(49)	24%	(49)	4%	(8)	5%	(10)	43%	(88)	204
All Christian	21%	(209)	20%	(201)	6%	(60)	3%	(33)	50%	(497)	1001
All Non-Christian	28%	(35)	31%	(38)	6%	(7)	6%	(7)	29%	(36)	124
Atheist	30%	(28)	18%	(17)	1%	(1)	12%	(11)	39%	(36)	92
Agnostic/Nothing in particular	24%	(147)	20%	(119)	4%	(26)	4%	(27)	48%	(290)	609
Something Else	22%	(83)	15%	(56)	3%	(12)	7%	(24)	53%	(200)	375
Religious Non-Protestant/Catholic	28%	(40)	28%	(40)	6%	(9)	5%	(7)	32%	(45)	141
Evangelical	23%	(136)	17%	(102)	4%	(24)	5%	(28)	51%	(298)	588
Non-Evangelical	20%	(147)	20%	(147)	6%	(45)	4%	(29)	51%	(384)	752
Community: Urban	30%	(207)	26%	(178)	5%	(36)	4%	(24)	35%	(238)	683
Community: Suburban	21%	(209)	18%	(174)	5%	(50)	6%	(60)	50%	(486)	978
Community: Rural	16%	(85)	15%	(79)	4%	(22)	3%	(18)	62%	(335)	540
Employ: Private Sector	27%	(194)	25%	(174)	5%	(37)	5%	(35)	38%	(265)	704
Employ: Government	36%	(44)	18%	(22)	7%	(8)	3%	(4)	36%	(44)	122
Employ: Self-Employed	21%	(51)	25%	(60)	6%	(14)	6%	(15)	42%	(103)	243
Employ: Homemaker	18%	(25)	22%	(30)	3%	(4)	6%	(8)	50%	(69)	137
Employ: Student	37%	(21)	16%	(9)	9%	(5)	—	(0)	39%	(22)	57
Employ: Retired	15%	(79)	11%	(55)	4%	(21)	4%	(21)	66%	(334)	509
Employ: Unemployed	23%	(70)	18%	(54)	5%	(15)	4%	(13)	50%	(150)	302
Employ: Other	14%	(18)	22%	(28)	3%	(3)	5%	(6)	57%	(72)	127
Military HH: Yes	26%	(85)	14%	(45)	4%	(13)	3%	(10)	53%	(173)	326
Military HH: No	22%	(417)	21%	(387)	5%	(94)	5%	(92)	47%	(885)	1875
RD/WT: Right Direction	33%	(284)	26%	(219)	5%	(45)	3%	(28)	32%	(275)	852
RD/WT: Wrong Track	16%	(218)	16%	(212)	5%	(62)	5%	(74)	58%	(783)	1349
Biden Job Approve	31%	(331)	24%	(256)	6%	(60)	4%	(38)	35%	(368)	1053
Biden Job Disapprove	14%	(150)	16%	(166)	4%	(46)	6%	(61)	59%	(618)	1040

Continued on next page

**Table MCEN3\_1:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Idris Elba

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	23%	(501)	20%	(431)	5%	(108)	5%	(102)	48%	(1059)	2201
Biden Job Strongly Approve	37%	(192)	23%	(123)	5%	(27)	4%	(23)	31%	(162)	527
Biden Job Somewhat Approve	26%	(139)	25%	(133)	6%	(33)	3%	(15)	39%	(206)	526
Biden Job Somewhat Disapprove	21%	(60)	24%	(67)	5%	(15)	4%	(12)	45%	(127)	282
Biden Job Strongly Disapprove	12%	(90)	13%	(99)	4%	(30)	6%	(49)	65%	(491)	759
Favorable of Biden	32%	(333)	23%	(247)	5%	(56)	4%	(39)	36%	(378)	1052
Unfavorable of Biden	15%	(156)	16%	(172)	4%	(46)	5%	(58)	59%	(623)	1055
Very Favorable of Biden	36%	(204)	22%	(123)	5%	(27)	4%	(24)	33%	(182)	560
Somewhat Favorable of Biden	26%	(129)	25%	(124)	6%	(29)	3%	(15)	40%	(195)	492
Somewhat Unfavorable of Biden	23%	(58)	25%	(63)	7%	(17)	4%	(10)	41%	(105)	252
Very Unfavorable of Biden	12%	(98)	14%	(110)	4%	(29)	6%	(47)	65%	(518)	802
#1 Issue: Economy	23%	(193)	22%	(185)	6%	(47)	5%	(40)	44%	(365)	830
#1 Issue: Security	14%	(44)	16%	(50)	6%	(18)	6%	(19)	58%	(185)	317
#1 Issue: Health Care	31%	(82)	23%	(61)	5%	(14)	5%	(13)	36%	(94)	264
#1 Issue: Medicare / Social Security	15%	(43)	14%	(40)	3%	(9)	2%	(7)	66%	(189)	289
#1 Issue: Women's Issues	29%	(46)	19%	(29)	5%	(8)	1%	(2)	45%	(70)	155
#1 Issue: Education	28%	(26)	21%	(19)	2%	(2)	5%	(5)	44%	(42)	94
#1 Issue: Energy	39%	(49)	20%	(25)	5%	(6)	6%	(7)	32%	(40)	127
#1 Issue: Other	15%	(19)	17%	(21)	3%	(3)	7%	(8)	59%	(74)	125
2020 Vote: Joe Biden	33%	(332)	23%	(234)	5%	(53)	4%	(44)	34%	(340)	1003
2020 Vote: Donald Trump	13%	(92)	16%	(112)	5%	(32)	5%	(39)	61%	(433)	707
2020 Vote: Other	13%	(12)	17%	(15)	8%	(8)	6%	(5)	56%	(50)	90
2020 Vote: Didn't Vote	17%	(67)	18%	(70)	4%	(15)	3%	(13)	58%	(232)	396
2018 House Vote: Democrat	34%	(268)	22%	(171)	6%	(44)	4%	(32)	35%	(275)	789
2018 House Vote: Republican	13%	(76)	18%	(104)	4%	(25)	4%	(20)	60%	(341)	567
2018 House Vote: Someone else	6%	(5)	24%	(18)	9%	(7)	4%	(3)	57%	(43)	76
2016 Vote: Hillary Clinton	34%	(243)	22%	(159)	4%	(32)	4%	(26)	36%	(256)	716
2016 Vote: Donald Trump	14%	(94)	18%	(118)	6%	(37)	5%	(32)	58%	(387)	668
2016 Vote: Other	16%	(17)	27%	(28)	7%	(7)	4%	(4)	47%	(50)	106
2016 Vote: Didn't Vote	20%	(144)	18%	(126)	4%	(32)	6%	(40)	52%	(365)	707

Continued on next page

**Table MCEN3\_1:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

*Idris Elba*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	23%	(501)	20%	(431)	5%	(108)	5%	(102)	48%	(1059)	2201
Voted in 2014: Yes	25%	(312)	20%	(250)	5%	(63)	4%	(50)	47%	(588)	1263
Voted in 2014: No	20%	(190)	19%	(181)	5%	(44)	6%	(52)	50%	(471)	938
4-Region: Northeast	24%	(96)	25%	(99)	6%	(24)	3%	(13)	41%	(162)	394
4-Region: Midwest	21%	(95)	16%	(74)	5%	(24)	4%	(17)	54%	(252)	462
4-Region: South	23%	(193)	16%	(134)	5%	(42)	5%	(42)	50%	(413)	825
4-Region: West	23%	(117)	24%	(123)	4%	(18)	6%	(29)	45%	(232)	520
Avid Film Fan	35%	(290)	25%	(202)	6%	(45)	5%	(41)	30%	(242)	821
Casual Film Fan	17%	(194)	19%	(214)	5%	(52)	4%	(44)	55%	(626)	1130
Avid TV Fan	30%	(317)	22%	(232)	4%	(44)	4%	(42)	40%	(427)	1062
Casual TV Fan	18%	(175)	18%	(176)	5%	(48)	5%	(53)	55%	(542)	994
Avid Bond Fan	35%	(190)	23%	(124)	7%	(38)	6%	(31)	29%	(153)	536
Casual Bond Fan	21%	(195)	24%	(219)	5%	(44)	5%	(42)	46%	(417)	916

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

**Table MCEN3\_2:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Tom Hardy

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	18% (395)	21% (466)	6% (122)	4% (90)	51% (1128)	2201
Gender: Male	24% (259)	23% (241)	6% (67)	5% (50)	42% (444)	1062
Gender: Female	12% (136)	20% (225)	5% (54)	4% (40)	60% (683)	1139
Age: 18-34	27% (176)	25% (163)	9% (57)	7% (47)	33% (213)	655
Age: 35-44	34% (120)	23% (84)	4% (14)	3% (10)	36% (129)	358
Age: 45-64	11% (81)	23% (173)	5% (36)	2% (18)	59% (443)	751
Age: 65+	4% (18)	11% (47)	3% (14)	4% (16)	78% (342)	436
GenZers: 1997-2012	20% (37)	22% (40)	12% (21)	7% (13)	40% (74)	186
Millennials: 1981-1996	32% (225)	25% (176)	6% (45)	6% (40)	31% (214)	701
GenXers: 1965-1980	17% (90)	24% (127)	4% (20)	3% (14)	53% (282)	533
Baby Boomers: 1946-1964	6% (41)	17% (117)	5% (33)	3% (22)	70% (493)	706
PID: Dem (no lean)	23% (202)	24% (204)	6% (55)	4% (33)	43% (365)	859
PID: Ind (no lean)	14% (100)	22% (159)	5% (36)	5% (33)	55% (394)	721
PID: Rep (no lean)	15% (94)	17% (103)	5% (31)	4% (24)	59% (369)	621
PID/Gender: Dem Men	34% (142)	26% (108)	7% (28)	3% (13)	31% (132)	422
PID/Gender: Dem Women	14% (60)	22% (96)	6% (27)	5% (20)	54% (234)	437
PID/Gender: Ind Men	17% (58)	21% (72)	7% (23)	7% (24)	47% (159)	336
PID/Gender: Ind Women	11% (42)	23% (87)	3% (13)	2% (8)	61% (234)	385
PID/Gender: Rep Men	20% (60)	20% (62)	6% (17)	4% (12)	50% (153)	304
PID/Gender: Rep Women	11% (34)	13% (41)	5% (14)	4% (12)	68% (215)	317
Ideo: Liberal (1-3)	23% (144)	25% (158)	7% (42)	3% (18)	43% (277)	639
Ideo: Moderate (4)	18% (113)	25% (160)	6% (39)	4% (28)	47% (301)	641
Ideo: Conservative (5-7)	17% (119)	17% (123)	5% (34)	4% (29)	57% (409)	714
Educ: < College	16% (237)	19% (286)	6% (85)	4% (64)	56% (841)	1513
Educ: Bachelors degree	21% (95)	27% (119)	6% (27)	3% (15)	42% (188)	444
Educ: Post-grad	26% (64)	25% (62)	4% (9)	4% (11)	40% (98)	244
Income: Under 50k	15% (188)	19% (234)	6% (69)	4% (55)	55% (671)	1217
Income: 50k-100k	17% (115)	25% (170)	4% (29)	3% (23)	50% (334)	670
Income: 100k+	29% (92)	20% (62)	8% (24)	4% (12)	39% (123)	314
Ethnicity: White	17% (288)	21% (362)	6% (97)	4% (62)	53% (913)	1722

Continued on next page

**Table MCEN3\_2:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Tom Hardy

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	18% (395)	21% (466)	6% (122)	4% (90)	51% (1128)	2201
Ethnicity: Hispanic	27% (95)	25% (86)	7% (23)	5% (18)	36% (127)	350
Ethnicity: Black	22% (62)	18% (49)	6% (17)	7% (18)	47% (129)	274
Ethnicity: Other	22% (46)	27% (55)	4% (8)	5% (9)	42% (86)	204
All Christian	17% (167)	22% (217)	5% (55)	3% (32)	53% (530)	1001
All Non-Christian	32% (39)	27% (33)	7% (8)	5% (6)	31% (38)	124
Atheist	19% (18)	19% (17)	8% (7)	9% (8)	45% (42)	92
Agnostic/Nothing in particular	19% (117)	21% (130)	5% (32)	5% (28)	50% (302)	609
Something Else	15% (55)	18% (69)	5% (20)	4% (16)	57% (215)	375
Religious Non-Protestant/Catholic	29% (41)	26% (36)	7% (10)	4% (6)	34% (48)	141
Evangelical	18% (103)	20% (119)	5% (29)	4% (26)	53% (311)	588
Non-Evangelical	15% (112)	21% (157)	5% (41)	3% (21)	56% (420)	752
Community: Urban	27% (181)	25% (169)	6% (38)	5% (36)	38% (259)	683
Community: Suburban	15% (143)	20% (197)	6% (61)	4% (38)	55% (539)	978
Community: Rural	13% (71)	19% (100)	4% (23)	3% (16)	61% (330)	540
Employ: Private Sector	26% (185)	26% (184)	5% (34)	4% (25)	39% (277)	704
Employ: Government	32% (39)	21% (25)	9% (11)	6% (8)	32% (39)	122
Employ: Self-Employed	22% (53)	23% (57)	5% (13)	5% (13)	44% (107)	243
Employ: Homemaker	15% (21)	24% (33)	9% (13)	2% (3)	49% (68)	137
Employ: Student	16% (9)	35% (20)	5% (3)	2% (1)	42% (24)	57
Employ: Retired	6% (28)	13% (64)	3% (16)	3% (16)	76% (385)	509
Employ: Unemployed	13% (40)	19% (59)	8% (25)	5% (16)	54% (161)	302
Employ: Other	15% (19)	20% (25)	6% (8)	6% (8)	53% (67)	127
Military HH: Yes	15% (50)	17% (54)	5% (16)	4% (12)	60% (194)	326
Military HH: No	18% (345)	22% (412)	6% (106)	4% (78)	50% (934)	1875
RD/WT: Right Direction	25% (212)	22% (190)	6% (53)	4% (33)	43% (363)	852
RD/WT: Wrong Track	14% (183)	20% (277)	5% (69)	4% (57)	57% (764)	1349
Biden Job Approve	24% (250)	23% (241)	7% (72)	4% (39)	43% (450)	1053
Biden Job Disapprove	13% (137)	20% (213)	5% (47)	4% (46)	57% (596)	1040

Continued on next page

**Table MCEN3\_2:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Tom Hardy

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	18%	(395)	21%	(466)	6%	(122)	4%	(90)	51%	(1128)	2201
Biden Job Strongly Approve	32%	(169)	19%	(98)	6%	(31)	4%	(22)	39%	(207)	527
Biden Job Somewhat Approve	15%	(81)	27%	(143)	8%	(41)	3%	(18)	46%	(243)	526
Biden Job Somewhat Disapprove	14%	(39)	29%	(82)	7%	(18)	6%	(16)	45%	(125)	282
Biden Job Strongly Disapprove	13%	(98)	17%	(131)	4%	(29)	4%	(30)	62%	(471)	759
Favorable of Biden	23%	(242)	22%	(235)	6%	(64)	4%	(42)	45%	(469)	1052
Unfavorable of Biden	14%	(147)	21%	(217)	5%	(54)	4%	(43)	56%	(595)	1055
Very Favorable of Biden	28%	(158)	20%	(111)	6%	(32)	4%	(22)	42%	(237)	560
Somewhat Favorable of Biden	17%	(84)	25%	(123)	6%	(32)	4%	(21)	47%	(233)	492
Somewhat Unfavorable of Biden	14%	(35)	30%	(75)	7%	(17)	5%	(12)	45%	(112)	252
Very Unfavorable of Biden	14%	(111)	18%	(142)	5%	(37)	4%	(30)	60%	(482)	802
#1 Issue: Economy	20%	(164)	25%	(204)	6%	(47)	5%	(40)	45%	(374)	830
#1 Issue: Security	19%	(59)	15%	(48)	6%	(18)	3%	(8)	58%	(184)	317
#1 Issue: Health Care	24%	(63)	24%	(64)	7%	(18)	4%	(12)	41%	(107)	264
#1 Issue: Medicare / Social Security	10%	(28)	13%	(37)	5%	(13)	2%	(5)	71%	(205)	289
#1 Issue: Women's Issues	13%	(20)	22%	(35)	7%	(11)	6%	(10)	51%	(79)	155
#1 Issue: Education	25%	(23)	31%	(29)	7%	(7)	4%	(4)	33%	(31)	94
#1 Issue: Energy	24%	(31)	25%	(32)	4%	(5)	7%	(8)	40%	(51)	127
#1 Issue: Other	5%	(7)	14%	(18)	2%	(2)	2%	(3)	76%	(95)	125
2020 Vote: Joe Biden	22%	(223)	24%	(236)	7%	(65)	4%	(42)	43%	(436)	1003
2020 Vote: Donald Trump	15%	(107)	18%	(128)	4%	(32)	3%	(22)	59%	(419)	707
2020 Vote: Other	9%	(8)	19%	(17)	10%	(9)	10%	(9)	52%	(47)	90
2020 Vote: Didn't Vote	14%	(57)	21%	(85)	4%	(15)	4%	(17)	56%	(223)	396
2018 House Vote: Democrat	22%	(172)	22%	(176)	7%	(51)	5%	(38)	45%	(352)	789
2018 House Vote: Republican	13%	(75)	18%	(104)	5%	(28)	4%	(22)	60%	(338)	567
2018 House Vote: Someone else	8%	(6)	18%	(13)	8%	(6)	3%	(2)	64%	(49)	76
2016 Vote: Hillary Clinton	22%	(157)	22%	(156)	6%	(40)	4%	(28)	47%	(335)	716
2016 Vote: Donald Trump	16%	(105)	18%	(122)	5%	(34)	4%	(27)	57%	(380)	668
2016 Vote: Other	5%	(5)	24%	(25)	9%	(9)	8%	(8)	55%	(58)	106
2016 Vote: Didn't Vote	18%	(126)	23%	(162)	5%	(38)	4%	(27)	50%	(354)	707

Continued on next page

**Table MCEN3\_2:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Tom Hardy

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	18% (395)	21% (466)	6% (122)	4% (90)	51% (1128)	2201
Voted in 2014: Yes	18% (231)	20% (256)	5% (65)	4% (53)	52% (659)	1263
Voted in 2014: No	17% (164)	22% (211)	6% (57)	4% (37)	50% (469)	938
4-Region: Northeast	18% (70)	22% (85)	7% (29)	5% (21)	48% (189)	394
4-Region: Midwest	14% (66)	18% (82)	4% (19)	5% (21)	59% (274)	462
4-Region: South	17% (144)	21% (173)	5% (43)	4% (33)	52% (431)	825
4-Region: West	22% (115)	24% (126)	6% (30)	3% (15)	45% (233)	520
Avid Film Fan	32% (259)	25% (202)	6% (51)	4% (34)	33% (275)	821
Casual Film Fan	11% (123)	21% (243)	5% (61)	4% (43)	58% (660)	1130
Avid TV Fan	24% (254)	23% (247)	5% (56)	3% (35)	44% (470)	1062
Casual TV Fan	13% (132)	19% (193)	5% (54)	5% (48)	57% (567)	994
Avid Bond Fan	35% (187)	25% (134)	7% (39)	4% (20)	29% (156)	536
Casual Bond Fan	16% (145)	25% (230)	5% (49)	4% (39)	49% (453)	916

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

**Table MCEN3\_3:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Cillian Murphy

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	9%	(191)	12%	(266)	6%	(122)	5%	(101)	69%	(1521)	2201
Gender: Male	13%	(140)	16%	(166)	7%	(79)	6%	(59)	58%	(618)	1062
Gender: Female	5%	(51)	9%	(100)	4%	(44)	4%	(41)	79%	(903)	1139
Age: 18-34	13%	(87)	17%	(112)	8%	(51)	8%	(55)	53%	(351)	655
Age: 35-44	16%	(57)	16%	(57)	7%	(25)	4%	(13)	58%	(206)	358
Age: 45-64	5%	(39)	10%	(78)	5%	(35)	3%	(25)	76%	(575)	751
Age: 65+	2%	(8)	4%	(19)	3%	(12)	2%	(7)	89%	(390)	436
GenZers: 1997-2012	6%	(11)	13%	(25)	8%	(14)	6%	(11)	67%	(125)	186
Millennials: 1981-1996	17%	(121)	19%	(131)	8%	(54)	8%	(53)	49%	(342)	701
GenXers: 1965-1980	7%	(37)	11%	(61)	6%	(30)	3%	(18)	73%	(388)	533
Baby Boomers: 1946-1964	3%	(21)	7%	(48)	3%	(20)	3%	(19)	85%	(598)	706
PID: Dem (no lean)	14%	(117)	15%	(125)	7%	(63)	4%	(35)	60%	(519)	859
PID: Ind (no lean)	6%	(45)	11%	(83)	4%	(31)	4%	(32)	74%	(531)	721
PID: Rep (no lean)	5%	(29)	9%	(59)	5%	(29)	5%	(33)	76%	(471)	621
PID/Gender: Dem Men	22%	(91)	19%	(81)	9%	(38)	5%	(19)	46%	(192)	422
PID/Gender: Dem Women	6%	(26)	10%	(43)	6%	(24)	4%	(16)	75%	(327)	437
PID/Gender: Ind Men	8%	(26)	13%	(45)	7%	(23)	5%	(18)	66%	(224)	336
PID/Gender: Ind Women	5%	(19)	10%	(38)	2%	(8)	4%	(14)	80%	(307)	385
PID/Gender: Rep Men	7%	(23)	13%	(40)	6%	(17)	7%	(22)	67%	(202)	304
PID/Gender: Rep Women	2%	(6)	6%	(19)	4%	(11)	4%	(11)	85%	(269)	317
Ideo: Liberal (1-3)	14%	(88)	13%	(80)	6%	(40)	4%	(28)	63%	(402)	639
Ideo: Moderate (4)	7%	(45)	15%	(95)	6%	(41)	5%	(33)	67%	(428)	641
Ideo: Conservative (5-7)	7%	(53)	11%	(79)	5%	(39)	5%	(34)	71%	(510)	714
Educ: < College	7%	(102)	10%	(152)	4%	(68)	5%	(72)	74%	(1119)	1513
Educ: Bachelors degree	12%	(52)	17%	(74)	9%	(38)	4%	(19)	59%	(261)	444
Educ: Post-grad	15%	(37)	16%	(40)	7%	(16)	4%	(10)	58%	(141)	244
Income: Under 50k	6%	(76)	10%	(127)	4%	(49)	4%	(52)	75%	(913)	1217
Income: 50k-100k	10%	(66)	11%	(74)	7%	(49)	5%	(36)	66%	(446)	670
Income: 100k+	16%	(49)	21%	(65)	8%	(24)	4%	(13)	52%	(162)	314
Ethnicity: White	8%	(137)	12%	(212)	6%	(97)	4%	(71)	70%	(1205)	1722

Continued on next page



**Table MCEN3\_3:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Cillian Murphy

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	9%	(191)	12%	(266)	6%	(122)	5%	(101)	69%	(1521)	2201
Ethnicity: Hispanic	12%	(40)	14%	(49)	7%	(25)	6%	(21)	61%	(214)	350
Ethnicity: Black	12%	(33)	12%	(33)	6%	(16)	5%	(13)	65%	(180)	274
Ethnicity: Other	10%	(21)	10%	(20)	5%	(10)	8%	(17)	67%	(137)	204
All Christian	9%	(91)	14%	(137)	5%	(50)	3%	(33)	69%	(689)	1001
All Non-Christian	21%	(27)	18%	(22)	13%	(17)	4%	(5)	43%	(54)	124
Atheist	10%	(9)	10%	(10)	10%	(9)	11%	(10)	60%	(55)	92
Agnostic/Nothing in particular	7%	(43)	11%	(69)	5%	(29)	5%	(32)	72%	(435)	609
Something Else	6%	(21)	8%	(28)	5%	(18)	5%	(20)	77%	(287)	375
Religious Non-Protestant/Catholic	19%	(27)	16%	(23)	12%	(17)	3%	(5)	49%	(69)	141
Evangelical	10%	(57)	12%	(73)	5%	(31)	4%	(25)	68%	(402)	588
Non-Evangelical	7%	(51)	11%	(84)	5%	(36)	4%	(29)	73%	(552)	752
Community: Urban	14%	(94)	18%	(124)	7%	(48)	4%	(29)	57%	(389)	683
Community: Suburban	7%	(73)	10%	(96)	6%	(54)	5%	(51)	72%	(704)	978
Community: Rural	4%	(24)	9%	(47)	4%	(20)	4%	(21)	79%	(428)	540
Employ: Private Sector	13%	(93)	17%	(119)	6%	(42)	6%	(41)	58%	(409)	704
Employ: Government	14%	(17)	16%	(19)	12%	(15)	5%	(6)	54%	(66)	122
Employ: Self-Employed	12%	(30)	16%	(39)	9%	(22)	5%	(13)	57%	(139)	243
Employ: Homemaker	5%	(7)	7%	(10)	2%	(3)	3%	(3)	83%	(114)	137
Employ: Student	6%	(4)	14%	(8)	13%	(7)	3%	(2)	63%	(36)	57
Employ: Retired	1%	(7)	6%	(31)	3%	(14)	3%	(14)	87%	(443)	509
Employ: Unemployed	9%	(29)	10%	(31)	5%	(14)	3%	(9)	73%	(219)	302
Employ: Other	4%	(6)	8%	(10)	4%	(5)	9%	(12)	75%	(95)	127
Military HH: Yes	9%	(28)	13%	(43)	4%	(13)	3%	(9)	71%	(232)	326
Military HH: No	9%	(163)	12%	(223)	6%	(110)	5%	(91)	69%	(1288)	1875
RD/WT: Right Direction	15%	(127)	16%	(133)	7%	(62)	4%	(36)	58%	(494)	852
RD/WT: Wrong Track	5%	(64)	10%	(133)	4%	(61)	5%	(65)	76%	(1027)	1349
Biden Job Approve	13%	(140)	14%	(150)	7%	(73)	4%	(43)	61%	(647)	1053
Biden Job Disapprove	4%	(45)	11%	(112)	5%	(49)	5%	(57)	75%	(777)	1040

Continued on next page

**Table MCEN3\_3:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Cillian Murphy

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	9%	(191)	12%	(266)	6%	(122)	5%	(101)	69%	(1521)	2201
Biden Job Strongly Approve	19%	(100)	15%	(79)	6%	(34)	5%	(26)	55%	(289)	527
Biden Job Somewhat Approve	8%	(40)	14%	(72)	7%	(39)	3%	(17)	68%	(359)	526
Biden Job Somewhat Disapprove	5%	(13)	17%	(47)	6%	(17)	5%	(14)	68%	(190)	282
Biden Job Strongly Disapprove	4%	(33)	9%	(64)	4%	(32)	6%	(43)	77%	(587)	759
Favorable of Biden	13%	(139)	14%	(150)	6%	(63)	4%	(40)	63%	(660)	1052
Unfavorable of Biden	5%	(49)	10%	(109)	5%	(57)	5%	(58)	74%	(782)	1055
Very Favorable of Biden	17%	(98)	14%	(80)	5%	(30)	4%	(25)	58%	(326)	560
Somewhat Favorable of Biden	8%	(41)	14%	(70)	7%	(33)	3%	(15)	68%	(334)	492
Somewhat Unfavorable of Biden	5%	(14)	14%	(36)	8%	(21)	7%	(18)	65%	(164)	252
Very Unfavorable of Biden	4%	(36)	9%	(73)	4%	(36)	5%	(40)	77%	(618)	802
#1 Issue: Economy	11%	(89)	13%	(110)	5%	(42)	6%	(49)	65%	(540)	830
#1 Issue: Security	6%	(17)	10%	(33)	6%	(20)	4%	(14)	73%	(233)	317
#1 Issue: Health Care	12%	(32)	14%	(36)	10%	(26)	5%	(14)	59%	(156)	264
#1 Issue: Medicare / Social Security	4%	(11)	7%	(21)	2%	(7)	2%	(5)	85%	(245)	289
#1 Issue: Women's Issues	5%	(8)	10%	(16)	7%	(10)	6%	(10)	71%	(111)	155
#1 Issue: Education	10%	(9)	21%	(20)	5%	(5)	3%	(3)	61%	(57)	94
#1 Issue: Energy	14%	(18)	19%	(25)	6%	(8)	4%	(5)	56%	(72)	127
#1 Issue: Other	5%	(6)	5%	(6)	3%	(4)	2%	(2)	85%	(107)	125
2020 Vote: Joe Biden	13%	(127)	14%	(137)	7%	(69)	4%	(44)	62%	(626)	1003
2020 Vote: Donald Trump	5%	(34)	11%	(76)	4%	(30)	5%	(34)	75%	(533)	707
2020 Vote: Other	3%	(2)	14%	(12)	8%	(7)	9%	(8)	67%	(60)	90
2020 Vote: Didn't Vote	7%	(28)	10%	(41)	4%	(16)	4%	(14)	75%	(298)	396
2018 House Vote: Democrat	13%	(105)	14%	(110)	7%	(55)	5%	(39)	61%	(480)	789
2018 House Vote: Republican	6%	(33)	9%	(52)	5%	(31)	4%	(22)	76%	(430)	567
2018 House Vote: Someone else	1%	(1)	17%	(13)	7%	(5)	1%	(0)	74%	(57)	76
2016 Vote: Hillary Clinton	13%	(92)	13%	(91)	7%	(47)	5%	(35)	63%	(452)	716
2016 Vote: Donald Trump	7%	(46)	11%	(75)	5%	(32)	5%	(31)	73%	(485)	668
2016 Vote: Other	2%	(2)	15%	(16)	9%	(9)	4%	(4)	71%	(76)	106
2016 Vote: Didn't Vote	7%	(51)	12%	(84)	5%	(34)	4%	(31)	72%	(508)	707

Continued on next page

**Table MCEN3\_3:** *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*

*Cillian Murphy*

<b>Demographic</b>	<b>Very favorable</b>		<b>Somewhat favorable</b>		<b>Somewhat unfavorable</b>		<b>Very unfavorable</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	9%	(191)	12%	(266)	6%	(122)	5%	(101)	69%	(1521)	2201
Voted in 2014: Yes	10%	(125)	12%	(147)	6%	(76)	4%	(53)	68%	(862)	1263
Voted in 2014: No	7%	(66)	13%	(119)	5%	(46)	5%	(48)	70%	(659)	938
4-Region: Northeast	10%	(41)	14%	(53)	6%	(25)	3%	(12)	67%	(263)	394
4-Region: Midwest	7%	(31)	9%	(43)	5%	(21)	5%	(23)	74%	(344)	462
4-Region: South	7%	(60)	12%	(102)	5%	(43)	5%	(40)	70%	(580)	825
4-Region: West	11%	(59)	13%	(68)	6%	(33)	5%	(26)	64%	(334)	520
Avid Film Fan	17%	(141)	17%	(138)	7%	(58)	5%	(43)	54%	(441)	821
Casual Film Fan	4%	(45)	10%	(118)	5%	(55)	4%	(47)	77%	(865)	1130
Avid TV Fan	14%	(144)	14%	(146)	6%	(62)	4%	(41)	63%	(670)	1062
Casual TV Fan	4%	(44)	10%	(103)	6%	(58)	5%	(51)	74%	(739)	994
Avid Bond Fan	20%	(105)	19%	(99)	7%	(40)	6%	(30)	49%	(261)	536
Casual Bond Fan	7%	(60)	13%	(122)	7%	(62)	4%	(35)	69%	(636)	916

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

**Table MCEN3\_4:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Rege-Jean Page

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(159)	12%	(269)	5%	(102)	4%	(94)	72%	(1576)	2201
Gender: Male	9%	(94)	14%	(152)	6%	(61)	6%	(62)	65%	(694)	1062
Gender: Female	6%	(66)	10%	(116)	4%	(41)	3%	(32)	78%	(883)	1139
Age: 18-34	10%	(68)	17%	(111)	8%	(51)	8%	(51)	57%	(374)	655
Age: 35-44	13%	(47)	19%	(68)	4%	(13)	4%	(14)	60%	(216)	358
Age: 45-64	4%	(32)	10%	(73)	4%	(28)	3%	(19)	80%	(600)	751
Age: 65+	3%	(13)	4%	(17)	2%	(10)	2%	(9)	89%	(388)	436
GenZers: 1997-2012	5%	(9)	13%	(23)	8%	(15)	4%	(7)	71%	(132)	186
Millennials: 1981-1996	14%	(99)	20%	(141)	6%	(43)	8%	(53)	52%	(364)	701
GenXers: 1965-1980	6%	(31)	11%	(57)	5%	(26)	3%	(16)	75%	(403)	533
Baby Boomers: 1946-1964	3%	(21)	7%	(47)	2%	(15)	2%	(16)	86%	(607)	706
PID: Dem (no lean)	12%	(101)	16%	(134)	5%	(43)	4%	(30)	64%	(550)	859
PID: Ind (no lean)	5%	(37)	11%	(76)	5%	(34)	4%	(29)	76%	(545)	721
PID: Rep (no lean)	3%	(22)	9%	(58)	4%	(25)	6%	(35)	78%	(481)	621
PID/Gender: Dem Men	16%	(67)	18%	(77)	6%	(25)	5%	(22)	55%	(232)	422
PID/Gender: Dem Women	8%	(34)	13%	(58)	4%	(19)	2%	(8)	73%	(318)	437
PID/Gender: Ind Men	5%	(16)	11%	(37)	7%	(25)	5%	(18)	71%	(240)	336
PID/Gender: Ind Women	6%	(21)	10%	(39)	2%	(9)	3%	(11)	79%	(305)	385
PID/Gender: Rep Men	4%	(11)	13%	(38)	4%	(11)	7%	(22)	73%	(221)	304
PID/Gender: Rep Women	3%	(11)	6%	(20)	4%	(13)	4%	(13)	82%	(260)	317
Ideo: Liberal (1-3)	11%	(73)	13%	(83)	3%	(21)	3%	(21)	69%	(442)	639
Ideo: Moderate (4)	6%	(38)	16%	(102)	6%	(36)	4%	(27)	69%	(439)	641
Ideo: Conservative (5-7)	6%	(45)	11%	(75)	5%	(34)	6%	(42)	73%	(518)	714
Educ: < College	5%	(75)	10%	(151)	4%	(68)	5%	(72)	76%	(1147)	1513
Educ: Bachelors degree	11%	(49)	17%	(77)	5%	(23)	3%	(11)	64%	(284)	444
Educ: Post-grad	15%	(36)	17%	(41)	5%	(11)	4%	(11)	60%	(146)	244
Income: Under 50k	5%	(66)	9%	(114)	5%	(58)	4%	(45)	77%	(933)	1217
Income: 50k-100k	8%	(51)	14%	(95)	4%	(27)	4%	(30)	70%	(467)	670
Income: 100k+	14%	(42)	19%	(59)	5%	(17)	6%	(20)	56%	(176)	314
Ethnicity: White	7%	(115)	12%	(209)	4%	(75)	4%	(61)	73%	(1262)	1722

Continued on next page

**Table MCEN3\_4:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Rege-Jean Page

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(159)	12%	(269)	5%	(102)	4%	(94)	72%	(1576)	2201
Ethnicity: Hispanic	5%	(19)	16%	(55)	8%	(28)	7%	(26)	63%	(221)	350
Ethnicity: Black	9%	(25)	13%	(37)	6%	(16)	8%	(22)	64%	(175)	274
Ethnicity: Other	10%	(19)	11%	(23)	5%	(11)	6%	(11)	69%	(140)	204
All Christian	8%	(79)	14%	(144)	5%	(46)	3%	(27)	70%	(705)	1001
All Non-Christian	19%	(24)	22%	(27)	7%	(8)	6%	(7)	46%	(58)	124
Atheist	4%	(4)	9%	(8)	4%	(3)	13%	(12)	71%	(66)	92
Agnostic/Nothing in particular	5%	(31)	9%	(55)	5%	(33)	4%	(24)	77%	(466)	609
Something Else	6%	(22)	9%	(34)	3%	(13)	6%	(24)	75%	(282)	375
Religious Non-Protestant/Catholic	18%	(25)	20%	(28)	6%	(9)	5%	(7)	51%	(72)	141
Evangelical	9%	(54)	13%	(79)	5%	(29)	5%	(29)	68%	(398)	588
Non-Evangelical	6%	(43)	13%	(96)	3%	(25)	3%	(23)	75%	(566)	752
Community: Urban	13%	(86)	18%	(125)	6%	(39)	5%	(33)	59%	(401)	683
Community: Suburban	6%	(55)	10%	(96)	5%	(45)	5%	(50)	75%	(733)	978
Community: Rural	4%	(19)	9%	(48)	3%	(18)	2%	(12)	82%	(442)	540
Employ: Private Sector	11%	(78)	18%	(127)	5%	(34)	6%	(39)	61%	(426)	704
Employ: Government	15%	(18)	18%	(22)	6%	(7)	4%	(5)	58%	(71)	122
Employ: Self-Employed	7%	(18)	16%	(40)	6%	(15)	6%	(16)	63%	(154)	243
Employ: Homemaker	7%	(10)	7%	(10)	2%	(2)	3%	(4)	81%	(111)	137
Employ: Student	6%	(4)	13%	(7)	14%	(8)	3%	(2)	64%	(36)	57
Employ: Retired	3%	(16)	5%	(27)	2%	(11)	2%	(12)	87%	(444)	509
Employ: Unemployed	4%	(11)	9%	(27)	5%	(16)	4%	(11)	79%	(238)	302
Employ: Other	4%	(5)	7%	(9)	8%	(10)	5%	(7)	76%	(96)	127
Military HH: Yes	6%	(21)	8%	(27)	4%	(11)	4%	(13)	78%	(253)	326
Military HH: No	7%	(139)	13%	(242)	5%	(91)	4%	(81)	71%	(1323)	1875
RD/WT: Right Direction	13%	(110)	19%	(158)	5%	(45)	3%	(26)	60%	(513)	852
RD/WT: Wrong Track	4%	(50)	8%	(111)	4%	(57)	5%	(68)	79%	(1064)	1349
Biden Job Approve	12%	(124)	16%	(169)	5%	(57)	3%	(33)	64%	(670)	1053
Biden Job Disapprove	3%	(31)	9%	(94)	4%	(45)	6%	(61)	78%	(809)	1040

Continued on next page

**Table MCEN3\_4:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Rege-Jean Page

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(159)	12%	(269)	5%	(102)	4%	(94)	72%	(1576)	2201
Biden Job Strongly Approve	17%	(92)	16%	(85)	6%	(30)	4%	(22)	57%	(298)	527
Biden Job Somewhat Approve	6%	(32)	16%	(84)	5%	(27)	2%	(10)	71%	(373)	526
Biden Job Somewhat Disapprove	3%	(7)	14%	(40)	7%	(20)	4%	(10)	72%	(204)	282
Biden Job Strongly Disapprove	3%	(24)	7%	(54)	3%	(25)	7%	(51)	80%	(605)	759
Favorable of Biden	12%	(122)	15%	(162)	5%	(55)	3%	(32)	65%	(681)	1052
Unfavorable of Biden	3%	(34)	10%	(101)	4%	(41)	6%	(62)	77%	(816)	1055
Very Favorable of Biden	15%	(84)	16%	(91)	5%	(28)	4%	(22)	60%	(335)	560
Somewhat Favorable of Biden	8%	(38)	14%	(70)	6%	(28)	2%	(10)	70%	(346)	492
Somewhat Unfavorable of Biden	3%	(7)	13%	(33)	7%	(18)	4%	(10)	73%	(183)	252
Very Unfavorable of Biden	3%	(27)	8%	(68)	3%	(23)	6%	(52)	79%	(633)	802
#1 Issue: Economy	7%	(59)	13%	(105)	5%	(39)	6%	(48)	70%	(579)	830
#1 Issue: Security	6%	(20)	11%	(34)	5%	(15)	6%	(18)	73%	(230)	317
#1 Issue: Health Care	12%	(32)	16%	(43)	5%	(15)	4%	(10)	63%	(166)	264
#1 Issue: Medicare / Social Security	3%	(8)	7%	(20)	3%	(9)	1%	(3)	86%	(249)	289
#1 Issue: Women's Issues	6%	(9)	11%	(16)	7%	(12)	4%	(6)	72%	(112)	155
#1 Issue: Education	14%	(13)	20%	(18)	4%	(4)	5%	(4)	58%	(54)	94
#1 Issue: Energy	12%	(16)	20%	(25)	7%	(9)	3%	(3)	58%	(74)	127
#1 Issue: Other	3%	(3)	6%	(7)	1%	(1)	1%	(1)	90%	(113)	125
2020 Vote: Joe Biden	11%	(108)	16%	(156)	5%	(52)	4%	(39)	65%	(649)	1003
2020 Vote: Donald Trump	5%	(36)	9%	(64)	4%	(30)	5%	(33)	77%	(544)	707
2020 Vote: Other	2%	(2)	10%	(9)	7%	(6)	11%	(10)	70%	(63)	90
2020 Vote: Didn't Vote	4%	(14)	10%	(39)	3%	(14)	3%	(13)	80%	(316)	396
2018 House Vote: Democrat	12%	(95)	15%	(121)	5%	(42)	4%	(28)	64%	(504)	789
2018 House Vote: Republican	4%	(22)	11%	(62)	5%	(27)	4%	(21)	77%	(435)	567
2018 House Vote: Someone else	1%	(0)	12%	(9)	11%	(8)	6%	(4)	71%	(54)	76
2016 Vote: Hillary Clinton	11%	(79)	14%	(102)	5%	(34)	3%	(23)	67%	(478)	716
2016 Vote: Donald Trump	6%	(38)	11%	(75)	5%	(33)	5%	(32)	74%	(492)	668
2016 Vote: Other	2%	(2)	8%	(8)	7%	(7)	8%	(9)	75%	(80)	106
2016 Vote: Didn't Vote	6%	(39)	12%	(83)	4%	(28)	4%	(30)	74%	(526)	707

Continued on next page

**Table MCEN3\_4:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Rege-Jean Page

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(159)	12%	(269)	5%	(102)	4%	(94)	72%	(1576)	2201
Voted in 2014: Yes	8%	(103)	13%	(165)	5%	(66)	4%	(49)	70%	(880)	1263
Voted in 2014: No	6%	(57)	11%	(103)	4%	(36)	5%	(46)	74%	(697)	938
4-Region: Northeast	10%	(41)	11%	(45)	4%	(14)	2%	(10)	72%	(285)	394
4-Region: Midwest	5%	(23)	9%	(40)	6%	(29)	4%	(18)	76%	(353)	462
4-Region: South	6%	(52)	14%	(113)	4%	(37)	4%	(36)	71%	(588)	825
4-Region: West	9%	(45)	14%	(71)	4%	(23)	6%	(31)	67%	(351)	520
Avid Film Fan	13%	(109)	16%	(132)	6%	(46)	5%	(42)	60%	(491)	821
Casual Film Fan	4%	(49)	11%	(125)	4%	(49)	3%	(39)	77%	(869)	1130
Avid TV Fan	11%	(115)	14%	(148)	5%	(50)	4%	(37)	67%	(711)	1062
Casual TV Fan	4%	(39)	10%	(104)	5%	(46)	5%	(51)	76%	(754)	994
Avid Bond Fan	15%	(80)	19%	(101)	5%	(28)	5%	(29)	55%	(297)	536
Casual Bond Fan	6%	(56)	14%	(127)	5%	(45)	3%	(32)	72%	(656)	916

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

**Table MCEN3\_5:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

James Norton

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	9%	(201)	14%	(317)	6%	(121)	4%	(78)	67%	(1484)	2201
Gender: Male	13%	(142)	17%	(179)	7%	(73)	4%	(46)	59%	(622)	1062
Gender: Female	5%	(59)	12%	(138)	4%	(49)	3%	(32)	76%	(862)	1139
Age: 18-34	14%	(91)	18%	(119)	9%	(57)	6%	(38)	53%	(350)	655
Age: 35-44	16%	(59)	18%	(66)	5%	(18)	4%	(13)	56%	(202)	358
Age: 45-64	6%	(42)	13%	(98)	5%	(36)	3%	(19)	74%	(557)	751
Age: 65+	2%	(10)	8%	(34)	2%	(10)	2%	(7)	86%	(375)	436
GenZers: 1997-2012	9%	(16)	13%	(23)	9%	(17)	3%	(6)	66%	(124)	186
Millennials: 1981-1996	17%	(119)	21%	(146)	7%	(49)	6%	(42)	49%	(346)	701
GenXers: 1965-1980	9%	(50)	13%	(68)	7%	(36)	2%	(13)	69%	(367)	533
Baby Boomers: 1946-1964	2%	(17)	11%	(79)	2%	(16)	2%	(16)	82%	(579)	706
PID: Dem (no lean)	15%	(125)	15%	(133)	6%	(52)	4%	(33)	60%	(516)	859
PID: Ind (no lean)	5%	(36)	16%	(112)	4%	(30)	3%	(21)	72%	(522)	721
PID: Rep (no lean)	6%	(40)	12%	(72)	6%	(39)	4%	(23)	72%	(447)	621
PID/Gender: Dem Men	22%	(91)	19%	(81)	7%	(29)	4%	(17)	48%	(204)	422
PID/Gender: Dem Women	8%	(34)	12%	(52)	5%	(23)	4%	(16)	71%	(311)	437
PID/Gender: Ind Men	7%	(25)	18%	(62)	5%	(16)	4%	(15)	65%	(219)	336
PID/Gender: Ind Women	3%	(11)	13%	(50)	4%	(14)	2%	(6)	79%	(303)	385
PID/Gender: Rep Men	9%	(26)	12%	(37)	9%	(28)	5%	(14)	66%	(200)	304
PID/Gender: Rep Women	4%	(13)	11%	(35)	3%	(11)	3%	(10)	78%	(247)	317
Ideo: Liberal (1-3)	11%	(73)	14%	(88)	6%	(39)	4%	(28)	64%	(411)	639
Ideo: Moderate (4)	9%	(59)	19%	(121)	6%	(37)	2%	(15)	64%	(408)	641
Ideo: Conservative (5-7)	9%	(65)	13%	(92)	6%	(41)	4%	(27)	68%	(489)	714
Educ: < College	7%	(111)	12%	(186)	5%	(78)	4%	(55)	72%	(1083)	1513
Educ: Bachelors degree	12%	(52)	19%	(84)	6%	(24)	3%	(12)	61%	(272)	444
Educ: Post-grad	15%	(38)	20%	(48)	8%	(19)	5%	(11)	53%	(129)	244
Income: Under 50k	8%	(92)	11%	(136)	4%	(52)	4%	(45)	73%	(891)	1217
Income: 50k-100k	8%	(56)	18%	(119)	7%	(45)	4%	(26)	63%	(425)	670
Income: 100k+	17%	(53)	20%	(62)	8%	(24)	2%	(7)	53%	(168)	314
Ethnicity: White	9%	(153)	14%	(244)	5%	(88)	3%	(56)	69%	(1181)	1722

Continued on next page



**Table MCEN3\_5:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

James Norton

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	9%	(201)	14%	(317)	6%	(121)	4%	(78)	67%	(1484)	2201
Ethnicity: Hispanic	12%	(43)	17%	(58)	8%	(29)	5%	(18)	58%	(201)	350
Ethnicity: Black	13%	(37)	14%	(40)	8%	(21)	5%	(14)	59%	(163)	274
Ethnicity: Other	6%	(11)	16%	(33)	6%	(12)	4%	(8)	69%	(140)	204
All Christian	10%	(103)	15%	(152)	6%	(57)	2%	(24)	66%	(665)	1001
All Non-Christian	23%	(28)	23%	(29)	10%	(12)	5%	(6)	39%	(49)	124
Atheist	8%	(8)	16%	(15)	3%	(3)	5%	(4)	68%	(63)	92
Agnostic/Nothing in particular	8%	(47)	12%	(71)	5%	(30)	3%	(18)	73%	(442)	609
Something Else	4%	(15)	13%	(50)	5%	(20)	7%	(25)	71%	(264)	375
Religious Non-Protestant/Catholic	20%	(28)	22%	(31)	9%	(13)	4%	(6)	44%	(62)	141
Evangelical	13%	(76)	14%	(83)	7%	(40)	4%	(26)	62%	(363)	588
Non-Evangelical	5%	(39)	15%	(114)	4%	(32)	3%	(23)	72%	(545)	752
Community: Urban	17%	(118)	17%	(119)	7%	(49)	4%	(25)	55%	(373)	683
Community: Suburban	5%	(53)	13%	(132)	6%	(55)	4%	(38)	72%	(700)	978
Community: Rural	6%	(30)	12%	(67)	3%	(17)	3%	(15)	76%	(412)	540
Employ: Private Sector	14%	(99)	20%	(139)	6%	(42)	4%	(26)	57%	(398)	704
Employ: Government	23%	(29)	16%	(19)	7%	(9)	4%	(5)	50%	(61)	122
Employ: Self-Employed	9%	(22)	17%	(42)	8%	(20)	5%	(13)	60%	(146)	243
Employ: Homemaker	8%	(10)	12%	(16)	7%	(9)	4%	(6)	70%	(96)	137
Employ: Student	11%	(7)	14%	(8)	10%	(6)	3%	(2)	61%	(34)	57
Employ: Retired	3%	(13)	9%	(44)	2%	(9)	2%	(12)	85%	(432)	509
Employ: Unemployed	6%	(18)	13%	(39)	5%	(14)	3%	(8)	74%	(223)	302
Employ: Other	3%	(4)	9%	(11)	9%	(12)	5%	(6)	74%	(93)	127
Military HH: Yes	8%	(25)	13%	(44)	4%	(14)	3%	(10)	71%	(233)	326
Military HH: No	9%	(176)	15%	(273)	6%	(107)	4%	(67)	67%	(1251)	1875
RD/WT: Right Direction	16%	(134)	19%	(159)	6%	(49)	3%	(29)	57%	(481)	852
RD/WT: Wrong Track	5%	(67)	12%	(159)	5%	(72)	4%	(49)	74%	(1003)	1349
Biden Job Approve	14%	(148)	16%	(167)	6%	(64)	3%	(31)	61%	(643)	1053
Biden Job Disapprove	5%	(51)	13%	(139)	5%	(57)	4%	(45)	72%	(748)	1040

Continued on next page

**Table MCEN3\_5:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

James Norton

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	9%	(201)	14%	(317)	6%	(121)	4%	(78)	67%	(1484)	2201
Biden Job Strongly Approve	21%	(113)	16%	(83)	6%	(32)	3%	(16)	54%	(282)	527
Biden Job Somewhat Approve	7%	(35)	16%	(84)	6%	(31)	3%	(15)	69%	(361)	526
Biden Job Somewhat Disapprove	5%	(13)	18%	(52)	7%	(20)	4%	(12)	66%	(185)	282
Biden Job Strongly Disapprove	5%	(38)	12%	(88)	5%	(37)	4%	(32)	74%	(564)	759
Favorable of Biden	13%	(142)	16%	(171)	5%	(57)	3%	(29)	62%	(654)	1052
Unfavorable of Biden	6%	(58)	13%	(140)	6%	(62)	4%	(46)	71%	(748)	1055
Very Favorable of Biden	18%	(103)	15%	(86)	5%	(27)	3%	(18)	58%	(326)	560
Somewhat Favorable of Biden	8%	(39)	17%	(84)	6%	(30)	2%	(11)	67%	(328)	492
Somewhat Unfavorable of Biden	4%	(11)	17%	(43)	7%	(19)	5%	(13)	66%	(167)	252
Very Unfavorable of Biden	6%	(47)	12%	(97)	5%	(44)	4%	(33)	72%	(581)	802
#1 Issue: Economy	7%	(62)	18%	(152)	7%	(57)	5%	(38)	63%	(520)	830
#1 Issue: Security	9%	(29)	11%	(36)	4%	(14)	3%	(9)	72%	(230)	317
#1 Issue: Health Care	16%	(43)	17%	(46)	6%	(17)	4%	(11)	56%	(148)	264
#1 Issue: Medicare / Social Security	7%	(19)	7%	(20)	3%	(8)	2%	(5)	82%	(236)	289
#1 Issue: Women's Issues	9%	(14)	11%	(17)	5%	(8)	4%	(6)	71%	(110)	155
#1 Issue: Education	13%	(12)	19%	(18)	6%	(5)	4%	(3)	58%	(54)	94
#1 Issue: Energy	14%	(18)	17%	(21)	9%	(11)	2%	(3)	58%	(73)	127
#1 Issue: Other	3%	(3)	5%	(7)	—	(0)	2%	(3)	90%	(113)	125
2020 Vote: Joe Biden	13%	(129)	16%	(160)	6%	(63)	3%	(34)	62%	(617)	1003
2020 Vote: Donald Trump	7%	(49)	13%	(95)	5%	(38)	3%	(23)	71%	(501)	707
2020 Vote: Other	1%	(0)	13%	(11)	6%	(5)	6%	(5)	75%	(67)	90
2020 Vote: Didn't Vote	5%	(22)	13%	(50)	4%	(15)	4%	(15)	74%	(294)	396
2018 House Vote: Democrat	13%	(104)	17%	(137)	6%	(51)	3%	(27)	60%	(471)	789
2018 House Vote: Republican	6%	(35)	13%	(71)	6%	(34)	3%	(18)	72%	(409)	567
2018 House Vote: Someone else	2%	(2)	17%	(13)	5%	(4)	—	(0)	76%	(58)	76
2016 Vote: Hillary Clinton	13%	(91)	17%	(121)	5%	(34)	3%	(23)	62%	(447)	716
2016 Vote: Donald Trump	7%	(50)	14%	(95)	6%	(42)	4%	(25)	68%	(456)	668
2016 Vote: Other	1%	(1)	12%	(13)	5%	(5)	4%	(4)	78%	(82)	106
2016 Vote: Didn't Vote	8%	(55)	12%	(88)	6%	(39)	4%	(25)	70%	(498)	707

Continued on next page

**Table MCEN3\_5:** *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*  
 James Norton

<b>Demographic</b>	<b>Very favorable</b>		<b>Somewhat favorable</b>		<b>Somewhat unfavorable</b>		<b>Very unfavorable</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	9%	(201)	14%	(317)	6%	(121)	4%	(78)	67%	(1484)	2201
Voted in 2014: Yes	10%	(128)	15%	(192)	6%	(72)	3%	(42)	66%	(829)	1263
Voted in 2014: No	8%	(73)	13%	(125)	5%	(49)	4%	(35)	70%	(655)	938
4-Region: Northeast	10%	(40)	16%	(64)	7%	(27)	3%	(12)	64%	(251)	394
4-Region: Midwest	7%	(33)	9%	(44)	5%	(23)	3%	(14)	75%	(349)	462
4-Region: South	8%	(69)	16%	(128)	4%	(37)	4%	(29)	68%	(561)	825
4-Region: West	11%	(59)	16%	(81)	7%	(35)	4%	(22)	62%	(323)	520
Avid Film Fan	15%	(127)	18%	(144)	6%	(47)	5%	(40)	56%	(464)	821
Casual Film Fan	5%	(62)	14%	(161)	6%	(65)	3%	(30)	72%	(812)	1130
Avid TV Fan	14%	(149)	16%	(171)	5%	(58)	3%	(29)	62%	(656)	1062
Casual TV Fan	5%	(47)	13%	(132)	5%	(54)	4%	(42)	72%	(719)	994
Avid Bond Fan	21%	(110)	21%	(110)	7%	(38)	4%	(23)	48%	(255)	536
Casual Bond Fan	7%	(69)	17%	(157)	6%	(54)	2%	(22)	67%	(614)	916

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

**Table MCEN3\_6:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Sam Heughan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(164)	11%	(248)	5%	(114)	4%	(78)	73%	(1596)	2201
Gender: Male	10%	(107)	13%	(143)	7%	(73)	5%	(52)	65%	(688)	1062
Gender: Female	5%	(57)	9%	(106)	4%	(42)	2%	(26)	80%	(908)	1139
Age: 18-34	10%	(67)	16%	(104)	9%	(59)	7%	(45)	58%	(381)	655
Age: 35-44	11%	(41)	17%	(60)	7%	(24)	3%	(10)	63%	(224)	358
Age: 45-64	5%	(40)	9%	(68)	3%	(24)	2%	(16)	80%	(603)	751
Age: 65+	4%	(16)	4%	(17)	2%	(7)	2%	(8)	89%	(388)	436
GenZers: 1997-2012	8%	(14)	7%	(14)	9%	(16)	5%	(10)	71%	(133)	186
Millennials: 1981-1996	12%	(86)	20%	(141)	8%	(58)	6%	(41)	54%	(376)	701
GenXers: 1965-1980	6%	(32)	10%	(51)	5%	(26)	3%	(16)	77%	(409)	533
Baby Boomers: 1946-1964	5%	(32)	6%	(42)	2%	(13)	1%	(11)	86%	(609)	706
PID: Dem (no lean)	11%	(98)	14%	(120)	6%	(49)	4%	(30)	65%	(561)	859
PID: Ind (no lean)	5%	(34)	10%	(73)	5%	(38)	3%	(19)	77%	(556)	721
PID: Rep (no lean)	5%	(31)	9%	(55)	4%	(27)	5%	(29)	77%	(479)	621
PID/Gender: Dem Men	18%	(76)	17%	(72)	6%	(26)	5%	(21)	54%	(227)	422
PID/Gender: Dem Women	5%	(23)	11%	(48)	5%	(23)	2%	(10)	76%	(334)	437
PID/Gender: Ind Men	6%	(20)	10%	(33)	8%	(26)	4%	(14)	72%	(243)	336
PID/Gender: Ind Women	4%	(14)	10%	(40)	3%	(12)	1%	(5)	82%	(314)	385
PID/Gender: Rep Men	4%	(11)	12%	(37)	7%	(20)	6%	(18)	72%	(218)	304
PID/Gender: Rep Women	6%	(20)	6%	(17)	2%	(7)	4%	(11)	82%	(261)	317
Ideo: Liberal (1-3)	10%	(64)	11%	(68)	4%	(28)	4%	(24)	71%	(454)	639
Ideo: Moderate (4)	6%	(38)	15%	(95)	7%	(45)	3%	(17)	70%	(446)	641
Ideo: Conservative (5-7)	8%	(59)	10%	(74)	5%	(33)	4%	(31)	72%	(517)	714
Educ: < College	6%	(85)	9%	(133)	5%	(75)	4%	(60)	77%	(1161)	1513
Educ: Bachelors degree	11%	(48)	18%	(80)	6%	(25)	2%	(8)	64%	(283)	444
Educ: Post-grad	13%	(31)	14%	(35)	6%	(15)	4%	(11)	62%	(152)	244
Income: Under 50k	5%	(63)	8%	(97)	5%	(60)	4%	(48)	78%	(948)	1217
Income: 50k-100k	8%	(53)	14%	(96)	5%	(35)	3%	(23)	69%	(463)	670
Income: 100k+	15%	(48)	17%	(55)	6%	(19)	2%	(6)	59%	(186)	314
Ethnicity: White	7%	(119)	11%	(192)	5%	(86)	3%	(53)	74%	(1272)	1722

Continued on next page

**Table MCEN3\_6:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Sam Heughan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(164)	11%	(248)	5%	(114)	4%	(78)	73%	(1596)	2201
Ethnicity: Hispanic	9%	(32)	14%	(50)	7%	(24)	6%	(20)	64%	(225)	350
Ethnicity: Black	10%	(28)	9%	(24)	6%	(17)	7%	(20)	68%	(186)	274
Ethnicity: Other	8%	(17)	16%	(32)	6%	(11)	3%	(5)	68%	(138)	204
All Christian	8%	(79)	14%	(135)	5%	(49)	3%	(25)	71%	(712)	1001
All Non-Christian	20%	(24)	19%	(23)	7%	(9)	5%	(6)	50%	(62)	124
Atheist	4%	(3)	11%	(10)	7%	(7)	4%	(4)	74%	(68)	92
Agnostic/Nothing in particular	7%	(44)	8%	(51)	5%	(30)	3%	(21)	76%	(463)	609
Something Else	4%	(13)	8%	(28)	5%	(20)	6%	(22)	78%	(291)	375
Religious Non-Protestant/Catholic	17%	(24)	17%	(24)	7%	(10)	4%	(6)	55%	(77)	141
Evangelical	9%	(53)	13%	(75)	6%	(34)	4%	(24)	68%	(402)	588
Non-Evangelical	5%	(37)	11%	(83)	4%	(31)	3%	(23)	77%	(578)	752
Community: Urban	12%	(85)	16%	(111)	7%	(51)	3%	(20)	61%	(417)	683
Community: Suburban	6%	(57)	9%	(86)	5%	(52)	5%	(44)	75%	(738)	978
Community: Rural	4%	(22)	9%	(51)	2%	(12)	3%	(14)	82%	(441)	540
Employ: Private Sector	13%	(90)	16%	(110)	6%	(40)	4%	(25)	62%	(439)	704
Employ: Government	11%	(14)	20%	(25)	8%	(10)	4%	(4)	57%	(69)	122
Employ: Self-Employed	7%	(17)	16%	(40)	6%	(14)	7%	(18)	64%	(154)	243
Employ: Homemaker	3%	(4)	10%	(14)	3%	(4)	—	(0)	84%	(115)	137
Employ: Student	6%	(3)	7%	(4)	14%	(8)	1%	(1)	73%	(41)	57
Employ: Retired	4%	(19)	5%	(23)	2%	(11)	2%	(9)	88%	(448)	509
Employ: Unemployed	4%	(13)	8%	(23)	6%	(19)	5%	(15)	77%	(232)	302
Employ: Other	3%	(4)	8%	(10)	7%	(9)	5%	(7)	77%	(97)	127
Military HH: Yes	7%	(23)	10%	(33)	4%	(12)	2%	(7)	77%	(252)	326
Military HH: No	8%	(142)	11%	(215)	5%	(103)	4%	(71)	72%	(1344)	1875
RD/WT: Right Direction	13%	(111)	17%	(143)	7%	(56)	2%	(21)	61%	(519)	852
RD/WT: Wrong Track	4%	(53)	8%	(105)	4%	(58)	4%	(57)	80%	(1076)	1349
Biden Job Approve	11%	(119)	15%	(153)	6%	(65)	3%	(32)	65%	(683)	1053
Biden Job Disapprove	4%	(44)	9%	(90)	5%	(48)	4%	(46)	78%	(812)	1040

Continued on next page

**Table MCEN3\_6:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Sam Heughan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(164)	11%	(248)	5%	(114)	4%	(78)	73%	(1596)	2201
Biden Job Strongly Approve	17%	(89)	17%	(92)	6%	(30)	3%	(16)	57%	(300)	527
Biden Job Somewhat Approve	6%	(31)	12%	(61)	7%	(35)	3%	(16)	73%	(383)	526
Biden Job Somewhat Disapprove	4%	(11)	11%	(32)	7%	(19)	3%	(8)	75%	(212)	282
Biden Job Strongly Disapprove	4%	(32)	8%	(58)	4%	(30)	5%	(38)	79%	(600)	759
Favorable of Biden	11%	(115)	14%	(152)	5%	(55)	3%	(31)	67%	(700)	1052
Unfavorable of Biden	5%	(48)	9%	(91)	5%	(54)	4%	(47)	77%	(815)	1055
Very Favorable of Biden	15%	(83)	17%	(96)	5%	(27)	3%	(14)	61%	(340)	560
Somewhat Favorable of Biden	6%	(32)	11%	(56)	6%	(28)	3%	(16)	73%	(360)	492
Somewhat Unfavorable of Biden	4%	(10)	11%	(27)	8%	(19)	4%	(10)	73%	(185)	252
Very Unfavorable of Biden	5%	(38)	8%	(64)	4%	(35)	5%	(36)	78%	(629)	802
#1 Issue: Economy	7%	(58)	12%	(99)	6%	(46)	5%	(42)	70%	(585)	830
#1 Issue: Security	7%	(21)	9%	(30)	4%	(12)	5%	(15)	75%	(239)	317
#1 Issue: Health Care	10%	(27)	16%	(43)	6%	(16)	4%	(10)	64%	(169)	264
#1 Issue: Medicare / Social Security	5%	(13)	7%	(19)	3%	(9)	1%	(4)	84%	(243)	289
#1 Issue: Women's Issues	5%	(7)	9%	(14)	8%	(13)	2%	(3)	76%	(119)	155
#1 Issue: Education	8%	(7)	18%	(17)	5%	(5)	2%	(2)	66%	(62)	94
#1 Issue: Energy	14%	(18)	16%	(20)	8%	(11)	1%	(2)	60%	(76)	127
#1 Issue: Other	10%	(12)	5%	(6)	3%	(3)	1%	(1)	82%	(103)	125
2020 Vote: Joe Biden	10%	(100)	13%	(134)	6%	(58)	4%	(38)	67%	(674)	1003
2020 Vote: Donald Trump	6%	(43)	10%	(70)	3%	(24)	4%	(27)	77%	(543)	707
2020 Vote: Other	4%	(4)	5%	(4)	15%	(14)	2%	(1)	74%	(66)	90
2020 Vote: Didn't Vote	4%	(17)	10%	(40)	5%	(18)	3%	(13)	78%	(308)	396
2018 House Vote: Democrat	10%	(82)	14%	(114)	6%	(49)	3%	(25)	66%	(519)	789
2018 House Vote: Republican	6%	(35)	9%	(53)	4%	(22)	3%	(18)	77%	(439)	567
2018 House Vote: Someone else	2%	(1)	9%	(7)	10%	(8)	—	(0)	80%	(61)	76
2016 Vote: Hillary Clinton	10%	(71)	13%	(94)	6%	(42)	3%	(22)	68%	(487)	716
2016 Vote: Donald Trump	7%	(45)	11%	(75)	4%	(28)	3%	(23)	74%	(497)	668
2016 Vote: Other	2%	(2)	6%	(6)	10%	(11)	2%	(2)	80%	(85)	106
2016 Vote: Didn't Vote	6%	(45)	10%	(71)	5%	(33)	4%	(32)	74%	(526)	707

Continued on next page

**Table MCEN3\_6:** *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*

Sam Heughan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(164)	11%	(248)	5%	(114)	4%	(78)	73%	(1596)	2201
Voted in 2014: Yes	8%	(107)	11%	(141)	6%	(75)	3%	(38)	71%	(902)	1263
Voted in 2014: No	6%	(57)	11%	(107)	4%	(39)	4%	(40)	74%	(694)	938
4-Region: Northeast	9%	(33)	12%	(47)	5%	(18)	4%	(14)	71%	(281)	394
4-Region: Midwest	7%	(31)	6%	(30)	6%	(29)	3%	(12)	78%	(362)	462
4-Region: South	6%	(49)	13%	(109)	4%	(33)	4%	(32)	73%	(602)	825
4-Region: West	10%	(51)	12%	(63)	7%	(34)	4%	(20)	68%	(351)	520
Avid Film Fan	13%	(107)	15%	(126)	6%	(50)	5%	(39)	61%	(499)	821
Casual Film Fan	5%	(53)	10%	(110)	5%	(56)	3%	(28)	78%	(883)	1130
Avid TV Fan	11%	(113)	14%	(150)	6%	(59)	3%	(36)	66%	(703)	1062
Casual TV Fan	5%	(47)	8%	(84)	5%	(49)	3%	(34)	78%	(780)	994
Avid Bond Fan	16%	(83)	17%	(91)	9%	(47)	4%	(23)	54%	(292)	536
Casual Bond Fan	7%	(65)	13%	(116)	5%	(44)	3%	(27)	72%	(664)	916

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

**Table MCEN3\_7:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Aidan Turner

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(153)	13%	(290)	5%	(100)	4%	(83)	72%	(1575)	2201
Gender: Male	10%	(104)	15%	(163)	6%	(65)	5%	(50)	64%	(681)	1062
Gender: Female	4%	(49)	11%	(127)	3%	(35)	3%	(33)	79%	(894)	1139
Age: 18-34	10%	(64)	19%	(124)	8%	(51)	8%	(50)	56%	(366)	655
Age: 35-44	15%	(55)	15%	(53)	5%	(19)	3%	(10)	62%	(220)	358
Age: 45-64	4%	(27)	12%	(88)	3%	(23)	2%	(18)	79%	(595)	751
Age: 65+	2%	(7)	6%	(24)	1%	(6)	1%	(5)	90%	(394)	436
GenZers: 1997-2012	6%	(11)	16%	(29)	6%	(10)	5%	(9)	68%	(126)	186
Millennials: 1981-1996	14%	(99)	18%	(130)	7%	(50)	7%	(50)	53%	(372)	701
GenXers: 1965-1980	6%	(32)	15%	(78)	4%	(23)	2%	(13)	73%	(387)	533
Baby Boomers: 1946-1964	1%	(10)	7%	(53)	2%	(13)	1%	(10)	88%	(620)	706
PID: Dem (no lean)	12%	(101)	16%	(136)	5%	(43)	3%	(28)	64%	(550)	859
PID: Ind (no lean)	4%	(26)	13%	(95)	4%	(29)	3%	(21)	76%	(550)	721
PID: Rep (no lean)	4%	(26)	10%	(59)	4%	(27)	5%	(34)	76%	(475)	621
PID/Gender: Dem Men	18%	(75)	19%	(79)	7%	(29)	4%	(16)	53%	(223)	422
PID/Gender: Dem Women	6%	(27)	13%	(57)	3%	(14)	3%	(13)	75%	(326)	437
PID/Gender: Ind Men	3%	(10)	15%	(49)	6%	(20)	4%	(12)	73%	(244)	336
PID/Gender: Ind Women	4%	(15)	12%	(46)	2%	(9)	2%	(9)	79%	(306)	385
PID/Gender: Rep Men	6%	(19)	12%	(36)	5%	(15)	7%	(22)	70%	(213)	304
PID/Gender: Rep Women	2%	(8)	7%	(24)	4%	(12)	4%	(12)	83%	(262)	317
Ideo: Liberal (1-3)	9%	(57)	14%	(90)	4%	(26)	3%	(18)	70%	(448)	639
Ideo: Moderate (4)	7%	(46)	17%	(107)	4%	(29)	4%	(28)	67%	(432)	641
Ideo: Conservative (5-7)	6%	(46)	12%	(87)	5%	(32)	4%	(32)	73%	(518)	714
Educ: < College	4%	(61)	12%	(184)	4%	(65)	4%	(67)	75%	(1135)	1513
Educ: Bachelors degree	12%	(53)	15%	(69)	5%	(22)	2%	(9)	66%	(291)	444
Educ: Post-grad	16%	(39)	15%	(37)	5%	(12)	3%	(6)	61%	(149)	244
Income: Under 50k	4%	(52)	11%	(133)	4%	(51)	4%	(50)	76%	(931)	1217
Income: 50k-100k	8%	(52)	15%	(102)	5%	(31)	3%	(19)	69%	(466)	670
Income: 100k+	15%	(49)	18%	(55)	6%	(18)	4%	(14)	57%	(179)	314
Ethnicity: White	7%	(119)	12%	(210)	5%	(81)	3%	(52)	73%	(1260)	1722

Continued on next page



**Table MCEN3\_7:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Aidan Turner

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(153)	13%	(290)	5%	(100)	4%	(83)	72%	(1575)	2201
Ethnicity: Hispanic	9%	(32)	14%	(50)	6%	(22)	9%	(32)	61%	(213)	350
Ethnicity: Black	9%	(26)	17%	(48)	4%	(12)	7%	(20)	62%	(169)	274
Ethnicity: Other	4%	(8)	16%	(33)	3%	(7)	5%	(11)	71%	(145)	204
All Christian	8%	(80)	14%	(144)	5%	(46)	2%	(22)	71%	(708)	1001
All Non-Christian	21%	(26)	17%	(21)	6%	(8)	5%	(6)	50%	(63)	124
Atheist	6%	(5)	15%	(14)	1%	(1)	7%	(6)	72%	(66)	92
Agnostic/Nothing in particular	5%	(30)	11%	(67)	5%	(32)	4%	(23)	75%	(457)	609
Something Else	3%	(12)	11%	(43)	4%	(13)	7%	(26)	75%	(281)	375
Religious Non-Protestant/Catholic	20%	(28)	18%	(25)	6%	(8)	4%	(6)	53%	(75)	141
Evangelical	9%	(51)	15%	(91)	5%	(29)	4%	(24)	67%	(393)	588
Non-Evangelical	5%	(34)	12%	(88)	4%	(29)	3%	(24)	77%	(577)	752
Community: Urban	14%	(93)	16%	(110)	6%	(44)	4%	(28)	60%	(408)	683
Community: Suburban	5%	(44)	11%	(110)	4%	(39)	4%	(39)	76%	(745)	978
Community: Rural	3%	(16)	13%	(70)	3%	(17)	3%	(16)	78%	(421)	540
Employ: Private Sector	12%	(87)	16%	(113)	5%	(33)	4%	(30)	63%	(442)	704
Employ: Government	15%	(19)	18%	(22)	9%	(12)	5%	(6)	53%	(64)	122
Employ: Self-Employed	7%	(16)	19%	(45)	7%	(18)	6%	(15)	62%	(149)	243
Employ: Homemaker	2%	(3)	13%	(18)	3%	(4)	3%	(4)	78%	(108)	137
Employ: Student	5%	(3)	10%	(6)	10%	(6)	3%	(2)	72%	(41)	57
Employ: Retired	2%	(8)	6%	(33)	2%	(10)	2%	(11)	88%	(448)	509
Employ: Unemployed	6%	(17)	12%	(37)	5%	(15)	2%	(6)	75%	(227)	302
Employ: Other	—	(0)	13%	(17)	2%	(3)	8%	(10)	76%	(96)	127
Military HH: Yes	5%	(18)	12%	(40)	4%	(12)	3%	(9)	76%	(247)	326
Military HH: No	7%	(135)	13%	(251)	5%	(87)	4%	(74)	71%	(1328)	1875
RD/WT: Right Direction	13%	(110)	19%	(159)	6%	(52)	3%	(25)	59%	(505)	852
RD/WT: Wrong Track	3%	(43)	10%	(131)	4%	(48)	4%	(58)	79%	(1070)	1349
Biden Job Approve	11%	(118)	17%	(177)	6%	(61)	3%	(27)	64%	(671)	1053
Biden Job Disapprove	3%	(34)	11%	(110)	4%	(37)	5%	(56)	77%	(804)	1040

Continued on next page

**Table MCEN3\_7:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Aidan Turner

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(153)	13%	(290)	5%	(100)	4%	(83)	72%	(1575)	2201
Biden Job Strongly Approve	17%	(88)	17%	(89)	5%	(27)	3%	(18)	58%	(305)	527
Biden Job Somewhat Approve	6%	(30)	17%	(88)	6%	(34)	2%	(9)	70%	(366)	526
Biden Job Somewhat Disapprove	3%	(8)	16%	(45)	5%	(14)	3%	(7)	74%	(207)	282
Biden Job Strongly Disapprove	3%	(25)	9%	(65)	3%	(23)	6%	(49)	79%	(597)	759
Favorable of Biden	11%	(113)	16%	(169)	5%	(54)	2%	(26)	66%	(690)	1052
Unfavorable of Biden	4%	(37)	11%	(114)	4%	(41)	5%	(55)	77%	(807)	1055
Very Favorable of Biden	15%	(84)	16%	(88)	4%	(24)	4%	(21)	61%	(344)	560
Somewhat Favorable of Biden	6%	(30)	16%	(81)	6%	(30)	1%	(5)	70%	(347)	492
Somewhat Unfavorable of Biden	4%	(11)	13%	(33)	5%	(14)	5%	(13)	72%	(182)	252
Very Unfavorable of Biden	3%	(27)	10%	(81)	3%	(28)	5%	(42)	78%	(625)	802
#1 Issue: Economy	6%	(49)	15%	(125)	5%	(44)	4%	(36)	69%	(575)	830
#1 Issue: Security	5%	(17)	10%	(33)	4%	(14)	3%	(11)	77%	(243)	317
#1 Issue: Health Care	13%	(34)	15%	(40)	7%	(18)	4%	(12)	61%	(161)	264
#1 Issue: Medicare / Social Security	3%	(8)	9%	(26)	2%	(7)	2%	(5)	84%	(243)	289
#1 Issue: Women's Issues	8%	(12)	8%	(13)	5%	(7)	5%	(7)	74%	(116)	155
#1 Issue: Education	13%	(13)	21%	(20)	5%	(4)	2%	(1)	59%	(55)	94
#1 Issue: Energy	14%	(17)	22%	(28)	4%	(5)	3%	(4)	58%	(73)	127
#1 Issue: Other	2%	(3)	5%	(6)	—	(0)	5%	(6)	88%	(110)	125
2020 Vote: Joe Biden	10%	(101)	16%	(158)	5%	(48)	3%	(33)	66%	(663)	1003
2020 Vote: Donald Trump	5%	(32)	12%	(86)	3%	(23)	4%	(28)	76%	(540)	707
2020 Vote: Other	1%	(0)	4%	(3)	11%	(10)	7%	(6)	78%	(70)	90
2020 Vote: Didn't Vote	5%	(19)	11%	(44)	5%	(19)	4%	(16)	75%	(298)	396
2018 House Vote: Democrat	11%	(87)	16%	(126)	5%	(43)	3%	(27)	64%	(507)	789
2018 House Vote: Republican	5%	(29)	11%	(62)	4%	(23)	2%	(13)	78%	(441)	567
2018 House Vote: Someone else	1%	(0)	9%	(7)	9%	(7)	—	(0)	81%	(62)	76
2016 Vote: Hillary Clinton	10%	(72)	15%	(104)	6%	(40)	3%	(19)	67%	(481)	716
2016 Vote: Donald Trump	6%	(43)	12%	(82)	3%	(23)	3%	(21)	75%	(499)	668
2016 Vote: Other	1%	(1)	11%	(12)	9%	(9)	1%	(2)	78%	(83)	106
2016 Vote: Didn't Vote	5%	(37)	13%	(91)	4%	(28)	6%	(41)	72%	(511)	707

Continued on next page

**Table MCEN3\_7:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Aidan Turner

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(153)	13%	(290)	5%	(100)	4%	(83)	72%	(1575)	2201
Voted in 2014: Yes	8%	(102)	13%	(160)	5%	(63)	3%	(40)	71%	(897)	1263
Voted in 2014: No	5%	(51)	14%	(130)	4%	(37)	5%	(43)	72%	(678)	938
4-Region: Northeast	11%	(42)	14%	(57)	5%	(19)	4%	(14)	67%	(262)	394
4-Region: Midwest	5%	(21)	9%	(43)	4%	(19)	4%	(17)	78%	(362)	462
4-Region: South	6%	(47)	14%	(112)	4%	(35)	4%	(32)	73%	(599)	825
4-Region: West	8%	(43)	15%	(78)	5%	(26)	4%	(20)	68%	(352)	520
Avid Film Fan	13%	(103)	16%	(128)	5%	(41)	5%	(42)	62%	(506)	821
Casual Film Fan	4%	(47)	13%	(144)	5%	(52)	2%	(28)	76%	(858)	1130
Avid TV Fan	11%	(116)	16%	(167)	4%	(43)	3%	(33)	66%	(703)	1062
Casual TV Fan	4%	(36)	10%	(103)	5%	(51)	5%	(47)	76%	(758)	994
Avid Bond Fan	15%	(80)	20%	(106)	8%	(42)	4%	(21)	53%	(285)	536
Casual Bond Fan	6%	(57)	16%	(143)	4%	(37)	3%	(27)	71%	(653)	916

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

**Table MCEN3\_8:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Tom Hiddleston

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	14%	(304)	17%	(379)	6%	(141)	4%	(92)	58%	(1284)	2201
Gender: Male	17%	(185)	21%	(219)	6%	(68)	5%	(54)	50%	(536)	1062
Gender: Female	10%	(120)	14%	(160)	6%	(73)	3%	(38)	66%	(748)	1139
Age: 18-34	20%	(133)	22%	(147)	9%	(61)	8%	(50)	40%	(265)	655
Age: 35-44	23%	(82)	17%	(62)	8%	(28)	3%	(12)	48%	(173)	358
Age: 45-64	9%	(66)	17%	(127)	4%	(33)	3%	(20)	67%	(505)	751
Age: 65+	5%	(23)	10%	(43)	4%	(19)	2%	(11)	78%	(341)	436
GenZers: 1997-2012	21%	(39)	15%	(28)	10%	(19)	7%	(13)	47%	(87)	186
Millennials: 1981-1996	23%	(160)	23%	(161)	8%	(58)	6%	(45)	40%	(278)	701
GenXers: 1965-1980	12%	(62)	18%	(96)	5%	(26)	3%	(15)	63%	(334)	533
Baby Boomers: 1946-1964	6%	(41)	13%	(92)	5%	(35)	3%	(19)	74%	(520)	706
PID: Dem (no lean)	20%	(168)	20%	(168)	8%	(71)	3%	(29)	49%	(423)	859
PID: Ind (no lean)	12%	(86)	16%	(114)	6%	(42)	5%	(36)	61%	(443)	721
PID: Rep (no lean)	8%	(50)	16%	(97)	5%	(29)	4%	(27)	67%	(418)	621
PID/Gender: Dem Men	27%	(112)	24%	(101)	7%	(31)	3%	(14)	39%	(164)	422
PID/Gender: Dem Women	13%	(56)	15%	(67)	9%	(40)	3%	(15)	59%	(259)	437
PID/Gender: Ind Men	12%	(41)	19%	(63)	6%	(20)	8%	(26)	56%	(187)	336
PID/Gender: Ind Women	12%	(45)	13%	(52)	6%	(22)	3%	(10)	67%	(256)	385
PID/Gender: Rep Men	10%	(32)	18%	(55)	6%	(18)	5%	(14)	61%	(185)	304
PID/Gender: Rep Women	6%	(18)	13%	(42)	3%	(11)	4%	(13)	74%	(233)	317
Ideo: Liberal (1-3)	19%	(119)	20%	(126)	8%	(54)	3%	(18)	51%	(323)	639
Ideo: Moderate (4)	13%	(86)	19%	(122)	7%	(44)	5%	(30)	56%	(358)	641
Ideo: Conservative (5-7)	11%	(79)	17%	(118)	5%	(39)	4%	(32)	63%	(447)	714
Educ: < College	12%	(182)	14%	(212)	6%	(88)	4%	(67)	64%	(964)	1513
Educ: Bachelors degree	15%	(68)	25%	(111)	9%	(39)	3%	(14)	48%	(212)	444
Educ: Post-grad	22%	(55)	23%	(56)	6%	(14)	4%	(10)	45%	(109)	244
Income: Under 50k	12%	(144)	13%	(163)	5%	(59)	5%	(58)	65%	(793)	1217
Income: 50k-100k	13%	(90)	21%	(139)	8%	(57)	3%	(22)	54%	(363)	670
Income: 100k+	22%	(70)	25%	(78)	8%	(26)	4%	(12)	41%	(128)	314
Ethnicity: White	13%	(227)	18%	(310)	6%	(107)	4%	(69)	59%	(1010)	1722

Continued on next page

**Table MCEN3\_8:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Tom Hiddleston

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	14% (304)	17% (379)	6% (141)	4% (92)	58% (1284)	2201
Ethnicity: Hispanic	22% (76)	17% (59)	8% (29)	4% (14)	49% (172)	350
Ethnicity: Black	16% (44)	15% (40)	6% (15)	5% (14)	59% (161)	274
Ethnicity: Other	17% (34)	14% (29)	9% (19)	4% (8)	56% (114)	204
All Christian	13% (126)	19% (190)	6% (60)	3% (26)	60% (598)	1001
All Non-Christian	29% (37)	25% (31)	7% (9)	5% (6)	34% (42)	124
Atheist	15% (14)	20% (18)	11% (10)	9% (8)	45% (41)	92
Agnostic/Nothing in particular	16% (100)	14% (84)	6% (39)	6% (35)	58% (351)	609
Something Else	7% (28)	15% (56)	6% (23)	4% (16)	67% (252)	375
Religious Non-Protestant/Catholic	30% (42)	24% (34)	6% (9)	4% (6)	36% (50)	141
Evangelical	14% (82)	18% (104)	6% (37)	4% (22)	58% (344)	588
Non-Evangelical	8% (61)	18% (134)	6% (43)	3% (21)	66% (493)	752
Community: Urban	22% (154)	21% (146)	6% (43)	4% (25)	46% (315)	683
Community: Suburban	11% (104)	16% (155)	7% (68)	5% (50)	61% (601)	978
Community: Rural	9% (47)	15% (78)	6% (30)	3% (16)	68% (368)	540
Employ: Private Sector	19% (130)	23% (160)	7% (49)	4% (31)	48% (334)	704
Employ: Government	29% (35)	17% (21)	9% (11)	5% (6)	41% (50)	122
Employ: Self-Employed	12% (30)	21% (51)	8% (18)	4% (9)	55% (134)	243
Employ: Homemaker	18% (24)	12% (17)	5% (7)	3% (4)	62% (84)	137
Employ: Student	22% (12)	20% (11)	10% (6)	8% (5)	41% (23)	57
Employ: Retired	5% (27)	11% (58)	4% (21)	3% (14)	77% (390)	509
Employ: Unemployed	13% (39)	15% (46)	5% (16)	5% (16)	62% (186)	302
Employ: Other	5% (7)	12% (16)	10% (13)	6% (8)	65% (83)	127
Military HH: Yes	10% (33)	17% (56)	6% (18)	4% (12)	64% (207)	326
Military HH: No	14% (272)	17% (324)	7% (123)	4% (80)	57% (1077)	1875
RD/WT: Right Direction	21% (175)	22% (183)	7% (59)	3% (28)	48% (406)	852
RD/WT: Wrong Track	10% (129)	15% (196)	6% (82)	5% (64)	65% (879)	1349
Biden Job Approve	20% (206)	20% (209)	8% (87)	4% (37)	49% (515)	1053
Biden Job Disapprove	8% (87)	16% (163)	5% (53)	5% (52)	66% (685)	1040

Continued on next page

**Table MCEN3\_8:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Tom Hiddleston

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	14%	(304)	17%	(379)	6%	(141)	4%	(92)	58%	(1284)	2201
Biden Job Strongly Approve	24%	(128)	21%	(111)	6%	(34)	3%	(17)	45%	(236)	527
Biden Job Somewhat Approve	15%	(78)	19%	(98)	10%	(53)	4%	(20)	53%	(278)	526
Biden Job Somewhat Disapprove	8%	(24)	22%	(63)	9%	(24)	5%	(15)	55%	(156)	282
Biden Job Strongly Disapprove	8%	(63)	13%	(101)	4%	(29)	5%	(37)	70%	(529)	759
Favorable of Biden	18%	(193)	20%	(206)	8%	(82)	3%	(35)	51%	(536)	1052
Unfavorable of Biden	10%	(103)	16%	(165)	5%	(55)	5%	(55)	64%	(677)	1055
Very Favorable of Biden	22%	(125)	20%	(112)	6%	(33)	3%	(15)	49%	(274)	560
Somewhat Favorable of Biden	14%	(68)	19%	(94)	10%	(49)	4%	(20)	53%	(261)	492
Somewhat Unfavorable of Biden	10%	(25)	24%	(60)	8%	(21)	7%	(18)	51%	(130)	252
Very Unfavorable of Biden	10%	(78)	13%	(105)	4%	(35)	5%	(37)	68%	(547)	802
#1 Issue: Economy	15%	(121)	18%	(151)	6%	(46)	5%	(41)	57%	(470)	830
#1 Issue: Security	9%	(29)	15%	(49)	6%	(18)	5%	(15)	65%	(206)	317
#1 Issue: Health Care	21%	(55)	18%	(46)	7%	(19)	4%	(11)	50%	(133)	264
#1 Issue: Medicare / Social Security	7%	(22)	12%	(35)	4%	(11)	3%	(9)	74%	(213)	289
#1 Issue: Women's Issues	18%	(28)	19%	(30)	12%	(18)	4%	(6)	47%	(72)	155
#1 Issue: Education	16%	(15)	26%	(25)	10%	(9)	3%	(3)	45%	(42)	94
#1 Issue: Energy	22%	(28)	21%	(27)	11%	(13)	3%	(4)	44%	(55)	127
#1 Issue: Other	6%	(7)	13%	(17)	5%	(6)	3%	(3)	74%	(92)	125
2020 Vote: Joe Biden	18%	(183)	20%	(199)	8%	(81)	4%	(41)	50%	(500)	1003
2020 Vote: Donald Trump	10%	(68)	15%	(108)	5%	(32)	4%	(32)	66%	(468)	707
2020 Vote: Other	12%	(11)	14%	(13)	8%	(8)	7%	(6)	58%	(52)	90
2020 Vote: Didn't Vote	11%	(43)	15%	(60)	5%	(20)	3%	(13)	66%	(260)	396
2018 House Vote: Democrat	18%	(140)	20%	(158)	9%	(72)	4%	(32)	49%	(387)	789
2018 House Vote: Republican	9%	(48)	17%	(97)	4%	(25)	4%	(25)	66%	(372)	567
2018 House Vote: Someone else	11%	(8)	15%	(11)	2%	(1)	2%	(2)	71%	(54)	76
2016 Vote: Hillary Clinton	17%	(119)	19%	(138)	8%	(56)	4%	(27)	53%	(377)	716
2016 Vote: Donald Trump	10%	(67)	17%	(114)	6%	(40)	5%	(31)	62%	(417)	668
2016 Vote: Other	16%	(17)	14%	(15)	7%	(7)	5%	(5)	58%	(61)	106
2016 Vote: Didn't Vote	14%	(100)	16%	(112)	5%	(38)	4%	(28)	61%	(429)	707

Continued on next page

**Table MCEN3\_8:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Tom Hiddleston

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	14%	(304)	17%	(379)	6%	(141)	4%	(92)	58%	(1284)	2201
Voted in 2014: Yes	14%	(183)	18%	(223)	6%	(78)	4%	(52)	58%	(726)	1263
Voted in 2014: No	13%	(122)	17%	(156)	7%	(63)	4%	(40)	59%	(558)	938
4-Region: Northeast	17%	(67)	16%	(64)	6%	(25)	4%	(17)	56%	(221)	394
4-Region: Midwest	11%	(50)	13%	(62)	5%	(25)	4%	(19)	66%	(305)	462
4-Region: South	11%	(95)	18%	(152)	6%	(46)	4%	(34)	60%	(498)	825
4-Region: West	18%	(92)	20%	(102)	9%	(45)	4%	(21)	50%	(260)	520
Avid Film Fan	23%	(186)	22%	(182)	7%	(61)	5%	(42)	43%	(350)	821
Casual Film Fan	10%	(110)	16%	(184)	7%	(75)	3%	(38)	64%	(724)	1130
Avid TV Fan	18%	(189)	21%	(218)	6%	(65)	3%	(31)	53%	(560)	1062
Casual TV Fan	11%	(105)	15%	(147)	7%	(71)	5%	(52)	62%	(619)	994
Avid Bond Fan	27%	(143)	24%	(128)	7%	(39)	3%	(18)	39%	(208)	536
Casual Bond Fan	11%	(100)	21%	(192)	7%	(67)	4%	(41)	56%	(516)	916

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

**Table MCEN3\_9:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Richard Madden

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(178)	12%	(253)	6%	(123)	4%	(78)	71%	(1569)	2201
Gender: Male	12%	(127)	13%	(140)	8%	(82)	5%	(48)	63%	(666)	1062
Gender: Female	4%	(51)	10%	(113)	4%	(41)	3%	(30)	79%	(903)	1139
Age: 18-34	13%	(83)	15%	(96)	10%	(63)	7%	(45)	56%	(369)	655
Age: 35-44	16%	(59)	15%	(52)	6%	(21)	2%	(9)	61%	(218)	358
Age: 45-64	4%	(29)	11%	(85)	4%	(33)	3%	(19)	78%	(586)	751
Age: 65+	2%	(8)	5%	(20)	1%	(6)	1%	(6)	91%	(396)	436
GenZers: 1997-2012	5%	(10)	11%	(21)	11%	(21)	4%	(7)	68%	(127)	186
Millennials: 1981-1996	16%	(115)	16%	(114)	8%	(53)	6%	(45)	53%	(373)	701
GenXers: 1965-1980	7%	(38)	12%	(64)	6%	(34)	2%	(13)	72%	(384)	533
Baby Boomers: 1946-1964	2%	(13)	7%	(52)	2%	(13)	2%	(12)	87%	(615)	706
PID: Dem (no lean)	13%	(108)	14%	(121)	6%	(47)	5%	(39)	63%	(544)	859
PID: Ind (no lean)	5%	(39)	10%	(70)	5%	(34)	4%	(27)	77%	(552)	721
PID: Rep (no lean)	5%	(31)	10%	(62)	7%	(42)	2%	(13)	76%	(472)	621
PID/Gender: Dem Men	20%	(86)	17%	(70)	7%	(30)	5%	(19)	51%	(217)	422
PID/Gender: Dem Women	5%	(22)	12%	(51)	4%	(17)	5%	(20)	75%	(327)	437
PID/Gender: Ind Men	6%	(21)	10%	(32)	6%	(20)	6%	(20)	72%	(243)	336
PID/Gender: Ind Women	5%	(18)	10%	(38)	3%	(13)	2%	(7)	80%	(309)	385
PID/Gender: Rep Men	7%	(21)	12%	(37)	10%	(31)	3%	(9)	68%	(206)	304
PID/Gender: Rep Women	3%	(11)	8%	(25)	3%	(11)	1%	(3)	84%	(267)	317
Ideo: Liberal (1-3)	10%	(64)	13%	(81)	6%	(37)	4%	(25)	68%	(431)	639
Ideo: Moderate (4)	7%	(44)	14%	(91)	6%	(42)	4%	(23)	69%	(441)	641
Ideo: Conservative (5-7)	9%	(65)	9%	(67)	5%	(38)	3%	(23)	73%	(521)	714
Educ: < College	6%	(90)	9%	(142)	5%	(83)	4%	(56)	75%	(1142)	1513
Educ: Bachelors degree	10%	(46)	16%	(72)	7%	(30)	3%	(13)	64%	(282)	444
Educ: Post-grad	17%	(41)	16%	(39)	4%	(10)	4%	(10)	59%	(145)	244
Income: Under 50k	6%	(72)	9%	(112)	6%	(67)	3%	(39)	76%	(927)	1217
Income: 50k-100k	9%	(59)	13%	(84)	6%	(39)	4%	(25)	69%	(463)	670
Income: 100k+	15%	(47)	18%	(57)	5%	(16)	5%	(15)	57%	(179)	314
Ethnicity: White	8%	(133)	11%	(192)	6%	(96)	3%	(47)	73%	(1256)	1722

Continued on next page



**Table MCEN3\_9:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?  
 Richard Madden

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(178)	12%	(253)	6%	(123)	4%	(78)	71%	(1569)	2201
Ethnicity: Hispanic	12%	(41)	14%	(48)	7%	(24)	7%	(24)	61%	(212)	350
Ethnicity: Black	10%	(26)	14%	(38)	7%	(18)	8%	(21)	62%	(171)	274
Ethnicity: Other	9%	(19)	12%	(24)	4%	(9)	5%	(11)	69%	(142)	204
All Christian	10%	(95)	12%	(121)	5%	(53)	2%	(24)	71%	(707)	1001
All Non-Christian	15%	(19)	25%	(31)	10%	(12)	5%	(6)	45%	(55)	124
Atheist	10%	(9)	7%	(6)	10%	(9)	8%	(7)	66%	(61)	92
Agnostic/Nothing in particular	6%	(37)	9%	(57)	5%	(31)	4%	(25)	75%	(459)	609
Something Else	5%	(17)	10%	(38)	5%	(17)	5%	(17)	76%	(285)	375
Religious Non-Protestant/Catholic	14%	(20)	25%	(35)	9%	(12)	4%	(6)	48%	(68)	141
Evangelical	11%	(65)	12%	(70)	6%	(33)	3%	(20)	68%	(401)	588
Non-Evangelical	6%	(43)	11%	(81)	5%	(36)	3%	(20)	76%	(572)	752
Community: Urban	15%	(104)	14%	(95)	7%	(51)	5%	(36)	58%	(398)	683
Community: Suburban	5%	(48)	11%	(107)	5%	(48)	3%	(34)	76%	(740)	978
Community: Rural	5%	(25)	9%	(51)	4%	(24)	2%	(8)	80%	(431)	540
Employ: Private Sector	13%	(94)	14%	(99)	8%	(54)	3%	(24)	61%	(433)	704
Employ: Government	13%	(16)	21%	(25)	7%	(9)	4%	(5)	55%	(67)	122
Employ: Self-Employed	8%	(20)	16%	(38)	8%	(20)	6%	(14)	62%	(151)	243
Employ: Homemaker	3%	(5)	12%	(16)	2%	(3)	3%	(4)	80%	(110)	137
Employ: Student	8%	(5)	10%	(5)	3%	(2)	7%	(4)	72%	(41)	57
Employ: Retired	2%	(11)	5%	(28)	2%	(9)	2%	(10)	89%	(452)	509
Employ: Unemployed	7%	(21)	10%	(30)	8%	(23)	4%	(12)	72%	(216)	302
Employ: Other	5%	(6)	9%	(12)	3%	(3)	5%	(6)	78%	(99)	127
Military HH: Yes	9%	(31)	8%	(24)	5%	(16)	2%	(5)	76%	(249)	326
Military HH: No	8%	(147)	12%	(229)	6%	(107)	4%	(73)	70%	(1320)	1875
RD/WT: Right Direction	15%	(125)	16%	(136)	6%	(53)	3%	(27)	60%	(510)	852
RD/WT: Wrong Track	4%	(53)	9%	(117)	5%	(70)	4%	(51)	78%	(1058)	1349
Biden Job Approve	13%	(134)	15%	(154)	6%	(60)	4%	(42)	63%	(662)	1053
Biden Job Disapprove	4%	(39)	9%	(96)	6%	(60)	3%	(35)	78%	(811)	1040

Continued on next page

**Table MCEN3\_9:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Richard Madden

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	8%	(178)	12%	(253)	6%	(123)	4%	(78)	71%	(1569)	2201
Biden Job Strongly Approve	19%	(101)	14%	(73)	5%	(28)	5%	(28)	56%	(296)	527
Biden Job Somewhat Approve	6%	(33)	15%	(80)	6%	(32)	3%	(15)	70%	(366)	526
Biden Job Somewhat Disapprove	4%	(12)	11%	(32)	8%	(21)	2%	(6)	75%	(210)	282
Biden Job Strongly Disapprove	4%	(27)	8%	(63)	5%	(39)	4%	(29)	79%	(601)	759
Favorable of Biden	12%	(128)	15%	(155)	5%	(55)	4%	(38)	64%	(677)	1052
Unfavorable of Biden	4%	(47)	9%	(93)	6%	(64)	4%	(39)	77%	(813)	1055
Very Favorable of Biden	17%	(97)	15%	(83)	4%	(22)	4%	(20)	60%	(338)	560
Somewhat Favorable of Biden	6%	(31)	15%	(72)	7%	(33)	4%	(18)	69%	(339)	492
Somewhat Unfavorable of Biden	5%	(13)	9%	(23)	7%	(17)	5%	(11)	74%	(188)	252
Very Unfavorable of Biden	4%	(34)	9%	(70)	6%	(47)	3%	(27)	78%	(625)	802
#1 Issue: Economy	8%	(69)	12%	(100)	6%	(52)	5%	(41)	68%	(568)	830
#1 Issue: Security	9%	(29)	8%	(25)	7%	(23)	2%	(6)	74%	(234)	317
#1 Issue: Health Care	12%	(31)	16%	(42)	6%	(15)	5%	(13)	62%	(163)	264
#1 Issue: Medicare / Social Security	5%	(14)	10%	(27)	1%	(3)	2%	(7)	82%	(238)	289
#1 Issue: Women's Issues	3%	(5)	11%	(18)	8%	(12)	4%	(6)	74%	(115)	155
#1 Issue: Education	8%	(8)	15%	(14)	5%	(5)	3%	(3)	68%	(64)	94
#1 Issue: Energy	16%	(21)	16%	(20)	10%	(12)	2%	(2)	57%	(72)	127
#1 Issue: Other	1%	(2)	5%	(6)	1%	(1)	1%	(1)	92%	(116)	125
2020 Vote: Joe Biden	11%	(112)	14%	(145)	5%	(53)	4%	(40)	65%	(652)	1003
2020 Vote: Donald Trump	6%	(40)	10%	(70)	6%	(42)	2%	(16)	76%	(539)	707
2020 Vote: Other	1%	(0)	4%	(4)	10%	(9)	8%	(7)	77%	(69)	90
2020 Vote: Didn't Vote	6%	(25)	9%	(35)	4%	(18)	4%	(14)	77%	(304)	396
2018 House Vote: Democrat	12%	(98)	15%	(117)	5%	(41)	4%	(32)	63%	(501)	789
2018 House Vote: Republican	5%	(27)	10%	(56)	6%	(35)	3%	(14)	77%	(435)	567
2018 House Vote: Someone else	2%	(1)	9%	(7)	7%	(5)	3%	(2)	80%	(61)	76
2016 Vote: Hillary Clinton	12%	(85)	14%	(103)	5%	(34)	3%	(22)	66%	(472)	716
2016 Vote: Donald Trump	7%	(47)	11%	(72)	6%	(38)	3%	(21)	73%	(491)	668
2016 Vote: Other	2%	(2)	8%	(9)	11%	(11)	2%	(2)	76%	(81)	106
2016 Vote: Didn't Vote	6%	(42)	10%	(70)	6%	(40)	4%	(32)	74%	(524)	707

Continued on next page

**Table MCEN3\_9:** *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*  
 Richard Madden

<b>Demographic</b>	<b>Very favorable</b>		<b>Somewhat favorable</b>		<b>Somewhat unfavorable</b>		<b>Very unfavorable</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	8%	(178)	12%	(253)	6%	(123)	4%	(78)	71%	(1569)	2201
Voted in 2014: Yes	9%	(117)	12%	(157)	5%	(67)	3%	(41)	70%	(881)	1263
Voted in 2014: No	6%	(61)	10%	(97)	6%	(56)	4%	(37)	73%	(688)	938
4-Region: Northeast	10%	(38)	12%	(47)	7%	(28)	4%	(17)	67%	(265)	394
4-Region: Midwest	6%	(27)	9%	(41)	6%	(26)	3%	(13)	77%	(356)	462
4-Region: South	7%	(60)	12%	(101)	5%	(41)	3%	(29)	72%	(594)	825
4-Region: West	10%	(53)	13%	(65)	5%	(28)	4%	(20)	68%	(354)	520
Avid Film Fan	15%	(125)	14%	(112)	6%	(49)	4%	(35)	61%	(499)	821
Casual Film Fan	4%	(44)	12%	(131)	6%	(63)	3%	(30)	76%	(863)	1130
Avid TV Fan	13%	(133)	14%	(153)	6%	(64)	3%	(27)	64%	(685)	1062
Casual TV Fan	4%	(42)	9%	(90)	5%	(50)	4%	(42)	78%	(770)	994
Avid Bond Fan	17%	(93)	18%	(96)	8%	(44)	5%	(25)	52%	(277)	536
Casual Bond Fan	7%	(61)	13%	(118)	6%	(53)	3%	(26)	72%	(657)	916

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

**Table MCEN3\_10:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Jamie Bell

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(155)	14%	(301)	5%	(114)	5%	(102)	69%	(1529)	2201
Gender: Male	10%	(110)	16%	(168)	7%	(74)	6%	(59)	61%	(651)	1062
Gender: Female	4%	(45)	12%	(133)	4%	(40)	4%	(43)	77%	(877)	1139
Age: 18-34	10%	(65)	20%	(134)	7%	(44)	7%	(49)	55%	(364)	655
Age: 35-44	19%	(67)	14%	(51)	6%	(22)	5%	(16)	56%	(201)	358
Age: 45-64	2%	(18)	12%	(90)	6%	(41)	4%	(27)	77%	(575)	751
Age: 65+	1%	(5)	6%	(26)	1%	(6)	2%	(10)	89%	(389)	436
GenZers: 1997-2012	6%	(10)	16%	(29)	7%	(13)	5%	(9)	67%	(126)	186
Millennials: 1981-1996	15%	(105)	20%	(141)	6%	(41)	7%	(51)	52%	(362)	701
GenXers: 1965-1980	6%	(30)	14%	(73)	7%	(39)	4%	(23)	69%	(368)	533
Baby Boomers: 1946-1964	1%	(10)	8%	(55)	3%	(21)	2%	(17)	85%	(603)	706
PID: Dem (no lean)	12%	(107)	16%	(137)	6%	(49)	5%	(41)	61%	(525)	859
PID: Ind (no lean)	4%	(30)	12%	(87)	5%	(38)	4%	(29)	75%	(538)	721
PID: Rep (no lean)	3%	(18)	13%	(78)	4%	(26)	5%	(33)	75%	(466)	621
PID/Gender: Dem Men	20%	(84)	20%	(84)	7%	(28)	5%	(21)	48%	(204)	422
PID/Gender: Dem Women	5%	(23)	12%	(53)	5%	(21)	5%	(20)	73%	(320)	437
PID/Gender: Ind Men	5%	(17)	11%	(37)	8%	(28)	6%	(19)	70%	(235)	336
PID/Gender: Ind Women	3%	(13)	13%	(50)	3%	(10)	3%	(10)	79%	(302)	385
PID/Gender: Rep Men	3%	(9)	16%	(48)	6%	(17)	6%	(19)	70%	(212)	304
PID/Gender: Rep Women	3%	(9)	10%	(30)	3%	(9)	4%	(13)	80%	(254)	317
Ideo: Liberal (1-3)	10%	(66)	14%	(90)	6%	(38)	4%	(24)	66%	(421)	639
Ideo: Moderate (4)	6%	(38)	18%	(114)	5%	(30)	4%	(29)	67%	(430)	641
Ideo: Conservative (5-7)	7%	(49)	12%	(83)	6%	(41)	6%	(45)	70%	(497)	714
Educ: < College	5%	(78)	12%	(188)	4%	(55)	5%	(76)	74%	(1115)	1513
Educ: Bachelors degree	10%	(44)	15%	(68)	8%	(38)	3%	(14)	63%	(280)	444
Educ: Post-grad	13%	(32)	18%	(45)	9%	(21)	5%	(12)	55%	(134)	244
Income: Under 50k	6%	(68)	12%	(142)	4%	(45)	5%	(60)	74%	(900)	1217
Income: 50k-100k	5%	(36)	16%	(105)	7%	(44)	4%	(27)	68%	(457)	670
Income: 100k+	16%	(51)	17%	(53)	8%	(24)	5%	(14)	54%	(171)	314
Ethnicity: White	7%	(114)	13%	(229)	5%	(90)	4%	(73)	71%	(1218)	1722

Continued on next page

**Table MCEN3\_10:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Jamie Bell

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(155)	14%	(301)	5%	(114)	5%	(102)	69%	(1529)	2201
Ethnicity: Hispanic	10%	(34)	18%	(63)	4%	(16)	9%	(31)	59%	(206)	350
Ethnicity: Black	10%	(29)	15%	(40)	6%	(15)	8%	(21)	62%	(169)	274
Ethnicity: Other	6%	(13)	16%	(33)	4%	(8)	4%	(9)	69%	(141)	204
All Christian	8%	(77)	15%	(145)	5%	(54)	4%	(37)	69%	(688)	1001
All Non-Christian	18%	(22)	25%	(31)	7%	(8)	6%	(7)	45%	(55)	124
Atheist	6%	(5)	21%	(19)	4%	(4)	6%	(6)	63%	(58)	92
Agnostic/Nothing in particular	6%	(35)	11%	(66)	6%	(35)	3%	(20)	74%	(452)	609
Something Else	4%	(16)	10%	(39)	3%	(12)	9%	(32)	73%	(275)	375
Religious Non-Protestant/Catholic	16%	(23)	23%	(33)	7%	(9)	5%	(7)	49%	(68)	141
Evangelical	11%	(62)	15%	(87)	4%	(25)	6%	(36)	64%	(378)	588
Non-Evangelical	4%	(28)	12%	(89)	5%	(38)	4%	(32)	75%	(565)	752
Community: Urban	15%	(99)	18%	(122)	7%	(46)	5%	(32)	56%	(385)	683
Community: Suburban	4%	(35)	12%	(113)	5%	(53)	5%	(47)	75%	(731)	978
Community: Rural	4%	(21)	12%	(67)	3%	(15)	4%	(23)	77%	(413)	540
Employ: Private Sector	12%	(82)	19%	(132)	6%	(45)	4%	(31)	59%	(413)	704
Employ: Government	16%	(20)	18%	(23)	10%	(12)	6%	(7)	50%	(61)	122
Employ: Self-Employed	7%	(16)	17%	(42)	7%	(16)	8%	(19)	61%	(149)	243
Employ: Homemaker	3%	(4)	11%	(15)	4%	(6)	2%	(3)	80%	(110)	137
Employ: Student	13%	(7)	20%	(11)	2%	(1)	3%	(2)	62%	(35)	57
Employ: Retired	1%	(5)	7%	(34)	2%	(10)	3%	(18)	87%	(443)	509
Employ: Unemployed	6%	(17)	11%	(34)	6%	(18)	5%	(14)	73%	(220)	302
Employ: Other	3%	(4)	8%	(10)	4%	(5)	7%	(9)	77%	(98)	127
Military HH: Yes	4%	(14)	12%	(39)	5%	(17)	4%	(12)	75%	(244)	326
Military HH: No	8%	(141)	14%	(262)	5%	(97)	5%	(90)	68%	(1284)	1875
RD/WT: Right Direction	14%	(120)	18%	(153)	6%	(52)	3%	(26)	59%	(500)	852
RD/WT: Wrong Track	3%	(35)	11%	(148)	5%	(62)	6%	(76)	76%	(1029)	1349
Biden Job Approve	12%	(130)	17%	(176)	6%	(63)	4%	(38)	61%	(646)	1053
Biden Job Disapprove	2%	(22)	12%	(120)	5%	(50)	6%	(64)	76%	(786)	1040

Continued on next page

**Table MCEN3\_10:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Jamie Bell

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(155)	14%	(301)	5%	(114)	5%	(102)	69%	(1529)	2201
Biden Job Strongly Approve	19%	(101)	16%	(83)	5%	(27)	4%	(22)	56%	(294)	527
Biden Job Somewhat Approve	5%	(29)	18%	(93)	7%	(37)	3%	(16)	67%	(352)	526
Biden Job Somewhat Disapprove	4%	(10)	14%	(41)	7%	(19)	4%	(12)	71%	(201)	282
Biden Job Strongly Disapprove	2%	(12)	10%	(79)	4%	(31)	7%	(52)	77%	(585)	759
Favorable of Biden	12%	(126)	16%	(173)	6%	(58)	3%	(34)	63%	(662)	1052
Unfavorable of Biden	3%	(28)	12%	(124)	5%	(52)	6%	(66)	74%	(785)	1055
Very Favorable of Biden	16%	(91)	15%	(85)	4%	(25)	4%	(22)	60%	(337)	560
Somewhat Favorable of Biden	7%	(34)	18%	(88)	7%	(34)	2%	(11)	66%	(325)	492
Somewhat Unfavorable of Biden	4%	(10)	14%	(36)	8%	(21)	6%	(15)	67%	(170)	252
Very Unfavorable of Biden	2%	(17)	11%	(89)	4%	(31)	6%	(51)	77%	(615)	802
#1 Issue: Economy	7%	(57)	16%	(131)	6%	(49)	5%	(44)	66%	(548)	830
#1 Issue: Security	4%	(13)	10%	(30)	5%	(17)	6%	(20)	75%	(236)	317
#1 Issue: Health Care	14%	(37)	19%	(50)	6%	(15)	4%	(10)	58%	(153)	264
#1 Issue: Medicare / Social Security	4%	(13)	8%	(24)	3%	(8)	3%	(7)	82%	(237)	289
#1 Issue: Women's Issues	6%	(9)	8%	(12)	7%	(10)	5%	(7)	75%	(116)	155
#1 Issue: Education	11%	(10)	26%	(24)	2%	(2)	2%	(2)	59%	(55)	94
#1 Issue: Energy	11%	(14)	17%	(22)	9%	(11)	3%	(4)	59%	(75)	127
#1 Issue: Other	2%	(2)	6%	(7)	1%	(1)	5%	(7)	86%	(108)	125
2020 Vote: Joe Biden	11%	(110)	16%	(156)	7%	(66)	4%	(44)	62%	(626)	1003
2020 Vote: Donald Trump	3%	(23)	13%	(93)	4%	(30)	6%	(39)	74%	(522)	707
2020 Vote: Other	5%	(4)	4%	(4)	10%	(9)	6%	(6)	75%	(67)	90
2020 Vote: Didn't Vote	4%	(17)	12%	(48)	2%	(9)	3%	(13)	78%	(309)	396
2018 House Vote: Democrat	12%	(91)	16%	(123)	7%	(53)	5%	(36)	62%	(486)	789
2018 House Vote: Republican	4%	(21)	14%	(79)	5%	(27)	3%	(20)	74%	(421)	567
2018 House Vote: Someone else	3%	(2)	10%	(8)	8%	(6)	4%	(3)	74%	(57)	76
2016 Vote: Hillary Clinton	10%	(73)	15%	(109)	6%	(46)	4%	(26)	64%	(462)	716
2016 Vote: Donald Trump	5%	(34)	13%	(90)	4%	(30)	5%	(33)	72%	(482)	668
2016 Vote: Other	2%	(3)	6%	(7)	12%	(13)	3%	(3)	76%	(80)	106
2016 Vote: Didn't Vote	7%	(46)	13%	(94)	3%	(24)	6%	(39)	71%	(504)	707

Continued on next page

**Table MCEN3\_10:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Jamie Bell

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(155)	14%	(301)	5%	(114)	5%	(102)	69%	(1529)	2201
Voted in 2014: Yes	8%	(97)	14%	(178)	6%	(74)	4%	(49)	68%	(864)	1263
Voted in 2014: No	6%	(58)	13%	(123)	4%	(40)	6%	(53)	71%	(664)	938
4-Region: Northeast	9%	(37)	12%	(45)	9%	(35)	3%	(12)	67%	(264)	394
4-Region: Midwest	5%	(24)	10%	(45)	4%	(18)	4%	(16)	78%	(359)	462
4-Region: South	7%	(54)	16%	(130)	4%	(34)	5%	(42)	68%	(565)	825
4-Region: West	8%	(40)	16%	(81)	5%	(27)	6%	(32)	65%	(340)	520
Avid Film Fan	14%	(112)	16%	(128)	6%	(51)	6%	(53)	58%	(477)	821
Casual Film Fan	4%	(40)	14%	(161)	5%	(56)	3%	(30)	75%	(843)	1130
Avid TV Fan	12%	(126)	15%	(162)	5%	(53)	4%	(40)	64%	(681)	1062
Casual TV Fan	3%	(28)	13%	(128)	5%	(54)	6%	(57)	73%	(727)	994
Avid Bond Fan	17%	(91)	21%	(111)	8%	(44)	5%	(26)	49%	(263)	536
Casual Bond Fan	5%	(50)	15%	(137)	5%	(46)	4%	(40)	70%	(642)	916

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

**Table MCEN3\_11:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Jack Lowden

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(149)	13%	(293)	5%	(99)	3%	(69)	72%	(1591)	2201
Gender: Male	10%	(110)	16%	(173)	6%	(59)	4%	(45)	64%	(675)	1062
Gender: Female	3%	(39)	11%	(120)	4%	(40)	2%	(24)	80%	(917)	1139
Age: 18-34	10%	(64)	19%	(124)	7%	(49)	6%	(42)	58%	(377)	655
Age: 35-44	15%	(54)	15%	(55)	6%	(20)	3%	(10)	61%	(219)	358
Age: 45-64	3%	(26)	11%	(86)	3%	(25)	2%	(12)	80%	(602)	751
Age: 65+	1%	(5)	6%	(28)	1%	(5)	1%	(6)	90%	(393)	436
GenZers: 1997-2012	5%	(10)	14%	(27)	8%	(16)	3%	(6)	68%	(127)	186
Millennials: 1981-1996	14%	(97)	20%	(138)	7%	(46)	6%	(42)	54%	(379)	701
GenXers: 1965-1980	6%	(32)	13%	(69)	4%	(23)	2%	(9)	75%	(401)	533
Baby Boomers: 1946-1964	1%	(9)	8%	(58)	2%	(14)	1%	(10)	87%	(615)	706
PID: Dem (no lean)	10%	(90)	15%	(129)	5%	(40)	4%	(31)	66%	(569)	859
PID: Ind (no lean)	4%	(31)	13%	(91)	5%	(33)	2%	(13)	77%	(553)	721
PID: Rep (no lean)	5%	(28)	12%	(73)	4%	(26)	4%	(25)	76%	(469)	621
PID/Gender: Dem Men	17%	(73)	19%	(78)	6%	(24)	5%	(21)	53%	(225)	422
PID/Gender: Dem Women	4%	(17)	12%	(51)	4%	(15)	2%	(10)	79%	(343)	437
PID/Gender: Ind Men	6%	(19)	15%	(50)	5%	(17)	3%	(10)	72%	(241)	336
PID/Gender: Ind Women	3%	(12)	11%	(42)	4%	(16)	1%	(3)	81%	(313)	385
PID/Gender: Rep Men	6%	(18)	15%	(45)	6%	(18)	5%	(14)	69%	(209)	304
PID/Gender: Rep Women	3%	(10)	9%	(27)	3%	(8)	3%	(11)	82%	(261)	317
Ideo: Liberal (1-3)	9%	(56)	11%	(73)	4%	(25)	3%	(17)	73%	(468)	639
Ideo: Moderate (4)	6%	(39)	17%	(111)	6%	(38)	3%	(18)	68%	(433)	641
Ideo: Conservative (5-7)	7%	(49)	13%	(94)	4%	(32)	4%	(26)	72%	(513)	714
Educ: < College	5%	(74)	11%	(174)	5%	(68)	3%	(51)	76%	(1145)	1513
Educ: Bachelors degree	10%	(44)	16%	(72)	4%	(19)	2%	(9)	68%	(300)	444
Educ: Post-grad	13%	(31)	19%	(47)	5%	(12)	3%	(8)	60%	(146)	244
Income: Under 50k	5%	(65)	11%	(128)	4%	(47)	3%	(37)	77%	(939)	1217
Income: 50k-100k	5%	(37)	16%	(107)	6%	(38)	3%	(23)	70%	(466)	670
Income: 100k+	15%	(47)	18%	(58)	5%	(15)	3%	(8)	59%	(186)	314
Ethnicity: White	6%	(111)	13%	(227)	4%	(75)	2%	(42)	74%	(1267)	1722

Continued on next page



**Table MCEN3\_11:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Jack Lowden

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(149)	13%	(293)	5%	(99)	3%	(69)	72%	(1591)	2201
Ethnicity: Hispanic	9%	(30)	17%	(60)	6%	(20)	6%	(21)	62%	(217)	350
Ethnicity: Black	11%	(30)	14%	(39)	5%	(14)	6%	(17)	64%	(174)	274
Ethnicity: Other	4%	(8)	13%	(27)	5%	(10)	4%	(9)	74%	(150)	204
All Christian	8%	(78)	15%	(153)	5%	(46)	2%	(20)	70%	(704)	1001
All Non-Christian	16%	(20)	24%	(29)	9%	(11)	5%	(6)	47%	(58)	124
Atheist	2%	(2)	12%	(11)	4%	(3)	7%	(6)	75%	(70)	92
Agnostic/Nothing in particular	5%	(33)	11%	(66)	4%	(26)	3%	(16)	77%	(468)	609
Something Else	4%	(16)	9%	(33)	4%	(14)	6%	(21)	78%	(291)	375
Religious Non-Protestant/Catholic	14%	(20)	23%	(32)	8%	(11)	4%	(6)	51%	(72)	141
Evangelical	10%	(58)	14%	(84)	5%	(28)	4%	(22)	67%	(396)	588
Non-Evangelical	4%	(32)	12%	(94)	4%	(30)	2%	(19)	77%	(577)	752
Community: Urban	14%	(97)	18%	(126)	6%	(42)	3%	(22)	58%	(396)	683
Community: Suburban	3%	(28)	11%	(108)	4%	(43)	4%	(36)	78%	(763)	978
Community: Rural	4%	(24)	11%	(59)	3%	(14)	2%	(10)	80%	(432)	540
Employ: Private Sector	10%	(72)	18%	(130)	5%	(37)	5%	(32)	62%	(433)	704
Employ: Government	23%	(29)	17%	(21)	2%	(2)	6%	(7)	52%	(63)	122
Employ: Self-Employed	6%	(14)	17%	(42)	8%	(20)	4%	(10)	64%	(156)	243
Employ: Homemaker	4%	(6)	7%	(10)	3%	(5)	2%	(3)	83%	(114)	137
Employ: Student	4%	(2)	15%	(8)	7%	(4)	2%	(1)	73%	(41)	57
Employ: Retired	2%	(10)	7%	(35)	2%	(12)	1%	(7)	88%	(446)	509
Employ: Unemployed	5%	(15)	11%	(33)	4%	(11)	2%	(5)	79%	(239)	302
Employ: Other	1%	(2)	11%	(14)	8%	(10)	3%	(3)	77%	(97)	127
Military HH: Yes	7%	(22)	10%	(33)	3%	(10)	3%	(9)	77%	(251)	326
Military HH: No	7%	(127)	14%	(260)	5%	(90)	3%	(59)	71%	(1340)	1875
RD/WT: Right Direction	13%	(112)	18%	(150)	5%	(42)	2%	(19)	62%	(528)	852
RD/WT: Wrong Track	3%	(37)	11%	(143)	4%	(57)	4%	(49)	79%	(1063)	1349
Biden Job Approve	11%	(120)	16%	(170)	5%	(50)	2%	(25)	65%	(689)	1053
Biden Job Disapprove	3%	(26)	11%	(117)	5%	(49)	4%	(43)	77%	(805)	1040

Continued on next page

**Table MCEN3\_11:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Jack Lowden

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(149)	13%	(293)	5%	(99)	3%	(69)	72%	(1591)	2201
Biden Job Strongly Approve	17%	(88)	16%	(86)	5%	(24)	3%	(16)	59%	(312)	527
Biden Job Somewhat Approve	6%	(32)	16%	(83)	5%	(26)	2%	(9)	72%	(377)	526
Biden Job Somewhat Disapprove	3%	(8)	16%	(46)	4%	(12)	4%	(11)	73%	(205)	282
Biden Job Strongly Disapprove	2%	(18)	9%	(72)	5%	(36)	4%	(32)	79%	(600)	759
Favorable of Biden	11%	(113)	16%	(164)	4%	(46)	2%	(26)	67%	(704)	1052
Unfavorable of Biden	3%	(32)	11%	(121)	5%	(49)	4%	(43)	77%	(810)	1055
Very Favorable of Biden	15%	(83)	16%	(87)	4%	(22)	3%	(18)	63%	(351)	560
Somewhat Favorable of Biden	6%	(30)	16%	(78)	5%	(24)	2%	(8)	72%	(352)	492
Somewhat Unfavorable of Biden	2%	(6)	14%	(35)	6%	(14)	5%	(12)	73%	(185)	252
Very Unfavorable of Biden	3%	(26)	11%	(86)	4%	(34)	4%	(31)	78%	(625)	802
#1 Issue: Economy	6%	(54)	14%	(117)	5%	(39)	5%	(40)	70%	(580)	830
#1 Issue: Security	6%	(20)	12%	(38)	5%	(15)	3%	(9)	74%	(235)	317
#1 Issue: Health Care	13%	(34)	17%	(46)	4%	(12)	4%	(9)	62%	(163)	264
#1 Issue: Medicare / Social Security	4%	(12)	9%	(25)	3%	(8)	1%	(4)	83%	(240)	289
#1 Issue: Women's Issues	3%	(4)	14%	(22)	7%	(10)	1%	(2)	75%	(117)	155
#1 Issue: Education	9%	(8)	17%	(16)	6%	(5)	2%	(2)	66%	(62)	94
#1 Issue: Energy	12%	(15)	17%	(22)	7%	(9)	2%	(3)	61%	(77)	127
#1 Issue: Other	1%	(2)	5%	(6)	1%	(1)	1%	(1)	92%	(116)	125
2020 Vote: Joe Biden	9%	(94)	16%	(164)	4%	(43)	4%	(37)	66%	(665)	1003
2020 Vote: Donald Trump	5%	(38)	12%	(82)	4%	(30)	3%	(22)	76%	(536)	707
2020 Vote: Other	2%	(2)	6%	(6)	13%	(12)	2%	(1)	76%	(69)	90
2020 Vote: Didn't Vote	4%	(15)	10%	(41)	4%	(15)	2%	(8)	80%	(318)	396
2018 House Vote: Democrat	10%	(79)	16%	(128)	5%	(38)	3%	(24)	66%	(520)	789
2018 House Vote: Republican	4%	(24)	13%	(76)	4%	(21)	3%	(15)	76%	(431)	567
2018 House Vote: Someone else	1%	(0)	11%	(9)	10%	(7)	—	(0)	78%	(60)	76
2016 Vote: Hillary Clinton	9%	(66)	15%	(106)	4%	(25)	3%	(23)	69%	(496)	716
2016 Vote: Donald Trump	6%	(43)	13%	(87)	4%	(30)	3%	(20)	73%	(489)	668
2016 Vote: Other	—	(0)	14%	(15)	9%	(9)	2%	(2)	75%	(79)	106
2016 Vote: Didn't Vote	5%	(38)	12%	(85)	5%	(34)	3%	(24)	74%	(526)	707

Continued on next page

**Table MCEN3\_11:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Jack Lowden

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(149)	13%	(293)	5%	(99)	3%	(69)	72%	(1591)	2201
Voted in 2014: Yes	8%	(105)	14%	(172)	5%	(57)	3%	(33)	71%	(896)	1263
Voted in 2014: No	5%	(44)	13%	(121)	4%	(42)	4%	(36)	74%	(696)	938
4-Region: Northeast	9%	(34)	15%	(57)	4%	(18)	3%	(13)	69%	(272)	394
4-Region: Midwest	7%	(32)	7%	(32)	4%	(18)	3%	(13)	79%	(367)	462
4-Region: South	5%	(43)	16%	(129)	4%	(33)	3%	(23)	72%	(597)	825
4-Region: West	8%	(39)	14%	(74)	6%	(31)	4%	(20)	68%	(356)	520
Avid Film Fan	12%	(100)	16%	(129)	5%	(45)	4%	(32)	63%	(515)	821
Casual Film Fan	4%	(43)	13%	(145)	4%	(49)	3%	(28)	77%	(866)	1130
Avid TV Fan	10%	(109)	16%	(171)	5%	(52)	2%	(24)	67%	(707)	1062
Casual TV Fan	4%	(37)	11%	(108)	4%	(38)	4%	(40)	78%	(771)	994
Avid Bond Fan	16%	(84)	23%	(121)	4%	(23)	5%	(25)	53%	(282)	536
Casual Bond Fan	5%	(47)	14%	(129)	6%	(53)	3%	(25)	72%	(661)	916

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

**Table MCEN3\_12:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?  
Michael Fassbender

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	10%	(221)	17%	(377)	6%	(121)	4%	(87)	63%	(1396)	2201
Gender: Male	15%	(158)	21%	(219)	7%	(76)	5%	(54)	52%	(556)	1062
Gender: Female	6%	(63)	14%	(158)	4%	(45)	3%	(33)	74%	(840)	1139
Age: 18-34	13%	(85)	20%	(133)	9%	(61)	7%	(47)	50%	(330)	655
Age: 35-44	18%	(66)	23%	(81)	4%	(14)	4%	(13)	52%	(184)	358
Age: 45-64	7%	(54)	16%	(117)	4%	(33)	2%	(16)	71%	(531)	751
Age: 65+	4%	(16)	10%	(46)	3%	(13)	2%	(11)	80%	(351)	436
GenZers: 1997-2012	9%	(16)	13%	(25)	9%	(17)	6%	(12)	62%	(116)	186
Millennials: 1981-1996	17%	(116)	24%	(166)	7%	(52)	7%	(46)	46%	(320)	701
GenXers: 1965-1980	11%	(58)	17%	(91)	5%	(25)	2%	(9)	66%	(350)	533
Baby Boomers: 1946-1964	4%	(29)	13%	(92)	3%	(22)	3%	(19)	77%	(545)	706
PID: Dem (no lean)	16%	(136)	22%	(187)	6%	(52)	3%	(30)	53%	(455)	859
PID: Ind (no lean)	6%	(46)	16%	(112)	5%	(34)	4%	(32)	69%	(497)	721
PID: Rep (no lean)	6%	(39)	12%	(77)	6%	(36)	4%	(25)	71%	(444)	621
PID/Gender: Dem Men	25%	(104)	26%	(108)	8%	(33)	4%	(15)	39%	(162)	422
PID/Gender: Dem Women	7%	(32)	18%	(79)	4%	(19)	3%	(15)	67%	(293)	437
PID/Gender: Ind Men	8%	(27)	20%	(67)	5%	(18)	7%	(24)	59%	(200)	336
PID/Gender: Ind Women	5%	(19)	12%	(45)	4%	(15)	2%	(8)	77%	(297)	385
PID/Gender: Rep Men	9%	(28)	14%	(44)	8%	(25)	5%	(15)	64%	(193)	304
PID/Gender: Rep Women	4%	(11)	11%	(34)	3%	(11)	3%	(10)	79%	(250)	317
Ideo: Liberal (1-3)	14%	(87)	22%	(138)	6%	(38)	3%	(19)	56%	(357)	639
Ideo: Moderate (4)	9%	(58)	18%	(117)	6%	(40)	5%	(31)	62%	(395)	641
Ideo: Conservative (5-7)	10%	(68)	14%	(102)	5%	(38)	4%	(29)	67%	(477)	714
Educ: < College	8%	(120)	14%	(210)	5%	(74)	4%	(67)	69%	(1042)	1513
Educ: Bachelors degree	12%	(53)	24%	(108)	7%	(31)	3%	(12)	54%	(240)	444
Educ: Post-grad	20%	(48)	24%	(59)	6%	(16)	3%	(8)	47%	(114)	244
Income: Under 50k	9%	(105)	14%	(168)	5%	(58)	4%	(43)	69%	(842)	1217
Income: 50k-100k	10%	(69)	19%	(127)	7%	(44)	5%	(31)	60%	(399)	670
Income: 100k+	15%	(47)	26%	(81)	6%	(20)	4%	(12)	49%	(155)	314
Ethnicity: White	9%	(163)	18%	(314)	5%	(89)	3%	(56)	64%	(1100)	1722

Continued on next page

**Table MCEN3\_12:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?  
Michael Fassbender

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	10%	(221)	17%	(377)	6%	(121)	4%	(87)	63%	(1396)	2201
Ethnicity: Hispanic	14%	(48)	16%	(57)	6%	(19)	8%	(27)	57%	(198)	350
Ethnicity: Black	15%	(40)	13%	(36)	6%	(18)	6%	(17)	59%	(163)	274
Ethnicity: Other	8%	(17)	13%	(26)	7%	(14)	7%	(14)	65%	(133)	204
All Christian	11%	(108)	18%	(179)	5%	(53)	3%	(25)	64%	(636)	1001
All Non-Christian	21%	(26)	24%	(30)	9%	(11)	4%	(5)	41%	(51)	124
Atheist	11%	(10)	21%	(20)	7%	(6)	8%	(8)	52%	(48)	92
Agnostic/Nothing in particular	9%	(56)	18%	(110)	5%	(30)	5%	(30)	63%	(382)	609
Something Else	5%	(20)	10%	(38)	6%	(21)	5%	(18)	74%	(278)	375
Religious Non-Protestant/Catholic	20%	(29)	22%	(31)	9%	(12)	4%	(5)	45%	(64)	141
Evangelical	11%	(65)	16%	(94)	4%	(26)	3%	(20)	65%	(382)	588
Non-Evangelical	7%	(56)	16%	(119)	6%	(43)	3%	(23)	68%	(511)	752
Community: Urban	16%	(109)	21%	(143)	6%	(41)	5%	(32)	52%	(359)	683
Community: Suburban	8%	(80)	17%	(162)	5%	(52)	4%	(43)	66%	(641)	978
Community: Rural	6%	(32)	13%	(72)	5%	(28)	2%	(12)	73%	(396)	540
Employ: Private Sector	15%	(108)	22%	(158)	5%	(38)	4%	(31)	53%	(370)	704
Employ: Government	24%	(29)	17%	(21)	7%	(9)	5%	(6)	47%	(58)	122
Employ: Self-Employed	10%	(25)	20%	(50)	8%	(20)	5%	(12)	56%	(136)	243
Employ: Homemaker	7%	(10)	18%	(25)	1%	(1)	2%	(3)	71%	(98)	137
Employ: Student	10%	(6)	18%	(10)	3%	(2)	8%	(5)	61%	(35)	57
Employ: Retired	3%	(17)	10%	(53)	3%	(17)	3%	(14)	80%	(409)	509
Employ: Unemployed	8%	(25)	14%	(41)	8%	(23)	3%	(9)	67%	(203)	302
Employ: Other	1%	(2)	15%	(19)	9%	(11)	5%	(7)	70%	(89)	127
Military HH: Yes	12%	(38)	14%	(45)	5%	(17)	2%	(6)	68%	(220)	326
Military HH: No	10%	(183)	18%	(332)	6%	(104)	4%	(81)	63%	(1176)	1875
RD/WT: Right Direction	16%	(133)	22%	(192)	7%	(57)	3%	(27)	52%	(443)	852
RD/WT: Wrong Track	7%	(88)	14%	(185)	5%	(64)	4%	(60)	71%	(953)	1349
Biden Job Approve	14%	(149)	21%	(225)	7%	(70)	4%	(38)	54%	(571)	1053
Biden Job Disapprove	6%	(66)	14%	(143)	5%	(51)	5%	(47)	70%	(733)	1040

Continued on next page

**Table MCEN3\_12:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?  
Michael Fassbender

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	10%	(221)	17%	(377)	6%	(121)	4%	(87)	63%	(1396)	2201
Biden Job Strongly Approve	19%	(102)	22%	(114)	6%	(33)	4%	(24)	48%	(254)	527
Biden Job Somewhat Approve	9%	(46)	21%	(111)	7%	(37)	3%	(15)	60%	(318)	526
Biden Job Somewhat Disapprove	7%	(20)	19%	(55)	7%	(19)	3%	(9)	63%	(179)	282
Biden Job Strongly Disapprove	6%	(46)	12%	(88)	4%	(31)	5%	(38)	73%	(555)	759
Favorable of Biden	14%	(149)	21%	(221)	6%	(59)	3%	(36)	56%	(588)	1052
Unfavorable of Biden	7%	(69)	14%	(147)	5%	(58)	4%	(46)	70%	(735)	1055
Very Favorable of Biden	17%	(97)	21%	(118)	6%	(35)	3%	(19)	52%	(292)	560
Somewhat Favorable of Biden	11%	(52)	21%	(103)	5%	(24)	3%	(17)	60%	(296)	492
Somewhat Unfavorable of Biden	7%	(19)	21%	(52)	8%	(20)	3%	(9)	61%	(153)	252
Very Unfavorable of Biden	6%	(50)	12%	(95)	5%	(38)	5%	(38)	72%	(582)	802
#1 Issue: Economy	10%	(86)	19%	(159)	5%	(44)	5%	(44)	60%	(498)	830
#1 Issue: Security	9%	(27)	12%	(38)	6%	(20)	4%	(14)	69%	(219)	317
#1 Issue: Health Care	18%	(46)	20%	(52)	6%	(17)	5%	(13)	51%	(136)	264
#1 Issue: Medicare / Social Security	6%	(18)	12%	(33)	3%	(8)	2%	(6)	77%	(223)	289
#1 Issue: Women's Issues	8%	(12)	16%	(24)	9%	(14)	2%	(3)	65%	(101)	155
#1 Issue: Education	12%	(11)	24%	(23)	4%	(4)	3%	(3)	57%	(53)	94
#1 Issue: Energy	14%	(17)	27%	(34)	11%	(14)	—	(1)	48%	(61)	127
#1 Issue: Other	3%	(3)	11%	(13)	1%	(1)	2%	(3)	84%	(105)	125
2020 Vote: Joe Biden	14%	(142)	21%	(211)	6%	(65)	4%	(38)	55%	(547)	1003
2020 Vote: Donald Trump	7%	(51)	13%	(92)	5%	(32)	4%	(28)	71%	(505)	707
2020 Vote: Other	5%	(5)	16%	(14)	9%	(8)	7%	(7)	63%	(56)	90
2020 Vote: Didn't Vote	6%	(23)	15%	(59)	4%	(16)	4%	(15)	71%	(283)	396
2018 House Vote: Democrat	15%	(116)	22%	(172)	6%	(48)	4%	(34)	53%	(419)	789
2018 House Vote: Republican	7%	(40)	14%	(79)	5%	(29)	3%	(16)	71%	(403)	567
2018 House Vote: Someone else	3%	(2)	11%	(8)	7%	(5)	3%	(3)	76%	(58)	76
2016 Vote: Hillary Clinton	14%	(98)	21%	(151)	6%	(42)	4%	(27)	56%	(398)	716
2016 Vote: Donald Trump	8%	(53)	15%	(98)	5%	(36)	4%	(25)	68%	(456)	668
2016 Vote: Other	4%	(4)	18%	(20)	7%	(8)	6%	(6)	64%	(68)	106
2016 Vote: Didn't Vote	9%	(64)	15%	(107)	5%	(35)	4%	(28)	67%	(472)	707

Continued on next page

**Table MCEN3\_12:** *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*  
 Michael Fassbender

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	10%	(221)	17%	(377)	6%	(121)	4%	(87)	63%	(1396)	2201
Voted in 2014: Yes	11%	(139)	18%	(228)	6%	(74)	4%	(44)	62%	(777)	1263
Voted in 2014: No	9%	(82)	16%	(148)	5%	(47)	5%	(42)	66%	(619)	938
4-Region: Northeast	12%	(48)	19%	(75)	6%	(22)	3%	(12)	60%	(237)	394
4-Region: Midwest	9%	(39)	13%	(60)	7%	(33)	3%	(15)	68%	(316)	462
4-Region: South	9%	(74)	16%	(134)	4%	(32)	4%	(35)	67%	(549)	825
4-Region: West	11%	(59)	21%	(108)	7%	(34)	5%	(25)	57%	(294)	520
Avid Film Fan	20%	(161)	24%	(198)	7%	(59)	4%	(31)	45%	(372)	821
Casual Film Fan	5%	(56)	15%	(168)	5%	(58)	4%	(43)	71%	(806)	1130
Avid TV Fan	15%	(160)	20%	(213)	6%	(68)	2%	(22)	56%	(598)	1062
Casual TV Fan	6%	(56)	15%	(148)	5%	(48)	6%	(55)	69%	(687)	994
Avid Bond Fan	23%	(121)	25%	(136)	8%	(45)	5%	(25)	39%	(209)	536
Casual Bond Fan	8%	(70)	20%	(183)	6%	(54)	3%	(29)	63%	(580)	916

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

**Table MCEN3\_13:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Henry Cavill

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	15% (333)	17% (364)	6% (138)	4% (95)	58% (1271)	2201
Gender: Male	20% (213)	20% (215)	8% (85)	6% (61)	46% (489)	1062
Gender: Female	11% (120)	13% (149)	5% (53)	3% (34)	69% (782)	1139
Age: 18-34	20% (132)	19% (127)	10% (65)	7% (46)	44% (286)	655
Age: 35-44	25% (91)	18% (66)	6% (21)	3% (11)	47% (168)	358
Age: 45-64	10% (77)	17% (125)	5% (36)	3% (25)	65% (489)	751
Age: 65+	8% (33)	11% (47)	4% (16)	3% (13)	75% (327)	436
GenZers: 1997-2012	16% (31)	9% (17)	11% (20)	7% (13)	57% (106)	186
Millennials: 1981-1996	24% (171)	22% (156)	8% (56)	6% (39)	40% (279)	701
GenXers: 1965-1980	14% (75)	17% (89)	7% (37)	4% (21)	58% (312)	533
Baby Boomers: 1946-1964	7% (52)	14% (98)	3% (23)	3% (20)	73% (513)	706
PID: Dem (no lean)	22% (186)	19% (162)	7% (56)	4% (37)	49% (417)	859
PID: Ind (no lean)	11% (79)	15% (112)	6% (43)	5% (33)	63% (454)	721
PID: Rep (no lean)	11% (67)	14% (90)	6% (39)	4% (25)	64% (400)	621
PID/Gender: Dem Men	29% (123)	23% (97)	8% (33)	5% (23)	35% (146)	422
PID/Gender: Dem Women	14% (63)	15% (66)	5% (23)	3% (15)	62% (271)	437
PID/Gender: Ind Men	13% (45)	19% (63)	8% (28)	7% (25)	53% (177)	336
PID/Gender: Ind Women	9% (34)	13% (49)	4% (15)	2% (9)	72% (277)	385
PID/Gender: Rep Men	15% (44)	18% (56)	8% (24)	5% (14)	55% (166)	304
PID/Gender: Rep Women	7% (23)	11% (34)	5% (15)	3% (10)	74% (234)	317
Ideo: Liberal (1-3)	20% (126)	19% (120)	7% (48)	4% (24)	50% (321)	639
Ideo: Moderate (4)	14% (91)	19% (122)	7% (46)	5% (32)	55% (349)	641
Ideo: Conservative (5-7)	14% (100)	16% (111)	6% (41)	4% (27)	61% (435)	714
Educ: < College	12% (180)	14% (214)	6% (95)	4% (64)	63% (959)	1513
Educ: Bachelors degree	20% (88)	23% (102)	8% (34)	4% (18)	46% (203)	444
Educ: Post-grad	27% (65)	19% (47)	4% (9)	6% (14)	45% (109)	244
Income: Under 50k	12% (149)	15% (182)	6% (75)	4% (52)	62% (759)	1217
Income: 50k-100k	15% (103)	19% (124)	7% (44)	4% (24)	56% (375)	670
Income: 100k+	26% (82)	19% (58)	6% (18)	6% (19)	44% (137)	314
Ethnicity: White	14% (243)	17% (287)	6% (109)	4% (66)	59% (1017)	1722

Continued on next page



**Table MCEN3\_13:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Henry Cavill

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	15%	(333)	17%	(364)	6%	(138)	4%	(95)	58%	(1271)	2201
Ethnicity: Hispanic	21%	(72)	14%	(49)	8%	(29)	5%	(16)	52%	(183)	350
Ethnicity: Black	20%	(54)	16%	(44)	6%	(18)	7%	(19)	51%	(140)	274
Ethnicity: Other	17%	(36)	16%	(33)	5%	(11)	5%	(10)	56%	(114)	204
All Christian	16%	(159)	17%	(172)	6%	(58)	3%	(31)	58%	(581)	1001
All Non-Christian	29%	(36)	25%	(31)	8%	(11)	4%	(5)	33%	(41)	124
Atheist	16%	(14)	15%	(14)	15%	(14)	5%	(5)	49%	(45)	92
Agnostic/Nothing in particular	14%	(84)	17%	(105)	6%	(34)	5%	(33)	58%	(353)	609
Something Else	10%	(39)	11%	(41)	6%	(22)	6%	(22)	67%	(250)	375
Religious Non-Protestant/Catholic	27%	(38)	24%	(34)	7%	(11)	4%	(6)	37%	(53)	141
Evangelical	15%	(87)	15%	(91)	7%	(40)	5%	(28)	58%	(342)	588
Non-Evangelical	14%	(106)	15%	(114)	5%	(37)	3%	(24)	63%	(472)	752
Community: Urban	23%	(155)	19%	(128)	8%	(53)	5%	(35)	46%	(312)	683
Community: Suburban	12%	(118)	16%	(158)	6%	(56)	4%	(43)	62%	(603)	978
Community: Rural	11%	(60)	15%	(78)	5%	(28)	3%	(17)	66%	(356)	540
Employ: Private Sector	21%	(148)	19%	(132)	8%	(56)	4%	(27)	48%	(341)	704
Employ: Government	28%	(35)	18%	(22)	7%	(9)	5%	(6)	42%	(51)	122
Employ: Self-Employed	16%	(38)	23%	(55)	8%	(19)	6%	(14)	48%	(117)	243
Employ: Homemaker	12%	(17)	16%	(22)	5%	(6)	3%	(4)	64%	(88)	137
Employ: Student	21%	(12)	12%	(7)	6%	(3)	7%	(4)	55%	(31)	57
Employ: Retired	7%	(38)	13%	(64)	4%	(22)	3%	(14)	73%	(372)	509
Employ: Unemployed	12%	(37)	17%	(51)	5%	(15)	6%	(17)	60%	(181)	302
Employ: Other	7%	(9)	9%	(11)	6%	(7)	8%	(10)	71%	(90)	127
Military HH: Yes	17%	(54)	12%	(39)	5%	(16)	5%	(16)	61%	(200)	326
Military HH: No	15%	(278)	17%	(325)	7%	(122)	4%	(79)	57%	(1071)	1875
RD/WT: Right Direction	22%	(191)	20%	(174)	7%	(58)	4%	(33)	46%	(395)	852
RD/WT: Wrong Track	10%	(141)	14%	(190)	6%	(80)	5%	(62)	65%	(876)	1349
Biden Job Approve	21%	(219)	19%	(202)	7%	(79)	4%	(42)	49%	(511)	1053
Biden Job Disapprove	10%	(107)	15%	(152)	6%	(58)	5%	(50)	65%	(673)	1040

Continued on next page

**Table MCEN3\_13:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Henry Cavill

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	15%	(333)	17%	(364)	6%	(138)	4%	(95)	58%	(1271)	2201
Biden Job Strongly Approve	27%	(144)	17%	(89)	8%	(41)	4%	(22)	44%	(231)	527
Biden Job Somewhat Approve	14%	(75)	22%	(113)	7%	(38)	4%	(20)	53%	(280)	526
Biden Job Somewhat Disapprove	10%	(29)	20%	(56)	7%	(19)	5%	(14)	58%	(163)	282
Biden Job Strongly Disapprove	10%	(79)	13%	(96)	5%	(39)	5%	(36)	67%	(509)	759
Favorable of Biden	20%	(208)	19%	(201)	7%	(73)	4%	(44)	50%	(527)	1052
Unfavorable of Biden	11%	(113)	15%	(156)	6%	(61)	4%	(47)	64%	(677)	1055
Very Favorable of Biden	25%	(139)	16%	(91)	6%	(36)	4%	(23)	48%	(271)	560
Somewhat Favorable of Biden	14%	(69)	22%	(111)	7%	(36)	4%	(21)	52%	(256)	492
Somewhat Unfavorable of Biden	11%	(29)	19%	(47)	9%	(24)	5%	(11)	56%	(141)	252
Very Unfavorable of Biden	11%	(84)	14%	(109)	5%	(37)	4%	(36)	67%	(536)	802
#1 Issue: Economy	17%	(139)	19%	(156)	5%	(43)	5%	(45)	54%	(447)	830
#1 Issue: Security	11%	(35)	13%	(41)	7%	(21)	3%	(10)	66%	(210)	317
#1 Issue: Health Care	21%	(55)	20%	(54)	8%	(22)	4%	(11)	47%	(123)	264
#1 Issue: Medicare / Social Security	10%	(28)	14%	(40)	3%	(9)	3%	(8)	71%	(204)	289
#1 Issue: Women's Issues	13%	(21)	11%	(17)	7%	(10)	6%	(9)	63%	(98)	155
#1 Issue: Education	20%	(19)	21%	(19)	6%	(6)	5%	(5)	48%	(45)	94
#1 Issue: Energy	22%	(28)	22%	(28)	15%	(19)	3%	(4)	38%	(48)	127
#1 Issue: Other	7%	(9)	8%	(10)	6%	(7)	3%	(3)	77%	(96)	125
2020 Vote: Joe Biden	20%	(201)	19%	(186)	8%	(80)	5%	(46)	49%	(489)	1003
2020 Vote: Donald Trump	12%	(86)	15%	(106)	6%	(41)	3%	(23)	64%	(452)	707
2020 Vote: Other	11%	(10)	14%	(13)	4%	(4)	11%	(9)	60%	(54)	90
2020 Vote: Didn't Vote	9%	(37)	15%	(59)	3%	(13)	4%	(17)	68%	(271)	396
2018 House Vote: Democrat	20%	(159)	19%	(149)	8%	(61)	4%	(34)	49%	(385)	789
2018 House Vote: Republican	12%	(70)	17%	(95)	4%	(25)	4%	(22)	63%	(356)	567
2018 House Vote: Someone else	9%	(7)	10%	(8)	6%	(5)	3%	(3)	71%	(54)	76
2016 Vote: Hillary Clinton	20%	(142)	19%	(134)	8%	(54)	3%	(25)	50%	(361)	716
2016 Vote: Donald Trump	15%	(98)	16%	(104)	5%	(32)	5%	(30)	60%	(404)	668
2016 Vote: Other	11%	(11)	19%	(20)	4%	(5)	6%	(7)	60%	(63)	106
2016 Vote: Didn't Vote	11%	(80)	15%	(105)	7%	(47)	5%	(34)	62%	(441)	707

Continued on next page

**Table MCEN3\_13:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Henry Cavill

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	15% (333)	17% (364)	6% (138)	4% (95)	58% (1271)	2201
Voted in 2014: Yes	17% (210)	17% (221)	6% (73)	4% (54)	56% (705)	1263
Voted in 2014: No	13% (123)	15% (144)	7% (65)	4% (42)	60% (566)	938
4-Region: Northeast	16% (62)	20% (78)	5% (20)	4% (16)	55% (217)	394
4-Region: Midwest	12% (57)	13% (59)	7% (33)	5% (22)	63% (291)	462
4-Region: South	13% (109)	17% (137)	5% (45)	5% (38)	60% (495)	825
4-Region: West	20% (104)	17% (89)	8% (40)	4% (19)	52% (268)	520
Avid Film Fan	26% (211)	22% (181)	7% (58)	5% (42)	40% (329)	821
Casual Film Fan	10% (108)	15% (171)	6% (71)	4% (40)	65% (740)	1130
Avid TV Fan	20% (215)	19% (204)	7% (71)	3% (35)	51% (537)	1062
Casual TV Fan	10% (104)	15% (145)	6% (63)	5% (53)	63% (629)	994
Avid Bond Fan	31% (166)	23% (123)	7% (36)	4% (19)	36% (192)	536
Casual Bond Fan	12% (112)	20% (183)	8% (73)	4% (35)	56% (514)	916

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

**Table MCEN3\_14:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Jonathan Bailey

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(150)	12%	(261)	5%	(103)	3%	(66)	74%	(1622)	2201
Gender: Male	10%	(107)	15%	(158)	7%	(69)	4%	(42)	65%	(686)	1062
Gender: Female	4%	(43)	9%	(103)	3%	(33)	2%	(24)	82%	(937)	1139
Age: 18-34	10%	(66)	17%	(115)	8%	(51)	6%	(38)	59%	(386)	655
Age: 35-44	14%	(50)	15%	(54)	7%	(24)	2%	(8)	62%	(222)	358
Age: 45-64	3%	(25)	10%	(74)	3%	(22)	2%	(13)	82%	(618)	751
Age: 65+	2%	(9)	4%	(18)	1%	(6)	2%	(8)	91%	(395)	436
GenZers: 1997-2012	4%	(7)	11%	(20)	8%	(15)	6%	(11)	72%	(134)	186
Millennials: 1981-1996	14%	(99)	20%	(138)	7%	(49)	5%	(33)	54%	(382)	701
GenXers: 1965-1980	6%	(30)	12%	(62)	5%	(28)	2%	(10)	76%	(404)	533
Baby Boomers: 1946-1964	2%	(14)	6%	(39)	1%	(9)	1%	(11)	90%	(634)	706
PID: Dem (no lean)	11%	(91)	13%	(109)	5%	(46)	3%	(24)	69%	(589)	859
PID: Ind (no lean)	5%	(33)	12%	(83)	4%	(29)	3%	(24)	77%	(552)	721
PID: Rep (no lean)	4%	(26)	11%	(68)	5%	(28)	3%	(18)	77%	(481)	621
PID/Gender: Dem Men	18%	(74)	17%	(71)	7%	(28)	3%	(14)	56%	(235)	422
PID/Gender: Dem Women	4%	(17)	9%	(38)	4%	(18)	2%	(10)	81%	(354)	437
PID/Gender: Ind Men	5%	(18)	12%	(42)	6%	(21)	5%	(18)	71%	(237)	336
PID/Gender: Ind Women	4%	(15)	11%	(41)	2%	(7)	2%	(6)	82%	(315)	385
PID/Gender: Rep Men	5%	(16)	15%	(45)	6%	(20)	3%	(10)	70%	(213)	304
PID/Gender: Rep Women	3%	(10)	7%	(23)	3%	(9)	2%	(7)	84%	(267)	317
Ideo: Liberal (1-3)	9%	(55)	9%	(60)	4%	(28)	3%	(16)	75%	(479)	639
Ideo: Moderate (4)	6%	(37)	16%	(102)	5%	(35)	3%	(21)	69%	(445)	641
Ideo: Conservative (5-7)	7%	(51)	12%	(85)	5%	(35)	3%	(22)	73%	(522)	714
Educ: < College	5%	(79)	10%	(150)	5%	(73)	3%	(49)	77%	(1162)	1513
Educ: Bachelors degree	9%	(41)	15%	(67)	4%	(20)	2%	(9)	69%	(307)	444
Educ: Post-grad	12%	(30)	18%	(44)	4%	(9)	3%	(7)	63%	(153)	244
Income: Under 50k	5%	(63)	9%	(111)	4%	(50)	3%	(34)	79%	(959)	1217
Income: 50k-100k	7%	(46)	12%	(84)	6%	(38)	3%	(21)	72%	(481)	670
Income: 100k+	13%	(40)	21%	(66)	4%	(14)	3%	(10)	58%	(183)	314
Ethnicity: White	6%	(110)	12%	(209)	5%	(78)	2%	(35)	75%	(1291)	1722

Continued on next page

**Table MCEN3\_14:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Jonathan Bailey

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(150)	12%	(261)	5%	(103)	3%	(66)	74%	(1622)	2201
Ethnicity: Hispanic	7%	(24)	18%	(63)	6%	(21)	5%	(19)	64%	(224)	350
Ethnicity: Black	10%	(28)	10%	(27)	6%	(17)	7%	(18)	67%	(184)	274
Ethnicity: Other	6%	(12)	12%	(25)	4%	(7)	6%	(13)	72%	(147)	204
All Christian	8%	(77)	14%	(139)	5%	(47)	1%	(15)	72%	(723)	1001
All Non-Christian	20%	(25)	19%	(24)	6%	(7)	5%	(6)	51%	(63)	124
Atheist	5%	(4)	6%	(6)	8%	(8)	4%	(4)	76%	(70)	92
Agnostic/Nothing in particular	5%	(31)	8%	(48)	5%	(28)	5%	(28)	78%	(474)	609
Something Else	4%	(13)	12%	(43)	3%	(13)	4%	(13)	78%	(292)	375
Religious Non-Protestant/Catholic	19%	(26)	20%	(28)	5%	(7)	4%	(6)	52%	(74)	141
Evangelical	9%	(54)	14%	(84)	5%	(30)	3%	(17)	68%	(402)	588
Non-Evangelical	4%	(32)	12%	(90)	3%	(26)	1%	(10)	79%	(594)	752
Community: Urban	12%	(84)	17%	(118)	7%	(46)	4%	(24)	60%	(411)	683
Community: Suburban	5%	(46)	10%	(93)	4%	(36)	3%	(30)	79%	(772)	978
Community: Rural	4%	(20)	9%	(49)	4%	(20)	2%	(12)	81%	(439)	540
Employ: Private Sector	10%	(73)	17%	(122)	6%	(43)	3%	(20)	63%	(447)	704
Employ: Government	14%	(17)	16%	(19)	5%	(7)	5%	(6)	60%	(73)	122
Employ: Self-Employed	8%	(20)	18%	(43)	7%	(18)	3%	(8)	63%	(154)	243
Employ: Homemaker	5%	(7)	6%	(8)	4%	(6)	2%	(3)	83%	(114)	137
Employ: Student	5%	(3)	13%	(7)	6%	(3)	7%	(4)	70%	(39)	57
Employ: Retired	2%	(9)	5%	(25)	2%	(9)	2%	(9)	90%	(458)	509
Employ: Unemployed	6%	(18)	7%	(22)	4%	(12)	3%	(9)	80%	(241)	302
Employ: Other	3%	(3)	12%	(15)	4%	(5)	5%	(7)	76%	(96)	127
Military HH: Yes	6%	(21)	8%	(26)	4%	(15)	2%	(7)	79%	(258)	326
Military HH: No	7%	(129)	13%	(235)	5%	(88)	3%	(59)	73%	(1364)	1875
RD/WT: Right Direction	13%	(110)	16%	(137)	6%	(47)	2%	(18)	63%	(539)	852
RD/WT: Wrong Track	3%	(40)	9%	(123)	4%	(55)	4%	(48)	80%	(1083)	1349
Biden Job Approve	10%	(108)	14%	(146)	6%	(62)	3%	(27)	67%	(710)	1053
Biden Job Disapprove	3%	(36)	10%	(109)	4%	(41)	4%	(39)	78%	(816)	1040

Continued on next page

**Table MCEN3\_14:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Jonathan Bailey

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(150)	12%	(261)	5%	(103)	3%	(66)	74%	(1622)	2201
Biden Job Strongly Approve	16%	(84)	16%	(85)	5%	(25)	3%	(14)	60%	(318)	527
Biden Job Somewhat Approve	5%	(24)	12%	(61)	7%	(37)	2%	(13)	74%	(392)	526
Biden Job Somewhat Disapprove	4%	(11)	16%	(45)	5%	(13)	3%	(10)	72%	(203)	282
Biden Job Strongly Disapprove	3%	(25)	8%	(64)	4%	(28)	4%	(29)	81%	(613)	759
Favorable of Biden	10%	(108)	13%	(140)	5%	(55)	2%	(25)	69%	(725)	1052
Unfavorable of Biden	4%	(41)	11%	(114)	4%	(44)	4%	(39)	78%	(818)	1055
Very Favorable of Biden	15%	(84)	14%	(78)	4%	(22)	3%	(16)	64%	(359)	560
Somewhat Favorable of Biden	5%	(24)	13%	(62)	7%	(32)	2%	(9)	74%	(365)	492
Somewhat Unfavorable of Biden	3%	(9)	14%	(35)	5%	(13)	5%	(12)	73%	(184)	252
Very Unfavorable of Biden	4%	(32)	10%	(79)	4%	(31)	3%	(27)	79%	(633)	802
#1 Issue: Economy	6%	(52)	13%	(110)	5%	(43)	4%	(32)	71%	(591)	830
#1 Issue: Security	8%	(27)	10%	(31)	6%	(20)	2%	(6)	74%	(234)	317
#1 Issue: Health Care	10%	(27)	16%	(42)	4%	(11)	3%	(9)	66%	(175)	264
#1 Issue: Medicare / Social Security	3%	(8)	7%	(21)	3%	(8)	2%	(7)	84%	(244)	289
#1 Issue: Women's Issues	8%	(12)	9%	(15)	4%	(5)	1%	(1)	79%	(122)	155
#1 Issue: Education	10%	(10)	19%	(18)	6%	(5)	1%	(1)	64%	(60)	94
#1 Issue: Energy	11%	(15)	16%	(21)	5%	(6)	7%	(9)	61%	(77)	127
#1 Issue: Other	—	(0)	2%	(3)	3%	(3)	1%	(1)	94%	(118)	125
2020 Vote: Joe Biden	10%	(96)	13%	(127)	5%	(49)	4%	(36)	69%	(695)	1003
2020 Vote: Donald Trump	5%	(37)	11%	(77)	5%	(36)	2%	(14)	77%	(543)	707
2020 Vote: Other	2%	(2)	9%	(8)	7%	(6)	6%	(5)	76%	(68)	90
2020 Vote: Didn't Vote	4%	(15)	12%	(48)	3%	(11)	3%	(10)	79%	(312)	396
2018 House Vote: Democrat	11%	(89)	12%	(98)	5%	(42)	3%	(22)	68%	(538)	789
2018 House Vote: Republican	4%	(25)	11%	(63)	5%	(28)	2%	(12)	78%	(440)	567
2018 House Vote: Someone else	1%	(0)	19%	(14)	4%	(3)	—	(0)	77%	(58)	76
2016 Vote: Hillary Clinton	9%	(65)	12%	(88)	5%	(36)	2%	(13)	72%	(514)	716
2016 Vote: Donald Trump	6%	(39)	11%	(77)	5%	(34)	3%	(17)	75%	(501)	668
2016 Vote: Other	3%	(4)	12%	(12)	6%	(6)	6%	(6)	73%	(77)	106
2016 Vote: Didn't Vote	6%	(41)	12%	(82)	4%	(26)	4%	(29)	75%	(529)	707

Continued on next page

**Table MCEN3\_14:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Jonathan Bailey

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(150)	12%	(261)	5%	(103)	3%	(66)	74%	(1622)	2201
Voted in 2014: Yes	8%	(98)	12%	(151)	5%	(61)	3%	(34)	73%	(919)	1263
Voted in 2014: No	6%	(52)	12%	(110)	4%	(41)	3%	(32)	75%	(703)	938
4-Region: Northeast	8%	(30)	13%	(50)	4%	(14)	3%	(12)	73%	(288)	394
4-Region: Midwest	6%	(29)	7%	(31)	5%	(22)	3%	(12)	80%	(369)	462
4-Region: South	6%	(47)	14%	(118)	4%	(31)	3%	(22)	74%	(607)	825
4-Region: West	9%	(44)	12%	(62)	7%	(36)	4%	(19)	69%	(359)	520
Avid Film Fan	11%	(94)	15%	(122)	6%	(47)	3%	(26)	65%	(532)	821
Casual Film Fan	4%	(49)	11%	(120)	4%	(48)	3%	(30)	78%	(883)	1130
Avid TV Fan	10%	(107)	14%	(145)	5%	(48)	3%	(29)	69%	(734)	1062
Casual TV Fan	4%	(40)	10%	(103)	5%	(45)	3%	(30)	78%	(775)	994
Avid Bond Fan	16%	(88)	18%	(96)	7%	(38)	4%	(21)	54%	(292)	536
Casual Bond Fan	5%	(48)	14%	(125)	5%	(43)	2%	(20)	74%	(680)	916

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

**Table MCEN3\_15:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Luke Evans

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	11% (232)	17% (379)	6% (127)	3% (63)	64% (1399)	2201
Gender: Male	14% (154)	19% (198)	7% (75)	4% (39)	56% (597)	1062
Gender: Female	7% (78)	16% (181)	5% (53)	2% (24)	70% (802)	1139
Age: 18-34	17% (111)	22% (143)	9% (58)	5% (30)	48% (313)	655
Age: 35-44	18% (65)	22% (79)	7% (23)	4% (13)	50% (177)	358
Age: 45-64	6% (43)	16% (123)	5% (39)	2% (12)	71% (534)	751
Age: 65+	3% (13)	8% (34)	2% (7)	2% (7)	86% (375)	436
GenZers: 1997-2012	14% (26)	19% (34)	6% (12)	4% (8)	57% (106)	186
Millennials: 1981-1996	19% (131)	24% (165)	8% (58)	5% (32)	45% (315)	701
GenXers: 1965-1980	9% (50)	19% (100)	6% (33)	2% (10)	64% (340)	533
Baby Boomers: 1946-1964	3% (23)	11% (76)	3% (24)	2% (13)	81% (571)	706
PID: Dem (no lean)	15% (129)	19% (163)	6% (54)	3% (26)	57% (486)	859
PID: Ind (no lean)	7% (53)	18% (132)	5% (35)	2% (17)	67% (485)	721
PID: Rep (no lean)	8% (50)	14% (84)	6% (38)	3% (20)	69% (428)	621
PID/Gender: Dem Men	22% (94)	20% (85)	7% (30)	4% (17)	47% (196)	422
PID/Gender: Dem Women	8% (36)	18% (78)	6% (25)	2% (9)	66% (290)	437
PID/Gender: Ind Men	8% (29)	19% (65)	6% (19)	3% (9)	64% (214)	336
PID/Gender: Ind Women	6% (24)	17% (67)	4% (16)	2% (7)	70% (271)	385
PID/Gender: Rep Men	10% (31)	16% (48)	9% (26)	4% (13)	61% (186)	304
PID/Gender: Rep Women	6% (19)	11% (36)	4% (12)	3% (8)	76% (242)	317
Ideo: Liberal (1-3)	13% (83)	18% (117)	6% (36)	2% (13)	61% (389)	639
Ideo: Moderate (4)	10% (64)	20% (126)	7% (44)	3% (17)	61% (390)	641
Ideo: Conservative (5-7)	10% (75)	16% (114)	5% (38)	4% (28)	64% (460)	714
Educ: < College	9% (136)	16% (240)	5% (77)	3% (43)	67% (1016)	1513
Educ: Bachelors degree	13% (58)	20% (91)	7% (33)	3% (11)	57% (251)	444
Educ: Post-grad	16% (38)	20% (48)	7% (17)	3% (8)	54% (132)	244
Income: Under 50k	9% (111)	16% (191)	5% (60)	3% (37)	67% (816)	1217
Income: 50k-100k	9% (63)	18% (119)	7% (46)	3% (19)	63% (424)	670
Income: 100k+	18% (58)	22% (69)	7% (21)	2% (7)	51% (159)	314
Ethnicity: White	10% (169)	17% (298)	6% (96)	2% (39)	65% (1121)	1722

Continued on next page



**Table MCEN3\_15:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Luke Evans

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	11% (232)	17% (379)	6% (127)	3% (63)	64% (1399)	2201
Ethnicity: Hispanic	17% (59)	19% (67)	7% (24)	3% (10)	54% (190)	350
Ethnicity: Black	13% (35)	18% (49)	7% (20)	5% (14)	57% (157)	274
Ethnicity: Other	13% (28)	16% (33)	6% (12)	5% (11)	59% (121)	204
All Christian	11% (108)	18% (176)	6% (57)	2% (19)	64% (641)	1001
All Non-Christian	19% (24)	29% (36)	6% (7)	4% (5)	42% (53)	124
Atheist	6% (6)	20% (19)	4% (3)	6% (6)	64% (59)	92
Agnostic/Nothing in particular	10% (63)	14% (87)	7% (41)	3% (20)	65% (397)	609
Something Else	8% (31)	17% (62)	5% (19)	4% (13)	67% (250)	375
Religious Non-Protestant/Catholic	18% (26)	29% (41)	5% (7)	3% (5)	44% (62)	141
Evangelical	14% (80)	17% (102)	6% (33)	3% (17)	61% (356)	588
Non-Evangelical	7% (55)	16% (124)	6% (42)	2% (15)	69% (516)	752
Community: Urban	18% (124)	21% (144)	7% (48)	4% (27)	50% (340)	683
Community: Suburban	7% (73)	15% (143)	6% (56)	3% (28)	69% (678)	978
Community: Rural	7% (35)	17% (92)	4% (23)	2% (9)	71% (381)	540
Employ: Private Sector	15% (107)	22% (155)	6% (39)	4% (25)	54% (377)	704
Employ: Government	22% (27)	19% (23)	12% (15)	2% (3)	45% (54)	122
Employ: Self-Employed	11% (28)	18% (44)	8% (20)	5% (12)	57% (139)	243
Employ: Homemaker	11% (15)	12% (16)	5% (6)	1% (2)	71% (98)	137
Employ: Student	18% (10)	28% (16)	5% (3)	1% (1)	49% (28)	57
Employ: Retired	3% (15)	10% (53)	3% (14)	2% (8)	82% (419)	509
Employ: Unemployed	8% (25)	19% (56)	6% (18)	2% (5)	66% (198)	302
Employ: Other	4% (6)	13% (16)	9% (11)	6% (8)	68% (86)	127
Military HH: Yes	10% (34)	15% (50)	4% (13)	3% (9)	67% (220)	326
Military HH: No	11% (198)	18% (329)	6% (115)	3% (54)	63% (1180)	1875
RD/WT: Right Direction	17% (141)	20% (169)	6% (53)	3% (25)	54% (463)	852
RD/WT: Wrong Track	7% (91)	16% (211)	6% (74)	3% (38)	69% (936)	1349
Biden Job Approve	15% (155)	20% (207)	6% (67)	3% (29)	56% (594)	1053
Biden Job Disapprove	6% (67)	16% (165)	6% (60)	3% (31)	69% (718)	1040

Continued on next page

**Table MCEN3\_15:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Luke Evans

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	11%	(232)	17%	(379)	6%	(127)	3%	(63)	64%	(1399)	2201
Biden Job Strongly Approve	21%	(111)	21%	(109)	5%	(27)	4%	(19)	50%	(261)	527
Biden Job Somewhat Approve	9%	(45)	19%	(98)	8%	(41)	2%	(10)	63%	(333)	526
Biden Job Somewhat Disapprove	7%	(21)	23%	(66)	7%	(20)	2%	(4)	61%	(171)	282
Biden Job Strongly Disapprove	6%	(46)	13%	(99)	5%	(40)	3%	(26)	72%	(547)	759
Favorable of Biden	15%	(156)	20%	(211)	5%	(57)	2%	(26)	57%	(603)	1052
Unfavorable of Biden	7%	(69)	15%	(163)	6%	(66)	3%	(33)	69%	(723)	1055
Very Favorable of Biden	18%	(103)	21%	(116)	4%	(23)	3%	(15)	54%	(303)	560
Somewhat Favorable of Biden	11%	(52)	19%	(95)	7%	(34)	2%	(11)	61%	(300)	492
Somewhat Unfavorable of Biden	6%	(14)	22%	(56)	9%	(23)	4%	(9)	59%	(150)	252
Very Unfavorable of Biden	7%	(55)	13%	(108)	5%	(43)	3%	(24)	71%	(573)	802
#1 Issue: Economy	12%	(101)	20%	(163)	7%	(58)	3%	(27)	58%	(480)	830
#1 Issue: Security	8%	(24)	15%	(47)	7%	(22)	3%	(10)	67%	(213)	317
#1 Issue: Health Care	18%	(46)	16%	(42)	9%	(23)	2%	(7)	55%	(147)	264
#1 Issue: Medicare / Social Security	6%	(16)	9%	(26)	2%	(5)	3%	(10)	80%	(231)	289
#1 Issue: Women's Issues	10%	(16)	18%	(27)	6%	(10)	1%	(2)	64%	(100)	155
#1 Issue: Education	8%	(7)	34%	(31)	4%	(4)	4%	(4)	50%	(47)	94
#1 Issue: Energy	14%	(17)	26%	(33)	5%	(6)	2%	(2)	54%	(69)	127
#1 Issue: Other	3%	(4)	7%	(9)	—	(0)	1%	(1)	89%	(112)	125
2020 Vote: Joe Biden	14%	(144)	19%	(190)	6%	(61)	3%	(27)	58%	(581)	1003
2020 Vote: Donald Trump	9%	(60)	15%	(105)	5%	(32)	3%	(21)	69%	(489)	707
2020 Vote: Other	5%	(5)	20%	(18)	12%	(11)	1%	(1)	62%	(56)	90
2020 Vote: Didn't Vote	6%	(23)	17%	(67)	6%	(24)	4%	(14)	68%	(269)	396
2018 House Vote: Democrat	14%	(113)	19%	(149)	6%	(51)	3%	(23)	57%	(453)	789
2018 House Vote: Republican	7%	(39)	17%	(97)	5%	(29)	3%	(16)	68%	(387)	567
2018 House Vote: Someone else	2%	(2)	22%	(16)	7%	(6)	1%	(1)	68%	(51)	76
2016 Vote: Hillary Clinton	13%	(95)	18%	(127)	6%	(43)	3%	(22)	60%	(430)	716
2016 Vote: Donald Trump	9%	(59)	16%	(109)	6%	(38)	3%	(18)	66%	(444)	668
2016 Vote: Other	5%	(5)	21%	(22)	6%	(7)	2%	(2)	66%	(70)	106
2016 Vote: Didn't Vote	10%	(72)	17%	(120)	6%	(39)	3%	(21)	64%	(454)	707

Continued on next page

**Table MCEN3\_15:** *The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?*

Luke Evans

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	11%	(232)	17%	(379)	6%	(127)	3%	(63)	64%	(1399)	2201
Voted in 2014: Yes	11%	(143)	17%	(219)	6%	(73)	3%	(34)	63%	(794)	1263
Voted in 2014: No	10%	(89)	17%	(161)	6%	(54)	3%	(29)	65%	(605)	938
4-Region: Northeast	12%	(47)	20%	(77)	5%	(19)	3%	(10)	61%	(241)	394
4-Region: Midwest	7%	(31)	13%	(61)	7%	(30)	3%	(15)	70%	(325)	462
4-Region: South	10%	(82)	17%	(143)	6%	(47)	3%	(21)	64%	(532)	825
4-Region: West	14%	(72)	19%	(98)	6%	(32)	3%	(18)	58%	(301)	520
Avid Film Fan	19%	(159)	20%	(168)	6%	(51)	3%	(27)	51%	(416)	821
Casual Film Fan	6%	(65)	17%	(194)	6%	(67)	2%	(26)	69%	(778)	1130
Avid TV Fan	16%	(169)	20%	(211)	5%	(57)	2%	(26)	57%	(601)	1062
Casual TV Fan	6%	(61)	16%	(159)	6%	(56)	3%	(27)	69%	(690)	994
Avid Bond Fan	23%	(125)	22%	(118)	6%	(30)	4%	(24)	45%	(239)	536
Casual Bond Fan	9%	(79)	21%	(190)	7%	(61)	2%	(17)	62%	(569)	916

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

**Table MCEN3\_16:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Lashana Lynch

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(138)	11%	(234)	4%	(97)	7%	(159)	71%	(1573)	2201
Gender: Male	9%	(98)	14%	(154)	7%	(72)	8%	(90)	61%	(648)	1062
Gender: Female	3%	(40)	7%	(80)	2%	(25)	6%	(69)	81%	(925)	1139
Age: 18-34	11%	(70)	16%	(102)	7%	(46)	10%	(65)	57%	(372)	655
Age: 35-44	12%	(44)	17%	(60)	4%	(13)	7%	(26)	60%	(214)	358
Age: 45-64	2%	(18)	8%	(57)	3%	(25)	7%	(51)	80%	(599)	751
Age: 65+	1%	(5)	3%	(14)	3%	(12)	4%	(17)	89%	(389)	436
GenZers: 1997-2012	6%	(11)	9%	(17)	5%	(9)	7%	(13)	73%	(136)	186
Millennials: 1981-1996	14%	(100)	18%	(126)	6%	(44)	10%	(71)	52%	(361)	701
GenXers: 1965-1980	3%	(17)	12%	(63)	4%	(21)	7%	(39)	74%	(393)	533
Baby Boomers: 1946-1964	1%	(10)	4%	(28)	3%	(20)	5%	(32)	87%	(617)	706
PID: Dem (no lean)	11%	(93)	14%	(122)	5%	(39)	6%	(47)	65%	(558)	859
PID: Ind (no lean)	3%	(25)	9%	(65)	5%	(34)	7%	(53)	76%	(545)	721
PID: Rep (no lean)	3%	(20)	8%	(48)	4%	(24)	9%	(58)	76%	(471)	621
PID/Gender: Dem Men	17%	(73)	20%	(83)	7%	(29)	6%	(25)	50%	(211)	422
PID/Gender: Dem Women	4%	(19)	9%	(39)	2%	(10)	5%	(22)	79%	(347)	437
PID/Gender: Ind Men	3%	(11)	10%	(35)	8%	(27)	10%	(32)	69%	(231)	336
PID/Gender: Ind Women	4%	(14)	8%	(30)	2%	(7)	5%	(21)	82%	(314)	385
PID/Gender: Rep Men	4%	(13)	12%	(36)	5%	(16)	11%	(33)	68%	(206)	304
PID/Gender: Rep Women	2%	(7)	4%	(12)	2%	(8)	8%	(26)	83%	(264)	317
Ideo: Liberal (1-3)	8%	(52)	14%	(86)	4%	(24)	5%	(29)	70%	(447)	639
Ideo: Moderate (4)	5%	(32)	13%	(85)	5%	(31)	7%	(46)	70%	(447)	641
Ideo: Conservative (5-7)	7%	(51)	8%	(55)	5%	(38)	10%	(74)	70%	(497)	714
Educ: < College	5%	(71)	9%	(133)	4%	(63)	8%	(116)	75%	(1130)	1513
Educ: Bachelors degree	8%	(37)	14%	(63)	5%	(24)	5%	(23)	67%	(297)	444
Educ: Post-grad	12%	(30)	16%	(38)	4%	(10)	8%	(20)	60%	(146)	244
Income: Under 50k	5%	(58)	8%	(98)	4%	(47)	7%	(85)	76%	(929)	1217
Income: 50k-100k	7%	(44)	12%	(81)	5%	(36)	7%	(48)	69%	(462)	670
Income: 100k+	11%	(36)	18%	(56)	4%	(13)	8%	(26)	58%	(183)	314
Ethnicity: White	6%	(96)	10%	(171)	5%	(81)	7%	(116)	73%	(1258)	1722

Continued on next page

**Table MCEN3\_16:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Lashana Lynch

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(138)	11%	(234)	4%	(97)	7%	(159)	71%	(1573)	2201
Ethnicity: Hispanic	6%	(20)	14%	(51)	6%	(20)	10%	(35)	64%	(223)	350
Ethnicity: Black	10%	(27)	16%	(44)	4%	(10)	10%	(28)	60%	(165)	274
Ethnicity: Other	7%	(15)	9%	(19)	3%	(6)	7%	(14)	74%	(151)	204
All Christian	7%	(72)	12%	(116)	6%	(60)	6%	(61)	69%	(692)	1001
All Non-Christian	19%	(23)	23%	(29)	4%	(5)	5%	(7)	49%	(60)	124
Atheist	7%	(6)	13%	(12)	—	(0)	11%	(10)	70%	(64)	92
Agnostic/Nothing in particular	4%	(25)	9%	(57)	3%	(20)	7%	(44)	76%	(463)	609
Something Else	3%	(11)	5%	(21)	3%	(12)	10%	(37)	78%	(294)	375
Religious Non-Protestant/Catholic	16%	(23)	21%	(30)	4%	(6)	5%	(8)	53%	(75)	141
Evangelical	8%	(48)	13%	(74)	5%	(27)	9%	(50)	66%	(388)	588
Non-Evangelical	4%	(31)	8%	(59)	5%	(41)	6%	(47)	76%	(574)	752
Community: Urban	11%	(77)	17%	(119)	5%	(36)	7%	(51)	59%	(401)	683
Community: Suburban	4%	(42)	8%	(74)	4%	(43)	7%	(71)	77%	(749)	978
Community: Rural	4%	(19)	8%	(42)	3%	(17)	7%	(37)	79%	(424)	540
Employ: Private Sector	10%	(67)	15%	(104)	6%	(45)	8%	(56)	61%	(432)	704
Employ: Government	14%	(17)	23%	(28)	5%	(6)	8%	(10)	50%	(61)	122
Employ: Self-Employed	8%	(20)	14%	(34)	7%	(16)	9%	(22)	62%	(150)	243
Employ: Homemaker	1%	(2)	8%	(11)	2%	(3)	3%	(4)	85%	(116)	137
Employ: Student	10%	(5)	7%	(4)	6%	(3)	5%	(3)	74%	(42)	57
Employ: Retired	1%	(7)	4%	(18)	2%	(12)	5%	(28)	87%	(445)	509
Employ: Unemployed	5%	(16)	8%	(25)	2%	(7)	7%	(21)	77%	(232)	302
Employ: Other	2%	(2)	8%	(10)	3%	(4)	12%	(15)	75%	(95)	127
Military HH: Yes	6%	(21)	7%	(23)	3%	(8)	9%	(30)	75%	(244)	326
Military HH: No	6%	(117)	11%	(211)	5%	(88)	7%	(129)	71%	(1330)	1875
RD/WT: Right Direction	13%	(108)	16%	(140)	6%	(47)	5%	(43)	60%	(513)	852
RD/WT: Wrong Track	2%	(29)	7%	(94)	4%	(50)	9%	(116)	79%	(1060)	1349
Biden Job Approve	11%	(112)	14%	(152)	5%	(53)	5%	(54)	65%	(683)	1053
Biden Job Disapprove	2%	(21)	7%	(76)	4%	(43)	10%	(104)	77%	(796)	1040

Continued on next page

**Table MCEN3\_16:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Lashana Lynch

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(138)	11%	(234)	4%	(97)	7%	(159)	71%	(1573)	2201
Biden Job Strongly Approve	16%	(83)	16%	(82)	4%	(23)	6%	(33)	58%	(306)	527
Biden Job Somewhat Approve	6%	(29)	13%	(70)	6%	(30)	4%	(20)	72%	(377)	526
Biden Job Somewhat Disapprove	3%	(9)	13%	(36)	5%	(14)	7%	(20)	72%	(203)	282
Biden Job Strongly Disapprove	2%	(13)	5%	(40)	4%	(28)	11%	(84)	78%	(593)	759
Favorable of Biden	10%	(110)	14%	(148)	4%	(47)	5%	(50)	66%	(698)	1052
Unfavorable of Biden	2%	(24)	8%	(81)	4%	(47)	10%	(107)	75%	(796)	1055
Very Favorable of Biden	14%	(81)	13%	(75)	4%	(22)	6%	(36)	62%	(346)	560
Somewhat Favorable of Biden	6%	(30)	15%	(73)	5%	(25)	3%	(14)	71%	(351)	492
Somewhat Unfavorable of Biden	3%	(7)	12%	(30)	6%	(16)	9%	(23)	70%	(176)	252
Very Unfavorable of Biden	2%	(17)	6%	(51)	4%	(31)	10%	(83)	77%	(620)	802
#1 Issue: Economy	6%	(51)	10%	(84)	5%	(45)	9%	(77)	69%	(573)	830
#1 Issue: Security	4%	(13)	10%	(30)	5%	(16)	9%	(28)	73%	(230)	317
#1 Issue: Health Care	10%	(27)	16%	(41)	5%	(14)	7%	(18)	62%	(164)	264
#1 Issue: Medicare / Social Security	3%	(8)	7%	(19)	3%	(8)	3%	(9)	84%	(244)	289
#1 Issue: Women's Issues	6%	(9)	9%	(14)	3%	(4)	4%	(7)	78%	(121)	155
#1 Issue: Education	6%	(6)	25%	(24)	3%	(3)	7%	(6)	59%	(55)	94
#1 Issue: Energy	16%	(21)	15%	(19)	4%	(5)	6%	(8)	59%	(75)	127
#1 Issue: Other	2%	(2)	3%	(4)	1%	(1)	5%	(6)	89%	(111)	125
2020 Vote: Joe Biden	9%	(94)	14%	(141)	5%	(50)	6%	(58)	66%	(661)	1003
2020 Vote: Donald Trump	4%	(25)	7%	(51)	5%	(35)	10%	(68)	75%	(529)	707
2020 Vote: Other	4%	(4)	4%	(3)	5%	(5)	10%	(9)	77%	(70)	90
2020 Vote: Didn't Vote	4%	(15)	10%	(40)	2%	(7)	6%	(24)	78%	(310)	396
2018 House Vote: Democrat	11%	(86)	14%	(110)	5%	(40)	5%	(41)	65%	(512)	789
2018 House Vote: Republican	3%	(17)	9%	(53)	4%	(22)	9%	(52)	75%	(424)	567
2018 House Vote: Someone else	3%	(2)	7%	(5)	4%	(3)	6%	(4)	80%	(61)	76
2016 Vote: Hillary Clinton	10%	(71)	13%	(96)	5%	(37)	4%	(26)	68%	(486)	716
2016 Vote: Donald Trump	4%	(28)	9%	(60)	4%	(29)	10%	(69)	72%	(482)	668
2016 Vote: Other	3%	(3)	7%	(7)	6%	(6)	9%	(9)	76%	(80)	106
2016 Vote: Didn't Vote	5%	(34)	10%	(70)	3%	(25)	8%	(54)	74%	(525)	707

Continued on next page

**Table MCEN3\_16:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

*Lashana Lynch*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	6%	(138)	11%	(234)	4%	(97)	7%	(159)	71%	(1573)	2201
Voted in 2014: Yes	7%	(90)	12%	(147)	5%	(59)	7%	(89)	69%	(878)	1263
Voted in 2014: No	5%	(48)	9%	(87)	4%	(38)	7%	(70)	74%	(696)	938
4-Region: Northeast	7%	(26)	12%	(48)	6%	(22)	7%	(28)	68%	(269)	394
4-Region: Midwest	7%	(33)	7%	(31)	3%	(15)	6%	(30)	76%	(353)	462
4-Region: South	5%	(43)	11%	(89)	4%	(36)	7%	(61)	72%	(595)	825
4-Region: West	7%	(35)	13%	(66)	4%	(23)	8%	(40)	68%	(356)	520
Avid Film Fan	12%	(100)	14%	(113)	5%	(39)	8%	(65)	61%	(504)	821
Casual Film Fan	3%	(35)	10%	(108)	5%	(52)	7%	(77)	76%	(857)	1130
Avid TV Fan	10%	(107)	13%	(135)	4%	(47)	6%	(69)	66%	(704)	1062
Casual TV Fan	3%	(28)	9%	(86)	5%	(45)	8%	(80)	76%	(754)	994
Avid Bond Fan	14%	(76)	19%	(102)	7%	(35)	9%	(47)	51%	(275)	536
Casual Bond Fan	5%	(44)	11%	(100)	6%	(53)	7%	(64)	72%	(656)	916

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

**Table MCEN3\_17:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?  
Daniel Kaluuya

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(163)	13%	(293)	5%	(107)	3%	(74)	71%	(1564)	2201
Gender: Male	11%	(112)	17%	(179)	7%	(70)	4%	(47)	62%	(655)	1062
Gender: Female	4%	(51)	10%	(114)	3%	(37)	2%	(28)	80%	(909)	1139
Age: 18-34	12%	(81)	18%	(118)	10%	(63)	5%	(33)	55%	(360)	655
Age: 35-44	13%	(47)	17%	(62)	5%	(19)	3%	(12)	61%	(218)	358
Age: 45-64	3%	(25)	12%	(92)	2%	(17)	3%	(24)	79%	(594)	751
Age: 65+	2%	(10)	5%	(22)	2%	(7)	1%	(6)	90%	(392)	436
GenZers: 1997-2012	9%	(16)	11%	(20)	9%	(17)	2%	(4)	69%	(129)	186
Millennials: 1981-1996	14%	(102)	21%	(147)	8%	(58)	6%	(39)	51%	(356)	701
GenXers: 1965-1980	6%	(31)	12%	(65)	3%	(18)	3%	(16)	76%	(403)	533
Baby Boomers: 1946-1964	2%	(13)	9%	(61)	2%	(11)	2%	(14)	86%	(607)	706
PID: Dem (no lean)	12%	(104)	17%	(147)	6%	(49)	3%	(27)	62%	(531)	859
PID: Ind (no lean)	6%	(41)	11%	(79)	5%	(33)	4%	(26)	75%	(543)	721
PID: Rep (no lean)	3%	(18)	11%	(67)	4%	(24)	4%	(22)	79%	(490)	621
PID/Gender: Dem Men	19%	(81)	22%	(91)	7%	(28)	4%	(16)	49%	(206)	422
PID/Gender: Dem Women	5%	(23)	13%	(57)	5%	(21)	2%	(11)	75%	(326)	437
PID/Gender: Ind Men	6%	(20)	13%	(43)	7%	(23)	5%	(17)	69%	(233)	336
PID/Gender: Ind Women	5%	(21)	9%	(36)	3%	(10)	2%	(8)	80%	(310)	385
PID/Gender: Rep Men	4%	(11)	15%	(45)	6%	(18)	4%	(13)	71%	(217)	304
PID/Gender: Rep Women	2%	(7)	7%	(22)	2%	(6)	3%	(9)	86%	(273)	317
Ideo: Liberal (1-3)	12%	(74)	15%	(98)	5%	(35)	2%	(16)	65%	(416)	639
Ideo: Moderate (4)	7%	(43)	15%	(99)	6%	(38)	3%	(20)	69%	(441)	641
Ideo: Conservative (5-7)	5%	(39)	13%	(90)	4%	(28)	5%	(34)	73%	(523)	714
Educ: < College	6%	(84)	11%	(163)	5%	(73)	4%	(54)	75%	(1139)	1513
Educ: Bachelors degree	10%	(44)	19%	(84)	6%	(27)	2%	(10)	63%	(280)	444
Educ: Post-grad	15%	(36)	19%	(46)	3%	(7)	4%	(10)	59%	(145)	244
Income: Under 50k	5%	(66)	11%	(135)	4%	(51)	3%	(39)	76%	(926)	1217
Income: 50k-100k	8%	(56)	14%	(97)	6%	(37)	3%	(22)	68%	(457)	670
Income: 100k+	13%	(41)	19%	(61)	6%	(18)	4%	(13)	57%	(180)	314
Ethnicity: White	6%	(106)	13%	(229)	4%	(76)	3%	(52)	73%	(1258)	1722

Continued on next page



**Table MCEN3\_17:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Daniel Kaluuya

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(163)	13%	(293)	5%	(107)	3%	(74)	71%	(1564)	2201
Ethnicity: Hispanic	10%	(34)	15%	(53)	9%	(33)	4%	(13)	62%	(217)	350
Ethnicity: Black	14%	(38)	14%	(39)	7%	(18)	6%	(17)	59%	(162)	274
Ethnicity: Other	9%	(19)	12%	(25)	6%	(12)	3%	(5)	70%	(143)	204
All Christian	8%	(77)	15%	(154)	5%	(48)	2%	(24)	70%	(697)	1001
All Non-Christian	19%	(23)	23%	(29)	6%	(7)	6%	(7)	46%	(57)	124
Atheist	7%	(7)	15%	(14)	7%	(6)	8%	(7)	63%	(58)	92
Agnostic/Nothing in particular	6%	(38)	11%	(68)	4%	(25)	3%	(19)	75%	(459)	609
Something Else	5%	(18)	7%	(28)	5%	(20)	5%	(17)	78%	(292)	375
Religious Non-Protestant/Catholic	17%	(24)	22%	(31)	5%	(7)	5%	(7)	51%	(71)	141
Evangelical	11%	(62)	13%	(78)	5%	(28)	4%	(23)	68%	(397)	588
Non-Evangelical	4%	(30)	13%	(99)	5%	(37)	2%	(17)	76%	(569)	752
Community: Urban	16%	(108)	18%	(123)	6%	(44)	3%	(24)	56%	(385)	683
Community: Suburban	4%	(39)	11%	(112)	5%	(46)	4%	(38)	76%	(743)	978
Community: Rural	3%	(16)	11%	(58)	3%	(17)	2%	(13)	81%	(435)	540
Employ: Private Sector	12%	(82)	18%	(130)	6%	(40)	4%	(26)	61%	(427)	704
Employ: Government	21%	(26)	16%	(19)	8%	(10)	3%	(3)	52%	(64)	122
Employ: Self-Employed	8%	(19)	17%	(42)	9%	(22)	6%	(14)	60%	(146)	243
Employ: Homemaker	5%	(6)	6%	(9)	4%	(5)	1%	(2)	84%	(115)	137
Employ: Student	7%	(4)	11%	(6)	13%	(8)	1%	(1)	68%	(39)	57
Employ: Retired	2%	(11)	7%	(38)	1%	(7)	2%	(10)	87%	(444)	509
Employ: Unemployed	5%	(16)	11%	(34)	4%	(11)	5%	(14)	75%	(228)	302
Employ: Other	—	(0)	12%	(16)	4%	(5)	4%	(6)	80%	(101)	127
Military HH: Yes	8%	(25)	9%	(30)	3%	(10)	2%	(6)	78%	(254)	326
Military HH: No	7%	(138)	14%	(263)	5%	(96)	4%	(68)	70%	(1310)	1875
RD/WT: Right Direction	13%	(111)	19%	(166)	6%	(50)	3%	(25)	59%	(499)	852
RD/WT: Wrong Track	4%	(52)	9%	(127)	4%	(56)	4%	(49)	79%	(1065)	1349
Biden Job Approve	12%	(124)	18%	(190)	6%	(61)	3%	(27)	62%	(650)	1053
Biden Job Disapprove	3%	(35)	9%	(98)	4%	(45)	4%	(47)	78%	(816)	1040

Continued on next page

**Table MCEN3\_17:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Daniel Kaluuya

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(163)	13%	(293)	5%	(107)	3%	(74)	71%	(1564)	2201
Biden Job Strongly Approve	17%	(88)	18%	(93)	6%	(31)	4%	(19)	56%	(296)	527
Biden Job Somewhat Approve	7%	(37)	19%	(97)	6%	(30)	1%	(8)	67%	(354)	526
Biden Job Somewhat Disapprove	6%	(17)	13%	(37)	7%	(20)	4%	(10)	70%	(197)	282
Biden Job Strongly Disapprove	2%	(17)	8%	(61)	3%	(25)	5%	(37)	82%	(619)	759
Favorable of Biden	12%	(121)	17%	(181)	6%	(59)	3%	(27)	63%	(664)	1052
Unfavorable of Biden	3%	(37)	10%	(106)	4%	(46)	4%	(47)	78%	(819)	1055
Very Favorable of Biden	15%	(83)	18%	(99)	5%	(26)	4%	(21)	59%	(331)	560
Somewhat Favorable of Biden	8%	(38)	17%	(82)	7%	(33)	1%	(6)	68%	(333)	492
Somewhat Unfavorable of Biden	5%	(12)	15%	(37)	8%	(20)	4%	(9)	69%	(174)	252
Very Unfavorable of Biden	3%	(24)	9%	(69)	3%	(26)	5%	(38)	80%	(644)	802
#1 Issue: Economy	8%	(63)	12%	(100)	5%	(44)	4%	(37)	71%	(585)	830
#1 Issue: Security	4%	(13)	13%	(42)	5%	(14)	5%	(15)	74%	(233)	317
#1 Issue: Health Care	12%	(33)	18%	(48)	5%	(14)	3%	(7)	62%	(163)	264
#1 Issue: Medicare / Social Security	4%	(12)	10%	(29)	2%	(7)	2%	(5)	82%	(236)	289
#1 Issue: Women's Issues	9%	(13)	10%	(16)	7%	(12)	2%	(3)	72%	(111)	155
#1 Issue: Education	11%	(10)	21%	(20)	6%	(5)	2%	(2)	61%	(57)	94
#1 Issue: Energy	12%	(16)	24%	(30)	5%	(6)	4%	(5)	55%	(70)	127
#1 Issue: Other	3%	(4)	5%	(7)	4%	(5)	1%	(1)	86%	(108)	125
2020 Vote: Joe Biden	11%	(115)	16%	(164)	6%	(59)	3%	(34)	63%	(631)	1003
2020 Vote: Donald Trump	4%	(31)	11%	(75)	4%	(27)	3%	(25)	78%	(550)	707
2020 Vote: Other	4%	(4)	7%	(6)	6%	(6)	5%	(4)	78%	(70)	90
2020 Vote: Didn't Vote	3%	(13)	12%	(48)	4%	(15)	3%	(11)	78%	(309)	396
2018 House Vote: Democrat	12%	(96)	17%	(131)	6%	(49)	3%	(22)	62%	(492)	789
2018 House Vote: Republican	3%	(19)	11%	(63)	3%	(18)	4%	(21)	79%	(447)	567
2018 House Vote: Someone else	4%	(3)	16%	(12)	2%	(2)	2%	(1)	75%	(57)	76
2016 Vote: Hillary Clinton	10%	(72)	17%	(124)	6%	(42)	2%	(16)	64%	(461)	716
2016 Vote: Donald Trump	6%	(38)	11%	(76)	3%	(23)	4%	(26)	76%	(505)	668
2016 Vote: Other	4%	(5)	16%	(17)	6%	(6)	2%	(2)	72%	(76)	106
2016 Vote: Didn't Vote	7%	(46)	11%	(76)	5%	(35)	4%	(30)	74%	(520)	707

Continued on next page

**Table MCEN3\_17:** The following is a list of actors who may play James Bond in the next James Bond movie. Do you have a favorable or unfavorable impression of each of the following actors portraying James Bond?

Daniel Kaluuya

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	7%	(163)	13%	(293)	5%	(107)	3%	(74)	71%	(1564)	2201
Voted in 2014: Yes	9%	(112)	14%	(174)	4%	(56)	3%	(42)	70%	(879)	1263
Voted in 2014: No	5%	(51)	13%	(119)	5%	(51)	3%	(33)	73%	(685)	938
4-Region: Northeast	11%	(42)	15%	(58)	4%	(17)	2%	(8)	68%	(269)	394
4-Region: Midwest	5%	(24)	10%	(44)	5%	(24)	3%	(15)	77%	(354)	462
4-Region: South	6%	(52)	13%	(110)	5%	(38)	3%	(29)	72%	(596)	825
4-Region: West	9%	(45)	16%	(81)	5%	(28)	4%	(22)	66%	(344)	520
Avid Film Fan	13%	(110)	18%	(144)	6%	(50)	4%	(36)	59%	(481)	821
Casual Film Fan	4%	(50)	11%	(128)	5%	(51)	2%	(26)	77%	(875)	1130
Avid TV Fan	11%	(119)	16%	(175)	5%	(51)	3%	(31)	65%	(685)	1062
Casual TV Fan	4%	(38)	11%	(105)	5%	(48)	4%	(36)	77%	(766)	994
Avid Bond Fan	17%	(90)	21%	(114)	7%	(36)	5%	(24)	51%	(272)	536
Casual Bond Fan	6%	(51)	14%	(133)	5%	(42)	3%	(29)	72%	(661)	916

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

**Table MCEN4: Of the following actors, who would you be most interested in seeing star as James Bond in the next James Bond movie?**

Demographic	Idris Elba	Tom Hardy	Cillian Murphy	Rege-Jean Page	James Norton	Sam Heughan	Aidan Turner	Tom Hiddleston	Richard Madden	Jamie Bell	Jack Lowden	Michael Fassbender
Adults	18% (397)	11% (232)	2% (43)	1% (31)	2% (48)	2% (35)	1% (26)	6% (121)	1% (19)	1% (31)	1% (26)	3% (61)
Gender: Male	18% (190)	13% (137)	3% (28)	— (5)	3% (29)	1% (13)	1% (6)	6% (59)	1% (10)	2% (21)	2% (18)	4% (39)
Gender: Female	18% (206)	8% (94)	1% (15)	2% (26)	2% (19)	2% (22)	2% (20)	6% (63)	1% (9)	1% (9)	1% (8)	2% (22)
Age: 18-34	19% (124)	15% (99)	2% (15)	1% (10)	2% (13)	2% (13)	1% (5)	8% (55)	2% (10)	2% (13)	2% (13)	2% (16)
Age: 35-44	21% (76)	18% (63)	3% (11)	2% (7)	3% (10)	1% (5)	2% (8)	4% (14)	— (2)	3% (11)	1% (3)	3% (10)
Age: 45-64	19% (139)	8% (61)	2% (14)	1% (9)	2% (17)	1% (9)	1% (8)	6% (42)	1% (7)	1% (4)	1% (6)	3% (20)
Age: 65+	13% (58)	2% (8)	1% (3)	1% (5)	2% (8)	2% (8)	1% (5)	2% (11)	— (1)	— (2)	1% (3)	3% (15)
GenZers: 1997-2012	20% (38)	11% (20)	1% (2)	2% (3)	2% (3)	1% (2)	1% (2)	11% (20)	— (0)	4% (8)	1% (2)	1% (3)
Millennials: 1981-1996	20% (138)	17% (121)	3% (19)	2% (14)	2% (16)	2% (13)	1% (10)	6% (44)	2% (12)	2% (13)	2% (13)	2% (17)
GenXers: 1965-1980	20% (106)	11% (61)	2% (10)	1% (7)	3% (16)	1% (7)	1% (7)	6% (31)	— (1)	1% (6)	1% (6)	3% (19)
Baby Boomers: 1946-1964	15% (109)	4% (29)	2% (11)	1% (7)	2% (13)	2% (12)	1% (7)	4% (25)	1% (7)	— (4)	— (3)	3% (22)
PID: Dem (no lean)	25% (217)	12% (100)	2% (20)	2% (17)	2% (21)	2% (17)	1% (6)	6% (48)	1% (8)	2% (19)	2% (14)	4% (32)
PID: Ind (no lean)	17% (126)	9% (66)	2% (14)	1% (11)	1% (11)	1% (8)	2% (15)	6% (41)	— (3)	1% (9)	— (3)	2% (14)
PID: Rep (no lean)	9% (54)	11% (65)	1% (8)	— (3)	3% (17)	2% (10)	1% (5)	5% (33)	1% (8)	— (3)	1% (8)	2% (15)
PID/Gender: Dem Men	21% (89)	15% (64)	4% (17)	1% (4)	3% (12)	1% (6)	— (2)	5% (22)	1% (6)	3% (13)	3% (11)	5% (22)
PID/Gender: Dem Women	29% (128)	8% (36)	1% (3)	3% (14)	2% (10)	2% (11)	1% (4)	6% (26)	1% (2)	1% (6)	1% (3)	2% (10)
PID/Gender: Ind Men	21% (70)	11% (36)	1% (5)	— (1)	3% (9)	1% (3)	— (1)	5% (18)	— (1)	2% (6)	1% (3)	2% (7)
PID/Gender: Ind Women	14% (55)	8% (30)	3% (10)	2% (9)	— (1)	1% (4)	4% (14)	6% (23)	— (2)	1% (2)	— (0)	2% (6)
PID/Gender: Rep Men	10% (31)	12% (37)	2% (6)	— (0)	3% (8)	1% (3)	1% (3)	6% (18)	1% (3)	1% (2)	1% (4)	3% (10)
PID/Gender: Rep Women	7% (23)	9% (28)	1% (2)	1% (3)	3% (8)	2% (7)	1% (2)	5% (14)	2% (5)	— (0)	1% (4)	2% (6)
Ideo: Liberal (1-3)	26% (167)	9% (56)	2% (14)	3% (17)	2% (14)	2% (14)	1% (4)	6% (39)	1% (4)	1% (5)	2% (11)	4% (23)
Ideo: Moderate (4)	18% (118)	14% (87)	2% (15)	1% (8)	3% (16)	1% (8)	2% (10)	5% (35)	1% (3)	1% (7)	1% (6)	2% (14)
Ideo: Conservative (5-7)	12% (84)	10% (74)	2% (11)	1% (5)	2% (16)	2% (13)	2% (11)	5% (33)	2% (12)	2% (15)	1% (5)	3% (21)
Educ: < College	19% (287)	10% (156)	2% (26)	1% (16)	2% (23)	1% (22)	1% (13)	5% (77)	1% (13)	1% (15)	1% (12)	2% (36)
Educ: Bachelors degree	16% (69)	10% (44)	3% (13)	2% (11)	4% (17)	2% (9)	2% (10)	6% (28)	1% (2)	1% (6)	1% (3)	3% (13)
Educ: Post-grad	17% (41)	13% (32)	2% (4)	1% (4)	3% (8)	2% (4)	1% (3)	7% (17)	2% (4)	4% (10)	4% (10)	5% (12)
Income: Under 50k	19% (227)	10% (124)	2% (22)	1% (14)	1% (17)	1% (17)	1% (13)	5% (58)	1% (9)	1% (10)	1% (12)	2% (30)
Income: 50k-100k	20% (133)	9% (63)	1% (8)	2% (11)	3% (18)	2% (10)	1% (10)	6% (42)	1% (6)	1% (8)	1% (7)	3% (17)
Income: 100k+	11% (36)	14% (44)	4% (13)	2% (6)	4% (13)	2% (7)	1% (3)	7% (22)	2% (5)	4% (12)	2% (7)	4% (14)
Ethnicity: White	13% (231)	11% (194)	2% (41)	1% (23)	2% (42)	2% (31)	1% (23)	6% (109)	1% (18)	1% (20)	1% (22)	3% (53)
Ethnicity: Hispanic	21% (72)	15% (52)	1% (4)	1% (4)	2% (8)	3% (10)	— (1)	6% (22)	1% (3)	2% (8)	2% (6)	2% (7)
Ethnicity: Black	47% (129)	4% (10)	— (1)	1% (3)	1% (4)	— (1)	1% (3)	2% (5)	— (1)	1% (4)	1% (3)	2% (6)
Ethnicity: Other	18% (37)	13% (27)	1% (1)	2% (5)	1% (3)	1% (2)	— (1)	4% (8)	— (1)	3% (7)	— (0)	1% (2)
All Christian	16% (155)	11% (107)	2% (19)	2% (18)	2% (24)	1% (14)	1% (13)	5% (51)	1% (8)	1% (13)	1% (13)	3% (29)
All Non-Christian	14% (18)	13% (16)	5% (6)	1% (1)	6% (8)	1% (2)	2% (2)	7% (9)	2% (3)	1% (2)	3% (3)	3% (4)
Atheist	22% (21)	11% (10)	3% (3)	— (0)	2% (1)	1% (1)	2% (1)	9% (8)	2% (1)	2% (2)	2% (2)	1% (1)
Agnostic/Nothing in particular	22% (132)	10% (61)	2% (11)	1% (6)	2% (10)	2% (11)	1% (4)	7% (41)	1% (7)	1% (9)	1% (4)	3% (18)
Something Else	19% (71)	10% (38)	1% (4)	1% (5)	1% (4)	2% (7)	1% (5)	4% (14)	— (0)	2% (6)	1% (4)	2% (9)
Religious Non-Protestant/Catholic	15% (20)	12% (17)	4% (6)	1% (1)	6% (8)	1% (2)	2% (3)	8% (11)	2% (3)	1% (2)	2% (3)	3% (5)
Evangelical	16% (96)	10% (59)	2% (10)	2% (10)	2% (13)	2% (10)	1% (8)	5% (27)	1% (5)	2% (14)	2% (9)	2% (12)
Non-Evangelical	17% (125)	11% (83)	2% (11)	2% (13)	2% (15)	1% (11)	1% (6)	4% (33)	— (3)	1% (5)	1% (8)	3% (24)
Community: Urban	21% (142)	14% (92)	2% (16)	1% (9)	3% (17)	2% (14)	1% (9)	6% (39)	1% (6)	4% (24)	2% (13)	2% (16)
Community: Suburban	19% (181)	9% (83)	2% (18)	1% (15)	2% (23)	1% (15)	1% (13)	5% (53)	1% (9)	— (4)	1% (9)	3% (33)
Community: Rural	13% (73)	10% (56)	2% (8)	1% (7)	2% (8)	1% (6)	1% (5)	5% (30)	1% (4)	1% (3)	1% (4)	2% (12)

Continued on next page

**Table MCEN4: Of the following actors, who would you be most interested in seeing star as James Bond in the next James Bond movie?**

Demographic	Idris Elba	Tom Hardy	Cillian Murphy	Rege-Jean Page	James Norton	Sam Heughan	Aidan Turner	Tom Hiddleston	Richard Madden	Jamie Bell	Jack Lowden	Michael Fassbender
Adults	18% (397)	11% (232)	2% (43)	1% (31)	2% (48)	2% (35)	1% (26)	6% (121)	1% (19)	1% (31)	1% (26)	3% (61)
Employ: Private Sector	19% (131)	14% (99)	2% (17)	1% (9)	4% (25)	1% (10)	1% (10)	5% (38)	1% (10)	2% (12)	1% (10)	3% (18)
Employ: Government	21% (25)	15% (18)	1% (2)	1% (1)	4% (5)	— (0)	1% (1)	7% (8)	— (0)	4% (5)	2% (2)	3% (4)
Employ: Self-Employed	17% (41)	13% (32)	3% (7)	1% (2)	2% (4)	2% (6)	1% (2)	8% (21)	1% (2)	1% (2)	2% (4)	4% (9)
Employ: Homemaker	22% (30)	9% (13)	1% (2)	3% (4)	— (1)	— (1)	3% (4)	9% (13)	2% (2)	— (1)	— (0)	2% (3)
Employ: Student	19% (11)	6% (4)	2% (1)	3% (2)	— (0)	1% (1)	4% (2)	12% (7)	— (0)	7% (4)	— (0)	1% (1)
Employ: Retired	14% (72)	4% (19)	1% (5)	1% (7)	1% (6)	2% (9)	1% (7)	4% (18)	— (1)	— (2)	1% (3)	3% (16)
Employ: Unemployed	21% (65)	10% (29)	3% (8)	1% (4)	1% (4)	2% (7)	— (1)	4% (13)	1% (4)	1% (3)	— (1)	3% (8)
Employ: Other	18% (23)	13% (17)	1% (1)	3% (3)	3% (4)	2% (2)	— (0)	3% (4)	— (0)	2% (2)	4% (5)	2% (2)
Military HH: Yes	17% (55)	7% (23)	2% (5)	1% (2)	3% (10)	1% (3)	— (1)	5% (16)	2% (5)	1% (3)	1% (4)	4% (12)
Military HH: No	18% (342)	11% (209)	2% (38)	2% (29)	2% (38)	2% (31)	1% (25)	6% (106)	1% (15)	1% (28)	1% (22)	3% (49)
RD/WT: Right Direction	24% (200)	12% (100)	3% (22)	2% (14)	3% (28)	2% (16)	1% (10)	6% (49)	1% (9)	2% (19)	2% (13)	3% (26)
RD/WT: Wrong Track	15% (196)	10% (132)	2% (21)	1% (17)	2% (21)	1% (18)	1% (16)	5% (72)	1% (10)	1% (12)	1% (13)	3% (35)
Biden Job Approve	23% (245)	12% (125)	2% (25)	2% (20)	3% (27)	2% (20)	1% (14)	6% (61)	3% (11)	2% (24)	1% (13)	3% (32)
Biden Job Disapprove	13% (136)	10% (101)	1% (15)	1% (10)	2% (22)	1% (14)	1% (12)	5% (52)	1% (9)	1% (7)	1% (13)	3% (29)
Biden Job Strongly Approve	22% (116)	13% (68)	3% (16)	3% (14)	3% (17)	2% (13)	1% (6)	5% (25)	1% (6)	3% (14)	1% (7)	2% (10)
Biden Job Somewhat Approve	25% (130)	11% (57)	2% (9)	1% (6)	2% (10)	1% (7)	2% (8)	7% (36)	1% (4)	2% (10)	1% (6)	4% (22)
Biden Job Somewhat Disapprove	23% (64)	10% (29)	2% (5)	1% (4)	2% (6)	1% (2)	1% (3)	6% (17)	1% (4)	1% (3)	2% (4)	2% (5)
Biden Job Strongly Disapprove	9% (72)	9% (72)	1% (10)	1% (7)	2% (16)	2% (11)	1% (9)	5% (35)	1% (5)	1% (5)	1% (9)	3% (24)
Favorable of Biden	24% (250)	11% (119)	3% (27)	2% (20)	2% (26)	2% (20)	1% (15)	6% (59)	1% (10)	2% (20)	1% (15)	3% (30)
Unfavorable of Biden	13% (137)	10% (108)	1% (14)	1% (10)	2% (22)	1% (13)	1% (10)	6% (58)	1% (10)	1% (11)	1% (10)	3% (30)
Very Favorable of Biden	24% (134)	12% (66)	2% (13)	2% (11)	3% (19)	2% (12)	1% (6)	6% (32)	1% (8)	2% (12)	2% (9)	3% (16)
Somewhat Favorable of Biden	24% (117)	11% (53)	3% (14)	2% (9)	2% (7)	2% (8)	2% (10)	5% (27)	— (2)	2% (8)	1% (7)	3% (14)
Somewhat Unfavorable of Biden	25% (64)	10% (25)	2% (6)	1% (3)	2% (5)	1% (2)	1% (1)	6% (16)	1% (4)	2% (5)	— (1)	4% (9)
Very Unfavorable of Biden	9% (73)	10% (82)	1% (9)	1% (7)	2% (17)	1% (11)	1% (9)	5% (43)	1% (6)	1% (6)	1% (9)	3% (22)
#1 Issue: Economy	19% (154)	13% (107)	2% (13)	1% (12)	3% (21)	1% (9)	1% (7)	7% (57)	— (4)	1% (12)	1% (9)	3% (26)
#1 Issue: Security	10% (33)	15% (47)	2% (5)	1% (2)	1% (5)	1% (3)	2% (5)	4% (14)	2% (5)	1% (2)	2% (5)	3% (10)
#1 Issue: Health Care	20% (52)	10% (28)	2% (5)	1% (3)	1% (4)	4% (10)	1% (4)	5% (14)	1% (3)	4% (12)	1% (3)	3% (9)
#1 Issue: Medicare / Social Security	15% (44)	4% (10)	2% (6)	1% (2)	3% (8)	1% (4)	— (1)	3% (9)	1% (4)	— (0)	1% (4)	3% (8)
#1 Issue: Women's Issues	24% (38)	8% (13)	3% (4)	2% (4)	1% (2)	2% (3)	— (0)	8% (12)	1% (1)	1% (1)	1% (2)	2% (2)
#1 Issue: Education	19% (17)	15% (14)	5% (4)	1% (1)	3% (3)	1% (1)	6% (6)	3% (3)	2% (2)	— (0)	2% (1)	1% (1)
#1 Issue: Energy	27% (34)	9% (11)	3% (4)	4% (5)	4% (5)	— (0)	1% (1)	8% (10)	1% (1)	3% (3)	— (1)	3% (4)
#1 Issue: Other	20% (25)	1% (1)	1% (1)	2% (2)	1% (1)	3% (4)	2% (3)	2% (2)	— (0)	1% (1)	— (0)	1% (1)
2020 Vote: Joe Biden	25% (250)	11% (107)	2% (21)	2% (23)	3% (28)	2% (18)	1% (12)	5% (53)	1% (9)	2% (22)	2% (16)	3% (32)
2020 Vote: Donald Trump	10% (70)	11% (77)	1% (9)	1% (6)	2% (17)	1% (10)	2% (11)	5% (34)	1% (9)	— (3)	1% (8)	2% (17)
2020 Vote: Other	9% (9)	7% (6)	2% (2)	1% (1)	1% (1)	2% (1)	1% (1)	8% (7)	1% (0)	2% (2)	1% (0)	— (0)
2020 Vote: Didn't Vote	17% (69)	11% (42)	3% (11)	— (1)	1% (3)	1% (5)	1% (2)	7% (27)	— (1)	1% (4)	— (1)	3% (12)
2018 House Vote: Democrat	24% (192)	9% (73)	2% (16)	2% (15)	3% (22)	2% (16)	1% (5)	6% (46)	1% (6)	2% (18)	2% (14)	3% (23)
2018 House Vote: Republican	11% (65)	9% (51)	2% (11)	— (3)	3% (15)	1% (7)	2% (12)	5% (27)	1% (3)	1% (4)	2% (9)	2% (14)
2018 House Vote: Someone else	16% (12)	3% (2)	2% (1)	2% (1)	4% (3)	— (0)	— (0)	2% (1)	3% (3)	— (0)	1% (0)	2% (2)
2016 Vote: Hillary Clinton	25% (181)	10% (71)	2% (16)	2% (15)	3% (19)	2% (12)	1% (8)	4% (30)	1% (4)	2% (13)	2% (14)	3% (20)
2016 Vote: Donald Trump	12% (77)	10% (64)	1% (10)	1% (7)	3% (19)	1% (10)	1% (6)	5% (35)	1% (7)	1% (4)	1% (8)	3% (17)
2016 Vote: Other	18% (19)	5% (5)	2% (2)	1% (1)	2% (2)	1% (1)	2% (2)	7% (8)	— (0)	1% (1)	— (0)	1% (1)
2016 Vote: Didn't Vote	17% (120)	13% (91)	2% (16)	1% (8)	1% (8)	2% (12)	1% (10)	7% (48)	1% (7)	2% (12)	— (4)	3% (23)

Continued on next page

**Table MCEN4: Of the following actors, who would you be most interested in seeing star as James Bond in the next James Bond movie?**

Demographic	Idris Elba	Tom Hardy	Cillian Murphy	Rege-Jean Page	James Norton	Sam Heughan	Aidan Turner	Tom Hiddleston	Richard Madden	Jamie Bell	Jack Lowden	Michael Fassbender	Henry Cavill
Adults	18% (397)	11% (232)	2% (43)	1% (31)	2% (48)	2% (35)	1% (26)	6% (121)	1% (19)	1% (31)	1% (26)	3% (61)	1% (26)
Voted in 2014: Yes	19% (235)	8% (107)	2% (24)	1% (18)	3% (35)	2% (20)	1% (13)	5% (65)	1% (10)	1% (15)	2% (22)	3% (34)	1% (13)
Voted in 2014: No	17% (162)	13% (125)	2% (19)	1% (13)	1% (13)	2% (15)	1% (13)	6% (57)	1% (9)	2% (16)	— (3)	3% (27)	1% (13)
4-Region: Northeast	23% (89)	14% (55)	2% (9)	1% (5)	3% (11)	1% (4)	2% (6)	5% (19)	1% (2)	1% (3)	1% (5)	3% (12)	1% (5)
4-Region: Midwest	16% (73)	10% (47)	2% (11)	2% (9)	1% (7)	1% (7)	2% (7)	4% (20)	1% (5)	1% (6)	1% (5)	2% (11)	1% (5)
4-Region: South	19% (161)	9% (77)	1% (12)	1% (12)	2% (15)	2% (16)	1% (8)	5% (44)	1% (5)	1% (11)	1% (8)	3% (23)	1% (8)
4-Region: West	14% (74)	10% (53)	2% (10)	1% (5)	3% (15)	2% (8)	1% (4)	7% (38)	1% (7)	2% (12)	2% (8)	3% (15)	1% (4)
Avid Film Fan	23% (192)	15% (124)	3% (21)	1% (8)	3% (23)	2% (15)	1% (12)	6% (48)	1% (7)	2% (15)	1% (12)	4% (36)	1% (12)
Casual Film Fan	17% (190)	8% (92)	2% (21)	2% (20)	2% (24)	1% (17)	1% (11)	6% (68)	1% (11)	1% (13)	1% (13)	2% (25)	1% (11)
Avid TV Fan	22% (229)	12% (129)	2% (23)	2% (17)	3% (30)	2% (16)	2% (16)	5% (50)	1% (12)	2% (16)	2% (17)	3% (28)	1% (12)
Casual TV Fan	15% (149)	9% (89)	2% (19)	1% (13)	2% (17)	2% (18)	1% (7)	7% (67)	1% (7)	1% (13)	— (5)	3% (27)	1% (7)
Avid Bond Fan	22% (117)	16% (85)	3% (17)	1% (4)	4% (20)	1% (8)	2% (8)	6% (31)	1% (4)	1% (7)	2% (11)	4% (22)	1% (7)
Casual Bond Fan	19% (176)	10% (94)	2% (20)	2% (17)	2% (20)	2% (19)	1% (11)	6% (56)	1% (11)	2% (17)	1% (8)	3% (31)	1% (11)

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

**Table MCENdem1\_1: In general, what kind of fan do you consider yourself for each of the following?**  
 Film

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	37%	(821)	51%	(1130)	11%	(250)	2201
Gender: Male	43%	(459)	49%	(517)	8%	(86)	1062
Gender: Female	32%	(362)	54%	(613)	14%	(164)	1139
Age: 18-34	43%	(281)	46%	(305)	11%	(70)	655
Age: 35-44	46%	(164)	45%	(162)	9%	(32)	358
Age: 45-64	33%	(249)	55%	(411)	12%	(91)	751
Age: 65+	29%	(127)	58%	(252)	13%	(57)	436
GenZers: 1997-2012	36%	(68)	50%	(94)	13%	(24)	186
Millennials: 1981-1996	47%	(331)	44%	(306)	9%	(64)	701
GenXers: 1965-1980	34%	(182)	55%	(295)	11%	(56)	533
Baby Boomers: 1946-1964	32%	(223)	56%	(393)	13%	(90)	706
PID: Dem (no lean)	48%	(415)	45%	(383)	7%	(61)	859
PID: Ind (no lean)	31%	(221)	56%	(408)	13%	(93)	721
PID: Rep (no lean)	30%	(186)	55%	(340)	15%	(95)	621
PID/Gender: Dem Men	58%	(245)	39%	(164)	3%	(13)	422
PID/Gender: Dem Women	39%	(170)	50%	(219)	11%	(48)	437
PID/Gender: Ind Men	34%	(113)	56%	(187)	11%	(36)	336
PID/Gender: Ind Women	28%	(107)	57%	(220)	15%	(57)	385
PID/Gender: Rep Men	33%	(101)	55%	(166)	12%	(37)	304
PID/Gender: Rep Women	27%	(85)	55%	(174)	18%	(58)	317
Ideo: Liberal (1-3)	49%	(313)	45%	(289)	6%	(36)	639
Ideo: Moderate (4)	37%	(236)	52%	(334)	11%	(71)	641
Ideo: Conservative (5-7)	32%	(230)	54%	(383)	14%	(102)	714
Educ: < College	34%	(518)	53%	(797)	13%	(198)	1513
Educ: Bachelors degree	43%	(191)	49%	(216)	8%	(36)	444
Educ: Post-grad	46%	(112)	48%	(117)	6%	(15)	244
Income: Under 50k	36%	(442)	50%	(613)	13%	(162)	1217
Income: 50k-100k	34%	(231)	56%	(377)	9%	(62)	670
Income: 100k+	47%	(148)	45%	(140)	8%	(25)	314
Ethnicity: White	35%	(607)	53%	(912)	12%	(203)	1722
Ethnicity: Hispanic	47%	(166)	42%	(148)	10%	(36)	350
Ethnicity: Black	46%	(126)	45%	(124)	9%	(25)	274

Continued on next page

**Table MCENdem1\_1: In general, what kind of fan do you consider yourself for each of the following?**

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	37%	(821)	51%	(1130)	11%	(250)	2201
Ethnicity: Other	43%	(88)	46%	(94)	11%	(22)	204
All Christian	36%	(360)	52%	(524)	12%	(117)	1001
All Non-Christian	48%	(60)	41%	(51)	10%	(13)	124
Atheist	47%	(43)	44%	(41)	9%	(8)	92
Agnostic/Nothing in particular	34%	(210)	55%	(335)	10%	(64)	609
Something Else	39%	(147)	48%	(179)	13%	(49)	375
Religious Non-Protestant/Catholic	46%	(65)	44%	(62)	10%	(14)	141
Evangelical	35%	(208)	53%	(311)	12%	(70)	588
Non-Evangelical	38%	(287)	50%	(373)	12%	(91)	752
Community: Urban	46%	(315)	45%	(310)	9%	(58)	683
Community: Suburban	36%	(350)	53%	(520)	11%	(108)	978
Community: Rural	29%	(155)	56%	(301)	16%	(84)	540
Employ: Private Sector	43%	(300)	48%	(335)	10%	(69)	704
Employ: Government	43%	(53)	51%	(62)	6%	(7)	122
Employ: Self-Employed	40%	(96)	49%	(119)	12%	(28)	243
Employ: Homemaker	28%	(39)	60%	(83)	11%	(15)	137
Employ: Student	33%	(19)	56%	(32)	11%	(6)	57
Employ: Retired	29%	(150)	57%	(289)	14%	(71)	509
Employ: Unemployed	40%	(121)	49%	(147)	11%	(34)	302
Employ: Other	34%	(43)	51%	(64)	15%	(19)	127
Military HH: Yes	39%	(127)	53%	(174)	8%	(24)	326
Military HH: No	37%	(693)	51%	(957)	12%	(225)	1875
RD/WT: Right Direction	46%	(391)	46%	(395)	8%	(65)	852
RD/WT: Wrong Track	32%	(429)	54%	(735)	14%	(185)	1349
Biden Job Approve	46%	(485)	46%	(486)	8%	(82)	1053
Biden Job Disapprove	30%	(314)	55%	(576)	14%	(149)	1040
Biden Job Strongly Approve	53%	(281)	40%	(209)	7%	(37)	527
Biden Job Somewhat Approve	39%	(204)	53%	(277)	9%	(45)	526
Biden Job Somewhat Disapprove	31%	(88)	57%	(161)	12%	(33)	282
Biden Job Strongly Disapprove	30%	(226)	55%	(416)	15%	(116)	759

Continued on next page



**Table MCENdem1\_1:** *In general, what kind of fan do you consider yourself for each of the following?*  
 Film

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	37%	(821)	51%	(1130)	11%	(250)	2201
Favorable of Biden	45%	(474)	48%	(501)	7%	(77)	1052
Unfavorable of Biden	30%	(321)	54%	(573)	15%	(162)	1055
Very Favorable of Biden	51%	(287)	42%	(235)	7%	(38)	560
Somewhat Favorable of Biden	38%	(186)	54%	(267)	8%	(39)	492
Somewhat Unfavorable of Biden	36%	(91)	53%	(134)	11%	(28)	252
Very Unfavorable of Biden	29%	(230)	55%	(439)	17%	(134)	802
#1 Issue: Economy	41%	(340)	49%	(410)	10%	(80)	830
#1 Issue: Security	29%	(93)	55%	(174)	16%	(51)	317
#1 Issue: Health Care	37%	(98)	56%	(147)	8%	(20)	264
#1 Issue: Medicare / Social Security	31%	(90)	50%	(144)	19%	(55)	289
#1 Issue: Women's Issues	38%	(58)	52%	(81)	10%	(16)	155
#1 Issue: Education	42%	(39)	52%	(48)	6%	(6)	94
#1 Issue: Energy	50%	(63)	46%	(58)	5%	(6)	127
#1 Issue: Other	32%	(40)	55%	(69)	13%	(16)	125
2020 Vote: Joe Biden	46%	(460)	47%	(473)	7%	(70)	1003
2020 Vote: Donald Trump	31%	(222)	54%	(384)	14%	(102)	707
2020 Vote: Other	31%	(28)	60%	(54)	9%	(8)	90
2020 Vote: Didn't Vote	28%	(111)	55%	(219)	17%	(67)	396
2018 House Vote: Democrat	45%	(355)	48%	(380)	7%	(54)	789
2018 House Vote: Republican	29%	(167)	56%	(317)	15%	(83)	567
2018 House Vote: Someone else	22%	(17)	63%	(48)	15%	(11)	76
2016 Vote: Hillary Clinton	47%	(333)	46%	(332)	7%	(51)	716
2016 Vote: Donald Trump	31%	(210)	55%	(370)	13%	(89)	668
2016 Vote: Other	28%	(30)	57%	(61)	14%	(15)	106
2016 Vote: Didn't Vote	35%	(247)	52%	(366)	13%	(94)	707
Voted in 2014: Yes	39%	(490)	51%	(646)	10%	(126)	1263
Voted in 2014: No	35%	(330)	52%	(484)	13%	(124)	938
4-Region: Northeast	38%	(151)	52%	(206)	9%	(37)	394
4-Region: Midwest	35%	(161)	52%	(240)	13%	(62)	462
4-Region: South	36%	(294)	52%	(429)	12%	(102)	825
4-Region: West	41%	(216)	49%	(256)	9%	(49)	520

Continued on next page

**Table MCENdem1\_1: In general, what kind of fan do you consider yourself for each of the following?**

*Film*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	37%	(821)	51%	(1130)	11%	(250)	2201
Avid Film Fan	100%	(821)	—	(0)	—	(0)	821
Casual Film Fan	—	(0)	100%	(1130)	—	(0)	1130
Avid TV Fan	57%	(610)	36%	(384)	6%	(69)	1062
Casual TV Fan	19%	(186)	68%	(680)	13%	(127)	994
Avid Bond Fan	64%	(341)	34%	(181)	3%	(14)	536
Casual Bond Fan	33%	(302)	61%	(562)	6%	(52)	916

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

**Table MCENdem1\_2: In general, what kind of fan do you consider yourself for each of the following?**  
 Television

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	48% (1062)	45% (994)	7% (145)	2201
Gender: Male	49% (516)	44% (472)	7% (74)	1062
Gender: Female	48% (547)	46% (522)	6% (70)	1139
Age: 18-34	44% (288)	47% (308)	9% (59)	655
Age: 35-44	47% (169)	47% (170)	5% (19)	358
Age: 45-64	52% (389)	43% (321)	5% (41)	751
Age: 65+	49% (215)	45% (195)	6% (26)	436
GenZers: 1997-2012	39% (72)	49% (91)	12% (23)	186
Millennials: 1981-1996	47% (328)	46% (323)	7% (50)	701
GenXers: 1965-1980	52% (275)	44% (235)	5% (24)	533
Baby Boomers: 1946-1964	49% (345)	45% (314)	7% (47)	706
PID: Dem (no lean)	57% (492)	39% (337)	3% (30)	859
PID: Ind (no lean)	38% (276)	51% (367)	11% (79)	721
PID: Rep (no lean)	47% (294)	47% (291)	6% (36)	621
PID/Gender: Dem Men	60% (252)	37% (158)	3% (12)	422
PID/Gender: Dem Women	55% (241)	41% (179)	4% (18)	437
PID/Gender: Ind Men	37% (124)	51% (173)	12% (40)	336
PID/Gender: Ind Women	40% (152)	50% (194)	10% (39)	385
PID/Gender: Rep Men	46% (141)	46% (141)	7% (22)	304
PID/Gender: Rep Women	49% (154)	47% (150)	4% (13)	317
Ideo: Liberal (1-3)	54% (344)	41% (262)	5% (32)	639
Ideo: Moderate (4)	49% (316)	44% (280)	7% (45)	641
Ideo: Conservative (5-7)	46% (332)	48% (342)	6% (40)	714
Educ: < College	47% (715)	46% (699)	7% (99)	1513
Educ: Bachelors degree	50% (222)	44% (196)	6% (26)	444
Educ: Post-grad	51% (126)	40% (99)	8% (20)	244
Income: Under 50k	48% (580)	45% (544)	8% (93)	1217
Income: 50k-100k	48% (319)	47% (313)	6% (38)	670
Income: 100k+	52% (164)	44% (137)	4% (14)	314
Ethnicity: White	47% (813)	47% (806)	6% (103)	1722
Ethnicity: Hispanic	47% (165)	45% (157)	8% (27)	350
Ethnicity: Black	58% (160)	35% (97)	6% (17)	274

Continued on next page

**Table MCENdem1\_2: In general, what kind of fan do you consider yourself for each of the following?**

Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	48%	(1062)	45%	(994)	7%	(145)	2201
Ethnicity: Other	44%	(90)	44%	(91)	12%	(24)	204
All Christian	52%	(524)	42%	(424)	5%	(53)	1001
All Non-Christian	53%	(66)	38%	(47)	9%	(11)	124
Atheist	41%	(38)	50%	(46)	9%	(8)	92
Agnostic/Nothing in particular	42%	(255)	49%	(301)	9%	(53)	609
Something Else	48%	(180)	47%	(175)	5%	(20)	375
Religious Non-Protestant/Catholic	51%	(71)	41%	(58)	9%	(12)	141
Evangelical	51%	(299)	43%	(253)	6%	(36)	588
Non-Evangelical	52%	(390)	43%	(327)	5%	(35)	752
Community: Urban	52%	(356)	42%	(286)	6%	(42)	683
Community: Suburban	46%	(450)	47%	(463)	7%	(66)	978
Community: Rural	48%	(257)	45%	(245)	7%	(37)	540
Employ: Private Sector	49%	(342)	44%	(308)	8%	(54)	704
Employ: Government	50%	(61)	48%	(59)	2%	(2)	122
Employ: Self-Employed	48%	(117)	44%	(107)	8%	(19)	243
Employ: Homemaker	38%	(53)	58%	(80)	3%	(5)	137
Employ: Student	33%	(19)	59%	(33)	9%	(5)	57
Employ: Retired	51%	(260)	44%	(227)	5%	(23)	509
Employ: Unemployed	53%	(160)	38%	(115)	9%	(26)	302
Employ: Other	40%	(51)	52%	(65)	8%	(10)	127
Military HH: Yes	47%	(153)	48%	(157)	5%	(15)	326
Military HH: No	48%	(909)	45%	(837)	7%	(129)	1875
RD/WT: Right Direction	56%	(479)	38%	(324)	6%	(49)	852
RD/WT: Wrong Track	43%	(584)	50%	(670)	7%	(96)	1349
Biden Job Approve	55%	(576)	40%	(416)	6%	(61)	1053
Biden Job Disapprove	44%	(455)	50%	(517)	7%	(68)	1040
Biden Job Strongly Approve	61%	(322)	35%	(186)	4%	(19)	527
Biden Job Somewhat Approve	48%	(254)	44%	(231)	8%	(41)	526
Biden Job Somewhat Disapprove	47%	(132)	48%	(136)	5%	(14)	282
Biden Job Strongly Disapprove	43%	(322)	50%	(381)	7%	(55)	759

Continued on next page

**Table MCENdem1\_2: In general, what kind of fan do you consider yourself for each of the following?**  
 Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	48%	(1062)	45%	(994)	7%	(145)	2201
Favorable of Biden	55%	(576)	40%	(423)	5%	(53)	1052
Unfavorable of Biden	43%	(457)	49%	(521)	7%	(77)	1055
Very Favorable of Biden	61%	(341)	35%	(198)	4%	(22)	560
Somewhat Favorable of Biden	48%	(236)	46%	(226)	6%	(31)	492
Somewhat Unfavorable of Biden	48%	(121)	45%	(113)	7%	(18)	252
Very Unfavorable of Biden	42%	(336)	51%	(408)	7%	(59)	802
#1 Issue: Economy	50%	(414)	44%	(364)	6%	(52)	830
#1 Issue: Security	44%	(139)	50%	(158)	6%	(21)	317
#1 Issue: Health Care	51%	(135)	43%	(113)	6%	(17)	264
#1 Issue: Medicare / Social Security	52%	(151)	41%	(118)	7%	(19)	289
#1 Issue: Women's Issues	40%	(62)	52%	(80)	8%	(13)	155
#1 Issue: Education	50%	(47)	47%	(44)	3%	(3)	94
#1 Issue: Energy	54%	(69)	36%	(46)	9%	(12)	127
#1 Issue: Other	37%	(46)	56%	(70)	8%	(10)	125
2020 Vote: Joe Biden	56%	(560)	40%	(398)	4%	(45)	1003
2020 Vote: Donald Trump	45%	(315)	48%	(342)	7%	(51)	707
2020 Vote: Other	20%	(18)	63%	(57)	16%	(15)	90
2020 Vote: Didn't Vote	42%	(168)	49%	(193)	9%	(35)	396
2018 House Vote: Democrat	56%	(441)	41%	(323)	3%	(25)	789
2018 House Vote: Republican	46%	(260)	47%	(269)	7%	(39)	567
2018 House Vote: Someone else	27%	(20)	59%	(45)	15%	(11)	76
2016 Vote: Hillary Clinton	58%	(415)	39%	(279)	3%	(22)	716
2016 Vote: Donald Trump	47%	(313)	47%	(312)	6%	(43)	668
2016 Vote: Other	31%	(32)	58%	(61)	12%	(12)	106
2016 Vote: Didn't Vote	43%	(301)	48%	(339)	9%	(67)	707
Voted in 2014: Yes	51%	(647)	44%	(551)	5%	(64)	1263
Voted in 2014: No	44%	(416)	47%	(442)	9%	(80)	938
4-Region: Northeast	51%	(201)	44%	(173)	5%	(19)	394
4-Region: Midwest	47%	(219)	46%	(212)	7%	(32)	462
4-Region: South	47%	(391)	46%	(376)	7%	(58)	825
4-Region: West	48%	(251)	45%	(233)	7%	(36)	520

Continued on next page

**Table MCENdem1\_2: In general, what kind of fan do you consider yourself for each of the following?**

*Television*

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	48% (1062)	45% (994)	7% (145)	2201
Avid Film Fan	74% (610)	23% (186)	3% (24)	821
Casual Film Fan	34% (384)	60% (680)	6% (66)	1130
Avid TV Fan	100% (1062)	— (0)	— (0)	1062
Casual TV Fan	— (0)	100% (994)	— (0)	994
Avid Bond Fan	67% (360)	30% (161)	3% (15)	536
Casual Bond Fan	46% (418)	49% (449)	5% (49)	916

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

**Table MCENdem1\_3:** In general, what kind of fan do you consider yourself for each of the following?*Action movies*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	42%	(919)	46%	(1020)	12%	(262)	2201
Gender: Male	54%	(571)	40%	(429)	6%	(63)	1062
Gender: Female	31%	(348)	52%	(591)	17%	(199)	1139
Age: 18-34	45%	(296)	45%	(294)	10%	(65)	655
Age: 35-44	45%	(160)	48%	(172)	7%	(26)	358
Age: 45-64	41%	(309)	47%	(352)	12%	(91)	751
Age: 65+	35%	(154)	46%	(203)	18%	(80)	436
GenZers: 1997-2012	33%	(61)	54%	(100)	13%	(25)	186
Millennials: 1981-1996	48%	(338)	44%	(311)	7%	(52)	701
GenXers: 1965-1980	43%	(228)	47%	(248)	11%	(57)	533
Baby Boomers: 1946-1964	37%	(263)	47%	(329)	16%	(114)	706
PID: Dem (no lean)	47%	(402)	42%	(360)	11%	(96)	859
PID: Ind (no lean)	38%	(276)	50%	(359)	12%	(86)	721
PID: Rep (no lean)	39%	(240)	48%	(301)	13%	(80)	621
PID/Gender: Dem Men	60%	(252)	36%	(152)	4%	(18)	422
PID/Gender: Dem Women	34%	(151)	48%	(209)	18%	(78)	437
PID/Gender: Ind Men	50%	(168)	44%	(147)	6%	(21)	336
PID/Gender: Ind Women	28%	(108)	55%	(212)	17%	(65)	385
PID/Gender: Rep Men	49%	(151)	43%	(130)	8%	(24)	304
PID/Gender: Rep Women	28%	(90)	54%	(171)	18%	(56)	317
Ideo: Liberal (1-3)	43%	(273)	44%	(281)	13%	(85)	639
Ideo: Moderate (4)	45%	(290)	46%	(295)	9%	(56)	641
Ideo: Conservative (5-7)	40%	(288)	47%	(337)	13%	(89)	714
Educ: < College	41%	(622)	48%	(720)	11%	(171)	1513
Educ: Bachelors degree	44%	(196)	43%	(190)	13%	(58)	444
Educ: Post-grad	41%	(101)	45%	(110)	14%	(33)	244
Income: Under 50k	42%	(513)	45%	(543)	13%	(161)	1217
Income: 50k-100k	37%	(250)	51%	(341)	12%	(79)	670
Income: 100k+	49%	(155)	43%	(136)	7%	(22)	314
Ethnicity: White	38%	(647)	49%	(849)	13%	(227)	1722
Ethnicity: Hispanic	45%	(156)	47%	(165)	8%	(28)	350
Ethnicity: Black	63%	(172)	31%	(85)	6%	(17)	274

Continued on next page

**Table MCENdem1\_3: In general, what kind of fan do you consider yourself for each of the following?**

Action movies

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	42%	(919)	46%	(1020)	12%	(262)	2201
Ethnicity: Other	49%	(100)	42%	(86)	9%	(18)	204
All Christian	43%	(434)	45%	(446)	12%	(121)	1001
All Non-Christian	46%	(57)	38%	(47)	16%	(20)	124
Atheist	44%	(41)	42%	(39)	14%	(12)	92
Agnostic/Nothing in particular	37%	(226)	51%	(311)	12%	(72)	609
Something Else	43%	(161)	47%	(177)	10%	(37)	375
Religious Non-Protestant/Catholic	48%	(67)	36%	(51)	16%	(23)	141
Evangelical	43%	(252)	47%	(275)	10%	(61)	588
Non-Evangelical	43%	(324)	45%	(338)	12%	(91)	752
Community: Urban	51%	(351)	40%	(272)	9%	(60)	683
Community: Suburban	38%	(373)	49%	(478)	13%	(127)	978
Community: Rural	36%	(194)	50%	(270)	14%	(75)	540
Employ: Private Sector	45%	(319)	45%	(317)	10%	(67)	704
Employ: Government	52%	(63)	41%	(50)	7%	(9)	122
Employ: Self-Employed	37%	(91)	54%	(132)	8%	(21)	243
Employ: Homemaker	33%	(45)	54%	(74)	13%	(18)	137
Employ: Student	39%	(22)	43%	(24)	18%	(10)	57
Employ: Retired	36%	(183)	47%	(240)	17%	(86)	509
Employ: Unemployed	49%	(148)	39%	(116)	12%	(37)	302
Employ: Other	38%	(48)	52%	(66)	10%	(13)	127
Military HH: Yes	50%	(164)	41%	(132)	9%	(29)	326
Military HH: No	40%	(755)	47%	(888)	12%	(233)	1875
RD/WT: Right Direction	49%	(417)	41%	(350)	10%	(84)	852
RD/WT: Wrong Track	37%	(502)	50%	(670)	13%	(178)	1349
Biden Job Approve	47%	(496)	43%	(448)	10%	(109)	1053
Biden Job Disapprove	38%	(395)	49%	(511)	13%	(134)	1040
Biden Job Strongly Approve	54%	(284)	37%	(194)	9%	(49)	527
Biden Job Somewhat Approve	40%	(213)	48%	(254)	11%	(59)	526
Biden Job Somewhat Disapprove	41%	(116)	49%	(137)	10%	(29)	282
Biden Job Strongly Disapprove	37%	(279)	49%	(374)	14%	(106)	759

Continued on next page



**Table MCENdem1\_3:** In general, what kind of fan do you consider yourself for each of the following?

Action movies

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	42%	(919)	46%	(1020)	12%	(262)	2201
Favorable of Biden	47%	(492)	43%	(452)	10%	(109)	1052
Unfavorable of Biden	39%	(408)	48%	(511)	13%	(137)	1055
Very Favorable of Biden	53%	(296)	38%	(210)	10%	(54)	560
Somewhat Favorable of Biden	40%	(196)	49%	(242)	11%	(55)	492
Somewhat Unfavorable of Biden	42%	(106)	47%	(120)	11%	(27)	252
Very Unfavorable of Biden	38%	(302)	49%	(391)	14%	(110)	802
#1 Issue: Economy	47%	(392)	44%	(364)	9%	(74)	830
#1 Issue: Security	39%	(124)	44%	(141)	17%	(53)	317
#1 Issue: Health Care	42%	(111)	46%	(122)	12%	(31)	264
#1 Issue: Medicare / Social Security	39%	(112)	48%	(139)	13%	(38)	289
#1 Issue: Women's Issues	30%	(46)	56%	(86)	14%	(22)	155
#1 Issue: Education	43%	(40)	49%	(45)	8%	(8)	94
#1 Issue: Energy	55%	(70)	36%	(45)	9%	(11)	127
#1 Issue: Other	18%	(23)	62%	(78)	20%	(25)	125
2020 Vote: Joe Biden	47%	(466)	43%	(429)	11%	(108)	1003
2020 Vote: Donald Trump	39%	(279)	47%	(333)	13%	(95)	707
2020 Vote: Other	29%	(26)	55%	(50)	15%	(14)	90
2020 Vote: Didn't Vote	37%	(148)	52%	(205)	11%	(44)	396
2018 House Vote: Democrat	46%	(364)	43%	(340)	11%	(85)	789
2018 House Vote: Republican	37%	(213)	48%	(274)	14%	(80)	567
2018 House Vote: Someone else	30%	(23)	58%	(44)	13%	(10)	76
2016 Vote: Hillary Clinton	46%	(330)	43%	(309)	11%	(77)	716
2016 Vote: Donald Trump	40%	(270)	48%	(320)	12%	(78)	668
2016 Vote: Other	32%	(34)	54%	(57)	14%	(14)	106
2016 Vote: Didn't Vote	40%	(283)	47%	(334)	13%	(90)	707
Voted in 2014: Yes	44%	(555)	44%	(555)	12%	(152)	1263
Voted in 2014: No	39%	(364)	50%	(465)	12%	(109)	938
4-Region: Northeast	42%	(167)	47%	(185)	11%	(42)	394
4-Region: Midwest	36%	(167)	52%	(238)	12%	(57)	462
4-Region: South	43%	(355)	45%	(373)	12%	(96)	825
4-Region: West	44%	(230)	43%	(223)	13%	(67)	520

Continued on next page

**Table MCENdem1\_3:** In general, what kind of fan do you consider yourself for each of the following?

Action movies

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	42% (919)	46% (1020)	12% (262)	2201
Avid Film Fan	66% (540)	29% (242)	5% (38)	821
Casual Film Fan	30% (335)	60% (680)	10% (115)	1130
Avid TV Fan	58% (613)	35% (371)	7% (79)	1062
Casual TV Fan	27% (267)	60% (594)	13% (134)	994
Avid Bond Fan	76% (408)	23% (123)	1% (5)	536
Casual Bond Fan	40% (367)	56% (509)	4% (40)	916

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

**Table MCENdem1\_4:** In general, what kind of fan do you consider yourself for each of the following?  
 Spy movies

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	23%	(507)	51%	(1128)	26%	(566)	2201
Gender: Male	32%	(340)	53%	(563)	15%	(159)	1062
Gender: Female	15%	(167)	50%	(564)	36%	(407)	1139
Age: 18-34	25%	(166)	50%	(331)	24%	(159)	655
Age: 35-44	29%	(105)	49%	(174)	22%	(79)	358
Age: 45-64	20%	(149)	52%	(389)	28%	(213)	751
Age: 65+	20%	(88)	53%	(233)	26%	(115)	436
GenZers: 1997-2012	21%	(39)	50%	(93)	29%	(54)	186
Millennials: 1981-1996	28%	(196)	50%	(352)	22%	(153)	701
GenXers: 1965-1980	23%	(121)	51%	(274)	26%	(139)	533
Baby Boomers: 1946-1964	19%	(136)	53%	(371)	28%	(200)	706
PID: Dem (no lean)	29%	(246)	49%	(425)	22%	(188)	859
PID: Ind (no lean)	18%	(133)	55%	(397)	27%	(192)	721
PID: Rep (no lean)	21%	(128)	49%	(307)	30%	(186)	621
PID/Gender: Dem Men	39%	(165)	49%	(205)	12%	(51)	422
PID/Gender: Dem Women	19%	(81)	50%	(219)	31%	(137)	437
PID/Gender: Ind Men	25%	(86)	60%	(203)	14%	(48)	336
PID/Gender: Ind Women	12%	(47)	50%	(194)	37%	(144)	385
PID/Gender: Rep Men	29%	(89)	51%	(156)	20%	(60)	304
PID/Gender: Rep Women	12%	(39)	48%	(151)	40%	(126)	317
Ideo: Liberal (1-3)	28%	(180)	47%	(299)	25%	(159)	639
Ideo: Moderate (4)	22%	(143)	55%	(354)	22%	(143)	641
Ideo: Conservative (5-7)	23%	(161)	51%	(364)	27%	(190)	714
Educ: < College	19%	(293)	52%	(792)	28%	(427)	1513
Educ: Bachelors degree	29%	(129)	51%	(227)	20%	(88)	444
Educ: Post-grad	35%	(85)	45%	(109)	21%	(50)	244
Income: Under 50k	20%	(247)	51%	(619)	29%	(351)	1217
Income: 50k-100k	23%	(152)	55%	(366)	23%	(153)	670
Income: 100k+	34%	(108)	46%	(143)	20%	(63)	314
Ethnicity: White	22%	(373)	51%	(884)	27%	(466)	1722
Ethnicity: Hispanic	26%	(90)	51%	(178)	23%	(81)	350
Ethnicity: Black	31%	(85)	48%	(133)	21%	(57)	274

Continued on next page

**Table MCENdem1\_4: In general, what kind of fan do you consider yourself for each of the following?  
Spy movies**

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	23%	(507)	51%	(1128)	26%	(566)	2201
Ethnicity: Other	24%	(49)	55%	(111)	21%	(43)	204
All Christian	25%	(246)	50%	(501)	25%	(255)	1001
All Non-Christian	36%	(45)	45%	(56)	18%	(23)	124
Atheist	23%	(22)	59%	(55)	17%	(16)	92
Agnostic/Nothing in particular	20%	(125)	52%	(318)	27%	(166)	609
Something Else	19%	(70)	53%	(199)	28%	(106)	375
Religious Non-Protestant/Catholic	38%	(53)	44%	(62)	18%	(26)	141
Evangelical	25%	(150)	48%	(283)	26%	(155)	588
Non-Evangelical	20%	(151)	53%	(401)	27%	(200)	752
Community: Urban	31%	(213)	46%	(318)	22%	(153)	683
Community: Suburban	21%	(208)	54%	(529)	25%	(241)	978
Community: Rural	16%	(86)	52%	(281)	32%	(172)	540
Employ: Private Sector	26%	(182)	51%	(358)	23%	(164)	704
Employ: Government	41%	(50)	41%	(50)	18%	(22)	122
Employ: Self-Employed	24%	(59)	50%	(121)	26%	(63)	243
Employ: Homemaker	12%	(17)	56%	(76)	32%	(44)	137
Employ: Student	22%	(13)	50%	(28)	28%	(16)	57
Employ: Retired	19%	(98)	53%	(269)	28%	(142)	509
Employ: Unemployed	23%	(68)	49%	(147)	29%	(86)	302
Employ: Other	16%	(20)	62%	(79)	22%	(28)	127
Military HH: Yes	26%	(86)	54%	(176)	20%	(64)	326
Military HH: No	22%	(422)	51%	(952)	27%	(502)	1875
RD/WT: Right Direction	31%	(262)	49%	(420)	20%	(170)	852
RD/WT: Wrong Track	18%	(246)	52%	(708)	29%	(395)	1349
Biden Job Approve	29%	(302)	50%	(530)	21%	(220)	1053
Biden Job Disapprove	19%	(199)	52%	(539)	29%	(303)	1040
Biden Job Strongly Approve	34%	(181)	49%	(256)	17%	(89)	527
Biden Job Somewhat Approve	23%	(121)	52%	(274)	25%	(131)	526
Biden Job Somewhat Disapprove	18%	(51)	56%	(157)	26%	(73)	282
Biden Job Strongly Disapprove	19%	(147)	50%	(382)	30%	(230)	759

Continued on next page

**Table MCENdem1\_4:** *In general, what kind of fan do you consider yourself for each of the following?*  
*Spy movies*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	23%	(507)	51%	(1128)	26%	(566)	2201
Favorable of Biden	28%	(298)	50%	(530)	21%	(225)	1052
Unfavorable of Biden	19%	(202)	51%	(542)	29%	(311)	1055
Very Favorable of Biden	34%	(189)	48%	(269)	18%	(101)	560
Somewhat Favorable of Biden	22%	(109)	53%	(260)	25%	(123)	492
Somewhat Unfavorable of Biden	19%	(48)	52%	(131)	29%	(74)	252
Very Unfavorable of Biden	19%	(154)	51%	(411)	30%	(237)	802
#1 Issue: Economy	24%	(199)	53%	(437)	23%	(194)	830
#1 Issue: Security	21%	(67)	51%	(162)	28%	(88)	317
#1 Issue: Health Care	25%	(67)	49%	(129)	26%	(68)	264
#1 Issue: Medicare / Social Security	21%	(62)	50%	(143)	29%	(84)	289
#1 Issue: Women's Issues	16%	(25)	49%	(76)	35%	(54)	155
#1 Issue: Education	30%	(28)	55%	(51)	16%	(15)	94
#1 Issue: Energy	35%	(44)	49%	(62)	17%	(21)	127
#1 Issue: Other	11%	(14)	55%	(69)	34%	(43)	125
2020 Vote: Joe Biden	28%	(279)	51%	(509)	21%	(215)	1003
2020 Vote: Donald Trump	21%	(145)	51%	(364)	28%	(198)	707
2020 Vote: Other	11%	(10)	64%	(57)	25%	(22)	90
2020 Vote: Didn't Vote	18%	(73)	50%	(197)	32%	(127)	396
2018 House Vote: Democrat	28%	(219)	50%	(398)	22%	(172)	789
2018 House Vote: Republican	22%	(125)	51%	(291)	27%	(151)	567
2018 House Vote: Someone else	15%	(11)	61%	(47)	24%	(18)	76
2016 Vote: Hillary Clinton	27%	(191)	51%	(366)	22%	(159)	716
2016 Vote: Donald Trump	23%	(151)	51%	(342)	26%	(175)	668
2016 Vote: Other	16%	(17)	61%	(64)	23%	(24)	106
2016 Vote: Didn't Vote	21%	(147)	50%	(354)	29%	(207)	707
Voted in 2014: Yes	26%	(322)	51%	(647)	23%	(294)	1263
Voted in 2014: No	20%	(185)	51%	(481)	29%	(272)	938
4-Region: Northeast	28%	(110)	49%	(192)	23%	(92)	394
4-Region: Midwest	15%	(68)	57%	(263)	29%	(132)	462
4-Region: South	21%	(172)	52%	(427)	27%	(225)	825
4-Region: West	30%	(157)	47%	(246)	23%	(117)	520

Continued on next page

**Table MCENdem1\_4:** In general, what kind of fan do you consider yourself for each of the following?  
Spy movies

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	23% (507)	51% (1128)	26% (566)	2201
Avid Film Fan	44% (358)	43% (353)	13% (110)	821
Casual Film Fan	13% (141)	62% (703)	25% (286)	1130
Avid TV Fan	33% (354)	46% (493)	20% (215)	1062
Casual TV Fan	14% (136)	57% (569)	29% (289)	994
Avid Bond Fan	64% (340)	34% (180)	3% (15)	536
Casual Bond Fan	14% (129)	76% (695)	10% (92)	916

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

**Table MCENdem1\_5: In general, what kind of fan do you consider yourself for each of the following?**  
 The James Bond franchise

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	24%	(536)	42%	(916)	34%	(749)	2201
Gender: Male	36%	(388)	45%	(479)	18%	(195)	1062
Gender: Female	13%	(148)	38%	(437)	49%	(554)	1139
Age: 18-34	26%	(168)	38%	(247)	37%	(240)	655
Age: 35-44	29%	(102)	38%	(136)	33%	(119)	358
Age: 45-64	22%	(164)	45%	(337)	33%	(250)	751
Age: 65+	23%	(101)	45%	(195)	32%	(141)	436
GenZers: 1997-2012	15%	(28)	38%	(71)	47%	(88)	186
Millennials: 1981-1996	31%	(215)	37%	(262)	32%	(224)	701
GenXers: 1965-1980	22%	(117)	43%	(231)	35%	(186)	533
Baby Boomers: 1946-1964	22%	(154)	46%	(324)	32%	(229)	706
PID: Dem (no lean)	30%	(262)	40%	(347)	29%	(251)	859
PID: Ind (no lean)	18%	(131)	44%	(314)	38%	(276)	721
PID: Rep (no lean)	23%	(143)	41%	(255)	36%	(223)	621
PID/Gender: Dem Men	46%	(194)	40%	(171)	14%	(57)	422
PID/Gender: Dem Women	16%	(68)	40%	(176)	44%	(193)	437
PID/Gender: Ind Men	28%	(95)	50%	(167)	22%	(74)	336
PID/Gender: Ind Women	9%	(36)	38%	(147)	53%	(202)	385
PID/Gender: Rep Men	32%	(99)	46%	(141)	21%	(64)	304
PID/Gender: Rep Women	14%	(44)	36%	(114)	50%	(158)	317
Ideo: Liberal (1-3)	29%	(185)	39%	(249)	32%	(205)	639
Ideo: Moderate (4)	23%	(150)	47%	(300)	30%	(191)	641
Ideo: Conservative (5-7)	26%	(186)	41%	(292)	33%	(236)	714
Educ: < College	19%	(290)	42%	(636)	39%	(587)	1513
Educ: Bachelors degree	36%	(159)	39%	(172)	25%	(113)	444
Educ: Post-grad	36%	(87)	44%	(108)	20%	(49)	244
Income: Under 50k	21%	(252)	40%	(491)	39%	(474)	1217
Income: 50k-100k	24%	(164)	45%	(302)	30%	(204)	670
Income: 100k+	38%	(120)	39%	(123)	23%	(71)	314
Ethnicity: White	23%	(391)	42%	(728)	35%	(604)	1722
Ethnicity: Hispanic	26%	(90)	40%	(138)	35%	(121)	350
Ethnicity: Black	37%	(101)	37%	(102)	26%	(72)	274

Continued on next page

**Table MCENdem1\_5: In general, what kind of fan do you consider yourself for each of the following?  
The James Bond franchise**

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	24%	(536)	42%	(916)	34%	(749)	2201
Ethnicity: Other	21%	(43)	42%	(87)	36%	(74)	204
All Christian	28%	(277)	43%	(434)	29%	(290)	1001
All Non-Christian	38%	(48)	40%	(50)	22%	(27)	124
Atheist	30%	(27)	39%	(36)	32%	(29)	92
Agnostic/Nothing in particular	19%	(117)	41%	(251)	39%	(240)	609
Something Else	18%	(66)	39%	(145)	43%	(163)	375
Religious Non-Protestant/Catholic	39%	(55)	38%	(54)	23%	(32)	141
Evangelical	26%	(156)	39%	(228)	35%	(204)	588
Non-Evangelical	23%	(171)	45%	(340)	32%	(240)	752
Community: Urban	34%	(235)	37%	(250)	29%	(198)	683
Community: Suburban	22%	(219)	44%	(431)	34%	(328)	978
Community: Rural	15%	(81)	43%	(235)	41%	(224)	540
Employ: Private Sector	29%	(206)	41%	(288)	30%	(210)	704
Employ: Government	36%	(44)	37%	(46)	26%	(32)	122
Employ: Self-Employed	31%	(75)	37%	(90)	32%	(78)	243
Employ: Homemaker	12%	(16)	42%	(58)	46%	(63)	137
Employ: Student	8%	(4)	40%	(23)	52%	(29)	57
Employ: Retired	22%	(112)	46%	(233)	32%	(164)	509
Employ: Unemployed	19%	(56)	43%	(131)	38%	(115)	302
Employ: Other	16%	(21)	38%	(48)	46%	(58)	127
Military HH: Yes	30%	(97)	43%	(141)	27%	(87)	326
Military HH: No	23%	(438)	41%	(775)	35%	(663)	1875
RD/WT: Right Direction	34%	(290)	42%	(355)	24%	(207)	852
RD/WT: Wrong Track	18%	(246)	42%	(561)	40%	(542)	1349
Biden Job Approve	32%	(335)	41%	(432)	27%	(286)	1053
Biden Job Disapprove	18%	(191)	43%	(444)	39%	(405)	1040
Biden Job Strongly Approve	39%	(208)	37%	(196)	23%	(123)	527
Biden Job Somewhat Approve	24%	(128)	45%	(235)	31%	(163)	526
Biden Job Somewhat Disapprove	18%	(50)	44%	(124)	38%	(107)	282
Biden Job Strongly Disapprove	19%	(141)	42%	(320)	39%	(298)	759

Continued on next page



**Table MCENdem1\_5: In general, what kind of fan do you consider yourself for each of the following?  
 The James Bond franchise**

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	24%	(536)	42%	(916)	34%	(749)	2201
Favorable of Biden	31%	(322)	41%	(434)	28%	(296)	1052
Unfavorable of Biden	20%	(206)	42%	(441)	39%	(408)	1055
Very Favorable of Biden	36%	(203)	39%	(217)	25%	(140)	560
Somewhat Favorable of Biden	24%	(119)	44%	(217)	32%	(156)	492
Somewhat Unfavorable of Biden	18%	(47)	42%	(106)	40%	(100)	252
Very Unfavorable of Biden	20%	(160)	42%	(335)	38%	(308)	802
#1 Issue: Economy	26%	(219)	41%	(343)	32%	(268)	830
#1 Issue: Security	22%	(68)	43%	(137)	35%	(112)	317
#1 Issue: Health Care	28%	(75)	41%	(109)	30%	(80)	264
#1 Issue: Medicare / Social Security	23%	(67)	39%	(112)	38%	(111)	289
#1 Issue: Women's Issues	13%	(20)	41%	(63)	46%	(72)	155
#1 Issue: Education	30%	(28)	46%	(43)	24%	(22)	94
#1 Issue: Energy	32%	(41)	42%	(54)	25%	(32)	127
#1 Issue: Other	14%	(17)	44%	(55)	42%	(53)	125
2020 Vote: Joe Biden	30%	(301)	42%	(419)	28%	(283)	1003
2020 Vote: Donald Trump	22%	(159)	43%	(302)	35%	(247)	707
2020 Vote: Other	12%	(11)	42%	(37)	46%	(41)	90
2020 Vote: Didn't Vote	16%	(64)	40%	(157)	44%	(176)	396
2018 House Vote: Democrat	31%	(247)	40%	(318)	28%	(225)	789
2018 House Vote: Republican	25%	(139)	42%	(238)	33%	(190)	567
2018 House Vote: Someone else	13%	(10)	53%	(41)	34%	(26)	76
2016 Vote: Hillary Clinton	31%	(223)	40%	(285)	29%	(208)	716
2016 Vote: Donald Trump	25%	(165)	43%	(285)	33%	(219)	668
2016 Vote: Other	20%	(21)	44%	(47)	35%	(38)	106
2016 Vote: Didn't Vote	18%	(126)	42%	(299)	40%	(283)	707
Voted in 2014: Yes	29%	(365)	42%	(525)	30%	(374)	1263
Voted in 2014: No	18%	(171)	42%	(391)	40%	(376)	938
4-Region: Northeast	29%	(113)	42%	(164)	30%	(117)	394
4-Region: Midwest	20%	(94)	41%	(190)	39%	(179)	462
4-Region: South	22%	(179)	43%	(353)	35%	(292)	825
4-Region: West	29%	(150)	40%	(209)	31%	(161)	520

Continued on next page

**Table MCENdem1\_5:** *In general, what kind of fan do you consider yourself for each of the following?*  
*The James Bond franchise*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	24%	(536)	42%	(916)	34%	(749)	2201
Avid Film Fan	41%	(341)	37%	(302)	22%	(178)	821
Casual Film Fan	16%	(181)	50%	(562)	34%	(387)	1130
Avid TV Fan	34%	(360)	39%	(418)	27%	(285)	1062
Casual TV Fan	16%	(161)	45%	(449)	39%	(384)	994
Avid Bond Fan	100%	(536)	—	(0)	—	(0)	536
Casual Bond Fan	—	(0)	100%	(916)	—	(0)	916

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

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2201	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1139	52%
	N	2201	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2201	
demAgeGeneration	GenZers: 1997-2012	186	8%
	Millennials: 1981-1996	701	32%
	GenXers: 1965-1980	533	24%
	Baby Boomers: 1946-1964	706	32%
	N	2127	
xpid3	PID: Dem (no lean)	859	39%
	PID: Ind (no lean)	721	33%
	PID: Rep (no lean)	621	28%
	N	2201	
xpidGender	PID/Gender: Dem Men	422	19%
	PID/Gender: Dem Women	437	20%
	PID/Gender: Ind Men	336	15%
	PID/Gender: Ind Women	385	17%
	PID/Gender: Rep Men	304	14%
	PID/Gender: Rep Women	317	14%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	639	29%
	Ideo: Moderate (4)	641	29%
	Ideo: Conservative (5-7)	714	32%
	N	1994	
xeduc3	Educ: < College	1513	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2201	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1217	55%
	Income: 50k-100k	670	30%
	Income: 100k+	314	14%
	N	2201	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	350	16%
demBlackBin	Ethnicity: Black	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	1001	45%
	All Non-Christian	124	6%
	Atheist	92	4%
	Agnostic/Nothing in particular	609	28%
	Something Else	375	17%
	N	2201	
xdemReligOther	Religious Non-Protestant/Catholic	141	6%
xdemEvang	Evangelical	588	27%
	Non-Evangelical	752	34%
	N	1340	
xdemUsr	Community: Urban	683	31%
	Community: Suburban	978	44%
	Community: Rural	540	25%
	N	2201	
xdemEmploy	Employ: Private Sector	704	32%
	Employ: Government	122	6%
	Employ: Self-Employed	243	11%
	Employ: Homemaker	137	6%
	Employ: Student	57	3%
	Employ: Retired	509	23%
	Employ: Unemployed	302	14%
	Employ: Other	127	6%
	N	2201	
xdemMilHH1	Military HH: Yes	326	15%
	Military HH: No	1875	85%
	N	2201	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	852	39%
	RD/WT: Wrong Track	1349	61%
	N	2201	
xdemBidenApprove	Biden Job Approve	1053	48%
	Biden Job Disapprove	1040	47%
	N	2093	
xdemBidenApprove2	Biden Job Strongly Approve	527	24%
	Biden Job Somewhat Approve	526	24%
	Biden Job Somewhat Disapprove	282	13%
	Biden Job Strongly Disapprove	759	34%
	N	2093	
xdemBidenFav	Favorable of Biden	1052	48%
	Unfavorable of Biden	1055	48%
	N	2107	
xdemBidenFavFull	Very Favorable of Biden	560	25%
	Somewhat Favorable of Biden	492	22%
	Somewhat Unfavorable of Biden	252	11%
	Very Unfavorable of Biden	802	36%
	N	2107	
xnr3	#1 Issue: Economy	830	38%
	#1 Issue: Security	317	14%
	#1 Issue: Health Care	264	12%
	#1 Issue: Medicare / Social Security	289	13%
	#1 Issue: Women's Issues	155	7%
	#1 Issue: Education	94	4%
	#1 Issue: Energy	127	6%
	#1 Issue: Other	125	6%
	N	2201	
xsubVote20O	2020 Vote: Joe Biden	1003	46%
	2020 Vote: Donald Trump	707	32%
	2020 Vote: Other	90	4%
	2020 Vote: Didn't Vote	396	18%
	N	2197	
xsubVote18O	2018 House Vote: Democrat	789	36%
	2018 House Vote: Republican	567	26%
	2018 House Vote: Someone else	76	3%
	N	1433	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	716	33%
	2016 Vote: Donald Trump	668	30%
	2016 Vote: Other	106	5%
	2016 Vote: Didn't Vote	707	32%
	N	2197	
xsubVote14O	Voted in 2014: Yes	1263	57%
	Voted in 2014: No	938	43%
	N	2201	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	825	37%
	4-Region: West	520	24%
	N	2201	
MCENxdem1	Avid Film Fan	821	37%
	Casual Film Fan	1130	51%
	N	1951	
MCENxdem2	Avid TV Fan	1062	48%
	Casual TV Fan	994	45%
	N	2056	
MCENxdem3	Avid Bond Fan	536	24%
	Casual Bond Fan	916	42%
	N	1452	

*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 chevron-like shapes pointing downwards.

**MORNING CONSULT**