



National Tracking Poll #2111086
November 12-14, 2021

Crosstabulation Results

Methodology:

This poll was conducted between November 12-November 14, 2021 among a sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, educational attainment, age, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table MCEN1_1: How often do you watch or stream the following?
TV shows

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	53% (1161)	23% (506)	9% (200)	6% (127)	2% (55)	3% (60)	4% (91)	2200
Gender: Male	48% (510)	24% (256)	12% (129)	7% (72)	3% (27)	3% (27)	4% (41)	1062
Gender: Female	57% (651)	22% (250)	6% (71)	5% (55)	2% (28)	3% (33)	4% (50)	1138
Age: 18-34	44% (289)	22% (144)	16% (103)	7% (48)	4% (23)	2% (16)	5% (31)	655
Age: 35-44	48% (173)	29% (105)	10% (35)	6% (22)	4% (13)	1% (5)	1% (5)	358
Age: 45-64	57% (429)	24% (180)	6% (42)	5% (39)	2% (14)	3% (21)	4% (27)	751
Age: 65+	62% (270)	18% (77)	5% (20)	4% (18)	1% (5)	4% (18)	6% (28)	436
GenZers: 1997-2012	38% (88)	18% (42)	22% (49)	7% (16)	4% (10)	3% (6)	7% (17)	227
Millennials: 1981-1996	46% (306)	27% (182)	13% (84)	7% (47)	3% (20)	2% (11)	3% (18)	667
GenXers: 1965-1980	54% (278)	26% (134)	5% (27)	6% (33)	3% (16)	2% (9)	3% (18)	513
Baby Boomers: 1946-1964	62% (446)	19% (133)	5% (39)	4% (27)	1% (7)	4% (30)	5% (35)	717
PID: Dem (no lean)	59% (515)	22% (194)	8% (72)	5% (45)	2% (14)	1% (12)	3% (22)	874
PID: Ind (no lean)	46% (311)	24% (159)	10% (65)	8% (53)	4% (26)	4% (29)	4% (30)	673
PID: Rep (no lean)	51% (335)	23% (152)	10% (63)	4% (29)	2% (15)	3% (20)	6% (39)	653
PID/Gender: Dem Men	56% (233)	23% (97)	11% (47)	6% (27)	1% (3)	1% (3)	2% (7)	417
PID/Gender: Dem Women	62% (282)	21% (97)	6% (25)	4% (18)	2% (11)	2% (8)	3% (15)	457
PID/Gender: Ind Men	41% (142)	23% (81)	12% (42)	9% (32)	5% (16)	4% (15)	6% (19)	347
PID/Gender: Ind Women	52% (169)	24% (78)	7% (23)	7% (21)	3% (10)	4% (14)	3% (11)	326
PID/Gender: Rep Men	45% (135)	26% (78)	14% (41)	4% (13)	3% (9)	3% (9)	5% (15)	298
PID/Gender: Rep Women	56% (201)	21% (75)	6% (23)	4% (15)	2% (6)	3% (11)	7% (25)	355
Ideo: Liberal (1-3)	57% (371)	24% (156)	8% (52)	5% (36)	1% (9)	2% (14)	3% (17)	654
Ideo: Moderate (4)	52% (338)	24% (157)	9% (56)	7% (48)	2% (15)	2% (12)	3% (21)	647
Ideo: Conservative (5-7)	54% (373)	21% (144)	9% (61)	5% (31)	3% (22)	4% (27)	5% (33)	692
Educ: < College	54% (811)	21% (315)	9% (137)	6% (88)	3% (42)	3% (48)	5% (71)	1512
Educ: Bachelors degree	53% (234)	26% (117)	9% (39)	6% (25)	2% (8)	1% (6)	3% (15)	444
Educ: Post-grad	47% (115)	30% (74)	10% (24)	6% (13)	2% (6)	3% (7)	2% (5)	244

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Table MCEN1_1: How often do you watch or stream the following?

TV shows

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	53% (1161)	23% (506)	9% (200)	6% (127)	2% (55)	3% (60)	4% (91)	2200
Income: Under 50k	53% (648)	20% (242)	10% (120)	6% (70)	3% (38)	3% (36)	5% (64)	1218
Income: 50k-100k	52% (353)	25% (169)	8% (57)	6% (43)	2% (15)	2% (16)	4% (25)	678
Income: 100k+	53% (160)	31% (95)	8% (23)	4% (13)	1% (2)	3% (8)	1% (3)	304
Ethnicity: White	54% (933)	23% (404)	8% (146)	5% (92)	2% (30)	2% (41)	4% (76)	1722
Ethnicity: Hispanic	45% (159)	24% (84)	17% (60)	3% (9)	5% (18)	2% (6)	4% (14)	349
Ethnicity: Black	53% (146)	21% (58)	10% (27)	8% (21)	2% (7)	4% (11)	2% (6)	274
Ethnicity: Other	40% (82)	22% (44)	14% (28)	6% (13)	9% (18)	4% (9)	5% (10)	204
All Christian	58% (570)	22% (214)	9% (89)	4% (44)	2% (16)	3% (31)	3% (26)	989
All Non-Christian	49% (57)	24% (28)	12% (14)	6% (7)	3% (4)	3% (3)	4% (5)	116
Atheist	51% (55)	29% (32)	8% (8)	4% (4)	1% (1)	4% (5)	4% (4)	109
Agnostic/Nothing in particular	49% (297)	24% (145)	10% (60)	7% (40)	3% (16)	2% (15)	6% (36)	608
Something Else	48% (182)	23% (87)	8% (29)	9% (33)	5% (19)	2% (7)	6% (21)	377
Religious Non-Protestant/Catholic	48% (66)	26% (35)	11% (16)	5% (7)	3% (4)	3% (4)	3% (5)	136
Evangelical	54% (289)	21% (112)	9% (46)	7% (37)	3% (17)	3% (13)	4% (22)	537
Non-Evangelical	56% (446)	23% (180)	8% (65)	5% (39)	2% (17)	3% (23)	3% (25)	795
Community: Urban	52% (344)	23% (153)	9% (60)	7% (43)	3% (20)	2% (12)	4% (27)	658
Community: Suburban	52% (485)	26% (244)	9% (85)	5% (44)	3% (25)	2% (23)	3% (28)	936
Community: Rural	55% (332)	18% (109)	9% (55)	6% (39)	2% (10)	4% (25)	6% (36)	606
Employ: Private Sector	51% (366)	29% (209)	10% (69)	5% (33)	1% (11)	2% (16)	2% (14)	718
Employ: Government	46% (58)	29% (37)	10% (13)	6% (8)	1% (2)	— (0)	7% (9)	126
Employ: Self-Employed	45% (85)	25% (48)	11% (20)	7% (14)	5% (10)	3% (5)	4% (8)	192
Employ: Homemaker	63% (96)	16% (25)	6% (9)	8% (12)	1% (2)	3% (4)	3% (5)	153
Employ: Student	44% (37)	17% (14)	18% (15)	13% (11)	4% (4)	4% (3)	1% (1)	85
Employ: Retired	63% (309)	17% (82)	4% (21)	4% (20)	2% (9)	4% (22)	6% (31)	494
Employ: Unemployed	50% (141)	18% (50)	14% (40)	6% (17)	4% (12)	2% (4)	6% (16)	280
Employ: Other	44% (68)	27% (41)	9% (13)	8% (13)	4% (6)	4% (5)	5% (8)	153
Military HH: Yes	53% (160)	24% (72)	8% (23)	5% (15)	2% (6)	4% (13)	5% (15)	303
Military HH: No	53% (1001)	23% (434)	9% (177)	6% (112)	3% (49)	2% (47)	4% (77)	1897

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Table MCEN1_1: How often do you watch or stream the following?

TV shows

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	53% (1161)	23% (506)	9% (200)	6% (127)	2% (55)	3% (60)	4% (91)	2200
RD/WT: Right Direction	56% (457)	24% (194)	8% (64)	6% (45)	2% (13)	2% (16)	4% (31)	820
RD/WT: Wrong Track	51% (704)	23% (312)	10% (136)	6% (82)	3% (42)	3% (44)	4% (60)	1380
Biden Job Approve	57% (587)	23% (233)	8% (84)	5% (55)	2% (17)	2% (16)	3% (30)	1023
Biden Job Disapprove	51% (547)	23% (243)	9% (101)	6% (66)	3% (32)	3% (34)	5% (52)	1076
Biden Job Strongly Approve	61% (269)	20% (87)	7% (29)	6% (26)	— (2)	2% (10)	4% (17)	440
Biden Job Somewhat Approve	55% (318)	25% (146)	9% (55)	5% (29)	3% (15)	1% (6)	2% (13)	583
Biden Job Somewhat Disapprove	49% (157)	24% (77)	10% (33)	6% (19)	3% (11)	2% (7)	5% (15)	319
Biden Job Strongly Disapprove	52% (391)	22% (167)	9% (67)	6% (48)	3% (21)	4% (27)	5% (37)	757
Favorable of Biden	58% (593)	23% (233)	8% (83)	5% (51)	2% (20)	2% (17)	3% (28)	1024
Unfavorable of Biden	51% (532)	22% (237)	9% (96)	7% (70)	3% (30)	3% (37)	5% (50)	1052
Very Favorable of Biden	60% (272)	21% (95)	8% (35)	6% (26)	1% (3)	2% (10)	3% (12)	453
Somewhat Favorable of Biden	56% (321)	24% (138)	8% (48)	4% (25)	3% (17)	1% (7)	3% (15)	571
Somewhat Unfavorable of Biden	46% (122)	27% (72)	10% (28)	8% (20)	3% (9)	4% (11)	2% (4)	266
Very Unfavorable of Biden	52% (410)	21% (165)	9% (68)	6% (49)	3% (22)	3% (26)	6% (45)	786
#1 Issue: Economy	52% (465)	26% (234)	9% (83)	7% (59)	2% (20)	2% (20)	2% (20)	902
#1 Issue: Security	56% (149)	16% (44)	10% (26)	7% (18)	4% (11)	3% (8)	4% (10)	266
#1 Issue: Health Care	53% (144)	23% (64)	9% (24)	5% (14)	2% (5)	3% (7)	5% (14)	271
#1 Issue: Medicare / Social Security	62% (167)	16% (44)	6% (17)	5% (13)	1% (3)	2% (5)	8% (22)	271
#1 Issue: Women's Issues	53% (64)	21% (25)	10% (12)	8% (10)	2% (3)	1% (1)	5% (6)	121
#1 Issue: Education	46% (35)	27% (21)	14% (11)	3% (3)	3% (2)	3% (2)	3% (2)	78
#1 Issue: Energy	51% (81)	24% (38)	10% (16)	4% (6)	4% (7)	4% (6)	4% (6)	161
#1 Issue: Other	43% (56)	28% (36)	7% (10)	4% (5)	3% (4)	7% (9)	8% (11)	130
2020 Vote: Joe Biden	58% (567)	23% (223)	8% (78)	6% (56)	2% (18)	2% (15)	3% (27)	984
2020 Vote: Donald Trump	55% (371)	24% (161)	7% (45)	5% (31)	2% (16)	4% (24)	4% (28)	677
2020 Vote: Other	34% (26)	28% (21)	11% (8)	11% (9)	6% (5)	5% (4)	4% (3)	76
2020 Vote: Didn't Vote	42% (194)	22% (101)	15% (69)	7% (31)	3% (16)	4% (17)	7% (32)	460
2018 House Vote: Democrat	59% (451)	24% (180)	7% (52)	6% (43)	1% (11)	1% (11)	2% (17)	765
2018 House Vote: Republican	53% (302)	24% (134)	7% (42)	5% (26)	3% (15)	3% (19)	5% (27)	565
2018 House Vote: Someone else	37% (21)	22% (13)	12% (7)	11% (6)	8% (5)	5% (3)	5% (3)	58

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Table MCEN1_1: *How often do you watch or stream the following?*

TV shows

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	53% (1161)	23% (506)	9% (200)	6% (127)	2% (55)	3% (60)	4% (91)	2200
2016 Vote: Hillary Clinton	60% (418)	23% (163)	6% (45)	5% (37)	2% (13)	1% (9)	2% (13)	699
2016 Vote: Donald Trump	56% (369)	23% (153)	6% (39)	5% (30)	2% (15)	3% (22)	4% (28)	657
2016 Vote: Other	45% (49)	25% (27)	13% (15)	7% (7)	2% (2)	3% (3)	6% (6)	108
2016 Vote: Didn't Vote	44% (325)	22% (163)	14% (101)	7% (52)	3% (25)	3% (25)	6% (44)	736
Voted in 2014: Yes	56% (681)	24% (289)	7% (87)	5% (59)	2% (25)	3% (32)	3% (39)	1212
Voted in 2014: No	49% (480)	22% (217)	11% (114)	7% (67)	3% (30)	3% (28)	5% (52)	988
4-Region: Northeast	53% (209)	26% (103)	6% (23)	6% (22)	2% (9)	3% (11)	4% (16)	394
4-Region: Midwest	56% (260)	22% (102)	9% (40)	6% (27)	2% (8)	3% (12)	3% (12)	462
4-Region: South	52% (426)	22% (184)	9% (76)	7% (56)	3% (23)	2% (20)	5% (40)	824
4-Region: West	51% (265)	22% (117)	12% (62)	4% (23)	3% (15)	3% (17)	4% (23)	520
Avid Film Fan	60% (453)	25% (187)	8% (59)	4% (29)	1% (6)	2% (13)	1% (6)	753
Casual Film Fan	51% (595)	23% (265)	9% (111)	7% (87)	3% (37)	3% (34)	4% (47)	1176
Film Fan	54% (1048)	23% (453)	9% (170)	6% (116)	2% (43)	2% (47)	3% (53)	1930
Avid Moviegoer	51% (110)	25% (54)	16% (34)	4% (9)	3% (6)	— (1)	2% (4)	218
Casual Moviegoer	54% (718)	23% (308)	9% (122)	6% (85)	2% (33)	3% (41)	2% (26)	1334
Moviegoer	53% (829)	23% (362)	10% (156)	6% (95)	2% (39)	3% (42)	2% (29)	1552

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

Table MCEN1_2: *How often do you watch or stream the following?*
Movies at home

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	20% (445)	29% (633)	18% (386)	13% (277)	10% (216)	7% (151)	4% (92)	2200
Gender: Male	19% (198)	31% (329)	19% (200)	12% (127)	8% (87)	7% (75)	4% (45)	1062
Gender: Female	22% (247)	27% (304)	16% (186)	13% (150)	11% (129)	7% (75)	4% (47)	1138
Age: 18-34	29% (187)	29% (192)	16% (103)	10% (67)	8% (55)	5% (32)	3% (18)	655
Age: 35-44	20% (73)	34% (123)	18% (66)	15% (54)	7% (27)	3% (10)	1% (5)	358
Age: 45-64	16% (122)	30% (227)	19% (139)	13% (101)	11% (81)	8% (58)	3% (23)	751
Age: 65+	14% (63)	21% (91)	18% (77)	13% (55)	12% (53)	12% (51)	11% (47)	436
GenZers: 1997-2012	21% (47)	30% (68)	17% (39)	11% (26)	15% (34)	5% (11)	1% (2)	227
Millennials: 1981-1996	28% (189)	31% (206)	17% (110)	12% (80)	5% (35)	4% (26)	3% (20)	667
GenXers: 1965-1980	19% (97)	30% (154)	19% (98)	13% (68)	10% (52)	6% (31)	2% (11)	513
Baby Boomers: 1946-1964	14% (101)	26% (187)	18% (127)	14% (97)	13% (90)	10% (72)	6% (43)	717
PID: Dem (no lean)	24% (206)	29% (255)	19% (168)	11% (99)	8% (66)	6% (53)	3% (28)	874
PID: Ind (no lean)	20% (132)	27% (184)	16% (107)	15% (98)	10% (69)	7% (50)	5% (32)	673
PID: Rep (no lean)	16% (106)	30% (194)	17% (111)	12% (80)	12% (81)	7% (48)	5% (32)	653
PID/Gender: Dem Men	22% (92)	32% (134)	20% (85)	12% (48)	6% (24)	5% (23)	2% (10)	417
PID/Gender: Dem Women	25% (114)	26% (121)	18% (82)	11% (50)	9% (41)	7% (30)	4% (18)	457
PID/Gender: Ind Men	18% (62)	26% (92)	19% (66)	13% (44)	10% (36)	9% (32)	4% (15)	347
PID/Gender: Ind Women	21% (70)	28% (92)	13% (41)	17% (55)	10% (33)	5% (18)	5% (17)	326
PID/Gender: Rep Men	15% (43)	35% (103)	16% (49)	12% (35)	9% (27)	7% (21)	7% (20)	298
PID/Gender: Rep Women	18% (63)	26% (91)	18% (63)	13% (45)	15% (55)	8% (27)	3% (12)	355
Ideo: Liberal (1-3)	20% (130)	30% (197)	18% (117)	15% (96)	8% (52)	6% (41)	3% (21)	654
Ideo: Moderate (4)	20% (130)	29% (188)	18% (118)	12% (78)	10% (66)	7% (42)	4% (24)	647
Ideo: Conservative (5-7)	19% (131)	27% (187)	18% (122)	12% (85)	12% (82)	8% (53)	5% (32)	692
Educ: < College	23% (342)	28% (424)	16% (247)	12% (175)	10% (148)	7% (106)	5% (71)	1512
Educ: Bachelors degree	16% (72)	29% (131)	19% (86)	16% (70)	10% (44)	6% (28)	3% (13)	444
Educ: Post-grad	13% (31)	32% (79)	22% (53)	13% (32)	10% (24)	7% (17)	4% (9)	244
Income: Under 50k	23% (275)	28% (345)	17% (202)	11% (136)	9% (116)	6% (77)	5% (67)	1218
Income: 50k-100k	18% (121)	28% (191)	18% (123)	14% (95)	11% (75)	8% (53)	3% (19)	678
Income: 100k+	16% (49)	32% (97)	20% (60)	15% (46)	8% (25)	7% (21)	2% (6)	304
Ethnicity: White	19% (323)	28% (489)	18% (305)	13% (227)	10% (178)	7% (125)	4% (76)	1722

Continued on next page

Table MCEN1_2: How often do you watch or stream the following?
Movies at home

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	20% (445)	29% (633)	18% (386)	13% (277)	10% (216)	7% (151)	4% (92)	2200
Ethnicity: Hispanic	23% (81)	35% (122)	18% (61)	11% (38)	8% (29)	4% (13)	1% (5)	349
Ethnicity: Black	35% (96)	27% (73)	13% (37)	10% (28)	8% (23)	4% (12)	2% (7)	274
Ethnicity: Other	13% (26)	35% (71)	22% (45)	11% (22)	8% (16)	7% (14)	5% (9)	204
All Christian	19% (191)	28% (279)	18% (183)	13% (128)	10% (96)	8% (76)	4% (36)	989
All Non-Christian	16% (18)	30% (35)	20% (23)	13% (15)	10% (12)	7% (8)	6% (7)	116
Atheist	15% (16)	31% (34)	23% (25)	12% (13)	8% (9)	5% (5)	6% (7)	109
Agnostic/Nothing in particular	19% (116)	30% (183)	17% (103)	13% (77)	10% (62)	6% (36)	5% (31)	608
Something Else	27% (103)	27% (103)	14% (53)	12% (44)	10% (37)	7% (26)	3% (11)	377
Religious Non-Protestant/Catholic	15% (20)	30% (41)	22% (30)	12% (17)	9% (12)	6% (8)	6% (8)	136
Evangelical	28% (150)	25% (134)	15% (82)	12% (62)	9% (50)	7% (37)	4% (22)	537
Non-Evangelical	17% (138)	30% (238)	18% (145)	13% (105)	10% (80)	8% (65)	3% (24)	795
Community: Urban	24% (155)	32% (212)	15% (100)	12% (81)	8% (51)	5% (31)	4% (27)	658
Community: Suburban	17% (160)	27% (255)	20% (186)	13% (125)	11% (105)	8% (78)	3% (28)	936
Community: Rural	21% (130)	27% (166)	16% (100)	12% (71)	10% (61)	7% (41)	6% (37)	606
Employ: Private Sector	18% (131)	32% (229)	19% (137)	13% (94)	9% (63)	6% (44)	3% (20)	718
Employ: Government	23% (29)	30% (38)	20% (25)	10% (13)	10% (13)	2% (3)	4% (5)	126
Employ: Self-Employed	21% (40)	25% (48)	17% (32)	17% (33)	9% (18)	5% (10)	6% (11)	192
Employ: Homemaker	23% (36)	29% (45)	16% (24)	17% (26)	6% (9)	7% (11)	2% (3)	153
Employ: Student	26% (22)	20% (17)	25% (22)	16% (13)	7% (6)	5% (4)	1% (1)	85
Employ: Retired	16% (81)	26% (126)	16% (79)	12% (61)	11% (54)	10% (50)	8% (42)	494
Employ: Unemployed	25% (69)	29% (82)	17% (47)	9% (25)	11% (31)	7% (21)	2% (5)	280
Employ: Other	23% (35)	30% (47)	13% (20)	8% (13)	15% (23)	6% (9)	4% (6)	153
Military HH: Yes	20% (61)	26% (80)	18% (55)	11% (34)	9% (27)	9% (26)	7% (20)	303
Military HH: No	20% (384)	29% (553)	17% (331)	13% (243)	10% (189)	7% (125)	4% (72)	1897
RD/WT: Right Direction	20% (161)	31% (253)	19% (155)	13% (107)	7% (59)	7% (54)	4% (30)	820
RD/WT: Wrong Track	21% (284)	28% (380)	17% (231)	12% (170)	11% (157)	7% (97)	5% (62)	1380
Biden Job Approve	20% (205)	32% (323)	18% (181)	13% (132)	8% (79)	6% (64)	4% (38)	1023
Biden Job Disapprove	21% (224)	26% (278)	18% (189)	12% (131)	12% (129)	7% (79)	4% (48)	1076

Continued on next page

Table MCEN1_2: How often do you watch or stream the following?

Movies at home

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	20% (445)	29% (633)	18% (386)	13% (277)	10% (216)	7% (151)	4% (92)	2200
Biden Job Strongly Approve	23% (103)	31% (138)	16% (69)	13% (59)	6% (28)	5% (23)	5% (21)	440
Biden Job Somewhat Approve	18% (102)	32% (186)	19% (112)	13% (73)	9% (52)	7% (41)	3% (17)	583
Biden Job Somewhat Disapprove	24% (76)	25% (81)	18% (58)	12% (40)	12% (38)	6% (18)	2% (7)	319
Biden Job Strongly Disapprove	20% (148)	26% (196)	17% (131)	12% (91)	12% (91)	8% (61)	5% (40)	757
Favorable of Biden	21% (213)	31% (314)	18% (189)	12% (128)	8% (78)	6% (65)	4% (37)	1024
Unfavorable of Biden	20% (212)	27% (284)	17% (179)	13% (132)	12% (126)	7% (73)	4% (45)	1052
Very Favorable of Biden	24% (107)	32% (145)	16% (71)	13% (58)	7% (32)	5% (22)	4% (19)	453
Somewhat Favorable of Biden	19% (106)	30% (169)	21% (119)	12% (70)	8% (47)	7% (42)	3% (18)	571
Somewhat Unfavorable of Biden	21% (57)	29% (78)	17% (44)	13% (35)	13% (35)	5% (12)	2% (4)	266
Very Unfavorable of Biden	20% (155)	26% (206)	17% (135)	12% (97)	12% (91)	8% (61)	5% (41)	786
#1 Issue: Economy	21% (192)	32% (285)	16% (146)	13% (121)	10% (89)	5% (44)	3% (25)	902
#1 Issue: Security	23% (60)	21% (57)	16% (42)	16% (43)	10% (26)	10% (27)	4% (11)	266
#1 Issue: Health Care	18% (50)	32% (87)	21% (57)	10% (28)	7% (20)	6% (17)	5% (12)	271
#1 Issue: Medicare / Social Security	17% (46)	24% (65)	14% (37)	11% (31)	13% (36)	11% (31)	9% (26)	271
#1 Issue: Women's Issues	21% (25)	22% (27)	26% (31)	16% (19)	9% (10)	3% (4)	4% (4)	121
#1 Issue: Education	29% (22)	37% (29)	12% (9)	7% (6)	5% (4)	6% (5)	3% (3)	78
#1 Issue: Energy	19% (31)	34% (54)	23% (36)	10% (17)	5% (9)	6% (10)	3% (4)	161
#1 Issue: Other	15% (19)	22% (29)	20% (26)	10% (13)	18% (23)	10% (13)	6% (7)	130
2020 Vote: Joe Biden	20% (198)	30% (296)	19% (183)	13% (123)	9% (85)	7% (66)	3% (32)	984
2020 Vote: Donald Trump	17% (115)	30% (205)	17% (117)	12% (82)	11% (73)	7% (48)	6% (38)	677
2020 Vote: Other	14% (11)	25% (19)	16% (12)	24% (19)	8% (6)	9% (7)	4% (3)	76
2020 Vote: Didn't Vote	26% (121)	25% (113)	16% (74)	11% (51)	11% (52)	6% (30)	4% (19)	460
2018 House Vote: Democrat	20% (153)	32% (242)	17% (127)	13% (102)	8% (62)	6% (49)	4% (30)	765
2018 House Vote: Republican	16% (90)	30% (169)	18% (103)	12% (68)	11% (65)	7% (42)	5% (28)	565
2018 House Vote: Someone else	21% (12)	26% (15)	12% (7)	25% (14)	6% (4)	8% (4)	3% (2)	58
2016 Vote: Hillary Clinton	20% (142)	30% (210)	18% (122)	13% (88)	8% (59)	7% (48)	4% (30)	699
2016 Vote: Donald Trump	16% (102)	31% (203)	18% (119)	12% (81)	10% (68)	7% (49)	5% (35)	657
2016 Vote: Other	13% (14)	32% (34)	15% (16)	20% (21)	11% (12)	7% (8)	3% (3)	108
2016 Vote: Didn't Vote	25% (186)	25% (186)	18% (129)	12% (86)	11% (78)	6% (47)	3% (24)	736

Continued on next page

Table MCEN1_2: How often do you watch or stream the following?
Movies at home

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	20% (445)	29% (633)	18% (386)	13% (277)	10% (216)	7% (151)	4% (92)	2200
Voted in 2014: Yes	17% (212)	30% (366)	18% (214)	13% (163)	9% (113)	7% (89)	4% (54)	1212
Voted in 2014: No	24% (233)	27% (267)	17% (172)	12% (114)	10% (103)	6% (62)	4% (38)	988
4-Region: Northeast	19% (73)	27% (106)	17% (65)	14% (55)	13% (50)	6% (23)	5% (21)	394
4-Region: Midwest	19% (88)	28% (128)	19% (89)	13% (61)	10% (47)	8% (37)	3% (12)	462
4-Region: South	23% (188)	29% (238)	17% (138)	11% (93)	9% (74)	6% (50)	5% (43)	824
4-Region: West	18% (95)	31% (161)	18% (93)	13% (69)	9% (45)	8% (40)	3% (17)	520
Avid Film Fan	31% (234)	41% (309)	15% (114)	7% (56)	4% (28)	1% (8)	1% (5)	753
Casual Film Fan	14% (167)	25% (290)	20% (237)	17% (202)	13% (151)	9% (106)	2% (23)	1176
Film Fan	21% (401)	31% (600)	18% (351)	13% (258)	9% (178)	6% (114)	1% (28)	1930
Avid Moviegoer	31% (68)	33% (72)	19% (42)	10% (22)	4% (8)	1% (3)	2% (3)	218
Casual Moviegoer	20% (262)	31% (416)	18% (243)	14% (190)	10% (133)	6% (78)	1% (11)	1334
Moviegoer	21% (330)	31% (487)	18% (285)	14% (213)	9% (141)	5% (81)	1% (15)	1552

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

Table MCEN1_3: How often do you watch or stream the following?
Sporting events

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	6% (137)	19% (419)	14% (303)	7% (162)	7% (150)	14% (316)	32% (712)	2200
Gender: Male	11% (115)	28% (293)	14% (153)	7% (71)	6% (64)	12% (125)	23% (240)	1062
Gender: Female	2% (22)	11% (126)	13% (150)	8% (91)	8% (86)	17% (191)	41% (472)	1138
Age: 18-34	8% (50)	16% (107)	12% (78)	9% (57)	8% (51)	14% (92)	34% (220)	655
Age: 35-44	8% (30)	23% (81)	16% (58)	7% (26)	9% (31)	15% (54)	22% (78)	358
Age: 45-64	5% (39)	20% (151)	15% (114)	7% (50)	5% (38)	15% (115)	33% (245)	751
Age: 65+	4% (19)	18% (80)	12% (53)	7% (29)	7% (31)	13% (55)	39% (170)	436
GenZers: 1997-2012	5% (11)	8% (19)	11% (26)	11% (24)	8% (19)	15% (33)	42% (96)	227
Millennials: 1981-1996	9% (60)	21% (138)	14% (96)	8% (53)	7% (48)	14% (95)	26% (177)	667
GenXers: 1965-1980	7% (35)	23% (118)	15% (75)	5% (27)	7% (34)	16% (85)	27% (140)	513
Baby Boomers: 1946-1964	4% (28)	18% (131)	14% (99)	8% (56)	6% (43)	13% (93)	37% (268)	717
PID: Dem (no lean)	8% (72)	22% (188)	13% (117)	8% (70)	5% (45)	14% (123)	30% (258)	874
PID: Ind (no lean)	4% (27)	17% (113)	14% (94)	8% (55)	7% (47)	15% (102)	35% (235)	673
PID: Rep (no lean)	6% (38)	18% (118)	14% (92)	6% (37)	9% (59)	14% (91)	33% (219)	653
PID/Gender: Dem Men	16% (65)	31% (129)	12% (50)	8% (33)	4% (16)	10% (42)	20% (82)	417
PID/Gender: Dem Women	2% (8)	13% (60)	15% (66)	8% (37)	6% (29)	18% (81)	39% (176)	457
PID/Gender: Ind Men	6% (19)	26% (90)	17% (58)	6% (21)	8% (28)	13% (44)	25% (86)	347
PID/Gender: Ind Women	2% (7)	7% (23)	11% (36)	11% (35)	6% (19)	18% (58)	46% (149)	326
PID/Gender: Rep Men	10% (31)	25% (74)	15% (44)	6% (17)	7% (20)	13% (39)	24% (72)	298
PID/Gender: Rep Women	2% (8)	12% (43)	13% (48)	6% (20)	11% (38)	15% (52)	41% (147)	355
Ideo: Liberal (1-3)	7% (44)	21% (139)	14% (94)	9% (58)	3% (22)	16% (107)	29% (191)	654
Ideo: Moderate (4)	7% (42)	20% (128)	13% (82)	9% (59)	9% (57)	13% (87)	30% (192)	647
Ideo: Conservative (5-7)	5% (36)	20% (137)	15% (105)	6% (41)	8% (54)	14% (98)	32% (222)	692
Educ: < College	5% (83)	16% (246)	13% (201)	7% (105)	7% (110)	14% (213)	37% (555)	1512
Educ: Bachelors degree	8% (34)	24% (107)	14% (64)	9% (39)	7% (30)	16% (70)	23% (100)	444
Educ: Post-grad	8% (20)	27% (66)	16% (38)	8% (18)	4% (10)	14% (33)	24% (57)	244
Income: Under 50k	5% (61)	16% (190)	12% (150)	7% (86)	8% (91)	15% (180)	38% (460)	1218
Income: 50k-100k	7% (47)	21% (140)	16% (106)	8% (52)	7% (45)	15% (102)	28% (187)	678
Income: 100k+	10% (29)	29% (89)	16% (47)	8% (24)	5% (14)	11% (34)	22% (66)	304
Ethnicity: White	6% (100)	19% (329)	15% (250)	7% (116)	7% (114)	14% (246)	33% (567)	1722

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Table MCEN1_3: How often do you watch or stream the following?

Sporting events

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	6% (137)	19% (419)	14% (303)	7% (162)	7% (150)	14% (316)	32% (712)	2200
Ethnicity: Hispanic	7% (26)	21% (74)	11% (39)	9% (33)	8% (27)	15% (53)	28% (98)	349
Ethnicity: Black	10% (27)	22% (61)	14% (39)	11% (30)	6% (17)	11% (31)	26% (71)	274
Ethnicity: Other	5% (11)	15% (30)	7% (14)	8% (16)	10% (20)	19% (40)	36% (74)	204
All Christian	8% (76)	21% (204)	14% (136)	8% (81)	7% (70)	13% (132)	29% (291)	989
All Non-Christian	11% (13)	28% (32)	12% (14)	10% (12)	8% (10)	11% (13)	20% (23)	116
Atheist	4% (4)	19% (21)	12% (14)	5% (5)	6% (7)	16% (18)	38% (41)	109
Agnostic/Nothing in particular	5% (31)	18% (112)	11% (68)	7% (44)	6% (36)	14% (88)	38% (229)	608
Something Else	3% (13)	13% (51)	19% (71)	5% (20)	7% (28)	18% (66)	34% (128)	377
Religious Non-Protestant/Catholic	11% (15)	24% (33)	12% (16)	9% (12)	8% (11)	12% (17)	23% (32)	136
Evangelical	7% (35)	16% (87)	16% (88)	7% (37)	8% (44)	15% (79)	31% (168)	537
Non-Evangelical	6% (50)	20% (161)	14% (114)	8% (62)	7% (52)	14% (115)	30% (241)	795
Community: Urban	8% (55)	23% (149)	13% (84)	9% (58)	6% (40)	12% (81)	29% (191)	658
Community: Suburban	7% (63)	21% (194)	14% (135)	8% (74)	7% (62)	15% (136)	29% (271)	936
Community: Rural	3% (20)	13% (76)	14% (84)	5% (30)	8% (48)	16% (98)	41% (250)	606
Employ: Private Sector	7% (53)	26% (184)	15% (109)	7% (49)	7% (51)	13% (94)	25% (177)	718
Employ: Government	8% (10)	22% (28)	15% (19)	10% (13)	3% (4)	16% (21)	25% (31)	126
Employ: Self-Employed	6% (11)	15% (28)	18% (35)	8% (16)	7% (13)	18% (35)	27% (52)	192
Employ: Homemaker	3% (4)	10% (15)	8% (12)	11% (18)	5% (7)	18% (28)	45% (69)	153
Employ: Student	5% (5)	7% (6)	15% (13)	9% (8)	14% (12)	10% (9)	40% (34)	85
Employ: Retired	4% (19)	17% (86)	14% (68)	6% (31)	6% (31)	13% (64)	39% (194)	494
Employ: Unemployed	6% (17)	19% (52)	10% (29)	4% (10)	8% (24)	16% (44)	37% (103)	280
Employ: Other	11% (17)	13% (20)	11% (17)	12% (18)	5% (8)	14% (22)	33% (51)	153
Military HH: Yes	6% (17)	20% (59)	14% (41)	8% (23)	6% (19)	12% (38)	35% (107)	303
Military HH: No	6% (120)	19% (360)	14% (262)	7% (139)	7% (132)	15% (278)	32% (605)	1897
RD/WT: Right Direction	8% (68)	22% (180)	15% (122)	8% (64)	6% (53)	12% (98)	29% (235)	820
RD/WT: Wrong Track	5% (69)	17% (240)	13% (181)	7% (98)	7% (98)	16% (217)	35% (477)	1380
Biden Job Approve	8% (82)	22% (226)	15% (152)	8% (82)	5% (55)	15% (153)	27% (273)	1023
Biden Job Disapprove	5% (54)	17% (185)	14% (146)	7% (77)	8% (88)	14% (151)	35% (374)	1076

Continued on next page

Table MCEN1_3: How often do you watch or stream the following?

Sporting events

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	6% (137)	19% (419)	14% (303)	7% (162)	7% (150)	14% (316)	32% (712)	2200
Biden Job Strongly Approve	10% (45)	22% (98)	15% (66)	7% (31)	5% (21)	13% (59)	27% (121)	440
Biden Job Somewhat Approve	6% (37)	22% (128)	15% (86)	9% (51)	6% (35)	16% (95)	26% (152)	583
Biden Job Somewhat Disapprove	5% (16)	15% (48)	14% (44)	12% (37)	8% (26)	13% (42)	33% (106)	319
Biden Job Strongly Disapprove	5% (38)	18% (137)	14% (102)	5% (41)	8% (61)	14% (109)	35% (268)	757
Favorable of Biden	8% (78)	22% (221)	15% (154)	8% (83)	5% (52)	15% (150)	28% (285)	1024
Unfavorable of Biden	5% (49)	18% (187)	14% (142)	7% (73)	8% (88)	15% (154)	34% (359)	1052
Very Favorable of Biden	10% (47)	21% (97)	14% (64)	7% (31)	4% (18)	14% (62)	29% (133)	453
Somewhat Favorable of Biden	5% (31)	22% (124)	16% (90)	9% (52)	6% (34)	15% (88)	27% (152)	571
Somewhat Unfavorable of Biden	5% (14)	18% (47)	13% (35)	10% (27)	10% (25)	16% (42)	28% (74)	266
Very Unfavorable of Biden	4% (34)	18% (140)	14% (107)	6% (45)	8% (63)	14% (112)	36% (284)	786
#1 Issue: Economy	7% (65)	20% (185)	16% (144)	7% (65)	7% (64)	13% (113)	30% (267)	902
#1 Issue: Security	5% (14)	16% (42)	11% (30)	11% (28)	6% (16)	17% (46)	34% (90)	266
#1 Issue: Health Care	9% (23)	24% (65)	13% (36)	7% (19)	4% (11)	13% (35)	30% (82)	271
#1 Issue: Medicare / Social Security	6% (16)	14% (39)	14% (38)	7% (18)	7% (19)	12% (34)	40% (108)	271
#1 Issue: Women's Issues	4% (5)	14% (17)	12% (14)	10% (12)	4% (5)	18% (22)	37% (45)	121
#1 Issue: Education	6% (5)	21% (16)	12% (9)	12% (10)	20% (16)	10% (8)	18% (14)	78
#1 Issue: Energy	5% (7)	22% (35)	12% (20)	3% (5)	7% (11)	23% (37)	29% (46)	161
#1 Issue: Other	1% (2)	16% (21)	9% (11)	4% (5)	6% (8)	17% (22)	47% (61)	130
2020 Vote: Joe Biden	9% (85)	22% (214)	15% (148)	8% (81)	5% (51)	14% (139)	27% (266)	984
2020 Vote: Donald Trump	6% (39)	20% (135)	16% (106)	6% (40)	7% (50)	14% (92)	32% (215)	677
2020 Vote: Other	— (0)	11% (8)	9% (7)	10% (8)	15% (12)	19% (14)	36% (27)	76
2020 Vote: Didn't Vote	3% (13)	13% (61)	9% (42)	7% (33)	8% (38)	15% (70)	44% (202)	460
2018 House Vote: Democrat	8% (58)	22% (168)	15% (118)	9% (65)	5% (36)	15% (112)	27% (207)	765
2018 House Vote: Republican	6% (36)	21% (120)	14% (79)	7% (39)	9% (49)	12% (70)	30% (171)	565
2018 House Vote: Someone else	— (0)	11% (7)	20% (12)	4% (2)	12% (7)	15% (9)	37% (21)	58
2016 Vote: Hillary Clinton	8% (59)	22% (152)	15% (106)	8% (56)	5% (32)	15% (102)	27% (191)	699
2016 Vote: Donald Trump	6% (41)	22% (144)	14% (91)	6% (40)	9% (57)	13% (87)	30% (197)	657
2016 Vote: Other	1% (1)	18% (20)	17% (19)	7% (8)	10% (11)	11% (12)	35% (38)	108
2016 Vote: Didn't Vote	5% (37)	14% (103)	12% (87)	8% (58)	7% (50)	16% (115)	39% (287)	736

Continued on next page

Table MCEN1_3: How often do you watch or stream the following?
Sporting events

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	6% (137)	19% (419)	14% (303)	7% (162)	7% (150)	14% (316)	32% (712)	2200
Voted in 2014: Yes	6% (79)	22% (270)	15% (183)	7% (83)	6% (78)	14% (165)	29% (353)	1212
Voted in 2014: No	6% (59)	15% (149)	12% (120)	8% (79)	7% (72)	15% (150)	36% (359)	988
4-Region: Northeast	9% (35)	19% (74)	15% (59)	8% (32)	8% (32)	14% (55)	27% (108)	394
4-Region: Midwest	6% (26)	19% (89)	15% (68)	8% (36)	6% (28)	15% (69)	31% (145)	462
4-Region: South	6% (49)	17% (143)	14% (113)	7% (61)	5% (42)	15% (122)	36% (294)	824
4-Region: West	5% (27)	22% (113)	12% (63)	6% (33)	9% (48)	14% (70)	32% (165)	520
Avid Film Fan	9% (67)	23% (172)	14% (105)	6% (43)	8% (58)	18% (138)	23% (170)	753
Casual Film Fan	5% (56)	18% (211)	14% (165)	8% (99)	7% (83)	13% (151)	35% (412)	1176
Film Fan	6% (123)	20% (383)	14% (270)	7% (141)	7% (141)	15% (289)	30% (582)	1930
Avid Moviegoer	20% (45)	30% (66)	18% (39)	9% (19)	5% (11)	7% (15)	11% (23)	218
Casual Moviegoer	5% (71)	20% (270)	13% (172)	9% (113)	8% (105)	18% (244)	27% (359)	1334
Moviegoer	7% (115)	22% (335)	14% (211)	9% (133)	7% (116)	17% (259)	25% (382)	1552

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

Table MCEN1_4: How often do you watch or stream the following?
Movies at a movie theater

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	2% (43)	3% (72)	5% (104)	6% (132)	13% (297)	41% (905)	29% (648)	2200
Gender: Male	3% (30)	5% (51)	7% (79)	7% (73)	14% (153)	38% (399)	26% (277)	1062
Gender: Female	1% (12)	2% (21)	2% (25)	5% (59)	13% (143)	44% (506)	33% (371)	1138
Age: 18-34	5% (31)	5% (34)	7% (47)	10% (66)	14% (94)	41% (266)	18% (118)	655
Age: 35-44	1% (5)	6% (20)	10% (34)	9% (31)	18% (64)	39% (140)	18% (63)	358
Age: 45-64	1% (7)	2% (14)	2% (14)	4% (30)	14% (104)	45% (334)	33% (247)	751
Age: 65+	— (0)	1% (4)	2% (8)	1% (5)	8% (35)	38% (164)	50% (219)	436
GenZers: 1997-2012	2% (4)	4% (9)	8% (18)	12% (27)	14% (32)	44% (99)	17% (39)	227
Millennials: 1981-1996	5% (31)	6% (39)	7% (50)	10% (64)	16% (104)	38% (253)	19% (126)	667
GenXers: 1965-1980	— (2)	3% (17)	5% (23)	4% (21)	16% (82)	46% (234)	26% (133)	513
Baby Boomers: 1946-1964	1% (5)	1% (6)	2% (12)	3% (18)	11% (76)	41% (295)	42% (305)	717
PID: Dem (no lean)	3% (27)	5% (48)	6% (56)	6% (50)	13% (109)	39% (345)	27% (239)	874
PID: Ind (no lean)	2% (11)	1% (9)	3% (19)	6% (43)	14% (95)	45% (304)	29% (192)	673
PID: Rep (no lean)	1% (5)	2% (15)	4% (28)	6% (40)	14% (92)	39% (257)	33% (217)	653
PID/Gender: Dem Men	5% (20)	8% (32)	11% (45)	6% (27)	12% (52)	33% (138)	25% (103)	417
PID/Gender: Dem Women	1% (7)	3% (15)	3% (12)	5% (23)	13% (57)	45% (207)	30% (136)	457
PID/Gender: Ind Men	2% (8)	2% (8)	4% (14)	9% (30)	15% (52)	42% (145)	26% (90)	347
PID/Gender: Ind Women	1% (3)	— (1)	2% (5)	4% (13)	13% (43)	49% (159)	31% (102)	326
PID/Gender: Rep Men	1% (2)	4% (11)	7% (20)	5% (16)	17% (49)	39% (116)	28% (84)	298
PID/Gender: Rep Women	1% (3)	1% (5)	2% (8)	7% (23)	12% (43)	40% (141)	37% (132)	355
Ideo: Liberal (1-3)	2% (16)	5% (35)	7% (44)	6% (37)	12% (78)	44% (289)	24% (156)	654
Ideo: Moderate (4)	2% (15)	3% (19)	4% (24)	6% (41)	16% (102)	40% (257)	29% (189)	647
Ideo: Conservative (5-7)	1% (8)	3% (18)	5% (31)	5% (34)	13% (90)	41% (281)	33% (230)	692
Educ: < College	2% (27)	2% (30)	4% (56)	6% (89)	13% (204)	40% (604)	33% (503)	1512
Educ: Bachelors degree	2% (10)	6% (27)	7% (30)	7% (30)	14% (62)	44% (195)	20% (89)	444
Educ: Post-grad	2% (5)	6% (15)	7% (17)	5% (13)	13% (31)	44% (106)	23% (56)	244
Income: Under 50k	2% (22)	2% (30)	4% (47)	6% (72)	13% (154)	41% (494)	33% (400)	1218
Income: 50k-100k	2% (11)	3% (18)	5% (32)	6% (43)	14% (94)	43% (289)	28% (191)	678
Income: 100k+	3% (9)	8% (25)	8% (25)	6% (17)	16% (49)	40% (122)	19% (57)	304
Ethnicity: White	1% (24)	3% (53)	4% (73)	6% (97)	13% (224)	41% (709)	31% (542)	1722

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Table MCEN1_4: How often do you watch or stream the following?
Movies at a movie theater

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	2% (43)	3% (72)	5% (104)	6% (132)	13% (297)	41% (905)	29% (648)	2200
Ethnicity: Hispanic	3% (9)	6% (22)	9% (32)	9% (32)	20% (70)	37% (130)	16% (55)	349
Ethnicity: Black	6% (17)	5% (15)	6% (16)	7% (20)	12% (33)	41% (113)	22% (61)	274
Ethnicity: Other	1% (2)	2% (4)	7% (15)	8% (15)	19% (40)	41% (83)	22% (45)	204
All Christian	2% (16)	3% (33)	5% (48)	4% (43)	13% (130)	42% (412)	31% (308)	989
All Non-Christian	11% (13)	8% (9)	13% (15)	6% (8)	12% (14)	32% (38)	18% (21)	116
Atheist	1% (1)	1% (1)	1% (2)	6% (6)	14% (16)	42% (46)	34% (37)	109
Agnostic/Nothing in particular	1% (8)	3% (19)	3% (21)	8% (46)	14% (87)	41% (251)	29% (177)	608
Something Else	1% (5)	3% (10)	5% (19)	8% (29)	13% (50)	42% (159)	28% (105)	377
Religious Non-Protestant/Catholic	9% (13)	7% (9)	11% (15)	6% (9)	13% (17)	35% (48)	19% (26)	136
Evangelical	2% (9)	5% (26)	6% (35)	6% (32)	15% (81)	36% (196)	30% (159)	537
Non-Evangelical	1% (10)	2% (16)	4% (31)	5% (39)	12% (95)	45% (358)	31% (245)	795
Community: Urban	4% (23)	5% (35)	8% (52)	8% (50)	15% (98)	36% (239)	24% (161)	658
Community: Suburban	1% (12)	3% (24)	4% (37)	6% (53)	14% (134)	43% (403)	29% (273)	936
Community: Rural	1% (7)	2% (13)	2% (15)	5% (28)	11% (64)	43% (263)	35% (214)	606
Employ: Private Sector	2% (14)	5% (39)	6% (45)	6% (46)	16% (118)	45% (324)	18% (132)	718
Employ: Government	2% (3)	6% (8)	6% (8)	9% (11)	15% (19)	38% (48)	23% (29)	126
Employ: Self-Employed	5% (10)	3% (6)	5% (9)	8% (16)	17% (33)	37% (71)	24% (46)	192
Employ: Homemaker	1% (1)	— (0)	3% (5)	5% (7)	13% (19)	39% (59)	40% (62)	153
Employ: Student	1% (1)	6% (5)	8% (7)	13% (11)	11% (10)	43% (36)	17% (14)	85
Employ: Retired	— (2)	1% (3)	2% (9)	1% (6)	8% (41)	40% (198)	48% (235)	494
Employ: Unemployed	3% (8)	3% (7)	3% (8)	6% (17)	17% (49)	37% (103)	31% (87)	280
Employ: Other	3% (4)	2% (3)	8% (13)	11% (17)	6% (9)	42% (65)	28% (42)	153
Military HH: Yes	1% (3)	4% (11)	5% (14)	2% (7)	13% (38)	38% (114)	38% (115)	303
Military HH: No	2% (39)	3% (61)	5% (89)	7% (125)	14% (258)	42% (791)	28% (533)	1897
RD/WT: Right Direction	3% (26)	6% (52)	7% (60)	5% (44)	12% (95)	37% (301)	30% (242)	820
RD/WT: Wrong Track	1% (16)	1% (20)	3% (44)	6% (88)	15% (202)	44% (604)	29% (406)	1380
Biden Job Approve	3% (33)	5% (54)	6% (65)	6% (61)	12% (127)	39% (397)	28% (285)	1023
Biden Job Disapprove	1% (8)	2% (17)	4% (38)	6% (65)	14% (155)	44% (472)	30% (320)	1076

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Table MCEN1_4: How often do you watch or stream the following?
Movies at a movie theater

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	2% (43)	3% (72)	5% (104)	6% (132)	13% (297)	41% (905)	29% (648)	2200
Biden Job Strongly Approve	4% (18)	7% (32)	8% (37)	4% (18)	12% (55)	33% (145)	31% (135)	440
Biden Job Somewhat Approve	3% (15)	4% (22)	5% (28)	7% (43)	12% (72)	43% (252)	26% (150)	583
Biden Job Somewhat Disapprove	— (1)	2% (6)	3% (9)	11% (34)	17% (53)	45% (145)	22% (72)	319
Biden Job Strongly Disapprove	1% (7)	2% (12)	4% (29)	4% (31)	13% (102)	43% (328)	33% (248)	757
Favorable of Biden	3% (29)	5% (51)	6% (62)	6% (62)	13% (130)	39% (402)	28% (286)	1024
Unfavorable of Biden	1% (7)	2% (18)	3% (35)	6% (67)	15% (156)	43% (452)	30% (318)	1052
Very Favorable of Biden	3% (15)	6% (29)	7% (33)	4% (16)	13% (57)	36% (164)	31% (139)	453
Somewhat Favorable of Biden	3% (14)	4% (23)	5% (29)	8% (46)	13% (73)	42% (239)	26% (147)	571
Somewhat Unfavorable of Biden	1% (2)	3% (7)	4% (10)	10% (25)	17% (44)	46% (122)	21% (56)	266
Very Unfavorable of Biden	1% (5)	1% (10)	3% (25)	5% (41)	14% (112)	42% (331)	33% (262)	786
#1 Issue: Economy	2% (22)	4% (35)	4% (33)	7% (60)	15% (133)	45% (409)	23% (210)	902
#1 Issue: Security	1% (4)	2% (7)	3% (8)	8% (21)	14% (37)	37% (99)	34% (90)	266
#1 Issue: Health Care	3% (7)	7% (18)	8% (22)	6% (17)	12% (34)	36% (98)	28% (76)	271
#1 Issue: Medicare / Social Security	— (1)	1% (2)	4% (10)	3% (9)	9% (24)	36% (97)	47% (128)	271
#1 Issue: Women's Issues	2% (2)	4% (5)	5% (6)	6% (8)	13% (16)	43% (52)	26% (32)	121
#1 Issue: Education	3% (2)	1% (1)	13% (10)	8% (6)	17% (13)	37% (29)	21% (16)	78
#1 Issue: Energy	1% (2)	3% (4)	7% (12)	7% (11)	16% (25)	40% (64)	26% (42)	161
#1 Issue: Other	1% (2)	— (0)	1% (1)	— (0)	11% (14)	45% (58)	43% (55)	130
2020 Vote: Joe Biden	3% (26)	5% (48)	6% (61)	6% (59)	14% (133)	41% (402)	26% (255)	984
2020 Vote: Donald Trump	— (3)	2% (16)	4% (27)	5% (34)	13% (90)	44% (295)	31% (211)	677
2020 Vote: Other	2% (2)	1% (1)	3% (2)	10% (8)	13% (10)	44% (34)	27% (20)	76
2020 Vote: Didn't Vote	2% (11)	2% (7)	3% (13)	7% (32)	14% (63)	38% (174)	35% (160)	460
2018 House Vote: Democrat	2% (19)	5% (37)	6% (43)	6% (48)	14% (107)	40% (307)	27% (206)	765
2018 House Vote: Republican	— (3)	2% (11)	5% (28)	6% (33)	15% (83)	42% (238)	30% (170)	565
2018 House Vote: Someone else	3% (2)	1% (1)	1% (0)	10% (6)	6% (3)	53% (31)	27% (16)	58
2016 Vote: Hillary Clinton	2% (16)	5% (36)	5% (37)	6% (39)	13% (89)	41% (288)	28% (193)	699
2016 Vote: Donald Trump	1% (8)	3% (18)	4% (26)	5% (34)	15% (96)	40% (261)	33% (214)	657
2016 Vote: Other	— (0)	1% (1)	6% (7)	6% (7)	13% (14)	48% (52)	26% (28)	108
2016 Vote: Didn't Vote	2% (18)	2% (17)	5% (34)	7% (52)	13% (97)	41% (304)	29% (213)	736

Continued on next page

Table MCEN1_4: How often do you watch or stream the following?
Movies at a movie theater

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	2% (43)	3% (72)	5% (104)	6% (132)	13% (297)	41% (905)	29% (648)	2200
Voted in 2014: Yes	1% (17)	4% (47)	5% (59)	6% (69)	13% (163)	40% (487)	30% (369)	1212
Voted in 2014: No	3% (25)	3% (25)	5% (45)	6% (63)	13% (133)	42% (418)	28% (280)	988
4-Region: Northeast	3% (12)	2% (9)	6% (22)	6% (25)	12% (49)	42% (164)	29% (113)	394
4-Region: Midwest	1% (6)	2% (11)	3% (15)	4% (19)	15% (70)	45% (208)	29% (133)	462
4-Region: South	2% (17)	3% (24)	4% (36)	6% (50)	12% (98)	41% (337)	32% (262)	824
4-Region: West	2% (8)	5% (28)	6% (30)	7% (37)	15% (79)	38% (197)	27% (140)	520
Avid Film Fan	4% (28)	6% (44)	6% (43)	9% (69)	18% (136)	42% (314)	16% (121)	753
Casual Film Fan	1% (14)	2% (23)	5% (55)	5% (57)	13% (148)	44% (517)	31% (362)	1176
Film Fan	2% (42)	3% (67)	5% (97)	7% (126)	15% (284)	43% (830)	25% (483)	1930
Avid Moviegoer	19% (43)	33% (72)	47% (104)	— (0)	— (0)	— (0)	— (0)	218
Casual Moviegoer	— (0)	— (0)	— (0)	10% (132)	22% (297)	68% (905)	— (0)	1334
Moviegoer	3% (43)	5% (72)	7% (104)	8% (132)	19% (297)	58% (905)	— (0)	1552

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

Table MCEN2_1: How often do you consume the following types of snacks when watching a movie in a movie theater?

Popcorn

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	40%	(870)	34%	(749)	15%	(324)	12%	(256)	2200
Gender: Male	38%	(400)	35%	(374)	15%	(164)	12%	(124)	1062
Gender: Female	41%	(471)	33%	(375)	14%	(160)	12%	(133)	1138
Age: 18-34	44%	(286)	33%	(219)	17%	(113)	6%	(37)	655
Age: 35-44	44%	(157)	36%	(128)	12%	(41)	9%	(31)	358
Age: 45-64	40%	(301)	34%	(258)	13%	(101)	12%	(91)	751
Age: 65+	29%	(126)	33%	(145)	16%	(69)	22%	(97)	436
GenZers: 1997-2012	44%	(99)	34%	(78)	16%	(37)	6%	(13)	227
Millennials: 1981-1996	43%	(288)	34%	(230)	16%	(103)	7%	(45)	667
GenXers: 1965-1980	41%	(212)	35%	(178)	14%	(72)	10%	(50)	513
Baby Boomers: 1946-1964	36%	(256)	33%	(237)	14%	(100)	17%	(123)	717
PID: Dem (no lean)	44%	(385)	30%	(262)	14%	(126)	11%	(100)	874
PID: Ind (no lean)	35%	(235)	37%	(252)	18%	(122)	10%	(65)	673
PID: Rep (no lean)	38%	(250)	36%	(235)	12%	(76)	14%	(91)	653
PID/Gender: Dem Men	44%	(182)	30%	(127)	16%	(66)	10%	(42)	417
PID/Gender: Dem Women	44%	(203)	30%	(135)	13%	(60)	13%	(58)	457
PID/Gender: Ind Men	32%	(109)	41%	(142)	17%	(61)	10%	(35)	347
PID/Gender: Ind Women	38%	(126)	34%	(110)	19%	(61)	9%	(30)	326
PID/Gender: Rep Men	36%	(108)	35%	(105)	13%	(37)	16%	(47)	298
PID/Gender: Rep Women	40%	(142)	37%	(130)	11%	(39)	12%	(44)	355
Ideo: Liberal (1-3)	44%	(287)	32%	(208)	15%	(98)	10%	(62)	654
Ideo: Moderate (4)	38%	(244)	36%	(232)	16%	(104)	10%	(66)	647
Ideo: Conservative (5-7)	39%	(267)	35%	(243)	13%	(90)	13%	(93)	692
Educ: < College	40%	(600)	33%	(499)	15%	(226)	12%	(187)	1512
Educ: Bachelors degree	42%	(188)	37%	(164)	11%	(51)	9%	(41)	444
Educ: Post-grad	34%	(83)	35%	(86)	19%	(47)	11%	(28)	244
Income: Under 50k	38%	(464)	32%	(392)	17%	(201)	13%	(161)	1218
Income: 50k-100k	42%	(288)	35%	(236)	12%	(82)	11%	(72)	678
Income: 100k+	39%	(119)	40%	(121)	13%	(41)	8%	(23)	304
Ethnicity: White	39%	(674)	35%	(599)	14%	(243)	12%	(205)	1722
Ethnicity: Hispanic	41%	(145)	35%	(123)	16%	(55)	8%	(27)	349
Ethnicity: Black	45%	(124)	28%	(77)	14%	(39)	12%	(34)	274

Continued on next page

Table MCEN2_1: How often do you consume the following types of snacks when watching a movie in a movie theater?

Popcorn

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	40%	(870)	34%	(749)	15%	(324)	12%	(256)	2200
Ethnicity: Other	35%	(72)	36%	(73)	21%	(42)	9%	(17)	204
All Christian	41%	(406)	33%	(327)	14%	(141)	12%	(115)	989
All Non-Christian	30%	(35)	44%	(51)	18%	(21)	9%	(10)	116
Atheist	32%	(35)	39%	(43)	19%	(21)	10%	(11)	109
Agnostic/Nothing in particular	37%	(223)	37%	(225)	14%	(84)	13%	(76)	608
Something Else	45%	(171)	28%	(104)	15%	(58)	12%	(44)	377
Religious Non-Protestant/Catholic	32%	(43)	43%	(59)	17%	(24)	8%	(11)	136
Evangelical	39%	(209)	32%	(172)	16%	(84)	13%	(72)	537
Non-Evangelical	45%	(356)	31%	(244)	14%	(111)	11%	(84)	795
Community: Urban	41%	(267)	33%	(215)	17%	(109)	10%	(67)	658
Community: Suburban	40%	(371)	35%	(332)	14%	(130)	11%	(103)	936
Community: Rural	38%	(232)	33%	(202)	14%	(86)	14%	(86)	606
Employ: Private Sector	43%	(308)	36%	(256)	14%	(100)	8%	(54)	718
Employ: Government	38%	(48)	43%	(55)	10%	(13)	8%	(10)	126
Employ: Self-Employed	45%	(86)	32%	(62)	13%	(26)	9%	(18)	192
Employ: Homemaker	34%	(53)	37%	(56)	19%	(29)	10%	(15)	153
Employ: Student	52%	(44)	32%	(27)	11%	(9)	5%	(4)	85
Employ: Retired	31%	(152)	34%	(167)	15%	(72)	21%	(102)	494
Employ: Unemployed	43%	(119)	29%	(82)	19%	(53)	9%	(26)	280
Employ: Other	39%	(60)	29%	(44)	15%	(23)	17%	(26)	153
Military HH: Yes	40%	(123)	33%	(102)	12%	(37)	14%	(42)	303
Military HH: No	39%	(748)	34%	(648)	15%	(287)	11%	(215)	1897
RD/WT: Right Direction	39%	(320)	34%	(278)	14%	(119)	13%	(104)	820
RD/WT: Wrong Track	40%	(551)	34%	(471)	15%	(206)	11%	(152)	1380
Biden Job Approve	41%	(418)	32%	(331)	15%	(156)	12%	(118)	1023
Biden Job Disapprove	39%	(417)	36%	(383)	14%	(149)	12%	(127)	1076
Biden Job Strongly Approve	41%	(181)	31%	(135)	14%	(61)	14%	(64)	440
Biden Job Somewhat Approve	41%	(238)	34%	(196)	16%	(96)	9%	(54)	583
Biden Job Somewhat Disapprove	46%	(146)	34%	(108)	13%	(41)	8%	(24)	319
Biden Job Strongly Disapprove	36%	(271)	36%	(276)	14%	(108)	14%	(102)	757

Continued on next page

Table MCEN2_1: How often do you consume the following types of snacks when watching a movie in a movie theater?

Popcorn

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	40%	(870)	34%	(749)	15%	(324)	12%	(256)	2200
Favorable of Biden	41%	(423)	31%	(322)	16%	(159)	12%	(119)	1024
Unfavorable of Biden	38%	(402)	36%	(378)	14%	(149)	12%	(123)	1052
Very Favorable of Biden	43%	(196)	30%	(137)	13%	(59)	14%	(62)	453
Somewhat Favorable of Biden	40%	(228)	32%	(185)	18%	(100)	10%	(57)	571
Somewhat Unfavorable of Biden	43%	(114)	35%	(94)	15%	(41)	7%	(18)	266
Very Unfavorable of Biden	37%	(289)	36%	(283)	14%	(108)	13%	(106)	786
#1 Issue: Economy	42%	(376)	34%	(310)	13%	(121)	10%	(94)	902
#1 Issue: Security	35%	(93)	35%	(92)	16%	(44)	14%	(37)	266
#1 Issue: Health Care	44%	(118)	31%	(85)	16%	(43)	9%	(26)	271
#1 Issue: Medicare / Social Security	31%	(84)	33%	(89)	18%	(50)	18%	(48)	271
#1 Issue: Women's Issues	43%	(52)	37%	(45)	12%	(14)	8%	(10)	121
#1 Issue: Education	40%	(31)	42%	(33)	10%	(8)	7%	(5)	78
#1 Issue: Energy	44%	(71)	29%	(47)	18%	(28)	9%	(15)	161
#1 Issue: Other	33%	(43)	37%	(49)	13%	(16)	17%	(22)	130
2020 Vote: Joe Biden	43%	(419)	31%	(306)	15%	(151)	11%	(108)	984
2020 Vote: Donald Trump	39%	(265)	35%	(237)	12%	(84)	13%	(91)	677
2020 Vote: Other	29%	(22)	37%	(28)	19%	(15)	15%	(11)	76
2020 Vote: Didn't Vote	36%	(164)	38%	(176)	16%	(75)	10%	(46)	460
2018 House Vote: Democrat	43%	(331)	32%	(247)	12%	(94)	12%	(93)	765
2018 House Vote: Republican	39%	(221)	35%	(197)	13%	(74)	13%	(74)	565
2018 House Vote: Someone else	31%	(18)	33%	(19)	21%	(12)	15%	(9)	58
2016 Vote: Hillary Clinton	41%	(285)	33%	(227)	14%	(98)	13%	(89)	699
2016 Vote: Donald Trump	38%	(247)	35%	(231)	14%	(93)	13%	(85)	657
2016 Vote: Other	37%	(40)	34%	(37)	17%	(19)	12%	(13)	108
2016 Vote: Didn't Vote	41%	(299)	34%	(253)	16%	(114)	9%	(69)	736
Voted in 2014: Yes	39%	(478)	34%	(409)	13%	(161)	13%	(164)	1212
Voted in 2014: No	40%	(392)	34%	(340)	16%	(163)	9%	(93)	988
4-Region: Northeast	35%	(139)	36%	(140)	15%	(59)	14%	(56)	394
4-Region: Midwest	44%	(202)	32%	(146)	14%	(65)	11%	(49)	462
4-Region: South	42%	(349)	32%	(261)	14%	(114)	12%	(100)	824
4-Region: West	35%	(181)	39%	(202)	17%	(86)	10%	(51)	520

Continued on next page

Table MCEN2_1: *How often do you consume the following types of snacks when watching a movie in a movie theater?*
Popcorn

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	40%	(870)	34%	(749)	15%	(324)	12%	(256)	2200
Avid Film Fan	48%	(359)	33%	(248)	12%	(88)	8%	(58)	753
Casual Film Fan	37%	(439)	36%	(424)	16%	(191)	10%	(122)	1176
Film Fan	41%	(798)	35%	(672)	14%	(279)	9%	(180)	1930
Avid Moviegoer	43%	(94)	37%	(80)	16%	(36)	4%	(8)	218
Casual Moviegoer	46%	(610)	35%	(463)	14%	(181)	6%	(80)	1334
Moviegoer	45%	(704)	35%	(543)	14%	(217)	6%	(88)	1552

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

Table MCEN2_2: How often do you consume the following types of snacks when watching a movie in a movie theater?

Pizza

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	11%	(232)	29%	(641)	16%	(342)	45%	(986)	2200
Gender: Male	13%	(133)	29%	(309)	17%	(183)	41%	(436)	1062
Gender: Female	9%	(99)	29%	(331)	14%	(159)	48%	(550)	1138
Age: 18-34	17%	(110)	35%	(230)	16%	(107)	32%	(208)	655
Age: 35-44	16%	(56)	33%	(118)	20%	(70)	32%	(114)	358
Age: 45-64	7%	(54)	27%	(200)	15%	(113)	51%	(385)	751
Age: 65+	3%	(12)	21%	(93)	12%	(52)	64%	(279)	436
GenZers: 1997-2012	15%	(34)	39%	(90)	12%	(27)	34%	(77)	227
Millennials: 1981-1996	18%	(120)	32%	(215)	19%	(124)	31%	(209)	667
GenXers: 1965-1980	9%	(44)	33%	(168)	17%	(87)	42%	(213)	513
Baby Boomers: 1946-1964	5%	(33)	21%	(152)	13%	(96)	61%	(437)	717
PID: Dem (no lean)	12%	(102)	28%	(241)	16%	(143)	44%	(387)	874
PID: Ind (no lean)	12%	(78)	31%	(207)	14%	(94)	44%	(295)	673
PID: Rep (no lean)	8%	(51)	30%	(193)	16%	(105)	47%	(305)	653
PID/Gender: Dem Men	14%	(59)	27%	(113)	20%	(84)	39%	(161)	417
PID/Gender: Dem Women	9%	(43)	28%	(129)	13%	(59)	49%	(226)	457
PID/Gender: Ind Men	13%	(45)	30%	(104)	15%	(53)	42%	(145)	347
PID/Gender: Ind Women	10%	(33)	32%	(103)	12%	(40)	46%	(150)	326
PID/Gender: Rep Men	10%	(29)	31%	(93)	15%	(45)	44%	(131)	298
PID/Gender: Rep Women	6%	(22)	28%	(100)	17%	(59)	49%	(174)	355
Ideo: Liberal (1-3)	11%	(69)	28%	(181)	16%	(103)	46%	(301)	654
Ideo: Moderate (4)	13%	(83)	27%	(177)	16%	(107)	43%	(279)	647
Ideo: Conservative (5-7)	7%	(48)	31%	(212)	14%	(100)	48%	(333)	692
Educ: < College	10%	(145)	31%	(465)	16%	(245)	44%	(658)	1512
Educ: Bachelors degree	13%	(57)	27%	(119)	14%	(61)	47%	(207)	444
Educ: Post-grad	13%	(31)	23%	(57)	15%	(36)	49%	(121)	244
Income: Under 50k	11%	(133)	31%	(379)	16%	(200)	42%	(506)	1218
Income: 50k-100k	8%	(56)	26%	(178)	15%	(100)	51%	(343)	678
Income: 100k+	14%	(43)	27%	(83)	14%	(41)	45%	(136)	304
Ethnicity: White	10%	(168)	28%	(481)	14%	(248)	48%	(825)	1722
Ethnicity: Hispanic	13%	(46)	38%	(132)	22%	(75)	28%	(96)	349
Ethnicity: Black	14%	(39)	35%	(96)	17%	(47)	34%	(93)	274

Continued on next page

Table MCEN2_2: How often do you consume the following types of snacks when watching a movie in a movie theater?

Pizza

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	11%	(232)	29%	(641)	16%	(342)	45%	(986)	2200
Ethnicity: Other	13%	(26)	31%	(64)	23%	(47)	33%	(68)	204
All Christian	10%	(103)	28%	(274)	14%	(141)	48%	(471)	989
All Non-Christian	15%	(18)	28%	(32)	19%	(22)	38%	(45)	116
Atheist	15%	(16)	29%	(31)	10%	(11)	47%	(51)	109
Agnostic/Nothing in particular	9%	(57)	31%	(187)	17%	(104)	43%	(260)	608
Something Else	10%	(37)	31%	(116)	17%	(64)	42%	(159)	377
Religious Non-Protestant/Catholic	15%	(21)	28%	(39)	19%	(26)	38%	(51)	136
Evangelical	14%	(77)	32%	(170)	15%	(81)	39%	(209)	537
Non-Evangelical	7%	(58)	27%	(211)	15%	(118)	51%	(408)	795
Community: Urban	15%	(101)	33%	(215)	17%	(112)	35%	(231)	658
Community: Suburban	8%	(75)	27%	(253)	16%	(147)	49%	(460)	936
Community: Rural	9%	(56)	28%	(172)	14%	(83)	49%	(295)	606
Employ: Private Sector	12%	(87)	33%	(234)	16%	(114)	39%	(282)	718
Employ: Government	16%	(20)	38%	(48)	17%	(21)	29%	(37)	126
Employ: Self-Employed	10%	(20)	29%	(56)	22%	(42)	39%	(74)	192
Employ: Homemaker	15%	(22)	30%	(46)	13%	(20)	42%	(65)	153
Employ: Student	10%	(9)	27%	(23)	20%	(17)	43%	(36)	85
Employ: Retired	5%	(22)	21%	(105)	13%	(63)	61%	(303)	494
Employ: Unemployed	11%	(31)	29%	(80)	16%	(45)	44%	(124)	280
Employ: Other	14%	(21)	32%	(48)	13%	(20)	42%	(64)	153
Military HH: Yes	10%	(30)	28%	(85)	15%	(44)	47%	(144)	303
Military HH: No	11%	(202)	29%	(555)	16%	(297)	44%	(842)	1897
RD/WT: Right Direction	12%	(95)	28%	(226)	16%	(132)	45%	(368)	820
RD/WT: Wrong Track	10%	(137)	30%	(415)	15%	(210)	45%	(618)	1380
Biden Job Approve	12%	(121)	28%	(284)	15%	(157)	45%	(460)	1023
Biden Job Disapprove	9%	(97)	30%	(324)	16%	(170)	45%	(485)	1076
Biden Job Strongly Approve	15%	(65)	31%	(136)	15%	(64)	40%	(175)	440
Biden Job Somewhat Approve	10%	(56)	26%	(149)	16%	(93)	49%	(286)	583
Biden Job Somewhat Disapprove	11%	(34)	31%	(99)	19%	(61)	39%	(124)	319
Biden Job Strongly Disapprove	8%	(62)	30%	(226)	14%	(108)	48%	(361)	757

Continued on next page

Table MCEN2_2: How often do you consume the following types of snacks when watching a movie in a movie theater?

Pizza

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	11%	(232)	29%	(641)	16%	(342)	45%	(986)	2200
Favorable of Biden	11%	(117)	29%	(299)	15%	(156)	44%	(452)	1024
Unfavorable of Biden	9%	(99)	29%	(308)	16%	(170)	45%	(475)	1052
Very Favorable of Biden	14%	(63)	29%	(134)	14%	(64)	43%	(193)	453
Somewhat Favorable of Biden	10%	(54)	29%	(165)	16%	(92)	45%	(259)	571
Somewhat Unfavorable of Biden	14%	(37)	25%	(67)	20%	(52)	41%	(110)	266
Very Unfavorable of Biden	8%	(62)	31%	(241)	15%	(118)	47%	(365)	786
#1 Issue: Economy	10%	(89)	29%	(261)	18%	(158)	44%	(393)	902
#1 Issue: Security	11%	(30)	32%	(85)	14%	(38)	42%	(112)	266
#1 Issue: Health Care	11%	(30)	32%	(88)	15%	(41)	41%	(112)	271
#1 Issue: Medicare / Social Security	6%	(17)	27%	(73)	12%	(32)	55%	(150)	271
#1 Issue: Women's Issues	18%	(21)	28%	(34)	17%	(20)	38%	(46)	121
#1 Issue: Education	20%	(16)	37%	(29)	12%	(9)	31%	(24)	78
#1 Issue: Energy	10%	(16)	24%	(39)	19%	(30)	47%	(76)	161
#1 Issue: Other	11%	(14)	25%	(32)	9%	(11)	56%	(73)	130
2020 Vote: Joe Biden	10%	(100)	28%	(275)	16%	(154)	46%	(456)	984
2020 Vote: Donald Trump	9%	(60)	29%	(193)	15%	(102)	48%	(322)	677
2020 Vote: Other	9%	(7)	28%	(21)	14%	(11)	49%	(37)	76
2020 Vote: Didn't Vote	14%	(65)	33%	(151)	16%	(75)	37%	(170)	460
2018 House Vote: Democrat	10%	(76)	26%	(200)	17%	(130)	47%	(359)	765
2018 House Vote: Republican	8%	(42)	30%	(171)	14%	(81)	48%	(271)	565
2018 House Vote: Someone else	10%	(6)	38%	(22)	18%	(10)	34%	(20)	58
2016 Vote: Hillary Clinton	9%	(65)	28%	(195)	17%	(118)	46%	(321)	699
2016 Vote: Donald Trump	9%	(61)	28%	(186)	15%	(97)	48%	(313)	657
2016 Vote: Other	3%	(3)	30%	(33)	13%	(14)	54%	(59)	108
2016 Vote: Didn't Vote	14%	(102)	31%	(227)	15%	(113)	40%	(293)	736
Voted in 2014: Yes	9%	(113)	27%	(325)	17%	(204)	47%	(570)	1212
Voted in 2014: No	12%	(119)	32%	(316)	14%	(137)	42%	(416)	988
4-Region: Northeast	12%	(46)	32%	(124)	14%	(55)	43%	(169)	394
4-Region: Midwest	8%	(35)	28%	(130)	11%	(49)	54%	(248)	462
4-Region: South	12%	(97)	30%	(249)	16%	(129)	42%	(349)	824
4-Region: West	10%	(54)	26%	(138)	21%	(108)	42%	(221)	520

Continued on next page

Table MCEN2_2: *How often do you consume the following types of snacks when watching a movie in a movie theater?*

Pizza

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	11%	(232)	29%	(641)	16%	(342)	45%	(986)	2200
Avid Film Fan	15%	(110)	30%	(224)	17%	(129)	39%	(290)	753
Casual Film Fan	8%	(93)	30%	(348)	16%	(182)	47%	(552)	1176
Film Fan	11%	(203)	30%	(573)	16%	(311)	44%	(843)	1930
Avid Moviegoer	30%	(65)	37%	(80)	16%	(35)	17%	(37)	218
Casual Moviegoer	8%	(113)	29%	(386)	18%	(241)	45%	(594)	1334
Moviegoer	11%	(178)	30%	(466)	18%	(276)	41%	(632)	1552

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

Table MCEN2_3: How often do you consume the following types of snacks when watching a movie in a movie theater?

Pretzels

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	6%	(126)	27%	(586)	24%	(539)	43%	(948)	2200
Gender: Male	7%	(71)	25%	(267)	27%	(282)	42%	(442)	1062
Gender: Female	5%	(56)	28%	(319)	23%	(257)	45%	(507)	1138
Age: 18-34	9%	(59)	33%	(216)	29%	(190)	29%	(190)	655
Age: 35-44	6%	(20)	32%	(113)	25%	(90)	38%	(134)	358
Age: 45-64	4%	(28)	25%	(190)	22%	(168)	48%	(364)	751
Age: 65+	4%	(19)	15%	(67)	21%	(91)	60%	(260)	436
GenZers: 1997-2012	9%	(20)	30%	(69)	31%	(71)	30%	(68)	227
Millennials: 1981-1996	8%	(51)	34%	(228)	26%	(172)	32%	(216)	667
GenXers: 1965-1980	5%	(24)	28%	(141)	26%	(131)	42%	(217)	513
Baby Boomers: 1946-1964	4%	(28)	19%	(133)	21%	(152)	56%	(405)	717
PID: Dem (no lean)	8%	(67)	23%	(199)	26%	(226)	44%	(383)	874
PID: Ind (no lean)	4%	(30)	29%	(196)	25%	(169)	41%	(278)	673
PID: Rep (no lean)	5%	(29)	29%	(192)	22%	(144)	44%	(288)	653
PID/Gender: Dem Men	9%	(39)	21%	(90)	27%	(114)	42%	(174)	417
PID/Gender: Dem Women	6%	(28)	24%	(109)	24%	(112)	46%	(209)	457
PID/Gender: Ind Men	4%	(14)	27%	(94)	28%	(98)	40%	(140)	347
PID/Gender: Ind Women	5%	(16)	31%	(102)	22%	(70)	42%	(138)	326
PID/Gender: Rep Men	6%	(18)	28%	(83)	23%	(69)	43%	(128)	298
PID/Gender: Rep Women	3%	(12)	30%	(108)	21%	(75)	45%	(160)	355
Ideo: Liberal (1-3)	6%	(42)	24%	(158)	26%	(172)	43%	(282)	654
Ideo: Moderate (4)	6%	(41)	28%	(183)	25%	(163)	40%	(260)	647
Ideo: Conservative (5-7)	5%	(34)	27%	(190)	22%	(151)	46%	(317)	692
Educ: < College	6%	(86)	25%	(376)	26%	(395)	43%	(654)	1512
Educ: Bachelors degree	6%	(25)	34%	(152)	19%	(83)	42%	(184)	444
Educ: Post-grad	6%	(15)	24%	(58)	25%	(60)	45%	(110)	244
Income: Under 50k	5%	(65)	25%	(299)	28%	(343)	42%	(512)	1218
Income: 50k-100k	6%	(40)	27%	(186)	19%	(132)	47%	(321)	678
Income: 100k+	7%	(22)	33%	(102)	21%	(64)	38%	(116)	304
Ethnicity: White	6%	(103)	28%	(482)	22%	(383)	44%	(755)	1722
Ethnicity: Hispanic	6%	(21)	28%	(99)	30%	(104)	36%	(125)	349
Ethnicity: Black	6%	(16)	20%	(56)	31%	(85)	43%	(118)	274

Continued on next page

Table MCEN2_3: *How often do you consume the following types of snacks when watching a movie in a movie theater?*

Pretzels

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	6%	(126)	27%	(586)	24%	(539)	43%	(948)	2200
Ethnicity: Other	4%	(8)	24%	(49)	35%	(72)	37%	(75)	204
All Christian	6%	(63)	27%	(265)	22%	(220)	45%	(441)	989
All Non-Christian	10%	(12)	36%	(42)	22%	(26)	32%	(37)	116
Atheist	6%	(6)	25%	(27)	28%	(31)	41%	(45)	109
Agnostic/Nothing in particular	4%	(25)	28%	(171)	26%	(158)	42%	(253)	608
Something Else	5%	(20)	21%	(81)	28%	(104)	46%	(172)	377
Religious Non-Protestant/Catholic	9%	(12)	38%	(52)	23%	(31)	31%	(42)	136
Evangelical	7%	(36)	23%	(123)	27%	(144)	44%	(234)	537
Non-Evangelical	6%	(47)	26%	(208)	22%	(172)	46%	(368)	795
Community: Urban	7%	(47)	29%	(189)	27%	(176)	37%	(247)	658
Community: Suburban	5%	(43)	27%	(256)	23%	(215)	45%	(423)	936
Community: Rural	6%	(36)	23%	(142)	24%	(148)	46%	(279)	606
Employ: Private Sector	6%	(47)	30%	(213)	25%	(178)	39%	(280)	718
Employ: Government	6%	(8)	40%	(50)	24%	(30)	30%	(38)	126
Employ: Self-Employed	6%	(11)	32%	(62)	27%	(51)	35%	(67)	192
Employ: Homemaker	4%	(6)	29%	(44)	25%	(38)	42%	(64)	153
Employ: Student	11%	(9)	23%	(19)	27%	(23)	39%	(33)	85
Employ: Retired	5%	(23)	15%	(76)	22%	(107)	58%	(287)	494
Employ: Unemployed	3%	(9)	30%	(83)	28%	(78)	39%	(110)	280
Employ: Other	9%	(13)	25%	(38)	22%	(33)	45%	(69)	153
Military HH: Yes	8%	(23)	25%	(77)	19%	(57)	48%	(146)	303
Military HH: No	5%	(103)	27%	(510)	25%	(482)	42%	(802)	1897
RD/WT: Right Direction	8%	(64)	26%	(211)	23%	(188)	43%	(357)	820
RD/WT: Wrong Track	5%	(62)	27%	(375)	25%	(350)	43%	(592)	1380
Biden Job Approve	7%	(70)	23%	(240)	25%	(260)	44%	(453)	1023
Biden Job Disapprove	5%	(54)	29%	(313)	23%	(251)	43%	(457)	1076
Biden Job Strongly Approve	11%	(47)	23%	(100)	25%	(111)	41%	(182)	440
Biden Job Somewhat Approve	4%	(23)	24%	(140)	25%	(148)	47%	(271)	583
Biden Job Somewhat Disapprove	6%	(19)	33%	(106)	27%	(87)	34%	(107)	319
Biden Job Strongly Disapprove	5%	(35)	27%	(207)	22%	(164)	46%	(351)	757

Continued on next page

Table MCEN2_3: How often do you consume the following types of snacks when watching a movie in a movie theater?

Pretzels

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	6%	(126)	27%	(586)	24%	(539)	43%	(948)	2200
Favorable of Biden	7%	(68)	24%	(249)	25%	(256)	44%	(450)	1024
Unfavorable of Biden	5%	(56)	28%	(293)	24%	(253)	43%	(451)	1052
Very Favorable of Biden	10%	(47)	22%	(100)	26%	(117)	42%	(188)	453
Somewhat Favorable of Biden	4%	(21)	26%	(149)	24%	(139)	46%	(262)	571
Somewhat Unfavorable of Biden	7%	(19)	28%	(74)	28%	(76)	36%	(97)	266
Very Unfavorable of Biden	5%	(36)	28%	(218)	23%	(177)	45%	(355)	786
#1 Issue: Economy	6%	(52)	29%	(262)	26%	(234)	39%	(353)	902
#1 Issue: Security	4%	(12)	25%	(66)	23%	(60)	48%	(128)	266
#1 Issue: Health Care	6%	(17)	28%	(76)	22%	(60)	43%	(118)	271
#1 Issue: Medicare / Social Security	4%	(12)	21%	(56)	22%	(61)	52%	(142)	271
#1 Issue: Women's Issues	9%	(11)	27%	(33)	26%	(31)	38%	(46)	121
#1 Issue: Education	10%	(8)	38%	(29)	22%	(17)	30%	(23)	78
#1 Issue: Energy	5%	(9)	26%	(43)	24%	(39)	44%	(71)	161
#1 Issue: Other	4%	(6)	16%	(21)	28%	(37)	51%	(66)	130
2020 Vote: Joe Biden	7%	(70)	25%	(244)	24%	(231)	45%	(439)	984
2020 Vote: Donald Trump	4%	(28)	31%	(207)	21%	(142)	44%	(300)	677
2020 Vote: Other	4%	(3)	16%	(12)	28%	(22)	52%	(39)	76
2020 Vote: Didn't Vote	5%	(25)	26%	(122)	31%	(144)	37%	(170)	460
2018 House Vote: Democrat	7%	(51)	24%	(185)	24%	(182)	45%	(347)	765
2018 House Vote: Republican	3%	(18)	32%	(179)	21%	(119)	44%	(250)	565
2018 House Vote: Someone else	6%	(4)	19%	(11)	29%	(17)	46%	(27)	58
2016 Vote: Hillary Clinton	7%	(46)	23%	(160)	24%	(169)	46%	(325)	699
2016 Vote: Donald Trump	3%	(20)	32%	(213)	21%	(137)	44%	(287)	657
2016 Vote: Other	6%	(6)	19%	(20)	31%	(33)	45%	(48)	108
2016 Vote: Didn't Vote	7%	(53)	26%	(193)	27%	(200)	39%	(289)	736
Voted in 2014: Yes	5%	(66)	26%	(314)	23%	(278)	46%	(554)	1212
Voted in 2014: No	6%	(61)	28%	(272)	26%	(261)	40%	(394)	988
4-Region: Northeast	7%	(26)	33%	(131)	23%	(89)	37%	(147)	394
4-Region: Midwest	6%	(28)	27%	(124)	22%	(101)	45%	(209)	462
4-Region: South	5%	(44)	23%	(192)	27%	(220)	45%	(369)	824
4-Region: West	5%	(28)	27%	(140)	25%	(129)	43%	(223)	520

Continued on next page

Table MCEN2_3: *How often do you consume the following types of snacks when watching a movie in a movie theater?*

Pretzels

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	6%	(126)	27%	(586)	24%	(539)	43%	(948)	2200
Avid Film Fan	9%	(69)	28%	(209)	26%	(193)	38%	(283)	753
Casual Film Fan	4%	(50)	27%	(319)	26%	(303)	43%	(504)	1176
Film Fan	6%	(119)	27%	(529)	26%	(496)	41%	(787)	1930
Avid Moviegoer	19%	(41)	39%	(84)	24%	(53)	19%	(40)	218
Casual Moviegoer	5%	(62)	28%	(375)	27%	(366)	40%	(530)	1334
Moviegoer	7%	(103)	30%	(460)	27%	(419)	37%	(571)	1552

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

Table MCEN2_4: How often do you consume the following types of snacks when watching a movie in a movie theater?

Candy

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	23%	(517)	38%	(845)	20%	(443)	18%	(396)	2200
Gender: Male	23%	(239)	37%	(396)	22%	(233)	18%	(193)	1062
Gender: Female	24%	(278)	39%	(449)	18%	(210)	18%	(202)	1138
Age: 18-34	33%	(215)	40%	(259)	18%	(120)	9%	(60)	655
Age: 35-44	28%	(99)	43%	(155)	20%	(73)	9%	(31)	358
Age: 45-64	21%	(156)	39%	(289)	20%	(154)	20%	(152)	751
Age: 65+	11%	(46)	32%	(141)	22%	(96)	35%	(153)	436
GenZers: 1997-2012	36%	(83)	36%	(81)	18%	(42)	10%	(22)	227
Millennials: 1981-1996	30%	(197)	43%	(285)	19%	(130)	8%	(55)	667
GenXers: 1965-1980	24%	(123)	39%	(202)	22%	(114)	14%	(74)	513
Baby Boomers: 1946-1964	15%	(109)	36%	(258)	19%	(138)	30%	(213)	717
PID: Dem (no lean)	26%	(226)	40%	(349)	17%	(146)	17%	(152)	874
PID: Ind (no lean)	23%	(154)	36%	(243)	24%	(160)	17%	(116)	673
PID: Rep (no lean)	21%	(136)	39%	(253)	21%	(137)	19%	(127)	653
PID/Gender: Dem Men	28%	(118)	36%	(148)	18%	(74)	18%	(76)	417
PID/Gender: Dem Women	24%	(108)	44%	(201)	16%	(72)	17%	(76)	457
PID/Gender: Ind Men	19%	(67)	38%	(131)	28%	(96)	16%	(54)	347
PID/Gender: Ind Women	27%	(87)	34%	(112)	20%	(64)	19%	(63)	326
PID/Gender: Rep Men	18%	(54)	39%	(118)	21%	(63)	21%	(63)	298
PID/Gender: Rep Women	23%	(82)	38%	(135)	21%	(74)	18%	(64)	355
Ideo: Liberal (1-3)	26%	(170)	38%	(250)	19%	(122)	17%	(113)	654
Ideo: Moderate (4)	23%	(150)	38%	(247)	23%	(151)	15%	(98)	647
Ideo: Conservative (5-7)	21%	(147)	38%	(266)	18%	(127)	22%	(152)	692
Educ: < College	26%	(390)	38%	(575)	19%	(287)	17%	(260)	1512
Educ: Bachelors degree	20%	(88)	40%	(178)	23%	(101)	17%	(76)	444
Educ: Post-grad	16%	(39)	38%	(92)	22%	(54)	24%	(59)	244
Income: Under 50k	25%	(299)	38%	(466)	20%	(241)	17%	(213)	1218
Income: 50k-100k	23%	(159)	37%	(250)	21%	(141)	19%	(127)	678
Income: 100k+	19%	(59)	43%	(129)	20%	(61)	18%	(56)	304
Ethnicity: White	23%	(389)	39%	(663)	19%	(334)	20%	(336)	1722
Ethnicity: Hispanic	30%	(106)	41%	(142)	18%	(61)	11%	(40)	349
Ethnicity: Black	29%	(79)	40%	(109)	18%	(49)	13%	(37)	274

Continued on next page

Table MCEN2_4: How often do you consume the following types of snacks when watching a movie in a movie theater?

Candy

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	23%	(517)	38%	(845)	20%	(443)	18%	(396)	2200
Ethnicity: Other	24%	(48)	36%	(73)	29%	(60)	11%	(23)	204
All Christian	22%	(219)	37%	(368)	20%	(200)	20%	(202)	989
All Non-Christian	30%	(35)	32%	(38)	24%	(28)	13%	(15)	116
Atheist	25%	(28)	46%	(51)	10%	(11)	18%	(20)	109
Agnostic/Nothing in particular	24%	(148)	39%	(238)	20%	(121)	17%	(102)	608
Something Else	23%	(86)	40%	(151)	22%	(83)	15%	(57)	377
Religious Non-Protestant/Catholic	34%	(46)	30%	(40)	24%	(33)	13%	(17)	136
Evangelical	22%	(119)	40%	(214)	21%	(113)	17%	(91)	537
Non-Evangelical	22%	(172)	38%	(299)	20%	(161)	21%	(163)	795
Community: Urban	28%	(182)	36%	(236)	20%	(134)	16%	(106)	658
Community: Suburban	22%	(206)	39%	(369)	21%	(193)	18%	(167)	936
Community: Rural	21%	(128)	40%	(240)	19%	(115)	20%	(122)	606
Employ: Private Sector	25%	(181)	42%	(301)	21%	(149)	12%	(88)	718
Employ: Government	33%	(41)	39%	(49)	18%	(22)	10%	(13)	126
Employ: Self-Employed	27%	(52)	37%	(71)	23%	(44)	13%	(24)	192
Employ: Homemaker	28%	(43)	38%	(58)	17%	(26)	17%	(26)	153
Employ: Student	29%	(25)	37%	(31)	24%	(20)	10%	(9)	85
Employ: Retired	13%	(64)	32%	(160)	21%	(104)	34%	(165)	494
Employ: Unemployed	26%	(73)	40%	(113)	17%	(47)	17%	(47)	280
Employ: Other	24%	(37)	40%	(61)	20%	(31)	15%	(24)	153
Military HH: Yes	19%	(58)	36%	(108)	23%	(71)	22%	(67)	303
Military HH: No	24%	(459)	39%	(737)	20%	(372)	17%	(329)	1897
RD/WT: Right Direction	22%	(184)	39%	(319)	20%	(167)	18%	(151)	820
RD/WT: Wrong Track	24%	(333)	38%	(526)	20%	(276)	18%	(245)	1380
Biden Job Approve	22%	(228)	40%	(408)	20%	(201)	18%	(186)	1023
Biden Job Disapprove	24%	(260)	37%	(401)	20%	(218)	18%	(197)	1076
Biden Job Strongly Approve	24%	(106)	40%	(176)	17%	(77)	19%	(82)	440
Biden Job Somewhat Approve	21%	(122)	40%	(233)	21%	(124)	18%	(104)	583
Biden Job Somewhat Disapprove	33%	(107)	39%	(123)	15%	(48)	13%	(40)	319
Biden Job Strongly Disapprove	20%	(153)	37%	(277)	22%	(170)	21%	(157)	757

Continued on next page

Table MCEN2_4: How often do you consume the following types of snacks when watching a movie in a movie theater?

Candy

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	23%	(517)	38%	(845)	20%	(443)	18%	(396)	2200
Favorable of Biden	23%	(235)	40%	(406)	19%	(191)	19%	(192)	1024
Unfavorable of Biden	23%	(246)	38%	(401)	21%	(220)	18%	(184)	1052
Very Favorable of Biden	25%	(115)	39%	(179)	16%	(72)	19%	(87)	453
Somewhat Favorable of Biden	21%	(120)	40%	(227)	21%	(118)	18%	(105)	571
Somewhat Unfavorable of Biden	31%	(83)	42%	(111)	16%	(42)	11%	(30)	266
Very Unfavorable of Biden	21%	(163)	37%	(290)	23%	(178)	20%	(154)	786
#1 Issue: Economy	26%	(231)	38%	(344)	21%	(186)	16%	(141)	902
#1 Issue: Security	17%	(45)	44%	(117)	20%	(53)	19%	(50)	266
#1 Issue: Health Care	22%	(60)	44%	(119)	19%	(51)	15%	(41)	271
#1 Issue: Medicare / Social Security	23%	(62)	30%	(80)	20%	(54)	28%	(75)	271
#1 Issue: Women's Issues	27%	(33)	47%	(57)	12%	(15)	13%	(16)	121
#1 Issue: Education	30%	(23)	40%	(31)	19%	(15)	10%	(8)	78
#1 Issue: Energy	24%	(39)	33%	(53)	25%	(40)	18%	(30)	161
#1 Issue: Other	18%	(23)	33%	(43)	22%	(29)	27%	(35)	130
2020 Vote: Joe Biden	24%	(238)	39%	(384)	18%	(180)	18%	(181)	984
2020 Vote: Donald Trump	22%	(146)	40%	(270)	18%	(123)	20%	(138)	677
2020 Vote: Other	21%	(16)	41%	(31)	19%	(15)	19%	(15)	76
2020 Vote: Didn't Vote	25%	(116)	34%	(157)	27%	(125)	13%	(61)	460
2018 House Vote: Democrat	22%	(170)	40%	(308)	19%	(145)	19%	(142)	765
2018 House Vote: Republican	20%	(114)	38%	(216)	21%	(116)	21%	(119)	565
2018 House Vote: Someone else	22%	(13)	47%	(28)	17%	(10)	13%	(8)	58
2016 Vote: Hillary Clinton	20%	(143)	41%	(289)	19%	(135)	19%	(133)	699
2016 Vote: Donald Trump	20%	(135)	38%	(251)	20%	(133)	21%	(138)	657
2016 Vote: Other	15%	(16)	39%	(42)	27%	(29)	19%	(21)	108
2016 Vote: Didn't Vote	30%	(223)	36%	(263)	20%	(146)	14%	(103)	736
Voted in 2014: Yes	19%	(234)	40%	(482)	20%	(244)	21%	(252)	1212
Voted in 2014: No	29%	(283)	37%	(363)	20%	(199)	15%	(144)	988
4-Region: Northeast	24%	(96)	41%	(162)	19%	(73)	16%	(62)	394
4-Region: Midwest	23%	(106)	34%	(159)	22%	(101)	21%	(96)	462
4-Region: South	23%	(187)	42%	(348)	18%	(152)	17%	(138)	824
4-Region: West	25%	(128)	34%	(176)	23%	(117)	19%	(99)	520

Continued on next page

Table MCEN2_4: *How often do you consume the following types of snacks when watching a movie in a movie theater?*

Candy

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	23%	(517)	38%	(845)	20%	(443)	18%	(396)	2200
Avid Film Fan	31%	(230)	42%	(313)	17%	(126)	11%	(85)	753
Casual Film Fan	21%	(250)	38%	(442)	22%	(265)	19%	(220)	1176
Film Fan	25%	(480)	39%	(755)	20%	(390)	16%	(304)	1930
Avid Moviegoer	37%	(80)	39%	(86)	16%	(35)	8%	(17)	218
Casual Moviegoer	25%	(335)	40%	(540)	22%	(292)	13%	(167)	1334
Moviegoer	27%	(414)	40%	(626)	21%	(328)	12%	(184)	1552

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

Table MCEN2_5: How often do you consume the following types of snacks when watching a movie in a movie theater?

Nachos

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	8%	(173)	31%	(677)	25%	(542)	37%	(807)	2200
Gender: Male	9%	(97)	30%	(323)	25%	(263)	36%	(378)	1062
Gender: Female	7%	(77)	31%	(354)	24%	(279)	38%	(429)	1138
Age: 18-34	12%	(80)	38%	(248)	30%	(194)	20%	(133)	655
Age: 35-44	13%	(46)	40%	(144)	24%	(84)	23%	(83)	358
Age: 45-64	5%	(35)	29%	(219)	23%	(171)	43%	(325)	751
Age: 65+	3%	(12)	15%	(66)	21%	(93)	61%	(265)	436
GenZers: 1997-2012	11%	(24)	35%	(81)	32%	(74)	22%	(49)	227
Millennials: 1981-1996	13%	(87)	40%	(270)	26%	(172)	21%	(138)	667
GenXers: 1965-1980	9%	(44)	34%	(173)	25%	(128)	33%	(168)	513
Baby Boomers: 1946-1964	2%	(18)	20%	(144)	21%	(152)	56%	(403)	717
PID: Dem (no lean)	10%	(87)	29%	(252)	25%	(221)	36%	(313)	874
PID: Ind (no lean)	7%	(45)	34%	(228)	24%	(164)	35%	(236)	673
PID: Rep (no lean)	6%	(41)	30%	(197)	24%	(157)	40%	(258)	653
PID/Gender: Dem Men	11%	(47)	30%	(127)	24%	(101)	34%	(142)	417
PID/Gender: Dem Women	9%	(40)	27%	(125)	26%	(120)	37%	(171)	457
PID/Gender: Ind Men	7%	(25)	32%	(111)	27%	(93)	34%	(117)	347
PID/Gender: Ind Women	6%	(20)	36%	(116)	22%	(71)	36%	(118)	326
PID/Gender: Rep Men	8%	(25)	29%	(85)	23%	(69)	40%	(119)	298
PID/Gender: Rep Women	5%	(16)	32%	(112)	25%	(87)	39%	(140)	355
Ideo: Liberal (1-3)	9%	(57)	28%	(185)	26%	(168)	37%	(244)	654
Ideo: Moderate (4)	8%	(53)	33%	(216)	25%	(159)	34%	(219)	647
Ideo: Conservative (5-7)	7%	(46)	29%	(198)	24%	(164)	41%	(284)	692
Educ: < College	8%	(121)	32%	(482)	26%	(398)	34%	(511)	1512
Educ: Bachelors degree	7%	(31)	32%	(140)	20%	(88)	42%	(184)	444
Educ: Post-grad	9%	(21)	22%	(55)	23%	(56)	46%	(112)	244
Income: Under 50k	9%	(106)	32%	(392)	26%	(311)	33%	(408)	1218
Income: 50k-100k	7%	(46)	29%	(193)	24%	(164)	41%	(275)	678
Income: 100k+	7%	(21)	30%	(92)	22%	(66)	41%	(125)	304
Ethnicity: White	8%	(131)	29%	(498)	23%	(398)	40%	(694)	1722
Ethnicity: Hispanic	12%	(41)	35%	(121)	32%	(112)	22%	(76)	349
Ethnicity: Black	10%	(27)	41%	(111)	25%	(70)	24%	(66)	274

Continued on next page

Table MCEN2_5: How often do you consume the following types of snacks when watching a movie in a movie theater?

Nachos

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	8%	(173)	31%	(677)	25%	(542)	37%	(807)	2200
Ethnicity: Other	7%	(15)	33%	(68)	36%	(74)	23%	(48)	204
All Christian	8%	(77)	28%	(279)	22%	(216)	42%	(417)	989
All Non-Christian	11%	(13)	30%	(34)	26%	(30)	33%	(39)	116
Atheist	9%	(10)	29%	(31)	29%	(31)	34%	(37)	109
Agnostic/Nothing in particular	7%	(41)	36%	(216)	26%	(157)	32%	(193)	608
Something Else	8%	(31)	31%	(116)	29%	(108)	32%	(122)	377
Religious Non-Protestant/Catholic	12%	(16)	30%	(41)	27%	(37)	32%	(43)	136
Evangelical	11%	(61)	30%	(162)	25%	(135)	33%	(179)	537
Non-Evangelical	5%	(43)	28%	(224)	23%	(179)	44%	(349)	795
Community: Urban	12%	(77)	34%	(225)	25%	(168)	29%	(188)	658
Community: Suburban	5%	(49)	30%	(283)	24%	(224)	41%	(381)	936
Community: Rural	8%	(48)	28%	(169)	25%	(151)	39%	(238)	606
Employ: Private Sector	9%	(65)	33%	(238)	25%	(179)	33%	(236)	718
Employ: Government	8%	(10)	41%	(51)	28%	(35)	24%	(30)	126
Employ: Self-Employed	10%	(19)	32%	(62)	26%	(50)	32%	(61)	192
Employ: Homemaker	9%	(14)	39%	(59)	24%	(36)	29%	(44)	153
Employ: Student	12%	(11)	18%	(15)	41%	(35)	29%	(24)	85
Employ: Retired	3%	(13)	18%	(89)	21%	(106)	58%	(286)	494
Employ: Unemployed	10%	(28)	39%	(110)	25%	(69)	26%	(73)	280
Employ: Other	9%	(13)	35%	(53)	21%	(33)	35%	(54)	153
Military HH: Yes	7%	(22)	26%	(77)	22%	(66)	45%	(138)	303
Military HH: No	8%	(152)	32%	(600)	25%	(476)	35%	(669)	1897
RD/WT: Right Direction	10%	(80)	27%	(223)	23%	(191)	40%	(326)	820
RD/WT: Wrong Track	7%	(94)	33%	(454)	25%	(351)	35%	(481)	1380
Biden Job Approve	8%	(87)	28%	(290)	24%	(247)	39%	(399)	1023
Biden Job Disapprove	7%	(74)	33%	(350)	25%	(270)	36%	(382)	1076
Biden Job Strongly Approve	10%	(45)	27%	(119)	25%	(112)	37%	(163)	440
Biden Job Somewhat Approve	7%	(41)	29%	(171)	23%	(135)	40%	(236)	583
Biden Job Somewhat Disapprove	8%	(27)	39%	(125)	26%	(82)	26%	(84)	319
Biden Job Strongly Disapprove	6%	(47)	30%	(225)	25%	(188)	39%	(298)	757

Continued on next page

Table MCEN2_5: *How often do you consume the following types of snacks when watching a movie in a movie theater?*

Nachos

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	8%	(173)	31%	(677)	25%	(542)	37%	(807)	2200
Favorable of Biden	9%	(89)	29%	(292)	24%	(248)	39%	(395)	1024
Unfavorable of Biden	7%	(73)	32%	(341)	25%	(259)	36%	(378)	1052
Very Favorable of Biden	11%	(49)	26%	(118)	25%	(115)	38%	(172)	453
Somewhat Favorable of Biden	7%	(40)	31%	(174)	23%	(133)	39%	(223)	571
Somewhat Unfavorable of Biden	10%	(26)	36%	(96)	27%	(73)	27%	(72)	266
Very Unfavorable of Biden	6%	(47)	31%	(245)	24%	(187)	39%	(306)	786
#1 Issue: Economy	7%	(67)	34%	(309)	23%	(205)	36%	(320)	902
#1 Issue: Security	8%	(21)	29%	(78)	26%	(70)	36%	(96)	266
#1 Issue: Health Care	10%	(28)	29%	(79)	27%	(73)	33%	(91)	271
#1 Issue: Medicare / Social Security	7%	(19)	22%	(58)	23%	(62)	49%	(132)	271
#1 Issue: Women's Issues	12%	(14)	35%	(43)	29%	(35)	24%	(29)	121
#1 Issue: Education	18%	(14)	33%	(26)	22%	(17)	26%	(20)	78
#1 Issue: Energy	5%	(9)	26%	(42)	32%	(52)	36%	(59)	161
#1 Issue: Other	—	(0)	32%	(42)	21%	(28)	46%	(60)	130
2020 Vote: Joe Biden	9%	(87)	28%	(278)	24%	(241)	38%	(378)	984
2020 Vote: Donald Trump	6%	(44)	31%	(207)	22%	(148)	41%	(278)	677
2020 Vote: Other	5%	(4)	29%	(22)	30%	(23)	37%	(28)	76
2020 Vote: Didn't Vote	8%	(39)	36%	(168)	28%	(130)	27%	(123)	460
2018 House Vote: Democrat	7%	(55)	29%	(224)	24%	(183)	40%	(303)	765
2018 House Vote: Republican	7%	(41)	29%	(166)	21%	(117)	43%	(241)	565
2018 House Vote: Someone else	4%	(2)	37%	(22)	31%	(18)	28%	(16)	58
2016 Vote: Hillary Clinton	8%	(54)	29%	(202)	23%	(159)	41%	(284)	699
2016 Vote: Donald Trump	7%	(46)	30%	(196)	22%	(146)	41%	(269)	657
2016 Vote: Other	5%	(6)	28%	(30)	25%	(27)	42%	(45)	108
2016 Vote: Didn't Vote	9%	(68)	34%	(249)	29%	(210)	28%	(208)	736
Voted in 2014: Yes	7%	(89)	28%	(341)	23%	(279)	42%	(503)	1212
Voted in 2014: No	9%	(84)	34%	(336)	27%	(263)	31%	(304)	988
4-Region: Northeast	8%	(30)	33%	(131)	21%	(82)	38%	(150)	394
4-Region: Midwest	6%	(29)	30%	(137)	22%	(99)	43%	(197)	462
4-Region: South	9%	(73)	31%	(256)	27%	(220)	33%	(275)	824
4-Region: West	8%	(40)	29%	(153)	27%	(141)	36%	(186)	520

Continued on next page

Table MCEN2_5: How often do you consume the following types of snacks when watching a movie in a movie theater?

Nachos

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	8%	(173)	31%	(677)	25%	(542)	37%	(807)	2200
Avid Film Fan	10%	(76)	37%	(276)	24%	(177)	30%	(224)	753
Casual Film Fan	7%	(82)	29%	(340)	26%	(310)	38%	(444)	1176
Film Fan	8%	(158)	32%	(616)	25%	(487)	35%	(668)	1930
Avid Moviegoer	22%	(47)	41%	(90)	24%	(52)	13%	(29)	218
Casual Moviegoer	7%	(95)	34%	(451)	26%	(344)	33%	(444)	1334
Moviegoer	9%	(142)	35%	(541)	26%	(396)	30%	(473)	1552

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

Table MCEN2_6: How often do you consume the following types of snacks when watching a movie in a movie theater?

Chips

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	13%	(294)	32%	(702)	17%	(380)	37%	(824)	2200
Gender: Male	14%	(147)	33%	(349)	18%	(188)	36%	(378)	1062
Gender: Female	13%	(147)	31%	(353)	17%	(193)	39%	(446)	1138
Age: 18-34	18%	(120)	38%	(251)	17%	(113)	26%	(171)	655
Age: 35-44	18%	(63)	37%	(133)	19%	(66)	27%	(96)	358
Age: 45-64	11%	(80)	29%	(218)	18%	(133)	43%	(320)	751
Age: 65+	7%	(33)	23%	(99)	15%	(67)	54%	(237)	436
GenZers: 1997-2012	16%	(36)	43%	(98)	18%	(40)	23%	(53)	227
Millennials: 1981-1996	20%	(134)	36%	(239)	16%	(109)	28%	(186)	667
GenXers: 1965-1980	13%	(65)	32%	(165)	22%	(111)	33%	(171)	513
Baby Boomers: 1946-1964	8%	(54)	26%	(185)	15%	(106)	52%	(372)	717
PID: Dem (no lean)	15%	(129)	31%	(267)	18%	(155)	37%	(323)	874
PID: Ind (no lean)	13%	(88)	34%	(228)	18%	(121)	35%	(236)	673
PID: Rep (no lean)	12%	(78)	32%	(206)	16%	(104)	41%	(265)	653
PID/Gender: Dem Men	17%	(73)	30%	(127)	18%	(75)	34%	(142)	417
PID/Gender: Dem Women	12%	(56)	31%	(141)	17%	(80)	40%	(181)	457
PID/Gender: Ind Men	12%	(42)	36%	(125)	18%	(61)	34%	(118)	347
PID/Gender: Ind Women	14%	(46)	32%	(103)	18%	(59)	36%	(118)	326
PID/Gender: Rep Men	11%	(33)	33%	(97)	17%	(51)	39%	(117)	298
PID/Gender: Rep Women	13%	(45)	31%	(109)	15%	(54)	42%	(147)	355
Ideo: Liberal (1-3)	12%	(82)	31%	(201)	19%	(121)	38%	(250)	654
Ideo: Moderate (4)	16%	(105)	31%	(202)	18%	(114)	35%	(226)	647
Ideo: Conservative (5-7)	12%	(85)	31%	(212)	16%	(108)	41%	(287)	692
Educ: < College	14%	(211)	33%	(494)	17%	(258)	36%	(550)	1512
Educ: Bachelors degree	11%	(47)	34%	(150)	17%	(76)	39%	(171)	444
Educ: Post-grad	15%	(36)	24%	(58)	19%	(47)	42%	(103)	244
Income: Under 50k	15%	(178)	33%	(397)	18%	(222)	35%	(421)	1218
Income: 50k-100k	11%	(75)	31%	(210)	15%	(104)	43%	(289)	678
Income: 100k+	14%	(41)	31%	(95)	18%	(54)	37%	(113)	304
Ethnicity: White	12%	(215)	30%	(518)	16%	(276)	41%	(713)	1722
Ethnicity: Hispanic	17%	(60)	36%	(126)	24%	(85)	23%	(79)	349
Ethnicity: Black	19%	(52)	39%	(108)	18%	(50)	23%	(64)	274

Continued on next page

Table MCEN2_6: How often do you consume the following types of snacks when watching a movie in a movie theater?

Chips

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	13%	(294)	32%	(702)	17%	(380)	37%	(824)	2200
Ethnicity: Other	13%	(27)	37%	(76)	27%	(54)	23%	(47)	204
All Christian	13%	(124)	30%	(301)	16%	(161)	41%	(403)	989
All Non-Christian	17%	(19)	32%	(37)	21%	(24)	31%	(36)	116
Atheist	14%	(15)	34%	(37)	17%	(18)	36%	(40)	109
Agnostic/Nothing in particular	14%	(84)	34%	(205)	18%	(107)	35%	(213)	608
Something Else	14%	(52)	32%	(122)	19%	(70)	35%	(132)	377
Religious Non-Protestant/Catholic	17%	(24)	30%	(40)	24%	(33)	29%	(40)	136
Evangelical	18%	(94)	36%	(191)	15%	(79)	32%	(172)	537
Non-Evangelical	10%	(76)	28%	(223)	18%	(143)	44%	(353)	795
Community: Urban	18%	(121)	35%	(227)	18%	(121)	29%	(189)	658
Community: Suburban	11%	(99)	31%	(292)	16%	(146)	43%	(399)	936
Community: Rural	12%	(74)	30%	(182)	19%	(112)	39%	(236)	606
Employ: Private Sector	13%	(97)	33%	(239)	19%	(138)	34%	(244)	718
Employ: Government	26%	(33)	36%	(45)	12%	(15)	26%	(32)	126
Employ: Self-Employed	15%	(28)	40%	(76)	16%	(30)	30%	(57)	192
Employ: Homemaker	20%	(31)	29%	(45)	16%	(24)	35%	(54)	153
Employ: Student	9%	(8)	32%	(27)	23%	(20)	35%	(30)	85
Employ: Retired	8%	(41)	23%	(115)	16%	(79)	52%	(258)	494
Employ: Unemployed	12%	(33)	36%	(100)	17%	(47)	36%	(100)	280
Employ: Other	15%	(23)	35%	(53)	18%	(27)	32%	(49)	153
Military HH: Yes	10%	(32)	33%	(100)	15%	(46)	41%	(126)	303
Military HH: No	14%	(263)	32%	(602)	18%	(334)	37%	(698)	1897
RD/WT: Right Direction	15%	(124)	30%	(245)	16%	(134)	39%	(318)	820
RD/WT: Wrong Track	12%	(171)	33%	(457)	18%	(246)	37%	(506)	1380
Biden Job Approve	14%	(141)	31%	(319)	17%	(179)	38%	(384)	1023
Biden Job Disapprove	13%	(139)	32%	(344)	18%	(189)	38%	(404)	1076
Biden Job Strongly Approve	17%	(76)	30%	(134)	18%	(77)	35%	(153)	440
Biden Job Somewhat Approve	11%	(65)	32%	(186)	17%	(102)	40%	(231)	583
Biden Job Somewhat Disapprove	17%	(53)	36%	(114)	19%	(61)	29%	(91)	319
Biden Job Strongly Disapprove	11%	(86)	30%	(230)	17%	(128)	41%	(313)	757

Continued on next page

Table MCEN2_6: How often do you consume the following types of snacks when watching a movie in a movie theater?

Chips

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	13%	(294)	32%	(702)	17%	(380)	37%	(824)	2200
Favorable of Biden	14%	(147)	31%	(321)	17%	(175)	37%	(380)	1024
Unfavorable of Biden	13%	(134)	32%	(335)	18%	(185)	38%	(399)	1052
Very Favorable of Biden	18%	(80)	28%	(126)	18%	(82)	36%	(165)	453
Somewhat Favorable of Biden	12%	(67)	34%	(196)	16%	(93)	38%	(215)	571
Somewhat Unfavorable of Biden	14%	(37)	34%	(92)	20%	(53)	32%	(85)	266
Very Unfavorable of Biden	12%	(97)	31%	(243)	17%	(132)	40%	(314)	786
#1 Issue: Economy	13%	(114)	33%	(294)	19%	(172)	36%	(321)	902
#1 Issue: Security	15%	(41)	32%	(85)	14%	(38)	39%	(102)	266
#1 Issue: Health Care	16%	(42)	31%	(84)	16%	(43)	38%	(103)	271
#1 Issue: Medicare / Social Security	13%	(35)	31%	(83)	13%	(35)	44%	(119)	271
#1 Issue: Women's Issues	16%	(20)	36%	(44)	17%	(21)	31%	(37)	121
#1 Issue: Education	18%	(14)	36%	(28)	21%	(17)	25%	(19)	78
#1 Issue: Energy	9%	(15)	25%	(40)	23%	(36)	43%	(70)	161
#1 Issue: Other	11%	(14)	34%	(44)	15%	(20)	41%	(53)	130
2020 Vote: Joe Biden	13%	(127)	31%	(302)	17%	(170)	39%	(385)	984
2020 Vote: Donald Trump	12%	(78)	32%	(218)	17%	(114)	39%	(267)	677
2020 Vote: Other	10%	(7)	30%	(23)	22%	(17)	39%	(29)	76
2020 Vote: Didn't Vote	18%	(81)	34%	(158)	17%	(79)	31%	(142)	460
2018 House Vote: Democrat	13%	(96)	29%	(225)	18%	(137)	40%	(306)	765
2018 House Vote: Republican	11%	(63)	33%	(186)	14%	(81)	42%	(236)	565
2018 House Vote: Someone else	18%	(10)	30%	(18)	21%	(12)	31%	(18)	58
2016 Vote: Hillary Clinton	12%	(87)	30%	(212)	19%	(131)	38%	(268)	699
2016 Vote: Donald Trump	12%	(81)	31%	(206)	16%	(104)	41%	(267)	657
2016 Vote: Other	7%	(7)	27%	(30)	20%	(22)	46%	(50)	108
2016 Vote: Didn't Vote	16%	(119)	35%	(254)	17%	(123)	32%	(239)	736
Voted in 2014: Yes	12%	(147)	31%	(374)	17%	(200)	40%	(490)	1212
Voted in 2014: No	15%	(147)	33%	(328)	18%	(180)	34%	(334)	988
4-Region: Northeast	13%	(52)	35%	(136)	17%	(68)	35%	(137)	394
4-Region: Midwest	11%	(50)	30%	(138)	15%	(70)	44%	(204)	462
4-Region: South	15%	(122)	33%	(275)	16%	(132)	36%	(295)	824
4-Region: West	13%	(70)	29%	(152)	21%	(111)	36%	(187)	520

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Table MCEN2_6: *How often do you consume the following types of snacks when watching a movie in a movie theater?*
Chips

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	13%	(294)	32%	(702)	17%	(380)	37%	(824)	2200
Avid Film Fan	16%	(119)	33%	(250)	18%	(139)	33%	(246)	753
Casual Film Fan	11%	(131)	33%	(392)	17%	(205)	38%	(448)	1176
Film Fan	13%	(249)	33%	(642)	18%	(344)	36%	(694)	1930
Avid Moviegoer	27%	(58)	45%	(97)	14%	(30)	15%	(33)	218
Casual Moviegoer	12%	(159)	32%	(429)	20%	(273)	35%	(473)	1334
Moviegoer	14%	(217)	34%	(526)	20%	(303)	33%	(506)	1552

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

Table MCEN2_7: How often do you consume the following types of snacks when watching a movie in a movie theater?

Ice cream

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	8%	(166)	27%	(585)	20%	(434)	46%	(1015)	2200
Gender: Male	9%	(98)	27%	(284)	22%	(230)	42%	(450)	1062
Gender: Female	6%	(68)	26%	(301)	18%	(205)	50%	(565)	1138
Age: 18-34	12%	(76)	32%	(207)	23%	(148)	34%	(224)	655
Age: 35-44	10%	(36)	32%	(113)	22%	(80)	36%	(129)	358
Age: 45-64	5%	(41)	23%	(170)	19%	(144)	53%	(396)	751
Age: 65+	3%	(14)	22%	(95)	14%	(62)	61%	(266)	436
GenZers: 1997-2012	12%	(28)	32%	(74)	21%	(47)	35%	(79)	227
Millennials: 1981-1996	11%	(75)	32%	(211)	23%	(151)	35%	(230)	667
GenXers: 1965-1980	7%	(36)	26%	(132)	22%	(113)	45%	(231)	513
Baby Boomers: 1946-1964	3%	(25)	21%	(151)	16%	(113)	60%	(428)	717
PID: Dem (no lean)	9%	(75)	26%	(226)	21%	(183)	45%	(390)	874
PID: Ind (no lean)	8%	(55)	28%	(190)	18%	(123)	45%	(306)	673
PID: Rep (no lean)	6%	(37)	26%	(168)	20%	(129)	49%	(319)	653
PID/Gender: Dem Men	10%	(40)	28%	(115)	23%	(96)	40%	(167)	417
PID/Gender: Dem Women	8%	(35)	24%	(111)	19%	(87)	49%	(223)	457
PID/Gender: Ind Men	9%	(33)	27%	(93)	21%	(73)	43%	(148)	347
PID/Gender: Ind Women	7%	(22)	30%	(97)	15%	(49)	48%	(158)	326
PID/Gender: Rep Men	9%	(25)	26%	(76)	20%	(61)	45%	(135)	298
PID/Gender: Rep Women	3%	(11)	26%	(92)	19%	(68)	52%	(184)	355
Ideo: Liberal (1-3)	9%	(58)	24%	(158)	20%	(133)	47%	(305)	654
Ideo: Moderate (4)	8%	(54)	28%	(179)	19%	(125)	45%	(289)	647
Ideo: Conservative (5-7)	6%	(39)	26%	(178)	20%	(140)	48%	(336)	692
Educ: < College	7%	(111)	27%	(410)	20%	(304)	45%	(687)	1512
Educ: Bachelors degree	8%	(34)	27%	(120)	18%	(81)	47%	(209)	444
Educ: Post-grad	9%	(21)	22%	(54)	20%	(50)	49%	(119)	244
Income: Under 50k	8%	(98)	28%	(339)	22%	(265)	42%	(516)	1218
Income: 50k-100k	6%	(38)	26%	(175)	15%	(101)	54%	(364)	678
Income: 100k+	10%	(31)	23%	(70)	22%	(68)	44%	(134)	304
Ethnicity: White	7%	(126)	25%	(423)	19%	(328)	49%	(845)	1722
Ethnicity: Hispanic	11%	(39)	34%	(119)	23%	(81)	31%	(110)	349
Ethnicity: Black	10%	(29)	30%	(83)	22%	(61)	37%	(101)	274

Continued on next page

Table MCEN2_7: How often do you consume the following types of snacks when watching a movie in a movie theater?

Ice cream

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	8%	(166)	27%	(585)	20%	(434)	46%	(1015)	2200
Ethnicity: Other	6%	(12)	39%	(79)	22%	(45)	33%	(68)	204
All Christian	7%	(68)	26%	(256)	19%	(185)	49%	(480)	989
All Non-Christian	15%	(17)	28%	(33)	20%	(23)	37%	(43)	116
Atheist	8%	(8)	27%	(29)	21%	(23)	45%	(49)	109
Agnostic/Nothing in particular	8%	(51)	25%	(155)	21%	(127)	45%	(275)	608
Something Else	6%	(22)	29%	(111)	20%	(77)	44%	(167)	377
Religious Non-Protestant/Catholic	14%	(19)	32%	(44)	19%	(26)	35%	(48)	136
Evangelical	8%	(44)	33%	(179)	20%	(107)	39%	(207)	537
Non-Evangelical	5%	(42)	22%	(174)	19%	(149)	54%	(429)	795
Community: Urban	12%	(78)	32%	(210)	20%	(130)	37%	(240)	658
Community: Suburban	6%	(54)	23%	(214)	19%	(176)	53%	(491)	936
Community: Rural	6%	(34)	26%	(161)	21%	(128)	47%	(283)	606
Employ: Private Sector	8%	(56)	27%	(193)	23%	(162)	43%	(308)	718
Employ: Government	11%	(13)	39%	(50)	20%	(25)	30%	(38)	126
Employ: Self-Employed	10%	(20)	31%	(60)	19%	(37)	39%	(75)	192
Employ: Homemaker	8%	(12)	27%	(41)	21%	(32)	45%	(68)	153
Employ: Student	12%	(10)	26%	(22)	21%	(18)	41%	(35)	85
Employ: Retired	4%	(20)	20%	(101)	15%	(76)	60%	(297)	494
Employ: Unemployed	7%	(20)	27%	(75)	20%	(57)	45%	(127)	280
Employ: Other	10%	(15)	28%	(43)	18%	(28)	44%	(67)	153
Military HH: Yes	8%	(25)	24%	(72)	16%	(49)	52%	(158)	303
Military HH: No	7%	(142)	27%	(513)	20%	(386)	45%	(856)	1897
RD/WT: Right Direction	9%	(77)	27%	(222)	18%	(147)	46%	(374)	820
RD/WT: Wrong Track	6%	(89)	26%	(362)	21%	(287)	46%	(641)	1380
Biden Job Approve	8%	(85)	27%	(277)	19%	(198)	45%	(463)	1023
Biden Job Disapprove	7%	(79)	26%	(277)	20%	(214)	47%	(506)	1076
Biden Job Strongly Approve	13%	(55)	27%	(118)	19%	(81)	42%	(186)	440
Biden Job Somewhat Approve	5%	(30)	27%	(159)	20%	(117)	48%	(277)	583
Biden Job Somewhat Disapprove	10%	(32)	25%	(80)	21%	(68)	44%	(139)	319
Biden Job Strongly Disapprove	6%	(48)	26%	(196)	19%	(147)	48%	(367)	757

Continued on next page

Table MCEN2_7: How often do you consume the following types of snacks when watching a movie in a movie theater?

Ice cream

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	8%	(166)	27%	(585)	20%	(434)	46%	(1015)	2200
Favorable of Biden	9%	(91)	27%	(276)	20%	(200)	45%	(457)	1024
Unfavorable of Biden	7%	(70)	26%	(275)	20%	(208)	47%	(499)	1052
Very Favorable of Biden	12%	(53)	26%	(118)	18%	(81)	44%	(201)	453
Somewhat Favorable of Biden	7%	(38)	28%	(158)	21%	(119)	45%	(256)	571
Somewhat Unfavorable of Biden	9%	(25)	26%	(68)	19%	(51)	46%	(122)	266
Very Unfavorable of Biden	6%	(45)	26%	(207)	20%	(157)	48%	(377)	786
#1 Issue: Economy	7%	(66)	27%	(246)	21%	(193)	44%	(397)	902
#1 Issue: Security	7%	(19)	31%	(82)	18%	(47)	44%	(118)	266
#1 Issue: Health Care	9%	(24)	25%	(67)	20%	(56)	46%	(124)	271
#1 Issue: Medicare / Social Security	5%	(14)	24%	(65)	18%	(48)	53%	(144)	271
#1 Issue: Women's Issues	10%	(12)	31%	(38)	15%	(19)	43%	(53)	121
#1 Issue: Education	16%	(13)	28%	(22)	13%	(10)	43%	(33)	78
#1 Issue: Energy	7%	(11)	22%	(35)	21%	(34)	50%	(81)	161
#1 Issue: Other	6%	(8)	22%	(28)	22%	(29)	50%	(65)	130
2020 Vote: Joe Biden	9%	(84)	24%	(236)	20%	(194)	48%	(470)	984
2020 Vote: Donald Trump	7%	(47)	28%	(187)	17%	(115)	48%	(328)	677
2020 Vote: Other	5%	(4)	19%	(14)	25%	(19)	51%	(39)	76
2020 Vote: Didn't Vote	7%	(31)	31%	(145)	23%	(106)	39%	(178)	460
2018 House Vote: Democrat	8%	(58)	24%	(183)	20%	(149)	49%	(374)	765
2018 House Vote: Republican	6%	(36)	26%	(149)	17%	(95)	50%	(285)	565
2018 House Vote: Someone else	20%	(12)	18%	(10)	29%	(17)	33%	(19)	58
2016 Vote: Hillary Clinton	8%	(54)	25%	(172)	20%	(142)	47%	(331)	699
2016 Vote: Donald Trump	7%	(48)	27%	(175)	17%	(112)	49%	(321)	657
2016 Vote: Other	2%	(3)	18%	(20)	27%	(29)	53%	(57)	108
2016 Vote: Didn't Vote	8%	(61)	30%	(218)	21%	(151)	42%	(306)	736
Voted in 2014: Yes	7%	(87)	25%	(307)	19%	(225)	49%	(593)	1212
Voted in 2014: No	8%	(79)	28%	(277)	21%	(210)	43%	(422)	988
4-Region: Northeast	12%	(47)	26%	(101)	20%	(77)	43%	(169)	394
4-Region: Midwest	5%	(25)	20%	(92)	18%	(83)	57%	(262)	462
4-Region: South	6%	(52)	30%	(246)	19%	(157)	45%	(370)	824
4-Region: West	8%	(43)	28%	(146)	23%	(117)	41%	(214)	520

Continued on next page

Table MCEN2_7: *How often do you consume the following types of snacks when watching a movie in a movie theater?*

Ice cream

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	8%	(166)	27%	(585)	20%	(434)	46%	(1015)	2200
Avid Film Fan	10%	(74)	27%	(205)	23%	(174)	40%	(301)	753
Casual Film Fan	6%	(74)	27%	(313)	19%	(219)	48%	(570)	1176
Film Fan	8%	(149)	27%	(517)	20%	(393)	45%	(870)	1930
Avid Moviegoer	21%	(46)	41%	(90)	19%	(42)	18%	(40)	218
Casual Moviegoer	6%	(86)	25%	(337)	22%	(295)	46%	(616)	1334
Moviegoer	9%	(132)	28%	(427)	22%	(337)	42%	(656)	1552

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

Table MCEN2_8: How often do you consume the following types of snacks when watching a movie in a movie theater?

Soda

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	39%	(855)	30%	(665)	13%	(289)	18%	(392)	2200
Gender: Male	36%	(384)	34%	(360)	13%	(143)	16%	(175)	1062
Gender: Female	41%	(471)	27%	(305)	13%	(146)	19%	(217)	1138
Age: 18-34	39%	(254)	38%	(249)	13%	(85)	10%	(68)	655
Age: 35-44	43%	(156)	35%	(126)	11%	(40)	10%	(36)	358
Age: 45-64	42%	(316)	25%	(185)	13%	(97)	20%	(152)	751
Age: 65+	30%	(129)	24%	(105)	15%	(66)	31%	(136)	436
GenZers: 1997-2012	36%	(81)	43%	(97)	13%	(30)	8%	(19)	227
Millennials: 1981-1996	41%	(271)	37%	(244)	11%	(75)	11%	(76)	667
GenXers: 1965-1980	46%	(237)	25%	(130)	14%	(74)	14%	(72)	513
Baby Boomers: 1946-1964	35%	(252)	24%	(171)	13%	(96)	28%	(198)	717
PID: Dem (no lean)	42%	(363)	29%	(253)	12%	(105)	17%	(153)	874
PID: Ind (no lean)	36%	(245)	33%	(220)	14%	(96)	17%	(112)	673
PID: Rep (no lean)	38%	(247)	29%	(191)	13%	(88)	20%	(128)	653
PID/Gender: Dem Men	40%	(166)	32%	(134)	13%	(55)	15%	(62)	417
PID/Gender: Dem Women	43%	(197)	26%	(119)	11%	(50)	20%	(91)	457
PID/Gender: Ind Men	32%	(111)	38%	(132)	14%	(50)	15%	(53)	347
PID/Gender: Ind Women	41%	(134)	27%	(88)	14%	(46)	18%	(58)	326
PID/Gender: Rep Men	36%	(107)	31%	(94)	13%	(38)	20%	(59)	298
PID/Gender: Rep Women	39%	(140)	27%	(98)	14%	(50)	19%	(68)	355
Ideo: Liberal (1-3)	38%	(245)	29%	(189)	15%	(98)	19%	(121)	654
Ideo: Moderate (4)	40%	(259)	30%	(194)	12%	(80)	17%	(113)	647
Ideo: Conservative (5-7)	38%	(266)	30%	(211)	13%	(87)	19%	(128)	692
Educ: < College	42%	(633)	29%	(432)	12%	(188)	17%	(258)	1512
Educ: Bachelors degree	34%	(149)	35%	(155)	12%	(55)	19%	(84)	444
Educ: Post-grad	30%	(73)	32%	(77)	18%	(45)	20%	(49)	244
Income: Under 50k	41%	(504)	28%	(337)	12%	(150)	19%	(227)	1218
Income: 50k-100k	37%	(253)	32%	(215)	14%	(95)	17%	(114)	678
Income: 100k+	32%	(97)	37%	(112)	14%	(43)	17%	(51)	304
Ethnicity: White	39%	(668)	30%	(510)	13%	(221)	19%	(323)	1722
Ethnicity: Hispanic	37%	(128)	41%	(142)	13%	(45)	10%	(35)	349
Ethnicity: Black	43%	(117)	31%	(86)	13%	(36)	13%	(34)	274

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Table MCEN2_8: *How often do you consume the following types of snacks when watching a movie in a movie theater?*

Soda

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	39%	(855)	30%	(665)	13%	(289)	18%	(392)	2200
Ethnicity: Other	34%	(70)	34%	(69)	15%	(31)	17%	(35)	204
All Christian	39%	(384)	28%	(277)	14%	(136)	19%	(192)	989
All Non-Christian	28%	(33)	38%	(44)	13%	(15)	21%	(24)	116
Atheist	30%	(33)	38%	(42)	15%	(16)	17%	(19)	109
Agnostic/Nothing in particular	39%	(236)	32%	(197)	12%	(75)	16%	(100)	608
Something Else	45%	(170)	28%	(105)	12%	(46)	15%	(57)	377
Religious Non-Protestant/Catholic	33%	(45)	36%	(49)	12%	(16)	20%	(27)	136
Evangelical	42%	(224)	29%	(155)	14%	(77)	15%	(81)	537
Non-Evangelical	39%	(313)	27%	(217)	13%	(103)	20%	(162)	795
Community: Urban	39%	(259)	32%	(208)	14%	(92)	15%	(100)	658
Community: Suburban	37%	(347)	32%	(300)	13%	(125)	18%	(165)	936
Community: Rural	41%	(249)	26%	(157)	12%	(72)	21%	(128)	606
Employ: Private Sector	40%	(287)	32%	(229)	14%	(103)	14%	(99)	718
Employ: Government	40%	(51)	36%	(45)	9%	(11)	15%	(19)	126
Employ: Self-Employed	33%	(63)	35%	(66)	12%	(24)	20%	(39)	192
Employ: Homemaker	44%	(68)	23%	(35)	15%	(23)	18%	(28)	153
Employ: Student	44%	(37)	34%	(29)	10%	(8)	12%	(11)	85
Employ: Retired	31%	(155)	27%	(133)	13%	(66)	28%	(140)	494
Employ: Unemployed	44%	(123)	29%	(82)	13%	(36)	14%	(40)	280
Employ: Other	47%	(72)	30%	(46)	12%	(18)	11%	(17)	153
Military HH: Yes	37%	(112)	29%	(89)	14%	(42)	20%	(61)	303
Military HH: No	39%	(743)	30%	(576)	13%	(247)	17%	(331)	1897
RD/WT: Right Direction	36%	(292)	31%	(258)	13%	(107)	20%	(162)	820
RD/WT: Wrong Track	41%	(562)	29%	(407)	13%	(181)	17%	(230)	1380
Biden Job Approve	37%	(382)	31%	(321)	13%	(137)	18%	(184)	1023
Biden Job Disapprove	41%	(437)	29%	(314)	12%	(133)	18%	(192)	1076
Biden Job Strongly Approve	39%	(171)	30%	(133)	12%	(52)	19%	(84)	440
Biden Job Somewhat Approve	36%	(210)	32%	(188)	15%	(85)	17%	(100)	583
Biden Job Somewhat Disapprove	43%	(137)	32%	(102)	9%	(29)	16%	(51)	319
Biden Job Strongly Disapprove	40%	(300)	28%	(212)	14%	(104)	19%	(141)	757

Continued on next page

Table MCEN2_8: *How often do you consume the following types of snacks when watching a movie in a movie theater?*

Soda

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	39%	(855)	30%	(665)	13%	(289)	18%	(392)	2200
Favorable of Biden	38%	(387)	30%	(309)	13%	(136)	19%	(192)	1024
Unfavorable of Biden	40%	(426)	29%	(310)	13%	(133)	17%	(184)	1052
Very Favorable of Biden	40%	(181)	29%	(130)	12%	(55)	19%	(88)	453
Somewhat Favorable of Biden	36%	(207)	31%	(179)	14%	(81)	18%	(104)	571
Somewhat Unfavorable of Biden	42%	(112)	33%	(87)	12%	(31)	14%	(37)	266
Very Unfavorable of Biden	40%	(314)	28%	(223)	13%	(102)	19%	(147)	786
#1 Issue: Economy	40%	(362)	32%	(292)	12%	(108)	15%	(140)	902
#1 Issue: Security	41%	(109)	26%	(69)	13%	(35)	19%	(52)	266
#1 Issue: Health Care	33%	(91)	37%	(100)	14%	(39)	16%	(42)	271
#1 Issue: Medicare / Social Security	38%	(102)	26%	(71)	13%	(35)	23%	(63)	271
#1 Issue: Women's Issues	45%	(54)	25%	(30)	13%	(16)	18%	(22)	121
#1 Issue: Education	35%	(27)	41%	(32)	12%	(9)	12%	(9)	78
#1 Issue: Energy	37%	(60)	28%	(45)	15%	(25)	20%	(32)	161
#1 Issue: Other	38%	(49)	21%	(27)	17%	(22)	25%	(32)	130
2020 Vote: Joe Biden	38%	(377)	30%	(296)	13%	(129)	18%	(182)	984
2020 Vote: Donald Trump	42%	(282)	27%	(182)	12%	(84)	19%	(129)	677
2020 Vote: Other	34%	(26)	41%	(31)	9%	(7)	16%	(12)	76
2020 Vote: Didn't Vote	37%	(170)	33%	(153)	15%	(68)	15%	(69)	460
2018 House Vote: Democrat	38%	(290)	29%	(218)	13%	(100)	21%	(157)	765
2018 House Vote: Republican	38%	(217)	29%	(163)	13%	(72)	20%	(114)	565
2018 House Vote: Someone else	28%	(16)	40%	(24)	15%	(9)	17%	(10)	58
2016 Vote: Hillary Clinton	37%	(258)	29%	(204)	14%	(97)	20%	(140)	699
2016 Vote: Donald Trump	39%	(257)	29%	(191)	12%	(79)	20%	(131)	657
2016 Vote: Other	30%	(32)	33%	(36)	16%	(17)	22%	(24)	108
2016 Vote: Didn't Vote	42%	(308)	32%	(235)	13%	(96)	13%	(97)	736
Voted in 2014: Yes	37%	(446)	29%	(347)	13%	(159)	21%	(260)	1212
Voted in 2014: No	41%	(409)	32%	(318)	13%	(130)	13%	(131)	988
4-Region: Northeast	35%	(139)	28%	(109)	14%	(56)	23%	(89)	394
4-Region: Midwest	41%	(189)	29%	(135)	11%	(51)	19%	(87)	462
4-Region: South	44%	(364)	29%	(240)	11%	(94)	15%	(126)	824
4-Region: West	31%	(163)	35%	(180)	17%	(87)	17%	(90)	520

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Table MCEN2_8: *How often do you consume the following types of snacks when watching a movie in a movie theater?*

Soda

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	39%	(855)	30%	(665)	13%	(289)	18%	(392)	2200
Avid Film Fan	47%	(355)	29%	(222)	12%	(87)	12%	(89)	753
Casual Film Fan	36%	(419)	32%	(381)	14%	(169)	18%	(207)	1176
Film Fan	40%	(774)	31%	(603)	13%	(257)	15%	(297)	1930
Avid Moviegoer	39%	(85)	40%	(87)	14%	(31)	7%	(15)	218
Casual Moviegoer	43%	(577)	32%	(424)	12%	(160)	13%	(173)	1334
Moviegoer	43%	(662)	33%	(512)	12%	(190)	12%	(188)	1552

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

Table MCEN2_9: How often do you consume the following types of snacks when watching a movie in a movie theater?

Hot dogs

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	6%	(133)	26%	(565)	22%	(489)	46%	(1014)	2200
Gender: Male	8%	(81)	29%	(310)	23%	(248)	40%	(423)	1062
Gender: Female	4%	(51)	22%	(255)	21%	(241)	52%	(591)	1138
Age: 18-34	8%	(53)	30%	(199)	24%	(160)	37%	(243)	655
Age: 35-44	10%	(35)	32%	(115)	22%	(80)	36%	(127)	358
Age: 45-64	4%	(31)	24%	(183)	23%	(171)	49%	(366)	751
Age: 65+	3%	(13)	16%	(68)	18%	(78)	64%	(278)	436
GenZers: 1997-2012	6%	(13)	26%	(59)	27%	(61)	41%	(94)	227
Millennials: 1981-1996	10%	(67)	32%	(215)	22%	(150)	35%	(235)	667
GenXers: 1965-1980	6%	(29)	29%	(147)	26%	(131)	40%	(206)	513
Baby Boomers: 1946-1964	3%	(22)	19%	(136)	18%	(132)	60%	(428)	717
PID: Dem (no lean)	9%	(76)	27%	(239)	20%	(179)	44%	(380)	874
PID: Ind (no lean)	4%	(28)	26%	(178)	23%	(154)	47%	(313)	673
PID: Rep (no lean)	4%	(29)	23%	(148)	24%	(156)	49%	(320)	653
PID/Gender: Dem Men	11%	(47)	31%	(129)	20%	(84)	38%	(157)	417
PID/Gender: Dem Women	6%	(28)	24%	(110)	21%	(95)	49%	(223)	457
PID/Gender: Ind Men	6%	(20)	28%	(98)	27%	(93)	39%	(136)	347
PID/Gender: Ind Women	2%	(8)	25%	(80)	19%	(61)	54%	(177)	326
PID/Gender: Rep Men	5%	(15)	28%	(83)	24%	(70)	44%	(130)	298
PID/Gender: Rep Women	4%	(15)	18%	(64)	24%	(86)	54%	(190)	355
Ideo: Liberal (1-3)	8%	(52)	25%	(165)	21%	(136)	46%	(301)	654
Ideo: Moderate (4)	6%	(36)	28%	(183)	23%	(148)	43%	(280)	647
Ideo: Conservative (5-7)	4%	(28)	24%	(166)	24%	(165)	48%	(333)	692
Educ: < College	6%	(84)	27%	(409)	23%	(342)	45%	(678)	1512
Educ: Bachelors degree	7%	(30)	24%	(105)	23%	(104)	46%	(204)	444
Educ: Post-grad	8%	(18)	21%	(50)	18%	(43)	54%	(132)	244
Income: Under 50k	6%	(67)	28%	(344)	24%	(289)	43%	(518)	1218
Income: 50k-100k	6%	(42)	22%	(147)	21%	(142)	51%	(347)	678
Income: 100k+	8%	(23)	24%	(74)	19%	(58)	49%	(148)	304
Ethnicity: White	5%	(93)	25%	(423)	21%	(357)	49%	(848)	1722
Ethnicity: Hispanic	5%	(18)	34%	(119)	28%	(98)	33%	(114)	349
Ethnicity: Black	12%	(34)	30%	(81)	25%	(68)	33%	(91)	274

Continued on next page

Table MCEN2_9: *How often do you consume the following types of snacks when watching a movie in a movie theater?*

Hot dogs

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	6%	(133)	26%	(565)	22%	(489)	46%	(1014)	2200
Ethnicity: Other	3%	(6)	29%	(60)	31%	(63)	36%	(74)	204
All Christian	6%	(55)	27%	(263)	20%	(194)	48%	(476)	989
All Non-Christian	18%	(20)	27%	(31)	18%	(21)	38%	(44)	116
Atheist	3%	(4)	24%	(27)	24%	(26)	48%	(53)	109
Agnostic/Nothing in particular	5%	(29)	25%	(150)	24%	(146)	47%	(284)	608
Something Else	7%	(25)	25%	(94)	27%	(102)	42%	(156)	377
Religious Non-Protestant/Catholic	18%	(24)	25%	(35)	20%	(28)	37%	(50)	136
Evangelical	9%	(49)	27%	(145)	24%	(129)	40%	(214)	537
Non-Evangelical	3%	(27)	26%	(204)	20%	(160)	51%	(404)	795
Community: Urban	7%	(47)	31%	(206)	24%	(155)	38%	(251)	658
Community: Suburban	5%	(50)	24%	(226)	21%	(200)	49%	(460)	936
Community: Rural	6%	(36)	22%	(133)	22%	(134)	50%	(303)	606
Employ: Private Sector	7%	(51)	29%	(211)	21%	(151)	43%	(306)	718
Employ: Government	7%	(9)	28%	(35)	32%	(40)	33%	(42)	126
Employ: Self-Employed	9%	(17)	28%	(54)	27%	(52)	36%	(69)	192
Employ: Homemaker	9%	(14)	33%	(50)	14%	(21)	45%	(68)	153
Employ: Student	3%	(2)	25%	(21)	22%	(19)	50%	(43)	85
Employ: Retired	3%	(15)	19%	(93)	18%	(88)	60%	(298)	494
Employ: Unemployed	7%	(18)	23%	(64)	27%	(75)	44%	(123)	280
Employ: Other	4%	(6)	24%	(37)	29%	(44)	43%	(66)	153
Military HH: Yes	6%	(17)	26%	(80)	20%	(62)	48%	(145)	303
Military HH: No	6%	(116)	26%	(485)	23%	(427)	46%	(869)	1897
RD/WT: Right Direction	10%	(78)	26%	(214)	19%	(158)	45%	(370)	820
RD/WT: Wrong Track	4%	(54)	25%	(351)	24%	(331)	47%	(644)	1380
Biden Job Approve	8%	(82)	28%	(288)	19%	(196)	45%	(456)	1023
Biden Job Disapprove	4%	(45)	23%	(252)	25%	(271)	47%	(507)	1076
Biden Job Strongly Approve	11%	(50)	28%	(122)	20%	(87)	41%	(180)	440
Biden Job Somewhat Approve	5%	(32)	29%	(166)	19%	(109)	47%	(276)	583
Biden Job Somewhat Disapprove	6%	(18)	26%	(84)	27%	(85)	41%	(132)	319
Biden Job Strongly Disapprove	4%	(27)	22%	(168)	25%	(186)	50%	(375)	757

Continued on next page

Table MCEN2_9: How often do you consume the following types of snacks when watching a movie in a movie theater?

Hot dogs

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	6%	(133)	26%	(565)	22%	(489)	46%	(1014)	2200
Favorable of Biden	8%	(81)	28%	(283)	19%	(197)	45%	(464)	1024
Unfavorable of Biden	4%	(43)	24%	(253)	25%	(263)	47%	(494)	1052
Very Favorable of Biden	10%	(45)	27%	(123)	21%	(96)	42%	(189)	453
Somewhat Favorable of Biden	6%	(35)	28%	(160)	18%	(101)	48%	(275)	571
Somewhat Unfavorable of Biden	3%	(9)	28%	(74)	27%	(72)	42%	(111)	266
Very Unfavorable of Biden	4%	(33)	23%	(179)	24%	(191)	49%	(383)	786
#1 Issue: Economy	7%	(59)	26%	(235)	23%	(210)	44%	(397)	902
#1 Issue: Security	5%	(13)	29%	(77)	20%	(54)	46%	(121)	266
#1 Issue: Health Care	6%	(17)	30%	(82)	24%	(64)	40%	(109)	271
#1 Issue: Medicare / Social Security	8%	(21)	22%	(60)	19%	(51)	51%	(140)	271
#1 Issue: Women's Issues	5%	(6)	26%	(32)	25%	(31)	44%	(53)	121
#1 Issue: Education	8%	(6)	32%	(25)	19%	(14)	41%	(32)	78
#1 Issue: Energy	4%	(6)	20%	(32)	27%	(43)	50%	(80)	161
#1 Issue: Other	3%	(4)	17%	(22)	17%	(23)	63%	(81)	130
2020 Vote: Joe Biden	7%	(69)	26%	(255)	20%	(199)	47%	(461)	984
2020 Vote: Donald Trump	5%	(31)	24%	(159)	23%	(152)	49%	(334)	677
2020 Vote: Other	4%	(3)	20%	(15)	31%	(23)	45%	(35)	76
2020 Vote: Didn't Vote	6%	(29)	29%	(135)	25%	(115)	40%	(182)	460
2018 House Vote: Democrat	7%	(53)	25%	(192)	21%	(163)	47%	(358)	765
2018 House Vote: Republican	4%	(25)	24%	(133)	22%	(125)	50%	(282)	565
2018 House Vote: Someone else	6%	(3)	32%	(19)	28%	(16)	34%	(20)	58
2016 Vote: Hillary Clinton	6%	(42)	26%	(180)	20%	(143)	48%	(334)	699
2016 Vote: Donald Trump	6%	(40)	22%	(147)	23%	(151)	49%	(319)	657
2016 Vote: Other	1%	(1)	23%	(25)	27%	(30)	49%	(53)	108
2016 Vote: Didn't Vote	7%	(50)	29%	(212)	23%	(166)	42%	(308)	736
Voted in 2014: Yes	5%	(66)	24%	(290)	22%	(266)	49%	(591)	1212
Voted in 2014: No	7%	(67)	28%	(275)	23%	(223)	43%	(423)	988
4-Region: Northeast	8%	(30)	23%	(89)	18%	(72)	51%	(202)	394
4-Region: Midwest	4%	(19)	21%	(98)	20%	(92)	55%	(253)	462
4-Region: South	6%	(51)	28%	(233)	24%	(195)	42%	(345)	824
4-Region: West	6%	(33)	28%	(145)	25%	(129)	41%	(213)	520

Continued on next page

Table MCEN2_9: *How often do you consume the following types of snacks when watching a movie in a movie theater?*
Hot dogs

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	6%	(133)	26%	(565)	22%	(489)	46%	(1014)	2200
Avid Film Fan	10%	(72)	31%	(230)	22%	(163)	38%	(288)	753
Casual Film Fan	4%	(50)	23%	(269)	25%	(292)	48%	(565)	1176
Film Fan	6%	(122)	26%	(500)	24%	(456)	44%	(852)	1930
Avid Moviegoer	21%	(46)	35%	(76)	26%	(56)	18%	(40)	218
Casual Moviegoer	5%	(62)	26%	(347)	24%	(322)	45%	(603)	1334
Moviegoer	7%	(108)	27%	(423)	24%	(378)	41%	(643)	1552

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

Table MCEN2_10: *How often do you consume the following types of snacks when watching a movie in a movie theater?*
Hamburgers

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	8%	(185)	25%	(543)	17%	(377)	50%	(1095)	2200
Gender: Male	10%	(110)	27%	(289)	18%	(191)	44%	(471)	1062
Gender: Female	7%	(75)	22%	(254)	16%	(186)	55%	(624)	1138
Age: 18-34	12%	(81)	30%	(193)	21%	(141)	37%	(240)	655
Age: 35-44	12%	(42)	30%	(108)	17%	(62)	41%	(147)	358
Age: 45-64	6%	(48)	22%	(169)	16%	(122)	55%	(412)	751
Age: 65+	3%	(14)	17%	(73)	12%	(52)	68%	(297)	436
GenZers: 1997-2012	13%	(29)	29%	(66)	19%	(43)	39%	(89)	227
Millennials: 1981-1996	13%	(85)	29%	(192)	21%	(139)	38%	(252)	667
GenXers: 1965-1980	8%	(40)	29%	(147)	17%	(86)	47%	(240)	513
Baby Boomers: 1946-1964	4%	(28)	18%	(127)	14%	(98)	65%	(464)	717
PID: Dem (no lean)	9%	(80)	24%	(211)	16%	(138)	51%	(445)	874
PID: Ind (no lean)	8%	(52)	27%	(181)	17%	(117)	48%	(323)	673
PID: Rep (no lean)	8%	(53)	23%	(151)	19%	(122)	50%	(328)	653
PID/Gender: Dem Men	12%	(49)	27%	(112)	17%	(73)	44%	(183)	417
PID/Gender: Dem Women	7%	(31)	22%	(99)	14%	(65)	57%	(262)	457
PID/Gender: Ind Men	10%	(35)	28%	(97)	18%	(61)	44%	(154)	347
PID/Gender: Ind Women	5%	(18)	26%	(84)	17%	(56)	52%	(169)	326
PID/Gender: Rep Men	9%	(27)	27%	(80)	19%	(57)	45%	(134)	298
PID/Gender: Rep Women	7%	(26)	20%	(71)	18%	(65)	54%	(193)	355
Ideo: Liberal (1-3)	9%	(57)	21%	(134)	18%	(117)	53%	(347)	654
Ideo: Moderate (4)	9%	(61)	27%	(172)	17%	(107)	47%	(306)	647
Ideo: Conservative (5-7)	8%	(52)	25%	(172)	16%	(111)	52%	(357)	692
Educ: < College	9%	(129)	27%	(402)	17%	(257)	48%	(724)	1512
Educ: Bachelors degree	8%	(33)	22%	(97)	18%	(79)	53%	(235)	444
Educ: Post-grad	9%	(23)	18%	(45)	17%	(41)	56%	(136)	244
Income: Under 50k	9%	(110)	26%	(320)	18%	(221)	47%	(568)	1218
Income: 50k-100k	7%	(47)	22%	(146)	16%	(107)	56%	(378)	678
Income: 100k+	9%	(28)	25%	(77)	16%	(49)	49%	(150)	304
Ethnicity: White	8%	(142)	23%	(393)	16%	(272)	53%	(914)	1722
Ethnicity: Hispanic	10%	(35)	32%	(112)	21%	(72)	37%	(130)	349
Ethnicity: Black	11%	(30)	31%	(85)	23%	(62)	36%	(98)	274

Continued on next page

Table MCEN2_10: *How often do you consume the following types of snacks when watching a movie in a movie theater?*
Hamburgers

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	8%	(185)	25%	(543)	17%	(377)	50%	(1095)	2200
Ethnicity: Other	6%	(13)	32%	(65)	21%	(43)	41%	(83)	204
All Christian	7%	(72)	23%	(231)	16%	(158)	53%	(528)	989
All Non-Christian	17%	(19)	26%	(31)	13%	(15)	44%	(51)	116
Atheist	8%	(9)	23%	(25)	17%	(18)	52%	(57)	109
Agnostic/Nothing in particular	9%	(55)	26%	(155)	19%	(113)	47%	(285)	608
Something Else	8%	(29)	27%	(101)	19%	(72)	46%	(175)	377
Religious Non-Protestant/Catholic	17%	(23)	26%	(35)	15%	(21)	42%	(58)	136
Evangelical	10%	(56)	30%	(159)	18%	(96)	42%	(226)	537
Non-Evangelical	5%	(38)	21%	(165)	16%	(128)	58%	(463)	795
Community: Urban	12%	(80)	31%	(203)	17%	(115)	39%	(260)	658
Community: Suburban	7%	(66)	21%	(192)	16%	(149)	56%	(529)	936
Community: Rural	6%	(39)	24%	(147)	19%	(113)	51%	(307)	606
Employ: Private Sector	10%	(69)	27%	(195)	19%	(137)	44%	(316)	718
Employ: Government	15%	(18)	28%	(36)	22%	(28)	35%	(44)	126
Employ: Self-Employed	11%	(21)	28%	(53)	17%	(33)	44%	(84)	192
Employ: Homemaker	13%	(20)	27%	(41)	13%	(20)	47%	(72)	153
Employ: Student	5%	(4)	12%	(10)	33%	(28)	51%	(43)	85
Employ: Retired	4%	(17)	20%	(97)	11%	(52)	66%	(327)	494
Employ: Unemployed	8%	(22)	24%	(68)	18%	(50)	50%	(139)	280
Employ: Other	8%	(12)	28%	(43)	19%	(29)	45%	(69)	153
Military HH: Yes	9%	(27)	21%	(64)	18%	(53)	52%	(159)	303
Military HH: No	8%	(157)	25%	(479)	17%	(323)	49%	(936)	1897
RD/WT: Right Direction	10%	(82)	26%	(210)	14%	(115)	50%	(413)	820
RD/WT: Wrong Track	7%	(103)	24%	(333)	19%	(262)	49%	(682)	1380
Biden Job Approve	9%	(88)	26%	(263)	15%	(156)	50%	(516)	1023
Biden Job Disapprove	8%	(88)	23%	(247)	19%	(202)	50%	(539)	1076
Biden Job Strongly Approve	14%	(60)	27%	(118)	16%	(71)	44%	(191)	440
Biden Job Somewhat Approve	5%	(28)	25%	(145)	15%	(86)	56%	(324)	583
Biden Job Somewhat Disapprove	12%	(38)	24%	(75)	19%	(60)	46%	(145)	319
Biden Job Strongly Disapprove	7%	(50)	23%	(171)	19%	(142)	52%	(394)	757

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Table MCEN2_10: *How often do you consume the following types of snacks when watching a movie in a movie theater?*
Hamburgers

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	8%	(185)	25%	(543)	17%	(377)	50%	(1095)	2200
Favorable of Biden	9%	(94)	26%	(263)	16%	(159)	50%	(508)	1024
Unfavorable of Biden	8%	(83)	23%	(240)	19%	(199)	50%	(529)	1052
Very Favorable of Biden	13%	(58)	25%	(111)	16%	(74)	46%	(210)	453
Somewhat Favorable of Biden	6%	(36)	27%	(152)	15%	(85)	52%	(298)	571
Somewhat Unfavorable of Biden	9%	(25)	24%	(63)	18%	(48)	49%	(130)	266
Very Unfavorable of Biden	7%	(59)	23%	(177)	19%	(151)	51%	(399)	786
#1 Issue: Economy	9%	(83)	25%	(224)	18%	(164)	48%	(431)	902
#1 Issue: Security	8%	(21)	28%	(73)	18%	(49)	46%	(123)	266
#1 Issue: Health Care	11%	(29)	27%	(74)	17%	(45)	45%	(123)	271
#1 Issue: Medicare / Social Security	6%	(16)	23%	(64)	12%	(32)	59%	(160)	271
#1 Issue: Women's Issues	11%	(13)	21%	(26)	16%	(20)	52%	(63)	121
#1 Issue: Education	7%	(5)	26%	(20)	27%	(21)	41%	(32)	78
#1 Issue: Energy	7%	(11)	20%	(32)	18%	(30)	55%	(88)	161
#1 Issue: Other	5%	(6)	24%	(31)	12%	(16)	59%	(77)	130
2020 Vote: Joe Biden	9%	(86)	22%	(219)	16%	(161)	53%	(517)	984
2020 Vote: Donald Trump	7%	(49)	25%	(172)	16%	(109)	51%	(346)	677
2020 Vote: Other	12%	(9)	18%	(14)	21%	(16)	49%	(37)	76
2020 Vote: Didn't Vote	9%	(41)	30%	(136)	19%	(90)	42%	(193)	460
2018 House Vote: Democrat	8%	(61)	22%	(172)	17%	(127)	53%	(405)	765
2018 House Vote: Republican	7%	(42)	25%	(140)	15%	(83)	53%	(300)	565
2018 House Vote: Someone else	18%	(10)	25%	(14)	22%	(13)	36%	(21)	58
2016 Vote: Hillary Clinton	7%	(52)	23%	(162)	17%	(115)	53%	(369)	699
2016 Vote: Donald Trump	7%	(48)	26%	(168)	16%	(106)	51%	(336)	657
2016 Vote: Other	4%	(4)	20%	(22)	20%	(21)	57%	(61)	108
2016 Vote: Didn't Vote	11%	(81)	26%	(192)	18%	(134)	45%	(329)	736
Voted in 2014: Yes	8%	(94)	23%	(275)	17%	(201)	53%	(642)	1212
Voted in 2014: No	9%	(90)	27%	(268)	18%	(176)	46%	(453)	988
4-Region: Northeast	7%	(29)	26%	(101)	15%	(59)	52%	(204)	394
4-Region: Midwest	7%	(32)	20%	(93)	16%	(73)	57%	(264)	462
4-Region: South	8%	(67)	28%	(230)	17%	(142)	47%	(385)	824
4-Region: West	11%	(56)	23%	(119)	20%	(102)	47%	(242)	520

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Table MCEN2_10: *How often do you consume the following types of snacks when watching a movie in a movie theater?*
Hamburgers

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	8%	(185)	25%	(543)	17%	(377)	50%	(1095)	2200
Avid Film Fan	11%	(86)	25%	(190)	17%	(130)	46%	(348)	753
Casual Film Fan	6%	(74)	25%	(292)	18%	(213)	51%	(597)	1176
Film Fan	8%	(160)	25%	(482)	18%	(343)	49%	(945)	1930
Avid Moviegoer	24%	(53)	39%	(84)	18%	(40)	19%	(41)	218
Casual Moviegoer	6%	(82)	23%	(313)	20%	(265)	51%	(674)	1334
Moviegoer	9%	(134)	26%	(398)	20%	(305)	46%	(715)	1552

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

Table MCEN2_11: *How often do you consume the following types of snacks when watching a movie in a movie theater?*
Slushies

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	8%	(171)	19%	(428)	22%	(492)	50%	(1109)	2200
Gender: Male	8%	(83)	20%	(209)	25%	(261)	48%	(509)	1062
Gender: Female	8%	(87)	19%	(219)	20%	(231)	53%	(601)	1138
Age: 18-34	18%	(115)	31%	(203)	26%	(172)	25%	(166)	655
Age: 35-44	9%	(34)	29%	(104)	29%	(103)	33%	(117)	358
Age: 45-64	2%	(16)	13%	(98)	21%	(156)	64%	(481)	751
Age: 65+	1%	(7)	5%	(23)	14%	(62)	79%	(345)	436
GenZers: 1997-2012	27%	(61)	27%	(61)	24%	(54)	22%	(51)	227
Millennials: 1981-1996	12%	(79)	31%	(210)	28%	(188)	29%	(190)	667
GenXers: 1965-1980	3%	(16)	19%	(100)	23%	(120)	54%	(277)	513
Baby Boomers: 1946-1964	2%	(14)	8%	(57)	16%	(118)	74%	(528)	717
PID: Dem (no lean)	10%	(85)	19%	(166)	25%	(215)	47%	(408)	874
PID: Ind (no lean)	7%	(48)	21%	(141)	23%	(153)	49%	(330)	673
PID: Rep (no lean)	6%	(38)	19%	(121)	19%	(124)	57%	(371)	653
PID/Gender: Dem Men	10%	(41)	22%	(90)	25%	(104)	44%	(182)	417
PID/Gender: Dem Women	10%	(44)	17%	(76)	24%	(111)	49%	(226)	457
PID/Gender: Ind Men	7%	(24)	19%	(65)	28%	(98)	46%	(159)	347
PID/Gender: Ind Women	7%	(24)	23%	(76)	17%	(55)	52%	(171)	326
PID/Gender: Rep Men	6%	(18)	18%	(54)	20%	(59)	56%	(167)	298
PID/Gender: Rep Women	5%	(19)	19%	(67)	18%	(65)	57%	(204)	355
Ideo: Liberal (1-3)	9%	(59)	19%	(125)	24%	(158)	48%	(312)	654
Ideo: Moderate (4)	8%	(50)	21%	(138)	23%	(149)	48%	(309)	647
Ideo: Conservative (5-7)	6%	(39)	16%	(113)	20%	(137)	58%	(403)	692
Educ: < College	8%	(125)	20%	(305)	23%	(341)	49%	(741)	1512
Educ: Bachelors degree	7%	(32)	17%	(77)	23%	(104)	52%	(231)	444
Educ: Post-grad	5%	(13)	19%	(46)	19%	(48)	56%	(138)	244
Income: Under 50k	8%	(92)	20%	(244)	24%	(291)	49%	(592)	1218
Income: 50k-100k	7%	(51)	18%	(120)	20%	(136)	55%	(371)	678
Income: 100k+	9%	(28)	21%	(64)	21%	(65)	48%	(147)	304
Ethnicity: White	7%	(114)	17%	(299)	21%	(364)	55%	(945)	1722
Ethnicity: Hispanic	17%	(61)	26%	(89)	28%	(100)	29%	(100)	349
Ethnicity: Black	13%	(35)	26%	(73)	26%	(71)	35%	(96)	274

Continued on next page

Table MCEN2_11: How often do you consume the following types of snacks when watching a movie in a movie theater?

Slushies

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	8%	(171)	19%	(428)	22%	(492)	50%	(1109)	2200
Ethnicity: Other	11%	(22)	28%	(57)	28%	(57)	33%	(68)	204
All Christian	6%	(61)	16%	(156)	20%	(198)	58%	(575)	989
All Non-Christian	9%	(11)	27%	(31)	23%	(26)	42%	(48)	116
Atheist	8%	(9)	14%	(15)	30%	(33)	48%	(52)	109
Agnostic/Nothing in particular	8%	(47)	22%	(135)	25%	(151)	45%	(275)	608
Something Else	12%	(44)	24%	(90)	22%	(84)	42%	(159)	377
Religious Non-Protestant/Catholic	9%	(12)	26%	(36)	25%	(34)	40%	(55)	136
Evangelical	9%	(48)	22%	(117)	20%	(105)	50%	(268)	537
Non-Evangelical	7%	(54)	15%	(122)	21%	(168)	57%	(451)	795
Community: Urban	12%	(81)	22%	(148)	25%	(168)	40%	(261)	658
Community: Suburban	7%	(65)	18%	(171)	20%	(187)	55%	(513)	936
Community: Rural	4%	(24)	18%	(109)	23%	(137)	55%	(335)	606
Employ: Private Sector	8%	(57)	19%	(136)	25%	(178)	48%	(346)	718
Employ: Government	18%	(23)	33%	(41)	15%	(18)	35%	(44)	126
Employ: Self-Employed	13%	(26)	23%	(44)	22%	(41)	42%	(80)	192
Employ: Homemaker	4%	(7)	26%	(40)	23%	(35)	47%	(71)	153
Employ: Student	22%	(19)	23%	(19)	20%	(17)	35%	(30)	85
Employ: Retired	1%	(6)	8%	(41)	17%	(82)	74%	(365)	494
Employ: Unemployed	6%	(17)	28%	(79)	29%	(82)	36%	(102)	280
Employ: Other	11%	(16)	18%	(27)	25%	(38)	47%	(72)	153
Military HH: Yes	5%	(15)	17%	(52)	20%	(59)	58%	(177)	303
Military HH: No	8%	(156)	20%	(376)	23%	(432)	49%	(932)	1897
RD/WT: Right Direction	10%	(79)	19%	(154)	21%	(173)	51%	(414)	820
RD/WT: Wrong Track	7%	(92)	20%	(274)	23%	(319)	50%	(695)	1380
Biden Job Approve	8%	(85)	19%	(191)	22%	(226)	51%	(520)	1023
Biden Job Disapprove	7%	(77)	19%	(203)	22%	(240)	52%	(556)	1076
Biden Job Strongly Approve	11%	(48)	19%	(82)	22%	(97)	48%	(213)	440
Biden Job Somewhat Approve	6%	(37)	19%	(109)	22%	(130)	53%	(307)	583
Biden Job Somewhat Disapprove	12%	(37)	21%	(67)	28%	(88)	40%	(126)	319
Biden Job Strongly Disapprove	5%	(40)	18%	(135)	20%	(152)	57%	(430)	757

Continued on next page

Table MCEN2_11: *How often do you consume the following types of snacks when watching a movie in a movie theater?*
Slushies

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	8%	(171)	19%	(428)	22%	(492)	50%	(1109)	2200
Favorable of Biden	9%	(90)	19%	(192)	22%	(221)	51%	(521)	1024
Unfavorable of Biden	6%	(64)	19%	(196)	23%	(245)	52%	(547)	1052
Very Favorable of Biden	10%	(46)	16%	(74)	24%	(111)	49%	(222)	453
Somewhat Favorable of Biden	8%	(44)	21%	(118)	19%	(110)	52%	(299)	571
Somewhat Unfavorable of Biden	8%	(21)	21%	(56)	30%	(79)	42%	(111)	266
Very Unfavorable of Biden	6%	(43)	18%	(140)	21%	(166)	56%	(436)	786
#1 Issue: Economy	8%	(70)	22%	(196)	22%	(200)	48%	(436)	902
#1 Issue: Security	4%	(11)	18%	(48)	23%	(61)	55%	(146)	266
#1 Issue: Health Care	10%	(28)	21%	(56)	22%	(60)	46%	(126)	271
#1 Issue: Medicare / Social Security	5%	(13)	10%	(27)	20%	(55)	65%	(176)	271
#1 Issue: Women's Issues	18%	(22)	24%	(30)	22%	(27)	36%	(43)	121
#1 Issue: Education	9%	(7)	29%	(23)	26%	(20)	35%	(28)	78
#1 Issue: Energy	8%	(13)	18%	(29)	26%	(41)	49%	(78)	161
#1 Issue: Other	5%	(7)	14%	(19)	21%	(27)	59%	(77)	130
2020 Vote: Joe Biden	8%	(82)	19%	(188)	22%	(219)	50%	(494)	984
2020 Vote: Donald Trump	5%	(37)	17%	(118)	19%	(130)	58%	(392)	677
2020 Vote: Other	4%	(3)	17%	(13)	35%	(27)	44%	(33)	76
2020 Vote: Didn't Vote	10%	(48)	23%	(108)	25%	(116)	41%	(189)	460
2018 House Vote: Democrat	9%	(68)	18%	(134)	23%	(173)	51%	(391)	765
2018 House Vote: Republican	4%	(24)	18%	(103)	18%	(100)	60%	(339)	565
2018 House Vote: Someone else	9%	(5)	9%	(5)	34%	(20)	48%	(28)	58
2016 Vote: Hillary Clinton	7%	(51)	18%	(127)	22%	(152)	53%	(369)	699
2016 Vote: Donald Trump	5%	(31)	18%	(117)	19%	(128)	58%	(382)	657
2016 Vote: Other	6%	(6)	11%	(12)	26%	(28)	57%	(62)	108
2016 Vote: Didn't Vote	11%	(83)	23%	(172)	25%	(184)	40%	(296)	736
Voted in 2014: Yes	6%	(78)	17%	(204)	21%	(249)	56%	(680)	1212
Voted in 2014: No	9%	(93)	23%	(223)	25%	(243)	43%	(429)	988
4-Region: Northeast	6%	(22)	15%	(57)	25%	(100)	55%	(215)	394
4-Region: Midwest	6%	(29)	18%	(81)	18%	(85)	58%	(267)	462
4-Region: South	9%	(73)	21%	(176)	23%	(188)	47%	(387)	824
4-Region: West	9%	(47)	22%	(113)	23%	(119)	46%	(241)	520

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Table MCEN2_11: *How often do you consume the following types of snacks when watching a movie in a movie theater?*
Slushies

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	8%	(171)	19%	(428)	22%	(492)	50%	(1109)	2200
Avid Film Fan	11%	(83)	23%	(171)	26%	(195)	40%	(304)	753
Casual Film Fan	7%	(77)	18%	(213)	22%	(259)	53%	(627)	1176
Film Fan	8%	(161)	20%	(384)	24%	(454)	48%	(931)	1930
Avid Moviegoer	22%	(49)	39%	(85)	23%	(50)	16%	(34)	218
Casual Moviegoer	7%	(99)	20%	(265)	27%	(355)	46%	(615)	1334
Moviegoer	10%	(148)	23%	(349)	26%	(406)	42%	(649)	1552

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

Table MCEN2_12: How often do you consume the following types of snacks when watching a movie in a movie theater?
Alcoholic Beverages

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	6%	(136)	20%	(417)	16%	(327)	58%	(1218)	2098
Gender: Male	9%	(91)	23%	(238)	16%	(159)	52%	(531)	1019
Gender: Female	4%	(45)	17%	(178)	16%	(168)	64%	(688)	1079
Age: 18-34	10%	(56)	30%	(168)	22%	(124)	37%	(205)	553
Age: 35-44	11%	(40)	24%	(84)	18%	(64)	47%	(170)	358
Age: 45-64	4%	(32)	15%	(114)	14%	(109)	66%	(496)	751
Age: 65+	2%	(8)	12%	(51)	7%	(30)	80%	(348)	436
GenZers: 1997-2012	5%	(6)	28%	(35)	27%	(34)	40%	(50)	125
Millennials: 1981-1996	12%	(80)	29%	(191)	19%	(129)	40%	(267)	667
GenXers: 1965-1980	6%	(32)	19%	(97)	15%	(79)	59%	(304)	513
Baby Boomers: 1946-1964	2%	(15)	12%	(83)	12%	(84)	75%	(535)	717
PID: Dem (no lean)	8%	(65)	20%	(168)	18%	(153)	54%	(455)	841
PID: Ind (no lean)	5%	(34)	23%	(141)	14%	(85)	58%	(364)	624
PID: Rep (no lean)	6%	(37)	17%	(108)	14%	(88)	63%	(399)	633
PID/Gender: Dem Men	11%	(45)	24%	(98)	17%	(70)	48%	(195)	408
PID/Gender: Dem Women	5%	(20)	16%	(69)	19%	(83)	60%	(260)	432
PID/Gender: Ind Men	7%	(21)	25%	(79)	15%	(47)	54%	(172)	320
PID/Gender: Ind Women	4%	(13)	20%	(62)	13%	(38)	63%	(192)	305
PID/Gender: Rep Men	8%	(25)	21%	(61)	14%	(42)	56%	(164)	291
PID/Gender: Rep Women	4%	(12)	14%	(47)	14%	(46)	69%	(236)	342
Ideo: Liberal (1-3)	8%	(50)	21%	(130)	16%	(99)	55%	(338)	617
Ideo: Moderate (4)	5%	(34)	21%	(134)	18%	(113)	55%	(343)	623
Ideo: Conservative (5-7)	7%	(46)	17%	(117)	13%	(86)	63%	(423)	673
Educ: < College	6%	(80)	19%	(265)	16%	(231)	59%	(836)	1413
Educ: Bachelors degree	7%	(31)	24%	(107)	15%	(66)	54%	(238)	442
Educ: Post-grad	10%	(24)	19%	(46)	12%	(29)	59%	(144)	243
Income: Under 50k	5%	(61)	17%	(199)	16%	(187)	61%	(700)	1146
Income: 50k-100k	7%	(43)	21%	(140)	13%	(87)	59%	(385)	654
Income: 100k+	11%	(32)	26%	(78)	18%	(53)	45%	(134)	298
Ethnicity: White	6%	(99)	18%	(308)	14%	(234)	61%	(1023)	1663
Ethnicity: Hispanic	9%	(30)	30%	(97)	18%	(58)	42%	(136)	321
Ethnicity: Black	11%	(28)	26%	(63)	22%	(53)	41%	(101)	245

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Table MCEN2_12: How often do you consume the following types of snacks when watching a movie in a movie theater?
Alcoholic Beverages

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	6%	(136)	20%	(417)	16%	(327)	58%	(1218)	2098
Ethnicity: Other	5%	(9)	24%	(46)	21%	(40)	50%	(95)	190
All Christian	5%	(50)	19%	(185)	13%	(126)	63%	(605)	965
All Non-Christian	14%	(15)	26%	(29)	12%	(13)	49%	(54)	110
Atheist	14%	(14)	13%	(13)	16%	(16)	57%	(58)	101
Agnostic/Nothing in particular	6%	(35)	23%	(129)	19%	(105)	52%	(294)	562
Something Else	6%	(22)	17%	(62)	19%	(67)	58%	(209)	359
Religious Non-Protestant/Catholic	12%	(15)	25%	(32)	12%	(15)	52%	(67)	129
Evangelical	7%	(37)	18%	(91)	15%	(76)	61%	(317)	522
Non-Evangelical	4%	(32)	19%	(150)	15%	(114)	62%	(475)	771
Community: Urban	10%	(63)	27%	(172)	16%	(98)	47%	(301)	634
Community: Suburban	7%	(58)	18%	(164)	15%	(130)	61%	(539)	890
Community: Rural	3%	(15)	14%	(81)	17%	(98)	66%	(379)	574
Employ: Private Sector	9%	(60)	23%	(160)	18%	(124)	51%	(359)	703
Employ: Government	14%	(16)	28%	(33)	17%	(19)	41%	(48)	116
Employ: Self-Employed	8%	(14)	24%	(45)	21%	(38)	47%	(86)	183
Employ: Homemaker	4%	(6)	16%	(24)	14%	(20)	66%	(98)	149
Employ: Retired	3%	(14)	12%	(59)	11%	(54)	74%	(367)	494
Employ: Unemployed	7%	(18)	16%	(43)	15%	(41)	61%	(162)	264
Employ: Other	4%	(5)	31%	(45)	11%	(17)	54%	(79)	146
Military HH: Yes	7%	(19)	20%	(58)	11%	(31)	63%	(186)	294
Military HH: No	6%	(116)	20%	(359)	16%	(295)	57%	(1033)	1803
RD/WT: Right Direction	9%	(71)	20%	(163)	16%	(125)	55%	(438)	796
RD/WT: Wrong Track	5%	(65)	20%	(254)	15%	(201)	60%	(780)	1301
Biden Job Approve	7%	(67)	22%	(213)	16%	(153)	56%	(547)	980
Biden Job Disapprove	6%	(65)	18%	(188)	15%	(156)	60%	(621)	1030
Biden Job Strongly Approve	11%	(46)	23%	(98)	15%	(64)	52%	(221)	429
Biden Job Somewhat Approve	4%	(21)	21%	(116)	16%	(89)	59%	(326)	551
Biden Job Somewhat Disapprove	7%	(21)	23%	(71)	18%	(53)	52%	(157)	301
Biden Job Strongly Disapprove	6%	(44)	16%	(118)	14%	(103)	64%	(464)	729
Favorable of Biden	7%	(67)	22%	(220)	15%	(150)	56%	(548)	985
Unfavorable of Biden	6%	(61)	18%	(181)	15%	(154)	61%	(609)	1004

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Table MCEN2_12: How often do you consume the following types of snacks when watching a movie in a movie theater?
Alcoholic Beverages

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	6%	(136)	20%	(417)	16%	(327)	58%	(1218)	2098
Very Favorable of Biden	9%	(42)	23%	(102)	13%	(59)	54%	(239)	441
Somewhat Favorable of Biden	5%	(26)	22%	(119)	17%	(91)	57%	(309)	544
Somewhat Unfavorable of Biden	6%	(15)	22%	(55)	17%	(42)	54%	(133)	246
Very Unfavorable of Biden	6%	(45)	17%	(126)	15%	(112)	63%	(475)	758
#1 Issue: Economy	6%	(56)	24%	(210)	16%	(135)	54%	(470)	871
#1 Issue: Security	7%	(19)	14%	(36)	15%	(39)	64%	(166)	259
#1 Issue: Health Care	6%	(17)	25%	(64)	17%	(45)	51%	(133)	259
#1 Issue: Medicare / Social Security	3%	(9)	12%	(33)	11%	(29)	74%	(197)	268
#1 Issue: Women's Issues	14%	(14)	17%	(17)	21%	(21)	49%	(49)	101
#1 Issue: Education	9%	(6)	17%	(11)	23%	(15)	52%	(34)	66
#1 Issue: Energy	7%	(11)	17%	(25)	15%	(22)	61%	(90)	148
#1 Issue: Other	4%	(5)	17%	(21)	16%	(21)	63%	(80)	126
2020 Vote: Joe Biden	7%	(68)	21%	(201)	17%	(159)	55%	(529)	957
2020 Vote: Donald Trump	6%	(40)	18%	(121)	13%	(87)	63%	(423)	670
2020 Vote: Other	9%	(7)	18%	(13)	15%	(11)	57%	(41)	72
2020 Vote: Didn't Vote	5%	(21)	20%	(81)	18%	(70)	57%	(224)	395
2018 House Vote: Democrat	7%	(52)	20%	(152)	16%	(123)	57%	(433)	760
2018 House Vote: Republican	6%	(31)	20%	(115)	12%	(67)	62%	(349)	561
2018 House Vote: Someone else	6%	(4)	27%	(15)	9%	(6)	58%	(34)	58
2016 Vote: Hillary Clinton	7%	(51)	20%	(140)	16%	(110)	57%	(395)	696
2016 Vote: Donald Trump	6%	(40)	20%	(130)	12%	(81)	62%	(403)	654
2016 Vote: Other	4%	(4)	19%	(20)	14%	(15)	64%	(69)	108
2016 Vote: Didn't Vote	6%	(41)	20%	(127)	19%	(121)	55%	(351)	639
Voted in 2014: Yes	6%	(73)	20%	(244)	14%	(169)	60%	(723)	1209
Voted in 2014: No	7%	(62)	19%	(172)	18%	(158)	56%	(496)	889
4-Region: Northeast	9%	(33)	19%	(72)	14%	(53)	58%	(222)	379
4-Region: Midwest	4%	(18)	16%	(72)	15%	(65)	65%	(288)	443
4-Region: South	7%	(54)	21%	(161)	17%	(130)	56%	(439)	784
4-Region: West	6%	(31)	23%	(112)	16%	(78)	55%	(269)	491
Avid Film Fan	10%	(74)	23%	(165)	17%	(123)	50%	(358)	720
Casual Film Fan	4%	(50)	20%	(227)	16%	(183)	59%	(665)	1126

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Table MCEN2_12: *How often do you consume the following types of snacks when watching a movie in a movie theater?*
Alcoholic Beverages

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	6%	(136)	20%	(417)	16%	(327)	58%	(1218)	2098
Film Fan	7%	(124)	21%	(393)	17%	(306)	55%	(1023)	1846
Avid Moviegoer	22%	(45)	39%	(81)	16%	(32)	23%	(48)	206
Casual Moviegoer	5%	(66)	22%	(278)	17%	(221)	55%	(698)	1263
Moviegoer	8%	(111)	24%	(359)	17%	(253)	51%	(745)	1469

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

Table MCEN3_1: How often do you consume popcorn in the following instances?
At a movie theater

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	45%	(998)	26%	(562)	12%	(260)	17%	(381)	2200
Gender: Male	43%	(456)	28%	(295)	12%	(128)	17%	(183)	1062
Gender: Female	48%	(542)	23%	(267)	12%	(131)	17%	(198)	1138
Age: 18-34	51%	(337)	26%	(168)	12%	(79)	11%	(71)	655
Age: 35-44	46%	(166)	29%	(102)	12%	(42)	13%	(47)	358
Age: 45-64	46%	(344)	26%	(196)	9%	(70)	19%	(141)	751
Age: 65+	35%	(151)	22%	(95)	16%	(68)	28%	(122)	436
GenZers: 1997-2012	54%	(122)	23%	(51)	11%	(25)	13%	(30)	227
Millennials: 1981-1996	48%	(320)	28%	(188)	13%	(87)	11%	(72)	667
GenXers: 1965-1980	49%	(253)	24%	(121)	9%	(48)	18%	(90)	513
Baby Boomers: 1946-1964	39%	(280)	26%	(188)	12%	(89)	22%	(160)	717
PID: Dem (no lean)	48%	(416)	25%	(216)	11%	(99)	16%	(144)	874
PID: Ind (no lean)	44%	(298)	26%	(173)	14%	(92)	16%	(110)	673
PID: Rep (no lean)	43%	(284)	26%	(173)	11%	(69)	20%	(128)	653
PID/Gender: Dem Men	45%	(187)	28%	(118)	12%	(51)	14%	(60)	417
PID/Gender: Dem Women	50%	(229)	21%	(97)	10%	(47)	18%	(83)	457
PID/Gender: Ind Men	43%	(150)	28%	(97)	13%	(46)	16%	(54)	347
PID/Gender: Ind Women	45%	(148)	23%	(77)	14%	(46)	17%	(56)	326
PID/Gender: Rep Men	40%	(119)	27%	(80)	10%	(31)	23%	(68)	298
PID/Gender: Rep Women	47%	(165)	26%	(93)	11%	(38)	17%	(59)	355
Ideo: Liberal (1-3)	48%	(315)	28%	(182)	11%	(74)	13%	(84)	654
Ideo: Moderate (4)	43%	(277)	27%	(175)	12%	(79)	18%	(116)	647
Ideo: Conservative (5-7)	46%	(319)	23%	(158)	12%	(86)	19%	(130)	692
Educ: < College	47%	(706)	23%	(344)	11%	(169)	19%	(293)	1512
Educ: Bachelors degree	45%	(200)	31%	(139)	11%	(50)	12%	(55)	444
Educ: Post-grad	38%	(92)	32%	(78)	17%	(41)	13%	(33)	244
Income: Under 50k	45%	(547)	23%	(280)	13%	(157)	19%	(234)	1218
Income: 50k-100k	47%	(316)	27%	(186)	10%	(71)	16%	(105)	678
Income: 100k+	44%	(135)	31%	(96)	10%	(31)	14%	(42)	304
Ethnicity: White	45%	(767)	26%	(456)	11%	(192)	18%	(307)	1722
Ethnicity: Hispanic	52%	(182)	27%	(93)	12%	(40)	10%	(34)	349
Ethnicity: Black	49%	(133)	23%	(63)	12%	(34)	16%	(44)	274

Continued on next page

Table MCEN3_1: How often do you consume popcorn in the following instances?

At a movie theater

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	45%	(998)	26%	(562)	12%	(260)	17%	(381)	2200
Ethnicity: Other	48%	(98)	21%	(43)	16%	(33)	15%	(30)	204
All Christian	44%	(438)	27%	(266)	12%	(114)	17%	(172)	989
All Non-Christian	39%	(45)	38%	(45)	8%	(10)	15%	(17)	116
Atheist	43%	(47)	27%	(30)	13%	(15)	17%	(19)	109
Agnostic/Nothing in particular	46%	(280)	25%	(150)	12%	(74)	17%	(104)	608
Something Else	50%	(188)	19%	(72)	13%	(48)	18%	(70)	377
Religious Non-Protestant/Catholic	41%	(55)	36%	(49)	8%	(11)	16%	(21)	136
Evangelical	42%	(224)	25%	(133)	14%	(78)	19%	(102)	537
Non-Evangelical	49%	(389)	24%	(192)	10%	(82)	17%	(132)	795
Community: Urban	47%	(309)	26%	(170)	12%	(81)	15%	(98)	658
Community: Suburban	47%	(437)	25%	(236)	12%	(117)	16%	(146)	936
Community: Rural	42%	(252)	26%	(155)	10%	(62)	23%	(137)	606
Employ: Private Sector	48%	(345)	29%	(208)	12%	(85)	11%	(80)	718
Employ: Government	52%	(65)	30%	(37)	6%	(8)	12%	(15)	126
Employ: Self-Employed	50%	(96)	28%	(53)	9%	(17)	13%	(26)	192
Employ: Homemaker	39%	(60)	29%	(44)	11%	(17)	21%	(32)	153
Employ: Student	58%	(49)	26%	(22)	6%	(5)	10%	(9)	85
Employ: Retired	35%	(175)	23%	(112)	14%	(70)	28%	(137)	494
Employ: Unemployed	49%	(137)	20%	(57)	13%	(38)	17%	(49)	280
Employ: Other	46%	(71)	19%	(29)	13%	(20)	22%	(34)	153
Military HH: Yes	46%	(138)	26%	(79)	9%	(27)	20%	(60)	303
Military HH: No	45%	(860)	25%	(483)	12%	(233)	17%	(322)	1897
RD/WT: Right Direction	43%	(354)	28%	(233)	11%	(91)	17%	(142)	820
RD/WT: Wrong Track	47%	(644)	24%	(329)	12%	(168)	17%	(239)	1380
Biden Job Approve	46%	(466)	26%	(261)	11%	(117)	17%	(179)	1023
Biden Job Disapprove	46%	(496)	26%	(275)	11%	(123)	17%	(182)	1076
Biden Job Strongly Approve	44%	(191)	25%	(111)	12%	(51)	20%	(87)	440
Biden Job Somewhat Approve	47%	(275)	26%	(150)	11%	(66)	16%	(92)	583
Biden Job Somewhat Disapprove	53%	(168)	26%	(82)	11%	(34)	11%	(35)	319
Biden Job Strongly Disapprove	43%	(328)	25%	(193)	12%	(88)	19%	(147)	757

Continued on next page

Table MCEN3_1: How often do you consume popcorn in the following instances?

At a movie theater

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	45%	(998)	26%	(562)	12%	(260)	17%	(381)	2200
Favorable of Biden	46%	(473)	25%	(256)	12%	(122)	17%	(174)	1024
Unfavorable of Biden	45%	(478)	26%	(272)	11%	(117)	18%	(186)	1052
Very Favorable of Biden	45%	(206)	24%	(110)	12%	(56)	18%	(81)	453
Somewhat Favorable of Biden	47%	(267)	26%	(146)	11%	(66)	16%	(93)	571
Somewhat Unfavorable of Biden	50%	(135)	28%	(76)	10%	(26)	11%	(30)	266
Very Unfavorable of Biden	44%	(343)	25%	(197)	12%	(91)	20%	(155)	786
#1 Issue: Economy	49%	(443)	25%	(228)	11%	(101)	14%	(130)	902
#1 Issue: Security	40%	(106)	27%	(73)	13%	(34)	20%	(53)	266
#1 Issue: Health Care	47%	(128)	25%	(68)	11%	(31)	17%	(45)	271
#1 Issue: Medicare / Social Security	37%	(100)	23%	(62)	13%	(35)	27%	(74)	271
#1 Issue: Women's Issues	54%	(66)	21%	(26)	13%	(16)	12%	(14)	121
#1 Issue: Education	48%	(37)	32%	(25)	8%	(6)	12%	(9)	78
#1 Issue: Energy	43%	(69)	27%	(43)	13%	(21)	17%	(27)	161
#1 Issue: Other	38%	(49)	28%	(37)	11%	(15)	22%	(29)	130
2020 Vote: Joe Biden	46%	(457)	27%	(262)	11%	(112)	16%	(154)	984
2020 Vote: Donald Trump	45%	(307)	25%	(167)	11%	(77)	19%	(127)	677
2020 Vote: Other	33%	(25)	34%	(26)	13%	(10)	20%	(15)	76
2020 Vote: Didn't Vote	45%	(208)	23%	(105)	13%	(61)	19%	(85)	460
2018 House Vote: Democrat	46%	(355)	27%	(205)	10%	(79)	17%	(127)	765
2018 House Vote: Republican	46%	(262)	25%	(140)	12%	(67)	17%	(97)	565
2018 House Vote: Someone else	30%	(18)	30%	(17)	11%	(6)	30%	(17)	58
2016 Vote: Hillary Clinton	44%	(310)	27%	(192)	11%	(80)	17%	(117)	699
2016 Vote: Donald Trump	44%	(290)	25%	(167)	10%	(68)	20%	(131)	657
2016 Vote: Other	43%	(46)	31%	(34)	13%	(15)	13%	(14)	108
2016 Vote: Didn't Vote	48%	(352)	23%	(169)	13%	(96)	16%	(119)	736
Voted in 2014: Yes	43%	(526)	27%	(329)	11%	(137)	18%	(219)	1212
Voted in 2014: No	48%	(472)	24%	(232)	12%	(122)	16%	(162)	988
4-Region: Northeast	44%	(175)	25%	(100)	12%	(45)	19%	(74)	394
4-Region: Midwest	50%	(230)	22%	(104)	11%	(49)	17%	(79)	462
4-Region: South	44%	(366)	26%	(212)	11%	(94)	18%	(151)	824
4-Region: West	44%	(226)	28%	(146)	14%	(70)	15%	(77)	520

Continued on next page

Table MCEN3_1: How often do you consume popcorn in the following instances?

At a movie theater

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	45%	(998)	26%	(562)	12%	(260)	17%	(381)	2200
Avid Film Fan	55%	(416)	24%	(183)	9%	(70)	11%	(84)	753
Casual Film Fan	43%	(507)	28%	(329)	13%	(148)	16%	(192)	1176
Film Fan	48%	(924)	27%	(512)	11%	(219)	14%	(276)	1930
Avid Moviegoer	48%	(105)	33%	(72)	11%	(24)	8%	(18)	218
Casual Moviegoer	54%	(717)	28%	(368)	11%	(150)	7%	(99)	1334
Moviegoer	53%	(821)	28%	(440)	11%	(174)	7%	(116)	1552

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

Table MCEN3_2: How often do you consume popcorn in the following instances?
At home while watching a movie or TV show

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	20%	(441)	49%	(1076)	20%	(440)	11%	(243)	2200
Gender: Male	19%	(200)	47%	(499)	22%	(236)	12%	(127)	1062
Gender: Female	21%	(241)	51%	(577)	18%	(204)	10%	(116)	1138
Age: 18-34	29%	(190)	42%	(273)	19%	(125)	10%	(67)	655
Age: 35-44	24%	(85)	52%	(187)	18%	(64)	6%	(22)	358
Age: 45-64	16%	(121)	53%	(400)	21%	(156)	10%	(74)	751
Age: 65+	10%	(46)	49%	(216)	22%	(95)	18%	(79)	436
GenZers: 1997-2012	30%	(69)	38%	(86)	20%	(46)	11%	(26)	227
Millennials: 1981-1996	28%	(185)	46%	(304)	18%	(120)	9%	(58)	667
GenXers: 1965-1980	18%	(92)	53%	(269)	20%	(103)	9%	(48)	513
Baby Boomers: 1946-1964	13%	(90)	53%	(380)	22%	(155)	13%	(93)	717
PID: Dem (no lean)	22%	(190)	46%	(404)	22%	(194)	10%	(86)	874
PID: Ind (no lean)	20%	(135)	46%	(307)	21%	(144)	13%	(86)	673
PID: Rep (no lean)	18%	(116)	56%	(365)	16%	(102)	11%	(70)	653
PID/Gender: Dem Men	22%	(91)	42%	(174)	27%	(112)	10%	(40)	417
PID/Gender: Dem Women	21%	(98)	50%	(230)	18%	(82)	10%	(47)	457
PID/Gender: Ind Men	19%	(65)	46%	(160)	23%	(78)	13%	(44)	347
PID/Gender: Ind Women	22%	(71)	45%	(148)	20%	(66)	13%	(42)	326
PID/Gender: Rep Men	15%	(44)	56%	(166)	15%	(45)	14%	(43)	298
PID/Gender: Rep Women	20%	(73)	56%	(199)	16%	(57)	8%	(27)	355
Ideo: Liberal (1-3)	20%	(133)	46%	(299)	23%	(150)	11%	(71)	654
Ideo: Moderate (4)	22%	(142)	50%	(322)	19%	(124)	9%	(59)	647
Ideo: Conservative (5-7)	19%	(130)	53%	(369)	17%	(121)	11%	(73)	692
Educ: < College	21%	(316)	48%	(727)	20%	(300)	11%	(169)	1512
Educ: Bachelors degree	20%	(88)	51%	(227)	20%	(88)	9%	(40)	444
Educ: Post-grad	15%	(37)	50%	(121)	21%	(52)	14%	(34)	244
Income: Under 50k	21%	(260)	48%	(580)	20%	(246)	11%	(133)	1218
Income: 50k-100k	17%	(116)	50%	(340)	21%	(146)	11%	(76)	678
Income: 100k+	21%	(65)	52%	(157)	16%	(49)	11%	(34)	304
Ethnicity: White	19%	(329)	51%	(879)	19%	(333)	11%	(181)	1722
Ethnicity: Hispanic	25%	(88)	41%	(145)	24%	(84)	9%	(33)	349
Ethnicity: Black	29%	(81)	41%	(112)	17%	(46)	13%	(35)	274

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Table MCEN3_2: How often do you consume popcorn in the following instances?
At home while watching a movie or TV show

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	20%	(441)	49%	(1076)	20%	(440)	11%	(243)	2200
Ethnicity: Other	15%	(32)	42%	(85)	30%	(61)	13%	(26)	204
All Christian	18%	(177)	53%	(525)	19%	(191)	10%	(96)	989
All Non-Christian	21%	(25)	49%	(56)	21%	(24)	10%	(11)	116
Atheist	16%	(18)	44%	(48)	27%	(30)	13%	(14)	109
Agnostic/Nothing in particular	21%	(129)	45%	(273)	21%	(127)	13%	(80)	608
Something Else	25%	(94)	46%	(173)	18%	(69)	11%	(42)	377
Religious Non-Protestant/Catholic	20%	(28)	49%	(67)	20%	(28)	10%	(14)	136
Evangelical	22%	(116)	50%	(267)	19%	(104)	9%	(50)	537
Non-Evangelical	19%	(149)	52%	(416)	19%	(149)	10%	(81)	795
Community: Urban	25%	(164)	45%	(299)	20%	(129)	10%	(67)	658
Community: Suburban	17%	(156)	51%	(475)	21%	(195)	12%	(109)	936
Community: Rural	20%	(121)	50%	(302)	19%	(116)	11%	(67)	606
Employ: Private Sector	20%	(146)	51%	(366)	18%	(132)	10%	(74)	718
Employ: Government	24%	(30)	50%	(63)	17%	(21)	9%	(11)	126
Employ: Self-Employed	25%	(48)	45%	(86)	22%	(41)	8%	(16)	192
Employ: Homemaker	23%	(36)	44%	(67)	26%	(39)	7%	(11)	153
Employ: Student	30%	(26)	42%	(36)	19%	(16)	8%	(7)	85
Employ: Retired	11%	(55)	53%	(263)	19%	(96)	16%	(80)	494
Employ: Unemployed	23%	(66)	44%	(123)	24%	(66)	9%	(26)	280
Employ: Other	22%	(34)	47%	(72)	19%	(29)	12%	(18)	153
Military HH: Yes	19%	(58)	51%	(155)	19%	(58)	11%	(32)	303
Military HH: No	20%	(383)	49%	(921)	20%	(382)	11%	(211)	1897
RD/WT: Right Direction	20%	(161)	49%	(399)	21%	(172)	11%	(87)	820
RD/WT: Wrong Track	20%	(280)	49%	(677)	19%	(268)	11%	(155)	1380
Biden Job Approve	21%	(211)	47%	(483)	22%	(226)	10%	(103)	1023
Biden Job Disapprove	19%	(208)	52%	(557)	18%	(194)	11%	(116)	1076
Biden Job Strongly Approve	23%	(101)	48%	(210)	18%	(79)	11%	(50)	440
Biden Job Somewhat Approve	19%	(110)	47%	(273)	25%	(147)	9%	(53)	583
Biden Job Somewhat Disapprove	20%	(65)	47%	(150)	23%	(73)	9%	(30)	319
Biden Job Strongly Disapprove	19%	(142)	54%	(407)	16%	(121)	11%	(87)	757

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Table MCEN3_2: How often do you consume popcorn in the following instances?
At home while watching a movie or TV show

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	20%	(441)	49%	(1076)	20%	(440)	11%	(243)	2200
Favorable of Biden	21%	(213)	47%	(483)	22%	(224)	10%	(104)	1024
Unfavorable of Biden	19%	(204)	52%	(543)	19%	(195)	10%	(110)	1052
Very Favorable of Biden	24%	(110)	45%	(205)	21%	(96)	9%	(42)	453
Somewhat Favorable of Biden	18%	(103)	49%	(278)	22%	(128)	11%	(62)	571
Somewhat Unfavorable of Biden	22%	(59)	44%	(118)	26%	(68)	8%	(21)	266
Very Unfavorable of Biden	18%	(144)	54%	(425)	16%	(127)	11%	(89)	786
#1 Issue: Economy	18%	(165)	52%	(464)	20%	(180)	10%	(92)	902
#1 Issue: Security	20%	(54)	50%	(134)	20%	(52)	10%	(26)	266
#1 Issue: Health Care	28%	(75)	41%	(112)	22%	(60)	9%	(24)	271
#1 Issue: Medicare / Social Security	14%	(39)	51%	(139)	20%	(53)	15%	(40)	271
#1 Issue: Women's Issues	31%	(38)	42%	(51)	20%	(24)	7%	(9)	121
#1 Issue: Education	17%	(13)	58%	(45)	15%	(12)	11%	(8)	78
#1 Issue: Energy	23%	(37)	46%	(74)	22%	(35)	9%	(14)	161
#1 Issue: Other	15%	(20)	43%	(56)	19%	(24)	23%	(30)	130
2020 Vote: Joe Biden	20%	(194)	48%	(477)	22%	(213)	10%	(101)	984
2020 Vote: Donald Trump	18%	(123)	54%	(368)	17%	(112)	11%	(74)	677
2020 Vote: Other	12%	(9)	53%	(40)	19%	(15)	16%	(12)	76
2020 Vote: Didn't Vote	25%	(115)	41%	(189)	22%	(101)	12%	(55)	460
2018 House Vote: Democrat	20%	(156)	48%	(365)	21%	(161)	11%	(83)	765
2018 House Vote: Republican	17%	(96)	56%	(314)	17%	(98)	10%	(57)	565
2018 House Vote: Someone else	16%	(9)	47%	(27)	19%	(11)	18%	(11)	58
2016 Vote: Hillary Clinton	18%	(125)	49%	(343)	22%	(154)	11%	(78)	699
2016 Vote: Donald Trump	18%	(118)	54%	(357)	17%	(115)	10%	(67)	657
2016 Vote: Other	12%	(13)	51%	(56)	25%	(27)	11%	(12)	108
2016 Vote: Didn't Vote	25%	(184)	44%	(320)	20%	(145)	12%	(86)	736
Voted in 2014: Yes	19%	(231)	50%	(610)	20%	(245)	10%	(127)	1212
Voted in 2014: No	21%	(210)	47%	(466)	20%	(196)	12%	(116)	988
4-Region: Northeast	19%	(75)	49%	(191)	18%	(71)	14%	(56)	394
4-Region: Midwest	19%	(86)	54%	(250)	18%	(84)	9%	(42)	462
4-Region: South	23%	(189)	48%	(393)	19%	(154)	11%	(88)	824
4-Region: West	18%	(91)	46%	(241)	25%	(131)	11%	(56)	520

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Table MCEN3_2: *How often do you consume popcorn in the following instances?*
At home while watching a movie or TV show

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	20%	(441)	49%	(1076)	20%	(440)	11%	(243)	2200
Avid Film Fan	28%	(210)	47%	(353)	19%	(140)	7%	(51)	753
Casual Film Fan	16%	(187)	52%	(614)	21%	(250)	11%	(125)	1176
Film Fan	21%	(396)	50%	(967)	20%	(390)	9%	(176)	1930
Avid Moviegoer	35%	(75)	44%	(96)	16%	(34)	6%	(13)	218
Casual Moviegoer	20%	(268)	51%	(686)	20%	(265)	9%	(115)	1334
Moviegoer	22%	(343)	50%	(782)	19%	(299)	8%	(128)	1552

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

Table MCEN3_3: How often do you consume popcorn in the following instances?

At home as a snack

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	18%	(390)	51%	(1131)	21%	(453)	10%	(225)	2200
Gender: Male	16%	(174)	49%	(526)	23%	(242)	11%	(120)	1062
Gender: Female	19%	(216)	53%	(606)	19%	(211)	9%	(105)	1138
Age: 18-34	22%	(146)	45%	(293)	21%	(140)	12%	(76)	655
Age: 35-44	22%	(80)	53%	(188)	17%	(63)	8%	(27)	358
Age: 45-64	15%	(112)	55%	(411)	21%	(161)	9%	(67)	751
Age: 65+	12%	(52)	55%	(239)	21%	(90)	13%	(55)	436
GenZers: 1997-2012	23%	(52)	42%	(96)	22%	(50)	13%	(29)	227
Millennials: 1981-1996	23%	(151)	48%	(318)	20%	(132)	10%	(66)	667
GenXers: 1965-1980	17%	(89)	53%	(271)	20%	(104)	9%	(48)	513
Baby Boomers: 1946-1964	12%	(89)	57%	(407)	21%	(150)	10%	(71)	717
PID: Dem (no lean)	19%	(163)	52%	(451)	21%	(186)	8%	(74)	874
PID: Ind (no lean)	19%	(127)	46%	(311)	23%	(155)	12%	(80)	673
PID: Rep (no lean)	15%	(100)	57%	(369)	17%	(112)	11%	(71)	653
PID/Gender: Dem Men	18%	(74)	50%	(208)	24%	(101)	8%	(34)	417
PID/Gender: Dem Women	20%	(89)	53%	(243)	19%	(85)	9%	(39)	457
PID/Gender: Ind Men	18%	(63)	44%	(152)	24%	(84)	14%	(48)	347
PID/Gender: Ind Women	20%	(64)	49%	(159)	22%	(71)	10%	(32)	326
PID/Gender: Rep Men	13%	(38)	56%	(166)	19%	(57)	12%	(37)	298
PID/Gender: Rep Women	18%	(62)	57%	(203)	16%	(56)	10%	(34)	355
Ideo: Liberal (1-3)	18%	(116)	51%	(332)	22%	(145)	9%	(61)	654
Ideo: Moderate (4)	19%	(123)	53%	(340)	20%	(129)	8%	(54)	647
Ideo: Conservative (5-7)	17%	(117)	54%	(376)	18%	(128)	10%	(72)	692
Educ: < College	18%	(271)	51%	(767)	21%	(311)	11%	(164)	1512
Educ: Bachelors degree	17%	(77)	55%	(244)	20%	(87)	8%	(37)	444
Educ: Post-grad	18%	(43)	50%	(121)	23%	(55)	10%	(25)	244
Income: Under 50k	19%	(231)	49%	(599)	22%	(263)	10%	(125)	1218
Income: 50k-100k	15%	(104)	55%	(369)	20%	(134)	10%	(71)	678
Income: 100k+	18%	(56)	53%	(162)	18%	(56)	10%	(30)	304
Ethnicity: White	17%	(290)	54%	(930)	20%	(342)	9%	(159)	1722
Ethnicity: Hispanic	16%	(54)	52%	(183)	19%	(68)	13%	(44)	349
Ethnicity: Black	26%	(71)	41%	(112)	21%	(57)	13%	(34)	274

Continued on next page

Table MCEN3_3: How often do you consume popcorn in the following instances?

At home as a snack

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	18%	(390)	51%	(1131)	21%	(453)	10%	(225)	2200
Ethnicity: Other	14%	(29)	44%	(89)	26%	(53)	16%	(32)	204
All Christian	16%	(161)	56%	(553)	19%	(189)	9%	(85)	989
All Non-Christian	30%	(35)	42%	(48)	20%	(23)	9%	(10)	116
Atheist	15%	(17)	45%	(50)	28%	(30)	12%	(13)	109
Agnostic/Nothing in particular	17%	(103)	47%	(287)	23%	(142)	13%	(77)	608
Something Else	20%	(75)	51%	(194)	18%	(68)	11%	(40)	377
Religious Non-Protestant/Catholic	27%	(37)	43%	(59)	20%	(28)	9%	(12)	136
Evangelical	19%	(102)	54%	(292)	17%	(92)	9%	(51)	537
Non-Evangelical	16%	(127)	55%	(438)	20%	(158)	9%	(72)	795
Community: Urban	22%	(143)	48%	(317)	20%	(133)	10%	(65)	658
Community: Suburban	15%	(136)	52%	(487)	22%	(205)	11%	(107)	936
Community: Rural	18%	(111)	54%	(327)	19%	(114)	9%	(53)	606
Employ: Private Sector	17%	(121)	55%	(395)	18%	(132)	10%	(70)	718
Employ: Government	22%	(27)	55%	(69)	17%	(21)	7%	(9)	126
Employ: Self-Employed	19%	(36)	48%	(92)	23%	(44)	10%	(20)	192
Employ: Homemaker	23%	(35)	45%	(70)	24%	(37)	8%	(12)	153
Employ: Student	26%	(22)	46%	(39)	21%	(18)	6%	(5)	85
Employ: Retired	13%	(64)	56%	(279)	20%	(97)	11%	(54)	494
Employ: Unemployed	21%	(58)	40%	(113)	24%	(67)	15%	(41)	280
Employ: Other	17%	(26)	49%	(75)	24%	(37)	10%	(15)	153
Military HH: Yes	19%	(57)	52%	(159)	20%	(59)	9%	(29)	303
Military HH: No	18%	(334)	51%	(973)	21%	(393)	10%	(197)	1897
RD/WT: Right Direction	18%	(149)	51%	(422)	20%	(164)	10%	(84)	820
RD/WT: Wrong Track	17%	(241)	51%	(709)	21%	(289)	10%	(141)	1380
Biden Job Approve	19%	(191)	51%	(520)	21%	(219)	9%	(93)	1023
Biden Job Disapprove	17%	(181)	53%	(572)	20%	(214)	10%	(110)	1076
Biden Job Strongly Approve	24%	(105)	50%	(222)	16%	(70)	10%	(43)	440
Biden Job Somewhat Approve	15%	(85)	51%	(298)	26%	(149)	9%	(50)	583
Biden Job Somewhat Disapprove	17%	(53)	52%	(164)	24%	(77)	8%	(25)	319
Biden Job Strongly Disapprove	17%	(128)	54%	(407)	18%	(137)	11%	(84)	757

Continued on next page

Table MCEN3_3: How often do you consume popcorn in the following instances?

At home as a snack

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	18%	(390)	51%	(1131)	21%	(453)	10%	(225)	2200
Favorable of Biden	19%	(190)	50%	(516)	22%	(226)	9%	(92)	1024
Unfavorable of Biden	17%	(175)	54%	(567)	19%	(200)	10%	(109)	1052
Very Favorable of Biden	22%	(100)	51%	(230)	19%	(87)	8%	(36)	453
Somewhat Favorable of Biden	16%	(90)	50%	(286)	24%	(138)	10%	(56)	571
Somewhat Unfavorable of Biden	18%	(48)	50%	(133)	24%	(63)	8%	(22)	266
Very Unfavorable of Biden	16%	(127)	55%	(434)	17%	(137)	11%	(88)	786
#1 Issue: Economy	18%	(160)	52%	(471)	20%	(184)	10%	(87)	902
#1 Issue: Security	17%	(45)	54%	(144)	18%	(49)	10%	(27)	266
#1 Issue: Health Care	16%	(42)	54%	(148)	20%	(55)	10%	(27)	271
#1 Issue: Medicare / Social Security	16%	(42)	53%	(144)	22%	(59)	9%	(25)	271
#1 Issue: Women's Issues	32%	(39)	40%	(49)	19%	(23)	8%	(10)	121
#1 Issue: Education	22%	(17)	44%	(34)	26%	(21)	8%	(6)	78
#1 Issue: Energy	17%	(27)	50%	(80)	23%	(37)	10%	(17)	161
#1 Issue: Other	13%	(17)	47%	(61)	20%	(26)	20%	(26)	130
2020 Vote: Joe Biden	17%	(169)	53%	(523)	21%	(202)	9%	(90)	984
2020 Vote: Donald Trump	17%	(116)	54%	(368)	18%	(123)	10%	(70)	677
2020 Vote: Other	19%	(15)	44%	(33)	22%	(17)	15%	(11)	76
2020 Vote: Didn't Vote	20%	(90)	44%	(204)	24%	(111)	12%	(54)	460
2018 House Vote: Democrat	17%	(130)	54%	(410)	20%	(153)	9%	(72)	765
2018 House Vote: Republican	16%	(91)	58%	(326)	17%	(95)	9%	(53)	565
2018 House Vote: Someone else	20%	(12)	40%	(23)	24%	(14)	16%	(9)	58
2016 Vote: Hillary Clinton	17%	(117)	53%	(372)	20%	(140)	10%	(69)	699
2016 Vote: Donald Trump	16%	(105)	56%	(371)	18%	(119)	9%	(62)	657
2016 Vote: Other	17%	(18)	47%	(51)	25%	(27)	11%	(12)	108
2016 Vote: Didn't Vote	20%	(150)	46%	(337)	23%	(167)	11%	(82)	736
Voted in 2014: Yes	18%	(213)	54%	(653)	19%	(235)	9%	(110)	1212
Voted in 2014: No	18%	(177)	48%	(478)	22%	(218)	12%	(115)	988
4-Region: Northeast	17%	(65)	53%	(207)	20%	(77)	11%	(44)	394
4-Region: Midwest	18%	(83)	53%	(245)	19%	(86)	10%	(48)	462
4-Region: South	19%	(160)	51%	(419)	21%	(170)	9%	(75)	824
4-Region: West	16%	(82)	50%	(260)	23%	(120)	11%	(58)	520

Continued on next page

Table MCEN3_3: *How often do you consume popcorn in the following instances?*

At home as a snack

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	18%	(390)	51%	(1131)	21%	(453)	10%	(225)	2200
Avid Film Fan	22%	(169)	50%	(380)	21%	(158)	6%	(45)	753
Casual Film Fan	14%	(169)	54%	(638)	20%	(232)	12%	(136)	1176
Film Fan	18%	(338)	53%	(1019)	20%	(391)	9%	(182)	1930
Avid Moviegoer	33%	(71)	45%	(99)	15%	(32)	7%	(16)	218
Casual Moviegoer	17%	(233)	53%	(701)	22%	(289)	8%	(111)	1334
Moviegoer	20%	(304)	52%	(800)	21%	(321)	8%	(127)	1552

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

Table MCEN3_4: How often do you consume popcorn in the following instances?

At a sporting event

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	7%	(154)	26%	(571)	21%	(463)	46%	(1013)	2200
Gender: Male	9%	(94)	30%	(318)	21%	(225)	40%	(424)	1062
Gender: Female	5%	(60)	22%	(252)	21%	(238)	52%	(588)	1138
Age: 18-34	9%	(58)	29%	(193)	21%	(138)	41%	(266)	655
Age: 35-44	9%	(33)	35%	(126)	25%	(91)	30%	(108)	358
Age: 45-64	6%	(42)	24%	(181)	21%	(155)	50%	(373)	751
Age: 65+	5%	(21)	16%	(71)	18%	(79)	61%	(266)	436
GenZers: 1997-2012	10%	(23)	23%	(52)	21%	(49)	45%	(103)	227
Millennials: 1981-1996	9%	(62)	33%	(222)	23%	(151)	35%	(233)	667
GenXers: 1965-1980	5%	(28)	28%	(146)	23%	(119)	43%	(221)	513
Baby Boomers: 1946-1964	5%	(39)	20%	(141)	19%	(135)	56%	(403)	717
PID: Dem (no lean)	8%	(73)	28%	(245)	21%	(187)	42%	(368)	874
PID: Ind (no lean)	4%	(28)	22%	(149)	22%	(148)	52%	(348)	673
PID: Rep (no lean)	8%	(53)	27%	(177)	20%	(127)	45%	(296)	653
PID/Gender: Dem Men	12%	(51)	32%	(135)	23%	(94)	33%	(138)	417
PID/Gender: Dem Women	5%	(22)	24%	(111)	20%	(93)	51%	(231)	457
PID/Gender: Ind Men	4%	(15)	26%	(90)	23%	(79)	47%	(162)	347
PID/Gender: Ind Women	4%	(13)	18%	(58)	21%	(69)	57%	(186)	326
PID/Gender: Rep Men	9%	(28)	31%	(94)	17%	(52)	42%	(125)	298
PID/Gender: Rep Women	7%	(25)	23%	(83)	21%	(76)	48%	(171)	355
Ideo: Liberal (1-3)	9%	(56)	27%	(178)	22%	(144)	42%	(275)	654
Ideo: Moderate (4)	5%	(32)	25%	(164)	23%	(148)	47%	(303)	647
Ideo: Conservative (5-7)	8%	(58)	28%	(194)	20%	(138)	44%	(302)	692
Educ: < College	6%	(88)	23%	(353)	21%	(320)	50%	(751)	1512
Educ: Bachelors degree	10%	(43)	31%	(139)	22%	(97)	37%	(165)	444
Educ: Post-grad	9%	(22)	32%	(78)	19%	(46)	40%	(97)	244
Income: Under 50k	5%	(62)	24%	(295)	21%	(258)	49%	(603)	1218
Income: 50k-100k	9%	(60)	26%	(173)	21%	(139)	45%	(305)	678
Income: 100k+	10%	(32)	34%	(103)	21%	(65)	34%	(104)	304
Ethnicity: White	7%	(117)	26%	(439)	21%	(369)	46%	(797)	1722
Ethnicity: Hispanic	5%	(18)	34%	(117)	25%	(88)	36%	(126)	349
Ethnicity: Black	10%	(27)	31%	(86)	17%	(47)	42%	(115)	274

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Table MCEN3_4: How often do you consume popcorn in the following instances?

At a sporting event

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	7%	(154)	26%	(571)	21%	(463)	46%	(1013)	2200
Ethnicity: Other	5%	(10)	23%	(46)	23%	(47)	50%	(101)	204
All Christian	8%	(77)	27%	(268)	20%	(194)	45%	(450)	989
All Non-Christian	19%	(22)	26%	(31)	19%	(22)	35%	(41)	116
Atheist	3%	(3)	23%	(25)	20%	(22)	54%	(59)	109
Agnostic/Nothing in particular	6%	(34)	22%	(135)	25%	(150)	48%	(290)	608
Something Else	5%	(17)	30%	(112)	20%	(76)	46%	(172)	377
Religious Non-Protestant/Catholic	18%	(25)	25%	(34)	21%	(29)	36%	(49)	136
Evangelical	9%	(47)	29%	(153)	17%	(92)	46%	(245)	537
Non-Evangelical	6%	(44)	27%	(218)	21%	(170)	46%	(363)	795
Community: Urban	8%	(49)	31%	(207)	20%	(132)	41%	(270)	658
Community: Suburban	7%	(62)	26%	(239)	22%	(208)	46%	(428)	936
Community: Rural	7%	(42)	21%	(125)	20%	(123)	52%	(315)	606
Employ: Private Sector	9%	(65)	31%	(220)	21%	(151)	39%	(282)	718
Employ: Government	7%	(8)	33%	(42)	30%	(37)	30%	(38)	126
Employ: Self-Employed	11%	(20)	34%	(65)	21%	(40)	35%	(67)	192
Employ: Homemaker	6%	(8)	17%	(26)	23%	(35)	55%	(83)	153
Employ: Student	11%	(9)	20%	(17)	21%	(18)	48%	(40)	85
Employ: Retired	4%	(20)	15%	(75)	19%	(95)	62%	(304)	494
Employ: Unemployed	6%	(16)	29%	(81)	20%	(55)	46%	(128)	280
Employ: Other	4%	(6)	30%	(46)	20%	(31)	45%	(70)	153
Military HH: Yes	9%	(27)	22%	(68)	23%	(71)	45%	(137)	303
Military HH: No	7%	(126)	27%	(503)	21%	(392)	46%	(876)	1897
RD/WT: Right Direction	9%	(74)	26%	(215)	21%	(170)	44%	(361)	820
RD/WT: Wrong Track	6%	(80)	26%	(356)	21%	(293)	47%	(651)	1380
Biden Job Approve	8%	(84)	27%	(272)	22%	(228)	43%	(439)	1023
Biden Job Disapprove	6%	(65)	27%	(287)	20%	(212)	48%	(512)	1076
Biden Job Strongly Approve	12%	(53)	27%	(117)	19%	(84)	42%	(186)	440
Biden Job Somewhat Approve	5%	(31)	27%	(155)	25%	(145)	43%	(253)	583
Biden Job Somewhat Disapprove	7%	(21)	26%	(82)	19%	(60)	49%	(156)	319
Biden Job Strongly Disapprove	6%	(44)	27%	(206)	20%	(151)	47%	(356)	757

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Table MCEN3_4: How often do you consume popcorn in the following instances?

At a sporting event

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	7%	(154)	26%	(571)	21%	(463)	46%	(1013)	2200
Favorable of Biden	8%	(83)	26%	(266)	22%	(226)	44%	(449)	1024
Unfavorable of Biden	6%	(62)	27%	(285)	20%	(213)	47%	(492)	1052
Very Favorable of Biden	12%	(54)	25%	(112)	20%	(90)	44%	(197)	453
Somewhat Favorable of Biden	5%	(30)	27%	(153)	24%	(136)	44%	(251)	571
Somewhat Unfavorable of Biden	5%	(15)	30%	(81)	20%	(53)	44%	(118)	266
Very Unfavorable of Biden	6%	(47)	26%	(205)	20%	(160)	48%	(374)	786
#1 Issue: Economy	7%	(65)	29%	(261)	21%	(192)	43%	(384)	902
#1 Issue: Security	9%	(23)	28%	(75)	16%	(43)	47%	(124)	266
#1 Issue: Health Care	7%	(18)	26%	(72)	28%	(75)	39%	(107)	271
#1 Issue: Medicare / Social Security	5%	(13)	17%	(46)	16%	(45)	62%	(167)	271
#1 Issue: Women's Issues	10%	(12)	30%	(36)	24%	(29)	36%	(44)	121
#1 Issue: Education	12%	(9)	23%	(18)	19%	(15)	46%	(36)	78
#1 Issue: Energy	5%	(8)	27%	(44)	23%	(38)	45%	(72)	161
#1 Issue: Other	4%	(6)	14%	(18)	21%	(27)	61%	(79)	130
2020 Vote: Joe Biden	7%	(73)	28%	(274)	22%	(216)	43%	(420)	984
2020 Vote: Donald Trump	8%	(56)	28%	(188)	19%	(130)	45%	(303)	677
2020 Vote: Other	3%	(2)	17%	(13)	23%	(18)	58%	(44)	76
2020 Vote: Didn't Vote	5%	(22)	21%	(96)	21%	(99)	53%	(244)	460
2018 House Vote: Democrat	9%	(68)	27%	(207)	21%	(159)	43%	(332)	765
2018 House Vote: Republican	9%	(51)	28%	(161)	21%	(118)	42%	(235)	565
2018 House Vote: Someone else	—	(0)	20%	(12)	19%	(11)	61%	(35)	58
2016 Vote: Hillary Clinton	8%	(53)	27%	(190)	21%	(145)	45%	(312)	699
2016 Vote: Donald Trump	9%	(57)	27%	(179)	19%	(126)	45%	(295)	657
2016 Vote: Other	4%	(4)	18%	(20)	24%	(26)	54%	(59)	108
2016 Vote: Didn't Vote	5%	(40)	25%	(182)	23%	(166)	47%	(348)	736
Voted in 2014: Yes	8%	(102)	26%	(315)	21%	(252)	45%	(543)	1212
Voted in 2014: No	5%	(51)	26%	(256)	21%	(210)	48%	(470)	988
4-Region: Northeast	9%	(36)	27%	(105)	19%	(75)	45%	(178)	394
4-Region: Midwest	7%	(31)	27%	(123)	22%	(103)	44%	(205)	462
4-Region: South	6%	(53)	24%	(201)	20%	(168)	49%	(402)	824
4-Region: West	6%	(33)	27%	(142)	23%	(117)	44%	(228)	520

Continued on next page

Table MCEN3_4: How often do you consume popcorn in the following instances?

At a sporting event

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	7%	(154)	26%	(571)	21%	(463)	46%	(1013)	2200
Avid Film Fan	11%	(79)	30%	(225)	23%	(175)	36%	(274)	753
Casual Film Fan	5%	(61)	26%	(302)	21%	(244)	48%	(569)	1176
Film Fan	7%	(141)	27%	(527)	22%	(420)	44%	(843)	1930
Avid Moviegoer	21%	(45)	46%	(99)	15%	(33)	19%	(40)	218
Casual Moviegoer	6%	(86)	30%	(398)	25%	(328)	39%	(522)	1334
Moviegoer	8%	(131)	32%	(497)	23%	(361)	36%	(563)	1552

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

Table MCEN3_5: How often do you consume popcorn in the following instances?
At a party or social gathering

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	5%	(110)	25%	(546)	32%	(714)	38%	(830)	2200
Gender: Male	6%	(68)	24%	(256)	31%	(328)	39%	(410)	1062
Gender: Female	4%	(42)	26%	(290)	34%	(386)	37%	(420)	1138
Age: 18-34	8%	(52)	24%	(160)	33%	(219)	34%	(224)	655
Age: 35-44	6%	(22)	31%	(112)	35%	(124)	28%	(101)	358
Age: 45-64	4%	(29)	25%	(186)	31%	(233)	40%	(303)	751
Age: 65+	2%	(7)	20%	(89)	32%	(138)	46%	(202)	436
GenZers: 1997-2012	6%	(14)	24%	(55)	34%	(78)	35%	(80)	227
Millennials: 1981-1996	8%	(57)	27%	(182)	32%	(216)	32%	(213)	667
GenXers: 1965-1980	4%	(19)	25%	(128)	35%	(180)	36%	(186)	513
Baby Boomers: 1946-1964	3%	(19)	24%	(169)	30%	(215)	44%	(314)	717
PID: Dem (no lean)	7%	(62)	23%	(201)	34%	(294)	36%	(316)	874
PID: Ind (no lean)	3%	(20)	24%	(160)	33%	(222)	40%	(271)	673
PID: Rep (no lean)	4%	(29)	28%	(185)	30%	(198)	37%	(242)	653
PID/Gender: Dem Men	9%	(40)	24%	(100)	32%	(134)	35%	(144)	417
PID/Gender: Dem Women	5%	(22)	22%	(102)	35%	(160)	38%	(172)	457
PID/Gender: Ind Men	2%	(9)	22%	(75)	33%	(115)	43%	(148)	347
PID/Gender: Ind Women	3%	(11)	26%	(85)	33%	(107)	38%	(123)	326
PID/Gender: Rep Men	7%	(20)	27%	(81)	27%	(80)	39%	(117)	298
PID/Gender: Rep Women	2%	(8)	29%	(103)	33%	(119)	35%	(125)	355
Ideo: Liberal (1-3)	7%	(49)	25%	(164)	33%	(214)	35%	(227)	654
Ideo: Moderate (4)	4%	(24)	24%	(158)	34%	(217)	38%	(247)	647
Ideo: Conservative (5-7)	5%	(32)	26%	(182)	32%	(224)	37%	(254)	692
Educ: < College	5%	(70)	22%	(336)	32%	(481)	41%	(625)	1512
Educ: Bachelors degree	5%	(22)	29%	(131)	35%	(154)	31%	(137)	444
Educ: Post-grad	7%	(18)	33%	(80)	32%	(79)	27%	(67)	244
Income: Under 50k	5%	(62)	22%	(267)	32%	(391)	41%	(499)	1218
Income: 50k-100k	4%	(26)	26%	(175)	34%	(230)	37%	(248)	678
Income: 100k+	7%	(22)	34%	(105)	31%	(94)	27%	(83)	304
Ethnicity: White	5%	(84)	26%	(455)	32%	(544)	37%	(639)	1722
Ethnicity: Hispanic	6%	(21)	19%	(65)	39%	(136)	37%	(128)	349
Ethnicity: Black	7%	(21)	19%	(53)	32%	(89)	41%	(112)	274

Continued on next page

Table MCEN3_5: How often do you consume popcorn in the following instances?
At a party or social gathering

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	5%	(110)	25%	(546)	32%	(714)	38%	(830)	2200
Ethnicity: Other	3%	(6)	19%	(38)	40%	(81)	39%	(79)	204
All Christian	5%	(53)	28%	(281)	31%	(305)	35%	(349)	989
All Non-Christian	15%	(18)	35%	(40)	27%	(32)	23%	(27)	116
Atheist	2%	(2)	21%	(23)	34%	(37)	43%	(47)	109
Agnostic/Nothing in particular	3%	(21)	20%	(121)	36%	(217)	41%	(249)	608
Something Else	4%	(16)	22%	(81)	33%	(123)	42%	(157)	377
Religious Non-Protestant/Catholic	15%	(20)	33%	(45)	29%	(39)	24%	(32)	136
Evangelical	7%	(37)	27%	(144)	29%	(155)	38%	(202)	537
Non-Evangelical	4%	(29)	26%	(210)	33%	(265)	37%	(291)	795
Community: Urban	7%	(48)	26%	(174)	31%	(203)	35%	(233)	658
Community: Suburban	4%	(37)	24%	(222)	35%	(330)	37%	(347)	936
Community: Rural	4%	(25)	25%	(151)	30%	(182)	41%	(249)	606
Employ: Private Sector	7%	(50)	28%	(203)	32%	(231)	33%	(234)	718
Employ: Government	6%	(7)	35%	(44)	33%	(41)	27%	(34)	126
Employ: Self-Employed	9%	(17)	21%	(41)	38%	(74)	31%	(60)	192
Employ: Homemaker	6%	(9)	28%	(43)	26%	(40)	40%	(61)	153
Employ: Student	4%	(3)	20%	(17)	44%	(38)	32%	(27)	85
Employ: Retired	2%	(10)	18%	(89)	33%	(165)	47%	(230)	494
Employ: Unemployed	2%	(6)	23%	(64)	32%	(89)	43%	(122)	280
Employ: Other	5%	(8)	30%	(47)	24%	(37)	40%	(62)	153
Military HH: Yes	6%	(17)	25%	(77)	32%	(98)	36%	(111)	303
Military HH: No	5%	(92)	25%	(469)	32%	(616)	38%	(719)	1897
RD/WT: Right Direction	7%	(55)	25%	(206)	31%	(251)	38%	(308)	820
RD/WT: Wrong Track	4%	(55)	25%	(340)	34%	(464)	38%	(522)	1380
Biden Job Approve	6%	(61)	25%	(258)	32%	(329)	37%	(375)	1023
Biden Job Disapprove	4%	(45)	25%	(270)	33%	(352)	38%	(409)	1076
Biden Job Strongly Approve	10%	(44)	27%	(117)	28%	(125)	35%	(154)	440
Biden Job Somewhat Approve	3%	(17)	24%	(141)	35%	(204)	38%	(221)	583
Biden Job Somewhat Disapprove	3%	(11)	24%	(75)	35%	(111)	38%	(122)	319
Biden Job Strongly Disapprove	4%	(34)	26%	(194)	32%	(241)	38%	(288)	757

Continued on next page

Table MCEN3_5: How often do you consume popcorn in the following instances?
At a party or social gathering

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	5%	(110)	25%	(546)	32%	(714)	38%	(830)	2200
Favorable of Biden	6%	(61)	25%	(257)	33%	(333)	36%	(373)	1024
Unfavorable of Biden	4%	(41)	25%	(266)	33%	(344)	38%	(401)	1052
Very Favorable of Biden	9%	(40)	26%	(119)	30%	(135)	35%	(159)	453
Somewhat Favorable of Biden	4%	(21)	24%	(138)	35%	(198)	38%	(214)	571
Somewhat Unfavorable of Biden	4%	(11)	23%	(60)	34%	(92)	39%	(103)	266
Very Unfavorable of Biden	4%	(29)	26%	(205)	32%	(252)	38%	(299)	786
#1 Issue: Economy	5%	(44)	27%	(243)	34%	(309)	34%	(306)	902
#1 Issue: Security	4%	(10)	28%	(74)	36%	(96)	32%	(86)	266
#1 Issue: Health Care	7%	(20)	23%	(61)	30%	(82)	40%	(108)	271
#1 Issue: Medicare / Social Security	2%	(7)	22%	(61)	25%	(68)	50%	(136)	271
#1 Issue: Women's Issues	8%	(9)	21%	(26)	36%	(44)	35%	(42)	121
#1 Issue: Education	12%	(9)	29%	(22)	29%	(22)	30%	(24)	78
#1 Issue: Energy	5%	(8)	24%	(38)	34%	(55)	37%	(59)	161
#1 Issue: Other	2%	(3)	16%	(21)	28%	(37)	53%	(69)	130
2020 Vote: Joe Biden	7%	(66)	24%	(239)	33%	(327)	36%	(352)	984
2020 Vote: Donald Trump	4%	(25)	28%	(188)	32%	(220)	36%	(244)	677
2020 Vote: Other	4%	(3)	28%	(21)	23%	(18)	45%	(34)	76
2020 Vote: Didn't Vote	3%	(15)	21%	(95)	33%	(150)	43%	(200)	460
2018 House Vote: Democrat	6%	(50)	25%	(188)	33%	(253)	36%	(275)	765
2018 House Vote: Republican	4%	(22)	32%	(180)	32%	(183)	32%	(180)	565
2018 House Vote: Someone else	6%	(3)	21%	(12)	29%	(17)	45%	(26)	58
2016 Vote: Hillary Clinton	6%	(42)	23%	(161)	33%	(234)	38%	(262)	699
2016 Vote: Donald Trump	5%	(32)	30%	(194)	31%	(202)	35%	(228)	657
2016 Vote: Other	3%	(3)	25%	(27)	34%	(37)	38%	(41)	108
2016 Vote: Didn't Vote	4%	(32)	22%	(164)	33%	(241)	41%	(298)	736
Voted in 2014: Yes	5%	(65)	27%	(331)	33%	(396)	35%	(421)	1212
Voted in 2014: No	5%	(45)	22%	(216)	32%	(319)	41%	(409)	988
4-Region: Northeast	6%	(26)	29%	(115)	29%	(115)	35%	(138)	394
4-Region: Midwest	4%	(17)	26%	(119)	32%	(149)	38%	(178)	462
4-Region: South	5%	(42)	24%	(198)	32%	(262)	39%	(321)	824
4-Region: West	5%	(25)	22%	(114)	36%	(188)	37%	(193)	520

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Table MCEN3_5: *How often do you consume popcorn in the following instances?*
At a party or social gathering

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	5%	(110)	25%	(546)	32%	(714)	38%	(830)	2200
Avid Film Fan	8%	(63)	26%	(194)	34%	(253)	32%	(244)	753
Casual Film Fan	3%	(39)	26%	(309)	32%	(371)	39%	(457)	1176
Film Fan	5%	(102)	26%	(503)	32%	(624)	36%	(701)	1930
Avid Moviegoer	20%	(45)	37%	(80)	23%	(51)	19%	(42)	218
Casual Moviegoer	4%	(53)	27%	(357)	37%	(490)	33%	(434)	1334
Moviegoer	6%	(98)	28%	(438)	35%	(541)	31%	(476)	1552

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

Table MCEN3_6: *How often do you consume popcorn in the following instances?*
At a local fair or amusement park

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	9%	(191)	31%	(687)	24%	(530)	36%	(793)	2200
Gender: Male	10%	(102)	31%	(326)	24%	(259)	35%	(374)	1062
Gender: Female	8%	(89)	32%	(360)	24%	(271)	37%	(419)	1138
Age: 18-34	11%	(71)	36%	(233)	23%	(153)	30%	(198)	655
Age: 35-44	11%	(38)	42%	(151)	28%	(99)	20%	(70)	358
Age: 45-64	8%	(59)	30%	(224)	22%	(166)	40%	(301)	751
Age: 65+	5%	(22)	18%	(78)	25%	(111)	51%	(224)	436
GenZers: 1997-2012	15%	(33)	31%	(70)	26%	(59)	29%	(65)	227
Millennials: 1981-1996	10%	(67)	39%	(259)	24%	(161)	27%	(180)	667
GenXers: 1965-1980	8%	(39)	35%	(180)	22%	(115)	35%	(179)	513
Baby Boomers: 1946-1964	7%	(49)	24%	(169)	25%	(178)	45%	(321)	717
PID: Dem (no lean)	11%	(98)	31%	(268)	24%	(207)	34%	(301)	874
PID: Ind (no lean)	6%	(40)	30%	(204)	26%	(175)	38%	(254)	673
PID: Rep (no lean)	8%	(53)	33%	(214)	23%	(147)	36%	(238)	653
PID/Gender: Dem Men	14%	(60)	32%	(132)	23%	(97)	31%	(128)	417
PID/Gender: Dem Women	8%	(38)	30%	(136)	24%	(110)	38%	(173)	457
PID/Gender: Ind Men	6%	(19)	28%	(97)	28%	(96)	39%	(134)	347
PID/Gender: Ind Women	6%	(20)	33%	(107)	24%	(79)	37%	(120)	326
PID/Gender: Rep Men	8%	(22)	33%	(97)	22%	(66)	38%	(112)	298
PID/Gender: Rep Women	9%	(31)	33%	(117)	23%	(82)	35%	(126)	355
Ideo: Liberal (1-3)	11%	(70)	32%	(210)	25%	(160)	33%	(214)	654
Ideo: Moderate (4)	7%	(43)	31%	(201)	25%	(164)	37%	(238)	647
Ideo: Conservative (5-7)	9%	(60)	31%	(218)	23%	(158)	37%	(256)	692
Educ: < College	9%	(129)	31%	(467)	22%	(336)	38%	(580)	1512
Educ: Bachelors degree	9%	(38)	33%	(145)	27%	(120)	32%	(140)	444
Educ: Post-grad	10%	(24)	31%	(75)	30%	(73)	30%	(73)	244
Income: Under 50k	9%	(106)	31%	(375)	23%	(276)	38%	(461)	1218
Income: 50k-100k	8%	(56)	31%	(212)	24%	(160)	37%	(250)	678
Income: 100k+	9%	(29)	33%	(100)	31%	(94)	27%	(82)	304
Ethnicity: White	8%	(141)	31%	(538)	24%	(414)	36%	(628)	1722
Ethnicity: Hispanic	10%	(36)	34%	(118)	24%	(82)	32%	(113)	349
Ethnicity: Black	15%	(41)	31%	(85)	23%	(63)	31%	(86)	274

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Table MCEN3_6: *How often do you consume popcorn in the following instances?*
At a local fair or amusement park

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	9%	(191)	31%	(687)	24%	(530)	36%	(793)	2200
Ethnicity: Other	4%	(9)	31%	(63)	26%	(53)	39%	(79)	204
All Christian	9%	(87)	30%	(298)	23%	(230)	38%	(375)	989
All Non-Christian	14%	(16)	38%	(44)	21%	(24)	27%	(32)	116
Atheist	6%	(6)	28%	(31)	26%	(28)	40%	(44)	109
Agnostic/Nothing in particular	7%	(43)	31%	(188)	26%	(157)	36%	(220)	608
Something Else	10%	(38)	33%	(125)	24%	(90)	33%	(123)	377
Religious Non-Protestant/Catholic	14%	(19)	37%	(51)	21%	(28)	28%	(39)	136
Evangelical	11%	(57)	33%	(180)	23%	(124)	33%	(176)	537
Non-Evangelical	8%	(63)	29%	(233)	24%	(190)	39%	(309)	795
Community: Urban	12%	(77)	38%	(252)	20%	(130)	30%	(199)	658
Community: Suburban	7%	(66)	28%	(265)	27%	(254)	37%	(350)	936
Community: Rural	8%	(47)	28%	(169)	24%	(145)	40%	(244)	606
Employ: Private Sector	8%	(60)	38%	(269)	24%	(170)	30%	(218)	718
Employ: Government	12%	(15)	36%	(46)	26%	(33)	26%	(33)	126
Employ: Self-Employed	11%	(21)	39%	(75)	25%	(47)	26%	(49)	192
Employ: Homemaker	9%	(14)	28%	(43)	21%	(32)	42%	(65)	153
Employ: Student	13%	(11)	32%	(27)	30%	(25)	25%	(22)	85
Employ: Retired	5%	(23)	20%	(97)	26%	(130)	50%	(244)	494
Employ: Unemployed	12%	(34)	26%	(72)	23%	(64)	39%	(110)	280
Employ: Other	9%	(14)	38%	(58)	18%	(28)	34%	(53)	153
Military HH: Yes	11%	(34)	24%	(74)	25%	(75)	40%	(120)	303
Military HH: No	8%	(157)	32%	(612)	24%	(454)	35%	(673)	1897
RD/WT: Right Direction	11%	(87)	29%	(241)	22%	(182)	38%	(311)	820
RD/WT: Wrong Track	8%	(104)	32%	(446)	25%	(348)	35%	(482)	1380
Biden Job Approve	10%	(102)	30%	(307)	25%	(253)	35%	(361)	1023
Biden Job Disapprove	8%	(84)	33%	(351)	23%	(251)	36%	(389)	1076
Biden Job Strongly Approve	13%	(55)	28%	(123)	21%	(93)	38%	(168)	440
Biden Job Somewhat Approve	8%	(47)	31%	(184)	27%	(160)	33%	(193)	583
Biden Job Somewhat Disapprove	7%	(23)	36%	(115)	23%	(75)	33%	(106)	319
Biden Job Strongly Disapprove	8%	(61)	31%	(237)	23%	(177)	37%	(283)	757

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Table MCEN3_6: *How often do you consume popcorn in the following instances?*
At a local fair or amusement park

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	9%	(191)	31%	(687)	24%	(530)	36%	(793)	2200
Favorable of Biden	9%	(97)	31%	(312)	25%	(254)	35%	(360)	1024
Unfavorable of Biden	7%	(75)	33%	(347)	24%	(247)	36%	(383)	1052
Very Favorable of Biden	15%	(67)	26%	(117)	22%	(101)	37%	(168)	453
Somewhat Favorable of Biden	5%	(30)	34%	(196)	27%	(152)	34%	(192)	571
Somewhat Unfavorable of Biden	7%	(19)	36%	(97)	23%	(62)	33%	(88)	266
Very Unfavorable of Biden	7%	(56)	32%	(250)	24%	(185)	37%	(295)	786
#1 Issue: Economy	9%	(77)	34%	(307)	25%	(225)	32%	(292)	902
#1 Issue: Security	11%	(29)	26%	(70)	21%	(57)	41%	(110)	266
#1 Issue: Health Care	9%	(24)	34%	(94)	27%	(73)	30%	(81)	271
#1 Issue: Medicare / Social Security	6%	(16)	24%	(66)	22%	(61)	47%	(128)	271
#1 Issue: Women's Issues	10%	(12)	39%	(47)	28%	(33)	24%	(29)	121
#1 Issue: Education	16%	(13)	33%	(26)	22%	(17)	28%	(22)	78
#1 Issue: Energy	10%	(16)	33%	(54)	20%	(33)	36%	(59)	161
#1 Issue: Other	2%	(3)	19%	(24)	23%	(30)	56%	(72)	130
2020 Vote: Joe Biden	10%	(99)	31%	(308)	24%	(240)	34%	(338)	984
2020 Vote: Donald Trump	9%	(58)	32%	(218)	22%	(149)	37%	(253)	677
2020 Vote: Other	5%	(3)	29%	(22)	24%	(18)	42%	(32)	76
2020 Vote: Didn't Vote	7%	(31)	30%	(137)	27%	(122)	37%	(170)	460
2018 House Vote: Democrat	11%	(82)	30%	(230)	24%	(184)	35%	(269)	765
2018 House Vote: Republican	10%	(57)	32%	(182)	24%	(137)	33%	(189)	565
2018 House Vote: Someone else	3%	(2)	35%	(20)	16%	(9)	46%	(27)	58
2016 Vote: Hillary Clinton	9%	(63)	30%	(212)	24%	(168)	37%	(256)	699
2016 Vote: Donald Trump	8%	(53)	33%	(214)	23%	(153)	36%	(238)	657
2016 Vote: Other	8%	(9)	22%	(24)	31%	(34)	38%	(41)	108
2016 Vote: Didn't Vote	9%	(66)	32%	(236)	24%	(175)	35%	(259)	736
Voted in 2014: Yes	9%	(111)	30%	(369)	25%	(300)	36%	(432)	1212
Voted in 2014: No	8%	(80)	32%	(318)	23%	(230)	37%	(361)	988
4-Region: Northeast	11%	(42)	32%	(124)	22%	(86)	36%	(142)	394
4-Region: Midwest	8%	(38)	28%	(129)	27%	(125)	37%	(171)	462
4-Region: South	9%	(75)	31%	(257)	24%	(202)	35%	(291)	824
4-Region: West	7%	(37)	34%	(176)	23%	(118)	36%	(189)	520

Continued on next page

Table MCEN3_6: *How often do you consume popcorn in the following instances?*
At a local fair or amusement park

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	9%	(191)	31%	(687)	24%	(530)	36%	(793)	2200
Avid Film Fan	12%	(89)	36%	(272)	26%	(196)	26%	(197)	753
Casual Film Fan	8%	(95)	30%	(352)	24%	(286)	38%	(443)	1176
Film Fan	10%	(184)	32%	(624)	25%	(482)	33%	(640)	1930
Avid Moviegoer	22%	(49)	41%	(89)	22%	(48)	15%	(33)	218
Casual Moviegoer	9%	(114)	36%	(478)	26%	(350)	29%	(392)	1334
Moviegoer	10%	(163)	37%	(567)	26%	(398)	27%	(425)	1552

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

Table MCEN3_7: How often do you consume popcorn in the following instances?

At a mall

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	4%	(77)	14%	(299)	23%	(516)	59%	(1307)	2200
Gender: Male	5%	(55)	16%	(171)	25%	(266)	54%	(570)	1062
Gender: Female	2%	(22)	11%	(129)	22%	(250)	65%	(737)	1138
Age: 18-34	6%	(40)	21%	(138)	22%	(146)	51%	(331)	655
Age: 35-44	6%	(21)	16%	(58)	31%	(111)	47%	(167)	358
Age: 45-64	2%	(12)	10%	(77)	24%	(180)	64%	(482)	751
Age: 65+	1%	(4)	6%	(26)	18%	(79)	75%	(328)	436
GenZers: 1997-2012	6%	(13)	21%	(49)	23%	(53)	50%	(113)	227
Millennials: 1981-1996	7%	(46)	19%	(124)	24%	(163)	50%	(334)	667
GenXers: 1965-1980	2%	(11)	14%	(73)	27%	(137)	57%	(292)	513
Baby Boomers: 1946-1964	1%	(7)	7%	(51)	21%	(152)	71%	(507)	717
PID: Dem (no lean)	6%	(54)	14%	(124)	24%	(208)	56%	(488)	874
PID: Ind (no lean)	1%	(7)	12%	(83)	25%	(165)	62%	(418)	673
PID: Rep (no lean)	3%	(17)	14%	(92)	22%	(143)	61%	(401)	653
PID/Gender: Dem Men	9%	(40)	17%	(72)	26%	(107)	47%	(198)	417
PID/Gender: Dem Women	3%	(14)	11%	(52)	22%	(101)	64%	(290)	457
PID/Gender: Ind Men	1%	(4)	15%	(51)	26%	(92)	58%	(200)	347
PID/Gender: Ind Women	1%	(3)	10%	(32)	23%	(73)	67%	(218)	326
PID/Gender: Rep Men	4%	(11)	16%	(47)	23%	(67)	58%	(173)	298
PID/Gender: Rep Women	2%	(5)	13%	(45)	21%	(76)	64%	(229)	355
Ideo: Liberal (1-3)	5%	(34)	15%	(96)	23%	(154)	57%	(371)	654
Ideo: Moderate (4)	3%	(18)	13%	(82)	25%	(163)	59%	(384)	647
Ideo: Conservative (5-7)	3%	(20)	12%	(85)	22%	(153)	63%	(434)	692
Educ: < College	3%	(39)	13%	(200)	23%	(352)	61%	(920)	1512
Educ: Bachelors degree	4%	(18)	15%	(65)	25%	(112)	56%	(248)	444
Educ: Post-grad	8%	(20)	14%	(33)	21%	(52)	57%	(139)	244
Income: Under 50k	2%	(30)	14%	(173)	25%	(301)	59%	(714)	1218
Income: 50k-100k	4%	(28)	12%	(79)	21%	(144)	63%	(427)	678
Income: 100k+	6%	(19)	16%	(47)	23%	(71)	55%	(166)	304
Ethnicity: White	3%	(58)	13%	(220)	22%	(386)	61%	(1057)	1722
Ethnicity: Hispanic	5%	(18)	21%	(73)	24%	(83)	50%	(176)	349
Ethnicity: Black	5%	(15)	17%	(47)	27%	(73)	51%	(139)	274

Continued on next page

Table MCEN3_7: How often do you consume popcorn in the following instances?

At a mall

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	4%	(77)	14%	(299)	23%	(516)	59%	(1307)	2200
Ethnicity: Other	2%	(4)	16%	(32)	28%	(57)	55%	(111)	204
All Christian	4%	(43)	13%	(129)	22%	(218)	61%	(600)	989
All Non-Christian	11%	(13)	25%	(29)	19%	(22)	45%	(53)	116
Atheist	2%	(2)	12%	(13)	25%	(28)	61%	(66)	109
Agnostic/Nothing in particular	2%	(10)	15%	(88)	23%	(139)	61%	(372)	608
Something Else	3%	(10)	11%	(40)	29%	(110)	58%	(217)	377
Religious Non-Protestant/Catholic	9%	(13)	23%	(31)	19%	(26)	49%	(67)	136
Evangelical	6%	(32)	16%	(85)	25%	(132)	54%	(288)	537
Non-Evangelical	3%	(20)	10%	(78)	24%	(190)	64%	(507)	795
Community: Urban	6%	(40)	17%	(111)	27%	(176)	50%	(332)	658
Community: Suburban	2%	(20)	11%	(107)	24%	(223)	63%	(586)	936
Community: Rural	3%	(17)	13%	(81)	19%	(117)	64%	(390)	606
Employ: Private Sector	5%	(35)	14%	(101)	25%	(176)	56%	(405)	718
Employ: Government	7%	(9)	17%	(21)	24%	(30)	52%	(66)	126
Employ: Self-Employed	7%	(13)	15%	(29)	28%	(54)	50%	(95)	192
Employ: Homemaker	4%	(6)	14%	(22)	24%	(37)	58%	(89)	153
Employ: Student	8%	(7)	14%	(12)	29%	(25)	48%	(41)	85
Employ: Retired	1%	(3)	6%	(29)	17%	(86)	76%	(375)	494
Employ: Unemployed	1%	(3)	20%	(57)	26%	(73)	53%	(147)	280
Employ: Other	1%	(2)	18%	(28)	23%	(35)	58%	(88)	153
Military HH: Yes	2%	(6)	9%	(28)	30%	(90)	59%	(179)	303
Military HH: No	4%	(71)	14%	(271)	22%	(427)	60%	(1129)	1897
RD/WT: Right Direction	6%	(49)	16%	(132)	23%	(186)	55%	(453)	820
RD/WT: Wrong Track	2%	(28)	12%	(167)	24%	(331)	62%	(855)	1380
Biden Job Approve	5%	(54)	15%	(152)	25%	(252)	55%	(565)	1023
Biden Job Disapprove	2%	(21)	12%	(129)	23%	(246)	63%	(680)	1076
Biden Job Strongly Approve	9%	(42)	17%	(76)	21%	(94)	52%	(228)	440
Biden Job Somewhat Approve	2%	(13)	13%	(76)	27%	(158)	58%	(337)	583
Biden Job Somewhat Disapprove	2%	(6)	13%	(41)	24%	(78)	61%	(194)	319
Biden Job Strongly Disapprove	2%	(15)	12%	(88)	22%	(168)	64%	(486)	757

Continued on next page

Table MCEN3_7: How often do you consume popcorn in the following instances?

At a mall

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	4%	(77)	14%	(299)	23%	(516)	59%	(1307)	2200
Favorable of Biden	5%	(56)	14%	(143)	24%	(250)	56%	(575)	1024
Unfavorable of Biden	2%	(18)	12%	(128)	24%	(248)	63%	(658)	1052
Very Favorable of Biden	9%	(40)	15%	(67)	22%	(99)	54%	(247)	453
Somewhat Favorable of Biden	3%	(16)	13%	(76)	26%	(151)	58%	(329)	571
Somewhat Unfavorable of Biden	1%	(3)	12%	(32)	28%	(75)	59%	(157)	266
Very Unfavorable of Biden	2%	(15)	12%	(96)	22%	(173)	64%	(501)	786
#1 Issue: Economy	3%	(26)	14%	(131)	26%	(235)	57%	(510)	902
#1 Issue: Security	2%	(6)	14%	(38)	24%	(64)	59%	(158)	266
#1 Issue: Health Care	4%	(12)	16%	(45)	25%	(67)	55%	(148)	271
#1 Issue: Medicare / Social Security	3%	(9)	10%	(27)	20%	(54)	67%	(182)	271
#1 Issue: Women's Issues	6%	(7)	16%	(20)	21%	(26)	56%	(68)	121
#1 Issue: Education	12%	(9)	13%	(10)	16%	(13)	59%	(46)	78
#1 Issue: Energy	5%	(7)	11%	(18)	22%	(35)	62%	(100)	161
#1 Issue: Other	—	(0)	8%	(11)	18%	(23)	74%	(96)	130
2020 Vote: Joe Biden	5%	(50)	14%	(134)	25%	(241)	57%	(558)	984
2020 Vote: Donald Trump	2%	(17)	13%	(89)	22%	(146)	63%	(425)	677
2020 Vote: Other	—	(0)	9%	(7)	29%	(22)	62%	(47)	76
2020 Vote: Didn't Vote	2%	(10)	15%	(68)	23%	(107)	60%	(275)	460
2018 House Vote: Democrat	5%	(36)	13%	(97)	24%	(183)	59%	(449)	765
2018 House Vote: Republican	2%	(12)	14%	(79)	24%	(133)	60%	(342)	565
2018 House Vote: Someone else	1%	(1)	12%	(7)	28%	(16)	59%	(34)	58
2016 Vote: Hillary Clinton	5%	(32)	12%	(86)	23%	(163)	60%	(418)	699
2016 Vote: Donald Trump	2%	(16)	14%	(89)	22%	(146)	62%	(406)	657
2016 Vote: Other	2%	(2)	7%	(7)	25%	(27)	67%	(72)	108
2016 Vote: Didn't Vote	4%	(27)	16%	(116)	25%	(181)	56%	(411)	736
Voted in 2014: Yes	3%	(38)	12%	(149)	24%	(290)	61%	(734)	1212
Voted in 2014: No	4%	(39)	15%	(150)	23%	(226)	58%	(573)	988
4-Region: Northeast	4%	(15)	14%	(54)	20%	(79)	62%	(245)	394
4-Region: Midwest	2%	(8)	14%	(62)	21%	(99)	63%	(293)	462
4-Region: South	4%	(32)	13%	(109)	26%	(212)	57%	(471)	824
4-Region: West	4%	(21)	14%	(73)	24%	(127)	58%	(299)	520

Continued on next page

Table MCEN3_7: How often do you consume popcorn in the following instances?

At a mall

Demographic	Almost always		Sometimes		Rarely		Never		Total N
Adults	4%	(77)	14%	(299)	23%	(516)	59%	(1307)	2200
Avid Film Fan	7%	(53)	15%	(116)	28%	(208)	50%	(377)	753
Casual Film Fan	2%	(22)	14%	(160)	22%	(264)	62%	(730)	1176
Film Fan	4%	(75)	14%	(276)	24%	(472)	57%	(1107)	1930
Avid Moviegoer	17%	(37)	38%	(83)	20%	(43)	25%	(55)	218
Casual Moviegoer	2%	(33)	14%	(186)	28%	(374)	56%	(741)	1334
Moviegoer	5%	(70)	17%	(269)	27%	(417)	51%	(796)	1552

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

Table MCEN4_1: *To what extent do you enjoy the following types of popcorn?*
Fresh popcorn from a popcorn machine

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Don't know / No opinion	Total N
Adults	55%	(1217)	27%	(597)	4%	(82)	5%	(120)	8% (184)	2200
Gender: Male	51%	(544)	29%	(308)	5%	(48)	6%	(63)	9% (99)	1062
Gender: Female	59%	(673)	25%	(289)	3%	(34)	5%	(57)	7% (85)	1138
Age: 18-34	56%	(365)	26%	(169)	5%	(30)	5%	(34)	9% (57)	655
Age: 35-44	57%	(204)	30%	(109)	2%	(8)	5%	(17)	6% (20)	358
Age: 45-64	56%	(423)	27%	(205)	3%	(20)	5%	(38)	9% (64)	751
Age: 65+	51%	(223)	26%	(114)	6%	(24)	7%	(32)	10% (43)	436
GenZers: 1997-2012	55%	(126)	20%	(45)	3%	(8)	6%	(14)	15% (34)	227
Millennials: 1981-1996	57%	(379)	29%	(196)	4%	(27)	5%	(30)	5% (35)	667
GenXers: 1965-1980	56%	(287)	26%	(133)	3%	(14)	5%	(25)	10% (53)	513
Baby Boomers: 1946-1964	55%	(395)	28%	(202)	4%	(29)	6%	(44)	7% (48)	717
PID: Dem (no lean)	57%	(498)	28%	(248)	4%	(34)	4%	(34)	7% (60)	874
PID: Ind (no lean)	52%	(349)	28%	(188)	4%	(27)	6%	(42)	10% (66)	673
PID: Rep (no lean)	57%	(369)	25%	(161)	3%	(22)	7%	(45)	9% (57)	653
PID/Gender: Dem Men	52%	(217)	32%	(132)	5%	(19)	4%	(17)	8% (32)	417
PID/Gender: Dem Women	61%	(281)	25%	(116)	3%	(15)	4%	(17)	6% (29)	457
PID/Gender: Ind Men	49%	(170)	29%	(101)	5%	(18)	6%	(21)	10% (36)	347
PID/Gender: Ind Women	55%	(179)	27%	(87)	3%	(9)	7%	(21)	9% (30)	326
PID/Gender: Rep Men	52%	(156)	25%	(74)	4%	(11)	8%	(25)	10% (31)	298
PID/Gender: Rep Women	60%	(213)	24%	(86)	3%	(10)	5%	(19)	7% (26)	355
Ideo: Liberal (1-3)	59%	(384)	26%	(170)	5%	(30)	5%	(32)	6% (39)	654
Ideo: Moderate (4)	55%	(354)	31%	(197)	3%	(21)	5%	(35)	6% (40)	647
Ideo: Conservative (5-7)	55%	(381)	26%	(182)	4%	(28)	6%	(39)	9% (63)	692
Educ: < College	56%	(846)	25%	(383)	4%	(57)	6%	(87)	9% (140)	1512
Educ: Bachelors degree	55%	(243)	31%	(137)	3%	(14)	5%	(21)	7% (29)	444
Educ: Post-grad	53%	(128)	32%	(77)	5%	(11)	5%	(13)	6% (15)	244
Income: Under 50k	55%	(667)	26%	(317)	4%	(49)	6%	(74)	9% (111)	1218
Income: 50k-100k	57%	(384)	27%	(180)	3%	(19)	5%	(34)	9% (61)	678
Income: 100k+	54%	(165)	33%	(100)	5%	(15)	4%	(13)	4% (12)	304
Ethnicity: White	56%	(971)	27%	(460)	4%	(65)	5%	(81)	8% (145)	1722
Ethnicity: Hispanic	60%	(211)	21%	(72)	3%	(12)	5%	(19)	10% (36)	349

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Table MCEN4_1: *To what extent do you enjoy the following types of popcorn?*
Fresh popcorn from a popcorn machine

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Don't know / No opinion	Total N
Adults	55%	(1217)	27%	(597)	4%	(82)	5%	(120)	8% (184)	2200
Ethnicity: Black	52%	(142)	29%	(81)	3%	(10)	8%	(21)	8% (21)	274
Ethnicity: Other	51%	(104)	27%	(56)	4%	(8)	9%	(18)	9% (18)	204
All Christian	58%	(569)	27%	(268)	4%	(36)	5%	(46)	7% (71)	989
All Non-Christian	51%	(59)	24%	(28)	10%	(12)	5%	(6)	10% (12)	116
Atheist	54%	(59)	24%	(26)	3%	(3)	6%	(7)	13% (14)	109
Agnostic/Nothing in particular	54%	(326)	26%	(159)	4%	(22)	7%	(40)	10% (62)	608
Something Else	54%	(204)	31%	(116)	3%	(10)	6%	(22)	7% (25)	377
Religious Non-Protestant/Catholic	52%	(71)	25%	(34)	9%	(12)	5%	(7)	9% (12)	136
Evangelical	53%	(286)	29%	(156)	4%	(19)	6%	(31)	8% (44)	537
Non-Evangelical	59%	(467)	27%	(217)	3%	(27)	4%	(34)	6% (50)	795
Community: Urban	56%	(370)	26%	(170)	4%	(29)	5%	(36)	8% (54)	658
Community: Suburban	55%	(515)	28%	(262)	3%	(25)	5%	(49)	9% (85)	936
Community: Rural	55%	(332)	27%	(165)	5%	(28)	6%	(35)	7% (45)	606
Employ: Private Sector	58%	(414)	30%	(215)	3%	(18)	3%	(23)	7% (48)	718
Employ: Government	56%	(70)	31%	(39)	3%	(3)	5%	(6)	6% (7)	126
Employ: Self-Employed	58%	(111)	28%	(53)	7%	(14)	5%	(9)	3% (5)	192
Employ: Homemaker	48%	(73)	32%	(50)	5%	(8)	7%	(10)	8% (12)	153
Employ: Student	61%	(52)	26%	(22)	2%	(2)	1%	(1)	10% (8)	85
Employ: Retired	54%	(265)	25%	(122)	4%	(21)	7%	(36)	10% (50)	494
Employ: Unemployed	54%	(151)	22%	(62)	3%	(7)	8%	(23)	13% (37)	280
Employ: Other	53%	(80)	22%	(34)	6%	(9)	8%	(13)	11% (17)	153
Military HH: Yes	58%	(175)	26%	(77)	4%	(13)	5%	(16)	7% (22)	303
Military HH: No	55%	(1042)	27%	(520)	4%	(69)	6%	(105)	9% (161)	1897
RD/WT: Right Direction	54%	(442)	28%	(231)	4%	(33)	6%	(46)	8% (68)	820
RD/WT: Wrong Track	56%	(775)	26%	(366)	4%	(49)	5%	(75)	8% (116)	1380
Biden Job Approve	54%	(555)	30%	(310)	4%	(42)	4%	(43)	7% (73)	1023
Biden Job Disapprove	57%	(615)	24%	(263)	3%	(37)	6%	(69)	9% (92)	1076

Continued on next page

Table MCEN4_1: *To what extent do you enjoy the following types of popcorn?*
Fresh popcorn from a popcorn machine

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Don't know / No opinion	Total N
Adults	55%	(1217)	27%	(597)	4%	(82)	5%	(120)	8% (184)	2200
Biden Job Strongly Approve	56%	(247)	28%	(125)	4%	(16)	5%	(20)	7% (31)	440
Biden Job Somewhat Approve	53%	(308)	32%	(184)	4%	(26)	4%	(22)	7% (42)	583
Biden Job Somewhat Disapprove	60%	(191)	26%	(84)	3%	(11)	2%	(7)	8% (26)	319
Biden Job Strongly Disapprove	56%	(423)	24%	(179)	3%	(26)	8%	(62)	9% (66)	757
Favorable of Biden	56%	(569)	29%	(296)	4%	(39)	5%	(50)	7% (69)	1024
Unfavorable of Biden	56%	(590)	26%	(269)	4%	(40)	6%	(66)	8% (86)	1052
Very Favorable of Biden	58%	(264)	27%	(121)	3%	(15)	4%	(20)	7% (32)	453
Somewhat Favorable of Biden	54%	(306)	31%	(175)	4%	(24)	5%	(30)	6% (37)	571
Somewhat Unfavorable of Biden	58%	(155)	31%	(83)	3%	(7)	2%	(6)	6% (15)	266
Very Unfavorable of Biden	55%	(435)	24%	(186)	4%	(32)	8%	(61)	9% (71)	786
#1 Issue: Economy	58%	(524)	28%	(249)	3%	(28)	4%	(40)	7% (60)	902
#1 Issue: Security	55%	(147)	23%	(62)	5%	(15)	7%	(20)	9% (23)	266
#1 Issue: Health Care	51%	(138)	33%	(89)	4%	(11)	4%	(11)	8% (22)	271
#1 Issue: Medicare / Social Security	49%	(134)	29%	(78)	6%	(16)	5%	(15)	11% (29)	271
#1 Issue: Women's Issues	62%	(76)	21%	(25)	3%	(4)	6%	(7)	7% (9)	121
#1 Issue: Education	51%	(40)	33%	(26)	2%	(2)	5%	(4)	9% (7)	78
#1 Issue: Energy	55%	(88)	26%	(42)	4%	(7)	4%	(7)	11% (18)	161
#1 Issue: Other	55%	(71)	20%	(26)	—	(0)	13%	(17)	12% (16)	130
2020 Vote: Joe Biden	57%	(558)	29%	(290)	3%	(33)	4%	(44)	6% (59)	984
2020 Vote: Donald Trump	59%	(396)	24%	(163)	3%	(21)	6%	(44)	8% (53)	677
2020 Vote: Other	51%	(39)	27%	(21)	3%	(2)	6%	(4)	13% (10)	76
2020 Vote: Didn't Vote	48%	(223)	27%	(122)	6%	(26)	6%	(29)	13% (61)	460
2018 House Vote: Democrat	59%	(449)	27%	(209)	4%	(29)	4%	(33)	6% (45)	765
2018 House Vote: Republican	58%	(326)	25%	(141)	3%	(17)	6%	(35)	8% (46)	565
2018 House Vote: Someone else	56%	(33)	24%	(14)	2%	(1)	11%	(6)	6% (3)	58
2016 Vote: Hillary Clinton	55%	(385)	31%	(216)	3%	(19)	5%	(35)	6% (43)	699
2016 Vote: Donald Trump	58%	(380)	24%	(158)	4%	(26)	6%	(41)	8% (51)	657
2016 Vote: Other	55%	(59)	25%	(27)	2%	(3)	6%	(6)	12% (13)	108
2016 Vote: Didn't Vote	53%	(392)	27%	(195)	5%	(34)	5%	(37)	10% (77)	736

Continued on next page

Table MCEN4_1: *To what extent do you enjoy the following types of popcorn?*
Fresh popcorn from a popcorn machine

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Don't know / No opinion		Total N
Adults	55%	(1217)	27%	(597)	4%	(82)	5%	(120)	8%	(184)	2200
Voted in 2014: Yes	58%	(707)	27%	(322)	3%	(40)	5%	(60)	7%	(83)	1212
Voted in 2014: No	52%	(509)	28%	(275)	4%	(43)	6%	(61)	10%	(100)	988
4-Region: Northeast	53%	(208)	27%	(108)	4%	(17)	6%	(25)	9%	(36)	394
4-Region: Midwest	56%	(258)	29%	(135)	3%	(12)	5%	(23)	7%	(34)	462
4-Region: South	56%	(460)	26%	(218)	4%	(31)	5%	(43)	9%	(72)	824
4-Region: West	56%	(291)	26%	(136)	4%	(22)	6%	(30)	8%	(41)	520
Avid Film Fan	63%	(474)	25%	(191)	3%	(22)	5%	(35)	4%	(32)	753
Casual Film Fan	54%	(639)	28%	(331)	4%	(48)	4%	(53)	9%	(106)	1176
Film Fan	58%	(1112)	27%	(523)	4%	(70)	5%	(87)	7%	(138)	1930
Avid Moviegoer	54%	(119)	30%	(66)	5%	(12)	5%	(12)	4%	(10)	218
Casual Moviegoer	60%	(800)	26%	(346)	3%	(45)	4%	(56)	7%	(87)	1334
Moviegoer	59%	(919)	27%	(412)	4%	(57)	4%	(67)	6%	(97)	1552

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

Table MCEN4_2: *To what extent do you enjoy the following types of popcorn?*
Store-bought regular popcorn for popping at home

Demographic	Enjoy a lot	Enjoy somewhat	Do not enjoy much	Do not enjoy at all	Don't know / No opinion	Total N
Adults	34% (742)	42% (923)	9% (196)	8% (177)	7% (162)	2200
Gender: Male	32% (335)	42% (444)	9% (101)	9% (90)	9% (92)	1062
Gender: Female	36% (407)	42% (480)	8% (95)	8% (86)	6% (71)	1138
Age: 18-34	36% (238)	38% (250)	8% (55)	8% (50)	10% (62)	655
Age: 35-44	33% (117)	47% (168)	9% (32)	8% (27)	4% (13)	358
Age: 45-64	33% (249)	42% (317)	9% (65)	8% (61)	8% (58)	751
Age: 65+	32% (138)	43% (187)	10% (44)	9% (39)	7% (29)	436
GenZers: 1997-2012	31% (71)	33% (74)	13% (30)	7% (16)	16% (36)	227
Millennials: 1981-1996	37% (244)	43% (288)	7% (44)	8% (55)	5% (36)	667
GenXers: 1965-1980	33% (169)	42% (217)	11% (55)	6% (33)	8% (40)	513
Baby Boomers: 1946-1964	33% (236)	44% (317)	8% (60)	9% (63)	6% (41)	717
PID: Dem (no lean)	36% (316)	43% (375)	7% (59)	8% (68)	6% (56)	874
PID: Ind (no lean)	31% (210)	38% (253)	13% (87)	8% (57)	10% (66)	673
PID: Rep (no lean)	33% (216)	45% (296)	8% (50)	8% (51)	6% (40)	653
PID/Gender: Dem Men	36% (152)	43% (179)	6% (25)	8% (33)	7% (28)	417
PID/Gender: Dem Women	36% (164)	43% (196)	7% (34)	8% (35)	6% (28)	457
PID/Gender: Ind Men	25% (87)	39% (134)	15% (52)	10% (33)	12% (41)	347
PID/Gender: Ind Women	38% (124)	36% (118)	11% (35)	7% (24)	8% (26)	326
PID/Gender: Rep Men	32% (97)	44% (131)	8% (23)	8% (24)	8% (23)	298
PID/Gender: Rep Women	34% (119)	47% (165)	7% (26)	8% (27)	5% (17)	355
Ideo: Liberal (1-3)	35% (228)	43% (281)	9% (58)	7% (48)	6% (39)	654
Ideo: Moderate (4)	35% (226)	42% (271)	9% (59)	9% (57)	5% (33)	647
Ideo: Conservative (5-7)	33% (228)	44% (302)	9% (65)	7% (51)	7% (46)	692
Educ: < College	34% (521)	40% (603)	9% (134)	9% (129)	8% (125)	1512
Educ: Bachelors degree	33% (146)	46% (205)	9% (40)	6% (28)	6% (26)	444
Educ: Post-grad	31% (76)	47% (115)	9% (22)	8% (20)	5% (11)	244
Income: Under 50k	34% (413)	38% (465)	10% (122)	9% (113)	9% (105)	1218
Income: 50k-100k	35% (234)	45% (305)	7% (49)	7% (45)	7% (44)	678
Income: 100k+	31% (94)	50% (153)	8% (24)	6% (19)	4% (13)	304
Ethnicity: White	34% (586)	43% (735)	9% (150)	8% (132)	7% (118)	1722
Ethnicity: Hispanic	36% (125)	38% (133)	8% (27)	8% (28)	10% (36)	349

Continued on next page

Table MCEN4_2: *To what extent do you enjoy the following types of popcorn?*
Store-bought regular popcorn for popping at home

Demographic	Enjoy a lot	Enjoy somewhat	Do not enjoy much	Do not enjoy at all	Don't know / No opinion	Total N
Adults	34% (742)	42% (923)	9% (196)	8% (177)	7% (162)	2200
Ethnicity: Black	37% (101)	35% (96)	10% (27)	9% (24)	10% (27)	274
Ethnicity: Other	27% (55)	45% (92)	9% (19)	10% (21)	9% (17)	204
All Christian	37% (365)	42% (420)	9% (84)	7% (66)	5% (54)	989
All Non-Christian	33% (39)	49% (57)	6% (7)	6% (7)	7% (8)	116
Atheist	29% (31)	43% (47)	9% (10)	9% (9)	10% (11)	109
Agnostic/Nothing in particular	30% (183)	42% (253)	9% (57)	9% (56)	10% (59)	608
Something Else	33% (125)	39% (147)	10% (37)	10% (38)	8% (30)	377
Religious Non-Protestant/Catholic	35% (48)	46% (63)	7% (10)	6% (9)	6% (8)	136
Evangelical	33% (179)	40% (217)	12% (62)	7% (39)	8% (41)	537
Non-Evangelical	38% (301)	42% (336)	7% (53)	8% (63)	5% (42)	795
Community: Urban	34% (224)	43% (284)	8% (50)	7% (48)	8% (52)	658
Community: Suburban	34% (317)	42% (391)	9% (87)	8% (74)	7% (67)	936
Community: Rural	33% (201)	41% (249)	10% (59)	9% (54)	7% (42)	606
Employ: Private Sector	33% (238)	48% (346)	7% (53)	5% (34)	6% (46)	718
Employ: Government	37% (46)	40% (51)	11% (13)	8% (10)	5% (6)	126
Employ: Self-Employed	31% (59)	45% (86)	11% (21)	10% (18)	3% (6)	192
Employ: Homemaker	37% (56)	47% (72)	6% (9)	6% (10)	4% (6)	153
Employ: Student	32% (28)	45% (38)	13% (11)	2% (2)	8% (7)	85
Employ: Retired	33% (163)	41% (201)	9% (45)	10% (48)	8% (37)	494
Employ: Unemployed	38% (107)	28% (79)	8% (23)	12% (33)	13% (37)	280
Employ: Other	29% (45)	32% (50)	14% (21)	14% (22)	11% (16)	153
Military HH: Yes	30% (90)	42% (128)	9% (28)	10% (30)	9% (28)	303
Military HH: No	34% (653)	42% (795)	9% (167)	8% (147)	7% (134)	1897
RD/WT: Right Direction	34% (283)	44% (358)	7% (61)	8% (64)	7% (54)	820
RD/WT: Wrong Track	33% (460)	41% (565)	10% (134)	8% (113)	8% (108)	1380
Biden Job Approve	36% (365)	43% (442)	8% (81)	7% (72)	6% (63)	1023
Biden Job Disapprove	33% (351)	41% (444)	10% (106)	8% (90)	8% (85)	1076

Continued on next page

Table MCEN4_2: *To what extent do you enjoy the following types of popcorn?*
Store-bought regular popcorn for popping at home

Demographic	Enjoy a lot	Enjoy somewhat	Do not enjoy much	Do not enjoy at all	Don't know / No opinion	Total N
Adults	34% (742)	42% (923)	9% (196)	8% (177)	7% (162)	2200
Biden Job Strongly Approve	39% (171)	40% (178)	7% (30)	7% (30)	7% (31)	440
Biden Job Somewhat Approve	33% (194)	45% (264)	9% (52)	7% (42)	6% (32)	583
Biden Job Somewhat Disapprove	30% (97)	45% (143)	9% (29)	6% (21)	9% (29)	319
Biden Job Strongly Disapprove	34% (254)	40% (301)	10% (77)	9% (70)	7% (55)	757
Favorable of Biden	35% (362)	44% (449)	7% (75)	8% (82)	6% (57)	1024
Unfavorable of Biden	32% (342)	41% (433)	11% (112)	8% (89)	7% (77)	1052
Very Favorable of Biden	40% (183)	40% (180)	6% (28)	8% (35)	6% (28)	453
Somewhat Favorable of Biden	31% (179)	47% (269)	8% (47)	8% (47)	5% (29)	571
Somewhat Unfavorable of Biden	31% (84)	45% (120)	11% (29)	6% (15)	7% (19)	266
Very Unfavorable of Biden	33% (258)	40% (313)	11% (83)	9% (73)	7% (58)	786
#1 Issue: Economy	34% (308)	42% (380)	9% (82)	7% (66)	7% (65)	902
#1 Issue: Security	35% (93)	44% (118)	9% (24)	6% (15)	6% (16)	266
#1 Issue: Health Care	34% (92)	47% (127)	8% (20)	7% (18)	5% (14)	271
#1 Issue: Medicare / Social Security	29% (79)	41% (111)	13% (34)	9% (25)	8% (21)	271
#1 Issue: Women's Issues	40% (49)	33% (40)	5% (6)	11% (13)	11% (13)	121
#1 Issue: Education	31% (24)	46% (36)	8% (6)	5% (4)	9% (7)	78
#1 Issue: Energy	37% (59)	40% (64)	8% (13)	8% (13)	8% (13)	161
#1 Issue: Other	29% (38)	36% (47)	8% (10)	17% (22)	10% (12)	130
2020 Vote: Joe Biden	35% (346)	43% (428)	8% (75)	8% (75)	6% (61)	984
2020 Vote: Donald Trump	35% (236)	42% (282)	9% (63)	8% (54)	6% (43)	677
2020 Vote: Other	28% (21)	35% (26)	17% (13)	7% (6)	13% (10)	76
2020 Vote: Didn't Vote	30% (139)	40% (185)	10% (46)	9% (42)	10% (47)	460
2018 House Vote: Democrat	37% (283)	43% (328)	7% (54)	8% (60)	5% (40)	765
2018 House Vote: Republican	33% (187)	43% (245)	10% (55)	8% (46)	6% (32)	565
2018 House Vote: Someone else	34% (20)	27% (15)	20% (12)	9% (5)	10% (6)	58
2016 Vote: Hillary Clinton	35% (245)	43% (298)	8% (56)	9% (59)	6% (39)	699
2016 Vote: Donald Trump	32% (210)	45% (294)	9% (62)	8% (51)	6% (40)	657
2016 Vote: Other	32% (35)	43% (46)	13% (14)	5% (5)	8% (8)	108
2016 Vote: Didn't Vote	34% (252)	39% (285)	9% (64)	8% (61)	10% (74)	736

Continued on next page

Table MCEN4_2: *To what extent do you enjoy the following types of popcorn?*
Store-bought regular popcorn for popping at home

Demographic	Enjoy a lot	Enjoy somewhat	Do not enjoy much	Do not enjoy at all	Don't know / No opinion	Total N
Adults	34% (742)	42% (923)	9% (196)	8% (177)	7% (162)	2200
Voted in 2014: Yes	34% (416)	44% (529)	9% (105)	8% (95)	6% (67)	1212
Voted in 2014: No	33% (326)	40% (394)	9% (91)	8% (82)	10% (95)	988
4-Region: Northeast	35% (137)	39% (155)	8% (31)	9% (34)	9% (36)	394
4-Region: Midwest	33% (153)	41% (190)	11% (52)	9% (40)	6% (27)	462
4-Region: South	36% (295)	41% (335)	8% (66)	8% (67)	8% (62)	824
4-Region: West	30% (157)	47% (244)	9% (47)	7% (35)	7% (37)	520
Avid Film Fan	42% (314)	39% (294)	7% (56)	7% (50)	5% (39)	753
Casual Film Fan	31% (367)	45% (534)	9% (110)	7% (85)	7% (80)	1176
Film Fan	35% (682)	43% (828)	9% (166)	7% (135)	6% (118)	1930
Avid Moviegoer	39% (84)	43% (95)	8% (18)	4% (8)	6% (13)	218
Casual Moviegoer	36% (475)	43% (574)	9% (119)	7% (90)	6% (75)	1334
Moviegoer	36% (559)	43% (669)	9% (137)	6% (99)	6% (88)	1552

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

Table MCEN4_3: *To what extent do you enjoy the following types of popcorn?*
Store-bought butter popcorn for popping at home

Demographic	Enjoy a lot	Enjoy somewhat	Do not enjoy much	Do not enjoy at all	Don't know / No opinion	Total N
Adults	43% (949)	36% (797)	7% (143)	8% (174)	6% (136)	2200
Gender: Male	40% (429)	36% (387)	8% (80)	9% (93)	7% (73)	1062
Gender: Female	46% (521)	36% (410)	6% (63)	7% (81)	6% (63)	1138
Age: 18-34	49% (319)	32% (211)	7% (47)	6% (38)	6% (40)	655
Age: 35-44	46% (166)	36% (127)	7% (24)	7% (25)	4% (16)	358
Age: 45-64	42% (317)	39% (295)	5% (36)	8% (60)	6% (43)	751
Age: 65+	34% (147)	38% (164)	8% (36)	12% (51)	9% (37)	436
GenZers: 1997-2012	44% (99)	30% (69)	12% (26)	5% (12)	10% (22)	227
Millennials: 1981-1996	49% (325)	35% (233)	5% (37)	6% (41)	5% (31)	667
GenXers: 1965-1980	47% (244)	35% (181)	4% (20)	7% (36)	6% (31)	513
Baby Boomers: 1946-1964	36% (260)	40% (288)	8% (55)	10% (74)	6% (40)	717
PID: Dem (no lean)	45% (392)	36% (314)	6% (55)	8% (67)	5% (46)	874
PID: Ind (no lean)	39% (260)	35% (236)	9% (61)	9% (61)	8% (56)	673
PID: Rep (no lean)	46% (298)	38% (247)	4% (27)	7% (46)	5% (35)	653
PID/Gender: Dem Men	45% (187)	36% (149)	7% (28)	8% (33)	5% (20)	417
PID/Gender: Dem Women	45% (204)	36% (165)	6% (28)	8% (35)	6% (26)	457
PID/Gender: Ind Men	33% (113)	35% (122)	11% (38)	12% (41)	10% (33)	347
PID/Gender: Ind Women	45% (146)	35% (115)	7% (23)	6% (20)	7% (23)	326
PID/Gender: Rep Men	43% (128)	39% (116)	5% (14)	6% (19)	7% (20)	298
PID/Gender: Rep Women	48% (170)	37% (131)	4% (13)	8% (27)	4% (15)	355
Ideo: Liberal (1-3)	44% (291)	34% (222)	7% (47)	10% (63)	5% (32)	654
Ideo: Moderate (4)	44% (284)	38% (244)	8% (53)	6% (37)	4% (29)	647
Ideo: Conservative (5-7)	42% (293)	39% (270)	5% (37)	7% (50)	6% (42)	692
Educ: < College	45% (677)	36% (544)	6% (90)	7% (109)	6% (92)	1512
Educ: Bachelors degree	41% (184)	36% (159)	8% (34)	8% (38)	7% (30)	444
Educ: Post-grad	36% (88)	39% (94)	8% (19)	11% (28)	6% (15)	244
Income: Under 50k	44% (540)	35% (429)	6% (75)	8% (93)	7% (82)	1218
Income: 50k-100k	43% (289)	37% (252)	6% (41)	8% (56)	6% (40)	678
Income: 100k+	40% (121)	38% (117)	9% (26)	8% (26)	5% (14)	304
Ethnicity: White	42% (720)	38% (654)	6% (107)	8% (132)	6% (108)	1722
Ethnicity: Hispanic	46% (160)	30% (105)	8% (28)	8% (29)	8% (28)	349

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Table MCEN4_3: To what extent do you enjoy the following types of popcorn?
Store-bought butter popcorn for popping at home

Demographic	Enjoy a lot	Enjoy somewhat	Do not enjoy much	Do not enjoy at all	Don't know / No opinion	Total N
Adults	43% (949)	36% (797)	7% (143)	8% (174)	6% (136)	2200
Ethnicity: Black	52% (143)	28% (78)	6% (17)	8% (21)	5% (15)	274
Ethnicity: Other	42% (86)	32% (65)	9% (19)	10% (21)	7% (14)	204
All Christian	45% (441)	38% (372)	6% (61)	6% (62)	5% (53)	989
All Non-Christian	33% (38)	44% (51)	5% (6)	12% (14)	7% (8)	116
Atheist	43% (47)	33% (36)	7% (8)	8% (8)	9% (10)	109
Agnostic/Nothing in particular	41% (251)	33% (203)	8% (48)	11% (64)	7% (43)	608
Something Else	46% (172)	36% (136)	5% (20)	7% (25)	6% (24)	377
Religious Non-Protestant/Catholic	35% (47)	44% (60)	4% (6)	12% (16)	6% (8)	136
Evangelical	47% (250)	34% (180)	7% (36)	6% (33)	7% (38)	537
Non-Evangelical	44% (347)	40% (314)	6% (45)	6% (52)	5% (37)	795
Community: Urban	44% (287)	34% (223)	7% (47)	8% (56)	7% (45)	658
Community: Suburban	42% (390)	37% (350)	6% (57)	8% (76)	7% (62)	936
Community: Rural	45% (272)	37% (224)	6% (38)	7% (43)	5% (29)	606
Employ: Private Sector	45% (322)	38% (271)	7% (50)	6% (46)	4% (29)	718
Employ: Government	46% (58)	34% (43)	7% (9)	6% (8)	7% (8)	126
Employ: Self-Employed	44% (83)	37% (71)	6% (11)	9% (17)	4% (8)	192
Employ: Homemaker	44% (67)	38% (59)	5% (8)	8% (12)	4% (7)	153
Employ: Student	47% (40)	33% (28)	11% (9)	2% (2)	6% (5)	85
Employ: Retired	36% (178)	39% (192)	6% (31)	11% (52)	8% (41)	494
Employ: Unemployed	49% (136)	30% (84)	5% (15)	9% (24)	7% (21)	280
Employ: Other	43% (65)	31% (47)	7% (11)	8% (13)	11% (17)	153
Military HH: Yes	42% (128)	36% (109)	8% (24)	6% (19)	8% (24)	303
Military HH: No	43% (822)	36% (688)	6% (119)	8% (155)	6% (113)	1897
RD/WT: Right Direction	41% (338)	36% (298)	8% (67)	8% (62)	7% (55)	820
RD/WT: Wrong Track	44% (612)	36% (499)	6% (76)	8% (112)	6% (82)	1380
Biden Job Approve	42% (431)	37% (378)	8% (77)	8% (82)	5% (55)	1023
Biden Job Disapprove	45% (482)	36% (390)	5% (54)	8% (84)	6% (66)	1076

Continued on next page

Table MCEN4_3: *To what extent do you enjoy the following types of popcorn?*
Store-bought butter popcorn for popping at home

Demographic	Enjoy a lot	Enjoy somewhat	Do not enjoy much	Do not enjoy at all	Don't know / No opinion	Total N
Adults	43% (949)	36% (797)	7% (143)	8% (174)	6% (136)	2200
Biden Job Strongly Approve	45% (200)	32% (141)	7% (33)	9% (39)	6% (27)	440
Biden Job Somewhat Approve	40% (231)	41% (237)	8% (44)	7% (43)	5% (28)	583
Biden Job Somewhat Disapprove	45% (143)	40% (129)	5% (15)	5% (17)	5% (15)	319
Biden Job Strongly Disapprove	45% (338)	35% (261)	5% (39)	9% (67)	7% (51)	757
Favorable of Biden	42% (428)	37% (380)	8% (79)	9% (88)	5% (49)	1024
Unfavorable of Biden	45% (471)	36% (380)	6% (59)	8% (81)	6% (61)	1052
Very Favorable of Biden	47% (215)	32% (146)	7% (32)	8% (37)	5% (23)	453
Somewhat Favorable of Biden	37% (213)	41% (234)	8% (47)	9% (51)	5% (26)	571
Somewhat Unfavorable of Biden	48% (127)	39% (104)	6% (16)	5% (13)	2% (6)	266
Very Unfavorable of Biden	44% (344)	35% (276)	5% (43)	9% (67)	7% (55)	786
#1 Issue: Economy	48% (431)	34% (309)	6% (50)	7% (66)	5% (46)	902
#1 Issue: Security	45% (119)	37% (99)	5% (14)	8% (21)	5% (14)	266
#1 Issue: Health Care	43% (117)	41% (110)	6% (16)	5% (12)	6% (16)	271
#1 Issue: Medicare / Social Security	34% (94)	39% (107)	9% (25)	9% (26)	7% (20)	271
#1 Issue: Women's Issues	48% (58)	28% (34)	7% (9)	8% (10)	8% (10)	121
#1 Issue: Education	39% (30)	45% (35)	5% (4)	2% (2)	9% (7)	78
#1 Issue: Energy	37% (59)	39% (63)	11% (17)	8% (13)	5% (8)	161
#1 Issue: Other	32% (41)	31% (40)	7% (9)	19% (25)	12% (15)	130
2020 Vote: Joe Biden	42% (418)	37% (366)	7% (64)	9% (86)	5% (50)	984
2020 Vote: Donald Trump	46% (315)	34% (229)	6% (41)	8% (51)	6% (42)	677
2020 Vote: Other	40% (30)	30% (23)	6% (5)	9% (7)	15% (11)	76
2020 Vote: Didn't Vote	40% (186)	39% (177)	7% (34)	7% (30)	7% (33)	460
2018 House Vote: Democrat	43% (333)	35% (269)	7% (56)	9% (70)	5% (38)	765
2018 House Vote: Republican	44% (250)	35% (198)	6% (33)	8% (45)	7% (39)	565
2018 House Vote: Someone else	42% (25)	28% (16)	4% (2)	14% (8)	11% (6)	58
2016 Vote: Hillary Clinton	43% (300)	36% (251)	6% (45)	10% (67)	5% (36)	699
2016 Vote: Donald Trump	44% (286)	35% (233)	6% (41)	8% (56)	6% (41)	657
2016 Vote: Other	37% (40)	41% (44)	4% (5)	8% (9)	10% (11)	108
2016 Vote: Didn't Vote	44% (323)	37% (269)	7% (53)	6% (42)	7% (48)	736

Continued on next page

Table MCEN4_3: *To what extent do you enjoy the following types of popcorn?*
Store-bought butter popcorn for popping at home

Demographic	Enjoy a lot	Enjoy somewhat	Do not enjoy much	Do not enjoy at all	Don't know / No opinion	Total N
Adults	43% (949)	36% (797)	7% (143)	8% (174)	6% (136)	2200
Voted in 2014: Yes	42% (507)	37% (443)	7% (80)	9% (106)	6% (77)	1212
Voted in 2014: No	45% (442)	36% (354)	6% (63)	7% (69)	6% (60)	988
4-Region: Northeast	41% (160)	37% (146)	5% (19)	11% (42)	7% (27)	394
4-Region: Midwest	47% (216)	35% (161)	6% (28)	8% (37)	4% (19)	462
4-Region: South	45% (373)	36% (300)	6% (48)	6% (51)	6% (53)	824
4-Region: West	38% (200)	37% (190)	9% (48)	8% (44)	7% (38)	520
Avid Film Fan	50% (380)	34% (254)	5% (41)	7% (51)	4% (27)	753
Casual Film Fan	41% (483)	39% (453)	7% (83)	8% (89)	6% (68)	1176
Film Fan	45% (863)	37% (708)	6% (124)	7% (140)	5% (95)	1930
Avid Moviegoer	46% (100)	33% (71)	11% (25)	5% (12)	5% (11)	218
Casual Moviegoer	46% (612)	36% (479)	6% (85)	7% (96)	5% (63)	1334
Moviegoer	46% (711)	35% (550)	7% (109)	7% (107)	5% (74)	1552

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

Table MCEN4_4: *To what extent do you enjoy the following types of popcorn?*
Store-bought organic popcorn for popping at home

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Don't know / No opinion		Total N
Adults	15%	(336)	25%	(558)	13%	(279)	17%	(372)	30%	(654)	2200
Gender: Male	15%	(158)	28%	(296)	15%	(155)	17%	(179)	26%	(275)	1062
Gender: Female	16%	(179)	23%	(263)	11%	(125)	17%	(192)	33%	(379)	1138
Age: 18-34	22%	(141)	29%	(189)	13%	(85)	15%	(100)	21%	(140)	655
Age: 35-44	17%	(60)	29%	(105)	15%	(55)	14%	(50)	25%	(88)	358
Age: 45-64	13%	(95)	23%	(172)	11%	(84)	16%	(121)	37%	(278)	751
Age: 65+	9%	(40)	21%	(92)	13%	(55)	23%	(100)	34%	(148)	436
GenZers: 1997-2012	22%	(49)	28%	(63)	13%	(30)	13%	(29)	25%	(56)	227
Millennials: 1981-1996	21%	(140)	30%	(197)	14%	(91)	16%	(105)	20%	(134)	667
GenXers: 1965-1980	12%	(64)	24%	(123)	12%	(63)	15%	(79)	36%	(184)	513
Baby Boomers: 1946-1964	11%	(76)	22%	(157)	12%	(88)	20%	(143)	35%	(253)	717
PID: Dem (no lean)	18%	(160)	27%	(236)	12%	(108)	16%	(137)	27%	(232)	874
PID: Ind (no lean)	15%	(100)	25%	(171)	12%	(83)	16%	(109)	31%	(210)	673
PID: Rep (no lean)	12%	(76)	23%	(151)	13%	(88)	19%	(125)	32%	(212)	653
PID/Gender: Dem Men	20%	(83)	30%	(125)	14%	(56)	15%	(64)	21%	(90)	417
PID/Gender: Dem Women	17%	(78)	24%	(111)	11%	(52)	16%	(73)	31%	(142)	457
PID/Gender: Ind Men	14%	(47)	26%	(89)	13%	(47)	16%	(57)	31%	(107)	347
PID/Gender: Ind Women	16%	(52)	25%	(82)	11%	(36)	16%	(52)	32%	(103)	326
PID/Gender: Rep Men	9%	(28)	27%	(82)	17%	(51)	20%	(59)	26%	(78)	298
PID/Gender: Rep Women	14%	(49)	20%	(70)	10%	(36)	19%	(67)	38%	(134)	355
Ideo: Liberal (1-3)	21%	(137)	29%	(189)	14%	(90)	12%	(78)	24%	(160)	654
Ideo: Moderate (4)	13%	(86)	26%	(167)	13%	(84)	18%	(117)	30%	(192)	647
Ideo: Conservative (5-7)	13%	(89)	25%	(173)	12%	(83)	19%	(131)	31%	(217)	692
Educ: < College	13%	(203)	23%	(345)	13%	(190)	19%	(292)	32%	(481)	1512
Educ: Bachelors degree	18%	(81)	30%	(134)	14%	(63)	11%	(48)	26%	(117)	444
Educ: Post-grad	21%	(52)	32%	(79)	11%	(26)	13%	(31)	23%	(56)	244
Income: Under 50k	14%	(176)	22%	(272)	12%	(146)	20%	(239)	32%	(385)	1218
Income: 50k-100k	14%	(97)	27%	(185)	13%	(87)	15%	(102)	31%	(207)	678
Income: 100k+	21%	(63)	33%	(102)	15%	(46)	10%	(31)	20%	(62)	304
Ethnicity: White	15%	(263)	25%	(425)	12%	(207)	17%	(290)	31%	(537)	1722
Ethnicity: Hispanic	16%	(57)	28%	(99)	16%	(55)	15%	(51)	25%	(87)	349

Continued on next page

Table MCEN4_4: *To what extent do you enjoy the following types of popcorn?*
Store-bought organic popcorn for popping at home

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Don't know / No opinion		Total N
Adults	15%	(336)	25%	(558)	13%	(279)	17%	(372)	30%	(654)	2200
Ethnicity: Black	17%	(46)	23%	(63)	16%	(44)	17%	(47)	27%	(74)	274
Ethnicity: Other	14%	(28)	35%	(70)	14%	(28)	17%	(35)	21%	(43)	204
All Christian	15%	(148)	26%	(256)	12%	(121)	16%	(155)	31%	(308)	989
All Non-Christian	25%	(29)	38%	(44)	10%	(11)	13%	(15)	15%	(17)	116
Atheist	15%	(17)	29%	(32)	10%	(11)	16%	(18)	29%	(32)	109
Agnostic/Nothing in particular	15%	(92)	23%	(138)	14%	(87)	18%	(111)	30%	(180)	608
Something Else	13%	(51)	23%	(88)	13%	(49)	19%	(72)	31%	(117)	377
Religious Non-Protestant/Catholic	22%	(30)	36%	(49)	10%	(14)	15%	(20)	17%	(23)	136
Evangelical	16%	(86)	24%	(127)	12%	(67)	17%	(91)	31%	(166)	537
Non-Evangelical	14%	(110)	26%	(209)	12%	(98)	16%	(129)	31%	(248)	795
Community: Urban	19%	(127)	28%	(184)	11%	(74)	15%	(100)	26%	(174)	658
Community: Suburban	14%	(136)	25%	(235)	14%	(133)	16%	(147)	30%	(285)	936
Community: Rural	12%	(74)	23%	(139)	12%	(72)	21%	(125)	32%	(195)	606
Employ: Private Sector	18%	(130)	29%	(208)	14%	(101)	12%	(89)	26%	(190)	718
Employ: Government	19%	(24)	31%	(39)	15%	(19)	12%	(15)	23%	(29)	126
Employ: Self-Employed	18%	(35)	25%	(47)	18%	(34)	21%	(41)	18%	(35)	192
Employ: Homemaker	14%	(22)	28%	(43)	10%	(15)	14%	(21)	34%	(52)	153
Employ: Student	23%	(19)	30%	(26)	11%	(9)	14%	(12)	23%	(19)	85
Employ: Retired	11%	(54)	21%	(103)	11%	(53)	22%	(109)	36%	(175)	494
Employ: Unemployed	11%	(31)	25%	(70)	11%	(30)	19%	(52)	35%	(97)	280
Employ: Other	14%	(21)	15%	(23)	13%	(19)	21%	(33)	37%	(57)	153
Military HH: Yes	13%	(39)	22%	(67)	15%	(46)	20%	(61)	30%	(92)	303
Military HH: No	16%	(298)	26%	(492)	12%	(234)	16%	(311)	30%	(563)	1897
RD/WT: Right Direction	19%	(155)	30%	(250)	12%	(96)	14%	(116)	25%	(204)	820
RD/WT: Wrong Track	13%	(182)	22%	(309)	13%	(183)	19%	(256)	33%	(451)	1380
Biden Job Approve	18%	(185)	29%	(299)	12%	(121)	15%	(150)	26%	(268)	1023
Biden Job Disapprove	13%	(143)	22%	(232)	14%	(150)	19%	(200)	33%	(350)	1076

Continued on next page

Table MCEN4_4: *To what extent do you enjoy the following types of popcorn?*
Store-bought organic popcorn for popping at home

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Don't know / No opinion		Total N
Adults	15%	(336)	25%	(558)	13%	(279)	17%	(372)	30%	(654)	2200
Biden Job Strongly Approve	23%	(103)	29%	(126)	11%	(50)	15%	(68)	21%	(94)	440
Biden Job Somewhat Approve	14%	(82)	30%	(173)	12%	(71)	14%	(82)	30%	(174)	583
Biden Job Somewhat Disapprove	13%	(43)	28%	(88)	14%	(45)	15%	(47)	30%	(96)	319
Biden Job Strongly Disapprove	13%	(100)	19%	(144)	14%	(105)	20%	(153)	34%	(254)	757
Favorable of Biden	19%	(191)	28%	(288)	12%	(125)	15%	(152)	26%	(268)	1024
Unfavorable of Biden	13%	(132)	23%	(237)	14%	(146)	19%	(201)	32%	(336)	1052
Very Favorable of Biden	24%	(109)	26%	(117)	10%	(44)	16%	(72)	24%	(111)	453
Somewhat Favorable of Biden	14%	(82)	30%	(170)	14%	(82)	14%	(79)	28%	(158)	571
Somewhat Unfavorable of Biden	13%	(35)	30%	(81)	14%	(36)	13%	(36)	30%	(79)	266
Very Unfavorable of Biden	12%	(97)	20%	(157)	14%	(109)	21%	(165)	33%	(257)	786
#1 Issue: Economy	16%	(146)	24%	(218)	14%	(131)	16%	(142)	29%	(265)	902
#1 Issue: Security	11%	(30)	24%	(65)	13%	(35)	17%	(44)	34%	(91)	266
#1 Issue: Health Care	17%	(45)	35%	(96)	10%	(28)	14%	(38)	24%	(65)	271
#1 Issue: Medicare / Social Security	10%	(27)	17%	(46)	15%	(40)	24%	(65)	35%	(95)	271
#1 Issue: Women's Issues	20%	(24)	24%	(29)	11%	(13)	18%	(22)	28%	(34)	121
#1 Issue: Education	13%	(10)	31%	(24)	11%	(8)	14%	(11)	31%	(24)	78
#1 Issue: Energy	25%	(40)	35%	(57)	8%	(13)	11%	(17)	21%	(33)	161
#1 Issue: Other	11%	(14)	19%	(25)	9%	(11)	25%	(32)	37%	(48)	130
2020 Vote: Joe Biden	18%	(173)	29%	(282)	12%	(117)	15%	(145)	27%	(266)	984
2020 Vote: Donald Trump	11%	(72)	22%	(146)	13%	(90)	21%	(141)	34%	(227)	677
2020 Vote: Other	17%	(13)	20%	(15)	14%	(11)	13%	(10)	35%	(27)	76
2020 Vote: Didn't Vote	17%	(78)	25%	(115)	13%	(59)	16%	(75)	29%	(133)	460
2018 House Vote: Democrat	17%	(133)	28%	(218)	12%	(94)	14%	(108)	28%	(213)	765
2018 House Vote: Republican	12%	(68)	23%	(130)	12%	(66)	19%	(107)	34%	(193)	565
2018 House Vote: Someone else	29%	(17)	19%	(11)	14%	(8)	16%	(9)	22%	(13)	58
2016 Vote: Hillary Clinton	18%	(126)	29%	(201)	11%	(74)	16%	(110)	27%	(188)	699
2016 Vote: Donald Trump	12%	(79)	22%	(142)	14%	(93)	18%	(118)	34%	(224)	657
2016 Vote: Other	12%	(13)	29%	(32)	17%	(18)	11%	(12)	31%	(33)	108
2016 Vote: Didn't Vote	16%	(117)	25%	(183)	13%	(94)	18%	(132)	28%	(209)	736

Continued on next page

Table MCEN4_4: *To what extent do you enjoy the following types of popcorn?*
Store-bought organic popcorn for popping at home

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Don't know / No opinion		Total N
Adults	15%	(336)	25%	(558)	13%	(279)	17%	(372)	30%	(654)	2200
Voted in 2014: Yes	15%	(185)	26%	(316)	11%	(139)	16%	(194)	31%	(378)	1212
Voted in 2014: No	15%	(151)	24%	(242)	14%	(140)	18%	(178)	28%	(277)	988
4-Region: Northeast	20%	(79)	25%	(97)	11%	(42)	17%	(66)	28%	(109)	394
4-Region: Midwest	12%	(56)	23%	(106)	13%	(58)	20%	(93)	32%	(150)	462
4-Region: South	16%	(133)	24%	(198)	12%	(101)	17%	(140)	31%	(254)	824
4-Region: West	13%	(69)	30%	(158)	15%	(78)	14%	(73)	27%	(142)	520
Avid Film Fan	22%	(167)	29%	(221)	12%	(89)	14%	(103)	23%	(174)	753
Casual Film Fan	13%	(151)	25%	(292)	14%	(164)	16%	(188)	32%	(381)	1176
Film Fan	17%	(319)	27%	(513)	13%	(253)	15%	(291)	29%	(555)	1930
Avid Moviegoer	30%	(65)	32%	(69)	17%	(38)	11%	(24)	10%	(23)	218
Casual Moviegoer	16%	(208)	27%	(360)	13%	(167)	15%	(206)	29%	(392)	1334
Moviegoer	18%	(272)	28%	(430)	13%	(204)	15%	(231)	27%	(415)	1552

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

Table MCEN4_5: *To what extent do you enjoy the following types of popcorn?*
Store-bought reduced fat popcorn for popping at home

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Don't know / No opinion		Total N
Adults	14%	(303)	27%	(603)	19%	(425)	21%	(465)	18%	(404)	2200
Gender: Male	14%	(146)	29%	(313)	21%	(222)	20%	(210)	16%	(171)	1062
Gender: Female	14%	(157)	25%	(290)	18%	(203)	22%	(255)	20%	(233)	1138
Age: 18-34	16%	(105)	28%	(183)	21%	(139)	16%	(108)	18%	(120)	655
Age: 35-44	18%	(64)	28%	(98)	22%	(80)	19%	(69)	13%	(46)	358
Age: 45-64	13%	(97)	28%	(207)	15%	(115)	23%	(173)	21%	(159)	751
Age: 65+	9%	(37)	26%	(114)	21%	(90)	26%	(115)	18%	(80)	436
GenZers: 1997-2012	12%	(27)	20%	(47)	24%	(54)	14%	(32)	30%	(68)	227
Millennials: 1981-1996	19%	(125)	30%	(203)	20%	(134)	19%	(125)	12%	(80)	667
GenXers: 1965-1980	13%	(68)	28%	(145)	18%	(93)	19%	(100)	21%	(108)	513
Baby Boomers: 1946-1964	10%	(73)	26%	(188)	19%	(135)	26%	(190)	18%	(131)	717
PID: Dem (no lean)	15%	(132)	30%	(263)	19%	(168)	19%	(167)	16%	(144)	874
PID: Ind (no lean)	12%	(80)	26%	(173)	19%	(128)	22%	(148)	21%	(143)	673
PID: Rep (no lean)	14%	(91)	25%	(166)	20%	(129)	23%	(150)	18%	(117)	653
PID/Gender: Dem Men	17%	(69)	32%	(135)	19%	(79)	19%	(79)	13%	(55)	417
PID/Gender: Dem Women	14%	(63)	28%	(129)	19%	(89)	19%	(88)	19%	(89)	457
PID/Gender: Ind Men	10%	(35)	26%	(91)	22%	(77)	21%	(73)	20%	(71)	347
PID/Gender: Ind Women	14%	(45)	25%	(82)	16%	(51)	23%	(76)	22%	(73)	326
PID/Gender: Rep Men	14%	(42)	29%	(87)	22%	(66)	19%	(58)	15%	(45)	298
PID/Gender: Rep Women	14%	(49)	22%	(79)	18%	(64)	26%	(92)	20%	(71)	355
Ideo: Liberal (1-3)	16%	(103)	31%	(202)	19%	(124)	19%	(126)	15%	(98)	654
Ideo: Moderate (4)	14%	(92)	31%	(200)	18%	(119)	21%	(138)	15%	(98)	647
Ideo: Conservative (5-7)	13%	(90)	25%	(172)	21%	(144)	23%	(157)	19%	(129)	692
Educ: < College	12%	(177)	26%	(392)	19%	(294)	23%	(343)	20%	(306)	1512
Educ: Bachelors degree	18%	(79)	30%	(135)	20%	(89)	17%	(76)	15%	(65)	444
Educ: Post-grad	19%	(47)	31%	(75)	17%	(42)	19%	(45)	14%	(33)	244
Income: Under 50k	13%	(155)	24%	(291)	19%	(236)	24%	(289)	20%	(248)	1218
Income: 50k-100k	12%	(81)	31%	(213)	19%	(129)	19%	(132)	18%	(122)	678
Income: 100k+	22%	(67)	32%	(98)	20%	(60)	15%	(45)	11%	(34)	304
Ethnicity: White	14%	(239)	27%	(466)	20%	(339)	21%	(362)	18%	(316)	1722
Ethnicity: Hispanic	14%	(49)	28%	(97)	26%	(91)	13%	(45)	19%	(68)	349

Continued on next page

Table MCEN4_5: *To what extent do you enjoy the following types of popcorn?*
Store-bought reduced fat popcorn for popping at home

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Don't know / No opinion		Total N
Adults	14%	(303)	27%	(603)	19%	(425)	21%	(465)	18%	(404)	2200
Ethnicity: Black	16%	(45)	26%	(72)	13%	(36)	23%	(64)	21%	(58)	274
Ethnicity: Other	9%	(19)	31%	(64)	25%	(50)	19%	(39)	15%	(31)	204
All Christian	17%	(166)	29%	(283)	19%	(184)	19%	(185)	17%	(172)	989
All Non-Christian	28%	(32)	32%	(37)	17%	(20)	14%	(17)	9%	(10)	116
Atheist	15%	(17)	30%	(33)	17%	(18)	20%	(22)	18%	(20)	109
Agnostic/Nothing in particular	9%	(54)	26%	(161)	21%	(126)	23%	(138)	21%	(130)	608
Something Else	9%	(35)	24%	(89)	20%	(76)	27%	(104)	19%	(73)	377
Religious Non-Protestant/Catholic	25%	(34)	33%	(45)	16%	(22)	19%	(25)	7%	(10)	136
Evangelical	17%	(91)	23%	(125)	19%	(100)	23%	(122)	18%	(98)	537
Non-Evangelical	13%	(104)	29%	(232)	20%	(158)	20%	(157)	18%	(144)	795
Community: Urban	15%	(96)	27%	(178)	20%	(130)	20%	(129)	19%	(126)	658
Community: Suburban	12%	(116)	29%	(271)	20%	(188)	20%	(191)	18%	(171)	936
Community: Rural	15%	(92)	25%	(154)	18%	(107)	24%	(145)	18%	(108)	606
Employ: Private Sector	16%	(118)	32%	(227)	19%	(137)	16%	(117)	17%	(120)	718
Employ: Government	18%	(23)	28%	(35)	24%	(30)	14%	(17)	16%	(20)	126
Employ: Self-Employed	17%	(33)	24%	(45)	24%	(47)	26%	(49)	9%	(17)	192
Employ: Homemaker	13%	(21)	21%	(32)	15%	(22)	29%	(45)	22%	(33)	153
Employ: Student	15%	(13)	28%	(24)	21%	(18)	18%	(15)	17%	(15)	85
Employ: Retired	10%	(48)	26%	(130)	18%	(90)	25%	(125)	20%	(100)	494
Employ: Unemployed	11%	(29)	30%	(83)	18%	(49)	20%	(56)	22%	(62)	280
Employ: Other	11%	(17)	18%	(27)	20%	(31)	27%	(41)	24%	(37)	153
Military HH: Yes	11%	(32)	24%	(72)	21%	(63)	22%	(67)	23%	(70)	303
Military HH: No	14%	(271)	28%	(531)	19%	(362)	21%	(398)	18%	(334)	1897
RD/WT: Right Direction	17%	(139)	32%	(260)	16%	(135)	18%	(146)	17%	(140)	820
RD/WT: Wrong Track	12%	(164)	25%	(343)	21%	(290)	23%	(319)	19%	(264)	1380
Biden Job Approve	15%	(153)	32%	(332)	17%	(179)	19%	(197)	16%	(163)	1023
Biden Job Disapprove	13%	(139)	23%	(246)	22%	(232)	23%	(250)	19%	(209)	1076

Continued on next page

Table MCEN4_5: *To what extent do you enjoy the following types of popcorn?*
Store-bought reduced fat popcorn for popping at home

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Don't know / No opinion		Total N
Adults	14%	(303)	27%	(603)	19%	(425)	21%	(465)	18%	(404)	2200
Biden Job Strongly Approve	23%	(100)	30%	(131)	15%	(66)	19%	(85)	13%	(57)	440
Biden Job Somewhat Approve	9%	(52)	34%	(201)	19%	(112)	19%	(112)	18%	(106)	583
Biden Job Somewhat Disapprove	14%	(43)	23%	(73)	25%	(81)	20%	(65)	18%	(56)	319
Biden Job Strongly Disapprove	13%	(96)	23%	(172)	20%	(151)	24%	(185)	20%	(153)	757
Favorable of Biden	15%	(154)	32%	(328)	17%	(176)	20%	(204)	16%	(161)	1024
Unfavorable of Biden	13%	(134)	23%	(243)	23%	(237)	23%	(244)	18%	(194)	1052
Very Favorable of Biden	22%	(98)	29%	(130)	15%	(69)	20%	(92)	14%	(63)	453
Somewhat Favorable of Biden	10%	(56)	35%	(197)	19%	(107)	20%	(113)	17%	(98)	571
Somewhat Unfavorable of Biden	14%	(38)	27%	(73)	25%	(67)	16%	(43)	17%	(45)	266
Very Unfavorable of Biden	12%	(95)	22%	(170)	22%	(171)	26%	(201)	19%	(149)	786
#1 Issue: Economy	12%	(107)	28%	(254)	22%	(202)	20%	(180)	18%	(159)	902
#1 Issue: Security	17%	(45)	27%	(72)	15%	(41)	25%	(65)	16%	(43)	266
#1 Issue: Health Care	16%	(45)	35%	(95)	17%	(46)	13%	(36)	18%	(50)	271
#1 Issue: Medicare / Social Security	12%	(33)	22%	(61)	22%	(59)	24%	(64)	20%	(55)	271
#1 Issue: Women's Issues	19%	(23)	21%	(26)	11%	(13)	26%	(31)	23%	(28)	121
#1 Issue: Education	18%	(14)	24%	(19)	19%	(14)	21%	(17)	18%	(14)	78
#1 Issue: Energy	16%	(26)	29%	(47)	22%	(35)	19%	(30)	14%	(23)	161
#1 Issue: Other	8%	(10)	23%	(30)	12%	(15)	32%	(41)	26%	(34)	130
2020 Vote: Joe Biden	15%	(145)	32%	(313)	18%	(181)	19%	(190)	16%	(155)	984
2020 Vote: Donald Trump	12%	(84)	26%	(174)	20%	(132)	23%	(158)	19%	(128)	677
2020 Vote: Other	12%	(9)	23%	(18)	21%	(16)	17%	(13)	27%	(21)	76
2020 Vote: Didn't Vote	14%	(64)	21%	(99)	20%	(94)	23%	(104)	22%	(100)	460
2018 House Vote: Democrat	16%	(119)	30%	(232)	17%	(132)	20%	(156)	17%	(127)	765
2018 House Vote: Republican	12%	(70)	25%	(144)	20%	(114)	24%	(136)	18%	(101)	565
2018 House Vote: Someone else	16%	(9)	26%	(15)	19%	(11)	20%	(11)	19%	(11)	58
2016 Vote: Hillary Clinton	17%	(115)	30%	(211)	17%	(116)	21%	(150)	15%	(106)	699
2016 Vote: Donald Trump	12%	(82)	28%	(183)	19%	(125)	22%	(146)	19%	(123)	657
2016 Vote: Other	13%	(14)	30%	(33)	21%	(22)	16%	(18)	20%	(21)	108
2016 Vote: Didn't Vote	12%	(92)	24%	(176)	22%	(162)	21%	(152)	21%	(153)	736

Continued on next page

Table MCEN4_5: *To what extent do you enjoy the following types of popcorn?*
Store-bought reduced fat popcorn for popping at home

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Don't know / No opinion		Total N
Adults	14%	(303)	27%	(603)	19%	(425)	21%	(465)	18%	(404)	2200
Voted in 2014: Yes	15%	(179)	29%	(348)	18%	(224)	21%	(254)	17%	(207)	1212
Voted in 2014: No	13%	(124)	26%	(255)	20%	(201)	21%	(211)	20%	(197)	988
4-Region: Northeast	16%	(65)	30%	(117)	16%	(62)	21%	(81)	18%	(69)	394
4-Region: Midwest	10%	(48)	27%	(124)	20%	(95)	25%	(114)	18%	(81)	462
4-Region: South	16%	(129)	25%	(204)	18%	(150)	21%	(174)	20%	(167)	824
4-Region: West	12%	(61)	30%	(158)	23%	(118)	19%	(96)	17%	(87)	520
Avid Film Fan	17%	(131)	30%	(225)	18%	(137)	20%	(147)	15%	(113)	753
Casual Film Fan	13%	(150)	27%	(321)	21%	(244)	21%	(242)	19%	(218)	1176
Film Fan	15%	(282)	28%	(545)	20%	(382)	20%	(389)	17%	(331)	1930
Avid Moviegoer	29%	(64)	35%	(76)	22%	(47)	7%	(16)	7%	(15)	218
Casual Moviegoer	13%	(176)	28%	(372)	21%	(277)	21%	(281)	17%	(229)	1334
Moviegoer	15%	(239)	29%	(448)	21%	(324)	19%	(297)	16%	(243)	1552

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

Table MCEN4_6: *To what extent do you enjoy the following types of popcorn?*
Store-bought flavored popcorn for popping at home

Demographic	Enjoy a lot	Enjoy somewhat	Do not enjoy much	Do not enjoy at all	Don't know / No opinion	Total N
Adults	29% (636)	37% (806)	11% (244)	11% (239)	13% (275)	2200
Gender: Male	27% (286)	38% (403)	12% (131)	11% (117)	12% (124)	1062
Gender: Female	31% (349)	35% (403)	10% (113)	11% (122)	13% (151)	1138
Age: 18-34	37% (243)	37% (241)	11% (69)	6% (39)	10% (63)	655
Age: 35-44	34% (121)	40% (145)	8% (27)	9% (34)	9% (31)	358
Age: 45-64	27% (202)	38% (284)	10% (76)	11% (82)	14% (108)	751
Age: 65+	16% (70)	31% (136)	16% (71)	20% (85)	17% (73)	436
GenZers: 1997-2012	38% (86)	33% (76)	10% (23)	4% (10)	14% (32)	227
Millennials: 1981-1996	36% (238)	39% (258)	9% (61)	8% (54)	8% (56)	667
GenXers: 1965-1980	29% (150)	41% (212)	10% (50)	7% (36)	13% (65)	513
Baby Boomers: 1946-1964	21% (151)	33% (236)	14% (100)	17% (122)	15% (109)	717
PID: Dem (no lean)	30% (265)	39% (339)	10% (84)	10% (88)	11% (98)	874
PID: Ind (no lean)	25% (171)	34% (229)	13% (89)	12% (80)	15% (104)	673
PID: Rep (no lean)	30% (199)	36% (238)	11% (71)	11% (72)	11% (74)	653
PID/Gender: Dem Men	28% (115)	42% (176)	11% (47)	9% (36)	10% (42)	417
PID/Gender: Dem Women	33% (150)	36% (162)	8% (37)	11% (51)	12% (56)	457
PID/Gender: Ind Men	23% (79)	36% (123)	13% (47)	13% (45)	15% (53)	347
PID/Gender: Ind Women	28% (92)	32% (106)	13% (43)	11% (35)	16% (51)	326
PID/Gender: Rep Men	31% (92)	35% (103)	13% (38)	12% (36)	10% (29)	298
PID/Gender: Rep Women	30% (107)	38% (135)	9% (33)	10% (36)	12% (44)	355
Ideo: Liberal (1-3)	28% (183)	39% (254)	11% (73)	12% (78)	10% (66)	654
Ideo: Moderate (4)	32% (208)	35% (229)	11% (73)	10% (65)	11% (71)	647
Ideo: Conservative (5-7)	27% (184)	39% (269)	12% (83)	11% (75)	12% (80)	692
Educ: < College	30% (458)	35% (536)	10% (151)	10% (158)	14% (209)	1512
Educ: Bachelors degree	27% (121)	40% (177)	13% (56)	10% (44)	10% (45)	444
Educ: Post-grad	23% (56)	38% (92)	15% (37)	15% (37)	9% (21)	244
Income: Under 50k	31% (375)	35% (429)	10% (124)	10% (126)	13% (164)	1218
Income: 50k-100k	26% (175)	37% (250)	12% (84)	13% (88)	12% (81)	678
Income: 100k+	28% (86)	42% (126)	12% (36)	8% (25)	10% (31)	304
Ethnicity: White	28% (477)	36% (625)	11% (197)	11% (195)	13% (228)	1722
Ethnicity: Hispanic	33% (116)	36% (124)	11% (40)	9% (30)	11% (40)	349

Continued on next page

Table MCEN4_6: *To what extent do you enjoy the following types of popcorn?*
Store-bought flavored popcorn for popping at home

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Don't know / No opinion		Total N
Adults	29%	(636)	37%	(806)	11%	(244)	11%	(239)	13%	(275)	2200
Ethnicity: Black	39%	(106)	36%	(98)	8%	(21)	9%	(24)	9%	(25)	274
Ethnicity: Other	26%	(52)	41%	(83)	13%	(27)	10%	(20)	11%	(22)	204
All Christian	31%	(302)	34%	(341)	12%	(121)	10%	(103)	12%	(122)	989
All Non-Christian	31%	(36)	34%	(40)	11%	(13)	10%	(12)	14%	(16)	116
Atheist	28%	(31)	37%	(41)	10%	(11)	11%	(12)	13%	(15)	109
Agnostic/Nothing in particular	26%	(158)	40%	(241)	10%	(60)	11%	(68)	13%	(81)	608
Something Else	29%	(108)	38%	(143)	10%	(39)	12%	(45)	11%	(42)	377
Religious Non-Protestant/Catholic	31%	(43)	34%	(47)	10%	(14)	11%	(15)	14%	(19)	136
Evangelical	33%	(176)	36%	(191)	10%	(56)	10%	(56)	11%	(58)	537
Non-Evangelical	28%	(223)	35%	(282)	13%	(102)	11%	(86)	13%	(102)	795
Community: Urban	32%	(214)	34%	(223)	11%	(72)	11%	(70)	12%	(80)	658
Community: Suburban	27%	(251)	38%	(358)	11%	(105)	12%	(109)	12%	(112)	936
Community: Rural	28%	(171)	37%	(225)	11%	(67)	10%	(60)	14%	(83)	606
Employ: Private Sector	31%	(220)	41%	(295)	11%	(80)	7%	(51)	10%	(72)	718
Employ: Government	31%	(39)	41%	(51)	11%	(14)	9%	(11)	9%	(11)	126
Employ: Self-Employed	31%	(59)	38%	(73)	10%	(18)	11%	(22)	10%	(19)	192
Employ: Homemaker	30%	(47)	39%	(60)	9%	(13)	10%	(15)	12%	(19)	153
Employ: Student	38%	(33)	43%	(36)	9%	(7)	1%	(1)	10%	(8)	85
Employ: Retired	20%	(100)	30%	(150)	13%	(65)	19%	(92)	18%	(87)	494
Employ: Unemployed	34%	(95)	33%	(93)	10%	(27)	11%	(30)	12%	(35)	280
Employ: Other	28%	(43)	31%	(48)	13%	(19)	12%	(18)	17%	(25)	153
Military HH: Yes	25%	(75)	35%	(105)	13%	(39)	12%	(36)	16%	(48)	303
Military HH: No	30%	(560)	37%	(700)	11%	(205)	11%	(203)	12%	(228)	1897
RD/WT: Right Direction	29%	(235)	38%	(309)	11%	(94)	10%	(81)	12%	(101)	820
RD/WT: Wrong Track	29%	(400)	36%	(497)	11%	(150)	11%	(159)	13%	(175)	1380
Biden Job Approve	29%	(297)	39%	(399)	11%	(110)	10%	(102)	11%	(114)	1023
Biden Job Disapprove	29%	(317)	35%	(376)	11%	(121)	12%	(126)	13%	(136)	1076

Continued on next page

Table MCEN4_6: *To what extent do you enjoy the following types of popcorn?*
Store-bought flavored popcorn for popping at home

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Don't know / No opinion		Total N
Adults	29%	(636)	37%	(806)	11%	(244)	11%	(239)	13%	(275)	2200
Biden Job Strongly Approve	34%	(151)	34%	(151)	10%	(45)	10%	(44)	11%	(49)	440
Biden Job Somewhat Approve	25%	(147)	43%	(248)	11%	(65)	10%	(58)	11%	(65)	583
Biden Job Somewhat Disapprove	29%	(94)	39%	(123)	10%	(33)	9%	(30)	12%	(39)	319
Biden Job Strongly Disapprove	29%	(223)	33%	(253)	12%	(87)	13%	(96)	13%	(98)	757
Favorable of Biden	29%	(294)	39%	(403)	10%	(106)	11%	(110)	11%	(110)	1024
Unfavorable of Biden	29%	(309)	34%	(362)	12%	(127)	12%	(125)	12%	(129)	1052
Very Favorable of Biden	35%	(156)	34%	(152)	10%	(47)	10%	(45)	12%	(52)	453
Somewhat Favorable of Biden	24%	(138)	44%	(251)	10%	(59)	11%	(64)	10%	(58)	571
Somewhat Unfavorable of Biden	33%	(88)	36%	(97)	13%	(34)	8%	(20)	10%	(27)	266
Very Unfavorable of Biden	28%	(221)	34%	(265)	12%	(93)	13%	(105)	13%	(101)	786
#1 Issue: Economy	30%	(271)	37%	(337)	12%	(104)	10%	(89)	11%	(100)	902
#1 Issue: Security	28%	(74)	37%	(97)	12%	(33)	10%	(27)	13%	(34)	266
#1 Issue: Health Care	35%	(94)	41%	(112)	9%	(25)	6%	(17)	9%	(24)	271
#1 Issue: Medicare / Social Security	23%	(64)	32%	(88)	13%	(36)	15%	(40)	16%	(45)	271
#1 Issue: Women's Issues	35%	(43)	35%	(43)	6%	(8)	9%	(11)	14%	(17)	121
#1 Issue: Education	33%	(25)	40%	(31)	13%	(10)	3%	(2)	12%	(9)	78
#1 Issue: Energy	28%	(45)	35%	(57)	14%	(22)	11%	(18)	12%	(19)	161
#1 Issue: Other	15%	(20)	32%	(42)	5%	(7)	26%	(34)	21%	(27)	130
2020 Vote: Joe Biden	28%	(279)	39%	(380)	11%	(107)	11%	(109)	11%	(108)	984
2020 Vote: Donald Trump	30%	(203)	33%	(226)	12%	(80)	11%	(77)	13%	(91)	677
2020 Vote: Other	21%	(16)	35%	(26)	14%	(11)	10%	(8)	20%	(15)	76
2020 Vote: Didn't Vote	30%	(136)	37%	(171)	10%	(46)	10%	(46)	13%	(61)	460
2018 House Vote: Democrat	29%	(223)	38%	(293)	9%	(73)	12%	(90)	11%	(86)	765
2018 House Vote: Republican	26%	(149)	35%	(199)	13%	(76)	13%	(71)	13%	(71)	565
2018 House Vote: Someone else	33%	(19)	28%	(16)	9%	(5)	15%	(9)	16%	(9)	58
2016 Vote: Hillary Clinton	28%	(194)	39%	(274)	8%	(58)	13%	(92)	12%	(81)	699
2016 Vote: Donald Trump	28%	(185)	34%	(223)	12%	(81)	12%	(81)	13%	(87)	657
2016 Vote: Other	28%	(31)	33%	(36)	14%	(15)	11%	(12)	14%	(15)	108
2016 Vote: Didn't Vote	31%	(226)	37%	(273)	12%	(90)	7%	(55)	13%	(92)	736

Continued on next page

Table MCEN4_6: *To what extent do you enjoy the following types of popcorn?*
Store-bought flavored popcorn for popping at home

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Don't know / No opinion		Total N
Adults	29%	(636)	37%	(806)	11%	(244)	11%	(239)	13%	(275)	2200
Voted in 2014: Yes	28%	(344)	36%	(436)	11%	(129)	12%	(150)	13%	(153)	1212
Voted in 2014: No	29%	(291)	37%	(369)	12%	(116)	9%	(89)	12%	(123)	988
4-Region: Northeast	27%	(107)	33%	(131)	11%	(42)	14%	(56)	15%	(57)	394
4-Region: Midwest	31%	(144)	35%	(162)	9%	(44)	13%	(60)	11%	(52)	462
4-Region: South	31%	(253)	37%	(303)	11%	(95)	9%	(71)	12%	(103)	824
4-Region: West	25%	(132)	40%	(209)	12%	(64)	10%	(52)	12%	(63)	520
Avid Film Fan	36%	(274)	38%	(285)	10%	(73)	8%	(59)	8%	(62)	753
Casual Film Fan	26%	(308)	38%	(444)	12%	(142)	11%	(129)	13%	(153)	1176
Film Fan	30%	(582)	38%	(729)	11%	(216)	10%	(188)	11%	(216)	1930
Avid Moviegoer	43%	(94)	36%	(78)	10%	(22)	5%	(11)	6%	(13)	218
Casual Moviegoer	29%	(391)	39%	(524)	12%	(159)	10%	(128)	10%	(133)	1334
Moviegoer	31%	(485)	39%	(602)	12%	(181)	9%	(139)	9%	(146)	1552

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

Table MCEN5_1: *To what extent would you be interested in the following?*
Buying freshly popped movie theater-branded popcorn for take-out

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	26%	(571)	30%	(656)	16%	(362)	21%	(461)	7%	(150)	2200
Gender: Male	23%	(243)	31%	(328)	17%	(184)	21%	(225)	8%	(83)	1062
Gender: Female	29%	(329)	29%	(328)	16%	(178)	21%	(236)	6%	(68)	1138
Age: 18-34	32%	(210)	30%	(197)	16%	(102)	14%	(90)	9%	(56)	655
Age: 35-44	29%	(105)	38%	(136)	17%	(59)	11%	(38)	6%	(20)	358
Age: 45-64	24%	(183)	29%	(221)	15%	(115)	24%	(181)	7%	(52)	751
Age: 65+	17%	(73)	24%	(103)	20%	(86)	35%	(152)	5%	(22)	436
GenZers: 1997-2012	29%	(66)	30%	(69)	17%	(39)	12%	(28)	12%	(26)	227
Millennials: 1981-1996	31%	(209)	35%	(230)	15%	(97)	13%	(85)	7%	(45)	667
GenXers: 1965-1980	30%	(154)	30%	(152)	15%	(75)	18%	(92)	8%	(40)	513
Baby Boomers: 1946-1964	18%	(132)	26%	(188)	20%	(141)	31%	(223)	5%	(33)	717
PID: Dem (no lean)	29%	(255)	32%	(278)	16%	(141)	18%	(160)	4%	(39)	874
PID: Ind (no lean)	23%	(156)	28%	(188)	19%	(125)	20%	(138)	10%	(66)	673
PID: Rep (no lean)	25%	(160)	29%	(190)	15%	(95)	25%	(163)	7%	(45)	653
PID/Gender: Dem Men	26%	(108)	34%	(140)	18%	(74)	19%	(78)	4%	(17)	417
PID/Gender: Dem Women	32%	(147)	30%	(138)	15%	(66)	18%	(83)	5%	(22)	457
PID/Gender: Ind Men	19%	(68)	31%	(108)	17%	(60)	20%	(70)	12%	(41)	347
PID/Gender: Ind Women	27%	(88)	25%	(80)	20%	(65)	21%	(68)	8%	(25)	326
PID/Gender: Rep Men	23%	(67)	27%	(80)	16%	(49)	26%	(77)	8%	(25)	298
PID/Gender: Rep Women	26%	(93)	31%	(110)	13%	(46)	24%	(86)	6%	(21)	355
Ideo: Liberal (1-3)	29%	(193)	31%	(200)	18%	(120)	19%	(124)	3%	(18)	654
Ideo: Moderate (4)	27%	(178)	33%	(212)	16%	(102)	18%	(118)	6%	(37)	647
Ideo: Conservative (5-7)	23%	(156)	29%	(199)	17%	(117)	25%	(175)	6%	(44)	692
Educ: < College	26%	(396)	30%	(454)	15%	(220)	21%	(317)	8%	(124)	1512
Educ: Bachelors degree	26%	(116)	31%	(139)	18%	(81)	20%	(88)	4%	(19)	444
Educ: Post-grad	24%	(59)	26%	(62)	25%	(60)	23%	(55)	3%	(7)	244
Income: Under 50k	27%	(330)	31%	(373)	15%	(179)	19%	(237)	8%	(100)	1218
Income: 50k-100k	24%	(162)	26%	(177)	19%	(130)	25%	(168)	6%	(41)	678
Income: 100k+	26%	(80)	35%	(106)	17%	(52)	19%	(56)	3%	(9)	304
Ethnicity: White	26%	(441)	30%	(511)	16%	(276)	22%	(381)	7%	(113)	1722
Ethnicity: Hispanic	28%	(99)	28%	(97)	16%	(57)	18%	(61)	10%	(35)	349

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Table MCEN5_1: To what extent would you be interested in the following?
Buying freshly popped movie theater-branded popcorn for take-out

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	26%	(571)	30%	(656)	16%	(362)	21%	(461)	7%	(150)	2200
Ethnicity: Black	32%	(88)	29%	(80)	18%	(50)	15%	(40)	6%	(16)	274
Ethnicity: Other	21%	(42)	32%	(65)	18%	(36)	20%	(40)	10%	(21)	204
All Christian	28%	(273)	29%	(285)	17%	(163)	22%	(221)	5%	(47)	989
All Non-Christian	31%	(36)	32%	(37)	18%	(20)	15%	(17)	5%	(6)	116
Atheist	30%	(33)	29%	(31)	17%	(19)	20%	(22)	4%	(5)	109
Agnostic/Nothing in particular	21%	(126)	31%	(187)	17%	(106)	20%	(124)	11%	(65)	608
Something Else	27%	(104)	31%	(116)	14%	(53)	20%	(76)	8%	(28)	377
Religious Non-Protestant/Catholic	28%	(39)	35%	(47)	18%	(25)	14%	(19)	4%	(6)	136
Evangelical	28%	(148)	31%	(164)	14%	(75)	21%	(113)	7%	(37)	537
Non-Evangelical	28%	(224)	28%	(219)	17%	(136)	22%	(178)	5%	(38)	795
Community: Urban	29%	(193)	34%	(226)	14%	(91)	15%	(102)	7%	(47)	658
Community: Suburban	23%	(218)	28%	(265)	18%	(170)	24%	(221)	7%	(62)	936
Community: Rural	26%	(160)	27%	(165)	17%	(101)	23%	(138)	7%	(42)	606
Employ: Private Sector	29%	(209)	32%	(232)	16%	(115)	17%	(121)	6%	(41)	718
Employ: Government	30%	(38)	34%	(43)	21%	(27)	13%	(17)	1%	(1)	126
Employ: Self-Employed	27%	(52)	36%	(69)	15%	(29)	18%	(35)	3%	(6)	192
Employ: Homemaker	28%	(44)	27%	(41)	18%	(27)	18%	(28)	9%	(13)	153
Employ: Student	35%	(30)	29%	(25)	22%	(18)	11%	(9)	3%	(3)	85
Employ: Retired	17%	(84)	25%	(123)	17%	(85)	35%	(173)	6%	(29)	494
Employ: Unemployed	26%	(74)	29%	(82)	14%	(39)	17%	(48)	13%	(38)	280
Employ: Other	27%	(41)	28%	(42)	13%	(20)	20%	(30)	13%	(19)	153
Military HH: Yes	23%	(70)	28%	(85)	18%	(53)	27%	(81)	5%	(14)	303
Military HH: No	26%	(502)	30%	(571)	16%	(308)	20%	(380)	7%	(136)	1897
RD/WT: Right Direction	28%	(228)	31%	(256)	17%	(139)	18%	(145)	6%	(52)	820
RD/WT: Wrong Track	25%	(344)	29%	(400)	16%	(223)	23%	(316)	7%	(98)	1380
Biden Job Approve	28%	(282)	32%	(324)	17%	(171)	19%	(192)	5%	(52)	1023
Biden Job Disapprove	25%	(274)	28%	(305)	16%	(173)	23%	(250)	7%	(74)	1076

Continued on next page

Table MCEN5_1: *To what extent would you be interested in the following?*
Buying freshly popped movie theater-branded popcorn for take-out

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion	Total N
Adults	26%	(571)	30%	(656)	16%	(362)	21%	(461)	7% (150)	2200
Biden Job Strongly Approve	34%	(149)	31%	(134)	11%	(51)	19%	(84)	5% (22)	440
Biden Job Somewhat Approve	23%	(133)	33%	(190)	21%	(121)	19%	(109)	5% (30)	583
Biden Job Somewhat Disapprove	25%	(79)	31%	(99)	20%	(63)	15%	(48)	10% (31)	319
Biden Job Strongly Disapprove	26%	(195)	27%	(206)	15%	(110)	27%	(202)	6% (43)	757
Favorable of Biden	28%	(287)	31%	(318)	18%	(179)	19%	(194)	4% (45)	1024
Unfavorable of Biden	24%	(257)	29%	(308)	16%	(167)	24%	(249)	7% (72)	1052
Very Favorable of Biden	35%	(157)	30%	(136)	13%	(57)	18%	(83)	4% (20)	453
Somewhat Favorable of Biden	23%	(130)	32%	(182)	21%	(122)	20%	(112)	4% (25)	571
Somewhat Unfavorable of Biden	24%	(63)	33%	(88)	20%	(53)	16%	(43)	8% (20)	266
Very Unfavorable of Biden	25%	(194)	28%	(220)	14%	(114)	26%	(206)	7% (52)	786
#1 Issue: Economy	26%	(232)	31%	(277)	18%	(163)	19%	(171)	6% (58)	902
#1 Issue: Security	28%	(73)	28%	(75)	14%	(37)	23%	(61)	7% (19)	266
#1 Issue: Health Care	26%	(71)	38%	(104)	10%	(27)	20%	(54)	6% (15)	271
#1 Issue: Medicare / Social Security	20%	(55)	28%	(76)	19%	(51)	27%	(72)	6% (16)	271
#1 Issue: Women's Issues	32%	(39)	24%	(29)	24%	(29)	13%	(16)	8% (10)	121
#1 Issue: Education	44%	(34)	26%	(20)	7%	(5)	12%	(9)	12% (9)	78
#1 Issue: Energy	23%	(37)	31%	(49)	19%	(31)	20%	(32)	7% (12)	161
#1 Issue: Other	23%	(30)	19%	(25)	15%	(19)	35%	(45)	8% (10)	130
2020 Vote: Joe Biden	27%	(261)	32%	(320)	17%	(164)	20%	(193)	5% (46)	984
2020 Vote: Donald Trump	25%	(171)	28%	(191)	15%	(103)	24%	(162)	7% (50)	677
2020 Vote: Other	26%	(20)	18%	(14)	19%	(15)	27%	(21)	9% (7)	76
2020 Vote: Didn't Vote	26%	(119)	28%	(129)	17%	(79)	19%	(85)	10% (48)	460
2018 House Vote: Democrat	27%	(208)	32%	(242)	16%	(126)	21%	(160)	4% (30)	765
2018 House Vote: Republican	26%	(147)	27%	(150)	15%	(86)	25%	(142)	7% (39)	565
2018 House Vote: Someone else	19%	(11)	32%	(19)	10%	(6)	29%	(17)	11% (6)	58
2016 Vote: Hillary Clinton	27%	(188)	33%	(229)	16%	(111)	20%	(140)	4% (30)	699
2016 Vote: Donald Trump	25%	(162)	27%	(177)	15%	(100)	27%	(175)	6% (42)	657
2016 Vote: Other	24%	(26)	30%	(32)	17%	(18)	21%	(22)	9% (10)	108
2016 Vote: Didn't Vote	27%	(195)	29%	(217)	18%	(132)	17%	(123)	9% (69)	736

Continued on next page

Table MCEN5_1: *To what extent would you be interested in the following?*
Buying freshly popped movie theater-branded popcorn for take-out

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion	Total N
Adults	26%	(571)	30%	(656)	16%	(362)	21%	(461)	7% (150)	2200
Voted in 2014: Yes	26%	(318)	30%	(360)	15%	(187)	23%	(278)	6% (69)	1212
Voted in 2014: No	26%	(253)	30%	(296)	18%	(175)	19%	(183)	8% (81)	988
4-Region: Northeast	21%	(84)	32%	(125)	15%	(60)	22%	(86)	10% (38)	394
4-Region: Midwest	27%	(126)	32%	(148)	15%	(71)	19%	(87)	7% (31)	462
4-Region: South	28%	(228)	27%	(225)	17%	(138)	22%	(179)	7% (54)	824
4-Region: West	26%	(133)	31%	(159)	18%	(92)	21%	(108)	5% (27)	520
Avid Film Fan	34%	(258)	31%	(233)	15%	(114)	15%	(110)	5% (37)	753
Casual Film Fan	23%	(275)	31%	(361)	17%	(203)	23%	(266)	6% (72)	1176
Film Fan	28%	(533)	31%	(594)	16%	(317)	20%	(376)	6% (109)	1930
Avid Moviegoer	41%	(90)	32%	(71)	14%	(31)	9%	(19)	4% (8)	218
Casual Moviegoer	28%	(372)	32%	(424)	18%	(238)	17%	(231)	5% (69)	1334
Moviegoer	30%	(462)	32%	(494)	17%	(269)	16%	(250)	5% (77)	1552

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

Table MCEN5_2: *To what extent would you be interested in the following?*
Buying freshly popped movie theater-branded popcorn for delivery

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	21%	(456)	24%	(531)	17%	(384)	30%	(650)	8%	(180)	2200
Gender: Male	19%	(199)	26%	(281)	19%	(199)	28%	(300)	8%	(83)	1062
Gender: Female	23%	(256)	22%	(250)	16%	(186)	31%	(349)	9%	(97)	1138
Age: 18-34	30%	(194)	29%	(191)	15%	(101)	17%	(114)	8%	(56)	655
Age: 35-44	30%	(107)	31%	(111)	18%	(63)	14%	(51)	7%	(25)	358
Age: 45-64	15%	(112)	23%	(171)	17%	(125)	36%	(271)	10%	(72)	751
Age: 65+	10%	(42)	13%	(58)	22%	(95)	49%	(214)	6%	(27)	436
GenZers: 1997-2012	27%	(61)	26%	(60)	19%	(44)	15%	(34)	13%	(29)	227
Millennials: 1981-1996	30%	(200)	32%	(211)	15%	(101)	17%	(111)	7%	(44)	667
GenXers: 1965-1980	22%	(113)	26%	(135)	15%	(78)	26%	(135)	10%	(51)	513
Baby Boomers: 1946-1964	10%	(73)	16%	(117)	21%	(153)	45%	(324)	7%	(50)	717
PID: Dem (no lean)	25%	(219)	26%	(228)	17%	(146)	26%	(230)	6%	(50)	874
PID: Ind (no lean)	17%	(115)	23%	(154)	21%	(144)	29%	(196)	10%	(64)	673
PID: Rep (no lean)	19%	(121)	23%	(149)	14%	(94)	34%	(223)	10%	(66)	653
PID/Gender: Dem Men	23%	(97)	29%	(121)	17%	(71)	25%	(106)	5%	(22)	417
PID/Gender: Dem Women	27%	(122)	23%	(107)	17%	(75)	27%	(125)	6%	(28)	457
PID/Gender: Ind Men	14%	(49)	25%	(87)	22%	(77)	27%	(94)	11%	(39)	347
PID/Gender: Ind Women	20%	(66)	20%	(67)	21%	(67)	31%	(102)	8%	(25)	326
PID/Gender: Rep Men	18%	(53)	24%	(73)	17%	(51)	34%	(101)	7%	(21)	298
PID/Gender: Rep Women	19%	(69)	21%	(76)	12%	(43)	35%	(123)	13%	(45)	355
Ideo: Liberal (1-3)	24%	(154)	26%	(172)	19%	(125)	27%	(175)	4%	(28)	654
Ideo: Moderate (4)	21%	(139)	26%	(169)	17%	(111)	30%	(193)	5%	(35)	647
Ideo: Conservative (5-7)	18%	(124)	20%	(142)	17%	(119)	35%	(244)	9%	(64)	692
Educ: < College	20%	(302)	24%	(360)	17%	(261)	29%	(441)	10%	(148)	1512
Educ: Bachelors degree	23%	(104)	26%	(114)	16%	(72)	29%	(130)	5%	(23)	444
Educ: Post-grad	20%	(50)	23%	(57)	21%	(51)	32%	(78)	4%	(9)	244
Income: Under 50k	22%	(269)	22%	(274)	18%	(218)	28%	(338)	10%	(120)	1218
Income: 50k-100k	17%	(117)	24%	(162)	17%	(114)	35%	(235)	7%	(49)	678
Income: 100k+	23%	(69)	31%	(95)	17%	(52)	25%	(76)	3%	(10)	304
Ethnicity: White	20%	(351)	23%	(396)	17%	(298)	31%	(542)	8%	(135)	1722
Ethnicity: Hispanic	26%	(91)	28%	(98)	17%	(58)	20%	(68)	10%	(34)	349

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Table MCEN5_2: To what extent would you be interested in the following?
Buying freshly popped movie theater-branded popcorn for delivery

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	21%	(456)	24%	(531)	17%	(384)	30%	(650)	8%	(180)	2200
Ethnicity: Black	25%	(68)	30%	(82)	15%	(42)	22%	(60)	8%	(23)	274
Ethnicity: Other	18%	(36)	26%	(53)	22%	(44)	24%	(48)	11%	(22)	204
All Christian	21%	(209)	23%	(229)	17%	(166)	32%	(321)	6%	(64)	989
All Non-Christian	22%	(26)	30%	(35)	18%	(21)	22%	(25)	8%	(9)	116
Atheist	22%	(25)	26%	(28)	19%	(21)	28%	(31)	5%	(6)	109
Agnostic/Nothing in particular	18%	(112)	25%	(154)	18%	(109)	29%	(174)	10%	(59)	608
Something Else	22%	(84)	23%	(85)	18%	(67)	26%	(99)	11%	(42)	377
Religious Non-Protestant/Catholic	20%	(27)	30%	(40)	17%	(23)	26%	(36)	7%	(9)	136
Evangelical	23%	(122)	20%	(107)	17%	(93)	28%	(151)	12%	(64)	537
Non-Evangelical	21%	(168)	25%	(196)	17%	(136)	32%	(253)	5%	(42)	795
Community: Urban	25%	(166)	28%	(186)	16%	(107)	23%	(150)	7%	(49)	658
Community: Suburban	20%	(187)	23%	(216)	18%	(167)	32%	(298)	7%	(68)	936
Community: Rural	17%	(103)	21%	(129)	18%	(110)	33%	(202)	10%	(62)	606
Employ: Private Sector	26%	(184)	30%	(217)	14%	(101)	24%	(171)	6%	(45)	718
Employ: Government	30%	(38)	25%	(31)	17%	(21)	20%	(25)	8%	(11)	126
Employ: Self-Employed	27%	(52)	27%	(51)	15%	(29)	28%	(53)	4%	(7)	192
Employ: Homemaker	17%	(25)	26%	(40)	17%	(25)	31%	(47)	10%	(15)	153
Employ: Student	26%	(22)	28%	(24)	28%	(24)	14%	(12)	3%	(3)	85
Employ: Retired	9%	(47)	15%	(76)	20%	(98)	48%	(236)	7%	(37)	494
Employ: Unemployed	20%	(55)	22%	(63)	20%	(57)	24%	(67)	14%	(38)	280
Employ: Other	21%	(32)	19%	(29)	19%	(30)	25%	(38)	16%	(24)	153
Military HH: Yes	18%	(56)	17%	(53)	19%	(57)	40%	(122)	5%	(15)	303
Military HH: No	21%	(399)	25%	(478)	17%	(327)	28%	(528)	9%	(164)	1897
RD/WT: Right Direction	24%	(196)	27%	(219)	17%	(137)	26%	(213)	7%	(55)	820
RD/WT: Wrong Track	19%	(260)	23%	(311)	18%	(247)	32%	(437)	9%	(125)	1380
Biden Job Approve	22%	(230)	26%	(270)	19%	(193)	27%	(273)	6%	(57)	1023
Biden Job Disapprove	19%	(207)	22%	(233)	16%	(177)	33%	(355)	10%	(103)	1076

Continued on next page

Table MCEN5_2: *To what extent would you be interested in the following?*
Buying freshly popped movie theater-branded popcorn for delivery

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	21%	(456)	24%	(531)	17%	(384)	30%	(650)	8%	(180)	2200
Biden Job Strongly Approve	28%	(125)	26%	(116)	14%	(60)	25%	(112)	6%	(26)	440
Biden Job Somewhat Approve	18%	(105)	26%	(154)	23%	(132)	28%	(161)	5%	(32)	583
Biden Job Somewhat Disapprove	20%	(62)	24%	(77)	18%	(57)	26%	(84)	12%	(39)	319
Biden Job Strongly Disapprove	19%	(145)	21%	(156)	16%	(121)	36%	(271)	8%	(64)	757
Favorable of Biden	23%	(239)	25%	(256)	19%	(195)	27%	(281)	5%	(52)	1024
Unfavorable of Biden	18%	(186)	22%	(235)	17%	(178)	34%	(355)	9%	(99)	1052
Very Favorable of Biden	28%	(128)	25%	(114)	15%	(68)	26%	(120)	5%	(23)	453
Somewhat Favorable of Biden	20%	(112)	25%	(143)	22%	(126)	28%	(161)	5%	(29)	571
Somewhat Unfavorable of Biden	16%	(43)	28%	(76)	20%	(54)	26%	(70)	9%	(24)	266
Very Unfavorable of Biden	18%	(143)	20%	(160)	16%	(123)	36%	(284)	10%	(75)	786
#1 Issue: Economy	23%	(204)	24%	(214)	18%	(160)	28%	(251)	8%	(73)	902
#1 Issue: Security	16%	(43)	21%	(55)	20%	(52)	36%	(97)	7%	(19)	266
#1 Issue: Health Care	23%	(62)	28%	(76)	16%	(43)	25%	(68)	9%	(23)	271
#1 Issue: Medicare / Social Security	14%	(39)	17%	(46)	21%	(57)	39%	(105)	9%	(24)	271
#1 Issue: Women's Issues	27%	(32)	29%	(35)	15%	(18)	21%	(26)	8%	(10)	121
#1 Issue: Education	22%	(17)	36%	(28)	16%	(12)	16%	(12)	10%	(8)	78
#1 Issue: Energy	22%	(36)	29%	(47)	16%	(26)	27%	(43)	5%	(8)	161
#1 Issue: Other	17%	(22)	23%	(30)	12%	(15)	37%	(48)	11%	(14)	130
2020 Vote: Joe Biden	22%	(221)	27%	(265)	18%	(174)	27%	(270)	5%	(53)	984
2020 Vote: Donald Trump	19%	(125)	21%	(143)	16%	(110)	35%	(236)	9%	(62)	677
2020 Vote: Other	24%	(19)	15%	(12)	17%	(13)	31%	(23)	13%	(10)	76
2020 Vote: Didn't Vote	20%	(90)	24%	(109)	19%	(86)	26%	(120)	12%	(55)	460
2018 House Vote: Democrat	21%	(159)	28%	(212)	17%	(126)	31%	(235)	4%	(33)	765
2018 House Vote: Republican	19%	(106)	21%	(118)	16%	(92)	35%	(198)	9%	(51)	565
2018 House Vote: Someone else	24%	(14)	23%	(13)	13%	(8)	27%	(16)	13%	(7)	58
2016 Vote: Hillary Clinton	21%	(147)	27%	(190)	15%	(108)	31%	(218)	5%	(37)	699
2016 Vote: Donald Trump	19%	(122)	20%	(134)	17%	(111)	36%	(236)	8%	(55)	657
2016 Vote: Other	17%	(19)	27%	(29)	22%	(24)	25%	(27)	9%	(10)	108
2016 Vote: Didn't Vote	23%	(168)	24%	(179)	19%	(141)	23%	(169)	11%	(79)	736

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Table MCEN5_2: *To what extent would you be interested in the following?*
Buying freshly popped movie theater-branded popcorn for delivery

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	21%	(456)	24%	(531)	17%	(384)	30%	(650)	8%	(180)	2200
Voted in 2014: Yes	20%	(240)	24%	(290)	16%	(192)	33%	(403)	7%	(87)	1212
Voted in 2014: No	22%	(215)	24%	(241)	19%	(192)	25%	(246)	9%	(93)	988
4-Region: Northeast	20%	(79)	26%	(101)	16%	(61)	29%	(113)	10%	(39)	394
4-Region: Midwest	19%	(89)	26%	(119)	17%	(81)	29%	(133)	9%	(40)	462
4-Region: South	22%	(181)	21%	(173)	19%	(156)	30%	(245)	8%	(70)	824
4-Region: West	20%	(106)	26%	(138)	17%	(87)	31%	(159)	6%	(30)	520
Avid Film Fan	31%	(230)	27%	(202)	15%	(113)	22%	(167)	5%	(41)	753
Casual Film Fan	16%	(188)	24%	(286)	20%	(240)	31%	(365)	8%	(98)	1176
Film Fan	22%	(418)	25%	(488)	18%	(353)	28%	(532)	7%	(139)	1930
Avid Moviegoer	46%	(100)	28%	(60)	13%	(29)	10%	(22)	4%	(8)	218
Casual Moviegoer	21%	(285)	26%	(350)	19%	(260)	26%	(348)	7%	(91)	1334
Moviegoer	25%	(385)	26%	(410)	19%	(288)	24%	(369)	6%	(99)	1552

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

Table MCEN5_3: *To what extent would you be interested in the following?*
Buying freshly popped movie theater-branded popcorn at your local store

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion	Total N
Adults	30%	(662)	33%	(732)	15%	(323)	15%	(340)	7% (144)	2200
Gender: Male	26%	(275)	33%	(353)	17%	(184)	16%	(172)	7% (78)	1062
Gender: Female	34%	(387)	33%	(379)	12%	(139)	15%	(168)	6% (66)	1138
Age: 18-34	33%	(218)	35%	(232)	12%	(80)	10%	(66)	9% (59)	655
Age: 35-44	35%	(125)	38%	(137)	15%	(53)	7%	(26)	5% (17)	358
Age: 45-64	30%	(225)	33%	(249)	14%	(104)	17%	(124)	7% (49)	751
Age: 65+	21%	(94)	26%	(115)	20%	(86)	28%	(123)	4% (19)	436
GenZers: 1997-2012	29%	(67)	33%	(74)	15%	(33)	10%	(23)	13% (30)	227
Millennials: 1981-1996	35%	(235)	38%	(254)	11%	(76)	10%	(64)	6% (38)	667
GenXers: 1965-1980	33%	(170)	33%	(170)	15%	(75)	11%	(56)	8% (42)	513
Baby Boomers: 1946-1964	25%	(177)	30%	(217)	18%	(129)	23%	(166)	4% (29)	717
PID: Dem (no lean)	34%	(300)	32%	(284)	15%	(131)	14%	(119)	4% (39)	874
PID: Ind (no lean)	24%	(162)	34%	(227)	16%	(111)	16%	(110)	9% (64)	673
PID: Rep (no lean)	31%	(200)	34%	(222)	12%	(81)	17%	(110)	6% (40)	653
PID/Gender: Dem Men	33%	(136)	32%	(133)	17%	(71)	14%	(59)	4% (19)	417
PID/Gender: Dem Women	36%	(164)	33%	(151)	13%	(60)	13%	(60)	4% (21)	457
PID/Gender: Ind Men	19%	(67)	35%	(123)	17%	(57)	18%	(63)	11% (36)	347
PID/Gender: Ind Women	29%	(95)	32%	(104)	16%	(53)	14%	(47)	8% (27)	326
PID/Gender: Rep Men	24%	(72)	33%	(98)	19%	(55)	17%	(50)	8% (23)	298
PID/Gender: Rep Women	36%	(127)	35%	(124)	7%	(26)	17%	(61)	5% (18)	355
Ideo: Liberal (1-3)	35%	(229)	31%	(202)	15%	(97)	16%	(105)	3% (21)	654
Ideo: Moderate (4)	28%	(178)	38%	(246)	16%	(101)	13%	(86)	5% (35)	647
Ideo: Conservative (5-7)	30%	(205)	32%	(224)	15%	(102)	18%	(122)	6% (39)	692
Educ: < College	31%	(473)	32%	(483)	14%	(218)	15%	(224)	8% (115)	1512
Educ: Bachelors degree	29%	(127)	39%	(172)	13%	(57)	15%	(67)	5% (21)	444
Educ: Post-grad	25%	(62)	32%	(77)	20%	(48)	20%	(49)	3% (8)	244
Income: Under 50k	32%	(391)	32%	(391)	14%	(167)	15%	(177)	8% (92)	1218
Income: 50k-100k	26%	(179)	33%	(221)	17%	(113)	18%	(119)	7% (45)	678
Income: 100k+	30%	(91)	39%	(120)	14%	(43)	14%	(43)	2% (7)	304
Ethnicity: White	30%	(520)	33%	(566)	15%	(260)	16%	(275)	6% (101)	1722
Ethnicity: Hispanic	29%	(103)	35%	(122)	18%	(63)	8%	(28)	9% (33)	349

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Table MCEN5_3: To what extent would you be interested in the following?
Buying freshly popped movie theater-branded popcorn at your local store

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion	Total N
Adults	30%	(662)	33%	(732)	15%	(323)	15%	(340)	7% (144)	2200
Ethnicity: Black	35%	(96)	33%	(90)	11%	(29)	13%	(36)	8% (23)	274
Ethnicity: Other	23%	(46)	37%	(75)	17%	(34)	14%	(29)	10% (20)	204
All Christian	31%	(306)	34%	(338)	15%	(151)	16%	(154)	4% (40)	989
All Non-Christian	28%	(33)	39%	(45)	8%	(10)	18%	(21)	7% (8)	116
Atheist	29%	(32)	35%	(38)	11%	(12)	19%	(20)	6% (7)	109
Agnostic/Nothing in particular	27%	(166)	31%	(187)	17%	(103)	15%	(90)	10% (63)	608
Something Else	33%	(125)	33%	(124)	13%	(47)	15%	(55)	7% (25)	377
Religious Non-Protestant/Catholic	27%	(37)	38%	(52)	11%	(16)	17%	(23)	6% (8)	136
Evangelical	32%	(169)	34%	(182)	14%	(73)	15%	(79)	6% (33)	537
Non-Evangelical	32%	(255)	33%	(266)	15%	(119)	16%	(123)	4% (32)	795
Community: Urban	32%	(213)	35%	(227)	12%	(76)	13%	(87)	8% (54)	658
Community: Suburban	29%	(268)	32%	(300)	17%	(155)	17%	(162)	6% (52)	936
Community: Rural	30%	(181)	34%	(205)	15%	(92)	15%	(91)	6% (37)	606
Employ: Private Sector	35%	(249)	37%	(263)	12%	(89)	11%	(78)	5% (39)	718
Employ: Government	28%	(35)	42%	(53)	14%	(17)	13%	(16)	4% (5)	126
Employ: Self-Employed	30%	(58)	39%	(75)	14%	(27)	14%	(26)	3% (6)	192
Employ: Homemaker	40%	(61)	28%	(42)	15%	(23)	12%	(18)	5% (8)	153
Employ: Student	33%	(28)	41%	(35)	14%	(12)	8%	(7)	3% (3)	85
Employ: Retired	22%	(110)	28%	(136)	18%	(88)	27%	(134)	5% (26)	494
Employ: Unemployed	27%	(76)	30%	(85)	17%	(48)	11%	(32)	14% (40)	280
Employ: Other	29%	(45)	28%	(43)	13%	(19)	19%	(28)	11% (17)	153
Military HH: Yes	28%	(86)	29%	(88)	18%	(55)	19%	(58)	5% (16)	303
Military HH: No	30%	(576)	34%	(644)	14%	(268)	15%	(282)	7% (128)	1897
RD/WT: Right Direction	31%	(251)	36%	(292)	15%	(127)	13%	(106)	6% (45)	820
RD/WT: Wrong Track	30%	(411)	32%	(440)	14%	(196)	17%	(234)	7% (98)	1380
Biden Job Approve	31%	(315)	34%	(346)	17%	(171)	14%	(140)	5% (50)	1023
Biden Job Disapprove	31%	(329)	33%	(351)	13%	(143)	17%	(185)	6% (68)	1076

Continued on next page

Table MCEN5_3: *To what extent would you be interested in the following?*
Buying freshly popped movie theater-branded popcorn at your local store

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	30%	(662)	33%	(732)	15%	(323)	15%	(340)	7%	(144)	2200
Biden Job Strongly Approve	39%	(173)	29%	(129)	12%	(53)	14%	(61)	5%	(23)	440
Biden Job Somewhat Approve	24%	(142)	37%	(217)	20%	(118)	14%	(79)	5%	(27)	583
Biden Job Somewhat Disapprove	33%	(106)	36%	(116)	13%	(41)	11%	(35)	6%	(20)	319
Biden Job Strongly Disapprove	30%	(224)	31%	(235)	13%	(101)	20%	(150)	6%	(47)	757
Favorable of Biden	32%	(324)	33%	(340)	17%	(169)	14%	(145)	4%	(45)	1024
Unfavorable of Biden	30%	(314)	33%	(352)	13%	(138)	17%	(184)	6%	(65)	1052
Very Favorable of Biden	40%	(183)	30%	(135)	11%	(49)	14%	(66)	5%	(20)	453
Somewhat Favorable of Biden	25%	(141)	36%	(205)	21%	(120)	14%	(80)	4%	(24)	571
Somewhat Unfavorable of Biden	32%	(85)	39%	(105)	13%	(33)	12%	(32)	4%	(10)	266
Very Unfavorable of Biden	29%	(228)	31%	(247)	13%	(105)	19%	(151)	7%	(54)	786
#1 Issue: Economy	30%	(268)	35%	(320)	15%	(135)	14%	(123)	6%	(56)	902
#1 Issue: Security	33%	(87)	26%	(70)	15%	(39)	20%	(53)	6%	(17)	266
#1 Issue: Health Care	32%	(86)	38%	(104)	13%	(34)	12%	(32)	6%	(15)	271
#1 Issue: Medicare / Social Security	29%	(80)	31%	(84)	16%	(43)	19%	(50)	5%	(14)	271
#1 Issue: Women's Issues	39%	(47)	28%	(34)	13%	(16)	11%	(14)	9%	(11)	121
#1 Issue: Education	34%	(26)	38%	(30)	6%	(5)	11%	(9)	11%	(8)	78
#1 Issue: Energy	25%	(40)	35%	(56)	20%	(32)	13%	(21)	7%	(11)	161
#1 Issue: Other	22%	(28)	26%	(34)	14%	(19)	29%	(38)	8%	(11)	130
2020 Vote: Joe Biden	31%	(309)	34%	(333)	16%	(156)	15%	(143)	4%	(43)	984
2020 Vote: Donald Trump	31%	(207)	31%	(212)	14%	(92)	18%	(125)	6%	(42)	677
2020 Vote: Other	32%	(24)	21%	(16)	13%	(10)	25%	(19)	10%	(8)	76
2020 Vote: Didn't Vote	26%	(122)	37%	(170)	14%	(65)	11%	(53)	11%	(51)	460
2018 House Vote: Democrat	31%	(241)	34%	(257)	15%	(118)	15%	(118)	4%	(31)	765
2018 House Vote: Republican	29%	(166)	31%	(175)	14%	(81)	19%	(107)	6%	(36)	565
2018 House Vote: Someone else	27%	(15)	30%	(17)	9%	(5)	24%	(14)	11%	(6)	58
2016 Vote: Hillary Clinton	32%	(220)	35%	(242)	14%	(96)	16%	(110)	4%	(30)	699
2016 Vote: Donald Trump	30%	(194)	30%	(196)	16%	(105)	19%	(123)	6%	(39)	657
2016 Vote: Other	25%	(27)	35%	(38)	18%	(19)	15%	(16)	8%	(9)	108
2016 Vote: Didn't Vote	30%	(221)	35%	(256)	14%	(102)	12%	(91)	9%	(66)	736

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Table MCEN5_3: *To what extent would you be interested in the following?*
Buying freshly popped movie theater-branded popcorn at your local store

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion	Total N
Adults	30%	(662)	33%	(732)	15%	(323)	15%	(340)	7% (144)	2200
Voted in 2014: Yes	31%	(372)	32%	(384)	15%	(181)	17%	(206)	6% (69)	1212
Voted in 2014: No	29%	(290)	35%	(348)	14%	(142)	14%	(133)	8% (75)	988
4-Region: Northeast	26%	(103)	34%	(133)	13%	(51)	16%	(63)	11% (43)	394
4-Region: Midwest	35%	(160)	34%	(157)	12%	(56)	14%	(67)	5% (23)	462
4-Region: South	32%	(267)	32%	(265)	15%	(121)	15%	(123)	6% (48)	824
4-Region: West	25%	(132)	34%	(177)	18%	(95)	17%	(86)	6% (29)	520
Avid Film Fan	40%	(304)	31%	(230)	14%	(103)	11%	(83)	4% (33)	753
Casual Film Fan	26%	(308)	37%	(436)	15%	(181)	15%	(182)	6% (70)	1176
Film Fan	32%	(612)	34%	(666)	15%	(284)	14%	(265)	5% (104)	1930
Avid Moviegoer	43%	(94)	35%	(75)	11%	(23)	7%	(16)	4% (10)	218
Casual Moviegoer	32%	(424)	35%	(472)	16%	(210)	12%	(160)	5% (68)	1334
Moviegoer	33%	(517)	35%	(547)	15%	(233)	11%	(176)	5% (78)	1552

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

Table MCEN5_4: *To what extent would you be interested in the following?*
Buying movie theater-branded microwave popcorn for take-out

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion	Total N
Adults	23%	(502)	30%	(652)	17%	(373)	23%	(499)	8% (173)	2200
Gender: Male	20%	(215)	30%	(314)	17%	(184)	25%	(260)	8% (89)	1062
Gender: Female	25%	(288)	30%	(338)	17%	(190)	21%	(239)	7% (84)	1138
Age: 18-34	27%	(179)	30%	(195)	15%	(97)	18%	(121)	10% (63)	655
Age: 35-44	28%	(99)	37%	(132)	16%	(56)	13%	(48)	6% (22)	358
Age: 45-64	22%	(167)	30%	(225)	16%	(122)	23%	(175)	8% (62)	751
Age: 65+	13%	(56)	23%	(100)	22%	(98)	36%	(156)	6% (26)	436
GenZers: 1997-2012	24%	(55)	29%	(66)	14%	(32)	20%	(45)	13% (30)	227
Millennials: 1981-1996	28%	(189)	33%	(223)	15%	(97)	16%	(108)	8% (51)	667
GenXers: 1965-1980	25%	(130)	32%	(166)	17%	(86)	18%	(90)	8% (41)	513
Baby Boomers: 1946-1964	16%	(118)	26%	(183)	20%	(146)	31%	(223)	7% (47)	717
PID: Dem (no lean)	26%	(228)	30%	(265)	18%	(156)	20%	(176)	5% (48)	874
PID: Ind (no lean)	17%	(114)	30%	(202)	17%	(117)	24%	(165)	11% (75)	673
PID: Rep (no lean)	24%	(160)	28%	(185)	15%	(100)	24%	(158)	8% (51)	653
PID/Gender: Dem Men	25%	(103)	31%	(129)	18%	(76)	21%	(88)	5% (20)	417
PID/Gender: Dem Women	27%	(125)	30%	(136)	18%	(81)	19%	(88)	6% (27)	457
PID/Gender: Ind Men	14%	(50)	31%	(107)	16%	(56)	26%	(92)	12% (42)	347
PID/Gender: Ind Women	20%	(64)	29%	(95)	19%	(61)	22%	(73)	10% (33)	326
PID/Gender: Rep Men	20%	(61)	26%	(78)	17%	(52)	27%	(81)	9% (27)	298
PID/Gender: Rep Women	28%	(99)	30%	(107)	14%	(48)	22%	(77)	7% (24)	355
Ideo: Liberal (1-3)	25%	(163)	31%	(201)	17%	(108)	24%	(157)	4% (25)	654
Ideo: Moderate (4)	23%	(151)	32%	(206)	19%	(123)	18%	(120)	7% (47)	647
Ideo: Conservative (5-7)	22%	(151)	28%	(192)	18%	(122)	26%	(178)	7% (49)	692
Educ: < College	23%	(351)	30%	(452)	15%	(233)	22%	(338)	9% (138)	1512
Educ: Bachelors degree	23%	(101)	31%	(137)	19%	(82)	22%	(99)	6% (25)	444
Educ: Post-grad	20%	(49)	26%	(64)	24%	(58)	25%	(62)	4% (10)	244
Income: Under 50k	24%	(292)	30%	(360)	16%	(198)	21%	(253)	9% (115)	1218
Income: 50k-100k	19%	(128)	29%	(198)	18%	(123)	27%	(183)	7% (46)	678
Income: 100k+	27%	(82)	31%	(94)	17%	(53)	21%	(63)	4% (12)	304
Ethnicity: White	22%	(383)	30%	(508)	17%	(300)	23%	(398)	8% (132)	1722
Ethnicity: Hispanic	22%	(77)	25%	(89)	21%	(72)	21%	(74)	11% (37)	349

Continued on next page

Table MCEN5_4: *To what extent would you be interested in the following?*
Buying movie theater-branded microwave popcorn for take-out

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion	Total N
Adults	23%	(502)	30%	(652)	17%	(373)	23%	(499)	8% (173)	2200
Ethnicity: Black	29%	(81)	33%	(89)	13%	(35)	19%	(53)	6% (16)	274
Ethnicity: Other	19%	(38)	27%	(55)	19%	(39)	23%	(48)	12% (25)	204
All Christian	25%	(246)	28%	(273)	18%	(183)	23%	(228)	6% (60)	989
All Non-Christian	24%	(28)	37%	(43)	14%	(16)	18%	(21)	8% (9)	116
Atheist	26%	(29)	30%	(32)	15%	(16)	23%	(26)	6% (7)	109
Agnostic/Nothing in particular	18%	(111)	29%	(179)	17%	(102)	25%	(150)	11% (66)	608
Something Else	23%	(88)	33%	(125)	15%	(56)	20%	(76)	8% (31)	377
Religious Non-Protestant/Catholic	22%	(31)	36%	(50)	16%	(22)	18%	(25)	7% (9)	136
Evangelical	25%	(133)	29%	(154)	19%	(101)	19%	(103)	9% (46)	537
Non-Evangelical	25%	(195)	29%	(234)	16%	(130)	24%	(191)	6% (44)	795
Community: Urban	27%	(176)	31%	(206)	14%	(93)	21%	(136)	7% (47)	658
Community: Suburban	20%	(186)	30%	(282)	18%	(168)	24%	(220)	8% (79)	936
Community: Rural	23%	(140)	27%	(165)	18%	(112)	24%	(143)	8% (47)	606
Employ: Private Sector	27%	(195)	31%	(222)	17%	(125)	18%	(130)	6% (46)	718
Employ: Government	27%	(34)	37%	(46)	14%	(18)	16%	(20)	6% (8)	126
Employ: Self-Employed	25%	(48)	36%	(68)	16%	(32)	19%	(36)	4% (8)	192
Employ: Homemaker	23%	(35)	28%	(42)	18%	(27)	23%	(36)	8% (13)	153
Employ: Student	26%	(22)	29%	(25)	18%	(15)	21%	(18)	6% (5)	85
Employ: Retired	15%	(75)	24%	(118)	20%	(98)	34%	(166)	7% (37)	494
Employ: Unemployed	22%	(61)	31%	(85)	13%	(36)	22%	(62)	13% (36)	280
Employ: Other	21%	(32)	30%	(46)	15%	(23)	20%	(31)	14% (21)	153
Military HH: Yes	18%	(54)	27%	(81)	23%	(68)	27%	(81)	6% (19)	303
Military HH: No	24%	(448)	30%	(571)	16%	(305)	22%	(418)	8% (154)	1897
RD/WT: Right Direction	23%	(190)	32%	(259)	18%	(148)	19%	(158)	8% (64)	820
RD/WT: Wrong Track	23%	(312)	29%	(394)	16%	(225)	25%	(341)	8% (109)	1380
Biden Job Approve	23%	(236)	31%	(321)	18%	(189)	21%	(214)	6% (62)	1023
Biden Job Disapprove	23%	(251)	28%	(301)	16%	(175)	24%	(261)	8% (88)	1076

Continued on next page

Table MCEN5_4: *To what extent would you be interested in the following?*
Buying movie theater-branded microwave popcorn for take-out

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion	Total N
Adults	23%	(502)	30%	(652)	17%	(373)	23%	(499)	8% (173)	2200
Biden Job Strongly Approve	31%	(135)	30%	(131)	13%	(57)	20%	(90)	6% (27)	440
Biden Job Somewhat Approve	17%	(101)	33%	(190)	23%	(132)	21%	(125)	6% (36)	583
Biden Job Somewhat Disapprove	24%	(76)	27%	(87)	19%	(59)	19%	(60)	12% (37)	319
Biden Job Strongly Disapprove	23%	(175)	28%	(215)	15%	(116)	27%	(201)	7% (51)	757
Favorable of Biden	23%	(238)	31%	(317)	19%	(193)	22%	(221)	5% (54)	1024
Unfavorable of Biden	23%	(241)	28%	(296)	16%	(172)	25%	(260)	8% (84)	1052
Very Favorable of Biden	30%	(135)	30%	(136)	14%	(64)	20%	(92)	6% (27)	453
Somewhat Favorable of Biden	18%	(104)	32%	(181)	23%	(129)	23%	(129)	5% (28)	571
Somewhat Unfavorable of Biden	24%	(64)	27%	(72)	18%	(49)	21%	(56)	10% (26)	266
Very Unfavorable of Biden	23%	(178)	28%	(224)	16%	(123)	26%	(204)	7% (57)	786
#1 Issue: Economy	24%	(216)	32%	(286)	16%	(141)	22%	(196)	7% (63)	902
#1 Issue: Security	22%	(57)	25%	(66)	19%	(49)	25%	(67)	10% (26)	266
#1 Issue: Health Care	22%	(59)	35%	(94)	19%	(51)	18%	(50)	7% (18)	271
#1 Issue: Medicare / Social Security	19%	(51)	24%	(65)	22%	(60)	25%	(69)	10% (26)	271
#1 Issue: Women's Issues	32%	(39)	24%	(29)	18%	(22)	18%	(22)	8% (10)	121
#1 Issue: Education	33%	(25)	34%	(26)	9%	(7)	13%	(10)	11% (9)	78
#1 Issue: Energy	20%	(33)	28%	(45)	19%	(31)	25%	(41)	7% (12)	161
#1 Issue: Other	17%	(22)	32%	(42)	9%	(12)	35%	(45)	7% (9)	130
2020 Vote: Joe Biden	23%	(226)	32%	(312)	17%	(170)	22%	(219)	6% (57)	984
2020 Vote: Donald Trump	24%	(160)	27%	(182)	18%	(119)	24%	(160)	8% (56)	677
2020 Vote: Other	25%	(19)	19%	(14)	18%	(14)	27%	(20)	11% (9)	76
2020 Vote: Didn't Vote	21%	(97)	31%	(142)	15%	(70)	22%	(100)	11% (51)	460
2018 House Vote: Democrat	23%	(173)	30%	(230)	19%	(145)	23%	(177)	5% (40)	765
2018 House Vote: Republican	24%	(133)	29%	(161)	15%	(87)	25%	(141)	8% (43)	565
2018 House Vote: Someone else	24%	(14)	24%	(14)	16%	(9)	27%	(16)	9% (5)	58
2016 Vote: Hillary Clinton	23%	(160)	32%	(224)	17%	(118)	23%	(157)	6% (40)	699
2016 Vote: Donald Trump	22%	(145)	27%	(175)	18%	(116)	27%	(176)	7% (46)	657
2016 Vote: Other	22%	(24)	30%	(33)	17%	(18)	21%	(23)	9% (10)	108
2016 Vote: Didn't Vote	24%	(174)	30%	(221)	17%	(122)	19%	(142)	10% (77)	736

Continued on next page

Table MCEN5_4: *To what extent would you be interested in the following?*
Buying movie theater-branded microwave popcorn for take-out

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion	Total N
Adults	23%	(502)	30%	(652)	17%	(373)	23%	(499)	8% (173)	2200
Voted in 2014: Yes	23%	(274)	29%	(355)	17%	(211)	24%	(290)	7% (82)	1212
Voted in 2014: No	23%	(228)	30%	(298)	16%	(162)	21%	(209)	9% (91)	988
4-Region: Northeast	22%	(88)	29%	(115)	14%	(56)	25%	(97)	9% (37)	394
4-Region: Midwest	23%	(105)	31%	(144)	16%	(76)	22%	(100)	8% (37)	462
4-Region: South	25%	(209)	28%	(229)	18%	(146)	21%	(175)	8% (65)	824
4-Region: West	19%	(100)	32%	(165)	18%	(95)	24%	(126)	7% (34)	520
Avid Film Fan	31%	(233)	30%	(225)	15%	(115)	18%	(135)	6% (46)	753
Casual Film Fan	20%	(237)	31%	(361)	19%	(223)	23%	(276)	7% (79)	1176
Film Fan	24%	(470)	30%	(586)	17%	(337)	21%	(411)	7% (126)	1930
Avid Moviegoer	40%	(88)	30%	(65)	15%	(32)	10%	(23)	4% (10)	218
Casual Moviegoer	24%	(315)	31%	(410)	19%	(254)	20%	(271)	6% (84)	1334
Moviegoer	26%	(403)	31%	(475)	18%	(286)	19%	(294)	6% (93)	1552

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

Table MCEN5_5: *To what extent would you be interested in the following?*
Buying movie theater-branded microwave popcorn for delivery

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	19%	(425)	23%	(509)	18%	(392)	31%	(691)	8%	(184)	2200
Gender: Male	19%	(200)	23%	(247)	20%	(212)	30%	(317)	8%	(85)	1062
Gender: Female	20%	(225)	23%	(262)	16%	(179)	33%	(373)	9%	(99)	1138
Age: 18-34	25%	(167)	29%	(188)	15%	(99)	21%	(137)	10%	(64)	655
Age: 35-44	32%	(113)	27%	(97)	19%	(68)	15%	(53)	7%	(26)	358
Age: 45-64	15%	(113)	21%	(160)	18%	(133)	37%	(279)	9%	(64)	751
Age: 65+	7%	(31)	15%	(63)	21%	(91)	51%	(222)	7%	(29)	436
GenZers: 1997-2012	24%	(55)	23%	(53)	18%	(41)	19%	(44)	15%	(34)	227
Millennials: 1981-1996	29%	(191)	30%	(202)	15%	(102)	19%	(125)	7%	(47)	667
GenXers: 1965-1980	22%	(112)	24%	(122)	18%	(91)	26%	(133)	11%	(54)	513
Baby Boomers: 1946-1964	8%	(60)	17%	(124)	20%	(146)	48%	(346)	6%	(42)	717
PID: Dem (no lean)	22%	(195)	26%	(227)	17%	(153)	28%	(246)	6%	(53)	874
PID: Ind (no lean)	15%	(103)	22%	(149)	19%	(129)	33%	(223)	10%	(70)	673
PID: Rep (no lean)	19%	(127)	20%	(134)	17%	(110)	34%	(222)	9%	(61)	653
PID/Gender: Dem Men	24%	(98)	27%	(111)	17%	(71)	27%	(112)	6%	(25)	417
PID/Gender: Dem Women	21%	(97)	25%	(115)	18%	(82)	29%	(134)	6%	(29)	457
PID/Gender: Ind Men	12%	(43)	23%	(78)	22%	(78)	32%	(111)	11%	(37)	347
PID/Gender: Ind Women	18%	(60)	22%	(71)	16%	(51)	34%	(112)	10%	(33)	326
PID/Gender: Rep Men	20%	(59)	19%	(58)	21%	(63)	32%	(94)	8%	(23)	298
PID/Gender: Rep Women	19%	(68)	21%	(76)	13%	(46)	36%	(128)	11%	(38)	355
Ideo: Liberal (1-3)	22%	(146)	25%	(163)	17%	(110)	31%	(203)	5%	(32)	654
Ideo: Moderate (4)	20%	(132)	25%	(160)	20%	(131)	29%	(187)	6%	(37)	647
Ideo: Conservative (5-7)	18%	(122)	20%	(136)	19%	(129)	36%	(246)	9%	(59)	692
Educ: < College	20%	(299)	23%	(350)	17%	(252)	30%	(460)	10%	(151)	1512
Educ: Bachelors degree	20%	(88)	23%	(103)	18%	(82)	33%	(146)	6%	(25)	444
Educ: Post-grad	16%	(38)	23%	(56)	24%	(58)	35%	(85)	3%	(8)	244
Income: Under 50k	21%	(257)	23%	(284)	15%	(187)	30%	(370)	10%	(120)	1218
Income: 50k-100k	15%	(101)	20%	(138)	22%	(150)	35%	(239)	7%	(51)	678
Income: 100k+	22%	(67)	29%	(88)	18%	(55)	27%	(82)	4%	(13)	304
Ethnicity: White	19%	(329)	21%	(363)	19%	(319)	33%	(571)	8%	(139)	1722
Ethnicity: Hispanic	21%	(73)	24%	(84)	19%	(66)	25%	(86)	11%	(40)	349

Continued on next page

Table MCEN5_5: To what extent would you be interested in the following?
Buying movie theater-branded microwave popcorn for delivery

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	19%	(425)	23%	(509)	18%	(392)	31%	(691)	8%	(184)	2200
Ethnicity: Black	26%	(71)	32%	(87)	13%	(36)	22%	(61)	7%	(19)	274
Ethnicity: Other	12%	(24)	29%	(59)	18%	(37)	29%	(59)	12%	(25)	204
All Christian	18%	(176)	23%	(229)	18%	(181)	35%	(344)	6%	(59)	989
All Non-Christian	25%	(30)	28%	(32)	15%	(17)	24%	(28)	8%	(9)	116
Atheist	25%	(28)	20%	(22)	19%	(20)	30%	(32)	6%	(6)	109
Agnostic/Nothing in particular	17%	(103)	23%	(140)	19%	(116)	29%	(179)	12%	(71)	608
Something Else	24%	(89)	23%	(86)	15%	(57)	28%	(107)	10%	(38)	377
Religious Non-Protestant/Catholic	23%	(32)	28%	(38)	15%	(20)	27%	(37)	7%	(9)	136
Evangelical	23%	(123)	22%	(116)	18%	(94)	29%	(155)	9%	(48)	537
Non-Evangelical	17%	(136)	24%	(191)	18%	(140)	35%	(280)	6%	(48)	795
Community: Urban	24%	(157)	27%	(180)	15%	(101)	25%	(167)	8%	(54)	658
Community: Suburban	17%	(155)	23%	(212)	19%	(177)	34%	(315)	8%	(77)	936
Community: Rural	19%	(113)	19%	(117)	19%	(113)	35%	(209)	9%	(53)	606
Employ: Private Sector	25%	(177)	27%	(192)	17%	(125)	24%	(172)	7%	(52)	718
Employ: Government	27%	(34)	25%	(31)	21%	(27)	19%	(24)	8%	(10)	126
Employ: Self-Employed	23%	(45)	26%	(49)	16%	(30)	31%	(59)	5%	(9)	192
Employ: Homemaker	18%	(28)	26%	(39)	12%	(18)	35%	(54)	9%	(13)	153
Employ: Student	22%	(19)	29%	(25)	26%	(22)	18%	(15)	5%	(4)	85
Employ: Retired	8%	(41)	15%	(74)	19%	(96)	50%	(248)	7%	(34)	494
Employ: Unemployed	19%	(52)	24%	(66)	17%	(47)	27%	(77)	14%	(39)	280
Employ: Other	19%	(30)	21%	(32)	17%	(27)	28%	(43)	15%	(22)	153
Military HH: Yes	15%	(45)	17%	(52)	24%	(72)	39%	(117)	6%	(18)	303
Military HH: No	20%	(380)	24%	(457)	17%	(320)	30%	(573)	9%	(166)	1897
RD/WT: Right Direction	20%	(161)	26%	(212)	18%	(151)	28%	(231)	8%	(66)	820
RD/WT: Wrong Track	19%	(264)	22%	(297)	17%	(241)	33%	(460)	9%	(118)	1380
Biden Job Approve	20%	(209)	27%	(272)	19%	(189)	28%	(291)	6%	(62)	1023
Biden Job Disapprove	19%	(203)	19%	(209)	18%	(189)	35%	(377)	9%	(98)	1076

Continued on next page

Table MCEN5_5: *To what extent would you be interested in the following?*
Buying movie theater-branded microwave popcorn for delivery

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	19%	(425)	23%	(509)	18%	(392)	31%	(691)	8%	(184)	2200
Biden Job Strongly Approve	24%	(107)	26%	(116)	15%	(65)	28%	(124)	6%	(27)	440
Biden Job Somewhat Approve	17%	(102)	27%	(156)	21%	(124)	29%	(167)	6%	(34)	583
Biden Job Somewhat Disapprove	22%	(72)	20%	(63)	19%	(60)	27%	(87)	12%	(37)	319
Biden Job Strongly Disapprove	17%	(132)	19%	(146)	17%	(129)	38%	(290)	8%	(60)	757
Favorable of Biden	20%	(209)	26%	(267)	19%	(196)	29%	(294)	6%	(58)	1024
Unfavorable of Biden	18%	(191)	20%	(210)	18%	(185)	35%	(373)	9%	(93)	1052
Very Favorable of Biden	24%	(110)	27%	(122)	15%	(66)	28%	(128)	6%	(28)	453
Somewhat Favorable of Biden	17%	(99)	26%	(146)	23%	(129)	29%	(166)	5%	(30)	571
Somewhat Unfavorable of Biden	21%	(55)	23%	(60)	17%	(45)	30%	(80)	10%	(25)	266
Very Unfavorable of Biden	17%	(136)	19%	(149)	18%	(139)	37%	(294)	9%	(67)	786
#1 Issue: Economy	21%	(192)	24%	(214)	18%	(165)	29%	(263)	8%	(68)	902
#1 Issue: Security	17%	(44)	22%	(58)	15%	(40)	37%	(100)	9%	(24)	266
#1 Issue: Health Care	20%	(54)	28%	(75)	19%	(52)	25%	(67)	9%	(23)	271
#1 Issue: Medicare / Social Security	13%	(36)	20%	(53)	20%	(53)	40%	(108)	8%	(21)	271
#1 Issue: Women's Issues	28%	(34)	25%	(31)	16%	(19)	22%	(26)	9%	(11)	121
#1 Issue: Education	25%	(19)	25%	(19)	19%	(15)	20%	(15)	11%	(9)	78
#1 Issue: Energy	17%	(27)	21%	(34)	20%	(33)	34%	(55)	8%	(13)	161
#1 Issue: Other	14%	(18)	19%	(25)	11%	(14)	44%	(57)	12%	(15)	130
2020 Vote: Joe Biden	20%	(192)	26%	(257)	18%	(179)	30%	(298)	6%	(58)	984
2020 Vote: Donald Trump	19%	(127)	21%	(140)	17%	(113)	35%	(239)	8%	(57)	677
2020 Vote: Other	21%	(16)	12%	(9)	21%	(16)	35%	(27)	11%	(9)	76
2020 Vote: Didn't Vote	20%	(90)	22%	(100)	18%	(84)	27%	(127)	13%	(60)	460
2018 House Vote: Democrat	20%	(150)	26%	(195)	18%	(138)	31%	(238)	6%	(43)	765
2018 House Vote: Republican	18%	(104)	20%	(113)	17%	(97)	36%	(204)	8%	(47)	565
2018 House Vote: Someone else	17%	(10)	23%	(14)	15%	(9)	35%	(20)	10%	(6)	58
2016 Vote: Hillary Clinton	19%	(133)	25%	(177)	17%	(115)	32%	(227)	7%	(46)	699
2016 Vote: Donald Trump	18%	(117)	20%	(132)	18%	(121)	36%	(238)	7%	(49)	657
2016 Vote: Other	16%	(17)	22%	(24)	25%	(27)	30%	(32)	8%	(8)	108
2016 Vote: Didn't Vote	21%	(157)	24%	(176)	18%	(129)	26%	(193)	11%	(80)	736

Continued on next page

Table MCEN5_5: *To what extent would you be interested in the following?*
Buying movie theater-branded microwave popcorn for delivery

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion	Total N
Adults	19%	(425)	23%	(509)	18%	(392)	31%	(691)	8% (184)	2200
Voted in 2014: Yes	18%	(223)	23%	(273)	18%	(216)	34%	(413)	7% (87)	1212
Voted in 2014: No	20%	(202)	24%	(236)	18%	(175)	28%	(278)	10% (97)	988
4-Region: Northeast	20%	(77)	20%	(80)	16%	(62)	33%	(131)	11% (43)	394
4-Region: Midwest	18%	(82)	25%	(114)	18%	(84)	31%	(144)	8% (38)	462
4-Region: South	22%	(178)	23%	(187)	17%	(141)	30%	(251)	8% (67)	824
4-Region: West	17%	(88)	24%	(127)	20%	(105)	32%	(165)	7% (35)	520
Avid Film Fan	28%	(207)	26%	(200)	15%	(112)	25%	(192)	6% (43)	753
Casual Film Fan	16%	(190)	23%	(267)	20%	(238)	33%	(386)	8% (96)	1176
Film Fan	21%	(397)	24%	(466)	18%	(350)	30%	(578)	7% (138)	1930
Avid Moviegoer	39%	(85)	29%	(64)	13%	(28)	14%	(31)	4% (9)	218
Casual Moviegoer	20%	(264)	25%	(340)	21%	(274)	28%	(378)	6% (79)	1334
Moviegoer	23%	(349)	26%	(404)	19%	(302)	26%	(409)	6% (88)	1552

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

Table MCEN5_6: *To what extent would you be interested in the following?*
Buying movie theater-branded microwave popcorn at your local grocery store

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion	Total N
Adults	31%	(691)	36%	(785)	12%	(271)	14%	(312)	6% (141)	2200
Gender: Male	26%	(280)	36%	(381)	15%	(157)	16%	(166)	7% (77)	1062
Gender: Female	36%	(411)	35%	(403)	10%	(114)	13%	(146)	6% (63)	1138
Age: 18-34	32%	(211)	34%	(221)	15%	(97)	10%	(62)	10% (64)	655
Age: 35-44	40%	(143)	39%	(139)	10%	(34)	8%	(30)	3% (11)	358
Age: 45-64	33%	(246)	37%	(278)	11%	(82)	13%	(96)	7% (50)	751
Age: 65+	21%	(91)	34%	(147)	13%	(58)	28%	(124)	3% (15)	436
GenZers: 1997-2012	27%	(61)	33%	(75)	18%	(41)	9%	(20)	13% (30)	227
Millennials: 1981-1996	36%	(241)	37%	(249)	11%	(73)	9%	(63)	6% (41)	667
GenXers: 1965-1980	35%	(177)	36%	(187)	12%	(64)	9%	(46)	8% (39)	513
Baby Boomers: 1946-1964	28%	(198)	35%	(251)	12%	(86)	22%	(156)	4% (27)	717
PID: Dem (no lean)	35%	(304)	36%	(313)	11%	(98)	13%	(116)	5% (43)	874
PID: Ind (no lean)	23%	(156)	36%	(245)	15%	(100)	15%	(103)	10% (69)	673
PID: Rep (no lean)	35%	(231)	35%	(227)	11%	(73)	14%	(93)	4% (29)	653
PID/Gender: Dem Men	32%	(132)	36%	(151)	13%	(56)	14%	(58)	5% (20)	417
PID/Gender: Dem Women	38%	(172)	35%	(162)	9%	(42)	13%	(58)	5% (22)	457
PID/Gender: Ind Men	19%	(64)	34%	(117)	18%	(63)	19%	(66)	11% (37)	347
PID/Gender: Ind Women	28%	(92)	39%	(128)	11%	(37)	11%	(37)	10% (32)	326
PID/Gender: Rep Men	28%	(84)	38%	(113)	13%	(38)	14%	(42)	7% (20)	298
PID/Gender: Rep Women	41%	(147)	32%	(114)	10%	(35)	14%	(51)	2% (9)	355
Ideo: Liberal (1-3)	31%	(203)	34%	(225)	14%	(94)	17%	(112)	3% (20)	654
Ideo: Moderate (4)	31%	(197)	40%	(259)	12%	(77)	11%	(74)	6% (40)	647
Ideo: Conservative (5-7)	34%	(232)	35%	(245)	12%	(81)	15%	(101)	5% (33)	692
Educ: < College	34%	(508)	34%	(521)	11%	(173)	13%	(197)	8% (114)	1512
Educ: Bachelors degree	28%	(124)	38%	(170)	14%	(63)	15%	(68)	4% (19)	444
Educ: Post-grad	24%	(59)	39%	(94)	15%	(36)	19%	(47)	3% (8)	244
Income: Under 50k	33%	(403)	35%	(422)	12%	(143)	13%	(158)	8% (92)	1218
Income: 50k-100k	30%	(205)	34%	(232)	13%	(85)	17%	(117)	6% (38)	678
Income: 100k+	27%	(83)	43%	(131)	14%	(43)	12%	(37)	3% (10)	304
Ethnicity: White	32%	(548)	36%	(614)	12%	(210)	15%	(253)	6% (97)	1722
Ethnicity: Hispanic	34%	(119)	27%	(95)	18%	(64)	9%	(31)	11% (40)	349

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Table MCEN5_6: *To what extent would you be interested in the following?*
Buying movie theater-branded microwave popcorn at your local grocery store

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	31%	(691)	36%	(785)	12%	(271)	14%	(312)	6%	(141)	2200
Ethnicity: Black	34%	(94)	36%	(99)	12%	(33)	11%	(29)	7%	(20)	274
Ethnicity: Other	24%	(50)	35%	(72)	14%	(29)	14%	(29)	12%	(24)	204
All Christian	33%	(324)	38%	(372)	11%	(112)	14%	(141)	4%	(40)	989
All Non-Christian	29%	(34)	38%	(44)	14%	(16)	12%	(14)	7%	(8)	116
Atheist	30%	(32)	35%	(38)	13%	(14)	19%	(21)	3%	(3)	109
Agnostic/Nothing in particular	28%	(172)	31%	(191)	15%	(89)	15%	(90)	11%	(67)	608
Something Else	34%	(129)	37%	(140)	11%	(40)	12%	(45)	6%	(22)	377
Religious Non-Protestant/Catholic	28%	(38)	40%	(55)	14%	(19)	12%	(16)	6%	(8)	136
Evangelical	36%	(191)	37%	(200)	10%	(56)	12%	(64)	5%	(26)	537
Non-Evangelical	32%	(257)	37%	(293)	12%	(93)	15%	(117)	4%	(35)	795
Community: Urban	33%	(220)	34%	(223)	11%	(72)	13%	(87)	8%	(56)	658
Community: Suburban	30%	(279)	36%	(341)	13%	(118)	15%	(142)	6%	(56)	936
Community: Rural	32%	(192)	36%	(220)	13%	(81)	14%	(83)	5%	(29)	606
Employ: Private Sector	37%	(264)	35%	(254)	12%	(85)	11%	(76)	6%	(40)	718
Employ: Government	36%	(45)	44%	(55)	7%	(9)	10%	(13)	3%	(3)	126
Employ: Self-Employed	32%	(62)	40%	(77)	12%	(23)	13%	(25)	2%	(5)	192
Employ: Homemaker	31%	(48)	39%	(60)	12%	(18)	11%	(17)	7%	(10)	153
Employ: Student	28%	(24)	40%	(34)	19%	(16)	9%	(8)	4%	(3)	85
Employ: Retired	23%	(113)	37%	(184)	10%	(51)	25%	(122)	5%	(23)	494
Employ: Unemployed	35%	(98)	26%	(72)	16%	(44)	11%	(31)	13%	(36)	280
Employ: Other	25%	(38)	32%	(49)	16%	(24)	14%	(21)	13%	(21)	153
Military HH: Yes	27%	(83)	38%	(116)	13%	(38)	17%	(52)	5%	(14)	303
Military HH: No	32%	(608)	35%	(669)	12%	(233)	14%	(260)	7%	(126)	1897
RD/WT: Right Direction	29%	(236)	40%	(331)	11%	(90)	13%	(109)	7%	(54)	820
RD/WT: Wrong Track	33%	(455)	33%	(454)	13%	(181)	15%	(203)	6%	(87)	1380
Biden Job Approve	30%	(310)	38%	(387)	13%	(131)	14%	(143)	5%	(52)	1023
Biden Job Disapprove	33%	(359)	34%	(363)	12%	(132)	15%	(157)	6%	(65)	1076

Continued on next page

Table MCEN5_6: *To what extent would you be interested in the following?*
Buying movie theater-branded microwave popcorn at your local grocery store

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	31%	(691)	36%	(785)	12%	(271)	14%	(312)	6%	(141)	2200
Biden Job Strongly Approve	37%	(163)	33%	(145)	10%	(46)	15%	(65)	5%	(21)	440
Biden Job Somewhat Approve	25%	(147)	41%	(242)	15%	(85)	13%	(78)	5%	(31)	583
Biden Job Somewhat Disapprove	35%	(110)	31%	(99)	16%	(50)	10%	(32)	9%	(27)	319
Biden Job Strongly Disapprove	33%	(249)	35%	(265)	11%	(81)	17%	(125)	5%	(37)	757
Favorable of Biden	31%	(317)	37%	(381)	13%	(133)	14%	(148)	4%	(45)	1024
Unfavorable of Biden	33%	(345)	35%	(365)	12%	(129)	15%	(155)	6%	(58)	1052
Very Favorable of Biden	38%	(171)	35%	(158)	9%	(40)	14%	(62)	5%	(22)	453
Somewhat Favorable of Biden	25%	(145)	39%	(223)	16%	(93)	15%	(86)	4%	(23)	571
Somewhat Unfavorable of Biden	35%	(93)	36%	(96)	12%	(32)	9%	(25)	8%	(21)	266
Very Unfavorable of Biden	32%	(252)	34%	(269)	12%	(96)	17%	(130)	5%	(38)	786
#1 Issue: Economy	33%	(296)	37%	(336)	12%	(110)	12%	(109)	6%	(51)	902
#1 Issue: Security	32%	(85)	36%	(95)	10%	(26)	14%	(38)	8%	(21)	266
#1 Issue: Health Care	31%	(84)	40%	(109)	11%	(29)	11%	(30)	7%	(19)	271
#1 Issue: Medicare / Social Security	30%	(80)	33%	(90)	13%	(34)	20%	(55)	4%	(12)	271
#1 Issue: Women's Issues	36%	(43)	29%	(35)	14%	(17)	11%	(13)	11%	(13)	121
#1 Issue: Education	36%	(28)	30%	(24)	15%	(11)	9%	(7)	10%	(8)	78
#1 Issue: Energy	29%	(47)	30%	(49)	22%	(36)	14%	(23)	4%	(6)	161
#1 Issue: Other	22%	(28)	37%	(48)	6%	(8)	28%	(36)	8%	(10)	130
2020 Vote: Joe Biden	32%	(313)	37%	(359)	13%	(124)	14%	(142)	5%	(46)	984
2020 Vote: Donald Trump	34%	(229)	35%	(240)	11%	(71)	14%	(96)	6%	(40)	677
2020 Vote: Other	25%	(19)	29%	(22)	10%	(8)	27%	(20)	9%	(7)	76
2020 Vote: Didn't Vote	28%	(130)	35%	(161)	15%	(68)	11%	(53)	11%	(48)	460
2018 House Vote: Democrat	31%	(238)	37%	(285)	11%	(86)	16%	(122)	4%	(34)	765
2018 House Vote: Republican	33%	(186)	36%	(201)	12%	(65)	15%	(87)	5%	(26)	565
2018 House Vote: Someone else	30%	(17)	27%	(16)	6%	(4)	27%	(16)	10%	(6)	58
2016 Vote: Hillary Clinton	32%	(227)	36%	(252)	11%	(78)	16%	(111)	4%	(31)	699
2016 Vote: Donald Trump	32%	(212)	35%	(230)	12%	(77)	16%	(106)	5%	(31)	657
2016 Vote: Other	20%	(22)	41%	(45)	11%	(11)	18%	(20)	10%	(11)	108
2016 Vote: Didn't Vote	31%	(231)	35%	(258)	14%	(105)	10%	(74)	9%	(68)	736

Continued on next page

Table MCEN5_6: *To what extent would you be interested in the following?*
Buying movie theater-branded microwave popcorn at your local grocery store

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion	Total N
Adults	31%	(691)	36%	(785)	12%	(271)	14%	(312)	6% (141)	2200
Voted in 2014: Yes	32%	(385)	36%	(433)	11%	(129)	17%	(202)	5% (63)	1212
Voted in 2014: No	31%	(306)	36%	(352)	14%	(142)	11%	(110)	8% (78)	988
4-Region: Northeast	30%	(117)	32%	(124)	12%	(46)	17%	(68)	10% (38)	394
4-Region: Midwest	33%	(154)	37%	(170)	11%	(50)	14%	(63)	5% (24)	462
4-Region: South	34%	(281)	35%	(289)	12%	(102)	12%	(99)	6% (53)	824
4-Region: West	27%	(139)	39%	(201)	14%	(73)	16%	(81)	5% (26)	520
Avid Film Fan	40%	(301)	33%	(248)	11%	(86)	11%	(85)	4% (33)	753
Casual Film Fan	27%	(321)	39%	(463)	13%	(156)	14%	(164)	6% (72)	1176
Film Fan	32%	(622)	37%	(711)	13%	(242)	13%	(250)	5% (105)	1930
Avid Moviegoer	39%	(86)	39%	(86)	12%	(27)	4%	(10)	5% (10)	218
Casual Moviegoer	34%	(455)	37%	(491)	13%	(172)	11%	(150)	5% (66)	1334
Moviegoer	35%	(541)	37%	(577)	13%	(199)	10%	(160)	5% (75)	1552

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

Table MCEN5_7: *To what extent would you be interested in the following?*
Buying microwave popcorn at your local grocery store, such as Orville Redenbacher's or Pop Secret

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	38% (836)	36% (800)	9% (204)	10% (221)	6% (139)	2200
Gender: Male	33% (354)	37% (392)	11% (117)	11% (119)	7% (79)	1062
Gender: Female	42% (483)	36% (408)	8% (87)	9% (101)	5% (60)	1138
Age: 18-34	35% (232)	37% (244)	11% (70)	8% (50)	9% (60)	655
Age: 35-44	41% (148)	38% (134)	9% (34)	6% (22)	6% (20)	358
Age: 45-64	42% (313)	37% (278)	6% (42)	10% (73)	6% (44)	751
Age: 65+	33% (144)	33% (144)	13% (58)	17% (76)	3% (14)	436
GenZers: 1997-2012	29% (67)	37% (84)	13% (29)	8% (19)	13% (29)	227
Millennials: 1981-1996	39% (261)	37% (249)	10% (63)	7% (46)	7% (48)	667
GenXers: 1965-1980	42% (218)	37% (190)	6% (31)	7% (37)	7% (37)	513
Baby Boomers: 1946-1964	37% (262)	36% (257)	11% (76)	14% (99)	3% (23)	717
PID: Dem (no lean)	41% (356)	37% (326)	9% (76)	9% (81)	4% (35)	874
PID: Ind (no lean)	31% (211)	36% (239)	12% (81)	11% (76)	10% (65)	673
PID: Rep (no lean)	41% (269)	36% (234)	7% (47)	10% (64)	6% (38)	653
PID/Gender: Dem Men	39% (163)	37% (153)	10% (41)	10% (42)	4% (18)	417
PID/Gender: Dem Women	42% (193)	38% (173)	8% (35)	8% (38)	4% (18)	457
PID/Gender: Ind Men	25% (87)	36% (124)	15% (51)	13% (45)	11% (39)	347
PID/Gender: Ind Women	38% (124)	35% (115)	9% (30)	9% (31)	8% (26)	326
PID/Gender: Rep Men	35% (104)	38% (115)	8% (25)	11% (32)	7% (22)	298
PID/Gender: Rep Women	47% (165)	34% (120)	6% (22)	9% (32)	4% (16)	355
Ideo: Liberal (1-3)	38% (245)	35% (232)	12% (78)	12% (81)	3% (17)	654
Ideo: Moderate (4)	41% (263)	38% (243)	8% (54)	7% (47)	6% (38)	647
Ideo: Conservative (5-7)	39% (269)	37% (259)	9% (60)	9% (65)	6% (39)	692
Educ: < College	39% (585)	36% (552)	8% (125)	9% (135)	8% (116)	1512
Educ: Bachelors degree	37% (166)	37% (164)	11% (51)	11% (47)	3% (15)	444
Educ: Post-grad	35% (86)	34% (84)	12% (29)	16% (38)	3% (8)	244
Income: Under 50k	38% (463)	36% (442)	9% (106)	9% (114)	8% (94)	1218
Income: 50k-100k	39% (268)	34% (229)	10% (68)	11% (76)	6% (38)	678
Income: 100k+	35% (106)	42% (129)	10% (31)	10% (31)	2% (7)	304
Ethnicity: White	39% (675)	36% (617)	9% (158)	10% (172)	6% (100)	1722
Ethnicity: Hispanic	38% (134)	33% (114)	11% (38)	7% (23)	12% (41)	349

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Table MCEN5_7: To what extent would you be interested in the following?
Buying microwave popcorn at your local grocery store, such as Orville Redenbacher's or Pop Secret

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion	Total N
Adults	38%	(836)	36%	(800)	9%	(204)	10%	(221)	6% (139)	2200
Ethnicity: Black	38%	(104)	38%	(104)	9%	(24)	9%	(25)	6% (16)	274
Ethnicity: Other	28%	(57)	39%	(79)	11%	(22)	12%	(23)	11% (23)	204
All Christian	42%	(416)	36%	(355)	8%	(83)	9%	(92)	4% (43)	989
All Non-Christian	37%	(43)	35%	(41)	8%	(10)	13%	(15)	7% (8)	116
Atheist	37%	(41)	34%	(37)	8%	(9)	16%	(17)	5% (6)	109
Agnostic/Nothing in particular	33%	(201)	36%	(219)	11%	(66)	11%	(68)	9% (55)	608
Something Else	36%	(137)	39%	(147)	10%	(36)	8%	(29)	7% (28)	377
Religious Non-Protestant/Catholic	35%	(47)	37%	(50)	10%	(14)	12%	(17)	6% (8)	136
Evangelical	40%	(214)	37%	(199)	8%	(45)	8%	(41)	7% (39)	537
Non-Evangelical	42%	(330)	36%	(289)	9%	(68)	10%	(77)	4% (31)	795
Community: Urban	37%	(246)	34%	(222)	11%	(71)	9%	(61)	9% (58)	658
Community: Suburban	37%	(349)	38%	(353)	8%	(79)	11%	(104)	5% (50)	936
Community: Rural	40%	(241)	37%	(224)	9%	(54)	9%	(56)	5% (31)	606
Employ: Private Sector	41%	(296)	37%	(264)	9%	(65)	8%	(56)	5% (36)	718
Employ: Government	34%	(42)	45%	(56)	7%	(9)	8%	(10)	6% (8)	126
Employ: Self-Employed	37%	(72)	41%	(79)	9%	(17)	8%	(15)	5% (10)	192
Employ: Homemaker	41%	(63)	39%	(60)	5%	(8)	7%	(11)	8% (12)	153
Employ: Student	33%	(28)	41%	(35)	15%	(13)	7%	(6)	4% (3)	85
Employ: Retired	37%	(181)	35%	(171)	10%	(48)	15%	(76)	4% (18)	494
Employ: Unemployed	37%	(105)	32%	(91)	9%	(26)	10%	(28)	11% (30)	280
Employ: Other	32%	(49)	30%	(46)	12%	(19)	12%	(18)	14% (21)	153
Military HH: Yes	36%	(111)	35%	(107)	11%	(33)	12%	(35)	6% (18)	303
Military HH: No	38%	(726)	37%	(693)	9%	(171)	10%	(185)	6% (121)	1897
RD/WT: Right Direction	38%	(315)	37%	(303)	10%	(78)	9%	(72)	6% (52)	820
RD/WT: Wrong Track	38%	(521)	36%	(497)	9%	(126)	11%	(148)	6% (87)	1380
Biden Job Approve	38%	(392)	37%	(378)	10%	(105)	10%	(99)	5% (48)	1023
Biden Job Disapprove	40%	(426)	36%	(384)	8%	(91)	10%	(108)	6% (67)	1076

Continued on next page

Table MCEN5_7: To what extent would you be interested in the following?
Buying microwave popcorn at your local grocery store, such as Orville Redenbacher's or Pop Secret

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	38%	(836)	36%	(800)	9%	(204)	10%	(221)	6%	(139)	2200
Biden Job Strongly Approve	43%	(190)	34%	(148)	8%	(34)	10%	(45)	5%	(22)	440
Biden Job Somewhat Approve	35%	(202)	39%	(230)	12%	(71)	9%	(54)	4%	(26)	583
Biden Job Somewhat Disapprove	38%	(122)	40%	(126)	9%	(30)	5%	(16)	8%	(25)	319
Biden Job Strongly Disapprove	40%	(304)	34%	(258)	8%	(61)	12%	(92)	6%	(42)	757
Favorable of Biden	39%	(397)	37%	(383)	10%	(104)	10%	(101)	4%	(40)	1024
Unfavorable of Biden	38%	(405)	36%	(377)	9%	(93)	10%	(109)	6%	(68)	1052
Very Favorable of Biden	44%	(200)	35%	(159)	7%	(33)	10%	(44)	4%	(17)	453
Somewhat Favorable of Biden	34%	(196)	39%	(223)	12%	(71)	10%	(57)	4%	(23)	571
Somewhat Unfavorable of Biden	36%	(95)	41%	(109)	11%	(29)	6%	(17)	7%	(18)	266
Very Unfavorable of Biden	39%	(310)	34%	(268)	8%	(64)	12%	(93)	6%	(51)	786
#1 Issue: Economy	39%	(355)	39%	(355)	8%	(75)	8%	(70)	5%	(47)	902
#1 Issue: Security	37%	(98)	39%	(103)	8%	(20)	8%	(22)	8%	(23)	266
#1 Issue: Health Care	38%	(103)	41%	(112)	7%	(20)	7%	(20)	6%	(17)	271
#1 Issue: Medicare / Social Security	41%	(111)	29%	(78)	9%	(26)	16%	(45)	5%	(12)	271
#1 Issue: Women's Issues	41%	(50)	25%	(31)	15%	(18)	7%	(9)	11%	(13)	121
#1 Issue: Education	38%	(29)	34%	(27)	10%	(8)	7%	(6)	10%	(8)	78
#1 Issue: Energy	34%	(55)	36%	(58)	16%	(26)	11%	(17)	4%	(6)	161
#1 Issue: Other	28%	(36)	28%	(37)	8%	(11)	25%	(32)	11%	(14)	130
2020 Vote: Joe Biden	40%	(391)	37%	(361)	9%	(91)	10%	(100)	4%	(40)	984
2020 Vote: Donald Trump	43%	(293)	34%	(228)	7%	(49)	9%	(62)	7%	(45)	677
2020 Vote: Other	30%	(23)	29%	(22)	11%	(8)	22%	(17)	8%	(6)	76
2020 Vote: Didn't Vote	28%	(129)	41%	(187)	12%	(55)	9%	(42)	10%	(48)	460
2018 House Vote: Democrat	41%	(316)	36%	(274)	9%	(66)	11%	(80)	4%	(29)	765
2018 House Vote: Republican	42%	(236)	34%	(193)	8%	(45)	10%	(59)	6%	(32)	565
2018 House Vote: Someone else	28%	(16)	36%	(21)	13%	(7)	16%	(9)	8%	(4)	58
2016 Vote: Hillary Clinton	39%	(274)	37%	(258)	9%	(64)	10%	(73)	4%	(29)	699
2016 Vote: Donald Trump	43%	(280)	34%	(225)	7%	(49)	10%	(67)	6%	(37)	657
2016 Vote: Other	37%	(40)	38%	(41)	7%	(7)	11%	(12)	7%	(8)	108
2016 Vote: Didn't Vote	33%	(242)	37%	(276)	11%	(84)	9%	(69)	9%	(65)	736

Continued on next page

Table MCEN5_7: *To what extent would you be interested in the following?*
Buying microwave popcorn at your local grocery store, such as Orville Redenbacher's or Pop Secret

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	38%	(836)	36%	(800)	9%	(204)	10%	(221)	6%	(139)	2200
Voted in 2014: Yes	41%	(499)	35%	(423)	8%	(102)	10%	(126)	5%	(62)	1212
Voted in 2014: No	34%	(338)	38%	(376)	10%	(102)	10%	(94)	8%	(77)	988
4-Region: Northeast	36%	(142)	36%	(142)	8%	(32)	11%	(45)	9%	(34)	394
4-Region: Midwest	42%	(195)	35%	(162)	9%	(43)	10%	(44)	4%	(17)	462
4-Region: South	42%	(347)	35%	(288)	8%	(68)	9%	(73)	6%	(48)	824
4-Region: West	29%	(152)	40%	(208)	12%	(61)	11%	(58)	8%	(40)	520
Avid Film Fan	46%	(349)	33%	(246)	8%	(64)	8%	(59)	5%	(36)	753
Casual Film Fan	36%	(422)	39%	(462)	9%	(111)	10%	(114)	6%	(68)	1176
Film Fan	40%	(770)	37%	(708)	9%	(175)	9%	(173)	5%	(104)	1930
Avid Moviegoer	45%	(99)	34%	(74)	11%	(24)	6%	(13)	4%	(8)	218
Casual Moviegoer	40%	(530)	37%	(487)	10%	(133)	9%	(114)	5%	(70)	1334
Moviegoer	41%	(629)	36%	(561)	10%	(157)	8%	(127)	5%	(78)	1552

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

Table MCEN5_8: *To what extent would you be interested in the following?*
Buying freshly popped popcorn at your local grocery store, such as Utz or Smartfood

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	25%	(539)	33%	(725)	17%	(366)	18%	(386)	8%	(184)	2200
Gender: Male	22%	(239)	32%	(341)	19%	(206)	18%	(192)	8%	(85)	1062
Gender: Female	26%	(301)	34%	(384)	14%	(161)	17%	(194)	9%	(99)	1138
Age: 18-34	28%	(185)	33%	(214)	15%	(99)	12%	(82)	11%	(75)	655
Age: 35-44	32%	(115)	39%	(138)	15%	(52)	8%	(28)	7%	(24)	358
Age: 45-64	26%	(193)	33%	(248)	16%	(123)	18%	(134)	7%	(53)	751
Age: 65+	11%	(47)	28%	(124)	21%	(92)	32%	(141)	7%	(32)	436
GenZers: 1997-2012	27%	(62)	29%	(65)	17%	(38)	13%	(29)	15%	(33)	227
Millennials: 1981-1996	29%	(196)	37%	(245)	14%	(93)	11%	(76)	9%	(57)	667
GenXers: 1965-1980	31%	(159)	32%	(165)	16%	(80)	13%	(64)	9%	(45)	513
Baby Boomers: 1946-1964	16%	(118)	32%	(228)	20%	(146)	25%	(182)	6%	(44)	717
PID: Dem (no lean)	29%	(251)	35%	(306)	14%	(123)	16%	(137)	7%	(57)	874
PID: Ind (no lean)	19%	(129)	34%	(229)	19%	(126)	17%	(114)	11%	(75)	673
PID: Rep (no lean)	24%	(159)	29%	(190)	18%	(117)	21%	(135)	8%	(52)	653
PID/Gender: Dem Men	29%	(121)	33%	(139)	16%	(67)	15%	(65)	6%	(26)	417
PID/Gender: Dem Women	28%	(130)	37%	(167)	12%	(56)	16%	(72)	7%	(31)	457
PID/Gender: Ind Men	17%	(58)	32%	(112)	21%	(72)	19%	(67)	11%	(38)	347
PID/Gender: Ind Women	22%	(71)	36%	(117)	17%	(55)	14%	(47)	11%	(36)	326
PID/Gender: Rep Men	20%	(60)	30%	(90)	23%	(67)	20%	(60)	7%	(21)	298
PID/Gender: Rep Women	28%	(100)	28%	(100)	14%	(50)	21%	(75)	9%	(31)	355
Ideo: Liberal (1-3)	27%	(180)	38%	(248)	14%	(91)	16%	(106)	5%	(30)	654
Ideo: Moderate (4)	25%	(164)	34%	(222)	19%	(120)	14%	(92)	7%	(48)	647
Ideo: Conservative (5-7)	23%	(159)	30%	(206)	19%	(129)	21%	(148)	7%	(51)	692
Educ: < College	25%	(376)	32%	(476)	16%	(244)	17%	(263)	10%	(153)	1512
Educ: Bachelors degree	26%	(117)	35%	(157)	18%	(78)	15%	(69)	5%	(23)	444
Educ: Post-grad	19%	(46)	37%	(91)	18%	(44)	22%	(54)	4%	(9)	244
Income: Under 50k	25%	(303)	32%	(385)	15%	(187)	18%	(219)	10%	(125)	1218
Income: 50k-100k	23%	(159)	32%	(219)	19%	(128)	18%	(124)	7%	(48)	678
Income: 100k+	25%	(77)	39%	(120)	17%	(52)	14%	(43)	4%	(11)	304
Ethnicity: White	24%	(409)	32%	(559)	18%	(306)	18%	(315)	8%	(133)	1722
Ethnicity: Hispanic	23%	(80)	33%	(117)	16%	(55)	14%	(49)	14%	(49)	349

Continued on next page

Table MCEN5_8: *To what extent would you be interested in the following?*
Buying freshly popped popcorn at your local grocery store, such as Utz or Smartfood

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	25%	(539)	33%	(725)	17%	(366)	18%	(386)	8%	(184)	2200
Ethnicity: Black	33%	(90)	34%	(93)	10%	(29)	15%	(40)	8%	(23)	274
Ethnicity: Other	20%	(41)	36%	(73)	16%	(32)	15%	(30)	14%	(28)	204
All Christian	26%	(260)	34%	(337)	17%	(164)	17%	(173)	6%	(55)	989
All Non-Christian	29%	(34)	30%	(35)	13%	(16)	18%	(21)	9%	(10)	116
Atheist	27%	(29)	31%	(34)	18%	(20)	19%	(21)	5%	(6)	109
Agnostic/Nothing in particular	21%	(127)	33%	(199)	17%	(106)	17%	(105)	12%	(71)	608
Something Else	23%	(88)	32%	(120)	16%	(61)	17%	(66)	11%	(42)	377
Religious Non-Protestant/Catholic	28%	(38)	30%	(41)	18%	(25)	16%	(22)	8%	(10)	136
Evangelical	27%	(145)	30%	(163)	16%	(84)	18%	(98)	9%	(47)	537
Non-Evangelical	25%	(197)	36%	(285)	16%	(128)	17%	(136)	6%	(49)	795
Community: Urban	28%	(182)	34%	(227)	13%	(83)	15%	(101)	10%	(65)	658
Community: Suburban	23%	(218)	33%	(308)	18%	(165)	19%	(174)	8%	(71)	936
Community: Rural	23%	(140)	31%	(190)	19%	(118)	18%	(110)	8%	(48)	606
Employ: Private Sector	31%	(226)	37%	(264)	15%	(110)	10%	(75)	6%	(43)	718
Employ: Government	25%	(32)	35%	(44)	20%	(25)	14%	(18)	6%	(7)	126
Employ: Self-Employed	26%	(50)	34%	(66)	16%	(31)	16%	(32)	7%	(13)	192
Employ: Homemaker	20%	(31)	34%	(52)	17%	(27)	17%	(27)	11%	(17)	153
Employ: Student	29%	(25)	40%	(34)	14%	(12)	12%	(10)	5%	(4)	85
Employ: Retired	15%	(72)	29%	(144)	19%	(95)	30%	(150)	7%	(33)	494
Employ: Unemployed	25%	(71)	27%	(76)	15%	(43)	17%	(47)	15%	(42)	280
Employ: Other	21%	(33)	29%	(45)	15%	(24)	18%	(27)	16%	(25)	153
Military HH: Yes	21%	(64)	29%	(87)	19%	(57)	23%	(70)	8%	(24)	303
Military HH: No	25%	(475)	34%	(637)	16%	(309)	17%	(316)	8%	(160)	1897
RD/WT: Right Direction	27%	(220)	36%	(298)	15%	(123)	15%	(119)	7%	(60)	820
RD/WT: Wrong Track	23%	(319)	31%	(427)	18%	(244)	19%	(266)	9%	(124)	1380
Biden Job Approve	26%	(261)	36%	(369)	16%	(160)	16%	(163)	7%	(69)	1023
Biden Job Disapprove	24%	(260)	30%	(322)	18%	(194)	19%	(206)	9%	(94)	1076

Continued on next page

Table MCEN5_8: *To what extent would you be interested in the following?*
Buying freshly popped popcorn at your local grocery store, such as Utz or Smartfood

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	25%	(539)	33%	(725)	17%	(366)	18%	(386)	8%	(184)	2200
Biden Job Strongly Approve	32%	(142)	32%	(143)	12%	(51)	16%	(69)	8%	(35)	440
Biden Job Somewhat Approve	20%	(119)	39%	(226)	19%	(110)	16%	(94)	6%	(34)	583
Biden Job Somewhat Disapprove	23%	(73)	37%	(119)	21%	(66)	9%	(29)	10%	(32)	319
Biden Job Strongly Disapprove	25%	(188)	27%	(203)	17%	(128)	23%	(177)	8%	(62)	757
Favorable of Biden	26%	(266)	36%	(371)	16%	(165)	16%	(165)	6%	(57)	1024
Unfavorable of Biden	23%	(242)	31%	(323)	18%	(189)	19%	(201)	9%	(97)	1052
Very Favorable of Biden	32%	(144)	33%	(150)	13%	(57)	16%	(71)	7%	(32)	453
Somewhat Favorable of Biden	21%	(123)	39%	(220)	19%	(108)	17%	(95)	4%	(25)	571
Somewhat Unfavorable of Biden	21%	(55)	42%	(112)	19%	(50)	9%	(23)	10%	(27)	266
Very Unfavorable of Biden	24%	(187)	27%	(211)	18%	(140)	23%	(177)	9%	(70)	786
#1 Issue: Economy	27%	(248)	34%	(307)	17%	(150)	15%	(134)	7%	(63)	902
#1 Issue: Security	23%	(62)	26%	(70)	20%	(54)	19%	(51)	11%	(29)	266
#1 Issue: Health Care	26%	(70)	39%	(106)	14%	(38)	14%	(38)	7%	(20)	271
#1 Issue: Medicare / Social Security	17%	(46)	31%	(85)	18%	(49)	27%	(72)	7%	(19)	271
#1 Issue: Women's Issues	26%	(32)	30%	(37)	15%	(18)	14%	(17)	15%	(18)	121
#1 Issue: Education	27%	(21)	36%	(28)	9%	(7)	14%	(11)	14%	(11)	78
#1 Issue: Energy	22%	(36)	35%	(56)	22%	(35)	14%	(22)	8%	(12)	161
#1 Issue: Other	19%	(24)	28%	(37)	12%	(15)	31%	(41)	10%	(13)	130
2020 Vote: Joe Biden	27%	(263)	36%	(350)	15%	(152)	17%	(163)	6%	(57)	984
2020 Vote: Donald Trump	25%	(167)	30%	(205)	18%	(120)	20%	(132)	8%	(53)	677
2020 Vote: Other	27%	(20)	20%	(15)	17%	(13)	26%	(20)	11%	(8)	76
2020 Vote: Didn't Vote	19%	(89)	33%	(154)	18%	(81)	15%	(70)	14%	(66)	460
2018 House Vote: Democrat	27%	(206)	35%	(268)	15%	(115)	17%	(133)	6%	(43)	765
2018 House Vote: Republican	22%	(127)	33%	(185)	17%	(99)	20%	(113)	7%	(41)	565
2018 House Vote: Someone else	23%	(14)	29%	(17)	10%	(6)	26%	(15)	12%	(7)	58
2016 Vote: Hillary Clinton	27%	(187)	36%	(254)	15%	(104)	17%	(116)	5%	(38)	699
2016 Vote: Donald Trump	23%	(151)	31%	(201)	18%	(118)	22%	(142)	7%	(46)	657
2016 Vote: Other	24%	(26)	36%	(39)	14%	(16)	16%	(17)	9%	(10)	108
2016 Vote: Didn't Vote	24%	(176)	31%	(231)	17%	(129)	15%	(110)	12%	(91)	736

Continued on next page

Table MCEN5_8: *To what extent would you be interested in the following?*
Buying freshly popped popcorn at your local grocery store, such as Utz or Smartfood

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	25%	(539)	33%	(725)	17%	(366)	18%	(386)	8%	(184)	2200
Voted in 2014: Yes	25%	(303)	34%	(409)	16%	(193)	19%	(227)	7%	(79)	1212
Voted in 2014: No	24%	(236)	32%	(315)	18%	(173)	16%	(158)	11%	(105)	988
4-Region: Northeast	26%	(101)	34%	(133)	15%	(58)	16%	(62)	10%	(39)	394
4-Region: Midwest	24%	(113)	33%	(154)	18%	(82)	16%	(74)	8%	(39)	462
4-Region: South	27%	(225)	31%	(260)	16%	(132)	17%	(140)	8%	(68)	824
4-Region: West	19%	(101)	34%	(177)	18%	(94)	21%	(110)	7%	(38)	520
Avid Film Fan	33%	(248)	34%	(254)	15%	(111)	13%	(95)	6%	(46)	753
Casual Film Fan	22%	(257)	35%	(412)	17%	(204)	18%	(209)	8%	(94)	1176
Film Fan	26%	(505)	35%	(666)	16%	(315)	16%	(304)	7%	(140)	1930
Avid Moviegoer	41%	(89)	30%	(65)	15%	(33)	11%	(23)	4%	(8)	218
Casual Moviegoer	25%	(335)	36%	(475)	18%	(234)	14%	(188)	8%	(103)	1334
Moviegoer	27%	(424)	35%	(540)	17%	(267)	14%	(211)	7%	(110)	1552

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

Table MCEN6_1: *How interested are you in the following movie theaters?*
Alamo Drafthouse Cinemas

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(159)	10%	(228)	7%	(155)	19%	(418)	56%	(1241)	2200
Gender: Male	9%	(92)	14%	(146)	9%	(97)	21%	(218)	48%	(508)	1062
Gender: Female	6%	(67)	7%	(82)	5%	(57)	18%	(200)	64%	(733)	1138
Age: 18-34	11%	(74)	15%	(100)	10%	(64)	12%	(82)	51%	(336)	655
Age: 35-44	12%	(42)	17%	(61)	12%	(42)	14%	(49)	46%	(165)	358
Age: 45-64	5%	(39)	7%	(50)	4%	(28)	20%	(153)	64%	(480)	751
Age: 65+	1%	(3)	4%	(18)	5%	(22)	31%	(134)	59%	(259)	436
GenZers: 1997-2012	8%	(17)	17%	(38)	8%	(19)	15%	(34)	52%	(118)	227
Millennials: 1981-1996	14%	(92)	15%	(103)	11%	(71)	12%	(80)	48%	(322)	667
GenXers: 1965-1980	7%	(36)	8%	(41)	6%	(31)	19%	(98)	60%	(306)	513
Baby Boomers: 1946-1964	2%	(13)	6%	(45)	4%	(30)	23%	(168)	64%	(461)	717
PID: Dem (no lean)	11%	(97)	11%	(93)	8%	(73)	16%	(142)	54%	(468)	874
PID: Ind (no lean)	5%	(34)	10%	(71)	7%	(50)	19%	(130)	58%	(388)	673
PID: Rep (no lean)	4%	(27)	10%	(64)	5%	(31)	22%	(146)	59%	(385)	653
PID/Gender: Dem Men	15%	(61)	16%	(66)	11%	(45)	17%	(70)	42%	(175)	417
PID/Gender: Dem Women	8%	(36)	6%	(27)	6%	(28)	16%	(72)	64%	(294)	457
PID/Gender: Ind Men	5%	(17)	13%	(45)	9%	(30)	21%	(72)	53%	(183)	347
PID/Gender: Ind Women	5%	(18)	8%	(25)	6%	(20)	18%	(58)	63%	(205)	326
PID/Gender: Rep Men	5%	(14)	12%	(35)	7%	(22)	26%	(76)	51%	(151)	298
PID/Gender: Rep Women	4%	(13)	8%	(29)	3%	(9)	20%	(70)	66%	(234)	355
Ideo: Liberal (1-3)	11%	(74)	12%	(78)	8%	(52)	16%	(108)	52%	(343)	654
Ideo: Moderate (4)	7%	(46)	11%	(71)	8%	(51)	18%	(119)	56%	(361)	647
Ideo: Conservative (5-7)	5%	(34)	9%	(65)	6%	(40)	23%	(158)	57%	(395)	692
Educ: < College	6%	(84)	9%	(134)	7%	(106)	20%	(297)	59%	(891)	1512
Educ: Bachelors degree	11%	(48)	12%	(55)	7%	(31)	17%	(74)	53%	(236)	444
Educ: Post-grad	11%	(27)	16%	(39)	7%	(18)	19%	(46)	47%	(114)	244
Income: Under 50k	6%	(74)	9%	(107)	7%	(80)	20%	(246)	58%	(711)	1218
Income: 50k-100k	7%	(49)	9%	(61)	7%	(48)	19%	(129)	58%	(391)	678
Income: 100k+	12%	(36)	20%	(60)	9%	(27)	14%	(43)	46%	(138)	304
Ethnicity: White	7%	(128)	10%	(176)	6%	(109)	19%	(328)	57%	(982)	1722
Ethnicity: Hispanic	11%	(40)	18%	(63)	12%	(41)	17%	(59)	42%	(147)	349

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Table MCEN6_1: How interested are you in the following movie theaters?
Alamo Drafthouse Cinemas

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(159)	10%	(228)	7%	(155)	19%	(418)	56%	(1241)	2200
Ethnicity: Black	7%	(20)	9%	(24)	10%	(27)	22%	(60)	52%	(143)	274
Ethnicity: Other	5%	(11)	13%	(27)	10%	(20)	15%	(30)	57%	(116)	204
All Christian	7%	(68)	11%	(107)	6%	(56)	21%	(208)	56%	(550)	989
All Non-Christian	12%	(14)	16%	(19)	9%	(10)	18%	(21)	45%	(53)	116
Atheist	7%	(8)	16%	(17)	6%	(6)	16%	(17)	56%	(61)	109
Agnostic/Nothing in particular	7%	(42)	10%	(58)	8%	(47)	19%	(113)	57%	(347)	608
Something Else	7%	(27)	7%	(26)	9%	(35)	15%	(58)	61%	(230)	377
Religious Non-Protestant/Catholic	11%	(15)	16%	(21)	9%	(12)	19%	(26)	46%	(62)	136
Evangelical	8%	(40)	11%	(57)	10%	(53)	19%	(103)	53%	(284)	537
Non-Evangelical	7%	(52)	9%	(72)	5%	(36)	20%	(155)	60%	(479)	795
Community: Urban	13%	(85)	12%	(81)	10%	(64)	15%	(99)	50%	(329)	658
Community: Suburban	5%	(48)	11%	(101)	7%	(61)	20%	(191)	57%	(534)	936
Community: Rural	4%	(26)	8%	(46)	5%	(29)	21%	(127)	62%	(377)	606
Employ: Private Sector	12%	(83)	13%	(93)	7%	(49)	14%	(101)	55%	(392)	718
Employ: Government	9%	(11)	21%	(26)	12%	(15)	13%	(17)	45%	(57)	126
Employ: Self-Employed	13%	(24)	12%	(23)	8%	(15)	16%	(30)	52%	(99)	192
Employ: Homemaker	3%	(5)	8%	(13)	6%	(9)	17%	(26)	66%	(100)	153
Employ: Student	7%	(6)	14%	(12)	9%	(8)	15%	(13)	54%	(46)	85
Employ: Retired	1%	(6)	6%	(28)	5%	(24)	29%	(142)	60%	(294)	494
Employ: Unemployed	5%	(15)	6%	(16)	11%	(31)	20%	(57)	57%	(161)	280
Employ: Other	6%	(8)	11%	(17)	2%	(4)	21%	(31)	60%	(92)	153
Military HH: Yes	7%	(22)	7%	(21)	7%	(21)	23%	(70)	56%	(170)	303
Military HH: No	7%	(137)	11%	(207)	7%	(134)	18%	(348)	56%	(1071)	1897
RD/WT: Right Direction	11%	(90)	12%	(99)	9%	(72)	17%	(136)	52%	(422)	820
RD/WT: Wrong Track	5%	(68)	9%	(129)	6%	(83)	20%	(281)	59%	(818)	1380
Biden Job Approve	11%	(108)	11%	(116)	8%	(84)	18%	(184)	52%	(531)	1023
Biden Job Disapprove	5%	(50)	9%	(100)	6%	(64)	21%	(222)	59%	(639)	1076

Continued on next page

Table MCEN6_1: *How interested are you in the following movie theaters?*
Alamo Drafthouse Cinemas

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(159)	10%	(228)	7%	(155)	19%	(418)	56%	(1241)	2200
Biden Job Strongly Approve	15%	(65)	12%	(51)	8%	(37)	19%	(82)	46%	(204)	440
Biden Job Somewhat Approve	7%	(43)	11%	(65)	8%	(47)	17%	(102)	56%	(326)	583
Biden Job Somewhat Disapprove	5%	(17)	10%	(32)	9%	(28)	12%	(38)	64%	(203)	319
Biden Job Strongly Disapprove	4%	(33)	9%	(68)	5%	(36)	24%	(185)	58%	(436)	757
Favorable of Biden	10%	(107)	12%	(119)	9%	(88)	17%	(177)	52%	(533)	1024
Unfavorable of Biden	4%	(47)	9%	(97)	6%	(62)	21%	(226)	59%	(621)	1052
Very Favorable of Biden	13%	(59)	12%	(53)	6%	(29)	20%	(89)	49%	(224)	453
Somewhat Favorable of Biden	9%	(49)	12%	(66)	10%	(59)	15%	(88)	54%	(309)	571
Somewhat Unfavorable of Biden	5%	(12)	8%	(22)	8%	(22)	13%	(35)	66%	(175)	266
Very Unfavorable of Biden	4%	(35)	10%	(75)	5%	(40)	24%	(190)	57%	(446)	786
#1 Issue: Economy	8%	(71)	11%	(97)	7%	(65)	16%	(146)	58%	(522)	902
#1 Issue: Security	6%	(15)	9%	(24)	8%	(23)	20%	(54)	57%	(150)	266
#1 Issue: Health Care	10%	(27)	14%	(38)	8%	(21)	18%	(48)	51%	(138)	271
#1 Issue: Medicare / Social Security	2%	(5)	6%	(16)	6%	(15)	32%	(86)	55%	(149)	271
#1 Issue: Women's Issues	12%	(15)	9%	(11)	6%	(8)	11%	(14)	61%	(73)	121
#1 Issue: Education	14%	(11)	14%	(11)	5%	(4)	12%	(9)	56%	(44)	78
#1 Issue: Energy	7%	(11)	12%	(19)	10%	(16)	14%	(23)	57%	(92)	161
#1 Issue: Other	4%	(5)	9%	(12)	3%	(4)	29%	(37)	56%	(72)	130
2020 Vote: Joe Biden	10%	(100)	11%	(112)	8%	(81)	17%	(172)	53%	(519)	984
2020 Vote: Donald Trump	4%	(28)	8%	(54)	6%	(37)	22%	(146)	61%	(411)	677
2020 Vote: Other	5%	(4)	13%	(10)	6%	(4)	24%	(18)	53%	(40)	76
2020 Vote: Didn't Vote	6%	(26)	11%	(51)	7%	(32)	18%	(82)	58%	(268)	460
2018 House Vote: Democrat	10%	(73)	11%	(85)	8%	(58)	18%	(136)	54%	(414)	765
2018 House Vote: Republican	5%	(28)	9%	(50)	6%	(32)	22%	(124)	59%	(331)	565
2018 House Vote: Someone else	7%	(4)	10%	(6)	1%	(0)	24%	(14)	58%	(34)	58
2016 Vote: Hillary Clinton	10%	(70)	11%	(76)	8%	(54)	18%	(125)	53%	(374)	699
2016 Vote: Donald Trump	4%	(26)	9%	(59)	6%	(38)	24%	(160)	57%	(374)	657
2016 Vote: Other	5%	(6)	13%	(14)	5%	(6)	16%	(17)	61%	(67)	108
2016 Vote: Didn't Vote	8%	(57)	11%	(79)	8%	(58)	16%	(115)	58%	(427)	736

Continued on next page

Table MCEN6_1: How interested are you in the following movie theaters?
Alamo Drafthouse Cinemas

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(159)	10%	(228)	7%	(155)	19%	(418)	56%	(1241)	2200
Voted in 2014: Yes	7%	(90)	10%	(124)	6%	(78)	19%	(235)	56%	(684)	1212
Voted in 2014: No	7%	(69)	10%	(103)	8%	(77)	18%	(183)	56%	(557)	988
4-Region: Northeast	5%	(21)	9%	(35)	6%	(25)	17%	(69)	62%	(243)	394
4-Region: Midwest	3%	(12)	8%	(36)	7%	(32)	22%	(100)	61%	(282)	462
4-Region: South	10%	(86)	11%	(92)	7%	(55)	18%	(152)	53%	(439)	824
4-Region: West	7%	(39)	12%	(64)	8%	(43)	19%	(97)	53%	(277)	520
Avid Film Fan	13%	(100)	13%	(101)	8%	(64)	14%	(108)	51%	(381)	753
Casual Film Fan	5%	(53)	10%	(114)	7%	(77)	18%	(214)	61%	(719)	1176
Film Fan	8%	(153)	11%	(214)	7%	(140)	17%	(321)	57%	(1100)	1930
Avid Moviegoer	23%	(51)	27%	(59)	11%	(23)	13%	(28)	26%	(56)	218
Casual Moviegoer	7%	(92)	10%	(132)	8%	(100)	14%	(181)	62%	(828)	1334
Moviegoer	9%	(143)	12%	(191)	8%	(124)	14%	(210)	57%	(885)	1552

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

Table MCEN6_2: *How interested are you in the following movie theaters?*
AMC Entertainment

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	33%	(725)	33%	(731)	6%	(135)	12%	(253)	16%	(356)	2200
Gender: Male	32%	(344)	36%	(381)	6%	(66)	12%	(128)	13%	(143)	1062
Gender: Female	33%	(380)	31%	(350)	6%	(69)	11%	(126)	19%	(213)	1138
Age: 18-34	40%	(261)	33%	(214)	5%	(35)	5%	(34)	17%	(110)	655
Age: 35-44	41%	(147)	34%	(120)	6%	(23)	6%	(23)	13%	(45)	358
Age: 45-64	29%	(221)	35%	(266)	5%	(40)	12%	(93)	17%	(130)	751
Age: 65+	22%	(95)	30%	(130)	9%	(38)	24%	(103)	16%	(70)	436
GenZers: 1997-2012	37%	(83)	28%	(64)	5%	(11)	6%	(14)	24%	(55)	227
Millennials: 1981-1996	41%	(271)	35%	(235)	5%	(36)	6%	(38)	13%	(87)	667
GenXers: 1965-1980	34%	(175)	34%	(175)	6%	(29)	10%	(52)	16%	(82)	513
Baby Boomers: 1946-1964	26%	(183)	33%	(237)	8%	(57)	17%	(119)	17%	(122)	717
PID: Dem (no lean)	37%	(322)	37%	(319)	6%	(55)	8%	(73)	12%	(105)	874
PID: Ind (no lean)	30%	(205)	31%	(206)	7%	(48)	12%	(78)	20%	(135)	673
PID: Rep (no lean)	30%	(198)	31%	(205)	5%	(33)	16%	(102)	18%	(116)	653
PID/Gender: Dem Men	37%	(154)	37%	(155)	7%	(28)	8%	(33)	11%	(48)	417
PID/Gender: Dem Women	37%	(169)	36%	(164)	6%	(27)	9%	(40)	13%	(57)	457
PID/Gender: Ind Men	30%	(104)	33%	(116)	7%	(23)	12%	(40)	18%	(63)	347
PID/Gender: Ind Women	31%	(101)	28%	(90)	8%	(26)	12%	(38)	22%	(72)	326
PID/Gender: Rep Men	29%	(87)	37%	(110)	5%	(16)	18%	(54)	11%	(32)	298
PID/Gender: Rep Women	31%	(111)	27%	(96)	5%	(17)	14%	(48)	24%	(84)	355
Ideo: Liberal (1-3)	36%	(233)	38%	(248)	8%	(51)	8%	(50)	11%	(72)	654
Ideo: Moderate (4)	35%	(229)	34%	(222)	4%	(28)	11%	(71)	15%	(97)	647
Ideo: Conservative (5-7)	31%	(212)	31%	(212)	7%	(46)	16%	(109)	16%	(112)	692
Educ: < College	32%	(488)	30%	(458)	6%	(89)	13%	(193)	19%	(284)	1512
Educ: Bachelors degree	35%	(154)	40%	(177)	7%	(29)	8%	(37)	11%	(47)	444
Educ: Post-grad	34%	(83)	39%	(95)	7%	(17)	10%	(24)	10%	(25)	244
Income: Under 50k	32%	(392)	30%	(367)	6%	(68)	12%	(150)	20%	(241)	1218
Income: 50k-100k	34%	(228)	36%	(245)	6%	(42)	12%	(78)	12%	(85)	678
Income: 100k+	35%	(105)	39%	(119)	8%	(25)	8%	(25)	10%	(30)	304
Ethnicity: White	31%	(532)	34%	(586)	6%	(110)	12%	(210)	16%	(284)	1722
Ethnicity: Hispanic	41%	(142)	32%	(112)	6%	(20)	8%	(27)	14%	(49)	349

Continued on next page

Table MCEN6_2: How interested are you in the following movie theaters?
AMC Entertainment

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	33%	(725)	33%	(731)	6%	(135)	12%	(253)	16%	(356)	2200
Ethnicity: Black	43%	(119)	33%	(90)	5%	(15)	6%	(15)	13%	(35)	274
Ethnicity: Other	36%	(74)	27%	(54)	5%	(10)	14%	(28)	18%	(37)	204
All Christian	33%	(331)	33%	(323)	7%	(68)	14%	(134)	14%	(134)	989
All Non-Christian	37%	(43)	36%	(42)	3%	(3)	8%	(9)	16%	(19)	116
Atheist	34%	(37)	38%	(42)	5%	(5)	8%	(9)	15%	(17)	109
Agnostic/Nothing in particular	29%	(176)	34%	(206)	7%	(42)	10%	(63)	20%	(121)	608
Something Else	37%	(138)	31%	(118)	4%	(17)	10%	(39)	17%	(66)	377
Religious Non-Protestant/Catholic	34%	(47)	33%	(46)	6%	(8)	10%	(14)	16%	(22)	136
Evangelical	36%	(194)	30%	(160)	7%	(36)	13%	(70)	14%	(77)	537
Non-Evangelical	34%	(267)	34%	(274)	6%	(44)	12%	(96)	14%	(115)	795
Community: Urban	38%	(249)	33%	(215)	7%	(48)	9%	(58)	13%	(89)	658
Community: Suburban	32%	(304)	35%	(324)	6%	(53)	12%	(112)	15%	(144)	936
Community: Rural	28%	(173)	32%	(192)	6%	(34)	14%	(84)	20%	(123)	606
Employ: Private Sector	38%	(272)	38%	(275)	5%	(38)	6%	(44)	12%	(88)	718
Employ: Government	35%	(44)	33%	(41)	4%	(6)	8%	(10)	19%	(24)	126
Employ: Self-Employed	37%	(71)	33%	(63)	5%	(9)	11%	(21)	14%	(27)	192
Employ: Homemaker	31%	(48)	28%	(42)	3%	(5)	13%	(20)	25%	(39)	153
Employ: Student	46%	(39)	35%	(30)	2%	(2)	5%	(4)	12%	(11)	85
Employ: Retired	24%	(116)	30%	(150)	9%	(42)	22%	(107)	16%	(79)	494
Employ: Unemployed	35%	(98)	29%	(81)	5%	(15)	12%	(33)	19%	(53)	280
Employ: Other	24%	(37)	31%	(48)	12%	(19)	9%	(14)	23%	(35)	153
Military HH: Yes	31%	(93)	29%	(89)	7%	(20)	16%	(48)	18%	(53)	303
Military HH: No	33%	(632)	34%	(642)	6%	(116)	11%	(205)	16%	(302)	1897
RD/WT: Right Direction	36%	(292)	36%	(292)	5%	(40)	11%	(89)	13%	(107)	820
RD/WT: Wrong Track	31%	(433)	32%	(439)	7%	(95)	12%	(164)	18%	(249)	1380
Biden Job Approve	36%	(371)	35%	(362)	6%	(66)	10%	(102)	12%	(123)	1023
Biden Job Disapprove	31%	(334)	32%	(340)	6%	(68)	13%	(139)	18%	(194)	1076

Continued on next page

Table MCEN6_2: *How interested are you in the following movie theaters?*
AMC Entertainment

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	33%	(725)	33%	(731)	6%	(135)	12%	(253)	16%	(356)	2200
Biden Job Strongly Approve	37%	(163)	35%	(154)	5%	(20)	11%	(47)	12%	(55)	440
Biden Job Somewhat Approve	36%	(208)	36%	(208)	8%	(45)	9%	(54)	12%	(68)	583
Biden Job Somewhat Disapprove	34%	(110)	34%	(107)	7%	(22)	6%	(19)	19%	(61)	319
Biden Job Strongly Disapprove	30%	(225)	31%	(233)	6%	(46)	16%	(120)	18%	(134)	757
Favorable of Biden	37%	(380)	35%	(362)	6%	(62)	10%	(103)	11%	(116)	1024
Unfavorable of Biden	30%	(312)	32%	(336)	7%	(70)	13%	(138)	19%	(196)	1052
Very Favorable of Biden	39%	(177)	34%	(156)	4%	(19)	10%	(47)	12%	(54)	453
Somewhat Favorable of Biden	36%	(203)	36%	(207)	8%	(44)	10%	(56)	11%	(62)	571
Somewhat Unfavorable of Biden	34%	(91)	33%	(88)	8%	(20)	6%	(15)	20%	(53)	266
Very Unfavorable of Biden	28%	(221)	32%	(248)	6%	(50)	16%	(123)	18%	(143)	786
#1 Issue: Economy	36%	(323)	34%	(310)	7%	(62)	8%	(72)	15%	(135)	902
#1 Issue: Security	28%	(75)	33%	(87)	5%	(13)	16%	(42)	19%	(50)	266
#1 Issue: Health Care	37%	(100)	33%	(89)	6%	(15)	8%	(21)	16%	(45)	271
#1 Issue: Medicare / Social Security	23%	(63)	30%	(81)	8%	(22)	23%	(62)	16%	(44)	271
#1 Issue: Women's Issues	44%	(53)	26%	(32)	4%	(5)	9%	(11)	17%	(21)	121
#1 Issue: Education	39%	(30)	34%	(27)	4%	(3)	8%	(6)	15%	(11)	78
#1 Issue: Energy	33%	(53)	37%	(59)	6%	(10)	7%	(12)	17%	(27)	161
#1 Issue: Other	21%	(27)	35%	(46)	5%	(6)	21%	(27)	18%	(23)	130
2020 Vote: Joe Biden	38%	(370)	36%	(353)	7%	(70)	9%	(85)	11%	(106)	984
2020 Vote: Donald Trump	30%	(204)	33%	(224)	5%	(36)	15%	(103)	16%	(110)	677
2020 Vote: Other	32%	(24)	40%	(30)	8%	(6)	10%	(8)	11%	(8)	76
2020 Vote: Didn't Vote	28%	(127)	26%	(121)	5%	(23)	13%	(58)	28%	(131)	460
2018 House Vote: Democrat	36%	(278)	36%	(274)	7%	(52)	9%	(72)	12%	(89)	765
2018 House Vote: Republican	31%	(177)	33%	(184)	7%	(38)	14%	(82)	15%	(85)	565
2018 House Vote: Someone else	27%	(16)	43%	(25)	5%	(3)	8%	(5)	17%	(10)	58
2016 Vote: Hillary Clinton	36%	(254)	36%	(252)	7%	(49)	10%	(67)	11%	(77)	699
2016 Vote: Donald Trump	30%	(197)	34%	(225)	6%	(38)	15%	(98)	15%	(99)	657
2016 Vote: Other	29%	(31)	46%	(49)	7%	(7)	9%	(10)	10%	(11)	108
2016 Vote: Didn't Vote	33%	(243)	28%	(204)	6%	(42)	11%	(79)	23%	(168)	736

Continued on next page

Table MCEN6_2: *How interested are you in the following movie theaters?*
AMC Entertainment

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	33%	(725)	33%	(731)	6%	(135)	12%	(253)	16%	(356)	2200
Voted in 2014: Yes	33%	(395)	35%	(427)	7%	(80)	12%	(150)	13%	(160)	1212
Voted in 2014: No	33%	(330)	31%	(303)	6%	(56)	10%	(103)	20%	(196)	988
4-Region: Northeast	34%	(136)	33%	(130)	6%	(24)	9%	(37)	17%	(66)	394
4-Region: Midwest	33%	(153)	32%	(147)	7%	(31)	12%	(55)	17%	(77)	462
4-Region: South	33%	(269)	35%	(285)	5%	(42)	12%	(100)	15%	(127)	824
4-Region: West	32%	(167)	32%	(169)	7%	(38)	12%	(61)	16%	(85)	520
Avid Film Fan	48%	(362)	32%	(240)	5%	(35)	5%	(41)	10%	(76)	753
Casual Film Fan	28%	(331)	37%	(429)	7%	(77)	12%	(137)	17%	(202)	1176
Film Fan	36%	(693)	35%	(670)	6%	(112)	9%	(177)	14%	(278)	1930
Avid Moviegoer	48%	(105)	33%	(73)	8%	(19)	2%	(4)	8%	(17)	218
Casual Moviegoer	39%	(523)	38%	(507)	5%	(65)	5%	(66)	13%	(172)	1334
Moviegoer	40%	(627)	37%	(580)	5%	(84)	5%	(71)	12%	(190)	1552

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

Table MCEN6_3: *How interested are you in the following movie theaters?*

B&B Theaters

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	5%	(114)	9%	(206)	6%	(134)	19%	(424)	60%	(1322)	2200
Gender: Male	8%	(84)	12%	(124)	8%	(84)	21%	(224)	51%	(546)	1062
Gender: Female	3%	(30)	7%	(81)	4%	(50)	18%	(201)	68%	(776)	1138
Age: 18-34	9%	(58)	15%	(99)	9%	(56)	13%	(87)	54%	(356)	655
Age: 35-44	8%	(29)	17%	(60)	8%	(29)	16%	(56)	51%	(183)	358
Age: 45-64	3%	(25)	4%	(33)	4%	(31)	19%	(145)	69%	(517)	751
Age: 65+	1%	(3)	3%	(14)	4%	(18)	31%	(136)	61%	(266)	436
GenZers: 1997-2012	4%	(8)	15%	(35)	10%	(22)	19%	(43)	52%	(119)	227
Millennials: 1981-1996	11%	(71)	16%	(108)	8%	(53)	12%	(81)	53%	(354)	667
GenXers: 1965-1980	4%	(21)	7%	(36)	5%	(28)	19%	(97)	65%	(331)	513
Baby Boomers: 1946-1964	2%	(14)	4%	(27)	4%	(28)	23%	(165)	67%	(484)	717
PID: Dem (no lean)	8%	(68)	10%	(91)	7%	(62)	16%	(137)	59%	(516)	874
PID: Ind (no lean)	3%	(17)	8%	(52)	6%	(41)	21%	(142)	63%	(421)	673
PID: Rep (no lean)	4%	(29)	10%	(63)	5%	(31)	22%	(145)	59%	(385)	653
PID/Gender: Dem Men	13%	(54)	14%	(58)	9%	(37)	17%	(70)	47%	(198)	417
PID/Gender: Dem Women	3%	(14)	7%	(33)	5%	(25)	15%	(67)	70%	(318)	457
PID/Gender: Ind Men	4%	(12)	10%	(33)	7%	(26)	22%	(77)	57%	(199)	347
PID/Gender: Ind Women	1%	(5)	6%	(19)	5%	(15)	20%	(65)	68%	(222)	326
PID/Gender: Rep Men	6%	(18)	11%	(34)	7%	(20)	26%	(77)	50%	(150)	298
PID/Gender: Rep Women	3%	(12)	8%	(29)	3%	(11)	19%	(68)	66%	(235)	355
Ideo: Liberal (1-3)	8%	(50)	9%	(58)	6%	(41)	19%	(123)	58%	(383)	654
Ideo: Moderate (4)	5%	(34)	11%	(70)	7%	(47)	17%	(110)	60%	(387)	647
Ideo: Conservative (5-7)	4%	(27)	10%	(67)	6%	(38)	22%	(153)	59%	(407)	692
Educ: < College	4%	(62)	9%	(133)	6%	(92)	20%	(302)	61%	(924)	1512
Educ: Bachelors degree	7%	(32)	9%	(38)	7%	(31)	16%	(71)	61%	(271)	444
Educ: Post-grad	8%	(20)	14%	(34)	5%	(11)	21%	(52)	52%	(127)	244
Income: Under 50k	4%	(47)	9%	(106)	6%	(75)	20%	(246)	61%	(744)	1218
Income: 50k-100k	5%	(33)	8%	(56)	5%	(36)	20%	(133)	62%	(420)	678
Income: 100k+	11%	(34)	15%	(44)	8%	(23)	15%	(45)	52%	(157)	304
Ethnicity: White	5%	(93)	9%	(157)	5%	(90)	19%	(327)	61%	(1054)	1722
Ethnicity: Hispanic	8%	(28)	14%	(48)	8%	(28)	17%	(61)	53%	(184)	349

Continued on next page

Table MCEN6_3: How interested are you in the following movie theaters?

B&B Theaters

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	5%	(114)	9%	(206)	6%	(134)	19%	(424)	60%	(1322)	2200
Ethnicity: Black	6%	(17)	11%	(31)	9%	(24)	23%	(63)	51%	(140)	274
Ethnicity: Other	2%	(4)	9%	(18)	10%	(20)	17%	(34)	63%	(128)	204
All Christian	6%	(57)	9%	(88)	6%	(56)	22%	(216)	58%	(572)	989
All Non-Christian	11%	(13)	12%	(14)	8%	(9)	18%	(21)	51%	(59)	116
Atheist	5%	(5)	18%	(19)	3%	(3)	15%	(16)	60%	(65)	109
Agnostic/Nothing in particular	5%	(29)	9%	(52)	6%	(38)	19%	(115)	61%	(374)	608
Something Else	3%	(10)	9%	(33)	7%	(27)	15%	(55)	67%	(252)	377
Religious Non-Protestant/Catholic	10%	(13)	13%	(17)	7%	(10)	19%	(27)	51%	(69)	136
Evangelical	7%	(39)	12%	(62)	8%	(44)	18%	(94)	55%	(297)	537
Non-Evangelical	3%	(28)	7%	(53)	5%	(38)	21%	(169)	64%	(508)	795
Community: Urban	10%	(63)	13%	(83)	6%	(43)	17%	(111)	54%	(358)	658
Community: Suburban	3%	(27)	9%	(82)	6%	(59)	21%	(193)	61%	(574)	936
Community: Rural	4%	(24)	7%	(41)	5%	(32)	20%	(120)	64%	(389)	606
Employ: Private Sector	8%	(59)	11%	(76)	7%	(47)	14%	(99)	61%	(437)	718
Employ: Government	8%	(11)	17%	(21)	7%	(9)	18%	(23)	49%	(62)	126
Employ: Self-Employed	8%	(14)	14%	(26)	6%	(12)	16%	(31)	56%	(108)	192
Employ: Homemaker	2%	(4)	10%	(15)	6%	(8)	15%	(24)	67%	(102)	153
Employ: Student	2%	(2)	10%	(8)	11%	(9)	25%	(22)	52%	(44)	85
Employ: Retired	1%	(7)	4%	(19)	4%	(21)	29%	(141)	62%	(305)	494
Employ: Unemployed	4%	(12)	8%	(24)	7%	(21)	21%	(58)	59%	(166)	280
Employ: Other	4%	(6)	11%	(16)	4%	(7)	18%	(28)	63%	(96)	153
Military HH: Yes	6%	(18)	8%	(24)	5%	(15)	21%	(65)	60%	(181)	303
Military HH: No	5%	(96)	10%	(182)	6%	(119)	19%	(359)	60%	(1140)	1897
RD/WT: Right Direction	8%	(67)	11%	(88)	7%	(61)	17%	(142)	56%	(462)	820
RD/WT: Wrong Track	3%	(48)	9%	(117)	5%	(73)	20%	(282)	62%	(859)	1380
Biden Job Approve	7%	(70)	10%	(105)	8%	(79)	18%	(188)	57%	(581)	1023
Biden Job Disapprove	4%	(40)	9%	(93)	5%	(50)	21%	(222)	62%	(670)	1076

Continued on next page

Table MCEN6_3: How interested are you in the following movie theaters?

B&B Theaters

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	5%	(114)	9%	(206)	6%	(134)	19%	(424)	60%	(1322)	2200
Biden Job Strongly Approve	12%	(51)	11%	(50)	8%	(34)	18%	(80)	51%	(224)	440
Biden Job Somewhat Approve	3%	(19)	9%	(55)	8%	(44)	19%	(108)	61%	(357)	583
Biden Job Somewhat Disapprove	4%	(14)	12%	(38)	5%	(16)	11%	(35)	68%	(216)	319
Biden Job Strongly Disapprove	3%	(26)	7%	(55)	5%	(34)	25%	(188)	60%	(453)	757
Favorable of Biden	7%	(73)	11%	(111)	7%	(73)	17%	(178)	58%	(589)	1024
Unfavorable of Biden	4%	(39)	8%	(84)	5%	(54)	22%	(230)	61%	(645)	1052
Very Favorable of Biden	10%	(46)	11%	(49)	6%	(26)	19%	(85)	54%	(247)	453
Somewhat Favorable of Biden	5%	(27)	11%	(62)	8%	(46)	16%	(93)	60%	(343)	571
Somewhat Unfavorable of Biden	4%	(11)	10%	(26)	6%	(17)	13%	(35)	67%	(178)	266
Very Unfavorable of Biden	4%	(28)	7%	(58)	5%	(37)	25%	(195)	60%	(468)	786
#1 Issue: Economy	5%	(48)	11%	(98)	6%	(55)	16%	(146)	61%	(554)	902
#1 Issue: Security	5%	(13)	11%	(29)	7%	(17)	22%	(59)	55%	(147)	266
#1 Issue: Health Care	7%	(19)	10%	(28)	7%	(20)	17%	(46)	59%	(159)	271
#1 Issue: Medicare / Social Security	4%	(11)	4%	(10)	4%	(12)	31%	(84)	57%	(154)	271
#1 Issue: Women's Issues	5%	(6)	10%	(12)	4%	(5)	12%	(14)	69%	(84)	121
#1 Issue: Education	6%	(4)	11%	(9)	7%	(6)	18%	(14)	58%	(45)	78
#1 Issue: Energy	7%	(11)	7%	(11)	10%	(16)	14%	(22)	63%	(101)	161
#1 Issue: Other	1%	(2)	6%	(8)	3%	(4)	30%	(39)	59%	(77)	130
2020 Vote: Joe Biden	7%	(65)	10%	(99)	7%	(71)	18%	(173)	59%	(576)	984
2020 Vote: Donald Trump	4%	(27)	8%	(56)	5%	(33)	21%	(145)	61%	(416)	677
2020 Vote: Other	1%	(0)	9%	(7)	7%	(5)	23%	(17)	61%	(46)	76
2020 Vote: Didn't Vote	5%	(21)	10%	(44)	5%	(24)	19%	(89)	61%	(281)	460
2018 House Vote: Democrat	6%	(42)	9%	(68)	6%	(49)	18%	(140)	61%	(467)	765
2018 House Vote: Republican	4%	(24)	9%	(52)	4%	(25)	22%	(124)	60%	(340)	565
2018 House Vote: Someone else	1%	(1)	7%	(4)	6%	(3)	22%	(13)	64%	(37)	58
2016 Vote: Hillary Clinton	6%	(39)	8%	(57)	7%	(47)	18%	(127)	61%	(429)	699
2016 Vote: Donald Trump	5%	(33)	9%	(57)	5%	(30)	24%	(155)	58%	(383)	657
2016 Vote: Other	2%	(3)	8%	(9)	6%	(6)	16%	(17)	68%	(74)	108
2016 Vote: Didn't Vote	5%	(40)	11%	(83)	7%	(51)	17%	(126)	59%	(436)	736

Continued on next page

Table MCEN6_3: How interested are you in the following movie theaters?

B&B Theaters

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion	Total N
Adults	5%	(114)	9%	(206)	6%	(134)	19%	(424)	60% (1322)	2200
Voted in 2014: Yes	5%	(61)	9%	(106)	5%	(66)	19%	(234)	61% (744)	1212
Voted in 2014: No	5%	(53)	10%	(99)	7%	(68)	19%	(191)	58% (577)	988
4-Region: Northeast	5%	(18)	8%	(30)	8%	(31)	18%	(72)	62% (242)	394
4-Region: Midwest	4%	(20)	9%	(40)	5%	(22)	20%	(94)	62% (286)	462
4-Region: South	5%	(42)	10%	(85)	7%	(59)	18%	(148)	59% (490)	824
4-Region: West	7%	(34)	10%	(52)	4%	(22)	21%	(110)	58% (303)	520
Avid Film Fan	9%	(67)	12%	(89)	7%	(49)	14%	(109)	58% (439)	753
Casual Film Fan	3%	(34)	9%	(104)	6%	(76)	19%	(222)	63% (741)	1176
Film Fan	5%	(101)	10%	(194)	6%	(125)	17%	(330)	61% (1180)	1930
Avid Moviegoer	26%	(57)	26%	(57)	10%	(21)	9%	(20)	29% (63)	218
Casual Moviegoer	4%	(50)	9%	(125)	6%	(87)	14%	(188)	66% (884)	1334
Moviegoer	7%	(107)	12%	(182)	7%	(108)	13%	(209)	61% (947)	1552

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

Table MCEN6_4: *How interested are you in the following movie theaters?*

Bow Tie Cinemas

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion	Total N
Adults	4%	(93)	9%	(187)	6%	(142)	20%	(444)	61% (1334)	2200
Gender: Male	6%	(60)	11%	(120)	9%	(98)	22%	(233)	52% (550)	1062
Gender: Female	3%	(32)	6%	(67)	4%	(44)	18%	(211)	69% (784)	1138
Age: 18-34	6%	(42)	12%	(79)	9%	(60)	14%	(94)	58% (380)	655
Age: 35-44	9%	(32)	15%	(55)	8%	(27)	18%	(63)	50% (180)	358
Age: 45-64	2%	(16)	5%	(36)	4%	(32)	21%	(155)	68% (512)	751
Age: 65+	1%	(2)	4%	(17)	5%	(22)	30%	(132)	60% (263)	436
GenZers: 1997-2012	3%	(7)	11%	(25)	13%	(30)	20%	(44)	53% (121)	227
Millennials: 1981-1996	9%	(60)	14%	(93)	7%	(44)	14%	(94)	56% (375)	667
GenXers: 1965-1980	3%	(17)	7%	(34)	7%	(34)	20%	(103)	64% (326)	513
Baby Boomers: 1946-1964	1%	(10)	5%	(34)	4%	(30)	23%	(164)	67% (479)	717
PID: Dem (no lean)	7%	(57)	10%	(87)	7%	(61)	17%	(149)	59% (520)	874
PID: Ind (no lean)	2%	(14)	7%	(45)	8%	(53)	20%	(137)	63% (424)	673
PID: Rep (no lean)	3%	(21)	8%	(55)	4%	(28)	24%	(159)	60% (390)	653
PID/Gender: Dem Men	9%	(40)	15%	(61)	9%	(39)	18%	(76)	48% (201)	417
PID/Gender: Dem Women	4%	(18)	6%	(26)	5%	(21)	16%	(73)	70% (319)	457
PID/Gender: Ind Men	2%	(7)	8%	(29)	11%	(37)	21%	(72)	58% (202)	347
PID/Gender: Ind Women	2%	(7)	5%	(15)	5%	(16)	20%	(65)	68% (222)	326
PID/Gender: Rep Men	5%	(14)	10%	(29)	7%	(22)	29%	(86)	49% (147)	298
PID/Gender: Rep Women	2%	(7)	7%	(26)	2%	(6)	20%	(72)	69% (244)	355
Ideo: Liberal (1-3)	6%	(42)	11%	(69)	7%	(47)	16%	(107)	59% (389)	654
Ideo: Moderate (4)	4%	(28)	9%	(59)	7%	(42)	19%	(125)	61% (392)	647
Ideo: Conservative (5-7)	3%	(23)	7%	(49)	6%	(43)	24%	(167)	59% (410)	692
Educ: < College	3%	(45)	7%	(103)	7%	(98)	21%	(320)	63% (945)	1512
Educ: Bachelors degree	6%	(28)	11%	(47)	7%	(30)	17%	(75)	60% (264)	444
Educ: Post-grad	8%	(20)	15%	(37)	5%	(13)	20%	(49)	51% (125)	244
Income: Under 50k	3%	(38)	7%	(84)	7%	(85)	22%	(263)	61% (748)	1218
Income: 50k-100k	4%	(25)	7%	(48)	5%	(36)	20%	(137)	64% (431)	678
Income: 100k+	10%	(30)	18%	(56)	7%	(20)	14%	(44)	51% (155)	304
Ethnicity: White	4%	(72)	8%	(142)	6%	(100)	20%	(349)	61% (1058)	1722
Ethnicity: Hispanic	5%	(19)	11%	(40)	9%	(31)	22%	(75)	53% (185)	349

Continued on next page

Table MCEN6_4: *How interested are you in the following movie theaters?*

Bow Tie Cinemas

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion	Total N
Adults	4%	(93)	9%	(187)	6%	(142)	20%	(444)	61% (1334)	2200
Ethnicity: Black	6%	(17)	8%	(22)	10%	(26)	22%	(60)	54% (149)	274
Ethnicity: Other	1%	(3)	12%	(24)	7%	(15)	17%	(35)	62% (127)	204
All Christian	5%	(51)	9%	(92)	6%	(55)	21%	(209)	59% (581)	989
All Non-Christian	10%	(11)	17%	(20)	9%	(10)	18%	(21)	46% (54)	116
Atheist	2%	(3)	14%	(16)	4%	(4)	18%	(20)	61% (66)	109
Agnostic/Nothing in particular	2%	(14)	5%	(33)	7%	(41)	22%	(133)	64% (387)	608
Something Else	3%	(13)	7%	(27)	8%	(31)	16%	(61)	65% (245)	377
Religious Non-Protestant/Catholic	9%	(12)	16%	(22)	9%	(12)	20%	(27)	47% (64)	136
Evangelical	7%	(35)	9%	(50)	8%	(43)	19%	(103)	57% (305)	537
Non-Evangelical	3%	(28)	8%	(63)	5%	(41)	20%	(157)	64% (506)	795
Community: Urban	7%	(47)	13%	(83)	8%	(54)	17%	(110)	55% (364)	658
Community: Suburban	3%	(24)	7%	(65)	6%	(59)	21%	(193)	64% (595)	936
Community: Rural	4%	(21)	7%	(40)	5%	(29)	23%	(141)	62% (375)	606
Employ: Private Sector	8%	(54)	11%	(77)	5%	(36)	16%	(116)	61% (435)	718
Employ: Government	5%	(7)	18%	(23)	10%	(12)	13%	(17)	54% (68)	126
Employ: Self-Employed	5%	(10)	12%	(24)	9%	(17)	15%	(29)	58% (112)	192
Employ: Homemaker	4%	(6)	4%	(7)	2%	(2)	20%	(31)	70% (107)	153
Employ: Student	3%	(3)	10%	(9)	13%	(11)	21%	(18)	53% (45)	85
Employ: Retired	1%	(4)	4%	(20)	6%	(30)	28%	(136)	61% (303)	494
Employ: Unemployed	2%	(6)	6%	(17)	8%	(22)	25%	(69)	60% (167)	280
Employ: Other	2%	(4)	8%	(12)	7%	(11)	18%	(28)	64% (99)	153
Military HH: Yes	5%	(16)	6%	(19)	5%	(15)	22%	(68)	61% (186)	303
Military HH: No	4%	(76)	9%	(169)	7%	(127)	20%	(376)	61% (1148)	1897
RD/WT: Right Direction	7%	(61)	11%	(93)	7%	(58)	18%	(145)	56% (463)	820
RD/WT: Wrong Track	2%	(31)	7%	(95)	6%	(84)	22%	(299)	63% (871)	1380
Biden Job Approve	7%	(67)	11%	(110)	7%	(75)	19%	(191)	57% (580)	1023
Biden Job Disapprove	2%	(26)	7%	(70)	6%	(65)	22%	(239)	63% (675)	1076

Continued on next page

Table MCEN6_4: *How interested are you in the following movie theaters?*

Bow Tie Cinemas

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion	Total N
Adults	4%	(93)	9%	(187)	6%	(142)	20%	(444)	61% (1334)	2200
Biden Job Strongly Approve	12%	(51)	11%	(50)	7%	(32)	18%	(79)	52% (228)	440
Biden Job Somewhat Approve	3%	(15)	10%	(61)	7%	(42)	19%	(113)	60% (352)	583
Biden Job Somewhat Disapprove	3%	(11)	6%	(21)	10%	(31)	14%	(43)	67% (213)	319
Biden Job Strongly Disapprove	2%	(15)	7%	(50)	5%	(34)	26%	(196)	61% (462)	757
Favorable of Biden	7%	(67)	10%	(105)	7%	(74)	18%	(182)	58% (595)	1024
Unfavorable of Biden	2%	(25)	7%	(70)	6%	(62)	23%	(242)	62% (653)	1052
Very Favorable of Biden	11%	(49)	10%	(47)	5%	(25)	18%	(80)	56% (252)	453
Somewhat Favorable of Biden	3%	(18)	10%	(58)	9%	(50)	18%	(102)	60% (344)	571
Somewhat Unfavorable of Biden	2%	(6)	8%	(22)	7%	(19)	13%	(35)	69% (184)	266
Very Unfavorable of Biden	2%	(18)	6%	(48)	5%	(42)	26%	(207)	60% (469)	786
#1 Issue: Economy	5%	(41)	8%	(75)	7%	(63)	18%	(159)	63% (565)	902
#1 Issue: Security	3%	(7)	9%	(23)	8%	(21)	26%	(68)	55% (147)	266
#1 Issue: Health Care	5%	(13)	12%	(33)	6%	(17)	18%	(48)	59% (160)	271
#1 Issue: Medicare / Social Security	3%	(9)	4%	(10)	6%	(16)	30%	(82)	57% (154)	271
#1 Issue: Women's Issues	5%	(6)	11%	(14)	5%	(6)	13%	(16)	66% (80)	121
#1 Issue: Education	12%	(9)	12%	(10)	8%	(6)	13%	(10)	56% (43)	78
#1 Issue: Energy	5%	(7)	9%	(14)	7%	(11)	15%	(24)	65% (105)	161
#1 Issue: Other	—	(0)	8%	(10)	1%	(2)	28%	(37)	62% (81)	130
2020 Vote: Joe Biden	6%	(58)	9%	(88)	8%	(80)	18%	(177)	59% (581)	984
2020 Vote: Donald Trump	3%	(22)	8%	(53)	5%	(31)	22%	(149)	62% (423)	677
2020 Vote: Other	1%	(1)	8%	(6)	6%	(5)	25%	(19)	60% (45)	76
2020 Vote: Didn't Vote	3%	(12)	9%	(40)	6%	(26)	21%	(99)	62% (283)	460
2018 House Vote: Democrat	5%	(39)	8%	(65)	7%	(54)	19%	(146)	60% (461)	765
2018 House Vote: Republican	4%	(21)	8%	(44)	5%	(26)	23%	(132)	61% (343)	565
2018 House Vote: Someone else	2%	(1)	8%	(5)	6%	(3)	22%	(13)	61% (36)	58
2016 Vote: Hillary Clinton	5%	(35)	9%	(61)	7%	(45)	19%	(132)	61% (425)	699
2016 Vote: Donald Trump	4%	(28)	8%	(51)	5%	(32)	24%	(159)	59% (387)	657
2016 Vote: Other	3%	(4)	8%	(9)	5%	(5)	18%	(20)	65% (71)	108
2016 Vote: Didn't Vote	4%	(26)	9%	(65)	8%	(59)	18%	(134)	61% (451)	736

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Table MCEN6_4: *How interested are you in the following movie theaters?*

Bow Tie Cinemas

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion	Total N
Adults	4%	(93)	9%	(187)	6%	(142)	20%	(444)	61% (1334)	2200
Voted in 2014: Yes	5%	(57)	8%	(101)	5%	(63)	20%	(245)	62% (746)	1212
Voted in 2014: No	4%	(36)	9%	(86)	8%	(78)	20%	(199)	60% (588)	988
4-Region: Northeast	8%	(30)	10%	(38)	6%	(24)	19%	(75)	57% (226)	394
4-Region: Midwest	2%	(8)	6%	(28)	7%	(32)	21%	(99)	64% (295)	462
4-Region: South	4%	(33)	9%	(73)	6%	(51)	19%	(157)	62% (510)	824
4-Region: West	4%	(21)	9%	(49)	7%	(34)	22%	(113)	58% (303)	520
Avid Film Fan	8%	(57)	11%	(80)	7%	(54)	16%	(120)	59% (443)	753
Casual Film Fan	2%	(28)	9%	(101)	7%	(80)	19%	(227)	63% (740)	1176
Film Fan	4%	(85)	9%	(181)	7%	(134)	18%	(347)	61% (1183)	1930
Avid Moviegoer	21%	(45)	27%	(59)	13%	(28)	10%	(21)	30% (65)	218
Casual Moviegoer	3%	(41)	8%	(100)	6%	(84)	15%	(204)	68% (904)	1334
Moviegoer	6%	(86)	10%	(159)	7%	(112)	15%	(225)	62% (969)	1552

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

Table MCEN6_5: *How interested are you in the following movie theaters?*
Cinepolis USA

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	5%	(107)	8%	(183)	6%	(131)	20%	(437)	61%	(1342)	2200
Gender: Male	8%	(83)	11%	(113)	8%	(82)	21%	(227)	52%	(556)	1062
Gender: Female	2%	(23)	6%	(70)	4%	(49)	19%	(211)	69%	(786)	1138
Age: 18-34	8%	(52)	12%	(79)	8%	(55)	15%	(100)	56%	(368)	655
Age: 35-44	9%	(31)	16%	(58)	7%	(25)	17%	(62)	51%	(181)	358
Age: 45-64	3%	(22)	4%	(32)	4%	(28)	19%	(141)	70%	(527)	751
Age: 65+	—	(1)	3%	(13)	5%	(23)	31%	(134)	61%	(265)	436
GenZers: 1997-2012	6%	(13)	9%	(19)	10%	(23)	21%	(49)	54%	(123)	227
Millennials: 1981-1996	10%	(64)	14%	(93)	7%	(49)	14%	(96)	55%	(365)	667
GenXers: 1965-1980	4%	(21)	9%	(45)	5%	(27)	18%	(91)	64%	(330)	513
Baby Boomers: 1946-1964	1%	(9)	3%	(24)	4%	(30)	23%	(164)	68%	(490)	717
PID: Dem (no lean)	7%	(58)	10%	(90)	7%	(61)	16%	(141)	60%	(524)	874
PID: Ind (no lean)	3%	(22)	6%	(42)	6%	(43)	22%	(148)	62%	(418)	673
PID: Rep (no lean)	4%	(27)	8%	(51)	4%	(27)	23%	(148)	61%	(400)	653
PID/Gender: Dem Men	11%	(45)	15%	(64)	10%	(42)	16%	(68)	47%	(198)	417
PID/Gender: Dem Women	3%	(13)	6%	(26)	4%	(19)	16%	(73)	72%	(327)	457
PID/Gender: Ind Men	4%	(16)	7%	(23)	6%	(22)	23%	(81)	59%	(205)	347
PID/Gender: Ind Women	2%	(6)	6%	(19)	6%	(21)	21%	(67)	65%	(213)	326
PID/Gender: Rep Men	8%	(23)	9%	(26)	6%	(18)	26%	(78)	52%	(154)	298
PID/Gender: Rep Women	1%	(5)	7%	(25)	3%	(9)	20%	(71)	69%	(246)	355
Ideo: Liberal (1-3)	7%	(43)	11%	(70)	8%	(52)	17%	(110)	58%	(380)	654
Ideo: Moderate (4)	6%	(40)	8%	(54)	5%	(35)	19%	(125)	61%	(394)	647
Ideo: Conservative (5-7)	3%	(21)	8%	(53)	5%	(33)	23%	(161)	61%	(424)	692
Educ: < College	3%	(44)	7%	(110)	6%	(88)	21%	(316)	63%	(953)	1512
Educ: Bachelors degree	9%	(40)	9%	(39)	7%	(31)	17%	(74)	58%	(259)	444
Educ: Post-grad	9%	(22)	14%	(34)	5%	(11)	19%	(47)	53%	(130)	244
Income: Under 50k	3%	(39)	8%	(95)	6%	(69)	21%	(259)	62%	(756)	1218
Income: 50k-100k	4%	(27)	6%	(44)	6%	(42)	20%	(134)	64%	(431)	678
Income: 100k+	13%	(40)	15%	(44)	7%	(20)	15%	(44)	51%	(155)	304
Ethnicity: White	5%	(85)	8%	(130)	5%	(90)	20%	(339)	63%	(1078)	1722
Ethnicity: Hispanic	8%	(26)	13%	(44)	10%	(36)	18%	(63)	52%	(180)	349

Continued on next page

Table MCEN6_5: *How interested are you in the following movie theaters?*
Cinepolis USA

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion	Total N
Adults	5%	(107)	8%	(183)	6%	(131)	20%	(437)	61% (1342)	2200
Ethnicity: Black	5%	(13)	9%	(24)	8%	(21)	25%	(68)	54% (148)	274
Ethnicity: Other	4%	(8)	14%	(28)	10%	(21)	15%	(30)	57% (116)	204
All Christian	6%	(60)	8%	(83)	6%	(55)	21%	(208)	59% (584)	989
All Non-Christian	9%	(10)	18%	(21)	10%	(12)	15%	(18)	48% (56)	116
Atheist	6%	(7)	10%	(11)	5%	(5)	18%	(20)	61% (67)	109
Agnostic/Nothing in particular	3%	(20)	6%	(36)	7%	(42)	21%	(126)	63% (384)	608
Something Else	3%	(10)	8%	(31)	5%	(18)	18%	(67)	67% (251)	377
Religious Non-Protestant/Catholic	7%	(10)	17%	(24)	10%	(13)	17%	(23)	48% (66)	136
Evangelical	7%	(37)	11%	(60)	6%	(31)	20%	(108)	56% (301)	537
Non-Evangelical	4%	(29)	6%	(51)	5%	(40)	20%	(158)	65% (517)	795
Community: Urban	10%	(63)	12%	(77)	6%	(42)	18%	(116)	55% (361)	658
Community: Suburban	3%	(30)	7%	(65)	6%	(60)	21%	(194)	63% (587)	936
Community: Rural	2%	(13)	7%	(41)	5%	(30)	21%	(127)	65% (394)	606
Employ: Private Sector	8%	(61)	10%	(71)	6%	(43)	14%	(98)	62% (445)	718
Employ: Government	9%	(12)	15%	(18)	4%	(5)	18%	(22)	54% (68)	126
Employ: Self-Employed	5%	(10)	16%	(31)	6%	(11)	14%	(27)	59% (112)	192
Employ: Homemaker	3%	(5)	3%	(5)	9%	(14)	17%	(26)	68% (104)	153
Employ: Student	3%	(3)	6%	(5)	9%	(8)	22%	(19)	60% (51)	85
Employ: Retired	1%	(5)	4%	(17)	5%	(25)	28%	(140)	62% (306)	494
Employ: Unemployed	2%	(6)	7%	(21)	6%	(17)	25%	(70)	60% (167)	280
Employ: Other	4%	(6)	10%	(15)	6%	(10)	23%	(35)	58% (88)	153
Military HH: Yes	5%	(17)	6%	(18)	5%	(16)	23%	(69)	60% (183)	303
Military HH: No	5%	(90)	9%	(165)	6%	(115)	19%	(368)	61% (1159)	1897
RD/WT: Right Direction	9%	(72)	10%	(84)	8%	(63)	17%	(135)	57% (466)	820
RD/WT: Wrong Track	3%	(35)	7%	(99)	5%	(68)	22%	(302)	64% (877)	1380
Biden Job Approve	7%	(75)	10%	(98)	8%	(83)	18%	(185)	57% (582)	1023
Biden Job Disapprove	3%	(31)	7%	(77)	4%	(46)	22%	(240)	63% (683)	1076

Continued on next page

Table MCEN6_5: *How interested are you in the following movie theaters?*
Cinepolis USA

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	5%	(107)	8%	(183)	6%	(131)	20%	(437)	61%	(1342)	2200
Biden Job Strongly Approve	12%	(52)	11%	(47)	6%	(28)	18%	(81)	53%	(231)	440
Biden Job Somewhat Approve	4%	(23)	9%	(52)	9%	(55)	18%	(103)	60%	(351)	583
Biden Job Somewhat Disapprove	5%	(15)	7%	(23)	6%	(20)	14%	(45)	68%	(216)	319
Biden Job Strongly Disapprove	2%	(15)	7%	(54)	3%	(26)	26%	(195)	62%	(467)	757
Favorable of Biden	7%	(75)	9%	(97)	8%	(78)	18%	(183)	58%	(592)	1024
Unfavorable of Biden	3%	(30)	7%	(75)	5%	(50)	23%	(238)	63%	(659)	1052
Very Favorable of Biden	11%	(50)	9%	(43)	6%	(28)	18%	(84)	55%	(249)	453
Somewhat Favorable of Biden	4%	(25)	9%	(54)	9%	(50)	17%	(99)	60%	(343)	571
Somewhat Unfavorable of Biden	4%	(11)	6%	(17)	7%	(18)	13%	(35)	70%	(186)	266
Very Unfavorable of Biden	2%	(18)	7%	(59)	4%	(32)	26%	(203)	60%	(473)	786
#1 Issue: Economy	5%	(46)	9%	(84)	6%	(55)	18%	(164)	61%	(553)	902
#1 Issue: Security	5%	(12)	10%	(26)	6%	(17)	22%	(60)	57%	(151)	266
#1 Issue: Health Care	7%	(18)	10%	(28)	6%	(17)	15%	(41)	62%	(167)	271
#1 Issue: Medicare / Social Security	2%	(4)	3%	(9)	7%	(18)	31%	(84)	57%	(155)	271
#1 Issue: Women's Issues	7%	(9)	8%	(10)	4%	(5)	13%	(16)	67%	(81)	121
#1 Issue: Education	9%	(7)	8%	(6)	8%	(6)	16%	(12)	58%	(45)	78
#1 Issue: Energy	6%	(10)	5%	(8)	6%	(10)	15%	(24)	68%	(109)	161
#1 Issue: Other	—	(0)	8%	(11)	3%	(4)	27%	(35)	62%	(81)	130
2020 Vote: Joe Biden	7%	(71)	9%	(85)	8%	(76)	18%	(179)	58%	(574)	984
2020 Vote: Donald Trump	3%	(21)	7%	(48)	4%	(27)	21%	(145)	65%	(437)	677
2020 Vote: Other	2%	(2)	10%	(7)	5%	(4)	22%	(17)	61%	(47)	76
2020 Vote: Didn't Vote	3%	(13)	9%	(43)	5%	(24)	21%	(97)	61%	(283)	460
2018 House Vote: Democrat	6%	(46)	8%	(59)	7%	(54)	18%	(136)	61%	(470)	765
2018 House Vote: Republican	3%	(18)	8%	(46)	4%	(22)	23%	(129)	62%	(350)	565
2018 House Vote: Someone else	1%	(0)	6%	(3)	8%	(5)	20%	(12)	65%	(38)	58
2016 Vote: Hillary Clinton	6%	(42)	8%	(59)	6%	(39)	18%	(129)	62%	(430)	699
2016 Vote: Donald Trump	3%	(22)	8%	(54)	5%	(33)	23%	(152)	60%	(396)	657
2016 Vote: Other	5%	(5)	5%	(5)	4%	(4)	19%	(21)	67%	(72)	108
2016 Vote: Didn't Vote	5%	(37)	9%	(65)	7%	(55)	19%	(136)	60%	(443)	736

Continued on next page

Table MCEN6_5: *How interested are you in the following movie theaters?*
Cinepolis USA

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion	Total N
Adults	5%	(107)	8%	(183)	6%	(131)	20%	(437)	61% (1342)	2200
Voted in 2014: Yes	5%	(55)	8%	(93)	5%	(61)	20%	(241)	63% (762)	1212
Voted in 2014: No	5%	(52)	9%	(90)	7%	(70)	20%	(196)	59% (580)	988
4-Region: Northeast	5%	(21)	8%	(33)	6%	(25)	18%	(73)	61% (241)	394
4-Region: Midwest	3%	(13)	5%	(24)	5%	(23)	22%	(102)	65% (300)	462
4-Region: South	5%	(39)	9%	(73)	6%	(48)	20%	(162)	61% (502)	824
4-Region: West	6%	(33)	10%	(52)	7%	(35)	19%	(101)	57% (298)	520
Avid Film Fan	9%	(67)	11%	(81)	7%	(53)	15%	(110)	59% (442)	753
Casual Film Fan	3%	(33)	8%	(95)	6%	(66)	19%	(227)	64% (756)	1176
Film Fan	5%	(100)	9%	(176)	6%	(119)	17%	(338)	62% (1197)	1930
Avid Moviegoer	24%	(53)	24%	(51)	9%	(19)	11%	(25)	32% (70)	218
Casual Moviegoer	3%	(46)	8%	(108)	6%	(84)	15%	(196)	68% (901)	1334
Moviegoer	6%	(98)	10%	(159)	7%	(103)	14%	(221)	63% (970)	1552

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

Table MCEN6_6: *How interested are you in the following movie theaters?*
Cinemark Theaters

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	22%	(476)	29%	(633)	7%	(145)	14%	(301)	29%	(644)	2200
Gender: Male	20%	(215)	32%	(335)	7%	(76)	14%	(153)	27%	(282)	1062
Gender: Female	23%	(262)	26%	(298)	6%	(69)	13%	(148)	32%	(362)	1138
Age: 18-34	30%	(194)	31%	(202)	8%	(50)	6%	(37)	26%	(172)	655
Age: 35-44	22%	(80)	39%	(139)	7%	(26)	8%	(27)	24%	(86)	358
Age: 45-64	19%	(143)	26%	(195)	5%	(37)	16%	(119)	34%	(257)	751
Age: 65+	14%	(60)	22%	(97)	7%	(31)	27%	(118)	30%	(130)	436
GenZers: 1997-2012	29%	(65)	27%	(61)	10%	(24)	7%	(16)	27%	(61)	227
Millennials: 1981-1996	28%	(186)	35%	(235)	6%	(39)	6%	(40)	25%	(166)	667
GenXers: 1965-1980	20%	(101)	27%	(139)	6%	(32)	14%	(73)	33%	(167)	513
Baby Boomers: 1946-1964	15%	(111)	26%	(188)	6%	(46)	20%	(141)	32%	(232)	717
PID: Dem (no lean)	27%	(232)	29%	(251)	8%	(67)	10%	(90)	27%	(235)	874
PID: Ind (no lean)	17%	(117)	29%	(195)	6%	(43)	15%	(98)	33%	(219)	673
PID: Rep (no lean)	19%	(127)	29%	(187)	5%	(35)	17%	(114)	29%	(190)	653
PID/Gender: Dem Men	25%	(104)	31%	(131)	8%	(32)	10%	(43)	26%	(107)	417
PID/Gender: Dem Women	28%	(128)	26%	(120)	8%	(35)	10%	(46)	28%	(127)	457
PID/Gender: Ind Men	16%	(56)	32%	(111)	6%	(22)	15%	(53)	30%	(104)	347
PID/Gender: Ind Women	19%	(61)	26%	(84)	7%	(21)	14%	(45)	35%	(115)	326
PID/Gender: Rep Men	18%	(55)	31%	(94)	7%	(22)	19%	(57)	24%	(71)	298
PID/Gender: Rep Women	20%	(72)	26%	(94)	4%	(13)	16%	(57)	34%	(120)	355
Ideo: Liberal (1-3)	25%	(164)	32%	(211)	8%	(53)	11%	(70)	24%	(155)	654
Ideo: Moderate (4)	21%	(137)	27%	(174)	6%	(39)	13%	(87)	32%	(209)	647
Ideo: Conservative (5-7)	21%	(144)	28%	(196)	6%	(42)	17%	(119)	28%	(191)	692
Educ: < College	21%	(325)	26%	(400)	6%	(95)	14%	(215)	32%	(476)	1512
Educ: Bachelors degree	23%	(101)	32%	(142)	7%	(29)	12%	(55)	26%	(116)	444
Educ: Post-grad	21%	(51)	37%	(90)	8%	(20)	13%	(31)	21%	(52)	244
Income: Under 50k	21%	(254)	26%	(319)	7%	(85)	15%	(178)	31%	(383)	1218
Income: 50k-100k	23%	(158)	30%	(203)	6%	(41)	13%	(86)	28%	(190)	678
Income: 100k+	21%	(65)	36%	(111)	6%	(19)	12%	(38)	24%	(72)	304
Ethnicity: White	19%	(335)	29%	(507)	6%	(107)	15%	(258)	30%	(515)	1722
Ethnicity: Hispanic	29%	(100)	33%	(115)	9%	(32)	9%	(31)	20%	(71)	349

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Table MCEN6_6: How interested are you in the following movie theaters?
Cinemark Theaters

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	22%	(476)	29%	(633)	7%	(145)	14%	(301)	29%	(644)	2200
Ethnicity: Black	34%	(92)	25%	(68)	7%	(21)	9%	(24)	25%	(70)	274
Ethnicity: Other	24%	(49)	29%	(58)	9%	(18)	10%	(19)	29%	(60)	204
All Christian	21%	(205)	28%	(279)	6%	(61)	15%	(153)	29%	(291)	989
All Non-Christian	28%	(33)	32%	(37)	8%	(10)	9%	(10)	23%	(26)	116
Atheist	18%	(20)	39%	(43)	7%	(7)	13%	(14)	23%	(25)	109
Agnostic/Nothing in particular	18%	(111)	28%	(173)	7%	(44)	14%	(83)	32%	(197)	608
Something Else	28%	(107)	27%	(101)	6%	(23)	11%	(41)	28%	(104)	377
Religious Non-Protestant/Catholic	28%	(38)	31%	(42)	9%	(13)	10%	(14)	21%	(29)	136
Evangelical	28%	(151)	25%	(137)	7%	(40)	13%	(71)	26%	(139)	537
Non-Evangelical	19%	(154)	30%	(235)	5%	(41)	15%	(116)	31%	(249)	795
Community: Urban	25%	(167)	31%	(205)	8%	(53)	10%	(67)	25%	(166)	658
Community: Suburban	22%	(206)	27%	(249)	7%	(66)	15%	(140)	29%	(275)	936
Community: Rural	17%	(103)	30%	(180)	4%	(25)	16%	(94)	34%	(204)	606
Employ: Private Sector	24%	(174)	33%	(237)	7%	(50)	8%	(59)	28%	(198)	718
Employ: Government	37%	(46)	32%	(40)	5%	(6)	7%	(9)	19%	(24)	126
Employ: Self-Employed	23%	(45)	35%	(68)	7%	(13)	11%	(22)	23%	(45)	192
Employ: Homemaker	17%	(27)	32%	(49)	8%	(12)	11%	(17)	32%	(48)	153
Employ: Student	32%	(27)	37%	(31)	2%	(2)	7%	(6)	22%	(18)	85
Employ: Retired	14%	(71)	22%	(109)	6%	(29)	25%	(122)	33%	(163)	494
Employ: Unemployed	20%	(56)	22%	(62)	7%	(21)	14%	(41)	36%	(101)	280
Employ: Other	20%	(31)	24%	(37)	8%	(12)	17%	(26)	31%	(48)	153
Military HH: Yes	19%	(57)	27%	(81)	6%	(17)	20%	(61)	29%	(87)	303
Military HH: No	22%	(419)	29%	(552)	7%	(128)	13%	(240)	29%	(557)	1897
RD/WT: Right Direction	25%	(202)	30%	(247)	7%	(54)	12%	(96)	27%	(222)	820
RD/WT: Wrong Track	20%	(275)	28%	(386)	7%	(91)	15%	(205)	31%	(423)	1380
Biden Job Approve	25%	(255)	30%	(308)	8%	(78)	12%	(121)	26%	(261)	1023
Biden Job Disapprove	19%	(207)	28%	(305)	6%	(64)	16%	(170)	31%	(329)	1076

Continued on next page

Table MCEN6_6: *How interested are you in the following movie theaters?*

Cinemark Theaters

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	22%	(476)	29%	(633)	7%	(145)	14%	(301)	29%	(644)	2200
Biden Job Strongly Approve	26%	(115)	28%	(121)	6%	(25)	14%	(61)	27%	(117)	440
Biden Job Somewhat Approve	24%	(141)	32%	(187)	9%	(53)	10%	(60)	25%	(144)	583
Biden Job Somewhat Disapprove	23%	(75)	29%	(92)	7%	(23)	10%	(30)	31%	(98)	319
Biden Job Strongly Disapprove	18%	(133)	28%	(213)	5%	(40)	18%	(139)	31%	(231)	757
Favorable of Biden	26%	(262)	30%	(309)	8%	(77)	12%	(120)	25%	(255)	1024
Unfavorable of Biden	19%	(197)	28%	(292)	6%	(64)	16%	(170)	31%	(329)	1052
Very Favorable of Biden	26%	(116)	29%	(130)	5%	(22)	13%	(61)	27%	(124)	453
Somewhat Favorable of Biden	26%	(147)	31%	(179)	10%	(55)	10%	(59)	23%	(131)	571
Somewhat Unfavorable of Biden	23%	(62)	27%	(73)	7%	(19)	9%	(23)	34%	(90)	266
Very Unfavorable of Biden	17%	(135)	28%	(220)	6%	(45)	19%	(147)	30%	(239)	786
#1 Issue: Economy	22%	(200)	31%	(283)	7%	(59)	10%	(94)	29%	(265)	902
#1 Issue: Security	19%	(51)	29%	(77)	5%	(14)	16%	(42)	31%	(82)	266
#1 Issue: Health Care	23%	(62)	33%	(89)	7%	(18)	10%	(26)	28%	(75)	271
#1 Issue: Medicare / Social Security	18%	(48)	21%	(57)	8%	(22)	28%	(76)	25%	(69)	271
#1 Issue: Women's Issues	34%	(41)	26%	(31)	3%	(4)	5%	(7)	31%	(38)	121
#1 Issue: Education	25%	(20)	28%	(22)	7%	(6)	9%	(7)	31%	(24)	78
#1 Issue: Energy	27%	(44)	22%	(36)	11%	(18)	9%	(15)	30%	(49)	161
#1 Issue: Other	8%	(10)	30%	(40)	4%	(5)	26%	(33)	33%	(42)	130
2020 Vote: Joe Biden	26%	(259)	30%	(291)	7%	(71)	12%	(115)	25%	(247)	984
2020 Vote: Donald Trump	18%	(119)	28%	(189)	6%	(38)	17%	(112)	32%	(219)	677
2020 Vote: Other	15%	(11)	33%	(25)	6%	(4)	19%	(14)	28%	(22)	76
2020 Vote: Didn't Vote	19%	(87)	28%	(128)	7%	(31)	13%	(60)	34%	(155)	460
2018 House Vote: Democrat	26%	(196)	30%	(227)	7%	(56)	12%	(89)	26%	(198)	765
2018 House Vote: Republican	19%	(108)	27%	(154)	6%	(34)	18%	(101)	30%	(168)	565
2018 House Vote: Someone else	11%	(6)	46%	(26)	—	(0)	15%	(9)	29%	(17)	58
2016 Vote: Hillary Clinton	26%	(181)	30%	(208)	7%	(51)	12%	(85)	25%	(173)	699
2016 Vote: Donald Trump	17%	(113)	29%	(191)	6%	(39)	18%	(116)	30%	(199)	657
2016 Vote: Other	18%	(19)	31%	(33)	3%	(3)	14%	(15)	35%	(38)	108
2016 Vote: Didn't Vote	22%	(163)	27%	(201)	7%	(52)	12%	(85)	32%	(234)	736

Continued on next page

Table MCEN6_6: *How interested are you in the following movie theaters?*
Cinemark Theaters

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	22%	(476)	29%	(633)	7%	(145)	14%	(301)	29%	(644)	2200
Voted in 2014: Yes	22%	(265)	28%	(341)	6%	(75)	15%	(179)	29%	(352)	1212
Voted in 2014: No	21%	(211)	30%	(292)	7%	(70)	12%	(123)	30%	(292)	988
4-Region: Northeast	17%	(66)	26%	(102)	5%	(21)	13%	(52)	39%	(153)	394
4-Region: Midwest	18%	(84)	28%	(128)	7%	(32)	15%	(69)	32%	(149)	462
4-Region: South	25%	(209)	30%	(245)	6%	(53)	13%	(106)	26%	(211)	824
4-Region: West	23%	(117)	30%	(158)	7%	(38)	14%	(75)	25%	(132)	520
Avid Film Fan	31%	(234)	31%	(233)	6%	(48)	7%	(54)	25%	(185)	753
Casual Film Fan	17%	(203)	30%	(356)	7%	(82)	14%	(165)	31%	(370)	1176
Film Fan	23%	(437)	31%	(589)	7%	(130)	11%	(219)	29%	(555)	1930
Avid Moviegoer	42%	(91)	32%	(70)	10%	(21)	2%	(5)	15%	(32)	218
Casual Moviegoer	24%	(322)	34%	(455)	6%	(86)	8%	(101)	28%	(370)	1334
Moviegoer	27%	(413)	34%	(525)	7%	(107)	7%	(106)	26%	(401)	1552

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

Table MCEN6_7: *How interested are you in the following movie theaters?*
Flagship Cinemas

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	4%	(95)	9%	(205)	7%	(150)	20%	(441)	59%	(1309)	2200
Gender: Male	7%	(72)	12%	(130)	9%	(94)	22%	(233)	50%	(533)	1062
Gender: Female	2%	(23)	7%	(74)	5%	(56)	18%	(209)	68%	(776)	1138
Age: 18-34	7%	(49)	12%	(77)	10%	(67)	14%	(93)	56%	(369)	655
Age: 35-44	8%	(28)	18%	(66)	7%	(26)	18%	(64)	49%	(175)	358
Age: 45-64	2%	(17)	5%	(39)	4%	(33)	20%	(153)	68%	(509)	751
Age: 65+	—	(2)	5%	(22)	6%	(24)	30%	(132)	59%	(256)	436
GenZers: 1997-2012	6%	(13)	10%	(24)	11%	(25)	20%	(45)	53%	(121)	227
Millennials: 1981-1996	9%	(58)	15%	(101)	9%	(61)	14%	(90)	54%	(357)	667
GenXers: 1965-1980	3%	(17)	7%	(34)	5%	(28)	19%	(99)	65%	(334)	513
Baby Boomers: 1946-1964	1%	(7)	6%	(43)	5%	(35)	24%	(169)	65%	(463)	717
PID: Dem (no lean)	7%	(59)	12%	(103)	7%	(60)	16%	(143)	58%	(509)	874
PID: Ind (no lean)	2%	(15)	8%	(56)	8%	(52)	21%	(143)	60%	(407)	673
PID: Rep (no lean)	3%	(22)	7%	(45)	6%	(38)	24%	(156)	60%	(393)	653
PID/Gender: Dem Men	12%	(48)	16%	(68)	9%	(38)	17%	(73)	46%	(190)	417
PID/Gender: Dem Women	2%	(11)	8%	(35)	5%	(22)	15%	(70)	70%	(318)	457
PID/Gender: Ind Men	3%	(9)	11%	(37)	9%	(32)	23%	(78)	55%	(190)	347
PID/Gender: Ind Women	2%	(6)	6%	(19)	6%	(20)	20%	(65)	67%	(217)	326
PID/Gender: Rep Men	5%	(15)	8%	(24)	8%	(24)	27%	(82)	51%	(153)	298
PID/Gender: Rep Women	2%	(7)	6%	(21)	4%	(13)	21%	(74)	68%	(241)	355
Ideo: Liberal (1-3)	6%	(40)	12%	(78)	8%	(55)	17%	(112)	56%	(368)	654
Ideo: Moderate (4)	5%	(32)	10%	(66)	6%	(37)	20%	(126)	59%	(384)	647
Ideo: Conservative (5-7)	3%	(21)	8%	(55)	6%	(42)	24%	(164)	59%	(411)	692
Educ: < College	3%	(46)	8%	(117)	7%	(103)	21%	(318)	61%	(928)	1512
Educ: Bachelors degree	6%	(27)	11%	(49)	7%	(31)	17%	(75)	59%	(262)	444
Educ: Post-grad	9%	(22)	16%	(38)	7%	(16)	20%	(49)	49%	(119)	244
Income: Under 50k	3%	(38)	8%	(93)	7%	(90)	22%	(264)	60%	(735)	1218
Income: 50k-100k	4%	(30)	8%	(54)	7%	(46)	19%	(131)	62%	(418)	678
Income: 100k+	9%	(28)	19%	(58)	5%	(15)	16%	(47)	51%	(156)	304
Ethnicity: White	4%	(73)	9%	(157)	6%	(108)	20%	(349)	60%	(1035)	1722
Ethnicity: Hispanic	5%	(18)	12%	(42)	9%	(32)	22%	(76)	52%	(181)	349

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Table MCEN6_7: How interested are you in the following movie theaters?
Flagship Cinemas

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	4%	(95)	9%	(205)	7%	(150)	20%	(441)	59%	(1309)	2200
Ethnicity: Black	6%	(17)	12%	(32)	10%	(27)	19%	(53)	53%	(145)	274
Ethnicity: Other	2%	(5)	8%	(16)	7%	(15)	19%	(40)	63%	(129)	204
All Christian	5%	(45)	10%	(95)	6%	(56)	22%	(219)	58%	(574)	989
All Non-Christian	13%	(15)	20%	(24)	6%	(7)	17%	(19)	44%	(52)	116
Atheist	4%	(4)	15%	(16)	7%	(8)	16%	(17)	59%	(64)	109
Agnostic/Nothing in particular	4%	(25)	7%	(40)	8%	(49)	19%	(116)	62%	(379)	608
Something Else	2%	(7)	8%	(30)	8%	(30)	18%	(70)	64%	(240)	377
Religious Non-Protestant/Catholic	11%	(15)	18%	(24)	6%	(8)	20%	(28)	45%	(61)	136
Evangelical	5%	(28)	12%	(65)	8%	(46)	22%	(116)	52%	(282)	537
Non-Evangelical	3%	(20)	7%	(57)	5%	(40)	20%	(161)	65%	(517)	795
Community: Urban	8%	(55)	12%	(81)	8%	(50)	17%	(114)	54%	(358)	658
Community: Suburban	2%	(23)	8%	(75)	7%	(64)	20%	(192)	62%	(582)	936
Community: Rural	3%	(17)	8%	(49)	6%	(36)	22%	(136)	61%	(369)	606
Employ: Private Sector	7%	(50)	11%	(79)	7%	(50)	15%	(107)	60%	(432)	718
Employ: Government	8%	(10)	19%	(24)	7%	(9)	14%	(18)	52%	(65)	126
Employ: Self-Employed	9%	(16)	14%	(26)	8%	(16)	15%	(28)	55%	(105)	192
Employ: Homemaker	1%	(2)	6%	(9)	5%	(8)	20%	(31)	68%	(103)	153
Employ: Student	4%	(4)	9%	(8)	13%	(11)	22%	(19)	52%	(44)	85
Employ: Retired	1%	(5)	6%	(30)	5%	(22)	28%	(137)	61%	(299)	494
Employ: Unemployed	1%	(2)	7%	(20)	10%	(27)	24%	(68)	58%	(163)	280
Employ: Other	5%	(7)	6%	(9)	5%	(8)	21%	(33)	63%	(96)	153
Military HH: Yes	4%	(11)	9%	(27)	5%	(15)	23%	(70)	59%	(180)	303
Military HH: No	4%	(84)	9%	(178)	7%	(135)	20%	(371)	59%	(1128)	1897
RD/WT: Right Direction	8%	(66)	13%	(106)	8%	(67)	16%	(134)	55%	(448)	820
RD/WT: Wrong Track	2%	(30)	7%	(99)	6%	(83)	22%	(307)	62%	(861)	1380
Biden Job Approve	6%	(66)	12%	(127)	8%	(80)	18%	(180)	56%	(570)	1023
Biden Job Disapprove	3%	(29)	6%	(70)	6%	(68)	23%	(245)	62%	(663)	1076

Continued on next page

Table MCEN6_7: How interested are you in the following movie theaters?
Flagship Cinemas

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	4%	(95)	9%	(205)	7%	(150)	20%	(441)	59%	(1309)	2200
Biden Job Strongly Approve	10%	(45)	16%	(72)	7%	(29)	17%	(76)	49%	(217)	440
Biden Job Somewhat Approve	4%	(21)	9%	(55)	9%	(50)	18%	(104)	61%	(353)	583
Biden Job Somewhat Disapprove	4%	(12)	8%	(26)	11%	(36)	13%	(43)	63%	(201)	319
Biden Job Strongly Disapprove	2%	(17)	6%	(43)	4%	(32)	27%	(203)	61%	(462)	757
Favorable of Biden	7%	(67)	13%	(130)	8%	(77)	17%	(174)	56%	(576)	1024
Unfavorable of Biden	2%	(26)	6%	(65)	6%	(67)	24%	(252)	61%	(641)	1052
Very Favorable of Biden	10%	(47)	15%	(66)	5%	(24)	18%	(80)	52%	(236)	453
Somewhat Favorable of Biden	4%	(20)	11%	(64)	9%	(53)	16%	(94)	59%	(339)	571
Somewhat Unfavorable of Biden	3%	(7)	8%	(21)	10%	(25)	16%	(41)	64%	(171)	266
Very Unfavorable of Biden	2%	(19)	6%	(44)	5%	(42)	27%	(210)	60%	(470)	786
#1 Issue: Economy	5%	(46)	9%	(78)	8%	(72)	18%	(161)	61%	(546)	902
#1 Issue: Security	2%	(7)	10%	(26)	5%	(14)	22%	(59)	60%	(160)	266
#1 Issue: Health Care	6%	(17)	13%	(35)	7%	(19)	18%	(48)	57%	(153)	271
#1 Issue: Medicare / Social Security	1%	(2)	8%	(22)	4%	(10)	32%	(88)	55%	(150)	271
#1 Issue: Women's Issues	7%	(8)	7%	(9)	7%	(9)	12%	(15)	67%	(81)	121
#1 Issue: Education	7%	(5)	9%	(7)	9%	(7)	19%	(15)	56%	(44)	78
#1 Issue: Energy	5%	(8)	11%	(17)	9%	(15)	14%	(22)	62%	(99)	161
#1 Issue: Other	1%	(2)	9%	(12)	4%	(5)	27%	(36)	58%	(76)	130
2020 Vote: Joe Biden	6%	(59)	11%	(113)	8%	(79)	17%	(170)	57%	(563)	984
2020 Vote: Donald Trump	3%	(21)	7%	(50)	5%	(31)	22%	(152)	62%	(423)	677
2020 Vote: Other	1%	(1)	8%	(6)	4%	(3)	28%	(22)	59%	(45)	76
2020 Vote: Didn't Vote	3%	(14)	8%	(36)	8%	(36)	21%	(98)	60%	(276)	460
2018 House Vote: Democrat	5%	(41)	11%	(84)	8%	(58)	18%	(134)	59%	(448)	765
2018 House Vote: Republican	3%	(16)	8%	(43)	5%	(30)	23%	(129)	61%	(347)	565
2018 House Vote: Someone else	2%	(1)	6%	(3)	11%	(6)	25%	(15)	56%	(33)	58
2016 Vote: Hillary Clinton	5%	(37)	12%	(81)	8%	(53)	18%	(123)	58%	(406)	699
2016 Vote: Donald Trump	3%	(22)	8%	(53)	6%	(38)	24%	(159)	59%	(385)	657
2016 Vote: Other	2%	(2)	7%	(7)	6%	(6)	18%	(20)	67%	(73)	108
2016 Vote: Didn't Vote	5%	(34)	9%	(63)	7%	(53)	19%	(140)	61%	(446)	736

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Table MCEN6_7: How interested are you in the following movie theaters?
Flagship Cinemas

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	4%	(95)	9%	(205)	7%	(150)	20%	(441)	59%	(1309)	2200
Voted in 2014: Yes	4%	(50)	9%	(114)	6%	(78)	20%	(243)	60%	(727)	1212
Voted in 2014: No	5%	(46)	9%	(90)	7%	(72)	20%	(198)	59%	(582)	988
4-Region: Northeast	6%	(23)	11%	(45)	6%	(23)	18%	(70)	59%	(234)	394
4-Region: Midwest	3%	(12)	6%	(29)	7%	(32)	21%	(98)	63%	(291)	462
4-Region: South	4%	(32)	10%	(83)	6%	(53)	20%	(161)	60%	(494)	824
4-Region: West	5%	(27)	9%	(48)	8%	(42)	22%	(113)	56%	(290)	520
Avid Film Fan	8%	(62)	12%	(93)	7%	(52)	16%	(121)	57%	(426)	753
Casual Film Fan	2%	(28)	9%	(101)	7%	(88)	19%	(220)	63%	(739)	1176
Film Fan	5%	(90)	10%	(194)	7%	(140)	18%	(341)	60%	(1165)	1930
Avid Moviegoer	22%	(49)	28%	(62)	7%	(15)	14%	(30)	29%	(62)	218
Casual Moviegoer	3%	(41)	8%	(113)	8%	(105)	15%	(194)	66%	(881)	1334
Moviegoer	6%	(89)	11%	(175)	8%	(121)	14%	(224)	61%	(943)	1552

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

Table MCEN6_8: *How interested are you in the following movie theaters?*
Harkins Theaters

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(135)	8%	(185)	6%	(139)	19%	(426)	60%	(1314)	2200
Gender: Male	8%	(85)	11%	(120)	9%	(93)	20%	(217)	51%	(547)	1062
Gender: Female	4%	(50)	6%	(65)	4%	(47)	18%	(209)	67%	(767)	1138
Age: 18-34	9%	(58)	13%	(83)	9%	(57)	14%	(89)	56%	(368)	655
Age: 35-44	12%	(43)	14%	(50)	8%	(30)	16%	(56)	50%	(178)	358
Age: 45-64	4%	(27)	5%	(36)	4%	(30)	20%	(148)	68%	(510)	751
Age: 65+	2%	(8)	4%	(16)	5%	(22)	30%	(132)	59%	(258)	436
GenZers: 1997-2012	9%	(20)	9%	(22)	6%	(14)	20%	(45)	56%	(127)	227
Millennials: 1981-1996	10%	(66)	15%	(99)	9%	(63)	13%	(84)	53%	(355)	667
GenXers: 1965-1980	6%	(30)	7%	(34)	6%	(30)	19%	(96)	63%	(323)	513
Baby Boomers: 1946-1964	3%	(19)	4%	(29)	4%	(29)	23%	(164)	66%	(475)	717
PID: Dem (no lean)	9%	(78)	9%	(81)	7%	(64)	16%	(143)	58%	(508)	874
PID: Ind (no lean)	4%	(24)	8%	(55)	6%	(37)	20%	(137)	62%	(421)	673
PID: Rep (no lean)	5%	(34)	8%	(50)	6%	(38)	22%	(146)	59%	(386)	653
PID/Gender: Dem Men	13%	(53)	14%	(57)	10%	(40)	17%	(69)	47%	(197)	417
PID/Gender: Dem Women	5%	(24)	5%	(24)	5%	(24)	16%	(74)	68%	(311)	457
PID/Gender: Ind Men	4%	(15)	10%	(35)	7%	(23)	21%	(74)	57%	(199)	347
PID/Gender: Ind Women	3%	(8)	6%	(19)	4%	(14)	19%	(63)	68%	(221)	326
PID/Gender: Rep Men	5%	(16)	9%	(28)	10%	(29)	25%	(74)	50%	(150)	298
PID/Gender: Rep Women	5%	(17)	6%	(22)	2%	(8)	20%	(72)	66%	(235)	355
Ideo: Liberal (1-3)	7%	(47)	11%	(73)	6%	(41)	17%	(112)	58%	(381)	654
Ideo: Moderate (4)	7%	(44)	9%	(57)	7%	(45)	19%	(122)	59%	(379)	647
Ideo: Conservative (5-7)	5%	(36)	7%	(48)	6%	(40)	23%	(159)	59%	(409)	692
Educ: < College	4%	(67)	7%	(102)	7%	(102)	21%	(313)	61%	(928)	1512
Educ: Bachelors degree	8%	(36)	11%	(50)	5%	(24)	15%	(65)	61%	(269)	444
Educ: Post-grad	13%	(32)	13%	(33)	6%	(14)	20%	(49)	48%	(117)	244
Income: Under 50k	5%	(55)	7%	(89)	6%	(77)	21%	(255)	61%	(743)	1218
Income: 50k-100k	5%	(37)	7%	(48)	7%	(47)	19%	(131)	61%	(415)	678
Income: 100k+	14%	(43)	16%	(49)	5%	(15)	13%	(41)	51%	(156)	304
Ethnicity: White	6%	(104)	8%	(146)	6%	(95)	19%	(332)	61%	(1046)	1722
Ethnicity: Hispanic	8%	(30)	15%	(53)	7%	(25)	16%	(56)	53%	(185)	349

Continued on next page

Table MCEN6_8: How interested are you in the following movie theaters?
Harkins Theaters

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(135)	8%	(185)	6%	(139)	19%	(426)	60%	(1314)	2200
Ethnicity: Black	8%	(22)	5%	(15)	12%	(32)	22%	(60)	53%	(145)	274
Ethnicity: Other	5%	(10)	12%	(25)	6%	(12)	17%	(35)	60%	(122)	204
All Christian	6%	(64)	9%	(87)	5%	(53)	22%	(217)	58%	(569)	989
All Non-Christian	13%	(15)	14%	(17)	9%	(11)	16%	(19)	47%	(55)	116
Atheist	6%	(7)	12%	(13)	8%	(9)	17%	(19)	56%	(62)	109
Agnostic/Nothing in particular	5%	(29)	8%	(47)	7%	(40)	18%	(109)	63%	(384)	608
Something Else	5%	(20)	6%	(22)	7%	(27)	17%	(63)	65%	(244)	377
Religious Non-Protestant/Catholic	11%	(15)	14%	(18)	9%	(12)	18%	(25)	48%	(66)	136
Evangelical	8%	(45)	9%	(46)	8%	(44)	20%	(110)	54%	(292)	537
Non-Evangelical	4%	(36)	8%	(61)	4%	(33)	20%	(161)	64%	(505)	795
Community: Urban	11%	(72)	12%	(78)	7%	(43)	17%	(112)	54%	(354)	658
Community: Suburban	5%	(49)	7%	(69)	7%	(63)	20%	(189)	61%	(567)	936
Community: Rural	2%	(15)	6%	(39)	5%	(33)	21%	(126)	65%	(393)	606
Employ: Private Sector	9%	(67)	11%	(76)	6%	(41)	14%	(100)	60%	(434)	718
Employ: Government	11%	(14)	17%	(21)	5%	(6)	15%	(19)	51%	(65)	126
Employ: Self-Employed	7%	(12)	12%	(23)	8%	(16)	16%	(30)	58%	(110)	192
Employ: Homemaker	2%	(3)	7%	(10)	6%	(10)	17%	(26)	68%	(103)	153
Employ: Student	15%	(12)	3%	(3)	4%	(3)	22%	(19)	56%	(48)	85
Employ: Retired	3%	(13)	4%	(17)	5%	(22)	29%	(142)	61%	(299)	494
Employ: Unemployed	3%	(9)	7%	(20)	9%	(24)	24%	(66)	57%	(160)	280
Employ: Other	3%	(4)	10%	(15)	11%	(17)	15%	(23)	61%	(94)	153
Military HH: Yes	6%	(17)	7%	(22)	6%	(17)	24%	(72)	58%	(175)	303
Military HH: No	6%	(118)	9%	(163)	6%	(122)	19%	(355)	60%	(1138)	1897
RD/WT: Right Direction	10%	(84)	10%	(82)	7%	(55)	17%	(142)	56%	(456)	820
RD/WT: Wrong Track	4%	(51)	7%	(103)	6%	(84)	21%	(284)	62%	(857)	1380
Biden Job Approve	9%	(94)	10%	(105)	7%	(69)	18%	(186)	56%	(568)	1023
Biden Job Disapprove	4%	(42)	6%	(69)	6%	(68)	21%	(228)	62%	(669)	1076

Continued on next page

Table MCEN6_8: *How interested are you in the following movie theaters?*
Harkins Theaters

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(135)	8%	(185)	6%	(139)	19%	(426)	60%	(1314)	2200
Biden Job Strongly Approve	12%	(55)	12%	(54)	7%	(32)	18%	(80)	50%	(219)	440
Biden Job Somewhat Approve	7%	(39)	9%	(51)	6%	(37)	18%	(106)	60%	(350)	583
Biden Job Somewhat Disapprove	4%	(14)	7%	(21)	9%	(30)	12%	(40)	67%	(214)	319
Biden Job Strongly Disapprove	4%	(28)	6%	(48)	5%	(38)	25%	(189)	60%	(455)	757
Favorable of Biden	9%	(93)	10%	(106)	7%	(67)	18%	(183)	56%	(575)	1024
Unfavorable of Biden	4%	(38)	7%	(73)	6%	(66)	22%	(228)	61%	(647)	1052
Very Favorable of Biden	11%	(49)	13%	(59)	5%	(24)	18%	(83)	52%	(237)	453
Somewhat Favorable of Biden	8%	(44)	8%	(46)	8%	(43)	17%	(99)	59%	(338)	571
Somewhat Unfavorable of Biden	2%	(6)	9%	(23)	8%	(21)	12%	(32)	69%	(184)	266
Very Unfavorable of Biden	4%	(32)	6%	(50)	6%	(45)	25%	(196)	59%	(463)	786
#1 Issue: Economy	6%	(53)	8%	(70)	8%	(71)	17%	(156)	61%	(551)	902
#1 Issue: Security	7%	(18)	9%	(24)	4%	(12)	24%	(63)	56%	(149)	266
#1 Issue: Health Care	10%	(28)	11%	(30)	7%	(19)	14%	(38)	58%	(157)	271
#1 Issue: Medicare / Social Security	2%	(5)	6%	(17)	5%	(15)	32%	(86)	55%	(148)	271
#1 Issue: Women's Issues	8%	(10)	6%	(8)	6%	(8)	10%	(12)	69%	(83)	121
#1 Issue: Education	10%	(8)	12%	(10)	5%	(4)	15%	(12)	57%	(44)	78
#1 Issue: Energy	7%	(11)	10%	(16)	6%	(10)	14%	(23)	63%	(101)	161
#1 Issue: Other	2%	(2)	8%	(10)	1%	(1)	28%	(36)	61%	(80)	130
2020 Vote: Joe Biden	9%	(91)	9%	(88)	7%	(73)	17%	(170)	57%	(563)	984
2020 Vote: Donald Trump	5%	(33)	7%	(46)	6%	(38)	22%	(146)	61%	(413)	677
2020 Vote: Other	4%	(3)	7%	(5)	6%	(4)	28%	(22)	55%	(42)	76
2020 Vote: Didn't Vote	2%	(8)	10%	(45)	5%	(24)	19%	(89)	64%	(294)	460
2018 House Vote: Democrat	9%	(66)	9%	(69)	6%	(47)	18%	(139)	58%	(443)	765
2018 House Vote: Republican	5%	(30)	8%	(42)	6%	(37)	22%	(123)	59%	(333)	565
2018 House Vote: Someone else	4%	(2)	4%	(2)	7%	(4)	21%	(12)	65%	(38)	58
2016 Vote: Hillary Clinton	8%	(57)	8%	(59)	6%	(43)	18%	(126)	59%	(413)	699
2016 Vote: Donald Trump	5%	(33)	8%	(52)	6%	(43)	24%	(159)	56%	(371)	657
2016 Vote: Other	8%	(9)	6%	(6)	5%	(5)	17%	(18)	64%	(69)	108
2016 Vote: Didn't Vote	5%	(36)	9%	(67)	7%	(48)	17%	(123)	63%	(461)	736

Continued on next page

Table MCEN6_8: *How interested are you in the following movie theaters?*
Harkins Theaters

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion	Total N
Adults	6%	(135)	8%	(185)	6%	(139)	19%	(426)	60% (1314)	2200
Voted in 2014: Yes	8%	(93)	8%	(101)	6%	(70)	20%	(239)	58% (708)	1212
Voted in 2014: No	4%	(42)	8%	(84)	7%	(69)	19%	(188)	61% (605)	988
4-Region: Northeast	5%	(18)	8%	(31)	6%	(25)	18%	(71)	63% (249)	394
4-Region: Midwest	3%	(12)	5%	(21)	7%	(34)	21%	(97)	65% (298)	462
4-Region: South	4%	(36)	9%	(76)	7%	(54)	18%	(151)	62% (508)	824
4-Region: West	13%	(69)	11%	(58)	5%	(26)	21%	(108)	50% (259)	520
Avid Film Fan	11%	(85)	10%	(77)	6%	(47)	15%	(113)	57% (431)	753
Casual Film Fan	4%	(43)	8%	(96)	6%	(76)	19%	(222)	63% (739)	1176
Film Fan	7%	(129)	9%	(172)	6%	(123)	17%	(335)	61% (1170)	1930
Avid Moviegoer	25%	(54)	24%	(52)	13%	(29)	9%	(20)	30% (65)	218
Casual Moviegoer	6%	(74)	8%	(107)	6%	(76)	15%	(195)	66% (883)	1334
Moviegoer	8%	(127)	10%	(158)	7%	(105)	14%	(214)	61% (947)	1552

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

Table MCEN6_9: *How interested are you in the following movie theaters?*
Landmark Theaters

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(184)	17%	(370)	7%	(146)	19%	(411)	50%	(1090)	2200
Gender: Male	11%	(114)	21%	(222)	7%	(78)	20%	(209)	41%	(437)	1062
Gender: Female	6%	(69)	13%	(147)	6%	(67)	18%	(201)	57%	(653)	1138
Age: 18-34	13%	(84)	20%	(131)	9%	(59)	13%	(84)	45%	(297)	655
Age: 35-44	12%	(42)	25%	(89)	8%	(28)	14%	(49)	42%	(150)	358
Age: 45-64	6%	(43)	14%	(101)	4%	(28)	19%	(144)	58%	(434)	751
Age: 65+	3%	(15)	11%	(49)	7%	(30)	30%	(133)	48%	(210)	436
GenZers: 1997-2012	11%	(24)	19%	(43)	9%	(20)	17%	(39)	45%	(102)	227
Millennials: 1981-1996	13%	(89)	23%	(151)	8%	(56)	12%	(81)	43%	(290)	667
GenXers: 1965-1980	7%	(36)	15%	(79)	6%	(28)	17%	(89)	55%	(281)	513
Baby Boomers: 1946-1964	5%	(33)	12%	(88)	5%	(39)	23%	(165)	55%	(393)	717
PID: Dem (no lean)	13%	(113)	19%	(168)	7%	(61)	15%	(131)	46%	(400)	874
PID: Ind (no lean)	6%	(41)	16%	(108)	7%	(47)	19%	(125)	52%	(351)	673
PID: Rep (no lean)	4%	(29)	14%	(93)	6%	(38)	24%	(154)	52%	(339)	653
PID/Gender: Dem Men	16%	(69)	25%	(102)	8%	(32)	15%	(63)	36%	(151)	417
PID/Gender: Dem Women	10%	(45)	14%	(66)	6%	(29)	15%	(68)	55%	(249)	457
PID/Gender: Ind Men	8%	(28)	19%	(64)	8%	(27)	19%	(67)	46%	(161)	347
PID/Gender: Ind Women	4%	(14)	13%	(44)	6%	(20)	18%	(59)	58%	(190)	326
PID/Gender: Rep Men	6%	(18)	19%	(56)	7%	(20)	27%	(79)	42%	(125)	298
PID/Gender: Rep Women	3%	(11)	11%	(38)	5%	(18)	21%	(75)	60%	(213)	355
Ideo: Liberal (1-3)	12%	(81)	22%	(142)	8%	(50)	15%	(100)	43%	(281)	654
Ideo: Moderate (4)	8%	(54)	18%	(116)	6%	(40)	17%	(113)	50%	(324)	647
Ideo: Conservative (5-7)	5%	(36)	13%	(91)	7%	(47)	23%	(158)	52%	(360)	692
Educ: < College	6%	(98)	15%	(223)	6%	(97)	20%	(300)	53%	(795)	1512
Educ: Bachelors degree	11%	(51)	20%	(88)	7%	(32)	15%	(67)	46%	(206)	444
Educ: Post-grad	14%	(35)	24%	(59)	7%	(17)	18%	(44)	37%	(89)	244
Income: Under 50k	7%	(90)	16%	(194)	7%	(84)	21%	(250)	49%	(599)	1218
Income: 50k-100k	8%	(56)	15%	(102)	5%	(36)	19%	(126)	53%	(359)	678
Income: 100k+	13%	(38)	24%	(74)	8%	(25)	11%	(35)	43%	(132)	304
Ethnicity: White	8%	(134)	16%	(272)	6%	(110)	19%	(331)	51%	(875)	1722
Ethnicity: Hispanic	13%	(45)	20%	(71)	9%	(32)	17%	(61)	40%	(140)	349

Continued on next page

Table MCEN6_9: How interested are you in the following movie theaters?
Landmark Theaters

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(184)	17%	(370)	7%	(146)	19%	(411)	50%	(1090)	2200
Ethnicity: Black	13%	(35)	22%	(60)	8%	(21)	16%	(45)	41%	(113)	274
Ethnicity: Other	7%	(14)	18%	(37)	7%	(15)	17%	(35)	50%	(102)	204
All Christian	8%	(80)	15%	(150)	6%	(56)	21%	(205)	50%	(499)	989
All Non-Christian	17%	(20)	26%	(31)	6%	(7)	18%	(21)	33%	(38)	116
Atheist	11%	(12)	25%	(27)	6%	(7)	12%	(13)	46%	(51)	109
Agnostic/Nothing in particular	7%	(43)	16%	(97)	8%	(50)	19%	(117)	50%	(301)	608
Something Else	8%	(29)	17%	(66)	7%	(27)	14%	(55)	53%	(201)	377
Religious Non-Protestant/Catholic	14%	(20)	24%	(33)	6%	(9)	20%	(27)	35%	(48)	136
Evangelical	11%	(58)	18%	(98)	8%	(42)	18%	(98)	45%	(241)	537
Non-Evangelical	6%	(49)	14%	(113)	5%	(39)	19%	(151)	56%	(442)	795
Community: Urban	14%	(95)	20%	(134)	8%	(54)	15%	(97)	42%	(278)	658
Community: Suburban	6%	(55)	17%	(163)	6%	(57)	19%	(177)	52%	(484)	936
Community: Rural	6%	(34)	12%	(72)	6%	(35)	23%	(136)	54%	(328)	606
Employ: Private Sector	11%	(80)	20%	(143)	6%	(46)	12%	(85)	51%	(364)	718
Employ: Government	16%	(20)	23%	(29)	8%	(11)	13%	(16)	40%	(50)	126
Employ: Self-Employed	12%	(23)	23%	(45)	8%	(15)	16%	(31)	40%	(77)	192
Employ: Homemaker	6%	(9)	13%	(20)	2%	(3)	20%	(30)	59%	(90)	153
Employ: Student	10%	(9)	20%	(17)	5%	(4)	17%	(15)	47%	(40)	85
Employ: Retired	3%	(16)	13%	(62)	5%	(27)	28%	(137)	51%	(252)	494
Employ: Unemployed	6%	(17)	12%	(33)	8%	(24)	25%	(69)	49%	(137)	280
Employ: Other	6%	(10)	14%	(21)	10%	(16)	18%	(27)	52%	(80)	153
Military HH: Yes	8%	(24)	14%	(43)	4%	(13)	22%	(66)	52%	(157)	303
Military HH: No	8%	(160)	17%	(326)	7%	(133)	18%	(345)	49%	(933)	1897
RD/WT: Right Direction	14%	(112)	19%	(158)	7%	(54)	17%	(136)	44%	(361)	820
RD/WT: Wrong Track	5%	(72)	15%	(212)	7%	(92)	20%	(275)	53%	(729)	1380
Biden Job Approve	11%	(118)	21%	(210)	7%	(72)	17%	(174)	44%	(449)	1023
Biden Job Disapprove	6%	(66)	14%	(152)	7%	(72)	20%	(220)	53%	(566)	1076

Continued on next page

Table MCEN6_9: *How interested are you in the following movie theaters?*
Landmark Theaters

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(184)	17%	(370)	7%	(146)	19%	(411)	50%	(1090)	2200
Biden Job Strongly Approve	16%	(70)	19%	(86)	7%	(30)	17%	(73)	41%	(180)	440
Biden Job Somewhat Approve	8%	(47)	21%	(124)	7%	(42)	17%	(101)	46%	(269)	583
Biden Job Somewhat Disapprove	9%	(28)	18%	(57)	9%	(30)	12%	(38)	52%	(166)	319
Biden Job Strongly Disapprove	5%	(38)	12%	(94)	6%	(42)	24%	(183)	53%	(400)	757
Favorable of Biden	11%	(117)	21%	(213)	7%	(69)	16%	(167)	45%	(457)	1024
Unfavorable of Biden	6%	(61)	14%	(144)	7%	(73)	22%	(227)	52%	(548)	1052
Very Favorable of Biden	14%	(63)	22%	(98)	5%	(22)	17%	(75)	43%	(195)	453
Somewhat Favorable of Biden	9%	(54)	20%	(115)	8%	(47)	16%	(92)	46%	(262)	571
Somewhat Unfavorable of Biden	10%	(26)	18%	(47)	8%	(21)	11%	(30)	53%	(142)	266
Very Unfavorable of Biden	4%	(35)	12%	(97)	7%	(52)	25%	(197)	52%	(406)	786
#1 Issue: Economy	9%	(85)	17%	(149)	7%	(62)	15%	(137)	52%	(468)	902
#1 Issue: Security	3%	(9)	18%	(48)	5%	(14)	24%	(65)	49%	(130)	266
#1 Issue: Health Care	14%	(39)	17%	(45)	10%	(27)	14%	(39)	45%	(122)	271
#1 Issue: Medicare / Social Security	5%	(14)	10%	(26)	6%	(16)	33%	(88)	47%	(127)	271
#1 Issue: Women's Issues	8%	(9)	23%	(27)	6%	(7)	9%	(11)	55%	(66)	121
#1 Issue: Education	12%	(9)	30%	(23)	3%	(2)	16%	(12)	39%	(30)	78
#1 Issue: Energy	9%	(15)	18%	(29)	10%	(15)	15%	(23)	48%	(78)	161
#1 Issue: Other	3%	(3)	16%	(21)	1%	(2)	27%	(35)	53%	(69)	130
2020 Vote: Joe Biden	13%	(124)	20%	(194)	7%	(72)	16%	(155)	45%	(438)	984
2020 Vote: Donald Trump	4%	(30)	13%	(88)	6%	(39)	22%	(151)	54%	(369)	677
2020 Vote: Other	5%	(4)	14%	(11)	7%	(6)	22%	(17)	52%	(40)	76
2020 Vote: Didn't Vote	6%	(26)	17%	(76)	6%	(29)	19%	(88)	52%	(241)	460
2018 House Vote: Democrat	12%	(93)	20%	(150)	8%	(58)	16%	(121)	45%	(344)	765
2018 House Vote: Republican	5%	(27)	14%	(80)	5%	(31)	22%	(127)	53%	(300)	565
2018 House Vote: Someone else	8%	(4)	23%	(13)	9%	(5)	13%	(8)	47%	(27)	58
2016 Vote: Hillary Clinton	11%	(80)	22%	(153)	7%	(51)	16%	(110)	44%	(304)	699
2016 Vote: Donald Trump	5%	(34)	13%	(84)	8%	(49)	23%	(151)	52%	(339)	657
2016 Vote: Other	11%	(12)	16%	(18)	5%	(5)	17%	(19)	51%	(55)	108
2016 Vote: Didn't Vote	8%	(59)	16%	(114)	5%	(40)	18%	(131)	53%	(392)	736

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Table MCEN6_9: *How interested are you in the following movie theaters?*
Landmark Theaters

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion	Total N
Adults	8%	(184)	17%	(370)	7%	(146)	19%	(411)	50% (1090)	2200
Voted in 2014: Yes	9%	(108)	17%	(211)	7%	(81)	18%	(224)	48% (588)	1212
Voted in 2014: No	8%	(76)	16%	(158)	7%	(64)	19%	(187)	51% (503)	988
4-Region: Northeast	7%	(27)	14%	(54)	7%	(26)	18%	(70)	55% (217)	394
4-Region: Midwest	5%	(25)	14%	(67)	6%	(30)	21%	(98)	52% (242)	462
4-Region: South	8%	(62)	18%	(147)	7%	(56)	18%	(150)	50% (408)	824
4-Region: West	13%	(69)	20%	(102)	7%	(34)	18%	(92)	43% (223)	520
Avid Film Fan	14%	(107)	20%	(153)	7%	(52)	13%	(102)	45% (340)	753
Casual Film Fan	6%	(69)	17%	(196)	7%	(81)	18%	(208)	53% (622)	1176
Film Fan	9%	(176)	18%	(348)	7%	(133)	16%	(310)	50% (962)	1930
Avid Moviegoer	29%	(63)	28%	(60)	12%	(27)	7%	(15)	24% (53)	218
Casual Moviegoer	8%	(107)	20%	(264)	6%	(80)	14%	(181)	53% (703)	1334
Moviegoer	11%	(170)	21%	(324)	7%	(107)	13%	(196)	49% (755)	1552

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

Table MCEN6_10: *How interested are you in the following movie theaters?*
Marcus Theaters

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(136)	11%	(235)	7%	(160)	19%	(408)	57%	(1260)	2200
Gender: Male	8%	(81)	14%	(146)	9%	(100)	20%	(211)	49%	(523)	1062
Gender: Female	5%	(55)	8%	(89)	5%	(60)	17%	(197)	65%	(737)	1138
Age: 18-34	9%	(62)	14%	(94)	10%	(67)	13%	(83)	53%	(349)	655
Age: 35-44	9%	(34)	17%	(61)	10%	(37)	16%	(58)	47%	(168)	358
Age: 45-64	3%	(26)	7%	(55)	4%	(32)	19%	(142)	66%	(496)	751
Age: 65+	3%	(14)	6%	(25)	6%	(25)	29%	(125)	57%	(247)	436
GenZers: 1997-2012	6%	(13)	15%	(34)	12%	(28)	17%	(39)	50%	(114)	227
Millennials: 1981-1996	10%	(69)	16%	(104)	10%	(64)	13%	(86)	52%	(345)	667
GenXers: 1965-1980	6%	(30)	8%	(43)	6%	(31)	18%	(93)	61%	(315)	513
Baby Boomers: 1946-1964	3%	(23)	7%	(51)	5%	(35)	21%	(150)	64%	(459)	717
PID: Dem (no lean)	8%	(73)	12%	(101)	8%	(71)	15%	(133)	57%	(495)	874
PID: Ind (no lean)	4%	(28)	11%	(71)	8%	(51)	20%	(132)	58%	(390)	673
PID: Rep (no lean)	5%	(34)	10%	(63)	6%	(38)	22%	(143)	57%	(375)	653
PID/Gender: Dem Men	12%	(50)	16%	(66)	11%	(46)	16%	(67)	45%	(187)	417
PID/Gender: Dem Women	5%	(24)	8%	(35)	5%	(25)	14%	(65)	67%	(307)	457
PID/Gender: Ind Men	4%	(15)	12%	(42)	9%	(32)	20%	(71)	54%	(187)	347
PID/Gender: Ind Women	4%	(13)	9%	(29)	6%	(20)	19%	(61)	62%	(203)	326
PID/Gender: Rep Men	6%	(17)	13%	(37)	7%	(22)	25%	(73)	50%	(149)	298
PID/Gender: Rep Women	5%	(18)	7%	(25)	4%	(16)	20%	(70)	64%	(227)	355
Ideo: Liberal (1-3)	7%	(48)	14%	(94)	8%	(49)	17%	(109)	54%	(354)	654
Ideo: Moderate (4)	7%	(47)	10%	(64)	7%	(43)	17%	(110)	59%	(383)	647
Ideo: Conservative (5-7)	6%	(40)	10%	(67)	7%	(47)	22%	(152)	56%	(385)	692
Educ: < College	5%	(79)	9%	(133)	7%	(112)	19%	(294)	59%	(894)	1512
Educ: Bachelors degree	7%	(33)	15%	(65)	8%	(33)	14%	(61)	56%	(251)	444
Educ: Post-grad	10%	(24)	15%	(37)	6%	(16)	21%	(52)	47%	(116)	244
Income: Under 50k	5%	(62)	9%	(113)	8%	(98)	20%	(248)	57%	(698)	1218
Income: 50k-100k	6%	(38)	10%	(65)	6%	(39)	18%	(122)	61%	(413)	678
Income: 100k+	12%	(36)	19%	(58)	8%	(23)	12%	(38)	49%	(149)	304
Ethnicity: White	6%	(108)	10%	(172)	6%	(112)	19%	(324)	58%	(1006)	1722
Ethnicity: Hispanic	7%	(23)	14%	(50)	14%	(48)	14%	(48)	52%	(180)	349

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Table MCEN6_10: How interested are you in the following movie theaters?

Marcus Theaters

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(136)	11%	(235)	7%	(160)	19%	(408)	57%	(1260)	2200
Ethnicity: Black	8%	(21)	13%	(35)	10%	(26)	20%	(54)	50%	(138)	274
Ethnicity: Other	3%	(7)	14%	(29)	11%	(22)	14%	(29)	57%	(116)	204
All Christian	7%	(72)	10%	(104)	6%	(64)	21%	(205)	55%	(545)	989
All Non-Christian	11%	(12)	13%	(16)	12%	(14)	18%	(21)	46%	(53)	116
Atheist	5%	(5)	15%	(16)	7%	(7)	17%	(19)	56%	(61)	109
Agnostic/Nothing in particular	5%	(27)	11%	(64)	7%	(44)	18%	(107)	60%	(365)	608
Something Else	5%	(19)	9%	(35)	8%	(31)	15%	(56)	62%	(235)	377
Religious Non-Protestant/Catholic	10%	(14)	12%	(17)	11%	(15)	20%	(28)	46%	(63)	136
Evangelical	8%	(41)	14%	(73)	8%	(45)	19%	(103)	51%	(275)	537
Non-Evangelical	6%	(46)	8%	(62)	6%	(49)	19%	(148)	62%	(491)	795
Community: Urban	10%	(66)	13%	(88)	9%	(59)	15%	(96)	53%	(349)	658
Community: Suburban	4%	(38)	10%	(97)	7%	(63)	20%	(188)	59%	(550)	936
Community: Rural	5%	(32)	8%	(50)	6%	(38)	20%	(124)	60%	(361)	606
Employ: Private Sector	9%	(63)	12%	(84)	7%	(48)	13%	(94)	60%	(428)	718
Employ: Government	9%	(11)	18%	(23)	11%	(14)	15%	(18)	47%	(59)	126
Employ: Self-Employed	6%	(12)	15%	(29)	9%	(18)	14%	(27)	55%	(106)	192
Employ: Homemaker	4%	(6)	8%	(12)	5%	(8)	19%	(29)	64%	(98)	153
Employ: Student	4%	(3)	16%	(14)	11%	(9)	16%	(13)	54%	(46)	85
Employ: Retired	3%	(16)	7%	(37)	5%	(22)	28%	(136)	57%	(282)	494
Employ: Unemployed	6%	(16)	7%	(20)	10%	(28)	22%	(60)	55%	(155)	280
Employ: Other	5%	(8)	11%	(17)	8%	(13)	20%	(30)	56%	(85)	153
Military HH: Yes	9%	(26)	7%	(23)	6%	(17)	23%	(71)	55%	(167)	303
Military HH: No	6%	(110)	11%	(213)	8%	(143)	18%	(337)	58%	(1093)	1897
RD/WT: Right Direction	9%	(73)	13%	(108)	8%	(69)	16%	(130)	54%	(441)	820
RD/WT: Wrong Track	5%	(63)	9%	(128)	7%	(92)	20%	(278)	59%	(819)	1380
Biden Job Approve	8%	(82)	13%	(132)	9%	(88)	17%	(170)	54%	(550)	1023
Biden Job Disapprove	4%	(47)	9%	(94)	6%	(68)	21%	(227)	59%	(640)	1076

Continued on next page

Table MCEN6_10: *How interested are you in the following movie theaters?*

Marcus Theaters

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(136)	11%	(235)	7%	(160)	19%	(408)	57%	(1260)	2200
Biden Job Strongly Approve	13%	(57)	14%	(60)	8%	(37)	15%	(68)	49%	(218)	440
Biden Job Somewhat Approve	4%	(26)	12%	(71)	9%	(51)	18%	(102)	57%	(332)	583
Biden Job Somewhat Disapprove	4%	(13)	12%	(39)	7%	(23)	13%	(40)	64%	(204)	319
Biden Job Strongly Disapprove	5%	(34)	7%	(56)	6%	(44)	25%	(187)	58%	(436)	757
Favorable of Biden	8%	(81)	14%	(139)	8%	(84)	16%	(163)	54%	(557)	1024
Unfavorable of Biden	5%	(50)	8%	(87)	6%	(66)	22%	(228)	59%	(621)	1052
Very Favorable of Biden	11%	(48)	15%	(66)	6%	(28)	16%	(72)	53%	(238)	453
Somewhat Favorable of Biden	6%	(33)	13%	(73)	10%	(56)	16%	(90)	56%	(319)	571
Somewhat Unfavorable of Biden	4%	(11)	10%	(26)	6%	(17)	12%	(32)	68%	(180)	266
Very Unfavorable of Biden	5%	(39)	8%	(61)	6%	(49)	25%	(196)	56%	(441)	786
#1 Issue: Economy	6%	(52)	11%	(101)	7%	(66)	17%	(149)	59%	(533)	902
#1 Issue: Security	6%	(15)	14%	(37)	9%	(23)	19%	(51)	53%	(140)	266
#1 Issue: Health Care	8%	(23)	11%	(29)	10%	(28)	15%	(41)	55%	(150)	271
#1 Issue: Medicare / Social Security	5%	(12)	7%	(19)	6%	(15)	31%	(84)	52%	(141)	271
#1 Issue: Women's Issues	7%	(8)	12%	(15)	3%	(4)	13%	(16)	65%	(78)	121
#1 Issue: Education	13%	(10)	10%	(8)	9%	(7)	15%	(11)	53%	(41)	78
#1 Issue: Energy	6%	(10)	10%	(17)	9%	(14)	12%	(19)	62%	(100)	161
#1 Issue: Other	3%	(4)	8%	(10)	1%	(1)	29%	(37)	59%	(77)	130
2020 Vote: Joe Biden	8%	(77)	12%	(116)	8%	(81)	16%	(161)	56%	(549)	984
2020 Vote: Donald Trump	5%	(34)	9%	(60)	6%	(39)	21%	(144)	59%	(400)	677
2020 Vote: Other	3%	(3)	12%	(9)	4%	(3)	25%	(19)	55%	(42)	76
2020 Vote: Didn't Vote	5%	(22)	11%	(49)	8%	(37)	18%	(84)	58%	(268)	460
2018 House Vote: Democrat	8%	(59)	10%	(79)	9%	(67)	16%	(124)	57%	(436)	765
2018 House Vote: Republican	4%	(24)	10%	(57)	5%	(28)	22%	(125)	59%	(331)	565
2018 House Vote: Someone else	3%	(2)	12%	(7)	7%	(4)	24%	(14)	55%	(32)	58
2016 Vote: Hillary Clinton	7%	(51)	11%	(76)	8%	(56)	16%	(111)	58%	(404)	699
2016 Vote: Donald Trump	5%	(31)	11%	(69)	6%	(42)	23%	(154)	55%	(361)	657
2016 Vote: Other	5%	(6)	12%	(13)	7%	(8)	19%	(21)	57%	(61)	108
2016 Vote: Didn't Vote	6%	(47)	11%	(77)	7%	(55)	17%	(122)	59%	(434)	736

Continued on next page

Table MCEN6_10: *How interested are you in the following movie theaters?*

Marcus Theaters

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(136)	11%	(235)	7%	(160)	19%	(408)	57%	(1260)	2200
Voted in 2014: Yes	6%	(78)	10%	(124)	7%	(88)	18%	(219)	58%	(704)	1212
Voted in 2014: No	6%	(58)	11%	(112)	7%	(73)	19%	(189)	56%	(556)	988
4-Region: Northeast	4%	(17)	8%	(33)	8%	(30)	17%	(68)	62%	(246)	394
4-Region: Midwest	12%	(58)	13%	(62)	6%	(26)	19%	(88)	50%	(229)	462
4-Region: South	4%	(35)	9%	(78)	8%	(64)	18%	(147)	61%	(499)	824
4-Region: West	5%	(26)	12%	(62)	8%	(41)	20%	(104)	55%	(286)	520
Avid Film Fan	9%	(69)	12%	(89)	8%	(60)	13%	(100)	58%	(436)	753
Casual Film Fan	5%	(57)	11%	(129)	8%	(90)	18%	(210)	59%	(690)	1176
Film Fan	7%	(127)	11%	(218)	8%	(149)	16%	(310)	58%	(1126)	1930
Avid Moviegoer	20%	(44)	27%	(59)	13%	(29)	10%	(23)	29%	(63)	218
Casual Moviegoer	6%	(78)	10%	(139)	7%	(96)	13%	(173)	64%	(848)	1334
Moviegoer	8%	(122)	13%	(198)	8%	(125)	13%	(196)	59%	(911)	1552

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

Table MCEN6_11: *How interested are you in the following movie theaters?*

Regal Cinemas

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	27%	(596)	28%	(607)	8%	(174)	13%	(294)	24%	(529)	2200
Gender: Male	25%	(270)	30%	(317)	9%	(94)	14%	(147)	22%	(233)	1062
Gender: Female	29%	(326)	25%	(289)	7%	(80)	13%	(148)	26%	(296)	1138
Age: 18-34	31%	(204)	27%	(176)	10%	(63)	8%	(53)	24%	(158)	655
Age: 35-44	35%	(126)	32%	(115)	8%	(28)	6%	(20)	19%	(69)	358
Age: 45-64	24%	(183)	28%	(211)	7%	(50)	14%	(107)	27%	(201)	751
Age: 65+	19%	(83)	24%	(105)	8%	(33)	26%	(114)	23%	(101)	436
GenZers: 1997-2012	23%	(53)	26%	(60)	8%	(18)	10%	(23)	32%	(73)	227
Millennials: 1981-1996	35%	(232)	29%	(197)	10%	(65)	6%	(42)	20%	(131)	667
GenXers: 1965-1980	28%	(142)	27%	(140)	6%	(32)	12%	(62)	26%	(135)	513
Baby Boomers: 1946-1964	22%	(156)	28%	(200)	8%	(55)	18%	(132)	24%	(174)	717
PID: Dem (no lean)	32%	(281)	28%	(245)	9%	(77)	10%	(90)	21%	(181)	874
PID: Ind (no lean)	21%	(139)	31%	(207)	9%	(61)	13%	(90)	26%	(176)	673
PID: Rep (no lean)	27%	(176)	24%	(155)	6%	(37)	17%	(114)	26%	(171)	653
PID/Gender: Dem Men	31%	(131)	30%	(123)	9%	(39)	10%	(44)	19%	(80)	417
PID/Gender: Dem Women	33%	(150)	27%	(122)	8%	(38)	10%	(47)	22%	(101)	457
PID/Gender: Ind Men	16%	(57)	34%	(119)	10%	(34)	14%	(49)	26%	(89)	347
PID/Gender: Ind Women	25%	(82)	27%	(88)	8%	(27)	13%	(41)	27%	(88)	326
PID/Gender: Rep Men	28%	(82)	25%	(76)	7%	(21)	18%	(54)	22%	(64)	298
PID/Gender: Rep Women	26%	(94)	22%	(80)	4%	(15)	17%	(59)	30%	(107)	355
Ideo: Liberal (1-3)	29%	(191)	30%	(196)	10%	(66)	11%	(72)	20%	(129)	654
Ideo: Moderate (4)	27%	(172)	29%	(187)	9%	(58)	12%	(79)	23%	(151)	647
Ideo: Conservative (5-7)	28%	(196)	26%	(182)	5%	(34)	17%	(119)	23%	(160)	692
Educ: < College	26%	(398)	24%	(369)	8%	(120)	14%	(217)	27%	(409)	1512
Educ: Bachelors degree	28%	(125)	34%	(152)	8%	(37)	11%	(48)	18%	(81)	444
Educ: Post-grad	30%	(73)	35%	(86)	7%	(18)	12%	(30)	16%	(38)	244
Income: Under 50k	26%	(314)	24%	(295)	8%	(100)	14%	(171)	28%	(339)	1218
Income: 50k-100k	28%	(192)	30%	(200)	7%	(49)	13%	(91)	21%	(145)	678
Income: 100k+	29%	(89)	37%	(112)	8%	(26)	10%	(32)	15%	(45)	304
Ethnicity: White	26%	(445)	28%	(480)	8%	(142)	14%	(243)	24%	(412)	1722
Ethnicity: Hispanic	32%	(112)	22%	(78)	15%	(52)	9%	(32)	22%	(76)	349

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Table MCEN6_11: How interested are you in the following movie theaters?
Regal Cinemas

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	27%	(596)	28%	(607)	8%	(174)	13%	(294)	24%	(529)	2200
Ethnicity: Black	36%	(98)	27%	(75)	6%	(15)	9%	(26)	22%	(60)	274
Ethnicity: Other	26%	(53)	26%	(52)	8%	(16)	13%	(26)	28%	(57)	204
All Christian	27%	(271)	27%	(269)	8%	(81)	15%	(150)	22%	(218)	989
All Non-Christian	34%	(40)	30%	(36)	12%	(14)	7%	(8)	16%	(19)	116
Atheist	27%	(30)	30%	(33)	10%	(11)	12%	(14)	20%	(22)	109
Agnostic/Nothing in particular	23%	(143)	29%	(176)	8%	(51)	13%	(77)	27%	(162)	608
Something Else	30%	(112)	25%	(94)	5%	(17)	12%	(46)	29%	(108)	377
Religious Non-Protestant/Catholic	31%	(43)	30%	(41)	11%	(16)	10%	(14)	17%	(24)	136
Evangelical	33%	(175)	24%	(129)	7%	(36)	14%	(75)	23%	(122)	537
Non-Evangelical	26%	(205)	28%	(222)	8%	(61)	14%	(112)	25%	(195)	795
Community: Urban	33%	(214)	26%	(169)	9%	(56)	10%	(64)	24%	(155)	658
Community: Suburban	27%	(256)	29%	(271)	8%	(75)	14%	(136)	21%	(199)	936
Community: Rural	21%	(126)	28%	(167)	7%	(43)	16%	(95)	29%	(175)	606
Employ: Private Sector	32%	(230)	33%	(234)	7%	(51)	7%	(53)	21%	(150)	718
Employ: Government	36%	(45)	29%	(36)	8%	(10)	13%	(16)	15%	(19)	126
Employ: Self-Employed	33%	(63)	25%	(48)	12%	(23)	12%	(22)	18%	(35)	192
Employ: Homemaker	26%	(40)	30%	(46)	6%	(10)	10%	(16)	27%	(41)	153
Employ: Student	20%	(17)	32%	(27)	8%	(7)	11%	(10)	29%	(24)	85
Employ: Retired	21%	(104)	26%	(127)	6%	(30)	23%	(116)	24%	(117)	494
Employ: Unemployed	26%	(72)	20%	(57)	8%	(21)	15%	(41)	32%	(90)	280
Employ: Other	16%	(24)	21%	(32)	15%	(23)	15%	(22)	34%	(52)	153
Military HH: Yes	27%	(83)	24%	(74)	7%	(21)	19%	(59)	22%	(67)	303
Military HH: No	27%	(513)	28%	(533)	8%	(153)	12%	(236)	24%	(462)	1897
RD/WT: Right Direction	31%	(256)	29%	(235)	8%	(65)	12%	(97)	20%	(167)	820
RD/WT: Wrong Track	25%	(340)	27%	(371)	8%	(110)	14%	(197)	26%	(362)	1380
Biden Job Approve	31%	(317)	29%	(294)	9%	(95)	12%	(120)	19%	(196)	1023
Biden Job Disapprove	25%	(268)	26%	(285)	7%	(78)	15%	(160)	27%	(285)	1076

Continued on next page

Table MCEN6_11: *How interested are you in the following movie theaters?*
Regal Cinemas

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	27%	(596)	28%	(607)	8%	(174)	13%	(294)	24%	(529)	2200
Biden Job Strongly Approve	34%	(151)	25%	(111)	8%	(35)	14%	(60)	19%	(83)	440
Biden Job Somewhat Approve	28%	(166)	31%	(183)	10%	(61)	10%	(61)	19%	(112)	583
Biden Job Somewhat Disapprove	28%	(89)	30%	(95)	10%	(31)	7%	(24)	25%	(80)	319
Biden Job Strongly Disapprove	24%	(179)	25%	(190)	6%	(47)	18%	(136)	27%	(205)	757
Favorable of Biden	31%	(314)	30%	(304)	9%	(91)	11%	(116)	19%	(198)	1024
Unfavorable of Biden	24%	(257)	27%	(279)	7%	(78)	15%	(162)	26%	(276)	1052
Very Favorable of Biden	34%	(153)	27%	(122)	6%	(27)	13%	(57)	21%	(93)	453
Somewhat Favorable of Biden	28%	(161)	32%	(182)	11%	(64)	10%	(59)	18%	(105)	571
Somewhat Unfavorable of Biden	27%	(73)	28%	(74)	10%	(27)	7%	(20)	27%	(73)	266
Very Unfavorable of Biden	23%	(185)	26%	(205)	6%	(51)	18%	(142)	26%	(203)	786
#1 Issue: Economy	28%	(255)	30%	(271)	7%	(64)	10%	(93)	24%	(220)	902
#1 Issue: Security	25%	(65)	25%	(66)	7%	(20)	19%	(49)	25%	(65)	266
#1 Issue: Health Care	32%	(86)	28%	(75)	9%	(25)	8%	(21)	23%	(64)	271
#1 Issue: Medicare / Social Security	21%	(58)	22%	(60)	8%	(21)	24%	(65)	25%	(68)	271
#1 Issue: Women's Issues	33%	(40)	27%	(32)	8%	(10)	11%	(14)	21%	(25)	121
#1 Issue: Education	29%	(22)	23%	(18)	12%	(9)	11%	(8)	25%	(20)	78
#1 Issue: Energy	26%	(41)	31%	(50)	11%	(17)	8%	(13)	24%	(39)	161
#1 Issue: Other	22%	(28)	26%	(34)	6%	(8)	24%	(31)	22%	(29)	130
2020 Vote: Joe Biden	31%	(305)	30%	(299)	9%	(89)	11%	(104)	19%	(188)	984
2020 Vote: Donald Trump	27%	(180)	26%	(179)	5%	(37)	17%	(116)	24%	(165)	677
2020 Vote: Other	18%	(14)	38%	(29)	11%	(8)	8%	(6)	25%	(19)	76
2020 Vote: Didn't Vote	21%	(97)	22%	(99)	9%	(41)	15%	(68)	34%	(156)	460
2018 House Vote: Democrat	32%	(245)	30%	(227)	9%	(67)	11%	(87)	18%	(140)	765
2018 House Vote: Republican	27%	(152)	30%	(169)	4%	(25)	17%	(94)	22%	(125)	565
2018 House Vote: Someone else	17%	(10)	49%	(29)	4%	(2)	10%	(6)	20%	(12)	58
2016 Vote: Hillary Clinton	33%	(230)	29%	(203)	8%	(59)	11%	(79)	18%	(129)	699
2016 Vote: Donald Trump	25%	(167)	29%	(191)	6%	(38)	17%	(112)	23%	(149)	657
2016 Vote: Other	21%	(23)	39%	(42)	6%	(7)	13%	(14)	21%	(22)	108
2016 Vote: Didn't Vote	24%	(176)	23%	(171)	10%	(71)	12%	(89)	31%	(228)	736

Continued on next page

Table MCEN6_11: *How interested are you in the following movie theaters?*
Regal Cinemas

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	27%	(596)	28%	(607)	8%	(174)	13%	(294)	24%	(529)	2200
Voted in 2014: Yes	29%	(349)	30%	(360)	7%	(83)	14%	(171)	20%	(248)	1212
Voted in 2014: No	25%	(247)	25%	(247)	9%	(91)	12%	(123)	28%	(280)	988
4-Region: Northeast	30%	(116)	29%	(114)	8%	(31)	11%	(42)	23%	(90)	394
4-Region: Midwest	21%	(96)	23%	(107)	8%	(37)	15%	(70)	33%	(152)	462
4-Region: South	28%	(233)	29%	(241)	7%	(60)	14%	(112)	22%	(178)	824
4-Region: West	29%	(151)	28%	(144)	9%	(47)	13%	(70)	21%	(108)	520
Avid Film Fan	41%	(308)	28%	(212)	7%	(51)	7%	(53)	17%	(129)	753
Casual Film Fan	21%	(251)	30%	(350)	9%	(102)	13%	(153)	27%	(320)	1176
Film Fan	29%	(559)	29%	(562)	8%	(153)	11%	(206)	23%	(449)	1930
Avid Moviegoer	41%	(90)	30%	(66)	13%	(29)	1%	(2)	14%	(30)	218
Casual Moviegoer	33%	(438)	30%	(406)	7%	(89)	7%	(92)	23%	(309)	1334
Moviegoer	34%	(528)	30%	(472)	8%	(119)	6%	(94)	22%	(339)	1552

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

Table MCEN6_12: *How interested are you in the following movie theaters?*
Southern Theaters

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	4%	(93)	10%	(213)	7%	(149)	20%	(436)	59%	(1308)	2200
Gender: Male	6%	(64)	13%	(133)	10%	(101)	21%	(225)	51%	(538)	1062
Gender: Female	3%	(29)	7%	(81)	4%	(48)	18%	(210)	68%	(770)	1138
Age: 18-34	7%	(46)	16%	(104)	9%	(62)	14%	(93)	54%	(351)	655
Age: 35-44	7%	(24)	17%	(62)	9%	(34)	16%	(56)	51%	(182)	358
Age: 45-64	3%	(21)	4%	(32)	5%	(36)	20%	(151)	68%	(511)	751
Age: 65+	—	(2)	3%	(15)	4%	(18)	31%	(136)	61%	(265)	436
GenZers: 1997-2012	4%	(9)	14%	(31)	13%	(29)	18%	(42)	51%	(117)	227
Millennials: 1981-1996	8%	(56)	18%	(117)	8%	(54)	14%	(92)	52%	(349)	667
GenXers: 1965-1980	3%	(18)	7%	(37)	7%	(34)	19%	(97)	64%	(326)	513
Baby Boomers: 1946-1964	1%	(10)	4%	(26)	4%	(31)	23%	(165)	68%	(485)	717
PID: Dem (no lean)	7%	(60)	11%	(98)	7%	(61)	17%	(146)	58%	(509)	874
PID: Ind (no lean)	2%	(12)	8%	(52)	8%	(53)	21%	(140)	62%	(416)	673
PID: Rep (no lean)	3%	(21)	10%	(63)	5%	(36)	23%	(150)	59%	(383)	653
PID/Gender: Dem Men	10%	(44)	17%	(71)	9%	(37)	18%	(76)	45%	(189)	417
PID/Gender: Dem Women	3%	(16)	6%	(27)	5%	(24)	15%	(71)	70%	(320)	457
PID/Gender: Ind Men	2%	(6)	8%	(29)	11%	(36)	22%	(75)	58%	(200)	347
PID/Gender: Ind Women	2%	(6)	7%	(23)	5%	(16)	20%	(65)	66%	(216)	326
PID/Gender: Rep Men	5%	(14)	11%	(32)	9%	(28)	25%	(75)	50%	(149)	298
PID/Gender: Rep Women	2%	(7)	9%	(30)	2%	(8)	21%	(75)	66%	(235)	355
Ideo: Liberal (1-3)	6%	(41)	12%	(76)	7%	(44)	17%	(114)	58%	(379)	654
Ideo: Moderate (4)	4%	(28)	11%	(69)	8%	(52)	18%	(117)	59%	(379)	647
Ideo: Conservative (5-7)	3%	(22)	9%	(60)	6%	(43)	23%	(161)	59%	(406)	692
Educ: < College	3%	(49)	9%	(132)	7%	(111)	21%	(313)	60%	(906)	1512
Educ: Bachelors degree	6%	(25)	11%	(48)	6%	(26)	16%	(71)	62%	(274)	444
Educ: Post-grad	8%	(19)	14%	(34)	5%	(12)	21%	(52)	52%	(128)	244
Income: Under 50k	3%	(39)	9%	(114)	7%	(88)	21%	(259)	59%	(719)	1218
Income: 50k-100k	4%	(27)	7%	(49)	6%	(43)	19%	(131)	63%	(428)	678
Income: 100k+	9%	(27)	17%	(51)	6%	(19)	15%	(46)	53%	(161)	304
Ethnicity: White	4%	(68)	9%	(159)	6%	(105)	20%	(343)	61%	(1046)	1722
Ethnicity: Hispanic	7%	(23)	14%	(48)	13%	(45)	16%	(55)	51%	(178)	349

Continued on next page

Table MCEN6_12: How interested are you in the following movie theaters?
Southern Theaters

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	4%	(93)	10%	(213)	7%	(149)	20%	(436)	59%	(1308)	2200
Ethnicity: Black	7%	(20)	11%	(31)	10%	(27)	21%	(58)	50%	(137)	274
Ethnicity: Other	2%	(5)	11%	(22)	8%	(17)	17%	(35)	61%	(125)	204
All Christian	5%	(52)	10%	(95)	6%	(60)	21%	(211)	58%	(572)	989
All Non-Christian	7%	(8)	18%	(21)	5%	(6)	19%	(23)	50%	(58)	116
Atheist	6%	(6)	14%	(15)	7%	(8)	17%	(18)	57%	(62)	109
Agnostic/Nothing in particular	2%	(14)	8%	(48)	7%	(42)	20%	(124)	63%	(380)	608
Something Else	4%	(14)	9%	(34)	9%	(33)	16%	(60)	63%	(236)	377
Religious Non-Protestant/Catholic	6%	(8)	17%	(24)	6%	(8)	21%	(29)	50%	(68)	136
Evangelical	7%	(40)	12%	(66)	10%	(52)	18%	(96)	53%	(285)	537
Non-Evangelical	3%	(24)	7%	(60)	5%	(40)	21%	(166)	64%	(507)	795
Community: Urban	7%	(44)	15%	(96)	7%	(48)	17%	(113)	54%	(357)	658
Community: Suburban	3%	(29)	8%	(73)	6%	(60)	21%	(200)	61%	(574)	936
Community: Rural	3%	(20)	7%	(45)	7%	(41)	20%	(123)	62%	(377)	606
Employ: Private Sector	7%	(49)	11%	(80)	5%	(39)	15%	(108)	62%	(442)	718
Employ: Government	10%	(13)	16%	(20)	12%	(15)	14%	(17)	48%	(60)	126
Employ: Self-Employed	6%	(11)	15%	(30)	8%	(15)	16%	(31)	55%	(105)	192
Employ: Homemaker	4%	(5)	8%	(12)	4%	(7)	19%	(29)	66%	(100)	153
Employ: Student	7%	(6)	12%	(10)	17%	(14)	18%	(15)	47%	(40)	85
Employ: Retired	1%	(4)	4%	(21)	4%	(21)	28%	(138)	63%	(310)	494
Employ: Unemployed	1%	(3)	9%	(25)	8%	(23)	24%	(66)	58%	(163)	280
Employ: Other	1%	(1)	10%	(16)	10%	(16)	21%	(32)	57%	(88)	153
Military HH: Yes	4%	(11)	8%	(25)	5%	(16)	23%	(70)	60%	(181)	303
Military HH: No	4%	(82)	10%	(189)	7%	(133)	19%	(366)	59%	(1127)	1897
RD/WT: Right Direction	7%	(57)	12%	(98)	8%	(66)	17%	(139)	56%	(459)	820
RD/WT: Wrong Track	3%	(36)	8%	(115)	6%	(83)	22%	(297)	62%	(849)	1380
Biden Job Approve	6%	(62)	11%	(113)	7%	(73)	19%	(195)	57%	(579)	1023
Biden Job Disapprove	3%	(31)	8%	(90)	7%	(73)	21%	(228)	61%	(653)	1076

Continued on next page

Table MCEN6_12: *How interested are you in the following movie theaters?*
Southern Theaters

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	4%	(93)	10%	(213)	7%	(149)	20%	(436)	59%	(1308)	2200
Biden Job Strongly Approve	10%	(44)	13%	(59)	8%	(34)	19%	(82)	50%	(222)	440
Biden Job Somewhat Approve	3%	(18)	9%	(54)	7%	(40)	19%	(113)	61%	(358)	583
Biden Job Somewhat Disapprove	4%	(11)	10%	(32)	10%	(30)	11%	(35)	66%	(210)	319
Biden Job Strongly Disapprove	3%	(20)	8%	(58)	6%	(43)	25%	(193)	59%	(443)	757
Favorable of Biden	6%	(63)	12%	(122)	7%	(69)	18%	(188)	57%	(583)	1024
Unfavorable of Biden	3%	(30)	8%	(83)	7%	(75)	22%	(231)	60%	(633)	1052
Very Favorable of Biden	10%	(44)	12%	(57)	6%	(28)	19%	(84)	53%	(240)	453
Somewhat Favorable of Biden	3%	(19)	11%	(65)	7%	(41)	18%	(103)	60%	(342)	571
Somewhat Unfavorable of Biden	4%	(10)	8%	(22)	10%	(26)	12%	(31)	67%	(178)	266
Very Unfavorable of Biden	3%	(21)	8%	(61)	6%	(48)	25%	(200)	58%	(456)	786
#1 Issue: Economy	5%	(44)	9%	(82)	8%	(70)	17%	(158)	61%	(549)	902
#1 Issue: Security	5%	(14)	13%	(34)	7%	(17)	22%	(58)	54%	(143)	266
#1 Issue: Health Care	2%	(6)	15%	(41)	7%	(20)	18%	(49)	57%	(155)	271
#1 Issue: Medicare / Social Security	2%	(5)	5%	(14)	6%	(15)	31%	(84)	57%	(154)	271
#1 Issue: Women's Issues	5%	(6)	10%	(12)	5%	(7)	13%	(15)	66%	(81)	121
#1 Issue: Education	13%	(10)	12%	(9)	9%	(7)	11%	(8)	55%	(43)	78
#1 Issue: Energy	5%	(8)	8%	(13)	7%	(11)	14%	(23)	66%	(106)	161
#1 Issue: Other	—	(0)	7%	(9)	2%	(2)	31%	(40)	61%	(79)	130
2020 Vote: Joe Biden	6%	(55)	10%	(99)	8%	(79)	18%	(176)	58%	(576)	984
2020 Vote: Donald Trump	4%	(24)	8%	(54)	5%	(35)	22%	(146)	62%	(417)	677
2020 Vote: Other	—	(0)	10%	(7)	4%	(3)	26%	(20)	60%	(46)	76
2020 Vote: Didn't Vote	3%	(14)	11%	(53)	7%	(32)	20%	(94)	58%	(267)	460
2018 House Vote: Democrat	5%	(35)	10%	(74)	7%	(52)	19%	(144)	60%	(460)	765
2018 House Vote: Republican	4%	(20)	7%	(41)	6%	(35)	22%	(124)	61%	(345)	565
2018 House Vote: Someone else	1%	(1)	8%	(5)	6%	(4)	22%	(13)	63%	(37)	58
2016 Vote: Hillary Clinton	5%	(32)	10%	(71)	7%	(46)	19%	(130)	60%	(420)	699
2016 Vote: Donald Trump	4%	(28)	8%	(52)	5%	(34)	25%	(162)	58%	(381)	657
2016 Vote: Other	2%	(2)	6%	(7)	4%	(5)	18%	(19)	70%	(76)	108
2016 Vote: Didn't Vote	4%	(31)	11%	(83)	9%	(65)	17%	(125)	59%	(432)	736

Continued on next page

Table MCEN6_12: *How interested are you in the following movie theaters?*
Southern Theaters

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	4%	(93)	10%	(213)	7%	(149)	20%	(436)	59%	(1308)	2200
Voted in 2014: Yes	4%	(51)	9%	(104)	6%	(70)	20%	(246)	61%	(741)	1212
Voted in 2014: No	4%	(42)	11%	(109)	8%	(79)	19%	(190)	57%	(567)	988
4-Region: Northeast	4%	(17)	8%	(32)	5%	(18)	21%	(83)	62%	(244)	394
4-Region: Midwest	2%	(11)	7%	(32)	7%	(31)	21%	(99)	63%	(289)	462
4-Region: South	5%	(38)	12%	(102)	7%	(55)	18%	(146)	59%	(483)	824
4-Region: West	5%	(27)	9%	(47)	9%	(45)	21%	(108)	56%	(292)	520
Avid Film Fan	8%	(59)	12%	(93)	6%	(49)	15%	(117)	58%	(436)	753
Casual Film Fan	3%	(30)	9%	(107)	7%	(82)	19%	(221)	63%	(735)	1176
Film Fan	5%	(89)	10%	(200)	7%	(131)	18%	(338)	61%	(1172)	1930
Avid Moviegoer	21%	(45)	30%	(66)	10%	(22)	12%	(26)	27%	(59)	218
Casual Moviegoer	3%	(42)	9%	(115)	7%	(99)	15%	(194)	66%	(884)	1334
Moviegoer	6%	(87)	12%	(180)	8%	(121)	14%	(220)	61%	(943)	1552

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

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

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	34%	(753)	53%	(1176)	12%	(270)	2200
Gender: Male	40%	(429)	49%	(521)	11%	(112)	1062
Gender: Female	28%	(324)	58%	(655)	14%	(159)	1138
Age: 18-34	40%	(263)	49%	(323)	11%	(70)	655
Age: 35-44	44%	(156)	48%	(170)	9%	(32)	358
Age: 45-64	32%	(244)	57%	(425)	11%	(82)	751
Age: 65+	21%	(91)	59%	(259)	20%	(87)	436
GenZers: 1997-2012	33%	(76)	56%	(128)	10%	(24)	227
Millennials: 1981-1996	44%	(294)	46%	(307)	10%	(66)	667
GenXers: 1965-1980	37%	(192)	53%	(273)	9%	(48)	513
Baby Boomers: 1946-1964	25%	(178)	60%	(430)	15%	(108)	717
PID: Dem (no lean)	43%	(380)	48%	(423)	8%	(71)	874
PID: Ind (no lean)	30%	(201)	57%	(383)	13%	(89)	673
PID: Rep (no lean)	26%	(173)	57%	(369)	17%	(111)	653
PID/Gender: Dem Men	52%	(215)	44%	(185)	4%	(16)	417
PID/Gender: Dem Women	36%	(165)	52%	(238)	12%	(54)	457
PID/Gender: Ind Men	35%	(120)	55%	(190)	11%	(37)	347
PID/Gender: Ind Women	25%	(81)	59%	(194)	16%	(52)	326
PID/Gender: Rep Men	31%	(94)	49%	(146)	20%	(58)	298
PID/Gender: Rep Women	22%	(79)	63%	(224)	15%	(53)	355
Ideo: Liberal (1-3)	47%	(308)	48%	(313)	5%	(34)	654
Ideo: Moderate (4)	33%	(215)	54%	(347)	13%	(84)	647
Ideo: Conservative (5-7)	27%	(184)	58%	(403)	15%	(105)	692
Educ: < College	32%	(486)	54%	(815)	14%	(211)	1512
Educ: Bachelors degree	38%	(169)	53%	(237)	9%	(38)	444
Educ: Post-grad	40%	(98)	51%	(125)	9%	(21)	244
Income: Under 50k	32%	(389)	53%	(650)	15%	(179)	1218
Income: 50k-100k	36%	(243)	54%	(368)	10%	(67)	678
Income: 100k+	40%	(121)	52%	(158)	8%	(25)	304
Ethnicity: White	33%	(571)	54%	(931)	13%	(220)	1722
Ethnicity: Hispanic	43%	(152)	47%	(165)	9%	(32)	349
Ethnicity: Black	41%	(113)	50%	(138)	8%	(23)	274

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

Film

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	34%	(753)	53%	(1176)	12%	(270)	2200
Ethnicity: Other	34%	(69)	53%	(108)	13%	(27)	204
All Christian	33%	(328)	55%	(544)	12%	(117)	989
All Non-Christian	43%	(51)	47%	(55)	9%	(11)	116
Atheist	38%	(42)	53%	(58)	9%	(10)	109
Agnostic/Nothing in particular	37%	(225)	50%	(304)	13%	(80)	608
Something Else	29%	(108)	57%	(216)	14%	(53)	377
Religious Non-Protestant/Catholic	43%	(58)	49%	(67)	8%	(11)	136
Evangelical	30%	(163)	57%	(305)	13%	(69)	537
Non-Evangelical	33%	(260)	55%	(437)	12%	(98)	795
Community: Urban	41%	(268)	51%	(334)	9%	(57)	658
Community: Suburban	34%	(319)	54%	(506)	12%	(111)	936
Community: Rural	27%	(166)	56%	(337)	17%	(103)	606
Employ: Private Sector	41%	(293)	51%	(367)	8%	(58)	718
Employ: Government	37%	(46)	47%	(59)	16%	(20)	126
Employ: Self-Employed	37%	(70)	55%	(106)	8%	(15)	192
Employ: Homemaker	38%	(58)	45%	(68)	17%	(26)	153
Employ: Student	42%	(36)	52%	(44)	6%	(5)	85
Employ: Retired	25%	(124)	57%	(283)	18%	(87)	494
Employ: Unemployed	29%	(82)	60%	(168)	11%	(30)	280
Employ: Other	28%	(44)	52%	(80)	19%	(29)	153
Military HH: Yes	30%	(92)	53%	(162)	16%	(49)	303
Military HH: No	35%	(661)	53%	(1014)	12%	(221)	1897
RD/WT: Right Direction	42%	(344)	49%	(406)	9%	(70)	820
RD/WT: Wrong Track	30%	(409)	56%	(771)	14%	(200)	1380
Biden Job Approve	44%	(448)	48%	(489)	8%	(86)	1023
Biden Job Disapprove	27%	(286)	58%	(624)	15%	(166)	1076
Biden Job Strongly Approve	48%	(210)	46%	(201)	7%	(30)	440
Biden Job Somewhat Approve	41%	(239)	49%	(288)	10%	(56)	583
Biden Job Somewhat Disapprove	30%	(94)	57%	(183)	13%	(42)	319
Biden Job Strongly Disapprove	25%	(192)	58%	(441)	16%	(124)	757

Continued on next page

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

Film

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	34%	(753)	53%	(1176)	12%	(270)	2200
Favorable of Biden	43%	(444)	48%	(489)	9%	(91)	1024
Unfavorable of Biden	27%	(282)	58%	(611)	15%	(159)	1052
Very Favorable of Biden	47%	(211)	47%	(211)	7%	(31)	453
Somewhat Favorable of Biden	41%	(232)	49%	(278)	11%	(61)	571
Somewhat Unfavorable of Biden	33%	(88)	56%	(150)	11%	(28)	266
Very Unfavorable of Biden	25%	(194)	59%	(461)	17%	(131)	786
#1 Issue: Economy	35%	(319)	54%	(486)	11%	(97)	902
#1 Issue: Security	26%	(70)	56%	(150)	17%	(46)	266
#1 Issue: Health Care	42%	(113)	48%	(129)	11%	(29)	271
#1 Issue: Medicare / Social Security	25%	(68)	59%	(161)	16%	(43)	271
#1 Issue: Women's Issues	42%	(51)	50%	(61)	8%	(9)	121
#1 Issue: Education	39%	(30)	48%	(37)	13%	(10)	78
#1 Issue: Energy	41%	(66)	49%	(79)	10%	(16)	161
#1 Issue: Other	28%	(37)	56%	(73)	15%	(20)	130
2020 Vote: Joe Biden	44%	(432)	48%	(477)	8%	(75)	984
2020 Vote: Donald Trump	26%	(174)	56%	(381)	18%	(122)	677
2020 Vote: Other	28%	(22)	63%	(48)	9%	(7)	76
2020 Vote: Didn't Vote	27%	(126)	58%	(268)	14%	(66)	460
2018 House Vote: Democrat	44%	(334)	50%	(380)	7%	(51)	765
2018 House Vote: Republican	25%	(142)	58%	(327)	17%	(96)	565
2018 House Vote: Someone else	40%	(23)	43%	(25)	16%	(9)	58
2016 Vote: Hillary Clinton	43%	(302)	49%	(345)	7%	(52)	699
2016 Vote: Donald Trump	27%	(175)	58%	(382)	15%	(100)	657
2016 Vote: Other	31%	(34)	56%	(60)	13%	(14)	108
2016 Vote: Didn't Vote	33%	(243)	53%	(389)	14%	(104)	736
Voted in 2014: Yes	36%	(436)	53%	(638)	11%	(138)	1212
Voted in 2014: No	32%	(318)	54%	(538)	13%	(132)	988
4-Region: Northeast	36%	(142)	53%	(207)	11%	(45)	394
4-Region: Midwest	30%	(138)	59%	(271)	12%	(53)	462
4-Region: South	35%	(286)	51%	(423)	14%	(115)	824
4-Region: West	36%	(188)	53%	(275)	11%	(58)	520

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

Film

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	34%	(753)	53%	(1176)	12%	(270)	2200
Avid Film Fan	100%	(753)	—	(0)	—	(0)	753
Casual Film Fan	—	(0)	100%	(1176)	—	(0)	1176
Film Fan	39%	(753)	61%	(1176)	—	(0)	1930
Avid Moviegoer	52%	(114)	42%	(92)	5%	(12)	218
Casual Moviegoer	39%	(518)	54%	(722)	7%	(94)	1334
Moviegoer	41%	(632)	52%	(814)	7%	(105)	1552

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

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

Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	48%	(1053)	46%	(1015)	6%	(132)	2200
Gender: Male	44%	(472)	49%	(518)	7%	(72)	1062
Gender: Female	51%	(582)	44%	(497)	5%	(60)	1138
Age: 18-34	40%	(262)	50%	(330)	10%	(63)	655
Age: 35-44	51%	(183)	45%	(162)	3%	(12)	358
Age: 45-64	52%	(394)	43%	(326)	4%	(31)	751
Age: 65+	49%	(213)	45%	(197)	6%	(26)	436
GenZers: 1997-2012	31%	(71)	56%	(128)	13%	(29)	227
Millennials: 1981-1996	46%	(309)	47%	(315)	6%	(43)	667
GenXers: 1965-1980	51%	(260)	45%	(230)	4%	(22)	513
Baby Boomers: 1946-1964	52%	(375)	43%	(308)	5%	(34)	717
PID: Dem (no lean)	56%	(493)	40%	(349)	4%	(32)	874
PID: Ind (no lean)	39%	(263)	51%	(346)	9%	(64)	673
PID: Rep (no lean)	45%	(296)	49%	(320)	6%	(37)	653
PID/Gender: Dem Men	54%	(223)	43%	(179)	4%	(15)	417
PID/Gender: Dem Women	59%	(270)	37%	(170)	4%	(17)	457
PID/Gender: Ind Men	39%	(134)	50%	(174)	11%	(39)	347
PID/Gender: Ind Women	40%	(130)	53%	(172)	8%	(25)	326
PID/Gender: Rep Men	38%	(115)	55%	(165)	6%	(19)	298
PID/Gender: Rep Women	51%	(182)	44%	(155)	5%	(18)	355
Ideo: Liberal (1-3)	54%	(355)	40%	(263)	6%	(36)	654
Ideo: Moderate (4)	51%	(331)	43%	(281)	5%	(34)	647
Ideo: Conservative (5-7)	44%	(307)	51%	(351)	5%	(34)	692
Educ: < College	48%	(724)	46%	(697)	6%	(91)	1512
Educ: Bachelors degree	50%	(220)	44%	(194)	7%	(29)	444
Educ: Post-grad	45%	(109)	51%	(123)	5%	(11)	244
Income: Under 50k	48%	(586)	46%	(557)	6%	(76)	1218
Income: 50k-100k	47%	(316)	47%	(317)	7%	(44)	678
Income: 100k+	50%	(151)	46%	(141)	4%	(12)	304
Ethnicity: White	48%	(833)	46%	(789)	6%	(99)	1722
Ethnicity: Hispanic	45%	(156)	47%	(163)	9%	(30)	349
Ethnicity: Black	53%	(147)	43%	(117)	4%	(10)	274

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

Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	48%	(1053)	46%	(1015)	6%	(132)	2200
Ethnicity: Other	36%	(73)	53%	(108)	11%	(22)	204
All Christian	52%	(514)	44%	(433)	4%	(42)	989
All Non-Christian	49%	(57)	44%	(51)	7%	(8)	116
Atheist	46%	(50)	45%	(49)	10%	(10)	109
Agnostic/Nothing in particular	43%	(262)	50%	(304)	7%	(42)	608
Something Else	45%	(170)	47%	(178)	8%	(29)	377
Religious Non-Protestant/Catholic	47%	(64)	46%	(63)	7%	(9)	136
Evangelical	49%	(262)	44%	(237)	7%	(38)	537
Non-Evangelical	51%	(407)	45%	(356)	4%	(32)	795
Community: Urban	52%	(343)	41%	(273)	7%	(43)	658
Community: Suburban	48%	(449)	47%	(442)	5%	(45)	936
Community: Rural	43%	(262)	50%	(300)	7%	(44)	606
Employ: Private Sector	49%	(355)	46%	(331)	4%	(32)	718
Employ: Government	48%	(60)	46%	(58)	6%	(8)	126
Employ: Self-Employed	40%	(77)	51%	(97)	9%	(17)	192
Employ: Homemaker	58%	(89)	37%	(57)	5%	(7)	153
Employ: Student	39%	(33)	52%	(44)	10%	(8)	85
Employ: Retired	51%	(251)	43%	(213)	6%	(30)	494
Employ: Unemployed	44%	(122)	52%	(144)	5%	(14)	280
Employ: Other	44%	(67)	46%	(71)	10%	(16)	153
Military HH: Yes	43%	(130)	50%	(153)	7%	(21)	303
Military HH: No	49%	(924)	45%	(862)	6%	(111)	1897
RD/WT: Right Direction	55%	(449)	40%	(331)	5%	(39)	820
RD/WT: Wrong Track	44%	(604)	50%	(683)	7%	(93)	1380
Biden Job Approve	56%	(576)	40%	(411)	4%	(36)	1023
Biden Job Disapprove	43%	(461)	49%	(531)	8%	(83)	1076
Biden Job Strongly Approve	59%	(260)	37%	(161)	4%	(20)	440
Biden Job Somewhat Approve	54%	(316)	43%	(250)	3%	(17)	583
Biden Job Somewhat Disapprove	46%	(146)	45%	(145)	9%	(28)	319
Biden Job Strongly Disapprove	42%	(315)	51%	(387)	7%	(56)	757

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

Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	48%	(1053)	46%	(1015)	6%	(132)	2200
Favorable of Biden	56%	(577)	40%	(408)	4%	(38)	1024
Unfavorable of Biden	42%	(438)	51%	(538)	7%	(76)	1052
Very Favorable of Biden	58%	(263)	38%	(171)	4%	(19)	453
Somewhat Favorable of Biden	55%	(314)	42%	(237)	3%	(19)	571
Somewhat Unfavorable of Biden	44%	(116)	48%	(129)	8%	(21)	266
Very Unfavorable of Biden	41%	(322)	52%	(409)	7%	(55)	786
#1 Issue: Economy	47%	(420)	47%	(425)	6%	(57)	902
#1 Issue: Security	49%	(131)	46%	(123)	4%	(12)	266
#1 Issue: Health Care	51%	(140)	45%	(121)	4%	(10)	271
#1 Issue: Medicare / Social Security	58%	(157)	38%	(102)	4%	(12)	271
#1 Issue: Women's Issues	45%	(54)	49%	(60)	6%	(7)	121
#1 Issue: Education	48%	(37)	42%	(32)	10%	(8)	78
#1 Issue: Energy	44%	(70)	50%	(81)	6%	(10)	161
#1 Issue: Other	34%	(44)	54%	(71)	12%	(16)	130
2020 Vote: Joe Biden	57%	(557)	39%	(387)	4%	(40)	984
2020 Vote: Donald Trump	46%	(309)	48%	(327)	6%	(41)	677
2020 Vote: Other	36%	(27)	46%	(35)	18%	(14)	76
2020 Vote: Didn't Vote	34%	(158)	58%	(265)	8%	(37)	460
2018 House Vote: Democrat	55%	(420)	42%	(323)	3%	(22)	765
2018 House Vote: Republican	46%	(258)	48%	(270)	6%	(36)	565
2018 House Vote: Someone else	32%	(19)	48%	(28)	20%	(12)	58
2016 Vote: Hillary Clinton	57%	(401)	40%	(276)	3%	(22)	699
2016 Vote: Donald Trump	47%	(311)	48%	(317)	4%	(29)	657
2016 Vote: Other	35%	(38)	51%	(55)	14%	(15)	108
2016 Vote: Didn't Vote	41%	(303)	50%	(366)	9%	(67)	736
Voted in 2014: Yes	51%	(615)	44%	(537)	5%	(60)	1212
Voted in 2014: No	44%	(439)	48%	(477)	7%	(72)	988
4-Region: Northeast	52%	(204)	42%	(165)	6%	(25)	394
4-Region: Midwest	51%	(238)	45%	(208)	4%	(16)	462
4-Region: South	47%	(385)	47%	(387)	6%	(52)	824
4-Region: West	43%	(226)	49%	(255)	7%	(39)	520

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

Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	48%	(1053)	46%	(1015)	6%	(132)	2200
Avid Film Fan	75%	(567)	22%	(168)	2%	(18)	753
Casual Film Fan	35%	(411)	60%	(707)	5%	(58)	1176
Film Fan	51%	(978)	45%	(875)	4%	(76)	1930
Avid Moviegoer	62%	(135)	32%	(69)	6%	(14)	218
Casual Moviegoer	48%	(636)	48%	(635)	5%	(63)	1334
Moviegoer	50%	(771)	45%	(704)	5%	(77)	1552

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

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

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	27%	(603)	39%	(857)	34%	(740)	2200
Gender: Male	43%	(453)	35%	(372)	22%	(237)	1062
Gender: Female	13%	(149)	43%	(485)	44%	(504)	1138
Age: 18-34	28%	(182)	36%	(237)	36%	(236)	655
Age: 35-44	32%	(114)	42%	(149)	27%	(95)	358
Age: 45-64	28%	(209)	39%	(292)	33%	(251)	751
Age: 65+	23%	(98)	41%	(179)	36%	(159)	436
GenZers: 1997-2012	15%	(35)	37%	(83)	48%	(109)	227
Millennials: 1981-1996	33%	(219)	39%	(257)	29%	(190)	667
GenXers: 1965-1980	32%	(165)	37%	(187)	31%	(161)	513
Baby Boomers: 1946-1964	24%	(169)	41%	(295)	35%	(254)	717
PID: Dem (no lean)	32%	(282)	36%	(318)	31%	(274)	874
PID: Ind (no lean)	22%	(151)	41%	(275)	37%	(247)	673
PID: Rep (no lean)	26%	(170)	40%	(265)	34%	(219)	653
PID/Gender: Dem Men	51%	(212)	28%	(118)	21%	(87)	417
PID/Gender: Dem Women	15%	(70)	44%	(200)	41%	(187)	457
PID/Gender: Ind Men	35%	(123)	39%	(135)	26%	(89)	347
PID/Gender: Ind Women	9%	(28)	43%	(140)	49%	(159)	326
PID/Gender: Rep Men	40%	(118)	40%	(119)	21%	(61)	298
PID/Gender: Rep Women	14%	(51)	41%	(146)	44%	(158)	355
Ideo: Liberal (1-3)	29%	(187)	39%	(254)	32%	(212)	654
Ideo: Moderate (4)	27%	(173)	43%	(277)	30%	(196)	647
Ideo: Conservative (5-7)	29%	(197)	39%	(267)	33%	(228)	692
Educ: < College	24%	(364)	38%	(577)	38%	(570)	1512
Educ: Bachelors degree	34%	(152)	42%	(187)	24%	(105)	444
Educ: Post-grad	35%	(86)	38%	(93)	26%	(64)	244
Income: Under 50k	23%	(286)	37%	(447)	40%	(485)	1218
Income: 50k-100k	30%	(200)	42%	(286)	28%	(192)	678
Income: 100k+	38%	(116)	41%	(124)	21%	(64)	304
Ethnicity: White	26%	(453)	40%	(682)	34%	(587)	1722
Ethnicity: Hispanic	32%	(112)	34%	(118)	34%	(120)	349
Ethnicity: Black	34%	(93)	40%	(109)	26%	(72)	274

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

Sports

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	27%	(603)	39%	(857)	34%	(740)	2200
Ethnicity: Other	28%	(57)	32%	(66)	40%	(81)	204
All Christian	30%	(300)	39%	(384)	31%	(305)	989
All Non-Christian	34%	(40)	40%	(47)	26%	(30)	116
Atheist	25%	(27)	36%	(39)	39%	(43)	109
Agnostic/Nothing in particular	24%	(147)	37%	(226)	39%	(236)	608
Something Else	24%	(89)	43%	(161)	33%	(126)	377
Religious Non-Protestant/Catholic	32%	(44)	41%	(56)	27%	(36)	136
Evangelical	27%	(146)	37%	(198)	36%	(194)	537
Non-Evangelical	29%	(231)	42%	(334)	29%	(230)	795
Community: Urban	34%	(221)	36%	(236)	31%	(201)	658
Community: Suburban	28%	(263)	41%	(383)	31%	(289)	936
Community: Rural	20%	(118)	39%	(238)	41%	(250)	606
Employ: Private Sector	35%	(250)	36%	(260)	29%	(208)	718
Employ: Government	26%	(33)	43%	(54)	31%	(38)	126
Employ: Self-Employed	28%	(54)	38%	(73)	34%	(65)	192
Employ: Homemaker	13%	(19)	37%	(57)	50%	(77)	153
Employ: Student	19%	(16)	41%	(34)	41%	(35)	85
Employ: Retired	22%	(109)	41%	(202)	37%	(183)	494
Employ: Unemployed	28%	(78)	41%	(114)	32%	(88)	280
Employ: Other	29%	(44)	41%	(63)	30%	(45)	153
Military HH: Yes	29%	(87)	40%	(123)	31%	(94)	303
Military HH: No	27%	(515)	39%	(735)	34%	(647)	1897
RD/WT: Right Direction	33%	(273)	37%	(305)	30%	(243)	820
RD/WT: Wrong Track	24%	(330)	40%	(553)	36%	(497)	1380
Biden Job Approve	34%	(343)	37%	(383)	29%	(296)	1023
Biden Job Disapprove	23%	(249)	41%	(438)	36%	(389)	1076
Biden Job Strongly Approve	36%	(160)	34%	(149)	30%	(130)	440
Biden Job Somewhat Approve	31%	(183)	40%	(234)	28%	(166)	583
Biden Job Somewhat Disapprove	22%	(70)	42%	(134)	36%	(115)	319
Biden Job Strongly Disapprove	24%	(179)	40%	(304)	36%	(274)	757

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

Sports

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	27%	(603)	39%	(857)	34%	(740)	2200
Favorable of Biden	33%	(334)	38%	(387)	30%	(303)	1024
Unfavorable of Biden	24%	(252)	40%	(417)	36%	(384)	1052
Very Favorable of Biden	36%	(163)	33%	(150)	31%	(140)	453
Somewhat Favorable of Biden	30%	(170)	42%	(238)	29%	(163)	571
Somewhat Unfavorable of Biden	25%	(65)	41%	(110)	34%	(91)	266
Very Unfavorable of Biden	24%	(186)	39%	(307)	37%	(293)	786
#1 Issue: Economy	30%	(271)	38%	(343)	32%	(288)	902
#1 Issue: Security	23%	(60)	46%	(124)	31%	(82)	266
#1 Issue: Health Care	35%	(94)	34%	(91)	32%	(86)	271
#1 Issue: Medicare / Social Security	22%	(61)	42%	(113)	36%	(98)	271
#1 Issue: Women's Issues	20%	(24)	40%	(48)	41%	(49)	121
#1 Issue: Education	30%	(23)	32%	(25)	38%	(30)	78
#1 Issue: Energy	28%	(46)	41%	(66)	31%	(49)	161
#1 Issue: Other	18%	(24)	37%	(48)	45%	(58)	130
2020 Vote: Joe Biden	34%	(330)	38%	(371)	29%	(283)	984
2020 Vote: Donald Trump	26%	(178)	42%	(285)	32%	(214)	677
2020 Vote: Other	19%	(14)	38%	(29)	43%	(33)	76
2020 Vote: Didn't Vote	17%	(80)	37%	(172)	45%	(209)	460
2018 House Vote: Democrat	32%	(247)	39%	(301)	28%	(217)	765
2018 House Vote: Republican	27%	(155)	41%	(231)	32%	(179)	565
2018 House Vote: Someone else	23%	(13)	35%	(20)	42%	(24)	58
2016 Vote: Hillary Clinton	34%	(239)	37%	(256)	29%	(203)	699
2016 Vote: Donald Trump	27%	(175)	43%	(281)	31%	(202)	657
2016 Vote: Other	23%	(25)	44%	(48)	33%	(35)	108
2016 Vote: Didn't Vote	22%	(164)	37%	(272)	41%	(299)	736
Voted in 2014: Yes	30%	(364)	40%	(485)	30%	(363)	1212
Voted in 2014: No	24%	(239)	38%	(373)	38%	(377)	988
4-Region: Northeast	32%	(125)	37%	(145)	31%	(123)	394
4-Region: Midwest	28%	(127)	38%	(177)	34%	(158)	462
4-Region: South	24%	(194)	41%	(340)	35%	(290)	824
4-Region: West	30%	(156)	37%	(195)	32%	(169)	520

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

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	27%	(603)	39%	(857)	34%	(740)	2200
Avid Film Fan	38%	(286)	36%	(270)	26%	(198)	753
Casual Film Fan	23%	(266)	42%	(496)	35%	(414)	1176
Film Fan	29%	(552)	40%	(766)	32%	(612)	1930
Avid Moviegoer	53%	(116)	34%	(75)	13%	(27)	218
Casual Moviegoer	27%	(363)	42%	(566)	30%	(405)	1334
Moviegoer	31%	(479)	41%	(641)	28%	(432)	1552

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	GenZers: 1997-2012	227	10%
	Millennials: 1981-1996	667	30%
	GenXers: 1965-1980	513	23%
	Baby Boomers: 1946-1964	717	33%
	N	2125	
xpid3	PID: Dem (no lean)	874	40%
	PID: Ind (no lean)	673	31%
	PID: Rep (no lean)	653	30%
	N	2200	
xpidGender	PID/Gender: Dem Men	417	19%
	PID/Gender: Dem Women	457	21%
	PID/Gender: Ind Men	347	16%
	PID/Gender: Ind Women	326	15%
	PID/Gender: Rep Men	298	14%
	PID/Gender: Rep Women	355	16%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	654	30%
	Ideo: Moderate (4)	647	29%
	Ideo: Conservative (5-7)	692	31%
	N	1993	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1218	55%
	Income: 50k-100k	678	31%
	Income: 100k+	304	14%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Black	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	989	45%
	All Non-Christian	116	5%
	Atheist	109	5%
	Agnostic/Nothing in particular	608	28%
	Something Else	377	17%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	136	6%
xdemEvang	Evangelical	537	24%
	Non-Evangelical	795	36%
	N	1332	
xdemUsr	Community: Urban	658	30%
	Community: Suburban	936	43%
	Community: Rural	606	28%
	N	2200	
xdemEmploy	Employ: Private Sector	718	33%
	Employ: Government	126	6%
	Employ: Self-Employed	192	9%
	Employ: Homemaker	153	7%
	Employ: Student	85	4%
	Employ: Retired	494	22%
	Employ: Unemployed	280	13%
	Employ: Other	153	7%
	N	2200	
xdemMilHH1	Military HH: Yes	303	14%
	Military HH: No	1897	86%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	820	37%
	RD/WT: Wrong Track	1380	63%
	N	2200	
xdemBidenApprove	Biden Job Approve	1023	46%
	Biden Job Disapprove	1076	49%
	N	2099	
xdemBidenApprove2	Biden Job Strongly Approve	440	20%
	Biden Job Somewhat Approve	583	27%
	Biden Job Somewhat Disapprove	319	14%
	Biden Job Strongly Disapprove	757	34%
	N	2099	
xdemBidenFav	Favorable of Biden	1024	47%
	Unfavorable of Biden	1052	48%
	N	2076	
xdemBidenFavFull	Very Favorable of Biden	453	21%
	Somewhat Favorable of Biden	571	26%
	Somewhat Unfavorable of Biden	266	12%
	Very Unfavorable of Biden	786	36%
	N	2076	
xnr3	#1 Issue: Economy	902	41%
	#1 Issue: Security	266	12%
	#1 Issue: Health Care	271	12%
	#1 Issue: Medicare / Social Security	271	12%
	#1 Issue: Women's Issues	121	6%
	#1 Issue: Education	78	4%
	#1 Issue: Energy	161	7%
	#1 Issue: Other	130	6%
	N	2200	
xsubVote20O	2020 Vote: Joe Biden	984	45%
	2020 Vote: Donald Trump	677	31%
	2020 Vote: Other	76	3%
	2020 Vote: Didn't Vote	460	21%
	N	2197	
xsubVote18O	2018 House Vote: Democrat	765	35%
	2018 House Vote: Republican	565	26%
	2018 House Vote: Someone else	58	3%
	N	1389	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	699	32%
	2016 Vote: Donald Trump	657	30%
	2016 Vote: Other	108	5%
	2016 Vote: Didn't Vote	736	33%
	N	2200	
xsubVote14O	Voted in 2014: Yes	1212	55%
	Voted in 2014: No	988	45%
	N	2200	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
MCENxdem1	Avid Film Fan	753	34%
	Casual Film Fan	1176	53%
	N	1930	
MCENxdem2	Film Fan	1930	88%
MCENxdem3	Avid Moviegoer	218	10%
	Casual Moviegoer	1334	61%
	N	1552	
MCENxdem4	Moviegoer	1552	71%

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

